ITERABLE

Your Checklist for Unlocking the Power of AI

During these challenging economic times, you may be asked to do more with less and AI can help to increase the relevance and impact of your messaging. But, where to start?

We've got you covered. Consider this checklist your go-to resource incorporating AI into your marketing campaigns and discovering optimization opportunities that foster team efficiencies.

Where to Start With AI

When thinking about evaluating types of AI solutions, here are some things to consider:

COMFORT LEVEL:
Do you have team members focused on utilizing AI or experimentation tools?

CURRENT AI TOOLS:
What tools are your company currently using?

POTENTIAL:
Where can AI bring the most value to you and your team?

- Do you want to know more about your audience?
- Do you want assistance with campaign delivery?
- Do you need a copywriting assistant?

How AI Can Make a Difference

There are multiple ways AI can be injected into your marketing strategy, making it easier than ever to create joyful experiences for your customers (while also saving you a lot of time).

Personalization and Segmentation

AI can help segment audiences and create targeted campaigns that address specific needs to generate relevant and effective marketing communications—improving customer satisfaction and conversion rates.

AI IN SEGMENTATION:

- Build demographics
- Collect browsing behavior
- Remember purchase history
- Capture user interests and preferences
- Marketing campaign engagement (such as opens and clicks)

Predictive Analytics

With AI-run predictive analytics–that forecast future outcomes based on historical data—you can make proactive decisions, anticipate market changes, and optimize resource allocation.

AI IN PREDICTIVE ANALYTICS:

- Predict customer behavior
- Identify potential churn
- Forecast sales trends
- Optimize pricing strategies

Automation and Efficiency

AI-powered automation streamlines repetitive time-consuming tasks, freeing you up to focus on strategy and creativity.

AI IN AUTOMATION:

- Automate deployment of email marketing campaigns
- Optimize based on channel and send-time preferences
- Schedule social media posts
- Content creation and copywriting
- Ad optimization
- Chatbots to communicate with customers

Frequency Management

Use AI to cut out the noise. **Almost 75% of Americans surveyed** are overwhelmed by the number of messages they receive.

AI IN FREQUENCY MANAGEMENT:

- Manage the number of messages sent across channel types
- Tailor message frequency to users based on their behavior
- Test frequency of messages in marketing channels

Approach AI with a crawl, walk, run approach. You don't have to adopt all AI capabilities at once—think about your brand and start with what will have the most impact. **Iterable's AI Suite** gives you the tools you need to automate routine tasks, accelerate growth, and deliver more meaningful experiences at every step of the customer journey.

To learn more about Iterable's AI Suite, schedule a demo today.

Trusted By: box   fabfitfun   Fender   REDFIN   SEAT GEEK   STRAVA