The Revolution in Customer Analytics:
How AI is Transforming Customer Relationships
Analytics directly influence how we market.
The last revolution in marketing analytics was segmentation. And it still has its merits. But it also has its limitations.

The fact remains: segments are still overgeneralizations. And worse, they are static.
1:1 Marketing Requirements

Hyper-Segmentation | Dynamic Content | Omni-Channel Optimization | Infinitesimal Timeliness
WORLD POPULATION GROWTH

- 1B (1800)
- 2B (1875)
- 3B (1925)
- 4B (1950)
- 5B (1975)
- 6B (2000)
- 7B (2025)
- 10B (2050)
AI is the ultimate revolution in marketing analytics
And it comes at a time when we need it most. But not without a fight.

VIVA LA EVOLUCIÓN

VIVA LA RESISTANCE
AI comes with promising benefits
Which also present challenges

AI transforms loyalty marketing into a seamless, frictionless customer experience. Inertia is the kryptonite of engagement.

Today's consumers expect brands to show loyalty back by exposing that they're listening. Meanwhile, there's the “Creepiness Factor.”

AI targets devices & channels where user is most likely to engage, at the time when they're most likely to engage. AI uses and produces data in volumes and at speeds we can't comprehend, and it must be stored.

1:1 Marketing Requirements:
- Hyper-segmentation
- Dynamic Content
- Omni-Channel Optimization
- Infinitesimal Timeliness
Myth: AI forms a barrier between brands and consumers
And is ultimately the antithesis of customer relationships

Truth: AI enables 1:1 marketing through loyalty experiences
Despite a global population soon to reach 10 billion people
The human brain is capable of processing multiple thoughts at once, but our ability to communicate that way has not evolved... until now.

Dr. Rachel Royal
The 1:1 relationship aspect of today’s loyalty marketing is not sustainable, or possible at scale, without AI.

AI is the ultimate revolution in marketing analytics, and it comes at a time when we need it most.
If I had asked people what they wanted, they would have said faster horses.

HENRY FORD
Thank you