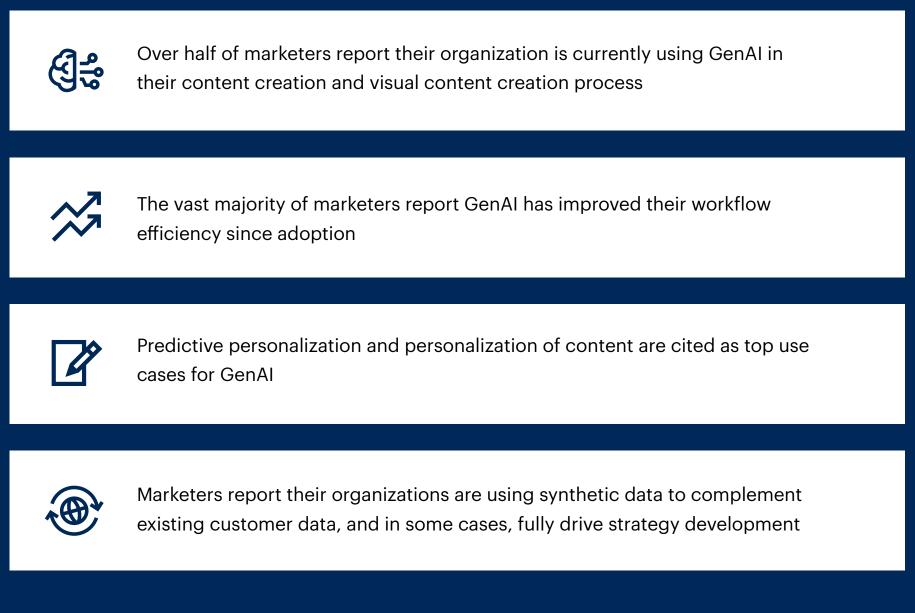
Leveraging generative AI to build personalized customer journey mapping



Marketing teams are leveraging generative AI (GenAI) to better understand their customers, create personalized content and improve workflows. Integrated alongside traditional marketing automation platforms, these GenAI tools allow marketers to develop unique marketing strategies, synthesize customer journeys and optimize results.

How can marketing teams who aren't using GenAI leverage the tool, and what applications does synthetic marketing data have in the development of customer journey mapping?

One-Minute Insights:



One-Minute Insights on timely topics are available to **Gartner Peer Community** members. Sign up for access to over 100 more, and new insights each week.

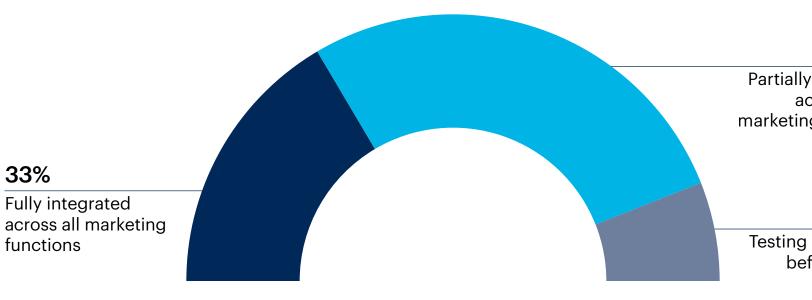
Data collection: August 25th - August 29th, 2023

Respondents: 100 marketing professionals whose organization has adopted GenAI, and who have visibility into how their business unit is deploying GenAI

Marketing teams are embracing GenAI tools like ChatGPT to create content and enhance marketing personalization, and nearly all report improvements to workflow efficiency since adoption

55% of marketers say their organization's adoption of GenAI can best be described as **partially integrated across selected marketing functions**. An additional 33% say their organization has fully integrated GenAI across all marketing functions.

Which of the following best describes your organization's adoption of generative AI (GenAI) across marketing?

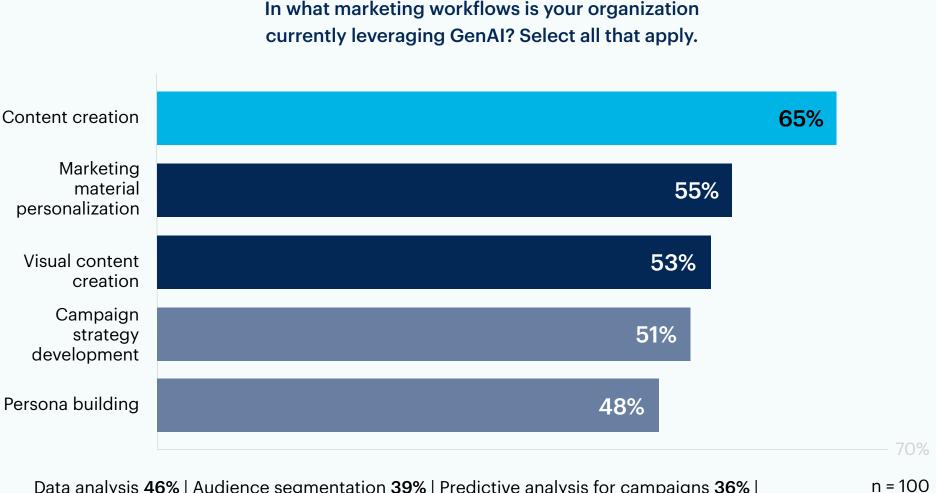


55% Partially integrated across select marketing functions

12% Testing integration before roll out

We have not adopted GenAI, but we are considering it **0%** | We have not adopted GenAI, and are not considering it **0%** n = 100

When identifying the marketing workflows where their organizations are currently leveraging GenAI, over half of marketers selected **content creation (65%)**, **marketing material personalization (55%)**, **visual content creation (53%)** and campaign strategy development (51%).

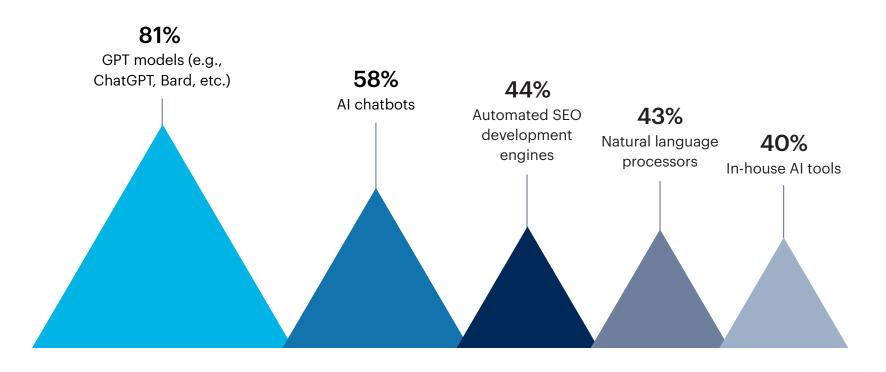


Data analysis **46%** | Audience segmentation **39%** | Predictive analysis for campaigns **36%** | A/B experimentation **35%** | Customer engagement (e.g., chatbots) **34%** | SEO/keyword optimization **31%** | Customer journey mapping **14%**

81% of marketers report their organization is currently using GPT models (e.g., ChatGPT,

Bard, etc.). The second most commonly selected GenAI tool is AI chatbots, reported by 58% of marketers.

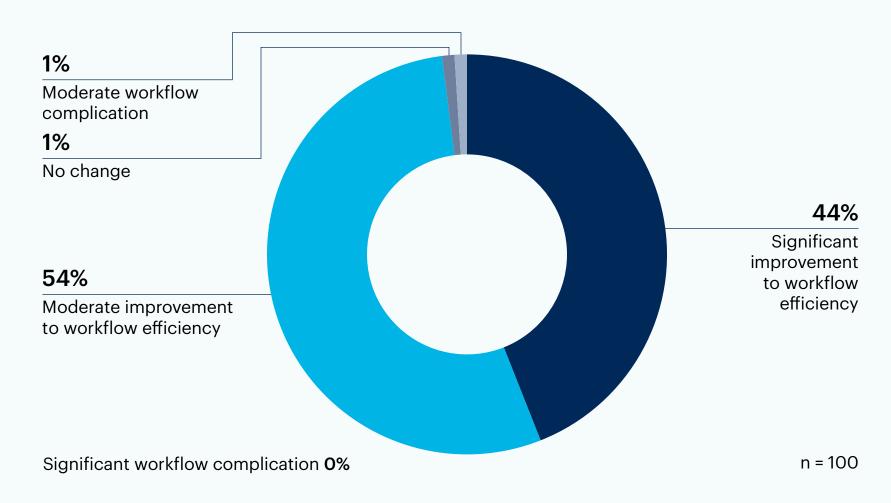
What GenAI tools are your organization currently using? Select all that apply.



Automated multichannel marketing hub **31%** | Speech recognition and analysis platforms **28%** | n = 100 Al-powered data analytics platforms **26%** | Dynamic ad creation tools **20%** | Not sure **0%**

Just **1%** of marketing professionals report their team's workflows have been **complicated by the introduction of GenAI tools**. 98% of marketers report significant or moderate improvement to workflow efficiency.

How have your marketing team's workflows evolved since the introduction of GenAI tools?



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"Using AI writing assistants like Jasper, Jarvis, and Sudowrite can help generate initial drafts of content like social media posts, ads, website copy etc. Still requires human review but can accelerate content creation."

- Director, arts, entertainment & recreation industry, <1,000 employees

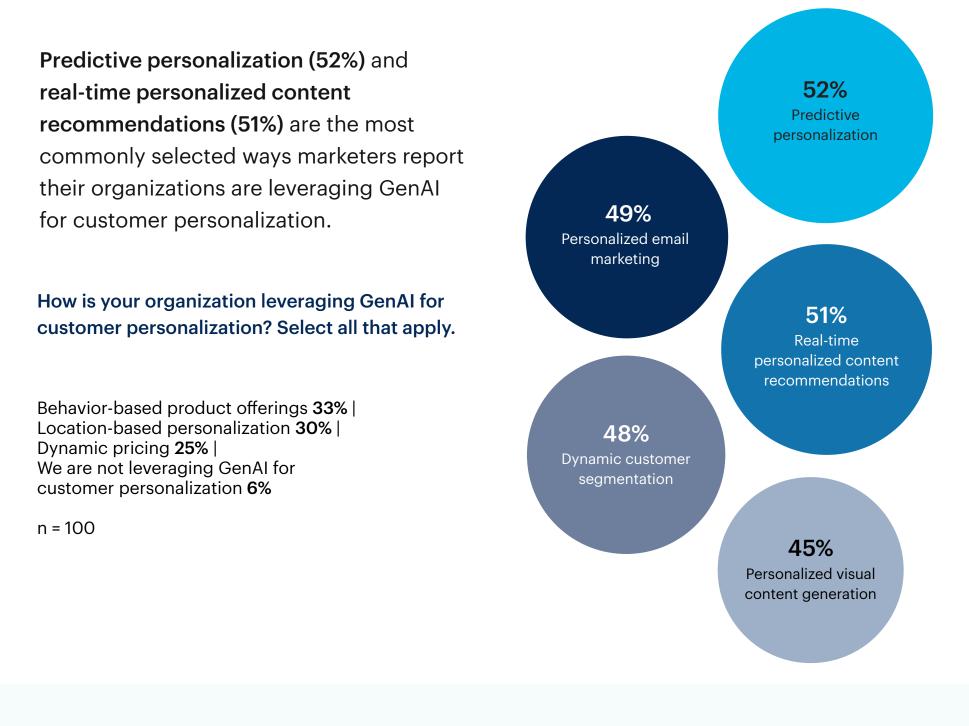


"Adobe's integrated AI capabilities are promising across content, segmentation etc. Chatgpt is good for content writing but I sometimes doubt the authenticity. Microsoft is good for large data modelling"

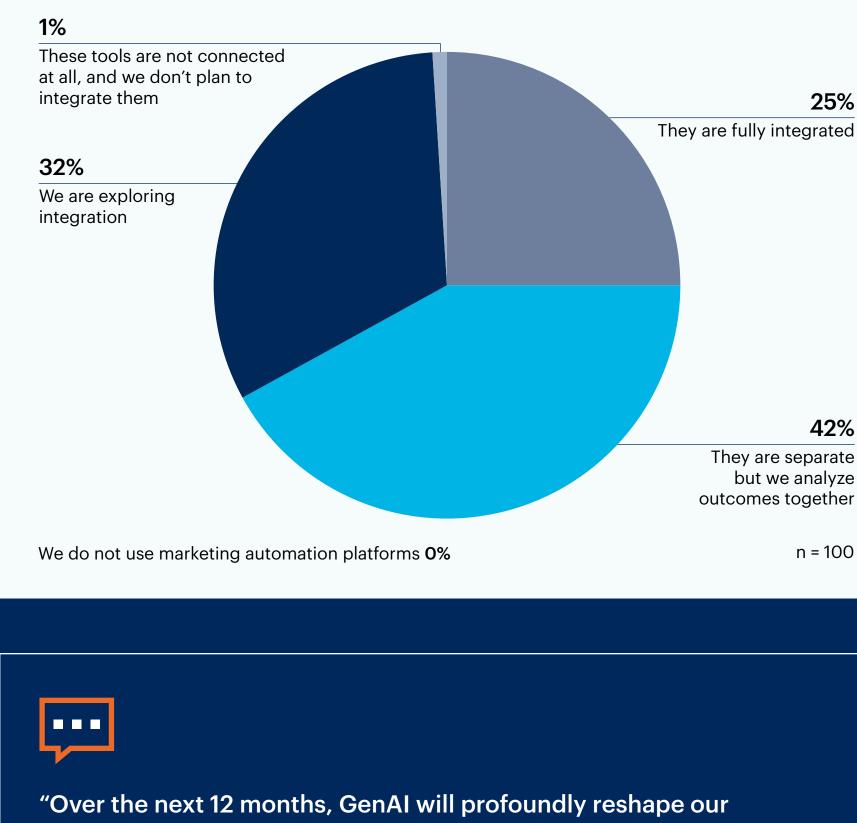
- VP, professional services industry, 10,000+ employees

Question: Do you have any vendor recommendations or specific tools you'd like to share?

Marketers are leaning on GenAI for personalization of content, and most say the technology is already fully or partially integrated with their existing marketing automation platforms



A quarter of marketers (25%) report their organization's existing marketing automation platform is **fully integrated with GenAI tools**. Just 1% of marketers report their marketing automation platforms are not integrated with GenAI tools, and they don't plan to.



customer personalization strategy. By harnessing AI's insights into Generation Z and Alpha preferences, we'll gain deeper customer insights and predict trends with precision. Real-time personalization, AI-generated content, and chatbots will elevate our customer interactions. Embracing ethical considerations, agile strategies, and continuous learning will be crucial. This evolution emphasizes human-AI collaboration, empowering us to craft hyper-personalized campaigns that resonate with these generations, fostering stronger connections and setting new industry standards."

- Director, arts, entertainment & recreation industry, <1,000 employees

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"Content can be personalized easily and rolled out to different targets. This allows us to improve the efficiency of our content creators significantly. For me as head of the marketing and retail sales department it is very easy to overview the performance of my teams because AI helps me to get structured data."

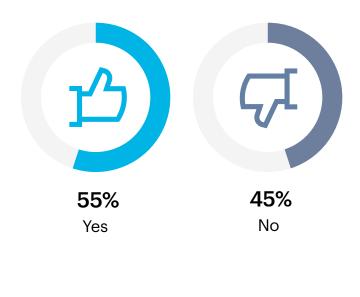
- VP, utilities industry, 1,000 - 5,000 employees

Question: In your opinion, how do you think GenAI will impact customer personalization strategy on your marketing teams over the next 12 months?

Over half of marketers report their organization is using synthetic data to compliment and explore new marketing strategies

55% of marketers report their organization uses **synthetic marketing data** to envision potential future customer journeys.

Does your organization use synthetic marketing data to envision potential future customer journeys? Define synthetic marketing data as artificially-generated data simulating real customer behaviors and interactions.



n = 100

31%

4%

Not sure

Synthetic data is a primary source for

strategy development

Among marketers whose organization is using synthetic data to envision potential future customer journeys (n = 55), just under half **(40%)** report their organization currently uses **synthetic data to complement their real customer data**. An additional 31% say that synthetic data is a primary source for strategy development at their organization.

What best explains your organization's current use of synthetic marketing data?

40% Synthetic data is complementary to real customer data

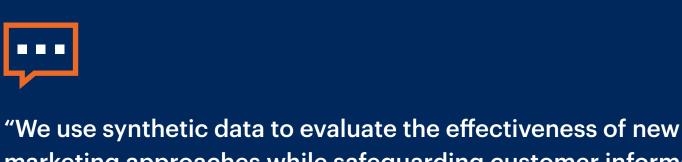
22% Synthetic data is being used for pilot campaigns 4% We are exploring synthetic data,

but haven't used it yet

n = 55

n = 100

Question shown only to respondents who answered 'Yes' to the question, "Does your organization use synthetic marketing data to envision potential future customer journeys? Define synthetic marketing data as artificially-generated data simulating real customer behaviors and interactions.



Note: May not add up to 100% due to rounding

marketing approaches while safeguarding customer information."

- Director, telecommunications industry, 10,000+ employees



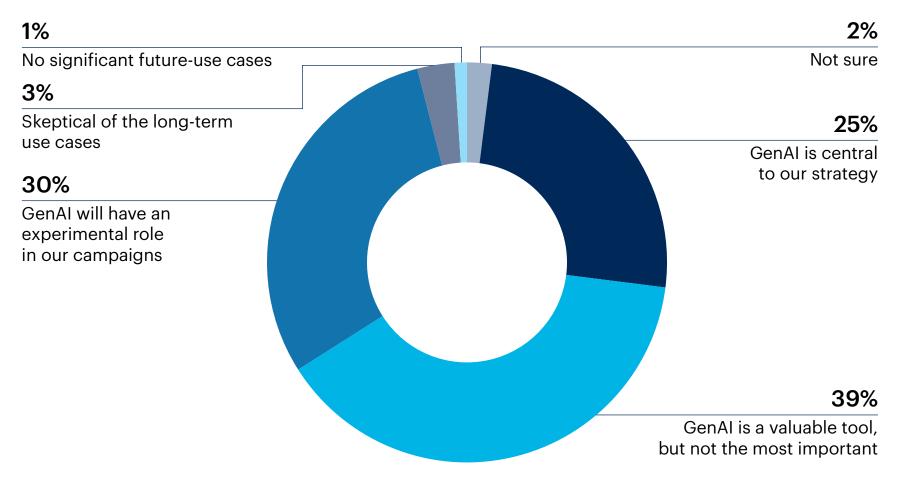
"Synthetic marketing data helps [us] to create new segments. But these are tried in pilots and [we] check feedback on smaller scales. Once results are seen these are tried on other samples and feedback collated. Real data is also aligned and evaluated before reaching out to final outcomes for customer product strategy."

- Director, telecommunications industry, 10,000+ employees

Question: How does your organization use synthetic marketing data to identify and test new marketing approaches?

When asked what role GenAI will play in the future of customer journey mapping at their organizations, most respondents **(39%)** say **GenAI is a valuable tool, but not the most important**. A quarter (25%) say GenAI is central to their organization's strategy, and 3% say they are skeptical of the long-term use case of GenAI.

How would you describe the role of GenAI in shaping the future of customer journey mapping at your organization?



My organization doesn't use GenAI for shaping customer journey mapping 0%



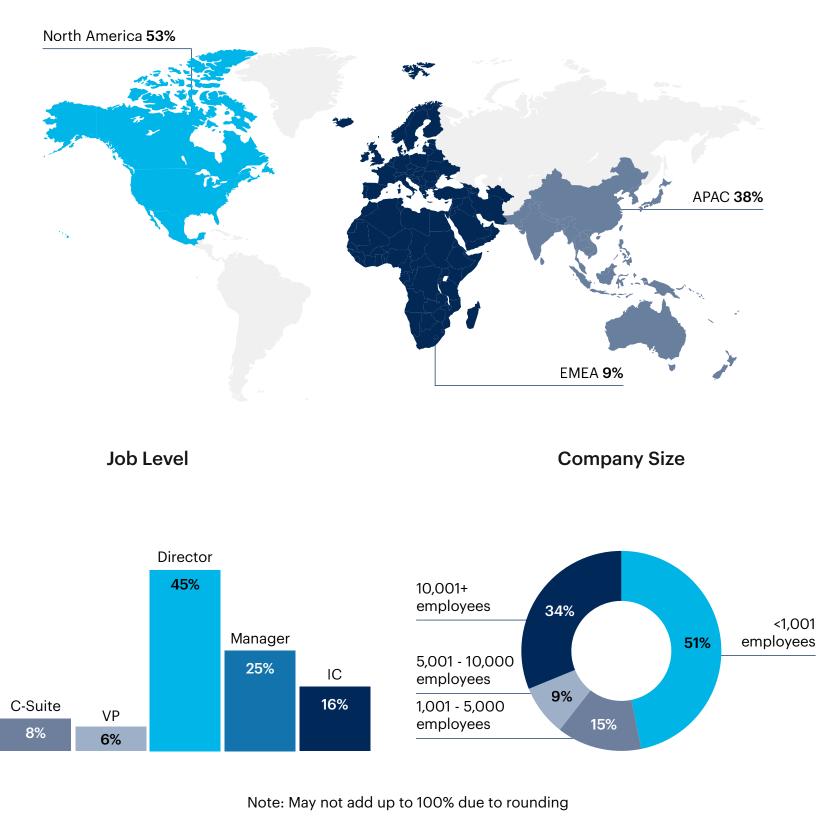


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Respondent Breakdown

Region



Respondents: 100 marketing professionals whose organization has adopted GenAI, and who have visibility into how their business unit is deploying GenAI

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