

FROM INSIGHTS TO REVENUE:

Harnessing AI for Marketing & Sales Success in 2024

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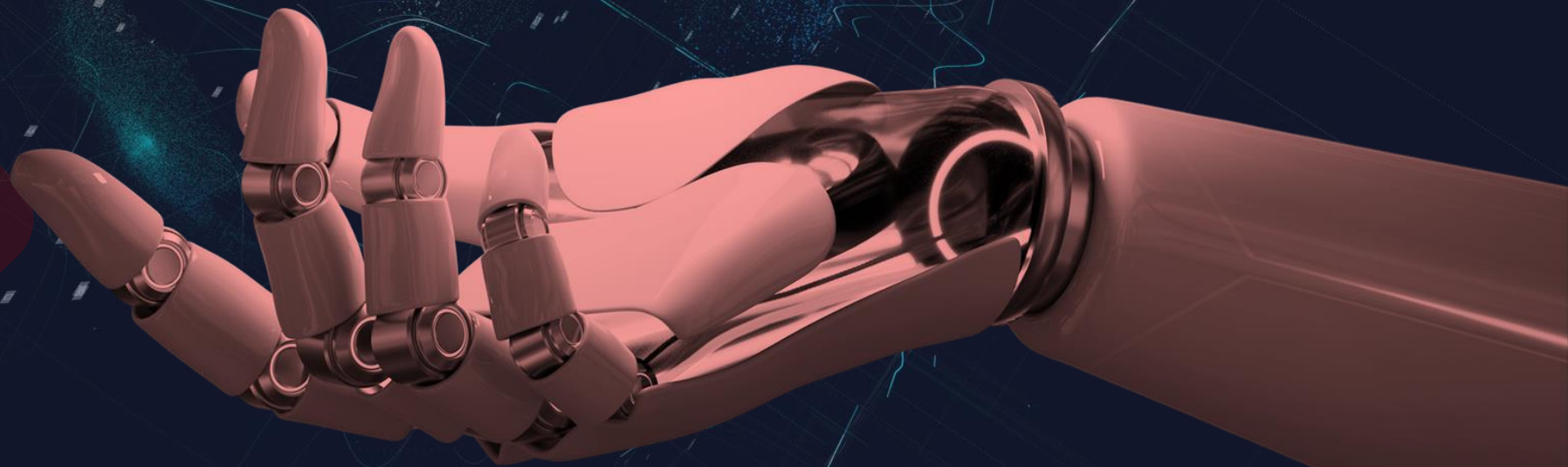


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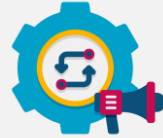
Today's AI in Marketing & Sales

TODAY'S AI IN MARKETING & SALES

Artificial Intelligence

AI Refers to computer systems that can perform tasks that typically requires human intelligence such as learning & Problem-solving.

AI Range of Applications



AI Marketing & Sales Automation



Conversational AI Chatbot



Predictive Analytics



Machine Learning integration with AI, AR, & VR

Early Stages: 84% ASEAN
(+1% YoY)

Advanced Stages: 15 % ASEAN

STAGE 1

1%
(-1% YoY)

Not interested in investing in AI

1% shift to stage 2

STAGE 2

25%
(-2% YoY)

Keen to invest/develop an AI strategy

3% shift to stage 3

STAGE 3

59%
(+3% YoY)

Piloting initiatives within discrete activities

STAGE 4

9%

Scaling initiatives across discrete activities

STAGE 5

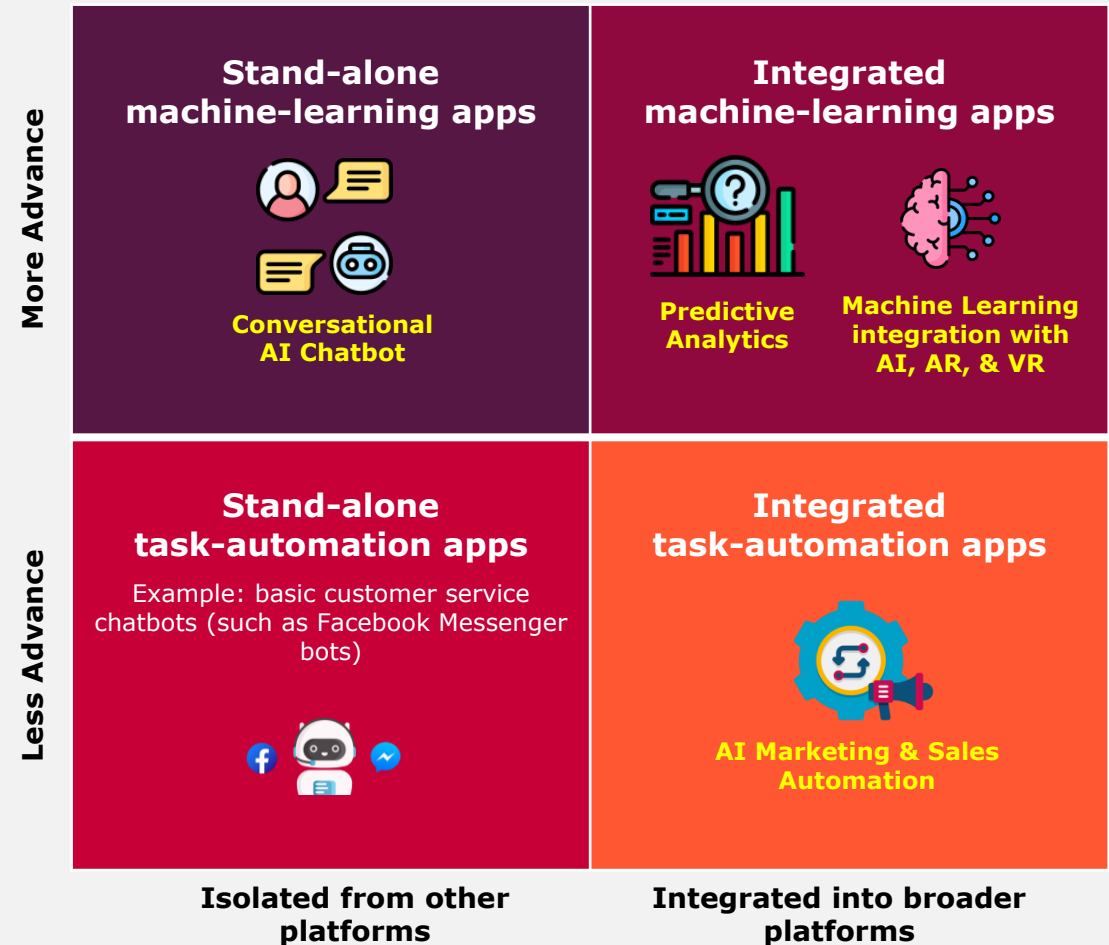
6%

End-to-End scaled implementation of AI

TODAY'S AI IN MARKETING & SALES

- In order to realize AI's giant potential, CMOs / CSOs need to have a good grasp of the various kinds of applications available and how they may evolve.
- It categorizes AI along two dimensions: **intelligence level** and whether it **stands alone** or is part of a **broader platform**.
- Simple stand-alone task-automation apps are a good place to start. But advanced, **integrated apps** that incorporate machine learning have the greatest potential to create value.

The Four Kinds of Marketing AI



Source: Harvard Business Review

Section 2

Key Drivers Adoption

ARTIFICIAL INTELLIGENCE KEY DRIVERS' ADOPTION

Data overload

Both sales and marketing teams are bombarded with data.

AI can shift through it all, **identify key insights**, and present them in a **clear** and **actionable** way.

Inefficiencies

Manual tasks and repetitive processes take up valuable time and resources.

AI can **automate** these tasks, freeing up teams to focus on more strategic activities.

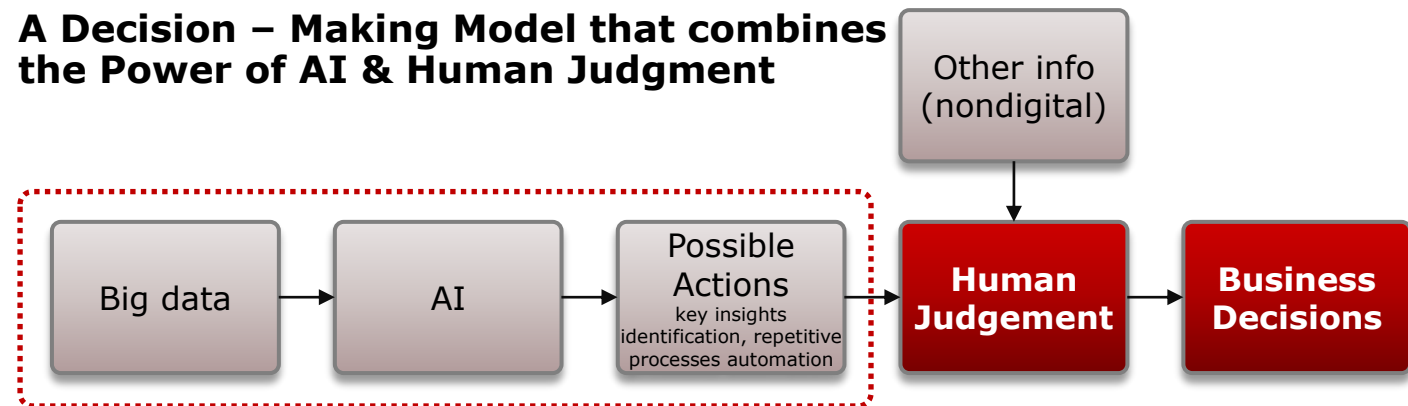
Limited reach

It's difficult to reach every potential customer with traditional marketing methods.

AI can help **personalize** messages & target them to the **right audience** at the **right time**, maximizing reach & impact.

AI is not a replacement for human expertise, but it can be a **powerful tool for sales and marketing** teams to overcome common pain points, improve efficiency, and achieve better results.

A Decision – Making Model that combines the Power of AI & Human Judgment



Section 3

Market Trend for AI Marketing & Sales in 2024

MARKET TREND FOR AI MARKETING & SALES IN 2024

1. Improved AI Marketing & Sales Automation



Marketing automation is all the rage, from **automated email sends to social posts**.



Facts Sheet

115%
Increase in inbound leads.

81%
Higher deal close rate.

108%
More website traffic.

**Source: HubSpot' clients after sixth months*



What can you Do?

- Using AI-powered automation to effectively execute more targeted / smaller campaigns that **address specific issues / topics to audiences**.
- By **automating** routine tasks such as scheduling social media posts or sending emails, company can **free up their time & focus on more important tasks**.



Case Study

Industry : Software & Technology
Location : United States
Use Case : Sales & Marketing Alignment

Problem

- Too many tools for its marketing & sales activities.
- Low rates for email open, click-through rates (CTR), lead generation.

Solution



- Sales & Marketing Hub by Hubspot, the features hero:
 - Segmentation capabilities to **run multiple targeted direct mail campaigns** simultaneously. Analyzed the email open & CTR to see who they should follow-up with.
 - Manage **calendar meetings & see 1-to-1 sales communication** like emails, phone calls, & logged notes on the contact records.
 - Having their **analytics all within HubSpot**

Result

15%
increase in MRR (Monthly recurring revenue)

167%
deal pipeline growth

**After sixth months*

Source: Hubspot

MARKET TREND FOR AI MARKETING & SALES IN 2024

2. More Capable Chatbots & Customer Engagement : Conversational AI Chatbot



The conversational AI assistant chatbot is **conversational marketing** uses **real-time interactions**, covers the entire customer journey in the most efficient and engaging way possible.



Facts Sheet

80%
of customer questions are
handled by chatbots.

44%
of consumers value chatbot aid
pre-purchase.

40%
of consumers indifferent to
chatbot or human assistance.

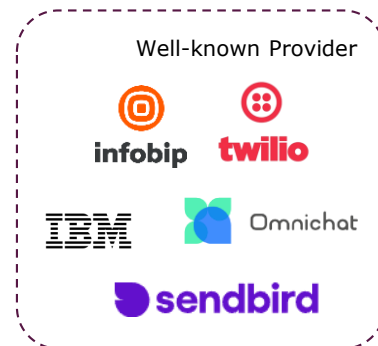
52%
of consumers believe AI will
improve future customer service.



What can you Do?

- Consider the **chatbot's content strategy**, including both its responses & the available site content it can provide in response to user inquiries.
- Regularly review** chatbot logs to identify common questions & assess whether users are receiving adequate assistance.
- Address any gaps** by creating relevant content that the chatbot can direct users to, ensuring their needs are met comprehensively.

**Source: Infobip, IBM, Forrester*



vodafone

Industry : Telecommunications
Location : UK, Worldwide
Use Case : Conversational AI Chatbot



Case Study

Problem

- One of the most crucial issues for call centers is **maintaining a high level of knowledge for customer care agents**, especially given their high churn rate.

Solution



- IBM Watsonx Assistant** put AI into Vodafone's virtual agents chatbot, TOBi. While the past rule-based customer care systems stuck to scripts, TOBi learns from every single customer interaction.
- Its transform the experience personalize interactions, so they feel uniquely human, agents can tackle more intellectually challenging questions.

Result

70%
Reduction in cost per chat

95%
Answers automated with
accuracy

370% Return on Investment

In a 2023 Forrester Consulting Total Economic Impact™ study sponsored by IBM, a composite company achieved a payback period of under 6 months & an ROI of 370% over 3 years.

Source: IBM

MARKET TREND FOR AI MARKETING & SALES IN 2024

3. More use of AI-Driven Predictive Analytics for Forecasting



AI-powered forecasting fosters sales and marketing strategies by providing **actionable insights** on market trends, customer and consumer buying behavior, driving sales performance, and pricing optimization.

Facts Sheet

79%

Corporate strategists view AI analytics as crucial for success in the next 2 years.

And **86%**
of them is deployed & piloting
to use **predictive analytics**

**Source: Gartner*

What can you Do?

- Accurate predictive analytics **requires detailed historical customer & site data**. It is important that company has gathered relevant data. Historical data needed to execute predictive analytics with ease after you've determined which approach is best for your company.
- Upgrade your tech foundations**. To use AI everywhere, tech architecture & enterprise data models will have to change.



SAMSUNG



Case Study

Industry : Technology – Digital Devices
Location : South Korea
Use Case : Demand Forecasting

Problem

- Samsung needed a better & effective way to predict demand for memory hardware, PC set demand, and shipments.
- The marketing intelligence team needs **weeks to analyze the future demand** for the company's resources.

Solution



- The marketing intelligence team collaborates with the data science team to build a **demand forecast model using AWS DataLabs & AWS SageMaker Canvas**.
- After, Samsung Electronics is seeing **highly accurate predictions**.

Result

Previously, need weeks
for data processing,
analyze, & results;
now: 1–2 hours.

Other teams use AI for additional Demand & Sales Forecasting, such as analyzing mobile, server, & electro-mechanic.

Source: AWS

MARKET TREND FOR AI MARKETING & SALES IN 2024

4. Transforming Customer Engagement & Buying Process use AI, AR, VR



- Generative AI, has been instrumental in pushing the boundaries of AR & VR.
- Businesses may dramatically **increase customer engagement & increase conversion rates** by offering immersive, interactive, and personalized shopping experiences.



Facts Sheet

200%

Augmented reality boosts online shopping sales up to 200%.

1.73 billion

By 2024, mobile AR users will reach 1.73 billion.

Brands that implement AR/VR for Retail Sales will see:

- 94%** Higher conversion rates
- 71%** Customer feel more connected to the products
- 41%** More preferred by customers.



What can you Do?

- E-commerce platforms can change the game by **integrating AR & VR technologies**.
- Find the **right partner** for the technology.
According to Mobile Marketer, 52% of retailers feel unprepared to adopt AR/VR technologies due to the significant resources required for tasks like photogrammetry & 3D modeling. It's crucial for retailers to find the right partner to ensure a successful ROI after implementation.

**Source: Forbes*



FROGS INDONESIA
Smart Transportation Solutions



Case Study

Industry : Aerospace – Drone Passenger
Location : Indonesia
Use Case : Virtual Reality

Problem

- FROGS Indonesia faced a problem to present their product to the public, especially when the product is still under development.
- Arranging an exhibition is not an easy thing, **it needs a lot of money and time to arrange**, also need **large space & transportation to deliver the product**

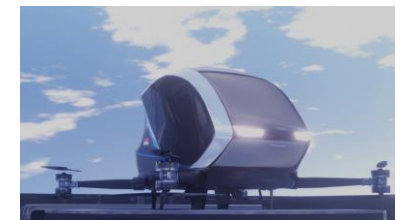
Solution



- ARUTALA simplifies the exhibition process for FROGS Indonesia by offering **virtual drone experiences, eliminating the need to bring drone prototypes to every exhibition**.
- Using VR technology, users can explore drones safely and interactively, accessing detailed flight information.

Result

- Reduce marketing & operational costs
- Realistic & can engage customers
- Customized environment & unit features



Source: Arutala



STAY ON TOP OF THESE AI MARKETING TRENDS

Stay updated on AI marketing trends to be prepared for upcoming changes.
Keep an eye on the news, observe competitors, and stay informed.

Also, remember the importance of conventional marketing methods. Success still requires fundamental quality & competence, even with AI improvements.



THANK YOU!

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