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## 4 WAYS MODERN MARKETERS ARE USING AI TO ACHIEVE MORE WITH LESS DURING COVID-19

Marketing departments need innovative technological solutions to work through the COVID-19 crisis. The power to make rapid marketing decisions that are based on knowledge of outcome is vital to maintaining a strong market position. For that technological advantage is key.

**Learn how the adoption of AI is a vital modern marketing response to COVID-19.**



# THE MODERN MARKETER'S

## CHALLENGE

In response to COVID-19 modern marketers are expected to deliver more and more, with less and less. Finding innovative technical solutions that enable competitive advantage is on every modern marketer's agenda.

REDUCTIONS IN  
CONSUMER SPENDING



SHORT TERM ECONOMIC  
DECLINE AND UNEMPLOYMENT



However with this challenge comes opportunity. All experts agree that economic recovery will be swift, with significant rebound expected by 2021- 22.

With increased demands and reduced resources, **all modern marketers should now be looking to AI.**

## OPPORTUNITY

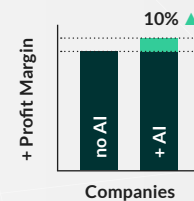
As in previous recessions, there will be winners and losers as sectors consolidate and consumer choice narrows. Missing the opportunity to embrace AI not only jeopardises an organisation's chances of surviving, but increases the competition's chance of thriving.



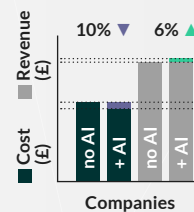
*The most dangerous phrase in the English language is, "We've always done it this way"*

(Grace Hopper)

### Characteristics of an organisation that thrives with AI



Organisations that are heavily committed to AI are **generating up to 10% more profit** compared to those that don't. (McKinsey, 2020)



Revenue increases from adopting AI are reported most often in marketing and sales, with decreased costs of more than 10% and **revenue uplifts of more than 6%**. (McKinsey, 2020)

# THE MODERN MARKETER'S SOLUTION

Modern marketers are becoming well-versed in AI's efficacy in driving revenue and profit, with 62% of modern marketers now planning or actively experimenting with AI solutions. A customer-centric approach is a key driver for the adoption of AI.

The most common AI applications within marketing departments are:

- ✓ IMPROVING CUSTOMER INSIGHT
- ✓ IMPROVING CUSTOMER EXPERIENCE
- ✓ IMPROVING CUSTOMER ENGAGEMENT

(Gartner, 2018)

# 1

## SEGMENTATION

Using AI to identify the most profitable customer profile, building a comprehensive Single Customer View (SCV) that informs truly actionable customer segmentations.

**Absolute clarity on your customer profile**

**Strategise to find and retain more of them**

**Capitalise on the current market challenges**

# 2

## FORECASTING

Using AI to power accurate and actionable marketing forecasts, ensuring the data being utilised is comprehensive and convenient from the outset.

**Produce insight beyond sales forecasting**

**Model interventions and predictions**

**Make projections that facilitate advanced planning**

# 3

## AUTOMATION

Using AI to rapidly respond to changing customer behaviours, reviewing and renewing familiar logic and intuition that may no longer apply.

**Feed in real time data from multiple sources**

**Make hyper targeted campaign decisions**

**Maximise every window of consumer opportunity**

# 4

## MEASURABILITY

Using AI to inform real time marketing investment decisions, giving unobscured visibility of the campaigns driving ROI and those that are delivering inefficiencies.

**Avoid legacy assumptions and data blindspots**

**Uncompromised data that meets marketing needs**

**Decisions based on knowledge of outcome**

# ABOUT

Third Foundation is a tech start-up delivering AI transformation to modern marketers. Providing marketers with the time to think. The time to think differently. The time to think disruptively. The time to think decisively.

Built on proprietary technology and intellectual property assets designed around the needs of modern marketers, we use our unique 'A13' framework to help organisations deliver AI transformation.



third foundation  
ai for modern marketers

If you're interested in learning more about how AI is transforming modern marketing, get in touch or visit:

w: [third.foundation](https://third.foundation)

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