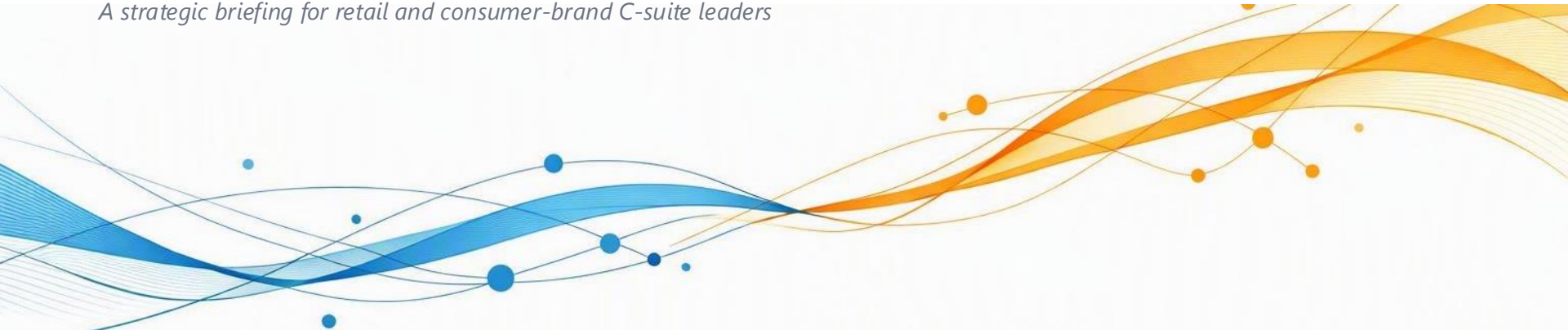
EXECUTIVE INSIGHTS · RETAIL & CONSUMER BRANDS

AI-Powered Marketing Analytics

Turning data into competitive advantage across the marketing lifecycle

A strategic briefing for retail and consumer-brand C-suite leaders



EXECUTIVE SUMMARY

Marketing has entered a new era

For decades, analytics answered one question:

"What happened?"

AI changes the question to:

"What will happen next—and what should we do about it?"

A shift from descriptive analytics to predictive, prescriptive, and autonomous marketing intelligence.

AI continuously predicts customer behavior, optimizes live campaigns, surfaces emerging opportunities, and recommends the next best action in real time.

Measurable gains reported by leaders

- Customer acquisition
- Personalization
- Marketing ROI
- Customer lifetime value
- Campaign speed
- Media efficiency
- Creative effectiveness

THE TRAJECTORY

From descriptive to autonomous intelligence

01

Descriptive

What happened?

Historical dashboards and reports

02

Predictive

What will happen?

Forecasts customer behavior

03

Prescriptive

What should we do?

Recommends the next best action

04

Autonomous

Acting on its own

Optimizes campaigns in real time

Traditional business intelligence helps executives understand the business. AI increasingly helps run it.

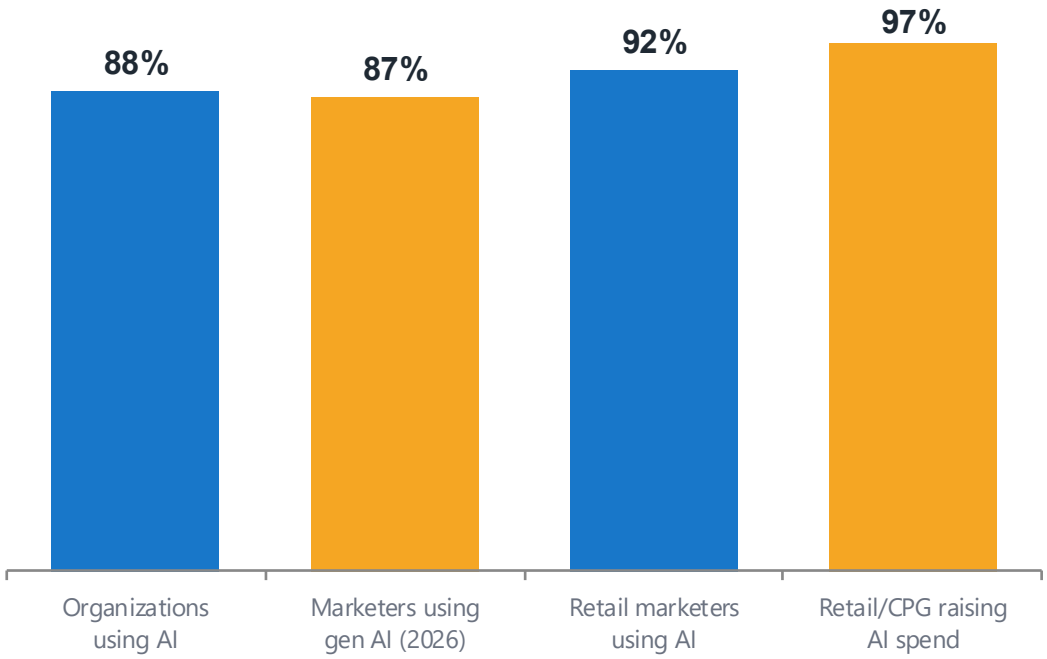
WHAT CHANGED

Marketing analytics has evolved

Traditional analytics	AI-powered analytics
Reports history	**Predicts future behavior**
Weekly dashboards	**Real-time optimization**
Static customer segments	**Dynamic behavioral audiences**
Manual campaign changes	**Automated recommendations**
Human interpretation	**Machine-learning insights**
Sample-based analysis	**Full-population analysis**
Reactive decisions	**Prescriptive recommendations**

MARKET CONTEXT

AI has crossed into the mainstream



Gen-AI use among marketers nearly doubled

51% → 87%

in just two years (2024 → 2026)

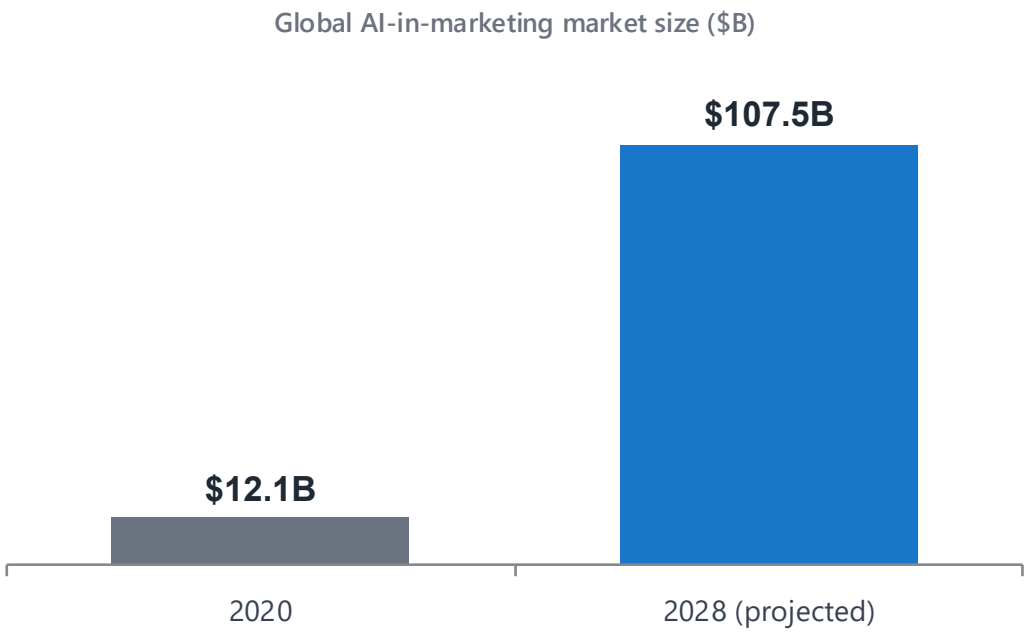
9 in 10
retail & CPG companies now use or are piloting AI

88%
of organizations use AI in at least one business function

Sources: McKinsey Global AI Survey; Salesforce State of Marketing 2026; industry surveys.

THE OPPORTUNITY

A market compounding at scale



~9×

projected growth in AI-in-marketing spend this decade

+393%

year-over-year growth in AI-driven traffic to U.S. retail sites

Sources: The Insight Partners; Capital One Shopping retail traffic analysis.

THE FRAMEWORK

Where AI excels in marketing analytics

Predictive intelligence

- Churn prediction
- Purchase propensity
- Customer lifetime value
- Demand forecasting

Hyper-personalization

- Behavioral segmentation
- Next-best-action
- Personalized recommendations
- Dynamic offers

Customer intelligence

- Sentiment analysis
- Voice of customer
- Social listening
- NLP analysis

Campaign optimization

- Smart bidding
- Multi-touch attribution
- Creative optimization
- Budget optimization

Together, these capabilities form a continuous optimization loop that learns from every customer interaction.

CAPABILITY 01 · PREDICTIVE BEHAVIORAL ANALYTICS

Predicting behavior, not reporting it

Churn prediction

Detects subtle signals of disengagement

- Declining visit frequency
- Lower email engagement
- Reduced basket sizes
- Fewer app sessions

Purchase propensity

Ranks who is most likely to convert

- Higher ROAS
- Lower acquisition cost
- Better campaign efficiency
- Sharper targeting

Customer lifetime value

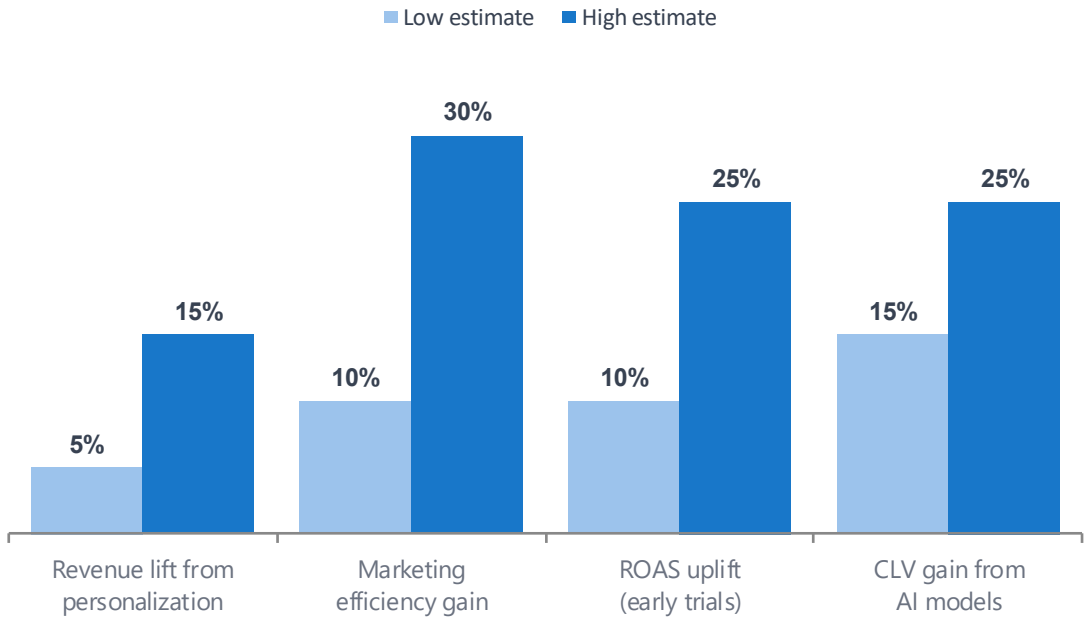
Optimizes for long-term worth

- Prioritize premium customers
- Customize loyalty spend
- Optimize promotions
- Personalize retention

Marketing teams intervene before customers leave — and invest where returns are highest.

WHY IT PAYS

The economics of predicting and personalizing



+40%
more revenue from personalization at fast-growing companies vs. peers

25–95%
profit lift from a 5-point increase in customer retention

5–7×
costlier to acquire a new customer than to retain one

Sources: McKinsey; Bain & Company; industry benchmarks. Figures are reported ranges, not guarantees.

RETAIL EXAMPLE · PREDICTIVE PERSONALIZATION

Starbucks: the Deep Brew engine

Deep Brew fuses loyalty data, weather, store inventory, purchase history, time of day, local events, and mobile behavior to recommend personalized beverages, offers, timing, and location-specific products.

Signals it integrates

- Loyalty data
- Weather
- Store inventory
- Purchase history
- Time of day
- Local events
- Mobile behavior

~$2.5B
revenue attributed to Deep Brew personalization

+15%
sales lift from personalized recommendations

+12%
higher average order value

18 → 6 mo
faster concept-to-launch with AI-assisted development

Source: McKinsey AI retail analysis; company disclosures. Figures illustrative of reported impact.

CAPABILITY 02 · HYPER-PERSONALIZATION

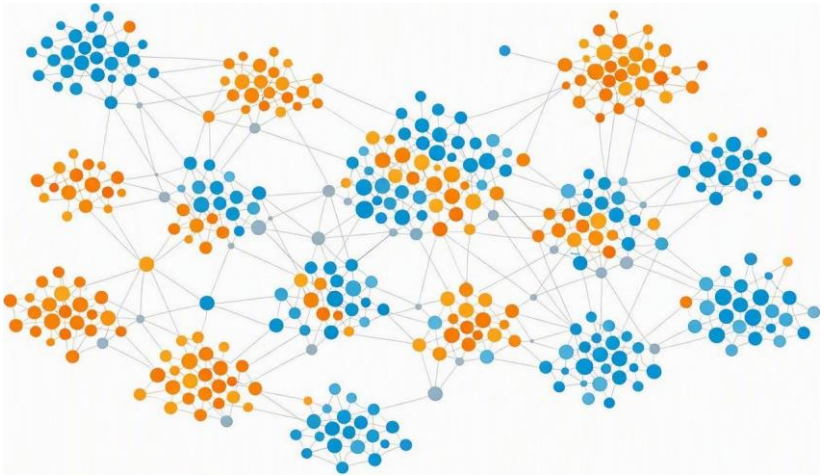
From broad segments to the individual

Traditional segmentation asks

"Women aged 25–40"

AI asks

"Customers browsing skincare after 8 PM who recently bought sunscreen, have high engagement, and are likely to purchase premium cosmetics within two weeks."



AI builds thousands — or millions — of dynamic micro-segments, updated with every interaction. This is personalization at the individual level.

UNDER THE HOOD

Hundreds of behavioral signals, continuously

- Browsing depth
- Click cadence
- Product affinity
- Shopping frequency
- Search terms
- Dwell time
- Cart abandonment
- Weather
- Device
- Location
- Loyalty status
- Seasonality
- Inventory availability
- Engagement score

Every interaction continuously updates the customer profile — the model never stops learning.

RETAIL EXAMPLE · OMNICHANNEL PERSONALIZATION

Sephora: beauty, individualized

Sephora blends Beauty Insider loyalty data, AI-powered quizzes, virtual try-on behavior, purchase history, browsing patterns, and skin-tone analysis to determine ideal products, replenishment timing, and personalized routines.

- Beauty Insider loyalty data
- AI-powered product quizzes
- Virtual try-on behavior
- Skin-tone analysis
- Individualized email campaigns

3×
higher click-through on personalized offers

+11%
add-to-cart with AR virtual try-on

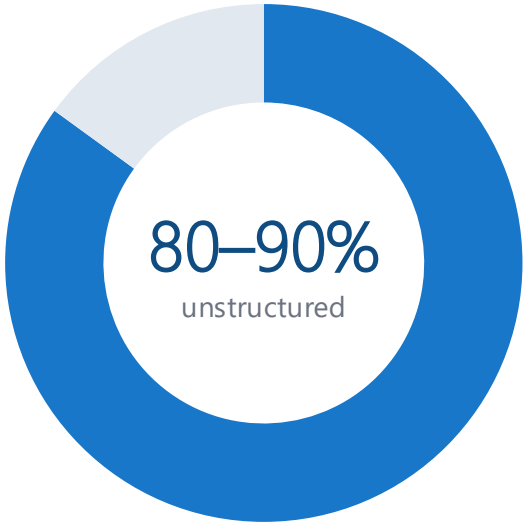
~30%
fewer foundation returns via AI shade-matching

80%
of transactions tied to a single customer ID

Sources: company disclosures; industry analyses. Figures illustrative of reported impact.

CAPABILITY 03 · CUSTOMER INTELLIGENCE

AI thrives on unstructured data



Reviews, social posts, videos, and call transcripts — the data traditional BI struggles with most.

Using natural language processing, AI automatically identifies

- Customer frustrations
- Product complaints
- Emerging trends
- Brand advocates
- Feature requests
- Competitive mentions
- Emotional tone
- Sentiment shifts

Instead of reading 100 reviews… **AI reads 10 million.**

CUSTOMER INTELLIGENCE IN ACTION

Voice of the customer, quantified

AI converts qualitative feedback into structured, quantitative metrics — turning thousands of comments into executive dashboards automatically.

A single customer comment

"The shipping was fast but sizing was confusing."

→

AI classifies it simultaneously as

- ✓ Positive fulfillment
- ✓ Sizing issue
- ✓ Apparel category
- ✓ Moderate sentiment
- ✓ Improvement opportunity

CAPABILITY 04 · CAMPAIGN OPTIMIZATION

Crediting the whole customer journey

Modern journeys rarely follow a straight line. Traditional attribution credits only one interaction — AI evaluates them all.

TikTok	Instagram	Google Search	Retail Media	Email
Website	Mobile App	Store Visit	SMS	Loyalty

For every touchpoint, AI determines which channel

Started demand	Created consideration	Drove comparison	Influenced purchase	Increased loyalty

The result: significantly smarter media allocation — multi-touch models are reported to lift marketing ROI by up to 30%.

CAPABILITY 05 · CAMPAIGN OPTIMIZATION

Optimizing while campaigns run

One of AI's greatest strengths is acting while campaigns are live — adjusting every hour, not every month.

- Bid optimization
- Budget allocation
- Creative rotation
- Audience expansion
- Audience suppression
- Promotion timing
- Keyword management

Then

Wait for next week's dashboard

Now

Continuous adjustment

Every hour — not every month.

BEYOND THE OBVIOUS

Creative analytics & anomaly detection

Creative analytics

Computer-vision models score what actually drives engagement:

- Color usage
- Imagery
- Product prominence
- Text density
- Logo visibility
- Composition
- Attention heat maps

Anomaly detection

AI flags problems within minutes — not days later:

- Broken tracking pixels
- Unusual traffic spikes
- Fraudulent clicks
- Conversion drops
- Website issues
- Checkout failures

Alerts in minutes, not days.

THE LANDSCAPE

Retail leaders putting AI to work

Amazon

RECOMMENDATIONS & DYNAMIC PRICING

~35% of revenue driven by AI recommendations

Walmart

RETAIL MEDIA & MERCHANDISING

850M+ catalog data points enriched by gen AI

Nike

MEMBERSHIP & CREATIVE AI

~400M members powering personalization

Unilever

AI-ENABLED CONTENT FACTORY

Content ~2× faster at ~50% lower cost

Starbucks

PREDICTIVE PERSONALIZATION

Deep Brew offers, timing & forecasting

Sephora

OMNICHANNEL PERSONALIZATION

AR try-on, CLV prediction & shade-matching

Figures reflect publicly reported estimates and disclosures; illustrative of the scale of AI adoption.

SPOTLIGHT · GENERATIVE CREATIVE

AI-generated creative at marketplace scale

FERRERO · NUTELLA UNICA

7 million

unique AI-generated jar designs — every jar one of a kind.

Machine learning analyzed colors, artistic styles, and consumer engagement. The run sold out within a month — proof that AI-generated design informed by preference data drives real demand.

Unilever's AI content factory

Supporting Dove, Hellmann's, Persil, and Vaseline — optimizing creative, generating variants, and accelerating production.

~2×
faster content production

~50%
lower production cost

+5% intent
one campaign lifted purchase intent while cutting content cost ~87%

Sources: company disclosures; agency case studies (Ogilvy).

WHAT SEPARATES LEADERS

Four common success factors

01

Unified customer data

Integrated profiles across CRM, loyalty, ecommerce, stores, media, and service.

02

High-quality data governance

Investment in identity resolution, clean data, privacy, and product information.

03

Human + AI decision-making

AI recommends; humans decide. Augmentation beats either acting alone.

04

Closed feedback loops

Every interaction improves the next recommendation. Optimization becomes continuous.

The consistent theme: AI quality mirrors data quality — and the best results come from augmenting marketers, not replacing them.

THE ECOSYSTEM

Key technology providers

Experience & CRM

Adobe Experience Platform
Journey orchestration

Salesforce + Agentforce
Personalization & CRM

Microsoft Dynamics 365
Customer intelligence

Bloomreach
Commerce personalization

Data & AI infrastructure

Databricks
Customer data & AI models

Snowflake
AI-ready customer data

Amazon Web Services
Personalization & ML

NVIDIA
AI model acceleration

Analytics & activation

Google Marketing Platform
Predictive advertising

SAS
Advanced marketing analytics

Amperity
Identity resolution

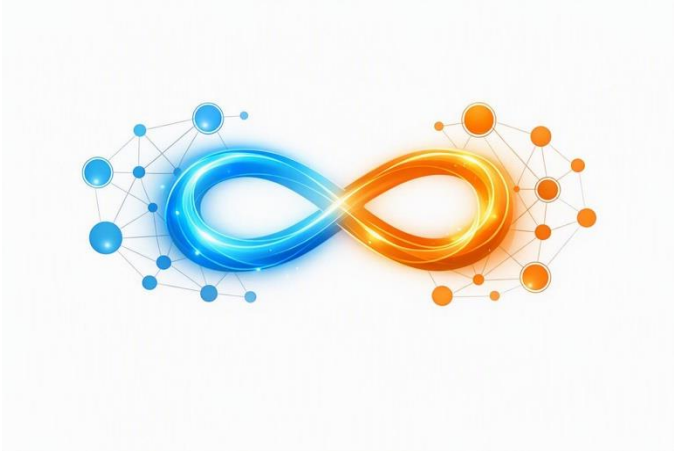
Hightouch
Composable activation

Also notable: Contentsquare (digital experience analytics) and Optimizely (AI experimentation).

WHAT'S NEXT

The next generation: autonomous optimization

- AI marketing agents
- Retail media optimization
- Autonomous campaign management
- AI-powered experimentation
- Generative media optimization
- Predictive pricing optimization
- Multimodal customer intelligence
- Agentic journey orchestration
- Conversational commerce analytics



Marketing is moving toward autonomous optimization — the future organization will increasingly supervise AI systems rather than manually execute every task.

EXECUTIVE TAKEAWAYS

The question that now matters

Leaders no longer ask "What happened?" **They use AI to answer the far more valuable question: "What should we do next?"**

- Predict customer behavior rather than report history
- Extract insight from unstructured data at massive scale
- Allocate marketing investment with greater precision
- Personalize experiences at the individual level
- Optimize campaigns continuously across channels
- Free marketers for strategy, creativity, and relationships

Organizations no longer compete on who has the most data — but on who learns from it, and acts, the fastest.