

Mastering Marketing Automation With

ARTIFICIAL ARTIFICIAL INTELLIGENCE

Your Complete Guide to Getting Started with AI in
HubSpot, Eloqua, Salesforce, and Marketo

Introduction

BELOW

Graphic generated by OpenAI's DALL·E 2 with the prompt "A pop art graphic design of a brain made out of cables and computer wires."

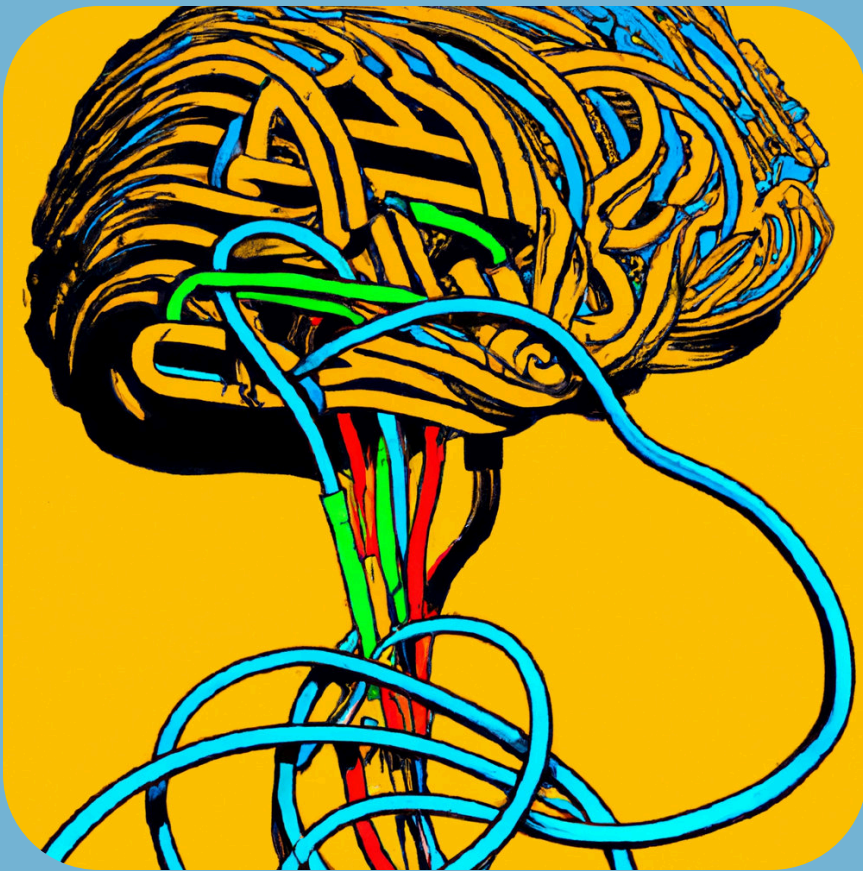
Marketing automation has revolutionized the way businesses market to their customers. By automating repetitive tasks and workflows, marketing automation helps businesses save time and money, improve the customer experience, and boost marketing results.

Now, **artificial intelligence** (AI) and **machine learning** (ML) are taking marketing automation to the next level. AI- and ML-powered marketing automation platforms can help businesses better understand their customers, personalize their marketing messages, and automate even more complex tasks.

At Definitive Results, we're excited about what this means for our clients.

This guide's our way to help you get started with AI and ML in your marketing automation. Here's why these new tools are invaluable to your marketing efforts:

You can better understand your customers. AI can analyze your customer data to identify patterns and trends that you



may not have noticed on your own. This information can help you develop more targeted and effective marketing campaigns.

You can individualize your marketing messages. AI can use your customer data to personalize your marketing messages based on each customer's individual interests and needs. This can help you improve your click-through rates, conversion rates, and customer loyalty.

AI and ML can automate even more complex tasks for you. AI and ML can automate a wide range of marketing tasks, from lead scoring and nurturing to email marketing and social media marketing. This can free up your marketing team to focus on more strategic initiatives.

Combining AI-driven features with our marketing automation best practices is like magic. If you're not already using AI in your marketing automation efforts, you're falling behind.

In this book, you'll learn how to use AI to enhance your marketing automation efforts in HubSpot, Eloqua, Salesforce, and Marketo—and position your business for success.

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How Businesses Are Using ChatGPT

First things first, let's look at OpenAI's ChatGPT.

When it launched in November 2022, we felt a seismic shift—and lots of companies and professionals did too. It was a game changer because it made AI almost tangible in a way that it wasn't before. So many of us started looking at ways to use AI in our work.

ChatGPT's use can tell us a lot about AI adoption in work and get us started thinking about what that means for AI in the best marketing automation platforms. Let's take a look.

Resumebuilder.com surveyed 1,000 business leaders to find out how companies are using ChatGPT¹. Here's what they discovered:

- 49% of companies surveyed use ChatGPT. An additional 30% plan to use it.
- 25% state that ChatGPT has already saved over \$75,000 in costs.
- 93% of existing users plan to extend their use of ChatGPT.
- 90% of business leaders say that ChatGPT experience is a valuable skill for job seekers.

Here's how workers are using ChatGPT:

- Writing code (60%)
- Copywriting and content creation (60%)
- Customer support (55%)
- Summarizing notes (50%)
- Research (45%)
- Generating task lists (45%)

Think about this. It's wild to think about this transformation. To think about how rapidly professionals have adopted AI.

Marketing automation platforms are adopting AI at a rapid pace too. In this guide, you'll hear from our experts and learn how you can start using powerful new AI tools in your MAP.

¹ resumebuilder.com/1-in-4-companies-have-already-replaced-workers-with-chatgpt/

The State of AI in

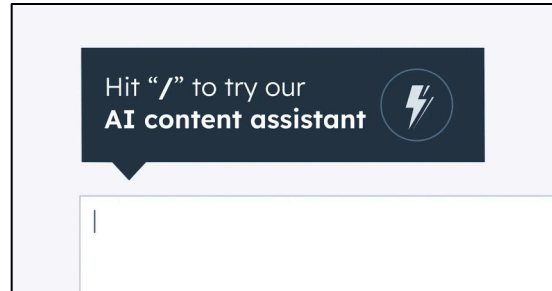


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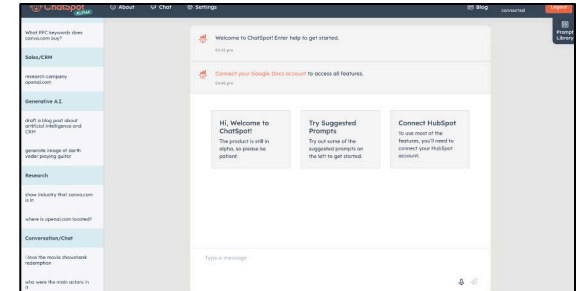


Content Assistant

This tool works hand-in-hand with HubSpot's existing content marketing tools to help you draft emails, blog posts, and social copy.

How it Works: You can ask a question about a company, for example, and it'll generate information for you about the number of employees, location, founding year, products or services, and a link to the company's LinkedIn page. You can also ask for information like "companies in California with [x] number of employees."

Why Try This Feature: Save yourself time researching and drafting content—without having to leave HubSpot.

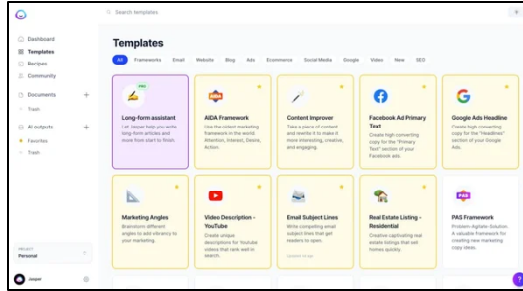


ChatSpot

ChatSpot lets you use conversational prompts to complete all sorts of tasks, including content generation, SEO analysis, report creation, and (when integrated with HubSpot CRM) CRM actions.

How it Works: Enter a prompt based on ChatSpot's templates for best results. Try prompts like "Create contact [name] [email address]" and "Summarize website visits this month."

Why Try This Feature: You'll save yourself time and benefit from ChatSpot's insights. Plus, ChatSpot is personalized for your business and marketing goals. Once you share your objectives, it'll personalize every interaction to your needs.



How HubSpot's AI Features Help Our Clients

Generative AI

Generate custom marketing copy, create images for a website, draft product descriptions, and write blog posts. You can also use Generative AI to repurpose existing content into a full campaign or translate an idea into different languages.

How it Works: Enter prompts to draft social posts and blogs and even generate single-page websites.

Why Try This Feature: Let HubSpot come up with ideas for you to supplement your brainstorming sessions and boost your creativity. Plus, you'll save time and money since your first drafts will be created for you—in just seconds.

Generative AI in HubSpot is designed to help you create, edit, and optimize content. This lets you fine-tune your messaging, experiment with various tones and voices, and simplify complex ideas or verbose copy. The versatility of these tools is particularly beneficial when addressing diverse audience preferences.

Consider this scenario: one segment of your audience responds better to a conversational tone, while another segment prefers a more formal voice. With generative AI, you can quickly switch your draft from one tone to the other, saving valuable time and effort. You'll be able to boost your A/B testing capabilities and ultimately deliver a tailored experience to your customers.

You can initiate a multi-channel campaign starting with a single piece of content. For instance, if you have a blog post, AI can expand upon the topic to create an eBook and generate social media content based on the same core material. You don't have to start at square one for every piece of content. Instead, you'll be able to start with an AI-generated draft of each piece that you can edit to make sure it's perfect for your needs.

All of these benefits of generative AI not only streamline content creation but also give you more time for strategic decision-making.

HubSpot's got some slick tricks up its sleeve with its SEO, reporting, and Customer Relationship Management (CRM)

features in ChatSpot. These features simplify your day-to-day tasks, like:

- **Conducting SEO analysis.** Just ask for “SEM Summary for [insert website here].”
- **Producing reports on your campaigns and audiences.** “Show me the results of our most recent marketing campaign.”
- **Creating, updating, and deleting contact records.** Tell ChatSpot to “Add contact [name] [email address].”

We think this is really unique benefit to using AI in HubSpot. Right now, HubSpot has prompt templates that it recommends you use with ChatSpot for the best results, but we anticipate that ChatSpot will get better at more complex tasks and understanding prompts as the technology advances.

Here’s our homework for our clients who are adopting AI in their HubSpot instances: start tracking your outcomes. (Just

because we’re talking about AI doesn’t mean that our recommendations to track, assess, and strategize are changing!) How many average hours are saved per each content asset that is built? How well is the resulting content performing? Are you rising in search rankings? How are your AI-generated ad and landing page variations performing? This data will be crucial in figuring out which AI features are getting you the results you want.

Finally, it’s worth noting that effectively harnessing AI, whether in content creation or CRM management, requires skill development over time. HubSpot’s features are new and evolving—so training sessions, continuous learning, and expert guidance (like from our consultants) will be invaluable moving forward if you want to maximize the benefits of AI in HubSpot.

The State of AI in

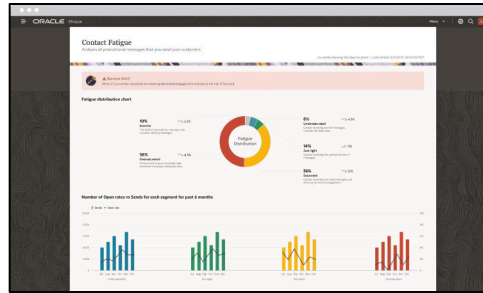
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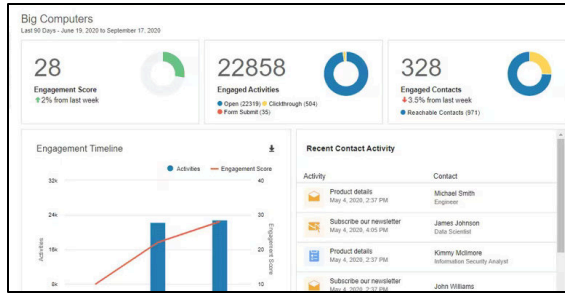
Fatigue Analysis

Eloqua’s AI-driven fatigue analysis helps you automate your re-engagement strategies—whether through personalization or changes to frequency or channel.

How It Works: You can use fatigue level as a segmentation filter to efficiently direct contacts with different levels of fatigue toward their most suitable course of action. AI tracks your contacts’ fatigue levels and adapts to initiate precise responses—such as unsubscribing them, directing them towards reactivation or nurturing campaigns, including them in an exclusion list, or modifying their data within Eloqua Marketing Automation or a third-party application. Plus, you can

leverage fatigue levels to customize campaign content with various email or landing page variations.

Why Try This Feature: Because it tracks your contacts’ fatigue levels for you, you’re able to invest your time into developing re-engagement strategies. With the AI’s insights into your contacts’ fatigue levels, you’re able to create a better experience for your customers—which might include personalized offers and promotions, extra content, or event invitations to specific fatigue levels. And because it’s instantly updating changes in fatigue levels, your automations are up-to-date and allow for precise responses.

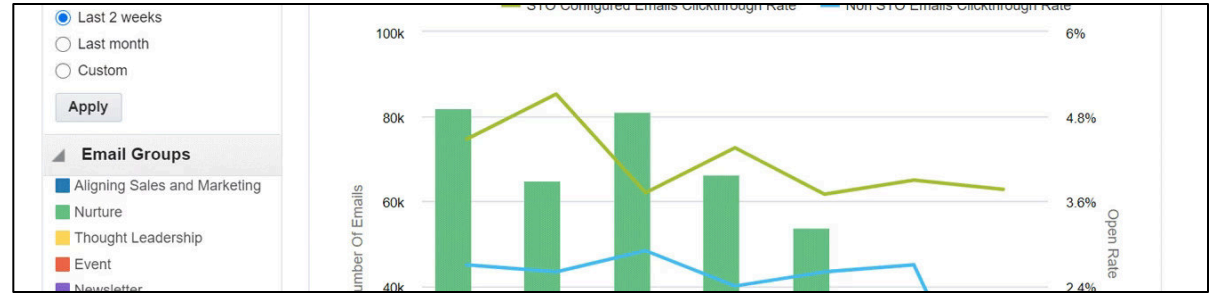


Account Intelligence

Gain insight into accounts that are most actively engaging with your brand.

How It Works: Use the account engagement dashboard to access comprehensive account-level data in a single location, complete with a detailed breakdown of all contact interactions.

Why Try This Feature: This enhanced understanding of contact engagement allows you to discern potential product interests and whether an account's activity is on the rise, declining, or remaining steady. Armed with this information, you can target the right accounts through improved segmentation, orchestration, and personalization strategies.



Send Time Optimization

Eloqua uses AI to identify the optimal day and time for sending each individual an email.

How It Works: The feature keeps track of past interactions with each contact to decide when they've historically engaged with emails and then decides for you the best day and time to email that contact.

Why Try This Feature: By communicating with your contacts when they're most likely to open your emails, you're able to improve your campaigns' performance and customer experience and reduce fatigue.

Subject Line Optimization

Eloqua's AI helps you optimize your email subject lines to boost your campaigns' open rates.

How It Works: Eloqua employs machine learning (ML) to recognize words and expressions linked to higher or lower open rates. It then forecasts whether the open rate for your proposed subject lines will exceed or fall below the average. This allows you to pinpoint the most effective subject lines before sending.

Why Try This Feature: It makes it easy to make data-driven decisions on the subject lines that are most likely to be opened by your customers, helping you improve your campaigns' performance.

How **Eloqua**'s AI Features Help Our Clients

The right message at the right time to the right audience—that's always our goal. Eloqua's AI features get us closer than ever before.'

As marketers, we want to make sure our customers see what we have to offer. But we also understand that if we send too many emails, for example, we can wear out our welcome. We want our contacts to want to hear from us. Eloqua's fatigue analysis leans on artificial intelligence to help you identify the frequency at which each contact is interested in hearing from your brand as well as the kind of communications. This is so valuable because it monitors each individual contact's fatigue levels for you, improving your customer experience and ensuring that you're getting to the right audience.

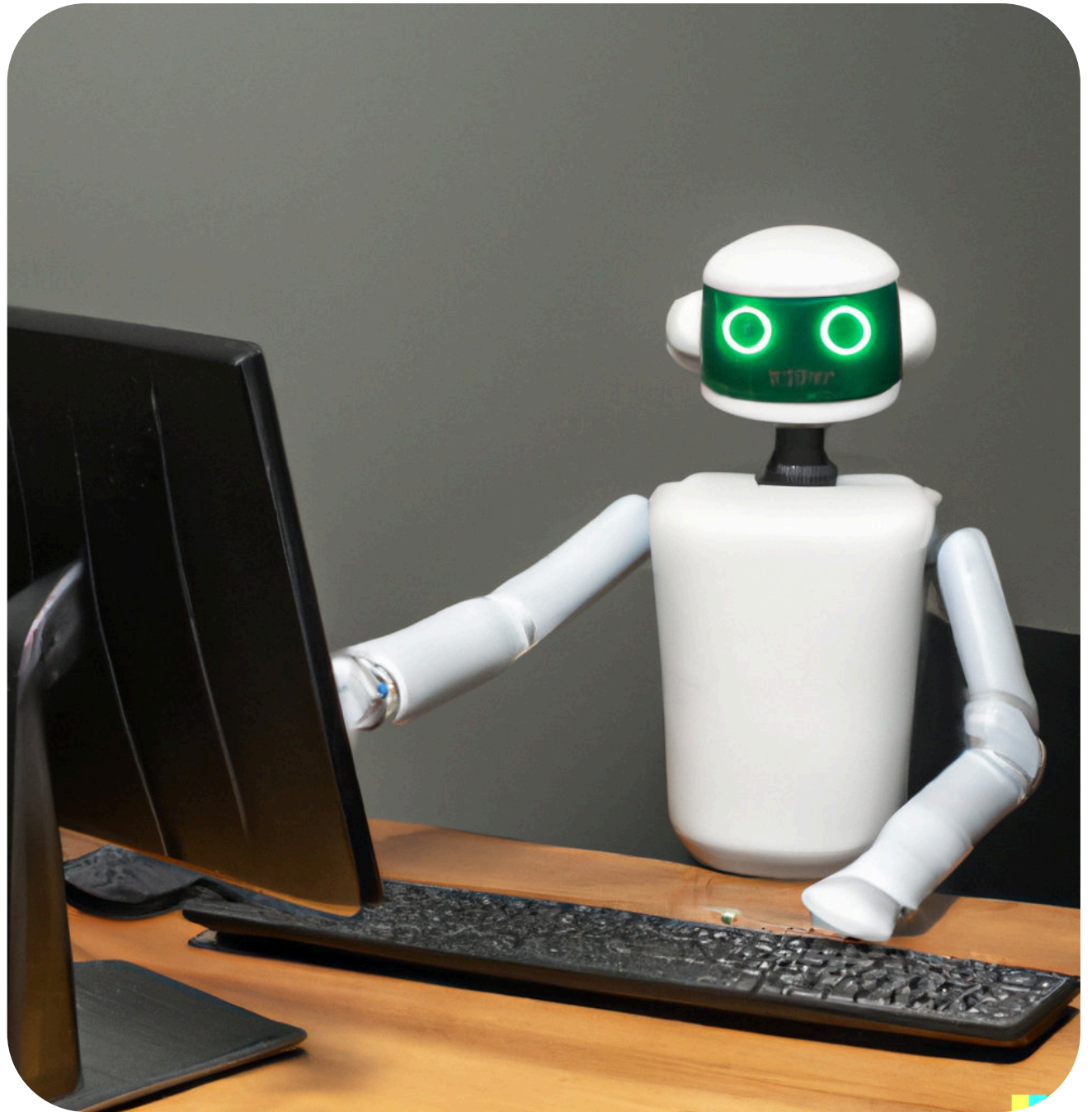
Eloqua's also making our customer experiences better through AI-driven send time optimization and subject line optimization. These features use data to personalize your marketing for each of your customers. When they want to hear from you. What they want to hear from you. With send time optimization, Eloqua identifies when each of your contacts is most likely to engage with your message—helping you nail down the right time mentioned above.

You can leverage Eloqua's subject line optimization too to get the perfect subject lines most likely to get your audience to open your emails. There's value in your gut feeling on these choices, but these AI features make it easier than ever to get to the level of data-driven personalization and optimization you've always wanted for your campaigns. A/B tests are great (and still important), but a feature like this lets

you get your subject line right the first time.

And working back to the right message we mentioned earlier, we can make use of Eloqua's Account Intelligence dashboard. With all this data pulled together with AI-based recommendations in one place, you can target products, timing, and stage of sales cycle communication—tailored to the buyer group behavior you're seeing.

We encourage you to give these features a try. The first hurdle to communicating with your audience is getting them to open your email. Eloqua's AI features take some of the analysis, planning, and implementation off of your plate while helping your campaigns perform better than ever.



RIGHT

Graphic generated by OpenAI's DALL·E 2 with the prompt "A realistic photograph of a friendly robot working at a computer."

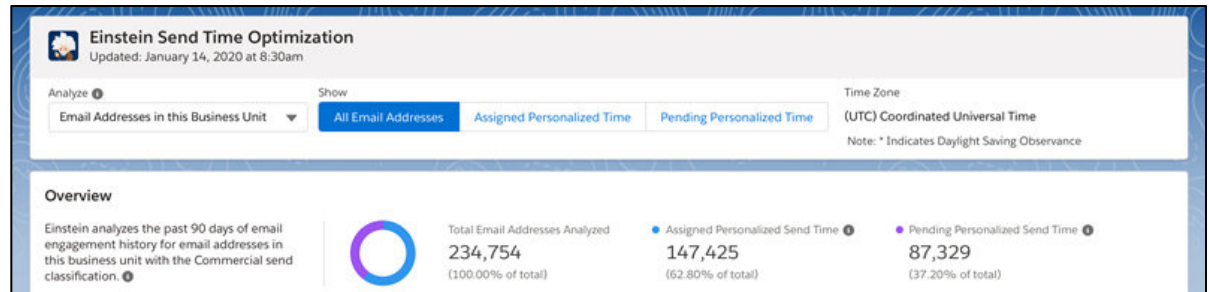
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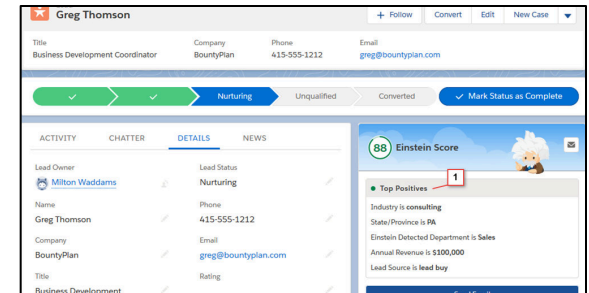
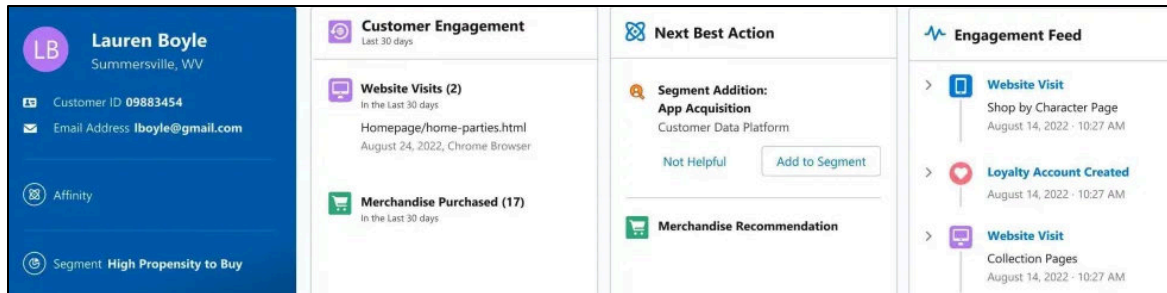
Marketing Cloud

Real-time Content Personalization and Send Time Optimization

Combining Einstein's AI-powered content tagging with Send Time Optimization allows you to offer real-time content personalization while determining the optimal times to send emails. This dual-feature system increases engagement and open rates across emails, landing pages, and other customer touchpoints.

How it Works: Einstein analyzes the content and tags it accordingly, and also uses machine learning to analyze past interactions, including email opens and conversions, to predict the best times to engage.

Why Try This Feature: Save time and improve the accuracy of your personalization strategies while also getting data-backed insights to optimize your email campaigns for each individual at scale.



Marketing Cloud Real-Time Personalized Recommendations

This feature of Interaction Studio significantly enhances customer engagement by providing personalized content and offering recommendations in real time.

How it Works: As part of Interaction Studio's suite, this feature collects real-time data on customer behaviors and preferences. Machine learning algorithms analyze this data to dynamically suggest the most relevant content or offers to each customer.

Why Try This Feature: In today's fast-paced digital marketing landscape, being

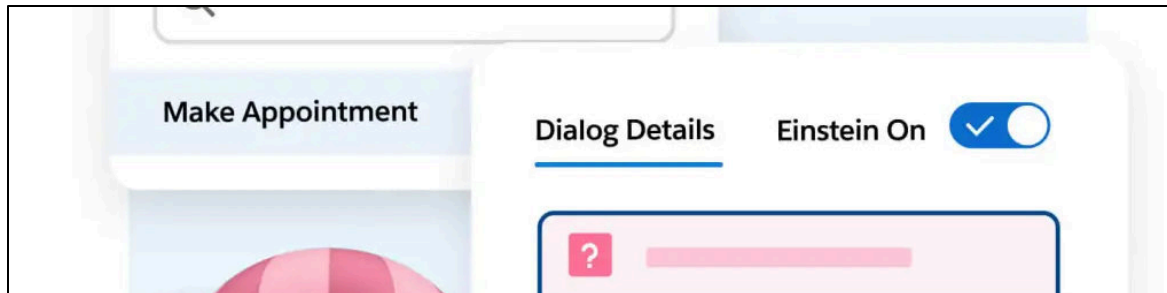
able to offer real-time, personalized recommendations can be a game-changer. It not only boosts customer engagement but also increases conversion rates and overall ROI.

Marketing Cloud Account Engagement Predictive Lead Scoring

MCAE's Predictive Lead Scoring uses machine learning algorithms to analyze your sales funnel and prioritize leads that are most likely to convert.

How it Works: The feature examines a ton of data points, from behavioral metrics to demographic information, then assigns a lead score that dynamically updates based on real-time interactions.

Why Try This Feature: In B2B marketing, the value of a lead can differ greatly. Automated predictive lead scoring can save your sales team time by focusing only on high-quality leads that are more likely to convert.



How Salesforce's AI Features Help Our Clients

Marketing Cloud Account Engagement Conversational AI for Customer Engagement

MCAE can integrate with chatbot solutions powered by AI to manage initial customer interactions, qualify leads, and even book meetings for your sales team.

How it Works: The chatbot interacts with visitors on your website, asking pre-defined qualification questions. Based on the answers and contextual cues, it can determine whether to forward the lead to a human representative or handle the query itself.

Why Try This Feature: By automating the initial steps of the customer interaction process, you free up human resources for

more complex tasks. The chatbot ensures that only qualified leads make it to your sales team, increasing overall efficiency.

In the fast-paced world of customer service software, Salesforce stands out by consistently adding better and new features. These updates allow Salesforce to offer a more personalized experience to its users. In this article we will discuss how Salesforce uses these innovative features to enhance its various services, with special attention to MCAE and Salesforce Marketing Cloud.

The Role of Einstein in Salesforce

Salesforce started its journey into advanced analytics with a feature called Einstein. Einstein is included in several Salesforce services, making it easier for companies to understand their data better. It uses easy analysis methods to sift through large sets of data, providing suggestions and predicting possible outcomes. These insights significantly aid companies in making well-informed decisions and improving efficiency.

Personalizing Customer Experience using Einstein

One of the most striking uses of these advanced features in Salesforce is in customizing the customer experience. Using Einstein, companies can develop marketing strategies tailored to the likes and dislikes of individual customers. This personalized approach not only makes customers happy but also boosts sales and revenue.

Advanced Features in Salesforce Marketing Cloud (SFMC)

Salesforce Marketing Cloud (SFMC) is another versatile platform offered by Salesforce, packed with advanced features. SFMC's capabilities extend to email marketing, online advertising, and customer journey mapping. For example, the platform uses advanced algorithms to tailor email content and subject lines according to what each recipient is likely

to engage with, leading to a better email performance.

Optimizing Online Advertising with SFMC

In the area of online advertising, SFMC uses calculated methods to examine user behavior and direct ads to the most appropriate audiences. SFMC ensures that marketing budgets are used more efficiently and effectively, reaching the right audiences at the right moment.

Dynamic Customer Journeys in SFMC

Also, Salesforce Marketing Cloud allows companies to create flexible customer paths that adapt as per individual customer behavior. This adaptability ensures that customers receive the most relevant content and offers at every step, improving the chances of making a sale and retaining the customer.

Marketing Cloud Account Engagement: A Tool for B2B Marketing

For companies focused on B2B operations, Salesforce offers MCAE, a specialized marketing tool. MCAE uses advanced analysis to help marketing teams find valuable leads more effectively. By examining customer interactions with emails, websites, and social platforms, MCAE ranks leads based on their potential value. This process saves time and makes marketing campaigns more focused and effective.

Predictive Analytics in MCAE

In addition, MCAE uses predictive analytics to help businesses forecast the results of their marketing efforts. This forward-looking strategy enables companies to identify the most effective marketing channels and tactics, allowing for smarter resource allocation and decision-making.

Conclusion

Salesforce, SFMC, and MCAE are continuously working on making their platforms better by integrating more advanced features. Their dedication to continuous improvement allows businesses to make the most of their information for top-notch customer service. As the digital world keeps evolving, Salesforce, SFMC, and MCAE are well-positioned to stay ahead in bringing new ideas to the table, ensuring that companies remain competitive in an industry that increasingly values individualized customer interactions and relations.

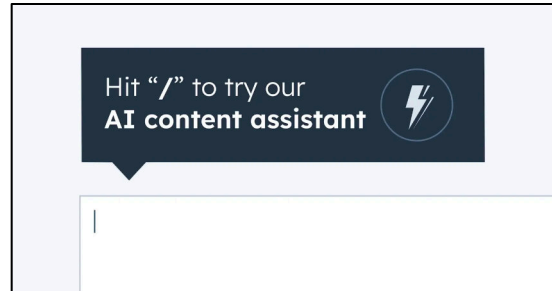
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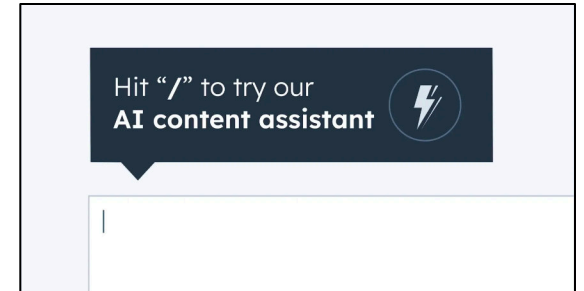


Generative AI

Generate plenty of high-quality marketing copy and images assisted by AI in very little time and with very little effort.

How It Works: Enter a prompt to generate your ideal image or to create and modify marketing copy directly within the editor.

Why Try This Feature: You're able to ensure that content matches specific brand guidelines, has a consistent tone of voice and style, and is personalized for your contacts' preferences.

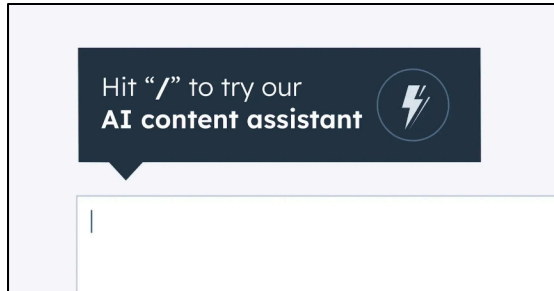


Audience Generation in Adobe Real-Time CDP

Discover hidden, high-value audiences, create new audiences, and select activation to maximize the value of profile data.

How It Works: Use GenAI to convert natural language prompts into actionable segments for activation.

Why Try This Feature: AI-assisted audience discovery, ideation, and creation with natural language prompts for quicker identification and activation of high-value profiles.

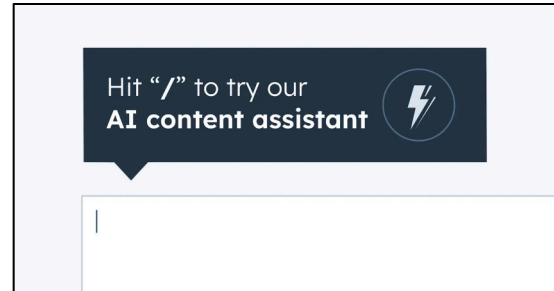


Dynamic Experience Optimization with Automated Personalization

Automated Personalization gives insights about which messaging works for which visitors, across which segments, devices, and times.

How It Works: Marketo uses machine learning to automatically display products or content that's most likely to interest each customer based on their previous activity and other algorithms.

Why Try This Feature: Serve the most tailored experience to each user, making it more likely that your customers will engage and continue through the sales funnel.



Customer Journey Analytics

The AI assistant in Customer Journey is a guide to answer quick questions about your customer data, identify key trends and important events, and provide insights.

How It Works: Enter a prompt to ask simple questions about your data and Marketo's AI will analyze your data and respond. Intelligent captions provide high-level takeaways into your customer data.

Why Try This Feature: These AI features make it easy to get quick insights into your customer data and identify narratives that help share insights with other users.

How Marketo's AI Features Help Our Clients

Marketo's AI and ML features are already helping marketers automate tasks, personalize customer experiences, and improve campaign performance.

These features are primarily activated through Dynamic Chat, which helps make these AI and ML features user-friendly and intuitive to get started with.

Here's why you should try these features out:

- **Personalize customer experiences:** Marketo segments customers based

on their behavior and demographics to deliver targeted content and offers. This can help you improve customer engagement and conversion rates.

- **Generate creative content:** Marketo can automatically generate on-brand blog posts, social media posts, and email campaigns. This can save you a lot of time and effort and make it possible to create multiple variations of different content pieces for personalization and A/B testing.
- **Gain insights from data:** New AI-driven features can help you analyze large amounts of data and identify trends and patterns. This can provide valuable insights into customer behavior and campaign performance.

Imagine, for a minute, that you're creating a campaign to re-engage customers. With Marketo's Automated Personalization feature, you can make sure that each customer receives information about the products most likely to interest them. Because this is done through machine learning, it's based on what types of products or content each customer has previously shown interest in—and it makes it easy for you to personalize for all of your customers.

These are the kinds of features where AI really shines in helping marketers. We've always wanted to improve the customer experience by showing them the products and content they want to see when they want to see it. But we were limited in the number of personalized segments we could create for each campaign—at some point, we had to group customers into segments that were best fits. With AI and ML, we have the power to create segments of one, with individualized content for each customer.

In the future, we can expect to see Marketo's AI and ML features become even more sophisticated and powerful. Adobe is investing heavily in these technologies, and we can't wait to see what comes next.

Risks of AI To Watch for in Your Marketing Automations

As you've read, we're excited about how the AI and ML features marketing automation platforms are adopting will improve our work. However, there are pitfalls to avoid—here's what we think are the most crucial ones.

While these AI features offer many benefits for marketers, it's important to be aware of the potential risks associated with their use. Here's what to watch out for:

Lack of Personalization: AI-generated content may not always capture the individuality and personal touch that human-written content can provide. This can lead to a less engaging experience for recipients, who may feel like they are being bombarded with generic messages.

Potential for Inaccuracies: AI may misinterpret context or nuances in language, resulting in content that is factually incorrect, misleading, or even offensive.

This can damage your brand's reputation and erode customer trust.

Loss of Brand Voice: It can be challenging for AI to accurately use your business's tone, style, and voice. This can create a disconnect between the content you're putting out and your brand identity, making it difficult for customers to connect with your business on a deeper level.

Limited Adaptability: AI may struggle to adapt to unforeseen or rapidly changing situations. This makes it less suitable for content that requires immediate responsiveness or sensitivity to current events.

Ethical Considerations: There may be ethical dilemmas in using AI to generate content, especially when it comes to sensitive or controversial topics. AI does not have a moral compass, so it's important for marketers to carefully review and

edit AI-generated content to ensure that it's ethical and responsible.

Over-Reliance on Technology: Over-reliance on AI for content creation can lead to a decline in writing skills. This can hinder the development of original, creative writing abilities, which are still essential for creating effective marketing content.

Original Research: AI cannot conduct original research or conduct analysis. You must bring substance to AI-generated content by providing your own insights and expertise. And AI-generated content should always be fact-checked to make sure that it's accurate and up-to-date. AI systems can make errors, so you need to have a human review process in place.

Ensure Quality: AI-generated content may lack the taste and quality of human-written content. Spice up AI-generated content by adding your own creative flair and personality.

Bias/Judgement: AI-generated content can contain biases, especially if the AI system was trained on biased data. Carefully review AI-generated content to make sure it's inclusive and thoughtful.

The AI features we've reviewed in this guide are powerful ways to take your marketing automation to the next level. But it's important to be aware of the risks so that you're able to get the best results from these new tools. Our recommendations are to:

- **Use AI to supplement—not replace—your own creativity.** Use the time savings from features like automated personalization to invest your efforts in creating original content and fresh strategies.
- **Carefully choose which AI and ML features you use.** Not all tools are created equal. Do your research to find a tool that has a good reputation and that offers features that are tailored to your specific needs.

- **Monitor your AI marketing automation campaigns closely.** Track the performance of your AI-generated content and make adjustments as needed. **This will help you to ensure that your campaigns are effective and that you're not experiencing any negative side effects from using AI.**

By following these tips, you can minimize the risks associated with using AI features in marketing automation and maximize the benefits.

Campaigns Where AI Helps You (& Where It Doesn't)

Helpful

Email Marketing Optimization

AI tools integrated into platforms like HubSpot can help optimize email subject lines, content, and sending times based on data-driven insights. This can lead to improved open rates and engagement. However, caution should be taken to ensure the content remains authentic and aligned with the brand's voice.

Helpful

Lead Nurturing Workflows

AI can assist in segmenting leads and automating personalized follow-up emails based on user behavior, ensuring timely and relevant communication. However, it's important to monitor and fine-tune these

workflows to avoid over-automation and ensure a human touch is maintained.

- Generative AI can help you accelerate the creation of lead nurturing, adopt tone, and personalize sales messaging.
- You can input data about leads and customers, and it will turn it into customized content for each person based on their needs, interests, and interactions.
- AI does not research leads for you but will turn research into cohesive and tailored insights

Helpful

Testing Ad and Landing Page Variations

After creating one page or ad. Ask AI to produce 3, 9, or more variations of the

same page. Can make content creation seamless for marketers and leave more time and focus for strategic decisions.

Helpful

Language Barriers

Generative AI can help businesses create content in another language by translating words and adjusting them to sound more natural. Not a substitute for localization and cultural adaptation.

Not Helpful

Highly Creative or Artistic Content

AI may struggle to produce highly creative or artistic content, such as visually engaging graphics, illustrations, or designs. This type of content often requires a human touch and subjective interpretation that AI may not be able to replicate effectively.

Not Helpful

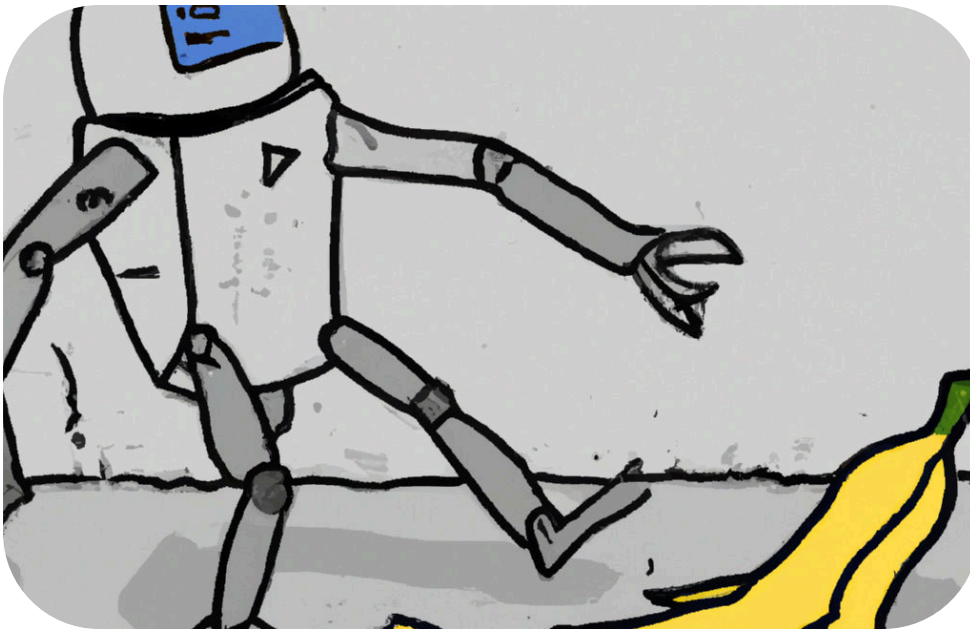
Sensitive or Emotionally Charged Communications

Content that involves sensitive or emotionally charged topics, such as crisis communications, condolences, or highly personalized messages, may not be well-suited for AI generation. These situations often require a level of empathy, understanding, and human connection that AI currently lacks.

Not Helpful

Complex Technical Documentation or Specialized Industries

In industries with highly specialized terminology, intricate technical details, or specific domain knowledge, AI may struggle to generate accurate and contextually appropriate content. Human expertise and understanding are often crucial for producing content that is accurate and tailored to the needs of the audience.



LEFT

Graphic generated by OpenAI's DALL·E 2 with the prompt "An illustration of a robot walking down the sidewalk and slipping on a banana peel."

Next Steps

In this guide, you've learned about the benefits of AI for your marketing automation and how to start using the newest AI features in your marketing automation platform.

It's time to put your knowledge into action. Here are a few tips to get you started:

- **Start with a clear plan.** What are your goals for using AI in your marketing automation? What tasks do you want to automate? What customer experiences do you want to personalize? Once you have a clear plan, you can start to identify the specific AI features that will help you achieve your goals.
- **Experiment and learn.** AI's a powerful tool, but it's essential to experiment and learn what works best for your business. Don't be afraid to try differ-

ent things and see what results you get.

- **Monitor your results.** That way, you can see what's working and what's not. This will help you optimize your campaigns for better performance.

As AI advances, we'll see new and improved ways to use it in marketing automation. Follow us on social media and we'll help you stay up-to-date on the latest trends and developments so that you can continue to improve your marketing results.

Our Definitive Results team is ready to help you choose the right AI features for your marketing automation needs, implement them following best practices, and get the most out of your marketing. Get in touch with us today to discuss how we can create a tailored strategy that helps you meet your goals.





If you're looking to get insights into using artificial intelligence and machine learning in your marketing automation, it's time to work with Definitive Results. Get in touch with us today to discuss how we can create a tailored strategy that helps you meet your goals.



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