How Marketing Insights 5.0 Can Boost Creativity and Performance

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With Marketing Insights 5.0, marketers and marketing teams can significantly improve their own business performance by applying the latest advances in artificial intelligence (AI) for a better decision-making and execution.

In a world where technology is constantly evolving, it is important for businesses to keep up with the latest trends. Recently, Marketing 5.0 was first coined by **Kotler et al. (2021)** and refers to the latest evolution of marketing, which emphasizes the constantly, interconnected use of data and technology to create more targeted, relevant experiences for consumers. The goal of marketing 5.0 is to provide customers with the right message, at the right time, through the right channel.

There are several advantages of Marketing 5.0, including enhanced consumer understanding, strengthened customer engagement, improved return on investment (ROI) and increased customer lifetime value. In a nutshell: The main benefit of Marketing 5.0 is that it can help marketers better understand their potential consumers and their needs that should be appropriately addressed. With the help of AI-based insights, marketers can create targeted campaigns that will better resonate with their consumer audience for a lasting business growth. Additionally, the use of automation makes marketing more efficient and effective.

Specifically, Kotler et al. (2021) define Marketing 5.0 as "the application of human-mimicking technologies to create, communicate, deliver, and enhance value across the customer journey" (Kotler et al., 2021, p. 6). By nature, marketing itself is a social business approach that focuses on understanding the thoughts and feelings in the mind and heart of the consumer, as well as appealing to their mind and heart.

In other words, marketing is a specific way of managing that leads the company from the market to the market. Fundamentally, this means that the needs of the market must be known in order to respond to them. Both, information and action management are necessary prerequisites for adequately addressing this marketing ambition.

In this regard, Marketing 5.0 consists of three operational, interconnected core components, precisely predictive marketing, contextual marketing and augmented marketing, and two organizational components, namely data-driven marketing and agile marketing. The two organizational marketing technology components form the basis for systematic information management, e.g. to establish a comprehensive data ecosystem. The three operational components enable efficient action management, e.g. to create relevant marketing content such as brand slogans, product descriptions or campaign images.

Having said that, each component relates to marketing research, with the two organizational components operating as the input pipeline for insights and the three operational components operating as the output pipeline for insights.

Against this backdrop, the following section demonstrates the capabilities of advanced marketing research technologies for a sound Marketing 5.0 implementation, referred to as Marketing Insights 5.0. As a case study for that demonstration, the promotion of olive oil from the startup **JON'S OILIVE** is showcased.
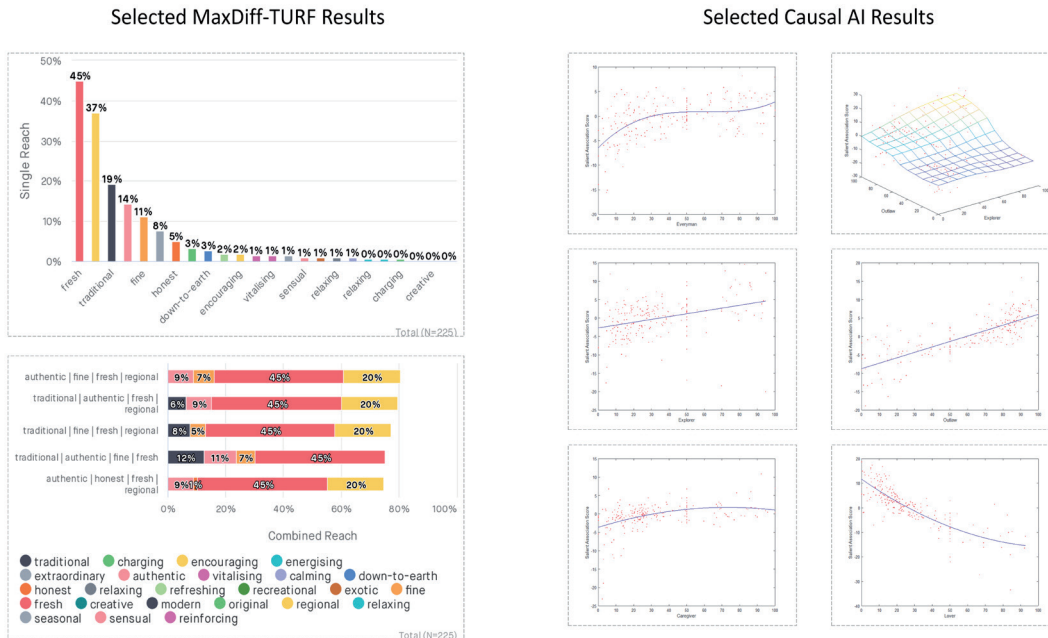
Figure 1: Exemplary Results of the Predictive Marketing Intelligence Component.

Generating Marketing Insights 5.0 Content for the Start-Up JON'S OILIVE – a Case Study

Google Analytics' data-driven attribution model was used as one of the input pipelines to evaluate how potential customers have been engaging with the various ads displayed via Google Ads in order to review which keywords etc. had the greatest impact on business success and made users become customers. In addition, conversion performance across the various marketing touchpoints (website, social media, etc.) was reviewed. Moreover, the agile insights platform **quantilope** was used to survey potential and real customers to collect implicit brand-related data (method: Single Association Test) for strengthened brand positioning as well as to collect product-related data (method: Maximum Difference Scaling) to identify consumer preferences for olive oil product attributes. Specifically, attributes from the AI Explorer feature of the AI-based SaaS solution **neuroflash** were extracted as input for the preference analysis as a kind of pre-augmentation intelligence (predictive semantic analysis).

In a next insights step, considering the predictive marketing intelligence, a TURF (Total Unduplicated Reach and Frequency) analysis was run on the agile platform **quantilope** to determine the best combination of olive oil-related product attributes. Overall, an optimal combination of four product attributes has been identified (in this case: fresh, regional, authentic and fine) that attracts more than 80% of (potential) consumers.

Furthermore, Causal Artificial Intelligence (Causal AI) was applied on the implicit brand perception and behavioral data using **Neusrel** to determine optimal archetype-based brand positioning. By this evidence-based approach, an effective interaction effect on consumer behavior between the archetypes of explorer and rebel was uncovered and subsequently defined as an optimized brand positioning. Figure 1 shows selective results of that predictive marketing intelligence component.

Within the next operational component, the contextual intelligence insights step, captions as well as pictures for an effective post on Instagram as one of the revealed most important touchpoints and thus context channels were automatically generated using the features AI Writer and AI Picture of **neuroflash**. As input for that AI-based creativity approach, the identified product and brand attributes were used to generate the respective textual and visual content.

An exemplary generated targeted customer-related content itself, as presented in Figure 2, is generated within a few seconds. Each piece of content generated by the AI, both short and long textual as well as visual content, is unique; meaning it is trained not to use previously published assets.

Selected AI-generated Instagram Captions
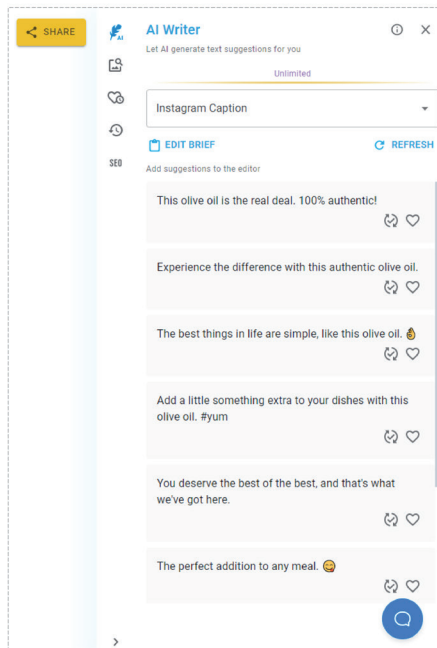
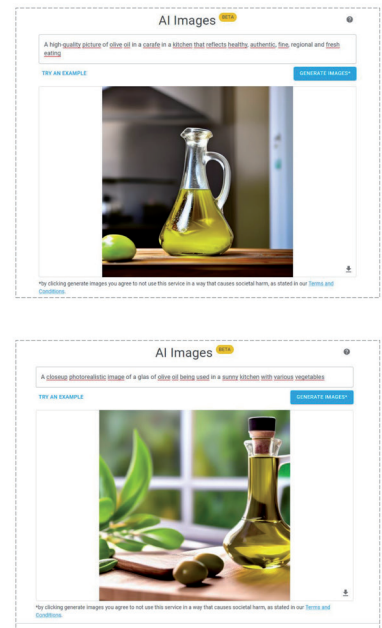## Selected AI-generated Instagram Pictures

Figure 2: Exemplary Results of the Contextual Marketing Intelligence Component.

As the third and final operational component, the augmented intelligence insights part, the generated textual and visual content is evaluated in terms of a) semantic performance and b) visual performance. Figure 3 shows the results.

For semantic performance, **neuroflash** was again used, specifically its AI Feature Tester to predict what the consumer is likely to feel and think at an implicit level in relation to the defined product and brand attributes when exposed to the textual content, in this case the generated captions. In addition, the AI solution **Everypixel** was

employed to analyze the attractiveness of the visual content, in this case the generated images, but also to check which associations are likely to be activated in the consumer's mind after contact with the respective image.

Finally, after the best captions and the two best images were determined, the visual performance of the caption-image combinations was evaluated. The AI solution Predict from **Neurons** was applied to predict what consumers are likely to perceive when they see each caption-image content to ensure that the right cues receive sufficient attention. In addition, the degree of cognitive demand was predicted to ensure that a consumer did not have to process too much information during the asset contact. Also, the degree of focus was estimated to verify that not too many elements within the asset receive an increased degree of attention, which would otherwise lead to a more distracted and thus less efficient perceptual contact.

Recent advances now also enable accurate prediction of more in-depth cognitive and emotional responses. In particular, the level of clarity, which indicates whether or not a consumer perceives the asset as clear, and the level of engagement, which provides insights about how excited and immersed a consumer will feel during exposure to the asset, can now be predicted (see Figure 3).

Selected Predictive Semantic Results
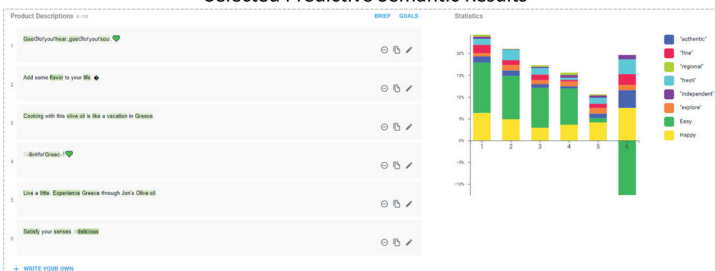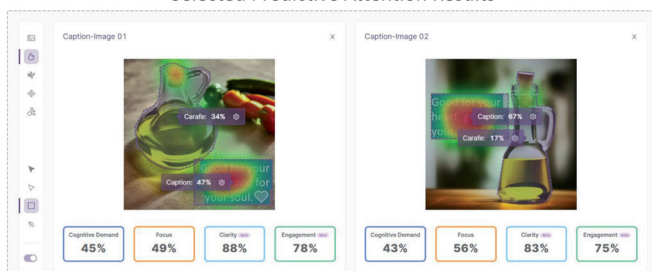

Selected Predictive Attention Results

Figure 3: Exemplary Results of the Augmented Marketing Intelligence Component

In this third step, it would be additionally possible to test the assets created by the AI in a real digital environment in more detail, e.g. in social media, in this case on Instagram, in order to analyze a more extensive perceptual, but also behavioral performance using the in-context test solution from **eye square**. In particular, this approach allows to simulate (parts of) consumer's journey to assess the impact of a given marketing activity such as advertisement on social media and/or on ecommerce platforms. For this kind of evaluation, real consumers are invited and instructed to visit a specific website. During the website visit, various perceptual (e.g. viewability duration) and behavioral (e.g. pausing the ad) metrics are automatically recorded to provide insights for potential improvements. Figure 4 illustrates the process and implementation of that approach.

This type of Marketing Insights 5.0 content optimization has been carried out for all relevant social media touchpoints, but also for the website including the online store. The review of conversion performance after three months showed that, as an example, with respect to the website, the impression rate has increased by about 300%, while the click-through rate has almost doubled. These results clearly indicate the superior capabilities of the Marketing Insights 5.0 approach used.
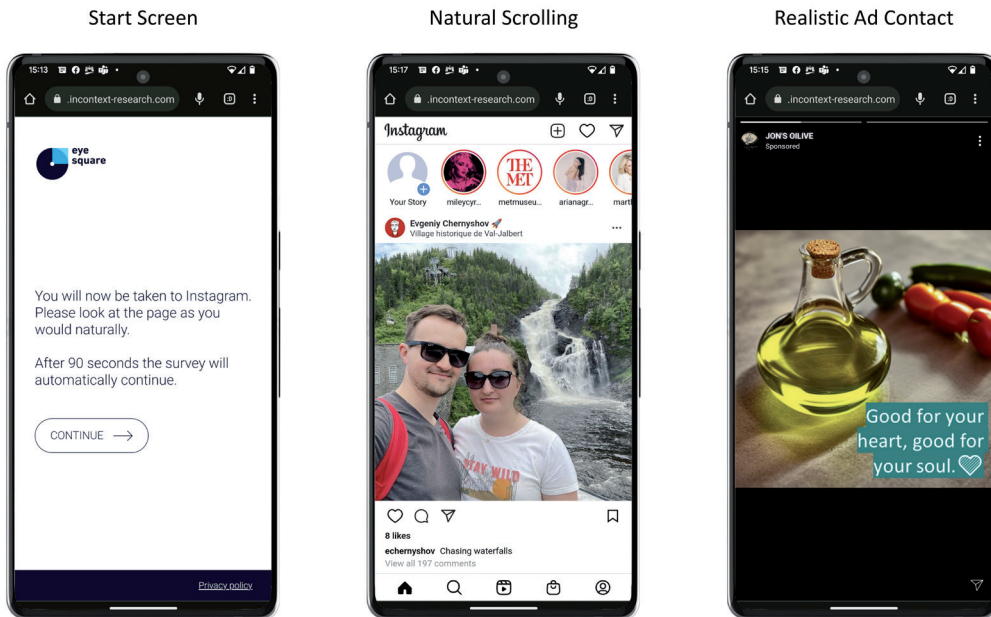

Figure 4: Demonstration of the Process and Implementation of the in-context Testing.

Empowering Marketers to Accelerate Their Marketing Actions

As demonstrated, Marketing Insights 5.0 enables highly precise predictions about marketing performance, e.g. the effectiveness of communication, from strategy fit (e.g. optimal brand positioning) to consumer reactions (e.g. what is perceived during advertising contact or does the tagline trigger the right brand associations) in order to increase/strengthen mental availability in consumer's brand memory according to Sharp (2010). This approach can be executed by relying solely on AI-generated insights, or it can be extended by targeted consumer surveys.

In detail, it creates increased insights value along the full marketing intelligence process, from diagnosis (e.g., gain deep knowledge about the brand in customers' minds to define the brand strategy), therapy (e.g., maximize the effectiveness of brand communication in line with the brand strategy), surveillance (e.g., constantly review the effectiveness of brand communication to align it with the brand strategy) to inspiration (e.g., rely on AI-driven recommendations such as slogans or product descriptions that fit the brand strategy). In this fashion, decision-making is sustainably strengthened at every stage of the marketing intelligence process.

In a rapidly digitizing world, it's more important than ever for businesses to have a marketing mindset that reflects the latest changes in technology and consumer behavior. Marketing Insights 5.0 is an approach that takes this into account to create experiences that are relevant and engaging using advanced AI-based tools and technologies. However, to be successful, this approach needs not only a data-driven, but more importantly, the right agile and evidence-based marketing mindset.

References

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Portrait

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Geschäftsleitung
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Stefanie Brunner (erweiterte Geschäftsleitung)

Gründungsjahr
1981

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  Lösungen und Instrumente, stets mit Fokus auf die Prob-
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