

# CPG Use Cases of Generative AI in Marketing, Sales, and Advertising

## Customer Segmentation

**77%** of marketing ROI comes from segmented, targeted, and triggered campaigns

- Generative AI can analyze customer data and segment them based on behavior, preferences, and purchase history.
- This helps create targeted marketing campaigns and offers to specific customer segments.

## Content Creation

**44.4%** have used AI for content production.

- Generative AI can create personalized and targeted marketing content such as product descriptions, ads, and social media posts.
- This increases engagement and conversions among the target audience.

## Lead Generation

**26%** of business-to-business (B2B) marketers using chatbots in their marketing programs gained between 10 - 20% more lead generation volumes.

- Generative AI can create personalized and targeted marketing content such as product descriptions, ads, and social media posts.
- This increases engagement and conversions among the target audience.

## Demand & Price Optimization

**30 to 50%**

of businesses experienced a 6%-10% revenue increase.

- Analyzes sales data, customer behavior, market trends to generate demand forecasts & pricing strategies
- Helps reduce stock outs, overstock, maximizes revenue, & improves profitability



## Personalization & Recommendation

**61.4%** of marketers use AI in their marketing activities

- Generative AI can build personalized recommendation engine that suggest relevant products to customers based on preferences and behavior.
- This improves customer satisfaction and loyalty.

