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.