

2. Dynamic Ad Targeting

- AI models analyze browsing and purchasing behavior to serve personalized ads dynamically.
- Example: Carrefour used AI to enhance omnichannel campaigns, achieving a 2.5x uplift in digital engagement.

3. Generative AI for Content Creation

- Generative AI generates personalized marketing copy, email templates, and product descriptions at scale.
- Example: Persado's AI created motivation-based language for brands, boosting customer engagement across touchpoints.

Case Study: Marks & Spencer's Personalization Journey

- **Challenge:** M&S sought to replicate its in-store personalized customer experiences across digital channels.
- **AI Solution:** Partnering with Persado, M&S used AI-generated content to create motivational, personalized campaigns.
- **Outcome:**
 - Over 5 billion personalized customer interactions in three years.
 - Hundreds of millions in incremental revenue.

Key Benefits

- **Increased Engagement:** Personalized campaigns boost click-through rates and conversions.
- **Improved ROI:** AI-driven optimizations ensure marketing budgets are used efficiently.
- **Stronger Customer Loyalty:** Tailored experiences deepen emotional connections with customers.
- **Operational Efficiency:** Automates time-consuming content creation processes.

Conclusion

AI-driven personalization has redefined digital marketing, enabling brands to engage customers on a deeper, more meaningful level. By leveraging AI, businesses can create data-driven, customer-first strategies that drive growth and loyalty.

Glyphs Advisory is your partner in adopting AI-powered personalization tools to transform your marketing efforts. [Contact us today to get started!](#)