

AI Powered Insight

Marketing Research Reconfigured

In our hyper-connected world, where every interaction generates valuable data, artificial intelligence (AI) is having a profound impact on marketing, marketing research, and customer data analytics. This book sheds light on the untapped potential of AI-driven analytics in market research so that businesses can better understand and interact with their customers. The transformation of marketing and market research over recent decades has only accelerated thanks to breathtaking AI developments that are reshaping data analytics and insights generation while enabling more effective foresight and actionability. These technologies are moving the field beyond solicited customer opinion, traditionally gathered through surveys and focus groups, allowing marketers to leverage unstructured big data for a whole new type of customer feedback: the unsolicited opinion. Acting as a guide to what's possible, the book explores the redefinition of insight in the age of AI and stresses the need for every true insight to inspire action. It dives into techniques for analysis and the AI science behind the analytics, automated brand recommendations, and content creation, introducing AI-specific research and data analysis tools. The birth of synthetic data is discussed, with advantages including privacy compliance, cost-effectiveness, and the ability to generate diverse datasets on demand. The book also covers critical ethical issues, such as data privacy, algorithmic bias, transparency, and the potential for AI to be used manipulatively, and raises important questions around knowledge, creativity, and the future of the field of marketing research. This book's clear-eyed guidance and thoughtful reflections will benefit anyone involved in marketing, market research, digital advertising, and business strategy, including CX practitioners, business leaders tasked with delivering growth, data scientists, marketing agency executives and consultants, and advanced business and marketing students.

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