

The AI playbook

How to use AI in your
cross-channel marketing



AI for marketers

AI has really grown in terms of what it can do, and where you might find it. AI is now a part of the everyday for most marketers due to the huge array of benefits it offers.

At Dotdigital, AI is woven into our platform to support you at every step. AI powers many of the tools you can utilize to create highly relevant and engaging marketing. In this AI playbook, we're revealing the detail behind these AI features, sharing the various ways you can utilize AI to improve your marketing, alongside clear, actionable examples.

So, what actually is AI?

AI stands for artificial intelligence and the official definition is:

The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

How does Dotdigital use AI?

The Dotdigital platform uses AI in a variety of ways, from generative AI, i.e. suggesting copy edits, to number crunching and opportunity spotting. AI isn't here to replace humans, but it can complete tasks much quicker and more reliably, and in doing so it frees up your time to think creatively and focus on the bigger picture.

Let's explore how.



Save time with generative AI for email and SMS

Generative AI gives you the tools to create more effective campaigns, in less time. Copywriting is a huge part of most marketing roles, but it is an art in itself - and there's nothing worse than a blank page and writer's block.

Generative AI can support you in your copywriting in many ways. In Dotdigital, generative AI copy-support works in a few ways, starting with your subject line right through to helping you curate the perfect campaign copy.

The generative AI options in Dotdigital

- Subject line suggestions and rewrites
- Grammar and spelling check
- Emoji suggestions to compliment your text
- Email content suggestions and tips
- Rewriting copy in different tones
- Expanding or shortening campaign copy

WinstonAI analyzes up to 25 of your previous subject lines to provide tailored suggestions that align with your campaign and will appeal to your subscribers.



How generative AI helps you

This AI support helps to make campaign creation quicker and easier whilst also making it more accurate and appealing to your audience. This gives you more time to spend on the creative elements of your campaign. As a result, you can always be confident in your campaign thanks to grammar and spell-check.

Go cross-channel in one-click: Turn emails into SMS

A cross-channel approach to marketing is crucial, a huge **73% of shoppers** use multiple channels as a part of their purchasing journey. For busy marketers, that can feel like an impossible ask.

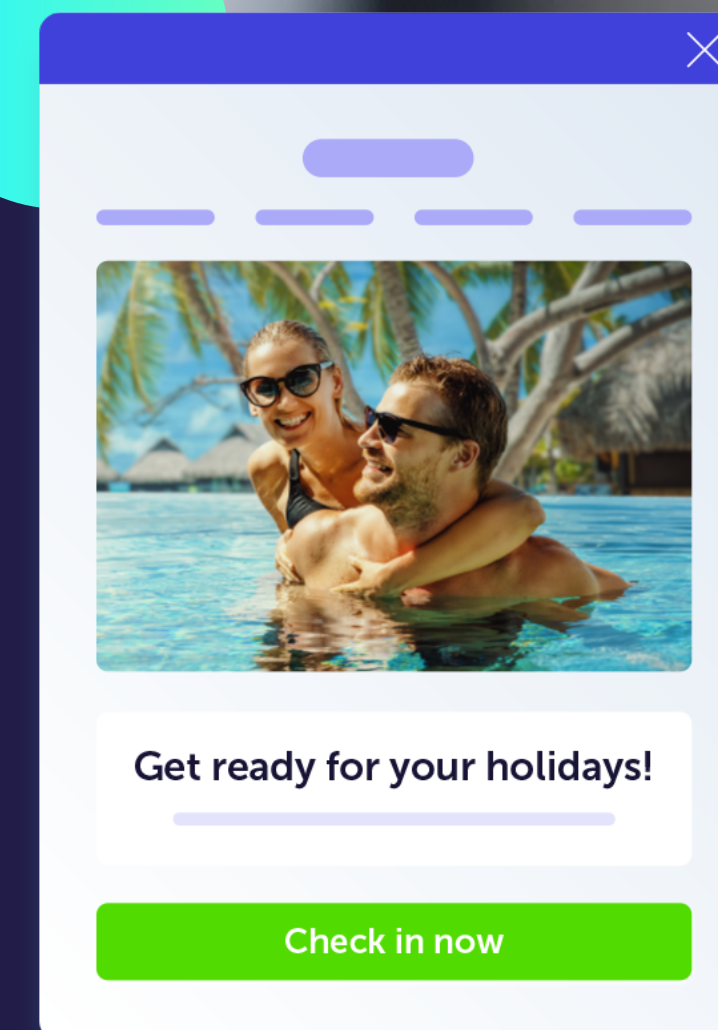
When you need to add more channels into the mix, SMS is the obvious one to pick. SMS sees a high engagement rate and delivers strong ROI.

Dotdigital customer, London Lash, saw an impressive ROI of 700% within just 6 months of launching the channel.

How one-click to SMS works

Condensing an entire email into 160 or less characters can be time consuming, so let WinstonAI do the work for you. We've made it super easy to create an SMS campaign to complement your email campaign - you can do it in just one click. This allows you to easily utilize two channels to boost the reach and impact of your campaign.

From your email campaign builder you need to click 'convert to SMS' and then WinstonAI will suggest an SMS campaign with copy that is aligned to your original email campaign. WinstonAI analyzes your previous campaigns too, so you know the suggestions will be on brand - and it will continue to learn over time to further refine the suggestions.



Convert to SMS

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Hey **Will**, it's time to check in.

When to utilize one-click to SMS

High engagement rates make SMS the perfect channel for any messages you want your customers to see fast so it's perfect for flash sales and back-in-stock notifications. It's also a great option to add into an automation campaign such as abandoned cart as SMS has a higher read-rate than email.

Drive ROI with AI-powered product recommendations

Getting to know a customer and what they like, comparing them to similar customers to spot patterns, and constantly analyzing your product catalog's performance sounds like a slow and intense job. Thankfully, AI-powered product recommendations do this and more in an instant.

How AI creates relevant product recommendations

WinstonAI analyzes reams of data so that you can ensure you're surfacing products that will appeal directly to customers. Including personalized product recommendations increases the relevancy of your campaign. This both improves the customer experience and will lead to more conversions.

The different types of AI-powered product recommendations:

Best next

Trending

Last browsed

Also bought

Most viewed

Hybrid prediction

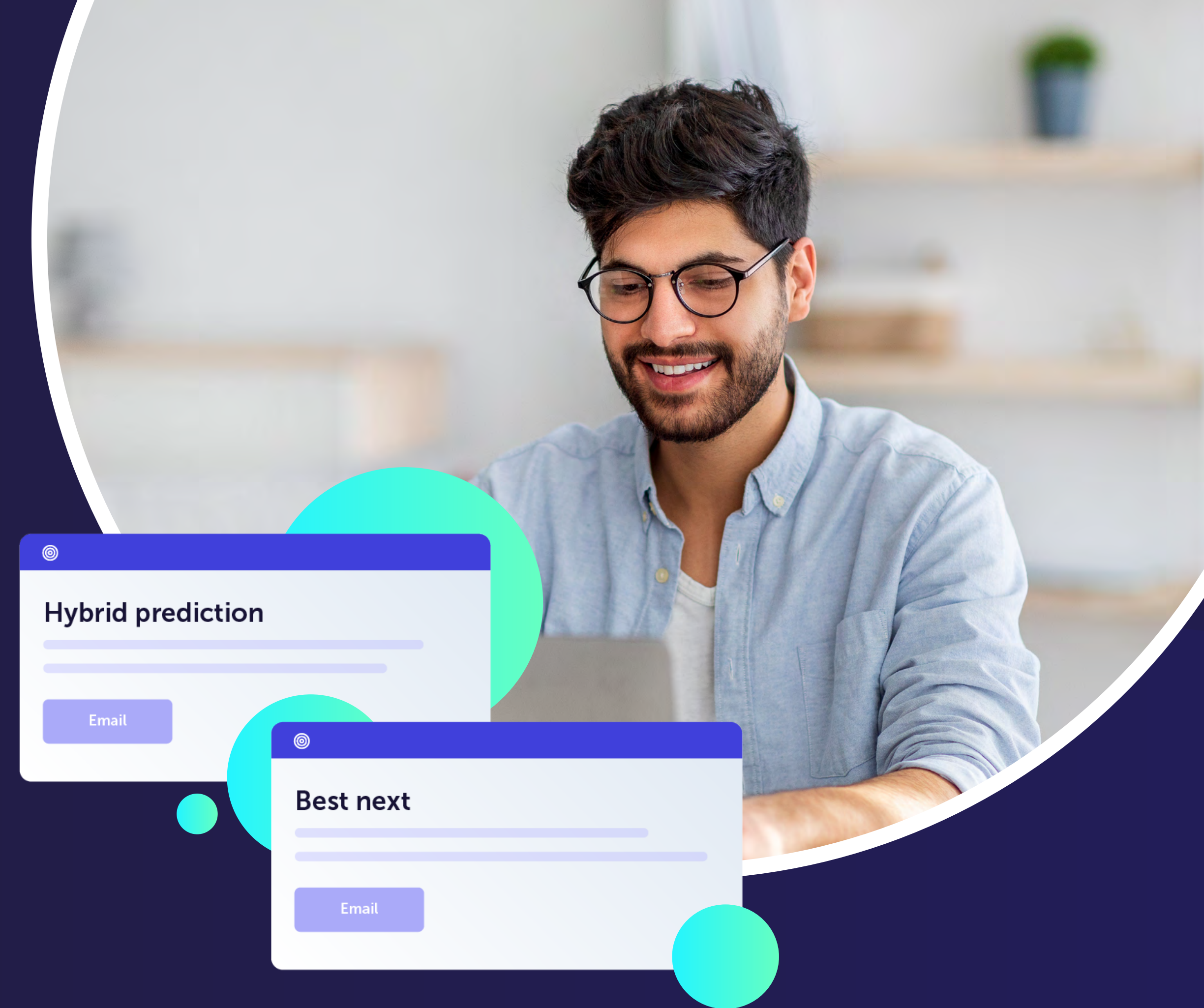
Bought together

Lookalikes

Custom

Bestsellers

New in



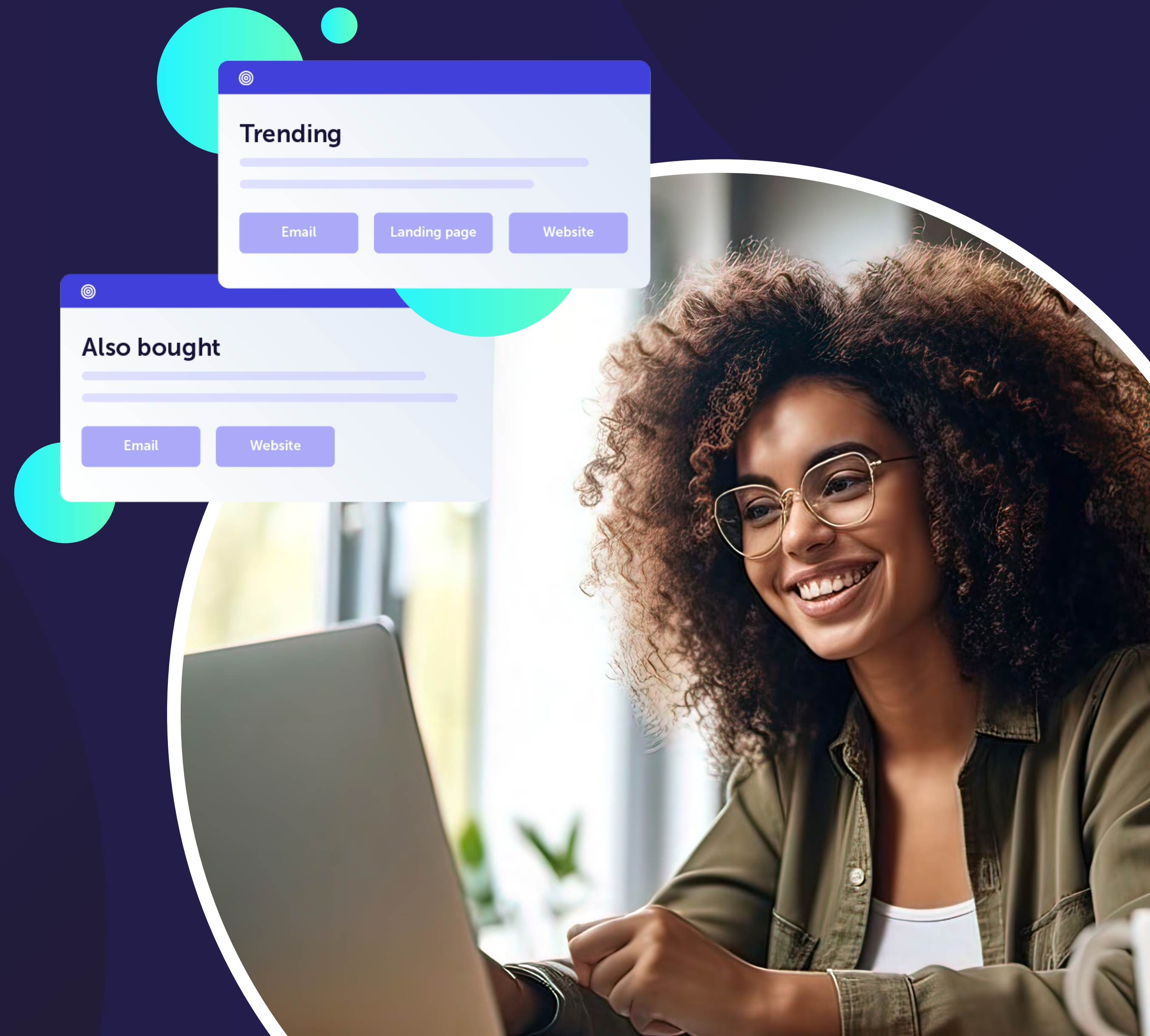
Hybrid prediction

Hybrid prediction uses a combination of the 'lookalikes' and 'best next' models to serve recommendations optimized for each customer.

The benefits of utilizing AI-powered product recommendations

Providing relevant product recommendations can hugely boost the ROI of your campaign across the entire customer journey. Showcasing items using the 'trending' and 'most viewed' options could be all you need to pique the interest of a new subscriber. Opting for the 'bought together' option will increase average order value (AOV) amongst active customers, while 'last browsed' and 'lookalikes' are great options for your abandoned cart campaign.

You can also make sure you're showing highly relevant product recommendations from the word go thanks to Fresh Relevance, Dotdigital's cross-channel personalization product. Web tracking provides you with clear, undeniable indicators of exactly what each customer is interested in. You'll know what price point, products, colors, etc. your customers and prospects are interested in and can personalize accordingly across your site and email. This allows you to deliver irresistible product recommendations across the customer journey from website to inbox.



Cut churn and boost conversion with AI-driven predictive analytics

We all wish we could see into the future sometimes, and with AI you can make a pretty reliable and informed prediction. WinstonAI runs the data to help you figure out your customers' next move before they make it.

How AI helps you spot opportunity

WinstonAI identifies upcoming opportunities across all customer groups. It will show you which customers are about to churn, as well as highlighting those that are likely to shop again soon. This allows you to be proactive and nurture them accordingly.

The AI-powered predictive analytics available in Dotdigital:

- Churn probability - e.g., this customer is 40% likely to churn.
- Predicted next purchase date - e.g., this customer's next purchase date is predicted to be June 3.
- Predicted customer lifetime value - e.g., this customer's predicted CLV is \$360.
- Predicted total future orders - e.g., this customer is predicted to have



 **Brian Simmonds**
Subscribed 22 October

RFM	Champion
Engagement level	Highly engaged
Contact score	★★★★★
Optimized send time	9:30am

Turn predictive analytics into conversions

Just because something is predicted, doesn't mean it will definitely happen. Take the opportunity to jump in and deliver a perfectly timed, personalized campaign - perhaps including a 'best next' product recommendation block - to ensure you see that predicted conversion.

**Top Tip:** now's a great time to offer discounts with a minimum order value to up that AOV.

Equally, rescue a customer at risk of churn before they do so - it's a lot easier than re-engaging a lapsed customer. Create an automation program to catch customers at risk of churning and throw all your best offers their way to ensure you've done all you can to retain the customer.



**Emma Smith**
Subscribed 20 February

Predicted next order date	3 May
Churn probability	35%
Predicted CLV	\$570
Predicted total orders	15



Boost deliverability with AI-powered send time optimization

Send time optimization (STO) is simple, but very effective. It ensures your contacts get your campaign at the time they're most likely to engage with it, rather than when you happened to send it. When you've spent time crafting the perfect campaign, you want to do all you can to ensure it gets viewed.

How AI calculates the optimal delivery time

WinstonAI quickly analyzes the historical data for each of your contacts individually, using data from the previous 90 days. When an optimized campaign is sent, the campaign lands in the inbox at the predicted best time for engagement - regardless of where the contact is around the world. This means that for sends to contacts in multiple time zones, time-optimized campaigns are strongly recommended.

Ways to utilize send time optimization

You can choose from immediately; meaning the campaign starts sending at the optimal time from the moment you hit send, or scheduled; where it will wait until your specified time and date to begin sending, whilst still landing at the optimal time for the individual.

This technology allows you to create one send, and know that your customers all around the world will receive it at the optimal time for them. It couldn't be simpler.



Embrace AI for marketing success

AI empowers you to create more accurate campaigns, enhance the customer journey, drive higher revenue, and save yourself time.

There are lots of different uses of AI, and we've built it into the Dotdigital platform in a way that supports you whatever you're working on. AI gives you more time, and more insights, to focus on strategy and creative work. Generative AI in the campaign builder helps you to refine your campaign, proof it, and nail the subject line in minimal time.

Predictive analytics, product recommendations, and send time optimization all allow you to serve your customer better. Understanding your customer's next move, their interests, and their schedule gives you all the information you need to deliver the perfect campaign. This means you can send something they will find useful and engaging, and then see your sales rocket as a result.



WinstonAI® ✨

Putting the AI in em**AI**l

Dotdigital has AI-powered features woven throughout to empower busy marketers and elevate campaigns. From spelling and grammar check to save you time on the admin, right through to predictive analytics that highlight when a customer is about to churn - it's data-driven insight you can rely on.

See what Dotdigital can do for you.

[Watch a quick demo](#)





Discover more at dotdigital.com