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DELIVERING REAL BUSINESS IMPACT WITH GENAI

# AI For Everyone - Marketing

## Part 1 - The “AI Paradox” in Marketing



*AI delivers 37% lower costs and 39% higher revenue in marketing - integration remains the real bottleneck for 83% of firms.*



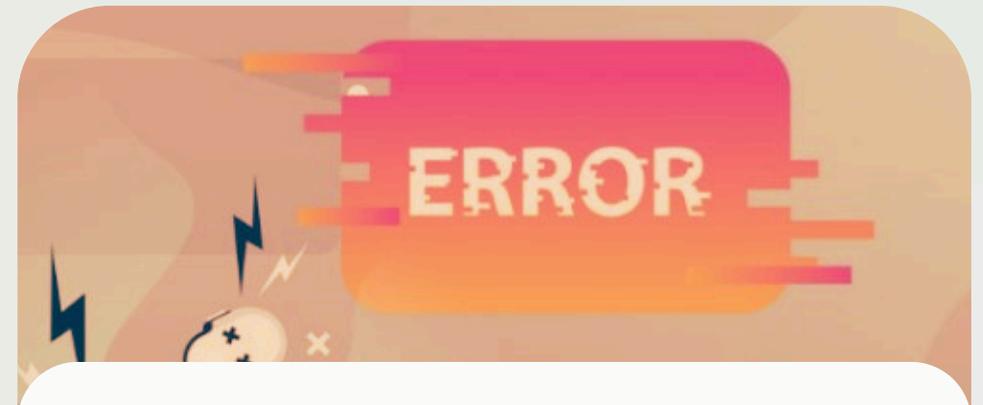
# Not All Marketing Functions Are **Equal**

AI's impact varies dramatically across marketing:



## HIGH IMPACT

- Campaign Execution & Optimisation
- Predictive Analytics & Decision Support
- Content Creation



## LOW IMPACT

- Brand Management and PR
- Strategic Planning and Market Research

**Key Insight:** Data-intensive, repetitive tasks see 5-10x more impact than creativity-dependent functions.





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# Campaign Optimisation: Always-On Intelligence

## THE PROOF FRAMEWORK

### WHAT

*AI manages bids, budgets, and targeting 24/7*

### HOW

*Algorithms adjust in real-time based on performance*

### RESULT

*20% cost-per-conversion reduction in 3 months*

**SynaptyX** helped a telecom client unify campaign data across 80+ operators, delivering 1-3% CAC reduction and 10% cost savings in 3 months





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# Predictive Analytics: Knowing Who Will Buy

## THE PROOF FRAMEWORK

### WHAT

*ML models score leads and predict outcomes*

### HOW

*Analyses CRM, web behaviour, engagement patterns*

### RESULT

*25-30% conversion rate improvement*

**SynaptyX** unified an automotive client's siloed dealer data with AI lead prioritisation, delivering 25% higher sales productivity and improved customer loyalty and NPS.





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# Content Creation: Speed Meets Scale

## THE PROOF FRAMEWORK

### WHAT

*Generative AI drafts  
copy, visuals,  
variations*

### HOW

*Creates first drafts  
in seconds; humans  
refine*

### RESULT

*30-50% reduction in  
production  
time*

**Iris Social** → Our **AI-powered social marketing platform** automated content creation whilst maintaining **brand quality** and **consistency**. Enhanced engagement and reduced manual effort through AI that understands business context, not just language patterns.





# Where Human Touch Still Wins



## Brand Management & PR

AI can **monitor sentiment**, but crafting authentic brand voice and managing crises requires **empathy** and **context** humans provide.

## STRATEGIC MARKETING PLANNING

## Strategic Marketing Planning

AI accelerates research, but high-level strategy - **understanding market context**, **customer psychology** remains human territory.

**The Reality:** Only 17% of firms have deeply integrated AI because these human-centric functions can't be automated.



# The Pattern - What Determines Impact

## High Impact Functions Share

- Large volumes of data to process
- Repetitive, optimisation-focused tasks
- Clear, measurable outcomes
- Speed and scale as competitive advantages

## Low Impact Functions Require

- Creativity and original thinking
- Emotional intelligence and empathy
- Strategic judgement and business context
- Relationship building and trust

**Takeaway:** AI excels at execution and analysis. Humans excel at creativity and strategy.





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# Where Does Your Organisation Stand?

## Assess Your **AI Readiness**:

- Are you using AI for campaign optimisation?
- Do you have predictive analytics for lead scoring?
- Is AI accelerating your content production?
- Have you integrated insights into workflows?
- Are you measuring AI's actual ROI?

**Contact Us**

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