

One place AI tools excel in email marketing is in completing the busywork - those time-prohibitive tasks that are so labor-intensive or complex that completing them manually is much less productive. Here's what else it can do.

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Email marketing has always been part science, part art—and now, artificial intelligence is becoming the most intriguing collaborator in this creative process.

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Generative AI has taken the world by storm. Each new development brings new possibilities so rapidly that reporting on them as they occur is a full-time job. Every industry wants to know what AI can do and how they can best incorporate it into their offerings. And in the marketing world, those questions are especially interesting.

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AI in marketing is a hot topic. But underneath all the hype lies the all-important question: what, specifically, can AI in marketing do? How can your team use it in day-to-day work? Let's explore a few clever uses.

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What happens if your company's data analytics expert is unavailable or you don't have one? Recent developments show promise in using AI to help your team make marketing data more usable.

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Artificial intelligence has left an undeniable impact on the marketing landscape today. But just like any other tool, AI used incorrectly does more harm than good. Are you making any of these AI marketing mistakes?

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AI has firmly cemented itself into the marketing world. Everyone knows about it, and most people are excited to use it. But this raises a question: what exactly can AI do? And more importantly, what's the best way to use it in your particular company?

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Incorporating artificial intelligence into marketing automation may help reshape how businesses interact with customers, optimize campaigns, and drive revenue growth. Today, we're looking at several key areas AI might impact the most.

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Personalized marketing materials still work wonders, but how can your company collect enough data for personalization without violating privacy laws? What's the balance between respecting user privacy and effectively using data? Let's explore these questions further.

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AI in marketing comes with inherent risks still being uncovered. Companies that choose to take advantage of AI need to understand the impact it can truly have, both now and as the technology continues to evolve. One excellent way to start is an AI audit.

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As low-code platforms and AI work in tandem, shifts in the marketing landscape could occur faster than ever. What can your company expect? Here's what eight marketing automation specialists think.

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The 4Thought Marketing team has helped multiple companies improve their marketing strategies and technology. Recently, we were able to do something particularly interesting with a client: getting the most value out of their AI-chat tool, Drift.