

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.