

A CMO's Guide to Driving Precision and Performance

AI for Product Marketing Insights

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Why AI Matters for Product Marketing

What do CMOs and other product marketing professionals think of when they hear about AI? Often, they imagine its simpler, more everyday uses: generating rough drafts of emails or blog posts; automating routine tasks like pulling customer lists; or setting up basic chatbot responses. While these tasks, of course, remain valuable, stopping there barely scratches the surface of AI's potential.

At the same time, the increasing use of AI also brings increasing concerns. Some worry it will replace jobs, while others fear it opens up shortcuts that diminish true expertise. But AI isn't here to replace marketers—it's here to enhance their capabilities. The real opportunity isn't in ignoring or resisting AI but in leveraging it: to drive efficiency, to uncover insights, and to refine strategies.

This guide will explore how you can go beyond basic automation to capitalize on some of the more advanced AI capabilities available to us, like real-time competitive analysis, predictive market segmentation, and data-driven persona development.

Above all, it's essential to remember that AI is not the be-all and end-all for strategic marketing decisions. Not every AI-generated insight or opportunity is worth pursuing—in every one of the hypothetical cases we'll discuss ahead, human expertise is also required in order to validate insights, ensure alignment, and ultimately, decide on a path of action.

AI should be used as a key strategic ally for CMOs seeking greater precision and performance in a complex, competitive marketplace.

“

Think of AI capabilities like a bunch of powerful Lego pieces. Each piece is amazing on its own, but without a clear picture or instructions, it's hard to know what to build.”

— Liza Adams

Why AI Matters for Product Marketing

Generative AI is poised to help the marketing function become more sophisticated over time.

| | Getting started with gen AI | Customized gen AI solutions | Transformative gen AI |
|-----------------------|--|--|---|
| Approach to marketing | Integrate mostly off-the-shelf generative AI (gen AI) software into existing workflows to drive incremental changes in efficiency and effectiveness. | Lightly tailor foundation models for use cases. Use both gen AI and nongenerative AI solutions in tandem to accelerate chains of action | Use a full state of digital and AI capabilities, including customized gen AI solutions. Humans define objectives and monitor performance but are otherwise not “in the loop.” |
| Examples | A retailer increases efficiency in creating copy for email communications by using ChatGPT for first drafts. | A telco increases personalized communications to its customer base by tapping gen AI to generate creative copy and imagery. Humans review and approve content, and machine learning decides which customer gets what communications. | A home improvement retailer trains a gen AI model on its corpus of information about home improvement projects. Gen AI is embedded into an app, which is used to provide project guidance to customers during in-store experiences. |

Source: [McKinley & Company](#)

Enhancing Market Segmentation with AI

Nearly
70%



of organizations plan to increase their CRM investments according to Forrester.

Capitalize On A CRM Strategy That Leverages Top Emerging Technologies, Forrester Research, Inc., Dec 5, 2024. [\(link\)](#)

Why? Because traditional marketing segmentation methods often leave great opportunities on the table. AI is a fantastic way of optimizing the CRM process, as it can analyze far bigger datasets in real time, discovering market segments that a traditional approach might miss.

How AI Identifies New and Underserved Market Segments

As an example, picture a SaaS company that is launching a new collaboration tool. Traditional techniques would say that they should target enterprise clients. However, when the product marketing team reviews AI analysis of CRM interactions, support tickets, and social media engagement, they reveal an unexpected and untapped segment: small businesses in creative industries that are expressing interest but not converting. This AI-generated insight allows the marketing team to reassess their positioning and develop tailored messaging—if they agree that it’s a market segment worth going after.

Tools and Technologies for Advanced Market Segmentation

If you are interested in augmenting your segmentation process with AI-driven insights, you have several options depending on your business goals. Tools like Google BigQuery and Tableau will enable deep data analysis and visualization, while platforms such as HubSpot’s AI-powered CRM provide predictive insights to refine segmentation.

By closely aligning business objectives with CRM investments, product marketing leaders can target their ideal customer profiles more precisely, discover untapped market opportunities, and drive successful business outcomes.

Building Data-Driven Customer Personas

Traditionally, product marketers have relied on anecdotal data, surveys, or focus groups for creating personas. While all of these sources can be helpful, they can fail to capture the full complexity of customer behavior. With the help of AI, however, you can create personas that actually evolve in real time, offering a far more dynamic, granular, and actionable understanding of your audience.

How AI Revolutionizes Persona Development

To create a persona, AI pulls behavioral data from multiple sources—including CRM systems, social media, and website interactions—to develop personas that reflect both who customers are and also how they behave.

Let's talk about a cybersecurity company that has a brand new threat detection platform. Their initial assumption? Mid-sized financial institutions are a key market. Now, traditional methods would maybe dive a little deeper to these customers' personas but otherwise largely leave them surface level.

This product marketing team, however, uses AI to go beyond the surface. They analyze CRM data, customer engagement trends, and industry discussions and eventually uncover

something unexpected: these mid-sized financial prospects, while highly engaged with educational content, rarely follow through with demo requests. In other words, these key personas are getting stuck at the higher end of the funnel and not converting.

Instead of relying solely on AI-generated insights, the marketing team then corroborates this information with their sales and customer success teams. Through these conversations, they realize that regulatory concerns are a major roadblock for this persona. Armed with this human validation, they can then adjust their top- to mid-funnel strategy to include targeted, compliance-heavy content, including case studies and expert webinars, to address these personas' concerns.

Gen AI could open up

**\$0.8–\$1.2
trillion**

in productivity across sales
and marketing.

Source: [McKinsey](#)

Strategies for CMOs to Drive AI-Driven Persona Development



Focus on behavioral insights

As in the example above, teams can prioritize data to reflect how customers interact with your brand, including browsing history or product usage patterns.



Build adaptive personas

AI tools can update personas continuously as they receive new data to make sure they stay relevant.



Collaborate cross-functionally

Sales and support teams provide context to enrich AI-generated insights, ensuring that personas are grounded in real-world interactions.

By integrating behavioral insights into comprehensive, adaptive profiles, CMOs can use AI tools to guide their teams toward more effective, accurate, data-driven persona development.



The productivity of marketing due to gen AI could **increase between 5 and 15 percent** of total marketing spend, worth about

\$463 billion annually.

Source: [McKinsey](#)

Using AI for Competitive Analysis

Traditionally, competitive analysis was an extremely time-intensive process that typically involved gathering and analyzing data manually from a variety of sources. AI helps simplify the whole thing by automating data collection, offering predictive insights, and identifying emerging trends, among many other useful tactics.



Monitoring Competitors' Strategies with AI

Tools like Crayon and Klue use AI to track competitors by aggregating updates on pricing, product launches, and messaging in real time. These platforms have a centralized dashboard for monitoring competitors, allowing teams to detect and react swiftly to any changes.

For example, a B2B cloud infrastructure provider is using AI for competitive analysis. The AI flags the fact that a competitor has started moving its messaging toward sustainability and cost efficiency. The AI sees this as a significant shift, but the product marketing team makes sure to consult with sales and industry analysts. Does this change signal an industry-wide trend, or just a temporary positioning adjustment for this competitor?

Based on their analysis, the team decides to highlight their own cost-saving and sustainability features in their go-to-market strategy before the competitor can monopolize the narrative.

Predictive Analytics for Anticipating Market Shifts

Predictive analytics powered by machine learning can go way beyond forecasting potential market shifts. For example, AI can look at historical

data to reveal patterns indicating a competitor's pivot, as in the example above, or even upcoming changes in customer demand.

Let's use the example of a cybersecurity company that is using AI-driven predictive analytics. Their AI detects a steady increase in mentions of zero-trust architecture among a key competitor's executives, website updates, and press releases. Recognizing this as a likely upcoming product push, the marketing team then collaborates with product development and sales to reinforce their own zero-trust messaging and customer education materials. In this way, they can use AI-driven insights to inform and enforce their decisions, allowing them to stay one step ahead of the competition.

Key AI Tools for Competitor Intelligence

Platforms like Brandwatch and SimilarWeb enhance competitive intelligence via features like sentiment analysis and web traffic comparisons. These tools equip product marketers with actionable insights to make informed decisions and keep their competitive edge.

By leveraging all of these AI tools for competitive analysis, CMOs can save time, focus on strategic initiatives, and stay ahead in fast-moving markets.

Implementing AI in Product Marketing Teams

As we've seen, integrating AI into your product marketing workflow can give your team a huge boost in terms of efficiency and opportunities. In order to do so effectively, however, you must first start with a clear strategy for both introducing and scaling AI, addressing any adoption barriers that may arise, and how to future-proof your team.



How to Introduce and Scale AI Technologies

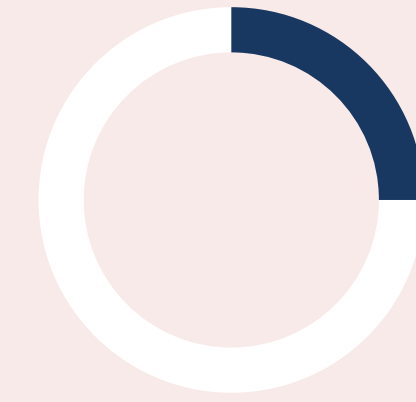
What is a small initial project where AI can add immediate value to your team? For example, use it to draft emails or enhance data analysis. Then, as things go smoothly and your team gets comfortable with the new tools, you can start to ramp up your AI adoption with more complex workflows.

As an example, let's look at a B2B SaaS company that is hoping to use AI to improve customer engagement. They begin by automating their lead scoring, which helps their sales team to prioritize the most promising prospects. When that goes well, they expand their AI capabilities to include personalized email campaigns. By starting small and then iterating up, they can smoothly integrate AI into their workflows without overwhelming the team.

Overcoming Barriers to AI Adoption

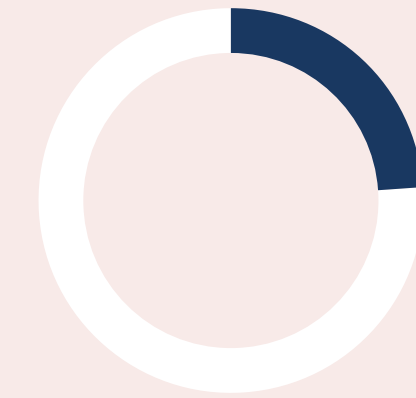
Introducing AI into an organization often meets with challenges, which can include resistance to change, data privacy concerns, or a lack of technical expertise (either real or perceived). To combat these obstacles, it's essential to start by fostering a culture of innovation in your company so that change and technology are welcomed instead of feared. You can then build on that base of open-mindedness by continuing to provide your team with education around AI and the tools that you are introducing.

By thoughtfully and deliberately implementing AI, product marketing teams can stay agile, deliver impactful campaigns, and maintain a competitive edge in an increasingly AI-driven landscape.



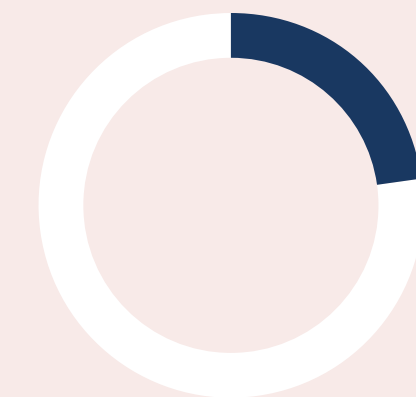
25%

of B2B marketing teams are using **AI/ML in production**, while



24%

use it for **advertising and media buying**. Similarly, B2B marketing teams are using **AI/ML for marketing analytics** (24%) and **personalisation** (24%) too, while



23%

of B2B marketing teams use it for **predictive scoring**.

The State Of Artificial Intelligence And Machine Learning Adoption In B2B Marketing, 2024, Forrester Research, Inc., Jul 19, 2024 [\(link\)](#)

The ROI of AI in Product Marketing

Overall, the ROI is clear:

AI can be of huge benefit to product marketers.

The use of AI in product marketing enables smarter segmentation, more accurate personas, real-time competitive analysis, and greater operational efficiency—among many other things. On the whole, companies who use AI produce more impactful campaigns, work more efficiently, and achieve measurable business outcomes.

Steps for CMOs to Take Today

1

Evaluate your current processes

Identify easy-win areas where AI can deliver immediate value—for example, by automating repetitive tasks or enhancing data insights.

2

Invest in scalable tools

Choose the right AI technology that aligns with your organization's goals and can scale with your team's needs.

3

Upskill your team

Provide the proper training and resources to allow your team to put AI tools to good use and interpret AI-driven insights correctly.

4

Foster a data-driven culture

Maximize the impact of AI on your organization by encouraging collaboration between marketing, IT, and data teams.

By taking these steps, CMOs can fully maximize AI's potential to drive precision, performance, and long-term success in product marketing.

Ready to see what AI can do for your product marketing?

Our experience shows that leveraging AI can revolutionize your workflow. Whether it is polishing your team's writing (with gains up to 50% in efficiency) to generating dynamic content that drives engagement. Companies across various industries are already reaping the benefits, and we're here to help you do the same. Reach out to Aventi Group today to explore how a tailored AI strategy can transform your marketing results.

[Contact Us](#)



Aventi Group is an on-demand product marketing agency dedicated to bringing world-class go-to-market execution talent to high-tech B2B clients. We have an extensive team of product marketing professionals – giving our clients fast access to an on-demand, scalable team with broad domain expertise. Our experts have run high performance teams at every level, in every category – from startups to mid-sized firms and large enterprises. Clients include SAP, Adobe, Fortinet, HP, Malwarebytes, ServiceNow, Okta, Palo Alto Networks and Zendesk. Founded in 2008, Aventi Group is based in Silicon Valley, California. For more information, visit www.aventigroup.com and follow us on [LinkedIn](#).