

AI Use Cases to Transform Marketing

Deliver relevance, personalization, and measurable growth

Marketing leaders are no longer measured by activity or reach alone—they're accountable for pipeline contribution, return on ad spend, conversion performance, and revenue impact, even as they navigate fragmented data, rising acquisition costs, and shifting customer behavior.

As channels multiply and buying journeys grow less predictable, marketing teams must move faster—making execution-level decisions in-flight, not just after campaigns end. Disconnected tools and delayed insights limit teams' ability to optimize spend, personalize engagement, and scale what works.

That's where generative AI delivers practical advantage. IDC¹ reports a [2.8× ROI](#) from GenAI investments, driven by improved accuracy and consistency, significant time savings, and better customer experiences. With [41% of organizations already using GenAI](#) in marketing—and another 41% planning adoption within 24 months.

From uncovering intent earlier to personalizing engagement at scale, accelerating content, and optimizing performance in real-time, marketing teams can use AI to operate with greater precision, confidence, and accountability—without added cost or complexity.



DRIVE PRODUCT AND PORTFOLIO GROWTH

with AI-driven demand and trend forecasting

Marketing leaders, working closely with product teams, must determine where to focus investment, which offerings to prioritize in campaigns, and how to respond to shifting demand—often with delayed signals. AI analyzes market trends, consumer behavior, and performance data to inform faster portfolio decisions. This enables teams to reduce complexity, improve ROI, and align campaigns to products with growth potential.

Business outcomes

- Faster portfolio decisions
- Improved SKU ROI
- Greater market agility

Solutions

- [Microsoft Fabric](#)
- [Microsoft Power BI](#)
- [Azure OpenAI in Foundry Models](#)
- [Foundry Tools](#)

Success stories

- [Unilever](#)



ENABLE AGILE MARKETING DECISIONS

with real time audience insights

Marketing teams must know who to engage, when to engage them, and how preferences are shifting—often with lagging signals and incomplete data. AI unifies real time signals across channels and analyzes behavior to surface actionable insights while campaigns are live. This helps teams adjust targeting, messaging, and offers in real time to improve engagement, conversion, and execution confidence.

Business outcomes

- More precise audience targeting
- Higher engagement and relevance
- Faster decision confidence

Solutions

- [Microsoft Fabric](#)
- [Microsoft Power BI](#)
- [Azure OpenAI in Foundry Models](#)
- [Microsoft 365 Copilot](#)

Success stories

- [Estée Lauder Companies](#)
- [UBS](#)



ACCELERATE CONTENT PRODUCTION AND TIME TO MARKET

with AI assisted creation and adaptation

Marketing teams are expected to deliver more content across more channels with tighter timelines—often without added headcount. AI helps streamline content planning, creation, localization, and adaptation while maintaining brand standards. This helps teams increase output, reduce production effort, and bring campaigns to market faster—without sacrificing consistency or quality.

Business outcomes

- Faster time to market
- Greater creative capacity
- Consistent brand execution

Solutions

- [Microsoft 365 Copilot](#)
- [Azure OpenAI in Foundry Models](#)
- [Microsoft Copilot Studio](#)
- [Microsoft Fabric](#)

Success stories

- [Nestlé](#)
- [SJR](#)



ENHANCE BRAND DISCOVERABILITY AND CUSTOMER CONVERSION

with AI-optimized digital discovery

As discovery becomes more AI driven—from search to digital agents—brands must be easy to find, clearly understood, and consistently represented. AI optimizes how products and brands are discovered, recommended, and experienced across digital channels. This enables marketing teams to improve conversion rates, guide customers to relevant experiences, and reinforce trust at every stage of the journey.

Business outcomes

- Improved brand visibility
- Higher conversion rates
- Stronger customer trust

Solutions

- [Azure OpenAI in Foundry Models](#)
- [Microsoft Copilot Studio](#)
- [Microsoft Fabric](#)
- [Microsoft Dynamics 365 Customer Insights](#)

Success stories

- [Ralph Lauren](#)
- [SK Telecom](#)



OPTIMIZE CAMPAIGN PERFORMANCE AND MARKETING SPEND

with continuous, AI-driven optimization

Maximizing ROI requires adapting campaigns based on live performance signals—but traditional reporting often arrives too late. AI continuously evaluates results and recommends optimizations to targeting, creative, and spend while campaigns are running. This enables marketing teams to shift budgets in real time, reduce waste, and improve ROI without slowing execution.

Business outcomes

- Faster campaign execution
- Smarter budget allocation
- Improved marketing ROI

Solutions

- [Microsoft Fabric](#)
- [Microsoft Power BI](#)
- [Foundry Tools](#)

Success stories

- [HicMobile](#)
- [Coca-Cola](#)



Take the next step and explore more ways to drive your business forward with these proven, real-world [AI use cases](#). Ready to elevate marketing performance and operationalize AI across your organization?

[Get started](#) with Microsoft AI

¹ Source: IDC, sponsored by Microsoft, "[Accelerating Innovation with AI](#)," IDC #US53838325, November 2025