

SAS MarTech experts' top predictions for 2025

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MarTech experts' top predictions for 2025

AI Adoption

Marketers will aggressively adopt traditional AI (and GenAI too)

Responsible marketing

We will see a massive uptick in the development and use of responsible marketing approaches

GenAI hype

A softening of interest in and hype around GenAI and a renewed focus on more traditional AI technologies.

Campaign Management

Campaign Management and segmentation have been grossly overlooked.

Composable CDP

Composability and “zero copy data” trend will radically reshape the CDP market.

Customer Service

More organizations will turn to GenAI-powered customer service, with chatbots and self-service channels augmenting support professionals

1. AI Adoption



In 2025, marketers will move aggressively from simpler applications of GenAI focused on productivity and content generation to more advanced AI capabilities driving competitive advantage and revenue growth.

Jennifer Chase, Executive Vice President & Chief Marketing Officer, SAS

2. Responsible Marketing




MarTech solutions, including those based on traditional and generative AI, will help more and more organizations act responsibly with customer data, while providing relevant information, timely offers and agile support.

Mike Blanchard, Vice President of MarTech Solutions, SAS

Report: Turn the promise of martech into a reality for you and your customers

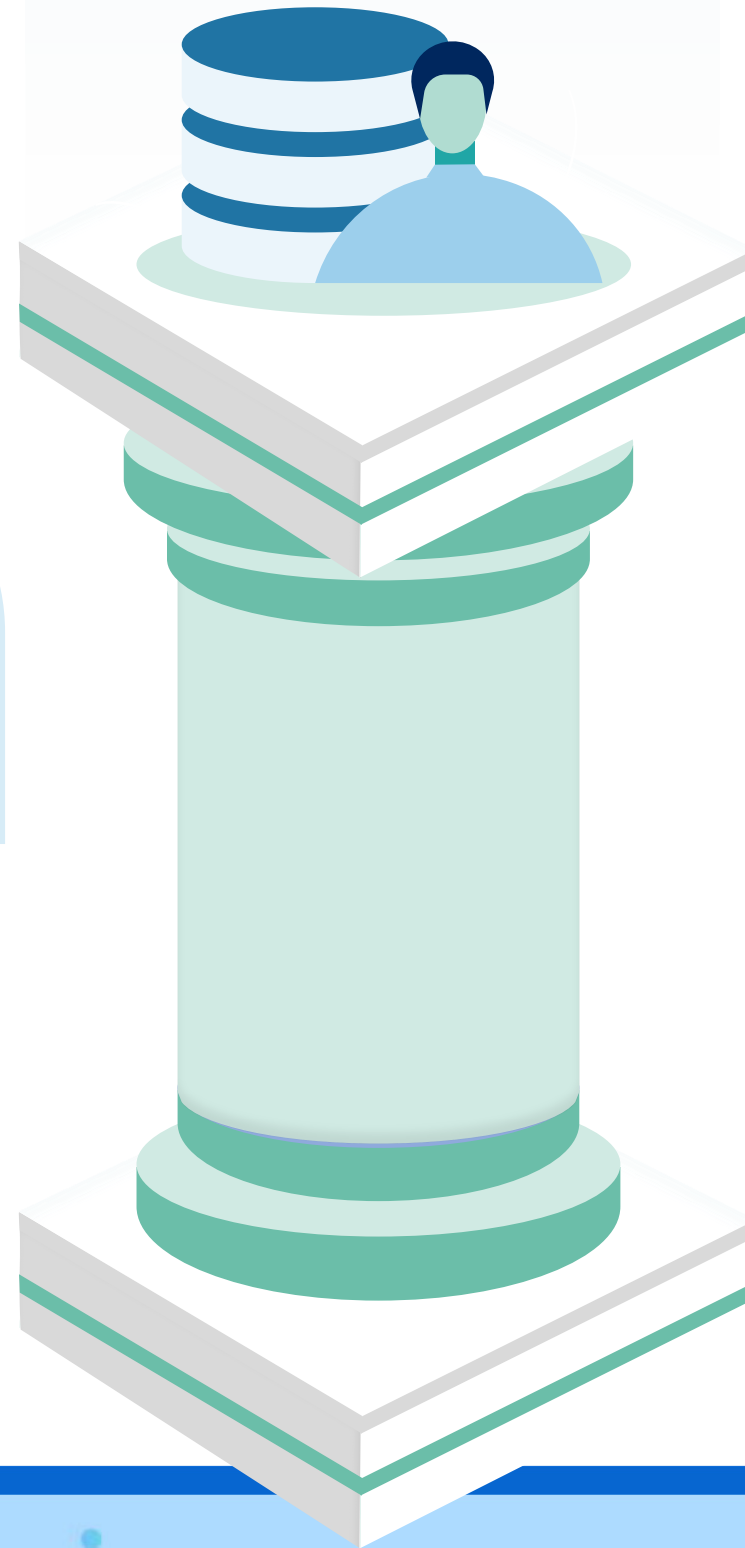
<https://www.sas.com/en/offers/turn-the-promise-of-martech-into-a-reality-for-your-customers.html>



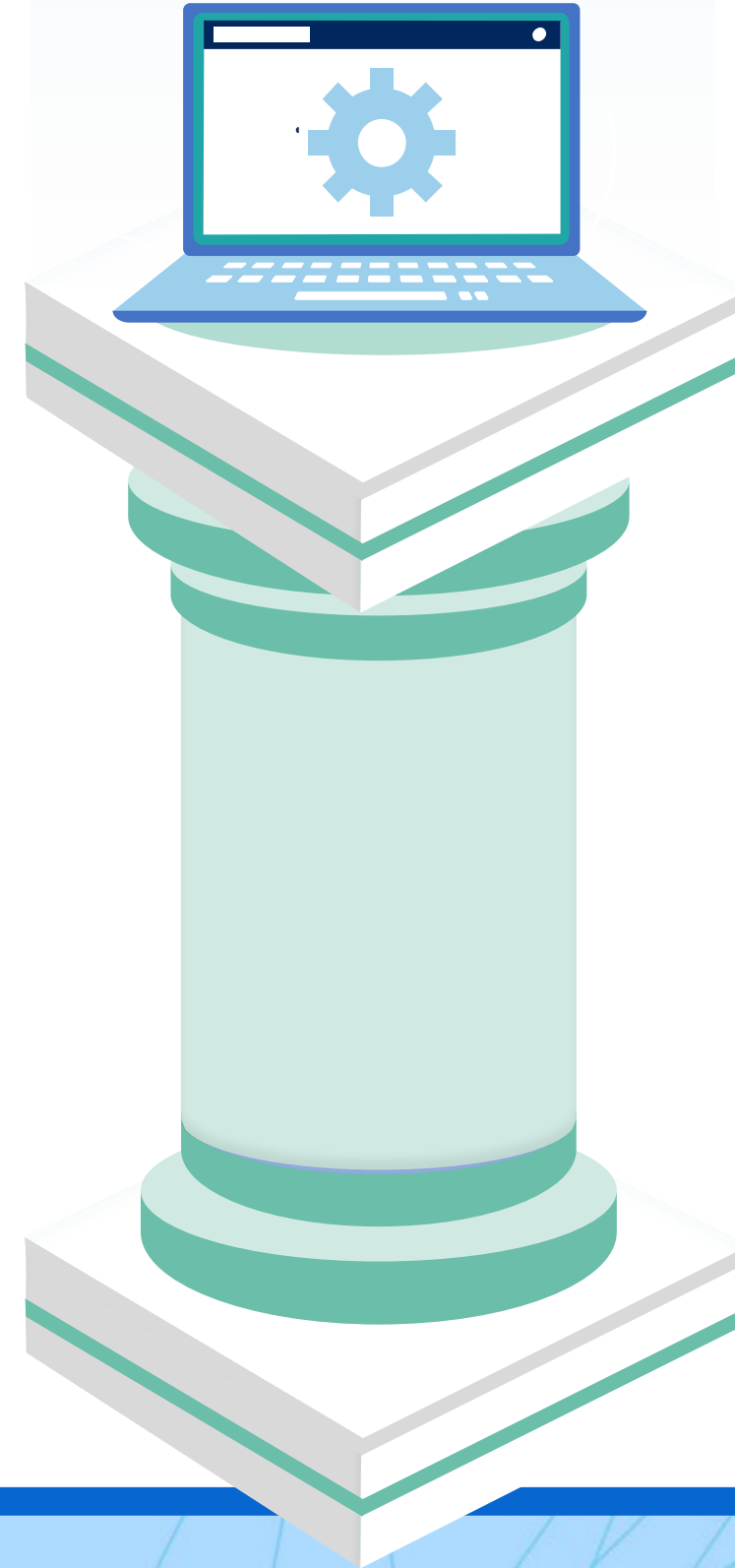
**Responsible
Marketing is about
building trust
between a **Brand**
and its **Customers****

3 PILLARS OF RESPONSIBLE MARKETING

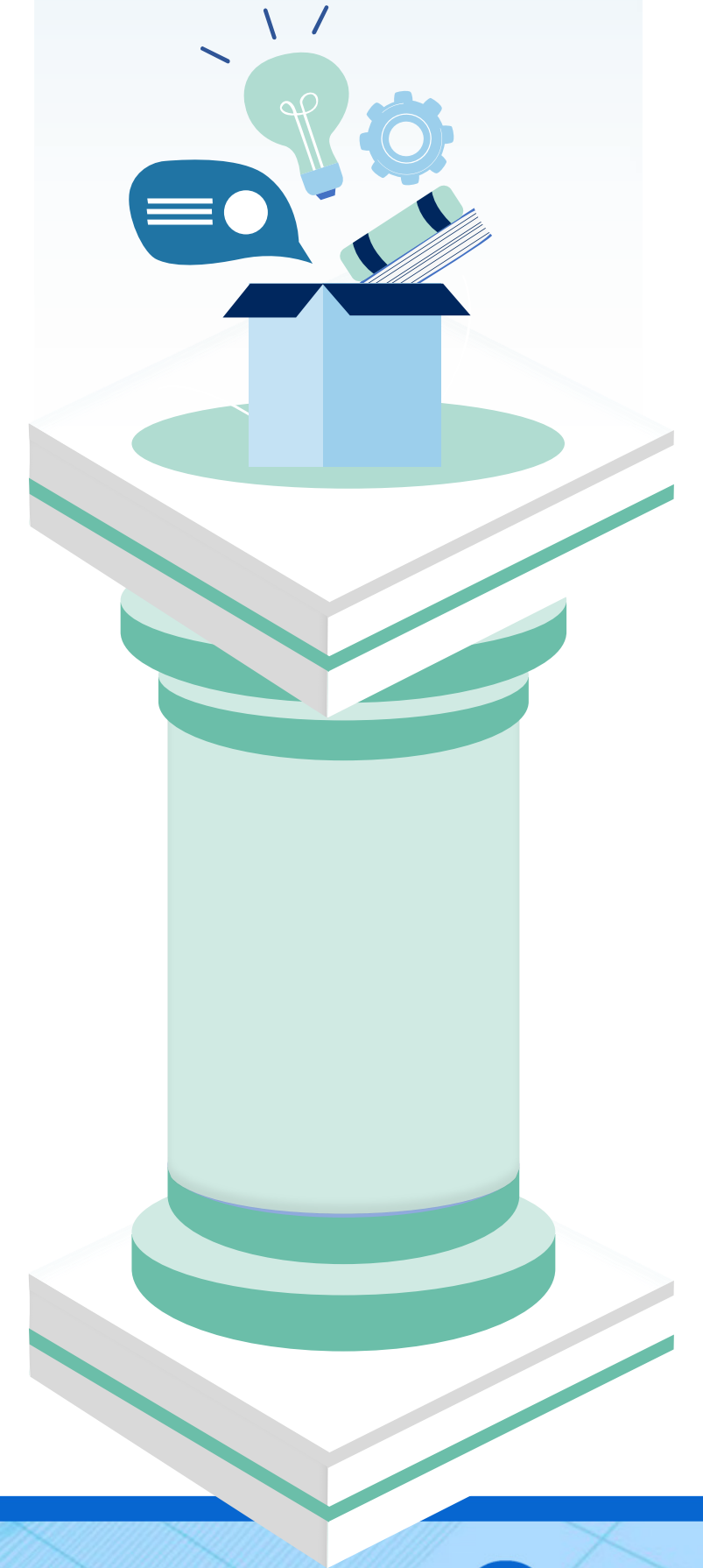
Customer Data



Technology



Resources



3. GenAI Hype



In 2025, we'll see a softening of interest in and hype around GenAI.

More and more organizations will apply natural language processing, text analytics, sentiment analytics, speech-to-text AI and good old predictive analytics to power chatbots, virtual assistants, automated ticketing and support and more.

Mike Blanchard, Vice President of MarTech Solutions, SAS

Global study, Marketers and GenAI: Diving Into the Shallow End:

https://www.sas.com/en_us/news/press-releases/2024/september/genai-in-marketing-research.html

4. Campaign Management



While marketing campaigns have evolved into customer journeys, the segmentation and audience-creation capabilities of traditional campaign management have been grossly overlooked.

As many organizations make the move to a cloud data strategy, campaign management will be back in vogue in 2025.

Kate Parker, Director of Markets and Growth for Global Customer Intelligence Practice, SAS

5. Composable CDP

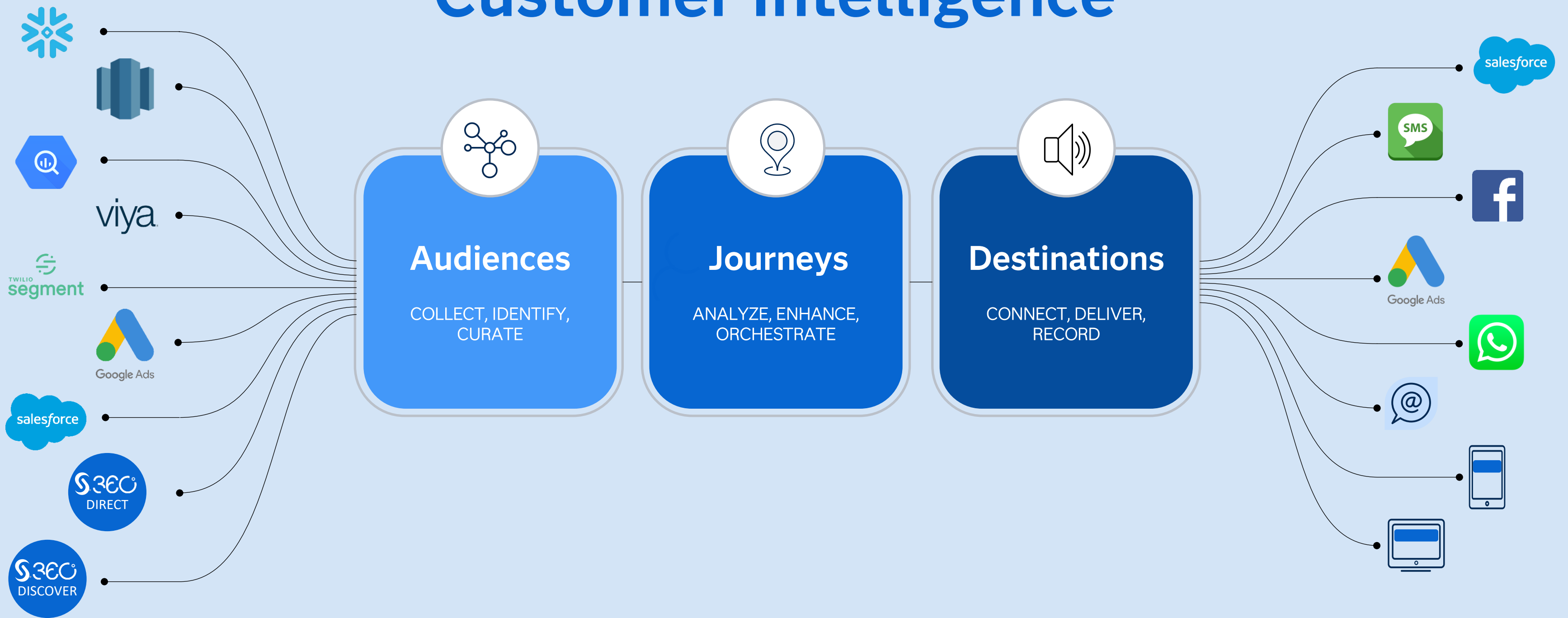


Composability and “zero copy data” trend will radically reshape the CDP market. Zero copy data promises direct access to cloud-based data, eliminating the need to move or copy data into separate marketing clouds, which removes or minimizes data duplication.

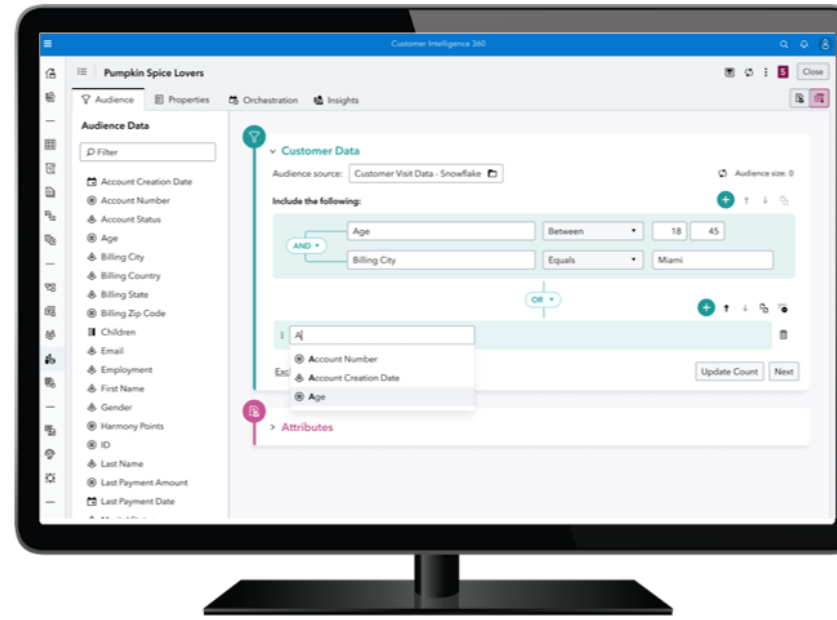
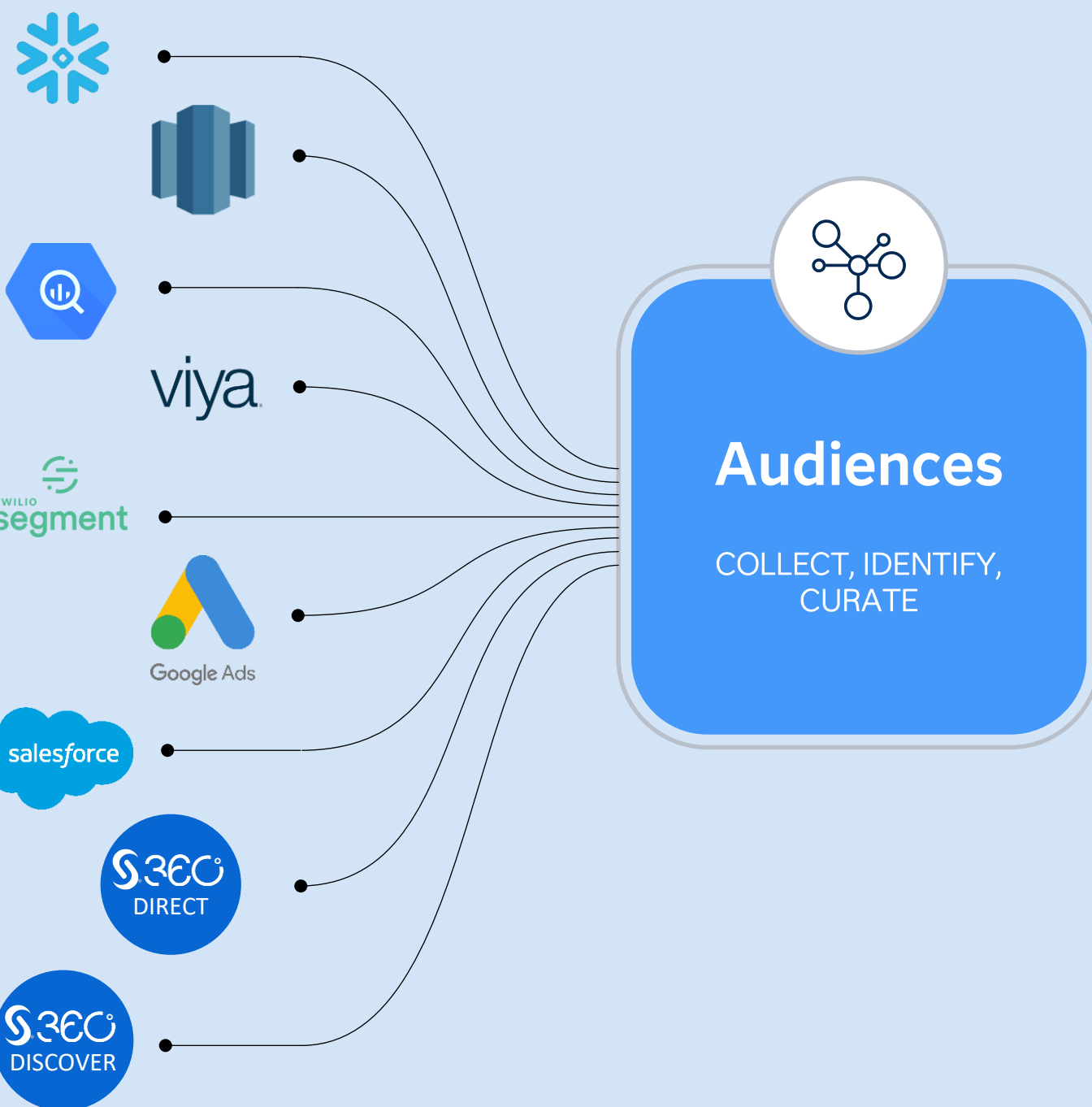
Lisa Loftis, Principal Product Marketing Manager
Jennifer Pearson, Product Marketing Manager

SAS

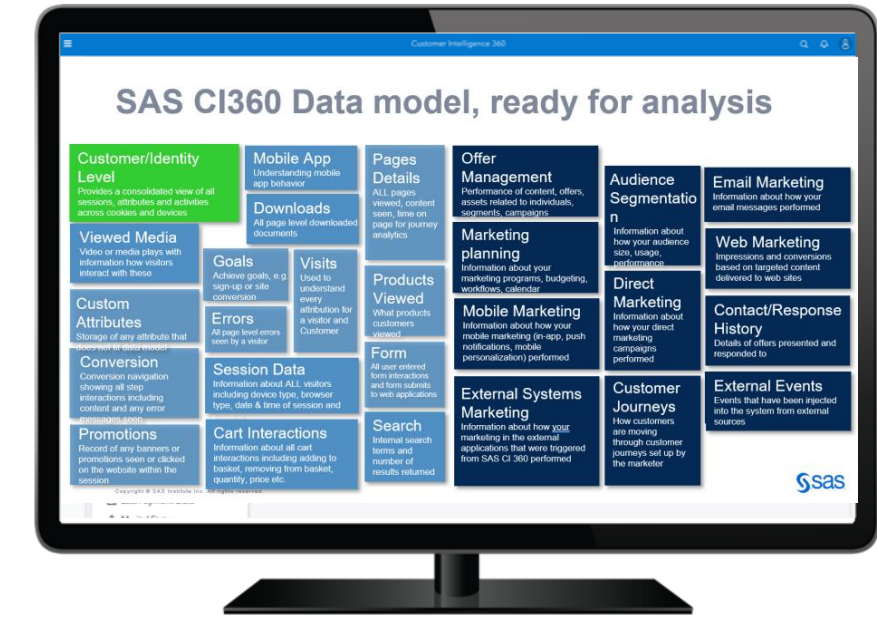
Customer Intelligence



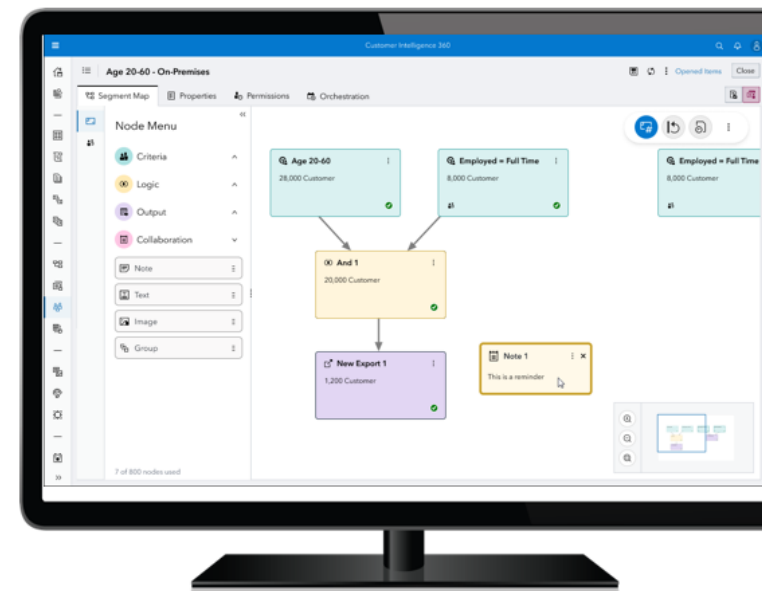
Composable Data Access



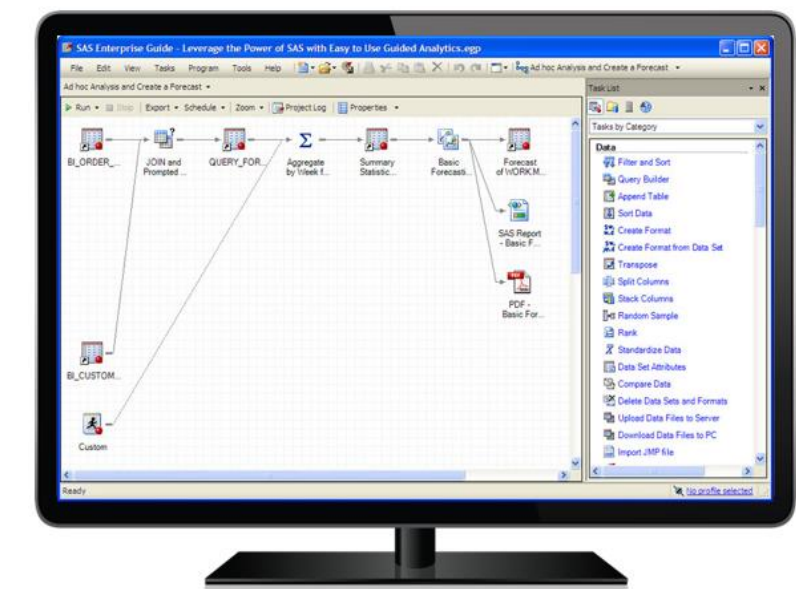
Direct Connection to Cloud Db's incl. Snowflake and GBQ



Collect detailed 1st & 2nd party behavioral data



360:Direct Segments, accessing data in DWH



Upload data via API:s, for example the Audience API

6. Customer Service



Organizations will embrace GenAI-powered customer service or fall behind.

In 2025, more organizations will turn to GenAI-powered customer service, with chatbots and self-service channels augmenting support professionals.

Mari Nilsson Björkman, Global Marketing Lead for Telecom Industry, SAS

