



GUIDE

MARTECH 2023: KEY TRENDS AT A GLANCE

Organizer



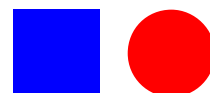
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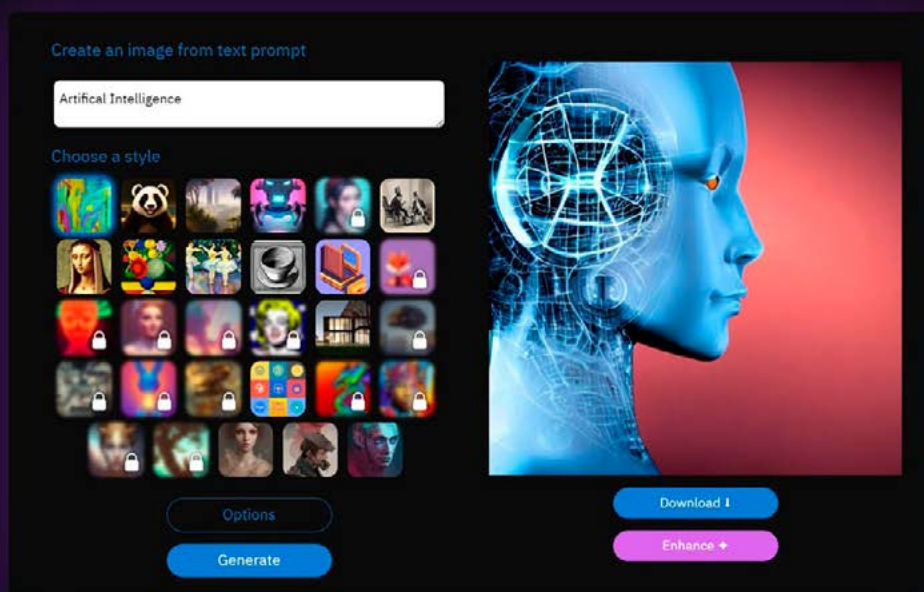
These 4 tech trends are revolutionizing the marketing world

This guide takes a deeper dive into the world of modern marketing.

Learn about the martech trends currently shaking up the industry and the potential they offer. We've prepared four inspiring topics for you, so let's delve right in!

Content

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The AI on deepai.org creates a machine-generated image at the touch of a button.

Trend monitor: 4 hot martech trends for 2023

It's hard to imagine today's advertising world without martech, otherwise known as marketing technology. These modern software solutions make marketing more efficient in a number of areas, but four trending topics currently stand out the most: generative artificial intelligence, hyperautomation, no-code platforms, and machine learning. Granted, while that may all sound like science fiction at first, the futuristic terms encapsulate sophisticated concepts that add practical value to your marketing measures.

#1

Generative artificial intelligence – content made by machines

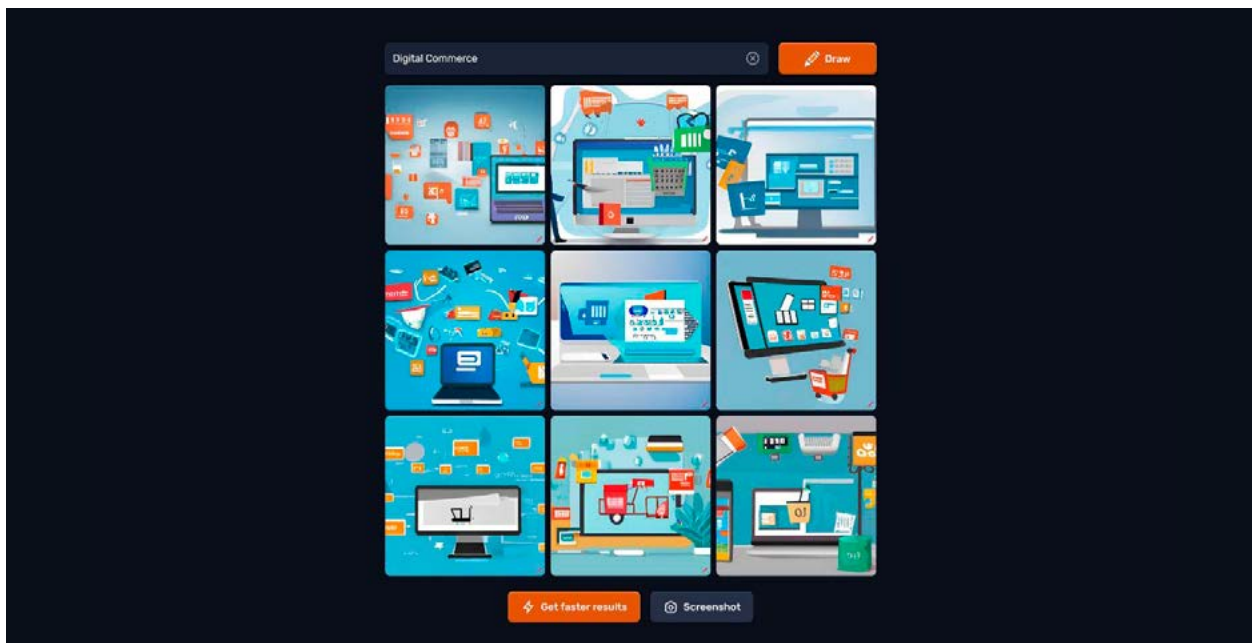
Generative artificial intelligence (generative AI for short) is one of the most promising concepts of AI technology and currently ranks among the most relevant future martech trends. The principle behind generative AI is to create new content using artificial intelligence. The technology generates images, texts, audio files, multimedia content, and more at the touch of a button, making it especially attractive for marketing purposes.

How does generative AI work?

Generative AI hasn't reinvented the wheel. The intelligence draws on an abundant pool of existing content. Using this "knowledge base", the software compiles new content. It identifies underlying patterns, evaluates what users want, and then creates suitable audio(visual) products.

What are the benefits of this type of AI?

It used to be up to us humans to solve creative tasks because artificial intelligence was previously limited in terms of autonomously tackling problems in a creative way. However, AI technology is now so advanced that it acquires its own "knowledge" and uses that as a basis to develop solutions, often producing highly original results that completely transcend the realm of human imagination or at least suggesting solutions that humans would have never thought of due to their sociocultural bias or other factors.



The artificial intelligence model Craiyon suggests automatically generated images in response to an entered keyword.

The results might not always be relevant or even usable, but generative AI is extremely practical because it helps people with their creative tasks, for example by serving as a good starting point for finding ideas during the creative process. AI also makes it possible to automate tedious routine tasks, giving people more time to focus on complex activities.

Generative AI in marketing

Generative AI technology is an exciting opportunity for marketers in many respects. For one, it can be useful in the design process for devising layouts, color and shape schemes, and corporate design concepts. Second, it is capable of creating illustrative elements that can be used as image material for editorial content. And last but not least, it can produce content with animated graphics, videos, sound effects, and even AI-generated music for use in advertising videos and as multimedia content for social media.

sw Please write a promotional text for women's shoes. Maximum 240 characters.

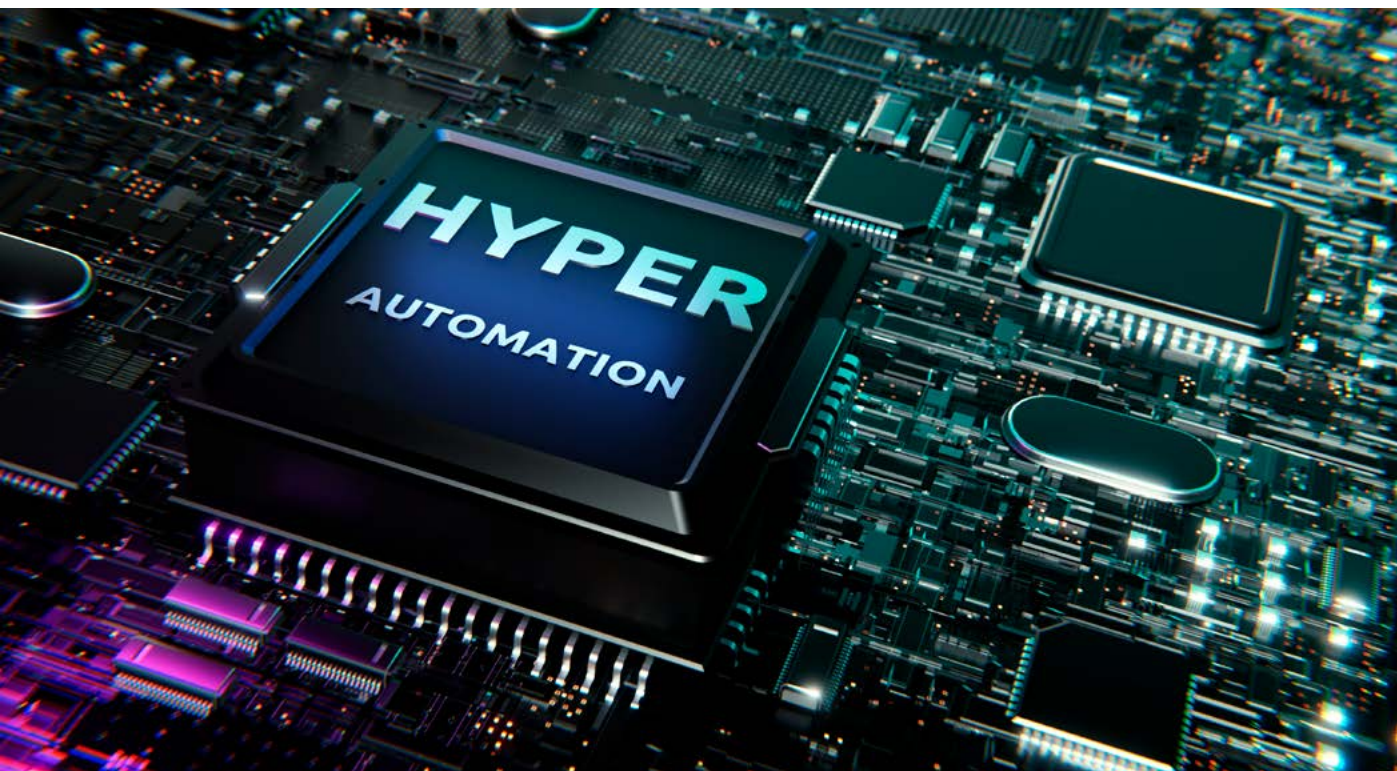


Elevate your style with our stunning collection of women's shoes. From sleek stilettos to comfortable sneakers, we have the perfect pair for every occasion. Shop now and step up your fashion game!



Here, the well-known ChatGPT AI has written a promotional text.

Text creation is another extremely interesting application area for generative AI. In response to just a few keywords, text-based AI generators such as [ChatGPT](#) can formulate entire texts by themselves, providing initial ideas as inspiration for posts, articles, and product descriptions. Artificial intelligence can also prove beneficial when it comes to writing ad copy. But be careful: you shouldn't let AI generate your [SEO content](#). Only recently, the developers at Google made it clear that the search engine detects AI-generated content and ranks it lower. That said, AI software can be useful for getting a basic structure and initial ideas for a text.



#2 Hyperautomation in marketing

[Marketing automation](#) is on everyone's lips. It's all about automating tedious, time-consuming tasks using software tools, for example sending entire email campaigns automatically based on user triggers. Automated ads, known as [programmatic advertising](#), are also an opportunity for marketers. But what is hyperautomation? Well, it's a new concept and indirectly also a promising martech trend.

A new level: What is hyperautomation?

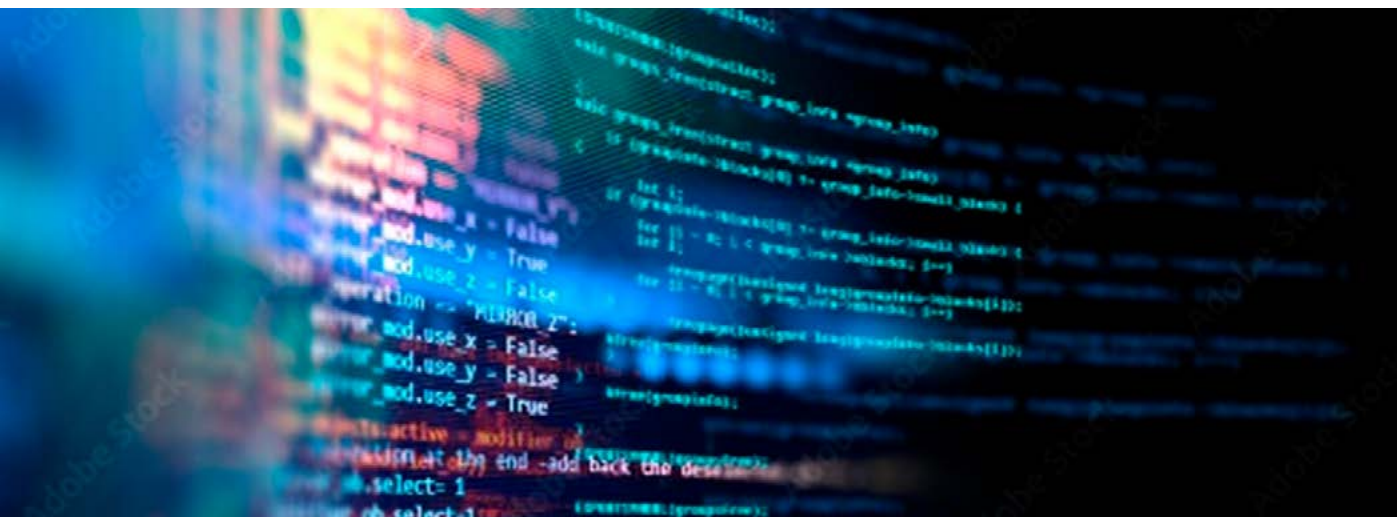
Many companies have already recognized the advantages of automated processes and use relevant [automation tools](#) to mechanize specific workflows. That doesn't just have to be confined to marketing activities: automated processes are now being leveraged for internal corporate communication, customer service, and recruiting. Until now, automation has been implemented in a rather isolated way for very specific processes – there has been no overarching concept.



Hyperautomation, on the other hand, brings together all the technology-driven processes of a company, holistically improving entire business processes with the help of automation technologies, rather than focusing on individual workflows. Only then can a company reliably scale its automation processes, flexibly respond to changes, and align its technology with its strategic and tactical goals. To achieve that, hyperautomation combines various complex technologies to form a comprehensive architecture. That might include [chatbots and virtual assistants](#), [intelligence solutions](#), automated workflows, and AI applications.

And what does that have to do with martech?

Hyperautomation is a key field for the future because it brings modern technologies under one roof. Acting as a tech ecosystem, it is set to become the technological heart of businesses of tomorrow. That requires a corresponding management solution to keep tabs on all the software tools – including martech – and their use, while keeping an eye on the big picture. Effective solutions are already available, such as the appian and Planon software platforms. If you're looking to ramp up automation in your company, you should familiarize yourself with these or similar tools. A few years down the line, such hyperautomation platforms may even be the norm for companies, so make sure you're future-ready by getting to grips with them now.



#3 Martech trend: no-code platforms

If strings of code fill you with dread, the new hype on the marketing scene will be right up your alley: low-code or even no-code. The martech trend has huge potential and is extremely practical. But what are low-code and no-code platforms? Essentially, they're software solutions that users without prior specialized knowledge can navigate. So, even if your programming skills are very basic or non-existent, that won't stand in your way – a real plus for a wide range of applications that require apps and software-based solutions to be developed in-house. Being able to build these with zero or minimal coding skills is the principle behind low-code and no-code platforms, making them ideal development environments for non-programmers. By offering frameworks and code building blocks, they can turn literally anyone into a successful coder.

No-code platforms in marketing

Although it was app development that gave rise to low-code and no-code platforms, you'll no longer just find them in the field of IT. Marketing and [customer relationship management \(CRM\)](#) are becoming a real hotbed of code-free development, and there are now a number of martech providers offering such platforms, including saas.do, Bubble, and AppSheet. These and other tools make it possible to create websites and web applications and implement automation solutions using a modular approach. That's actually pretty handy and even appealing to coding pros. Development using no-code platforms saves a lot of time and is usually extremely intuitive and convenient.



#4

Sounds complicated, but is incredibly useful: machine learning

[Machine learning](#) is another aspect of artificial intelligence; it is when an AI system automatically improves itself without human assistance, for example by optimizing algorithms based on the trial-and-error method. Thanks to machine learning, large datasets can be interpreted and correlations or patterns can be identified. Predictions can thus be made with the help of artificial intelligence and on the basis of an abundance of data, opening up a vast array of possibilities for meteorologists, stock traders, and marketers alike.

Machine learning in marketing

Machine learning is a really promising area for anyone wanting to precisely target their advertising messages. In this respect, marketers are already leveraging a wide range of information. Whether data from market research, opinion polls, surveys, social media monitoring, web tracking, or customers themselves, there are endless possibilities and sources to tap into in the world of marketing. However, bringing this information together and making meaningful links is sometimes a mammoth task in practice. That's where machine learning comes in, allowing you to draw new conclusions from all the sources and data.



The concept of machine learning can be applied in multiple marketing scenarios. Among other things, it makes targeting more effective and precise. For example, artificial intelligence can use substantial volumes of data to determine which target groups are especially promising and when and where it might be worth investing advertising budgets. Machine learning can also maximize data from the CRM to help marketers identify customer habits and preferences, for instance to ascertain which products and product features will be well received.

That may all sound a bit futuristic again, but it's actually happening, and numerous martech solutions already incorporate machine learning. One example is the NetBase tool, which analyzes and interprets hundreds of social media posts with the help of machine learning. Another example is Phrasee, which uses AI to rate the efficiency of promotional texts on the basis of customer data.

4 strong martech trends for modernizing your marketing

Whether generative AI, hyperautomation, no-code platforms, or machine learning – lots of exciting technologies and applications are currently shaping the marketing industry. So, make sure you embrace martech in 2023 if you don't want the latest trends to pass you by. You'll be sure to discover some great new tools and solutions for taking your marketing measures to the next level.

All that's left to say is: let's tech!



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