



**SYNAPTYX**

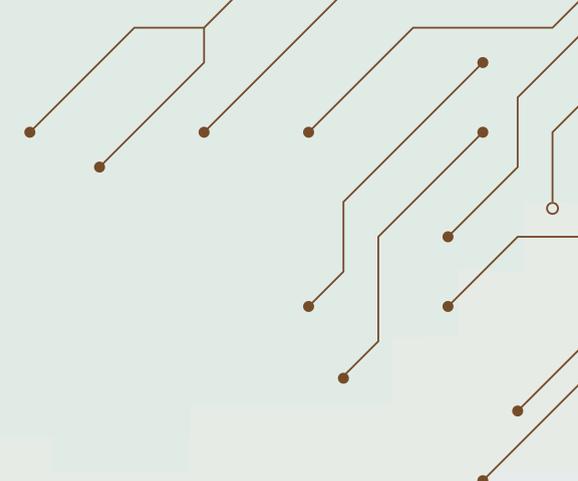
DELIVERING REAL BUSINESS IMPACT WITH GENAI



# AI For Everyone - Marketing

*A **SynaptyX** Series that explores AI tools, LLMs, and AI platforms for **Enterprise Marketing**.*





# The Current State

*AI is Everywhere. Impact? **Not So Much.***

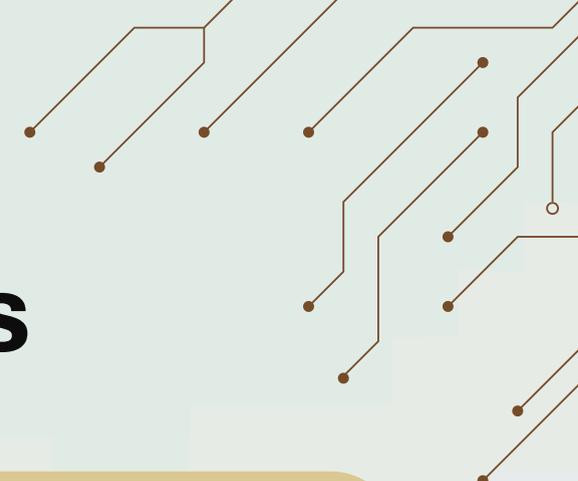
Marketers use AI primarily as an assistant for **content creation** and faster **decision-making**.

**88%** *marketers now use AI in their daily work.*

**75%** *of companies use AI features*

**17%** *have truly integrated it*

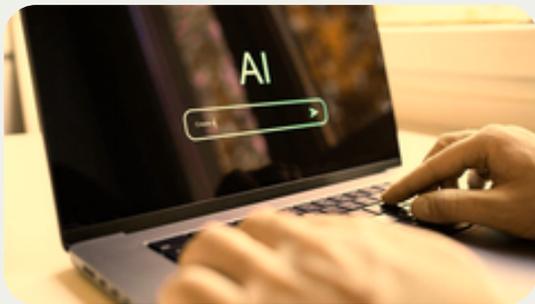




## What This Series Covers

*Your Guide to AI in Marketing That Actually Works.*

**Over 5 carousels, we'll explore:**



### **The Reality:**

Where AI delivers (and where it doesn't)

### **Use Cases:**

What's working in enterprise B2B marketing today



### **Pitfalls:**

Common failures and how to avoid them

### **Tools & Framework:**

AI Tools stack and practical steps for implementation





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# Why We Created This Series

*Because Most AI Content Misses the Mark.  
Too much hype. Not enough honesty.*

## *The **Gap** We're Filling for AI in Marketing:*

- ✓ Real data on **what works vs. what doesn't**
- ✓ **Honest assessment** of AI's limitations
- ✓ **Practical guidance**, not just theory
- ✓ **Evidence** from actual enterprise implementations

***Our Goal:** Help you make informed decisions about  
AI for your marketing activities.*





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# What You'll Walk Away With



- » Clear understanding of **AI's impact** across marketing functions
- » **Data-backed insights** on ROI expectations (companies see 37% lower marketing costs and 39% more revenue on average)
- » Knowledge of **which tools fit which use cases**
- » A **framework** to evaluate and implement AI in your organisation
- » **Real examples** of success AND failure

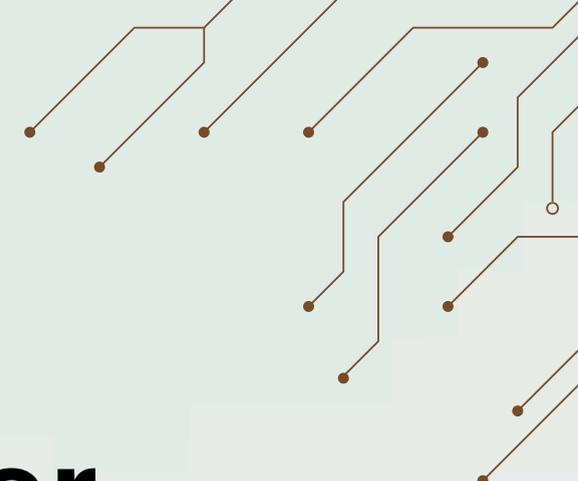


Source: Gartner, Genesys Growth Research 2026



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# Let's Navigate AI Together

This series is for **marketing leaders, AI practitioners, and anyone trying to separate AI signal from noise.**



**Comment** and let us know your biggest AI challenge



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*corp@synptyx.ai | www.synptyx.ai*