ENTERPRISE **AUDIENCE** TARGETING

USING AI
DRIVEN
AUDIENCE
TARGETING

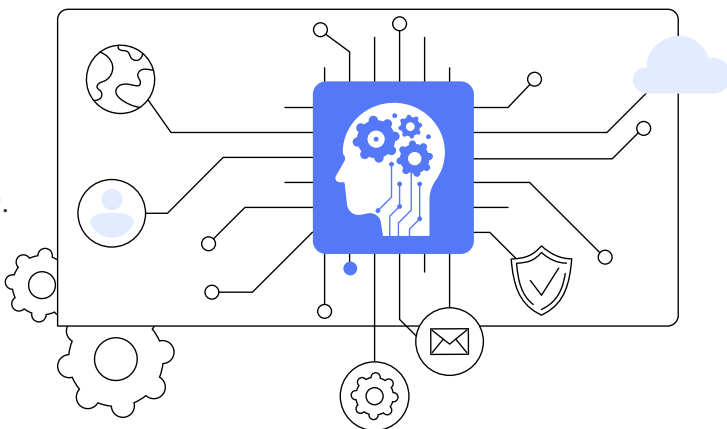## FOR ENTERPRISE MARKETING EMAILS

20 YEARS RPE
ORIGIN

Whether you're completely new to AI or exploring more advanced strategies, AI offers many ways to help you achieve your marketing goals and improve campaign performance, even when your data is anonymized. AI can help you better target marketing emails through audience insights, persona creation, segmentation, and email campaign strategies.

For enterprise organizations, AI isn't just a trend — it's a must-have tool for better understanding your audience and creating email campaign strategies that get results. Let's explore just some of the ways you can leverage AI to glean powerful audience insights and target your campaigns to achieve your marketing goals.
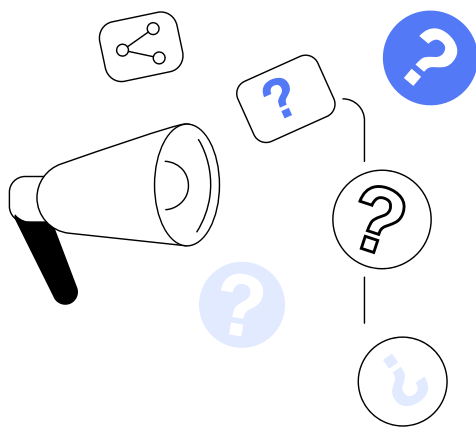
Set your AI strategy

As with any marketing endeavor, the first step in using AI is putting a strategy in place.

Get specific about your goals and objectives in using AI for audience analysis. Simply saying you want to use AI to better understand your audience isn't enough, and it's likely to leave you frustrated with the results.

Even when your data is anonymized, AI can help you focus on the right targets to create highly targeted and personalized email campaigns.

To get started, consider these questions to guide you as you create your plans and explore insights regarding your target audience.

What audience segment(s) will you use first for audience analysis?

You could choose to start with high lifetime value customers, new subscribers in past 90 days, or buyers within a certain product category.

What questions do you have about that audience?

Do you want to analyze which emails were most likely to convert that audience or predict their likelihood to buy from a certain product category in the future?

What data already exists for that audience?
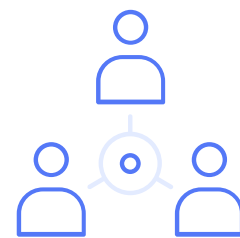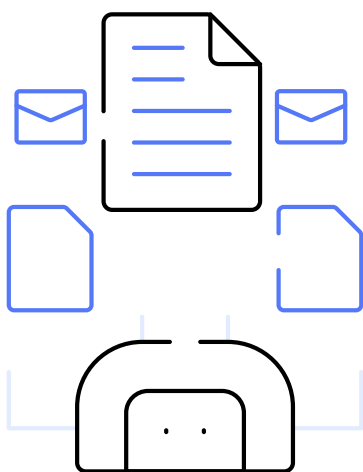
Consider the data points you already have, both quantitative and qualitative, plus any gaps or assumptions that exist in the data.

How will you measure the success of your email targeting?

Knowing what success looks like from the start helps you evaluate if the time and effort was worth it. Are you looking to increase conversions by a certain percentage within a specific customer group? Or are you more focused on finding a sweet spot for messaging frequency to reduce unsubscribes?

Think of AI as your assistant data analyst. The clearer your vision and the more details you provide to your AI tool, the more successful the outcome will be. Keep these things in mind as you proceed:

Align with business goals. Go beyond marketing metrics and tie your AI objectives to bigger outcomes like retention, revenue growth, or customer lifetime value. This ensures the investment in AI supports your broader business goals.

Start small. Pick one or two use cases to test first. A focused pilot makes it easier to measure impact, refine your process, and prove value before scaling.

Collaborate early. Involve IT, data, and compliance teams early in the process. Their input can strengthen your data foundation and ensure your plan holds up long-term.

Once you have a solid strategy in place, it's time to move on to the data.

Review available data

AI can ingest and analyze a significant amount of data in a short period of time. Some of the possibilities of audience data you can provide include:

▶ **Demographics,** such as age range, household size, income range, and other data points.

▶ **Firmographics for business data**. While most often used for B2B marketing, there are times where firmographics can be helpful for consumer marketing goals as well.
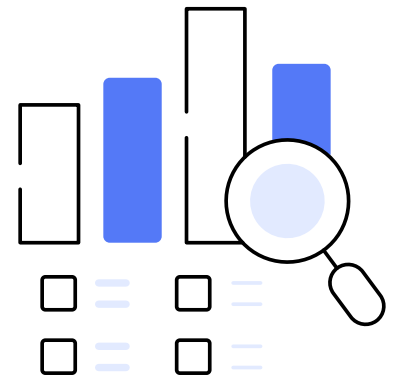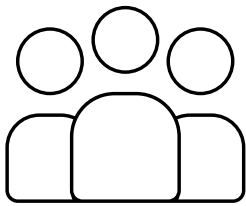
▶ **Geolocation data**, such as zip code, city, or state to be used in targeting offers or analyzing local or regional trends.

▶ **Email engagement,** including open history and click history that can help identify topic and product preferences

▶ **Purchase history,** whether gathered from customer data or using anonymized market research data.

Beyond these core categories, it's also worth considering behavioral and psychographic data. Behavioral data looks at what consumers are doing, such as how often they browse your website, abandon a cart, or engage with customer service. Psychographic data focuses more on the why, including values, motivations, and interests that drive purchasing behavior. That data, if available, allows AI models to go deeper than surface-level segmentation and identify patterns.
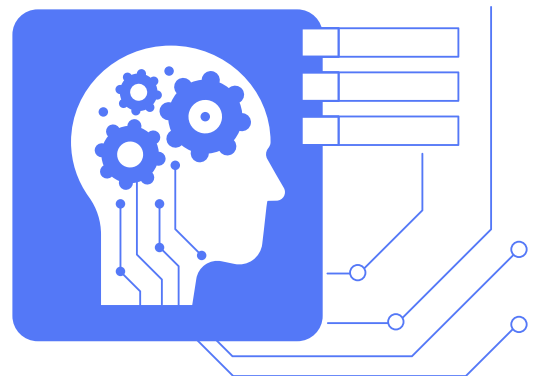
Machine learning models will group audiences into actionable segments, such as "urban health- conscious families," "price-sensitive bulk buyers," or "suburban snackers." Once audiences are grouped in that way, **AI can predict things like:**

▶ How likely they are to engage with specific promotions or product categories

▶ What marketing channels they prefer **(email, SMS, in-app, social media, etc.)**

▶ When to best reach them based on prior email engagement or store visits

As you review available data to feed to your AI tool, pay attention to data quality. AI is only as effective as the information it's given. Outdated, incomplete, or inconsistent data can lead to flawed insights. Before importing datasets, consider cleaning and standardizing the information to remove duplicates, fill gaps where possible, and flag outliers that could skew results.

It's also important to consider legal compliance and customer trust when evaluating data sources for AI. Regulations like GDPR and CCPA set the standard for how personal data can be used, but equally important is how your customers perceive your use of their information. Transparency about why you collect data and how you use it can strengthen brand trust and lead to better results.
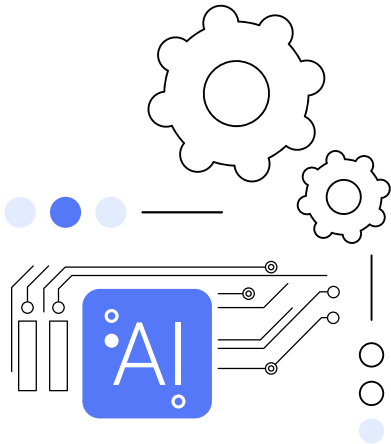
Finally, don't overlook the value of data sources such as customer reviews, social media posts, or call center transcripts. While much less structured than other data sources, they can lead to additional insights when paired with quantitative data for AI audience analysis.

While AI audience analysis can feel like magic sometimes, it doesn't just magically happen — it requires knowing your data, acknowledging the gaps in your data, and training your AI tool to get effective output. The stronger the foundation you provide, the more accurate and actionable your AI-driven segments and predictions will be.

Train your AI tool

When getting started with AI audience analysis, allow plenty of time to train your selected AI tool to understand your goals and objectives, the questions you plan to ask, and the data sources available, including any inferred data that the model should know about. While AI tools can speed up audience analysis significantly, it's not an immediate fix for that data analysis you need done by tomorrow.

When providing data sources to your AI tool, also consider any quantitative or qualitative data you have available. Consider things like:

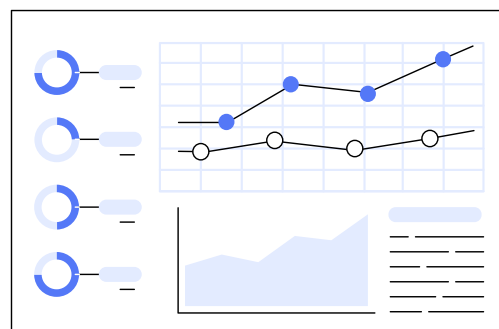| FOCUS group data	CUSTOMER surveys or polls	PAST A/B testing results	KEY takeaways from prior campaign analysis	CONSUMER preference data

While training your AI tool, be sure to factor in any potential pitfalls, which can include missing data, inaccurate data, flawed analytical models, selection bias, or lack of context. You'll want to call these things out to ensure you get the best results possible.

Keep in mind that AI learning isn't a one-and-done process. Models improve over time as you feed new data and adjust the focus. Plan for ongoing updates and keep feeding it new results rather than viewing training your AI tool as a single project. This continuous learning helps fine-tune recommendations to be more accurate and actionable over time.
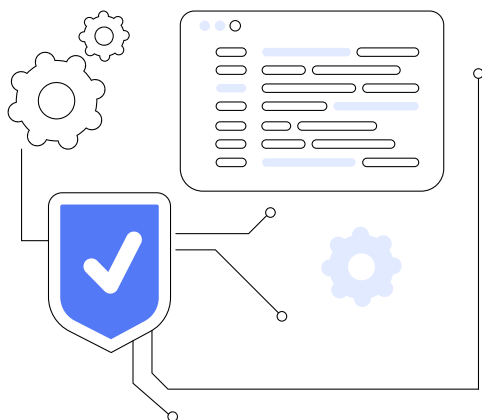
Get audience insights

Once you're clear on your goals and objectives, know what data sources you have available, and have spent some time in training your AI tool, the magic begins to happen. Now you can start asking it the important questions about your audience to get AI-generated audience personas and recommended campaign strategies, which help you prioritize your marketing spend. **Recommendations could include things like:**

▶ Send high-protein snack promotions to Segment A via SMS on Fridays at 4 pm.

▶ Offer digital coupons for eco-friendly cleaning products to Segment B in specific zip codes

▶ Create a win-back strategy for high value segments that have not bought in the past X number of months.

These insights go beyond simple demographics. AI can uncover patterns in behavior, motivation, and preferences that help explain why certain groups respond the way they do. For example, one segment might be driven primarily by convenience, while another is more motivated by sustainability. Understanding these underlying drivers makes it easier to create email campaigns that better connect with your customer.

Finally, remember that audience insights aren't limited to email alone. The patterns AI reveals, such as the best send times for engagement or the offers most likely to convert, can inform strategies across SMS, social media, and in-app campaigns. This broader application ensures your marketing remains consistent across channels and maximizes the value of those insights.
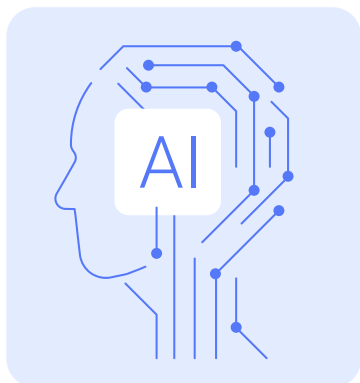
Evaluate, test, and learn from the results

Once you have AI results, the first step is to evaluate them from the human perspective. Do the results make sense with what you know of your audience already? Do the recommendations seem reasonable and aligned with your goals? If you need further details or clarification on any of the audience analysis, ask additional questions of AI or connect with your team for more discussion.

Next, test the recommendations. If AI results recommended a specific day and time to message a specific segment, use an A/B split to test that recommendation against the current day and time that you typically message that segment. Or, create a test group for a coupon and compare it to a control group to determine which group has better results. AI is a powerful tool for audience analytics and campaign recommendations, but that doesn't mean it's right every time. Testing the AI results is an essential step.

As you test and learn, feed additional data back into your AI tool to further refine your strategies. Discuss the results with your team as well to capture additional ideas for how you can leverage AI for audience analysis to better target emails.

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Evaluating and testing is where AI truly becomes a collaborative partner rather than a stand-alone tool. AI can point you toward patterns and opportunities, but it still takes human judgment to confirm whether those insights fit your audience, your brand, and your goals. A recommendation that looks great at first glance may not match your brand voice or customer expectations. That's why reviewing the AI results and evaluating them is critical.
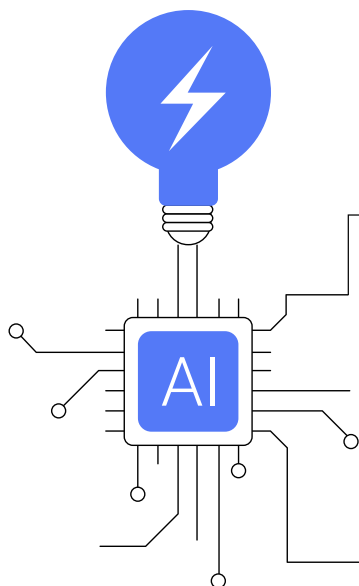
Think of testing as an ongoing cycle, not a one-time task. Each round produces new data that, when fed back into your AI tool, makes future insights sharper and more reliable. The more consistently you repeat the cycle, the more reliable and actionable your insights become and the easier it is for your team to make confident, data-informed decisions. This continuous cycle not only sharpens your campaigns, but also ensures your investment in AI delivers measurable value in the long run.

Final thoughts on AI audience analysis

AI can bring incredible value to enterprise-level businesses when it comes to audience insights and email targeting strategies. With the right strategy, data, and training, AI can help you:

➤ Increase the precision of your marketing spend

➤ Drive higher conversions and customer loyalty

➤ Enable dynamic adjustments to audience segments

AI isn't a quick fix, but when you approach it with a clear strategy, it becomes a powerful tool for understanding your audience at scale. The most successful teams start small, test often, and use insights to continually refine their approach. This ongoing process leads to stronger campaigns and, ultimately, deeper, more meaningful customer connections.

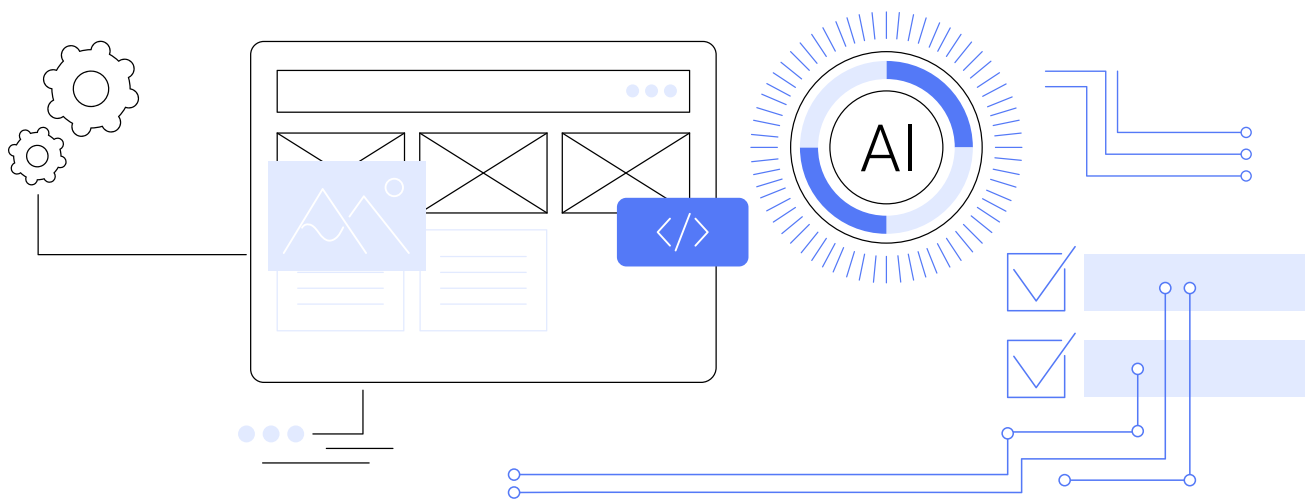If you're exploring ways to leverage AI for email marketing, be sure to download our other white papers on using <u>AI to understanding cadence and attrition</u> and <u>using AI to analyze email campaign performance.</u>

About RPE Origin

We are the industry's only vendor-agnostic, email-centric agency serving enterprise companies throughout their digital journey. We aim to be an indispensable partner for enterprise and agency clients who rely on email for success. Whether you need help choosing a new ESP, enhancing automated B2C or B2B customer journeys, or connecting data points across your tech stack, we help you move from simple to sophisticated to drive more revenue through email marketing.

Our team lives email every day, and that includes both email marketing and maximizing the connective tissue across all digital channels. With our customized approach and flexible services, we can do everything from one piece of the puzzle to the entire picture.

Need help with using AI to better target marketing emails?

Contact our team to get the conversation started.