



Marketers who use or plan to use the following martech tools*

72%

72%

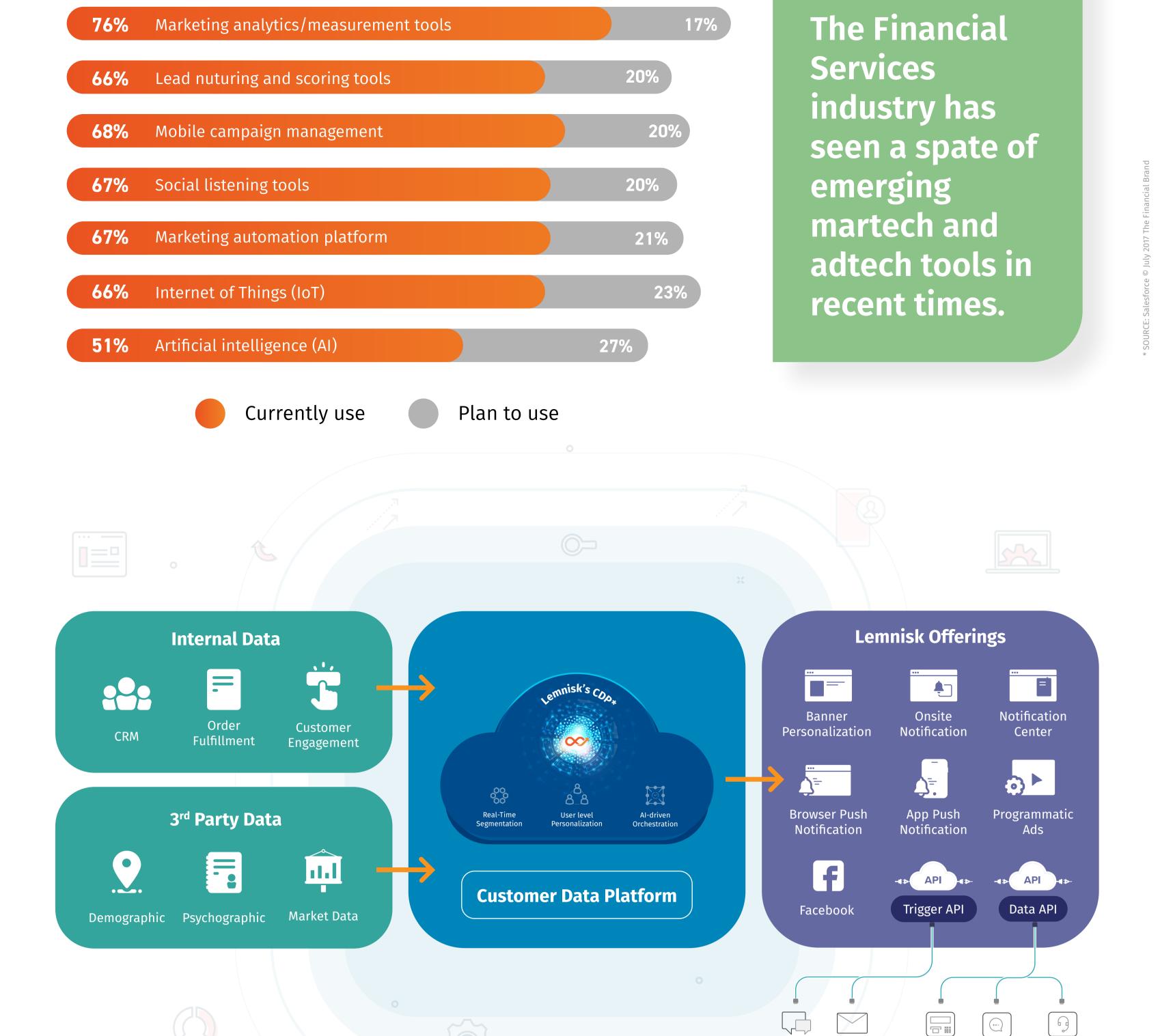
05

Content management platform

Social publishing tools

18%

18%





Digital Channel Orchestration: Using AI and Machine Learning

Chatbot Call Center

Email

channels, they need to analyse a

customer's channel response and

then send targeted messages only to



Financial Services companies need to ensure that their marketing campaigns do not compromise with customer data and are compliant with data privacy and security standards set by the industry.