



# Building a Data & AI-Driven

# Marketing Organization

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## Introduction

Today's marketing landscape is evolving quickly in light of AI, new privacy regulations, and changing consumer expectations. In response, modern marketers must find new ways of building brand awareness, establishing market differentiation, and fostering customer loyalty. All too often, marketers are held back by rigid systems and fragmented data and have to make a tradeoff between privacy and personalization. These changes are driving broader industry demand for new approaches to data and AI that are tailor-made for marketers.

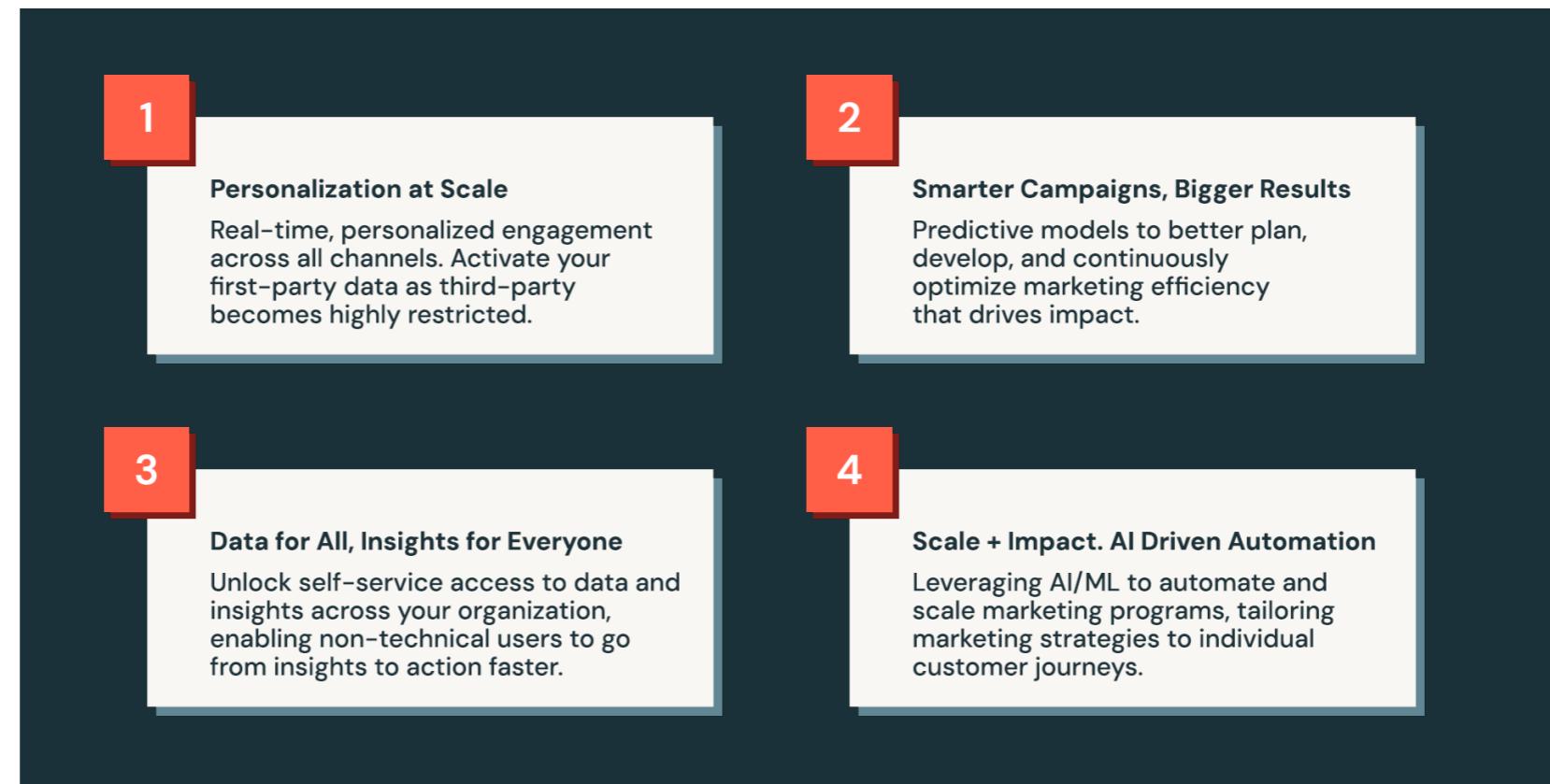
Over the past five years, **customer acquisition costs have risen by 60%**, privacy regulations like GDPR and CCPA have tightened, and fragmented customer data has slowed marketers ability to personalize customer journeys and access real-time analytics. These issues are compounded by shrinking marketing budgets (**down from 11% of company revenue in 2020 to 7.7% in 2024**), increasing competition, and eroding brand loyalty—**1 in 3 customers leave after a single bad experience**.

In this eBook, we're going to dive into how modern organizations are supercharging marketing efforts with Data Intelligence for Marketing.

Already deployed with marketing teams in leading global brands, Data Intelligence for Marketing gives data teams purpose-built tools to collect and unify data, build models and conduct analytics, while marketing teams can empower every individual with self-serve insights and AI-agents that drive more relevant and efficient campaigns at scale.

Let's jump in.

# The North Star of Marketing



At Databricks, we often hear our customers talking about the following priorities: Help me drive personalization at scale, deliver smarter campaigns with bigger results, empower non-technical users with self-serve access to data and insights, and scale the limited resources I have using AI. We also see a common set of challenges teams have in aspiring to achieve these outcomes.

- **Compromised brand & customer experiences:** Inadequate identity resolution results in fragmented customer interactions, leading to a disjointed customer experience (CX).
- **Long lead times for new campaigns:** With data and consent fragmented across an organization, long lead times are needed to execute new campaigns effectively.
- **Difficulty scaling self-service:** Self-service audience segmentation and insights are often difficult to scale due to managing governance in multiple places.
- **AI initiatives remain in experimentation:** When organizations struggle to put AI into production, this hinders marketing teams from streamlining execution, optimizing performance, and driving personalized engagement with efficiency.

## The Databricks Advantage

This is exactly what Databricks sets out to solve with marketing organizations. Already deployed with marketing teams in leading global brands, Data Intelligence for Marketing gives data teams purpose built tools to collect and unify data, build models and conduct analytics, while marketing teams can empower every marketer with self-serve insights and AI-agents that drive more relevant and efficient campaigns at scale.

Based on a unified data platform, Databricks delivers unmatched flexibility, scalability, and cost efficiency. We leverage an open Lakehouse architecture to unify first-party, second- and third-party data, which helps eliminate redundant infrastructure, reduces total cost of ownership, and accelerates time-to-value by integrating seamlessly with existing data ecosystems. Moreover, real-time data processing is a core capability of the Data Intelligence Platform, empowering teams to make AI-driven decisions faster while maintaining robust privacy and governance frameworks. By combining these features with Databricks advanced AI capabilities, and tight integration into the broader martech stack, Data Intelligence for Marketing not only enhances marketing outcomes but also helps future-proof organizations as evolving business needs and regulatory landscapes change.

### Why Databricks is the best foundation for marketing data:

- **The most complete view of your customer and campaign data.** As a unified data platform, teams can bring together and enrich all of their marketing data, enabling smarter segmentation, deeper customer insights, and more efficient activation across channels with seamless out-of-the-box integration into existing martech tools and services.
- **Supercharge every marketer with self-serve data and insights.** With data intelligence, marketing teams can unlock a deeper, shared understanding of how signals flow across channels. This empowers every marketer, using natural language, to ask questions and analyze customer and campaign data in ways previously unimaginable.
- **Deliver more relevant, efficient campaigns at scale.** Powered by Databricks' robust AI tools, teams can make more informed decisions and automate tasks that scale human resources using AI agents to improve the planning, execution, and optimization of marketing campaigns.

# What does data intelligence unlock

Customer 360			Campaign Management			Brand Management	
Customer Data & MarTech	Customer Insights	Customer Experiences	Campaign Planning	Campaign Measurement	Campaign Optimization	Market Research	Brand Health Rep Mgmt
Composable CDP	Customer Segmentation	Predictive Cust. Support	AI-Driven Content & Copy Creation	Campaign Perf. Reporting	Media Mix Modeling	Sponsorship Analysis	Social Listening
Data Collection	Customer Lifetime Value	In-Store Experiences	Dynamic Creative Optimization	Multi-Touch Attribution	Budget/Resource Optimization	Influencer Analysis	Product Reviews
Consent Management	Propensity Scoring	Loyalty Programs	Personalized Images/Videos	Closed Loop Measurement	Experimentation	Synthetic Market Analysis	NPS Tracking
Identity Resolution	Lookalike Modeling	Personalized Journeys	Content Localization	Overlap Analysis	Causal Analysis	Product & CX Insights	Cust. Support Monitoring
Data Enrichment	Recs & Next Best Action/Offer	Share of Voice					
Activation & Decisioning	Cust. Feedback (e.g. VoC, Surveys)						
Commerce Media Networks							

Made possible with the Databricks Platform

**Data Unification**  
Delta Lake

**Data Governance**  
Unity Catalog

**Data Engineering**  
Batch and Streaming

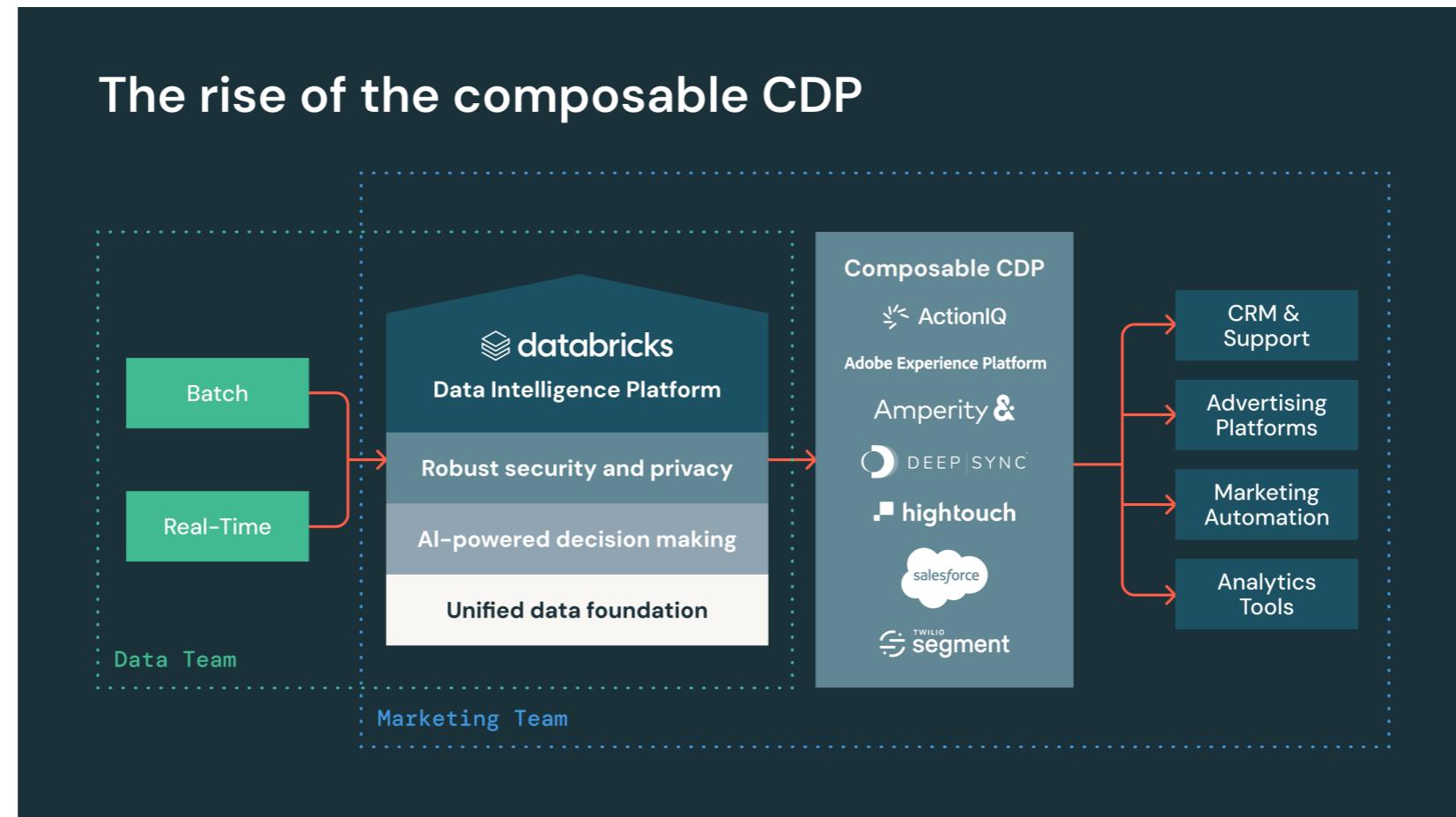
**Data Warehousing**  
DBQL, Serverless

**DS/ML/LLM**  
MosaicAI, Endpoints, VectorDB

**AI Powered BI**  
Genie, DBSQL, ML

## Starting with Composable Customer Data Platforms (CDPs)

One example that illustrates the power of our Data Intelligence Platform is the around customer data platforms, or CDPs. In recent years, the market has rallied around the need to unify customer data, and have moved quickly to invest in implementing scalable customer data infrastructures that can deliver on their many needs. Empowered by the rise of the modern data stack, Composable Customer Data Platforms have become an integral part of the solution, enabling companies to harness the data in their Lakehouse directly in their preferred marketing tools, with no data movement.



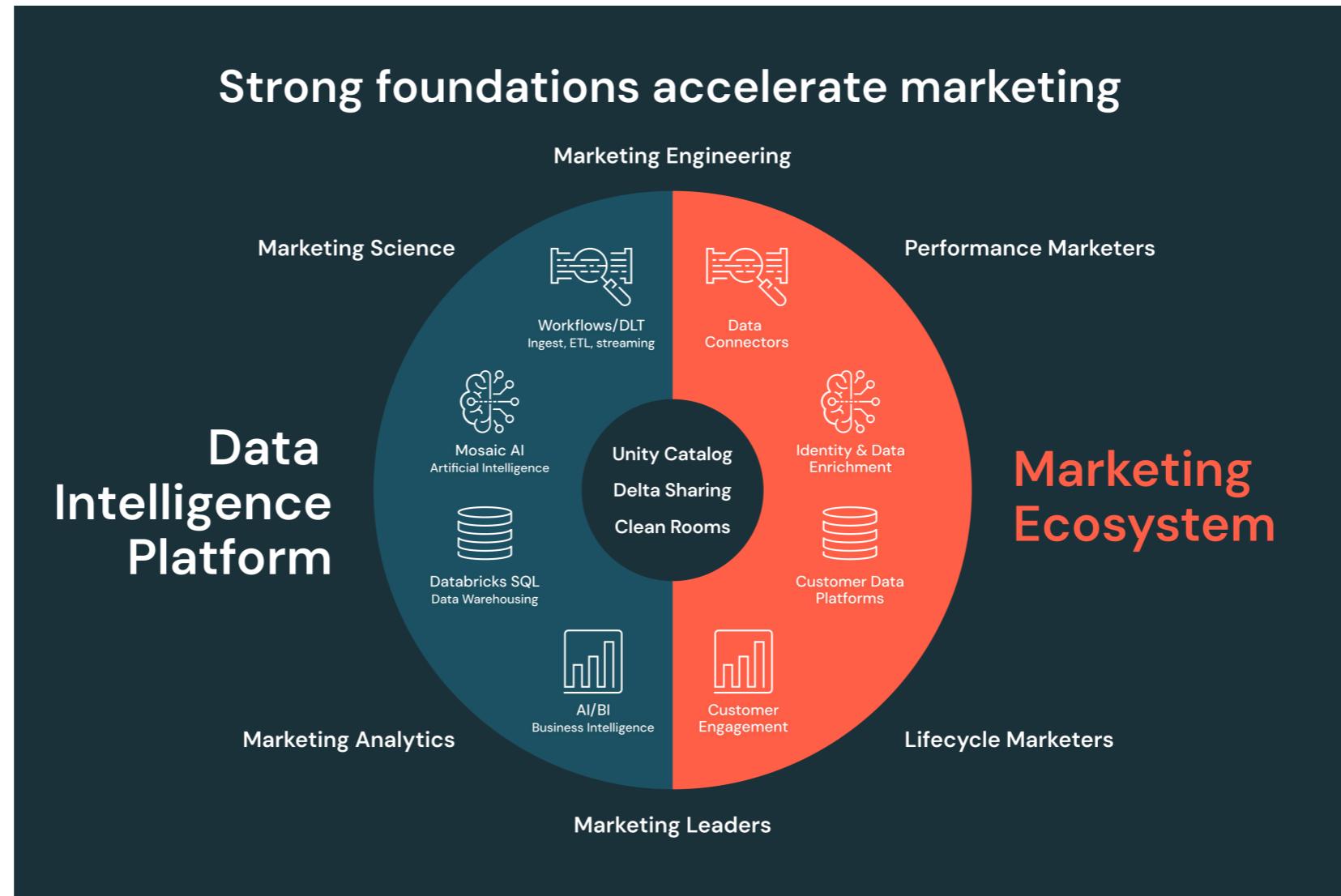
Through Databricks, marketing teams of all sizes can maximize the investment of their favorite martech tool to achieve more impactful, dynamic outcomes. For example, marketing engineers can efficiently collect, unify, and govern marketing data, ensuring a robust foundation for analytics. Marketing scientists benefit from advanced machine learning and AI capabilities for tasks like customer modeling (e.g., propensity scoring, lifetime value, churn), media mix modeling, and generative AI applications. Marketing analysts gain access to an industry-leading and [intuitive SQL interface](#) to run analytics, create and schedule data pipelines using SQL alone, and build dashboards directly within Databricks or through external tools like Tableau and Power BI. And marketing executives are equipped with business-friendly features such as natural language querying (via [Genie Spaces](#)) and the ability to create or consume AI-enhanced dashboards for strategic decision-making using [AI/BI](#).

**"The Databricks Data Intelligence Platform has everything marketers wish they had in their martech tools but don't. It can affordably store all of the rich and complex data about their customers, handles huge volumes of data in real-time, and has a powerful AI/ML workbench. Marketers adopt all these strengths when they use a Composable CDP, like Hightouch, that integrates directly with Databricks."**

— Tejas Manohar, Co-Founder & Co-CEO at Hightouch

# Seamless, out-of-the-box integration across your ecosystem





All of these capabilities are seamlessly integrated into your broader marketing ecosystem. With Delta Sharing, warehouse-native solutions can be deployed in under an hour, enabling rapid data access and collaboration. Additionally, Unity Catalog ensures that existing governance policies are automatically extended to these marketer-friendly tools, providing consistent and secure data management across the platform.

**"Integrating the ActionIQ Customer Data Platform with the Databricks Platform has empowered our marketers with data and analytics, enhancing their ability to engage customers and achieve higher customer lifetime value."**

— Manish Agarwal, Vice President of Data, Analytics and Insights, Skechers

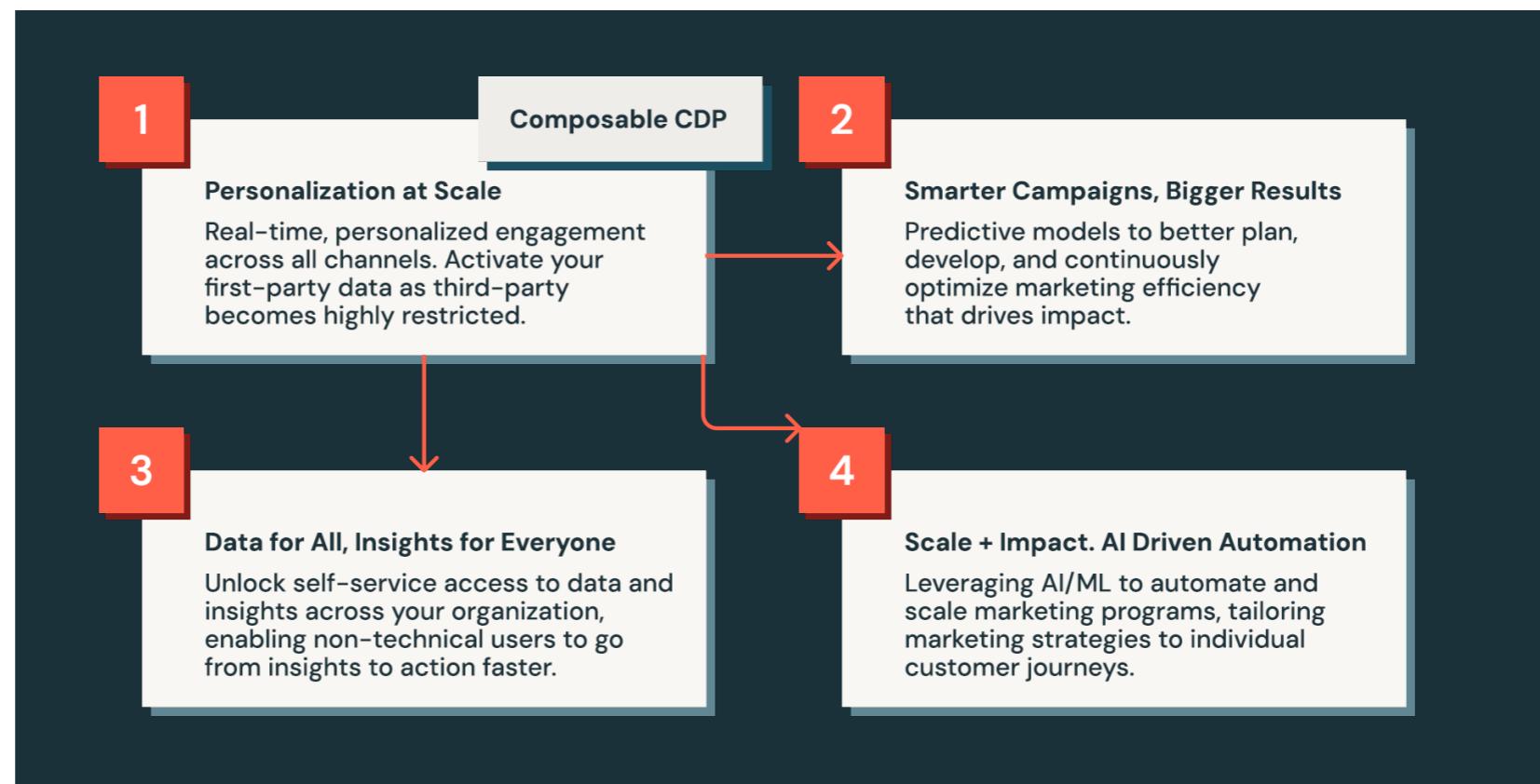
**"We're syncing millions of records directly to SFMC every single day to orchestrate personalized journeys for the 65+ million members in our loyalty program. We're powering thousands of audiences and over four billion emails every year, and that's not even factoring in what we do across other channels."**

— Tino Tomasone, Sr. Manager, Database & Audience Management at PetSmart

## Real-World Success Stories

### Data Intelligence **unlocks** marketing outcomes

A composable CDP is a critical component of the martech stack, but it's the downstream use cases that are unlocked as a result of successfully deploying a composable CDP that create a flywheel of impact.



“Since HP previously had a lot of first-party data sitting dormant, we could finally tap into those insights and segment it in a way that unlocked value once we partnered with Databricks and ActionIQ.”

— Kumar Ram, Global Head of Marketing Data Sciences, HP



Developed a unified audience view for the GM Rewards program

PUBLICIS GROUPE

Enabled retail clients to convert prospects into customers quickly



Deployed self-service segmentation, orchestration, and campaign optimization



Using real-time data to inform recommendations that boost player engagement



HP centralized data for faster campaigns with federated query pushdown

PANDORA

Simplified adoption of marketing AI to deliver better shopping experiences

## Building Databricks Marketing, On Databricks

At Databricks, our marketing organization has also been on a journey! We saw firsthand how critical data and AI would be in transforming our marketing operations. As a fast-growing B2B business operating in a resource-constrained environment, we recognized the need for a catalyst that could scale our efforts while also maximizing efficiency. We see, along with the industry, that data and AI are no longer aspirational "nice-to-haves"—they are the driving forces behind our journey to overhaul and elevate marketing outcomes.

Two years ago, Databricks' marketing was in a very different place. The team grappled with outdated legacy systems, inconsistent data across platforms, and repeated breakdowns in data pipelines. Reporting was backward-looking, reactive, and unreliable, leaving little room for forward-thinking, data-driven strategies.

"We had to reimagine what Databricks could be for marketing teams. We didn't really have a roadmap. There were people who were using really interesting media mix modeling use cases with marketing data, but there were very few people who had really looked at Databricks to be the data platform for all our customer data," says Liz Dobbs, AVP of Marketing Technology, Data and Growth at Databricks, "but the potential was there. Through an iterative approach, we saw an opportunity to showcase Databricks' potential for the marketing industry itself," Dobbs recounts.

To tackle these issues, Databricks deployed a bold strategy to build a "Marketing Lakehouse"—a unified customer data foundation, with AI-powered decision making, grounded in robust privacy and data governance. This lakehouse became the team's trusted source of truth, helping break down silos and facilitate a cross-functional alignment between marketing and sales teams. Features like self-serve analytics, AI-powered automation, and campaign intelligence became cornerstones of the transformation journey.

## 1 Data Democratization with Self-Serve Analytics

Through "Marge," Databricks' internal AI-driven analytics assistant, marketers have self-service access to data-driven insights with natural language queries. Adoption skyrocketed with over 5,000 questions asked since its launch at the end of 2024, empowering non-technical users with self-service tools and helping reduce the burden on data engineers and analysts to create and pull reports.

## 2 Campaign Intelligence Drives Revenue Impact

Dobbs and team developed an internal lead-scoring model using graph neural networks, replacing a legacy black-box model, improving lead-to-opportunity conversion rates by 3x and unlocking \$15M in incremental pipeline.

## 3 Omni-Channel Activation with Composable CDP

By consolidating customer data, Databricks reduced their database update times from eight weeks to just 2.5 hours—an efficiency improvement of 94%. In addition, testing and segmenting web audiences based on data-driven journeys led to a 20% increase in opportunity conversions.

## 4 AI Powered Automation: Content Tagging

Retagging +10 years of legacy marketing content was made seamless using an AI bot, improving the classification process's efficiency by 94% and saving valuable time for their product marketing team.

## Getting Started

## Powering Marketing Outcomes Globally

Leading brands build their composable CDP on Databricks



CONDÉ NAST



Ready to go? Schedule a consultation with our experts to discuss tailored solutions for your organization.

[CONTACT US](#)

## About Databricks

Databricks is the data and AI company. More than 10,000 organizations worldwide — including Block, Comcast, Condé Nast, Rivian, Shell and over 60% of the Fortune 500 — rely on the Databricks Data Intelligence Platform to take control of their data and put it to work with AI. Databricks is headquartered in San Francisco, with offices around the globe, and was founded by the original creators of Lakehouse, Apache Spark™, Delta Lake and MLflow. To learn more, follow Databricks on [LinkedIn](#), [X](#) and [Facebook](#).

