5 ways AI ⬛ can help help you get rid of your data headache

WELD

MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL, NRR, MRR, BI, API, CRM, KPI, ROI, UX, UI, CMS, ERP, SDK, CMS, DNS, CDN, SSL, XSS, CSRF, JSON, XML, MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL, NRR, MRR, BI, API, CRM, KPI, ROI, UX, UI, CMS, ERP, SDK, CMS, DNS, CDN, SSL, XSS, CSRF, JSON, XML, MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL, NRR, MRR, BI, API, CRM, KPI, ROI, UX, UI, CMS, ERP, MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL, NRR, MRR, BI, API, CRM, KPI, ROI, UX, UI, CMS, ERP, SDK, CMS, DNS, CDN, SSL, XSS, CSRF, JSON, XML, MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL,

Confused? We wouldnt be surprised

CRM, KPI, ROI, UX, UI, CMS, ERP, SDK, CMS, DNS, CDN, SSL, XSS, CSRF, JSON, XML, MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL, NRR, MRR, BI, API, CRM, KPI, ROI, UX, UI, CMS, ERP, MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL, NRR, MRR, BI, API, CRM, KPI, ROI, UX, UI, CMS, ERP, SDK, CMS, DNS, CDN, SSL, XSS, CSRF, JSON, XML, MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL, NRR, MRR, BI, API, CRM, KPI, ROI, UX, UI, CMS, ERP, SDK, CMS, DNS, CDN, SSL, XSS, CSRF, JSON, XML, MQL, SQL, CPA, CLV, CPC, CPI, CPL, CRO, ETL, NRR, MRR, BI, API, CRM, KPI, ROI, UX, UI, CMS, ERP, MQL,

In the world of marketing data, you'll find multiple layers of complexity, and there's always more you can learn. Whether you know the meaning behind every acronym mentioned above or are just dipping your toes into the vast sea of data analytics, AI can make your life as a marketing professional easier.

In public debate, it fluctuates whether AI is praised or criticized. Some believe AI will take over the world and replace thousands of jobs, while others believe AI is an unethical entity that does nothing more than covertly plagiarize others' creations.

In this guide, AI is deemed a clever and helpful assistant. Nothing more, nothing less than an extra tool for your toolbox that, much like your spelling software and calculator, helps you complete your tasks faster and check your accuracy.

To rid you of your data headache,

this guide will show you how to utilize AI in a marketing context. We'll explore what AI can and can't do and examine how you master your data with or without extensive coding experience.

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01   AI can make you king of data without being a data king

Suppose your data skill level exists on a scale of 0 to 10, where 0 signifies complete ignorance concerning concepts such as SQL, data warehousing, and data analysis, and 10 indicates fluent coding capabilities. In that case, AI can take you from level 2 or 3 to a solid 6 and bridge that gap. As a result, AI will significantly boost your proficiency, but that doesn't mean that it can do all the work for you.

Working with AI, you must learn to communicate effectively and create precise prompts to extract the desired information. Moreover, you need some level of skill to validate the information it gives you: Does the SQL look right, work as intended, and do the numbers you extract seem realistic in your business context?

"AI isn't magical and can't instantly transform you into an expert. It serves as a valuable ally in your journey toward proficiency and efficiency in data-related tasks. However, you need some level of skill or at least interest in data analytics and coding to begin your data journey. Nonetheless, with the right approach, AI will accelerate your analytical capabilities."

Jonas Thordal   Co-founder & CEO at Weld

This guide is intended for marketers who've recently become acquainted with concepts like SQL, data warehousing, data analytics and data science and are curious to learn how AI can make their lives easier. Even though we are discussing AI in a marketing context, SQL should not be understood as Sales Qualified Leads but as SQL data modeling. SQL is a programming language used to manage and manipulate data stored in relational database management systems such as a data warehouse.

02   AI can help you become truly data-driven

Before you utilize AI in a marketing context, you need a central place to gather all your data. In today's marketing world, you typically have hundreds of different platforms, systems, and apps to help with your daily tasks, meaning all your data is spread out in different systems. A data platform, also known as a data warehouse, lets you connect all your business data, including data from your marketing, sales, and finance departments, and keep it in one place. As businesses grow, the amount of data escalates, which means that the bigger your company gets, the more critical your data tracking becomes.

In most cases, there will come a time when you need to actively gather all your data in a central place to track, analyze, and report on it. Centralizing your data will undoubtedly make it easier to produce reports. However, producing marketing reports still requires advanced skills. To identify the results of last month's campaigns, including results, conversions, customers gained, and total revenue, you need:

A

Data extraction

You need to pull data from all your different sources, which a data engineer would typically do, or a student worker who could download the data manually.

B

Data analysis

You need a data analyst to gather and process all your data in spreadsheets, using Structured Query Language (SQL) or another data processing system to create dashboards.

C

Reporting context

You need someone who understands your business context to interpret your reporting results and transform them into actionable business goals.

Luckily, with AI, this process becomes a lot more manageable. Many manual tasks connected to marketing reporting are made redundant as AI can now help with data processing. By employing machine learning algorithms, AI can analyze large datasets quickly and accurately. These algorithms can help identify trends and correlations in your data, providing valuable insights that would be challenging to uncover manually.

"You can spend hours in spreadsheets, manually organizing your data, or choose to integrate a data warehouse as your one source of truth. Combining all your data sources makes obtaining a holistic view of your business performance much more manageable than working with fragmented business reports from each department. Better yet, you can let AI help you create your reports faster."

Jonas Thordal   Co-founder & CEO at Weld

03   AI can help automate your reporting processes for marketing

In the start-up phase, many companies typically report on the same standard metrics, such as user engagement, website traffic, and conversions. However, as the company scales, the reporting quickly becomes more advanced. No two company setups are the same with the multiple platforms and systems they use, and eventually, customized reporting will be necessary.

With AI, you can save a lot of time identifying these standard metrics because AI can help you produce the SQL (the code, not the leads) you need or help you optimize your existing code to get the metrics you want. In addition, AI can answer more specific and strategic inquiries such as: How much did we earn from a particular campaign last month, or how many of this particular shirt do we need to sell to make a profit? Questions that would otherwise require a lot of research and metrics from both marketing, sales, and finance departments to answer.
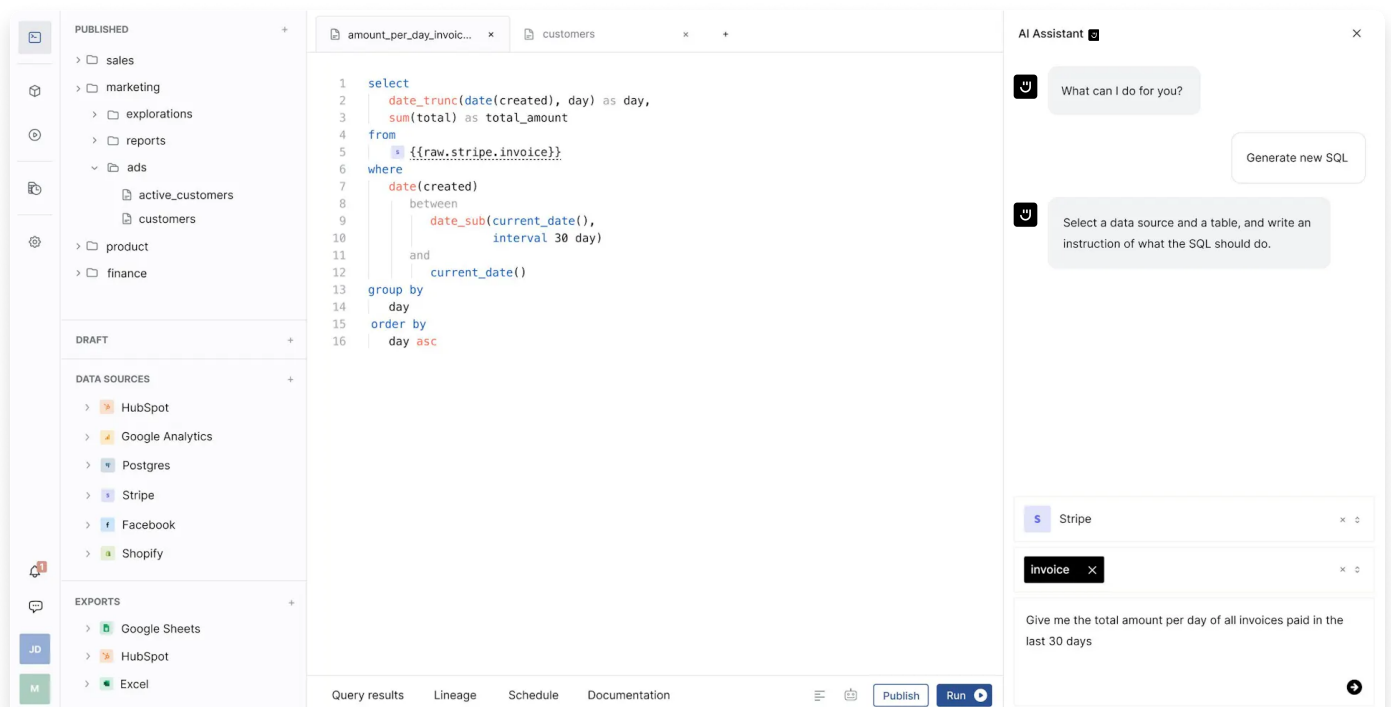
The illustration shows how AI provides the SQL necessary to identify "the total amount per day of all invoices paid in the last 30 days" after specifying the source and table AI should extract data from.

"I think it's important to emphasize that coding is only a small part of data analysis. You might be a coding genius, but if you don't understand the reporting context, that won't get you very far. Marketers with business understanding who know the company's KPIs already have a great advantage because they understand the different data points. From there, learning basic SQL - with help from AI - is far more achievable."

Jonas Thordal   Co-founder & CEO at Weld

04 AI can help visualize your data

Some companies have started to move away from prebuilt dashboards to implementing a dynamic AI interface where stakeholders can ask much more specific questions. However, dashboards are still the standard reporting tool, requiring companies to visualize their data and create precise, easy-to-understand reports.

AI can also help in this context by quickly generating graphs and statistics based on your data. However, generating visually appealing reports with AI will usually take a few prompts. AI is good at analyzing data and identifying patterns. But, it can't envision scenarios and understand creative concepts, meaning that the graphs you get will be very basic unless you write specific prompts explaining exactly what you want. The more specific you are, the better the result will be. You need to include an exact description of your chart or graph, including type, colors, fonts and the specific use case.

The result when giving a vague prompt

Create a simple line chart displaying monthly website traffic |

Website traffic
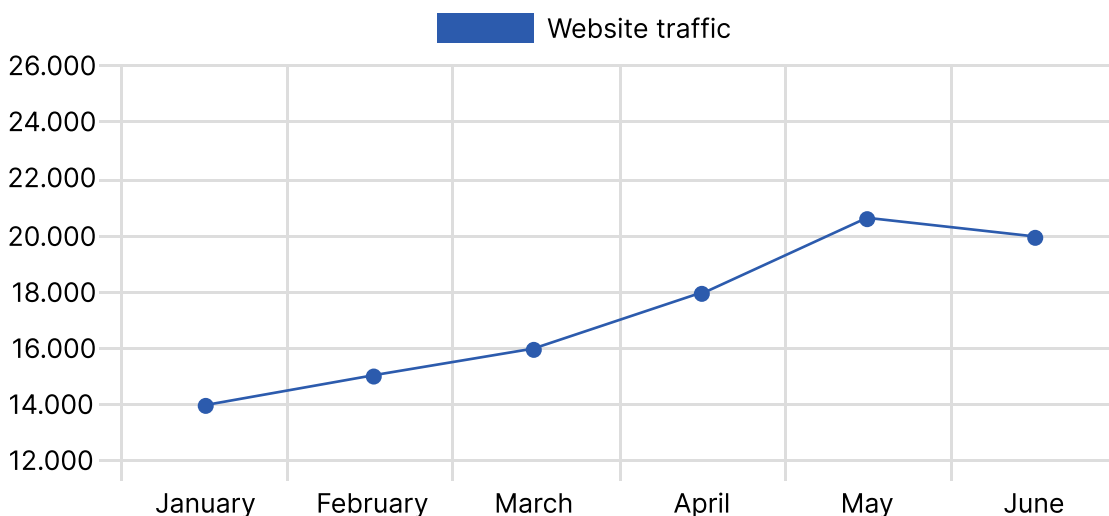
The result when giving a specific prompt

Generate a detailed and visually appealing bar chart that showcases monthly website leads by source for the first half of the year. The chart should segment the leads into three categories: Direct, Email, and Social Media. Each category should be represented by a distinct color, with a gradient effect for visual richness. The data should demonstrate an increasing trend in leads, highlighting the effectiveness of each marketing channel. Include interactive tooltips to provide additional insights when hovering over each bar, and ensure the chart includes a legend, axis labels, and a title for clarity |
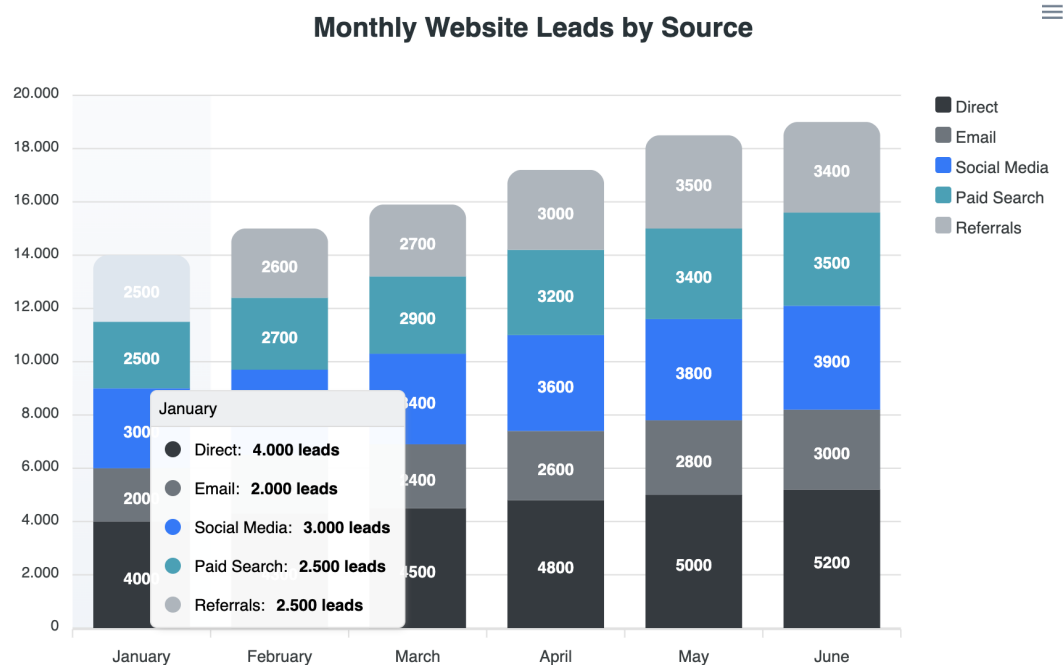
"AI has reached a level where it can save the average marketing professional hours on manual tasks and offer a shortcut to data processing. As a result, AI opens the door for many marketers to begin to get acquainted with data analytics. Less tech-savvy individuals who couldn't work with data at this level before can now create valuable marketing reports with AI help."

Jonas Thordal   Co-founder & CEO at Weld

05 AI can help you optimize your performance

As mentioned above, AI has come a long way and can be helpful in, for example, data analysis and coding. One of the main advantages of AI is that it can process almost infinite amounts of data very quickly as well as identify patterns and trends expertly.

You can prompt AI to identify your best-performing campaign, but AI can also suggest ten things you might do to optimize your performance. Locating patterns and trends, AI can provide valuable answers. However, the quality of the answers depends on the quality of your prompt and the amount of data you feed it. Nonetheless, AI is a useful assistant that makes it much easier to implement data-driven strategies and identify areas for improvement.

What makes a prompt good?

Example of a good prompt

> Analyze the provided dataset of our digital marketing campaigns from the last quarter. Identify patterns in customer engagement across different channels, including email, social media, and direct traffic. Focus on metrics like click-through rate, conversion rate, and time spent on our website. Highlight any correlations between the marketing channels and sales conversions, and suggest optimizations for underperforming areas to improve our ROI |

This prompt is good because

It's specific and provides a clear objective for the analysis. The prompt details the dataset to be analyzed (digital marketing campaigns from the last quarter) and specifies what patterns to look for (customer engagement across channels and correlations with sales conversions). It also mentions specific metrics to focus on, giving the AI a clear direction of what to analyze. Additionally, it requests actionable insights (optimizations for underperforming areas), which can directly inform strategic decisions.

Example of a bad prompt

> Analyze this marketing data |

This prompt is bad because

It doesn't provide any context or specific objectives for the analysis. A prompt needs to explain what type of marketing data is being analyzed, what specific insights or patterns are of interest, and what the analysis is intended to be used for. The AI can't deliver specific, useful insights without a specific and detailed prompt and will instead produce generic or irrelevant results.

"I recently heard someone describe AI as having cognitive capabilities comparable to an IQ of 140, highlighting its advanced problem-solving and analytical skills, which is quite an accurate way of describing it. You should use AI as an assistant, a sparring partner, to solve tedious manual tasks, generate basic code, check your code and text productions for errors, and so on. But, you should always remain critical of the information you receive and validate the answers it provides."

Jonas Thordal   Co-founder & CEO at Weld

Let AI take you to the next level

Once you've centralized your data, AI can help with data processing, analysis, and visualization, saving you hours on tedious tasks. AI isn't at a level where it can solve all your problems for you - which is lucky as you might otherwise be out of a job - and you should always remember to validate the information you get.

However, if you are slowly entering the world of data analysis and starting to play around with SQL, AI will significantly enhance your capabilities and straighten the learning curve. AI excels in identifying trends in your data and discovering patterns that you can use to improve your business performance.

"In a marketing context, the most essential takeaway is that AI will help marketers enter the realm of data analysis and work with data at a new level. Marketers who might have previously relied on a data, IT, or BI team to produce reports now have the autonomy to create reports themselves. AI can help demystify data processing and SQL - all you need is a little courage and the willingness to learn."

Jonas Thordal   Co-founder & CEO at Weld

Centralize and transform your data with AI 🫠

Weld is a data platform that lets you gather all your data in one place to enhance efficiency and productivity in data management. Weld connects to all your different platforms, databases and tools to create one source of truth from which you can clean and transform your data into useful metrics, reports, and dashboards.

Weld's mission is to help companies become more data-driven and gain control of their data, which is why we specialize in data automation. With our new AI assistant, Ed, you can build marketing reports in minutes. Ed can code and crush data in minutes, giving you the insights you need.

In short, our platform enables users to streamline data workflows with the help of AI Ed, making it easier to derive insights and make informed decisions based on data analysis.

Learn more →

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