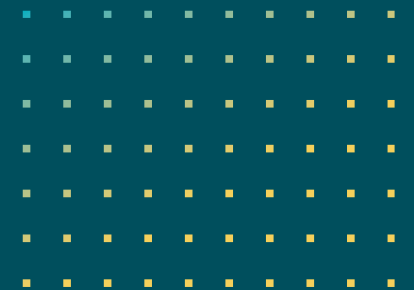




Get More Value from AI with Master Data Management

A guide for marketing and
CX teams embracing AI





Technology is constantly evolving — just look at the flip phones of the 90s. Once commonplace, smartphones all but wiped them out. And those who refused to adopt the new wave of mobile phones were labeled laggards.

The same thing is happening with artificial intelligence. While the technology has been around for a while, AI has only recently gained widespread acceptance as a powerful tool for both individuals and enterprises.

It's no longer a novelty — AI is a trusted tool for everything from basic automation to a strategic driver of sustainable business growth. And organizations neglecting to harness its full power are quickly becoming the new flip phone laggards.

Want to bring AI into your marketing or customer experience (CX) organization? It starts with trustworthy and reliable data.

Learn more about how AI can amplify marketing and CX teams' efforts, how to get the quality data you need to power AI with master data management (MDM) and potential roadblocks to look out for that could jeopardize AI success.





Defining AI terminology

Artificial Intelligence (AI)

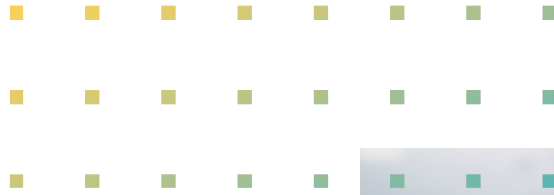
Artificial intelligence (AI) refers to software that can think and act intelligently, helping you make decisions, solve problems or complete tasks — often faster and more accurately than you could on your own.

AI systems/AI models

The underlying algorithms or mathematical structures that learn from data to make predictions or generate content. It's the *how* behind the intelligence.

AI tools

User-facing applications or platforms that use AI capabilities to perform specific tasks — like automating data entry, generating content or analyzing trends. Tools are what you use to get work done.



AI-ready data

Data that has been prepared and processed to be usable in AI and machine learning models. It involves cleaning, transforming and structuring data to ensure its quality and relevance.

Algorithm

A step-by-step procedure or set of rules for solving a specific problem or performing a task. In computer science, algorithms are used to process data and perform calculations.

Generative AI (GenAI)

AI systems that can generate new content, including text, images or even 3D models, based on what you've asked it to do using prompts.





Large Language Model (LLM)

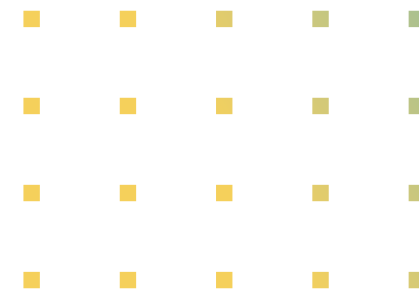
A type of machine learning that's trained to understand and generate human-like language. It's trained on substantial amounts of text (hence "large") data to learn the structure and patterns of language. It uses this knowledge to generate coherent, contextually relevant responses to prompts, questions or commands.

Machine Learning (ML)

A core part of AI that involves training algorithms to learn from and make predictions or decisions based on data instead of telling it exactly what to do.

Natural Language Processing (NLP)

A branch of AI that deals with the interaction between computers and humans using natural language. It allows AI to understand, interpret and respond to human language — the way we speak or write.



What is AI-ready data?

Despite the hype around AI tools like ChatGPT and GenAI's ability to create images and text, machines don't actually think. They process inputs to generate outputs based on the data you train them on.

AI-ready data simply refers to data that's reliable, consistent and responsibly governed — data that allows for effective AI implementations.

Why are marketing and CX leaders keeping AI top of mind?

AI has allowed enterprise organizations to automate tedious or time-consuming tasks to drive efficiency gains — but this is one of the most basic uses for AI.

With its ability to process vast amounts of data quickly and identify trends or patterns, AI can do much more than automation. For marketers and CX teams, AI can be transformative, *if* used correctly.

Savvy marketing leaders and CX teams are prioritizing getting AI right for a few reasons, including:

Increased efficiency through automation, AI agents and streamlined workflows. A recent PwC survey found that 66% of companies that adopted AI agents saw measurable productivity gains.

Scalable personalization, including creating tailored content and brand messaging. Adobe's 2025 AI and Digital Trends Report found that half of senior execs using GenAI reported faster ideation and content production.

Data analysis that provides enhanced customer insights to boost customer satisfaction.

Personalization and proactive support that drive meaningful interactions along the customer journey to provide a better brand experience.

Data-informed decision-making powered by predictive analytics and ML that provides deeper customer insights. Sixty-five percent of senior executives credit AI and predictive analytics as primary contributors to growth in 2025, according to Adobe's 2025 AI and Digital Trends Report.





The AI opportunity

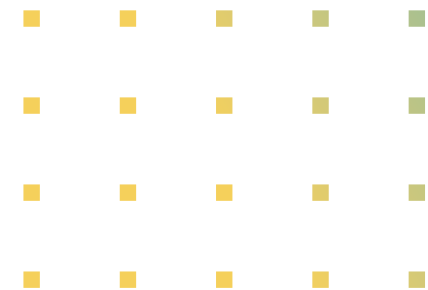
Many marketing teams have already adopted AI, using it to segment customers and personalize each step of the customer journey.

AI is helping CX teams, too. By giving brands the customer insights they need, AI helps organizations deliver real-time and tailored customer interactions and decide what action to take next — across channels, like email, web and mobile — to create a truly omnichannel, seamless CX.

Take a look at a few real-world examples that showcase the power of AI for marketers and CX leaders.

Generate product descriptions in seconds

GenAI — the AI system that creates content from prompts quickly — helps ecommerce brands and retailers create market-ready product descriptions *fast*, optimizing resources and increasing efficiency.



Translate content into multiple languages effortlessly

Make your content accessible to a global audience with AI-assisted translation. AI quickly and accurately translates your product data into various languages.



Create a better CX with chatbots

Chatbots make customer service scalable and give customers almost instant answers to their questions. They're available 24/7 and can handle thousands of inquiries at once, providing an exceptional CX.



The hidden barrier to AI success

In an effort to adopt AI as quickly as possible, you might be overlooking the one thing that could derail your success using AI. That thing you might be neglecting? **Data quality.**

Data is the backbone of any AI initiative. Companies must align data strategies with business goals, which means access to high-quality, governed and actionable data.

*[*https://www.wwt.com/wwt-research/ai-and-data-priorities-for-2025](https://www.wwt.com/wwt-research/ai-and-data-priorities-for-2025)*

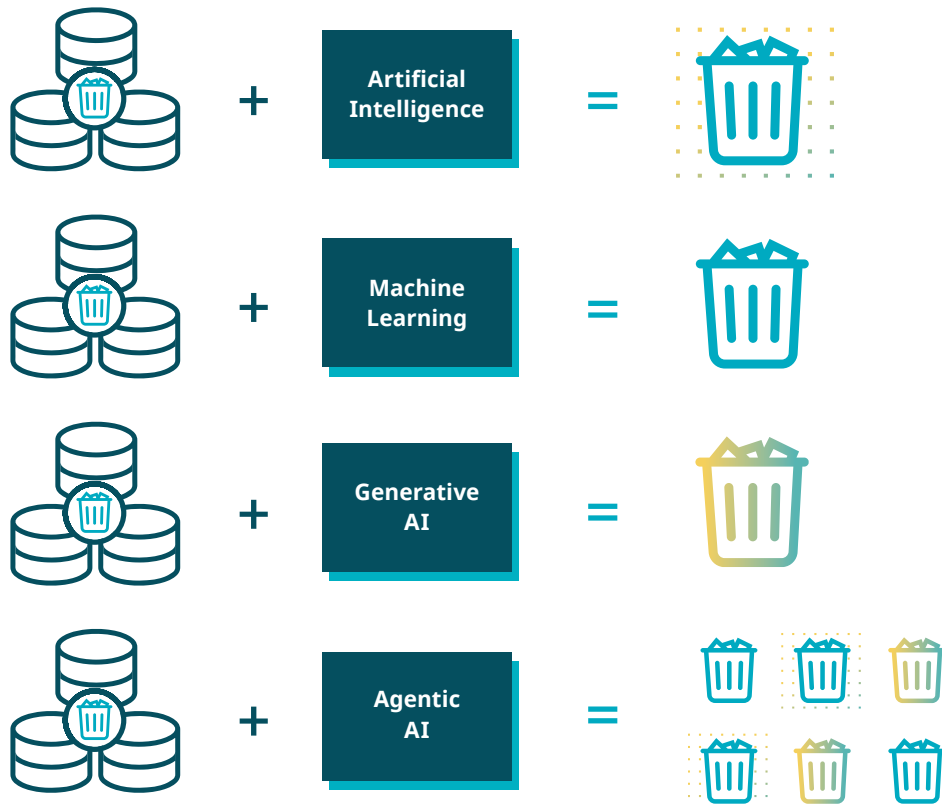
Quality data is clean, complete, accurate and trustworthy. And if you're using AI, it's a non-negotiable. The "garbage in, garbage out" principle highlights the importance of using quality data to feed your AI. When you put garbage in (bad data), you can expect garbage out, which looks like:

- Inaccurate insights and predictions that could make your marketing strategies ineffective and lead to poor decision-making
- Biased or unreliable outputs that may put your brand at risk and have ethical and legal implications
- Broken customer trust that might lead to financial losses and lost loyalty
- Financial losses and fines caused by inaccurate forecasting and compliance issues

Data quality is paramount for ethical and successful AI initiatives.

Organizations must have confidence in the AI systems with which they interact. When decision-making is paralyzed by privacy concerns, fairness and safety issues, algorithmic biases — alongside newer threats like hallucinations, deepfakes and cybersecurity breaches — companies cannot progress, innovate and scale.

**Accenture's Thrive with responsible AI: How embedding trust can unlock value*





Addressing the data quality issue

Without high-quality, reliable and trustworthy data, AI is virtually useless. You *need* to address the data quality issue — that means using trustworthy data and smart algorithms to drive reliable actions and (quality) data-informed decisions.

But you need to go beyond simply cleansing data. Governance is crucial. Why? Because AI requires large, diverse and well-labeled datasets that typically come from strong data governance policies — something many organizations lack.

Don't overlook your infrastructure. Legacy setups may not support the real-time, scalable data processing capabilities needed for optimal AI functioning. While it may give you quality data, if it's not updated in real time or can't support the large volumes of data required, it could hinder the success of your AI initiatives.

“Emerging use cases such as GenAI initiatives need improvements in both DQ practices and technologies to deliver value at scale, yet only 15% of the CDAO respondents say they have deployed augmented DQ technologies so far.”

*Gartner®, CDAO Agenda 2024: Become a Driver of Business Value, 12 March 2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

7 tips marketing and CX teams can use to improve data quality

Data quality isn't a one-and-done task — it requires a multifaceted approach and building a culture around data. While it's not just the marketing or CX team's responsibility, here are a few tips on how your teams can do their part to prioritize data quality.



Establish a data governance framework

Partner with IT and Operations to define roles and responsibilities and set standards for quality data and how to maintain those standards.



Conduct regular data audits and profiling

Check your data regularly to identify any potential issues and analyze patterns that may cause data quality issues.



Automate data integration and monitoring

Leverage existing automation tools to quickly monitor data health and set up alerts to notify you of data problems.



Define and enforce data quality standards

Establish and document benchmarks for data quality. Routinely review and update these standards and create a clear audit trail.



Invest in training and data literacy

Continually educate your teams on the value of *quality* data and work with other departments and teams to promote a data-first culture.



Foster cross-functional collaboration

Don't work in silos — work cross-functionally and integrate feedback loops to ensure data quality across the enterprise.



Continuously improve and innovate

Keep track of your data standards and processes and look for opportunities to optimize and innovate new ways of ensuring data quality.

Building a strategy to increase the quality of your data is crucial — but it's the combination of strategy and tools that will ensure data quality. MDM is the best way to increase data quality and should also be part of your plan.



Why marketers and CX teams are prioritizing trustworthy data

Nearly every department within an organization is using AI, but it's an especially powerful tool to have in your back pocket as a marketer or CX leader. But it starts with data.

And that's why they're focusing on trustworthy data. It's the foundation for essential AI-assisted marketing and CX activities, like:

- Better targeting and more accurate segmentation
- Tailored support and enhanced interactions along the customer journey
- Personalization across the customer journey

They get accurate and reliable data through strong data governance and master data management, helping organizations reach AI's full potential and deliver real business value.

What is MDM?

The simplest definition of master data management? A process that centralizes, cleanses and manages your master data. Whether it's product, customer, supplier or location master data, MDM creates a single source of truth — a central repository — for your master data.

MDM ensures data quality by deduplicating, cleansing and enriching master data, synchronizing it across enterprise-wide systems so the data is complete, consistent and reliable.



Why is MDM important?

The most obvious use case for MDM is data quality, but MDM offers much more for brands relying on data for sustainable business growth. MDM helps businesses seamlessly connect data across the enterprise, improve data quality processes and fuel better decision-making.



Data quality

MDM makes sure data is accurate, complete, consistent and trustworthy across systems and the organization. It reduces errors caused by inaccurate data, driving smarter decisions.

System-wide data integration

MDM helps integrate data from multiple sources and systems to create a unified view of your data. By creating a single source of truth, it gives you a complete understanding of your data.

Operational efficiency

Boost operational efficiency by reducing the time spent managing data and correcting errors. MDM gets rid of the need for redundant data entry, automating processes and streamlining data sharing.

Regulatory compliance

Data accuracy and completeness are crucial to meeting regulatory compliance. MDM ensures data quality, including consistency, accuracy and completeness and that it's up to date.

Customer satisfaction

MDM helps you create better brand experiences and improve overall satisfaction by giving you an accurate, 360° view of customers that allows for brand-customer alignment, personalization and better support services.

And MDM doesn't just solve data quality issues for *new* data — it tackles quality challenges from legacy data, too. By making *all* data quality data, MDM helps you accelerate the competitive edge AI provides.





How does inconsistent data undermine your AI efforts?

We've said it once, we'll say it again: AI systems are only as good as the data they're trained on. But what *actually* happens when you use inconsistent, duplicated, outdated and siloed data to power your AI initiatives?

Let's take a look:

- Your AI learns the wrong patterns, which leads to flawed predictions and biased outcomes that can cause serious reputational and financial harm
- The AI model produces unreliable outputs that not only lead to poor decision-making but also erode trust in AI-driven decisions
- Instead of driving efficiency, your AI initiative now requires excessive human intervention to course-correct, slowing down deployment and scaling efforts
- You fail compliance checks, especially under regulations like GDPR or the EU AI Act

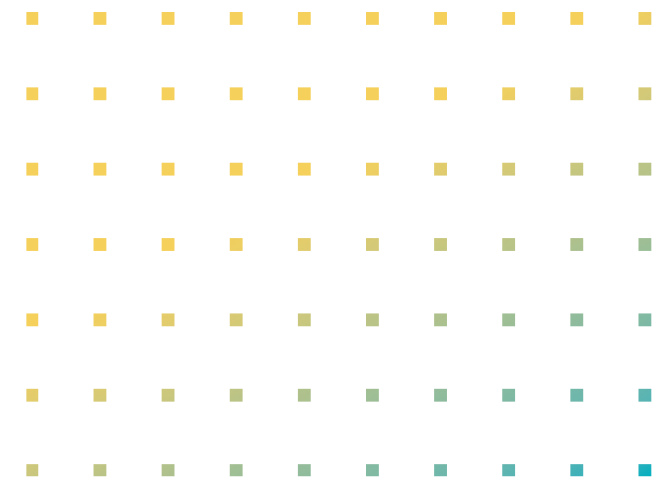
Even the most sophisticated models and platforms can be undone by a single point of failure: poor data quality. This challenge remains deceptively overlooked despite its profound impact on strategy and execution. The decisions you make, the strategies you implement and the growth of your organizations are all at risk if data quality is not addressed urgently.

**CIO's Data's dark secret: Why poor quality cripples AI and growth*

MDM: A bridge between AI potential and real-world results

MDM is the unseen engine behind data quality — it identifies errors and cleanses data — giving you reliable, accurate and trustworthy data.

But it goes beyond data quality, connecting data across systems to create a unified view of customers and products. That single, trusted view allows AI to realize its potential. Here's how.



Delivers consistent, high-quality and AI-ready data

MDM doesn't just clean data — it prepares it so AI models and tools can interpret the data correctly. Trustworthy, AI-ready data is especially valuable for marketing and CX teams because both rely on precise data for segmentation and a more personal customer journey. Better data, better predictions and decisions.

Creates a single, trusted view of your data

MDM pulls clean and standardized data into a centralized database, creating a reliable, single source of truth. That unified customer view helps AI models get complete, trustworthy data to pull from. No more data silos — just seamless data flow into your AI models and tools that allow for scalable AI deployments across teams or geographies.

Builds trust through governance and traceability

MDM tracks where data came from and who, when and how it changed to create a clear audit trail. And AI-powered MDM recognizes sensitive data and applies governance to enforce rules around data access, usage rights and regulatory compliance, like GDPR and HIPAA — all of which help stakeholders know, trust and understand the data behind AI outputs.

Harnessing AI's potential for an exceptional CX and more effective marketing

AI has nearly limitless potential for marketers and CX teams — from hyper-personalized customer journeys and on-point segmentation and targeting to predictive insights that anticipate every need.

But you can only realize that potential *if* you've got high-quality and trustworthy data. **MDM gives marketers and CX leaders reliable data to power AI initiatives.**

"As marketers, we can't afford to guess. Precision generates results. AI transforms how we connect with customers. But only when it's powered by data we can trust. That's why we've made data quality a non-negotiable."

Gustavo Cyrillo Amorim, CMO at Stibo Systems

MDM brings AI's potential to life by cleansing and connecting your data to create a unified customer view. It ensures compliance and consistency so your AI models can learn from the *right* patterns and guide an effective marketing and CX strategy.

Long story short? If you want your AI efforts to produce real results, you need MDM to give you the consistent, trustworthy data to power AI.

Want to learn more about MDM and how Stibo Systems helps hundreds of companies transform their data to realize the full potential of their AI initiatives? Head on over to **stibosystems.com** and explore real-world success stories.





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MASTER DATA MANAGEMENT

Stibo Systems is a leading enabler of trustworthy data through AI-powered master data management. Built on a robust and flexible platform, our SaaS solutions empower enterprises around the globe to deliver superior customer and product experiences. Our trusted data foundation enhances operational efficiency, drives growth and transformation, supports sustainability initiatives and bolsters AI success. Headquartered in Aarhus, Denmark, Stibo Systems is a privately held subsidiary of Stibo Software Group, which guarantees the long-term perspective of the business through foundational ownership. More at <https://www.stibosystems.com>.