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New Report from Intuit Mailchimp Shows Most Marketers are Using AI, Highlights Differentiators For Top Performers

The Revenue Blueprint unpacks how data-driven marketers leverage emerging technologies to enhance engagement, personalize campaigns, and grow revenue

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU), the global financial technology platform that makes [Intuit TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), today shares its latest report, "[The Revenue Blueprint: Strategies for Performance-Obsessed Marketers](#)." Based on a global survey of more than 2,000 marketing leaders, this report explores how mid-market brands can foster growth in a rapidly-evolving digital environment, with a particular emphasis on the potent combination of data-driven strategy, creative spark, and AI-powered efficiencies.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/2024112799665/en/>



The Revenue Blueprint categorizes respondents into three groups: Baseline Marketers, who achieve consistent results using widely accepted marketing practices; Performance-Obsessed Marketers, who deliver results across key metrics through innovative tactics and cutting-edge technology; and Revenue Leaders, a subset of Performance-

The Revenue Blueprint, a new report from Intuit Mailchimp, explores how marketers can foster growth in a rapidly-evolving digital environment. (Photo: Business Wire)

Obsessed Marketers who use optimal resources, tools, and investments to drive significant growth within high-revenue organizations. By observing the differences across these groups, the report shares how industry leaders can elevate their strategies in an increasingly competitive marketplace.

"Marketers today are expected to not only deliver immediate results, but also build

meaningful, long-term connections with customers. That balance requires a deep understanding of customer needs and the ability to engage with them at the right moments," said **Mark Lodwick, Director of Brand Experience at Intuit Mailchimp** "Your tools and how you deploy them can make all the difference. And marketers that lean on AI to power personalization, optimize customer journeys, and offload basic tasks are seeing strong results."

Four Revenue Pillars Marketers Must Embrace for Success and Business Growth

- **Email's enduring relevance:** Almost two-thirds of marketers name email as the foundation of their marketing strategy, with 59% acknowledging the decline of search. Top marketers differentiate themselves by using email throughout the entire funnel, applying advanced tactics and integrating email with SMS to reach customers effectively. 87% of Performance-Obsessed Marketers report that email is their top channel for generating awareness.
- **Automation and the customer journey:** While nearly all marketers use automation to manage email, 89% of Revenue Leaders automate nearly the entire customer journey—from initial contact to post-purchase engagement. This approach appears to be part of a winning strategy: Revenue Leaders also reported greater customer satisfaction, stronger brand awareness, and a higher return on investment in comparison to their peers.
- **Data-powered personalization:** There's a technology knowledge gap driving sizable differences in data utilization between Baseline Marketers and top-performing marketers. Only 39% of Baseline Marketers use customer data platforms, compared to 57% of Performance-Obsessed Marketers and 64% of Revenue Leaders. And almost half of Revenue Leaders leverage data platforms for hyper-personalized interactions and predictive analytics, which may explain their higher engagement, loyalty, and conversion rates compared to other marketers.
- **Investing in AI to drive business outcomes:** Although 74% of total respondents use AI, findings show that Revenue Leaders leverage AI more effectively than other marketer groups by using it as a strategic assistant, combining generative and analytical AI to maximize outcomes. While Baseline and Performance-Obsessed Marketers primarily see efficiency and brand awareness gains, Revenue Leaders say AI has unlocked additional benefits like higher order values and increased customer lifetime value.

The Revenue Blueprint provides actionable insights for building smarter campaigns. By adopting the strategies of today's leaders, marketers can better anticipate customer needs, build loyalty, and drive future growth.

Unlock how these four pillars can help you become a performance-obsessed marketer and [download the full report](#)

About Intuit:

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information about Intuit and our products and services.

About The Revenue Blueprint:

Global online survey conducted by Ipsos on behalf of Intuit Mailchimp from April 5 to May 20, 2024 of 2,005 respondents, aged 18 to 65+, who are full-time or self-employed marketing professionals in mid-market companies (11-500 employees) across various industries. These professionals serve individual consumers and currently use email marketing online/software tools. The survey covered 3 global regions: North America (United States and Canada): n=1000; Europe (United Kingdom, Norway, Sweden, Denmark, Netherlands, and Belgium): n=705, and Oceania (Australia and New Zealand): n=300.

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Source: Intuit Inc.