

# Marketing Innovation Report



Through LinkedIn, we connected with several hundred marketing innovators in Australia and New Zealand and asked them for their thoughts on the potential for using digital humans in outbound marketing like surveys and relationship management.

Thanks to all of those who shared their thinking.

## SUMMARY OF FINDINGS

1		Expectations are high. Right now, to get affordable, effective use cases, you'll need to narrow down	<a href="#">Read more</a>
2		Clever vs gimmicky. Most, but not all think clever	<a href="#">Read more</a>
3		Using digital humans for gathering feedback = <b>4.1/5</b>	<a href="#">Read more</a>
4		Using digital humans for relationship management = <b>? 2.8/5</b>	<a href="#">Read more</a>
5		Digital humans can't replace real humans (and would we want to anyway?)	<a href="#">Read more</a>
6		Issue: Can digital humans really create an emotional connection?	<a href="#">Read more</a>

## Conclusions

- Most marketing innovators felt that a digital human would be useful and interesting if used for the right use case.
- Many marketing innovators thought that by using a digital human to lead the survey and interview process, more people would respond and it would be a more engaging experience.
- Some cautioned the use of a digital human in the sales/account management support role as it might detract from the relationship building opportunities. This was countered by other comments that suggested using a digital human for outreach would enable a vastly more efficient way of staying in touch- and a lot better than no contact.
- This is a frontier for marketing innovation. There are some good answers here to key issues, but also plenty of questions posed by people who are keen to get up to speed and exploit the potential.

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