

# Harnessing the Power of AI in Product Marketing

**Company Name:** AWS  
**Industry:** Software and Technology  
**Employees:** >40,000



## Mission-critical priority

As the Head of AI Solutions Marketing, the client played a pivotal role in driving positioning, messaging, and differentiation for AI-based solutions. Recognizing the need for external perspective and market insights, they leveraged insights from Gartner to successfully develop an AI Use Case Explorer, resulting in a remarkable doubling of website visits.



## How Gartner helped

Gartner's publication of the AI and GenAI prism analysis provided a framework for analyzing use cases across industries and business functions. By understanding the business outcomes and top use cases specific to each industry and function, the client was able to create a user-friendly tool that provided customers with relevant information on how to implement these use cases using AWS products. Gartner's insights and analysis served as a catalyst for the development of the AI Use Case Explorer, accelerating the process and ensuring its effectiveness in meeting customer needs.



## Outcome

Gartner supported the client to:

- Create an AI Use Case Explorer to drive an increase in website visits
- Advance their innovation initiatives and marketing strategies
- Connect with their difficult to reach target audience and accelerated awareness of their solutions