



TECHNOLOGY PRACTICE

Harnessing AI, MarTech, and emerging technologies to optimize marketing strategies and unlock new business opportunities for growth

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The **ANA Technology Practice** empowers marketers with practical resources that help them effectively select and utilize AI and marketing technology tools, enabling them to understand and connect with their customers.

AI Resources

- [Generative AI Use in Advertising Contracts](#) provides a template and checklist that address the need for clear and specific language addressing the use of AI in service agreements.
- [AI Tools Navigator for Advertising and Marketing](#) offers a robust and growing database of over 350 curated AI tools including relevant tools for creative, audience segmentation, and localization.
- [AI Use Case Compendium for Marketing](#) provides use cases and real-world examples to make the most of AI for marketing programs.
- [The AI Marketing Transformation Report](#) presents a clear picture of what key marketers think of the AI transformation, how they are testing and implementing, and how they see the future of AI, based on over 400 responses to our membership survey.
- [Generative AI for Search Marketing](#) provides recommendations on how marketers can update strategies to keep up with AI's impact on consumer search behavior, as well as SEO and SEM best practices.

MarTech Resources

- [CMO's Playbook for Marketing Technology](#) helps marketing executives become better leaders of their technology and operations teams.
- [The CMO's MarTech Mastery Series](#) explores the CMO's Playbook for Marketing Technology through a series of intensive workshops that help marketers assess their leadership and operational maturity, and to develop a personalized action plan to strengthen their team, stack, and strategy.
- [MarTech Stack Audit Toolkit](#) enables your organization to audit your tech stack, data flow, and workflows to aid in continuous improvement.
- [The Procurement Toolkit](#) supports evaluation of, selection of, and contracts for new tools, including an MSA and SLA template designed for MarTech deals.
- [The ANA MarTech Awards](#) spotlight game-changing achievements and innovations in the industry. Entries are open to client-side marketers, marketing solutions providers, marketing technology leaders, digital marketers, and data scientists.

Networking Forums

- [AI Committee](#): A quarterly peer gathering to share on AI topics.
- [AI Leadership Council](#): An invitation-only network of senior AI experts who gather regularly to discuss relevant AI developments. Email marketing-technology@ana.net for details.
- [MarTech Committee](#): A quarterly peer gathering to learn and share on a variety of marketing technology topics.
- [MarTech Leadership Council](#): A monthly, invitation-only network of senior MarTech experts to discuss a variety of topics. Email marketing-technology@ana.net for details.

The AEF and the ANA MarTech Leadership Council are joining forces to address shortages in the talent pipeline with the "[Drive for 25](#)" initiative. This initiative targets 25 colleges and universities seeking "adoption" by companies to incorporate current MarTech training, guest speakers, and/or case studies into their curriculum.

For more information on ANA MarTech and AI resources, training, communities, or events, contact our team at marketing-technology@ana.net. For information on the full suite of ANA member benefits and other ANA business practices, contact membership@ana.net.



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Technology training to support every stage of your career

Live Training Mastery Programs:

- **[Empowerment AI: Marketing Bootcamp](#)**: This extensive two-day in-person workshop in Chicago, starting October 28, unveils how to harness the power of Generative AI and transform it into your strategic advantage.

On-Demand Certificate Programs:

- **[Martech Foundations Certificate Program](#)**: This curriculum combines theoretical insights with practical applications for mastering marketing technology in today's data-driven ecosystem.

On-Demand Microlearning Series:

- **[Understanding Generative AI](#)**: Learn how marketers can effectively utilize and benefit from this transformative technology.
- **[Brainstorming Campaign Ideas with Generative AI](#)**: Learn how to use Generative AI as a brainstorming partner to generate marketing campaign ideas.
- **[Creating Multi-Channel Content with Generative AI](#)**: Learn how to use AI for consistent, brand-aligned content creation across multiple channels.
- **[How Artificial Intelligence Is Disrupting Marketing](#)**: Learn how AI can become a strategic asset in your marketing operations.
- **[Improving Marketing Content with Generative AI](#)**: Learn how to use Generative AI to develop better content strategies, increase engagement, and achieve superior marketing results.
- **[Leveraging Generative AI for Data Analysis of Marketing Results](#)**: Learn to use Generative AI for rapid data analysis and gain actionable insights from large datasets.
- **[Using AI-Driven Research to Enhance Marketing Strategies](#)**: Learn how Generative AI can streamline and enhance your market research processes.

Events and Programs

October 29, Virtual

[Leveraging Generative and Agentic AI for Competitive Advantage](#)

November 12, Virtual

[AI Committee Meeting: Sleigh the Season with AI and Unwrap the Benefits of Digital Marketing](#)

November 20, San Francisco, Calif. and Virtual

[Golden Gateways: Accelerating the Age of Intelligent Marketing, Hosted by Deloitte Digital](#)

January 6–9, 2026, Las Vegas, Nev.

[CES 2026](#)

September 23–25, Oxon Hill, Md. and Virtual

[2026 ANA AI and Technology for Marketers Conference](#)

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