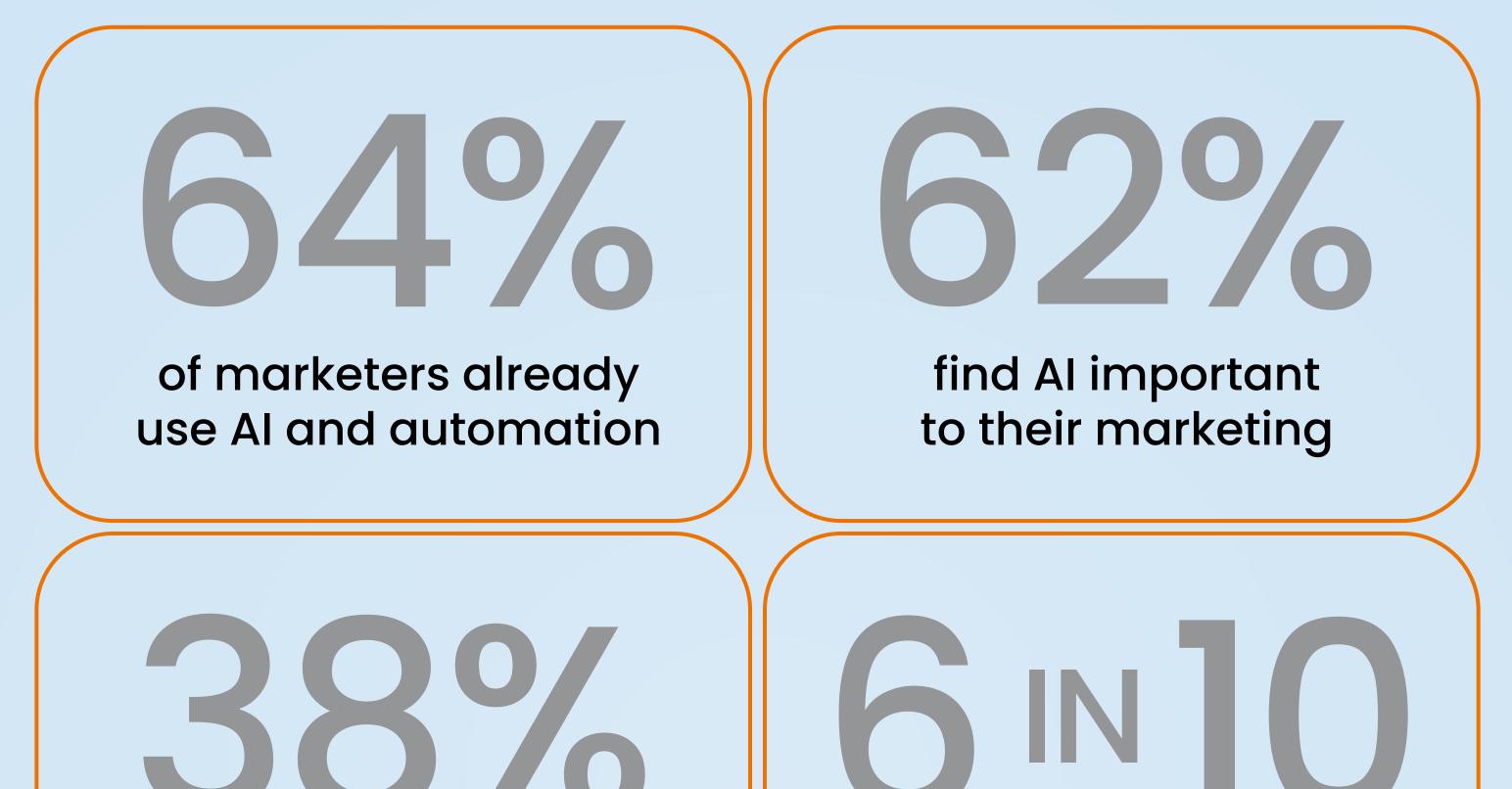


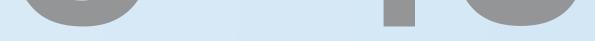
How marketers are harnessing Al for innovation and growth

In the rapidly evolving digital landscape, marketers are increasingly embracing Artificial Intelligence (AI) and automation to fuel innovation and growth. This shift sees AI transforming from a tool for executing menial tasks to a comprehensive assistant that enhances various aspects of marketing strategies. The adoption of data-driven approaches has notably increased, with a significant focus on using data to guide marketing decisions. Generative AI (GAI), in particular, has emerged as a powerful ally, proving effective in roles ranging from content creation to data analysis. Here's an insightful look into how AI is reshaping marketing, highlighting its pivotal role and potential for future advancements.





of those who don't use Al plan to in 2024



Al and automation users analyze data with Al



marketers said using data to inform marketing strategy became more important from 2022 to 2023

of marketers see Al primarily taking over menial tasks

of marketers see AI as an assistant that helps them across their job duties



of marketers using GAI (Generative AI) say it's effective at assisting them in their role

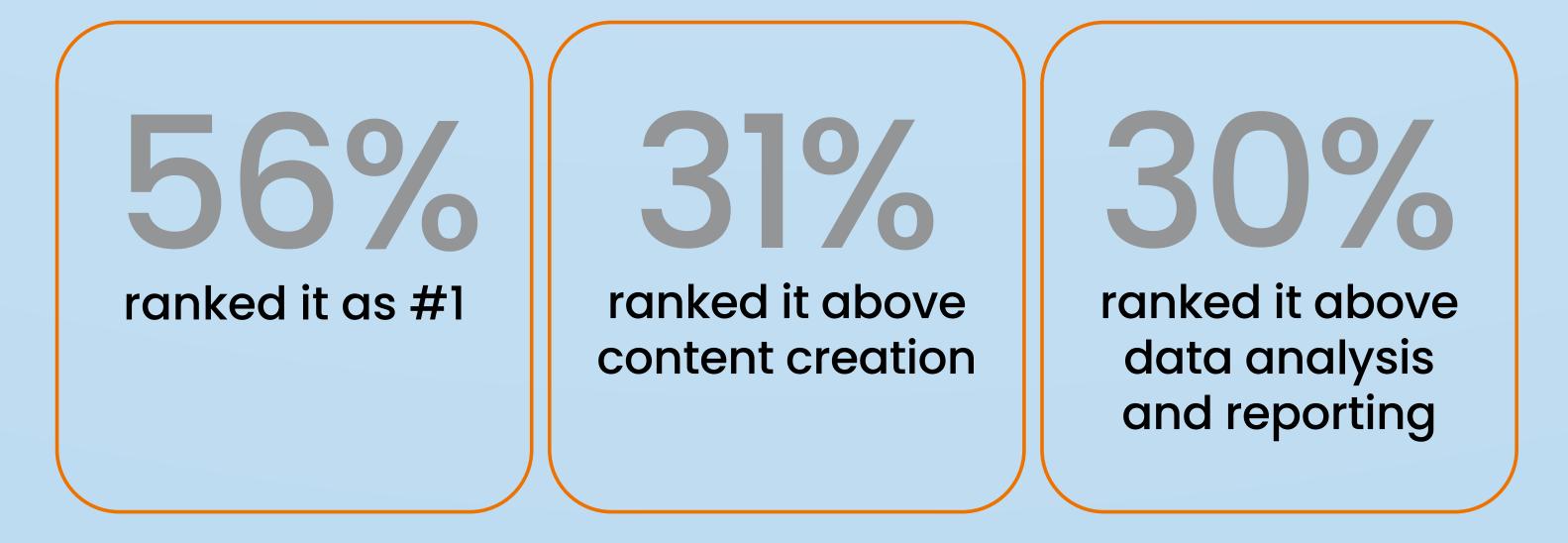
of marketers believe that in 2024, most content will be created at least in part with the help of Generative AI

of marketers who use Generative AI for content creation say it performs better than content created without it



of marketers who use Al and automation use Generative Al to do research

The top most successful use case for AI is research





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