

5 charts showing how marketers are thinking about generative AI now that the hype has faded

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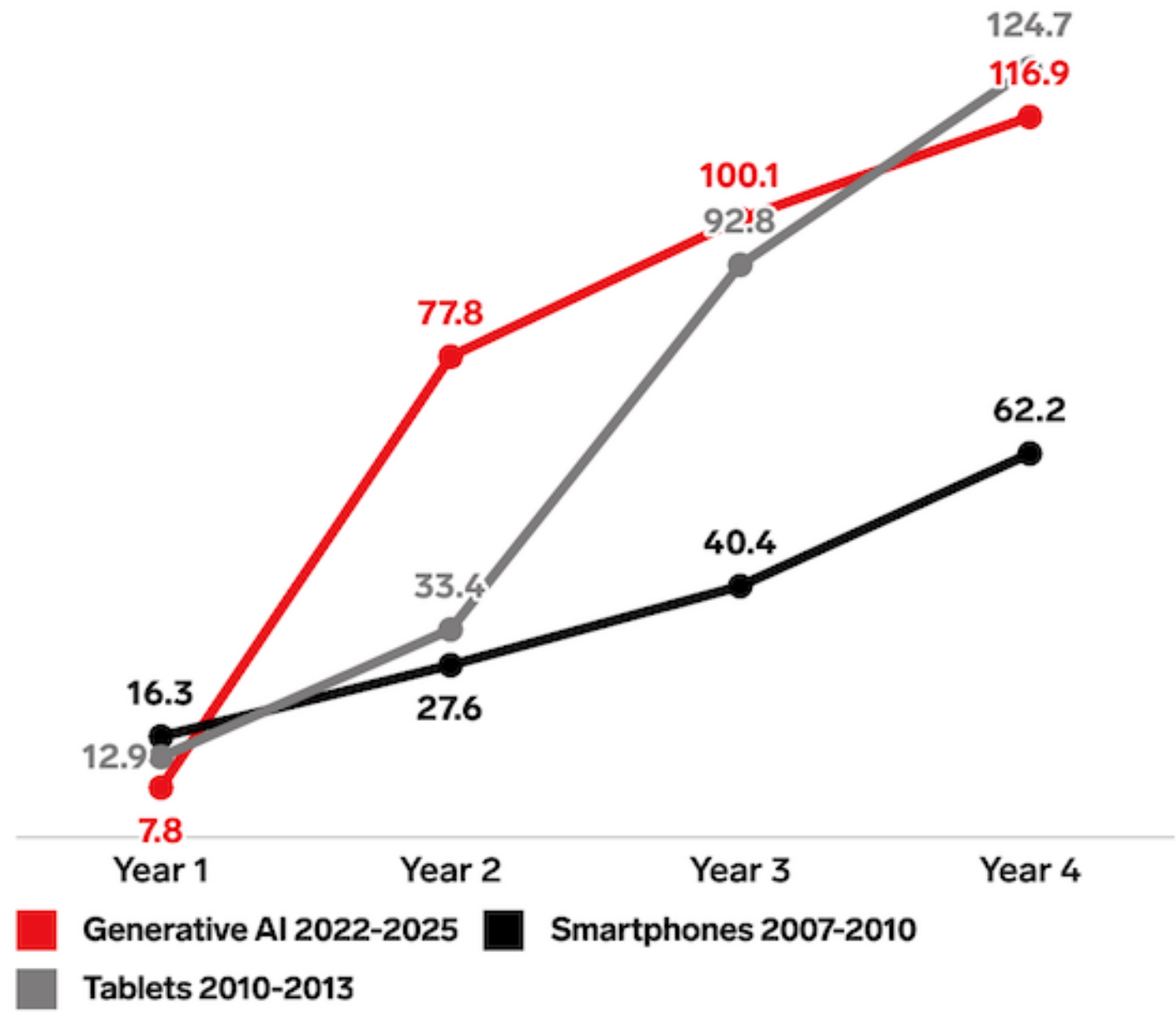
Generative AI hype has faded, but adoption is still increasing, uses are advancing, and it's influencing marketers' workflows and consumers' behaviors. Here are five charts breaking

down the current state of generative AI.

1. Generative AI adoption grew overnight

Generative AI Has a Steeper Initial Adoption Curve Than Other Recent Technologies

millions of US users



Note: individuals of any age who use each technology at least once per month; Year 1 for smartphones corresponds with the June 2007 release of the iPhone; Year 1 for

tablets corresponds with the April 2010 release of the iPad; Year 1 of generative AI corresponds with the November 2022 release of ChatGPT
Source: Insider Intelligence, June 2023

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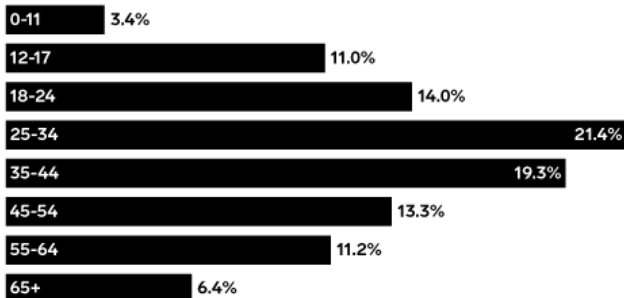
Generative AI has outpaced smartphones and tablets in speed of adoption in the US. The cost of adoption for generative AI is lower than smartphones and tablets. Most US consumers already own the hardware needed to experiment with generative AI and the tech is often free to use.

While the uptake has been fast, it may be harder for generative AI to outlive its hype. Smartphones and tablets both proved vital to US consumers—now generative AI needs to do the same.

2. Twentysomethings among top AI users

US Generative AI Users, by Age, 2023

% of generative AI users



Note: internet users who enter a prompt into a generative AI system via any device at least once per month

Source: Insider Intelligence | eMarketer, June 2023

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The biggest cohort of generative AI users in the US are 25- to 34-year-olds, accounting for over one-fifth of all monthly users, according to our forecast. That age group is likely to be in the workforce, making them prime candidates for using the tech.

The rate of generative AI use is fairly similar across people between the ages of 12 to 44 in the US. By 2025, more than half of the people in that age range will be monthly generative AI users, according to our forecast.

3. Chatbots reign in AI use

Generative AI Applications That Are Most Relevant to Their Business According to Executives Worldwide, April 2023

% of respondents

Chatbots—automating customer service and improving knowledge management (e.g., ChatGPT)	83%
Data—designing, collecting, or summarizing data (e.g., Jasper's Text Summarizer)	75%
Text—summarizing, automating, or translating content (e.g., ChatGPT)	71%
Search—AI-powered insights (e.g., Bing)	70%
Generating synthetic data (Capgemini's Artificial Data Amplifier)	61%
ML platforms—applications of machine learning (e.g., Slat)	54%
Code—testing/coding assistant (e.g., GitHub Copilot), converting code from one language to another (e.g., Codex, Capgemini's A2B Translator)	50%
Images—generating images (e.g., DALL-E)	48%
Audio—summarizing, generating or converting text in audio (e.g., Sonix)	34%
Video—generating or editing videos (e.g., Pictory, Synthesys)	26%
Gaming—generative AI gaming studios or applications (e.g., Ludo AI)	4%

Note: n=800 whose organizations have begun exploring generative AI
Source: Capgemini Research Institute, "Harnessing the Value of Generative AI: Top Use Cases Across Industries," July 6, 2023

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Some 83% of executives worldwide consider chatbots like ChatGPT the **most relevant use of generative AI to their business**, while 75% are optimistic about generative AI's use in data and 71% are interested in its text abilities.

More than one-fifth of people in the US will use ChatGPT at least once per month next year, according to our forecast.

4. But marketers see AI's power in writing and content

Top 5 Uses for Generative AI According to Marketers Worldwide, May 2023

% of respondents

1. Basic content creation	76%
2. Write copy	76%
3. Inspire creative thinking	71%
4. Analyze market data	63%
5. Generate asset images	62%

Note: among respondents in Australia, the UK, and the US who are using generative AI
Source: Salesforce survey conducted by YouGov as cited in company blog, June 5, 2023

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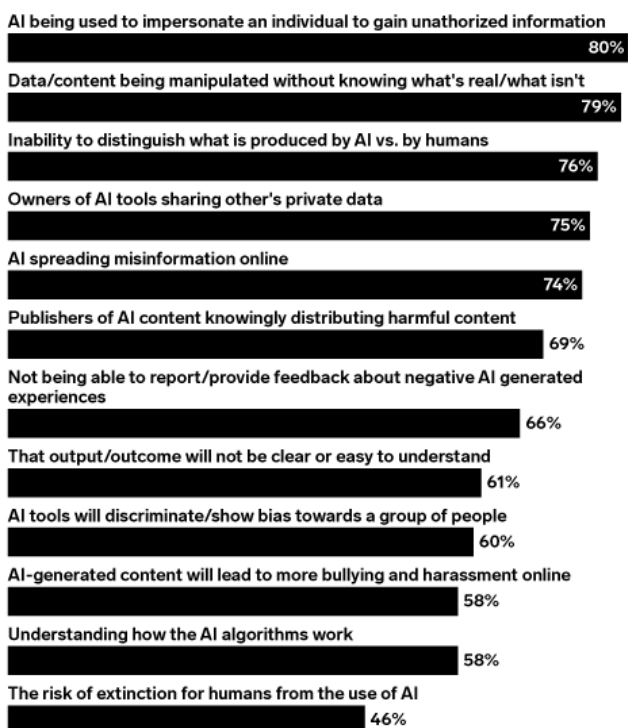
Marketers worldwide consider content creation and copywriting to be the most useful generative AI applications, according to a Salesforce survey conducted by YouGov. When it comes to creating that content, the tech is most useful for creating a first draft and content optimization, according to a Bynder survey of marketers worldwide.

Generative AI can help marketers create first drafts, but make sure there is human creation involved in order to avoid a glut of poor-quality content.

5. Privacy more worrying than extinction risk

Worries US Adults Have About AI, June 2023

% of respondents



Note: ages 18+ who selected "very" or "somewhat" worried
Source: Ipsos, "Consumer Tracker: Wave 77," June 12, 2023

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Four of US adults' top five AI concerns all involve impersonation, manipulation, and misinformation, according to Ipsos. Marketers using generative AI need to make sure they're being upfront with how they are using the tech.

There's also an opportunity for providing a genuine voice to consumers. As the volume of AI-generated content increases, people will be less inclined to believe what they see online. Real,

human voices can cut through that noise.

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