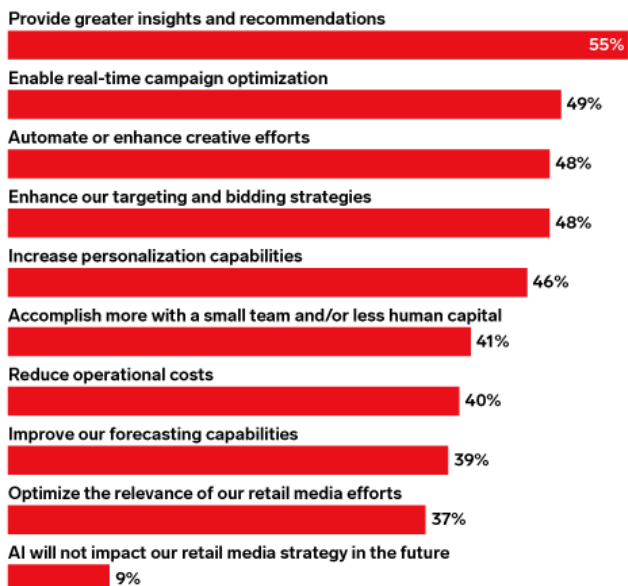# EMARKETER

Marketers expect AI to improve retail media recommendations

Article

Expected Impact of AI on Retail Media Strategy According to US Agency/Marketing Decision-Makers, July 2024

% of respondents

Provide greater insights and recommendations	55%
Enable real-time campaign optimization	49%
Automate or enhance creative efforts	48%
Enhance our targeting and bidding strategies	48%
Increase personalization capabilities	46%
Accomplish more with a small team and/or less human capital	41%
Reduce operational costs	40%
Improve our forecasting capabilities	39%
Optimize the relevance of our retail media efforts	37%
AI will not impact our retail media strategy in the future	9%

Note: n=153
Source: Quartile, "Retail Media Pulse: Insights and Outlook" conducted by NewtonX, Sep 11, 2024

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Key stat: 55% of US agency and marketing decision-makers expect AI to improve retail media by offering greater insights and recommendations, according to a July 2024 study from Quartile and NewtonX.

Beyond the chart:

- 45% of marketing professionals worldwide are leaning into AI and machine learning to improve behavior-driven personalized recommendations, according to Q4 2023 data from Dynata and Netcore.

- 52% of marketers predict AI will enable highly personalized shopper experiences, according to Cooler Screens.

Use this chart: Marketers and retailers can use this chart to make the case for retail media investment in AI and determine AI use cases for retail media networks.

Related EMARKETER reports:

- Generative AI for Search in Retail *(Subscription required)*

- [Generative AI for Personalization in Retail](#) *(Subscription required)*