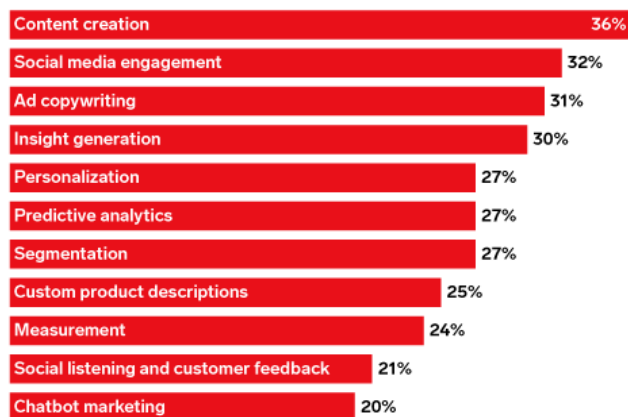# How is AI helping CMOs and their teams?

## Article

- **AI boosts efficiency and creativity.** In a May 2024 BCG survey, about 80% of CMOs worldwide reported that AI has improved productivity. The CMOs identified the following generative AI (genAI) use cases as top budget priorities: content creation, social media engagement, and ad copywriting.

"Parts of our creative teams have been using [genAI] for ideation and iteration. It helps them trial ideas ... to see how they look without having to do photo shoots or time-consuming artwork themselves ... on the way to a campaign idea or creative execution."

ALEX SCHULTZ
CMO AND VP OF ANALYTICS, META

**Generative AI Use Cases That Will Be Top Budget Priorities According to CMOs Worldwide, May 2024**
% of respondents

| Use case | % |
|---|---|
| Content creation | 36% |
| Social media engagement | 32% |
| Ad copywriting | 31% |
| Insight generation | 30% |
| Personalization | 27% |
| Predictive analytics | 27% |
| Segmentation | 27% |
| Custom product descriptions | 25% |
| Measurement | 24% |
| Social listening and customer feedback | 21% |
| Chatbot marketing | 20% |

Note: n=200
Source: Boston Consulting Group (BCG) and Association of National Advertisers (ANA), "How CMOs Are Shaping Their GenAI Future," June 12, 2024

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- **AI enhances decision-making by analyzing customer data.** AI helps marketers understand behavior and preferences. And it has made marketing more data-driven, agile, and aligned with AI-driven revenue intelligence and sales forecasting.

> "You can find ideal prospects using AI, using the characteristics and attributes of your current customers. ... There's win-loss analysis ... and using AI to understand what's working and what's not working in the sales process."

BRAD MEHL
FRACTIONAL CMO, BOUNDLESS MARKETS

- **AI can help marketing teams do more with less.** For instance, AI can streamline back-end processes, such as data management and understanding customer sentiment, freeing up marketers for more strategic work.

> "AI is amazingly helpful with filling in the data gaps, cleaning data, and uncovering trends with data. ... It would've taken us forever ... to gather all the [customer] notes and then analyze them. [AI] does that for you, ... and my team can do more creative, interesting, and impactful things."

KEN YANHS
CMO, ZOOVU

- **AI can support customer-centric strategies.** AI-powered tools, like chatbots and product discovery engines, enable real-time, tailored customer experiences. CMOs are also using AI to retain customers through loyalty programs and reengage at-risk subscribers—yet they stress the importance of maintaining the human touch.

"We're seeing higher levels of revenues from customers using the AI functionality on the platform, ... [but] we still need that human ingenuity and sensibility to decipher what makes sense for the brand."

MICHELLE TAITE
CMO, MAILCHIMP

**AI Technologies That Will Significantly Impact How Customer Experience Professionals Worldwide Engage Customers, April 2024**
*% of respondents*

| Technology | % |
|---|---|
| AI-powered bots for customer self-service | 60% |
| Automated customer interaction routing | 53% |
| Automated contextual knowledge for agents to streamline customer conversations | 47% |
| The use of generative AI for knowledge summarization | 41% |
| Intelligent workforce forecasting and scheduling | 36% |

Note: in the next 12 months
Source: Verint, "The State of Digital Customer Experience Report 2024," July 24, 2024

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Read the full report, How CMOs Are Using AI to Transform Their Strategies.

**Report** by Kelsey Voss Oct 15, 2024

# How CMOs Are Using AI to Transform Their Strategies