

5 charts on AI's role in marketing

Article

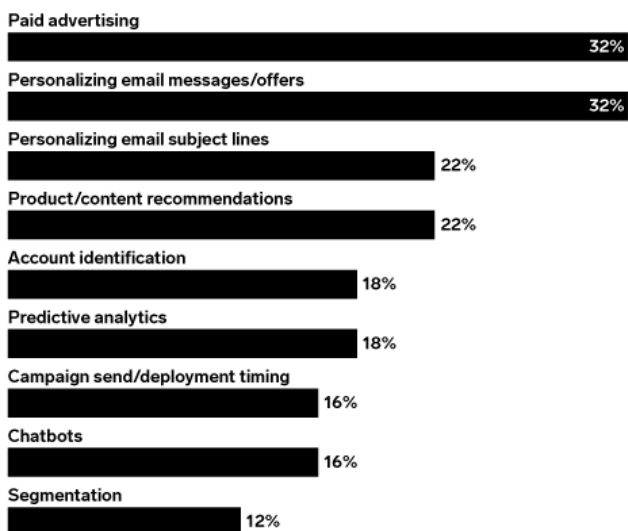
Generative AI is everywhere. **Business Insider** used it to write a story on the stock market, **Mint Mobile** used it to write an ad, and **Microsoft** is investing \$10 billion in **OpenAI**, maker of ChatGPT.

Here are five charts on where the technology could be headed this year.

1. AI may be moving toward the bottom of the funnel

In Which Areas Are Marketers Worldwide Currently Testing or Utilizing the Use of AI in Conjunction with Their Marketing Automation?

% of respondents, Feb 2022



Source: Ascend2, "The State of Marketing Automation 2022," March 9, 2022

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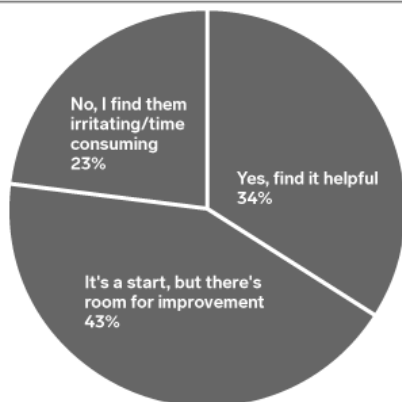
Marketers are using AI to help with their more top-of-funnel efforts, but that may soon change.

Marketing operations, analytics, and technology is **one of the top areas of investment** for marketers in the year ahead, according to Matter Communications. AI could take on a bigger role in measurement and analytics as marketers attempt to optimize their campaigns.

2. CX is one possible home for AI

Extent to Which US Adults Find AI Chatbots Helpful in Customer Service, Feb 2022

% of respondents



Note: ages 18+

Source: CDP.com, "Getting Personal: Consumer Perspectives on AI in Marketing and Customer Service," May 12, 2022

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Marketers will also use AI to enhance the customer experience (CX). **Companies often use chatbots** to answer routine or frequently asked customer service questions, freeing up human agents to tackle the larger issues. However, it's unclear if those automations will actually result in more efficient customer service.

3. Forward momentum might be slow

Factors Hampering Responsible AI Initiatives at Their Company According to Executives Worldwide, Spring 2022

% of respondents



Note: respondents indicated factors that prevent the starting, sustaining, or scaling of initiatives to a moderate or great extent

Source: MIT Sloan Management Review and Boston Consulting Group (BCG), "To Be a Responsible AI Leader, Focus on Being Responsible," Sep 20, 2022

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More than half (54%) of executives worldwide feel their companies lack the expertise and talent to implement AI, according to a Boston Consulting Group and MIT Sloan Management Review survey. Other barriers include a lack of training and knowledge among staff members, buy-in from senior leaders, funding or resources, and awareness about AI.

These barriers are **unlikely to change in the year ahead** as budgets are tapped, margins are tighter than ever, and layoffs continue.

4. Privacy takes priority

Biggest AI-Related Risks US Executives Are Currently Facing, Jan 2022

% of respondents



Note: n=500 C-level executives who are involved in decision-making for their organization's adoption, use, and management of AI-enabled tools
Source: Baker McKenzie, "Risky Business: Identifying Blind Spots in Corporate Oversight of Artificial Intelligence" conducted by Coleman Parkes, March 30, 2022

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For all its benefits, there is risk associated with AI technology, mainly cybersecurity and data privacy.

We believe that 2023 will be the year that the **privacy panic** sets in as marketers prepare for cookie deprecation and statewide privacy laws.

Marketers will need to figure out how AI fits into their privacy plans and ensure they have protections in place for consumers and their businesses alike.

5. There's a long road ahead

Current vs. Expected Adoption of AI Within Select Job Functions at Their Company According to Executives Worldwide, June 2022

% of respondents

	Not using	Piloting use cases	Limited adoption	Widescale adoption	AI is critical
Current adoption					
IT	2%	9%	22%	47%	20%
Supply chain/manufacturing	6%	16%	32%	34%	11%
Product development	6%	17%	42%	23%	11%
HR	4%	19%	42%	23%	10%
Finance	6%	14%	25%	46%	8%
Marketing & advertising	4%	34%	37%	20%	5%
Sales	4%	26%	46%	20%	3%

Expected adoption in 2025

IT	2%	9%	17%	22%	49%
Finance	3%	10%	22%	21%	43%
Supply chain/manufacturing	4%	8%	18%	30%	38%
HR	3%	11%	19%	39%	27%
Sales	2%	12%	26%	37%	24%
Product development	2%	13%	18%	46%	21%
Marketing & advertising	3%	12%	21%	44%	20%

Note: n=600 in senior technology roles; responses of "not applicable/not sure" not shown; numbers may not add up to 100% due to rounding

Source: MIT Technology Review Insights, "CIO Vision 2025: Bridging the Gap Between BI and AI" sponsored by Databricks, Sep 20, 2022

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The use of AI in marketing and advertising will become more widespread in the years to come, with a fifth (20%) of executives worldwide saying that it will be "critical" to their job functions by 2025, according to a MIT Technology Review Insights report sponsored by Databricks. But the amount of resources needed to implement AI solutions (both monetary and human) may mean that its ideal state is quite a few years away.

Don't wander AI-mlessly: AI has the potential to transform marketing, but until budgets and resources are freed up, it won't be doing any heavy lifting.

As a consolation prize, here's a haiku from ChatGPT:

Silent mind awake,

Thoughts beyond human control,

AI mind at work.

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