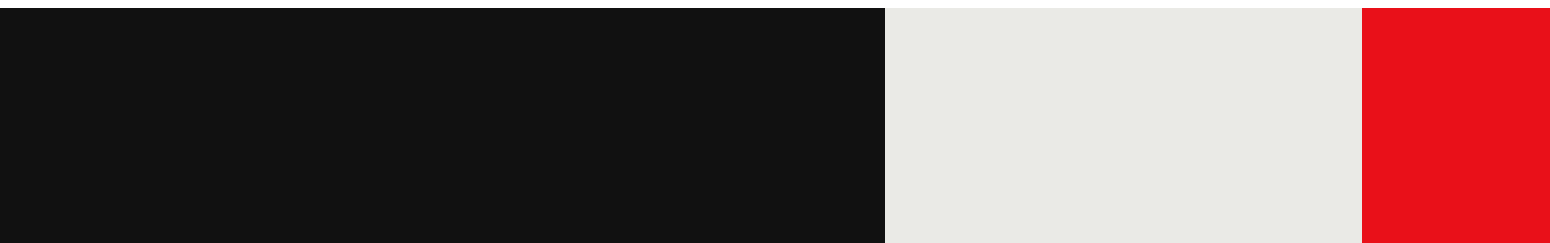# GenAI's current uses are many, but not yet what most expected
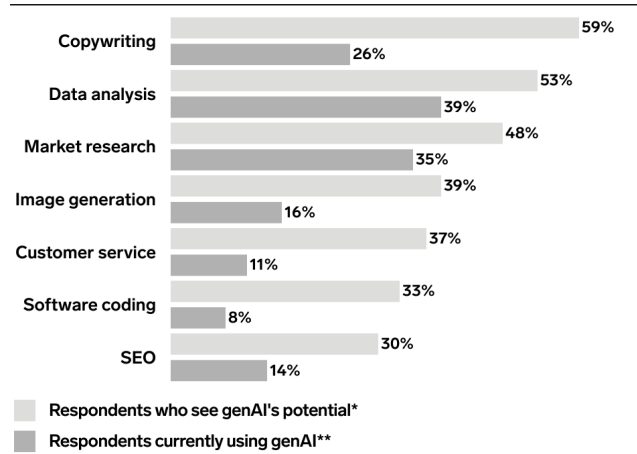
Article

The biggest gap between potential and reality rests in finished products. In the spring, Mediaocean found that nearly 6 in 10 advertising professionals thought the greatest potential for genAI was in copywriting. Half a year later, barely more than a quarter of advertising professionals said they were using genAI for that. Similarly, there was a 23-percentage-point gap between how many advertisers saw potential in genAI as an image generator and how

many advertisers are currently using it for that purpose, the fourth-largest gap in Mediaocean's survey.

Though Marketers See GenAI's Potential, Its Use Is Still Limited in Key Areas
% of marketing professionals worldwide, April 2023 & Nov 2023

	See genAI's potential*	Currently using genAI**
Copywriting	59%	26%
Data analysis	53%	39%
Market research	48%	35%
Image generation	39%	16%
Customer service	37%	11%
Software coding	33%	8%
SEO	30%	14%

Respondents who see genAI's potential*
Respondents currently using genAI**

Note: n=1,000+; *April 2023 survey; **Nov 2023 survey
Source: Mediaocean, "2024 Advertising Outlook Report," Jan 4, 2024

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Data analysis is an early winner

- **Analysis and research are early use cases.** While there is still a big gap between perceived potential and reality, data analysis and market research are where the gap is smallest. More than a third of respondents to the Mediaocean survey said they were using genAI for each of those.

- **Democratized access to insights and information rapidly speeds things up.** As advertising has gotten more digital, it has created expectations around measurement and analysis that are sometimes difficult to meet in the face of ever-growing output, especially at small agencies or within in-house teams. While genAI's results still need to be checked, it is already doing a lot to close that gap at both enterprise and small agencies, as well as among brands' in-house operations.

Report by Max Willens Mar 14, 2024

GenAI in Advertising