

# 3 in 4 marketers are using AI for content creation— with most ‘cautiously optimistic’ about its ability to drive growth

Article

**The news:** Marketers' **enthusiasm for AI** is rated at 7 out of 10, with most "cautiously optimistic" about its ability to drive growth, according to a new World Federation of Advertisers study. Seventy-four percent of respondents are already **using AI tools for content generation**.

- AI's use in personalization and customer experience is a priority for 58% of marketers, highlighting the trend toward tailoring content and interactions to individual consumer preferences.
- Over half of marketers (55%) in the study use AI for content ideation, indicating the tech's value in generating new concepts and strategies. Forty-six percent of respondents believe that AI can enhance creativity.
- Almost half (45%) of the respondents use AI to gather consumer insights, showcasing AI's role in understanding market trends and customer behaviors, while 38% see it as a driver for business growth.
- Maintaining relevance in the face of change is a benefit perceived by 35% of respondents, suggesting marketers value AI for staying competitive amid industry disruption. A smaller segment (30%) sees AI as a means to carve out a competitive advantage, possibly through differentiation.
- Despite fears, AI is seen as a positive tool for strategic growth and tackling challenges related to brand safety and diversity.

**AI's broader influence:** AI is set to reshape 40% of jobs globally, 60% in advanced economies.

- In new analysis released in conjunction with the World Economic Forum in Davos this week, the International Monetary Fund (IMF) recognized AI's dual potential to boost productivity and displace certain jobs and urged adaptation, especially in lower-income nations.
- A PwC survey unveiled in Davos shows a quarter of CEOs anticipate AI will lead to a **minimum 5% job reduction** this year, with media, banking, insurance, and logistics expecting the most significant impact. Roles particularly susceptible to automation are likely to be most at risk.
- However, there is a silver lining: Nearly half of the surveyed executives believe **AI will enhance productivity and profitability within the next year**, albeit with an understanding that workforce skill sets must evolve.

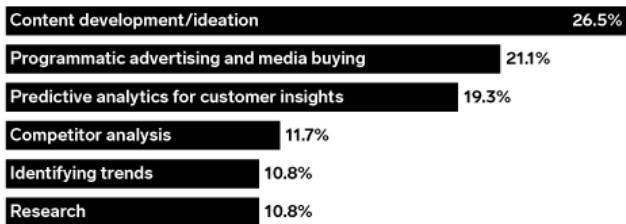
**Our take:** While AI presents challenges, particularly in job security and the need for upskilling, it also offers a wealth of opportunities for efficiency and creativity in marketing.

- The WFA findings align with recent data suggesting that AI can deliver more creative and strategic endeavors.
- The onus is on marketing leaders to harness AI's potential responsibly, ensuring that while they strive for innovation and competitive advantage, they also maintain a commitment to ethical practices and workforce well-being.
- Regardless of the short-term impact on marketing flows, it is clear that adaptability and foresight will be the markers of progress for marketers interested in long-term success in the field.

---

**Great Benefits From Using AI Tools in the Area of Marketing/Communications According to US CMOs, Oct 2023**

% of respondents



Note: n=270; excludes "Other" responses; numbers may not add up to 100% due to rounding  
Source: Matter Communications, "2024 Marketing Outlook Survey," Nov 2, 2023

283798

Insider Intelligence | eMarketer