

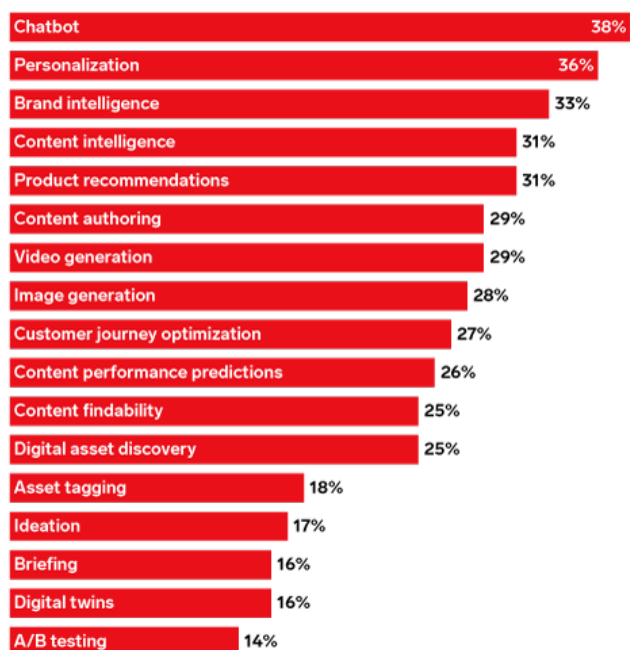
# Chatbots are marketers' most popular use case for AI

Article



## Use Cases for AI Marketers Worldwide Find Most Impactful in the Delivery of Digital Experience (DX), Sep 2024

% of respondents



Source: Advanis and Sitecore, "DX Vision 24," Oct 9, 2024

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**Key stat:** 38% of marketers worldwide cite [chatbots](#) as the most impactful AI use case for enhancing the digital experience, according to a September 2024 survey by Advanis and Sitecore.

### Beyond the chart:

- 82% of marketing executives worldwide are either already using or planning to implement [AI-powered chatbots](#) for customer interactions within the next 6 to 12 months, according to a July 2024 SAS survey conducted by Coleman Parkes Research.
- AI-powered chatbots are popular for [customer service](#) due to their high impact and relatively easy implementation, per EMARKETER analysis. However, while marketers view chatbots as valuable, 45% of US consumers see them unfavorably, according to a July 2024 CivicScience survey.

**Use this chart:** Marketers can use this chart to identify which AI use cases to prioritize and highlight how AI-powered chatbots are a key tool for enhancing the digital experience.

## Related EMARKETER reports:

- [Generative AI for Ad Targeting](#) *(Subscription required)*
- [How CMOs Are Using AI to Transform Their Strategies](#) *(Subscription required)*

*Note: Respondents were asked, "Which of the following use-cases for AI would you find most impactful for your organization in the delivery of digital experiences?"*

*Methodology: Data is from the October 2024 Advanis and Sitecore report "DX Vision 24." 625 marketers worldwide were surveyed during July-September 2024. Respondents were located in Australia, the UK, and the US, and currently work in-house for companies with at least 100 employees.*