

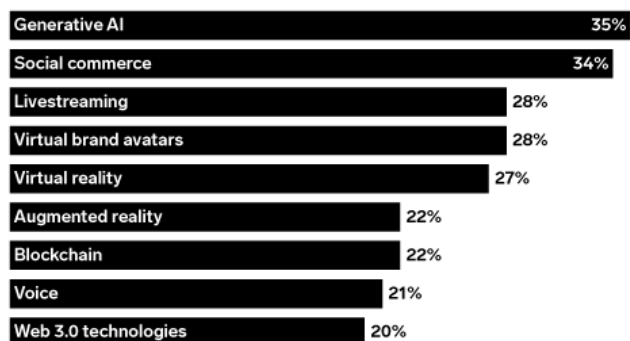
CMOs call on generative AI for a great brand experience

Article

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Technologies CMOs Worldwide Are Using for a Great Brand Experience, May 2023

% of respondents



Source: Dentsu Creative, "CMO Report 2023: Creativity at a Crossroads," Sep 7, 2023

283199

Insider Intelligence | eMarketer

Key stat: Over a third (35%) of CMOs worldwide are using generative AI to create a great brand experience, per Dentsu Creative.

Beyond the chart:

- Social commerce was the No. 2 technology with 34% of CMOs investing in it. Social commerce sales will rise by 23.5% next year, according to our forecast.
- Generative AI can help marketers get closer to one-to-one personalization, providing tailored marketing copy, discounts, or product recommendations. But marketers must be careful not to creep consumers out or use their data in ways that make them uncomfortable.
- At the end of the day, human oversight of AI-generated content is essential, said our analyst Kelsey Voss [on a recent webinar](#), particularly when it comes to complex decision-making or when empathy is required.

Use this chart:

- Identify which technologies CMOs are using to enhance the brand experience.

More like this:

- [How marketers can prepare for generative AI now: Upskill, personalize, and localize](#)
- [3 ways Poshmark uses AI to grow its business](#)
- [5 takeaways on generative AI, data, and personalization from Advertising Week New York 2023](#)

- For marketing at scale, generative AI's use hinges on trust and the human touch

Note: Respondents were asked "Which of these technologies are you using?" Data was provided to Insider Intelligence by Dentsu.

Methodology: Data is from the September 2023 Dentsu Creative "CMO Report 2023: Creativity at a Crossroads." Over 700 CMOs worldwide were surveyed during May 2023.