IBM says generative AI has improved its marketing engagement and efficiency

Article

The news: **IBM**'s innovative use of **Adobe**'s **Firefly AI** image generator in marketing campaigns has **significantly increased engagement and efficiency**, according to a case study

shared with Axios.

- By generating 200 images and over 1,000 variations, IBM's AI-driven campaign achieved **26 times higher engagement compared with traditional methods.** IBM is sharing its success story, emphasizing the efficiency and effectiveness of generative AI in content creation.

  Zoom out: Media companies lead the pack in adopting genAI for marketing, with 63% already allocating budget to these initiatives, per Capgemini data from October 2023.

- Image generation is a notable genAI application that 16% of marketing professionals use globally, per Mediaocean. Still, that dramatically lags behind responses such as data analysis (39%) and market research (35%).

  Firefly 101: Commercially available since last September, Firefly is integrated across Adobe's platforms.

- The tool includes a Content Credentials feature for transparency, ensuring generated content is ethical and legally sound.

- The model, trained on Adobe's stock and copyright-expired public domain content, emphasizes responsible AI use and content authenticity, potentially setting a standard for AI platforms industrywide.

  Why it matters: This surge in engagement highlights genAI's critical role in marketing, showing its ability to enhance efficiency, reduce costs, and boost campaign effectiveness in the corporate world.
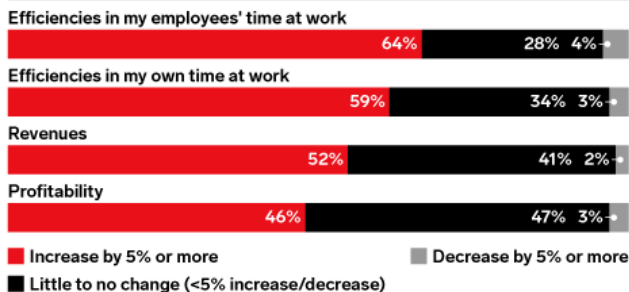
- By next year, 75% of CMOs anticipate their organizations will embrace generative AI for crafting content, per IBM's Institute for Business Value (IBV). The report found that more than 42% of CMOs said scaling hyper-personalization is a marketing priority, and 64% expect to use genAI for content tailoring in the next year or two.

- With legal and ethical considerations at the forefront, Adobe's commitment to indemnifying businesses and focusing on copyright-safe sources positions Firefly as a valuable tool.

  Our take: IBM's work marks a notable milestone in the integration of AI in marketing. It showcases not just a leap in engagement rates but a way to deliver more personalized, efficient, and ethically aware marketing practices.

- IBM is touting its success with a vendor's genAI at the same time it is publishing thought leadership content on genAI's business value—which could be seen as self-serving.

- Nevertheless, the potential for AI to revolutionize how companies engage with their audiences is immense, promising a future where creativity and technology go hand in hand to produce content that resonates more deeply with consumers.

Benefits of Generative AI at Companies According to CEOs Worldwide, Nov 2023
% of respondents

Efficiencies in my employees' time at work
| 64% | 28% | 4% |

Efficiencies in my own time at work
| 59% | 34% | 3% |

Revenues
| 52% | 41% | 2% |

Profitability
| 46% | 47% | 3% |

■ Increase by 5% or more   ■ Decrease by 5% or more
■ Little to no change (<5% increase/decrease)

Note: in the next 12 months; numbers may not add up to 100% due to rounding
Source: PwC, "27th Annual Global CEO Survey: Thriving in an Age of Continuous Reinvention," Jan 15, 2024

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