

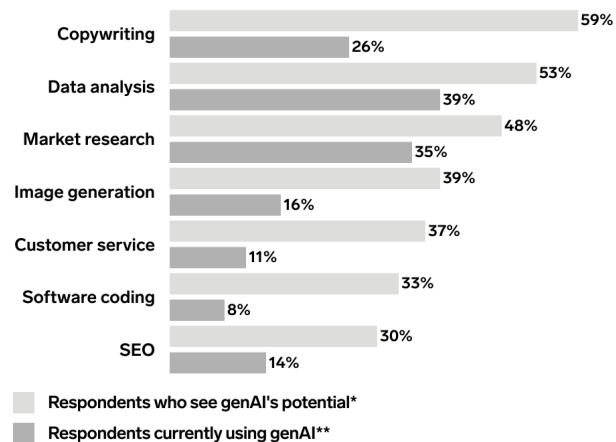
# Generative AI's actual use isn't meeting its perceived marketing potential—yet

Article



## Though Marketers See GenAI's Potential, Its Use Is Still Limited in Key Areas

% of marketing professionals worldwide, April 2023 & Nov 2023



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

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**Key stat:** Marketers currently use generative AI the most for data analysis (39%) and market research (35%). Though 59% of marketers see potential for generative AI in copywriting, just 26% use it for that purpose, per Mediaocean.

### Beyond the chart:

- The potential marketers saw for generative AI in April 2023 didn't match up with how they were actually using the tech in November 2023.
- Nearly one-fourth (24.0%) of people in the US will use generative AI at work in 2025, per our June 2023 forecast. That's up from 13.3% in 2023. As more people adopt the tech, it could fulfill its early potential.
- Marketers disagree over Sam Altman's prediction that generative AI will handle 95% of what they do today, but marketers should still be upskilling now for [how AI will impact creative work](#).

### Use this chart:

- Determine current and future use cases for generative AI.
- Demonstrate generative AI's progress.

### More like this:

- Exclusive: Two-thirds of retailers expect to implement genAI in 2024
- 4 analyst suggestions for content marketers using generative AI
- Five ways AI supports email marketing
- By 2027, enterprise spending on generative AI will multiply nearly eightfold in five years