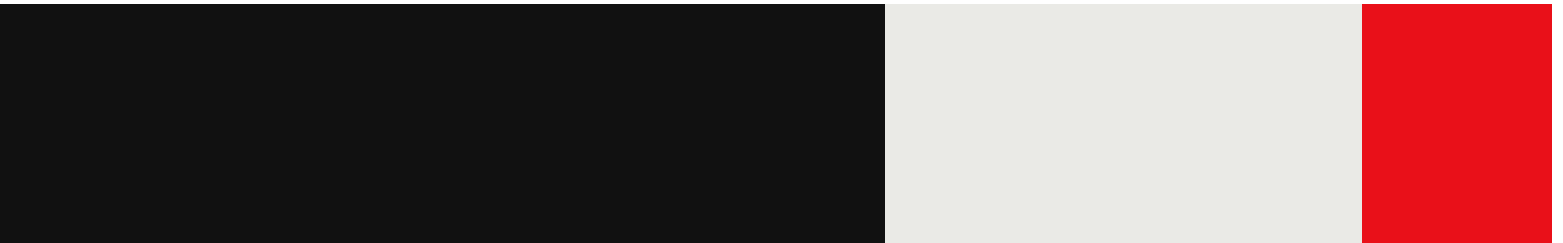


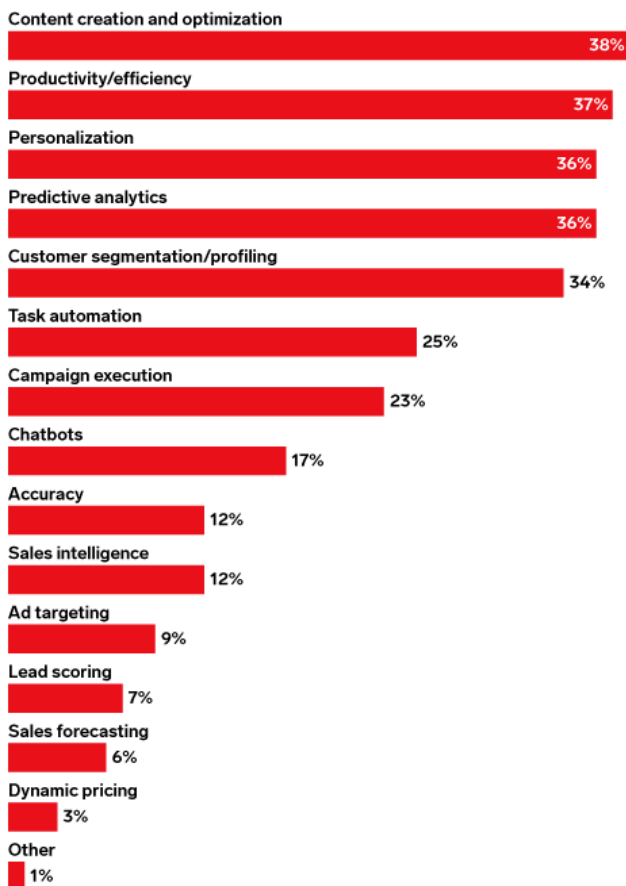
More than a third of CMOs lean on genAI for productivity, personalization, and more

Article



Areas Where CMOs Worldwide See Generative AI Having the Most Application and Integration in 2024, Q1 2024

% of respondents



Source: CMO Council, "CMO Intentions 2024: Fueling Martech Innovation Through AI" in partnership with Zeta Global, May 23, 2024

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Key stat: Nearly 4 in 10 (38%) CMOs globally say content creation and optimization is the area with the most application and integration for generative AI, according to May 2024 data from the CMO Council and Zeta Global.

Beyond the chart:

- In the next five years, adults worldwide think **generative AI will have the biggest impact** on social media companies (72%), search engine companies (71%), the news media, and scientists (both 66%), according to data from YouGov and Reuters Institute for the Study of Journalism at the University of Oxford.
- **Generative AI helps reduce the content creation burden:** 61% of marketers use AI for social media to reduce staff workloads, per Hootsuite. Some 86% use it to edit and refine text, while

82% use it to create ad text from scratch.

- Widespread AI use means increased risk of deep fakes. This is why the **Coalition for Content Provenance and Authenticity (C2PA) has created a standard** to display a piece of content's origin. To create a record of content history, the standard uses tech similar to the way retailers protect credit card data using SSL encryption.

Use this chart:

- Illustrate areas where generative AI can improve efficiency and productivity.
- Make the case for investing in generative AI.

More like this:

- **CEOs expect efficiency, cost savings from generative AI by 2025**
- **Generative AI isn't the content creation engine that marketers anticipated—yet**
- **5 charts revealing how marketers use AI right now**
- **People think social media, search companies most impacted by generative AI**

Note: Respondents were asked, "Where do you see generative AI having the most application and integration in 2024?"

Methodology: Data is from the May 2024 CMO Council report titled "CMO Intentions 2024: Fueling Martech Innovation Through AI" in partnership with Zeta Global. Almost 200 C-level executives worldwide were surveyed during Q1 2024. Respondents held CMO/chief revenue officer/chief growth officer/chief experience officer/senior vice president/vice president titles at companies located in North America and Europe in various industries.