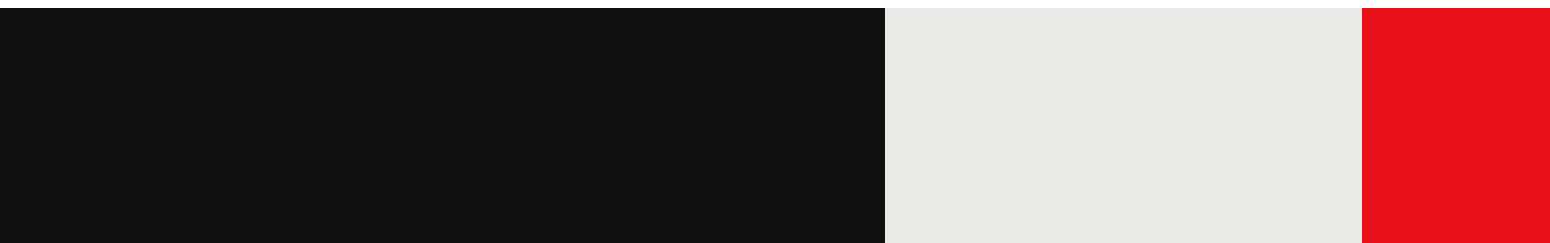



5 charts revealing how marketers use AI right now

Article

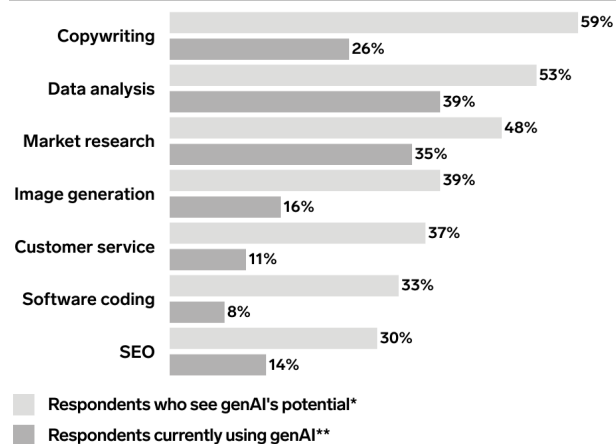


Generative AI is still maturing, but marketers aren't waiting to fold it into their workflows, including content creation to audience segmentation. Marketers' top use case is personalization, but they say copywriting has the most potential. Here are five charts demonstrating how marketers are using generative AI right now.

1. AI's use hasn't met its potential yet

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

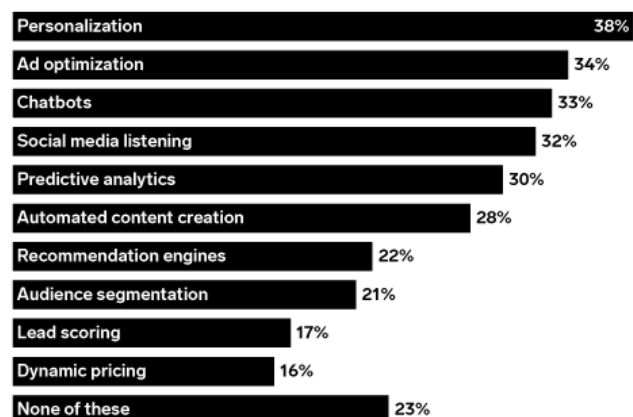
350902 Insider Intelligence | eMarketer

Across key areas, marketers see **potential for generative AI**, but their actual use of the tech isn't matching up. For example, over half (59%) of marketers see potential for AI use in copywriting, but only 26% actually use it for that, according to Mediaocean. Use for key tasks will likely grow as generative AI matures, but for now it's still in the adoption stage.

2. Marketers are using AI the most for personalization

Marketing Tasks Marketers Worldwide Have Used AI-Powered Solutions to Accomplish, Dec 2023

% of respondents



Source: Ascend2, "Leveraging AI in Marketing," Jan 4, 2024

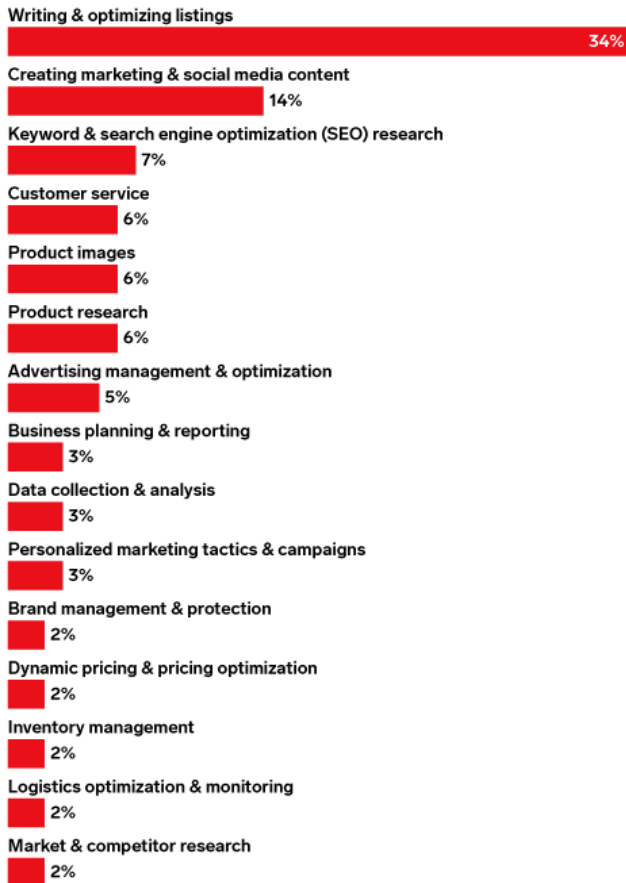
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The No. 1 task for which marketers use AI is personalization (38%), with ad optimization (34%), and [chatbots](#) (33%) following, according to Ascend2. Both of these involve some level of content creation, but only 28% are using AI to automate that process.

3. On Amazon, AI use helps write and optimize listings

Ways in Which Amazon Sellers/Brands Worldwide Are Using AI on Amazon, Jan 2024

% of respondents



Note: among first- and third-party sellers with at least 1 live product listing on Amazon; responses with 1% or less are not shown

Source: Jungle Scout, "The State of the Amazon Seller: 2024," Feb 14, 2024

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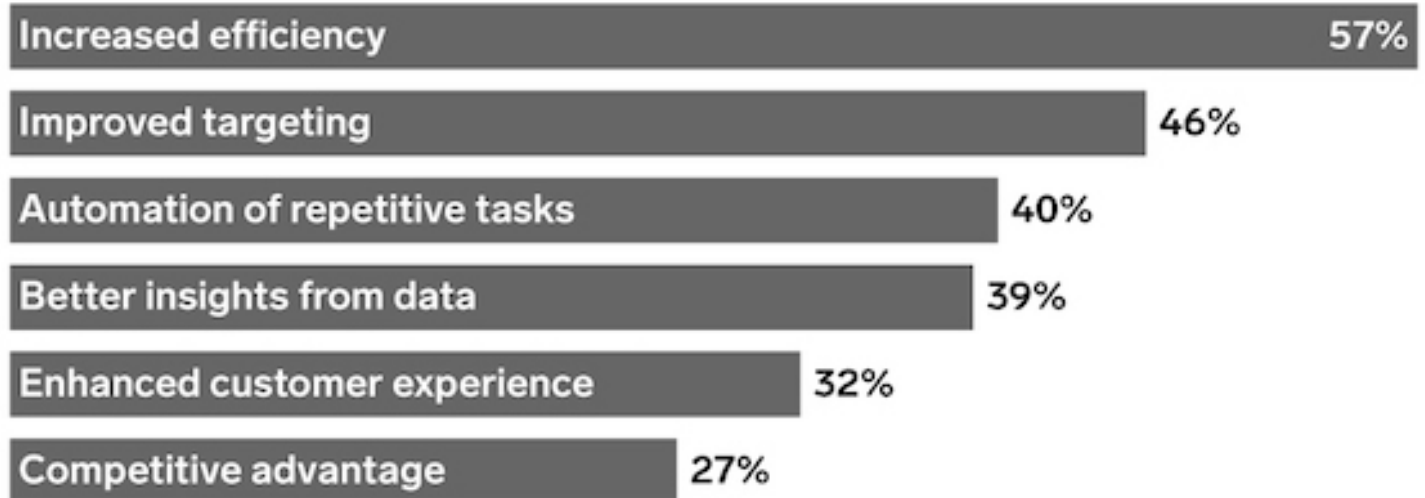
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AI use cases are slightly different for [Amazon](#) sellers, who primarily use the tech to [write and optimize listings](#). Amazon is folding AI into more of its processes, most recently offering sellers the ability to [generate listings by using an existing link](#). As these AI integrations expand, more sellers will use AI, perhaps without even realizing they're using the tech.

4. Marketers' main AI goal is efficiency

Key Benefits of Using AI in Marketing According to Marketers Worldwide, Dec 2023

% of respondents



Source: Ascend2, "Leveraging AI in Marketing," Jan 4, 2024

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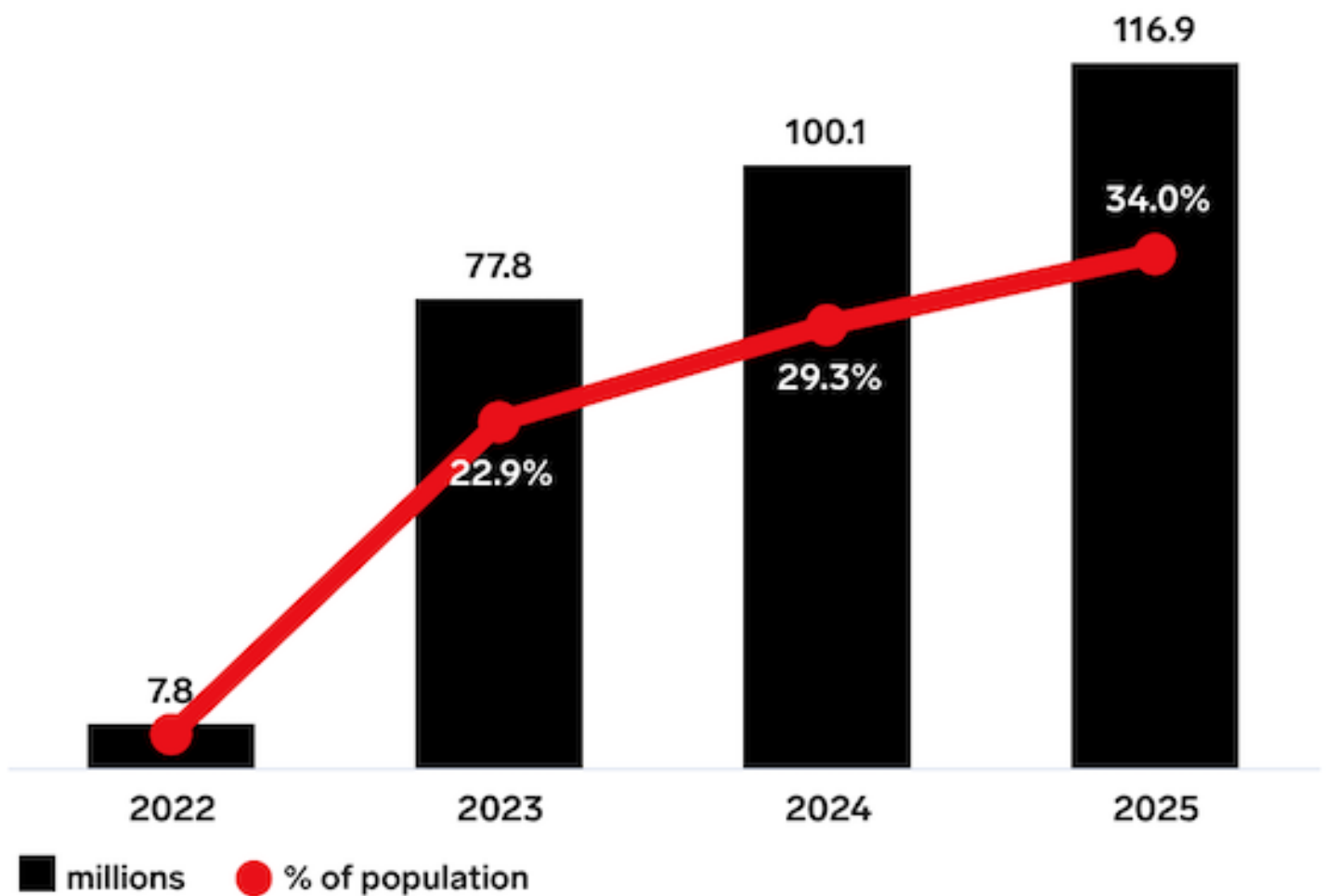
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Marketers' primary reason for using AI is efficiency, per data from Ascend2, which is important as many [marketers need to do more with less](#). Many are also improving targeting, which is vital as [the cookieless future becomes the cookieless present](#).

5. Generative AI's users keep climbing

Generative AI Users

US, 2022-2025



Note: internet users of any age who enter a prompt into a generative AI system via any device at least once per month

Source: Insider Intelligence | eMarketer, June 2023

Insider Intelligence | eMarketer

In the US, 100.1 million people will be generative AI users this year. That's way up from 7.8 million just two years ago. As use climbs, expect potential uses of AI to become actual uses of AI.

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