

# Five Charts: How Marketers Use AI

## Article

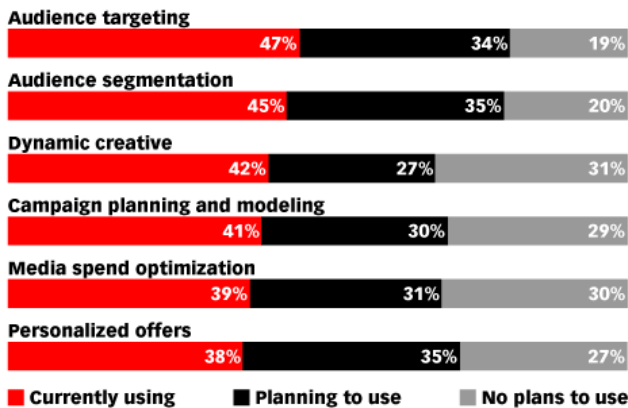
**M**arketers' uptake of artificial intelligence (AI) is poised to grow as **more companies invest** in the emerging technology.

Two of the most popular ways that marketers are applying AI are **for ad targeting and audience segmentation**. In a May 2018 survey of 400 digital advertising professionals worldwide **conducted by Econsultancy and MediaMath**, just one-fifth of respondents said that they don't plan to use AI for audience targeting or audience segmentation. Nearly half of those polled already do.

Grouping together and reaching users has become a pragmatic way for marketers to apply AI. Cloud conglomerates like Nielsen, IBM and Salesforce have **invested millions in AI products** that automate the creation of custom audience segments for marketers.

**Are Advertisers\* Worldwide Using Artificial Intelligence for Select Digital Ad Tactics?**

% of respondents, May 2018



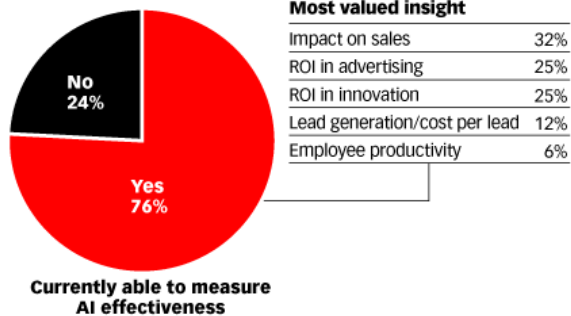
Note: n=260; \*includes ad agencies, brand advertisers and tech vendors  
 Source: Econsultancy, "Dream vs. Reality: The State of Consumer-First and Omnichannel Marketing" in partnership with MediaMath, Sep 10, 2018  
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AI also gives marketers additional insights about their customers.

In an April 2018 survey of 200 US marketers conducted by **LoopMe** and **Sapio Research**, one-third of respondents said that the most valued insight they get from AI is how their ads impact sales.

**Which Insight Do US Marketers Value Most from Their Artificial Intelligence Investment Measurements?**

% of respondents, April 2018



Note: n=179 who use AI  
 Source: LoopMe and Sapio Research, "LoopMe Research Findings - USA," Aug 8, 2018  
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AI is also used for data analysis. In a January 2018 survey of 2,665 senior creative and design professionals worldwide conducted by Adobe and Econsultancy, data analysis was AI's most common use case among client-side and agency respondents.

**What Are Agency vs. Client-Side Creative & Design Professionals Worldwide Using Artificial Intelligence for? Jan 2018**

% of respondents

	Client-side	Agency
Analysis of data	54%	45%
Email marketing	29%	40%
Creative and design work	29%	28%
Programmatic advertising	24%	34%
Automated campaigns	22%	36%
Content creation	22%	34%
On-site personalization	22%	36%
Optimization and testing	20%	28%
Video recognition or processing	20%	21%
Image recognition or processing	17%	23%
Digital asset management	15%	19%
Automated offers (e.g., coupon codes)	7%	21%
Other	2%	4%
Don't know	2%	4%

Note: agency n=47; client-side n=41

Source: Econsultancy and Adobe, "2018 Digital Trends for Creative and Design Leaders," July 3, 2018

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AI-powered chatbots, however, haven't caught on with most marketers.

In a December 2017 Freedman International and ClickZ survey of 500 marketers from the US and UK, just 7% of respondents said they currently use AI-powered chatbots. While another 27% reported that they're looking into using chatbots, most of the marketers polled said their company was either not ready or didn't have the budget to develop them.

**Usage of Artificial Intelligence Chatbots According to Marketing Decision-Makers Worldwide, Dec 2017**

% of respondents



Source: Freedman International, "Global Marketing 2018: Marketing Trends with a Global Reach" in partnership with ClickZ, Feb 14, 2018

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For many marketers, the biggest obstacle to adopting more AI products is integrating the technology into their everyday workflow. In a BrightEdge survey of 500 content, digital and

search marketers worldwide conducted in February 2018, nearly a third of respondents said that applying AI in their current role was the strongest barrier to adoption. Other survey respondents cited the fact that AI **lacks a standard definition** in the marketing industry.

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**Biggest Obstacle with Integrating AI at Their Company According to Marketers Worldwide, Feb 2018**

% of respondents

Applying AI in current role and workflow	32.9%
Confusion on what is/is not AI	30.6%
Limited budget	28.5%
Other	8.1%

Note: numbers may not add up to 100% due to rounding

Source: BrightEdge Research, "2018 Future of Marketing and AI Survey," March 12, 2018

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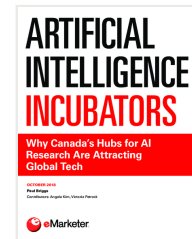
Senior Analyst Paul Briggs explains why Canada is one of the leading countries for artificial intelligence.

He explains some of the initiatives of the major tech companies, Canadian attitudes towards AI and what marketers are most excited about in this space.

Interested in more on AI? eMarketer PRO subscribers can read our most recent report on the topic:

**Report** by Paul Briggs Oct 09, 2018

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