

Marketers Struggle to Integrate AI into Their Workflow

AI still faces several barriers to entry

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Some marketers feel **unprepared to use artificial intelligence (AI)**, and the biggest obstacle preventing them from adopting the technology is integrating it into their everyday workflow.

In a **BrightEdge** survey of 500 content, digital and search marketers worldwide in February, nearly a third of respondents said that applying AI in their current role was the strongest barrier to adoption. Other obstacles included the fact that AI **lacks a standard definition** in the marketing industry, and limited budgets for exploring emerging technologies.

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

% of respondents

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|--|-------|
| 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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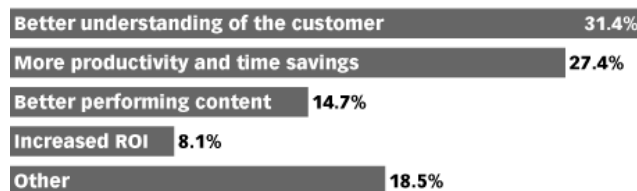
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At the moment, AI's use cases in marketing **remain narrow**. AI is used in recommendation engines, content marketing and audience segmenting, but other tools—like chatbots—**haven't caught on**. Since AI is only being used at scale for a few specific things in the marketing industry, it's difficult to merge the technology into the workflow of marketers who don't focus on topics like content recommendation or audience segmentation.

The promise of AI is often hinged on automation freeing up employees to spend more time on complicated tasks. While respondents in the BrightEdge survey indicated that one of the main benefits of AI is more productivity and time savings, the top advantage cited was that it provides a better understanding of the customer.

Primary Advantage of Using Artificial Intelligence at Their Company According to Marketers Worldwide, Feb 2018

% of respondents



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Source: BrightEdge Research, "2018 Future of Marketing and AI Survey,"
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AI has the potential to revolutionize marketing functions such as ad buying. But if it is to do so, the barriers to entry will have to be addressed. Several emerging technologies, including AI, have low adoption rates. In a **PointSource** survey of 679 senior-level decision-makers in the US released in March, only about a third of respondents **said they had used an AI vendor**.