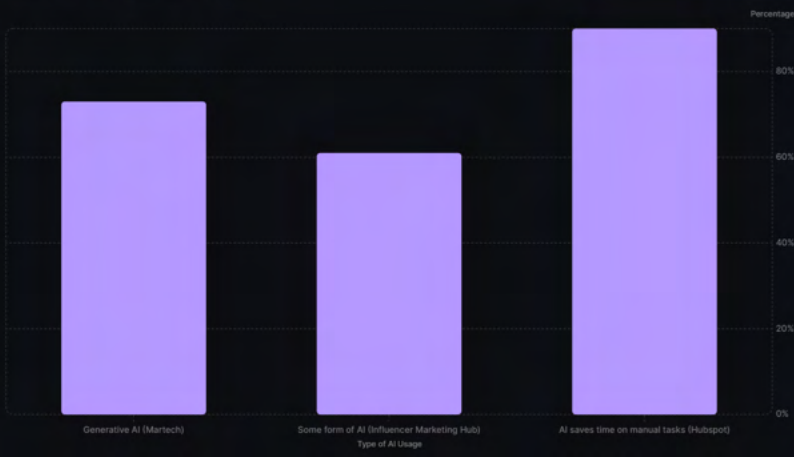


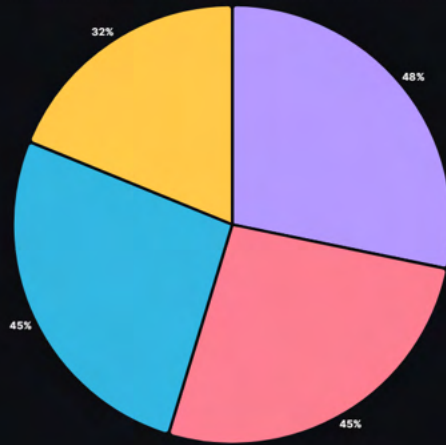
AI IN MARKETING



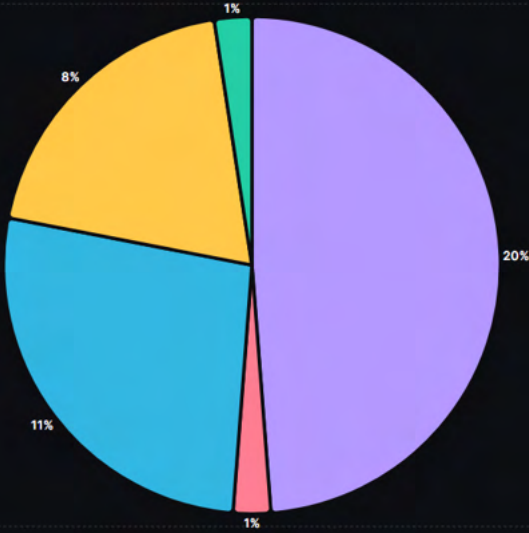
MARKETER'S USAGE OF AI TOOLS

MOST COMMON USES AI IN MARKETING

Content creation Analyzing or reporting on data Learning how to do things Conducting research



Copy Generation Publish AI Text without Changes Minor Edits to AI-generated Text Major Edits to AI-generated Text Change AI-generated Copy Completely

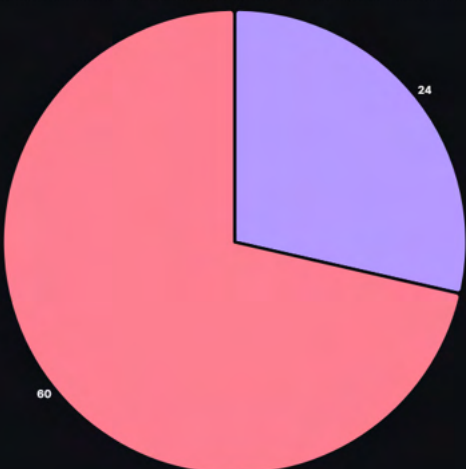


HOW MARKETERS USE AI

USAGE OF CHATBOTS IN B2B DEMAND GENERATION PROGRAMS



Concerned about impact on web traffic Believe AI will improve customer relationships



BUSINESS OWNERS' EXPECTATIONS WITH AI

Critically or Very Important Automation of Workload Replacement of Junior Writers Replacement of All Writers



MARKETERS' SENTIMENTS ON AI USE