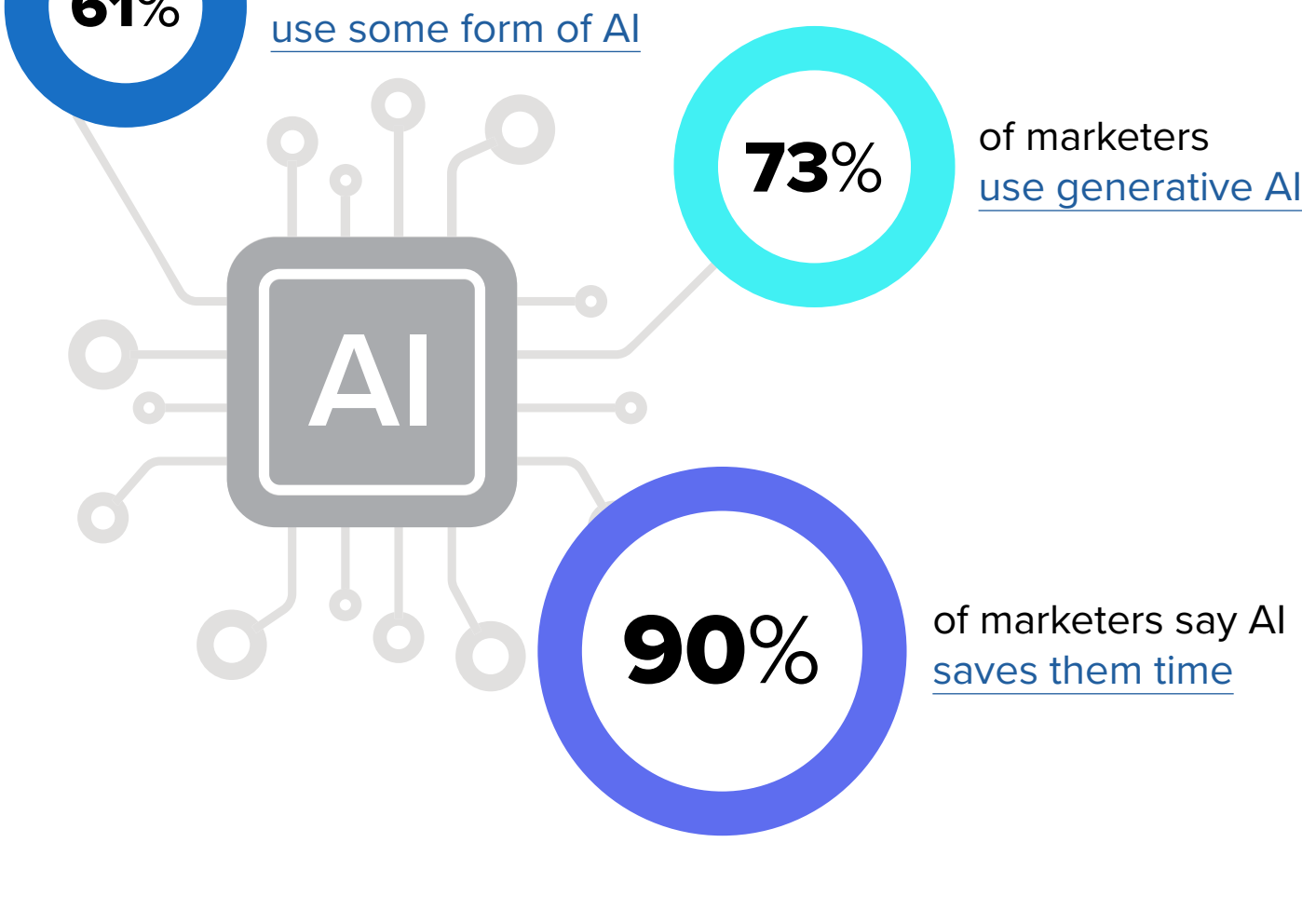


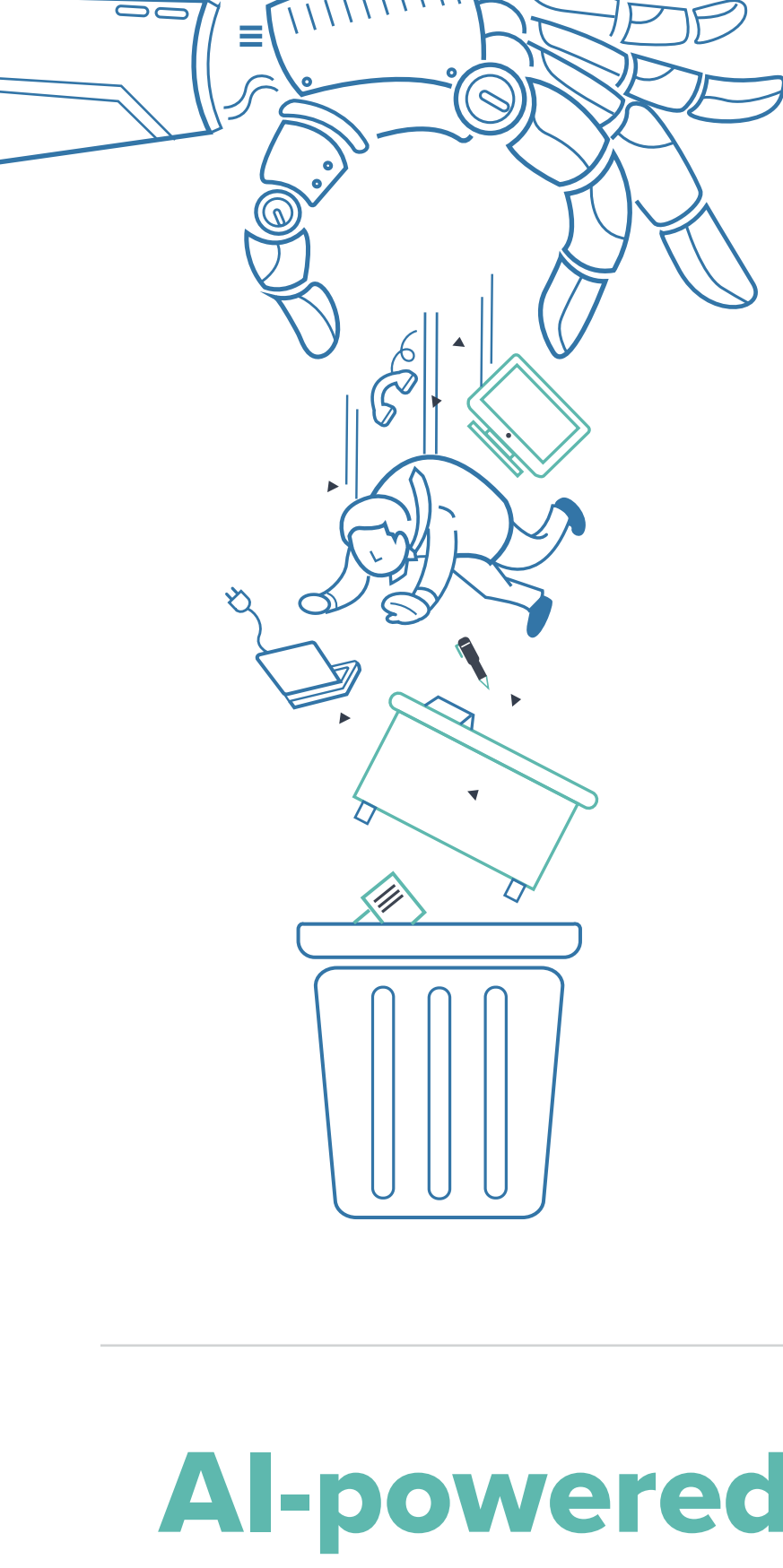
# What AI Really Means to Marketing Teams

The future of AI in marketing is unfolding rapidly. How are marketing teams using the technology – and how do they feel about its development?

## The data on how many marketers currently use AI is mixed.



## How do marketers feel about AI use?



**51%** say it's critically or very important to their success

**41%** believe more than half of their workload will soon be automated

**40%** say junior writers will be replaced by AI within 5 years

**29%** think all writers will be replaced by AI within 5 years

## AI-powered chatbots have been widely adopted as a B2B lead-generation tool.

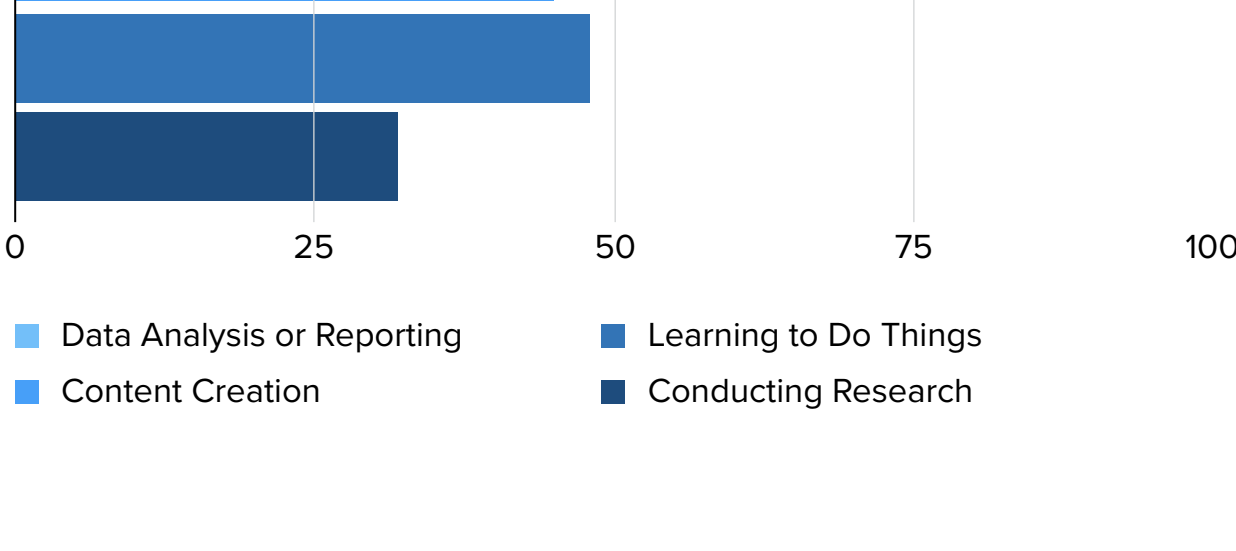
**57%** of US B2B marketers use chatbots to understand audiences better

**55%** of US B2B marketers use chatbots to generate new leads

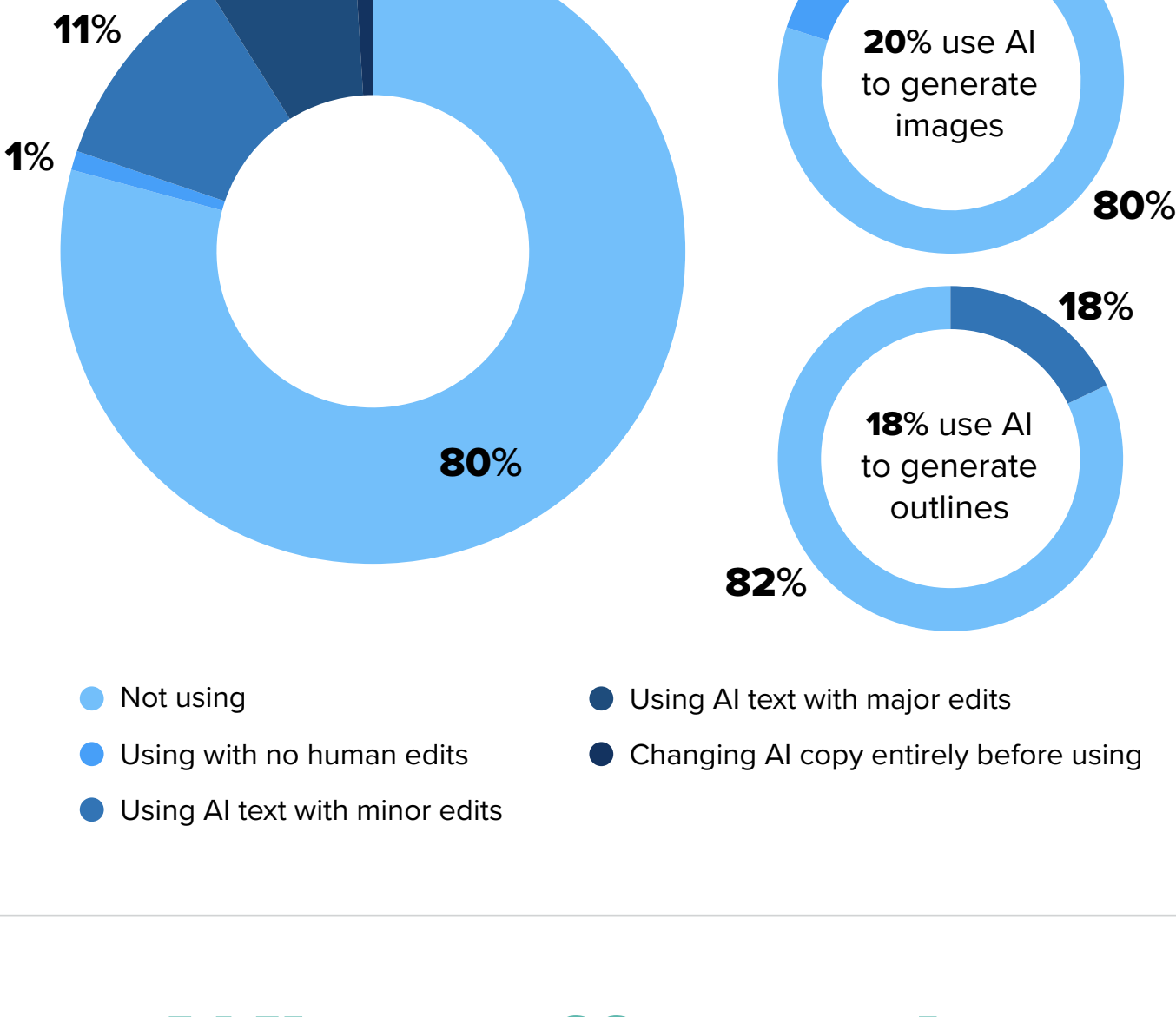


## How are marketers currently using AI tools?

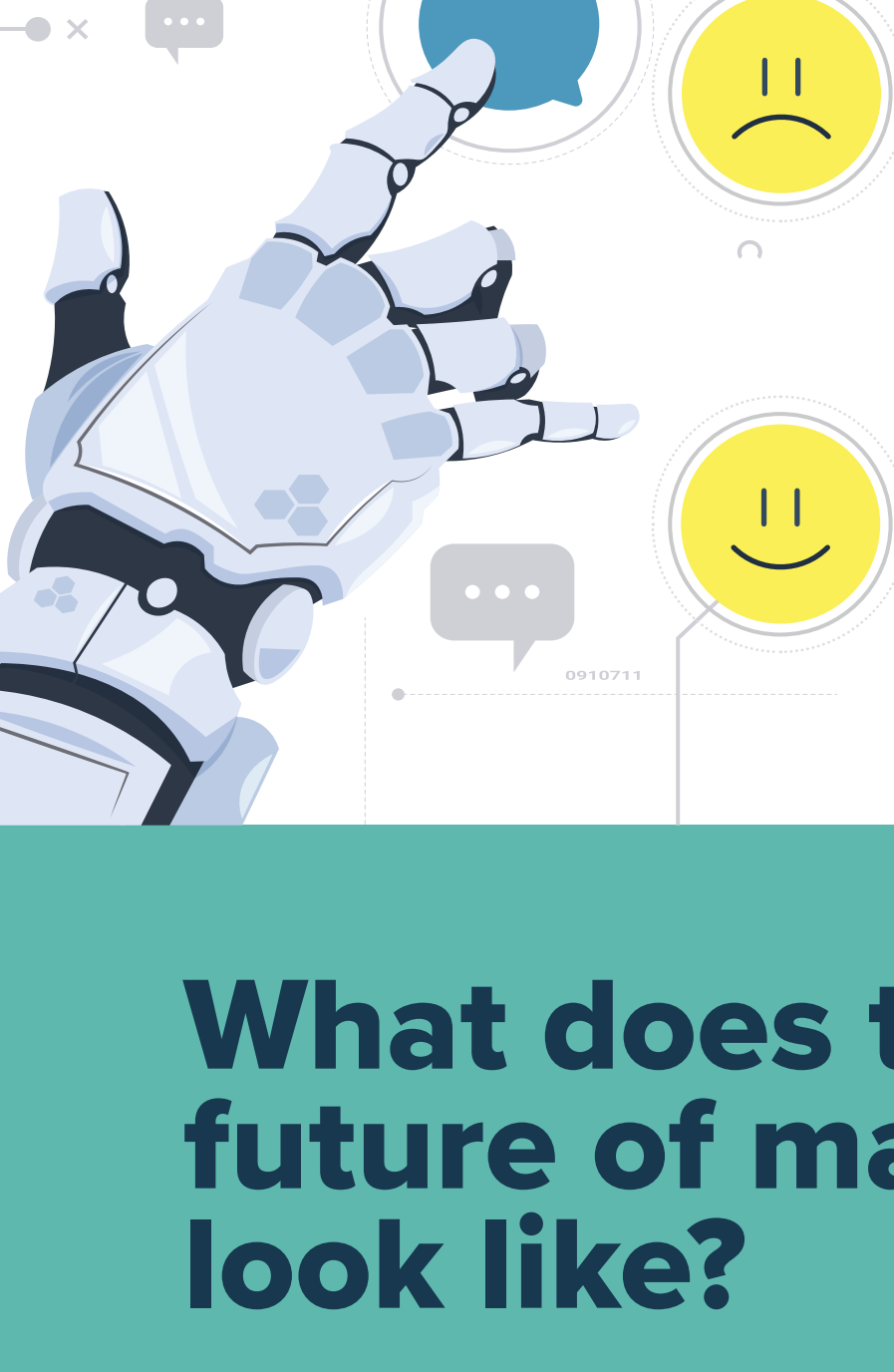
Most common uses of AI in marketing:



What percentage of marketers use AI to write copy?



## What effects do business owners expect to see with AI?



**24%** are concerned about the effect of AI on web traffic

**60%** believe AI will help improve customer relationships

## What does the future of marketing look like?

Here at TPM, we're on a journey to explore, experiment with, and evaluate the ways artificial intelligence can be used to enhance our services – without compromising our quality. Stay tuned to learn what we discover or join the conversation on LinkedIn.

