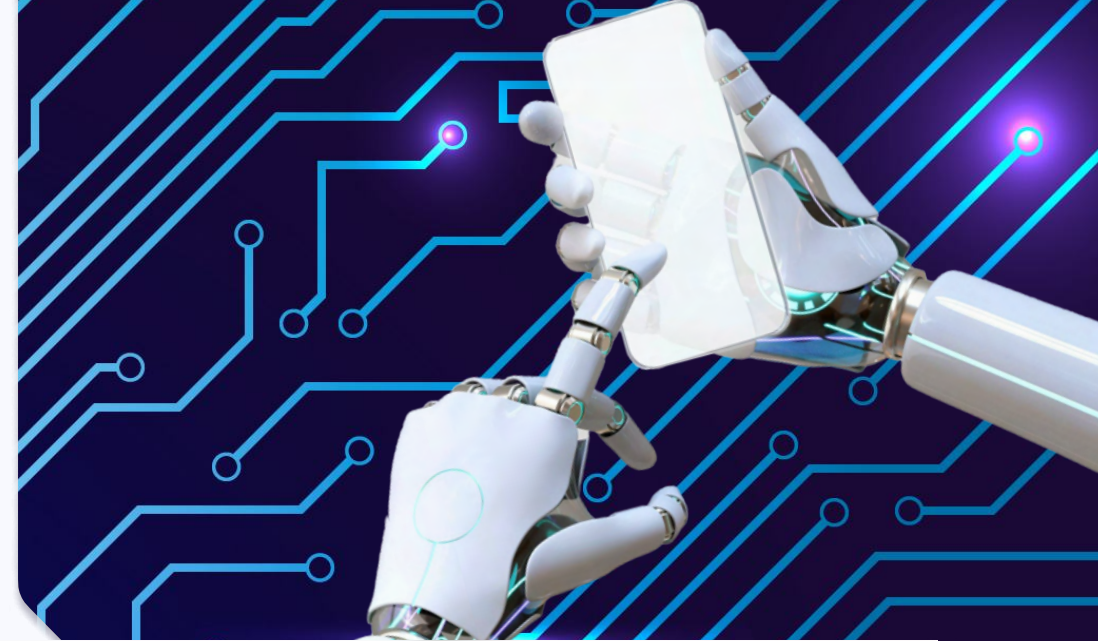


Artificial Intelligence (AI) Marketing Benchmark Report: 2024



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AI's impact is undeniable, but the journey isn't without challenges. While 34.1% of marketers report significant improvements in their outcomes, 17.5% have experienced setbacks, highlighting the importance of strategic implementation.

The rise of generative AI, like GPT-4, has already transformed strategies for 42.2% of respondents, reshaping how content is created, campaigns are managed, and customer interactions are personalized.

Our AI Marketing Report Survey 2024, based on insights from 1,290 marketers, explores these critical trends and their implications.



Editorial Team's Handpicked Trends and Findings



- **70.6%** of marketers believe AI can outperform humans in key marketing tasks.
- Nearly **60%** of respondents fear AI could replace their roles.
 - **69.1%** of marketers have already integrated AI into their marketing operations.
 - **Nearly 20%** of marketers have allocated more than 40% of their marketing budget to AI-driven campaigns.
- **34.1%** of respondents reported significant improvements in their marketing outcomes due to AI.
- Generative AI has led to transformative changes in marketing strategies for **42.2%** of respondents.
- **47.6%** of marketers have spent less than 10% of their budget on AI-driven campaigns.
- While **34.1%** report significant improvements from AI, 17.5% have experienced setbacks.
- **71.7%** of non-adopters cite a lack of understanding as the main barrier.
- **12.7%** of marketers faced unexpected hurdles with AI adoption.

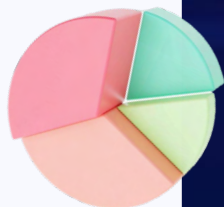


AI Marketing 2024 Statistics

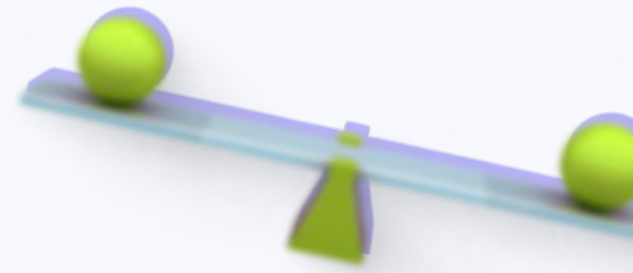
As more and more marketers integrate AI into their strategies, it's clear that AI is no longer a supplementary tool but a cornerstone of modern marketing.

However, this shift isn't without its challenges. While AI offers significant benefits, such as improved efficiency and personalization, it also introduces concerns about job displacement and the authenticity of AI-generated content.

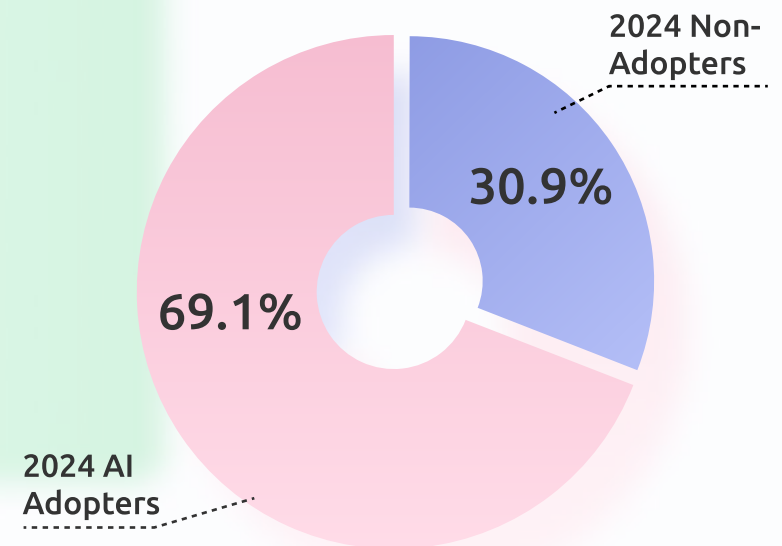
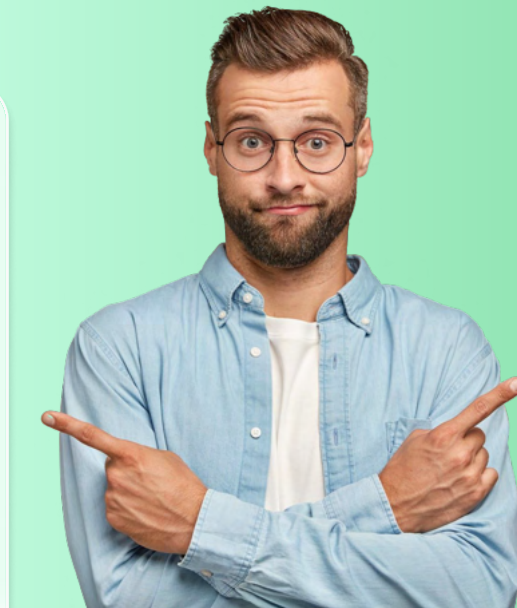
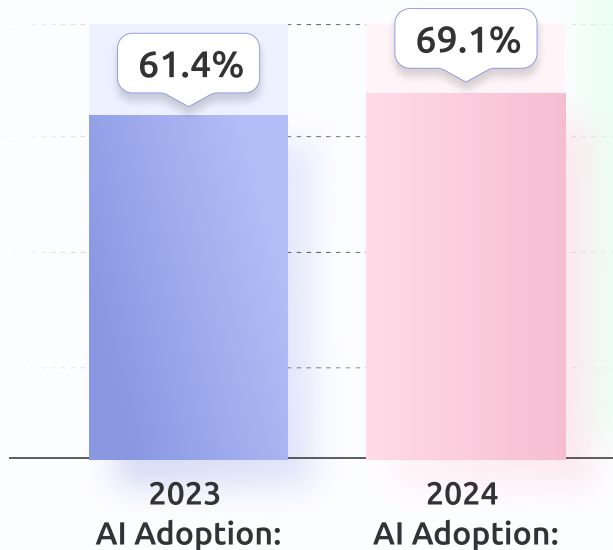
Below we present the findings of our AI Marketing Survey 2024, which includes comparisons with AI Marketing Survey 2023.



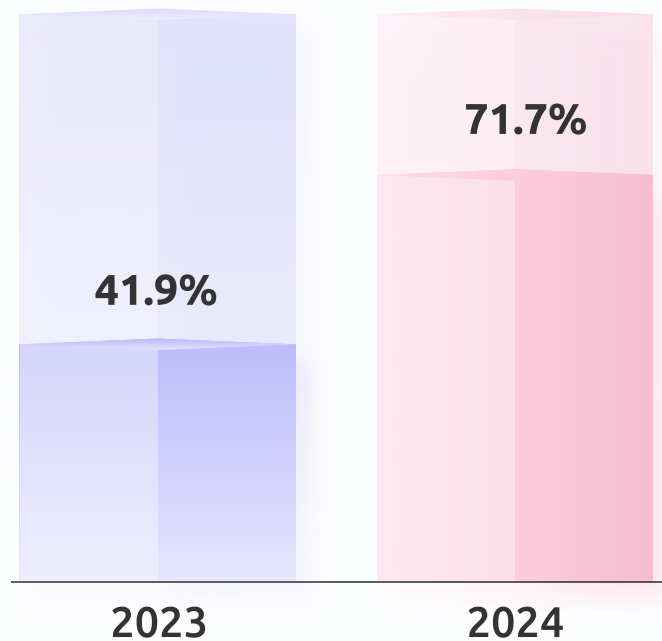
Integration of AI in Marketing Strategies



In 2024, **more marketers are integrating AI** into their strategies, reflecting a growing confidence in its ability to enhance marketing efficiency. However, a significant portion still hesitates, potentially widening the gap between those leveraging AI's advantages and those who are not.



Lack of Understanding Remains The Main Barrier to AI Adoption

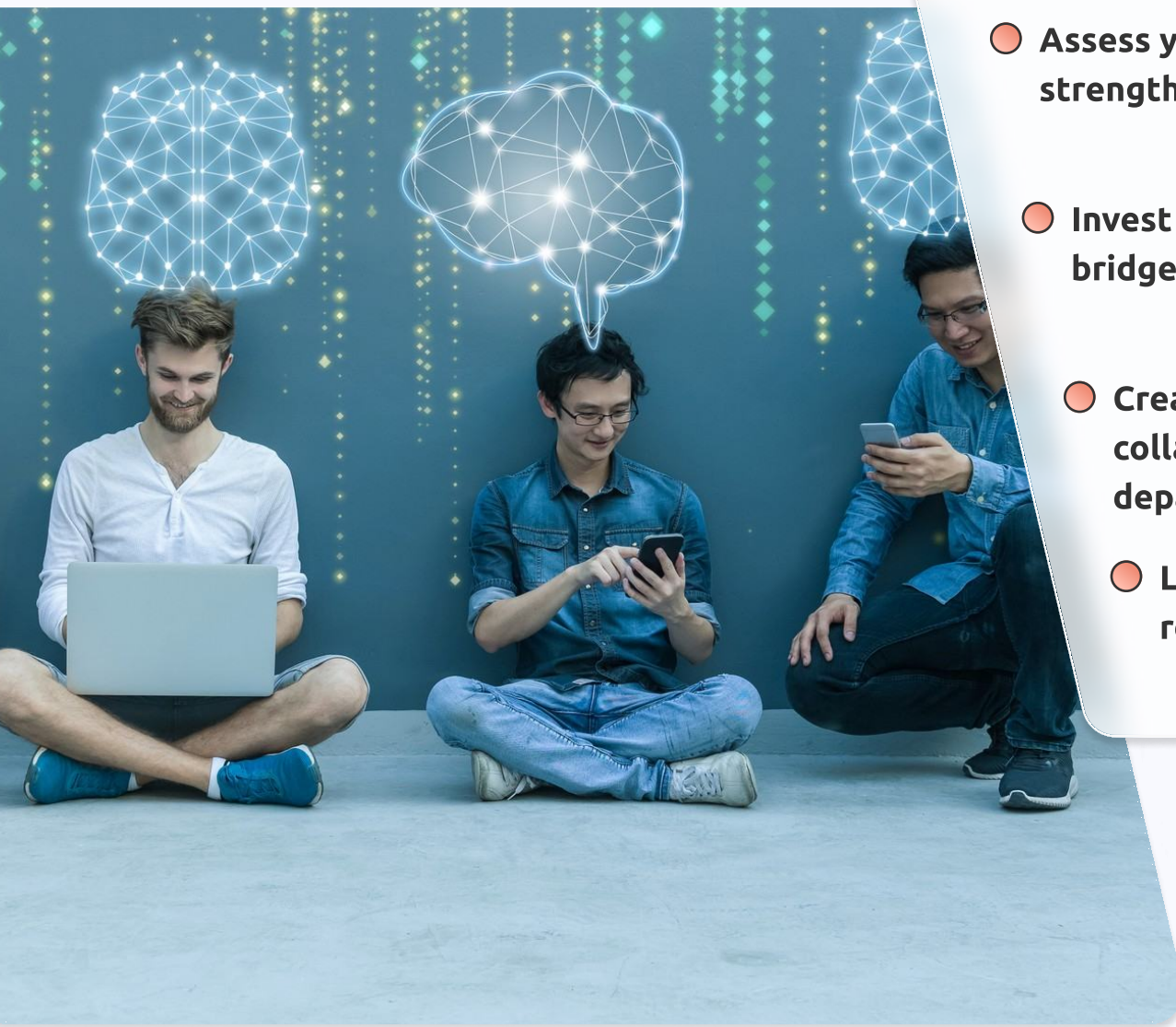
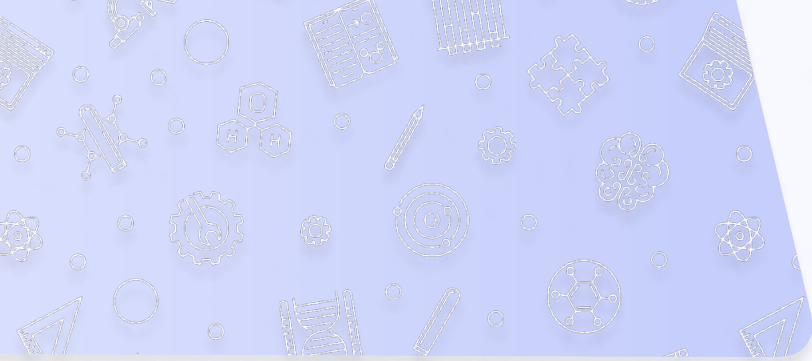


41.9% of marketers cited lack of understanding or knowledge about AI as an obstacle.

71.7% of marketers cited the same obstacle.

The sharp increase in marketers citing a lack of understanding as the main obstacle to AI adoption underscores a growing knowledge gap as AI technologies advance. This highlights the urgent **need for accessible education and training** to help marketers fully leverage AI's potential and stay competitive in an increasingly AI-driven industry.

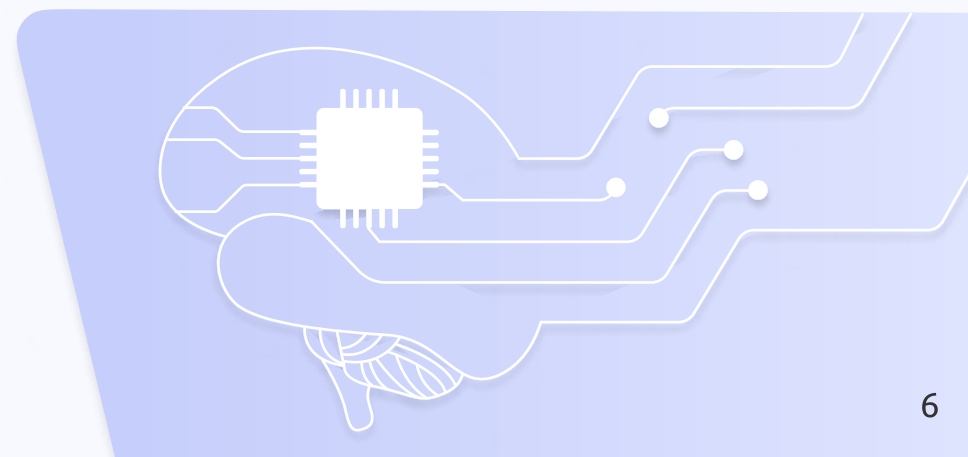




Tips for Closing the AI Knowledge Gap

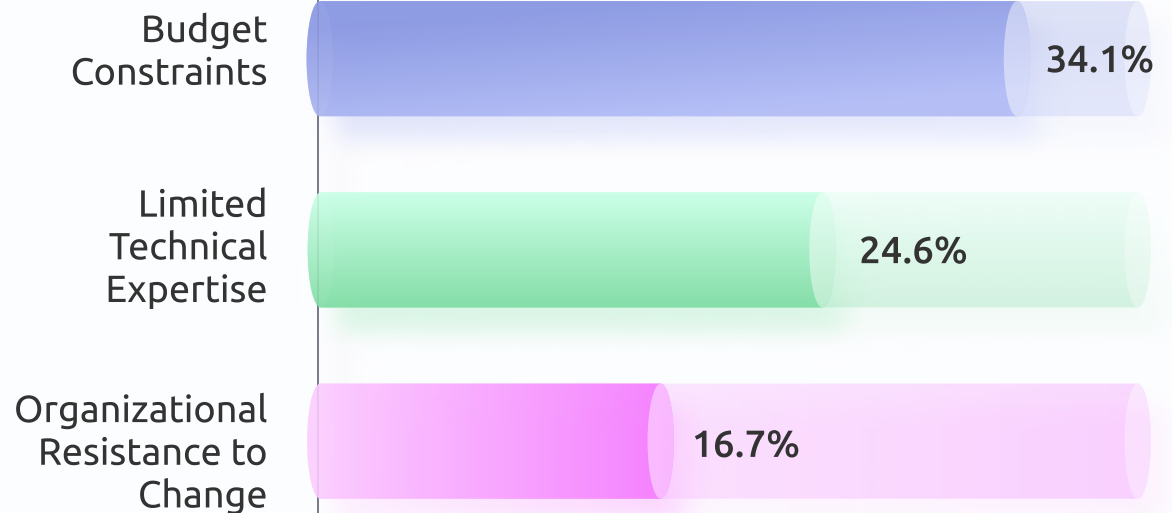
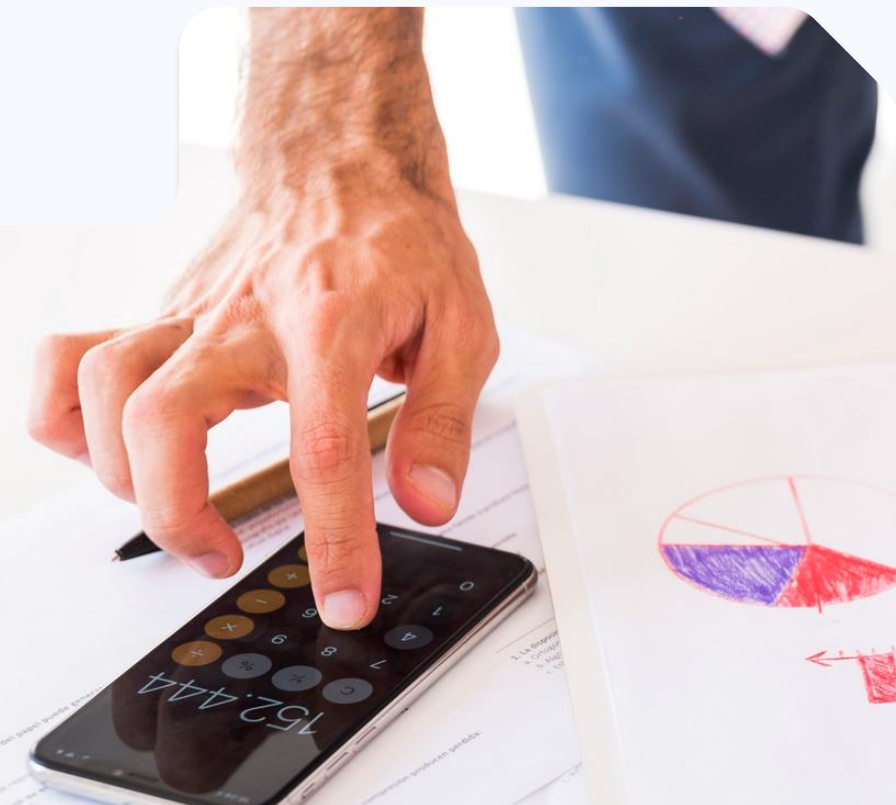


- **Assess your organization's AI maturity to identify strengths and areas for improvement.**
- **Invest in specialized AI education and training to bridge the skills gap and ensure ongoing learning.**
- **Create cross-functional teams to enhance AI collaboration and shared understanding across departments.**
- **Launch small AI pilot projects with clear KPIs to test and refine strategies before wider implementation.**

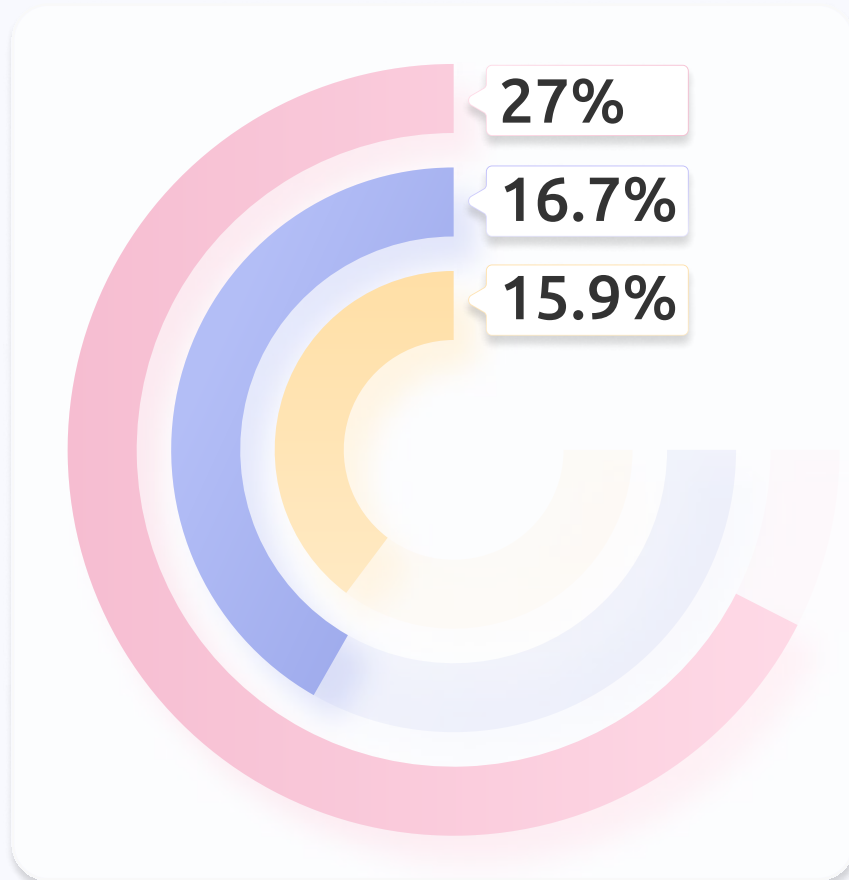


Budget Constraints Are The Biggest Blocker to AI Adoption

Budget constraints remain a significant hurdle for many marketers, followed closely by limited technical expertise, and organizational resistance to change. As AI tools become more accessible and cost-effective, we expect these **financial barriers to diminish**, leading to increased investment in AI-driven marketing initiatives.



Growing Importance of AI Literacy



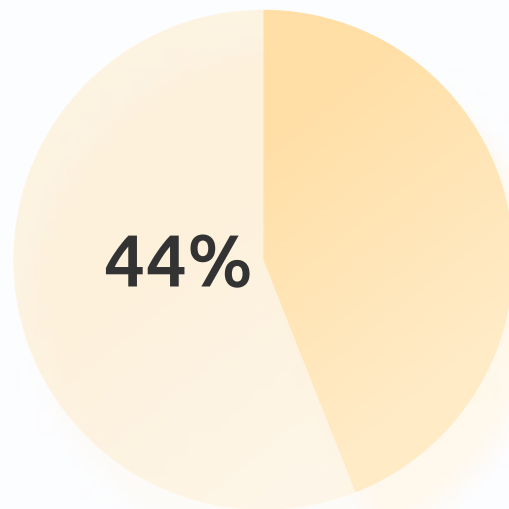
Organizations are increasingly offering AI training and workshops to address adoption barriers, reflecting the **growing importance of AI literacy** within the workforce. By combining internal training with external expertise, companies are better positioned to integrate AI technologies effectively and enhance their marketing impact.

- 27%**
AI Training Courses and Workshops
- 16.7%**
Collaboration with AI Technology Providers
- 15.9%**
Hiring AI Experts and Consultants

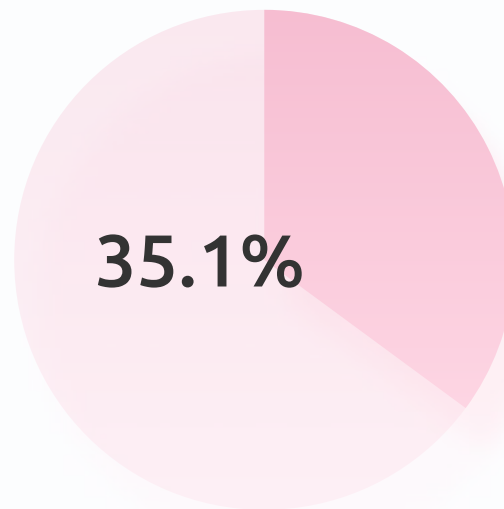


Evolution of AI-Driven Content Production

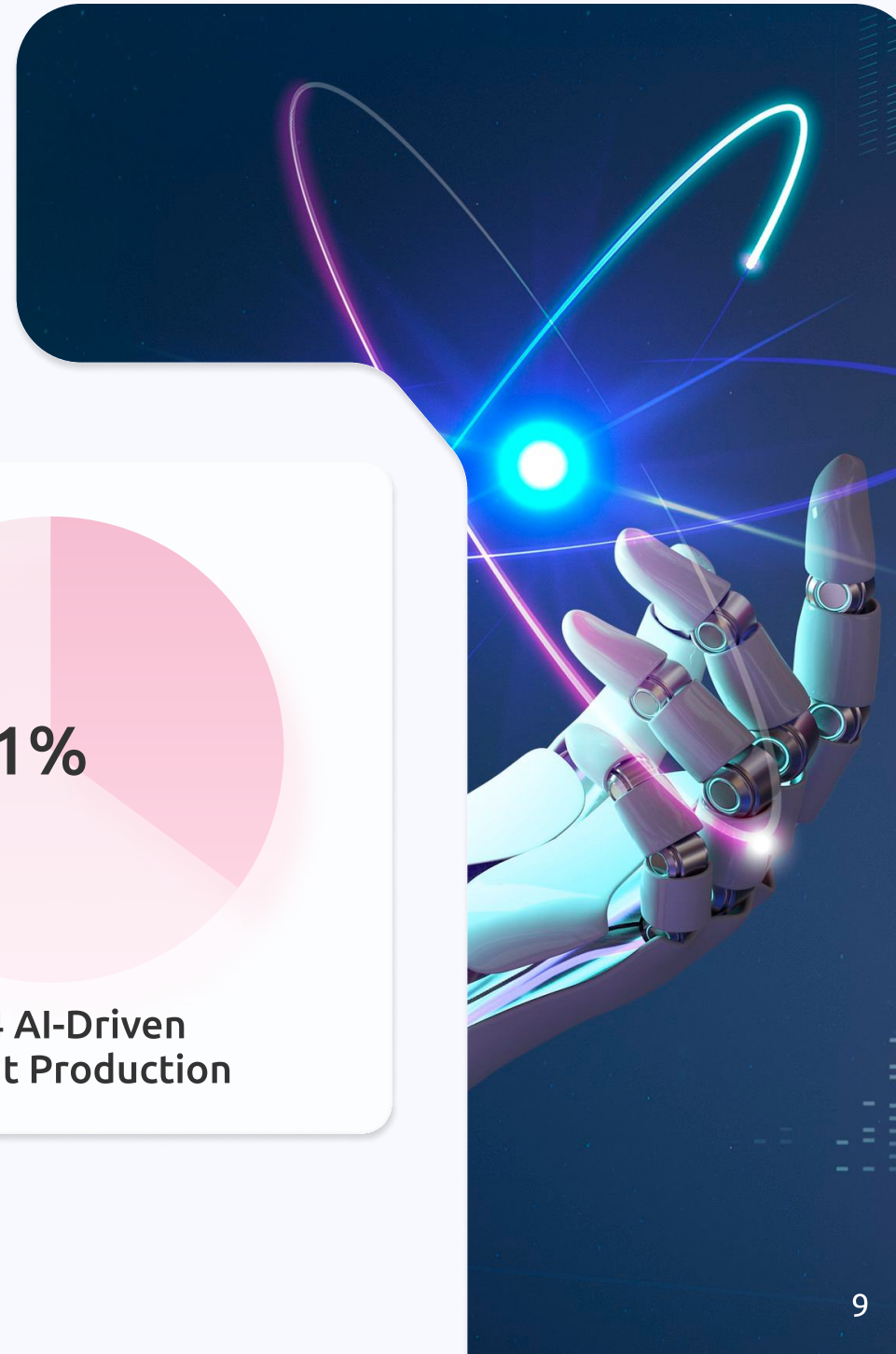
AI-driven content production remains a popular application, reflecting its ability to generate personalized and scalable content, despite a slight decrease in usage from last year. The future of AI in content creation lies in **balancing automation with human creativity** to maintain authenticity and enhance audience engagement.



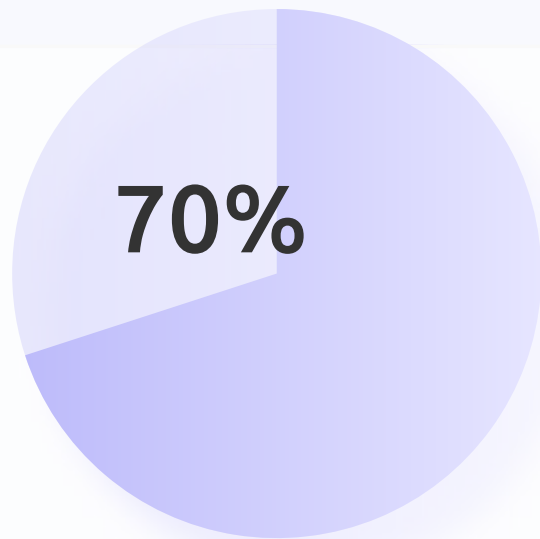
2023 AI-Driven
Content Production



2024 AI-Driven
Content Production



Overcoming Technical Challenges in AI Marketing



Nearly **70%** of marketers report facing technical challenges when working with AI marketing software.

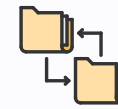


Despite widespread AI adoption, many marketers face technical hurdles, including integration issues and the complexity of AI tools. To ensure successful AI adoption, there will be a growing focus on **user-friendly tools** and **strong support** to help marketers integrate AI into their workflows.

Types of Challenges:



Integration difficulties



Data compatibility issues



Complexity of AI tools



Steep learning curve





Tips for Overcoming Technical Challenges with AI Content Tools

- **Learn how AI training on large datasets affects limitations and biases.**
- **Optimize AI content by understanding transformer model architecture.**
- **Align AI tools with marketing goals by exploring training stages.**
- **Create effective prompts to guide AI in producing relevant outputs.**
- **Embed deep context to ensure AI content relevance and accuracy.**



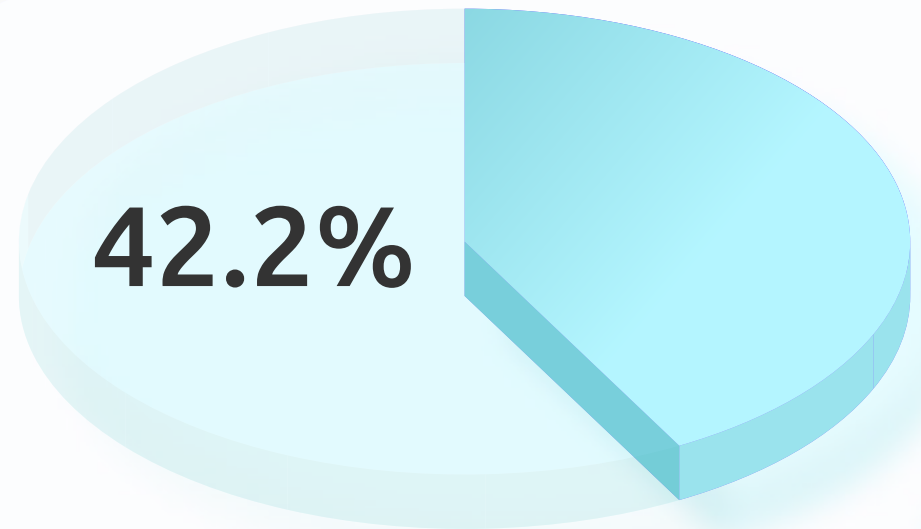
The Transformative Role of Generative AI in Marketing

Generative AI, like GPT-4, is revolutionizing marketing strategies by enabling highly **personalized and dynamic content creation** at scale. As this technology continues to advance, it will play an increasingly pivotal role in marketing, offering both opportunities for innovation and challenges in maintaining authenticity and ethical standards.

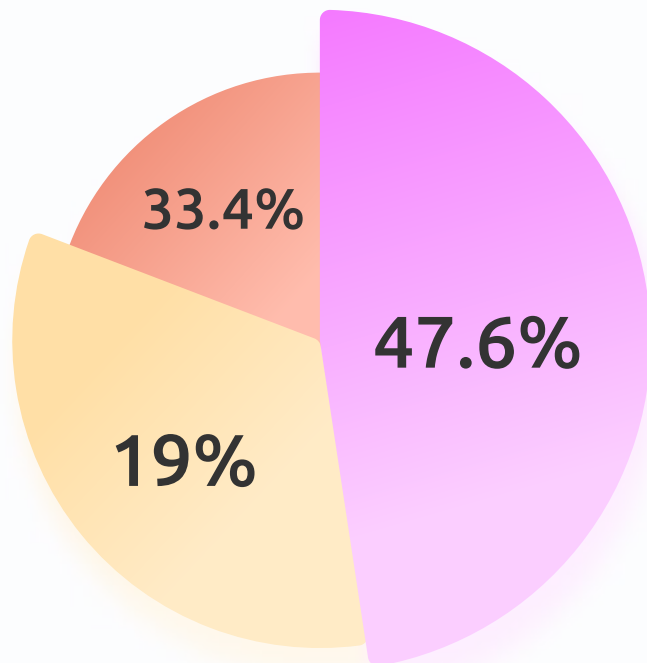


42.2% of marketers report significant changes in their approach due to generative AI.

42.2%



Varied Approaches to AI-Driven Marketing Budgets



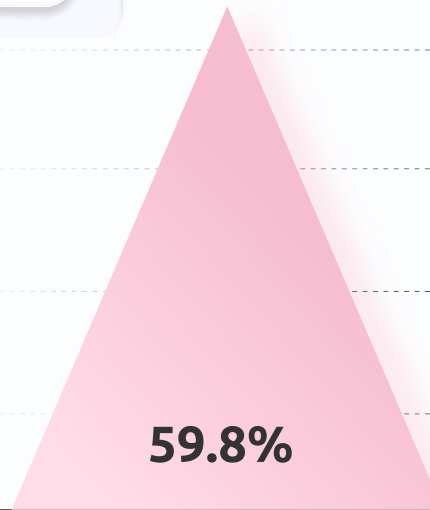
Marketers show diverse approaches to AI-driven campaigns, with nearly half allocating less than 10% of their budgets while others invest heavily, reflecting differing levels of confidence in AI's ROI potential. As AI proves its effectiveness, **budget allocations are expected to rise**, making AI-driven campaigns a standard marketing strategy.

- **47.6%** of respondents allocated less than **10%** of their marketing budgets to AI-driven campaigns.
- **19%** of respondents allocated more than **40%** of their marketing budgets to AI-driven campaigns.
- The remaining **33.4%** of respondents can be represented as those allocating between **10% and 40%** of their budgets to AI.

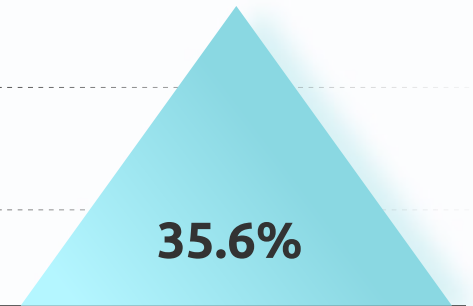


AI's Impact on Job Security in Marketing

Concerns about job security remain high, with many marketers fearing AI could replace their roles, especially in areas where AI excels, like **data analysis and content creation**. As AI continues to advance, balancing its capabilities with human oversight and strategic thinking will be crucial, emphasizing the need for reskilling and upskilling within the workforce.

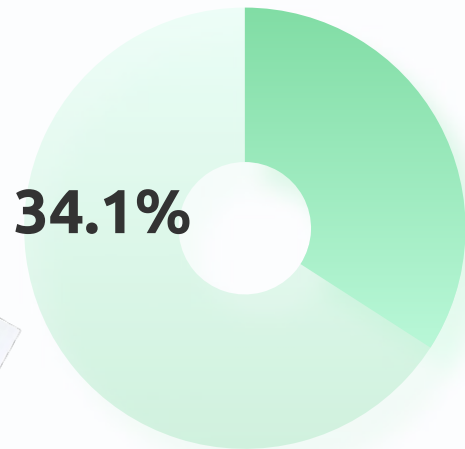


Current Concern:
59.8% of marketers
fear AI could jeopardize
their roles.

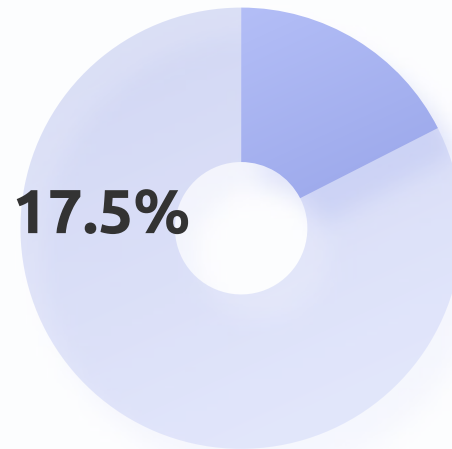


2023 Concern:
35.6% of marketers
shared this concern.

Mixed Impact of AI on Marketing Outcomes



Positive Outcomes:
34.1% saw significant improvements in marketing due to AI.



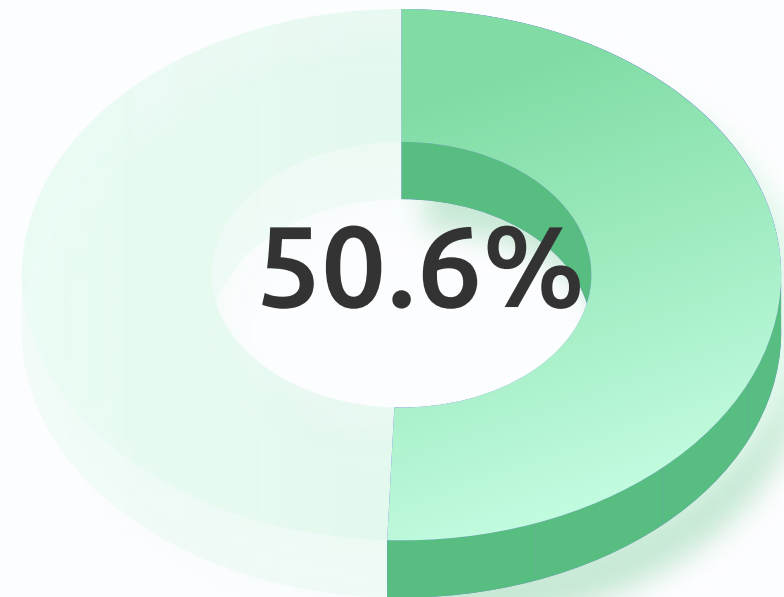
Negative Outcomes:
17.5% experienced a downturn in marketing due to AI.

While AI has led to significant improvements for some marketers, its effectiveness varies widely, highlighting the importance of **aligning AI strategies with business goals** and ensuring organizational readiness. Companies that invest in quality AI tools and proper integration are more likely to see positive results, while those lacking a clear strategy may face challenges.



Growing Optimism Toward AI in Marketing

Marketers are increasingly optimistic about AI's potential to enhance their efforts, reflecting a broader trend of AI becoming integral to marketing strategies. This optimism is driven by **AI's ability to automate routine tasks** and advancements that make AI more accessible, enabling marketers to focus on strategic and creative work.



50.6% of marketers express optimism that AI will greatly enhance their marketing efforts.



The Enduring Role of Human Strategy in AI-Driven Marketing

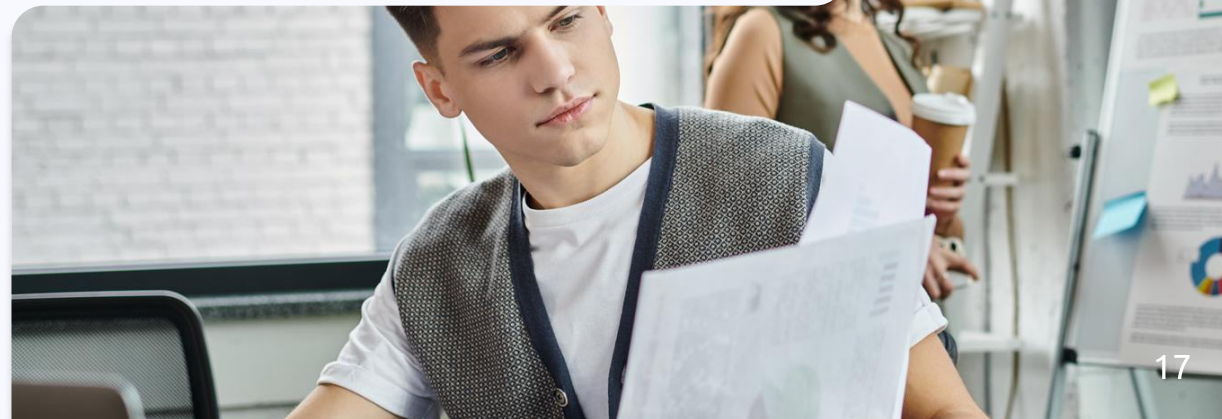


32.7%



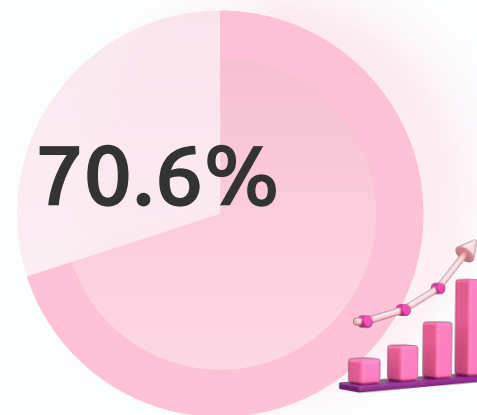
As AI takes over more operational tasks, marketers emphasize the importance of human intuition and creativity in guiding high-level strategy and decision-making. While **AI excels in execution and optimization**, the strategic direction, ethical considerations, and nuanced understanding of human behavior will remain firmly within the human domain.

32.7% of marketers believe that high-level strategy and decision-making will remain within the human domain despite AI advancements



Growing Confidence in AI's Marketing Capabilities

Marketers increasingly recognize AI's ability to outperform humans in tasks like data analysis and personalized content delivery. As AI continues to excel in these areas, the future of marketing will likely involve a harmonious **integration of AI with human expertise**, combining the strengths of both for more effective strategies.



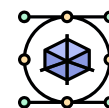
of respondents believe AI can outperform humans in certain marketing tasks



Areas of AI Superiority:



Data Analysis



Predictive Modeling



Personalized Content Delivery

AI In Social Media and Influencer Marketing

The integration of AI in social media and influencer marketing has reached a pivotal moment, offering unprecedented opportunities for personalization, efficiency, and creativity.

AI is no longer just a supplementary tool but a transformative force reshaping how brands connect with their audiences.

However, with these advancements come challenges, such as maintaining authenticity and managing consumer trust. The following key statistics illustrate the profound impact AI is having across these platforms.



Rising Adoption of AI-Generated Avatars in TikTok Marketing

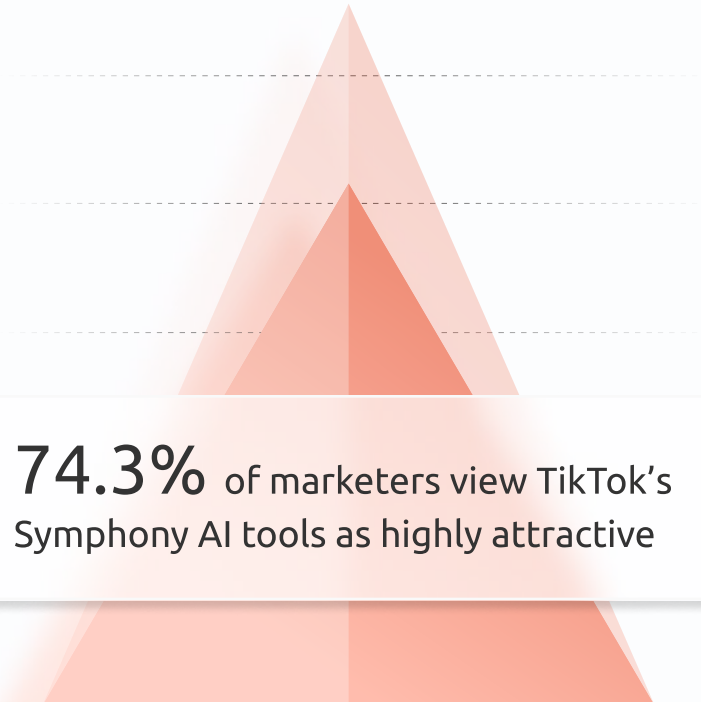
Marketers are increasingly incorporating AI-generated avatars into their TikTok campaigns to create personalized and engaging content. As these avatars become more advanced, they will offer brands innovative ways to **connect with TikTok's diverse audience** and enhance digital engagement.

51.9% of marketers are very likely to incorporate AI-generated avatars in their TikTok campaigns



Growing Appeal of Symphony AI Tools in TikTok Marketing

Marketers are increasingly drawn to TikTok's Symphony AI tools for their ability to create visually compelling and highly personalized ads, **enhancing campaign effectiveness**. As personalized content becomes more vital, Symphony AI is set to shape the future of digital marketing on TikTok.

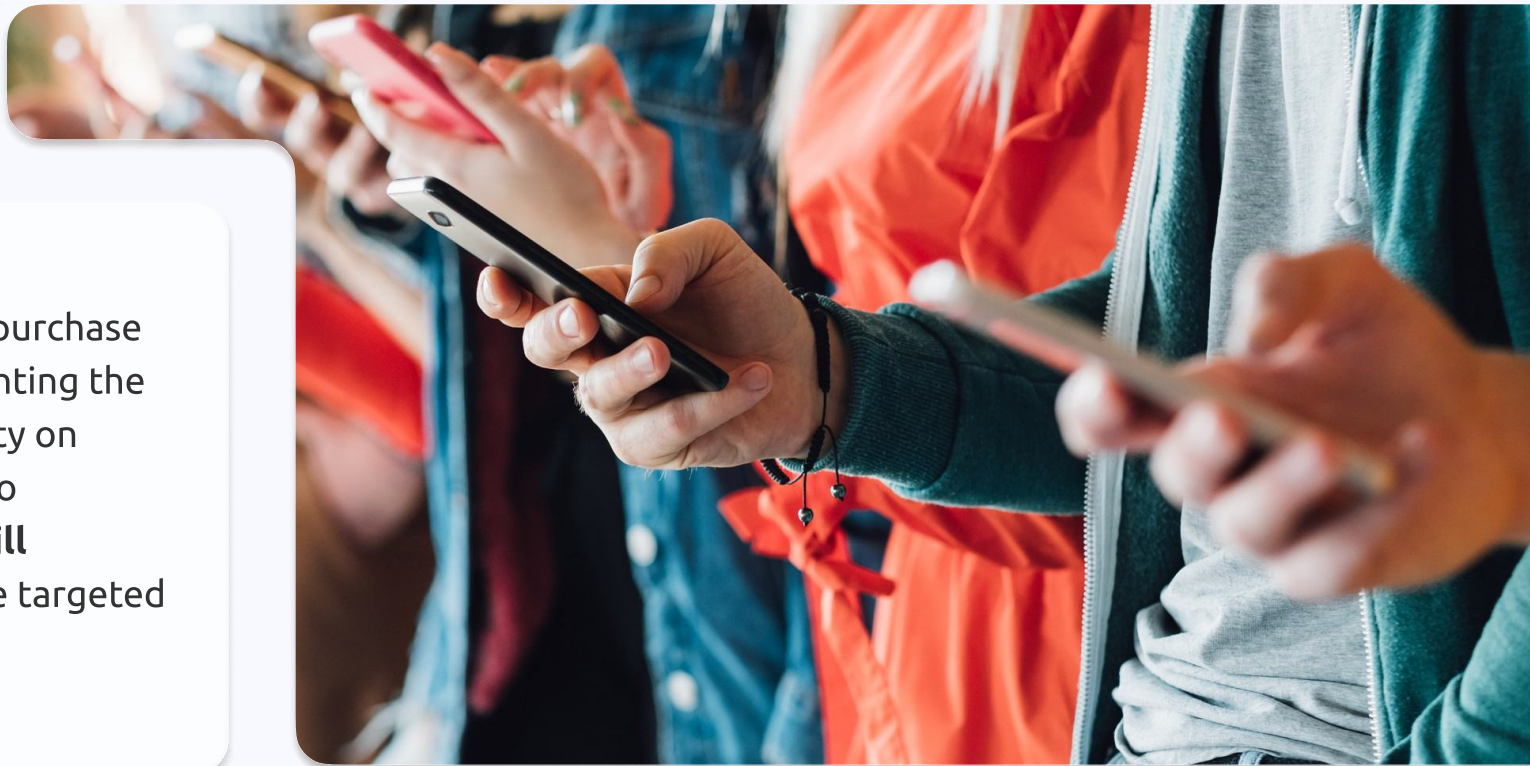


74.3% of marketers view TikTok's Symphony AI tools as highly attractive



Symphony AI Ads Driving Consumer Engagement

Symphony AI ads significantly boost purchase intent and brand favorability, highlighting the powerful impact of AI-driven creativity on consumer behavior. As AI continues to influence decision-making, **brands will increasingly adopt AI tools** for more targeted and effective marketing campaigns.



 SymphonyAI

Impact on Purchase Intent:

Ads created using
Symphony AI boost
purchase intent by 37%

37%

Impact on Brand Favorability:

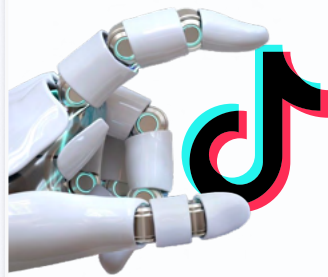
Ads created using
Symphony AI increase
brand favorability by 38%

38%

AI Streamlining E-commerce on TikTok Shop



Over half of marketers are leveraging AI to automate and personalize the shopping experience on TikTok Shop, creating a more seamless experience for users. As AI integration expands, **TikTok** is set to become a **major player in social commerce**, with brands increasingly relying on AI to boost engagement and sales.



**TikTok
Shop**

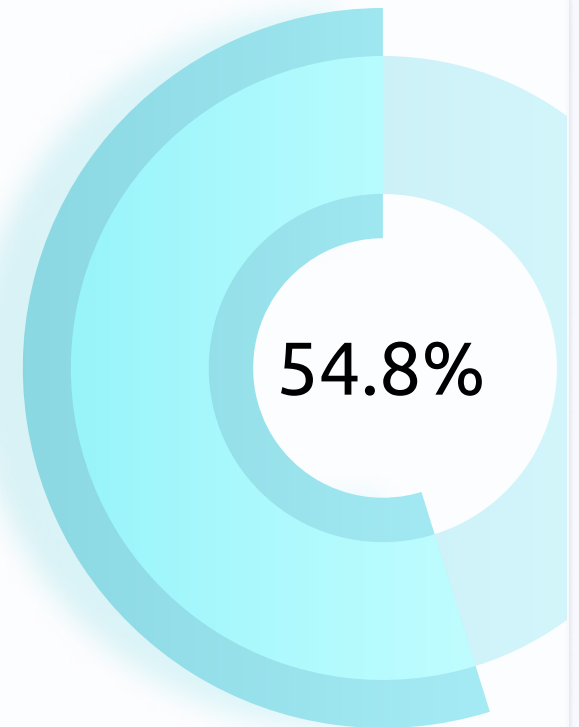
51.9% of Marketers
Use AI on TikTok Shop

Growing Favorability of AI in Influencer Marketing

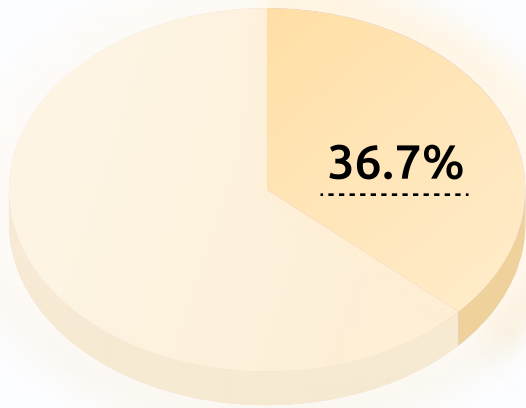
The majority of marketers have a favorable view of AI for enhancing efficiency and personalizing interactions in influencer marketing. As AI technology advances, its role in influencer marketing will grow, helping brands to more **effectively connect with audiences** and streamline their marketing efforts.



54.8% of marketers have a favorable view of AI for enhancing efficiency and personalizing interactions.



Authenticity Concerns in AI-Powered Influencers



36.7% of marketers are concerned about the lack of authenticity in AI-powered influencers.

Over a third of marketers are worried about the lack of authenticity in AI-powered influencers, highlighting the challenge of maintaining genuine audience connections. To overcome this, marketers must **blend AI innovation with human creativity** to ensure content remains authentic and relatable.

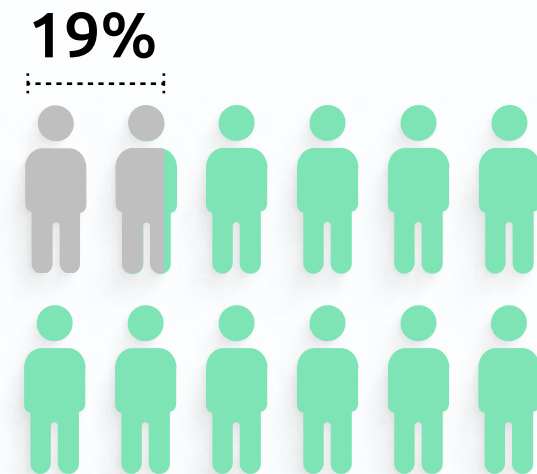


Consumer Mistrust in AI-Generated Content

Marketers are increasingly concerned about consumer mistrust of AI-generated content, emphasizing the need to maintain trust in AI-driven marketing. To overcome this, brands should **prioritize transparency** and deliver authentic, **value-driven experiences** that connect with their audiences.



19% of marketers are concerned about consumer mistrust related to AI-generated content.



AI Facilitates Shift to Micro and Nano Influencers

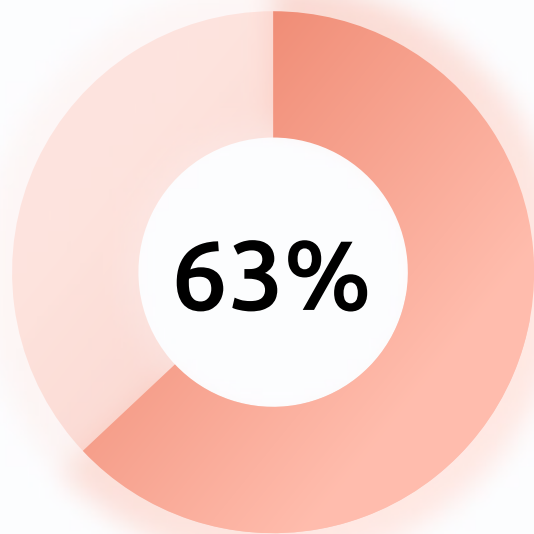
AI is playing a key role in the strategic shift towards micro and nano-influencers, who are perceived as **more authentic and relatable**. The use of AI in identifying and collaborating with micro and nano-influencers will continue to grow, as brands seek more authentic and niche connections with their audiences.



AI is fueling a shift towards micro and nano-influencers, who are prized for their authenticity and deeper audience connections.



Growing AI Adoption for YouTube Content Optimization




63% of marketers are using YouTube's AI tools for content optimization.

A majority of marketers are leveraging YouTube's AI tools for content optimization, enhancing accessibility and engagement through features like **AI-generated captions** and **improved recommendations**. As these tools evolve, their adoption will likely increase, driving more efficient content strategies across video platforms.



Strategic AI Marketing Recommendations: Seize the Future or Fall Behind

- 
- 01 **Prioritize AI education now to close knowledge gaps and stay ahead of competitors.**
 - 02 **Use AI strategically, focusing on impact while keeping human oversight in creativity and decisions.**
 - 03 **Test, iterate, and refine with AI for real-time optimization and scalable success.**
 - 04 **Use AI to automate repetitive tasks, freeing humans for creative and strategic brand development.**
 - 05 **Boost AI investment now to enhance targeting, increase ROI, and stay ahead of competitors.**

