

CHIEF ~~/~~MARKETER

INDUSTRY PULSE SURVEY

Taking the Pulse of AI in Marketing

51% of marketers surveyed use large language model AI chatbots for marketing purposes.

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29% of respondents said they do not use generative AI tools, but 20% plan to in the future.

9% of those who use these AI tools in marketing do so very frequently, and **23%** use them frequently. But the majority—**68%**—use them sometimes.

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Generative AI tools perform their function sufficiently, according to 61% of respondents. **26%** said they perform very well, and 13% said not well at all.

65% of marketers said these tools will supplement, rather than replace, human work, while 23% believe some human work will indeed be replaced.

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