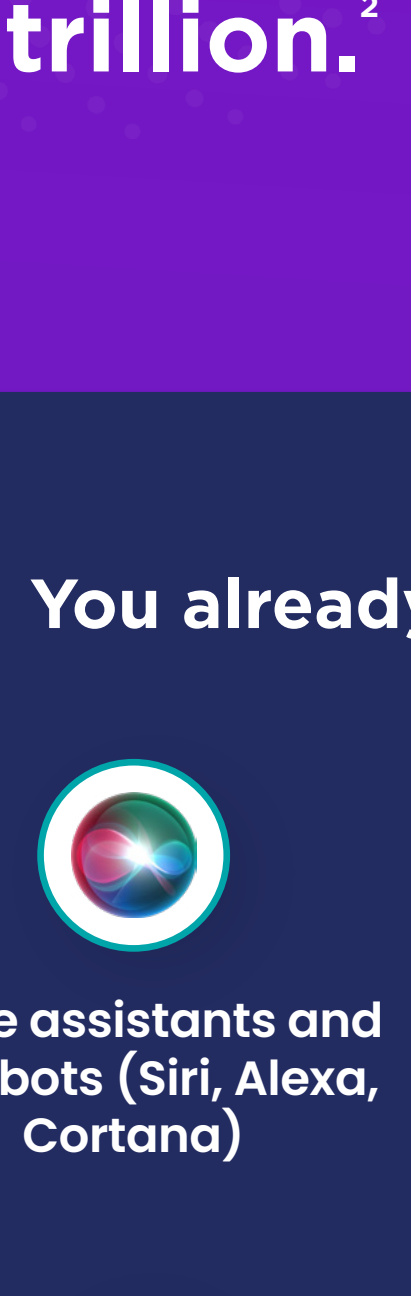
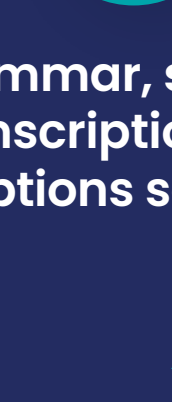


The impact of AI on marketers

AI is impossible to ignore.



The global AI market is projected to expand by **54%** annually.¹



By 2030, the AI market is expected to surpass **\$1 trillion**.²



At the same time, the AI-enabled Internet of Things will reach a total market value of **\$12.5 trillion**.³

You already use AI today.



Voice assistants and chatbots (Siri, Alexa, Cortana)



Recommendation systems in streaming services



Grammar, spelling, transcriptions and captions services



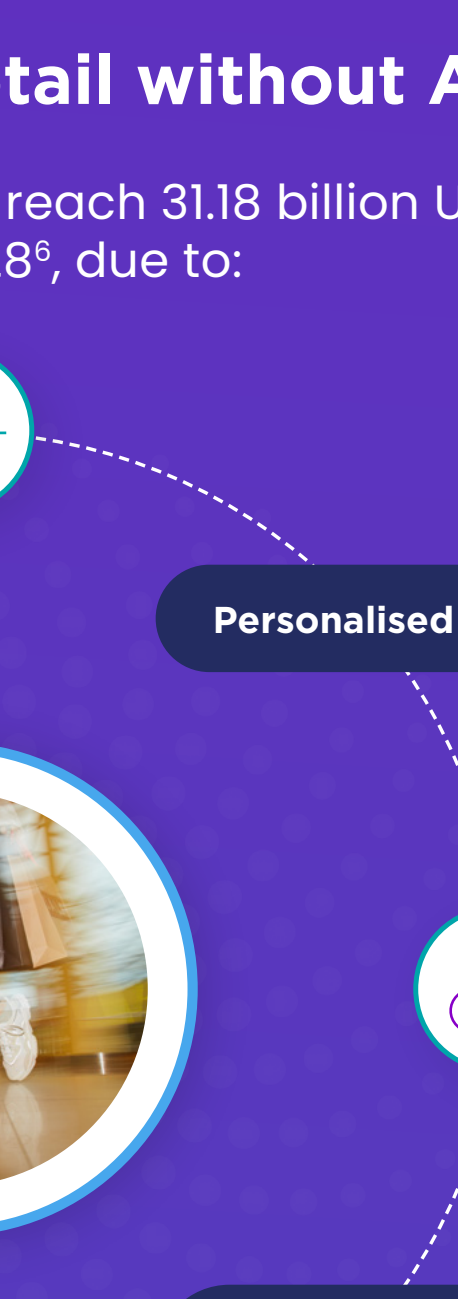
Navigation and transportation

And much, much more

AI is transforming businesses



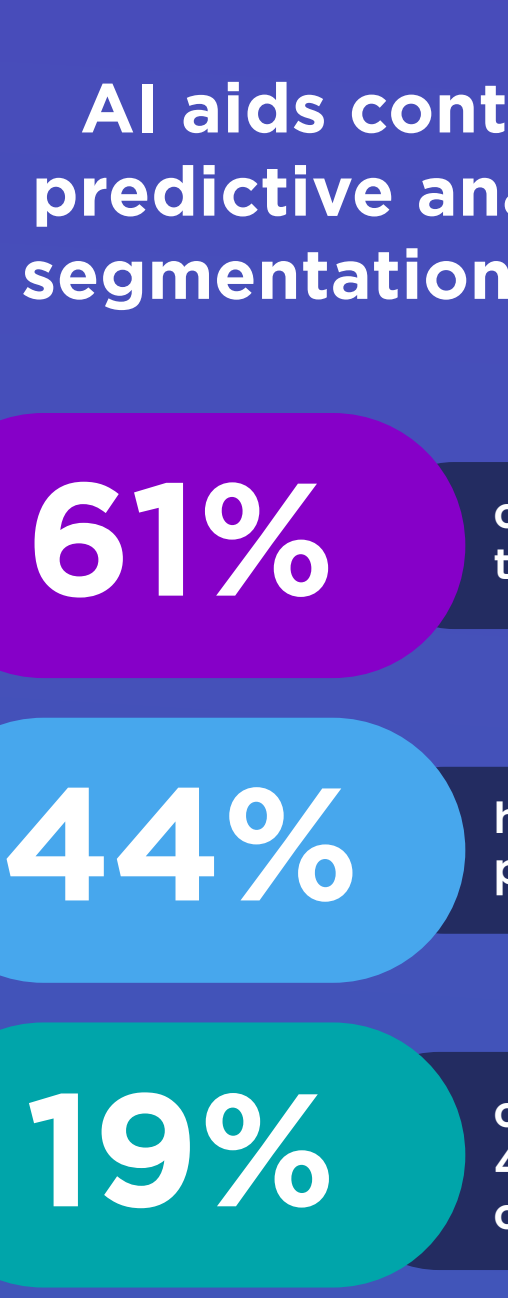
81% of CMOs plan to use GenAI to support new business models in the next 12 to 18 months.⁴



7/10 industry professionals are already using GenAI for their work.⁵

You can't spell retail without AI

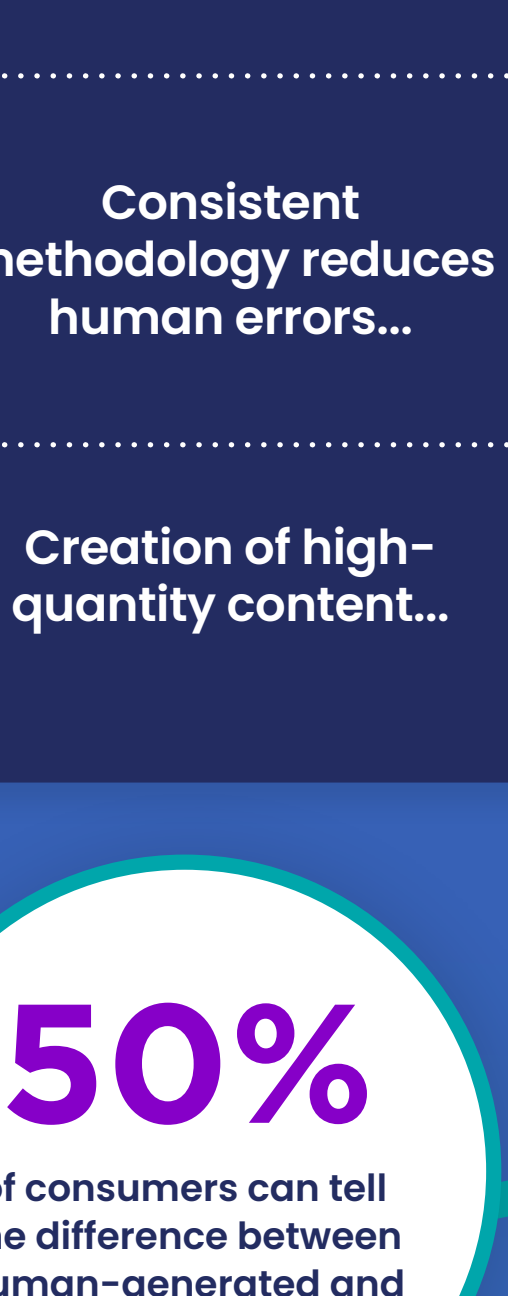
AI in retail is projected to reach 31.18 billion U.S. dollars by 2028⁶, due to:



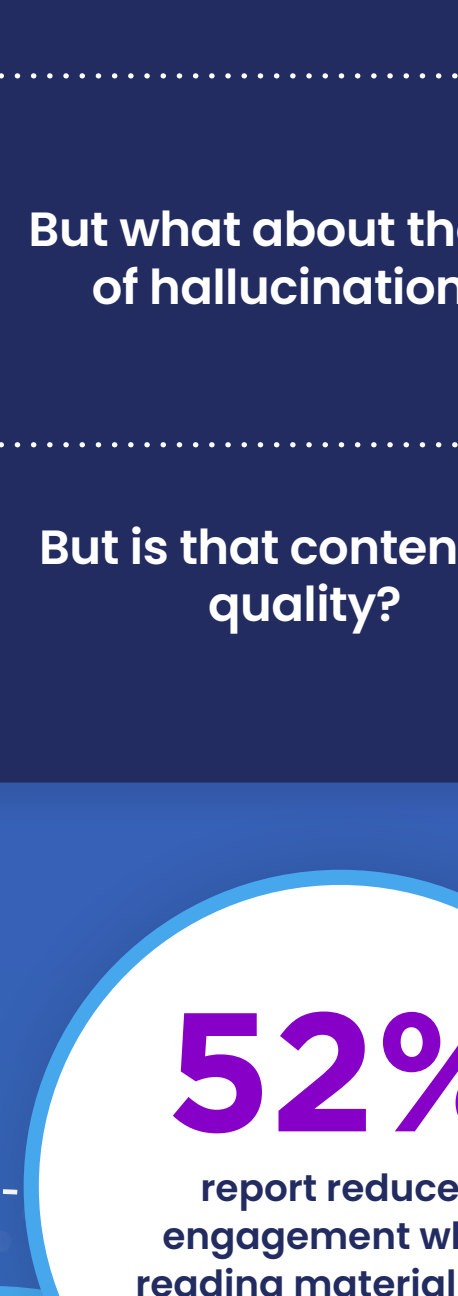
83% of financial services executives agree that AI is creating new ways to differentiate offerings and attract customers.⁷



81% of financial services executives stated that AI is a critical part of their strategy to attract and retain customers.⁸



30% of charities are actively experimenting with AI.⁹



50% of charities are currently considering using AI.¹⁰

AI aids content production, predictive analytics, customer segmentation, and automation

61% of marketers have used AI in their marketing activities.¹¹

44% have used AI for content production.¹²

19% of marketers spent more than 40% of their marketing budget on AI-driven campaigns.¹³

The risks and rewards



Greater efficiency and non-stop work...



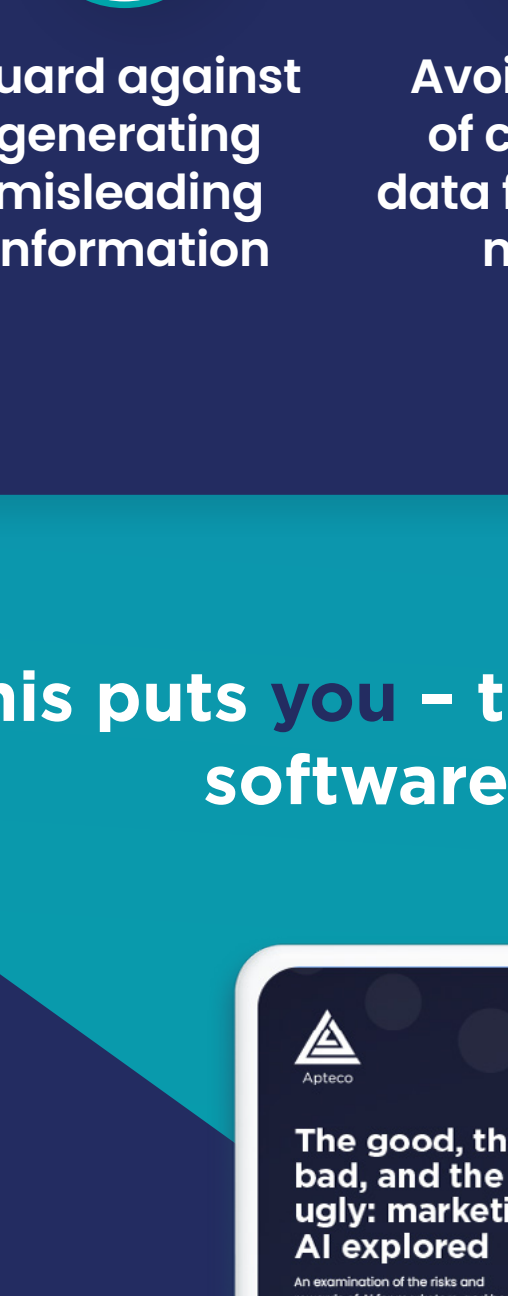
But will we lose human creativity?

Consistent methodology reduces human errors...

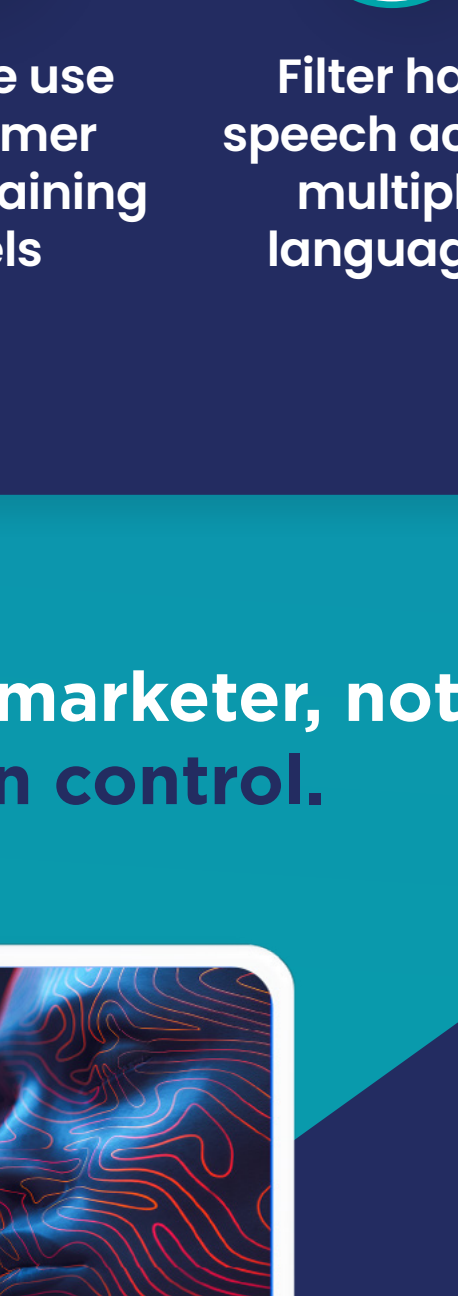
But what about the risk of hallucinations?

Creation of high-quantity content...

But is that content low quality?



50% of consumers can tell the difference between human-generated and AI-generated content.¹⁴



52% report reduced engagement when reading material they suspect was written by AI.¹⁵

It's time to embrace AI (with a sprinkle of caution)

Keep up with the latest AI trends and developments

Understand the basics – such as the difference between machine learning and generative AI

Select AI tools that prioritise the interests of marketers and customers

Be aware of algorithmic bias

Ensure transparency and explainability

Take accountability

At Apteco, we have a vision for ethical AI

We call it Apteco Intelligence.

This year, we're introducing our own GenAI assistant.

Our aim is for marketers to be able to:

Ask questions about Apteco's capabilities

Seek answers to key questions about their data

Automate tasks such as creating customised dashboards on our platform

Our AI assistant will also:

Guard against generating misleading information

Avoid the use of customer data for training models

Filter hate speech across multiple languages

This puts you – the marketer, not the software – in control.

Download **The good, the bad, and the ugly: marketing AI explored** now to discover ways you can use AI smartly and ethically.

[DOWNLOAD NOW](#)

Sources

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- ² <https://www.techtarget.com/SecurityCenterprises/tip/Generative-AI-vs-machine-learning-How-are-they-different>
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- ¹⁰ <https://www.mintel.com/content/ai-topics/leveraging-ai-to-boost-charity-marketing-11088>
- ¹¹ <https://www.mintel.com/content/ai-topics/leveraging-ai-to-boost-charity-marketing-11088>
- ¹² <https://www.mintel.com/content/ai-topics/leveraging-ai-to-boost-charity-marketing-11088>
- ¹³ <https://www.mintel.com/content/ai-topics/leveraging-ai-to-boost-charity-marketing-11088>
- ¹⁴ <https://www.mintel.com/content/ai-topics/leveraging-ai-to-boost-charity-marketing-11088>
- ¹⁵ <https://www.mintel.com/content/ai-topics/leveraging-ai-to-boost-charity-marketing-11088>