



Impact of AI on Marketers

(according to marketers)

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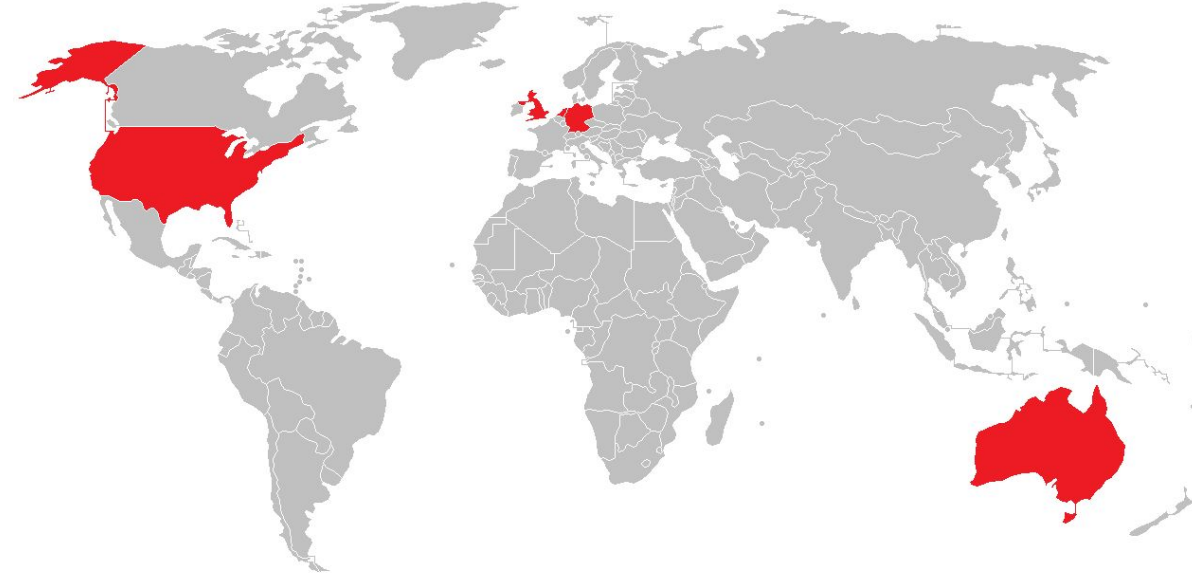
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SURVEY METHODOLOGY

Who we interviewed

- 1,200 Professional Marketers
- Managers & Directors
- Conducted in 5 markets:
 - US
 - UK
 - Germany
 - Netherlands
 - Australia

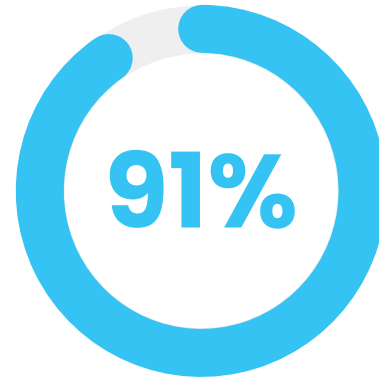


AI's Impact on Your Job

(according to marketers)



AI IS HERE

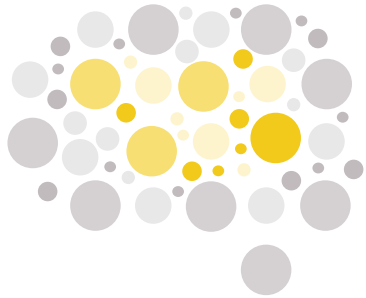


91%
of marketers are
using AI at their job

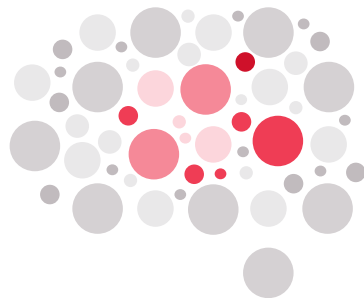
70% are using AI outside of work

What you take “AI” to mean?

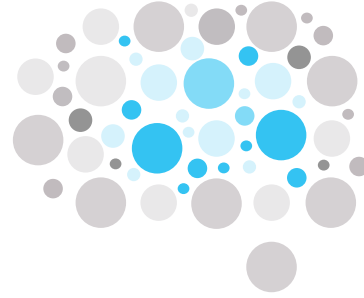
(single choice)



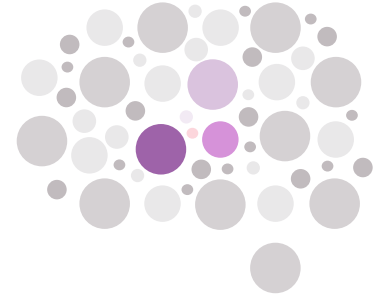
30%
Generative



29%
Automation



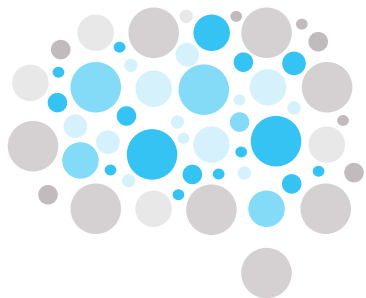
28%
Optimization



12%
Predictive

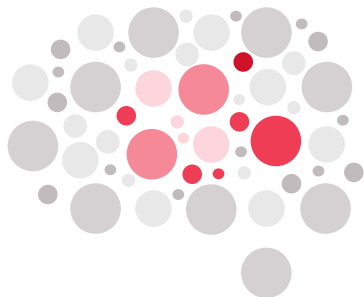
What types of AI do you currently use?

(multi choice)



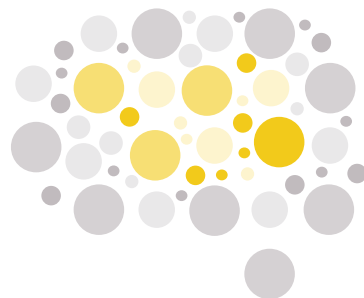
54%

Optimization



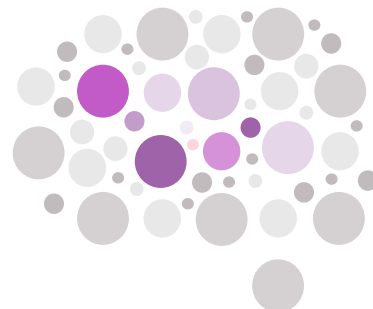
53%

Automation



51%

Generative

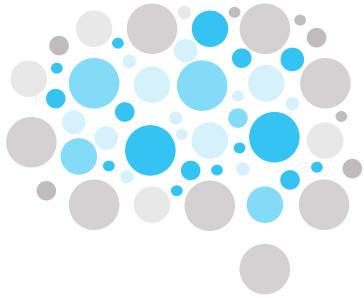


42%

Predictive

What AI would make your job easier?

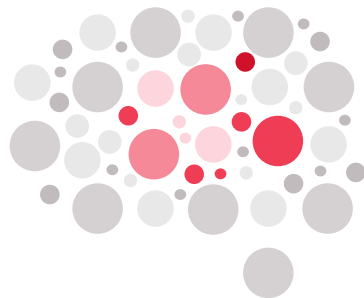
(multi choice)



57%

Optimization

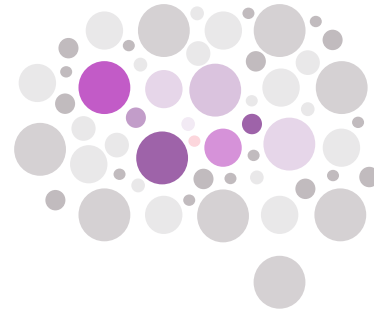
**Get the most out
of campaigns**



53%

Automation

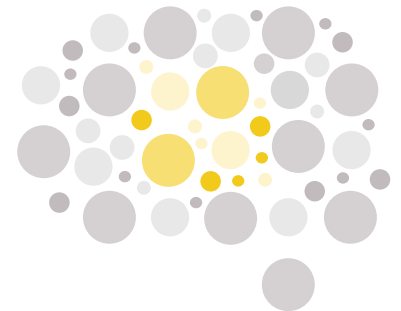
**Get the most
out of people**



50%

Predictive

**Make the best
decisions**



49%

Generative

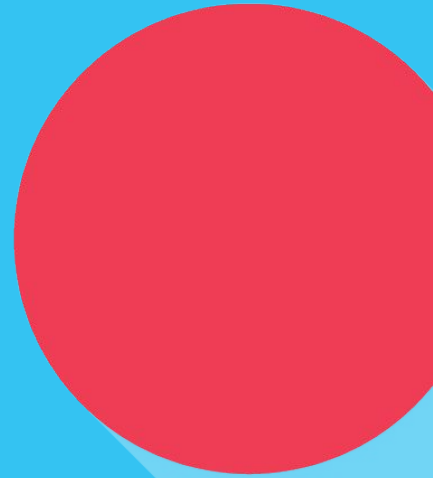
**Create content
more quickly**

Why are you **drawn to** working with AI?



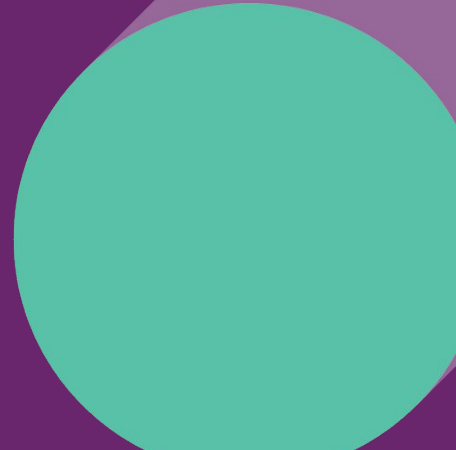
- 1 Able to work more efficiently**
- 2 Increase my skillset**
- 3 My work will become more accurate**
- 4 Exciting technology to work with
- 5 Improve the work of my department
- 6 Elevate me inside the company

Efficiency!



AI's Impact on Your Career

(according to marketers)



How do you determine **success** with using AI?



- 1 Increase business metrics and reflect better on my job performance**
- 2 Increase visibility at organization**
- 3 Make me a more valuable marketer**
- 4 Helps me be more creative
- 5 Frees up time to do more fulfilling work



**How does developing AI skills fit with your
career progression?**

7%

No role

20%

**Appealing
but not
relevant**

73%



Marketers: AI is Tech Revolution



believe AI is a tech revolution

33% believe AI is just another tool

AI is Where the **Industry** Is Headed



**Feel they'll have to
learn AI to maintain
value as a marketer**



**Believe AI will create
opportunities for new
positions**

Yet Half are Still **Intimidated**

51%

**Drawn to
AI**



49%

**Intimidated
by AI**

#1 Reason why:

Meeting the increased expectations that come with using AI

**If you are intimidated by using AI,
half the marketers you'll meet here are too!**



How does developing AI skills fit with your career progression?

27%

**None /
Not relevant**

36%

**Speciality to
distinguish
myself**

37%

**Integral part
of skillset**



WAKEFIELD

Key Stats

A transformative tech revolution

Percent of marketers who ...

Are already using AI in their jobs.

91%

See AI as creating job opportunities.

69%

See AI as a transformative tech revolution,
not just a tool.

67%

Believe AI should increase business metrics and
reflect better on their job performance.

49%

Are drawn to AI because it will help
them work more efficiently.

47%

Believe AI will increase their skills and
make their work more accurate.

45%

See AI as becoming an integral part of their
overall skill set as a marketer.

37%

SOURCE: Wakefield Research



ITERABLE

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