Artificial Intelligence, or AI, is a specialized branch of computer science where computers perform tasks that normally require human intelligence.

To understand how marketers view AI and how to leverage it, we interviewed marketers and AI experts from various industries to learn how they view the value and viability of this emerging trend.

They confirmed that AI is already influencing the work and the world of marketing, and its role is expanding.

Marketing-focused AI is generating content, personalizing it, targeting ads, helping score leads, predicting who will buy, and playing a key supporting role in many marketing processes.

Marketers need to understand how these applications are evolving so they can fully exploit them and help shape the evolution of new AI uses for marketing.

To understand what Marketers are doing, we asked 75 marketers from ANA’s Member Directory to complete a survey and share their insights and methodologies.

3 steps to get you started:

1. Educate yourself on the technology and how marketers are already using it.
2. Start prototyping AI.
3. Optimize your content for voice search.

Artificial Intelligence, or AI, is a specialized branch of computer science where computers perform tasks that normally require human intelligence.

To understand how marketers view AI and how to leverage it, we interviewed marketers and AI experts from various industries to learn how they view the value and viability of this emerging trend.

They confirmed that AI is already influencing the work and the world of marketing, and its role is expanding.

Marketing-focused AI is generating content, personalizing it, targeting ads, helping score leads, predicting who will buy, and playing a key supporting role in many marketing processes.

Marketers need to understand how these applications are evolving so they can fully exploit them and help shape the evolution of new AI uses for marketing.

To understand what Marketers are doing, we asked 75 marketers from ANA’s Member Directory to complete a survey and share their insights and methodologies.

3 steps to get you started:

1. Educate yourself on the technology and how marketers are already using it.
2. Start prototyping AI.
3. Optimize your content for voice search.

Artificial Intelligence, or AI, is a specialized branch of computer science where computers perform tasks that normally require human intelligence.

To understand how marketers view AI and how to leverage it, we interviewed marketers and AI experts from various industries to learn how they view the value and viability of this emerging trend.

They confirmed that AI is already influencing the work and the world of marketing, and its role is expanding.

Marketing-focused AI is generating content, personalizing it, targeting ads, helping score leads, predicting who will buy, and playing a key supporting role in many marketing processes.

Marketers need to understand how these applications are evolving so they can fully exploit them and help shape the evolution of new AI uses for marketing.

To understand what Marketers are doing, we asked 75 marketers from ANA’s Member Directory to complete a survey and share their insights and methodologies.

3 steps to get you started:

1. Educate yourself on the technology and how marketers are already using it.
2. Start prototyping AI.
3. Optimize your content for voice search.

Artificial Intelligence, or AI, is a specialized branch of computer science where computers perform tasks that normally require human intelligence.