

The Influence of Artificial Intelligence on Modern Marketing

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Abstract: This paper explores how Artificial Intelligence (AI) is reshaping the marketing landscape, using data primarily sourced from Statista. By analysing global trends up to March and July 2023, we aim to provide a clear understanding of AI's impact on marketing strategies and outcomes. We begin by examining the rapid growth of AI in marketing, including its market size, revenue, and the preferences of users worldwide. We also highlight the popularity of leading AI text tools among users, giving insights into their market dominance and adoption rates. In addition, we investigate the funding landscape for AI marketing-related startups, showcasing the industry's investment trends and innovation potential. Furthermore, we identify the most effective ways marketers are using AI and marketing automation, offering practical insights for professionals seeking to leverage these technologies. Our study also looks at where AI is being used in marketing, revealing the diverse applications that are shaping strategies globally. We delve into the tools and platforms driving AI integration in marketing and advertising, as well as the main tasks undertaken by professionals using generative AI. A key focus is on AI-assisted writing, where we outline how marketers are employing AI for content creation and its impact on efficacy. We also explore the perceived benefits of AI tools according to marketing professionals, providing actionable insights for decision-making. Lastly, we assess the effectiveness of chat-based search advertising, particularly among paid search marketers in the United States. Through a concise summary of our findings, this paper aims to offer a comprehensive view of AI's transformative role in marketing, providing practical insights for industry stakeholders navigating this evolving landscape. In conclusion, this research serves as a roadmap for marketers, entrepreneurs, and industry professionals, guiding them through the integration of AI technologies into marketing strategies and operations. By understanding the current trends and potential benefits of AI, stakeholders can adapt and thrive in an increasingly AI-driven marketing environment.

Keywords: Artificial intelligence, Marketing, Marketers, Text tools, Trends

1. Literature Background

Artificial intelligence (AI) in marketing is getting popularity due to the practical impact it will have in both the current business and the industry of the future. It is essential to conduct research studies with a wider scope and coverage on the application of AI in marketing, and it is also essential to conduct meta-analyses of previously conducted studies in order to determine the routes that future research should go. In the most recent decade, the development of artificial intelligence has contributed to an increase in the complexity of marketing. The utilisation of technology to its fullest potential in order to provide a superior experience for customers is the goal of artificial intelligence marketing, says Pathak et al (2022). In marketing, AI can be used to analyze data, identify patterns, predict outcomes, and automate processes. In today's world, every aspect of our lives is influenced by technology. The marketing industry is no exception. With the advent of technology, artificial intelligence (AI) has become an integral part of the marketing industry think Vlačić et al (2021 and add that AI is a set of algorithms and intelligent computer systems that can learn, think, reason, and perform tasks that typically require human intelligence. The role of AI in marketing is constantly evolving and its potential to provide businesses with an insightful competitive edge cannot be overemphasized. The authors Reddy et al (2023) understand that artificial intelligence (AI) Marketing produces automatic judgments relying upon information gathering and analytics, as well as other insights about population or socioeconomic tendencies which could impact promotional strategies. Artificial intelligence (AI) is widely used in advertising initiatives when efficiency becomes crucial. AI solutions understand how to successfully connect with consumers depending on information and consumer histories, then provide customized communications at the appropriate moment eliminating the requirement for promoting crew involvement guaranteeing maximum profitability. Lakshmi et al (2023) claim AI has several applications in marketing, such as: Personalization AI can help businesses create personalized experiences for customers by analysing their behaviour and preferences. AI algorithms analyse browsing and purchasing history, as well as other behavioural data points, to create a unique profile for individual. From there, these programs can curate content, advertisements, and recommendations tailored specifically to interests. While this may seem like a small convenience, it has the potential to revolutionize the way we interact with technology by creating a more intuitive and personalized experience.

Based on Haleem et al (2022) future marketers can use AI to create personalised experiences for their customers and develop marketing analytics techniques to target potential customers. Every interaction a prospect or consumer has with a product or solution is recorded and used to improve the product or service in

the future. There will be a better time for marketers to start experimenting with AI strategies to help them create highly personalised experiences for their customers. With AI poised to continue growing across all industries and segments, marketers should dedicate time and resources to experiment with strategies and ensure their marketing organisation is set up for continued success, both now and in the future. Kastenholz (2024) claims that despite initial concerns, AI has proven to be an invaluable asset in influencer marketing strategies. Rather than stifling creativity, AI has allowed marketers to focus more on strategy and innovative content by handling data analysis and trend forecasting. AI and human creativity complement each other, leading to more impactful and strategically sound campaigns. Moving forward, the successful integration of AI into influencer marketing will depend on brands and marketers balancing new technologies with ethical considerations and a commitment to transparency and authenticity. Achieving this balance can empower marketers and creatives, making their work more efficient and data-driven while enhancing engagement and innovation at the intersection of technology and human creativity. Lucas (2024) see that the integration of AI into marketing and advertising is fundamentally transforming how businesses engage and connect with their target audiences. AI has introduced a paradigm shift by infusing data-driven insights, predictive analytics, and personalized experiences into strategic decision-making, moving beyond traditional marketing approaches. This evolution goes beyond conventional outreach methods, allowing businesses to create more meaningful and tailored connections with their audiences. By processing vast datasets in real-time, AI provides a deep understanding of consumer behaviors, preferences, and emerging trends. This nuanced comprehension enables businesses to craft campaigns that are not only targeted but also intricately personalized, fostering a resonance that transcends generic messaging.

2. Methodology

The aim of the present paper is to determine the current state of artificial intelligence, specifically in the area of use by marketers, based on data from respondents. The data is drawn from Statista <https://www.statista.com/>, from year 2023. Figures and tables were processed and presented to illustrate key trends and findings, offering insights into the impact of AI on enhancing efficiency, creativity, and strategic optimization in marketing and advertising. The data presented in this analysis is derived from a comprehensive survey conducted in 2023, targeting marketing and advertising professionals globally. The survey aimed to explore the adoption and applications of generative artificial intelligence (AI) within the industry. In the first part of the paper, we focus on current views and knowledge in the field of artificial intelligence and marketing. This is followed by a brief methodology of the paper and the statement of the research questions. We then look at specific survey results, which we describe and outline possible future developments in the area under study.

Research questions set for the purpose of these paper are as follows –

Is ChatGPT the most used AI text tools?

Exploring whether ChatGPT is the most utilized AI text tool is vital due to its relevance in current marketing trends. With AI increasingly shaping marketing strategies, understanding ChatGPT's prevalence provides crucial insights into the dominant tools driving AI adoption in marketing contexts

Is ChatGPT the most used AI tool for marketers?

As AI becomes increasingly integrated into marketing strategies, understanding ChatGPT's prevalence offers valuable insights into its role as a primary tool in content generation and customer interaction.

What are the biggest benefits of using AI tools for marketers?

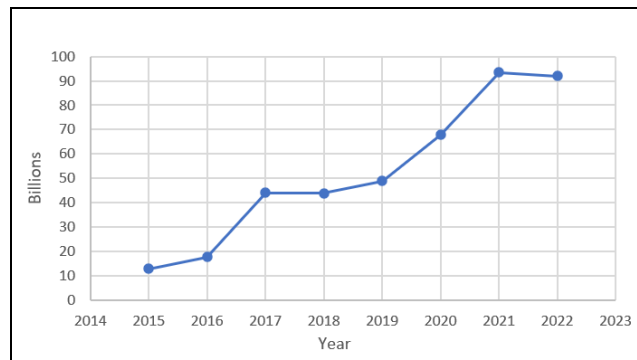
Exploring the biggest benefits of using AI tools for marketers is essential to capture the forefront of industry advancement. With AI rapidly transforming marketing practices, understanding its key advantages provides critical insights into maximizing its potential.

What are the most common tasks that marketers outsource for AI tools?

Investigating the most common tasks that marketers outsource for AI tools is vital to comprehend the evolving dynamics of marketing operations. As AI continues to revolutionize the industry, understanding which tasks are commonly delegated to AI tools provides valuable insights into workflow optimization and resource allocation.

3. Results

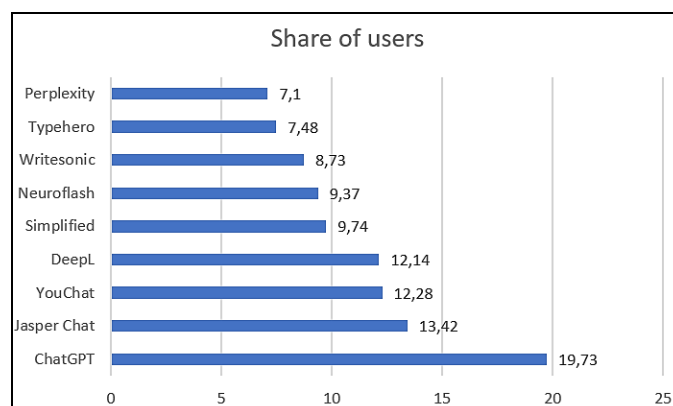
In this section, we take look into the results of a comprehensive survey conducted in July 2023, on the widespread adoption and diverse applications of generative artificial intelligence (AI) in the marketing and advertising landscape. Marketing and advertising professionals worldwide have embraced AI tools for a multitude of tasks, ranging from content creation to strategy optimization. The data presented here reflects the evolving role of AI in streamlining workflows and enhancing creativity within the industry. This analysis will delve into the specifics of how professionals are leveraging AI, including the leading AI tools used, the main tasks undertaken, and the benefits reaped from AI integration. By exploring these results, we gain valuable insights into the transformative impact of AI on modern marketing and advertising practices.



Source: Own processing based on <https://www.statista.com/statistics/941137/ai-investment-and-funding-worldwide/>

Figure 1: Global total corporate artificial intelligence (AI) investment from 2015 to 2022 (in billion U.S. dollars)

Global corporate artificial intelligence (AI) investment has seen a remarkable rise from 2015 to 2022. The data reveals a consistent upward trend, starting at 12.75 billion USD in 2015 and rising to 17.7 billion USD in 2016. A significant leap occurred in 2017, with investment reaching 44.08 billion USD. This trend continued with 43.81 billion USD in 2018 and 48.85 billion USD in 2019. In 2020, investment surged to 67.85 billion USD, followed by a peak in 2021 at 93.5 billion USD. Despite a slight decrease, 2022 remained strong at 91.9 billion USD. These figures illustrate the increasing significance of AI in corporate strategies, with the industry attracting substantial investments globally. This growth reflects a broader trend of businesses recognizing AI's potential to drive efficiency and innovation. The data underscores the importance of staying abreast of these investment patterns for companies seeking to remain competitive. The continued rise in AI investment suggests a bright future for the industry, with potential implications for various sectors of the global economy. Release date - April 2023, region – worldwide, survey time period - 2015 to 2022.

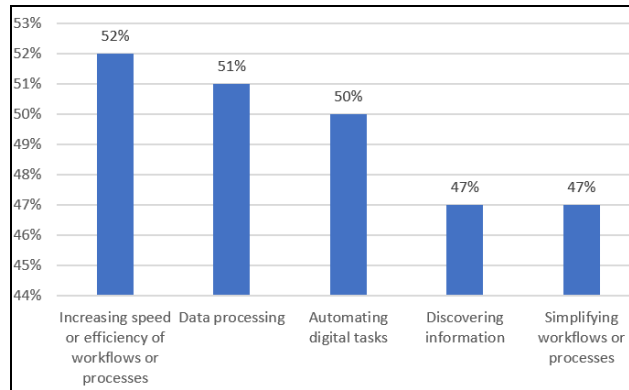


Source: Own processing based on <https://www.statista.com/forecasts/1423975/world-generative-ai-text-tool-market-share>

Figure 2: Leading generative artificial intelligence (AI) text tools market share of users globally in 2023

In 2023, the market for leading generative artificial intelligence (AI) text tools showcased a diverse landscape of user preferences globally. ChatGPT claimed the largest market share, with 19.73% of users opting for its

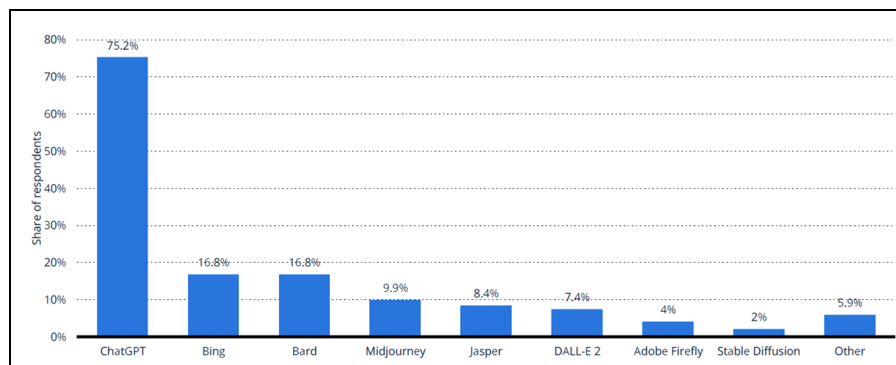
capabilities, followed by Jasper Chat at 13.42% and YouChat at 12.28%. DeepL, known for its translation prowess, held a notable share of 12.14%, while Simplified and Neuroflash attracted 9.74% and 9.37% of users respectively. Writesonic secured an 8.73% share, appealing to those seeking user-friendly AI text solutions. Typehero and Perplexity held shares of 7.48% and 7.1%, catering to specific user niches. This distribution highlights varying user preferences, with ChatGPT's leading position indicating widespread trust and adoption. DeepL's significant share underlines its reputation for accurate translations, while Writesonic's share reflects its user-centric approach. Overall, this market snapshot reveals a dynamic landscape shaped by innovation and a diverse range of user needs in AI text tools.



Source: Own processing based on <https://www.statista.com/statistics/1364767/ai-ml-usage-company-benefits-us/>

Figure 3: Leading benefits of using artificial intelligence (AI) tools according to marketing professionals in the United States as of June 2023

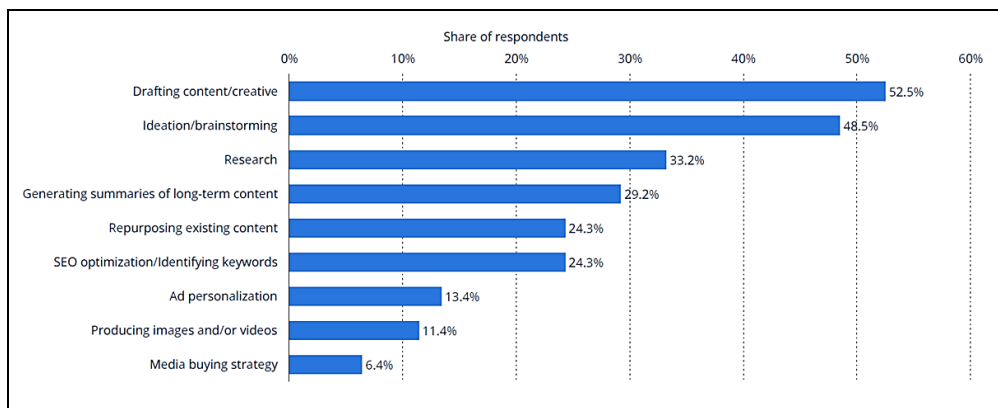
According to marketing professionals in the United States as of June 2023, several key benefits of using artificial intelligence (AI) tools have been identified. The leading benefit, reported by 52% of respondents, is the ability of AI to increase the speed or efficiency of workflows and processes. Close behind is data processing, cited by 51% of professionals, showcasing AI's role in handling and analyzing vast amounts of data efficiently. Automating digital tasks is another highly valued benefit, with 50% of respondents recognizing AI's capability to streamline repetitive tasks and improve productivity. Furthermore, 47% of professionals highlighted AI's role in discovering valuable information, indicating its capacity to sift through data and extract actionable insights. Simplifying workflows or processes was also cited by 47% of respondents, underlining AI's role in making complex tasks more manageable and user-friendly. The data suggests that marketing professionals value AI for its ability to enhance operational efficiency, data management, and task automation. The high percentages across these benefits indicate a strong recognition of AI's transformative impact on marketing operations. Marketing professionals are increasingly leveraging AI to optimize their workflows, process data more effectively, and automate tasks that would otherwise be time-consuming. Release date of the survey July 2023, region - United States, survey time period - June 2023, number of respondents - 281 respondents, age group - 18 years and older.



Source: <https://www.statista.com/statistics/1405052/gen-ai-tools-used-marketing-advertising/>

Figure 4: Leading generative artificial intelligence (AI) tools and platforms used in marketing and advertising worldwide as of July 2023

As of July 2023, the landscape of generative artificial intelligence (AI) tools and platforms used in marketing and advertising worldwide is dominated by ChatGPT, with an impressive share of 75.20% of respondents utilizing its capabilities. Following ChatGPT are Bing and Bard, both with equal shares of 16.80%, indicating their significant presence in the market. Midjourney and Jasper follow suit with shares of 9.90% and 8.40% respectively, showcasing their relevance in the AI tools space for marketing tasks. DALL-E 2, known for its image generation abilities, holds a share of 7.40%, demonstrating its niche within the market. Adobe Firefly, with a 4% share, and Stable Diffusion with 2%, cater to specific user needs within the marketing and advertising sector. The "Other" category, representing a variety of AI tools not specified, accounts for 5.90% of the respondents' choices. These figures highlight the dominance of ChatGPT as the preferred AI tool for marketing and advertising tasks globally. Its widespread adoption suggests a high level of trust and effectiveness among users. Bing and Bard's equal shares indicate a competitive landscape where multiple platforms are sought after for various functionalities. Midjourney and Jasper's shares suggest a moderate but significant usage among marketing and advertising professionals, possibly for their specialized features. DALL-E 2's presence underscores the importance of visual content generation in marketing strategies. Adobe Firefly and Stable Diffusion, although holding smaller shares, cater to specific needs within the industry, providing users with targeted solutions. The "Other" category's 5.90% share hints at a diverse range of AI tools and platforms utilized by marketing and advertising professionals for their unique requirements. Release date July 2023, region North America, Europe, Central and South America, survey time period - July 2023, number of respondents - 202 respondents.



Source: <https://www.statista.com/statistics/1404764/gen-ai-uses-marketing-advertising/>

Figure 5: Main tasks in which marketing and advertising professionals used generative artificial intelligence (AI) worldwide as of July 2023

In July 2023, marketing and advertising professionals worldwide utilized generative artificial intelligence (AI) for a variety of tasks, reflecting the diverse applications of AI in the industry. The most common task, reported by 52.5% of respondents, was drafting content and creative materials. This indicates a widespread use of AI in generating written content, such as articles, social media posts, and ad copy, to streamline the creative process. Ideation and brainstorming followed closely behind, with 48.5% of respondents utilizing AI for generating ideas and concepts. This suggests that AI tools are not only used for execution but also for the initial stages of content creation, aiding professionals in developing innovative strategies. Research emerged as another significant task, with 33.2% of professionals leveraging AI to gather information and insights efficiently. This indicates that AI is instrumental in processing vast amounts of data to extract valuable findings for marketing strategies. Generating summaries of long-form content was cited by 29.2% of respondents, showcasing AI's role in condensing complex information into digestible formats. Repurposing existing content, reported by 24.3% of professionals, demonstrates AI's ability to recycle and adapt content for different platforms and audiences. AI's role in search engine optimization (SEO) optimization and identifying keywords was noted by 24.3% of respondents, highlighting its importance in enhancing online visibility and content relevance. Ad personalization, mentioned by 13.4% of professionals, indicates AI's use in tailoring advertisements to individual preferences and behaviors. Producing images and videos, though lower on the list with 11.4%, signifies AI's role in creating visual content efficiently. Finally, media buying strategy, reported by 6.4% of respondents, shows that some professionals utilize AI for optimizing their advertising spending and placement decisions. Release date - July 2023, region - North America, Europe, Central and South America, survey time period - July 2023, Number of respondents - 202 respondents.

4. In Conclusion

This paper has provided a comprehensive overview of the landscape of generative artificial intelligence (AI) tools and their applications in marketing and advertising as of July 2023. The data presented reveals that ChatGPT stands as the undisputed leader among AI text tools, with an impressive 75.20% share of respondents utilizing its capabilities. This dominance reflects its widespread adoption and effectiveness in aiding marketing professionals worldwide. The analysis also shed light on the significant benefits of integrating AI tools into marketing strategies. The top benefits identified include increasing workflow efficiency (52%), data processing (51%), and automating digital tasks (50%). These findings underline the pivotal role of AI in enhancing operational efficiency and providing marketers with innovative solutions to navigate the complex landscape of modern marketing. Looking towards the future, the possibilities for AI in marketing are vast. As technology continues to evolve, AI is poised to play an even greater role in areas such as personalized customer experiences, advanced data analytics, and predictive marketing strategies. Marketers can leverage AI to gain deeper insights into consumer behaviour, optimize campaigns in real-time, and create highly targeted and relevant content.

In the evolving landscape of marketing, AI is driving transformative changes across various fronts. AI-driven content creation and curation are revolutionizing personalized customer experiences, allowing marketers to tailor content to individual preferences for heightened engagement and loyalty. Enhanced data analytics and predictive modelling empower more effective targeting and campaign optimization, ensuring that marketing efforts are precisely directed toward the right audience segments. The increased adoption of AI-powered chatbots and virtual assistants is reshaping customer engagement, providing personalized interactions and 24/7 support. Moreover, the integration of AI into social media marketing enables sentiment analysis and trend prediction, allowing marketers to stay ahead of the curve with real-time insights. As the industry progresses, there is a growing emphasis on AI tools for SEO optimization and keyword identification, reflecting the need to leverage AI's capabilities for enhanced visibility and relevance in digital landscapes. These trends collectively signify AI's profound impact on modern marketing strategies, offering unprecedented opportunities for efficiency, personalization, and strategic innovation. Possible recommendations for Marketers could be

- utilize AI tools like ChatGPT for drafting content and creative materials, enabling efficient and diverse content creation,
- explore AI platforms for ideation and brainstorming sessions, enhancing creativity and generating innovative campaign ideas,
- integrate AI tools for workflow efficiency, data processing, and automating digital tasks to streamline marketing operations,
- enhance data analytics capabilities by investing in AI-powered tools for deep insights into consumer behaviour and trends,
- continuously monitor AI trends and advancements in marketing technology to remain competitive and innovative in a rapidly evolving landscape.

Four research questions were set for the purpose of the paper -

Is ChatGPT the most used AI text tool?

ChatGPT is indeed the most used AI text tool according to the data, with an impressive share of 75.20% of respondents utilizing its capabilities. This signifies its widespread adoption and dominance in the market among marketing and advertising professionals worldwide.

Is ChatGPT the most used AI tool for marketers?

ChatGPT is the most used AI tool for marketers, specifically in the realm of generative artificial intelligence (AI) tools and platforms. Its share of 75.20% indicates its significant preference among marketing and advertising professionals globally.

What are the biggest benefits of using AI tools for marketers?

The biggest benefits of using AI tools for marketers, based on the data, are:

Increasing speed or efficiency of workflows or processes, data processing and automating digital tasks.

What are the most common tasks that marketers outsource for AI tools?

The most common tasks that marketers outsource to AI tools, as indicated by the data, are drafting content/creative, ideation/brainstorming and research.

The paper underscores the significant benefits of integrating AI tools into marketing strategies, with top advantages including increased workflow efficiency, data processing, and task automation. Looking forward, AI holds immense potential in revolutionizing personalized customer experiences, advanced data analytics, and predictive marketing strategies. Marketers are encouraged to leverage AI for content creation, ideation, workflow optimization, data analytics, and staying abreast of evolving trends to remain competitive and innovative in the dynamic marketing landscape. The paper also addresses four key research questions, confirming ChatGPT's dominance, its role as the most preferred AI tool for marketers, the significant benefits of AI tool utilization, and the common outsourced tasks to AI tools, providing valuable insights for industry practitioners.

Limitations of the research are as follows –

- The data and findings are based on information available as of year 2023. The fast-paced nature of AI and marketing technologies means that the landscape may have changed significantly since then. New tools and platforms may have emerged, altering market shares and the benefits derived from these technologies.
- The sample sizes for some of the surveys are relatively small (e.g., 202 respondents for global generative AI tool usage). This may not be fully representative of the entire population of marketing and advertising professionals.
- The research primarily focuses on quantitative data (e.g., market shares, percentages of usage).
- Since the secondary data were used the research part does not provide detailed information on the survey methodology, such as how participants were selected, the survey distribution channels, or the response rates.

Paper does not represent the final research, but the primary analysis which will lead to detailed researching in this area. Future research can minimize current limitations by conducting longitudinal studies to track AI adoption and impact over time and expanding sample sizes for broader representation. Enhancing survey methodologies with detailed design transparency and mixed-method approaches will provide deeper insights. Comparative analyses of AI tools, focusing on features, performance, and user satisfaction, will highlight why certain tools are preferred. Addressing technological limitations and ethical implications, including data privacy and algorithmic fairness, will ensure a comprehensive understanding. Detailed ROI analyses and cost-benefit studies will elucidate the financial implications of AI adoption. Providing empirically backed future predictions and scenario analyses will offer grounded insights into AI's potential developments. Incorporating detailed case studies and user experience research will showcase practical applications and highlight best practices.

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