State of AI in Marketing

54% of marketers in India point to the understanding of AI as a challenge.

69% of the respondents say that 'skill and training' is also a top challenge for the inclusion of AI in marketing.

42% of Indian respondents report to be in the experimentation phase of adopting AI in its marketing strategies.

39% of Indian organizations are in the process of developing strategies to address AI-related risks.

State of Gen AI in Marketing

70% of marketers report to be exploring with Generative AI applications, whether it be use cases, preliminary research and pilots, and Gen AI tools.

70.09% marketers believe that Generative AI is set on a course to elevate customer experience.

70% of marketers pointed to discovery of the right Gen AI tools in content marketing as a key challenge.

72.90% of marketers are certain that Gen AI will enhance marketing capabilities without replacing human creativity and expertise.

4 72.90% marketers voted data privacy to be the primary risk factor with regard to Gen AI adoption.
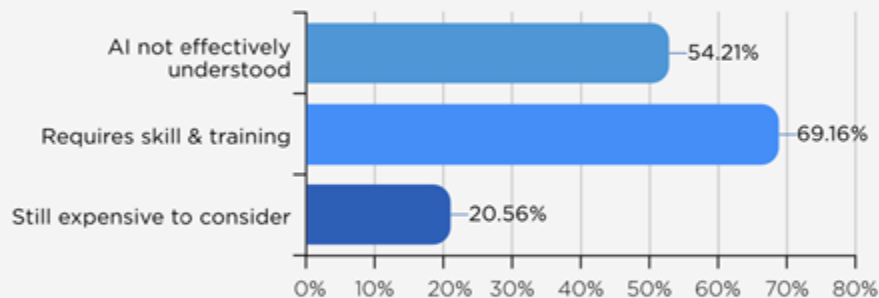
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AI Adoption in Marketing: Varied Integration Levels

A majority (85.05%) are either partially integrated or in the experimentation phase, highlighting ongoing exploration and development.

Category	Value
Fully Integrated	9.35%
Partially Integrated	33.64%
In Experimentation Phase	42.06%
Not Adopted	14.02%
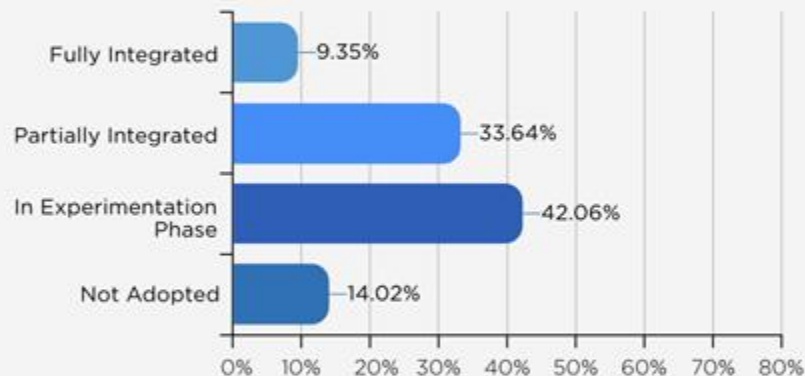
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Primary Challenges In AI Inclusion : Lack Of Understanding, Cost & Skill Development

Understanding AI effectively, the need for skill development, and cost factors emerge as significant obstacles.

AI not effectively understood — 54.21%
Requires skill & training — 69.16%
Still expensive to consider — 20.56%