MMA

State of AI in Marketing:

AI Trends and
Actionable Insights

In partnership with
Punctuate.

Foreword

ROHIT DADWAL

CEO - MMA Global APAC
Global Head of SMARTIES Worldwide

Artificial intelligence (AI) is rapidly transforming the marketing landscape, and the Asia-Pacific (APAC) region is at the forefront of this revolution. The integration of AI in marketing is not merely a trend but a fundamental shift that enhances consumer experiences, optimizes marketing operations, and drives business growth. This report delves into how AI is reshaping marketing strategies across APAC, providing valuable insights for businesses looking to stay ahead in a dynamic environment.

The APAC region, known for its rapid adoption of new technologies, presents a unique opportunity for leveraging AI in marketing. Countries such as Singapore, India and Vietnam are leading the way in AI integration, showcasing innovative approaches that other countries can learn from. As the digital economy continues to expand, the role of AI becomes even more critical in maintaining competitive advantage and driving business success.

In recent years, we have witnessed a significant shift in consumer behavior, driven by the proliferation of digital platforms and the increasing demand for personalized experiences. AI plays a pivotal role in meeting these demands, allowing marketers to tailor their strategies to individual consumer preferences with unprecedented precision. By analyzing vast amounts of data, AI enables businesses to understand their customers better, predict future trends, and deliver highly targeted marketing campaigns.

Moreover, AI's ability to enhance operational efficiency cannot be overstated. From automating routine tasks to optimizing supply chain management, AI streamlines operations and reduces costs. This efficiency allows marketing teams to focus on creative and strategic initiatives, fostering innovation and driving growth. For instance, AI-powered tools can automate content creation, personalize customer interactions, and provide real-time analytics, transforming how marketing campaigns are executed.

Foreword

The integration of AI also brings new challenges, particularly in terms of skills and training. As highlighted in this report, one of the primary obstacles to AI adoption is the need for specialized expertise. Businesses must invest in training programs and develop their workforce to harness the full potential of AI. Additionally, ethical considerations surrounding AI use, such as data privacy and algorithmic bias, must be addressed to build consumer trust and ensure responsible AI deployment.

This comprehensive report on the state of AI in marketing across APAC reveals several pivotal findings.

Many businesses are at varying stages of AI adoption, with 36.96% in the experimentation phase and 36.02% in partial integration.

To maximize the benefits of AI, these companies should move from experimentation to broader deployment by expanding their pilot programs.

Additionally, the primary obstacles to AI adoption include the need for skill and training (62.42%) and the high costs associated with AI technologies (31.06%).

To overcome these challenges, businesses should focus on investing in training programs that develop the necessary AI skills and manage the financial aspects of AI integration effectively.

Furthermore, AI is being significantly used for personalized recommendations (50.31%), customer insights (57.45%), and automating customer interactions (62.11%).

Companies should leverage these innovative applications to enhance customer engagement by personalizing interactions, optimizing data analytics, and automating services, which leads to improved customer satisfaction and operational efficiency.

The future of marketing lies in the intelligent use of data and technology. As AI continues to evolve, its impact on marketing will only grow, offering new ways to connect with consumers, enhance brand loyalty, and drive business performance. Businesses that embrace AI will be well-positioned to thrive in an increasingly competitive landscape.

I invite you to explore the insights presented in this report and consider how AI can transform your marketing efforts. By understanding the opportunities and challenges of AI, businesses can make informed decisions that propel them forward. Together, we can shape the future of marketing in APAC, leveraging AI to create meaningful, personalized, and impactful consumer experiences.

Sincerely,

Rohit Dadwal

CEO, MMA Global APAC
Global Head of SMARTIES Worldwide

From Our Content Partner

Artificial intelligence is not a newborn trend, it is a movement in the making, for many years now. It could be something as simple as suggestive text on emails or autocorrect on your smartphone. The AI phenomenon that we see today is the result of immense technological advancement, combined with the human ability to evolve and adapt.

The comprehensive AI survey by MMA APAC is aimed at equipping marketers with the insights needed to leverage AI effectively. This report highlights key trends, practical applications, and future opportunities, offering a roadmap for marketers to be a part of the change and even lead it.

With conversations now moving to understanding Gen Alpha, Marketing as an industry stands to enter some interesting times. The increasingly aware and agile consumer, content democratization through social media, and now the advancement in AI - the marketing landscape is undergoing a profound transformation.

The MMA APAC AI report takes a deep dive into the role of AI in this tectonic shift.

Our partnership with industry experts has allowed us to delve deep into these changes, providing a thorough understanding of how AI is being integrated into marketing strategies across APAC. The insights gathered in this report are drawn from extensive surveys and data analysis, reflecting the real-world experiences and challenges faced by businesses in this dynamic region.

AI is not just a tool for automating tasks; it is a powerful enabler of innovation and strategic thinking. This report illustrates how AI is being used to personalize consumer experiences, optimize marketing operations, and drive significant business growth.

One of the key findings of our research is the varying stages of AI adoption among businesses. While some companies are fully integrating AI into their operations, others are still in the experimentation phase. This diversity highlights the different paces at which businesses are moving towards AI adoption and underscores the need for tailored strategies that address specific needs and capabilities.

Punctuate.

SALONI SURTI

Founder, Punctuate Inc,
Co-Founder, Punctuate Productions

From Our Content Partner
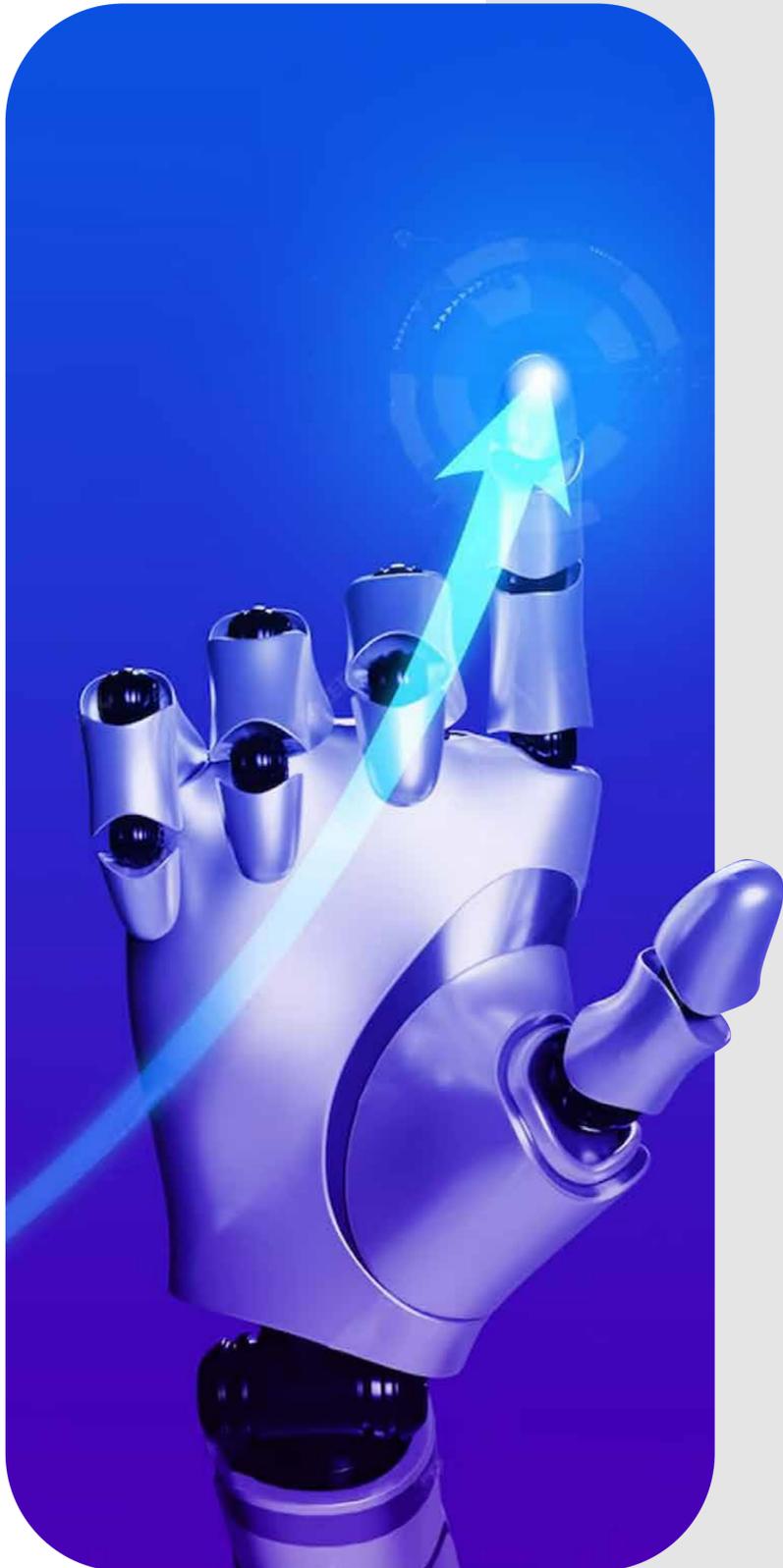
The future opportunities presented by AI are vast. From enhancing customer engagement through personalized marketing to improving decision-making with advanced analytics, AI offers numerous avenues for growth and innovation. This report aims to guide marketers in identifying and seizing these opportunities, providing a strategic framework for effective AI integration.

As we move forward, the role of AI in marketing will continue to expand, bringing with it new possibilities and challenges. Our goal with this report is to prepare marketers for this evolving landscape, equipping them with the knowledge and tools needed to stay ahead.

We are excited to share these findings with you and look forward to seeing how they will drive your marketing strategies to new heights. Together, we can harness the power of AI to create more personalized, efficient, and impactful marketing initiatives across the APAC region.

Executive Summary

Artificial intelligence is revolutionizing marketing across APAC, driving efficiencies and creating new opportunities for consumer engagement. The "State of AI in Marketing" report from MMA Global APAC, in collaboration with Punctuate Inc. dives into how the industry is embracing and adapting AI in their marketing strategies, based on detailed survey data. This report examines the adoption and impact of AI in marketing, based on detailed survey data. With AI technologies being integrated at various levels— from experimentation to full integration — businesses in APAC are well-positioned to meet evolving consumer needs and drive growth.

Key Findings:

Adoption Levels:	Impact on Marketing:	Challenges:
A significant portion of businesses are in the experimentation (36.96%) and partial integration phases (36.02%) of adopting AI in their marketing strategies.	AI is enhancing marketing capabilities, with a substantial number of businesses using AI for personalized recommendations (50.31%) and customer insights (57.45%).	The main challenges include the need for skill and training (62.42%) and the high costs associated with AI technologies (31.06%).

Application Insight

Application Insight focuses on how AI technologies are practically applied in marketing to achieve specific outcomes. It explains the benefits and uses of AI tools and how they enhance marketing efforts, supported by survey data.
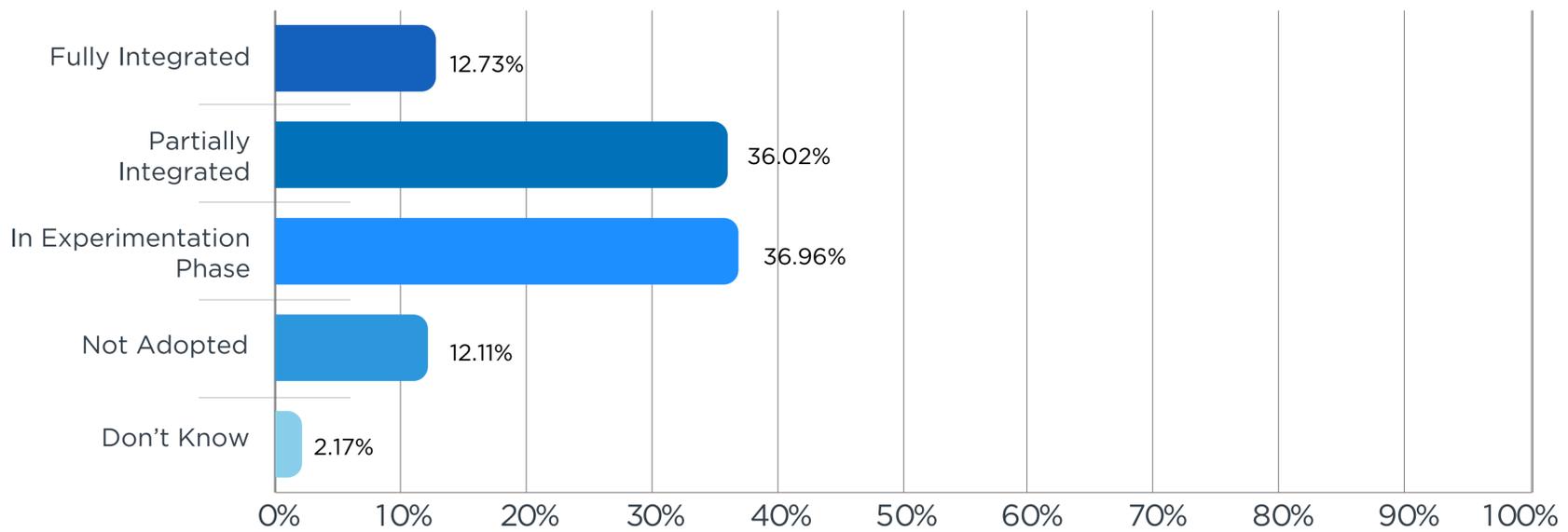
Reflective Data Insight

Reflective Data Insight interprets and contextualizes the survey results, providing an understanding of why these applications are important and how they reflect broader trends and sentiments among survey respondents. It emphasizes the implications of the survey findings.

Survey Outcomes

AI for Marketing is in Experimentation Phase

Answered: 322 | Skipped: 0

Fully Integrated	12.73%
Partially Integrated	36.02%
In Experimentation Phase	36.96%
Not Adopted	12.11%
Don't Know	2.17%

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Has your organization adopted AI in its marketing strategies?

AI Technology for Marketing has been Modestly Integrated

Answered: 322 | Skipped: 0

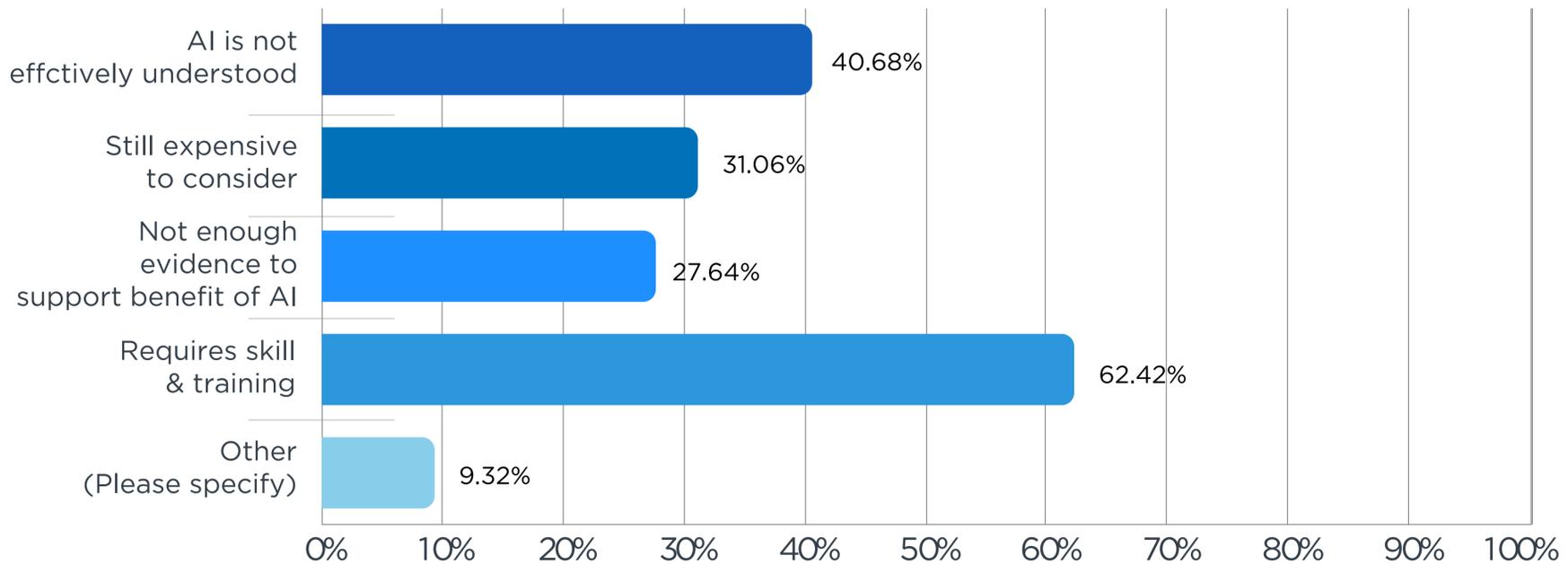|	
Low	24.53%
Medium	36.02%
High	21.43%
Very High	11.49%
Existential	1.86%
Unsure	4.66%
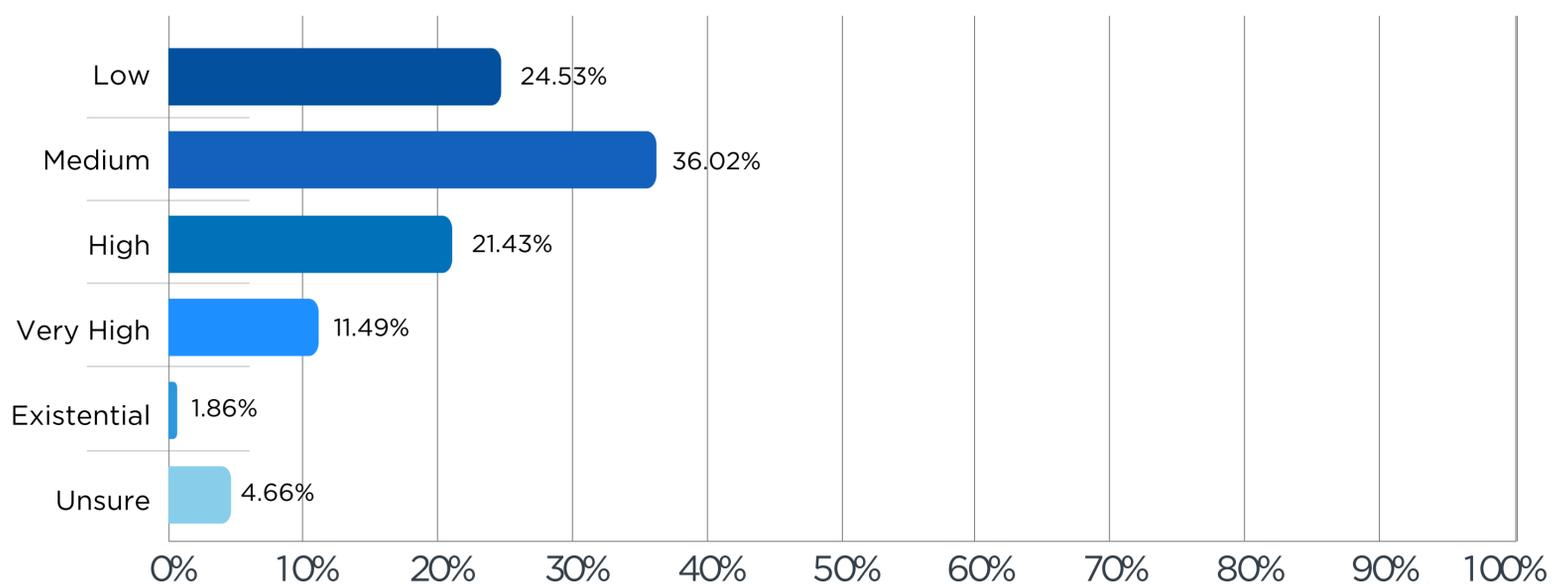
Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: How would you rate the level of inclusion of AI technology
in your company's marketing plan and processes?

Survey Outcomes

Training and Effective Understanding are the Top Challenges for AI Inclusion and Adoption in Marketing

Answered: 322 | Skipped: 0

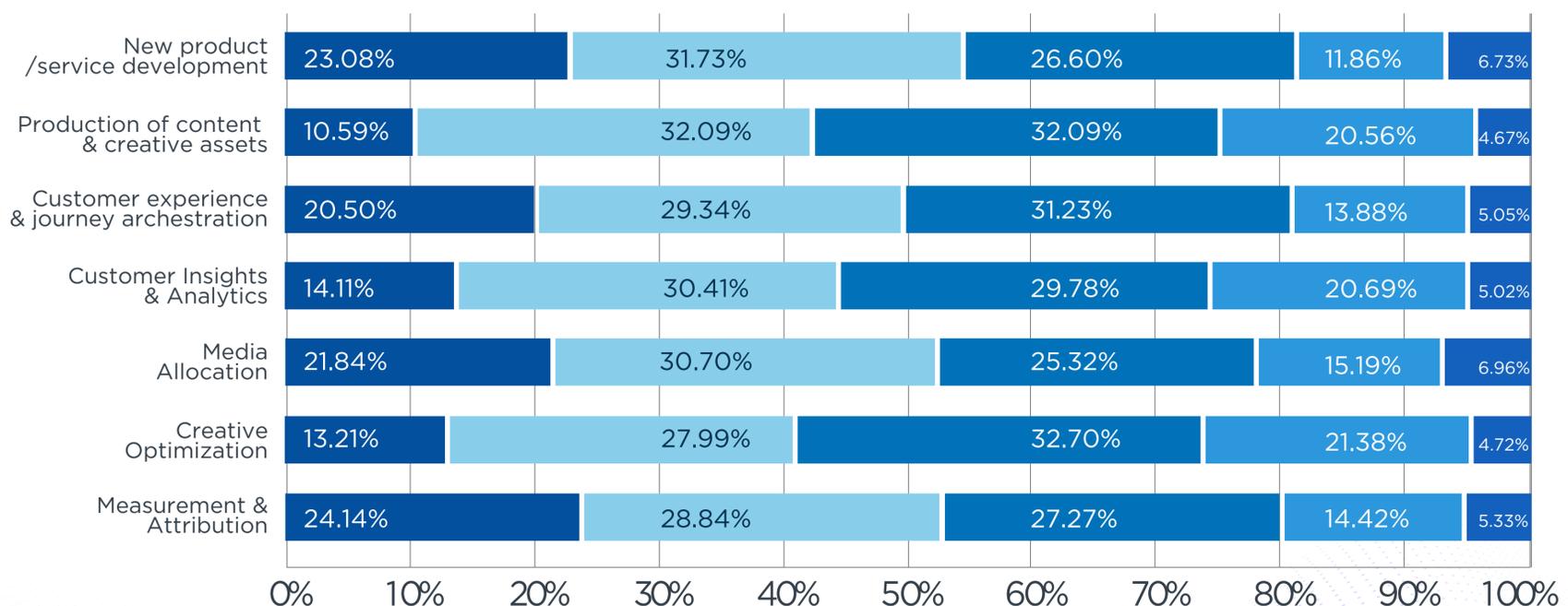| Challenge	Percentage
AI is not effctively understood	40.68%
Still expensive to consider	31.06%
Not enough evidence to support benefit of AI	27.64%
Requires skill & training	62.42%
Other (Please specify)	9.32%

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: What according to you are the top challenges for AI inclusion and adoption in Marketing?

"Production of content & creative assets" and "Customer Insights & Analytics" Constitute the Top 2 Use Cases for AI

Answered: 322 | Skipped: 0

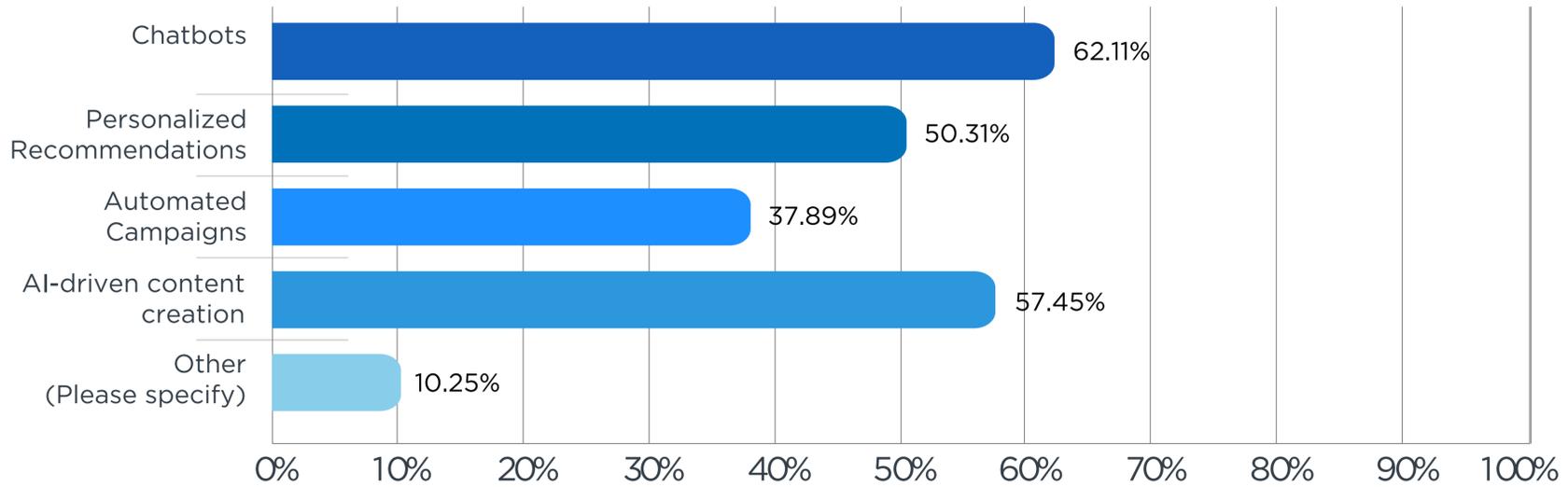| Use Case				
New product /service development	23.08%	31.73%	26.60%	11.86%	6.73%
Production of content & creative assets	10.59%	32.09%	32.09%	20.56%	4.67%
Customer experience & journey archestration	20.50%	29.34%	31.23%	13.88%	5.05%
Customer Insights & Analytics	14.11%	30.41%	29.78%	20.69%	5.02%
Media Allocation	21.84%	30.70%	25.32%	15.19%	6.96%
Creative Optimization	13.21%	27.99%	32.70%	21.38%	4.72%
Measurement & Attribution	24.14%	28.84%	27.27%	14.42%	5.33%

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Please describe the specific marketing use cases where AI is currently explored or applied in your organization

Survey Outcomes

AI is mostly implemented for AI-driven content creation and Chatbots

Answered: 322 | Skipped: 0

Chatbots — 62.11%
Personalized Recommendations — 50.31%
Automated Campaigns — 37.89%
AI-driven content creation — 57.45%
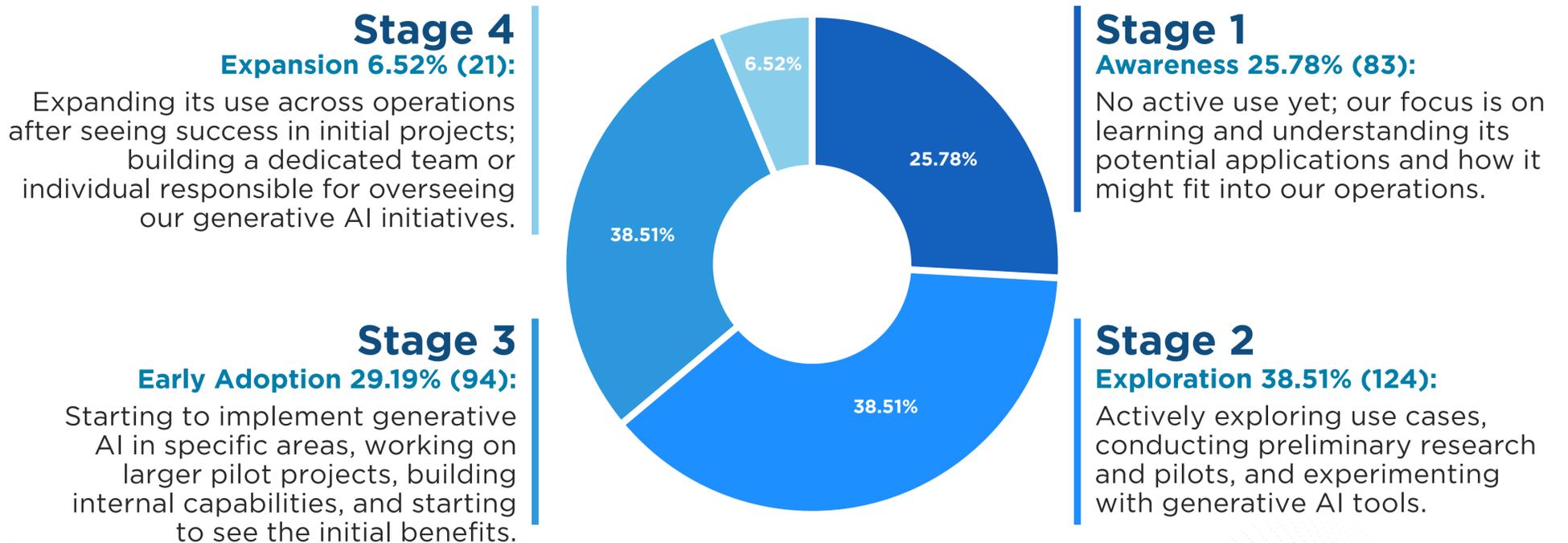Other (Please specify) — 10.25%

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Which AI tools are you using in marketing?

Pioneering Generative AI: Respondents claim to be Actively Exploring generative AI use cases

Answered: 322 | Skipped: 0

Stage 4
Expansion 6.52% (21):
Expanding its use across operations after seeing success in initial projects; building a dedicated team or individual responsible for overseeing our generative AI initiatives.

Stage 1
Awareness 25.78% (83):
No active use yet; our focus is on learning and understanding its potential applications and how it might fit into our operations.

Stage 3
Early Adoption 29.19% (94):
Starting to implement generative AI in specific areas, working on larger pilot projects, building internal capabilities, and starting to see the initial benefits.

Stage 2
Exploration 38.51% (124):
Actively exploring use cases, conducting preliminary research and pilots, and experimenting with generative AI tools.
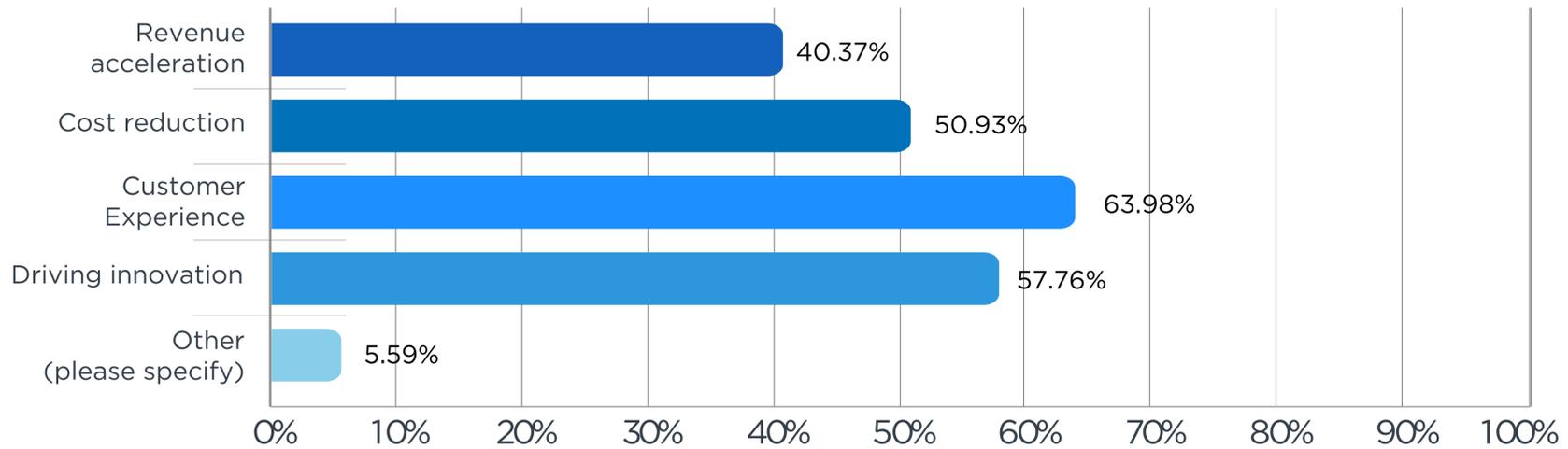
Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Which of the following best describes the current stage of generative AI application in your organization?

Survey Outcomes

Generative AI Influence: Elevated Customer Experience Drive Innovation, Improve Costs

Answered: 322 | Skipped: 0

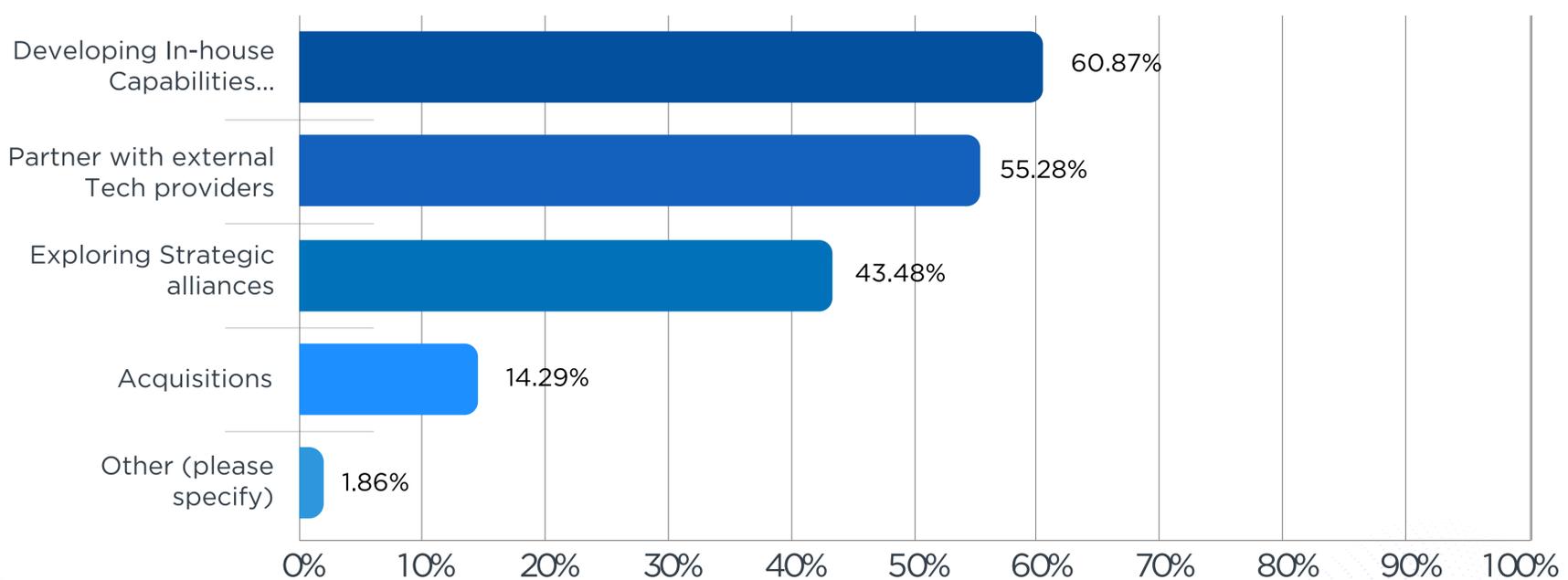Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: What facets of your business would Generative AI impact?

Navigating Generative AI: Majority of Organizations are Developing In-house Capabilities e.g. Model Development, Resources etc.
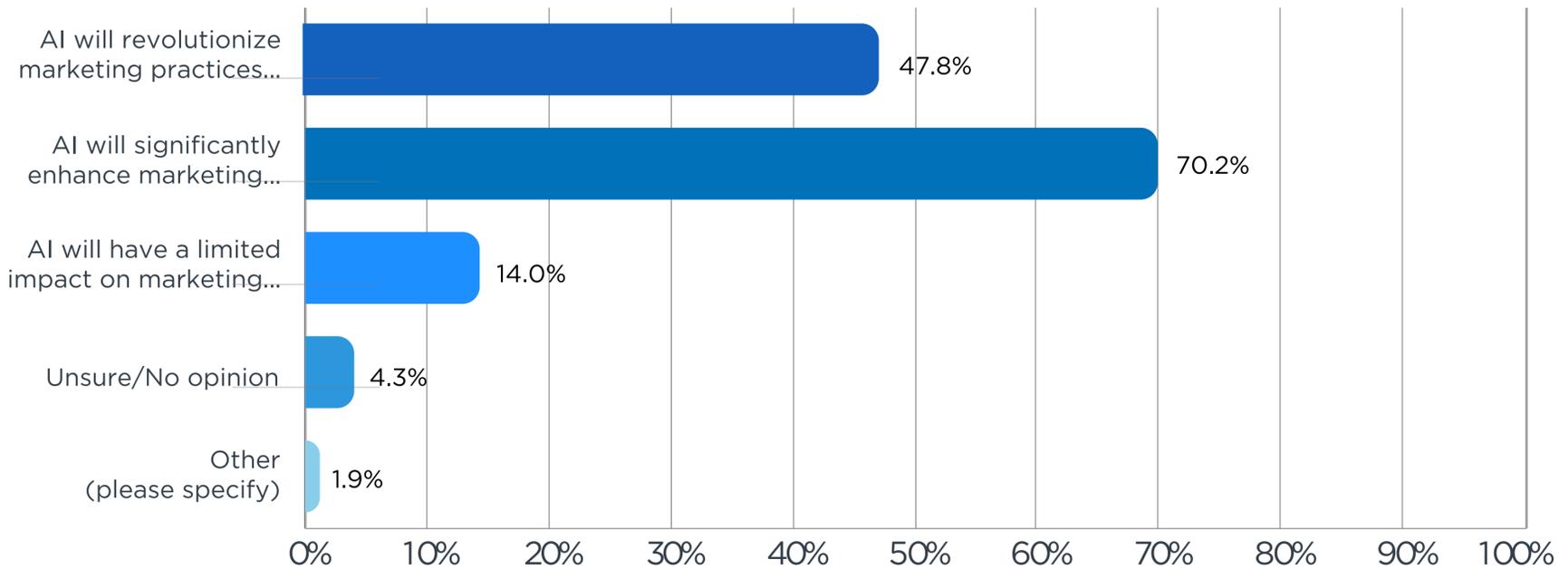
Answered: 322 | Skipped: 0

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: How do you envision executing your organization's strategy in the context of Generative AI?

Survey Outcomes

Strong confidence and Positive Sentiment around Generative AI
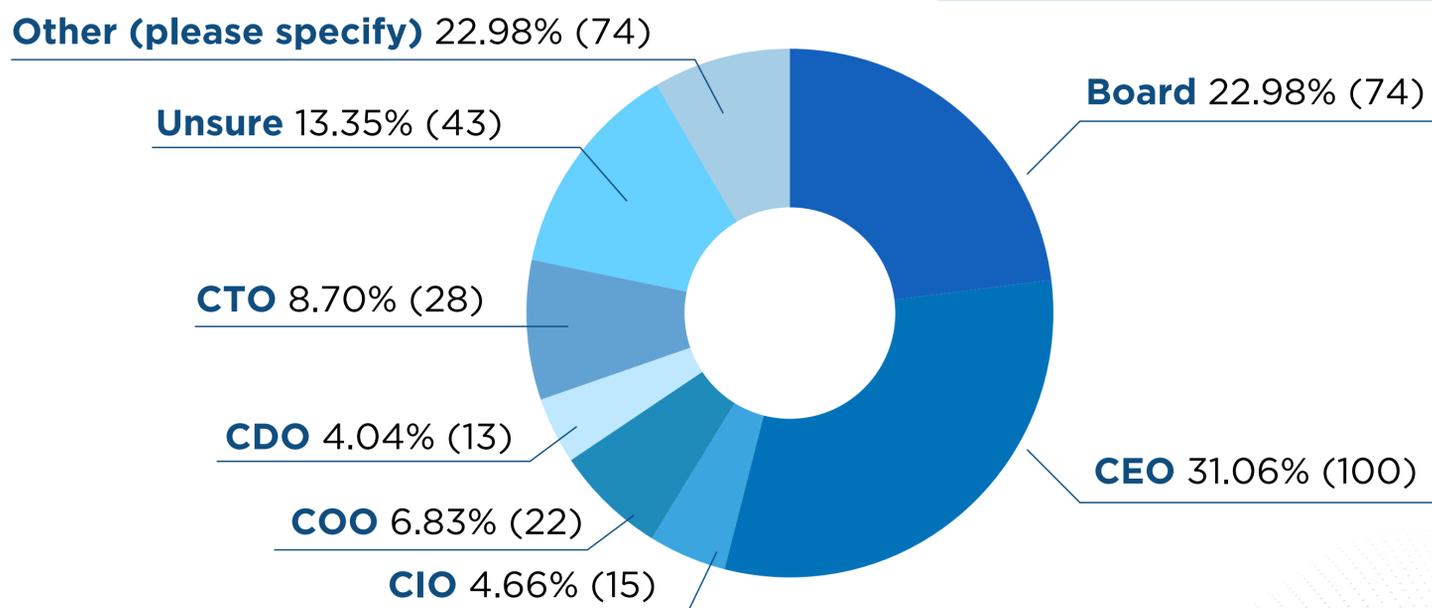
Answered: 322 | Skipped: 0

- AI will revolutionize marketing practices... **47.8%**
- AI will significantly enhance marketing... **70.2%**
- AI will have a limited impact on marketing... **14.0%**
- Unsure/No opinion **4.3%**
- Other (please specify) **1.9%**

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: When considering the broader implications of generative AI, please indicate your level of optimism or pessimism regarding its impact on each of the following.

company CEOs and the Board have the most influence in driving Generative AI Strategy
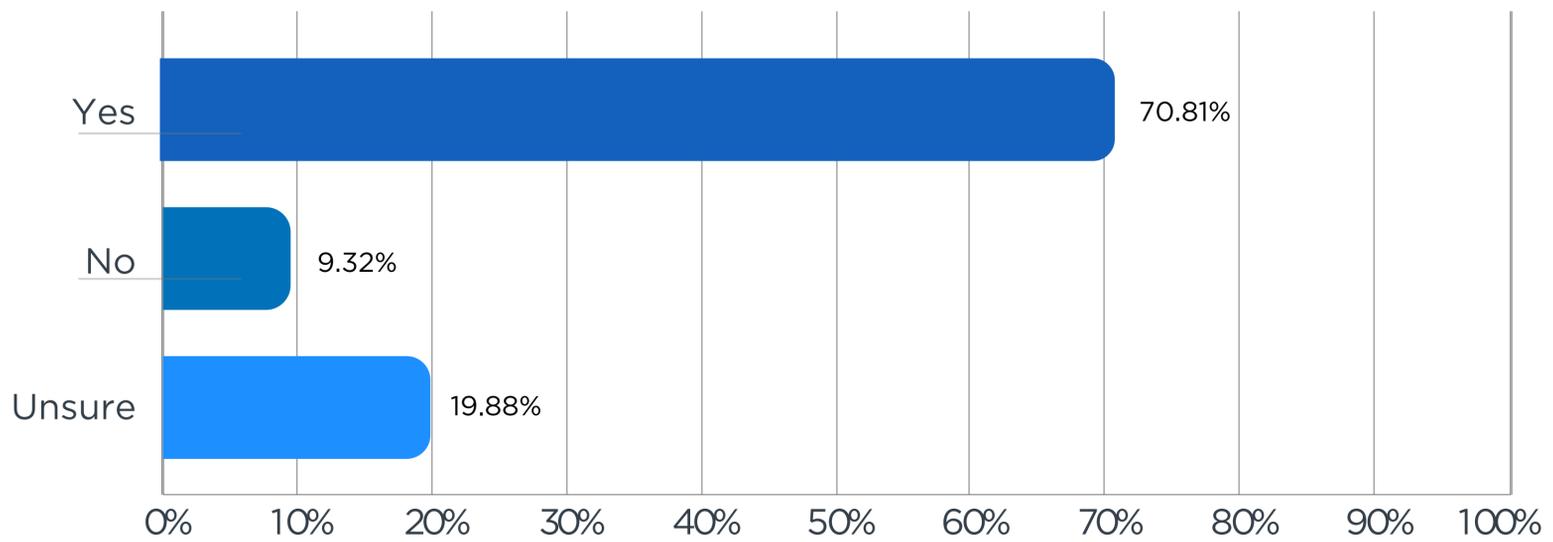
Answered: 322 | Skipped: 0

- **Other (please specify)** 22.98% (74)
- **Unsure** 13.35% (43)
- **CTO** 8.70% (28)
- **CDO** 4.04% (13)
- **COO** 6.83% (22)
- **CIO** 4.66% (15)
- **Board** 22.98% (74)
- **CEO** 31.06% (100)

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Who has the most influence in driving your organization's Generative AI strategy?

MMA

Survey Outcomes

Ethical Implications of using AI in Marketing

Answered: 322 | Skipped: 0

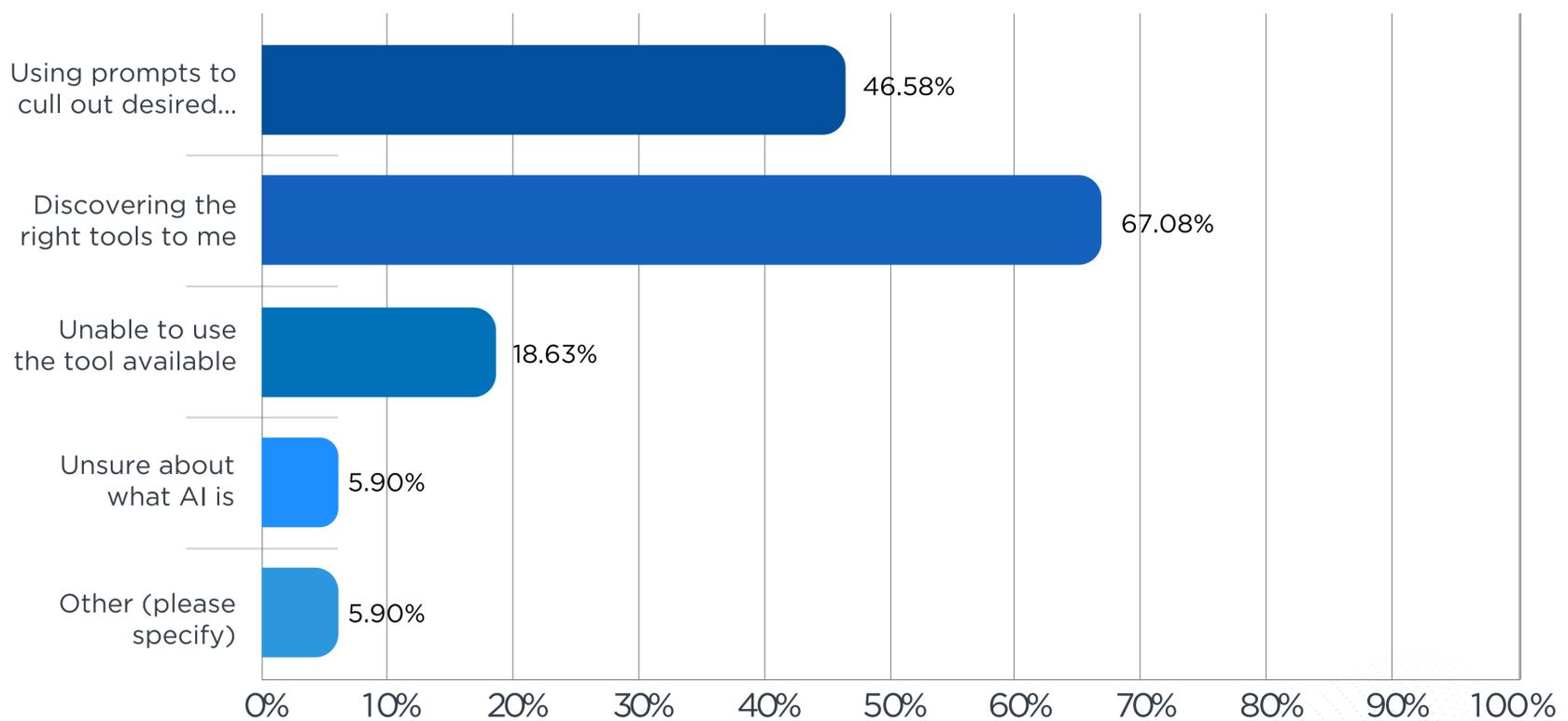| Category | Value |
Yes	70.81%
No	9.32%
Unsure	19.88%

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Is your organization aware of the potential ethical implications of using AI in marketing?

AI Challenges is Content Marketing

Answered: 322 | Skipped: 0

| Category | Value |
Using prompts to cull out desired...	46.58%
Discovering the right tools to me	67.08%
Unable to use the tool available	18.63%
Unsure about what AI is	5.90%
Other (please specify)	5.90%

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: What areas of AI application in content marketing do you struggle with?

Survey Outcomes

Risk Mitigation - Precauitionary Strategies Underway

Answered: 322 | Skipped: 0

Dont know
14.60% (47)

Yes
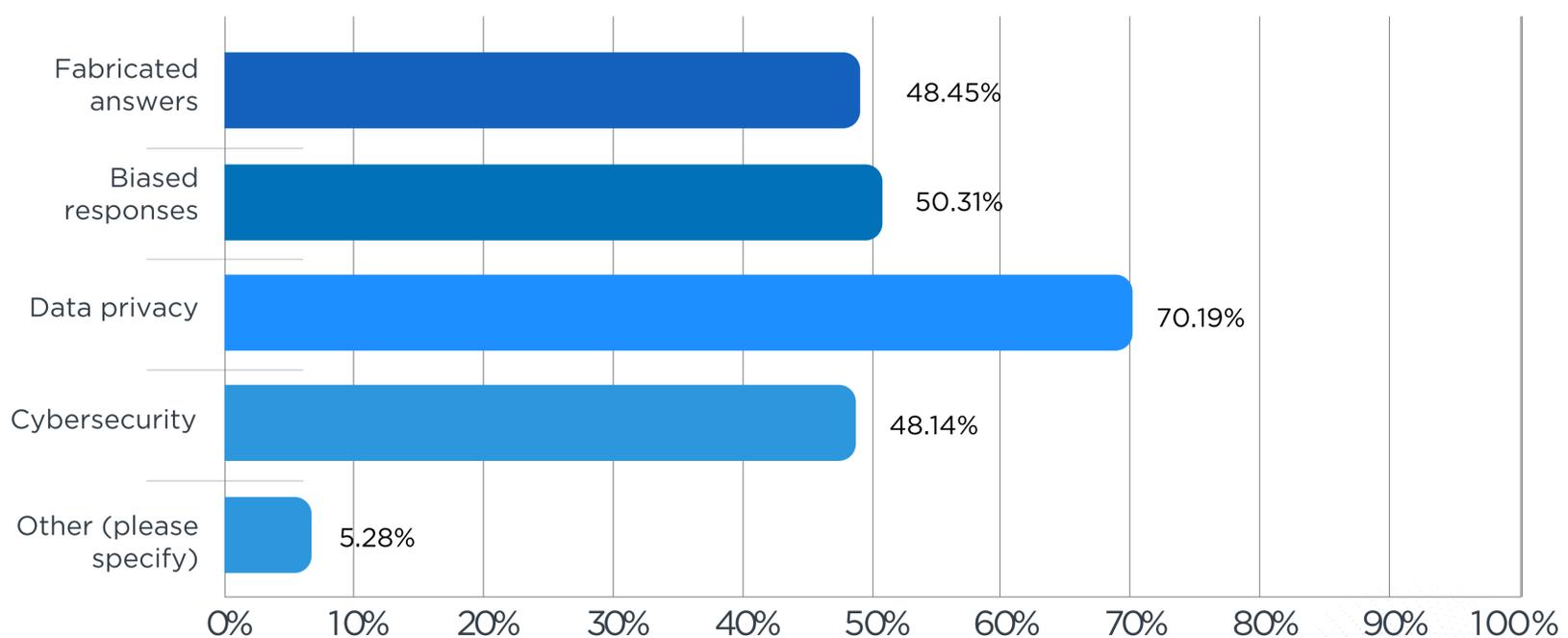23.60% (76)

Planning to offer
40.37% (130)

No
21.43% (69)
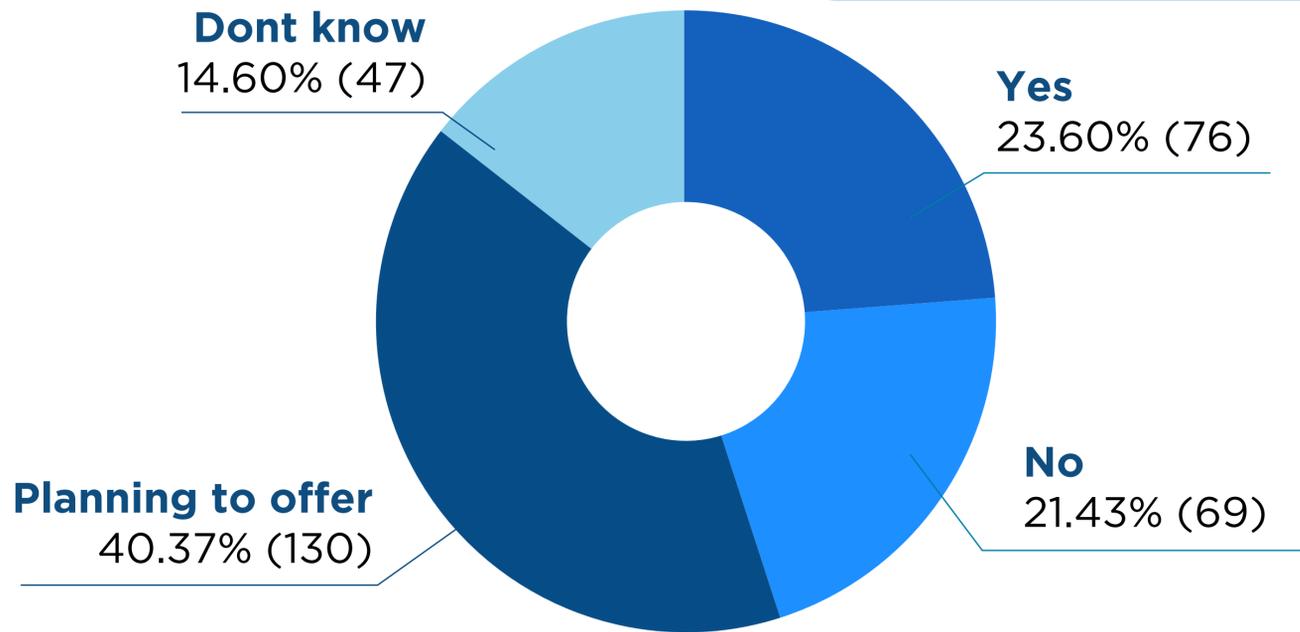
Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Has your organization developed strategies to address AI-related risks?

Main Concerns in Generative AI Adoption

Answered: 322 | Skipped: 0

Category	Value
Fabricated answers	48.45%
Biased responses	50.31%
Data privacy	70.19%
Cybersecurity	48.14%
Other (please specify)	5.28%

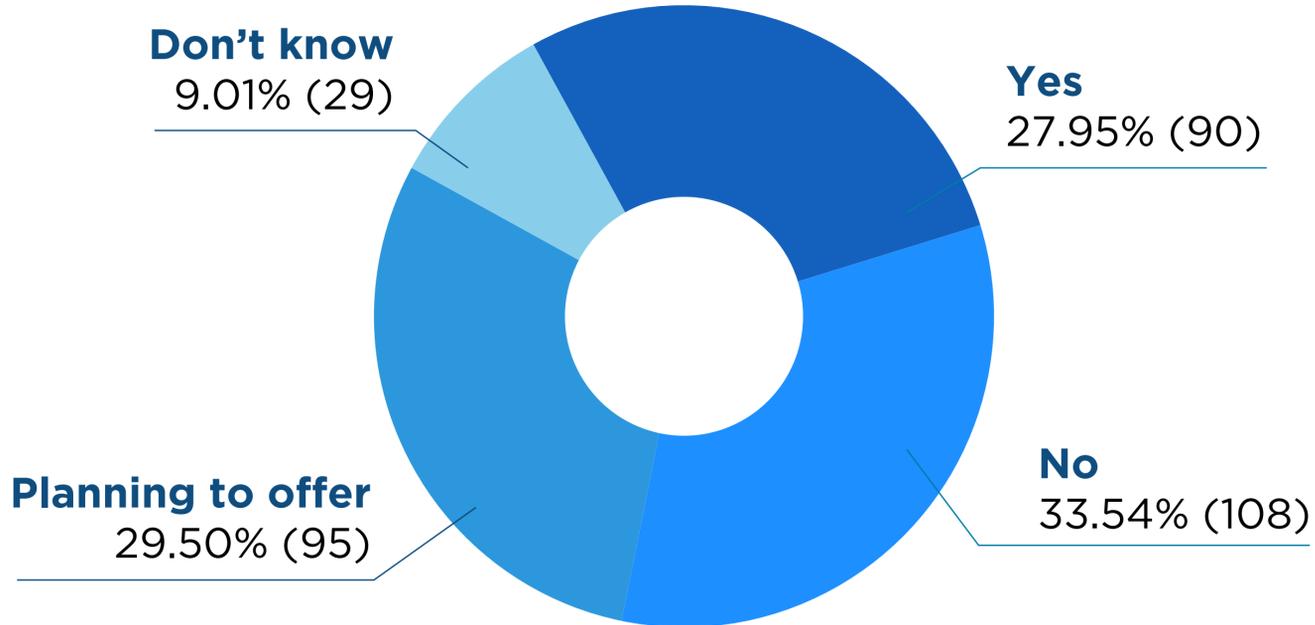0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Which risk worries you the most when it comes to Generative AI adoption?

Survey Outcomes

Availability of Tailored AI Training for Marketing Teams

Answered: 322 | Skipped: 0

Don't know
9.01% (29)

Yes
27.95% (90)

Planning to offer
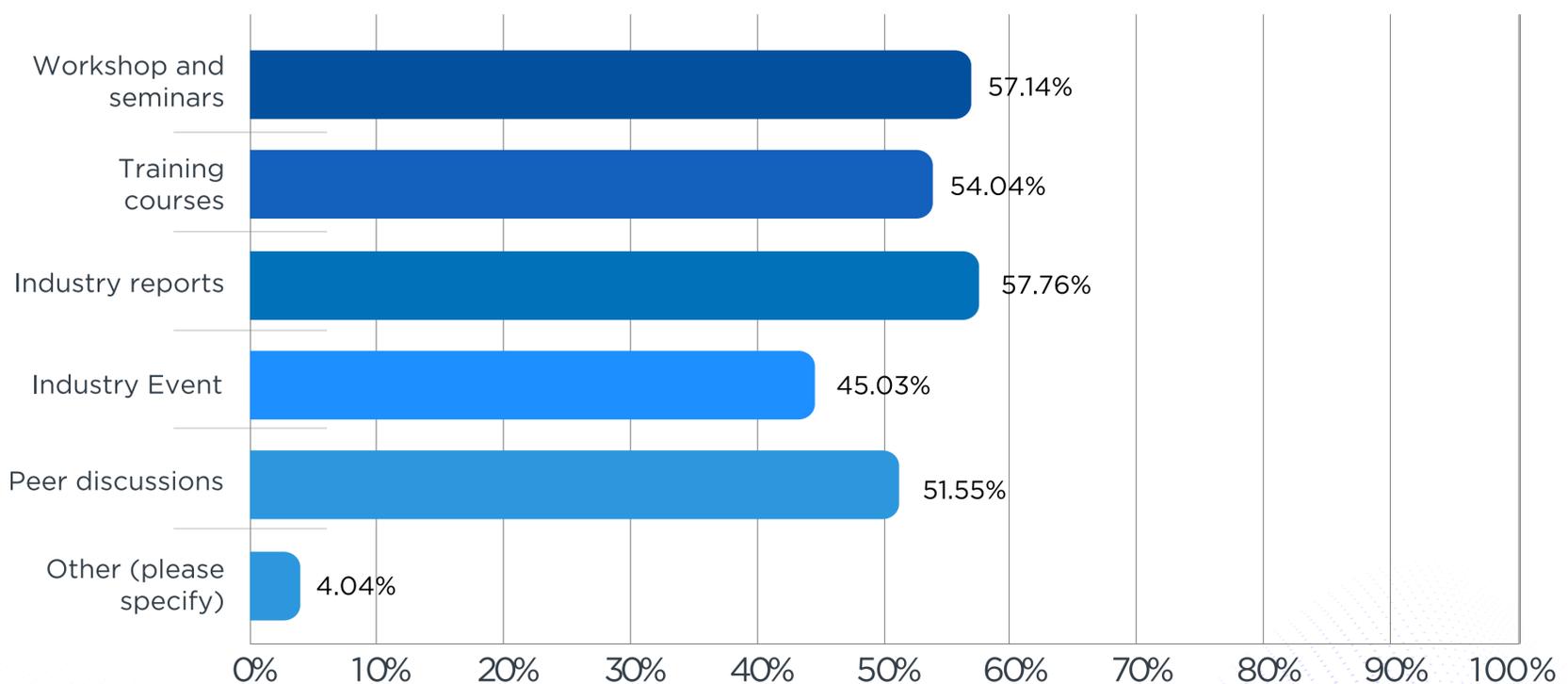29.50% (95)

No
33.54% (108)

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Does your organization offer training programs on AI for marketing personnel?

Workshops & Industry Reports most relied upon resources for staying updated on AI

Answered: 322 | Skipped: 0

Resource	Percentage
Workshop and seminars	57.14%
Training courses	54.04%
Industry reports	57.76%
Industry Event	45.03%
Peer discussions	51.55%
Other (please specify)	4.04%

Source: State of AI in Marketing (Oct'23 - Mar'24, n=322)

Q: Which resources do you rely on for staying updated with AI in marketing?

Key Insights and Applications
1. Personalized Consumer Experiences

Application Insight:

AI-driven personalization leverages vast amounts of consumer data to tailor marketing content and product recommendations to individual preferences, significantly boosting engagement and satisfaction. By analyzing behavior patterns, purchase history, and browsing data, AI can accurately predict what a consumer might be interested in, thereby creating a more relevant and enjoyable shopping experience.

For instance, a fashion retailer can use AI to analyze a customer's past purchases and browsing behavior to recommend outfits that match their style and preferences. This not only makes the shopping experience more convenient and enjoyable for the customer but also increases the likelihood of repeat purchases and higher customer loyalty. Personalized emails, product recommendations on websites, and targeted advertising campaigns are some of the ways AI personalization is implemented, each contributing to a more engaging consumer experience.
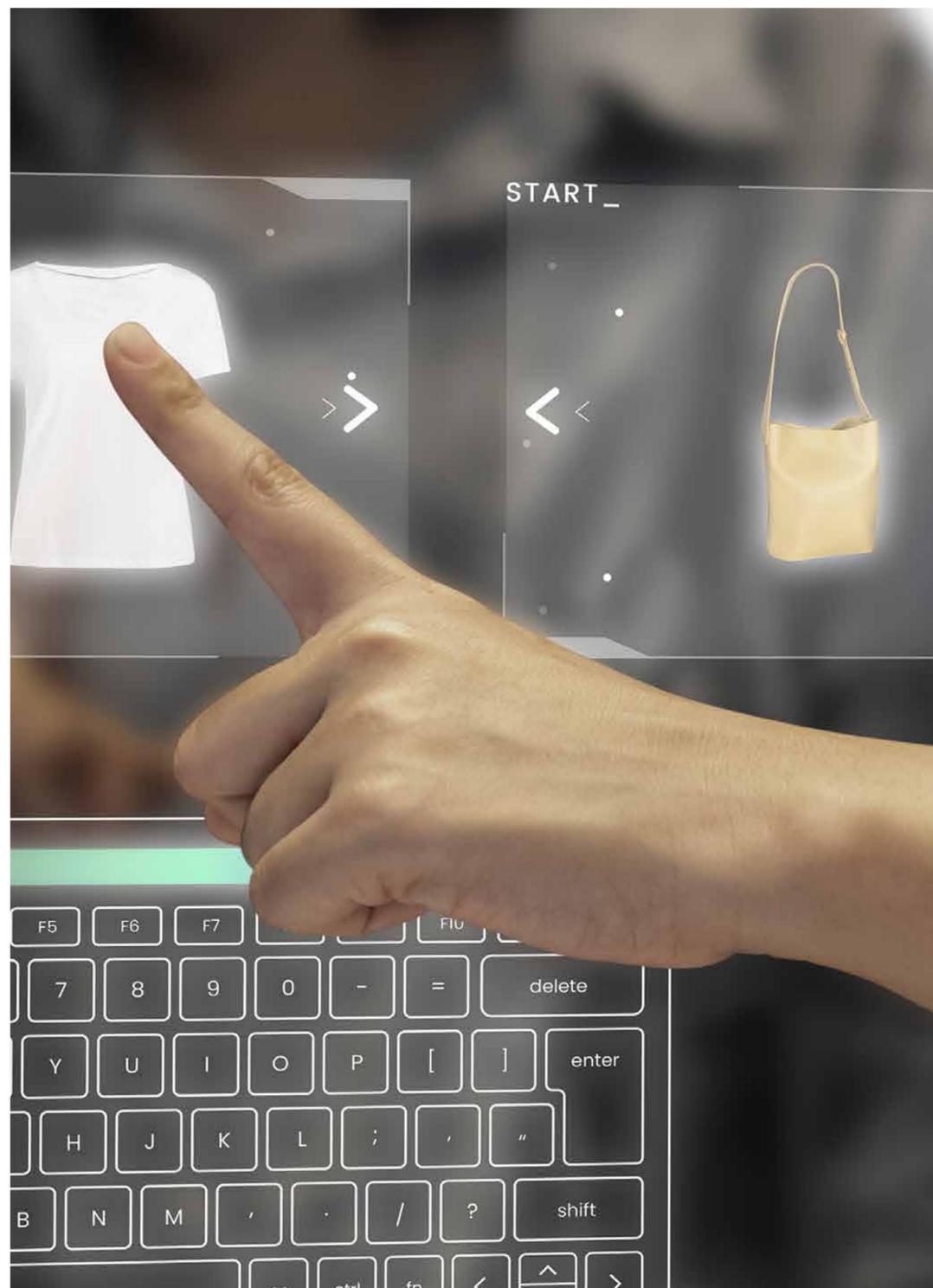
Moreover, AI personalization extends beyond product recommendations. It can tailor content such as emails, newsletters, and even website interfaces to individual preferences, making each interaction unique and relevant. This level of personalization fosters a deeper connection between the brand and the consumer, leading to increased brand loyalty and higher conversion rates.

Key Insights and Applications
1. Personalized Consumer Experiences
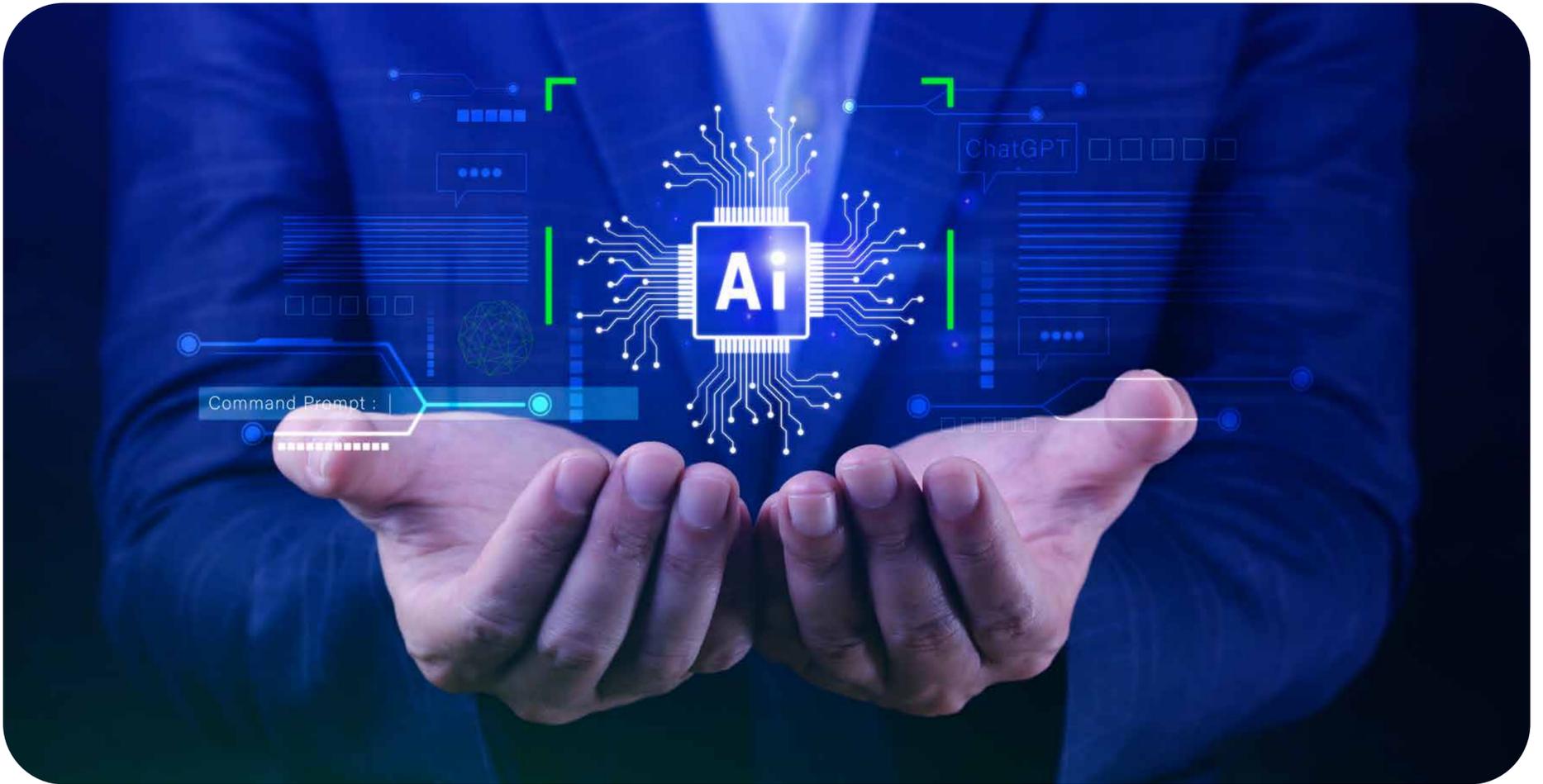

Reflective Data Insight:

The survey results indicate that **62.11%** of respondents use AI-driven content creation tools, emphasizing the critical role of personalization in engaging consumers. This widespread use of AI for content creation highlights its effectiveness in delivering personalized experiences that resonate with consumers on a deeper level. Personalized content not only captures the attention of consumers but also enhances their overall experience, making them feel valued and understood by the brand.

In addition to improving consumer satisfaction, personalized marketing strategies powered by AI can lead to more efficient use of marketing resources. By targeting specific segments with tailored content, brands can achieve higher engagement rates and better ROI on their marketing campaigns. This precision targeting reduces wastage and ensures that marketing efforts are directed towards consumers who are more likely to respond positively.

The data also suggests that businesses recognize the importance of personalization in staying competitive. As consumers increasingly expect tailored experiences, brands that fail to adopt AI-driven personalization risk falling behind. By continuously refining their personalization strategies based on AI insights, businesses can maintain a competitive edge and foster long-term customer relationships.

Key Insights and Applications
1. Personalized Consumer Experiences
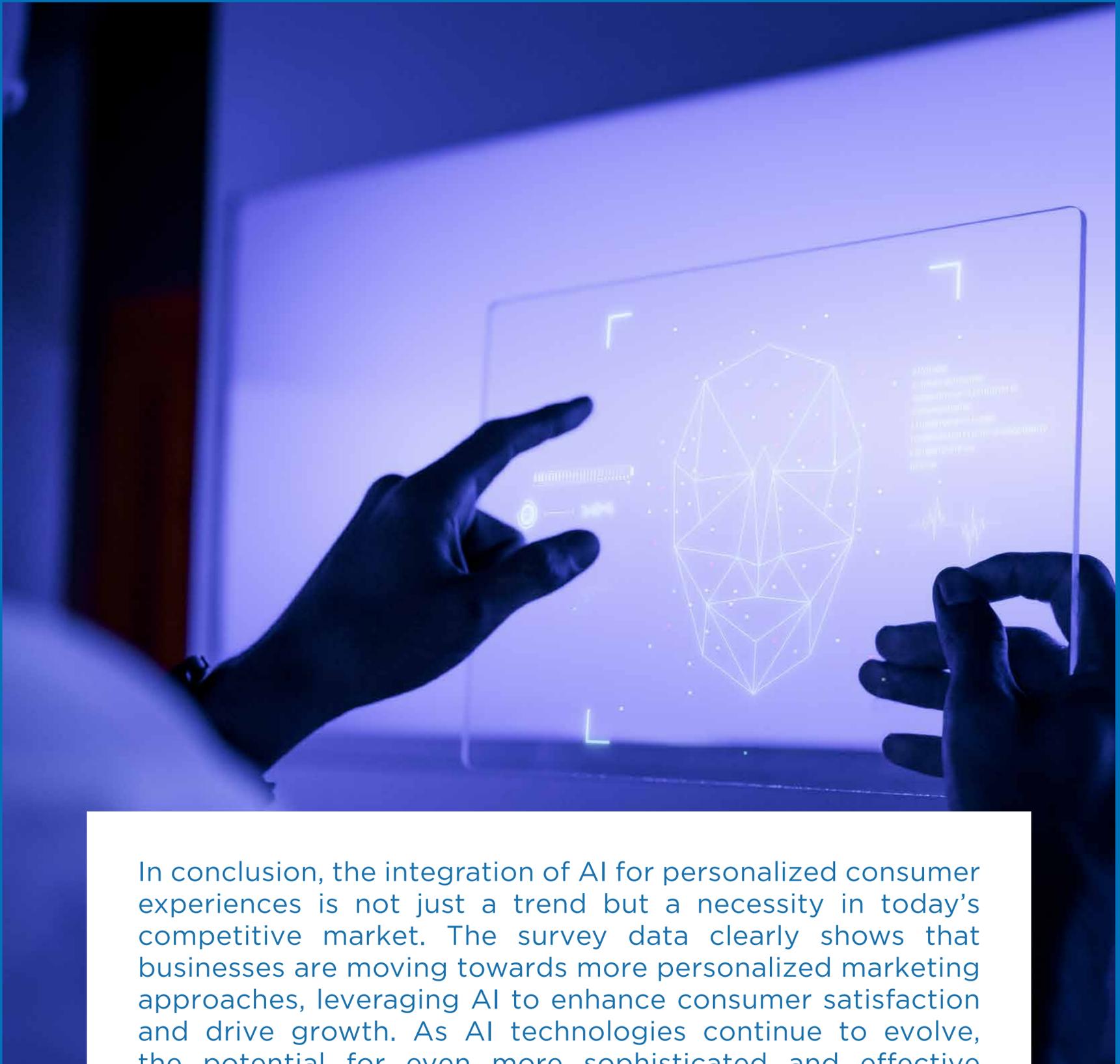
In conclusion, the integration of AI for personalized consumer experiences is not just a trend but a necessity in today's competitive market. The survey data clearly shows that businesses are moving towards more personalized marketing approaches, leveraging AI to enhance consumer satisfaction and drive growth. As AI technologies continue to evolve, the potential for even more sophisticated and effective personalization strategies will grow, further transforming the marketing landscape.

Key Insights and Applications
2.Enhanced Data Analytics for Decision Making
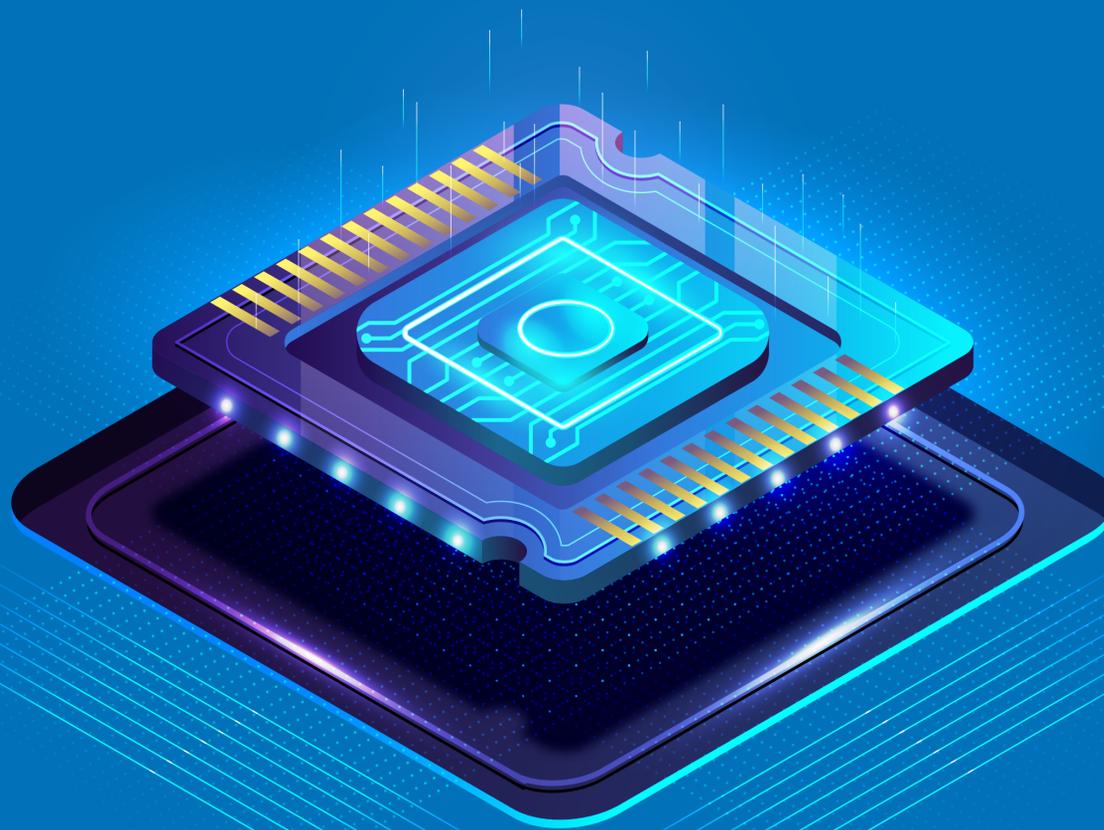
Application Insight:

AI algorithms offer profound capabilities for analyzing and interpreting vast datasets, enabling marketers to derive actionable insights that can optimize campaigns in real-time. These advanced data analytics tools are essential for uncovering trends, predicting consumer behavior, and making informed marketing decisions that enhance the effectiveness of campaigns.

For instance, a company using AI for analytics can monitor consumer interactions across various touchpoints, identifying patterns that indicate emerging market trends. By understanding these trends, the company can adjust its marketing strategies to better align with consumer preferences, thereby capitalizing on new opportunities and staying ahead of competitors. This real-time adjustment capability can lead to significantly improved ROI, as marketing efforts become more targeted and efficient.

AI also plays a crucial role in segmenting audiences more accurately. Traditional methods of audience segmentation often rely on broad categories that may not capture the nuanced preferences and behaviors of individual consumers. AI, however, can analyze data at a granular level, identifying micro-segments with specific characteristics. This allows for highly personalized marketing messages that resonate more deeply with each segment, increasing engagement and conversion rates.

Moreover, AI-driven analytics can enhance the effectiveness of marketing campaigns by providing predictive insights. By analyzing historical data and current trends, AI can forecast future consumer behavior and market conditions. Marketers can use these predictions to design proactive strategies that anticipate consumer needs and preferences, leading to more effective campaign planning and execution.

Key Insights and Applications
2.Enhanced Data Analytics for Decision Making

Reflective Data Insight:

The survey highlights that the primary challenge in AI adoption is the need for skill and training, with 62.42% of respondents indicating this as a significant barrier. This finding emphasizes the importance of investing in comprehensive training programs to equip marketing teams with the necessary skills to fully leverage AI capabilities.

To address this challenge, businesses should consider implementing ongoing training and development initiatives focused on AI and data analytics. These programs can range from workshops and seminars to more formalized education and certification courses. By enhancing the skill set of their marketing teams, companies can ensure that they are well-prepared to utilize AI tools effectively, maximizing the benefits of their AI investments.

Additionally, fostering a culture of continuous learning and innovation within the organization can help overcome resistance to AI adoption. Encouraging employees to experiment with AI technologies and providing them with the resources and support to do so can lead to a more agile and innovative marketing approach.

Another critical aspect is collaboration between marketing teams and data scientists. By bridging the gap between these disciplines, businesses can enhance their ability to interpret and act on AI-generated insights. This interdisciplinary collaboration can lead to more effective and data-driven marketing strategies, ultimately driving better business outcomes.

In conclusion, the integration of AI for enhanced data analytics is transforming the decision-making process in marketing. The survey data clearly indicates that businesses are recognizing the value of AI in providing deeper insights and optimizing marketing efforts. However, to fully harness the potential of AI, companies must invest in training and development, fostering a culture of innovation, and encouraging collaboration between marketers and data scientists. As AI technologies continue to advance, their ability to drive informed and strategic marketing decisions will only grow, leading to more effective and impactful marketing campaigns.
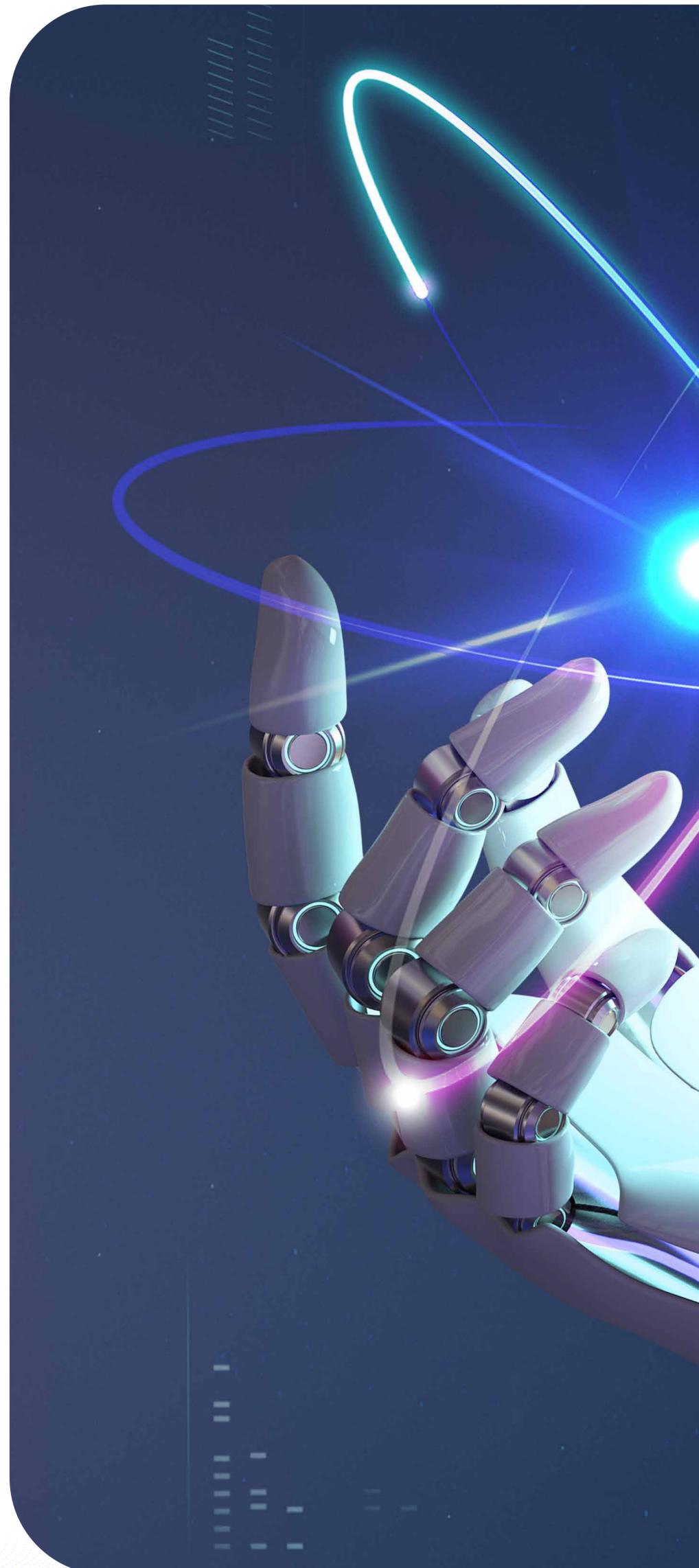
Key Insights and Applications
3. Automated Customer Interactions

Application Insight:

AI-powered chatbots have revolutionized customer service by handling routine inquiries efficiently, providing instant responses to common questions, and significantly enhancing overall customer satisfaction. These chatbots are designed to operate 24/7, ensuring that customers receive immediate assistance regardless of time zones or business hours. By automating these interactions, chatbots free up human customer service representatives to focus on more complex and nuanced issues that require a personal touch.

For instance, an e-commerce platform employing AI chatbots can efficiently manage a high volume of order status inquiries. Customers receive instant updates on their orders, reducing waiting times and enhancing their overall shopping experience. Meanwhile, human agents can dedicate their efforts to resolving more complicated issues such as returns, refunds, or detailed product inquiries, thereby providing a higher quality of service.

Moreover, AI chatbots are continually improving in their ability to understand and respond to customer needs through natural language processing (NLP) and machine learning. They can learn from past interactions, allowing them to provide more accurate and personalized responses over time. This adaptability makes them increasingly effective at resolving customer issues and anticipating needs, contributing to a more seamless and satisfying customer experience.

Key Insights and Applications
3. Automated Customer Interactions

Reflective Data Insight:

The high adoption rate of chatbots (62.11%) indicates that businesses recognize the efficiency gains and customer satisfaction improvements these tools bring. Furthermore, the belief that AI will significantly enhance customer experience (63.98%) suggests that companies are not only implementing AI technologies but also seeing tangible benefits from their use.

The impact of AI chatbots extends beyond just handling inquiries. They can also gather valuable customer data during interactions, providing insights into common issues and customer preferences. This data can be analyzed to identify trends and areas for improvement in products and services, allowing businesses to proactively address customer concerns and enhance their offerings.

For example, if a chatbot identifies a recurring issue with a particular product feature, the business can investigate and rectify the problem, thereby reducing future complaints and improving customer satisfaction. This proactive approach, enabled by AI, helps businesses stay ahead of potential issues and maintain a positive customer experience.

In addition to improving efficiency and satisfaction, AI chatbots can also contribute to cost savings. By automating a significant portion of customer service interactions, businesses can reduce the need for large customer support teams, lower operational costs, and allocate resources more effectively. This financial efficiency is another compelling reason for the widespread adoption of AI chatbots.

Key Insights and Applications
3. Automated Customer Interactions

However, the successful implementation of AI chatbots requires careful planning and execution. Businesses must ensure that chatbots are integrated seamlessly into their existing customer service frameworks and that they are continuously updated to handle evolving customer needs. Training and support for human agents are also essential to manage complex inquiries that require human intervention effectively.

In conclusion, the integration of AI-powered chatbots in customer service operations is a game-changer for businesses aiming to enhance efficiency and customer satisfaction. The survey data clearly highlights the widespread adoption and positive impact of chatbots, reflecting their role in transforming customer interactions. As AI technologies continue to evolve, the capabilities of chatbots will expand, further improving the quality and effectiveness of customer service. By leveraging AI for automated interactions, businesses can provide faster, more accurate, and more personalized support, leading to happier and more loyal customers.
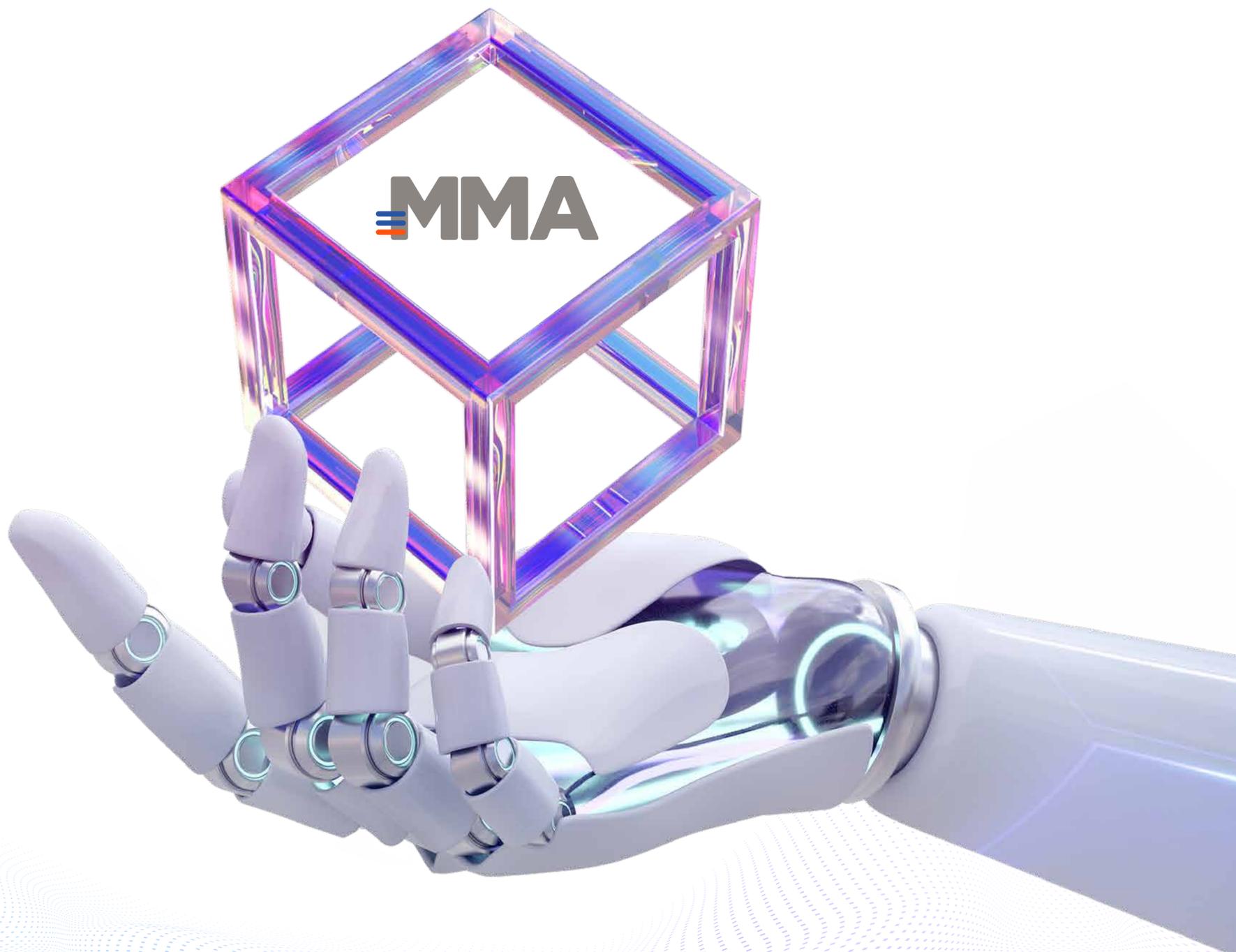
MMA Global APAC Board of Directors

Regional Executive Committee

China:

BESSIE LEE
Chief Executive Officer, Greater China
JLL

Chair India:

AMIT JAIN
MMA India Board Chair; Chairman
Sanofi Consumer Healthcare

Co-chair Vietnam:

BESSIE LEE
Vice President Marketing – Beauty and
Personal Care | Co-chair of MMA Vietnam
Unilever

Co-chair Vietnam:

VENUS TEOH KIM WEI
Deputy General Director – Marketing &
Corporate Communication | Co-chair
of MMA Vietnam
SABECO Vietnam

Chair Emeritus:

ASHUTOSH SRIVASTAVA
Chief Executive Officer GroupM Asia Pacific
GroupM Asia Pacific

Board of Directors

RISHI BEDI
Managing Director, Asia Pacific
InMobi

LEX BRADSHAW-ZANGER
Chief Marketing & Digital Officer
L'Oréal South Asia Pacific, Middle East
& North Africa Region

DHIREN AMIN
Chief Customer Officer
Income Insurance APAC

SAPNA CHADHA
MMA India Board Member; Vice President,
Southeast Asia and South Asia Frontier
Google Asia Pacific

RICHA GOSWAMI
Group Chief Marketing Officer
Fidelity International

BENJAMIN JOE
Vice President, Southeast Asia and
Emerging Markets
Meta

KEN MANDEL
Regional Managing Director,
GrabAds & Brand Insights
Grab

PRERNA MEHROTRA
Chief Client Officer & CEO Media,
dentsu APAC
dentsu Asia Pacific Pte Ltd

VISHNU MOHAN
Chairman, Avyan Holdings
Partner & Chief Executive Officer, DEPT

SIMON MORGAN
Vice President, Client Development, APAC
The Trade Desk

DIRK E.G VAN MOTMAN
Founder & Chair
UN:ventures

JULIE NESTOR
Executive Vice President, Head of
Marketing and Communications,
Asia Pacific
Mastercard

AMRITA RANDHAWA
Chief Executive Officer, Singapore
& South East Asia
Publicis Groupe

**VENKATRAM
PATTABHIRAMAN (VENKAT)**
Senior Vice President - Analytics & Insights
Digital Marketing & Media | Commercial Leader
Procter & Gamble Asia

SHANT OKNAYAN
Vice President, Global Business Solutions-
Asia-Pacific, Middle East & Africa
TikTok Pte. Ltd.

D SHIVAKUMAR
Operating Partner
Advent Internationalt

TOM SIMPSON
Strategic Advisor
Anzu.io

KOSUKE SOGO
Chief Executive Officer and Co-Founder
AnyMind Group

JOE NGUYEN
Senior Strategic Advisor
H+

ABOUT

MMA

Comprised of over 800-member companies globally and 15 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, martech and media companies working collaboratively to architect the future of marketing, while relentlessly delivering growth today. Led by CMOs, the MMA helps nmarketers lead the imperative for marketing change – in ways that enable future breakthroughs while optimizing current activities.

The MMA is committed to science and questioning and believes that creating marketing impact is steeped in constructively challenging the status quo encouraging business leaders to aggressively adopt proven, peer-driven and scientific best practices, without compromise. The MMA invests millions of dollars in rigorous research to enable marketers with unassailable truth and actionable tools. By enlightening, empowering and enabling marketers, the MMA shapes future success, while also propelling business growth.

Visit us at:
https://www.linkedin.com/company/mma-apac
https://www.mmaglobal.com

More thought-leadership insights :
https://www.marketingtnt.org/

DISCLAIMER

The information contained in "State of AI in Marketing 2023" (Report) would serve as an educational tool to understand the role of AI in marketing better while equipping you with information that leads to stable, safe, and optimal AI strategies.

The information contained herein is purely for reference purposes only and we assert that no business or investment decisions be made solely based on the information presented in the Report. If any such decisions are made based on the contents of the Report, the same shall be entirely at the cost and consequences of the decision maker alone. The information provided herein is on "as is" basis and is based on data sourced from, or provided, by third parties or publicly available resources, for which prior express consents have been obtained. While reasonable endeavours have been made to present accurate data in the Report, no representation or warranty, express or implied, is made or claimed as to its accuracy, completeness, correctness or merchantability and fitness for a particular purpose.

Accordingly, MMA Global APAC including its directors, subsidiaries, associates, and employees shall not be in any way responsible for any loss or damage that may be caused to any person from any error in the information, views and opinions expressed in the Report. The logos, trademarks , and any other marks used in the Report belong to their respective owners and have been reproduced in this Report with their prior permission. The contents of this Report are confidential in nature and without prejudice. No part of the Report may be divulged to any third party, reproduced or transmitted in any form or by any means, electronic, photocopying, mechanical, recording or otherwise without our prior express written consent.

Appropriate express written consent be sought from various publishers/ individuals who have been quoted in the Report prior to borrowing/using/quoting their content. The views expressed in the Report are based on the information available to us as of the date of the Report and are subject to change from time to time without notice. We do not accept the responsibility to update this Report nor do we accept any liability arising from the use of this Report in any manner whatsoever.