



AI in the Digital Marketing Ecosystem



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Meet The Panel



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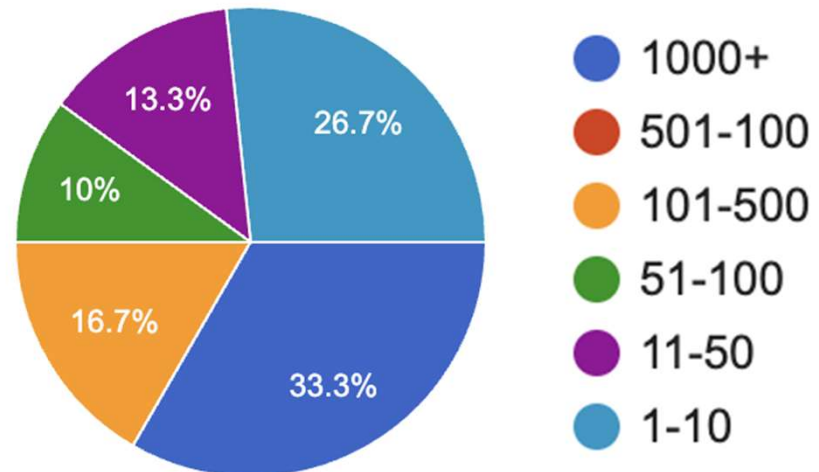
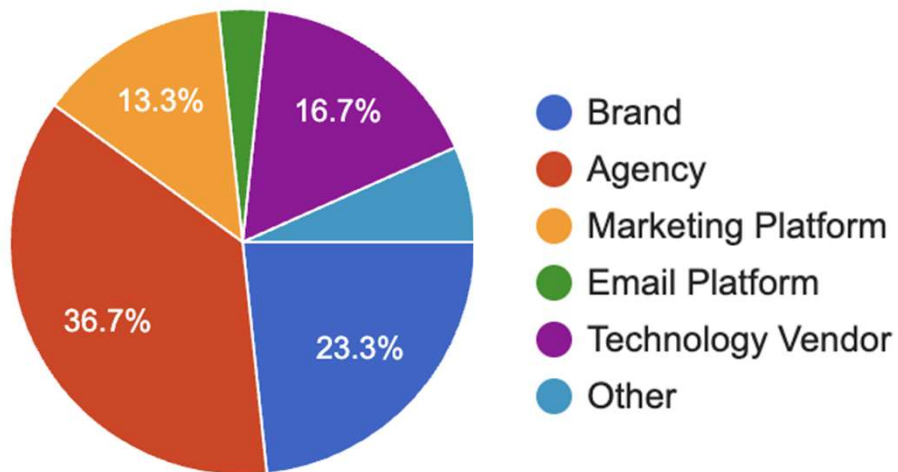
So What's Actually Up with AI?

As AI technology rapidly advances, its integration into digital marketing has transformed the way marketers approach their work. This panel will explore the current state of AI in digital marketing, focusing on two key areas:

- 1. Emerging AI Tools in Digital Marketing:** What, if any, AI-powered tools are digital marketers now using in their day-to-day. Are there 5? 100? None?
- 2. Opportunities and Risks of AI Adoption:** While AI presents much upside and advantages including increased efficiency, resource optimization, and data-driven decision-making, there are also inherent risks. What are they? Bias in algorithms? Over-reliance on automated process? Corporate usage policy issues? Ethics?



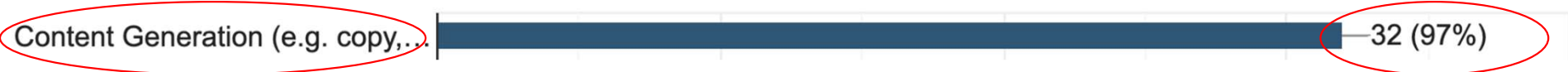
So we asked



AI Tool Usage: Key Insights # 1

Which AI-powered tools or platforms do you currently use in your digital marketing efforts?

33 responses



Content Generation Leads AI Adoption:

96% of respondents use AI for content generation, making it the most widely adopted AI tool in marketing efforts.

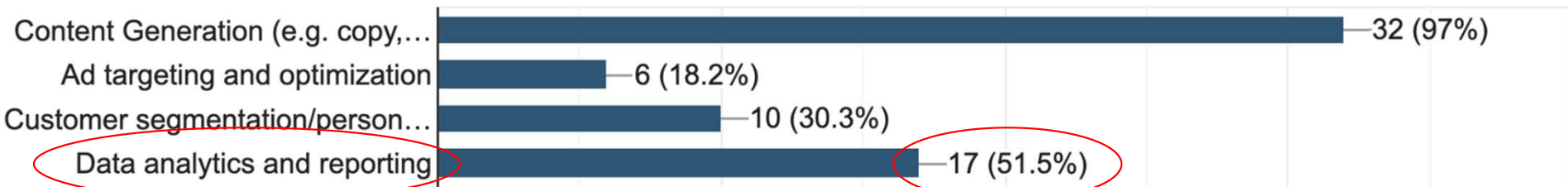
Discussion Point:

Is content where the puck is going or are we missing the forest for the trees?

AI Tool Usage: Key Insights # 2

Which AI-powered tools or platforms do you currently use in your digital marketing efforts?

33 responses



Data Analytics & Reporting is a Close Second:

47% of respondents leverage AI for data analytics, showing the growing importance of data-driven decisions.

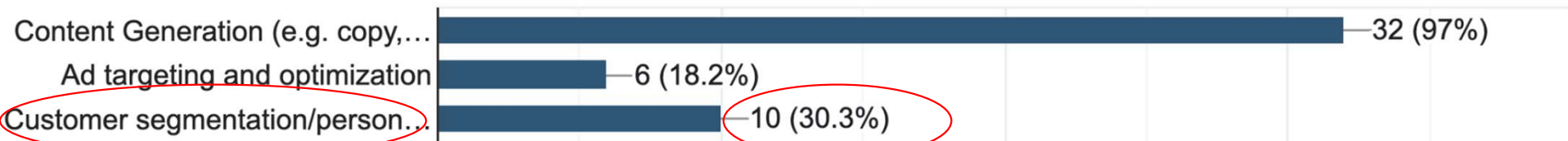
Discussion Point:

How do we get users to trust AI more & how do we install safeguards.

AI Tool Usage: Key Insights # 3

Which AI-powered tools or platforms do you currently use in your digital marketing efforts?

33 responses



AI Use is Expanding to Personalization & Chatbots:

30% use AI for customer segmentation, and 21% for chatbots and automation, indicating an increasing focus on personalization.

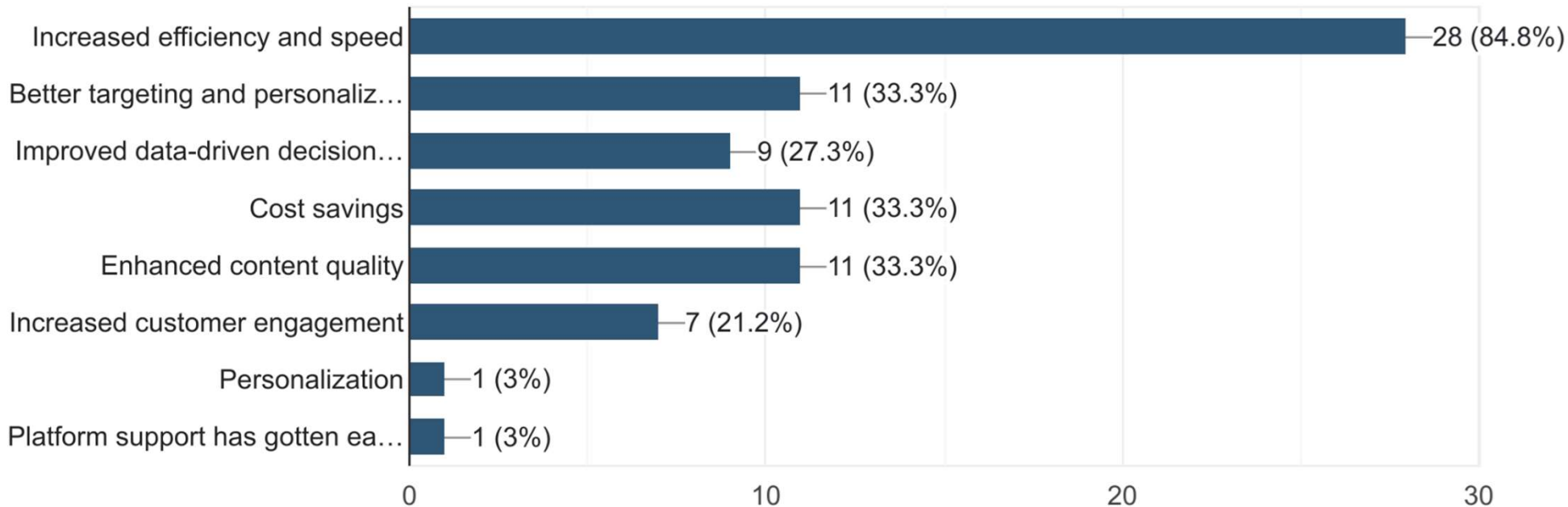
Discussion Point:

How personal is personal enough? Will we hit a place where possibility outways efficacy?

How Useful Are These Tools?

What benefits have AI tools brought to your marketing campaigns?

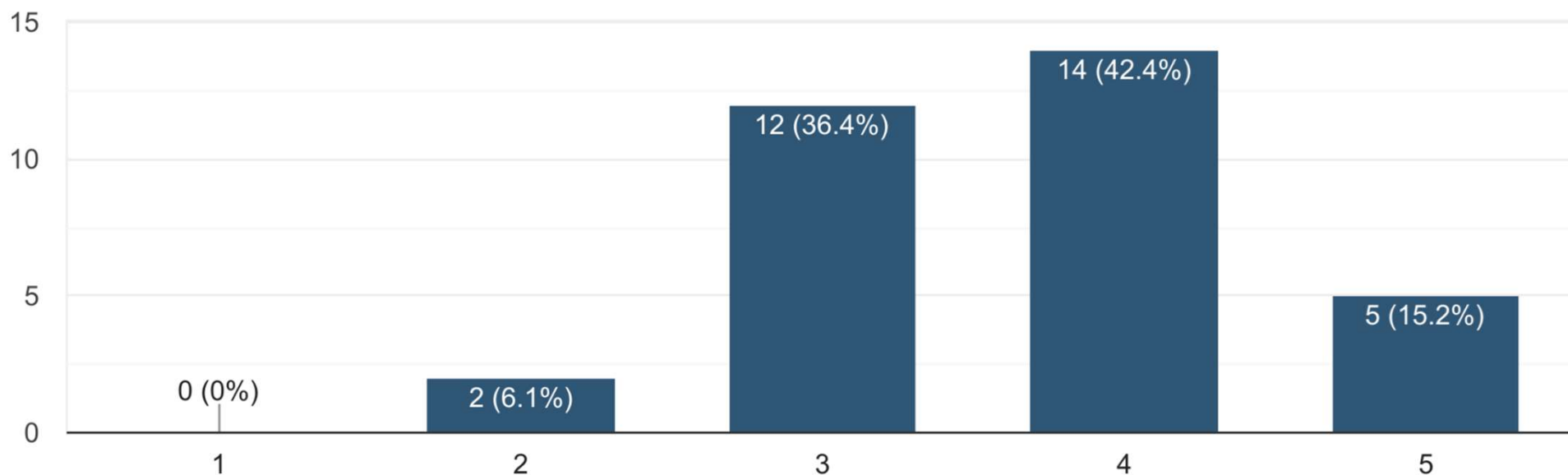
33 responses



How Satisfied Are You?

How satisfied are you with the value these AI tools provide to your marketing efforts?

33 responses



Average 3.7 / 5

Panelist Insights

Are these Trends or Flashpoints?

Panelist Insights

**Looking ahead 5 years,
what's the most exciting—
or terrifying—way you see
AI evolving in the digital
marketing space?**

Panelist Insights

**Final Say on AI... Use it or
Lose it?**

Questions



Thanks



For survey results:

<https://www.espcalition.org/AISurveyFall2024/>