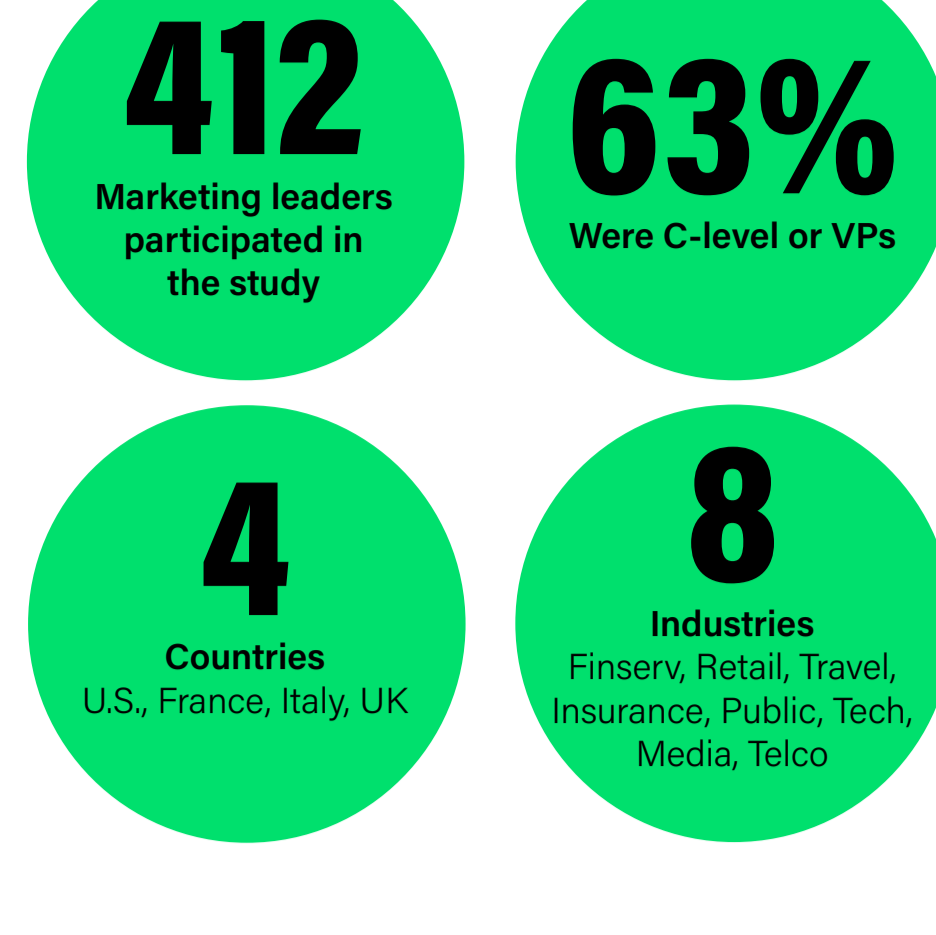


Leveraging AI and Creativity

Your time for AI (and creativity) is now.

The 2021 State of AI and Creativity Survey at-a-glance

Executives are increasingly relying on AI to unlock new levers of growth by applying it not only to business insights and operations, but also to the creative process in order to drive deeper customer understanding. In a time when consumer insights are often unreliable and trends seem to change overnight, AI-generated content is transforming how creative teams develop and execute winning campaigns. These are the results of a survey that Persado conducted with 400+ senior marketers on best practices for applying AI to creative output.



Investments in AI are rising - and delivering impact.

AI investments are firmly on budget radar

48% of respondents are currently using some form of AI to improve the performance of their marketing efforts

Revenue lift from AI is high across industries

67% have seen 10% to 70% revenue lift from applying AI technologies

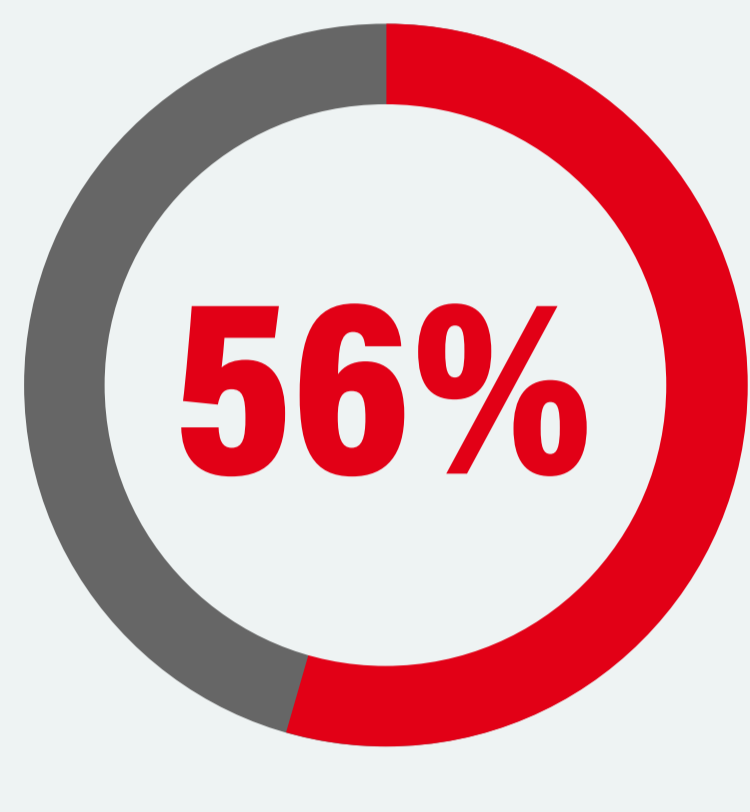
High intent to keep investing in AI

72% plan on investing in AI technologies within marketing in 2021

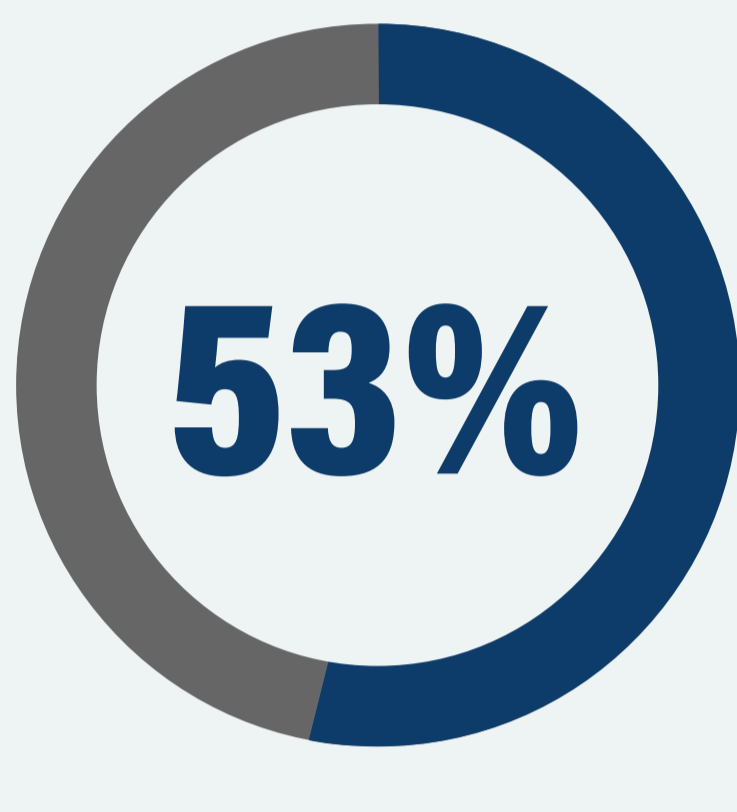


And AI investments are evolving to match business needs...

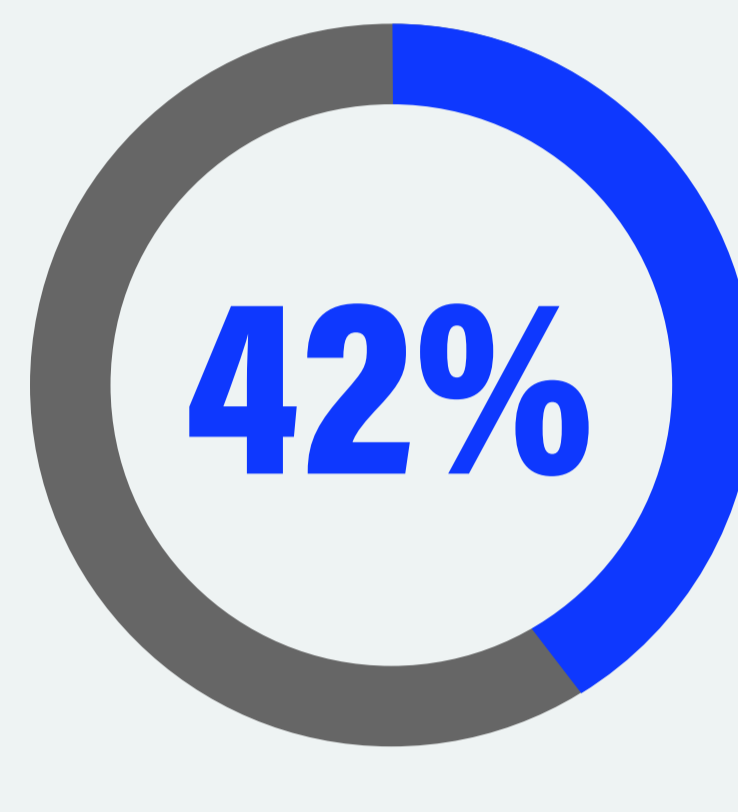
Analytics and insights are still the workhorses, but creative and content are starting to show up.



Analytics / Business Intelligence



Consumer Insights



Creative and Content Generation and Adaptation

Beware the Crisis of (Over) Confidence

High confidence in messaging's ability

65% Feel confident or very confident in their messaging's ability to drive results

And even more confidence in creative's ability

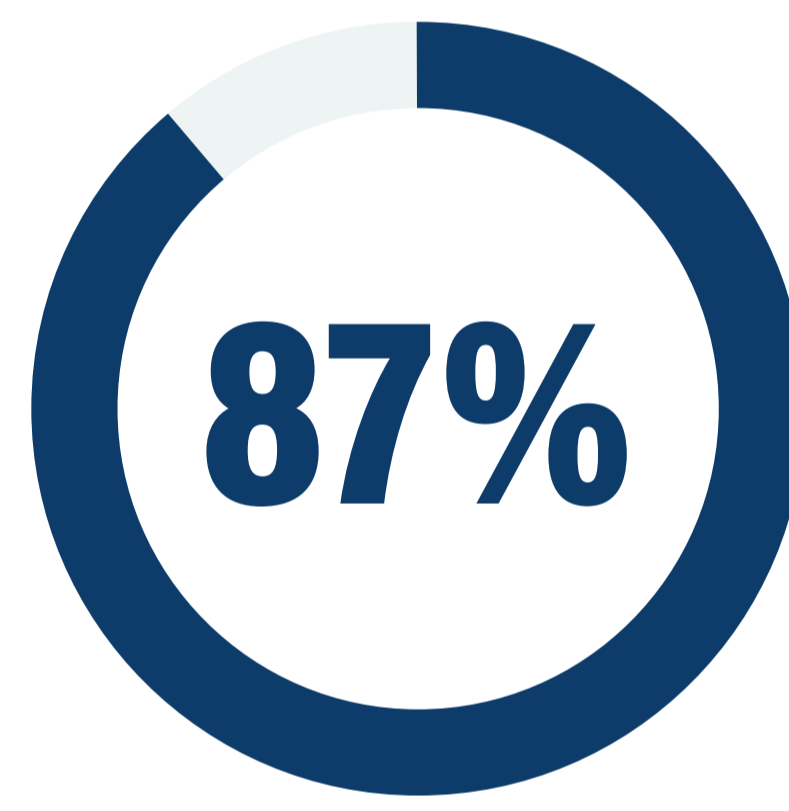
70% Feel confident or very confident in their creative's ability to drive results

An accountability gap seems to be emerging...

CMOs are planning to invest in AI for messaging and creativity, but many want more accountability.



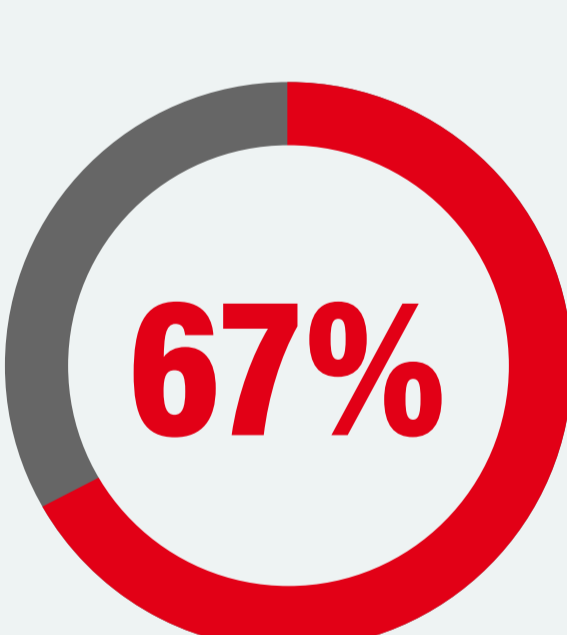
of leaders are planning to apply AI to parts of the creative process



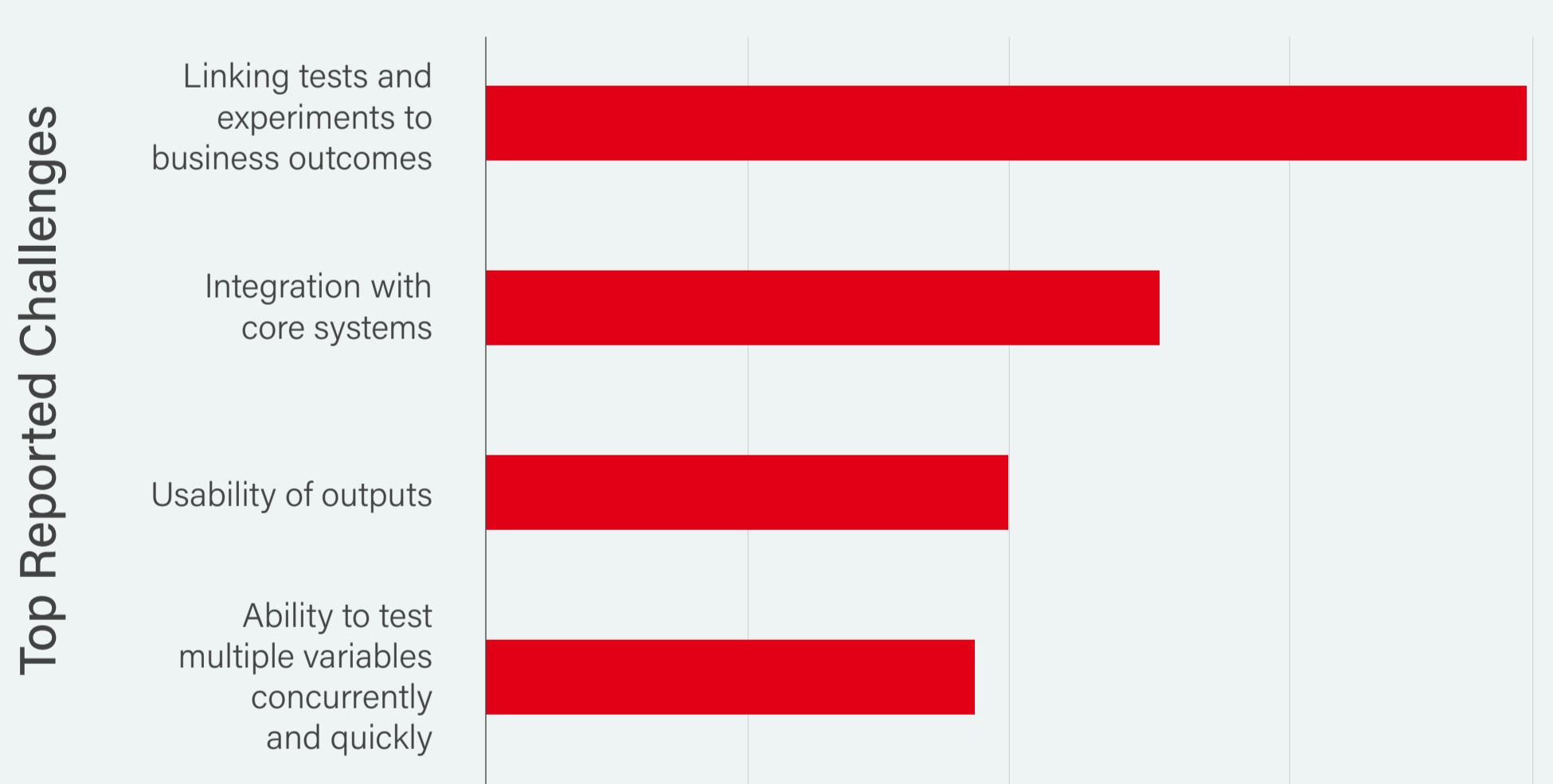
of leaders want to see the content and creative process be more accountable and data-driven

Low testing maturity – and linkage to business value – may be slowing speed to value.

Linked tests to outcomes is a top challenge



of respondents do little-to-no or basic A/B testing



Increase in the usage of personalized content and experiences

85% of marketing leaders are seeing a greater, the use, or plan on increasing, the use of personalized content and experiences

Have We Achieved Peak Personalization?

CX continues to be the battleground for loyalty and retention

CMOs are looking to CX as a key driver of loyalty and retention

