Generative AI Use-Case Comparison for Marketing

This assessment plots 20 of the most prominent use cases for generative AI in marketing against value and feasibility. CMOs can use this evaluation for strategic conversations with their teams, cross-functional stakeholders and IT peers to help guide prioritization and investment decisions.

Overview

This research is an evolution of our Use-Case Prism format and is built on the same underlying methodology.

Generative artificial intelligence (GenAI) presents an opportunity to transform everything about marketing. Marketers must decide which GenAI use cases they can effectively deploy today to support the needs of the business and employees and to drive future transformation. GenAI, if tailored to specific marketing use cases and outcomes, brings opportunities to support marketing capabilities and the path to maturity. Ground your use of GenAI to align with business and marketing priorities, including revenue growth, agility/speed to market, cost optimization, talent development and risk mitigation.

Tools with GenAI capabilities support use cases that span creative, conversational, analytic and operational applications. The path to success is equally a technology and people solution, as GenAI is poised to transform the way we work, socialize and acquire information. Figure 1's use-case comparison plots top-priority use cases against business value and feasibility axes, inviting strategic conversations and driving investment decisions.

Figure 1: Generative AI Use-Case Comparison for Marketing

Generative AI Use-Case Comparison for Marketing

Source: Gartner
808823_C

Gartner

Use cases were scored based on what is currently feasible and what value a typical organization could expect to realize over an 18-month period. This generalized assessment should be viewed through the lens of your organization's specific circumstances.

> **The generative AI field is cluttered with consultants and vendors positioning GenAI as the solution to all the challenges of marketing. It is not.**

GenAI might not be able to solve everything, but it is good at specific tasks. When combined with strategic direction, new operating models and other forms of AI and technology, the use cases most likely to successfully impact marketing rise to the top. Seventy-five percent of marketing leaders who responded to the 2024 Gartner CMO Spend Survey expect a positive impact on their marketing organization from GenAI. Marketing teams already see increases in productivity across many proven use cases, including content creation, coding and next-best-action optimization, which are great places to start for organizations new to GenAI. [1]

The power of GenAI to process vast amounts of unstructured data will make associated tools and techniques an essential part of the fabric of marketing, enabling brands to effectively reach prospects and customers. GenAI will evolve rapidly in both capability and commercialization.

The use cases fall into the following categories in support of broader marketing and business objectives:

- Creative tools: Content assistant, localization, coding assistant, brand representation modeling, dynamic personalization

- Conversational interface: Sales gymnasium, synthetic voice of the customer (VoC), channel chatbots, generative search optimization, customer chatbots/digital humans

- Advanced analytics: Analytics accelerator, journey creation/optimization, competitive landscape mapping, federated data collaboration, market simulation

- Operational support: Enhanced compliance workflow, social engagement, advertising optimization, multimodal media monitoring, bias mitigation

The GenAI use-case comparison for marketing supports evaluation and prioritization of use cases. Gartner has published use-case comparisons across industry verticals and business domains to enable the cross-functional conversations necessary to support enterprise transformation. Use-case comparisons utilize modified balanced scorecards as the evaluation methodology of use cases by their business value and feasibility.

Of the use cases in the comparison, likely wins include using GenAI to enable more precise personalization and automation, fostering deeper user engagement. The majority (68%) of business leaders believe that the benefits of GenAI outweigh the risks. [2] In contrast to CMOs' optimism, consumers — who compose your customer base and your employees — are skeptical about GenAI. [3] Now is the time to explore the use cases that will have the most impact on your business that are also feasible based on tech, talent and customer receptivity.

How to Use

Review the GenAI-enabled use cases plotted on the value and feasibility grid, comparing them with the maturity and requirements of your own organization. To assist with this task, download the presentation summary of this research below. Also, see Innovate Marketing Technology and Data Planning With Clear and Measurable Use Cases to use Gartner's story, outcome, data and technology framework to save time and improve the effectiveness of technology.

Presentation

Download a summary presentation of this research here:

Use-Case Comparison: GenAI for Marketing

Scoring Breakdown

Figure 2 shows how each use case was scored against each value and feasibility dimension. See Table 1 just below the figure for explanations of each dimension. Note 1 explains the scoring labels.

Figure 2: Generative AI Use-Case Scorecard for Marketing

Generative AI Use-Case Scorecard for Marketing
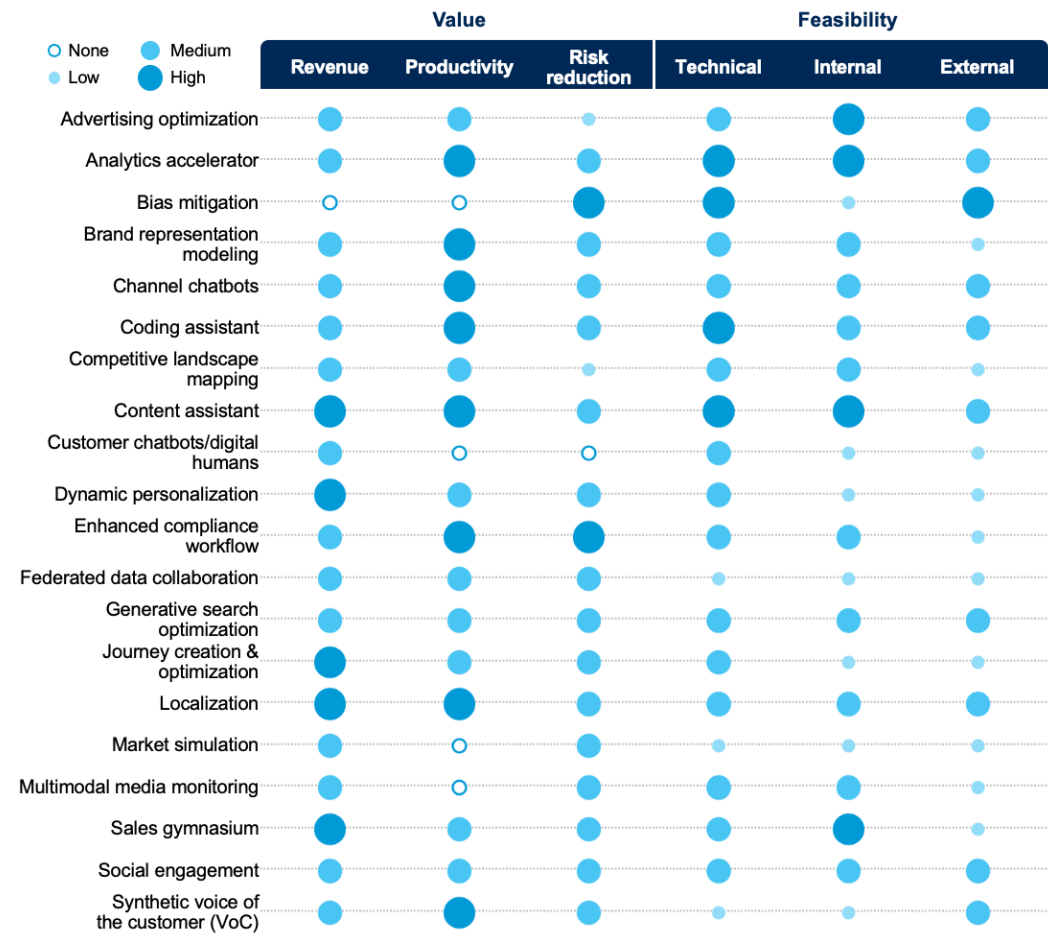
Source: Gartner

808823_C

Table 1: Use-Case Dimension Explanations

(Enlarged table in Appendix)

Dimension	Explanation
Value	
Revenue	Includes customer experience improvements that enable top-line revenue growth, such as improvements in advertising, personalization, sales enablement and customer loyalty.
Productivity	The ability to meet or exceed performance goals with equal or fewer resources, resulting in increased productivity, reallocation of work, faster execution or reduced costs.
Risk reduction	The ability to reduce potential reputational, security or operational risks or to create agility to respond to future market disruptions.
Feasibility	
Technical	The ability to meet the technical requirements of a use case. Considerations include the core capabilities of the GenAI technology, the availability of vendor support and the current state of the organization's technology infrastructure.
Internal	The organization's ability and openness to use and incorporate the use case. This includes the willingness of internal stakeholders to make the necessary policy, the talent required by the use case, and procedural and change management activities to adopt the solution.
External	The extent to which the environment outside the organization is conducive to successful execution, including consideration of the legal and regulatory environment, privacy, and public opinion.

Source: Gartner (January 2025)

Scoring Breakdown by Category

The sections that follow summarize the rationale for each use-case score.

> **Use-Case Categories**
>
> Each use case is placed into one of three categories. Click on the category name to jump to a section summarizing the rationale for each use-case score in that category:
>
> - Likely Wins: Use cases combining medium to high feasibility with medium to high value, making them wins in most circumstances.

- **Calculated Risks**: Use cases offering medium to high value but low to medium feasibility, meaning they represent riskier options.

- **Marginal Gains**: Use cases offering low value and variable feasibility, making them more selective options.

Likely Wins

Table 2 shows use cases combining medium to high feasibility with medium to high value, making them wins in most circumstances.

Table 2: Scoring Breakdown: Likely Wins

(Enlarged table in Appendix)

Use Case	Value	Feasibility
Advertising Optimization *Assemble audiences, content (messages, offers, calls to action, images, audio and/or videos) and media spend allocation dynamically for use in advertising messaging relying on first-party, platform or walled-garden data.*	Using GenAI to optimize both media channel allocation, creative content development and modular distribution will improve advertising efficiency and effectiveness, leading to higher ROI.	The privacy challenges to ad targeting and measurement are substantial and require widespread adoption of new market-level architecture to address.
Analytics Accelerator Gain multimodal conversational access to ad hoc reports and insights from analysis and consolidation of datasets, such as metrics and customer data.	Making analytics more accessible to business leaders can result in better, faster decisions. Democratization of data can lead to faster, more reliable actions from data.	Although feasibility is high due to embedded features, analytics providers may be overestimating what incremental costs the market will bear for these types of enhancements.
Channel Chatbots *Enable marketing, sales, affiliates and service personnel to quickly locate and summarize the information and documents they need via an internal or external chatbot.*	This use case excels due to an increased ability to find and consume relevant content faster. It has a sizable impact on employee engagement and can help make sales and customer service easier. This also supports applications where content is delivered to an end customer through intermediaries or advisors, as in financial services and insurance.	This use case is supported by widely available products, including general-purpose virtual assistants for simple, common interactions. More powerful and complex solutions are not plug-and-play and are reliant on good preparation, implementation and ongoing management, often in custom-build models. Rushed implementations can harm employee experience when forced upon the unwilling (see the Innovation Guide for Generative AI in Marketing).
Coding Assistant *Draft and suggest code for websites, landing pages, 3D modeling applications, and product design and rendering, allowing marketing teams to work independently for basic experiences and faster time to market when collaborating with IT.*	Companies can develop customer experience (CX) code faster, enabling new and better experiences and lower development costs.	Code generation capabilities have matured. Developers are increasingly willing to adopt coding assistants to increase productivity.
Content Assistant *Ideate and create text, image, video and audio content for marketing — either internal (such as briefs, pitch decks or surveys) or external (such as emails, website landing pages, display media and video advertising).*	This use case offers increased productivity, variety and velocity of content creation. Applications can improve customer engagement and response.	The availability of embedded applications (Google Gemini, Microsoft Copilot, Adobe Firefly) and stand-alone tools (Copy.ai, Jasper, Writer, Stable Diffusion, Runway) make this highly feasible. Marketers need to ensure they communicate clearly about any AI-generated content used (see Use Generative AI to Enhance Content and Customer Experience).
Localization *Use GenAI for translation and localization operations to create new business and consumer markets and support dialects and nuances of existing markets.*	Localization's ease of adoption provides support for market growth and entry into new markets with significant cost savings compared to manual translation services. It also offers greater ease of domain-specific technical vocabularies than traditional translation tools and processes.	GenAI-augmented language translation tools can be inserted into existing workflows, making this highly feasible. However, not all languages and regions are well-supported.
Sales Gymnasium *Provide role-playing avatars as customer proxies to refine and scale marketing messages that enable sales and service personnel to anticipate questions and concerns and improve performance. Create learning designs, rubrics and assessments.*	The support of sales' capability to complete, research and hone presentation and negotiation skills increases win rates, issue resolution and successful onboarding of new customers.	Capabilities are maturing and sales and service teams are beginning to get more comfortable with this type of interaction tool as experience with consumer GPT tools outside of work becomes more common (see 13 Generative AI Use Cases for B2B Sales).
Social Engagement *Streamline and enhance operational capacity to engage with social feeds using hybrid human-machine workflows to accelerate and refine brand presence and voice and quickly address high-impact events.*	Customer sentiment changes quickly, and if the marketer is more engaged with customer dialogues, activities will deliver a higher ROI.	These tools are maturing and increasingly adopted, although they can be complex to use and get consistent value from (see Optimize Digital Marketing With 5 Generative AI Use Cases).

Source: Gartner (January 2025)

Back to top

Calculated Risks

Table 3 shows use cases offering medium to high value but low to medium feasibility, meaning they represent riskier options.

Table 3: Scoring Breakdown: Calculated Risks

(Enlarged table in Appendix)

Use Case	Value	Feasibility
Brand Representation Modeling *Customize content generation models with proprietary assets to encode and apply brand style, personality, look and feel, and signature assets to generated and suggested content. It can also include mandatory rules and explicit guidelines.*	Accelerating and scaling content creation efforts enabled by GenAI with brand sensibilities empowers global brand powerhouses and supports market differentiation.	Modeling efforts can be complex and resource-intensive. Results depend heavily on quality and conformance of samples.
Competitive Landscape Mapping *Evaluate the competitive market, illustrate the landscape with visualizations, and surface potential opportunities and improvements for competitive positioning.*	Organizations will look to this use case to help lower overhead costs and speed up competitive brand assessments. This GenAI-enabled approach can yield more market intelligence, including share of voice, and supports faster recognition of new entrants and upstarts.	GenAI's propensity for hallucinations and bias makes adoption risky, especially for strategic initiatives like competitive assessment and brand recommendations.
Dynamic Personalization *Dynamically optimize and assemble content modules (text, images, audio, video) into personalized webpages and emails, generally without human intervention or oversight, to provide individual and segment messaging and experiences.*	This use case excels at offering improvements in personalization that can shorten sales cycles, increase conversion rates, raise customer satisfaction, reduce churn and support customer advocacy.	Marketers already employ personalization techniques with limited success. There will be challenges with obtaining and consolidating accurate customer data from many sources. Marketers will have to adhere to data security and privacy regulations and legislation (see Cool Vendors in Generative AI for Marketing).
Enhanced Compliance Workflow *Streamline review and approval workflows with encoded proofing rules that unify proprietary brand, legal and risk compliance rules to identify problems, suggest alternatives, and leverage precedented material. Accelerate response times and increase capacity.*	This use case addresses the reality that complex workflows and regulatory approval cycles represent a significant cost, risk and impediment to timely, effective communication.	Regulatory workflows are difficult to modify due to high operational risk and diversity and complexity of compliance rules.
Federated Data Collaboration *Use federated machine learning techniques to train algorithms on multiple local datasets contained in local nodes without exchanging data samples, enabling more personalized experiences without compromising privacy across global and regional teams.*	Complex organizations will look to this use case to connect data across geographies, business units and affiliates to advance global and regional market growth and entry into new markets, while maintaining data security and governance. The proliferation of privacy and legislative regulations require protection of local data.	Building trust among organizations for collaborative learning models takes time. Enabling federated models requires a complete end-to-end infrastructure stack and a high degree of implementation maturity (see A CMO's Guide to Implementing Generative AI).
Generative Search Optimization *Generate copy aligned to customer insights and keywords. Augment search behaviors with zero-click results embedded into the user experience.*	This use case offers the ability to recover traffic and brand visibility lost due to changes in search engine design.	The impact of GenAI on content creation is widely recognized, but its impact on commercial search experiences is not yet known. Marketers must keep a close eye on the space and adapt their search engine marketing (SEM) and search engine optimization (SEO) operations as necessary (see Preserve Website Visibility as Generative AI Disrupts SEO).
Journey Creation & Optimization *Use embedded intelligence to influence and optimize behavioral objectives (opt-ins, conversions, shares, etc.) by varying messaging to drive desired response, including accelerating multistep campaign journeys.*	Organizations looking to use GenAI to improve their customer experience will leverage this use case. It offers the ability to understand customer journeys without relying on first-party data to implement omnichannel marketing strategies. In turn, marketers focus on the most important moments in the customer journey to drive buying decisions.	Many solutions offering interactions with large language models (LLMs) are available and the market is growing rapidly. Beyond small projects and experimentation, enterprise applications need good planning and careful governance. Grounding is required to ensure the appropriateness of responses and mitigate hallucinations (see Generative AI Use-Case Comparison for Customer Experience).
Synthetic VoC *Create customer profile prompts to emulate advertising and content response and attitudinal surveys based on digital twins that mirror customer composition and segmentation. Simulate focus group dialogues and content assessment evaluations and drive "what if" analysis for improved business outcomes.*	Organizations face increasing limitations on access to the customer data necessary to support personalized customer engagement. There are cost savings over traditional market research involving customer panels, such as surveys and focus groups. A GenAI-enabled approach also offers a faster path to customer insights, and potentially greater accuracy by incorporating more customer data and listening posts.	Organizations need to build confidence in the accuracy of prompted synthetic customer responses by comparing them with field results. The "AI training AI" loop of models creating customer data to inform customer models can become nonsensical quickly (within five cycles), [9] requiring advanced governance to make this use case feasible. VoC and content vendors are putting features into production now.

Source: Gartner (January 2025)

[Back to top](#)

Marginal Gains

Table 4 shows use cases offering low value and variable feasibility, making them more selective options.

Table 4: Scoring Breakdown: Marginal Gains

(Enlarged table in Appendix)

Use Case	Value	Feasibility
Bias Mitigation *Apply image and text analysis to identify representational biases and suggest remedies to support diversity and inclusion goals.*	Proactively addressing bias with the use of GenAI significantly increases potential market reception of products and offers, and reduces the potential of being associated with harm. Regulators expect organizations to comply with responsible-use guidelines, and this will become an area of scrutiny as the technology advances.	There is limited data to effectively retrain models to identify instances of potential harm. Even with review, the skills and governance policies required to detect and eliminate bias are either immature or nonexistent, and the LLM models themselves are opaque and pretrained on biased public data (see Mitigate Bias in GenAI Models for Marketing).
Customer Chatbots/Digital Humans *Design and create digital humans and chatbots to support loyalty and advocacy, automating processes and serving as an infinitely scalable personality or customer service agent of the brand that can grow and learn.*	This use case offers the ability to curate and proactively present next best actions to align with how customers consume and act on information. Applications cross customer-facing functions and may include delivering personalized customer experiences, offering 24/7 customer support and native language engagement. Applications can also help sales enablement and nudge buying decisions.	Many solutions offering humanlike interactions with LLMs are available and the market is growing rapidly. Beyond small projects and experimentation, enterprise applications need quality data and careful governance. Extensive constraints and substantial testing are required to prevent subversive "jailbreaking" exploits and ensure the accuracy and appropriateness of responses since these applications engage with visitors in unsupervised, unpredictable contexts (see Emerging Tech: Navigating the Hurdles of Digital Humans).
Market Simulation *Generate competitive and customer intelligence and perform multiagent simulations to understand and predict market, competitive and regulatory scenarios. Build and test contingency strategies.*	This use case will help manage the risk of implementing new strategies by testing assumptions and refining actions to produce better business results.	Market simulation data issues and a myriad of confounding factors increase the risk of hallucinations and bias, which requires that outputs be continually validated to avoid long-term risk.
Multimodal Media Monitoring *Use GenAI with natural language processing (NLP) and computer vision to analyze and trace rich social and general media content, including recognition of deepfakes and decoding of visual and auditory watermarks and other indications of authenticity, provenance and context.*	New techniques support analysis of multimodal content, detecting deeper indications of relevance than text and logos and initiating context-informed response workflows.	Monitoring technology is advancing, but deployment can still be challenging and adoption is not yet widespread. Deepfakes are becoming more sophisticated.

Source: Gartner (January 2025)

Back to top

Evidence

These use cases have been selected, positioned and averaged out based on an assessment by Gartner analysts and client feedback. Their applicability may vary across organizations and industries. For detailed customization, use Toolkit: Discover and Prioritize Your Best AI Use Cases With a Gartner Prism.

[1] **2024 Gartner CMO Spend Survey.** This survey looked at top-line marketing budgets and aimed to identify how evolving customer journeys, C-suite pressures and cost challenges impact marketing's spending priorities and channel effectiveness. The research was conducted online from February through March 2024 among 395 respondents in North America (n = 200) and Europe (n = 195). Respondents were required to be involved in decisions pertaining to setting or influencing marketing strategy/planning and to aligning marketing budget/resources, and/or they were required to lead cross-functional programs and strategies with marketing. Seventy-four percent of the respondents came from organizations with $1 billion or more in annual revenue. Respondents came from a variety of industries: financial services (n = 46), insurance (n = 35), manufacturing (n = 48), consumer products (n = 32), media (n = 35), retail (n = 38), healthcare (n = 47), pharma (n = 37), IT and business services (n = 41), and travel and hospitality (n = 36). *Disclaimer: Results of this survey do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.*

[2] Beyond the Hype: Enterprise Impact of ChatGPT and Generative AI Webinar Polls, 21 April 2023; Q: "Do you believe the benefits of generative AI outweigh the risks?," n = 1,079

[3] 2024 Gartner Consumer Community Survey (n = 287; 13 through 20 September 2024). While the Gartner Consumer Community (n ≈ 500) resembles the U.S. general population, the data cited is based on the responses of community members who chose to take each activity. These samples may not be representative of the general population, and the data should only be used for directional insights.

Note 1: Definition of Ratings

Value

- **High:** Enables new ways of performing horizontal/vertical applications or even doing business, resulting in significant benefits in the form of increased review, cost savings and/or shifting industry dynamics.

- **Medium:** Offers incremental process improvements that translate into increased revenue and/or cost savings.

- **Low:** Offers limited process improvement that may not — or isn't intended to — translate into increased revenue or cost savings.

- **None:** Not applicable or relevant to value creation.

Feasibility

- **High:** Within the capabilities of most organizations to implement with either minor or zero obstacles.

- **Medium:** Can be implemented by most organizations while facing moderate obstacles.

- **Low:** Challenging to implement and would involve overcoming significant obstacles.

- **None:** No chance of being able to implement.

Document Revision History

Use-Case Prism: Generative AI for Marketing - 5 October 2023

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

Develop an AI Strategic Roadmap for Marketing

A CMO's Guide to Implementing Generative AI

Use Generative AI to Enhance Content and Customer Experience

Hype Cycle for Digital Marketing, 2024

Cool Vendors in Generative AI for Marketing

Benchmark Marketing's Generative AI Strategy and Performance

Gartner

Table 1: Use-Case Dimension Explanations

Dimension	Explanation
Value	
Revenue	Includes customer experience improvements that enable top-line revenue growth, such as improvements in advertising, personalization, sales enablement and customer loyalty.
Productivity	The ability to meet or exceed performance goals with equal or fewer resources, resulting in increased productivity, reallocation of work, faster execution or reduced costs.
Risk reduction	The ability to reduce potential reputational, security or operational risks or to create agility to respond to future market disruptions.
Feasibility	
Technical	The ability to meet the technical requirements of a use case. Considerations include the core capabilities of the GenAI technology, the availability of vendor support and the current state of the organization's technology infrastructure.
Internal	The organization's ability and openness to use and incorporate the use case. This includes the willingness of internal stakeholders to make the necessary policy, the talent required by the use case, and procedural and change management activities to adopt the solution.
External	The extent to which the environment outside the organization is conducive to successful execution, including consideration of the legal and regulatory

environment, privacy, and public opinion.

Source: Gartner (January 2025)

Table 2: Scoring Breakdown: Likely Wins

Use Case	Value	Feasibility
Advertising Optimization *Assemble audiences, content (messages, offers, calls to action, images, audio and/or videos) and media spend allocation dynamically for use in advertising messaging relying on first-party, platform or walled-garden data.*	Using GenAI to optimize both media channel allocation, creative content development and modular distribution will improve advertising efficiency and effectiveness, leading to higher ROI.	The privacy challenges to ad targeting and measurement are substantial and require widespread adoption of new market-level architecture to address.
Analytics Accelerator Gain multimodal conversational access to ad hoc reports and insights from analysis and consolidation of datasets, such as metrics and customer data.	Making analytics more accessible to business leaders can result in better, faster decisions. Democratization of data can lead to faster, more reliable actions from data.	Although feasibility is high due to embedded features, analytics providers may be overestimating what incremental costs the market will bear for these types of enhancements.
Channel Chatbots *Enable marketing, sales, affiliates and service personnel to quickly locate and summarize the information and documents they need via an internal or external chatbot.*	This use case excels due to an increased ability to find and consume relevant content faster. It has a sizable impact on employee engagement and can help make sales and customer service easier. This also supports applications where content is delivered to an end customer through intermediaries or advisors, as in financial services and insurance.	This use case is supported by widely available products, including general-purpose virtual assistants for simple, common interactions. More powerful and complex solutions are not plug-and-play and are reliant on good preparation, implementation and ongoing management, often in custom-build models. Rushed implementations can harm employee experience when forced upon the unwilling (see the Innovation Guide for Generative AI in Marketing).
Coding Assistant	Companies can develop customer experience (CX)	Code generation capabilities have matured.

Draft and suggest code for websites, landing pages, 3D modeling applications, and product design and rendering, allowing marketing teams to work independently for basic experiences and faster time to market when collaborating with IT.	code faster, enabling new and better experiences and lower development costs.	Developers are increasingly willing to adopt coding assistants to increase productivity.
Content Assistant *Ideate and create text, image, video and audio content for marketing — either internal (such as briefs, pitch decks or surveys) or external (such as emails, website landing pages, display media and video advertising).*	This use case offers increased productivity, variety and velocity of content creation. Applications can improve customer engagement and response.	The availability of embedded applications (Google Gemini, Microsoft Copilot, Adobe Firefly) and stand-alone tools (Copy.ai, Jasper, Writer, Stable Diffusion, Runway) make this highly feasible. Marketers need to ensure they communicate clearly about any AI-generated content used (see Use Generative AI to Enhance Content and Customer Experience).
Localization *Use GenAI for translation and localization operations to create new business and consumer markets and support dialects and nuances of existing markets.*	Localization's ease of adoption provides support for market growth and entry into new markets with significant cost savings compared to manual translation services. It also offers greater ease of domain-specific technical vocabularies than traditional translation tools and processes.	GenAI-augmented language translation tools can be inserted into existing workflows, making this highly feasible. However, not all languages and regions are well-supported.
Sales Gymnasium *Provide role-playing avatars as customer proxies to refine and scale marketing messages that enable sales and service personnel to anticipate questions and concerns and improve performance. Create learning designs, rubrics and assessments.*	The support of sales' capability to complete, research and hone presentation and negotiation skills increases win rates, issue resolution and successful onboarding of new customers.	Capabilities are maturing and sales and service teams are beginning to get more comfortable with this type of interaction tool as experience with consumer GPT tools outside of work becomes more common (see 13 Generative AI Use Cases for B2B Sales).
Social Engagement	Customer sentiment changes quickly, and if the	These tools are maturing and increasingly

Streamline and enhance operational capacity to engage with social feeds using hybrid human-machine workflows to accelerate and refine brand presence and voice and quickly address high-impact events.

marketer is more engaged with customer dialogues, activities will deliver a higher ROI.

adopted, although they can be complex to use and get consistent value from (see Optimize Digital Marketing With 5 Generative AI Use Cases).

Table 3: Scoring Breakdown: Calculated Risks

Use Case	Value	Feasibility
Brand Representation Modeling *Customize content generation models with proprietary assets to encode and apply brand style, personality, look and feel, and signature assets to generated and suggested content. It can also include mandatory rules and explicit guidelines.*	Accelerating and scaling content creation efforts enabled by GenAI with brand sensibilities empowers global brand powerhouses and supports market differentiation.	Modeling efforts can be complex and resource-intensive. Results depend heavily on quality and conformance of samples.
Competitive Landscape Mapping *Evaluate the competitive market, illustrate the landscape with visualizations, and surface potential opportunities and improvements for competitive positioning.*	Organizations will look to this use case to help lower overhead costs and speed up competitive brand assessments. This GenAI-enabled approach can yield more market intelligence, including share of voice, and supports faster recognition of new entrants and upstarts.	GenAI's propensity for hallucinations and bias makes adoption risky, especially for strategic initiatives like competitive assessment and brand recommendations.
Dynamic Personalization *Dynamically optimize and assemble content modules (text, images, audio, video) into personalized webpages and emails, generally without human intervention or oversight, to provide individual and segment messaging and experiences.*	This use case excels at offering improvements in personalization that can shorten sales cycles, increase conversion rates, raise customer satisfaction, reduce churn and support customer advocacy.	Marketers already employ personalization techniques with limited success. There will be challenges with obtaining and consolidating accurate customer data from many sources. Marketers will have to adhere to data security and privacy regulations and legislation (see Cool Vendors in Generative AI for Marketing).
Enhanced Compliance Workflow *Streamline review and approval workflows with encoded proofing rules that unify proprietary*	This use case addresses the reality that complex workflows and regulatory approval cycles	Regulatory workflows are difficult to modify due to high operational risk and diversity and complexity of compliance rules.

brand, legal and risk compliance rules to identify problems, suggest alternatives, and leverage precedented material. Accelerate response times and increase capacity.	represent a significant cost, risk and impediment to timely, effective communication.	
Federated Data Collaboration *Use federated machine learning techniques to train algorithms on multiple local datasets contained in local nodes without exchanging data samples, enabling more personalized experiences without compromising privacy across global and regional teams.*	Complex organizations will look to this use case to connect data across geographies, business units and affiliates to advance global and regional market growth and entry into new markets, while maintaining data security and governance. The proliferation of privacy and legislative regulations require protection of local data.	Building trust among organizations for collaborative learning models takes time. Enabling federated models requires a complete end-to-end infrastructure stack and a high degree of implementation maturity (see A CMO's Guide to Implementing Generative AI).
Generative Search Optimization *Generate copy aligned to customer insights and keywords. Augment search behaviors with zero-click results embedded into the user experience.*	This use case offers the ability to recover traffic and brand visibility lost due to changes in search engine design.	The impact of GenAI on content creation is widely recognized, but its impact on commercial search experiences is not yet known. Marketers must keep a close eye on the space and adapt their search engine marketing (SEM) and search engine optimization (SEO) operations as necessary (see Preserve Website Visibility as Generative AI Disrupts SEO).
Journey Creation & Optimization *Use embedded intelligence to influence and optimize behavioral objectives (opt-ins, conversions, shares, etc.) by varying messaging to drive desired response, including accelerating multistep campaign journeys.*	Organizations looking to use GenAI to improve their customer experience will leverage this use case. It offers the ability to understand customer journeys without relying on first-party data to implement omnichannel marketing strategies. In turn, marketers focus on the most important	Many solutions offering interactions with large language models (LLMs) are available and the market is growing rapidly. Beyond small projects and experimentation, enterprise applications need good planning and careful governance. Grounding is required to ensure the appropriateness of responses and mitigate hallucinations (see

	moments in the customer journey to drive buying decisions.	Generative AI Use-Case Comparison for Customer Experience).
Synthetic VoC *Create customer profile prompts to emulate advertising and content response and attitudinal surveys based on digital twins that mirror customer composition and segmentation. Simulate focus group dialogues and content assessment evaluations and drive "what if" analysis for improved business outcomes.*	Organizations face increasing limitations on access to the customer data necessary to support personalized customer engagement. There are cost savings over traditional market research involving customer panels, such as surveys and focus groups. A GenAI-enabled approach also offers a faster path to customer insights, and potentially greater accuracy by incorporating more customer data and listening posts.	Organizations need to build confidence in the accuracy of prompted synthetic customer responses by comparing them with field results. The "AI training AI" loop of models creating customer data to inform customer models can become nonsensical quickly (within five cycles), [3] requiring advanced governance to make this use case feasible. VoC and content vendors are putting features into production now.

Source: Gartner (January 2025)

Table 4: Scoring Breakdown: Marginal Gains

Use Case	Value	Feasibility
Bias Mitigation *Apply image and text analysis to identify representational biases and suggest remedies to support diversity and inclusion goals.*	Proactively addressing bias with the use of GenAI significantly increases potential market reception of products and offers, and reduces the potential of being associated with harm. Regulators expect organizations to comply with responsible-use guidelines, and this will become an area of scrutiny as the technology advances.	There is limited data to effectively retrain models to identify instances of potential harm. Even with review, the skills and governance policies required to detect and eliminate bias are either immature or nonexistent, and the LLM models themselves are opaque and pretrained on biased public data (see Mitigate Bias in GenAI Models for Marketing).
Customer Chatbots/Digital Humans *Design and create digital humans and chatbots to support loyalty and advocacy, automating processes and serving as an infinitely scalable personality or customer service agent of the brand that can grow and learn.*	This use case offers the ability to curate and proactively present next best actions to align with how customers consume and act on information. Applications cross customer-facing functions and may include delivering personalized customer experiences, offering 24/7 customer support and native language engagement. Applications can also help sales enablement and nudge buying decisions.	Many solutions offering humanlike interactions with LLMs are available and the market is growing rapidly. Beyond small projects and experimentation, enterprise applications need quality data and careful governance. Extensive constraints and substantial testing are required to prevent subversive "jailbreaking" exploits and ensure the accuracy and appropriateness of responses since these applications engage with visitors in unsupervised, unpredictable contexts (see Emerging Tech: Navigating the Hurdles of Digital Humans).
Market Simulation *Generate competitive and customer intelligence and perform multiagent simulations to understand*	This use case will help manage the risk of implementing new strategies by testing	Market simulation data issues and a myriad of confounding factors increase the risk of hallucinations and bias, which requires that

and predict market, competitive and regulatory scenarios. Build and test contingency strategies.	assumptions and refining actions to produce better business results.	outputs be continually validated to avoid long-term risk.
Multimodal Media Monitoring *Use GenAI with natural language processing (NLP) and computer vision to analyze and trace rich social and general media content, including recognition of deepfakes and decoding of visual and auditory watermarks and other indications of authenticity, provenance and context.*	New techniques support analysis of multimodal content, detecting deeper indications of relevance than text and logos and initiating context-informed response workflows.	Monitoring technology is advancing, but deployment can still be challenging and adoption is not yet widespread. Deepfakes are becoming more sophisticated.

Source: Gartner (January 2025)