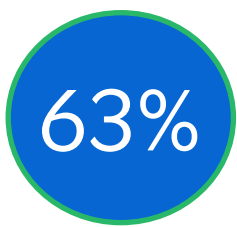


# Diving Into the Shallow End

Marketers are leading in generative AI use, but it's only surface level



of marketers use GenAI in their daily professional lives.

but only



of senior marketing decision makers say they fully understand GenAI or its potential impact on business processes.

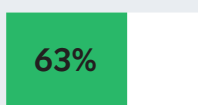


Read the report: [sas.com/genai-marketing](https://sas.com/genai-marketing)

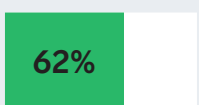
We surveyed 300 global marketing leaders across a range of sectors, from mid-market to enterprise. While marketers are leading other departments in their use of GenAI, we found that many are still in the kiddie pool when it comes to fully recognizing the technology's potential, progressing past simplistic uses, embedding trust and security or complying with governance.

## Marketers are investing in GenAI

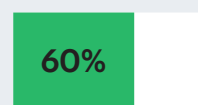
90% of respondents have a dedicated budget for 2025 GenAI investments, hoping to:



Save time and costs

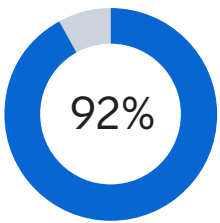


Improve risk management and compliance

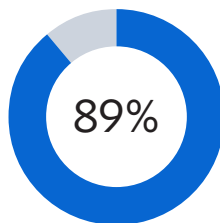


Process large data sets more efficiently

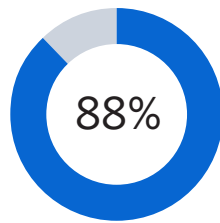
## When marketers embrace GenAI, they see returns in:



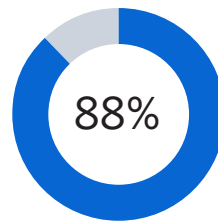
Personalization



Customer satisfaction and retention

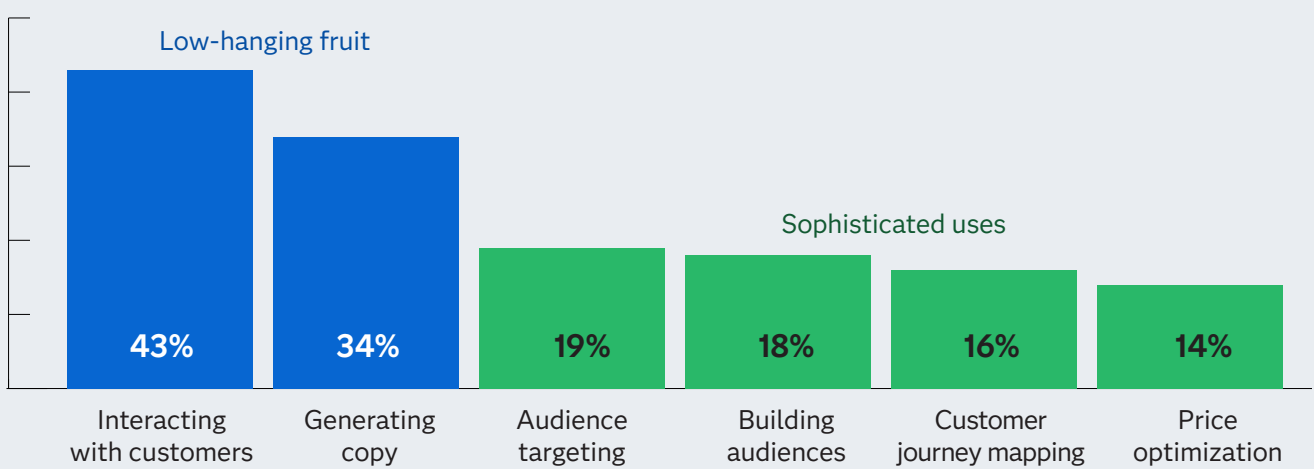


Processing large data sets



Predictive analytics accuracy

## Successes aside, many marketers focus on GenAI's low-hanging fruit, and few are currently diving into the more sophisticated uses:



## Many still have important questions about GenAI

54% have privacy and trust concerns.

48% state their main concern is governance.

Without governance, education and enablement frameworks in place, GenAI can be a risky, unproven technology with devastating impacts. Learn more in our global report:

### A partner for your GenAI journey

SAS® Customer Intelligence 360 delivers easy-to-use GenAI functions so marketers can plan, design journeys, develop creative, build audiences and more. Discover what's possible at:

[sas.com/genai-marketing](https://sas.com/genai-marketing)

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