Modeling a path to growth

Early adopters achieve an anticipated value.

As GenAI infiltrates the workplace, marketers are discovering that the technologies have the potential to transform content production. In the early stages of this revolution, early adopters are able to meet higher levels of demand and exceed market expectations. However, both bring potential blind spots that businesses must address.

Some early adopters are using dedicated tools for personalization, while others are using proprietary models to analyze customer data and create content more efficiently. Some organizations have already implemented GenAI in 4 organizations, while others are planning to do so in 2025 or later. In fact, 4 in 10 early adopters are using GenAI to increase employee productivity and content volume—by an average of 59%.

However, future adopters report that they are focused on using the technology to increase the quantity and quality of content they produce, and they expect it to help them meet their business objectives. Although they are concerned about creating value into the future, they are also aware of the potential for GenAI to create value in the form of cost savings and increased customer engagement.

For those already on the journey, the key to success is to balance content supply and demand, meet market expectations, and adapt to the changing needs of customers. As GenAI continues to grow, it is essential for businesses to stay ahead of the curve and leverage the technology to its fullest potential.