



PROSPECTS FOR THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE IN MARKETING

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Abstract: *Generative artificial intelligence is rapidly transforming marketing from a communication function into a data-driven, adaptive, and increasingly automated system of value creation. The technology is no longer limited to drafting advertising copy or producing visuals; it is becoming part of audience segmentation, customer journey orchestration, product recommendation, conversational commerce, campaign optimization, and market insight generation. Current evidence shows that marketing and sales remain among the business functions where AI most often produces revenue gains, while marketers themselves increasingly recognize that personalized, two-way communication is becoming the new norm. At the same time, the expansion of generative AI raises serious issues related to transparency, privacy, content accuracy, intellectual property, and consumer trust. This article examines the main prospects for the use of generative AI in marketing, identifies its strategic advantages, and outlines the institutional and ethical conditions necessary for its sustainable adoption.*

Keywords: *generative artificial intelligence, marketing, personalization, customer engagement, digital transformation, AI governance, brand communication, consumer trust.*

Introduction

Marketing is entering a new stage of technological development in which generative AI functions not simply as an auxiliary tool, but as an infrastructure for creating, testing, personalizing, and distributing content at scale. The strategic importance of this shift is confirmed by McKinsey's research, which estimated that generative AI could unlock an additional \$0.8 trillion to \$1.2 trillion in productivity across sales and marketing. More recent McKinsey survey results also show that revenue increases linked to AI are reported most often in marketing and sales, indicating that this function is one of the most commercially promising domains for AI deployment.

The demand side of marketing is changing as well. Salesforce's Tenth Edition State of Marketing, based on nearly 4,500 marketing leaders worldwide, reports that 83% of marketers recognize a shift toward personalized, two-way messaging, yet only about one in four are satisfied with how they use data to support those interactions. This gap between aspiration and operational capability explains why generative AI is attracting such strong interest: it offers the possibility of turning fragmented data and slow content processes into real-time customer engagement systems.

Generative AI as a new marketing capability
The first major prospect of generative AI in marketing lies in content production. Brands today must produce large volumes of texts, visuals, emails, landing pages, product descriptions, chatbot scripts, and social media materials for multiple audiences and platforms. Generative AI makes this production process faster, cheaper, and more iterative. In practice, this means that marketers can move from periodic campaigns to continuous experimentation, where messages are generated, tested,

refined, and relaunched in much shorter cycles. Adobe describes this shift as the use of generative AI across planning, asset creation, personalization, and customer journey management, which suggests that marketing content is becoming a dynamic system rather than a fixed output.

A second перспектива concerns personalization. Traditional digital marketing often segments consumers into relatively broad categories. Generative AI, especially when connected to customer data platforms and behavioral signals, can support far more granular adaptation of messages, offers, and product recommendations. Adobe's 2025 retail trends report shows that 51% of retail organizations prioritize personalized offers across channels, 45% focus on real-time personalization of websites and apps, and 43% are investing in automated content assembly for personalized experiences. These figures indicate that the future of marketing is not just automated messaging, but contextual relevance delivered at scale.

A third prospect is the growth of conversational marketing. Generative AI enables brands to interact with customers through chatbots, assistants, and increasingly agentic systems that can answer questions, guide purchases, summarize product features, and support after-sales communication. Deloitte forecasts that 25% of enterprises already using generative AI are expected to deploy AI agents in 2025, rising to 50% by 2027. For marketing, this suggests a transition from static campaigns toward interactive customer interfaces that can operate continuously and at low marginal cost.

Why the prospects are strong
The optimism surrounding generative AI in marketing is not based only

on hype. Recent enterprise evidence indicates that the technology is producing measurable value. McKinsey's 2025 global survey notes that organizations most commonly report revenue increases from AI in marketing and sales, while improved customer satisfaction and competitive differentiation are also frequently mentioned outcomes. This is especially important because marketing performance is judged not merely by efficiency, but by its ability to affect growth, loyalty, and market position.

Broader adoption data also support the view that generative AI will continue to expand in marketing. According to OECD reporting released in January 2026, AI use among firms in OECD countries rose from 8.7% in 2023 to 14.2% in 2024 and 20.2% in 2025, with especially high adoption among large firms. The same source notes that the spread of general-purpose generative AI tools since 2024 likely contributed to this rise. This means that marketing departments are operating in an environment where AI is becoming normalized across the enterprise, which lowers experimentation barriers and accelerates diffusion of best practices.

Sectoral data further strengthen this conclusion. Adobe reports that 45% of retailers were already using generative AI for customer experience management, and market leaders were more than twice as likely as followers to have working generative AI solutions in place. The same report found that 50% of retail executives reported better decision-making from AI insights and 48% reported gains in content ideation and production. These findings suggest that generative AI's value in marketing is not limited to creative generation; it also improves managerial judgment and the speed of decision cycles.

IBM's 2025 retail study points in a similar direction. It reports that 81% of surveyed executives and 96% of their teams were already using AI to a moderate or significant extent, while companies planned to allocate notable resources to AI across customer service, supply chain, and marketing innovation. This is important because marketing outcomes often depend on coordination with other business functions. As AI becomes embedded across the enterprise, marketing can use better data, better timing, and better operational responsiveness.

Main directions of future development

In the near future, the use of generative AI in marketing is likely to move along five interrelated directions. First, content generation will become multimodal, combining text, image, video, audio, and interactive formats within one workflow. Second, personalization will become real-time and predictive rather than retrospective. Third, customer communication will become conversational and agent-based. Fourth, campaign management will increasingly rely on AI-assisted experimentation and optimization. Fifth, market research will be reshaped by AI systems capable of summarizing feedback, detecting patterns in consumer language, and generating scenario-based insights from large volumes of qualitative data. These directions are consistent with recent developments described by Adobe, Salesforce, McKinsey, and Deloitte.

As these directions mature, the strategic role of marketers will also change. Their comparative advantage will shift away from routine production and toward problem framing, brand stewardship, ethical supervision, and interpretation of AI-generated insights. In other words, generative AI is unlikely to eliminate marketing as a profession; rather, it will raise the importance of human judgment in areas where meaning,

reputation, culture, and accountability matter most. IBM's finding that a majority of expected improvements involve human-AI collaboration rather than full automation supports this interpretation.

Risks and limitations

Despite its strong prospects, generative AI in marketing faces serious limitations. NIST's Generative AI Profile emphasizes that organizations must manage risks that are novel or intensified by generative AI, including issues related to reliability, transparency, privacy, and broader governance. In marketing practice, these risks appear when a model produces inaccurate claims, biased outputs, fabricated facts, manipulative personalization, or content that damages brand credibility. Because marketing communicates directly with the public, even small errors can produce outsized reputational consequences.

Trust is becoming a particularly important constraint. Adobe's 2025 retail report found that 74% of consumers consider it important for brands to clearly disclose when AI-generated content, recommendations, or images are used, yet only 26% of brands meet that expectation. The same report shows a wider trust gap around personal data handling. This means that the future success of generative AI in marketing will depend not only on performance, but on visible transparency and responsible data practices.

Regulation is also becoming more relevant. The European Commission states that the AI Act entered into force on 1 August 2024, with prohibited practices and AI literacy obligations applying from 2 February 2025, while governance rules and obligations for general-purpose AI models became applicable from 2 August 2025. The Commission is also preparing guidance on transparency obligations for

AI-generated content. For marketers working in global digital environments, this signals a shift from voluntary experimentation toward a compliance-oriented model of AI deployment.

Another limitation is deceptive or inflated AI marketing claims. In September 2024, the U.S. Federal Trade Commission announced “Operation AI Comply,” targeting companies that used AI hype or AI-enabled tools in deceptive and unfair ways. The FTC explicitly stated that AI does not create an exemption from existing law. For marketing professionals, this is a clear warning: generative AI can improve communication, but it also creates legal exposure if firms exaggerate capabilities, generate fake endorsements, or mislead consumers about automation, performance, or authenticity.

Finally, there are structural constraints. OECD materials on generative AI emphasize risks such as bias, discrimination, privacy infringements, and manipulation of opinions, while Deloitte highlights the growing energy demands associated with AI infrastructure. These issues matter for marketing because brands increasingly compete not only on product value, but also on social legitimacy. If generative AI is perceived as wasteful, manipulative, or unfair, its marketing advantages may be offset by reputational loss.

Strategic conditions for effective adoption
For generative AI to deliver sustainable value in marketing, firms need more than access to tools. They need connected and high-quality data, clear business objectives, human review, model governance, and internal AI literacy. McKinsey’s 2025 survey indicates that organizations with more ambitious and better-structured AI programs are more likely to see meaningful impact, especially when they redesign workflows rather than

merely adding AI to old processes. This is highly relevant for marketing departments that often adopt tools quickly but redesign processes slowly.

A practical governance model for marketing should include at least five elements: content verification before publication, disclosure standards for AI-generated assets, rules for data use and consent, documented human accountability for final outputs, and regular evaluation of consumer response to AI-assisted communication. NIST's risk-management approach and the emerging EU transparency framework both support this direction. In this sense, the prospects of generative AI in marketing are greatest where innovation is combined with institutional discipline.

Conclusion: The prospects for using generative artificial intelligence in marketing are substantial. The technology already shows strong potential in content generation, personalization, customer interaction, insight discovery, and campaign optimization. Current evidence suggests that marketing and sales are among the functions where AI produces the most visible revenue effects, and the broader rise in enterprise AI adoption indicates that this trend is likely to continue. At the same time, the future of generative AI in marketing will not be determined by speed alone. It will depend on whether firms can combine automation with transparency, creativity with verification, and personalization with trust. Therefore, generative AI should be understood not as a substitute for marketing strategy, but as a transformative instrument whose success depends on responsible governance, human oversight, and alignment with long-term brand value.

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