CANADIAN MARKETING ASSOCIATION

CMA **AI Primer for Marketing**

This primer is part of a series by the CMA's Artificial Intelligence Working Group. Read the settings the stage blog to learn more.

Marketing Use Case	AI Activity	Short-Term Impact	Long-Term Impact	Considerations for marketers
Image creation	Content generation	Faster and cheaper to create content in high volume	Volume of marketing material could overwhelm consumers	Transparency around content that is fully AI- generated
Audio voiceover creation	Content generation		Preference by some for only trusted/authentic sources	Copyright and fair-use risks
Music creation	Content generation		Concerns about bias in source, algorithm and output	Watermarking of AI content to manage source rights
Video creation	Content generation		Concerns about propaganda, misinformation and disinformation	Risk of poor quality and errors
Text writing	Content generation			Focus on marketing effectiveness metrics, not just production costs
Creation of augmented reality	Data processing, content generation			Consider media environment in which ads are placed - inclusion list
Creation of virtual environment	Content generation			
Translation of voiceover/text	Data processing	Higher volume of content available to support many languages	Content, format and language disintermediation	Consider quality control
Speech to text	Data processing	More raw content available for large language model (LLM)		
Text to speech	Data processing			
Enhancement of images	Data processing			
Personalization of content	Data processing	Customer experience is more specific to user	Risk of bias and overlapping/similar product offers (from prediction models).	Models need to be updated regularly Test for bias, prevent bias
Product recommendation engine for customers	Data processing, content generation	Customer experience is more specific to user	Lack of human touch and empathy in customer experience (CX)	

Customer journey management	Data processing, content generation	More useable data-driven decisions	Concern of consumers redeploying AI agent to circumvent, reconfigure, or reinterpret to their own needs	
Customer onboarding	Data processing, content generation	Better use of products Better customer retention		
Customer training	Data processing, content generation			
Customer support	Data processing, content generation	Better customer retention		
Landing page/website building	Data processing, content generation	Higher conversion to sales		
Image recognition	data processing	Ability to identify shoppable objects in videos		Product placement in content; Investigate media opportunities to place items for sale in content and make them "shoppable"
Data creation	Data processing	More data available at greater granularity	Divergence of low quality vs. high quality trusted sources and methodologies of data provision	
Sentiment analysis	Data processing	Deeper customer insights Wider availability to staff, more actionable (e.g. once an issue has been raised in sentiment, then it could be passed to content creation or CRM)	Risk of bias and overlapping/similar product offers (from prediction models).	
Price elasticity modelling and testing	Data processing		Potential for robotic and out-of-context predictions and customer offers	Ensure human oversight and evaluation of predictive models
Development of customer segments (for retention and acquisition)	Data processing			

Prediction of customer behaviour (attrition - expansion)	Data processing			
Creation of real-time custom survey	Content generation, data processing			
App building	Code generation	Easier, faster and cheaper app building	Concerns about code ownership and responsibility	Consider liability/responsibility for code creation and deployment
Model creation	Code generation	Customer development in the hands of many	Risk of bias and overlapping/similar product offers (from prediction models).	
Algorithm creation	Code generation	Less errors		
Consumer agent for just-in-time purchasing	Semi-autonomous agent	Disintermediates purchase from brand communication	Consumers delegate purchase patterns to trusted brands and distributors, monitor price for best deals	Consider working with consumer AI agents where purchase patterns have been delegated
Consumer content blocker/filter	Semi-Autonomous agent	More difficult to reach consumers with marketing communications Search engine optimization (SEO) and social challenges		Like SEO - but brand content optimized for AI processing for presentation to consumer
Consumer agent for brand decisioning	Semi-Autonomous agent	Comparison shopping evaluation is performed by agent SEO challenges		Monitor how AI agents process and present content about your brands and products
Brand reputation monitoring	Data collection, processing and summarization	Ability to quickly respond to potential reputation issues		
Longitudinal brand performance studies	Data collection, processing and summarization			