

Gartner Research

Productivity- Boosting GenAI Use Cases and Tools in Tech Marketing

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Initiatives: Product Marketing Strategy; Demand Generation Execution; Tech Marketing Performance

As generative AI use cases continue to evolve, product marketers must understand how to prioritize GenAI investments. This research provides insights on the top GenAI use cases and technologies for marketers in tech providers, as well as advice for overcoming obstacles related to GenAI adoption.

Overview

Key Findings

- Marketers are at the forefront of adopting generative AI (GenAI), with most focusing on quick “productivity wins” within their existing marketing technology (martech) stack.
- Content creation dominates as the top marketing use case in 2024, followed by market and competitive research and content personalization. Across the martech landscape, vendors are increasingly adding, or planning to add, GenAI capabilities to their solutions to address these top use cases.
- Security, privacy, risk/liability and governance concerns are the biggest obstacles preventing tech marketers from adopting or leveraging GenAI more rapidly for their internal operations.

Strategic Planning Assumptions

- By 2027, 80% of tech marketing leaders will establish a dedicated content authenticity function to combat misinformation and fake content assets.
- By 2028, technology and service providers with revenue of \$5 billion or more will spend 10% of their marketing budget on content monitoring, brand reputation and crisis management related to AI-generated content.

Survey Objective

The primary insights for this research were sourced from Gartner's 2023 GenAI Impact on Tech Providers Survey, which sought to understand the impact of GenAI on various roles within technology and service providers. The analysis in this research segmented technology marketing respondents in organizations with greater than \$250 million in revenue.

Data Insights

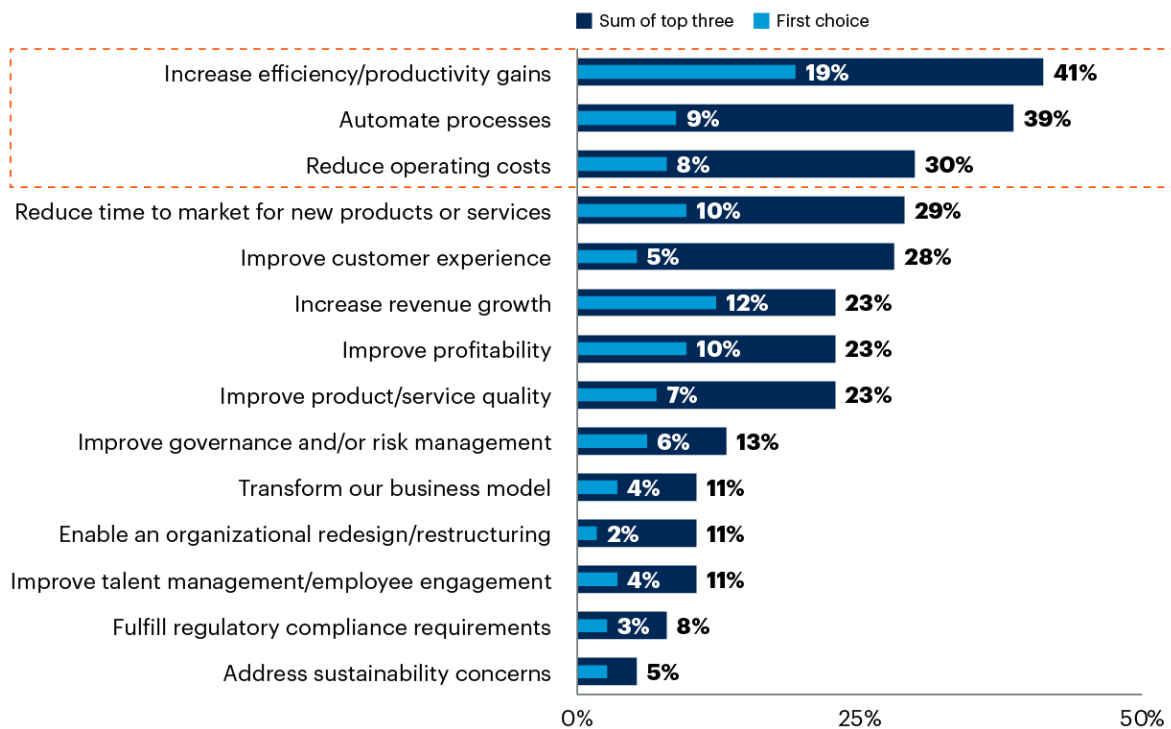
Operational Goals for GenAI in Tech Marketing

It may come as no surprise that technology marketers typically set productivity as the top operational goal for GenAI. Tech marketers who responded to the 2023 Gartner Impact of GenAI on Tech Providers Survey said that increasing efficiency and productivity (41%), automating processes (39%) and reducing operating costs (30%) were the top operational goals they aimed to achieve with GenAI (see Figure 1).

Figure 1: Top Operational Goals for GenAI in Tech Marketing

Top Operational Goals for GenAI in Tech Marketing

Sum of top three ranks and first choice



n = 114, tech marketing respondents, excluding not sure

Q: What are the top three operational goals your organization aims to achieve by utilizing GenAI?

Source: 2023 Gartner Impact of GenAI on Tech Providers Survey

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In client inquiries, Gartner hears about the potential effects of GenAI on productivity. However, not all tech marketers will realize the same productivity gains, even within a given use case. Technology marketing leaders need to closely evaluate their organization’s functional competency and the tasks to which GenAI will be applied in order to achieve meaningful productivity gains.

Tech marketing leaders can determine how much productivity benefit to expect based on these two factors:

- **Experience of the worker:** The amount of practical experience an employee has with a particular task or set of tasks. This includes tacit knowledge, explicit knowledge and judgment gained through a role or career. According to survey respondents, prior experience with GenAI applications or models (e.g., prompt engineering techniques) was the top skill sought in tech marketing candidates to support GenAI initiatives.

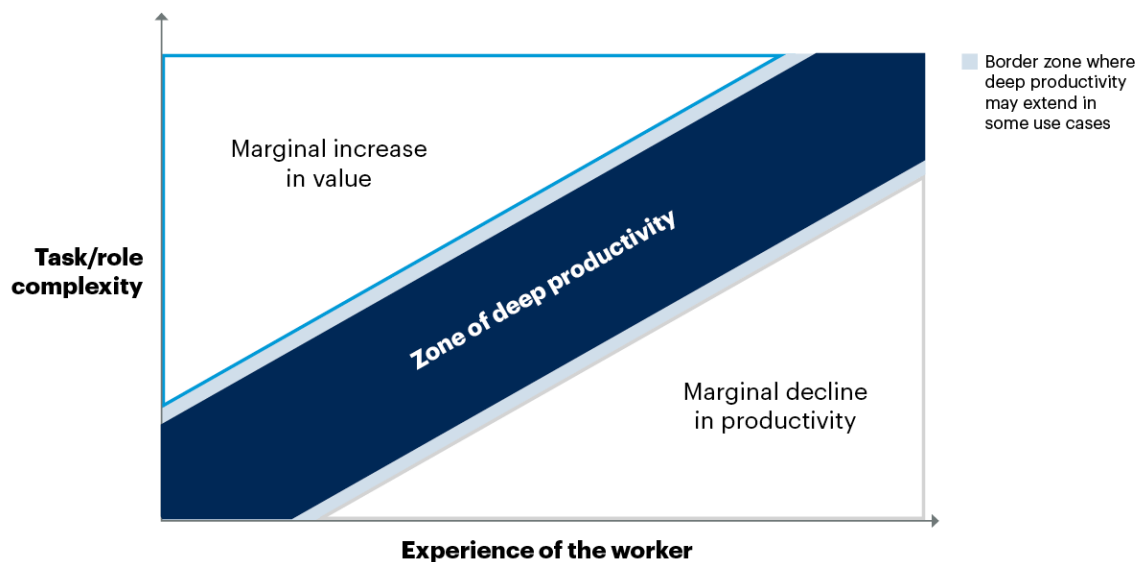
- **Task/role complexity:** The degree of difficulty and intricacy involved in completing a task or fulfilling a role. This complexity can arise from various factors, including discretionary work selection, personal multitasking, collaboration co-dependencies, focused work and knowledge specialization.

When these two factors are plotted against each other in a matrix, they illustrate the combinations of worker experience and role complexity for which GenAI is most likely to result in productivity gains (see Figure 2 and Who Benefits Most From Generative AI Productivity?).

Figure 2: Deep Productivity Matrix

Deep Productivity Matrix

Illustrative



Source: Gartner
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Tech marketers in two categories fall into the zone of deep productivity and will likely experience significant productivity increases when enabled with GenAI.

- **Less experienced workers with less complex tasks:** An example of an employee in the lower left of Figure 2 (low experience and low task/role complexity) would be an entry-level tech marketer developing a series of digital ads to promote a thought leadership piece. GenAI can have a significant teaching effect for employees in this area of the matrix, enabling them to learn by accessing the valuable tacit knowledge of employees with more experience.

- **More highly experienced workers with complex tasks or roles:** An example of an employee in the upper right of Figure 2 (high experience and high task/role complexity) would be a VP of Product Marketing facing complex tasks such as understanding market dynamics and informing go-to-market strategies. When GenAI is applied to such use cases, it requires the discernment of a highly experienced employee to judge and correct the output.

In both categories, GenAI augments employees' productivity rather than displacing them. The challenge lies in identifying use cases where GenAI can be effectively deployed to bolster marketing productivity and propel future transformation. Realizing the technology's true ROI depends on defining the right outcomes you seek to achieve.

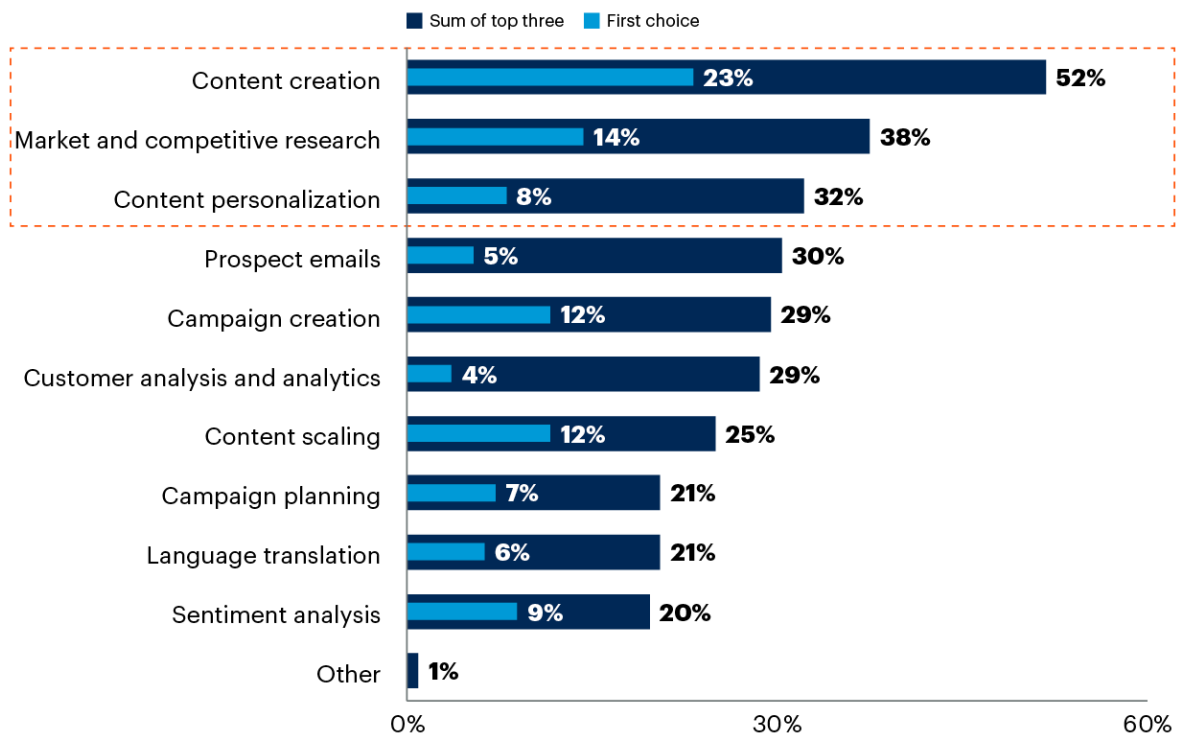
Breadth of GenAI Use Cases and Technologies in Tech Marketing

Marketing use cases for GenAI generally fall into three categories: **content production, buyer or customer engagement and research**. Among surveyed tech marketers, content creation (52%) dominates as the top marketing use case in 2024 for GenAI, followed by market and competitive research (38%) and content personalization (32%) (see Figure 3). As tech marketers use GenAI to achieve a wider range of operational goals, Gartner has seen this natural expansion of use cases — from customer and sentiment analysis to content scaling — as teams gain competency around the technology.

Figure 3: Top GenAI Use Cases in Tech Marketing

Top GenAI Use Cases in Tech Marketing

Sum of top three ranks and first choice



n = 112, tech marketing respondents, excluding don't know

Q: What use cases are you formulating for the year 2024 to utilize GenAI within your marketing teams?

Source: 2023 Gartner Impact of GenAI on Tech Providers Survey

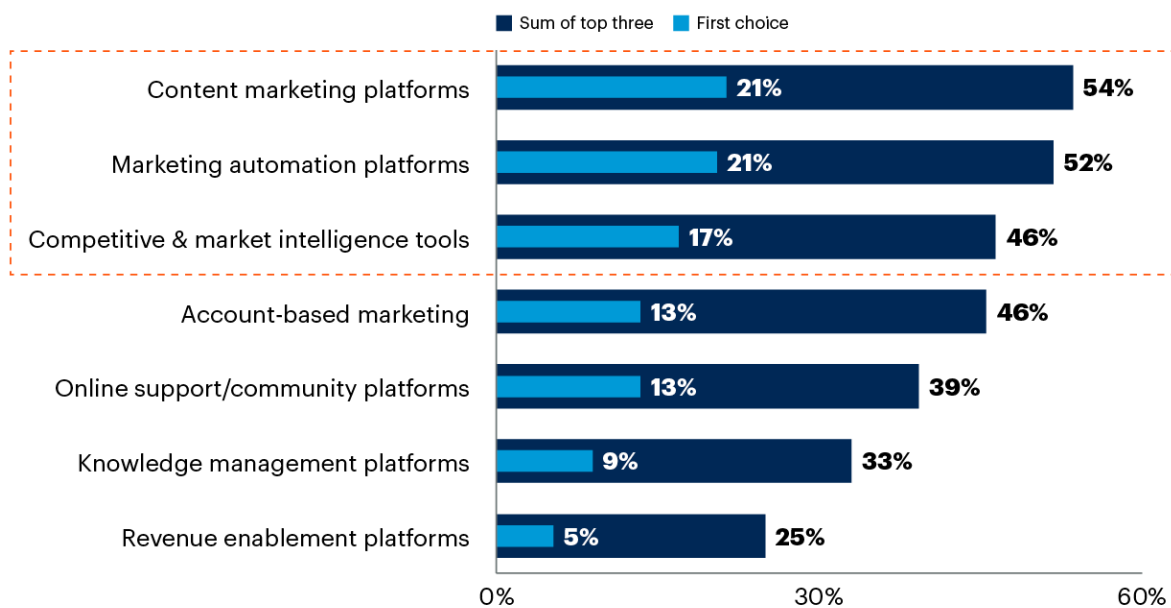
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GenAI can do far more than just boost productivity; it should be viewed as a transformational technology for enterprisewide change.

GenAI is reshaping the martech landscape, offering innovative solutions in areas such as content marketing, competitive intelligence, account-based marketing (ABM), marketing automation platforms (MAPs) and revenue/sales enablement. Tools infused with GenAI capabilities support use cases across marketing roles (e.g., product marketing, demand generation, content marketing and customer marketing). Tech marketing respondents identified content marketing platforms (54%), marketing automation platforms (52%) and competitive and market intelligence tools (46%) as the three technologies that hold the most potential for integrating GenAI capabilities to boost user productivity (see Figure 4). Approved/sanctioned applications in your martech stack will make it easier for tech marketers to adopt and benefit from GenAI capabilities versus building a business case for acquiring a new tool or application.

Figure 4: Top GenAI-Embedded Technologies to Boost Tech Marketing Productivity

Top GenAI-Embedded Technologies to Boost Tech Marketing Productivity
Sum of top three ranks and first choice



n = 112, tech marketing respondents, excluding not sure

Q: Which top three technologies hold the most potential for integrating GenAI capabilities to boost the productivity of tech marketers?

Source: 2023 Gartner Impact of GenAI on Tech Providers Survey

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We have observed that across martech segments such as content marketing platforms and marketing automation platforms, vendors have entered the implementation or production stage for including GenAI in their solutions. In fact, in 2023, AI (including GenAI) dominated new product announcements across martech companies (see Four Strategies to Maximize Martech and Omnichannel Value). Table 1 lists a representative set of GenAI capabilities across use cases and technologies.

Table 1: GenAI Capabilities Supported in the Martech Stack (Representative Examples)
(Enlarged table in Appendix)

Use case	GenAI capability	Suggested reading
Content creation and scaling	AI-assisted content development. Generate new content and derived versions of existing content by learning from large repositories of original source content. For example, create a set of three blog posts based on a white paper.	Magic Quadrant for Content Marketing Platforms
Email campaigns	Campaign planning and creation. Develop acquisition or customer campaign emails including copywriting, style layouts, subject lines and calls to action (CTAs). Use GenAI to build related campaign landing pages or social media posts, recommend relevant collateral in customer journeys and suggest next best actions or channels.	Magic Quadrant for B2B Marketing Automation Platforms
Market and competitive research	Market and competitive intelligence gathering and analysis. Search and summarize vast amounts of information across internal and external data sources – trained specifically on business, financial and product data.	Market Guide for Competitive and Market Intelligence Tools
Customer communities	Customer community engagement. Summarize long discussions in forums, auto-create knowledge base articles and generate emails to improve community member engagement.	Market Guide for B2B Customer Community Platforms
Sales training	Interactive learning content and assessments. Deploy GenAI role-play bots and accelerate the process of designing learning content and tools, develop research summaries on target accounts and enhance the effectiveness of sales enablement programs.	Market Guide for Revenue Enablement Platforms

Source: Gartner (July 2024)

Implications for Tech Marketers

As technology marketers continue to use GenAI in their workflows, some key factors for success are coming to the forefront. Specifically, they should:

- **Showcase impact:** Most tech providers have progressed to a pilot or production phase for their initial GenAI investments and use cases. Our survey showed that almost half (46%) of responding tech marketers have already deployed GenAI for one or more use cases. Tech marketers must capture real success stories with quantified business impacts and share them with their executive teams or AI board (if one exists) for greater visibility. This will increase the likelihood of further GenAI investment and/or use-case-expansion opportunities across the enterprise (see [How to Pilot Generative AI to Support Marketing Strategy](#)).
- **Look beyond productivity:** As technology providers break away from a cautious posture to one with increasing investment in GenAI, tech marketers must move beyond their focus on productivity to the technology's disruptive potential by aligning their initiatives to customer-centric outcomes. They should take advantage of the more advanced and transformative GenAI capabilities in their martech stack that help achieve top-line business objectives such as increasing revenue growth and improving profitability.
- **Gather input on future use cases:** More often than not, tech marketing teams have more than a handful of potential GenAI use cases. When determining the relevance of a new use case for their internal operations, they should leverage a mix of resources to inform their decisions. Tech marketers participating in our survey said that the top three resources they used to prioritize future use cases were internal GenAI experts (34%), external market influencers (24%) and internal employee feedback (22%). Use cases should be plotted according to the parameters defined by the organization. For example, tech marketers should evaluate dimensions such as **business value** (e.g., increased revenue, operational efficiency and managed risk) and **feasibility** (e.g., technical, organizational and external) to compare use cases and drive investment decisions. See [Use-Case Prism: Generative AI for Marketing](#), designed to help Gartner clients guide GenAI prioritization and investment decisions in marketing.

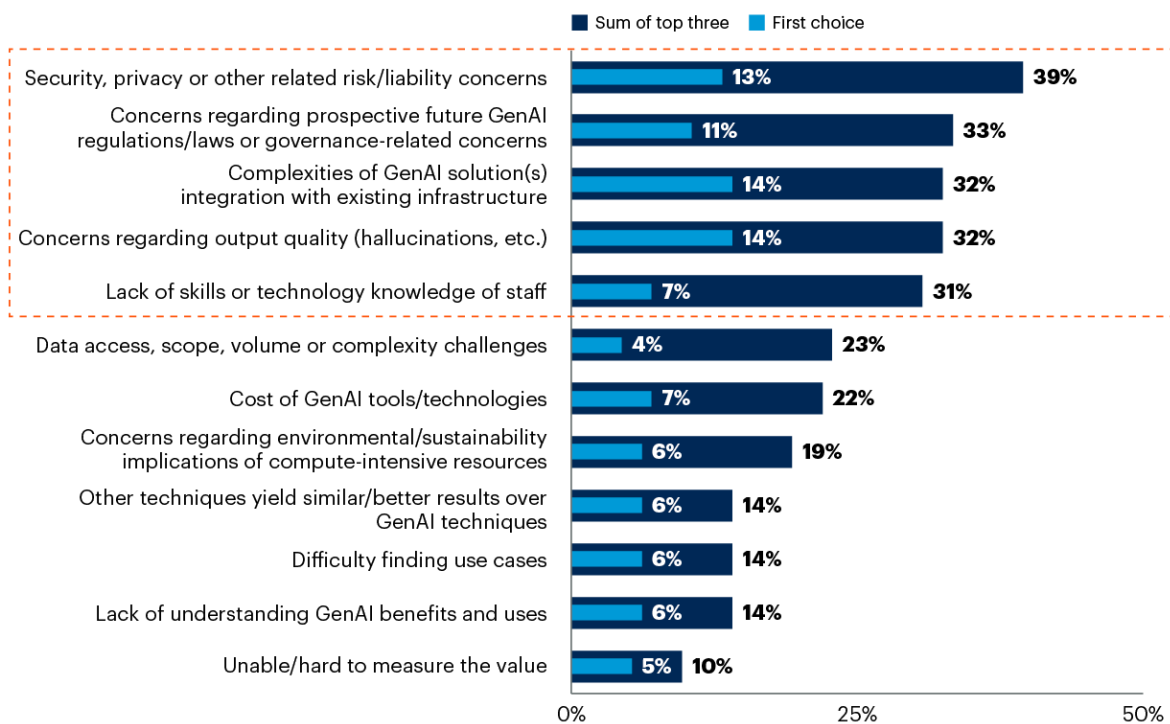
Obstacles Preventing GenAI Adoption

Given the pace at which stand-alone GenAI tools and embedded GenAI capabilities within marketing apps are being added to the martech stack, tech marketers have a myriad of options to leverage GenAI in their workflows. However, security, privacy, risk/liability and governance concerns are all significant obstacles preventing tech marketers from adopting or leveraging GenAI more rapidly for their internal operations (see Figure 5). Other obstacles include the complexity of integration, concerns about the output quality (e.g., hallucinations) and a lack of GenAI skills/knowledge. In Gartner inquiries with clients, many tech marketers have expressed that they lack the necessary understanding and skills to effectively leverage and integrate the technology into their existing marketing workflows.

Figure 5: Top Obstacles Preventing GenAI Adoption for Tech Marketers

Top Obstacles Preventing GenAI Adoption for Tech Marketers

Sum of top three ranks and first choice



n = 114, tech marketing respondents, excluding not sure

Q: What are the top three obstacles that prevent you from adopting or leveraging GenAI more rapidly in your operations?

Source: 2023 Gartner Impact of GenAI on Tech Providers Survey
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Implications for Tech Marketers

As technology marketers continue to pursue GenAI usage across a growing set of marketing use cases, they should:

- **Establish a GenAI governance framework:** To use GenAI effectively, tech marketers need to partner with their AI governance teams to create guidelines for responsible use. This includes establishing a framework for governing, accessing and scaling GenAI for content creation use cases. Without internal rules, GenAI users may unintentionally damage the company's reputation or expose proprietary information. See [Generative AI: A Look at Emerging Governance Practices and Applying AI – Governance and Risk Management](#) for more information.
- **Establish a human oversight process:** GenAI continues to face challenges commonly associated with AI, including the presence of potential bias embedded in the model, algorithm or training data, the reliability of the training data, the lack of transparency and the possibility that the model will produce inaccurate results. Considering these factors, tech marketers should exercise caution and regularly verify the outputs generated by AI by implementing a strong human oversight (e.g., human-in-the-loop) process where trained marketing employees review, fact-check and approve AI-generated content before publication. See [How Tech Marketing Teams Are Capitalizing on Generative AI to Improve Content Marketing](#) for more information.
- **Reskill/upskill employees:** Tasks and processes – not people – will be automated. Marketing leaders should identify the specific tasks within roles that can be automated or augmented by GenAI, while also determining which will continue to require human collaboration and judgment. Tasks most suitable for automation may relate to content development, question answering, text manipulation for tone, summarization, simplification of content, classification of content, chatbot performance improvement and processes such as lead scoring. Leaders should explore opportunities to reskill/upskill employees through mentorship or dedicated training and/or certification, and hire new talent to drive and support the disruptive potential of GenAI in tech marketing. See [Top 5 Skills for Generative AI and Technology Marketing Use Cases](#) for more information.

Evidence

2023 Gartner GenAI Impact on Tech Providers Survey. This survey sought to understand the impact of generative AI (GenAI) on revenue and profitability. It also sought to understand how GenAI is being incorporated in products and services and how it helps in sustaining enterprise performance. The survey was conducted online from October through December 2023. It had 459 respondents who came from technology and service providers located in North America (n = 186), Western Europe (n = 152) and Asia/Pacific (n = 121). Among the respondents surveyed, 185 came from organizations with \$5 million to less than \$250 million in annual revenue, and 274 from organizations with annual revenue of more than \$250 million. Respondents were required to align to one of these primary job functions or roles: C-suite executive or equivalent; marketing or product marketing; and product development, engineering or management. The respondents' organizations were required to have deployed or have a pilot or future plans related to GenAI. In addition, the respondents had some level of influence on decisions related to operations, products or services related to GenAI. Quotas were established to ensure distribution in terms of countries, product offerings (software/SaaS and IT services) and job functions. *Disclaimer: The 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.*

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Sales training

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Deploy GenAI role-play bots and accelerate the process of designing learning content and tools, develop research summaries on target accounts and enhance the effectiveness of sales enablement programs.

Market Guide for Revenue Enablement Platforms

Source: Gartner (July 2024)

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