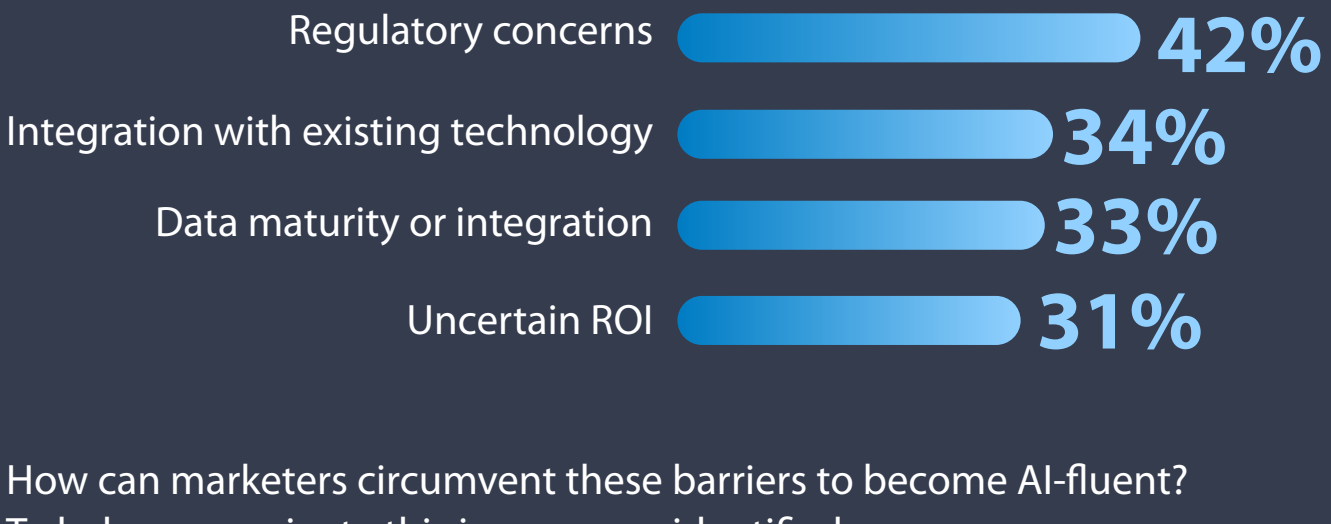


INFOSYS CMO RADAR 2024 MARKETING LEADERS SHIFT...

FROM DIGITAL FIRST TO BEING AI-FLUENT



Today, artificial intelligence is a critical tool for marketers. Yet, many struggle to create business value with their AI deployments. Several barriers remain on the journey to AI-first marketing; here are the top five:

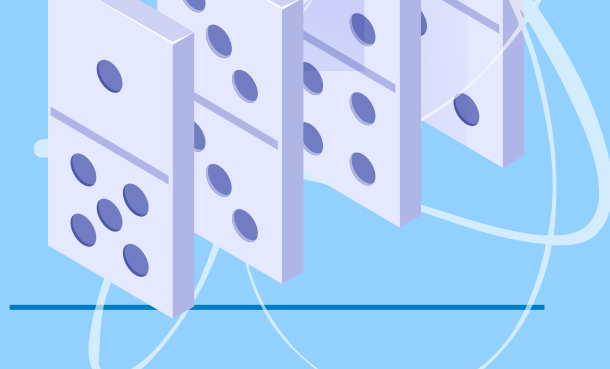


How can marketers circumvent these barriers to become AI-fluent? To help you navigate this journey, we identified...

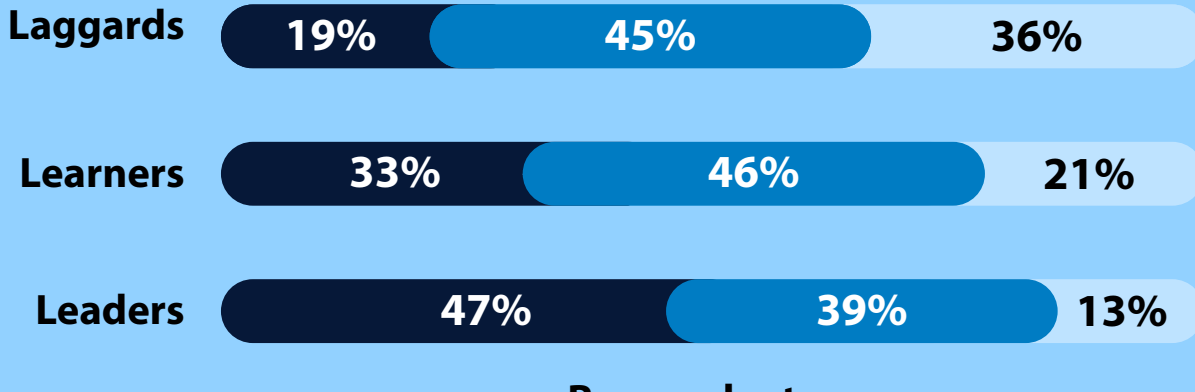
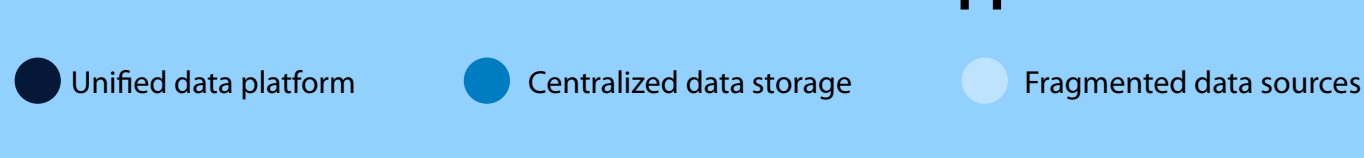
6 KEYS TO ACHIEVE AI-FLUENCY

1 DATA ARCHITECTURE

Advanced data architecture and unified platforms with robust governance help improve AI usability and performance.



Level of data architecture to support AI



Respondents

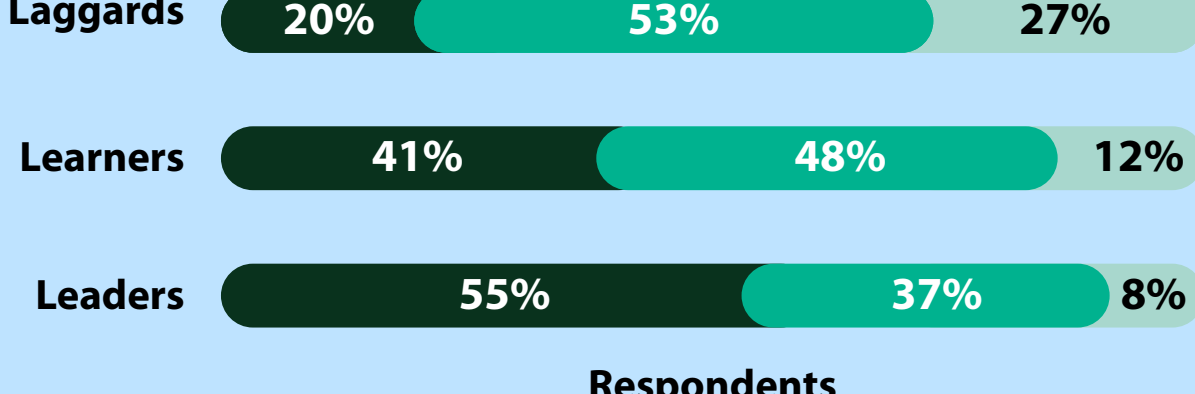
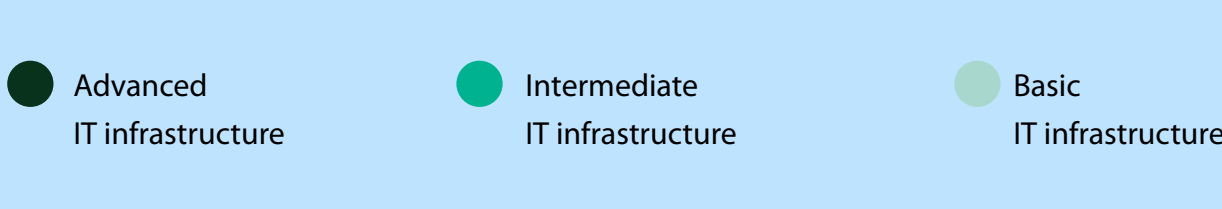
The sample sizes for Laggards, Learners, and Leaders are 698; 1,559; and 343, respectively.



2 ADVANCED MARTECH

Cloud-native MarTech, prioritizing AI capabilities, forms a strong foundation for creating AI-driven value.

Level of MarTech stack support for AI



Respondents

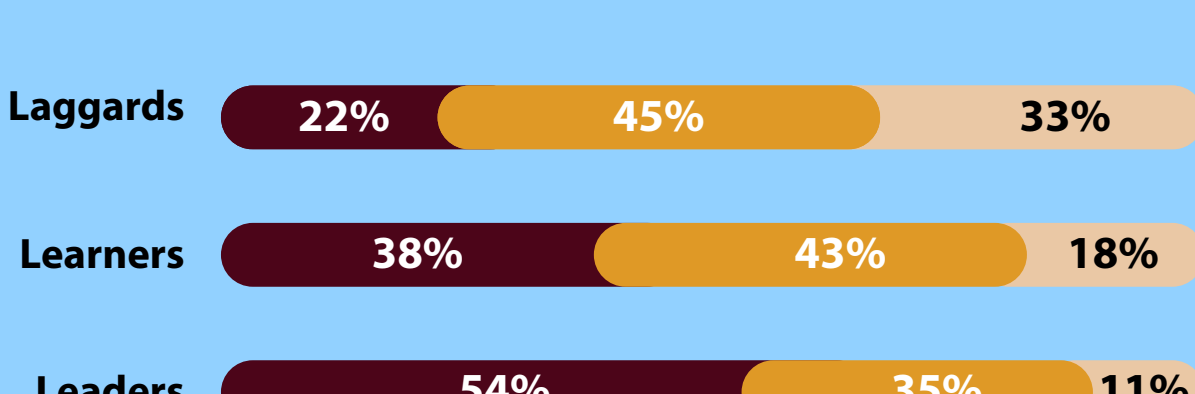
The sample sizes for Laggards, Learners, and Leaders are 698; 1,559; and 343, respectively.

3 RISK MANAGEMENT

Comprehensive risk management across AI initiatives increases the likelihood of success.



Level of responsible AI readiness



Respondents

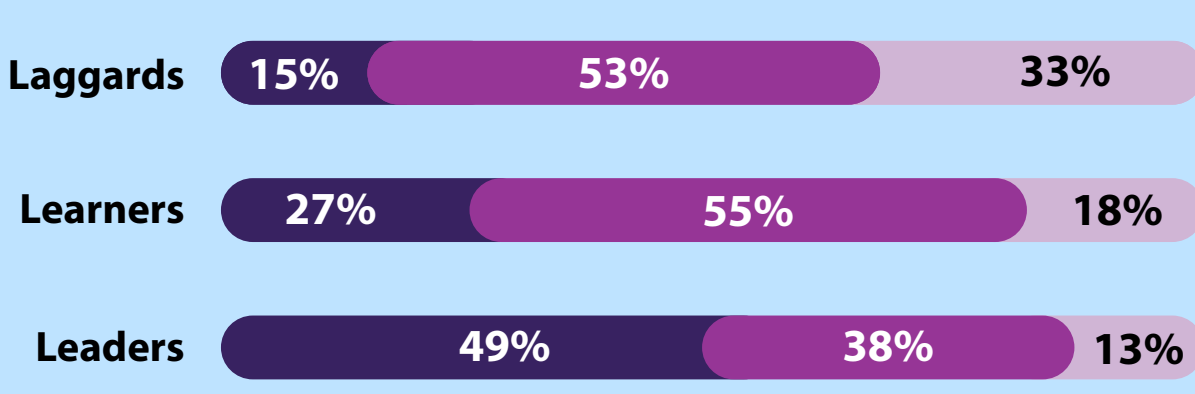
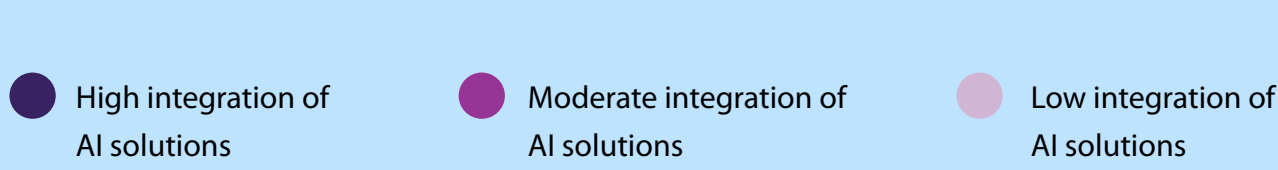
The sample sizes for Laggards, Learners, and Leaders are 698; 1,559; and 343, respectively.



4 PROCESS INTEGRATION

Integrating AI into business processes enhances marketers' ability to create significant value.

Readiness to support large scale AI adoption



Respondents

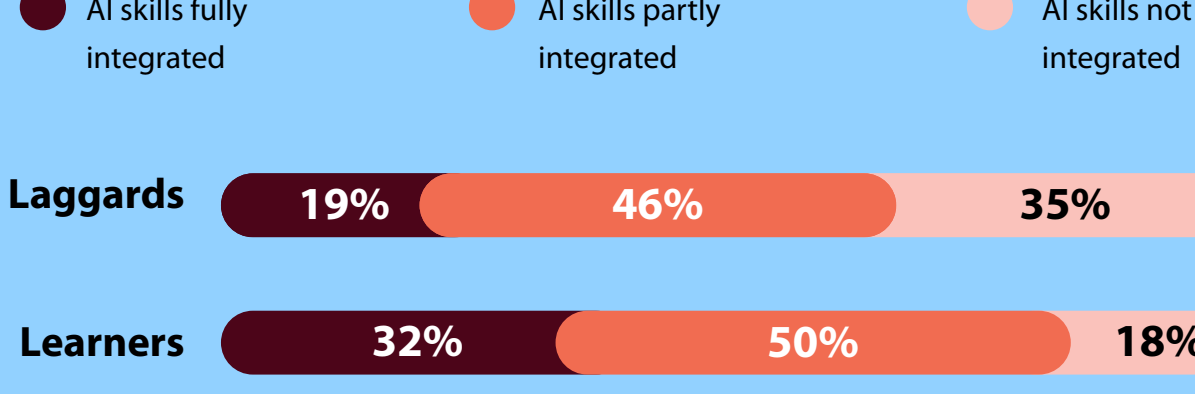
The sample sizes for Laggards, Learners, and Leaders are 698; 1,559; and 343, respectively.

5 FUTURE-READY SKILLS

Embedding AI skills directly into marketing optimizes AI utilization and boosts employee productivity.



Level of AI skills of the workforce



Respondents

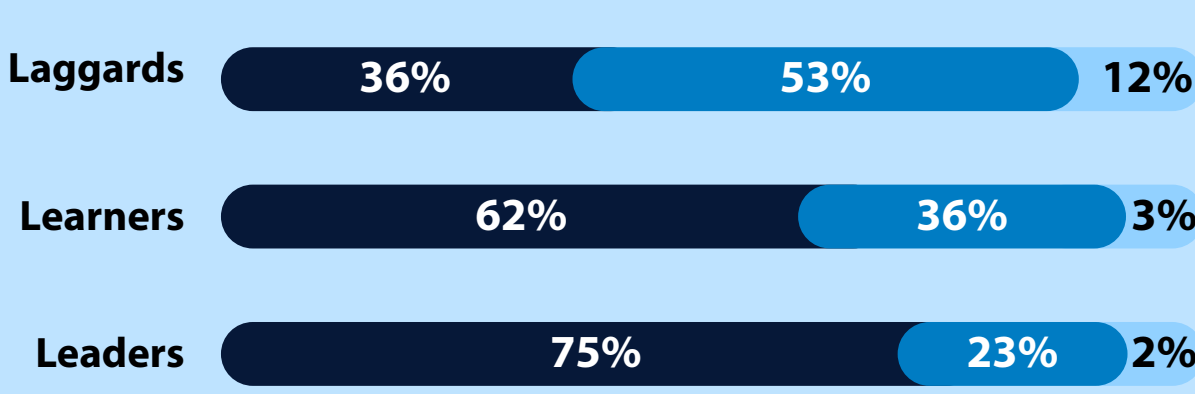
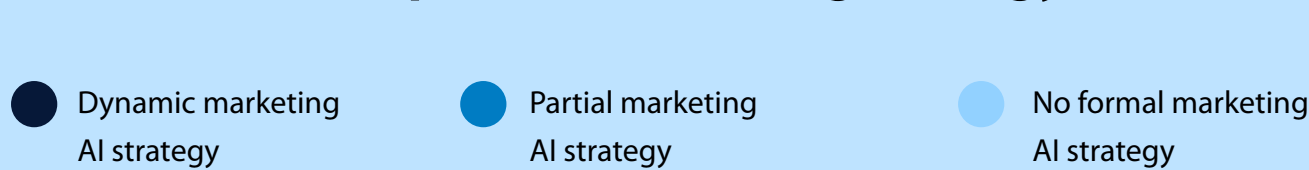
The sample sizes for Laggards, Learners, and Leaders are 698; 1,559; and 343, respectively.



6 STRATEGIC ALIGNMENT

AI strategies, when aligned with business and marketing outcomes, yield greater value.

AI adoption in marketing strategy



Respondents

The sample sizes for Laggards, Learners, and Leaders are 698; 1,559; and 343, respectively.

Access more insight in the CMO Radar 2024.

[> Download Report](#)