

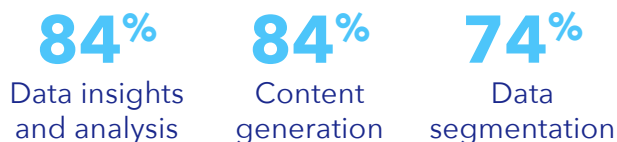
How AI can serve up better dining experiences

Unlock the AI black box. Here's how restaurant marketers are using the tech.

It's a fact: AI is changing the marketing game. But not every marketer uses AI the same way. Each industry has its own challenges. For example, restaurants and QSRs (quick service restaurants) are using AI to tackle operational efficiency and personalization. And data from the Epsilon Pulse report, ***The state of AI in marketing***, shows 94% of restaurant marketers currently use AI to prepare or execute their marketing.

Let's take a closer look and understand how and why restaurants in particular are using AI.

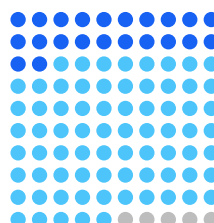
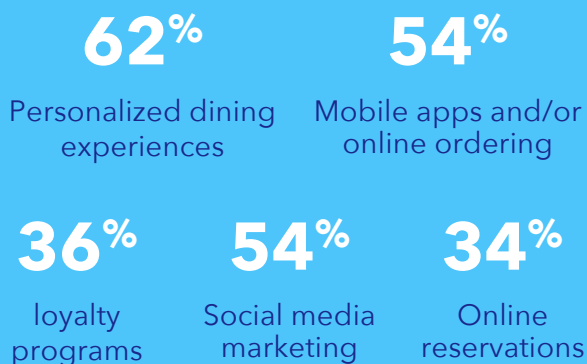
The most popular AI use cases for restaurant marketers:



What motivated your marketing organization to adopt AI?



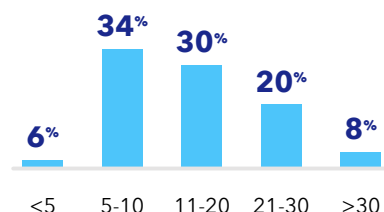
Which key areas of restaurant marketing are most impacted by AI?



How well is AI integrated into your marketing strategies?



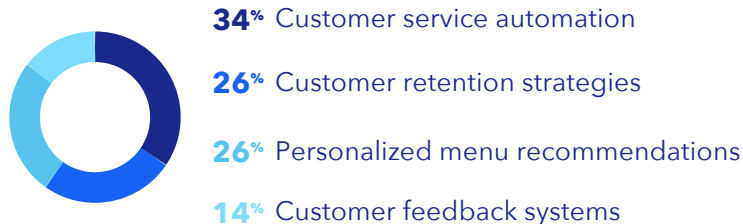
Percentage of budget allocated to AI-related initiatives:



How are you measuring performance?



How is AI being used to optimize operational efficiency in the restaurant industry?



What were the common barriers to AI adoption?



What technical challenges have you faced during implementation?



What organizational challenges have you faced?



Want the full findings? Download the report [here](#).

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