

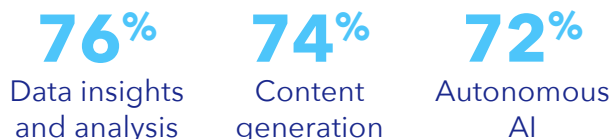
How retail marketers are making AI work for them

Learn their motivations, investments and challenges when it comes to AI.

AI is changing the game for marketers, but how it's used varies from industry to industry. Retailers, for example, are using AI to address challenges like understanding consumer behavior and enhancing the shopping experience.

According to the Epsilon Pulse report, ***The state of AI in marketing***, 94% of retail marketers are leveraging AI. As the role of AI continues to expand for marketers, it's important to understand their motivations, investments and challenges when it comes to the tech. Let's explore the findings.

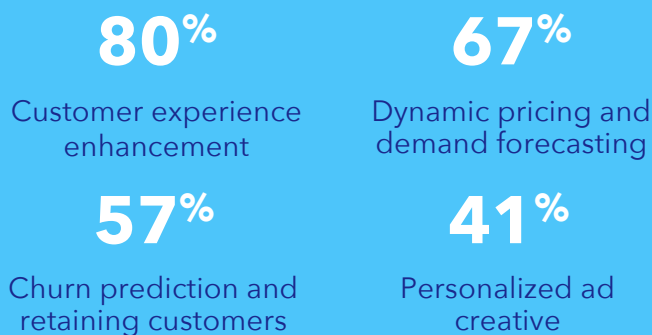
The most popular AI use cases for retail marketers:



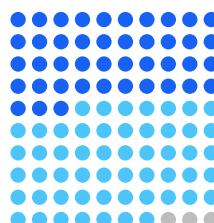
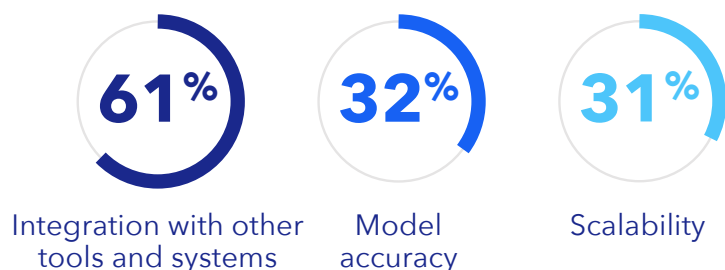
What motivated your marketing organization to adopt AI?



What marketing challenges specific to the retail industry are being addressed by AI?



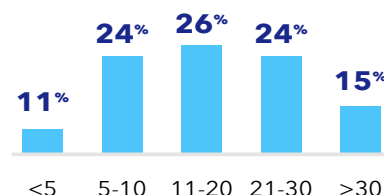
What technical challenges have you faced during implementation?



How well is AI integrated into your marketing strategies?



Percentage of budget allocated to AI-related initiatives:



How are you measuring performance?



Top 3 ways AI is helping retailers understand consumer behavior

- 1 Personalized product recommendations
- 2 Customer journey analysis mapping
- 3 Ad campaign optimization and targeted marketing

What organizational challenges have you faced?



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

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