



# Panel Discussion | **[MarTech Culture]** Building Contemporary Marketing Culture and Capabilities



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**Are you and your teams using generative AI for marketing today?**



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## Question 1

Let's start with the rise of ChatGPT and large language models (LLMs) and what that means for modern marketing functions.



Q&A

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## Question 2

**Is there a way you know whether your teams are matched to a technology, like GenAI for, search engine optimisation or personalisation?**



Q&A

# Example: Finding the Right Match

Field	Search Engine Optimization	Conversion Rate Optimization	Content Authoring	Web Analytics and Voice of Customer	User Experience
Status	Integrated in tool, helps automate tags	Not integrated in tool, there are tools on the market that help with personalization and splits	Not integrated in tool, no applicable viable tools	ChatGPT/Gemini for survey analysis and RegEx creation, prompt engineering required	Automated summary drafts and artifacts
Tools	BrightEdge	AI a/b testing tools	N/A	ChatGPT or Gemini	Standard design tools
Pursue gen AI	Yes	Monitor	No	Yes	Monitor



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### Question 3

**Do you have general or specific advice for our audience around upskilling in 2025? Are there any specific fields that you feel have changed significantly in the past 5 years?**



Q&A

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## Question 4

**In a modern 2025 digital marketing team, how do you approach GenAI and going after more productivity?**



Q&A