

INNOVATING TO IMPACT

dentsu

US EDITION

# GROWING ON US: CONSUMERS & AI 2026

FEBRUARY 2026



PART OF THE DENTSU CONSUMER NAVIGATOR SERIES

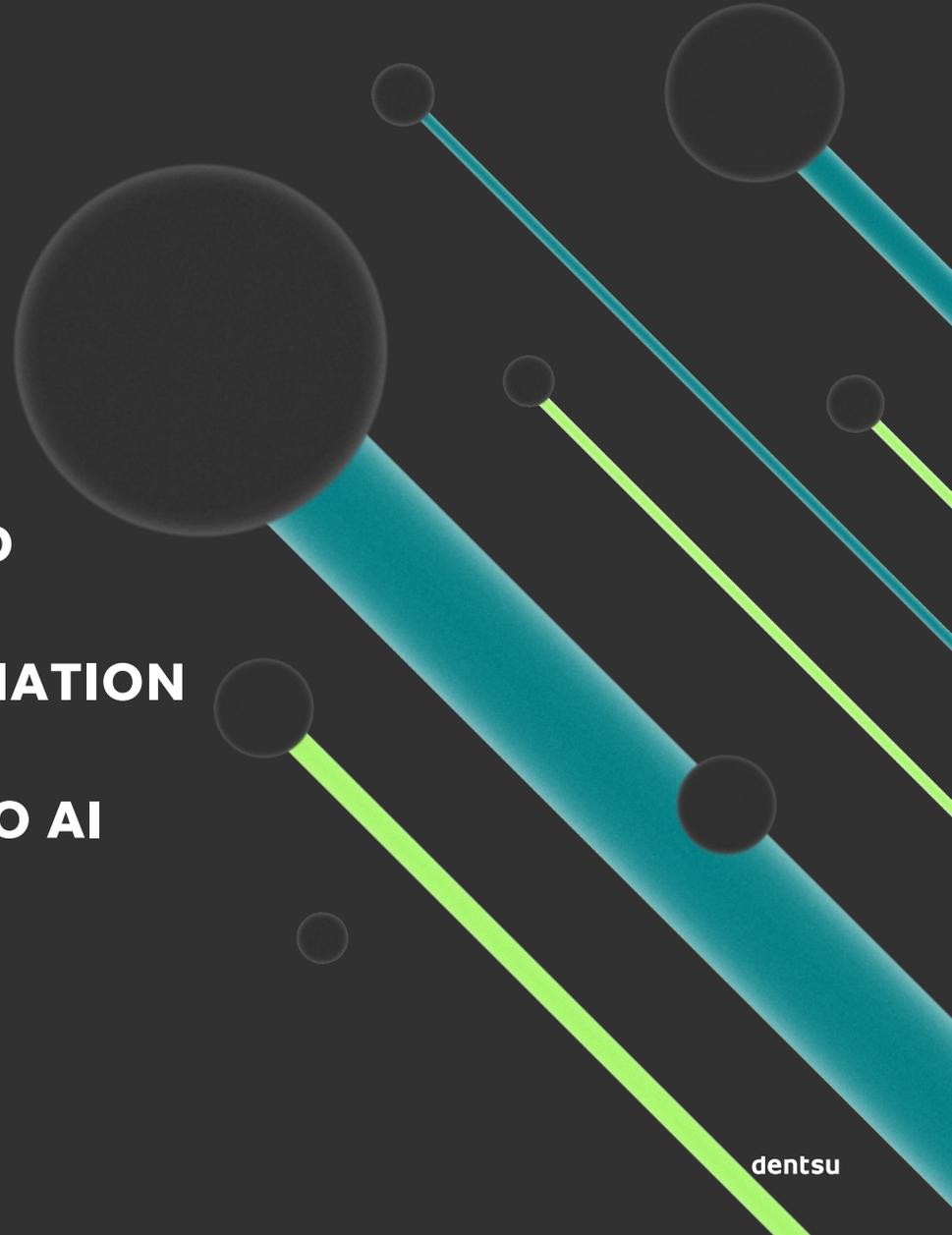
## ABOUT THIS STUDY

### Survey Methodology

- The survey was conducted by dentsu via Toluna, an online research panel.
- Administered on February 6th, 2026.
- Distributed among a random sample of 1,000 U.S. respondents 18 years of age or older.
- Controls for nationally representative weighting across age, gender, region, race and ethnicity (using the latest publicly available U.S. Census numbers).



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# TOP CONSUMER INSIGHTS

## **AI'S HELPFULNESS DRIVES (MOSTLY) POSITIVE SENTIMENT**

Consumers' understanding of Generative AI has only slightly increased compared to 2024. And most users' sessions are short-lived. However, its efficiency in performing tasks is driving positive sentiment, both in terms of its current impact and its future role.

## **PERSONAL USE IS INSPIRING CONFIDENCE AND TRUST IN AI**

By and large, consumers feel AI tools are granting them an opportunity to remain in the driver's seat, which is likely inspiring them to say it has a positive impact in their personal lives and will likely continue to do so in the future. However, most consumers have had a quite limited experience with AI to date, both in terms of platforms and use-cases.

## **AI-FORWARD BUSINESSES ARE INSPIRING SUPERUSERS' ENTHUSIASM**

Professional users see AI tools as a strategic lever that solves for both complexity and repetitiveness. AI superusers are reaping the benefits of their employers' advanced adoption of AI tools, and the deeper trainings they offered.

## **BUSINESS BENEFITS ARE UNDERSTOOD BUT CONCERNS ON JOB DISPLACEMENT REMAIN**

Adoption of AI tools in the workplace is seen as a competitive advantage, but also as a troubled journey. Further, accelerated adoption in the workplace is seen as a tangible reality, but its potential potential impact on human jobs is understood.

## **AI-LED COMMERCE IS HERE (SORT OF)**

AI has become a shopping partner for almost half of American consumers. However, most of them use the answers they get from tools like Chat GPT on products and services to then act upon them in disconnected online environments where they already shop as opposed to completing purchases within AI platform or in featured retail/brand sites.

## **CONSUMERS ASSIGN TO BRANDS A SERIES OF RESPONSIBILITIES WHEN IT COMES TO AI**

Above all, they expect them to be transparent about when Generative AI is being used. However, agreement is slightly lower compared to 2024 – showing that for some the notion that brands are using AI has become a default.

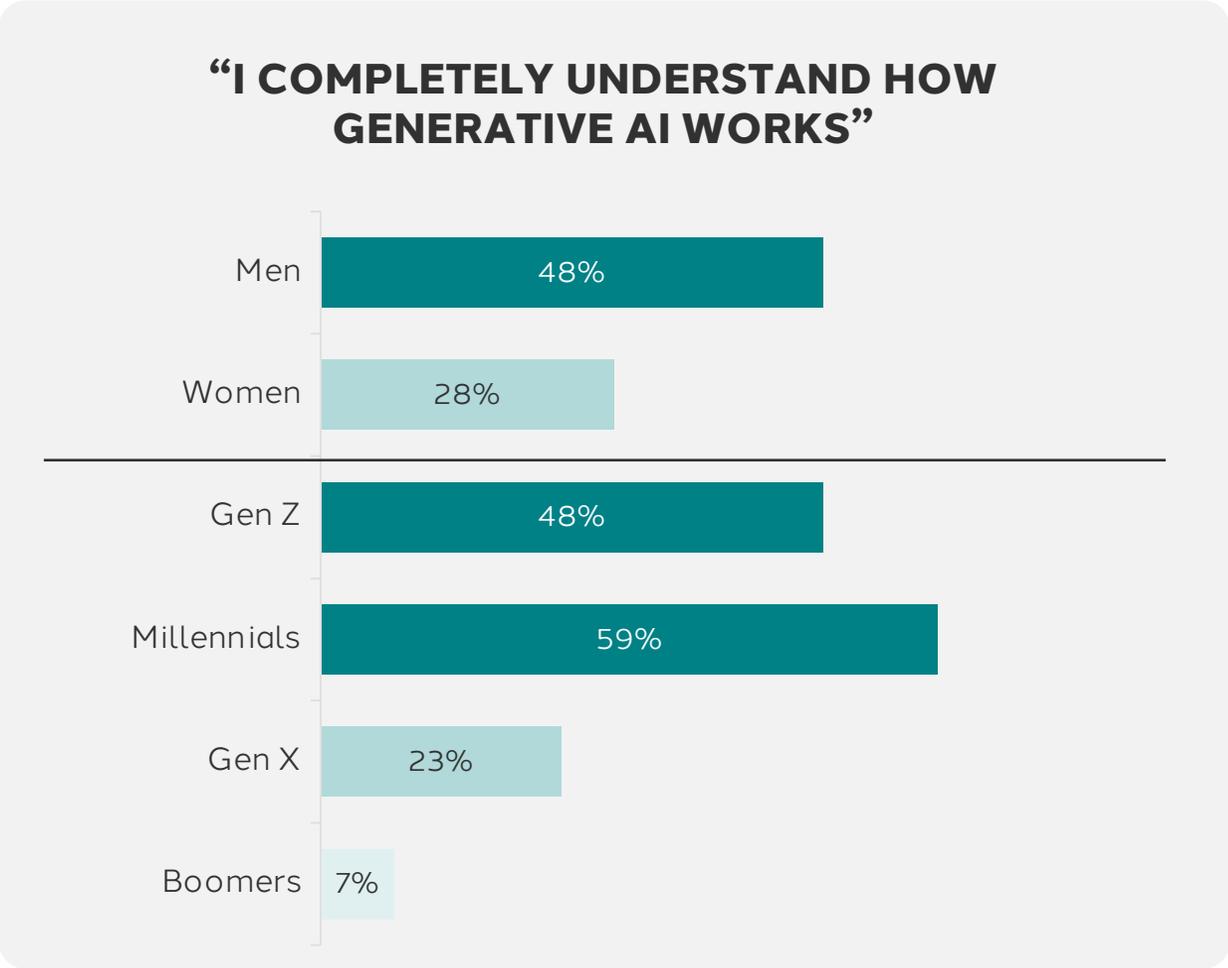
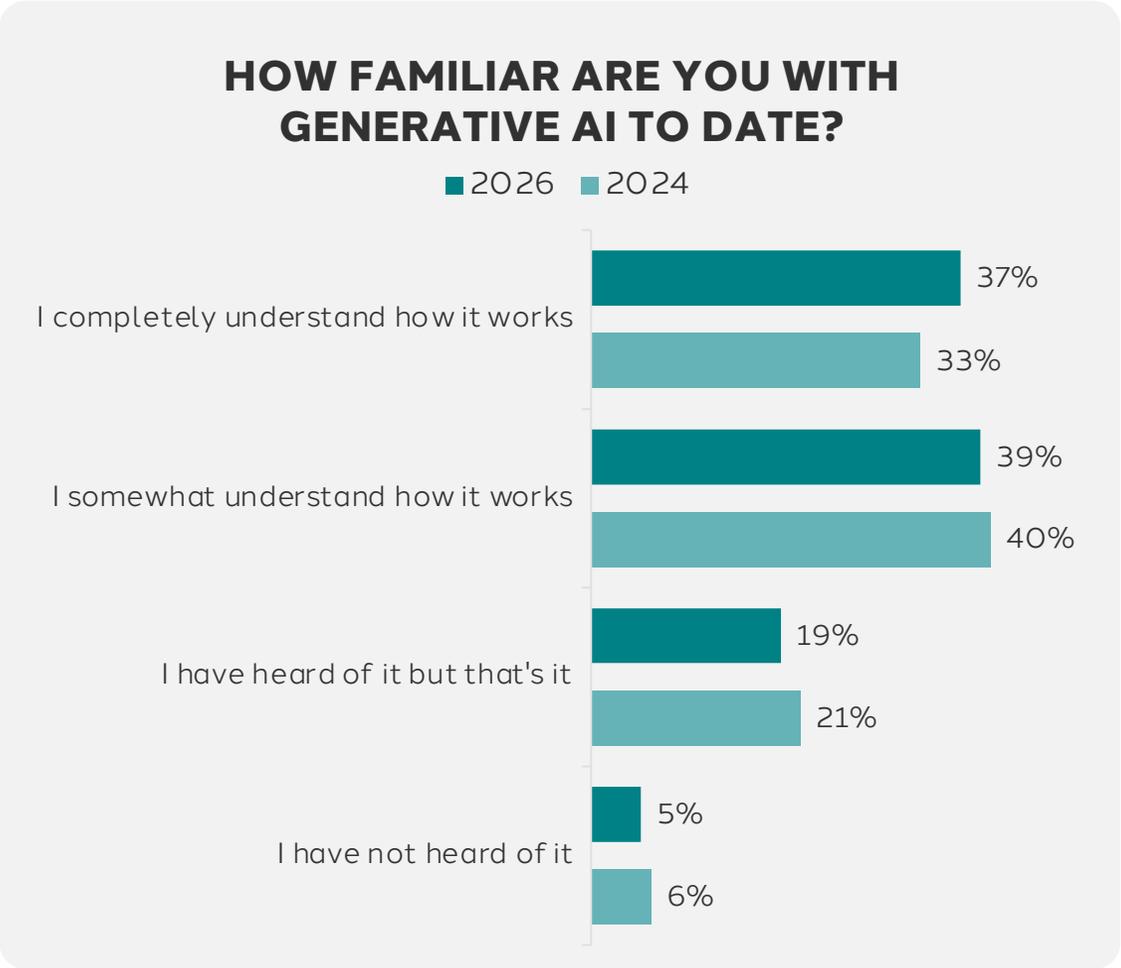


# AI'S HELPFULNESS DRIVES (MOSTLY) POSITIVE CONSUMER SENTIMENT



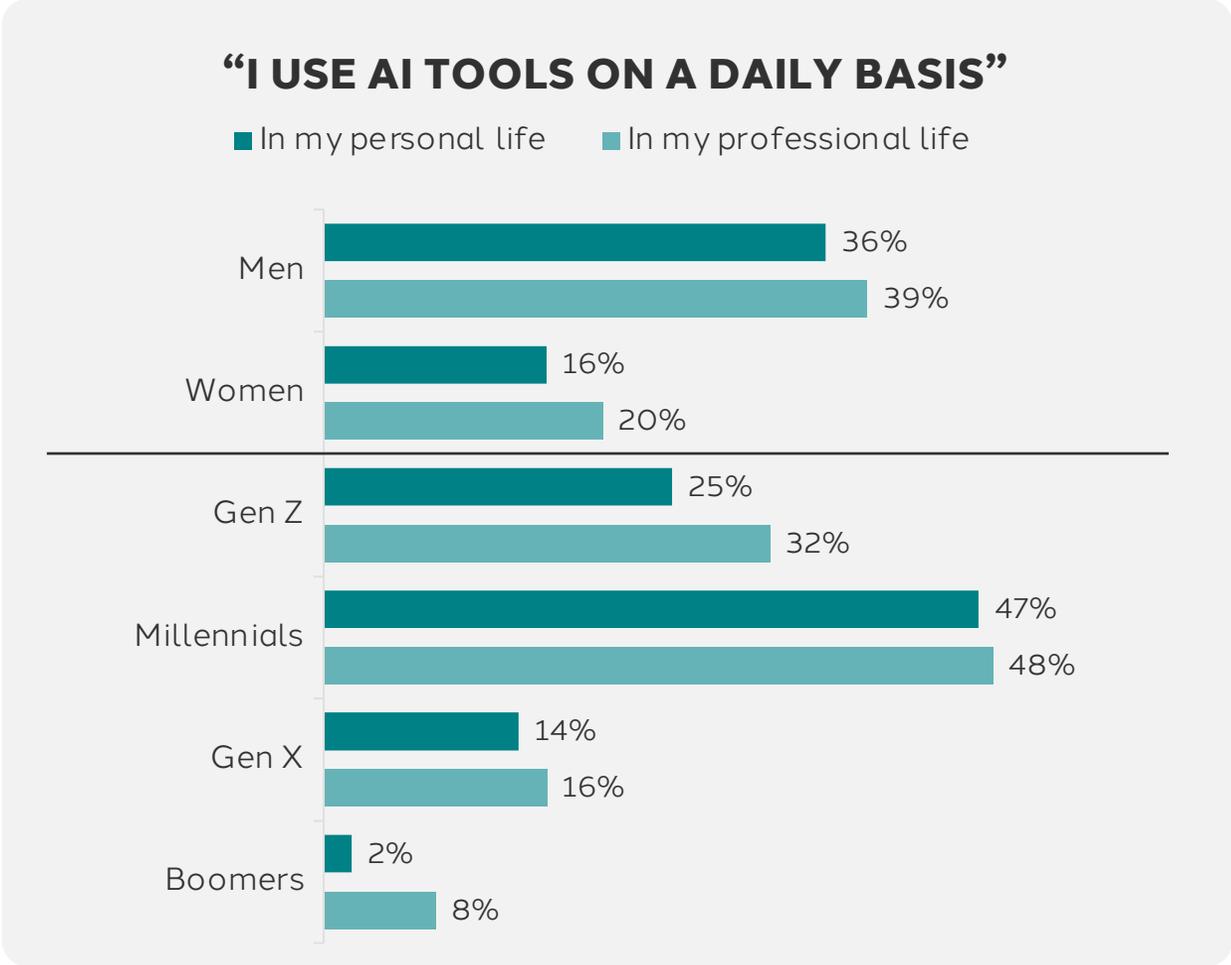
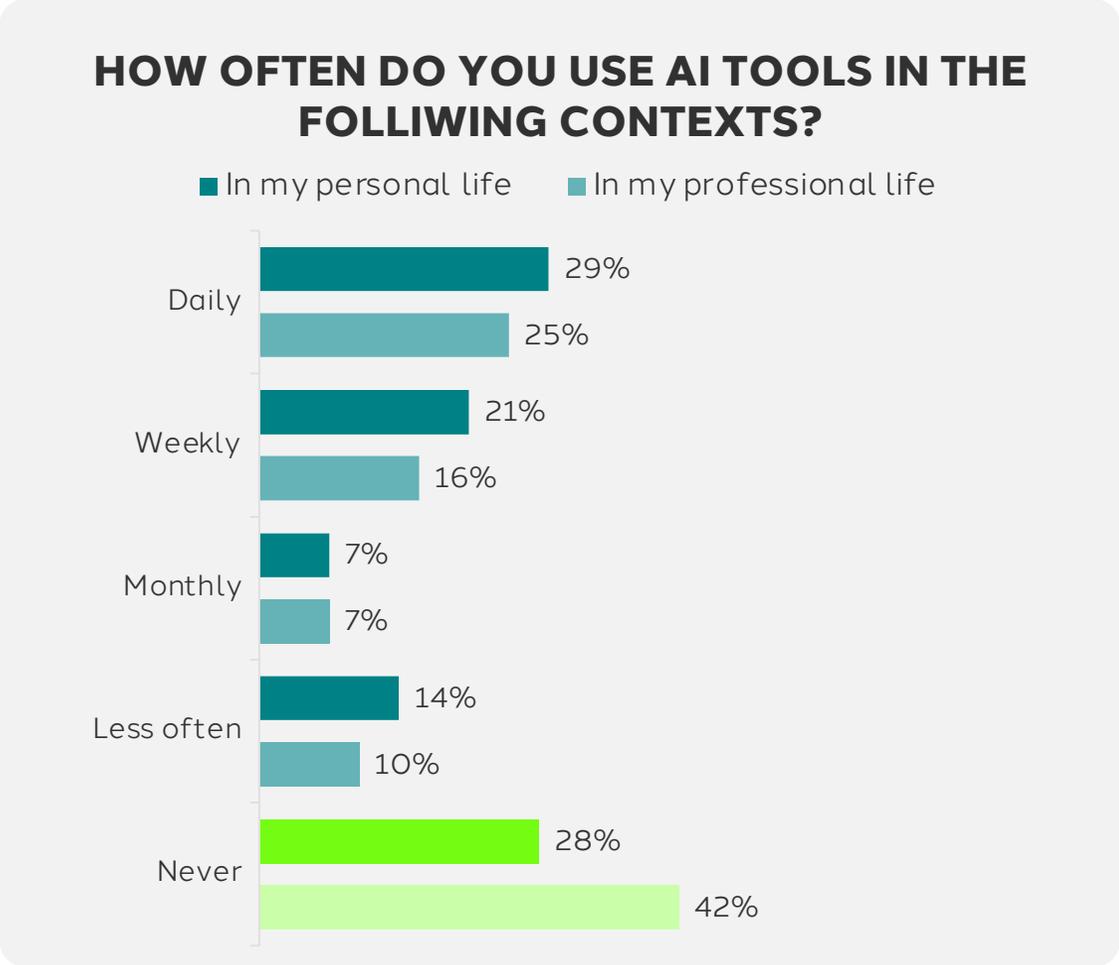
# CONSUMERS' UNDERSTANDING OF GENERATIVE AI HAS INCREASED, BUT NOT SUBSTANTIALLY

Led by Men and younger generations, the share of respondents who said they completely get how it works rose from 33% to 37% in 2 years.



# USAGE OF AI TOOLS IS MORE PREVALENT IN CONSUMERS' PERSONAL LIVES THAN IT IS IN THE WORKPLACE

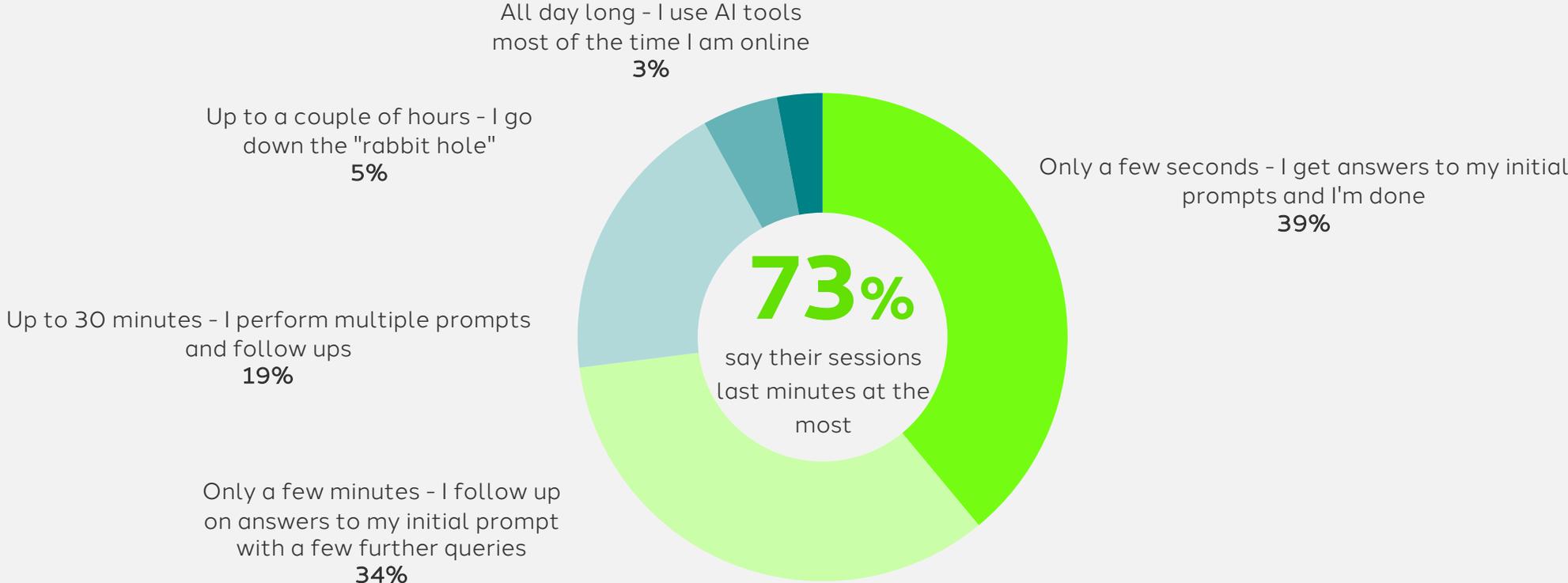
Up to 1 in 2 respondents use AI tools at least weekly in their personal lives. Millennials and Gen Z are significantly more likely to use them daily.



# MOST OF THE TIME, CONSUMERS' SESSIONS ON AI TOOLS ARE SHORT-LIVED AND SINGLE-PURPOSE

Only 8% of respondents are 'AI superusers' who engage with it for hours, or days, at a time.

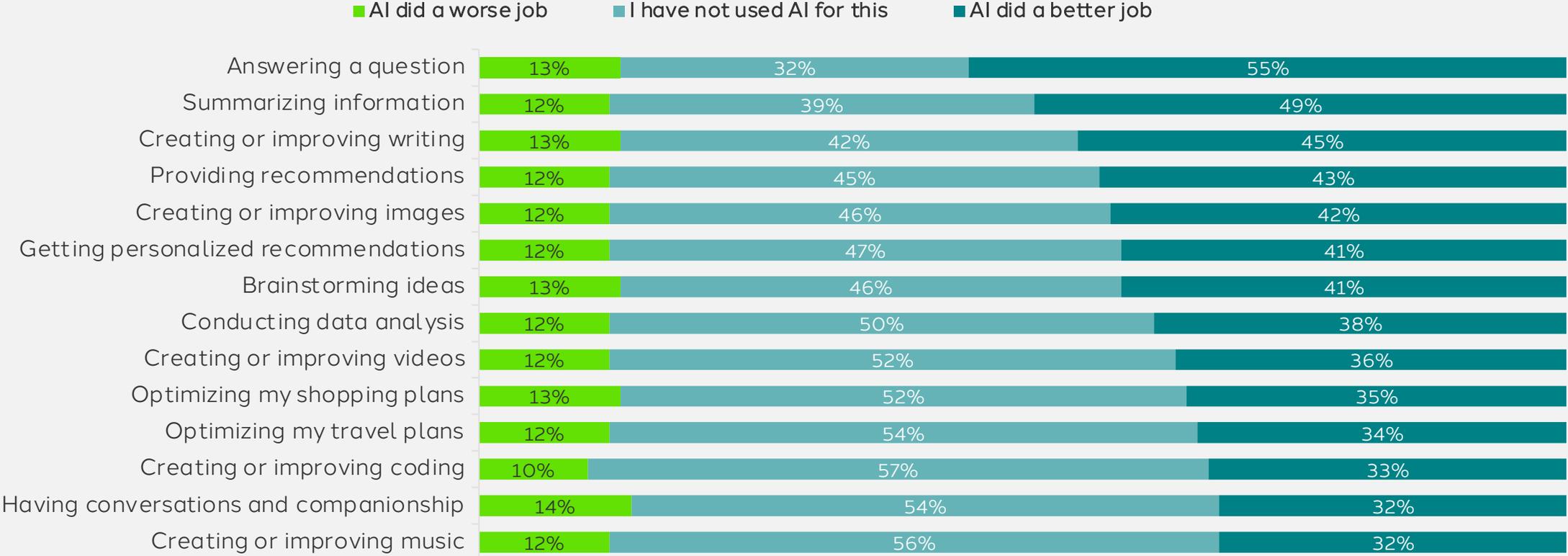
## HOW LONG DO YOUR SESSIONS WITH AI TOOLS TYPICALLY LAST?



# THOSE WHO ENGAGE WITH AI TOOLS ARE MOSTLY SATISFIED WITH THE OUTCOME AND THEY FEEL IT SURPASSES WHAT THEY WOULD HAVE DELIVERED WITHOUT THEM

This is in particular true for tasks for the most common use-cases: answering questions and summarizing information.

## DO YOU THINK AI TOOLS DID A BETTER OR WORSE JOB THAN YOU WOULD HAVE DONE ON YOUR OWN WHEN PERFORMING THE FOLLOWING TASKS EITHER IN YOUR PERSONAL OR PROFESSIONAL LIFE?

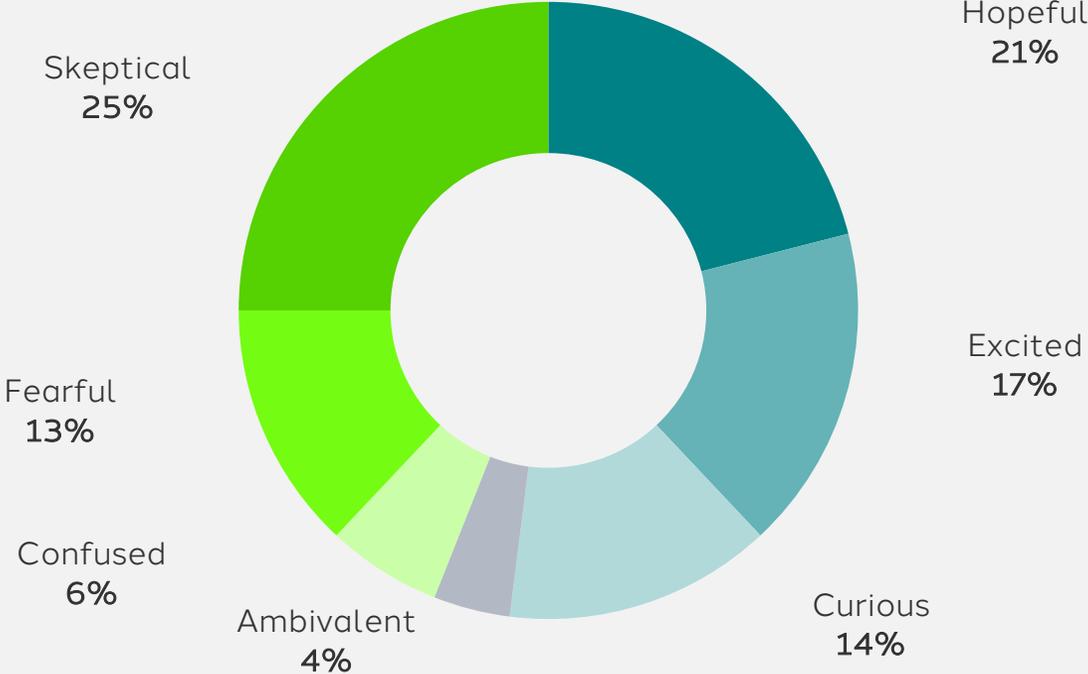


# GENERATIVE AI IS DIVISIVE: MOST AMERICANS FEEL POSITIVELY ABOUT IT, BUT THE SHARE OF THOSE WHO FEEL NEGATIVELY IS SIGNIFICANT

Positive sentiment is driven by the notion that it is ultimately helpful.

### HOW DO YOU CURRENTLY FEEL ABOUT GENERATIVE AI?

**44%**  
Have a **NEGATIVE** opinion of generative AI



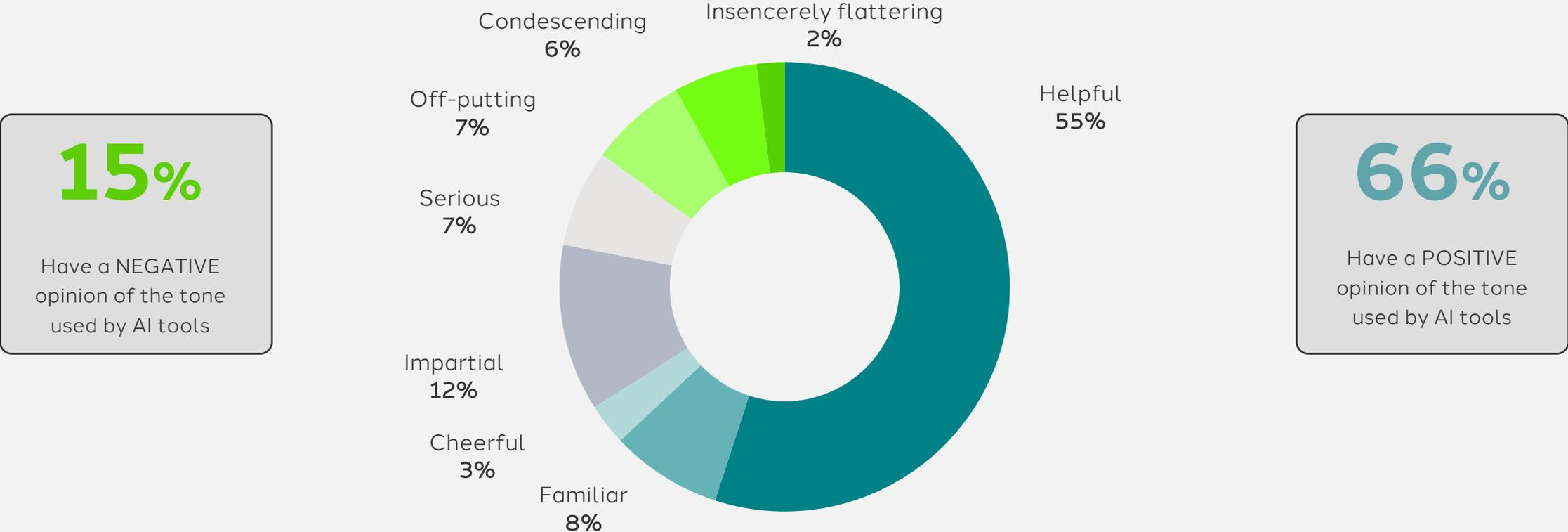
**52%**  
Have a **POSITIVE** opinion of generative AI



# MOST USERS HAVE A POSITIVE OPINION OF THE TONE USED BY AI TOOLS, CONSIDERING IT TO BE ABOVE ALL THINGS HELPFUL

Only 15% of respondents have a negative opinion.

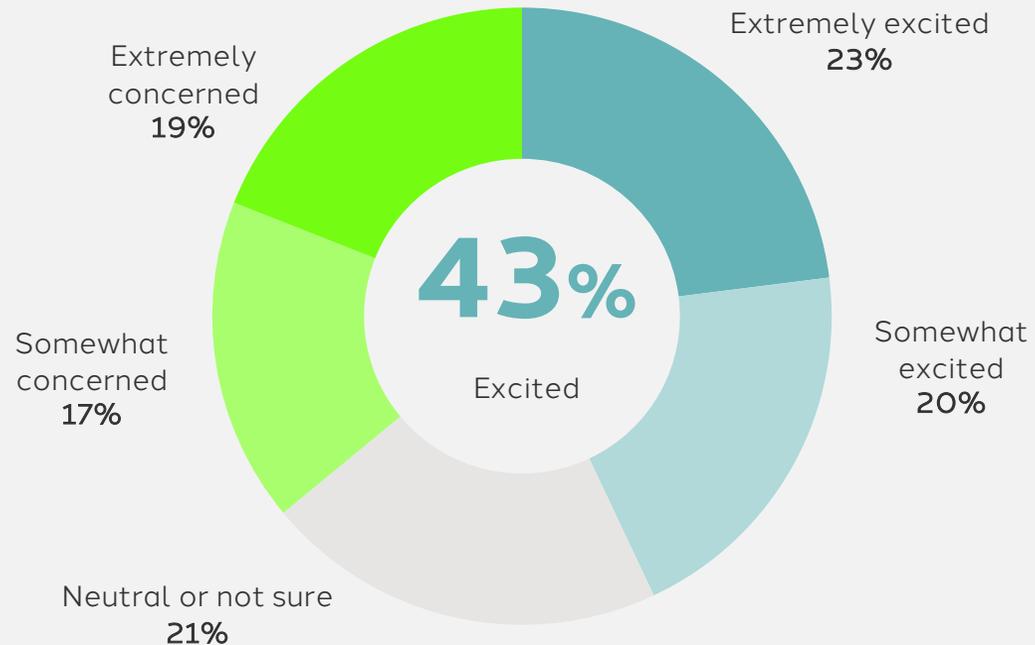
### WHICH OF THE FOLLOWING BEST DESCRIBES THE TONE USED BY THE AI TOOLS YOU HAVE EXPERIENCED?



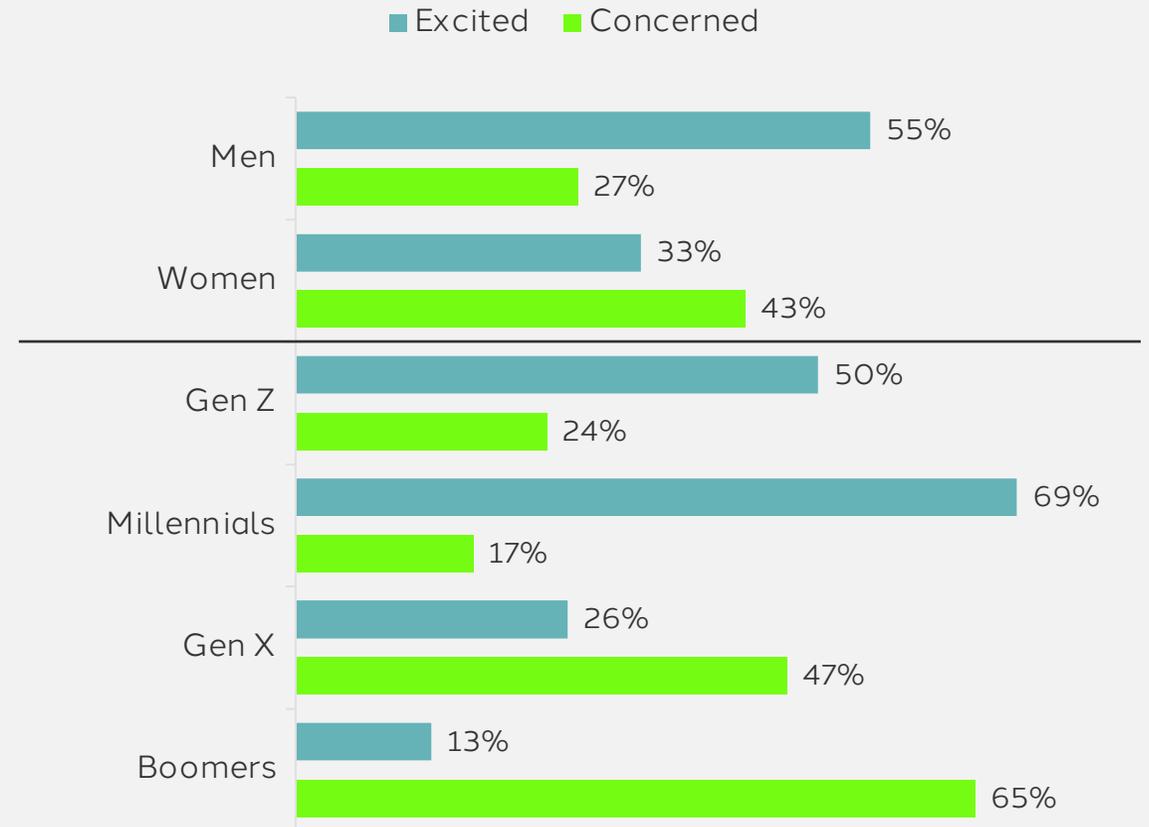
# 4 IN 10 AMERICANS ARE EXCITED ABOUT AN AI-LED FUTURE

The share rises significantly among Men, Gen Z, and Millennials.

## HOW DO YOU FEEL ABOUT THE IMPACT AI WILL HAVE ON SOCIETY IN THE FUTURE?



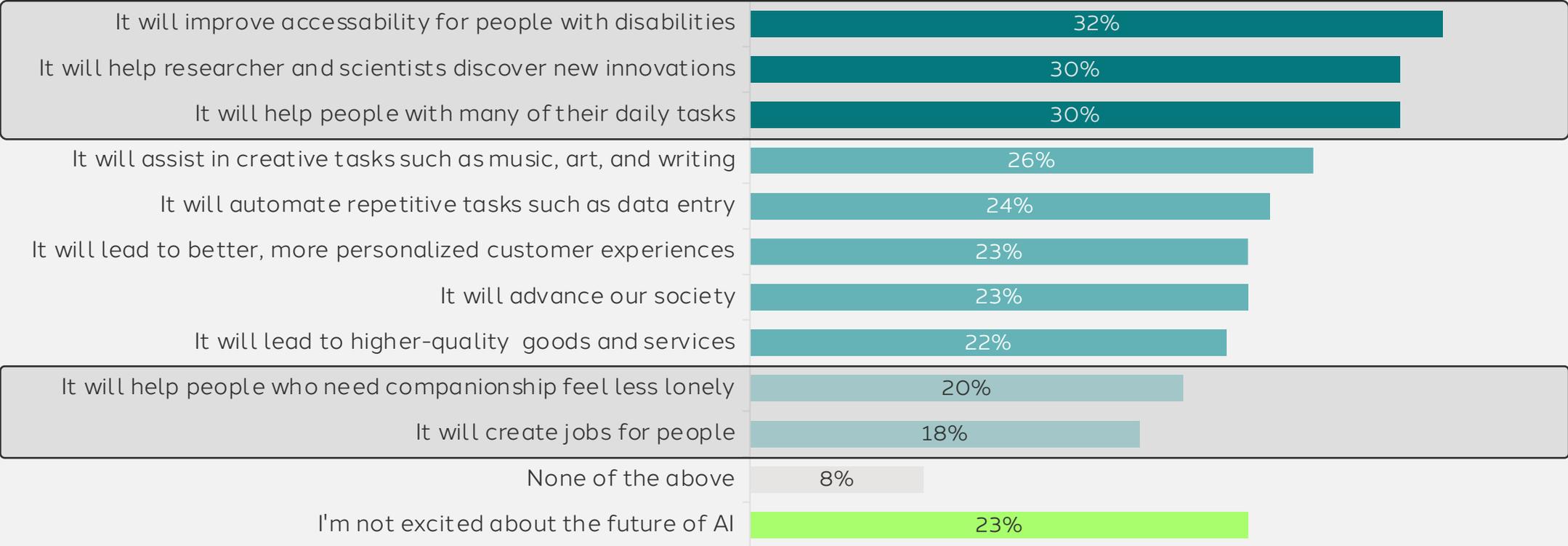
## EXCITED VS CONCERNED



# THOSE WHO ARE EXCITED ARE HOPEFUL AI WILL IMPROVE ACCESSIBILITY, ACCELERATE INNOVATION, AND PROVIDE SUPPORT WILL DAILY TASKS

Companionship and job creation are the prospects getting less preferences.

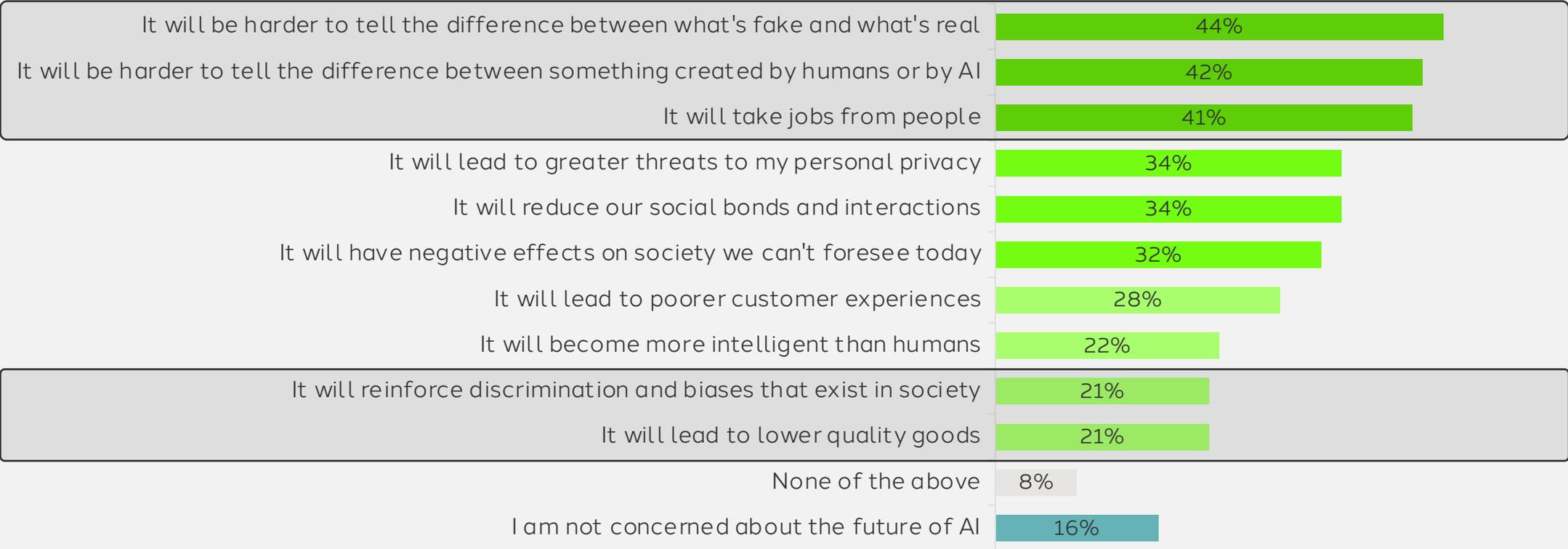
## WHICH OF THE FOLLOWING MAKE YOU EXCITED ABOUT THE FUTURE OF AI?



# THOSE WHO ARE SKEPTICAL ARE MOSTLY CONCERNED BY THE IMPACT IT WILL HAVE ON CONTENT AUTHENTICITY AND ON EMPLOYMENT

The concern that the quality of products may be lowered as a result of using AI garners less preferences.

## WHICH OF THE FOLLOWING MAKE YOU SKEPTICAL ABOUT THE FUTURE OF AI?



# IMPLICATIONS FOR MARKETERS

## EDUCATION CONTINUES TO BE A PARAMOUNT PRIORITY

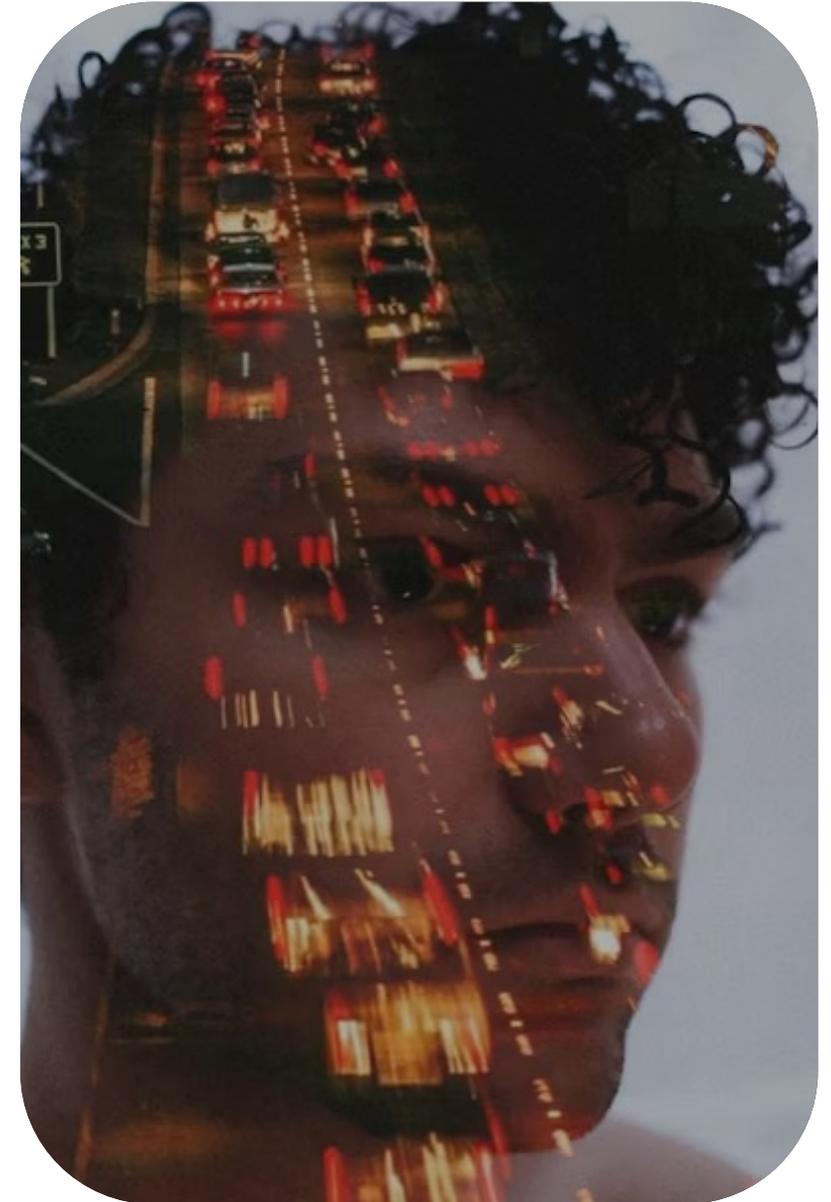
In the last 2 years, understanding of AI has increased - but only minimally. For both technology companies offering AI products and marketers across other categories who are looking to alleviate consumer concerns over their businesses using AI, developing messages that help consumers understand what AI is and how it works is table stakes.

## USE-CASES BREED USAGE AND USAGE BREEDS CONFIDENCE

Generative AI is still divisive. This is likely because most consumers only spend a few minutes at the time on AI platforms to get quick answers. Those who spend more time with them and leverage them for a broader set of use-cases – Men, Gen Z, and Millennials – drive positive sentiment.

## EXCITEMENT ABOUT THE FUTURE OF AI DEPENDS ON RESPONSIBLE INFORMATION

Consumers can see the benefits AI might bring to society as an accelerant for innovation and a contributor to progress. But the fear of no longer being able to tell what's real and what isn't is tangible. Marketers need to thread carefully how they use it in their branded content and also influence, through intentional investment decisions, the scaled media platforms that impact how information is curated and delivered to act responsibly and put authenticity above impressions.



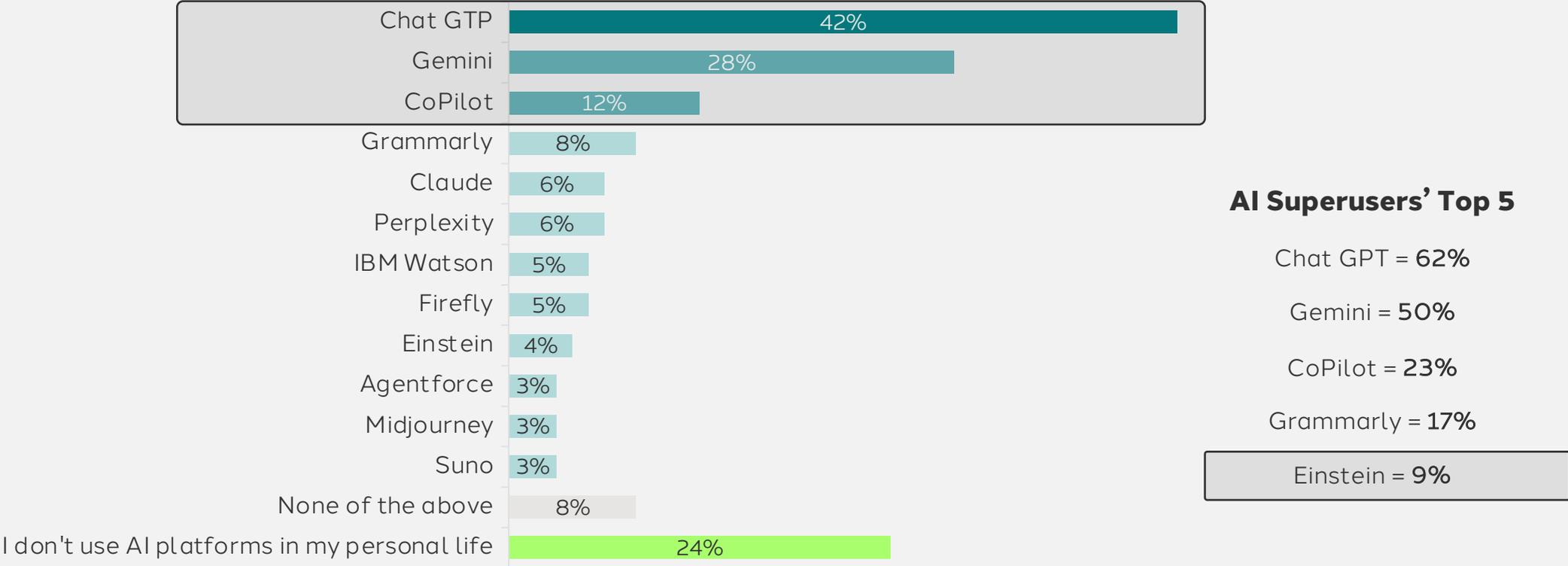
# PERSONAL USE IS INSPIRING CONFIDENCE AND TRUST IN AI



# CHAT GPT IS THE MOST POPULAR AI PLATFORM WHEN IT COMES TO CONSUMERS' PERSONAL LIVES

Gemini and CoPilot complete the top three and the same goes for AI superusers for whom, comparatively, Einstein is considerably more popular.

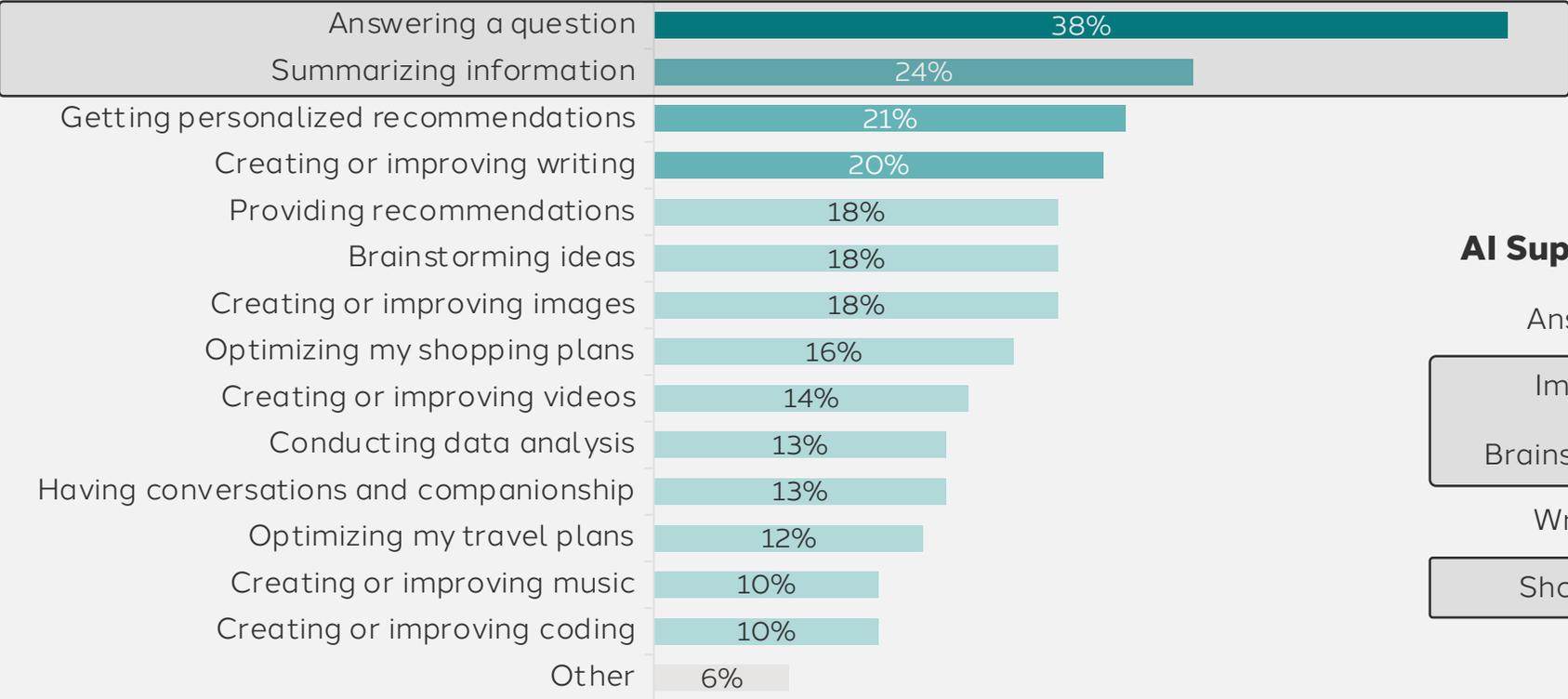
## WHICH THREE OF THE FOLLOWING AI PLATFORMS DO YOU USE IN YOUR PERSONAL LIFE THE MOST?



# MOST USERS HAVE A LIMITED EXPERIENCE WHEN IT COMES TO THE USE-CASES THEY COULD MEET WITH THE AID OF AI TOOLS

The vast majority just seek answers and summaries. AI superusers are frequently turning to it for image creation, brainstorming, and shopping.

## WHAT TYPE OF TASKS HAVE YOU TURNED TO AI FOR WHEN USING IT IN YOUR PERSONAL LIFE?



### AI Superusers' Top 5

Answers = 44%

Images = 42%

Brainstorming = 36%

Writing = 36%

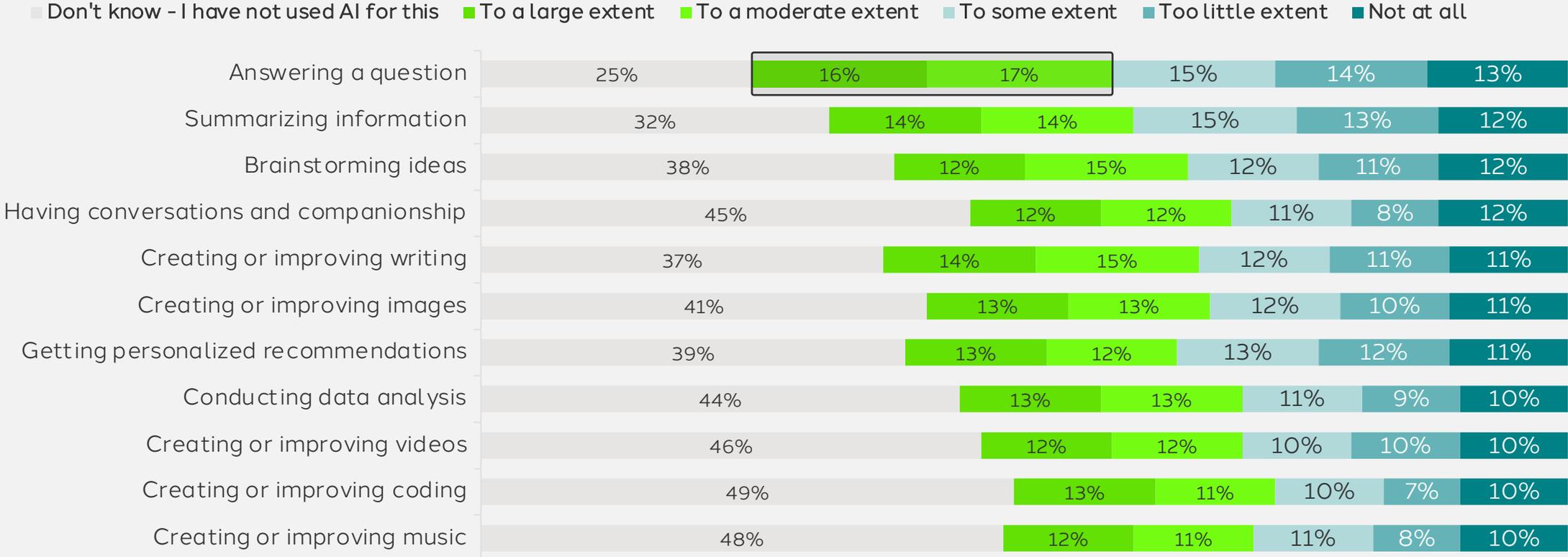
Shopping = 34%



# ACROSS USE-CASES, THE SHARE OF RESPONDENTS SAYING THEY NEED TO REFINE OUTPUTS PRODUCED BY AI MATCHES THE SHARE OF THOSE WHO SAY THEY DON'T

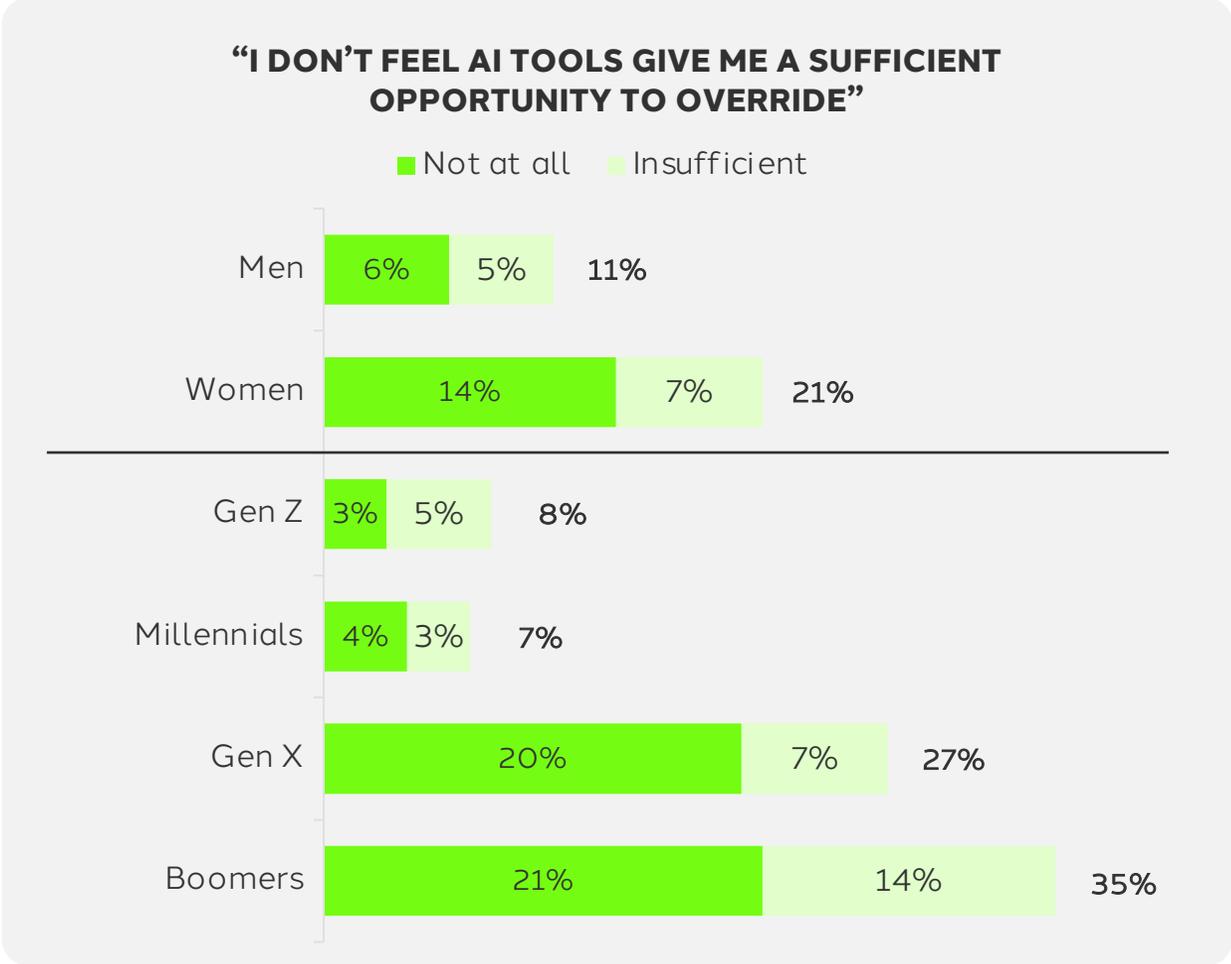
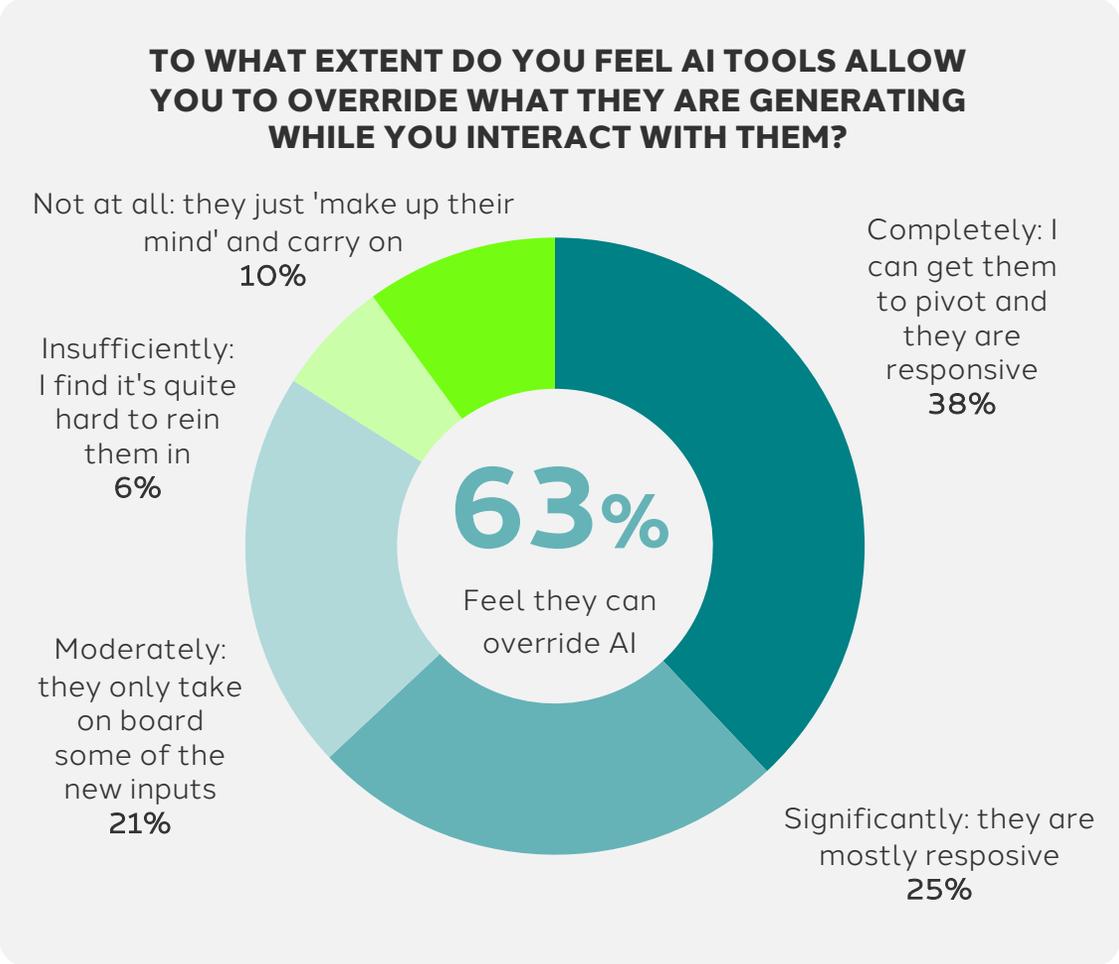
When it comes to answering questions – the most popular use-case – those who say outputs need to be refined prevail.

## WHEN PERFORMING THE FOLLOWING TASKS, TO WHAT EXTENT DO YOU NEED TO REFINE THE OUTPUTS PRODUCED BY THE AI TOOLS YOU USE?



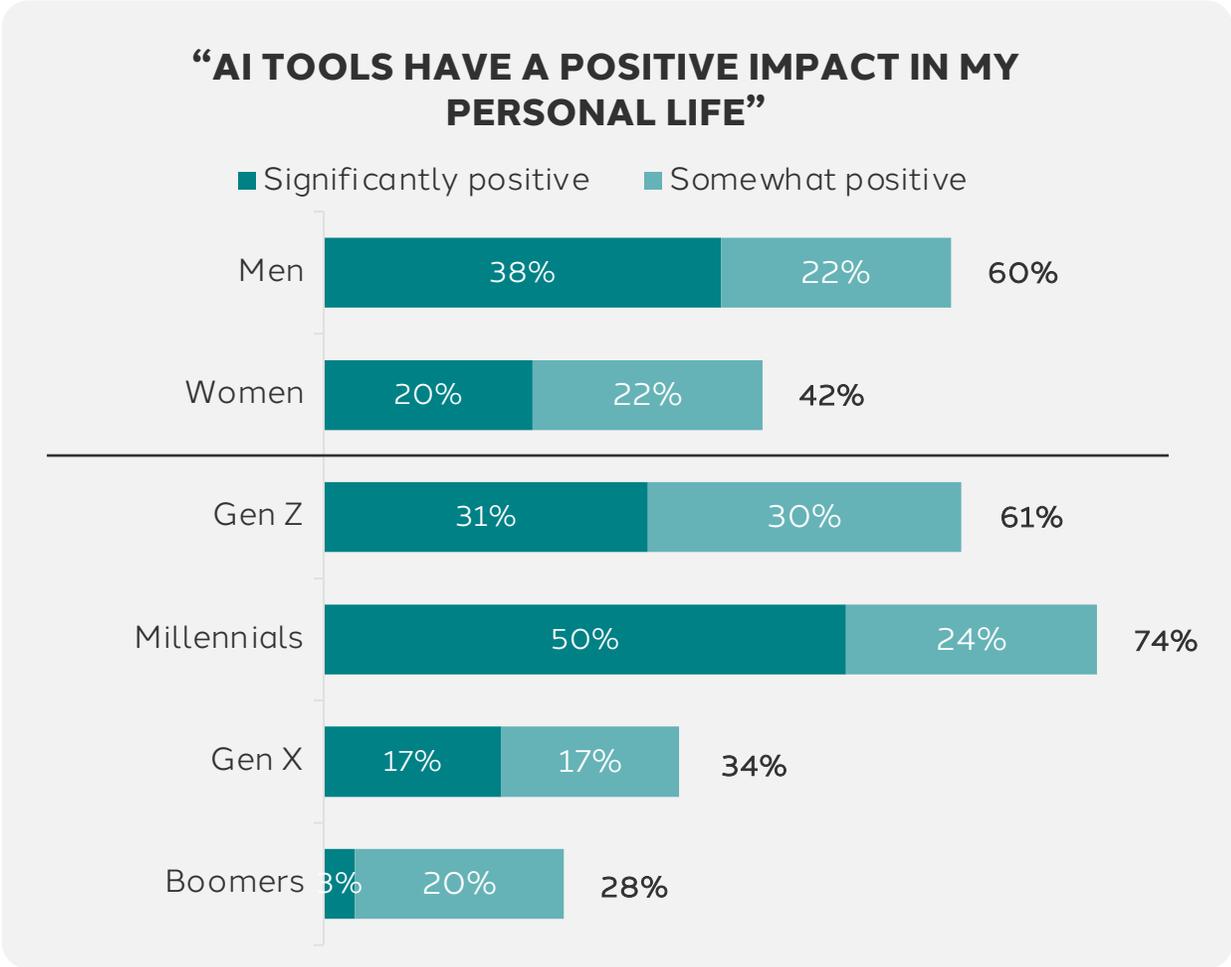
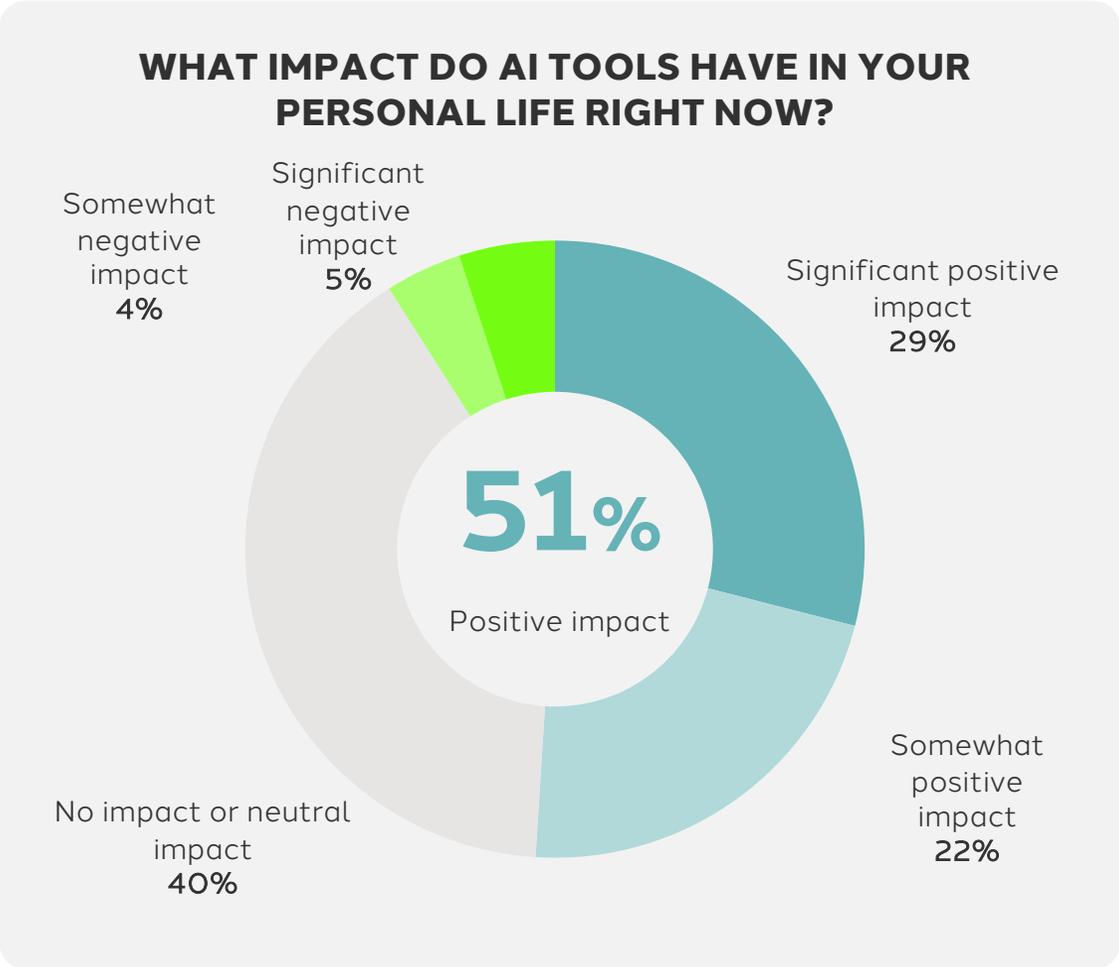
# USERS FEEL GOOD ABOUT THE EXTENT TO WHICH THEY ARE ABLE TO OVERRIDE AI WHILE USING IT

The cohorts who feel the opportunities to override are insufficient are those who use AI tools less frequently: Women and older generations.



# MOST USERS FEEL AI HAS A POSITIVE IMPACT IN THEIR LIVES

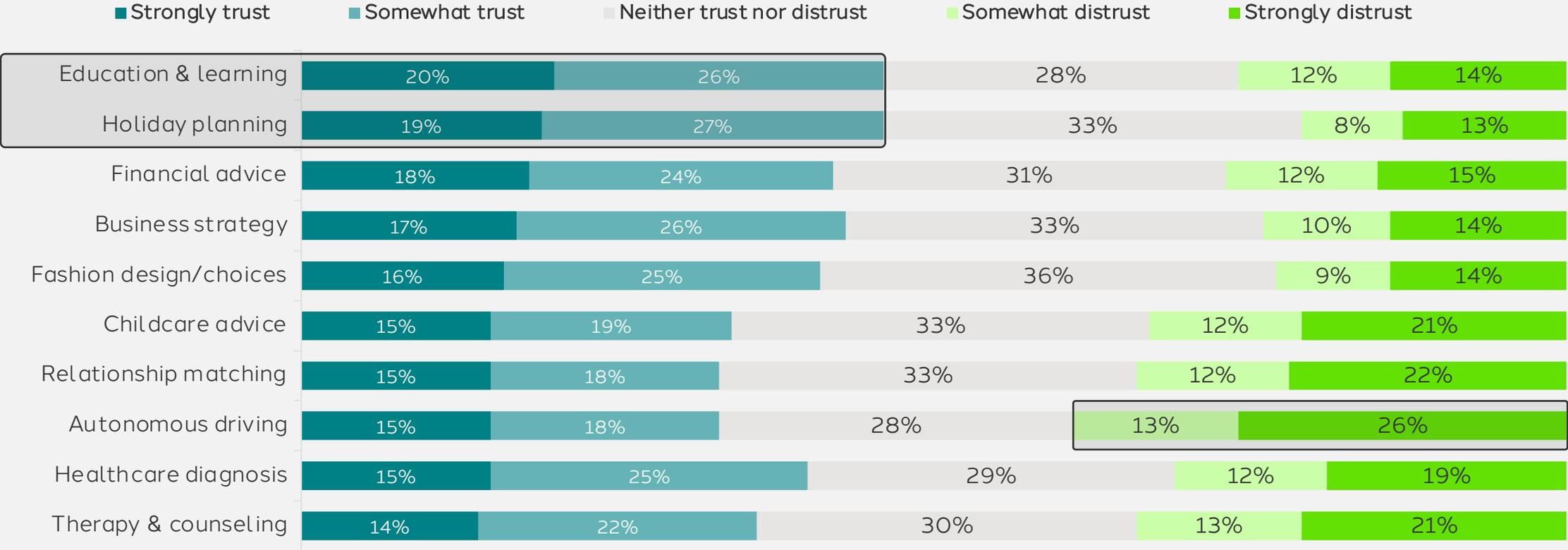
Men and Millennials are significantly more likely to say its impact is very positive.



# TRUST TO GENERATIVE AI IS AFFORDED DEPENDING ON THE USE-CASE

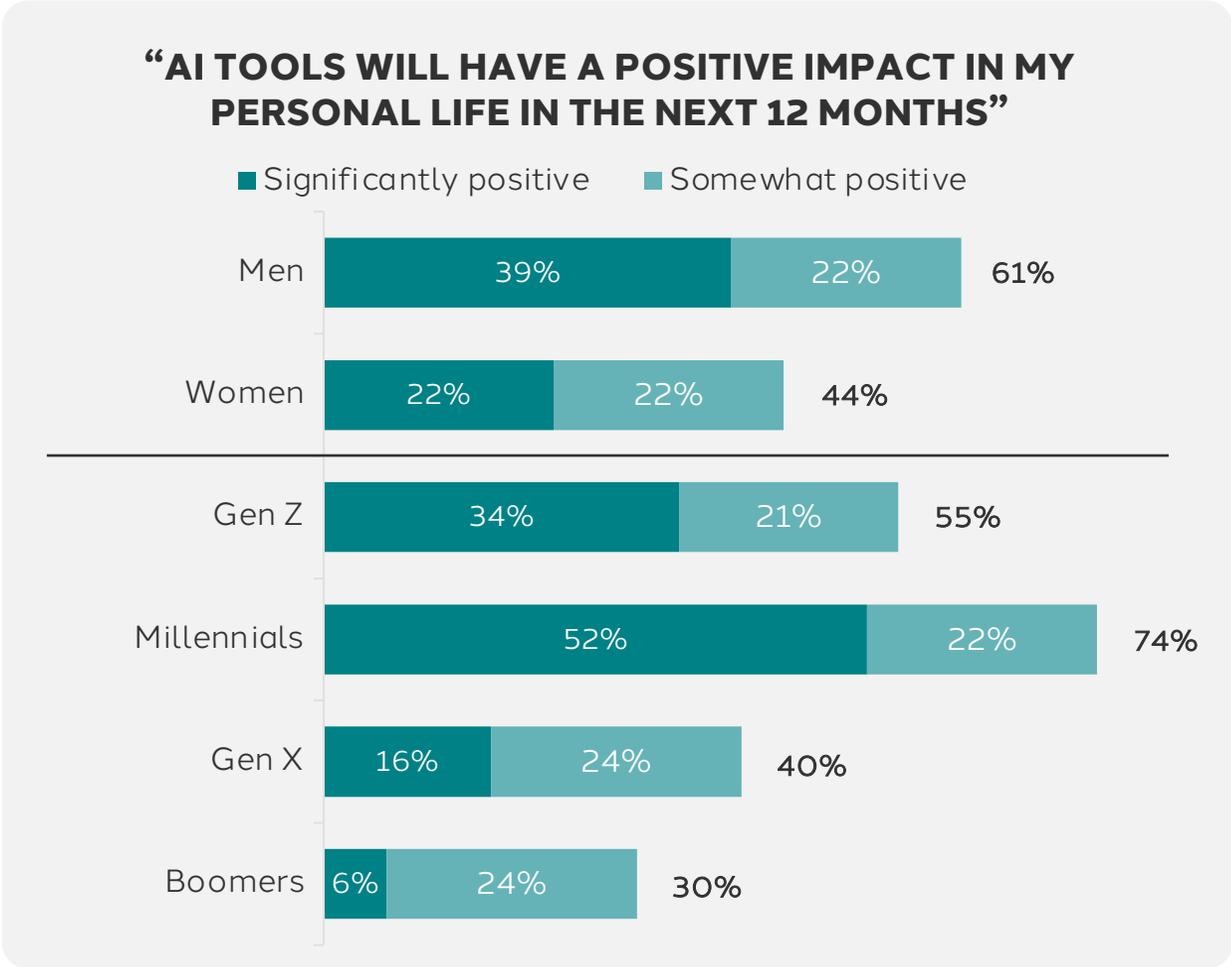
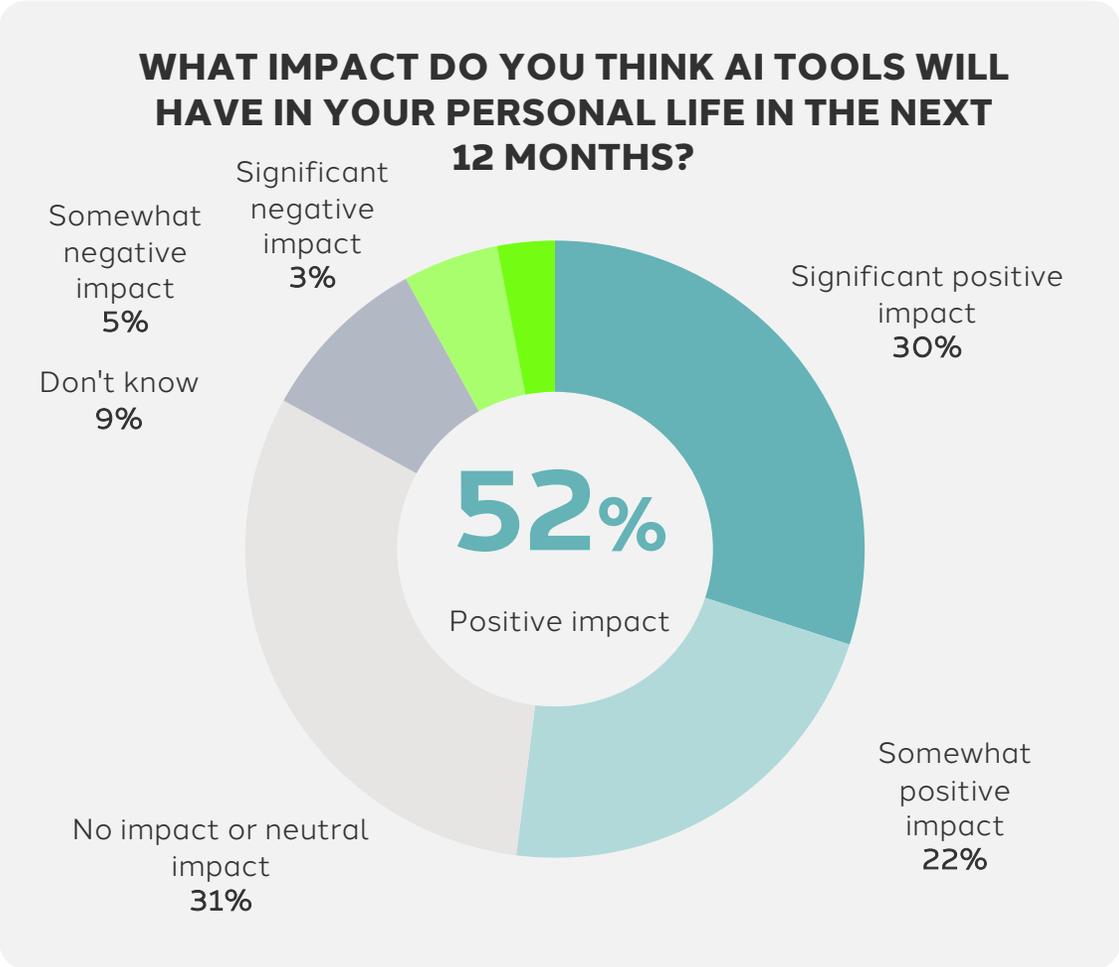
There are certain categories, like autonomous driving and counseling, where consumers find it harder to overcome their discomfort with delegating to Generative AI.

## HOW MUCH DO YOU TRUST GEN AI TO PROVIDE SOUND INFORMATION/ADVICE IN THE FOLLOWING SCENARIOS?



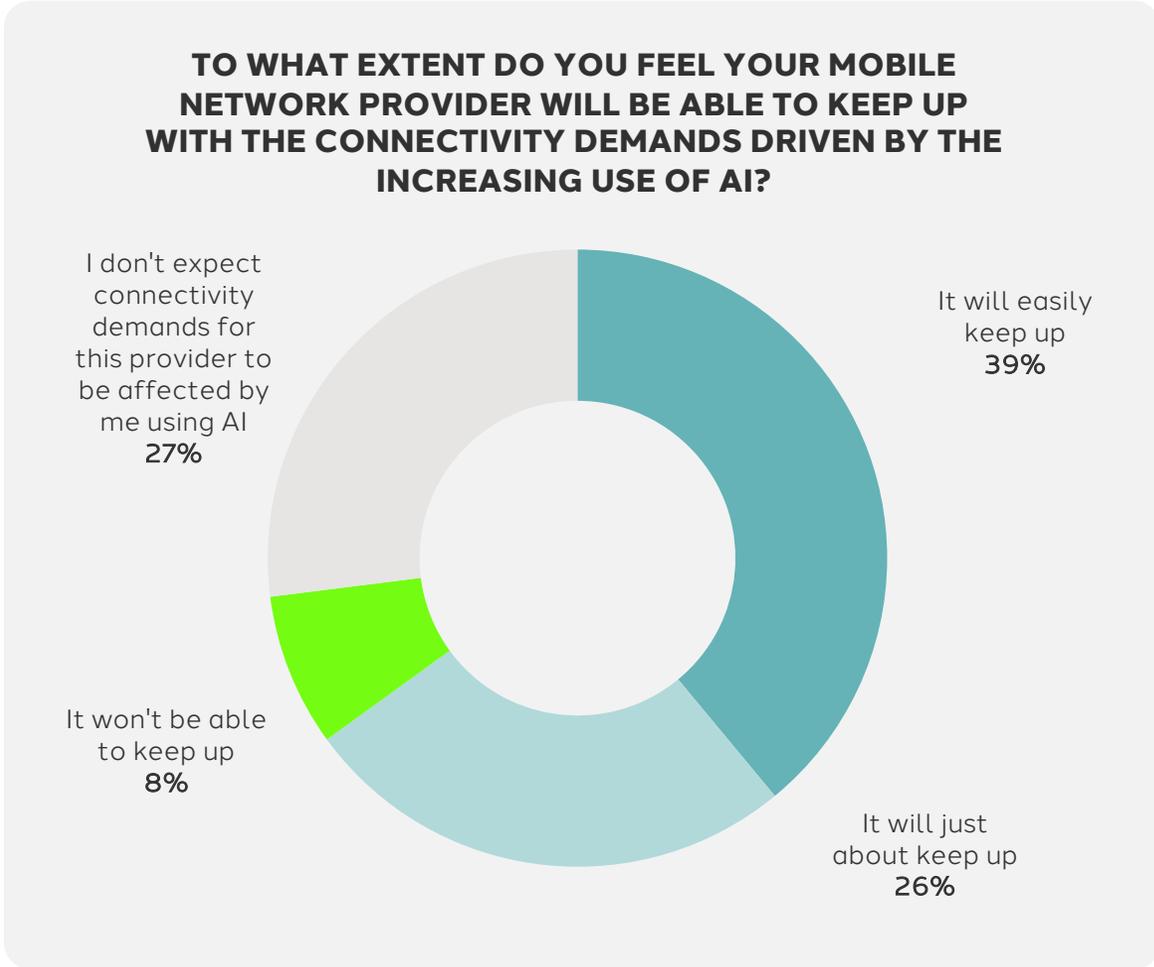
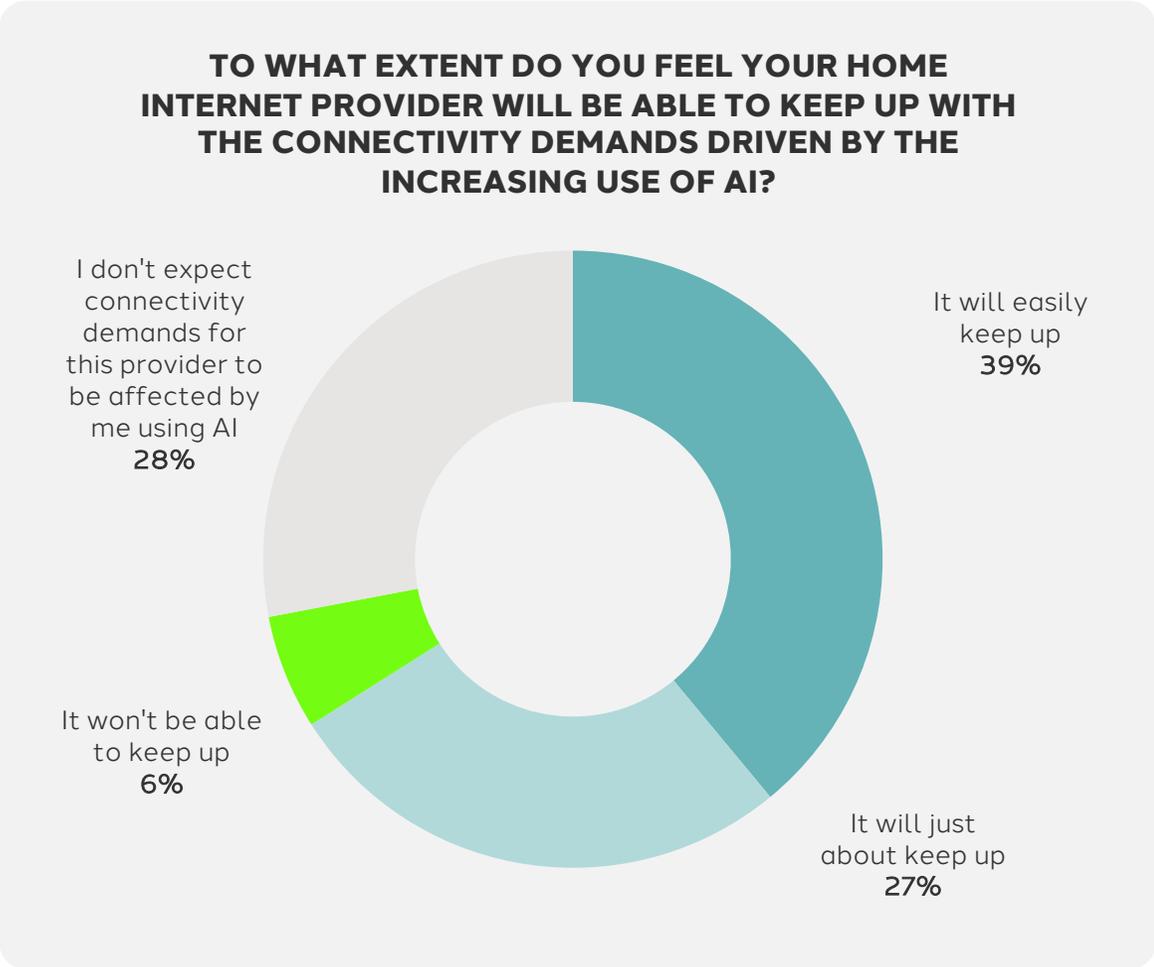
# OPTIMISM AROUND THE FUTURE IMPACT OF AI IN CONSUMERS' LIVES PREVAILS

Less than 1 in 10 think it will have a future negative impact on their lives. Optimism is driven by and large by Millennials.



# CONSUMERS FEEL CONFIDENT ABOUT THEIR CONNECTIVITY PROVIDERS' ABILITY TO KEEP UP WITH AI-LED DEMANDS

However, 1 in 4 feel that both home internet and mobile network providers will be able to do just about enough.



# IMPLICATIONS FOR MARKETERS

## CONTROL OFTEN MATTERS MORE THAN COMPREHENSIVENESS

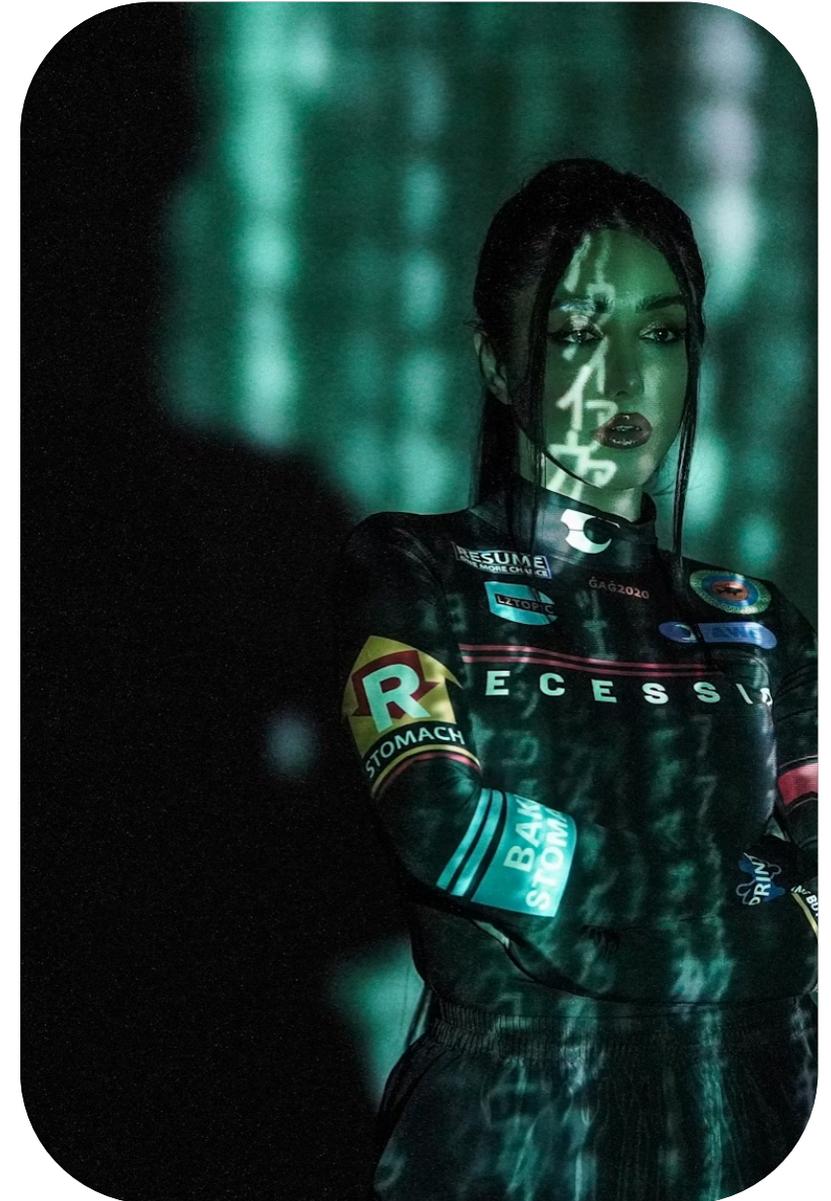
Consumers might feel that some of the outputs AI platforms provide need to be improved upon, but that is likely more tolerated by new users than the feeling that control is being relinquished, with no ability to override what the tools are producing. Ensure user interfaces make it clear when opportunities to intervene are built in.

## PLAN AND EXPERIMENT FOR THE UPTAKE IN AI-LED SHOPPING

Most users might only turn to AI tools for answers and summaries, but superusers who engage in longer sessions are much more likely to use them for shopping optimization. Forecasting that usership will deepen as consumers become more familiar with these tools – as they do in fact believe they will have a positive impact in their future lives – explore what your brands' role in AI-led shopping might be early, investing in pilots to test the waters.

## THINK PROACTIVELY ABOUT GROWING CONNECTIVITY DEMANDS

Consumers' understanding of AI tools' capabilities is quickly expanding and the notion that soon they might find themselves in a situation where their ability to access them is hindered by connectivity limitations could frustrate them. Whether you are a telecommunications company that needs to upgrade service, or a software provider that needs to optimize throughput and online/offline handoffs, build up your brand's reputation by working in advance to prevent possible hiccups down the line.



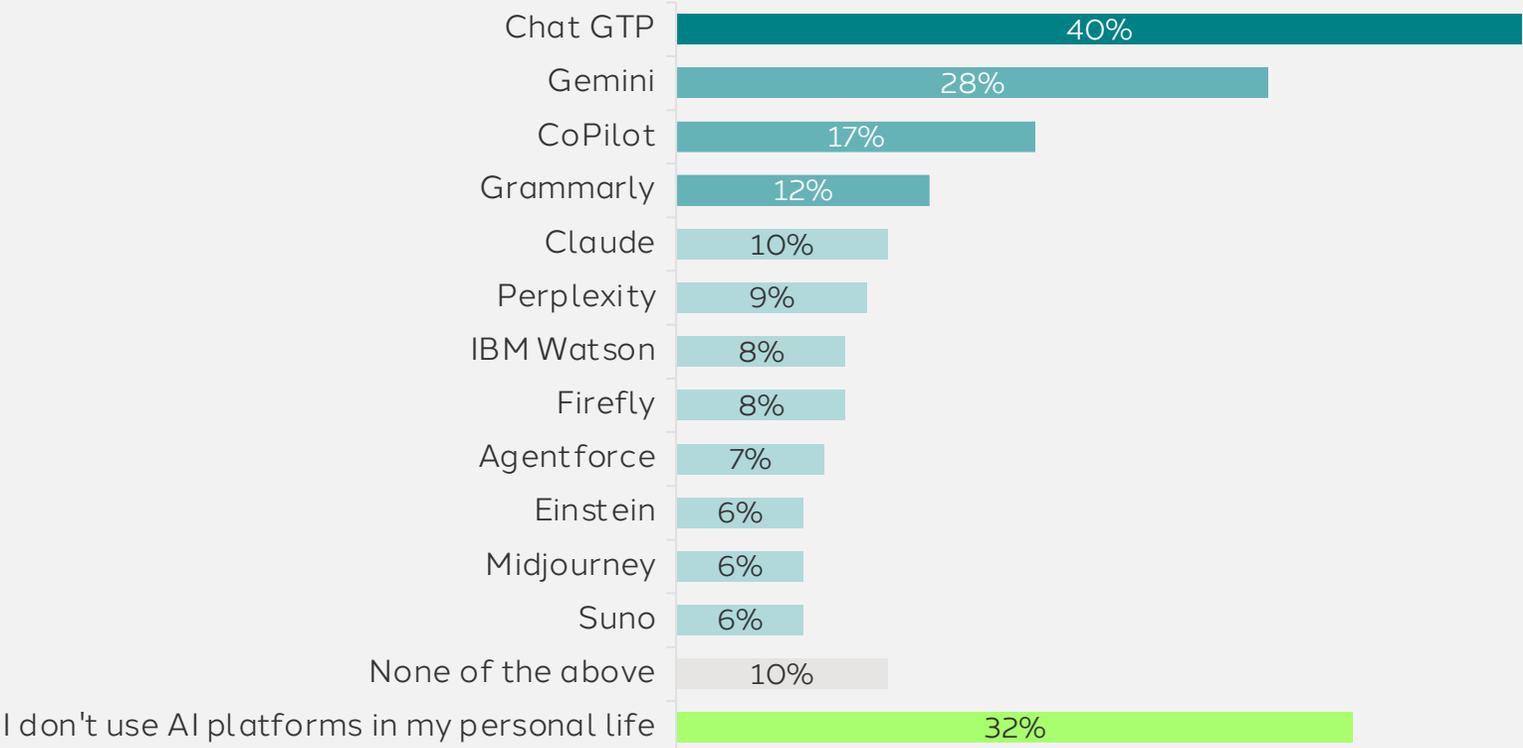
# ADOPTION AT WORK DRIVES BOTH APPRECIATION AND CONCERN



# CHAT GTP IS THE MOST USED AI PLATFORM IN A PROFESSIONAL SETTING AS WELL

By and large, responses are consistent with those provided when it comes to personal use.

## WHICH THREE OF THE FOLLOWING AI PLATFORMS DO YOU USE AT WORK IN YOUR PROFESSIONAL LIFE THE MOST?



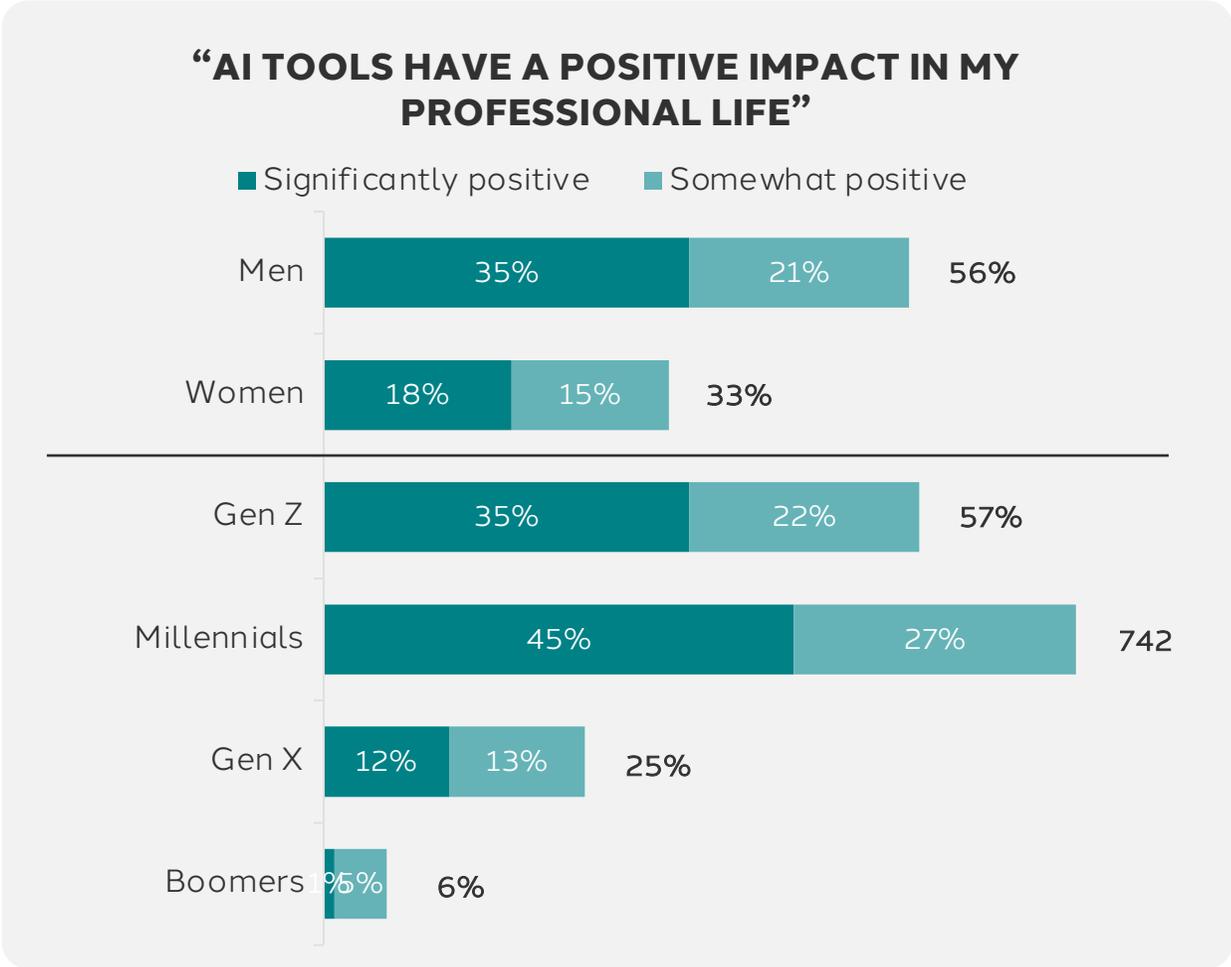
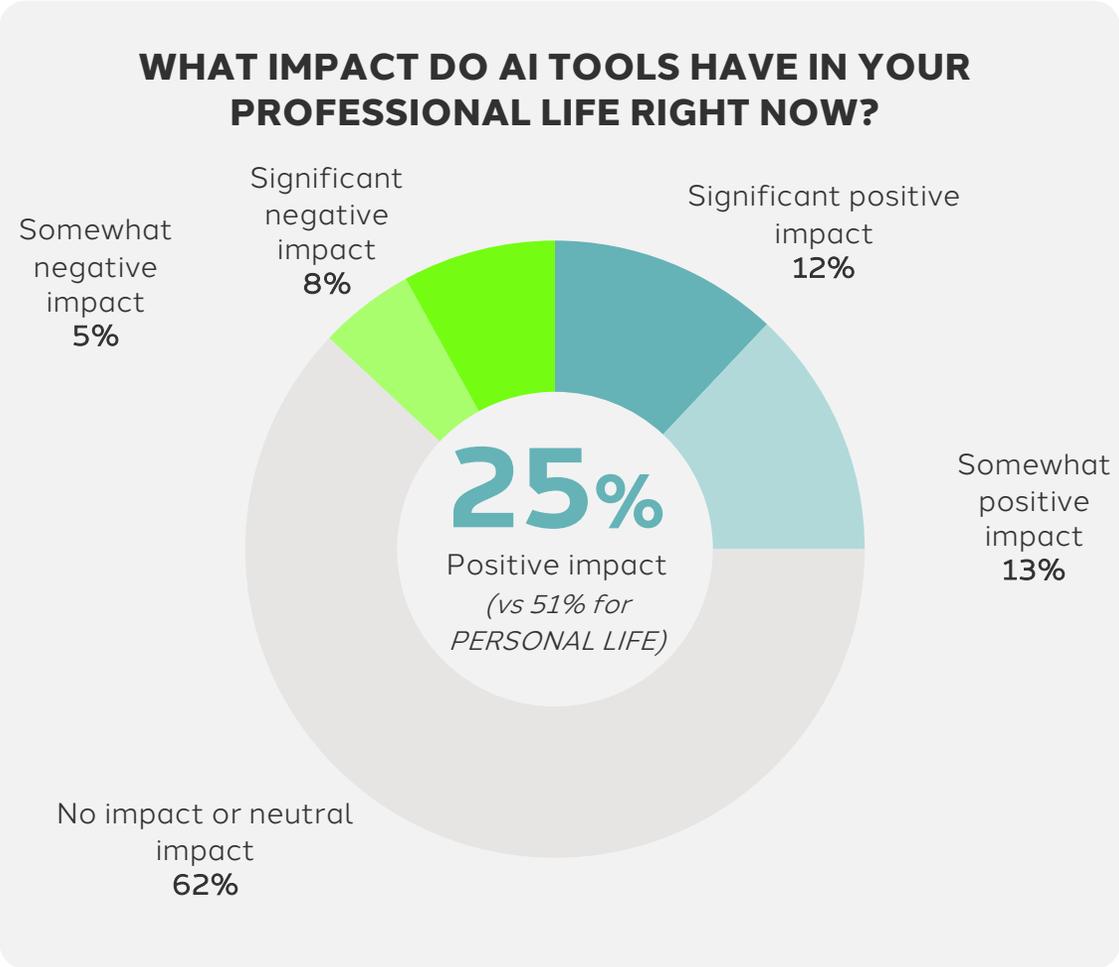
### AI Superusers' Top 5

- Chat GPT = 64%
- Gemini = 53%
- CoPilot = 33%
- Grammarly = 22%
- Claude = 19%



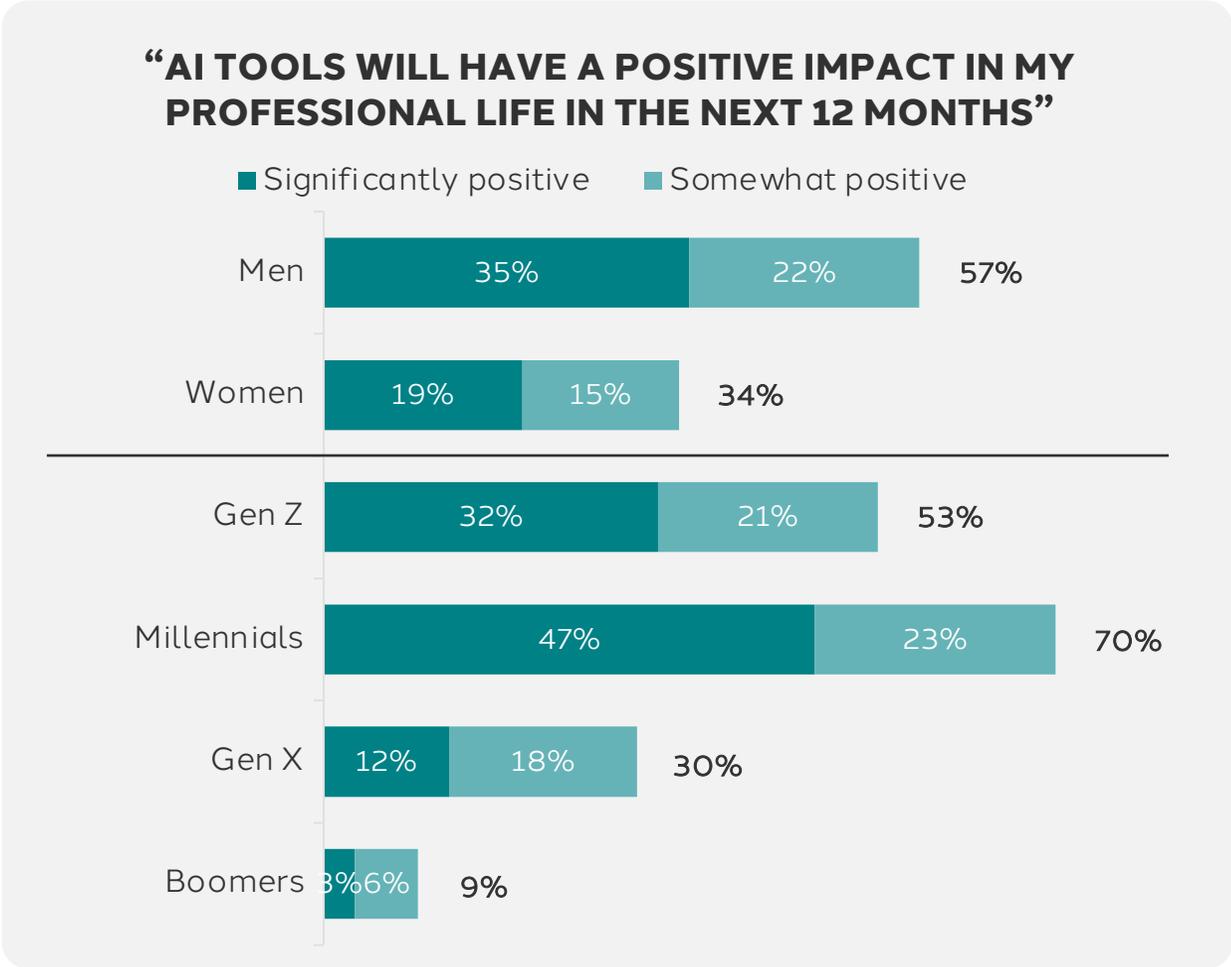
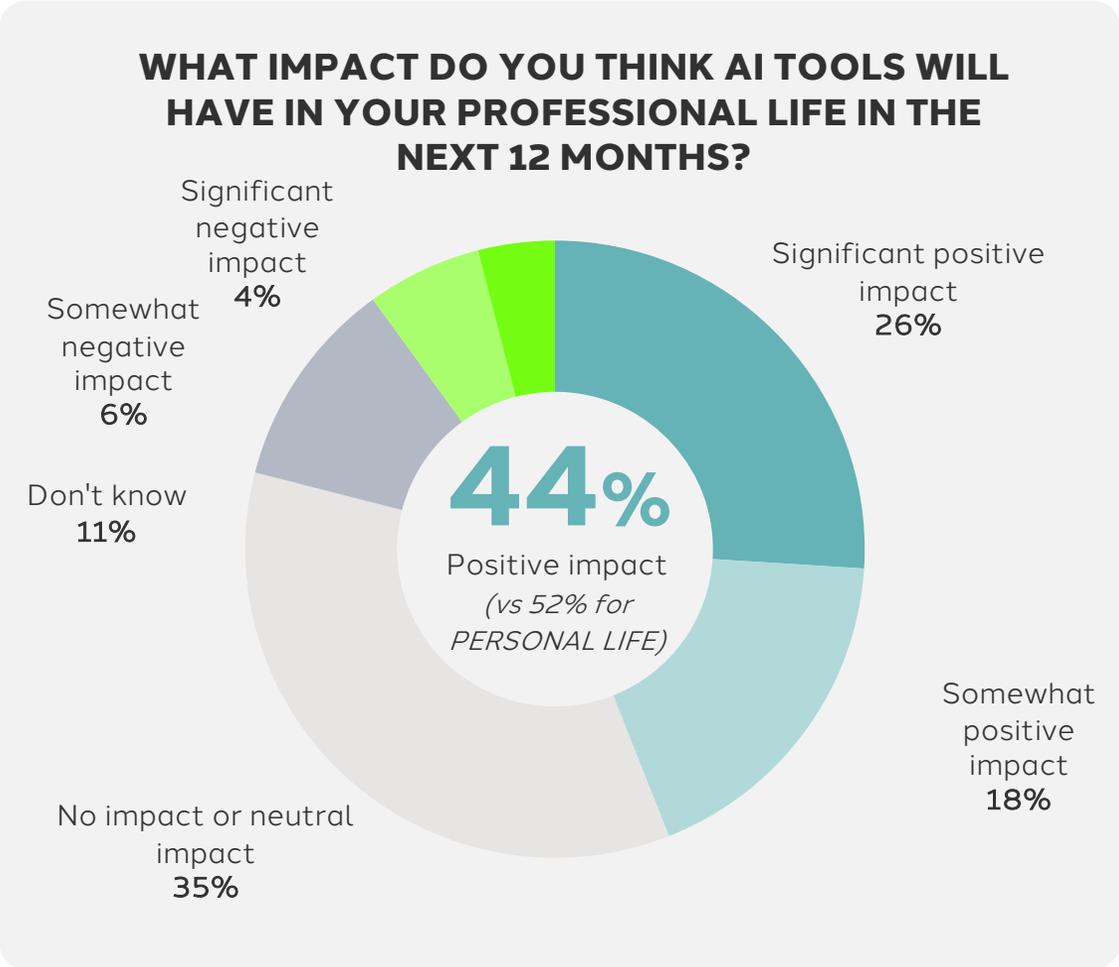
# POSITIVE IMPACT IN A PROFESSIONAL SETTING OUTWEIGHS NEGATIVE IMPACT, BUT IS LIMITED COMPARED TO WHAT WAS INDICATED IN RELATION TO PERSONAL USE

1 in 4 indicate AI has had positive impact for them at work, when half said the same for their personal lives.



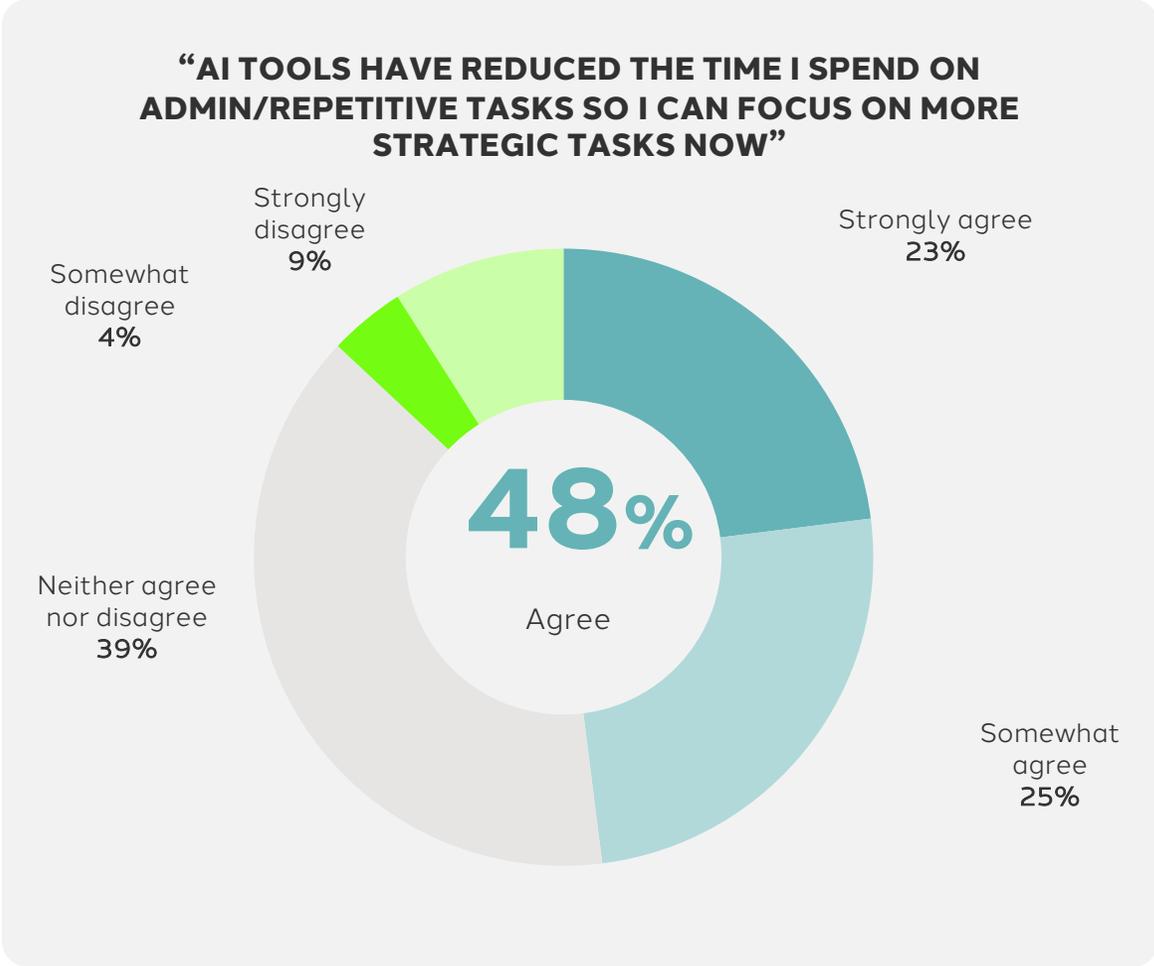
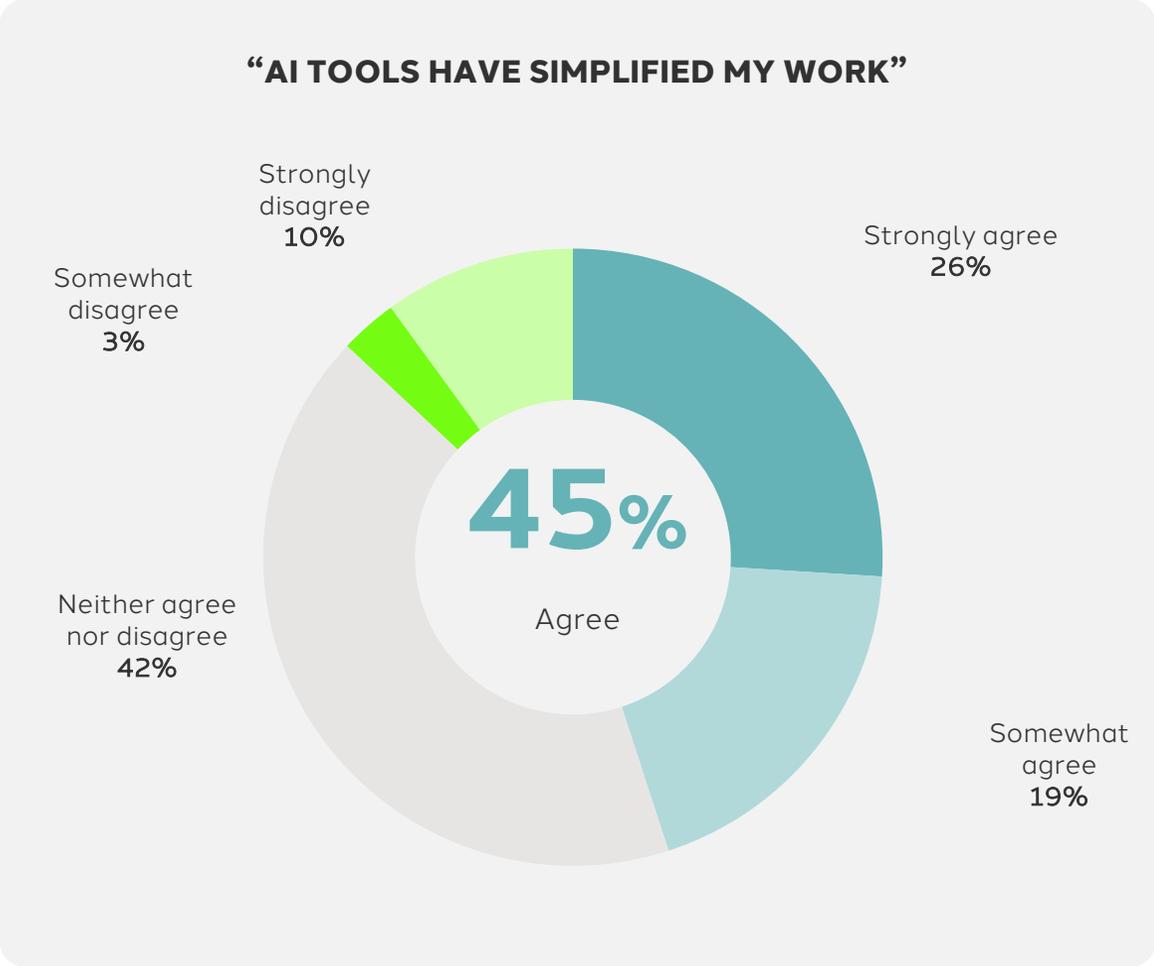
# HOWEVER, CONSUMERS' OPTIMISM RISES WHEN FORECASTING THE FUTURE IMPACT OF AI AT WORK

Optimism is led by Men and Millennials.



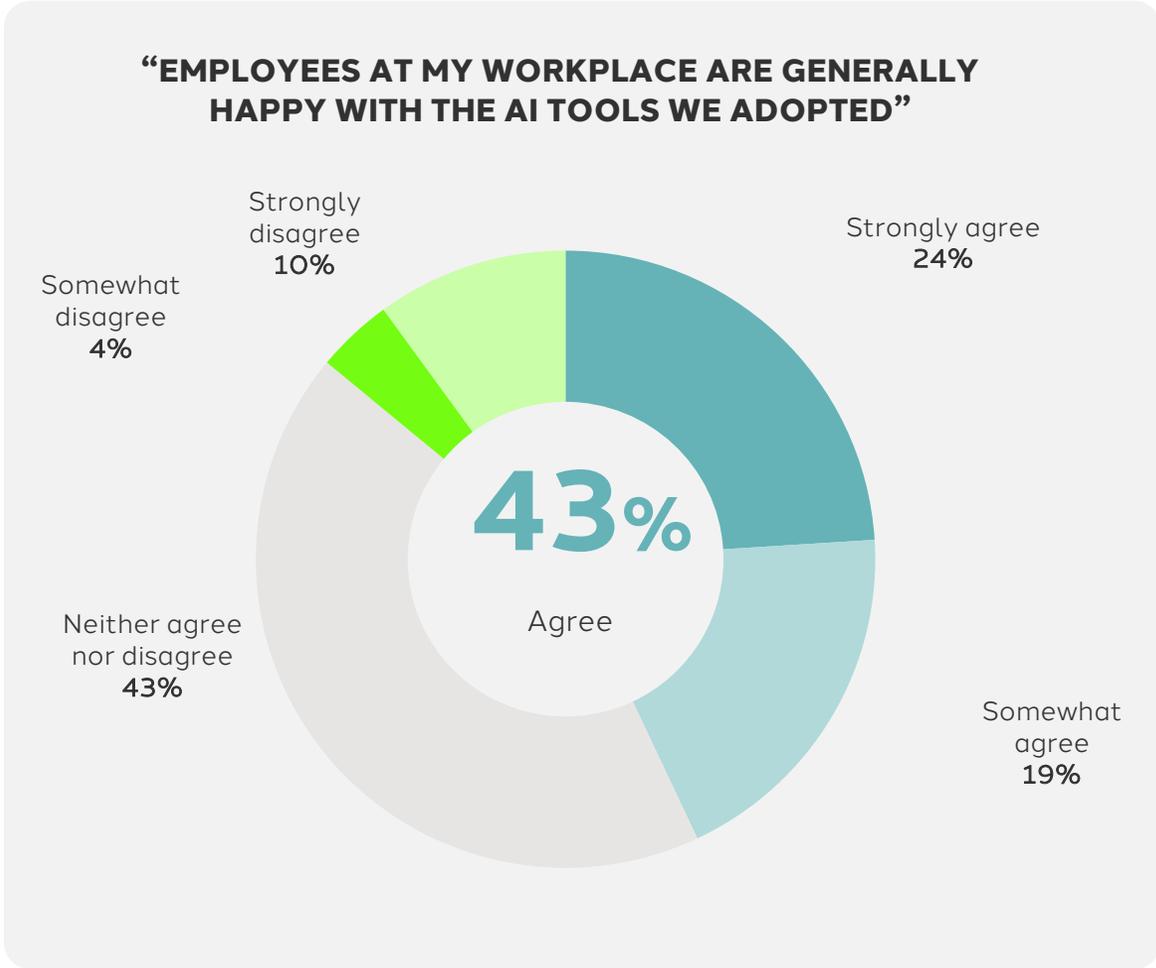
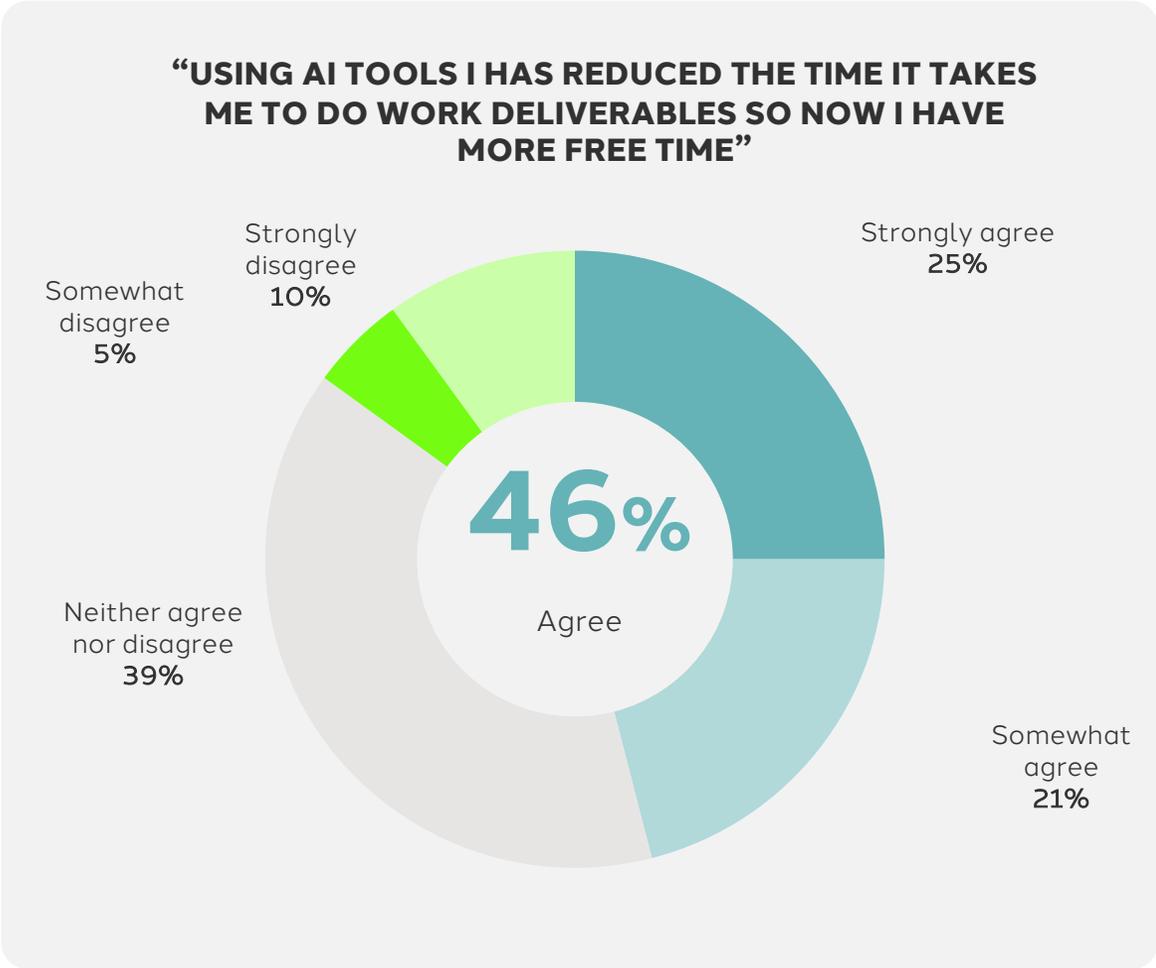
# PROFESSIONAL USERS SEE AI TOOLS AS A STRATEGIC LEVER THAT SOLVES FOR BOTH COMPLEXITY AND REPETITIVENESS

Almost half say AI tools have reduced the time they spend on repetitive tasks and only slightly less respondents say it has simplified their work.



# TIME FREED UP IS DRIVING SIGNIFICANT SATISFACTION IN THE WORKFORCE WITH THE ADOPTION OF AI TOOLS

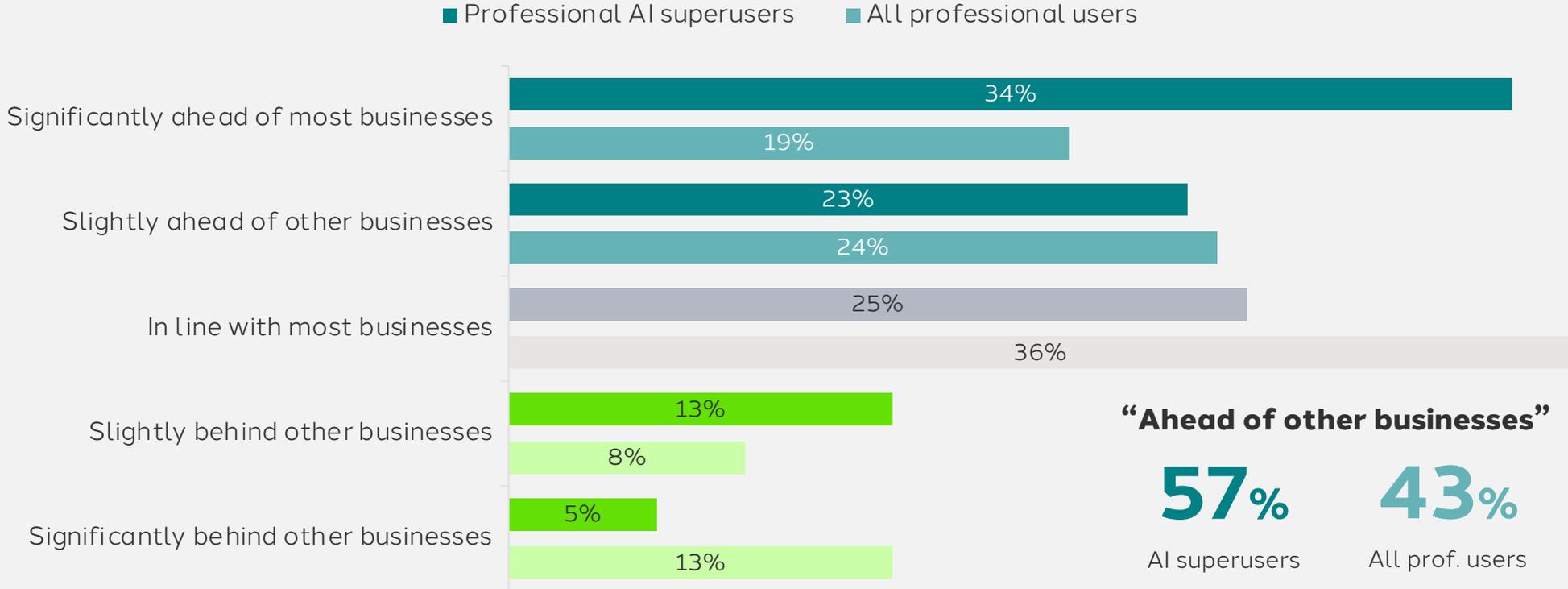
Almost half of users say AI tools have freed up their time, and a similar share reports most colleagues are happy these tools have been adopted.



# AI SUPERUSERS ARE REAPING THE BENEFITS OF THEIR EMPLOYERS' ADVANCED ADOPTION OF AI TOOLS

On the other hand, most professional users say the businesses that employ them are in line with, or behind, the competition.

## THINKING ABOUT THE COMPANY YOU WORK FOR, HOW ADVANCED DO YOU FEEL THIS BUSINESS IS IN TERMS OF AI TOOL ADOPTION?

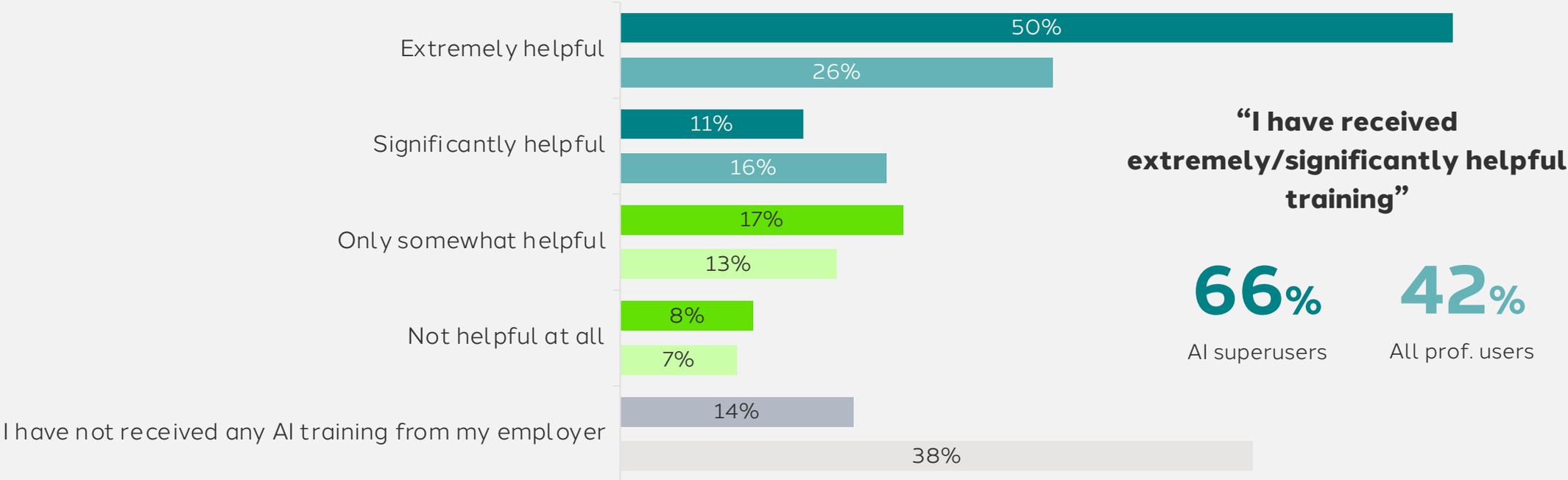


# AI SUPERUSERS TOOK ADVANTAGE OF SIGNIFICANTLY SUPERIOR TRAINING PROGRAMS OFFERED BY THEIR EMPLOYERS

Most professional users report that they have not received training or the training they received was only somewhat helpful at best.

## HOW HELPFUL DO YOU FEEL THE AI TRAINING YOU HAVE RECEIVED TO DATE FROM YOUR EMPLOYER WAS?

■ Professional AI superusers ■ All professional users



# ADOPTION OF AI TOOLS IN THE WORKPLACE IS SEEN AS A COMPETITIVE ADVANTAGE, BUT ALSO AS A TROUBLED JOURNEY

4 in 10 respondents say the businesses that employ them will reap benefits from adoption. But similar shares maintain they will suffer growing pains in the process and that some of the implemented tools will soon be discarded.

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

**43%**

**“I BELIEVE THE BUSINESS THAT EMPLOYS ME WILL CONTINUE SUFFERING FROM GROWING PAINS DUE TO THE ADOPTION OF AI TOOLS IN THE NEXT 12-24 MONTHS”**

**46%**

**“CONTINUING ON ITS CURRENT PATH OF AI ADOPTION WILL PROVIDE SIGNIFICANT ADVANTAGE FOR THE BUSINESS THAT EMPLOYS ME OVER THE NEXT 12-24 MONTHS”**

**41%**

**“I EXPECT SOME OF THE AI TOOLS WE IMPLEMENTED AT WORK WILL BE DISCARDED BY THE BUSINESS THAT EMPLOYS ME OVER THE NEXT 12-24 MONTHS”**



# FURTHER ADOPTION IN THE WORKPLACE IS SEEN AS A TANGIBLE REALITY BUT ITS POTENTIAL IMPACT ON HUMAN JOBS IS UNDERSTOOD

The share of respondents saying adoption will accelerate outweighs the share of those who say it will slow down. However, 4 in 10 think that significant cuts on the human workforce will take place as a result,

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

**37%**

“I BELIEVE THE BUSINESS THAT EMPLOYS ME WILL SIGNIFICANTLY SLOW DOWN THE ADOPTION OF AI TOOLS IN THE NEXT 12-24 MONTHS”

**46%**

“I BELIEVE THE BUSINESS THAT EMPLOYS ME WILL SIGNIFICANTLY ACCELERATE THE ADOPTION OF AI TOOLS IN THE NEXT 12-24 MONTHS”

**41%**

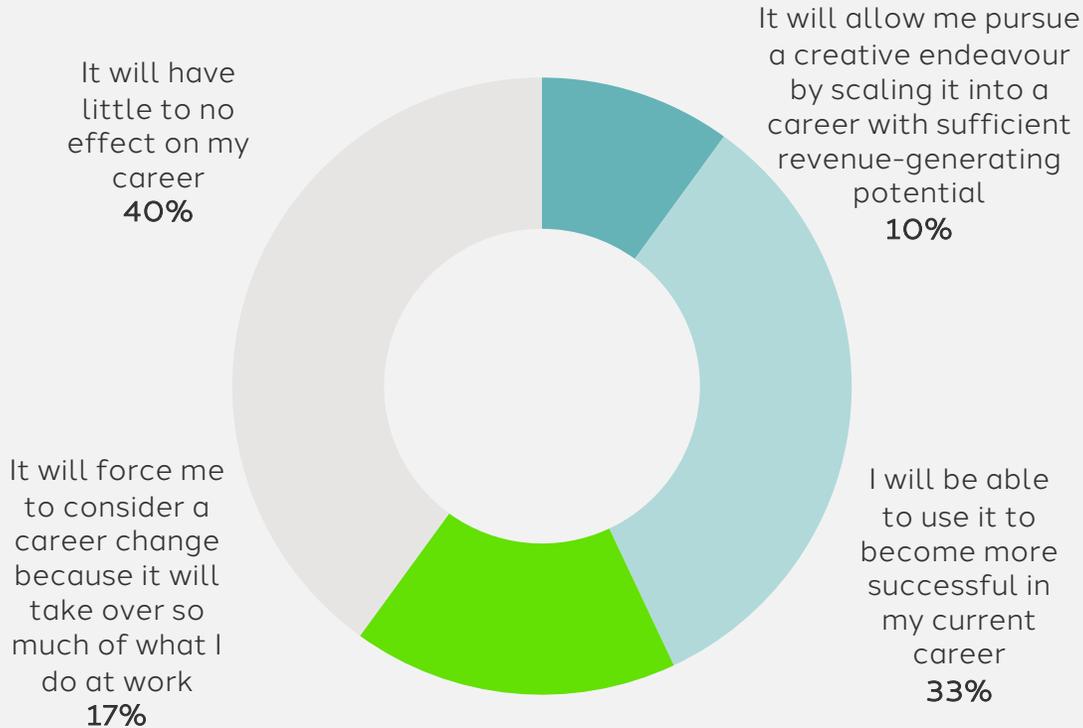
“I BELIEVE THE BUSINESS THAT EMPLOYS ME WILL SIGNIFICANTLY REDUCE THE HUMAN WORKFORCE BASED ON THE ADOPTION OF AI TOOLS IN THE NEXT 12-24 MONTHS ”



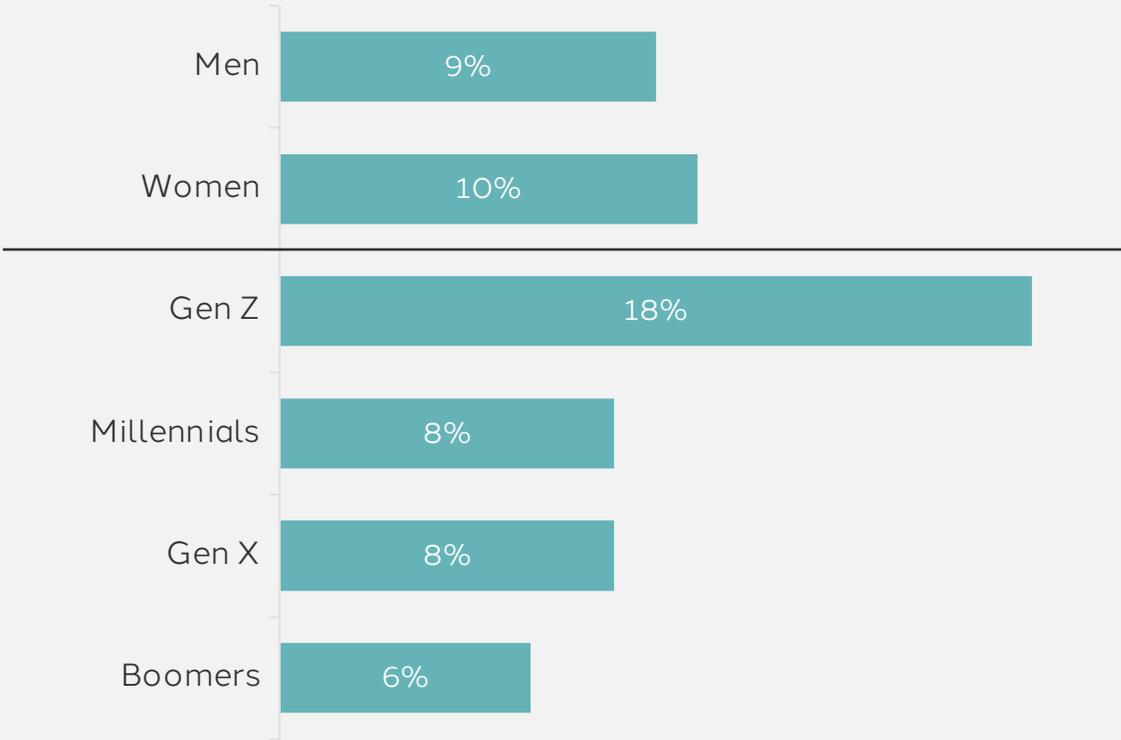
# AI IS MOSTLY SEEN AS AN ACCELERANT FOR CONSUMERS' EXISTING CAREER PATH

1 in 3 say it will help them become more successful in what they do, while only 1 in 10 think it will help them turn a creative endeavor in their next career.

## HOW DO YOU THINK AI WILL IMPACT YOUR CAREER IN THE FUTURE?



## “AI TOOLS WILL ALLOW ME TO TURN A CREATIVE ENDEAVOR INTO MY NEXT CAREER”



# IMPLICATIONS FOR MARKETERS

## INVESTMENTS IN HIGH-QUALITY TRAINING PAY IN SPADES

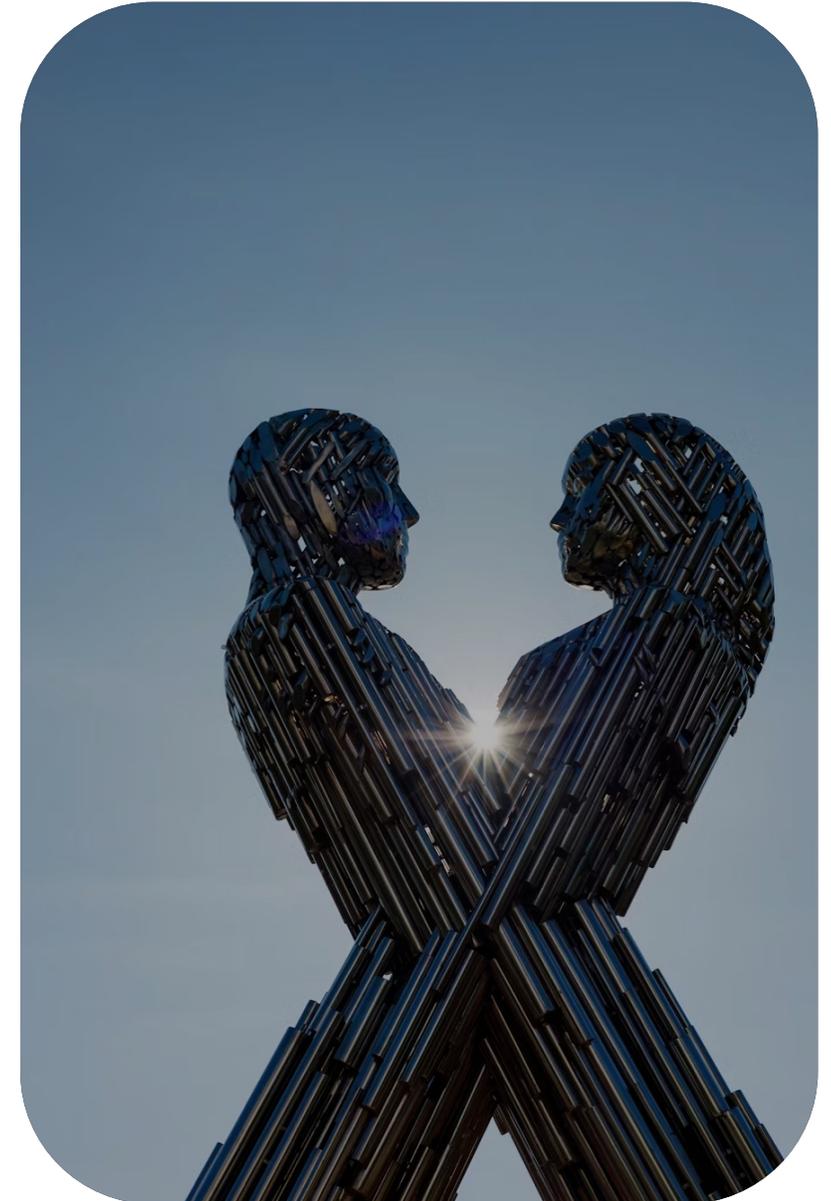
Superusers are significantly more likely to say they received helpful training from their employers. And superusers are a key to both getting a return on the investment that adoption costs and to creating advocates within the organization that can help overcome skepticism within the business.

## THINK PROACTIVELY ABOUT RESKILLING TO ALLEVIATE CONCERNS OVER JOB LOSSES

Time freed up is appreciated by employees, but it also leaves them wondering what their long-term relevance in the organization is. Build a roadmap of elevation – what are the strategic skillsets your employees can ‘graduate into’ now that some of their more menial tasks are being handled by AI?

## POSITION TRANSFORMATION ENDURANCE AS A CAREER HIGHLIGHT

Employees might feel the business is going through growing pains as a result of adoption, but, with the pace of change only bound to pick up, communicate that one of the key career accelerants AI might provide to them is precisely building a muscle for adaptiveness: AI won’t necessarily be a ‘magic wand’ that anyone can wave to advance their career trajectory. But becoming more resilient by embracing change better than others, might be for those who excel at it.

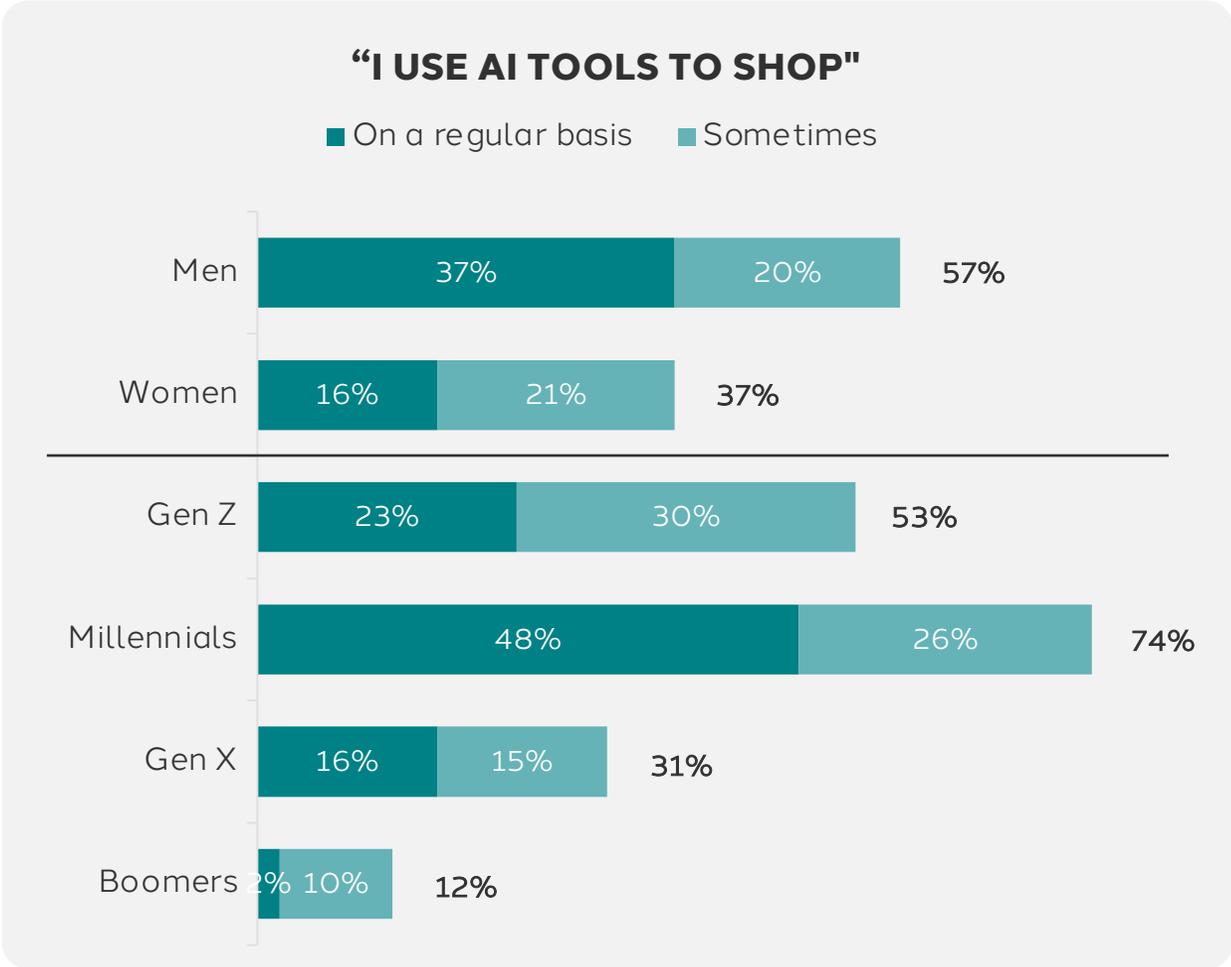
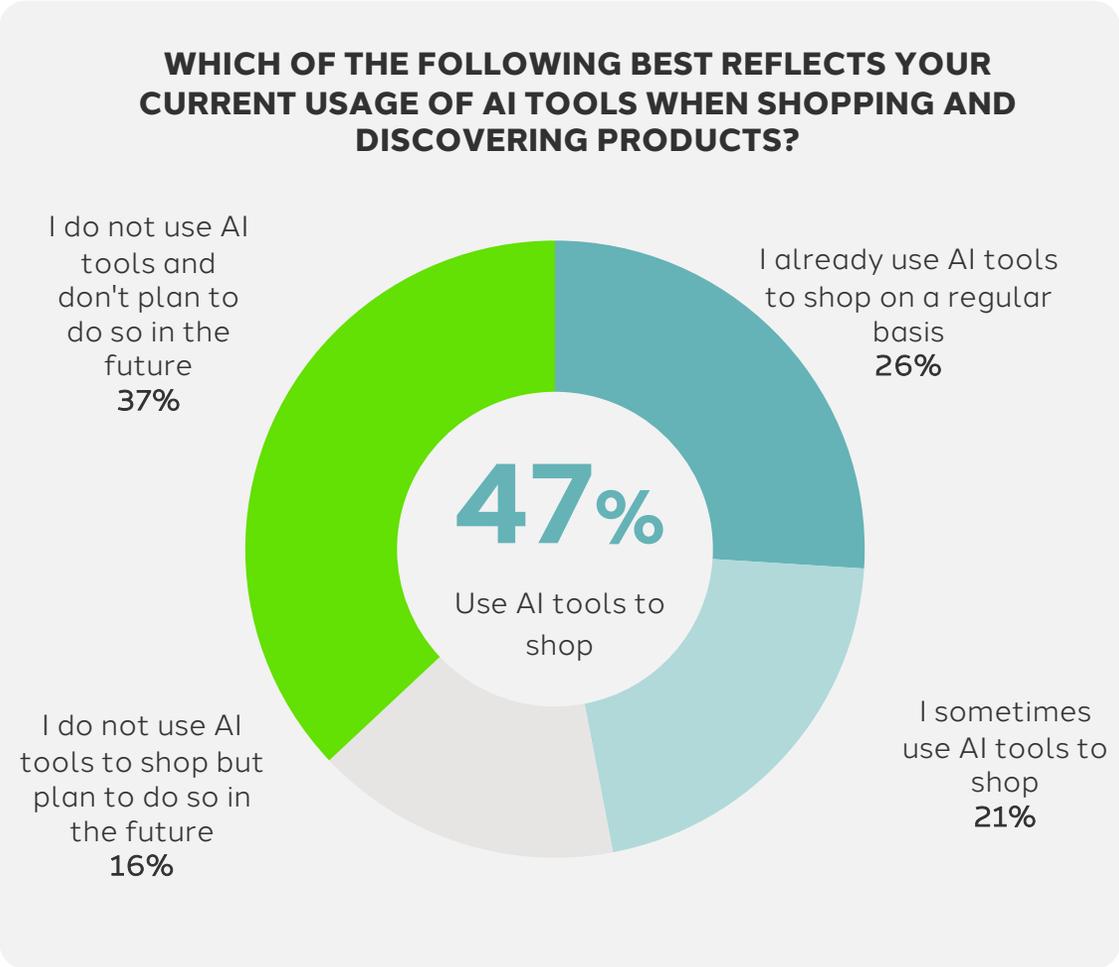


# CONSUMER EXPECTATIONS WHEN IT COMES TO AI AND BRANDS ARE NUANCED



# AI HAS BECOME A SHOPPING PARTNER FOR ALMOST HALF OF AMERICAN CONSUMERS

1 in 4 turn to AI tools to shop on a regular basis, led by Men and Millennial usage. Overall, 2 in 3 have used them to shop or plan to.

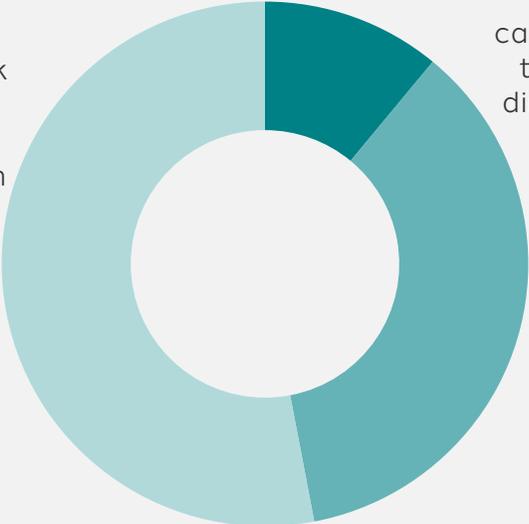


# HOWEVER, FOR MOST USERS AI SHOPPING TOOLS ARE ONLY A SOURCE OF ANSWERS THAT THEN GET ACTED UPON ELSEWHERE

Most users turn to their habitual shopping environments, disconnected from AI tools, to complete their purchases. Boomers seek to complete their purchases there and then.

## WHEN USE AI TOOLS TO SHOP WHICH OF THE FOLLOWING DO YOU DO MOST OFTEN?

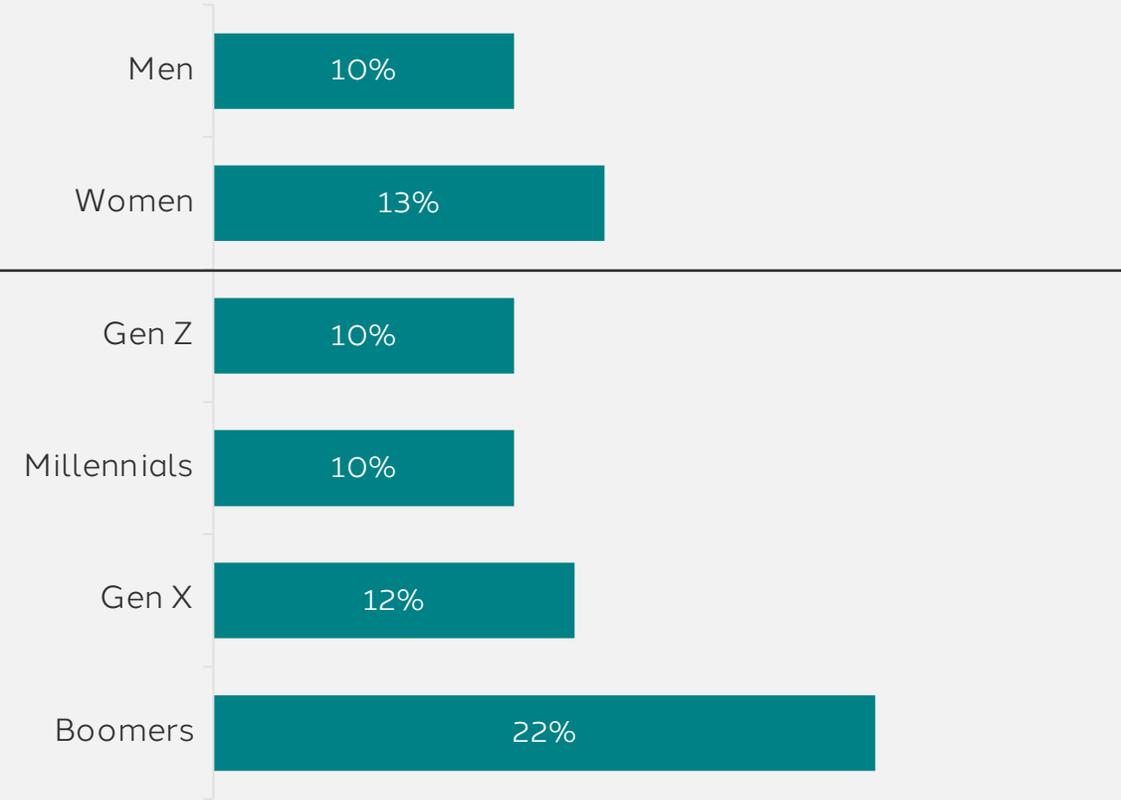
I search products and services in AI tools and once I have gotten my answers I go back to disconnected retail/shopping sites that I use on a regular basis  
**53%**



I search products and services in AI tools and I use shoppable capabilities built into them to purchase directly within them  
**11%**

I search products and services in AI tools and I follow the links provided to buy what I have chosen in as few steps as possible  
**36%**

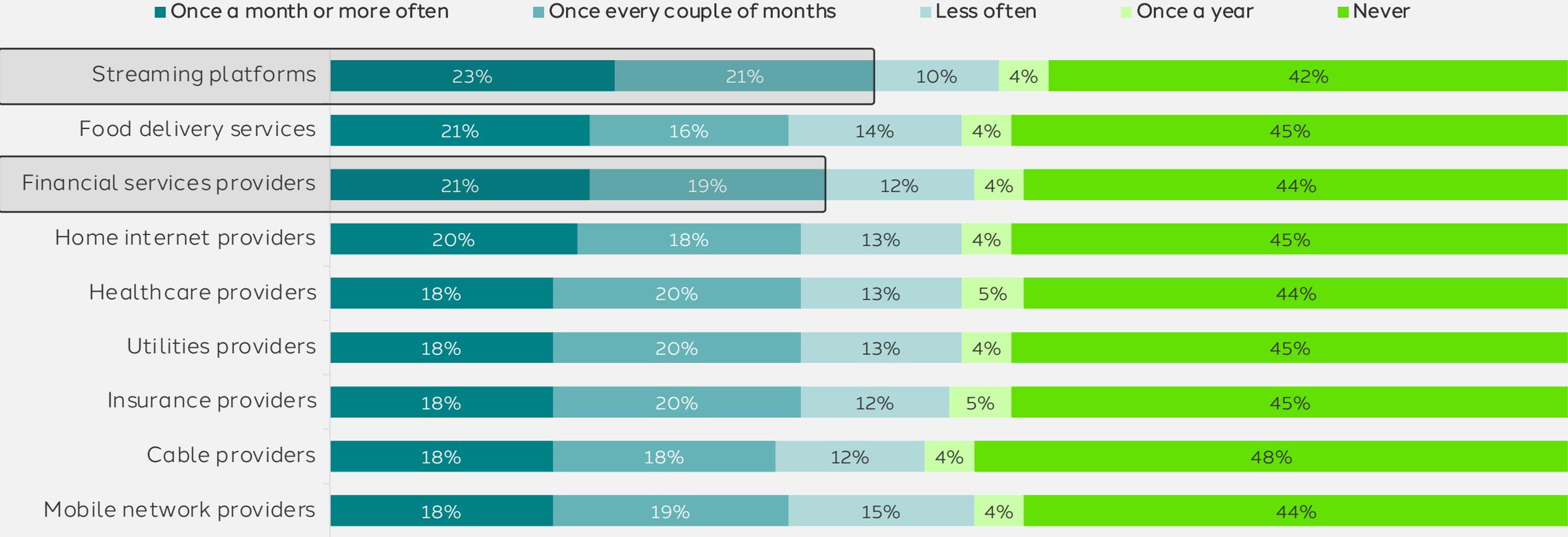
## “I PURCHASE DIRECTLY WITHIN AI TOOLS”



# U.S. CONSUMERS TURN TO AI TOOLS TO COMPARE SERVICE PROVIDERS ACROSS MULTIPLE CATEGORIES, ON A REGULAR BASIS

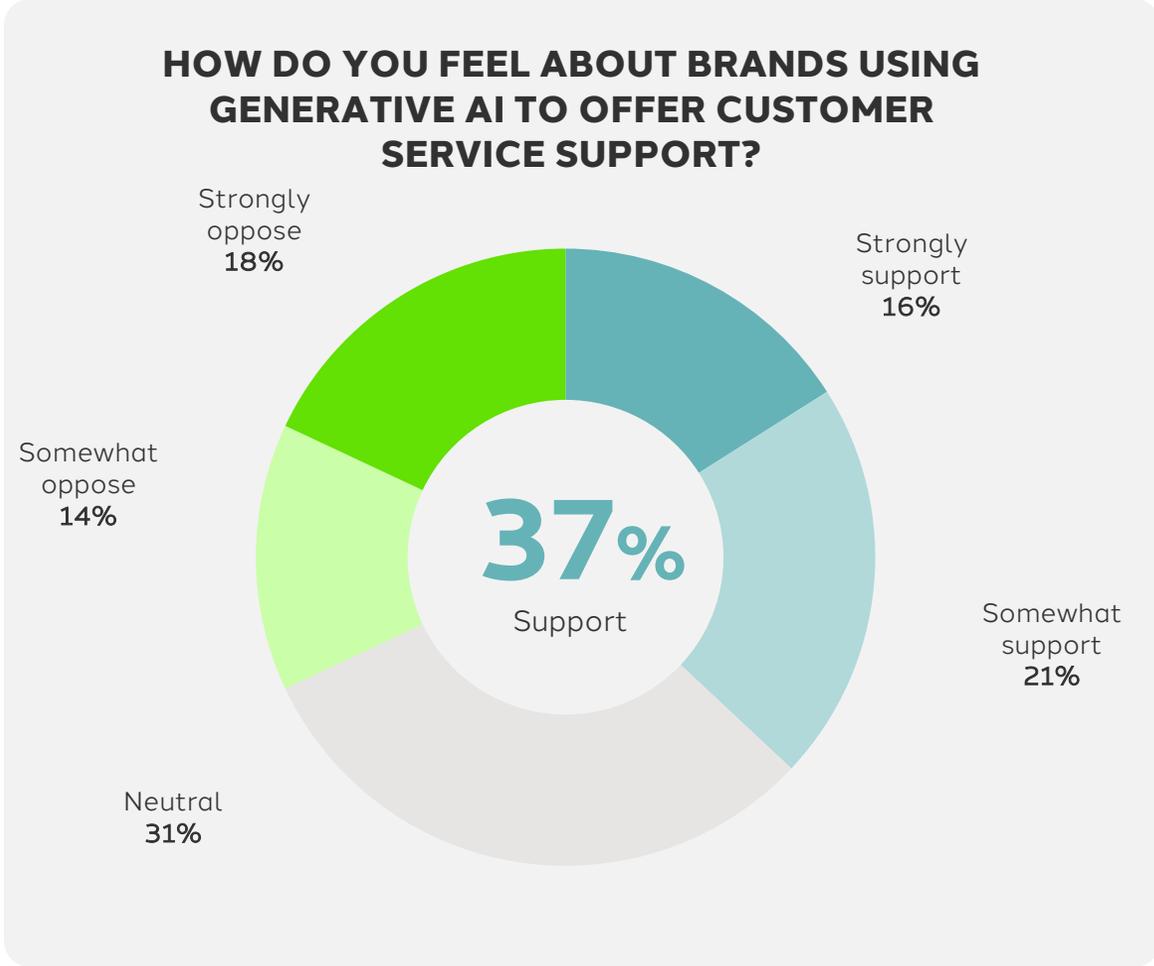
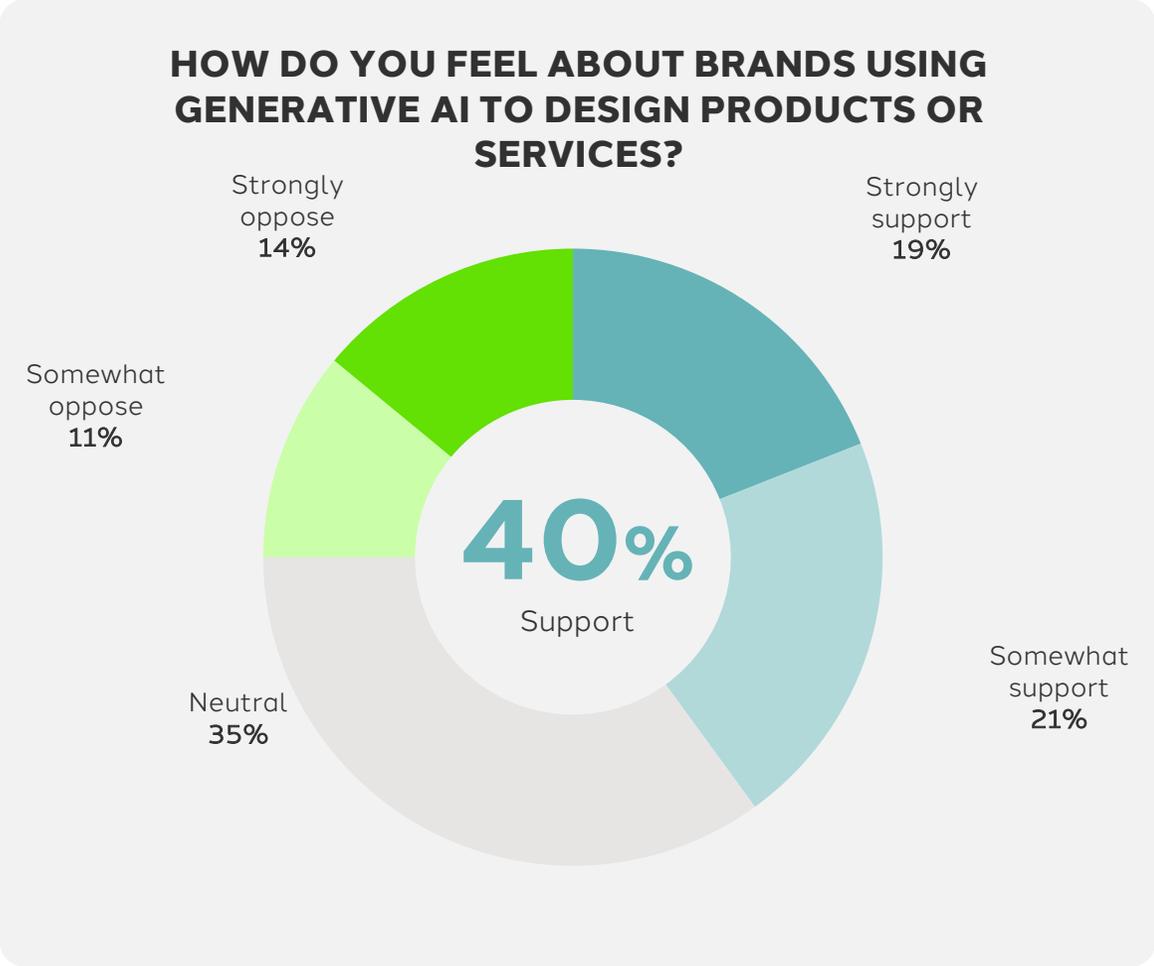
This is particularly true of streaming platforms and financial services providers.

## HOW OFTEN DO YOU USE AI TOOLS TO COMPARE SERVICE PROVIDERS IN THE FOLLOWING CATEGORIES?



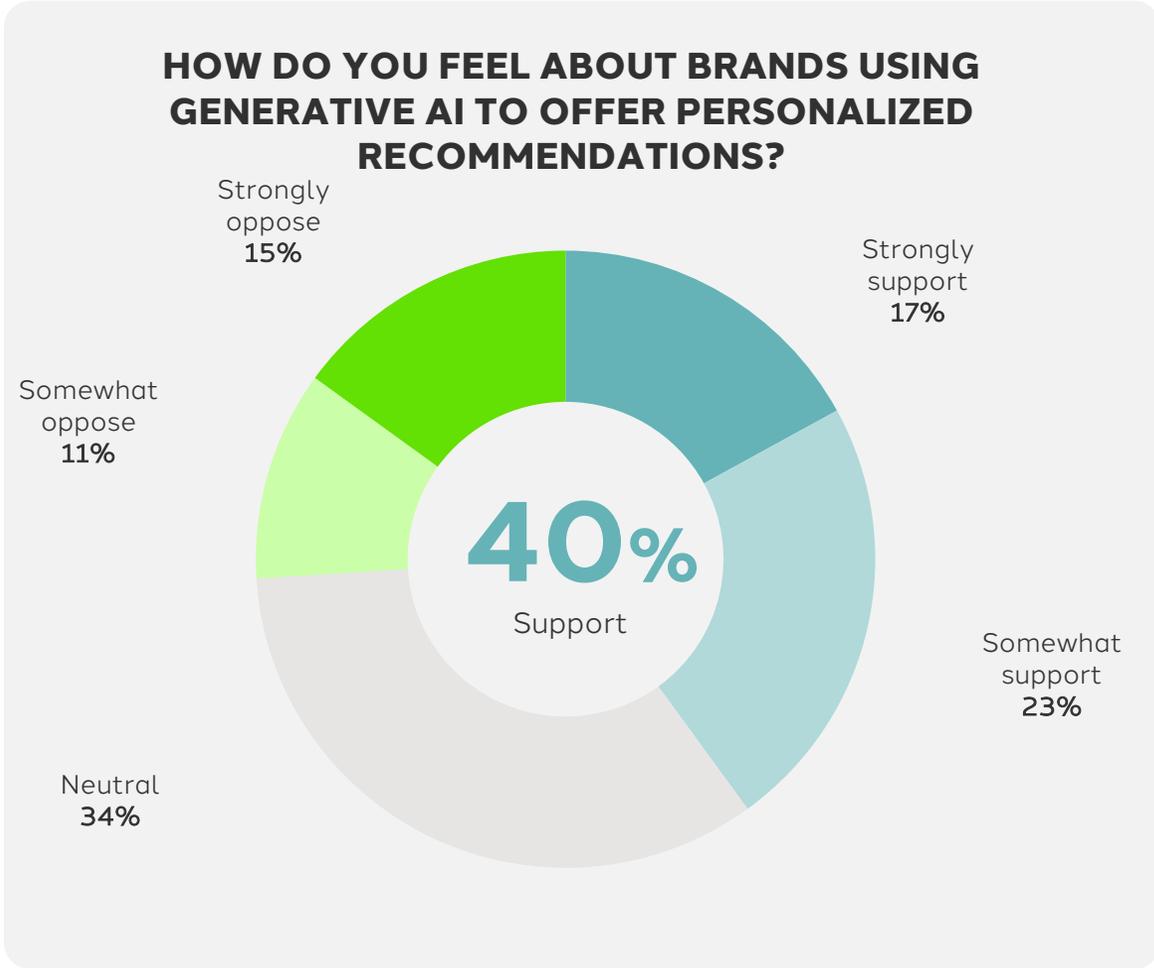
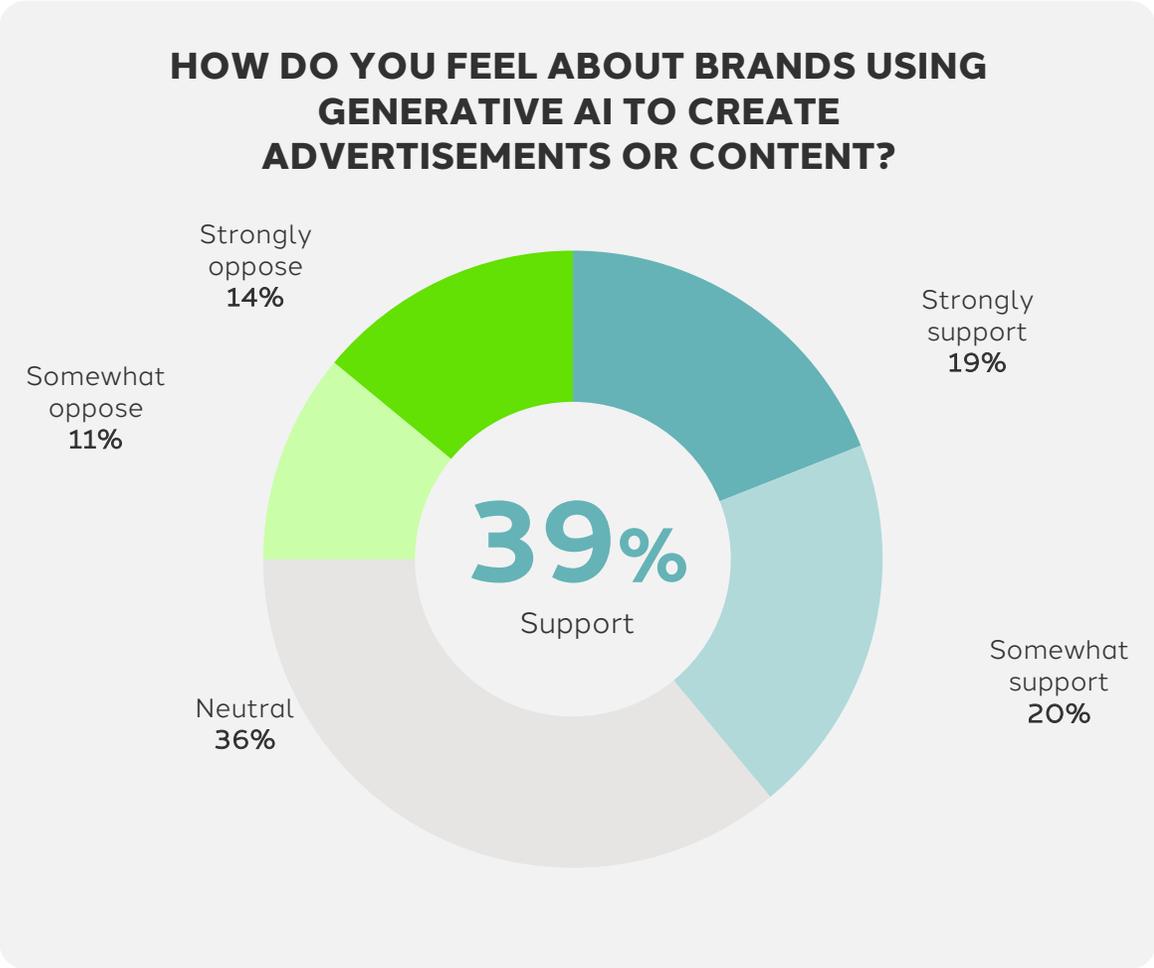
# CONSUMERS ARE SUPPORTIVE OF GENERATIVE AI BEING USED BY BRANDS IN R&D, BUT DIVIDED WHEN IT COMES TO IT OFFERING CUSTOMER SERVICE SUPPORT

37% support AI being used for the latter, but 32% oppose the notion.



# COMPARATIVELY, CONSUMERS ARE MORE COMFORTABLE WITH BRANDS USING GENERATIVE AI TO PRODUCE ADS AND PERSONALIZED RECOMMENDATIONS

Approximately only 1 in 4 oppose it being used for either use-case.

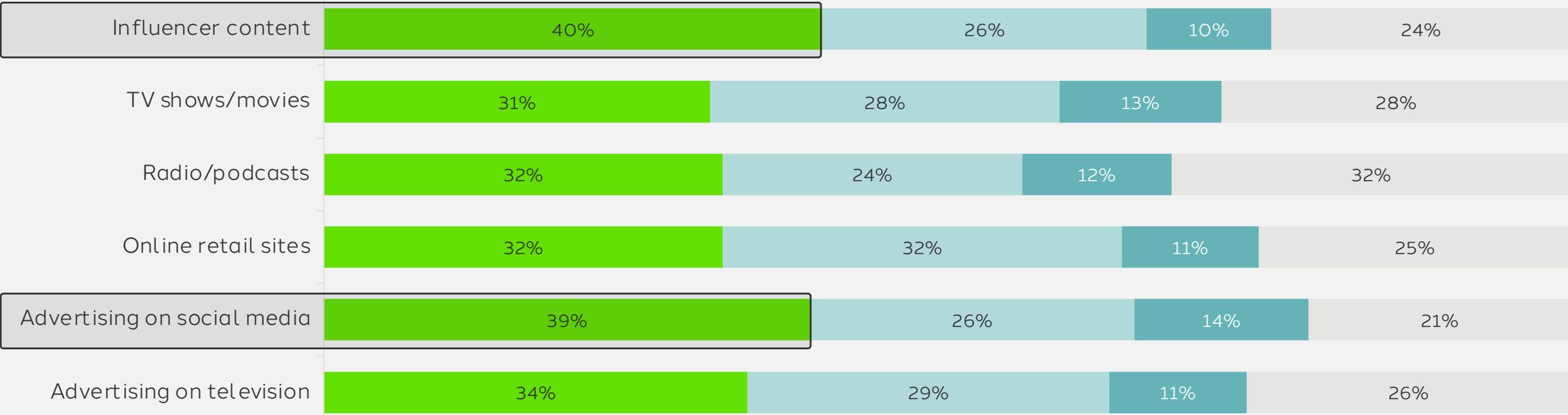


# WHILE NOT BEING ALTOGETHER OPPOSED TO BRANDS LEVERAGING AI FOR CONTENT, A LARGE SHARE OF CONSUMERS LAMENTS ITS OVERUSAGE IN MEDIA

In particular, the influx of AI-generated content on social media and on influencers' channels is deemed excessive.

## HOW DO YOU FEEL ABOUT AI-GENERATED CONTENT ON THE FOLLOWING MEDIA CHANNELS?

- There's too much AI-generated content
- There should be more AI-generated content
- The quantity of AI-generated content is appropriate
- I cannot tell if content in this channel is AI-generated or not



# CONSUMERS EXPECT TRANSPARENCY FROM BRANDS ABOUT AI'S INVOLVEMENT, ACROSS ALL USE-CASES

However, agreement rates are slightly lower compared to 2024 – showing that, for some, brands using AI is starting to be accepted as the default.

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT BRANDS' RESPONSIBILITIES WHEN IT COMES TO AI?

77%

“BRANDS SHOULD DISCLOSE TO CONSUMERS IF THEY ARE HAVING INTERACTIONS POWERED BY AI (E.G., CHATBOTS, VIRTUAL INFLUENCERS)”

vs 80% in 2024

72%

“BRANDS SHOULD DISCLOSE TO CONSUMERS IF A PRODUCT (E.G., A PURSE, ETC) WAS DESIGNED USING AI”

vs 74% in 2024

74%

“BRANDS SHOULD DISCLOSE TO CONSUMERS IF A SERVICE THEY ARE RECEIVING (E.G., A CONCIERGE SERVICE) IS DELIVERED BY AI”

vs 80% in 2024



# CONSUMERS THINK BRANDS ARE RESPONSIBLE FOR PROTECTING HUMAN JOBS AND EQUALITY FROM THE RISKS AI POSES

However, once again, agreement rates are slightly lower compared to what we had recorded in 2024.

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT BRANDS' RESPONSIBILITIES WHEN IT COMES TO AI?

74%

“BRANDS SHOULD DISCLOSE TO CONSUMERS IF A BRANDED PIECE OF CONTENT (E.G., A COMMERCIAL) WAS MADE WITH GEN AI”

vs 81% in 2024

73%

“BRANDS SHOULD ENSURE THAT EXISTING BIASES AND SYSTEMS OF INEQUALITY ARE NOT PROPAGATED BY THE AI APPS THEY LEVERAGE”

vs 78% in 2024

71%

“BRANDS SHOULD LIMIT THEIR ADOPTION OF AI TO PROTECT HUMAN JOBS”

vs 74% in 2024



# IMPLICATIONS FOR MARKETERS

## THINK OF AGENTIC COMMERCE AS A 'SPECTRUM'

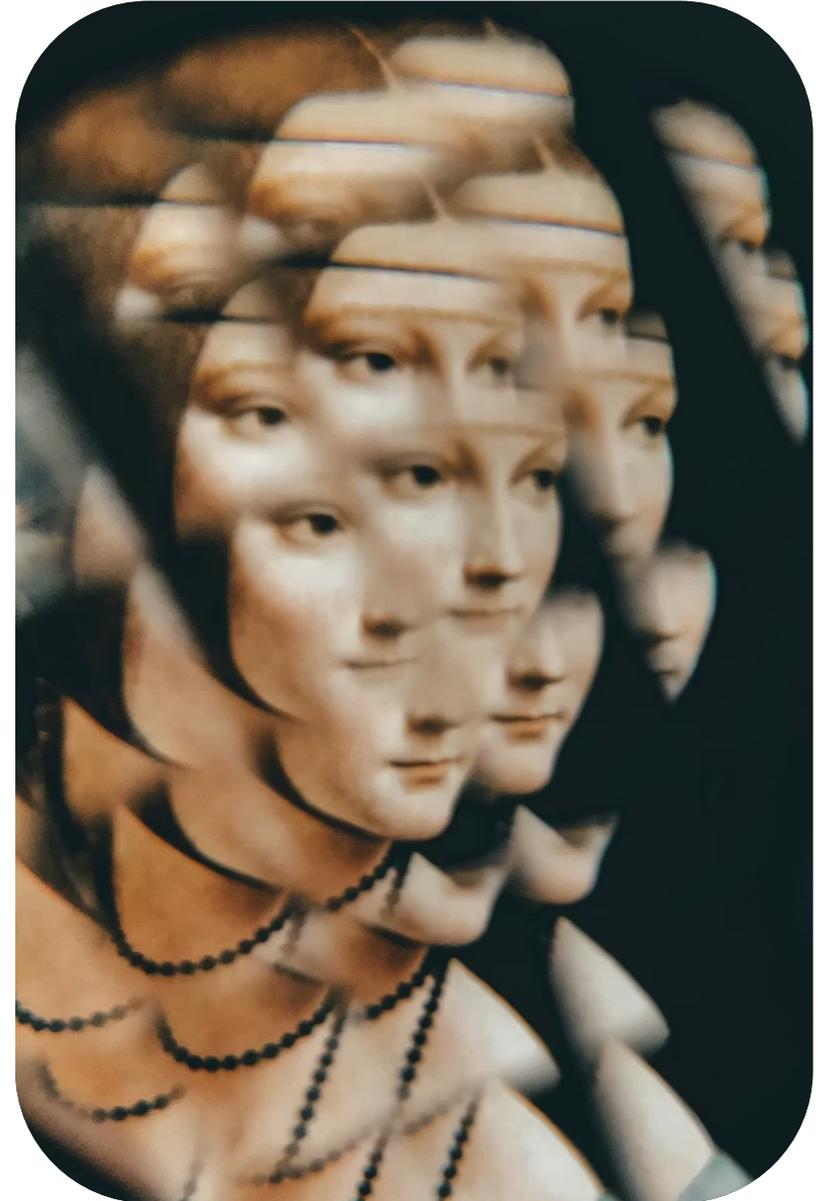
Don't assume your customer base will be ready to delegate complete shopping journeys to the agents you are developing overnight. Build a 'crawl-walk-run' roadmap in which investments are layered with the assumption that, at first, brand visibility in AI tools might influence decisions but only limitedly convert.

## CREATE MACHINE-FRIENDLY 'REASONS TO BELIEVE'

Consumers might not always act on recommendations provided by AI tools to turn inspiration into purchase in the moment, but they will turn to them to compare products and services on a regular basis. While you must continue to develop brand messages for human audiences, it is also critical to develop 'reasons to believe' that are catered to enhancing the algorithmic understanding of your value proposition.

## TRANSPARENCY IS PARAMOUNT WHEN IT COMES TO AI

As AI-generated content becomes more prevalent, consumers seek out more human-created content in response. While some can independently and confidently identify AI usage, others may not be able to do so. Instead, they rely on transparency by the content creator and/or brand. It is important to disclose AI usage from the beginning to decrease the likelihood of disengagement later, especially when it comes to social media and influencer content.



# MEET OUR CONTRIBUTORS



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# THANK YOU

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