
MARKET FACTS!

MARKET FACT #13

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18%

of work GLOBALLY could be automated—with more advanced economies heavily impacted than emerging markets

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COMMENT: Now that stat is out it's important to know that nations are running towards that reality. A staggering **56% of banks claim they've implemented the technology into their business domains like management**. With 52% claim they've already used it for at least revenue generation. So banks are already implementing it as fast as possible. And among marketers, **84% of marketers reported using AI in 2020, a huge jump from just 29% in 2019**. In a single year everything changed for digital marketers, using true A.I. in their activities.

Who's next?

A MESSAGE FOR BRANDS

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