



# Marketers Leverage Gen AI to Deliver Perfection at Scale



## Marketers Are Communication Powerhouses

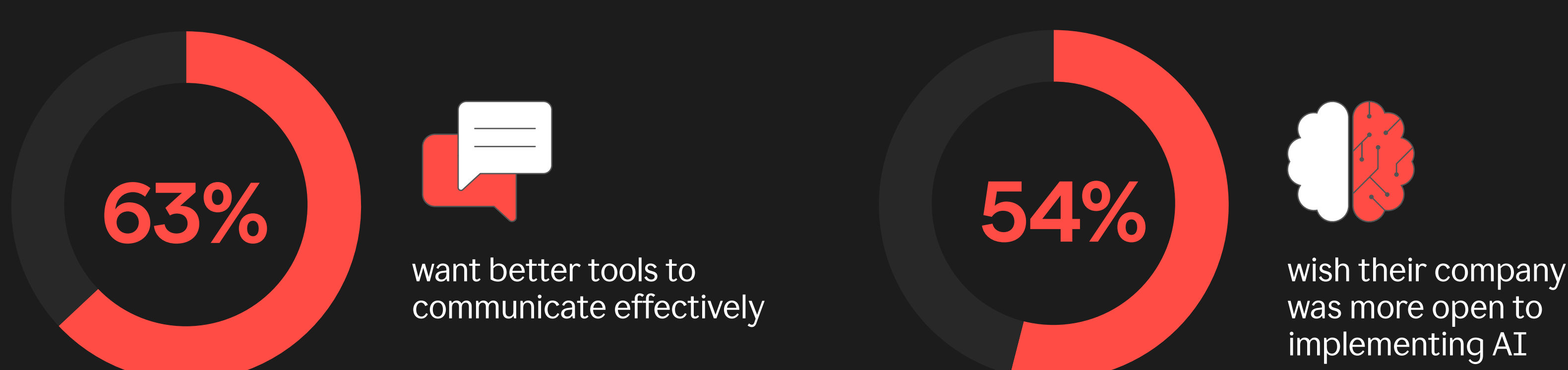
Marketing teams run on effective communication, particularly written communication. As every company's professional communicators, marketers set the standard for good communication. And they spend a lot of time doing it.



## Perfection Comes With a Cost

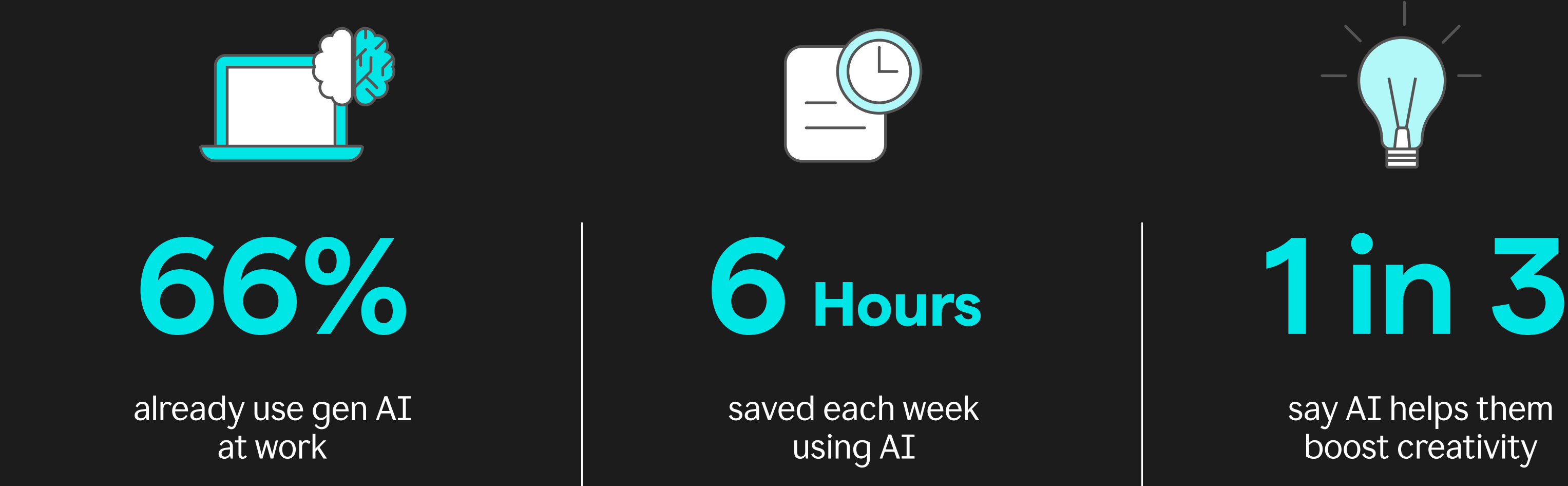
There is a cost when communication is your product, and your product needs to be perfect. Marketers feel the impacts of poor communication more than other teams, leading to stress, burnout, and a desire for better tools.

### Marketing Teams Feel the Pains of Poor Communication

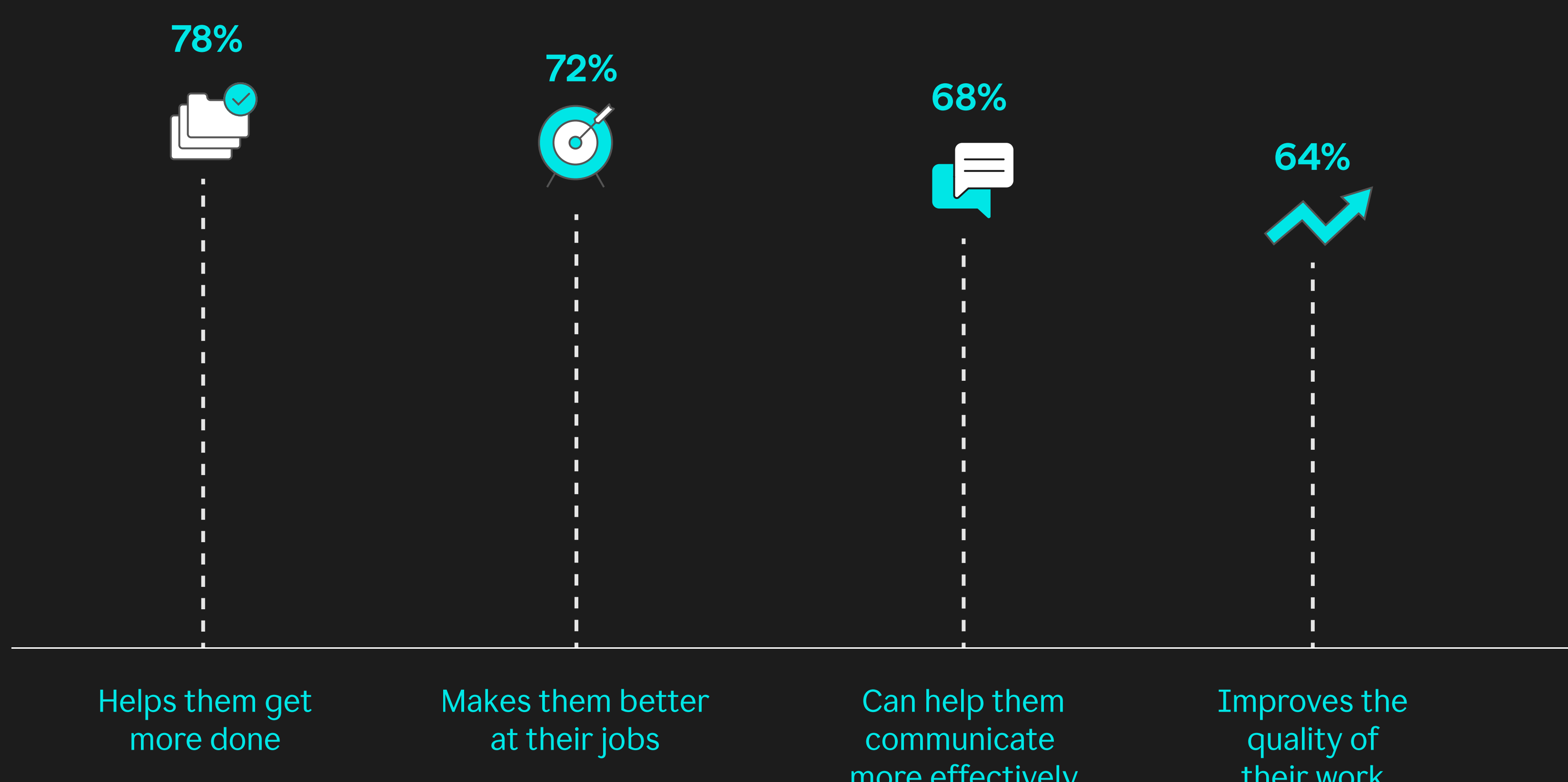


## AI Offers a Way to Scale Great Content

In their quest for efficiency and innovation in content creation, marketers have emerged as early adopters of generative AI. Unlike other teams, marketers view AI as a catalyst for enhanced productivity, creativity, and work quality.



### Marketers Report Gen AI Gains



## See the Power of AI at Scale

Want even more data on how your entire organization can scale effective communication and great content with AI?

Take a deep dive with the 2024 State of Business Communication report today.

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This infographic was informed by a study conducted by The Harris Poll on behalf of Grammarly from September 29, 2023, to February 12, 2024, among 1,106 knowledge workers and 253 business leaders.  
Hours have been rounded to the nearest whole number.