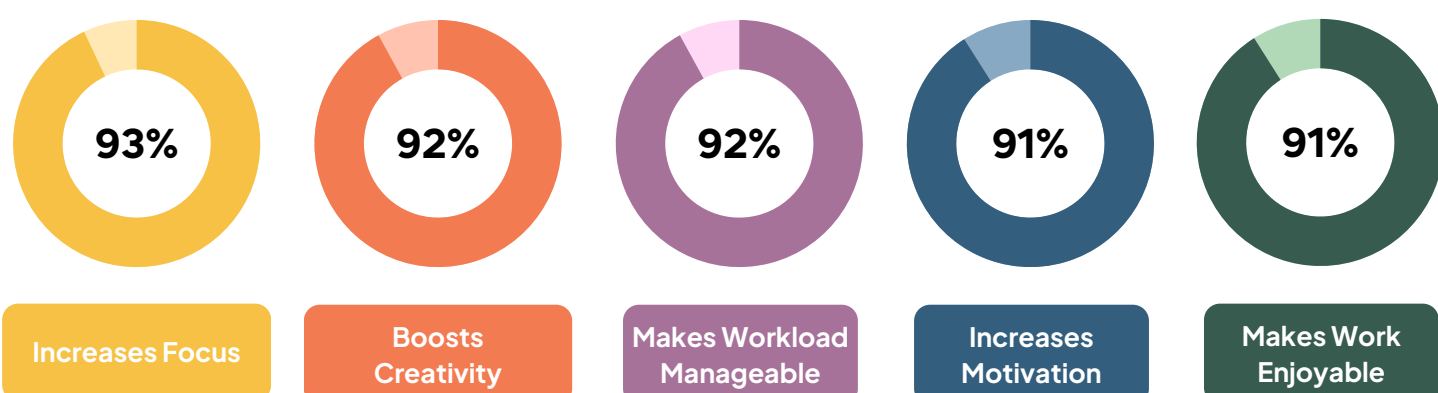# A TASTE OF AI

A comprehensive overview of what powers users, organizations and marketers are saying about AI.

Power Users

According to Microsoft, AI power users say that AI:

93%	**92%**	**92%**	**91%**	**91%**
Increases Focus	Boosts Creativity	Makes Workload Manageable	Increases Motivation	Makes Work Enjoyable

Time Savings

According to Microsoft, power users are familiar to extremely familiar with AI, using it at work at least several times a week and saving more than

30 minutes a day

## Content Performance

56%
of marketers

who use generative AI for content creation say this content performs better than content created without it.

Additional Benefits

58%
of organizations

see the top benefit achieved through the new AI technology is something other than efficiency, productivity, or cost reduction.

This includes:

12% Increased Innovation

10% Improved products and services

9% Enhanced customer relations
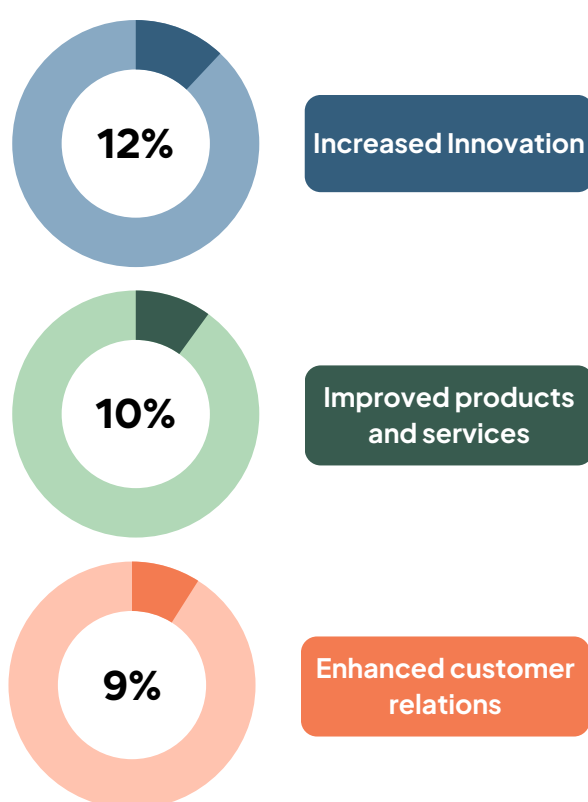
Sources

2024 Work Trend Index Annual Report from Microsoft and LinkedIn

The 2024 State of Marketing & Trends Report: Data from 1400+ Global Marketers

Deloitte's State of Generative AI in the Enterprise Quarter three report