**How Will Marketers Use Generative AI In 2024?**

Marketers' areas of focus for generative AI next year will be creating AI agents to complete tasks or answer queries, elevating the customer experience, and multimodality, a term used to describe the blending of video, audio and text prompts. Marketers also will need to keep track of AI regulation and be aware of generative AI's issues relating to bias, intellectual property and privacy, Trishla Ostwal writes.

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[*https://www.adweek.com/media/marketers-gen-ai-priorities-for-2024/#*](https://www.adweek.com/media/marketers-gen-ai-priorities-for-2024/)

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