

The AI Gap Debrief

Marketing & Advertising Edition

An invitation-only, one-hour online briefing for senior marketing, brand and agency leaders

Four in five U.S. adults say they don't trust AI-generated messages, products or services. Yet your audiences already use AI, and Iris Flex's AI Gap Studies (2025–26) show a **30-point gap** between AI exposure and AI delegation. That gap is where AI initiatives stall and where brand trust is won or lost.

This briefing shows where your audiences sit on that spectrum and what moves them.

Inside the data: Three national studies of 1,800 U.S. adults, including a new Q3 2026 wave. Covers **how consumers judge brands that use AI and advertising made with AI**, the data they will trade for value, their privacy worries, demand for AI disclosure, and which industries they trust to use AI responsibly, across finance, healthcare, retail, media and travel.

YOU'LL LEAVE KNOWING

- What draws audiences to AI-made content, personalization and advertising, and what pushes them away
- Where your audiences sit on the AI Proximity Index™
- Where to use AI in creative and personalization, where to keep a human, and how to message each segment
- Which industries consumers trust most with AI, and what that means for your brand

WHAT'S INCLUDED

- A 60-minute live presentation of the key industry findings
- Applied exercises to map the findings to your own audiences
- Live Q&A with Idil
- A summary PDF of the findings to share with your team

YOUR HOST

Idil Cakim, lead researcher behind the AI Gap studies, founder and CEO of Iris Flex, and former research and analytics leader at Nielsen and Audacy.

Live online · 60 minutes

Presentation, applied exercises and live Q&A

Upcoming dates are listed at registration.
Join from anywhere; link sent on booking.

AGENDA

Part 1 Key findings & benchmarks

Part 2 Applied exercises

Part 3 Live Q&A

\$295 per individual

\$1,300 private team session, up to 5 attendees, tailored to your business

The fee is credited toward any Iris Flex engagement booked within 60 days.

Leading an internal AI transformation? Ask about custom employee AI-readiness insights.



[Register as an individual](#) · [Book a private team session](#)

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