



WILL AI REPLACE ME?

Growth Hacker

Media and Digital

The Growth Hacker's primary focus is achieving rapid growth for a product or service through experimental and analytical methods.

While AI can provide an advantage in performance analysis by automating certain tracking tasks and offering insights based on extensive data sets, implementing innovative strategies and interpreting results in a rapidly changing market context still demand substantial customization and adaptability.

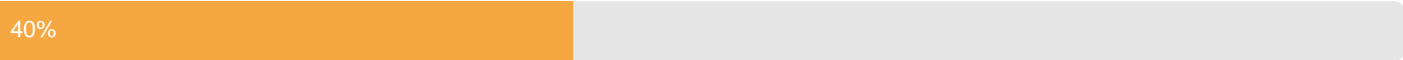
Nevertheless, the optimization of conversion and retention can benefit from AI-based tools like chatbots or advanced recommendation systems, which can deliver more personalized user experiences.

Automation degree: 40%

Significant Impact of AI on the Job

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Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Implement strategies to accelerate the growth of a product or service.	Moderate
Test and analyze the performance of various actions.	High
Optimize user conversion and retention.	Significant

Impact on skills

At-risk Skills ↓	
Computer Programming	While this skill remains crucial, the rise of no-code and low-code tools makes development accessible to more people without in-depth coding knowledge. These tools allow for quick solution creation without writing a single line of code.
Content Management	With the growth of automation and artificial intelligence tools for content creation, traditional content management-related tasks may become less critical.
Future-proof Skills ↑	
In-depth Knowledge of the Web Environment	The ability to understand and anticipate web trends is vital. This includes knowledge of algorithm changes, new tools, and user behavior trends.
Deep Understanding of User Behavior	Beyond tools and technologies, understanding why users act in a certain way, anticipating their needs, and knowing how to engage them is essential. This skill in psychology and user behavior is timeless.

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