How Product Marketers Can Avoid AI-Washing

Digital Sunshine solutions

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Agenda

This is a safe space!

- The three types of AI
- Key categories of Narrow AI
- Is your product AI-powered, or just AI- washed?
- Practical tips and tools for product marketers.
- Live Q&A.

Gina Rosenthal

Product Marketing Leader

I'm a Product Marketing Leader working where AI, cloud, and infrastructure collide.

I'm also a founder, independent analyst, podcast host, and blogger.

I'm a 2026 Pragmatic Ambassador

25 IT industry experience, 13 as a PMM

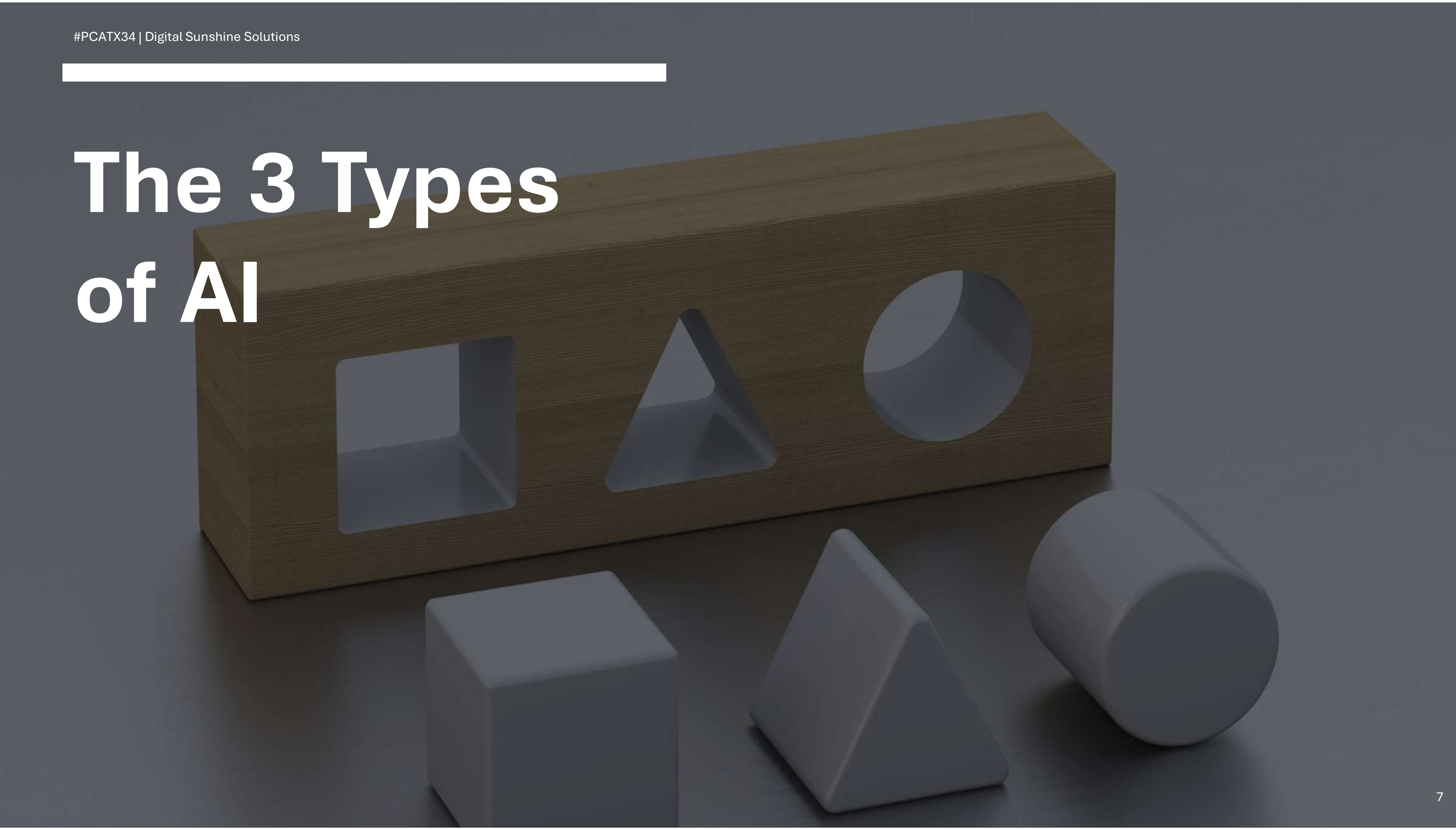
AI is a 71-year-old marketing term

Coined by Professor John McCarthy to advertise a Dartmouth summer research conference.

AI Definition:

The Science and engineering of making intelligent machines.

The 3 Types of AI



Narrow AI

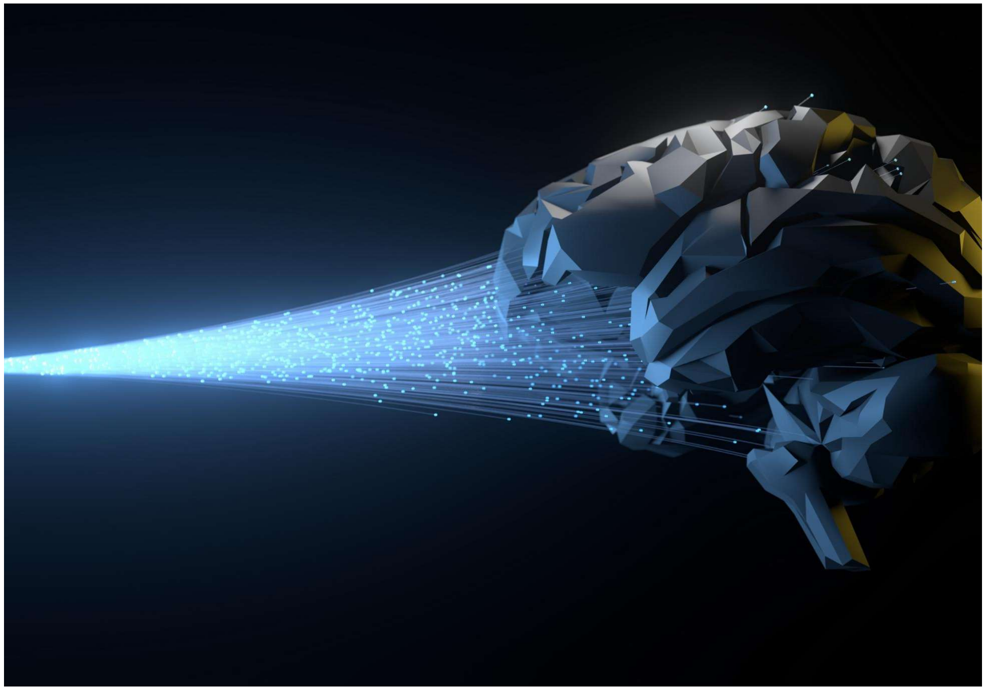
Designed to perform one specific task.

Work can't extend beyond that single domain.

Applications:

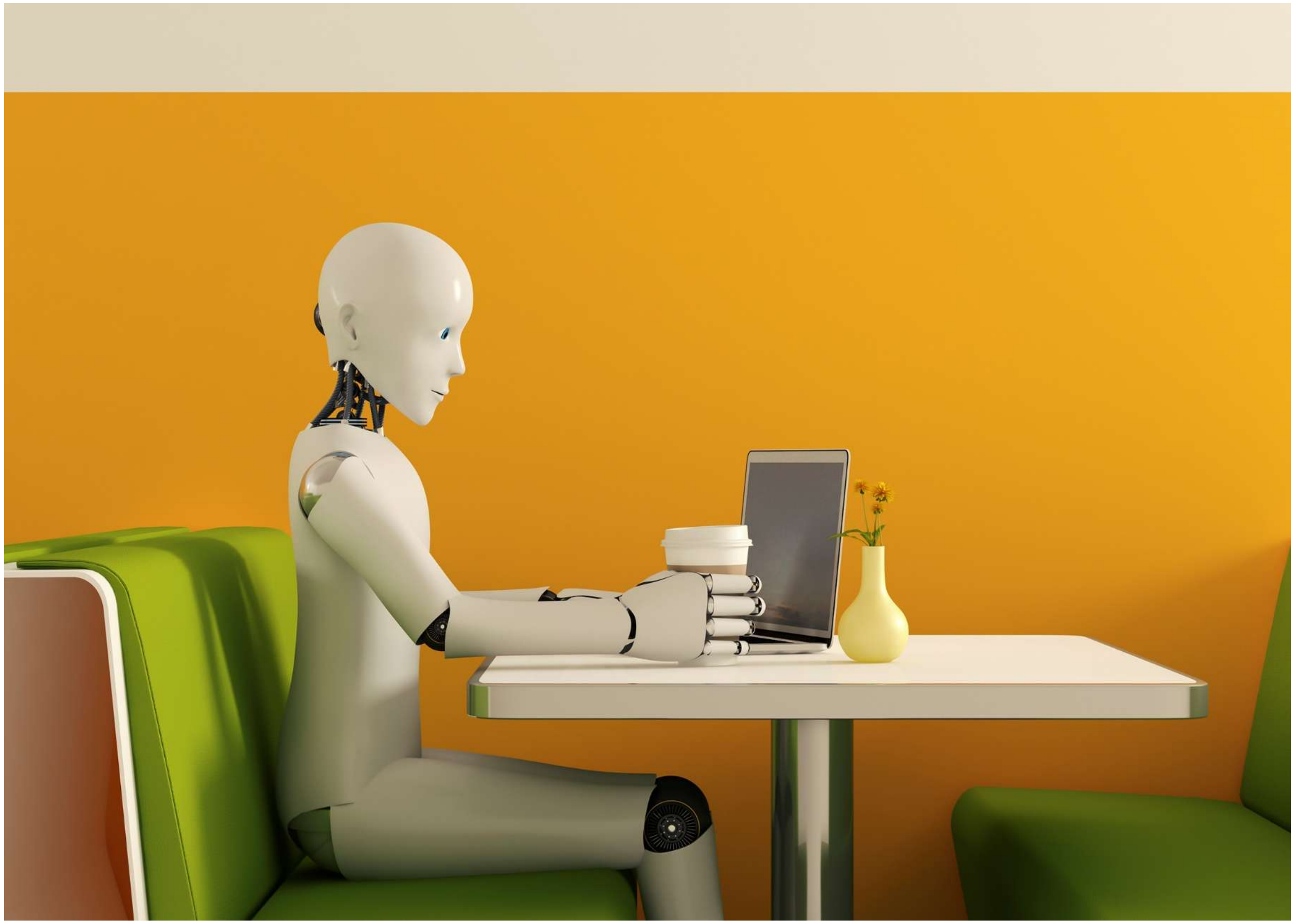
Facial recognition, language translation, and the gamut of generative AI offerings.

Artificial General Intelligence (AGI)



Hypothetical.

Theoretically, AGI will be able to perform any intellectual task a human can.



Artificial Super intelligence (ASI)

Hypothetical.

Theoretically, ASI will surpass human intelligence in every aspect.

Narrow AI

Types of Narrow AI

Generative
(Creates text, images, music, from existing data)

Reactive
(Chess, recommendation engines, basic instructions to voice assistants)

Predictive
(Stock market trends, buying behaviors)

Descriptive
(Business intelligence tools)

Diagnostic
(Analyze health data, root causes of equipment failure)

Limited Memory
(Self driving cars, VAs, recommendation system)

Reactive AI

Responds to **specific** inputs **in real-time.** Can't store memory or learn from past experiences, operating solely on current input

Task-specific, excelling at narrow, well-defined functions

Provide immediate responses based on pre-programmed rules and algorithms

Lack adaptability, requiring manual adjustments if task requirements change.

Reactive AI applications

- Chess programs
- Recommendation engines
- Basic instructions to voice assistants like setting an alarm or playing music.

Descriptive AI

Analyzes past data to **describe** what happened using patterns and trends.

Used in business intelligence and marketing analytics applications.

Used to create data-driven reports and presentations.

Diagnostic AI

Analyzes data and performs root cause analysis to find the underlying causes of events or outcomes

Finds relationships between variables to find causal links, uncovers hidden insights

Tests various hypotheses to understand the impact of different factors on outcomes

Detects unusual patterns or outliers that may indicate problems

Examples of Diagnostic AI

- Analyzes patient data in healthcare to identify disease causes and aid in diagnoses
- Determines root causes of equipment failures in manufacturing to improve production
- Understanding common issues in customer service through feedback analysis
- Showing financial anomalies in financial services
- Examining factors influencing marketing campaign success or failure.

Predictive AI

Analyzes historical data to **predict** future events.

Used in a variety of industries to make decisions based on data analysis.

Example: banking, retail,and healthcare.

Generative AI

Creates new content from existing data.

Models are trained on advanced algorithms and vast amounts of data to generate text, images, music, and more.

Generative AI can only operate within a specific domain or task. It can't "think" about your prompt and "create" text or an image for you out of the blue.

Limited Memory AI

Can perform tasks with a certain degree of precision based on past experiences since it can learn from historical data

However, the memory is typically short-term and relevant to specific tasks or domains

Applications: self-driving cars, chatbots or virtual assistants, and recommendation systems on platforms like Netflix and Amazon.

Game-playing AI, such as AlphaGo, employs past moves to enhance its strategies in future games.

Am I AI-Washing?

A deceptive marketing tactic that consists of promoting a product or a service by overstating the role of artificial intelligence (AI).

Consequences of AI-washing

FTC and SEC penalties

EU AI act

Market damage from misleading customers

How to spot AI-washing

Vague claims	Uses phrases like *"AI-powered"* or *"intelligent"* with no explanation of **how** AI is used.
Rule-based software branded as AI	If-then logic, workflows, or analytics rebranded as "machine learning."
Overstated capabilities	Implies autonomy, reasoning, or general intelligence where the system is clearly narrow.
Human labor hidden behind 'AI'	Heavy manual review, labeling, or decision-making glossed over—or not disclosed.
Data claims don't add up	"Trained on billions of datapoints" without clarity on data sources or relevance.

How to avoid AI-washing?

Don’t anthropomorphize the AI your product does.	Specific use cases: Clearly states what task the AI performs—and what it does not do.	Plain-language explanations: Explains models, training, and limitations without buzzwords.
Measured performance: Shares metrics, confidence ranges, and known failure modes.	Transparency about humans-in-the-loop: Openly explains where people are still required.	Right-sized claims: Positions AI as assistive or augmentative, not magical or universal.

Let’s stop treating AI like science fiction.
AI is computer science.

We are not animating computers.

We are using AI to build products that solve customer problems.

Who has questions?

Let’s Connect!

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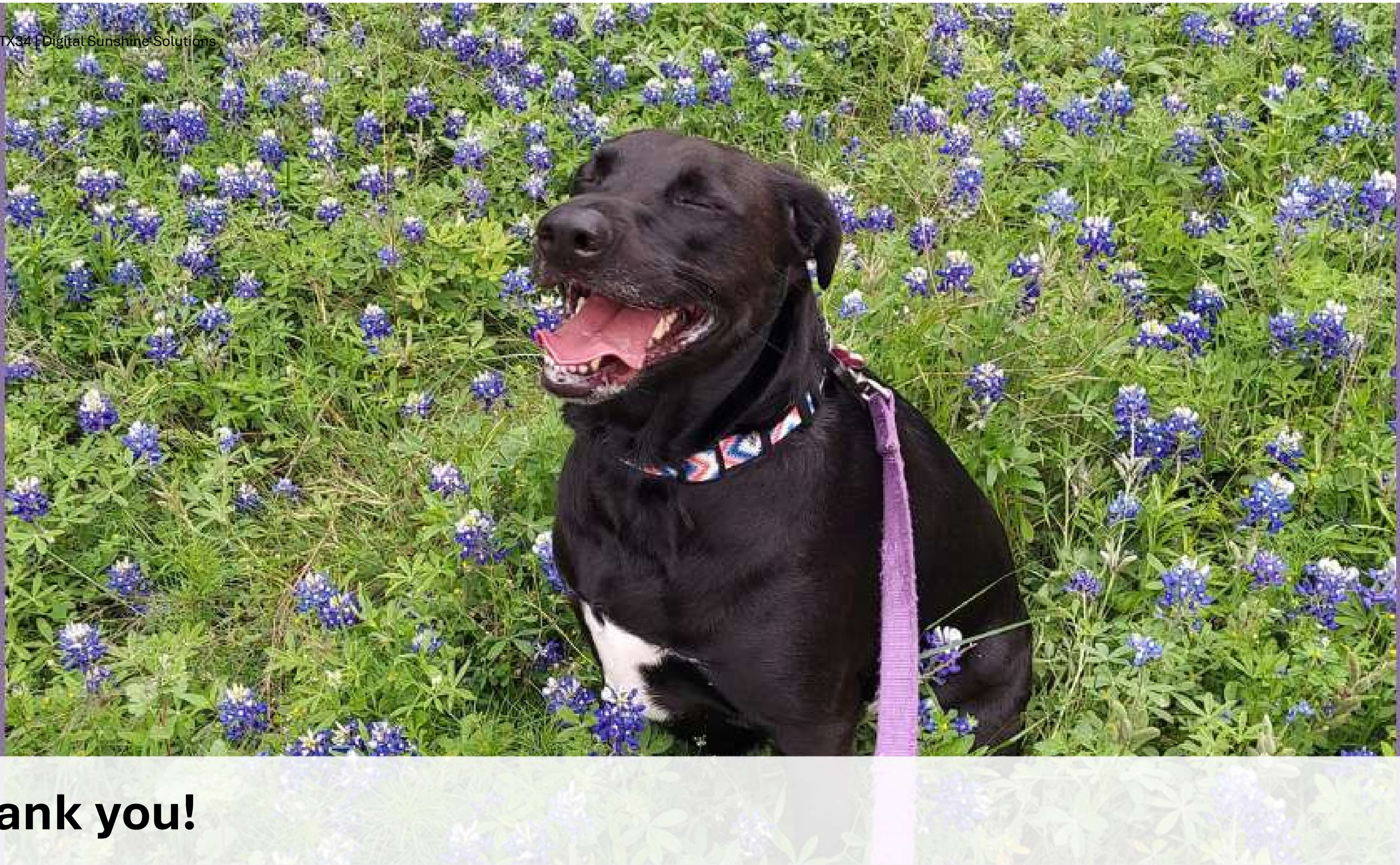

Thank you!