

2022 State of Marketing and Sales AI Report

YOUR SPEAKERS



PAUL ROETZER
Founder & CEO,
Marketing AI Institute

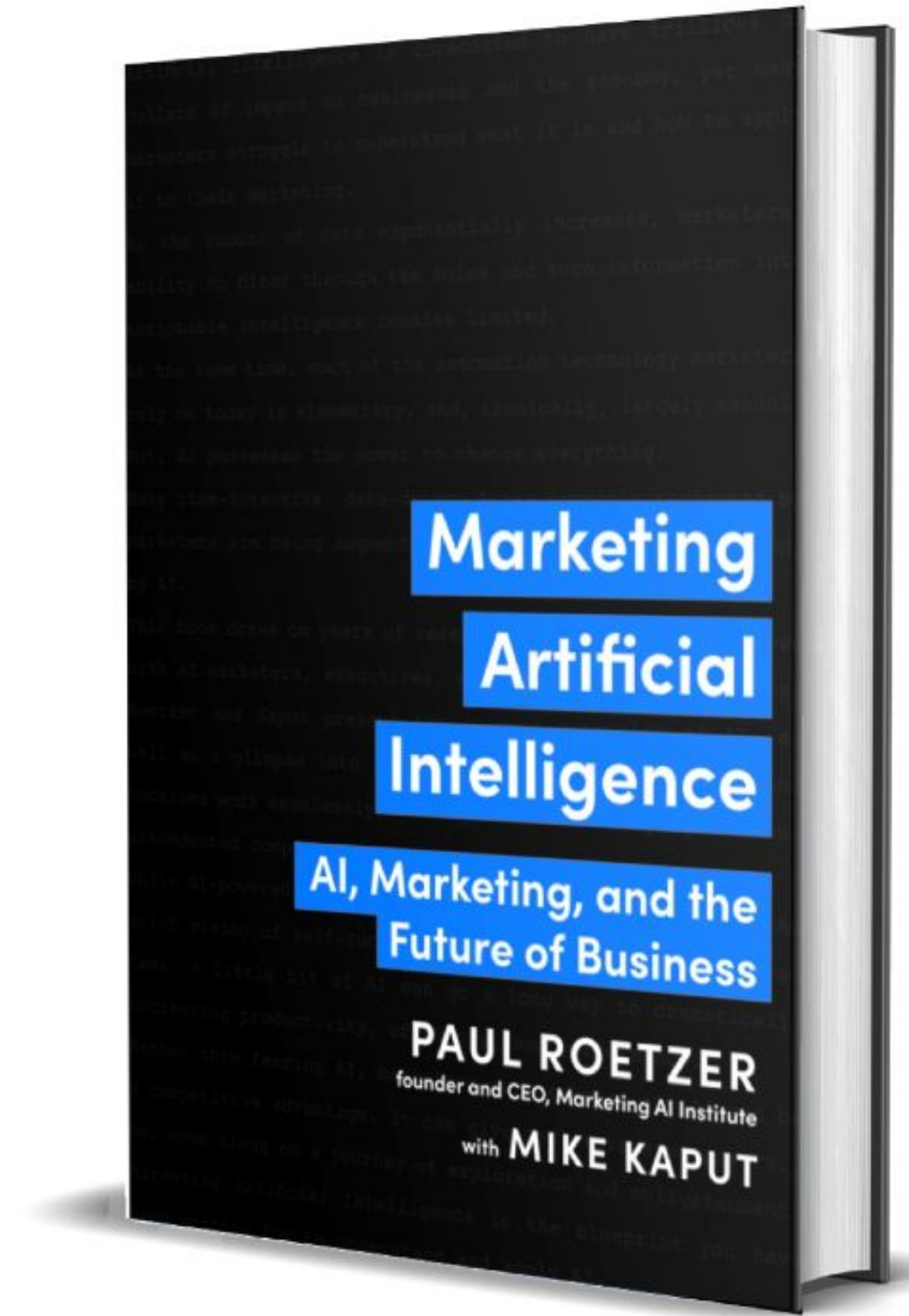


AURELIA SOLOMON
Sr. Director, Product Marketing, Customer
Marketing & Product Education,
Drift

“We are in a rare position to create change, to **reinvent what it means to be a marketer**. You don’t have to become a machine learning engineer or data scientist to take advantage of what AI enables. You simply have to understand what is possible with **smarter technologies**, and apply them to your business and career.”

Excerpt from *Marketing Artificial Intelligence: AI, Marketing, and the Future of Business*
by Paul Roetzer and Mike Kaput (June 2022)

www.MarketingAIBook.com



The Age of Intelligent Automation

80% of what marketers do every day will be **intelligently automated** to some degree in the next 3 - 5 years.

www.MarketingAIinstitute.com



Next-gen marketers use AI to:

- Deliver the **personalization** and experiences modern consumers expect.
- Unlock previously unimaginable **creative possibilities**.
- Drive efficiency, **revenue growth**, **profits**, and societal impact that leadership demands.



Our Mission

Make AI approachable and actionable for marketers.

www.MarketingAIinstitute.com



AGENDA

/ 01 ABOUT THE REPORT

/ 02 KEY FINDINGS + USE CASES

/ 03 THE RISE OF CONVO AI AND Q+A

2022

STATE OF MARKETING AND SALES AI REPORT

| Presented by Drift and
Marketing AI Institute








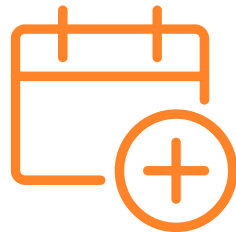




ABOUT THE REPORT



DRIFT[®]

METHODOLOGY

FOR STATE OF MARKETING AND SALES AI PRELIMINARY ANALYSIS

Responses  751 responses	Questions  Across 14 different survey questions	B2B vs. B2C  79% work in B2B	Areas of Marketing  59% are involved in content marketing	Employees  62% work at organizations with < 50 employees
Date  Gathered between June 1, 2021 and June 1, 2022	Industry  20% work in Professional Services	Revenue  68% work at organizations with \$10M or less in revenue	Roles  49% identified their roles as Director-level+	Location  41% live in the United States

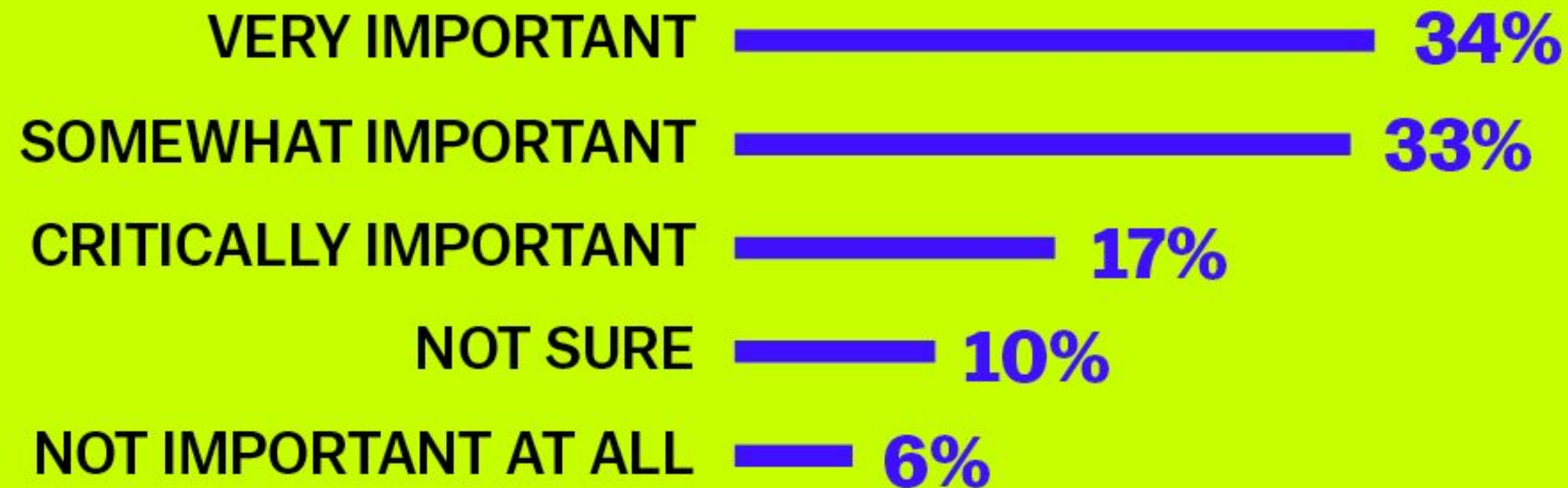
6 Key Marketing AI Findings

Finding #1

Marketers recognize the transformative impact AI will have on the marketing industry

AI is critical to success in 2022

IMPORTANCE OF AI TO MARKETING



Finding #2

Marketers are highly focused on using AI in the near term in three key areas

#1

41%

Creating personalized
consumer experiences at
scale

#2

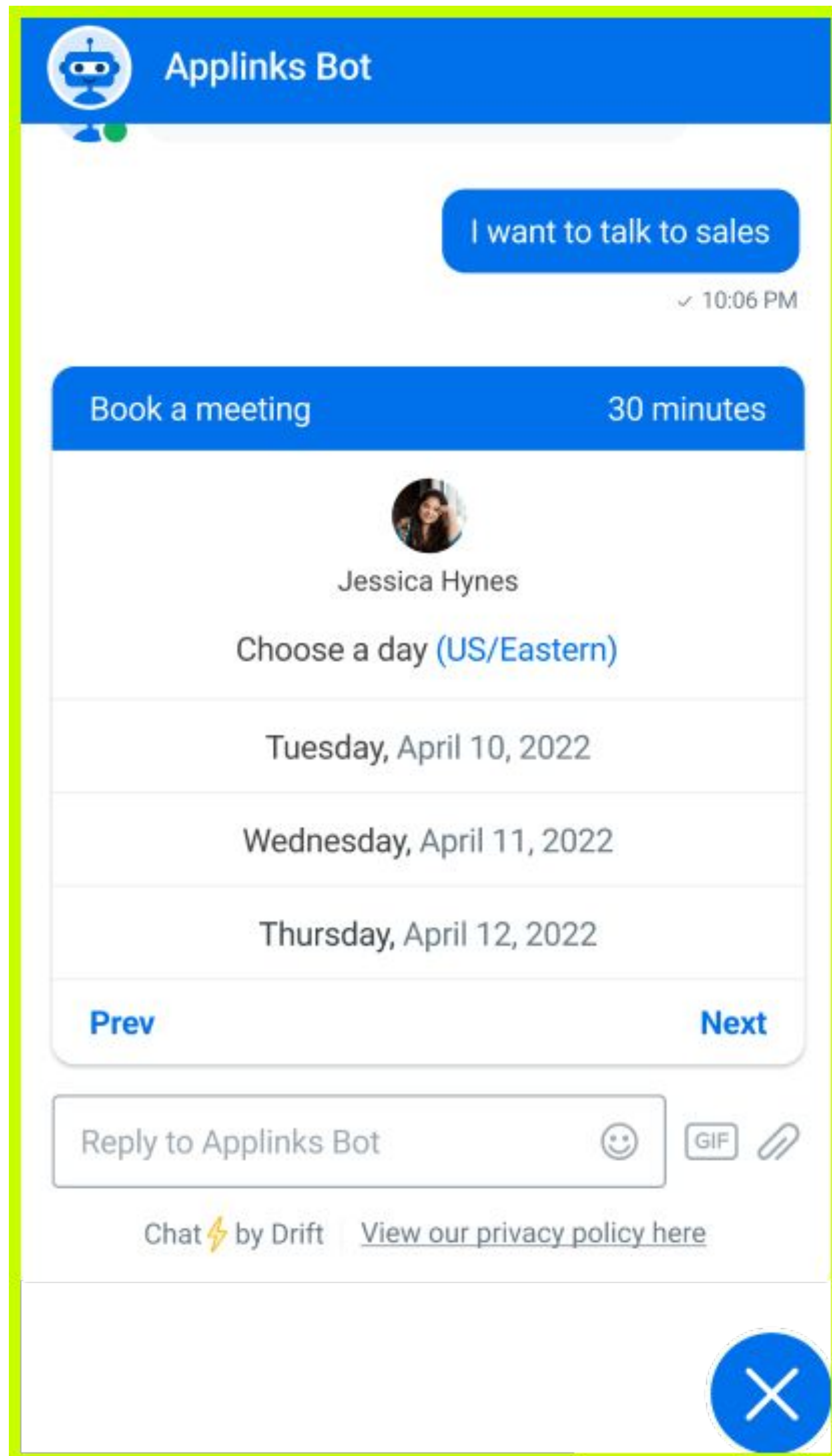
40%

Accelerating revenue

#3

40%

Getting more actionable
insights from marketing
data



Conversations Without Limitations

Finding #3

The industry still faces a significant lack of confidence in adopting and implementing AI

Marketers are slowly edging out of the **beginner phase** of AI understanding

50%

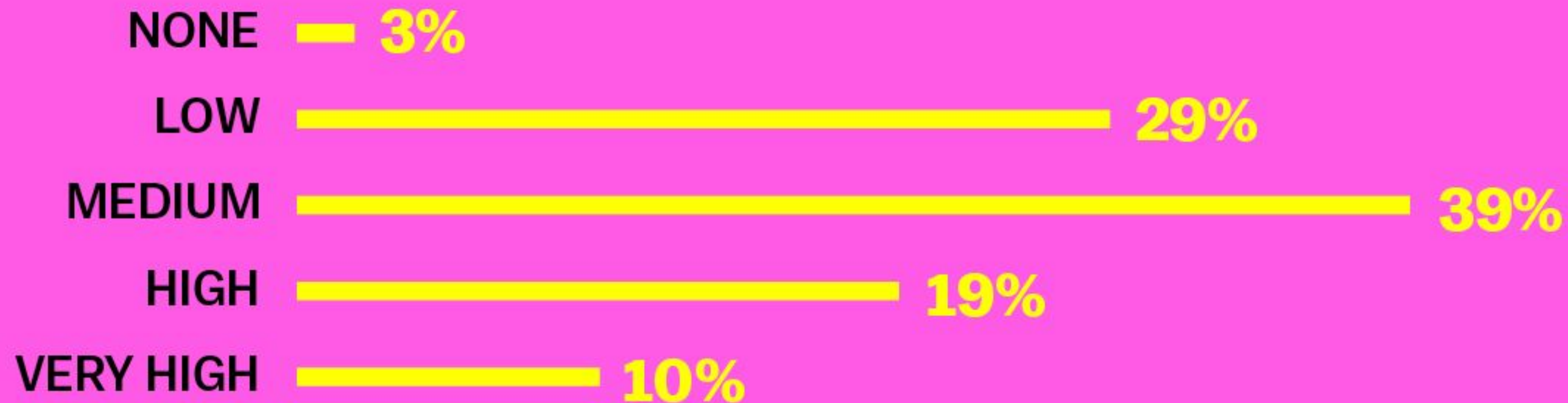
Of marketers classified themselves as AI beginners in **2021**

45%

Of marketers classify themselves as AI beginners in **2022**

But are still lacking confidence

MARKETING AI CONFIDENCE RANKING



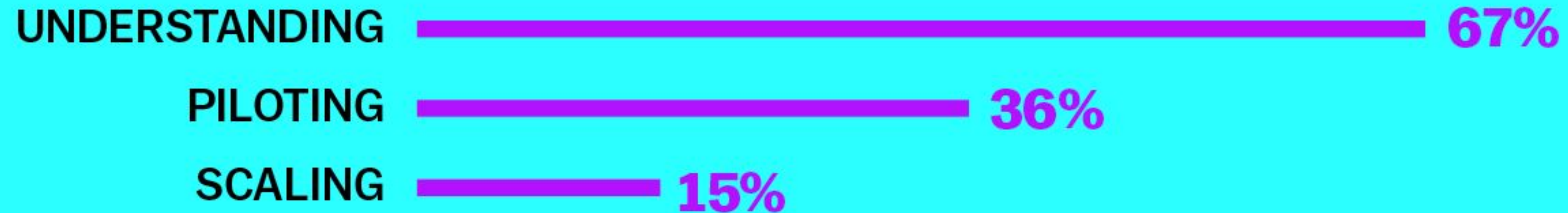
n = 561

Finding #4

Most marketers lack adequate AI education and training

Q: Which stage of AI transformation best describes your marketing team?

STAGE OF MARKETING AI TRANSFORMATION



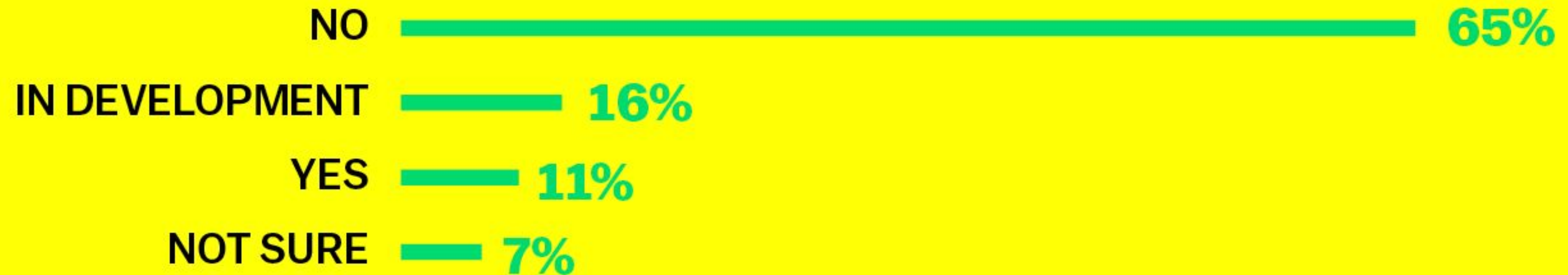
NOTE: This question was asked in 2021 and 2022. In 2021, the question had five possible responses, including Understand, Piloting, and Researching. In 2022, the question was streamlined to include only these three responses.

Barriers to AI Adoption

Lack of education and training	63%
Lack of awareness	52%
Lack of talent with the right skill sets	43%
Lack of strategy	42%
Lack of resources	40%
Lack of understanding	34%

Education and Training

MARKETING AI EDUCATION AND TRAINING

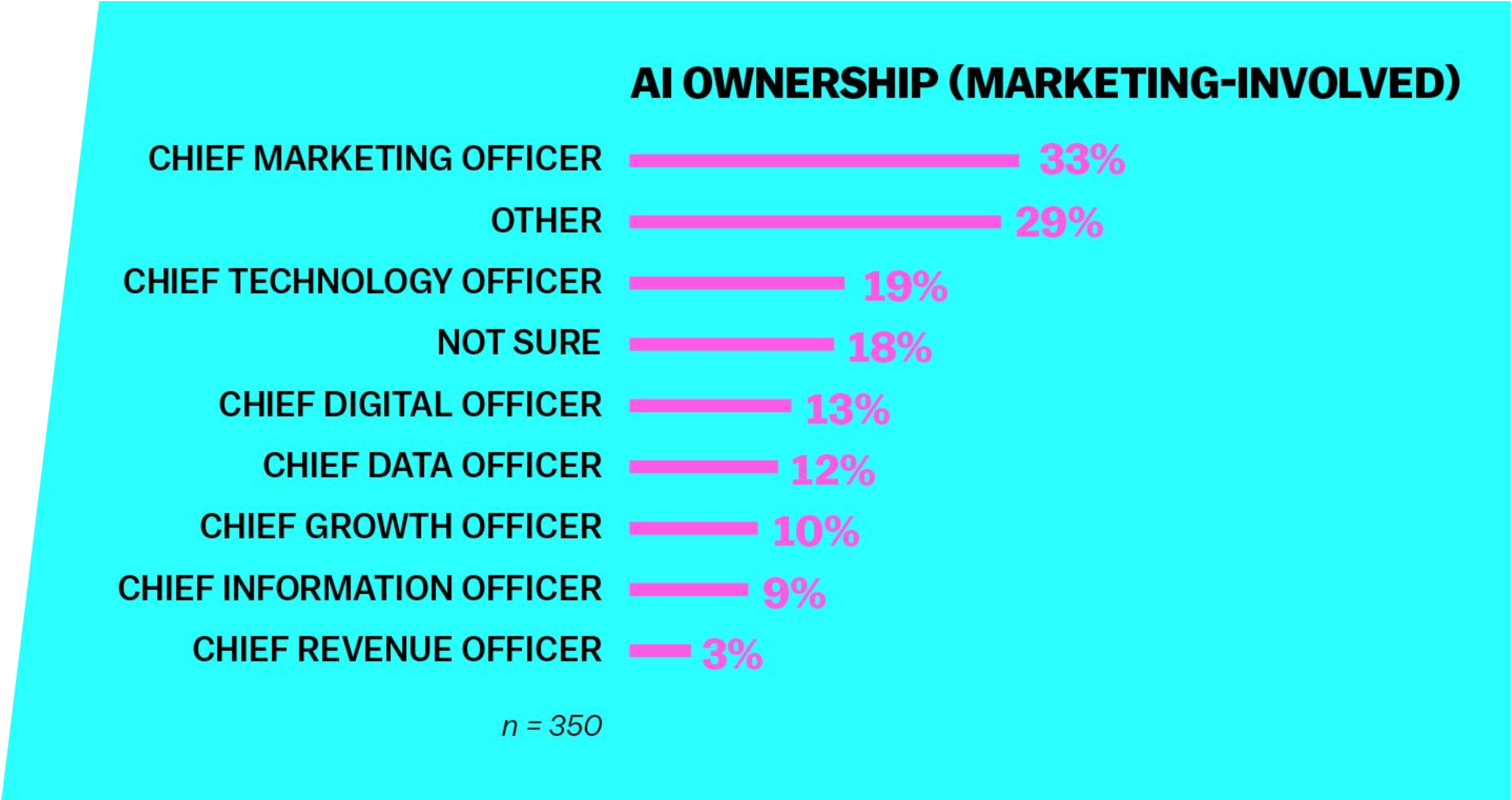


n = 420

Finding #5

Ownership of AI adoption and integration is highly fragmented across departments and roles with competing priorities

Ownership



Finding #6

CMOs and other C-suite roles have a major duty — and opportunity — to work together to deploy AI and achieve lasting competitive advantage

Use of intelligent automation today vs. 5 years from now

USE OF INTELLIGENT AUTOMATION	TODAY	5 YEARS
0%	14%	2%
1-10%	38%	6%
11-25%	25%	14%
26-50%	12%	33%
51-75%	4%	26%
76-99%	1%	12%
100%	0.5%	3%
Not sure	5%	5%
	n = 442	n = 437

Marketers remain unchanged in their conviction that AI-powered automation will have a major impact on marketing work

Will AI take our jobs?



Marketers remain **confident** year-over-year in AI’s positive impact on employment

AI’S IMPACT ON MARKETING JOBS	PERCENTAGE OF RESPONDENTS
More jobs will be created by AI	57%
More jobs will be eliminated by AI	22%
I don’t know	14%
AI won’t have a meaningful impact on jobs	7%

n = 554

IDENTIFYING USE CASES

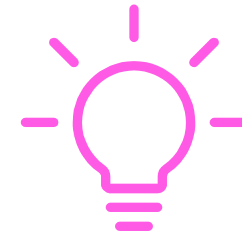
THE 5 Ps OF MARKETING AI

A framework to help visualize and organize the **marketing AI technology landscape**



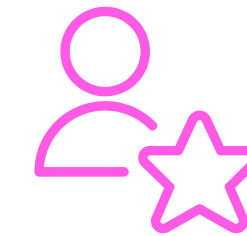
Planning

Building intelligent strategies



Production

Creating intelligent content



Personalization

Powering intelligent consumer experiences



Promotion

Managing intelligent cross-channel promotions



Performance

Turning data into intelligence

Top 10 Marketing AI Use Cases

1. Measure **return on investment (ROI)** by channel, campaign, and overall. (3.95)
2. Discover insights into **top-performing content and campaigns**. (3.87)
3. Recommend highly **targeted content** to users in real-time. (3.81)
4. Adapt **audience targeting** based on behavior and lookalike analysis. (3.79)
5. Optimize **website content** for search engines. (3.77)


Top 10 Marketing AI Use Cases

6. Create **data-driven content**. (3.77)
7. Forecast **campaign results** based on predictive analysis. (3.73)
8. Predict **winning creative** (e.g. digital ads, landing pages, CTAs) before launch without A/B testing. (3.72)
9. Create **performance reports** based on marketing data and analytics. (3.71)
10. Construct **buyer personas** based on needs, goals, intent, and behavior. (3.68)

USE CASE: TARGETING ACCOUNT EXPERIENCE

Offering a customized experience to high-value accounts without losing the human touch

#OKTACUSTOMERSTORY

 OktaBot

Hi! Thanks for visiting Okta.
Want to connect with sales?

I'd like to chat with sales

I'm just browsing for now

I'm a customer and need support

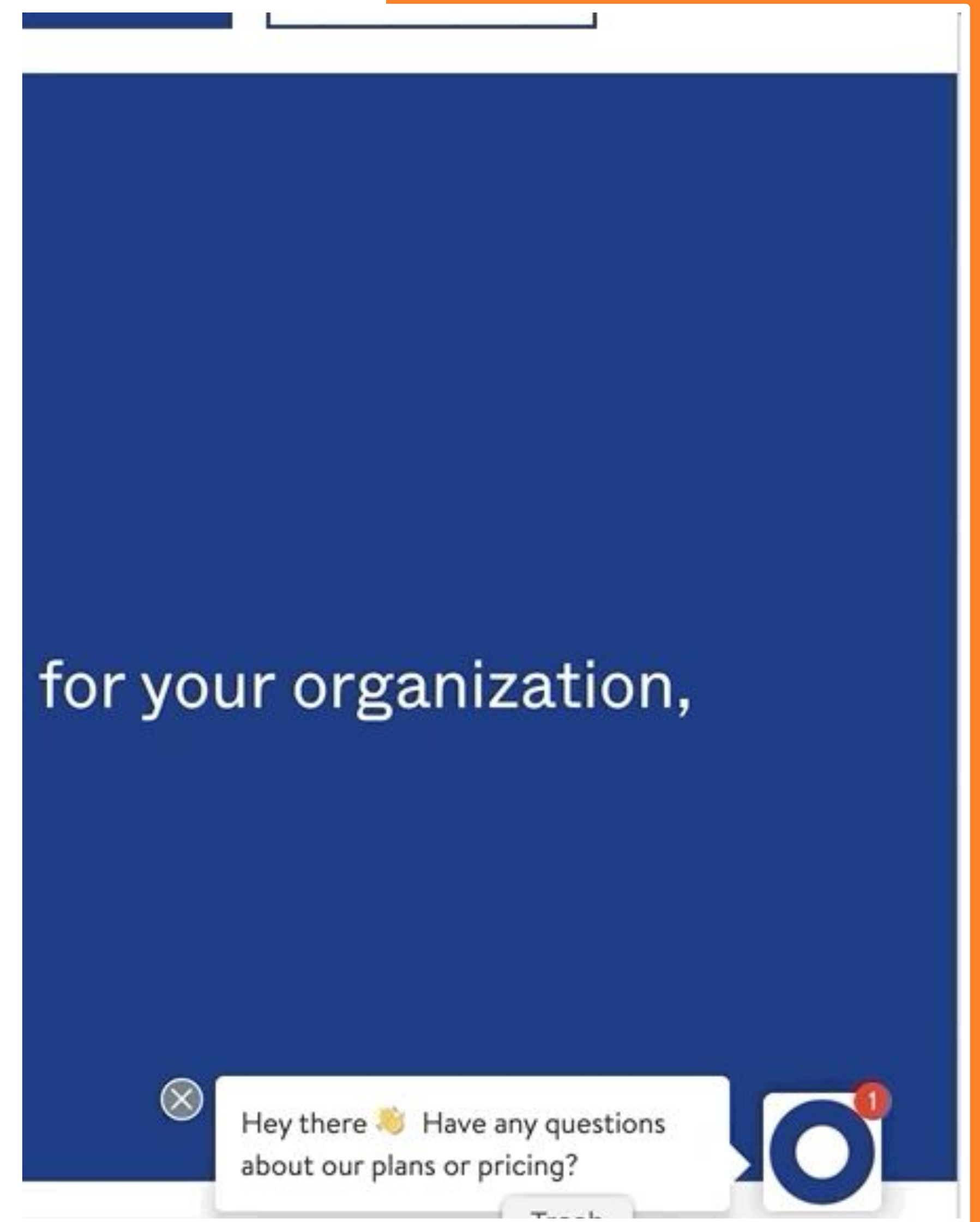
I've a question about partner opportunities

Choose an option above...

DRIFT

USE CASE: HIGH INTENT PAGES

White glove approach on high intent pages to help realize the highest conversion rates



Results

Driving Marketing & Sales Alignment and Revenue at Okta

#1

fastest channel to
convert MQL to pipeline

30%

Q/Q increase in pipeline
influenced in the first 6
quarters

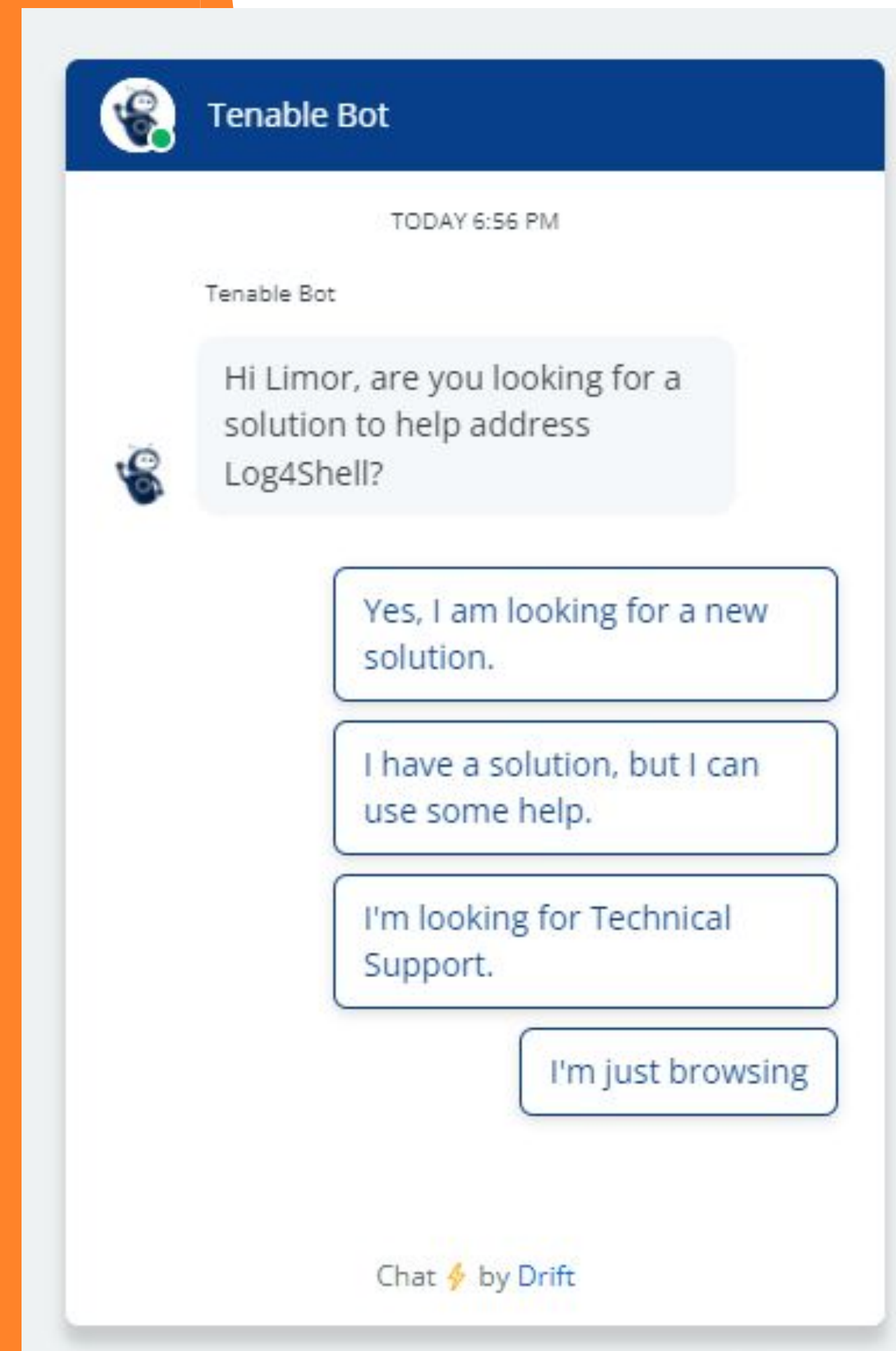
2x

higher conversion rate
from MQL to SQL
with AI

3k

support conversations
deflected every quarter

USE CASE: GET BUYERS TO RELEVANT INFO QUICKLY



USE CASE: DRIVE MORE FOLKS TO THE COMMUNITY

- TB** Tenable Bot 5:44 AM • 4/06/22
What is your business e-mail address?
- SV** Site visitor 5:45 AM • 4/06/22
required nessus professional plugins for 10.0.2
- TB** Tenable Bot 5:45 AM • 4/06/22
To learn more about our Plugin Vulnerability [132101](#), head over to our [Community Site](#).
- TB** Tenable Bot 5:45 AM • 4/06/22
What is your business e-mail address?
- SV** Site visitor 6:08 AM • 4/06/22
kindly provide support center numbers
- TB** Tenable Bot 6:08 AM • 4/06/22
While our team isn't available to chat right now, please reach out to support at 855-267-7044.
- TB** Tenable Bot 6:08 AM • 4/06/22
Alternatively, you can check out [Tenable Community!](#)

Results

3X

Faster delivering SDR **qualified leads** in the past year

30%

Improved **conversation quality** and length in the past year

20%

Conversion rate on AI leads

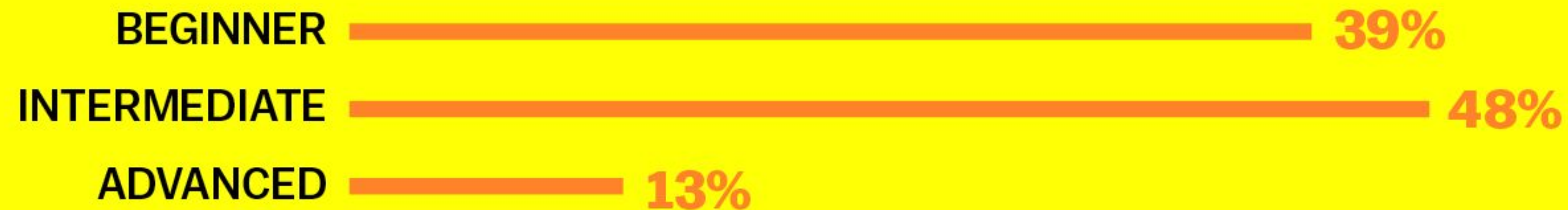
1 FTE

Saved in **operational overhead** through AI

The State of Sales AI

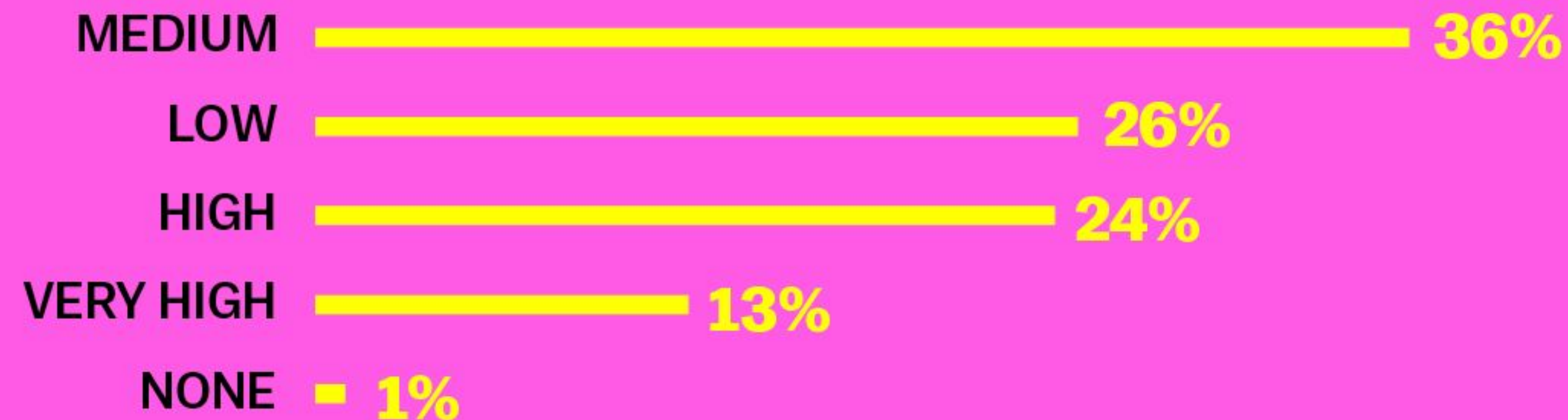
Understanding and confidence

UNDERSTANDING OF AI TERMINOLOGY (SALES-INVOLVED)



n = 171

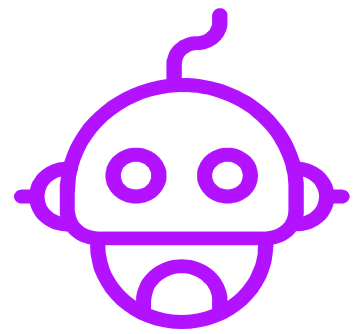
SALES-INVOLVED AI CONFIDENCE LEVEL



n = 174

THE RISE OF CONVERSATIONAL AI

1-to-1 conversations at scale, 24/7/365



AI Chatbots on Websites

- Save time
- Unlock new lead generation channels



AI Email Assistants

- Amplify sales team capabilities
- Create new opportunities from otherwise dormant leads



AI Messenger Assistants

- Create a more human and personal brand
- Make personalized recommendations

Final Thoughts

Marketers are desperately trying to understand, adopt, and scale AI. But corporate leaders need to take charge and rise to the occasion to provide guidance and training

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QUESTIONS?

2022

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THANK YOU.

