Meet Your **Presenters**

Paul Roetzer
Founder/CEO
Marketing AI Institute

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About Marketing AI Institute

We're a media, event, and education company that has been helping leaders understand, pilot, and scale AI since 2016.

- 450,000+ website visitors this year

- 70,000+ contacts follow our work

- 23,000+ students for Intro to AI and Piloting AI

- 700+ attendees at MAICON 2023

- Workshops and speaking for teams and firms

www.MarketingAIinstitute.com
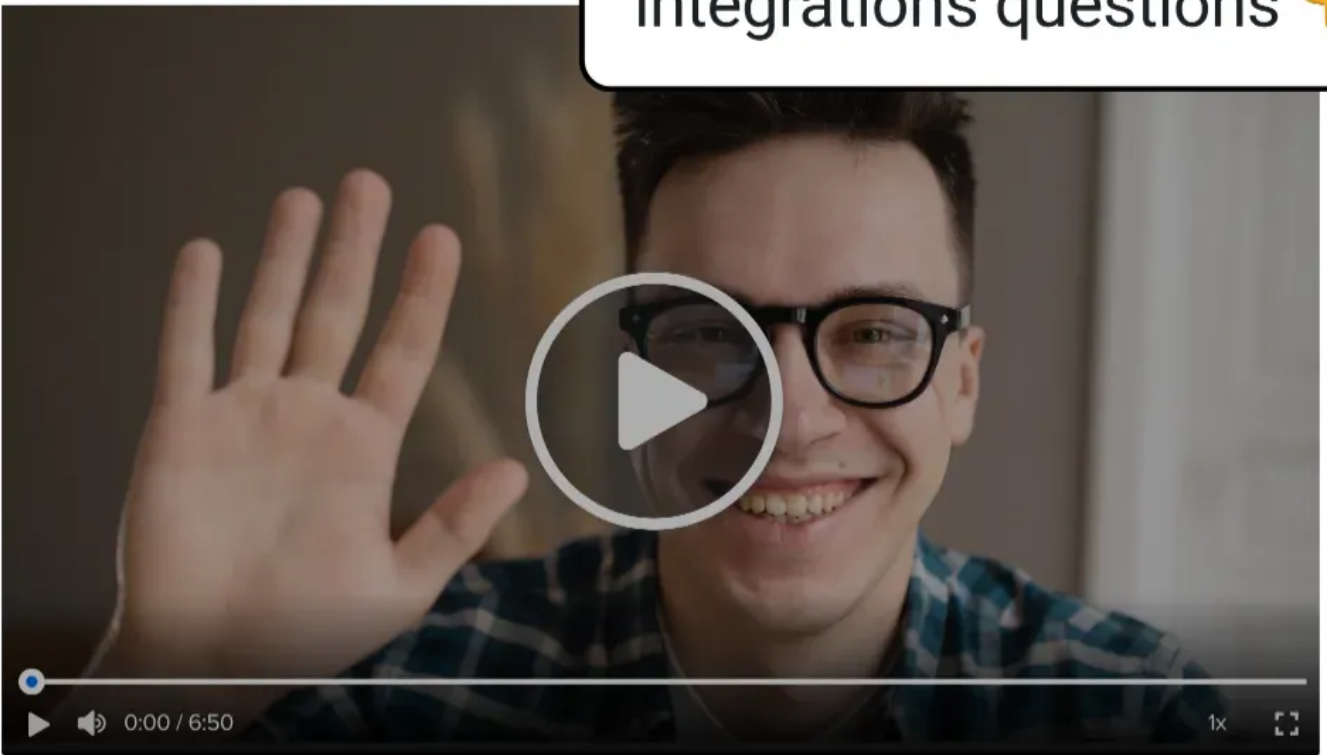
About **Drift**

The **Agenda**

1. About the State of Marketing AI Report

2. Key Findings

3. Q&A with Marketing AI Institute

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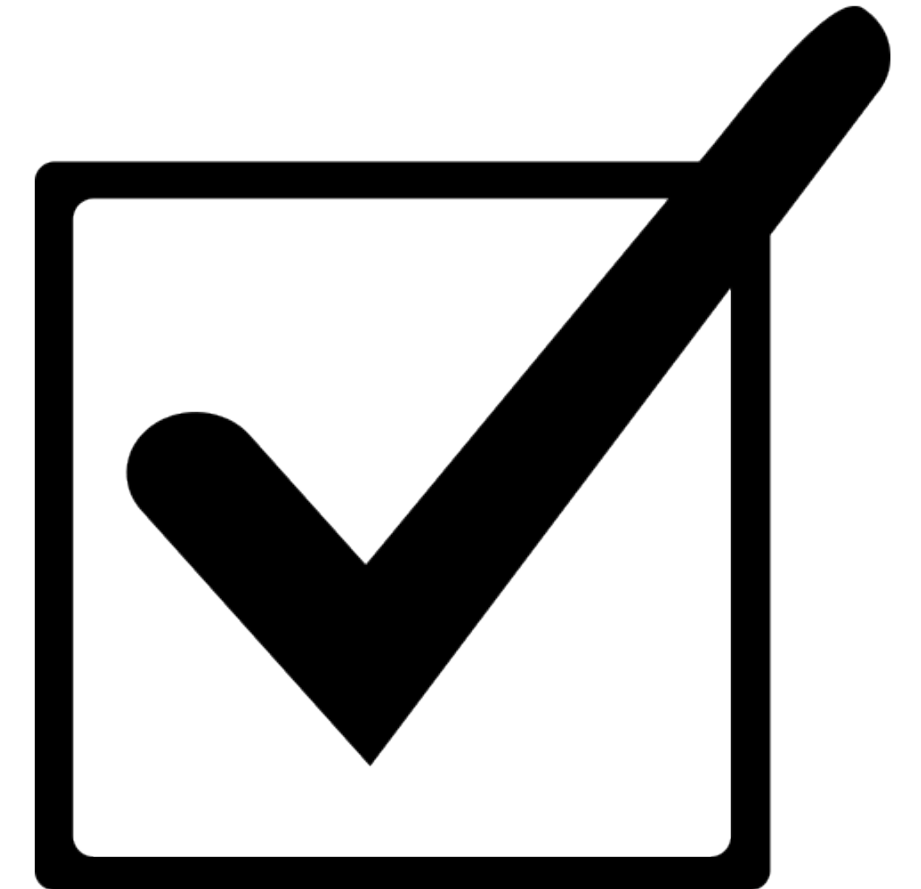
About the State of Marketing AI Report

The **Report**

- Fourth-annual report
- Nearly 1,800 respondents
- 25 questions on AI adoption
- Survey from March - July 2024
- Promoted via Institute audience

The Respondents

64% are director-level or above

Role	Percentage of Respondents
Director	23%
Manager	22%
CEO/President	20%
Other	10%
Chief Marketing Officer	9%
Vice President	9%
Entry-Level	4%
Other C-Suite	3%

n = 1,736

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The **Respondents**

82% are involved in content marketing (among many areas of marketing)

Role	Percentage of Respondents
Content Marketing	82%
Social Media Marketing	69%
Email Marketing	67%
Analytics	62%
Advertising	62%
Comms/PR	55%
Search Engine Optimization	51%
Customer Experience	44%
Sales	38%
Ecommerce	21%
Other	13%

n = 1,756

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The Respondents

29% work in Professional Services: Marketing

Role	Percentage of Respondents
Professional Services: Marketing	29%
Software	12%
Professional Services: Other	8%
Other	8%
Education	7%
Health Care	6%
Manufacturing	5%
Media & Entertainment	4%
Finance	4%
Construction	2%
Consumer Packaged Goods (CPG)	2%
Real Estate	2%
Retail	1%
Consumer Services	1%
Telecommunications	1%
Arts	1%
Insurance	1%
Government	1%
Publishing	1%
Travel	1%
Transportation	1%
Recreation	0%
Hotels	0%
Restaurants	0%

n = 1,755

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The Respondents

88% work in B2B (or B2B *and* B2C)

B2B vs. B2C	Percentage of Respondents
B2B	**51%**
B2C	**10%**
Both	**37%**
NA	**2%**

n = 1,705

The **Respondents**

51% work at firms with $10M
or more in revenue

Revenue	Percentage of Respondents
$0 - $1M	**27%**
$1 - $10M	**22%**
$10 - $50M	**15%**
$50 - $100M	**6%**
$100 - $250M	**7%**
$250 - $500M	**5%**
$500M - $1B	**5%**
$1B+	**13%**

n = 1,695

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The Respondents

53% work at firms with 50 or
more employees

Employees	Percentage of Respondents
1 – 9	28%
10 – 49	18%
50 – 99	9%
100 – 249	9%
250 – 499	7%
500 – 999	5%
1,000 – 2,499	6%
2,500 – 4,999	3%
5,000 – 9,999	4%
10,000 – 19,999	3%
20,000+	7%

n = 1,741

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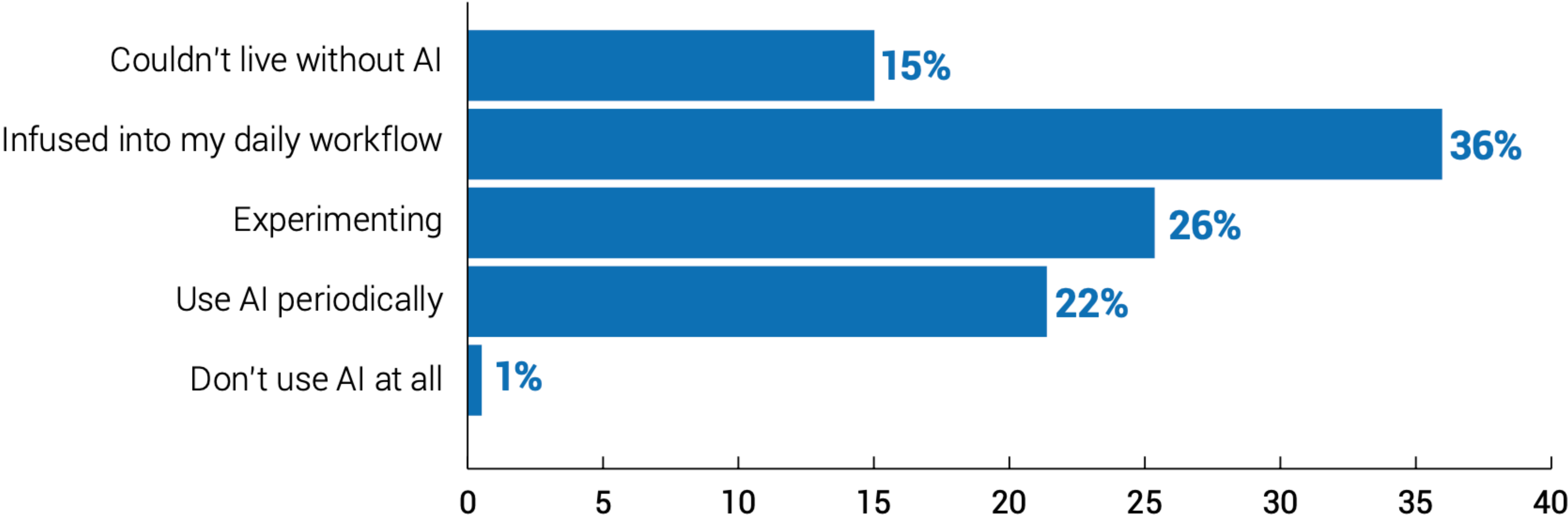
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Key Findings
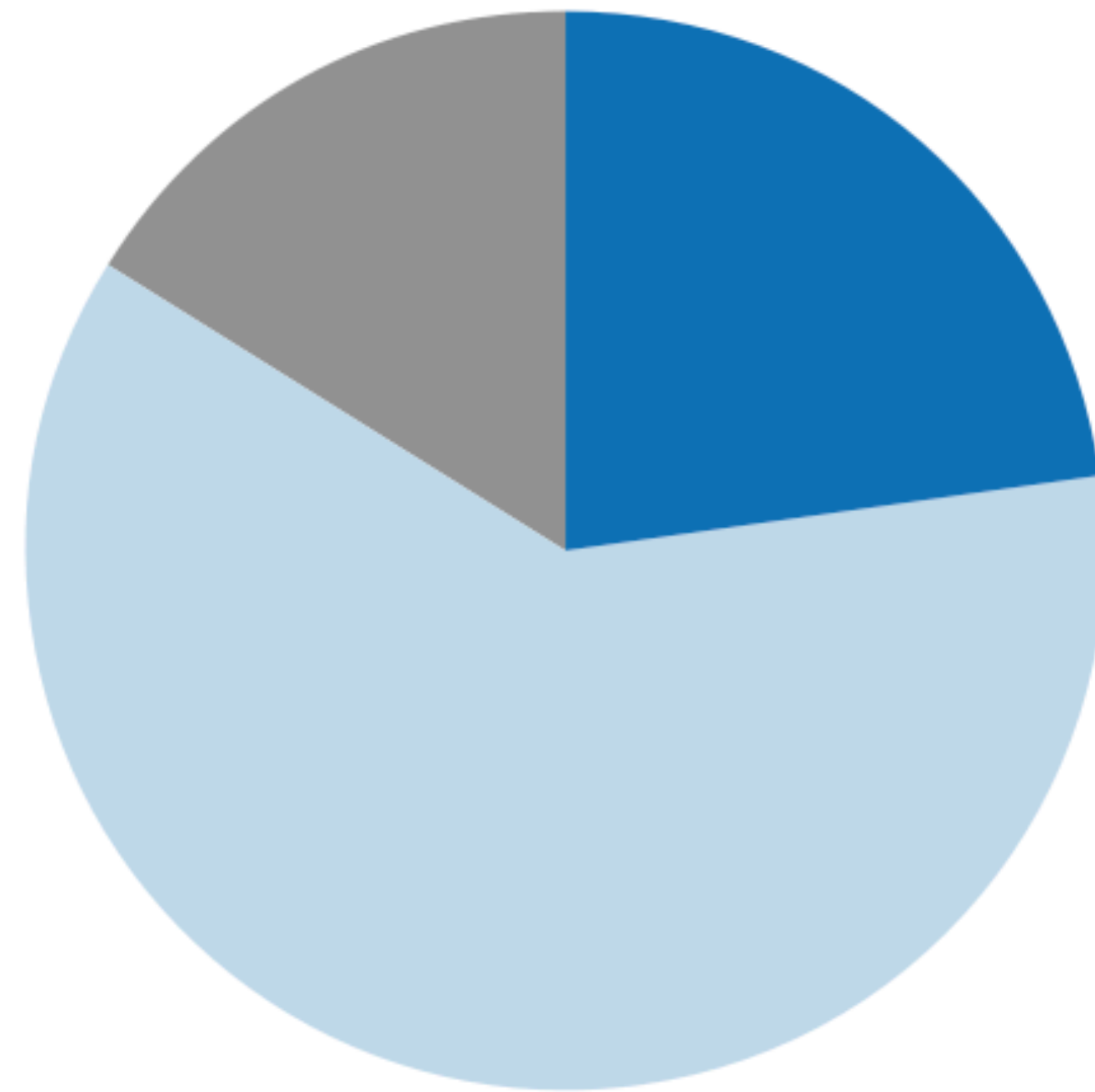
AI Understanding

- ■ Beginner **23%**
- ■ Intermediate **61%**
- ■ Advanced **16%**

n = 1,757

Q: "How would you classify your understanding of AI terminology and capabilities?"

2

The majority of marketing teams are now piloting or scaling AI.
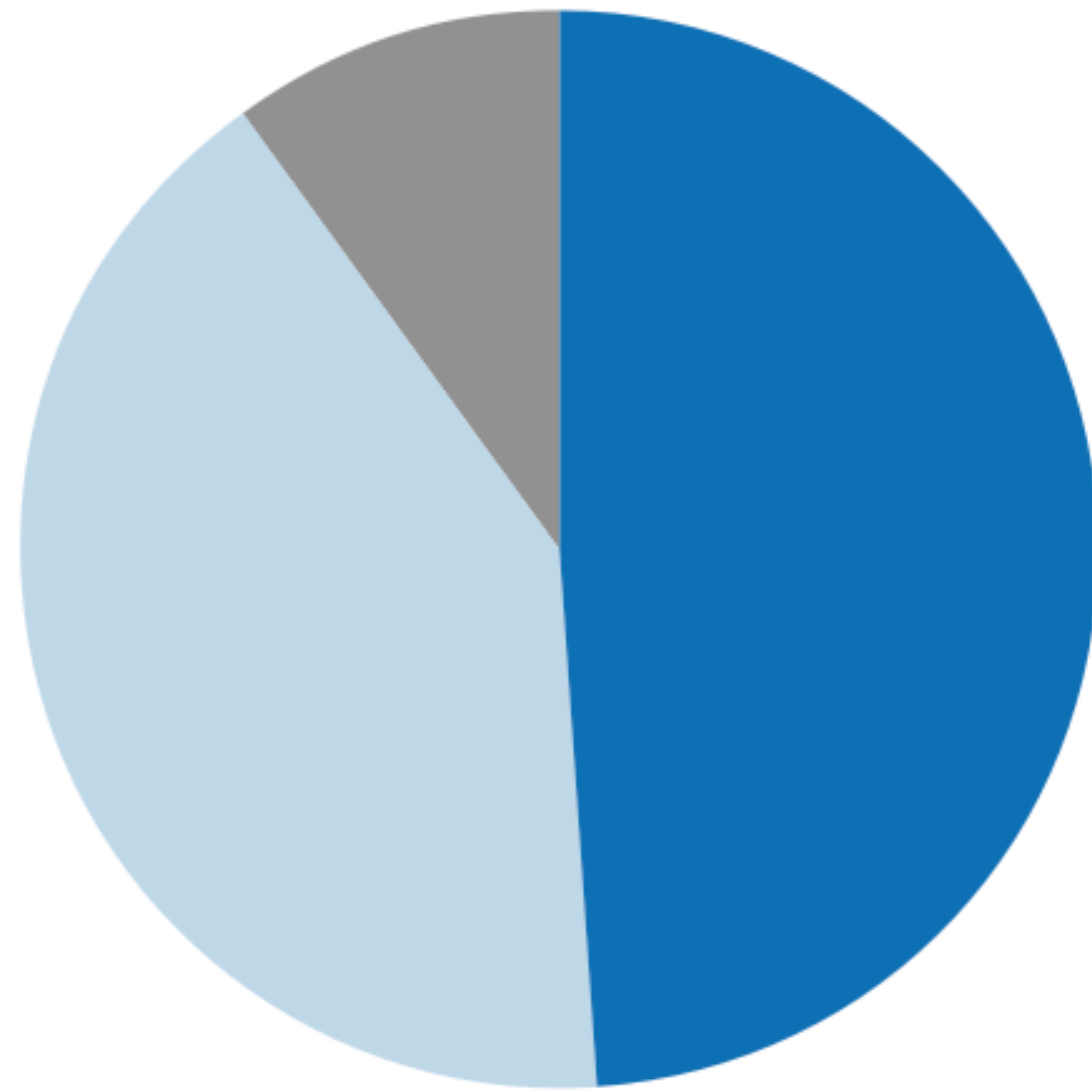
Stage of AI Transformation

- ■ **Understanding:** Learning how AI works, and exploring use cases and technologies.................................**49%**

- ■ **Piloting:** Prioritizing, and starting to run, a limited number of pilot projects with narrowly defined use cases.................................**41%**

- ■ **Scaling:** Achieving wide-scale adoption of AI, while consistently increasing efficiency and performance.................................**10%**

n = 1,760

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

Confidence in Evaluating AI-Powered Technology

n = 1,756
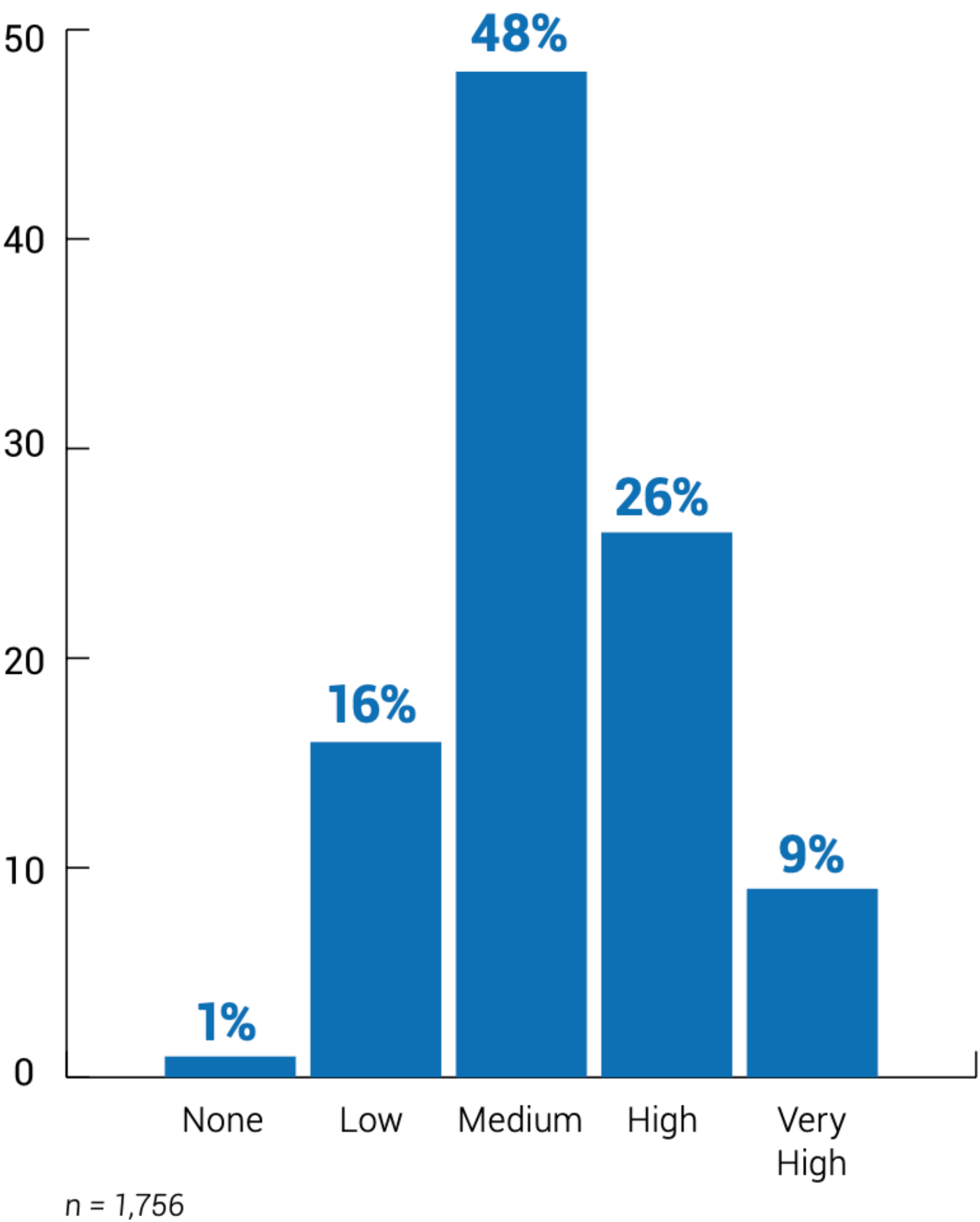
Q: "How would you rank your confidence in evaluating AI-powered marketing technology?"

3

Saving time with AI is
the #1 outcome desired (by far).

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Primary Outcomes to Achieve with AI

	Percentage of Respondents
Reduce time spent on repetitive, data-driven tasks	80%
Get more actionable insights from marketing data	64%
Accelerate revenue growth	59%
Unlock greater value from marketing technologies	59%
Generate greater ROI on campaigns	58%
Create personalized consumer experiences at scale	54%
Drive costs down	50%
Increase qualified pipeline	41%
Predict consumer needs and behaviors with greater accuracy	41%
Shorten the sales cycle	29%
None of the above	2%

n = 1,755

Q: "What are the primary outcomes that your organization is interested in achieving with AI? Choose all that apply."

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4

ChatGPT is the most popular AI platform licensed in organizations.
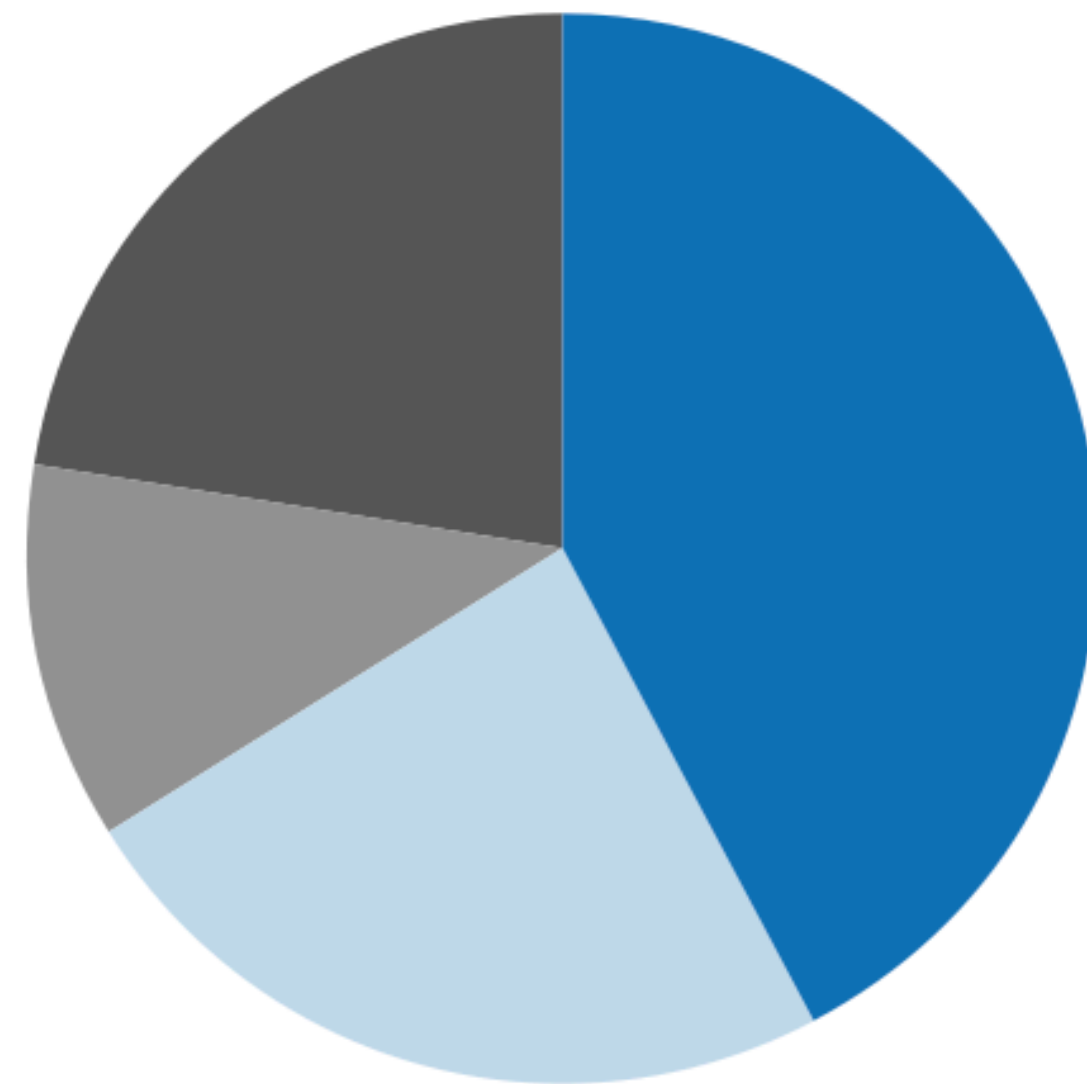
Platforms That Organization Has License For

- OpenAI ChatGPT Team or Enterprise **55%**
- Copilot for Microsoft 365 ....**31%**
- Gemini for Google Workspace **17%**
- None of the above..**29%**

n = 1,760

"Q: "Which of the following generative AI productivity platforms does your organization provide you a license to use? Select all that apply.""

Favorite AI Tools

- ChatGPT
- Perplexity
- Claude
- Google Gemini
- Adobe Firefly
- Canva
- Drift

- Descript
- Grammarly
- HubSpot
- Jasper
- MarketMuse
- Microsoft Copilot
- Writer

Q: "Do you have a favorite AI tool or platform?"

5

Lack of AI education and training
is *still* a *massive* barrier.

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Barriers to Adoption of AI | **Percentage of Respondents**

Lack of education and training **67%**
Lack of awareness or understanding **56%**
Lack of strategy **43%**
Lack of talent with the right skill sets **40%**
Lack of resources **38%**
Fear or mistrust of AI **33%**
Lack of ownership or governance **30%**
Lack of executive support or vision **28%**
Lack of technology infrastructure **27%**
Unknown risks **25%**
Lack of the right data **23%**
Unrealistic expectations **21%**
None of the above **4%**

n = 1,755

Q: "Which of the following do you consider barriers to the adoption of AI in your marketing? Choose all that apply."

**Organization Has Marketing
AI Education/Training**
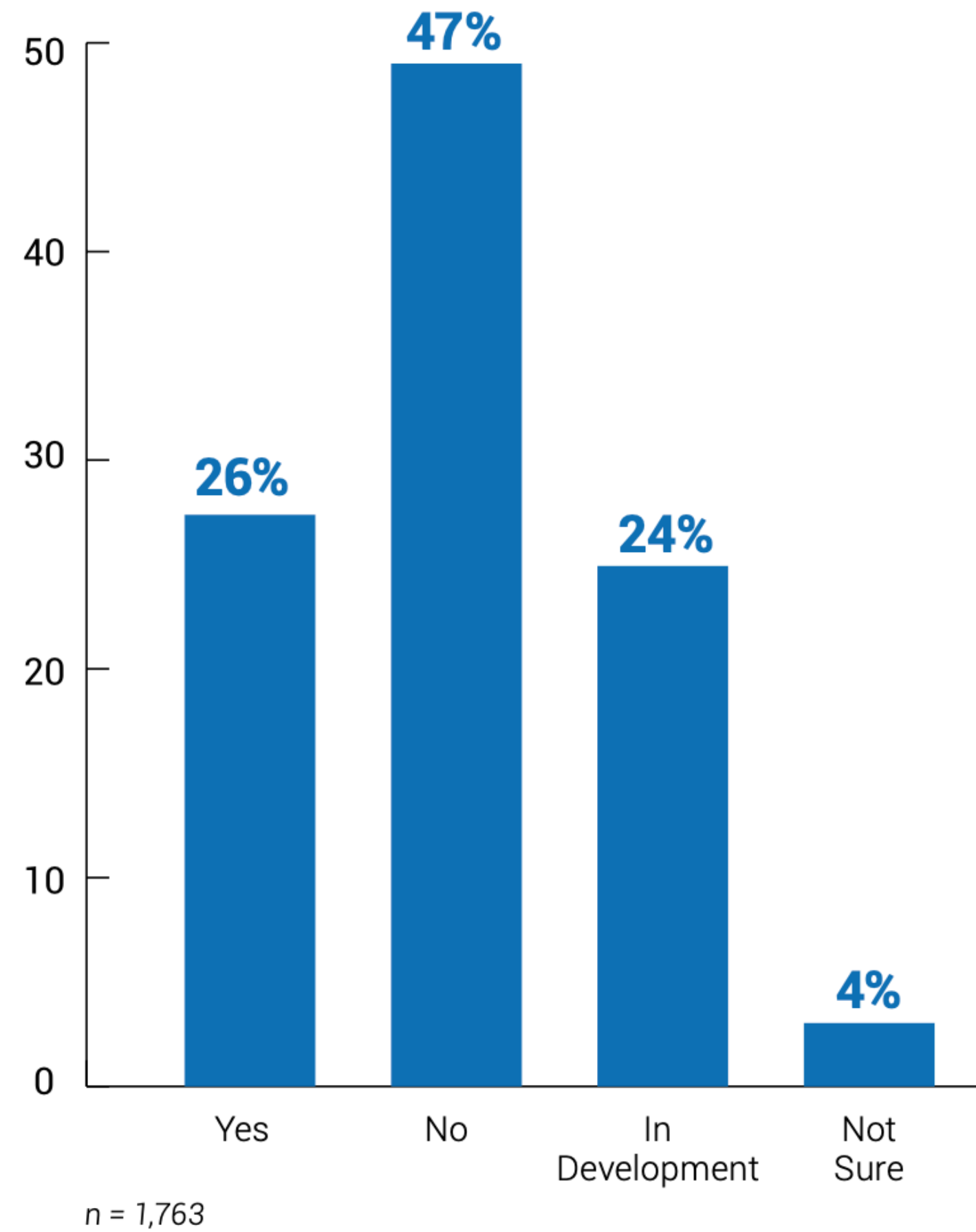
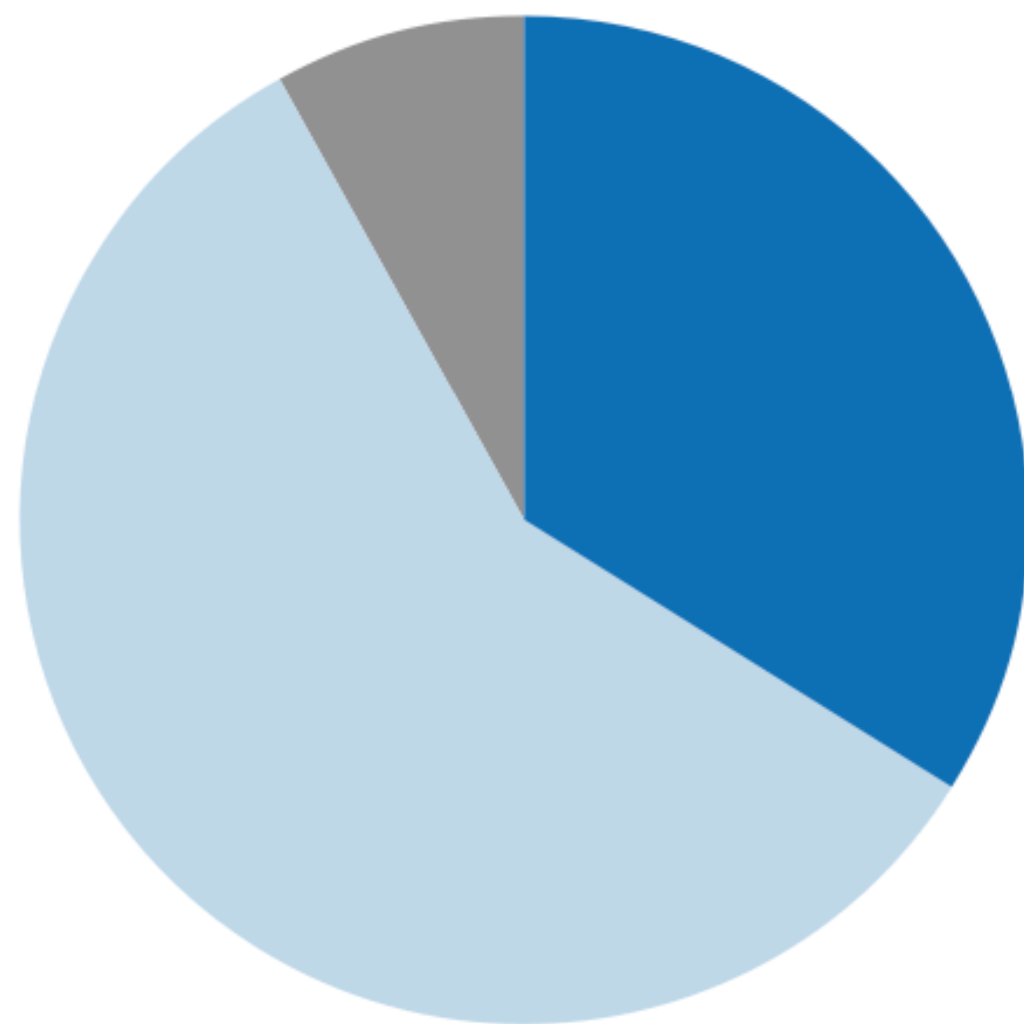Q: "Does your organization offer any AI-focused
education and training for the marketing team?"

6

Only 34% of companies have generative AI policies (but that's up 55% over 2023).

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Organization Has Generative AI Policies

- Yes...**34%**
- No..**58%**
- Not Sure **8%**

n = 1,745

Q: "Does your organization have generative AI policies which guide the use of AI-generated text, images, video, audio, and/or code?"
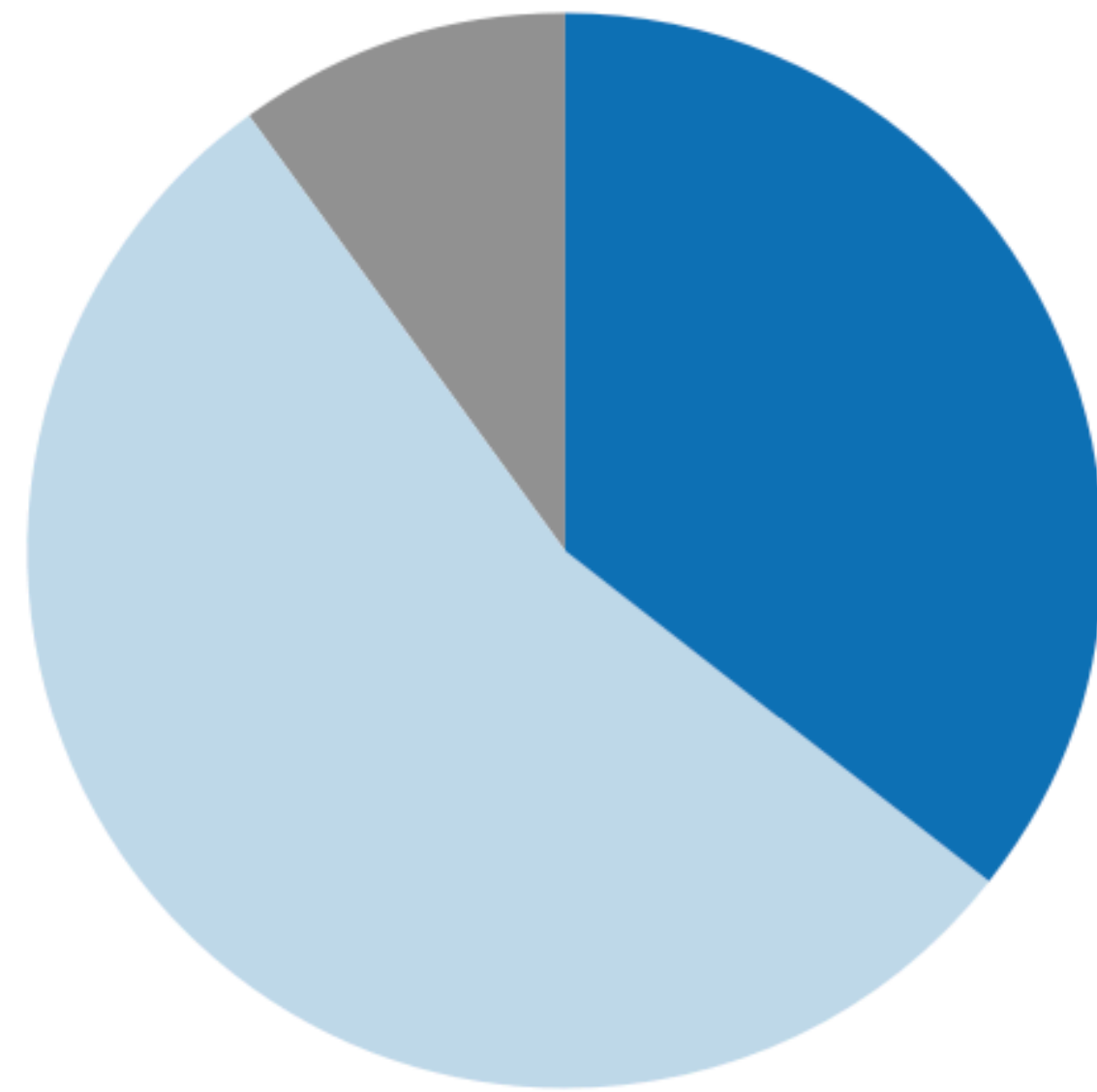
Organization Has AI Ethics or Responsible AI Policies

■ Yes............................ **36%**

■ No.............................. **55%**

■ Not Sure **10%**

n = 1,748

Q: "Does your organization have an AI ethics policy and/or responsible AI principles—either public-facing or for internal use?"

7

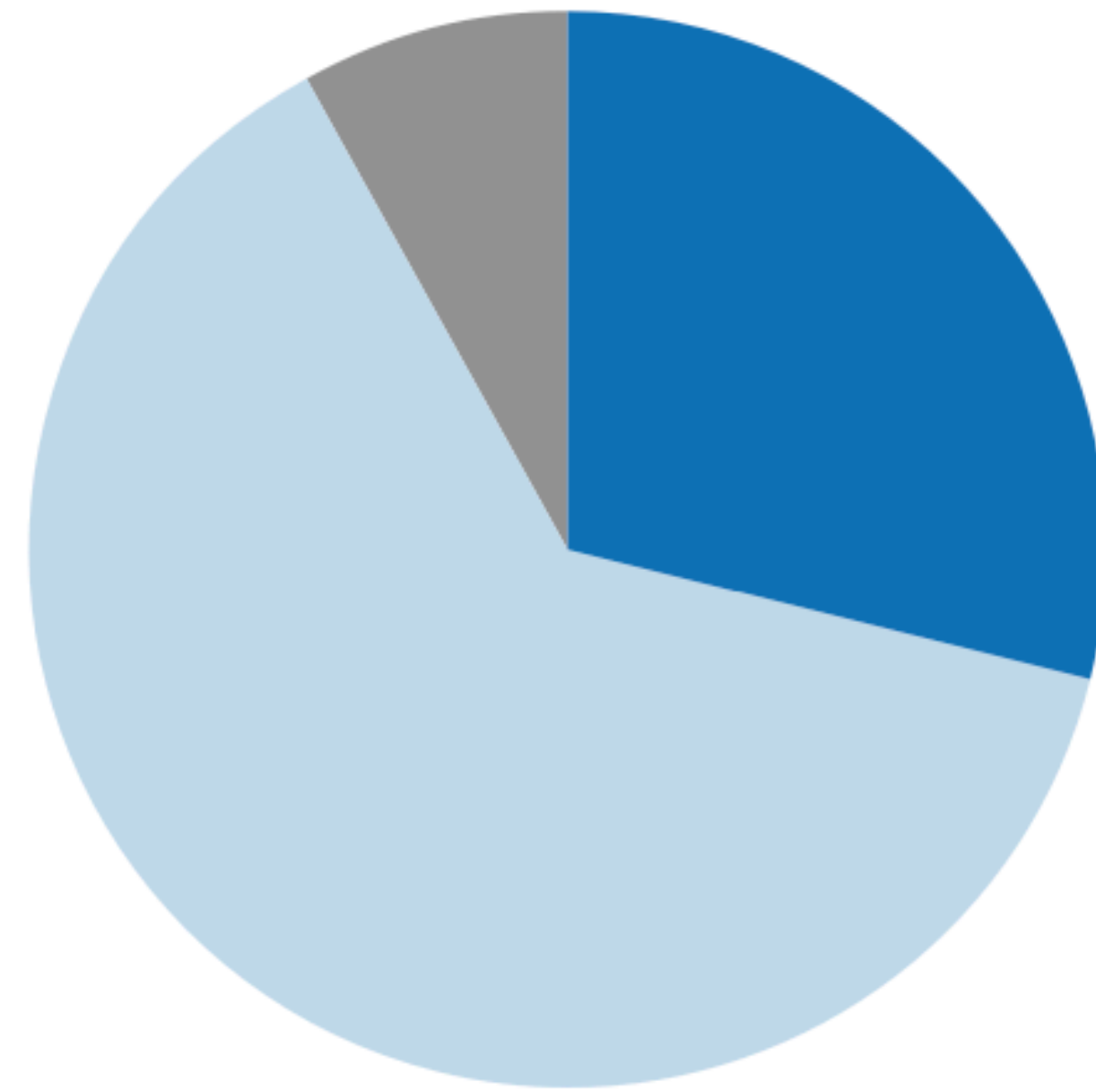The vast majority of companies **lack AI councils and roadmaps.**

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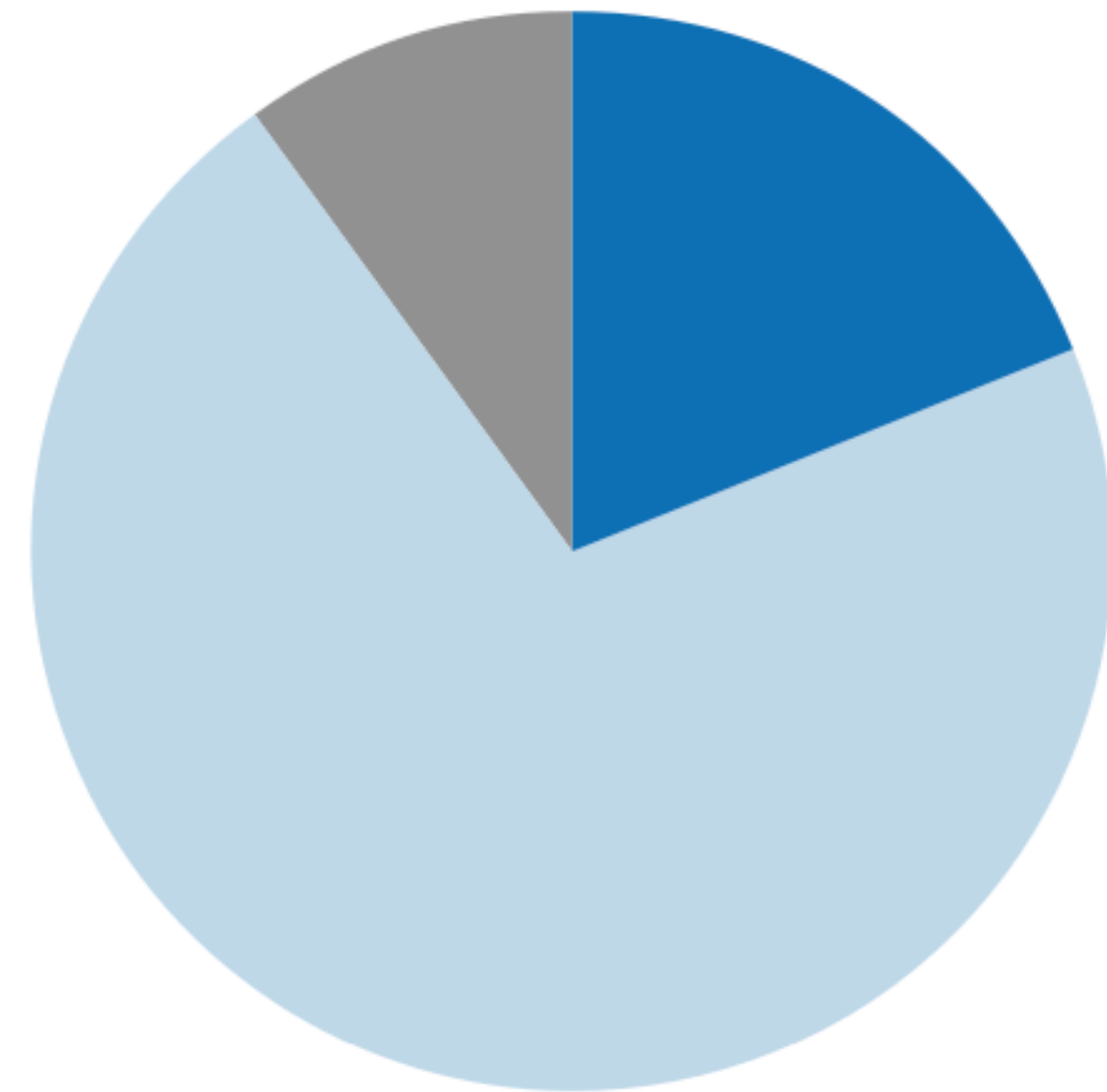
AI Roadmap

■ Yes.............................**19%**

■ No.................................**71%**

■ Not Sure **10%**

n = 1,742

Q: "Does your marketing team have an AI roadmap or strategy that prioritizes AI use cases and projects for the next 1 - 2 years?"

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8

Nearly half of respondents **believe AI will eliminate more jobs than it creates** in the next three years.

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Net Effect on Jobs in Next 3 Years

- ■ More jobs will be created by AI.............................**31%**
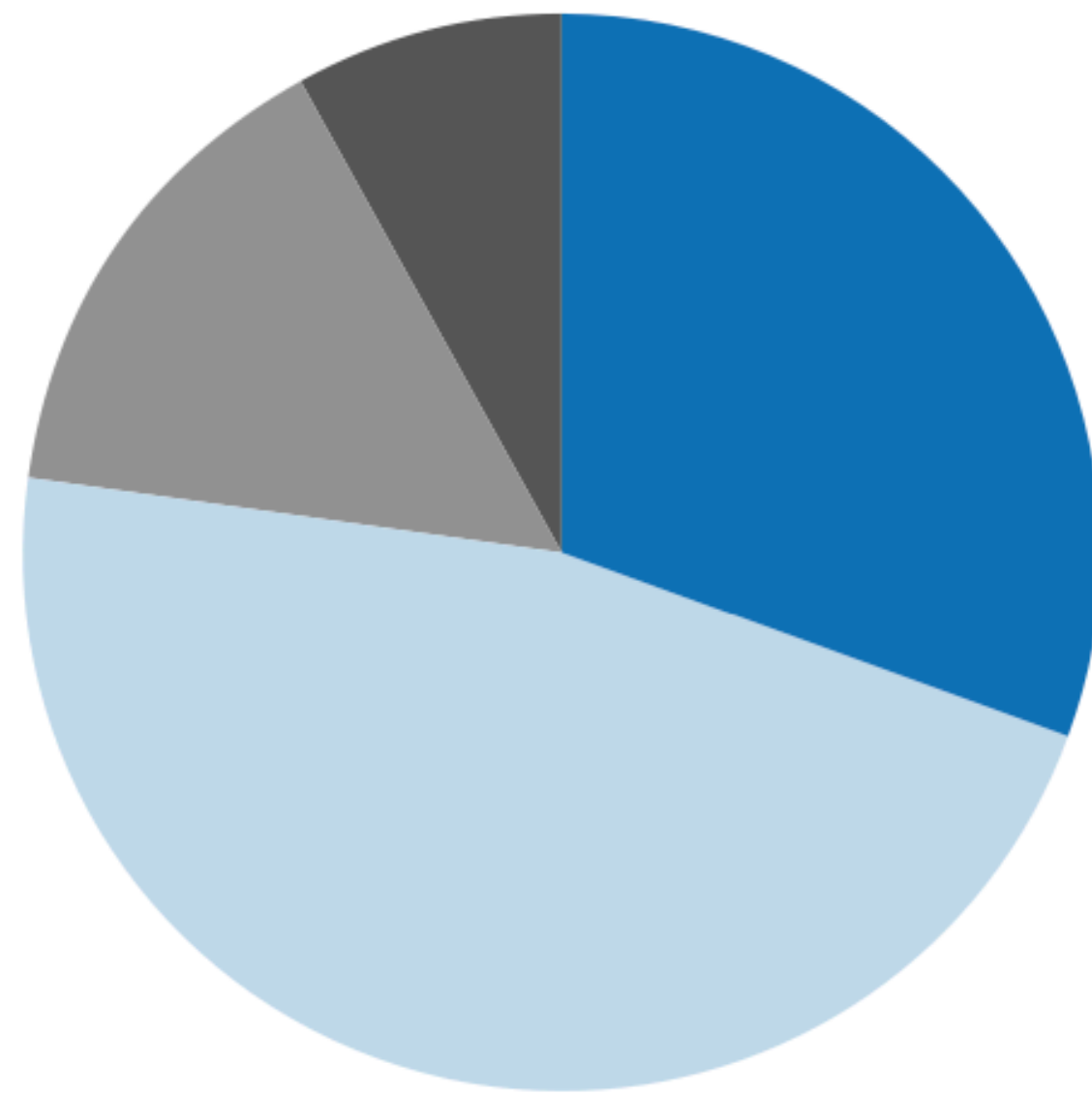- ■ More jobs will be eliminated by AI **47%**
- ■ I don't know...**15%**
- ■ AI won't have a meaningful impact on jobs **8%**

n = 1,760

Q: "What do you believe the net effect of AI will be on marketing jobs over the next 3 years?"

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Percentage of Tasks Automated Today
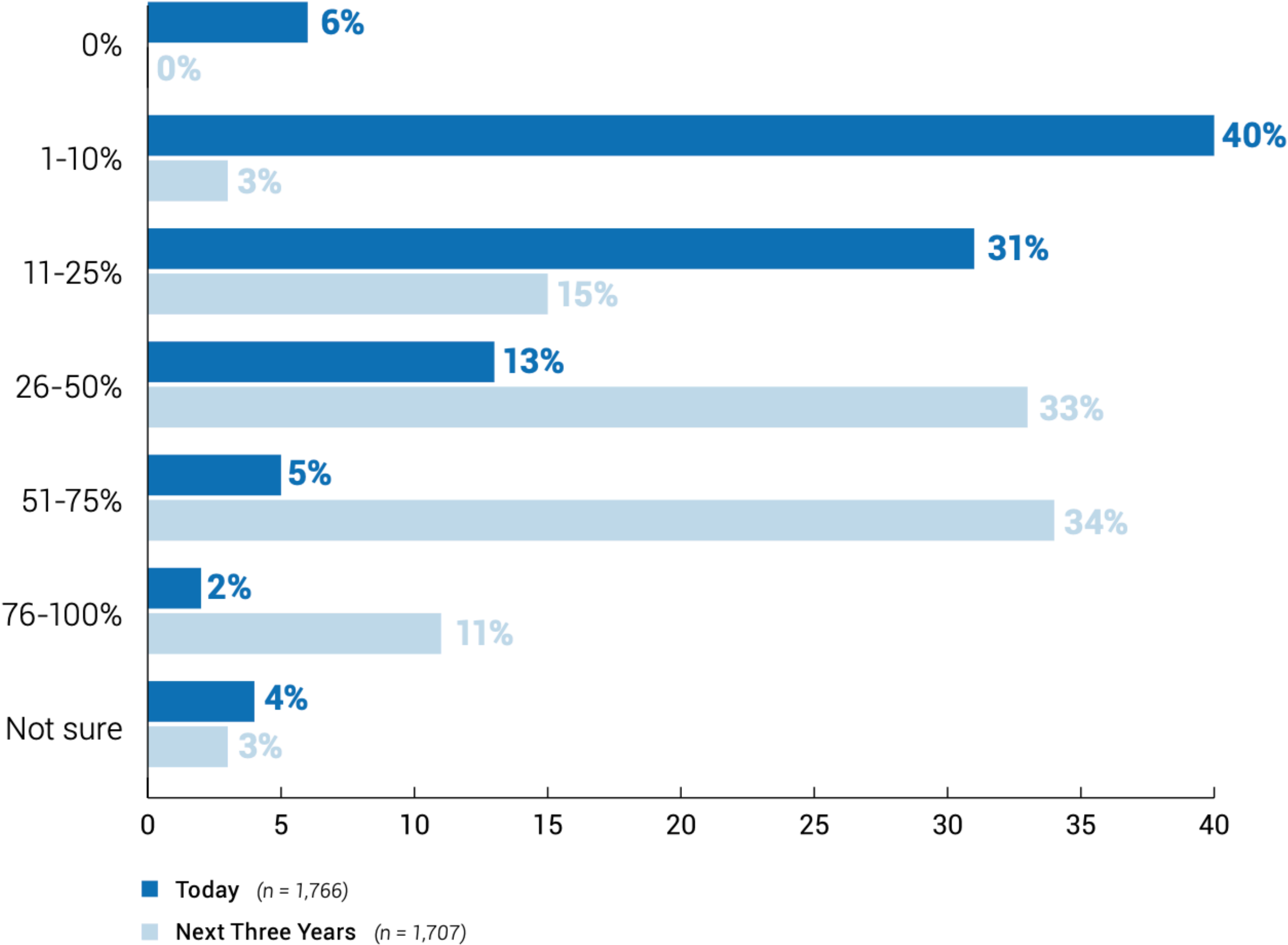
Q: "What percentage of marketing tasks that your team performs are intelligently automated to some degree TODAY? (i.e. AI is applied to improve the efficiency and/or performance of the task.)"

Q: "What percentage of marketing tasks that your team performs do you believe will be intelligently automated to some degree in the NEXT THREE (3) YEARS? (i.e. AI will be applied to improve the efficiency and/or performance of the task.)"

Chart data:

Percentage	Today (n = 1,766)	Next Three Years (n = 1,707)
0%	6%	0%
1-10%	40%	3%
11-25%	31%	15%
26-50%	13%	33%
51-75%	5%	34%
76-100%	2%	11%
Not sure	4%	3%

9

Overall sentiment about AI's impact is positive, but many have concerns about near-term negatives.
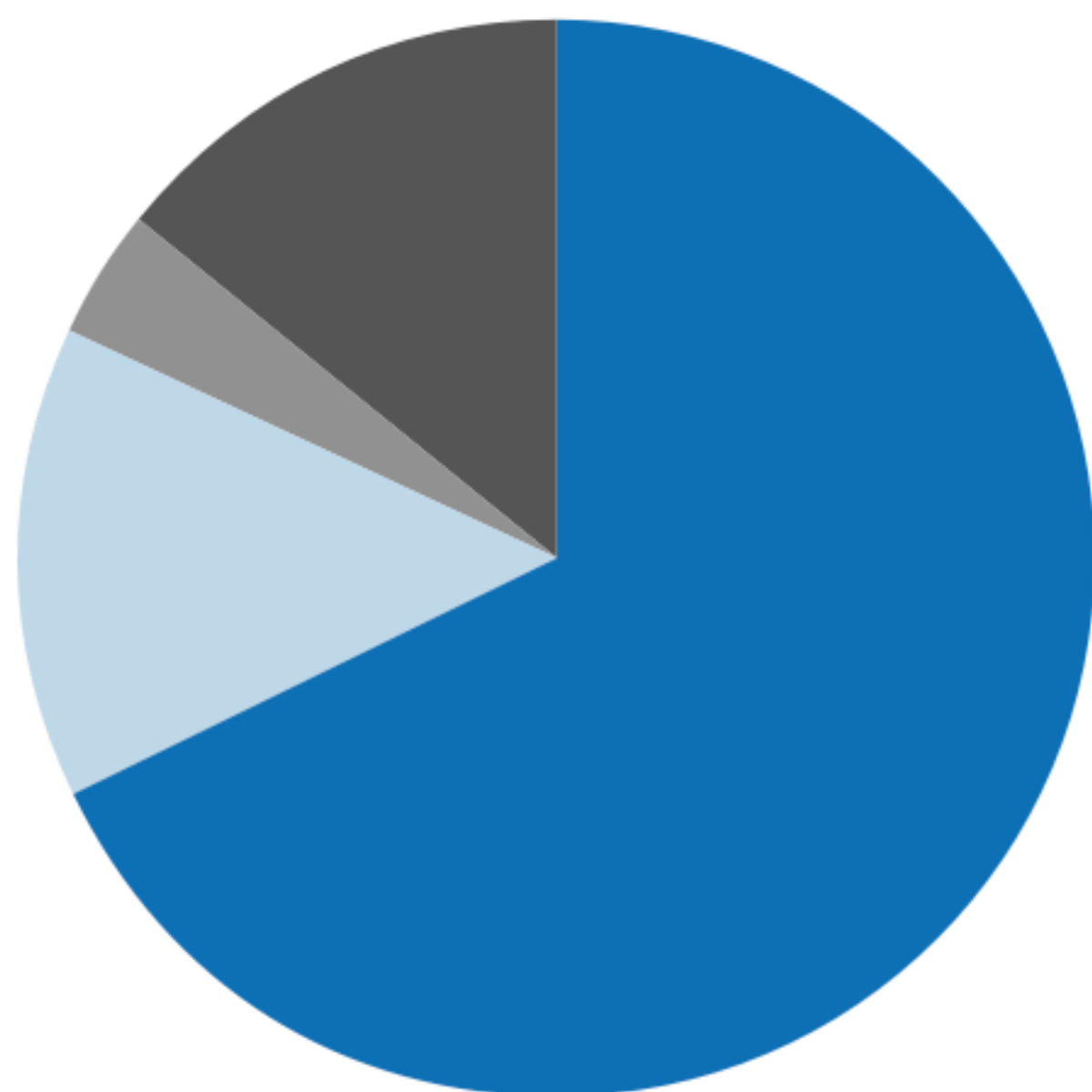
Personal Feelings About AI

- Positive..**68%**
- Neutral..**14%**
- Negative...**4%**
- I'm not sure how I feel about it............................**14%**

n = 1,751

Q: "How do you feel personally about AI and the impact
it's having on marketing, business, and society?"

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Excited About…

- Efficiency and productivity
- Innovation and creativity
- Automation and business growth

"The sheer ability and ease to complete tasks"

"More time for creativity and critical thinking"

"Expanded possibilities to grow existing businesses and jumpstart new ones"

Q: "What are you most excited about when it comes to AI?"

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Worried About...

- Speed of change and innovation
- Misuse and abuse of AI
- Privacy and security

"I'm concerned that the company I work for will fall behind because they are afraid of AI"

"Deep fakes, copyright infringement"

"Data privacy, data security"

Q: "What concerns you most about AI?"

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It's clear that
we stand at a crossroads.

Get the **Report**

- Emailed with webinar recording (next 24 hours)
- **www.StateofMarketingAI.com**

Join Us at MAICON

- Sept. 10-12 in Cleveland, OH
- Best pricing ends TOMORROW
- Use code **STATEOFAI100** for $100 off

www.MAICON.ai

For group rates/questions:
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Q&A