2022

STATE OF MARKETING AND SALES AI REPORT

Presented by Drift and
Marketing AI Institute

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MARKETING AND SALES LEADERS CAN NO LONGER AFFORD TO IGNORE ARTIFICIAL INTELLIGENCE

A Letter from Paul Roetzer, Founder & CEO, Marketing AI Institute

In the last two years, breakthroughs in AI language, vision, and prediction technologies have surprised AI experts with their human-like abilities to write (GPT-3), converse (LaMDA), and generate photo-realistic images from scratch (DALL-E 2).

These breakthroughs are accelerating innovation and creating increased uncertainty about where the limits of intelligent systems will be in the months and years ahead. And they're ushering in a unique moment in time where **every career path and business in** *marketing and sales will be changed by AI*.

Consider the following:

- Data, and our need to understand and act on it, continues to expand exponentially.

- Consumers demand convenience and personalization in both B2B and B2C marketing, sales, and service.

- Leadership expects ever-improving performance, while favoring efficiency in talent and the allocation of financial resources (especially as we teeter on the verge of a recession).

- Predicting human behavior and business outcomes are essential to reducing uncertainty. Boards, investors, and company leaders hate uncertainty.

- The power and speed of cloud computing continue to rise, as a result the cost of building AI applications continues to fall, democratizing access and opportunity.

- Google, Microsoft, and Amazon continue to rapidly expand their AI research, teams, and cloud offerings, bringing AI innovations and technology to businesses of all sizes. And they're not alone. Apple, Meta, NVIDIA, Salesforce, Adobe, IBM, and other tech leaders have been ramping up AI acquisitions, investments, and solutions for the last decade or more.

- Venture capital money is pouring into startups that are building smarter, AI-powered solutions across every industry.

- The rate of AI-powered innovation is accelerating, opening up seemingly endless possibilities for entrepreneurs with the will and vision to drive change.

When you consider all these factors together, it's the *perfect storm for wide-scale disruption* — and once-in-a-lifetime wealth creation and career advancement in marketing and sales.

That's why we've once again teamed up with Drift to create the 2022 State of Marketing and Sales AI Report. The report establishes industry benchmarks for understanding and adoption of artificial intelligence. It also offers a glimpse into a near-term future in which marketers and machines work together seamlessly to run personalized campaigns of unprecedented complexity, with unimaginable simplicity. In doing so, it also highlights how much work leaders in marketing and sales have ahead of them to transform their own careers and skills — and those of their teams — to take advantage of AI.

Given the recent rate of AI advancement, the industry can no longer afford to ignore or delay AI education and training across every marketing and sales function. The 2022 report is designed to help marketing and sales professionals understand the technological changes, employment risks, and career opportunities ahead.

It's time for all of us in the industry to get smarter about intelligent marketing and sales technology — together.

PAUL ROETZER
Founder & CEO, Marketing AI Institute

Paul Roetzer

EXECUTIVE SUMMARY

Marketing AI Institute and Drift teamed up once again to gain unparalleled insights into the awareness, understanding, and adoption of AI throughout the marketing industry.

Building on the findings of the **2021 State of Marketing AI Report**, the 2022 State of Marketing and Sales AI Report gave marketers (including those involved in sales activities) the opportunity to answer 14 survey questions, and rate the value of 50 sample marketing AI use cases. More than 600 marketers answered portions of the survey, and 371 answered all questions and use case ratings.

What we learned is that the marketing industry is demanding leaders who can provide on-the-job AI education that accelerates companies and careers. *Marketers overwhelmingly believe AI will transform their work*, and want to use it for increased personalization, revenue acceleration, and insight. But they're held back by a number of factors, including a lack of training and a lack of clear ownership of AI adoption at organizations.

01. **Marketers recognize the transformative impact AI will have on the marketing industry.**

More than half of respondents (51 percent) said AI is critically important or very important to their marketing success over the next 12 months.

51% of respondents said AI is critically important or very important to their marketing success over the next 12 months.

They also see AI having a massive impact on marketing teams in the next five years: 74 percent believe they will be intelligently automating more than a quarter of their tasks in the next five years. 41 percent of marketers anticipate half or more of their tasks will be automated by AI in the next five years.

02. Marketers are highly focused on using AI in the near term in three key areas: personalization, revenue acceleration, and getting actionable insights from data.

When asked what marketing outcomes they were achieving today with AI, respondents most often said they were creating personalized consumer experiences at scale (41 percent).

41% of respondents said they were creating personalized consumer experiences at scale.

Almost as many said they were accelerating revenue or getting more actionable insights from marketing data (both at 40 percent).

03. But the industry faces a major obstacle to achieving these attainable, real-world outcomes with AI: a significant lack of confidence in adopting and implementing AI.

Nearly half (45 percent) of all respondents say they're still beginners when asked to classify their own AI knowledge and capabilities. Only 29 percent say they have high or very high confidence in evaluating the AI-powered marketing technology that makes their desired outcomes possible.

04. The reason for the lack of confidence in the industry is that most marketers lack adequate education and training.

Respondents are predominantly *not afraid or wary of AI*. When asked what was stopping them from adopting AI, only 19 percent cited a fear of AI. Instead, the biggest barrier by far was a lack of education and training, which was the top response cited by 63 percent of respondents. The second most common response was a lack of awareness of AI's capabilities and use cases at 52 percent — up 6 points from 2021.

The reason for this is clear: 81 percent of respondents say their organization does not have or is still developing, AI-focused education and training. Only 11 percent say their companies have formal education and training programs.

05. **But why is there such a gap in the AI-focused training holding marketers back? It comes down to the ownership of AI at companies.**

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

33 percent of respondents say Chief Marketing Officers (CMOs) fully or partially own AI at their company. 19 percent say CTOs own it. 13 percent say Chief Digital Officers own it. 12 percent say Chief Data Officers own it. A full 29 percent said someone else outside of core C-suite roles owns AI. 18 percent don't know who owns it.

33% of respondents say Chief Marketing Officers (CMOs) fully or partially own AI at their company.

This has led to an AI leadership vacuum, where marketers who recognize a future increasingly impacted by AI still lack the on-the-job guidance and education needed to adopt it.

06. **CMOs and other C-suite roles have a major duty — and opportunity — to work together to develop internal training for a workforce hungry to deploy AI to achieve lasting competitive advantage.**

According to IBM, more than 3,000 CEOs say technological factors were the number one concern for their enterprises over the next two to three years — and 60 percent are accelerating digital transformation, specifically in the areas of IoT, cloud computing, and AI. .

This transformation will not, and cannot, happen without the more intelligent capabilities provided by AI-powered technology. The leaders that embrace AI will establish themselves as *indispensable value-creators in their organizations* — and the way to do that is by enabling their teams to do the same.

STATE OF MARKETING AI METHODOLOGY

The 2022 State of Marketing and Sales AI Report collected responses to 14 questions about AI and its role in marketing.

Additionally, data on 50 different marketing AI use cases across five categories of marketing (Planning, Production, Promotion, Personalization, and Performance) was collected using Marketing AI Institute's AI Score for Marketers™ assessment tool. Respondents were not required to answer all questions or rate all use cases to submit their responses. A full 371 people answered all survey questions and completed the full assessment to rate 50 use cases. Some questions received upwards of 600 responses. (A new question was added in 2022, so the 371 people who answered all questions may have answered 13 questions or 14 questions depending on the survey completion date.)

The data presented in this report may reflect varying participation rates across different data points. Throughout the report, we clearly indicate the sample size of respondents for a particular answer set. In some places, percentages may add up to more than 100 percent, either due to multiple responses or the rounding up of percentages for ease of reading.

Respondents were gathered between *June 1, 2021 and June 1, 2022*. Respondents were marketed to by Marketing AI Institute and Drift via email, paid advertising, website popups, and social media.

This data builds on the 2021 State of Marketing AI Report from Marketing AI Institute and Drift, the first research of its kind to gain insight into how marketers understand, adopt, and scale AI. Most questions and use cases remain the same, in order to benchmark industry data year after year.

THE RESPONDENTS

Survey respondents represented a diverse set of roles, marketing disciplines, and company sizes.

ROLES

| **49%** identified their roles as Director-level or above.

The highest percentage of respondents (20 percent) identified themselves as managers. The next highest identified role was CEO / President (17 percent). The C-suite as a whole comprised 32 percent of respondents. Chief Marketing Officer comprised 11 percent of the respondents.

ROLE	PERCENTAGE OF RESPONDENTS
Manager	22%
Other	19%
CEO / President	17%
Director	12%
Chief Marketing Officer (CMO)	11%
Junior Associate	5%
Vice President	4%
Intern	3%
Chief Growth Officer (CGO)	3%
Chief Revenue Officer (CRO)	0.6%

n = 548

NOTE: Possible roles were streamlined into fewer options from 2021's report.

AREAS OF MARKETING

| 59% are involved in content marketing, the highest percentage of respondents.

Respondents were asked about the areas of marketing in which they were involved at their organization and could select multiple marketing categories.

The leading category was content marketing at 59 percent. The next most common categories were: *analytics* (57 percent), *email marketing* (53 percent), *social media marketing* (52 percent), and *communications* (50 percent). More than one-third (35 percent) of respondents indicated they were involved in sales in some capacity.

Use case ratings throughout this report will reflect the fact that a majority of respondents do some work in content marketing, analytics, email marketing, social media marketing, and communications. Therefore, these use cases tend to be rated higher on average.

MARKETING CATEGORIES	PERCENTAGE OF RESPONDENTS
Content Marketing	59%
Analytics	57%
Email Marketing	53%
Social Media Marketing	52%
Communications	50%
Advertising	50%
Search Engine Optimization (SEO)	42%
Sales	35%

MARKETING CATEGORIES	PERCENTAGE OF RESPONDENTS
Data Management	35%
Research	35%
Account-Based Marketing	33%
Customer Experience	32%
Direct Marketing	29%
Event Marketing	28%
Product Development	25%
Public Relations	25%
Customer Service*	24%
Conversational	21%
eCommerce*	20%
Sponsorship	15%

n = 500

NOTE: Customer Experience and eCommerce were added as responses in 2022.

INDUSTRY

| **20%** work in Professional Services, the highest percentage of respondents.

Professional services was the industry most commonly identified by respondents, comprising 20 percent of respondents. Software (12 percent), education (10 percent), and media (8 percent) were the next most common industries.

| INDUSTRY	PERCENTAGE OF RESPONDENTS
Professional Services	20%
Other	15%
Software	12%
Education	10%
Media	8%
Finance	5%
Health Care	4%
Consumer Services	4%
Retail	3%
Consumer Packaged Goods (CPG)	3%
Construction	3%
Real Estate	2%
Manufacturing	2%
Insurance	2%
Entertainment	2%
Arts	1%
Travel	1%
Publishing	1%
Government	1%
Transportation	0.3%
Telecommunications	0.3%

n = 330

B2B VS. B2C

| **79%** work in B2B.

When asked if their company was business-to-business (B2B) or business-to-consumer (B2C), 38 percent indicated they were exclusively in B2B, while 41 percent said they were in both B2B and B2C. Only 17 percent indicated they were exclusively B2C.

Given the overlap, 79 percent work either fully or partially in B2B, and 58 percent work either fully or partially in B2C.

B2B VS. B2C	PERCENTAGE OF RESPONDENTS
Both	41%
B2B	38%
B2C	17%
N/A	5%

n = 330

B2B VS. B2C

BOTH	41%
B2B	38%
B2C	17%
N/A	5%

n = 330
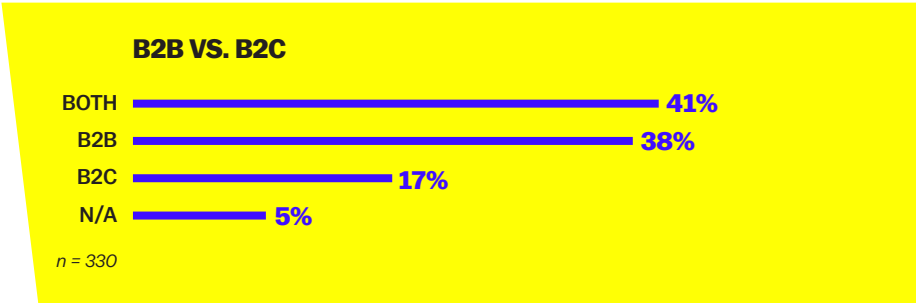
REVENUE

68% work at organizations with $10M or less in revenue.

More than two-thirds of respondents (68 percent) work at companies with $10M in revenue or less, which is virtually unchanged from 2021's numbers. However, larger enterprises are significantly represented, with 23 percent of responses coming from individuals at companies with $50M or more in revenue.

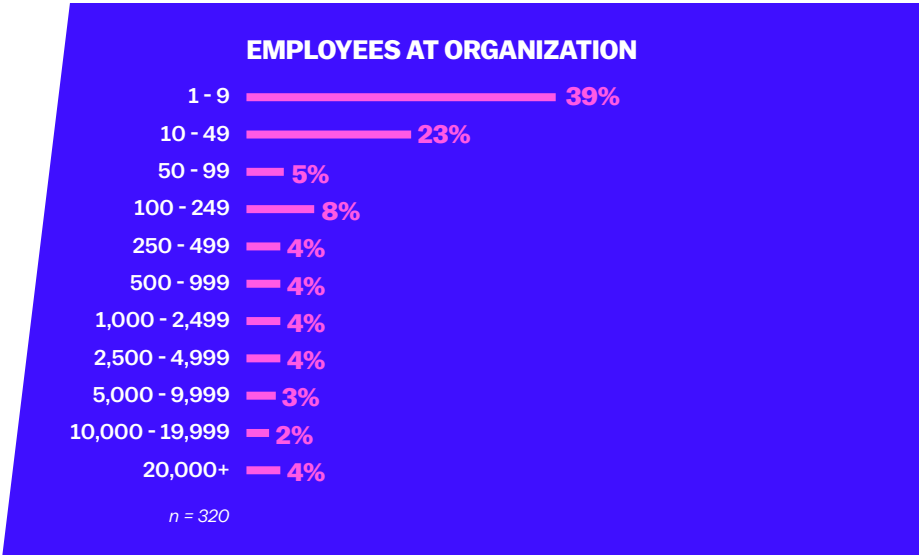| REVENUE	PERCENTAGE OF RESPONDENTS
$0 - $1M	43%
$1M - $10M	25%
$10M - $50M	10%
$50M - $100M	7%
$100M - $250M	2%
$250M - $500M	3%
$500M - $1B	4%
$1B+	7%

n = 321

EMPLOYEES

62% work at organizations with less than 50 employees.

In line with revenue numbers, 62 percent of respondents work at organizations with less than 50 employees. At the other end of the spectrum, 21 percent work at companies with 250 or more employees. And, of note, 9 percent work at large enterprises with 5,000 or more employees.

EMPLOYEES	PERCENTAGE OF RESPONDENTS
1 - 9	39%
10 - 49	23%
50 - 99	5%
100 - 249	8%
250 - 499	4%
500 - 999	4%
1,000 - 2,499	4%
2,500 - 4,999	4%
5,000 - 9,999	3%
10,000 - 19,999	2%
20,000+	4%

n = 320

EMPLOYEES AT ORGANIZATION

|	
1 - 9	39%
10 - 49	23%
50 - 99	5%
100 - 249	8%
250 - 499	4%
500 - 999	4%
1,000 - 2,499	4%
2,500 - 4,999	4%
5,000 - 9,999	3%
10,000 - 19,999	2%
20,000+	4%

n = 320

LOCATION

41% of respondents came from the United States.

Other top locations represented were India (11 percent), the United Kingdom (5 percent), Canada (5 percent), and Germany (3 percent).

LOCATION	PERCENTAGE OF RESPONDENTS
United States	41%
India	11%
United Kingdom	5%
Canada	5%
Germany	3%
Other	35%

n = 738

LOCATION OF ORGANIZATION

UNITED STATES	41%
INDIA	11%
UNITED KINGDOM	5%
CANADA	5%
GERMANY	3%
OTHER	35%

n = 738
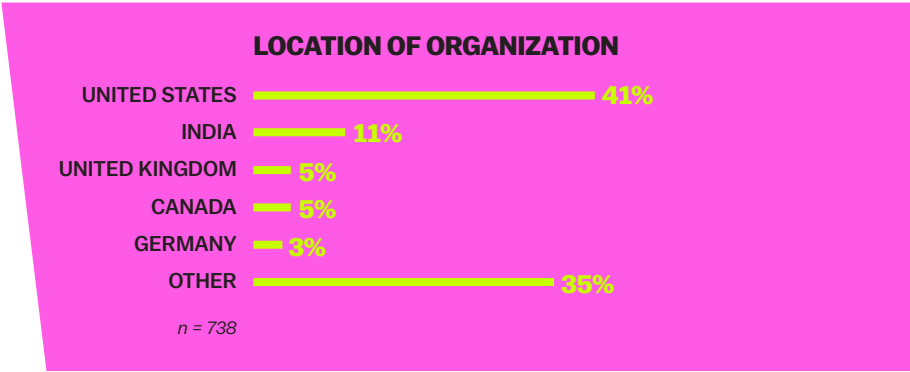
MARKETING AI SURVEY: KEY FINDINGS

As part of the State of Marketing AI Report, respondents were asked to answer 14 questions about their AI knowledge and how their organization uses AI in marketing. The questions were either multiple choice with a single answer possible or multiple choice with multiple answers possible.

UNDERSTANDING OF AI

45% of marketers classify themselves as AI beginners.

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

Respondents were asked how they would classify their understanding of AI terminology and capabilities. A full 45 percent classify themselves at the beginner level, while 43 percent say they're at an intermediate level. Just 12 percent say they are at an advanced level.

Compared to 2021's numbers, it appears marketers are slowly edging out of the beginner phase of AI understanding. Last year, 50 percent said they were beginners compared to 45 percent this year.

UNDERSTANDING OF AI TERMINOLOGY (MARKETING-INVOLVED)

BEGINNER — **45%**
INTERMEDIATE — **43%**
ADVANCED — **12%**
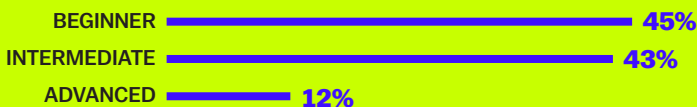
n = 611

ROLE IN EVALUATING AND PURCHASING MARKETING AI TECHNOLOGY

32%

of respondents are marketing AI technology decision-makers with purchasing authority.

Q: "Which best describes your involvement in evaluating and purchasing marketing technology?"

The survey showed that 32 percent of respondents are decision-makers with the authority and budget to purchase marketing technology in their organizations. An additional 21 percent are influencers who research and recommend solutions, the second-highest percentage of respondents.

ROLE IN EVALUATING AND PURCHASING MARKETING AI TECHNOLOGY	PERCENTAGE OF RESPONDENTS
I'm the decision-maker with authority and budget to make purchases	32%
I'm an influencer who researches and recommends solutions	21%
I'm a champion who advocates internally for the best solutions	18%
I'm a user who offers input based on needs and experiences	15%
I'm not involved in the decision-making process	15%

n = 575

MARKETING AI CONFIDENCE LEVEL

| **71%** rate their confidence level evaluating AI-powered technology as medium, low, or none.

Q: "How would you rank your confidence evaluating AI-powered marketing technology?"

The most respondents (39 percent) rated their confidence in evaluating AI-powered marketing technology at a medium confidence level. 29 percent said they had low confidence. 19 percent said they had high confidence. And 3 percent said they had no confidence in evaluating AI-powered marketing technology.

Slightly more people are at the medium or low confidence level in 2022 versus 2021. In 2021, 69 percent of respondents rated their confidence level as medium, low, or none.

Additionally, 31 percent of respondents in 2021 said they had high or very high confidence. Today, that number is 29 percent of respondents.

MARKETING AI CONFIDENCE RANKING

Confidence	Percentage
NONE	3%
LOW	29%
MEDIUM	39%
HIGH	19%
VERY HIGH	10%
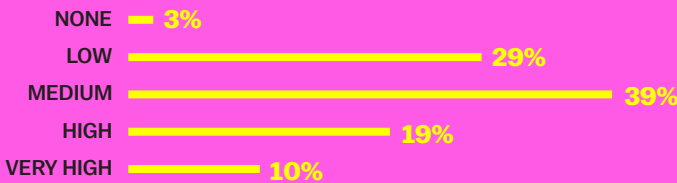
n = 561

AI'S IMPACT ON MARKETING JOBS

57% believe AI will create more marketing jobs than it eliminates.

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

The majority of marketers are optimistic that AI will have a net positive effect on jobs, with 57 percent saying more jobs will be created by AI. 22 percent say AI will eliminate more jobs than it creates. 14 percent say they don't know what AI's impact on jobs will be, while 7 percent think AI won't have a meaningful impact on jobs.

These numbers are virtually unchanged from 2021, indicating 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

STAGE OF MARKETING AI TRANSFORMATION

51% of marketers are either piloting AI or scaling the technology.


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

Respondents were asked which stage of marketing AI transformation best describes their marketing teams, and could choose multiple answers.

Respondents were most commonly in the understanding phase of marketing AI transformation (67 percent), where they were actively learning about AI, and exploring use cases and technologies. Slightly more than half (51 percent) were actually using AI, either by piloting the technology (36 percent) or scaling (15 percent).

STAGE OF MARKETING AI TRANSFORMATION	PERCENTAGE OF RESPONDENTS
Understanding Learning how AI works and exploring use cases and technologies.	67%
Piloting Prioritizing, and starting to run, a limited number of quick-win pilot projects with narrowly defined use cases.	36%
Scaling Achieving wide-scale adoption of AI, while consistently increasing efficiency and performance.	15%

n = 494

STAGE OF MARKETING AI TRANSFORMATION

UNDERSTANDING ▬▬▬▬▬▬▬▬ **67%**
PILOTING ▬▬▬▬▬ **36%**
SCALING ▬▬▬ **15%**
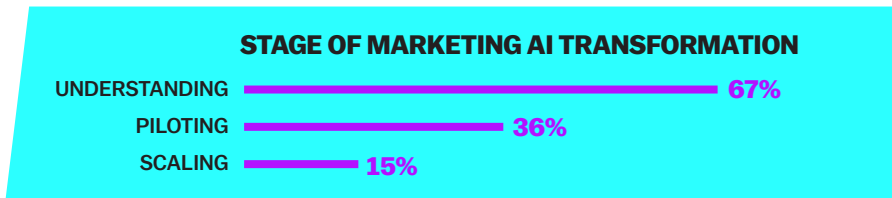
NOTE: This question was asked in 2021 and 2022. In 2021, the question had five possible responses, including Understand, Piloting, and Researching. In 2022, the question was streamlined to include only these three responses.

IMPORTANCE OF AI TO MARKETING

51% of marketers say AI is either very important or critically important to their marketing success over the next 12 months.

Q: "How important is AI to the success of your marketing over the next 12 months?"

Slightly more than half of marketers (51 percent) say AI is either very important or critically important to the success of their marketing over the next 12 months. Another 33 percent say it is somewhat important. Just 6 percent say AI is not important at all to their marketing in the next year.

IMPORTANCE OF AI TO MARKETING	PERCENTAGE OF RESPONDENTS
Very important	34%
Somewhat important	33%
Critically important	17%
Not sure	10%
Not important at all	6%

n = 479

IMPORTANCE OF AI TO MARKETING

VERY IMPORTANT	34%
SOMEWHAT IMPORTANT	33%
CRITICALLY IMPORTANT	17%
NOT SURE	10%
NOT IMPORTANT AT ALL	6%
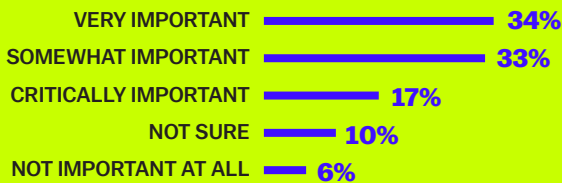
MARKETING AI OUTCOMES

| **41%** are creating personalized consumer experiences at scale with AI.

Q: "What outcomes is your marketing team achieving with AI TODAY? Choose all that apply."

Respondents were asked which outcomes their teams were achieving with marketing AI today. They could select multiple answers.

Most commonly, respondents were using AI in marketing to create personalized consumer experiences at scale (41 percent). Almost as many (40 percent) were accelerating revenue growth or getting more actionable insights from marketing data (40 percent). Other common outcomes were reducing time spent on repetitive data-driven tasks (37 percent) and generating greater ROI on campaigns (36 percent).

MARKETING AI OUTCOMES	PERCENTAGE OF RESPONDENTS
Creating personalized consumer experiences at scale	41%
Accelerating revenue growth	40%
Getting more actionable insights from marketing data	40%
Reducing time spent on repetitive, data-driven tasks	37%
Generating greater ROI on campaigns	36%
Driving costs down	30%
Predicting consumer needs and behaviors with greater accuracy	29%
Increasing qualified pipeline	27%

MARKETING AI OUTCOMES	PERCENTAGE OF RESPONDENTS
Unlocking greater value from marketing technologies	25%
None of the above	21%
Shortening the sales cycle	19%

n = 460

USE OF INTELLIGENT AUTOMATION

74% believe they will be intelligently automating more than a quarter of their tasks in the next five years.

Q1: "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.)"

Q2: What percentage of marketing tasks that your team performs do you believe will be intelligently automated to some degree in the *NEXT FIVE YEARS*? (i.e. AI will be applied to improve the efficiency and/or performance of the task.)"

Today, 77 percent of marketers say a quarter or less of their marketing tasks are intelligently automated to some degree.

However, over the next five years, 74 percent say more than a quarter of their tasks will be intelligently automated — indicating that a large majority of marketers expect increasing amounts of AI-powered automation in the near future. In fact, 41 percent of marketers anticipate half or more of their tasks will be automated in the next five years.

These are very similar percentages to 2021's survey, which indicates marketers remain unchanged in their conviction that AI-powered automation will have a major impact on marketing work.

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*

BARRIERS TO MARKETING AI ADOPTION

63% say a lack of education and training is a top barrier to AI adoption.

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

Respondents were asked about their barriers to AI adoption in their marketing and could choose multiple barriers.

The top barrier to AI adoption was a lack of education and training, with 63 percent of respondents citing it. Other major barriers included a lack of awareness (52 percent), lack of talent with the right skill sets (43 percent), and lack of strategy (42 percent).

Notably, only 19 percent of respondents cited a fear of AI and only 18 percent chose mistrust of AI as significant barriers to adoption.

In 2021, lack of education and training was also the top barrier, but for 70 percent of respondents versus 63 percent this year. Lack of awareness was the second-highest percentage and actually increased compared to last year (52 percent vs. 46 percent). Lack of resources also dropped a full 6 points from last year (40 percent in 2022 vs. 46 percent in 2021).

BARRIERS TO MARKETING AI ADOPTION	PERCENTAGE OF RESPONDENTS
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%
Lack of technology infrastructure	34%
Lack of the right data	32%
Lack of vision	26%
Lack of executive support	26%
Lack of ownership	20%
Fear of AI	19%
Unknown risks	19%
Mistrust of AI	18%
Unrealistic expectations	16%
Lack of governance	14%
None of the above	4%

n = 439

MARKETING AI EDUCATION AND TRAINING

81% do not have internal AI-focused education and training currently developed.

Q: "Does your organization offer any AI-focused education and training for the marketing team?"

When asked if their organizations offered AI-focused education and training for the marketing team, 65 percent said no, and 16 percent said training was in development. Another 7 percent said they weren't sure they had internal AI-focused education and training. Only 11 percent indicated that education and training existed in their organization today.

These numbers remained virtually unchanged from 2021's data, indicating that companies have not acted in a meaningful way to resolve this education and training issue.

MARKETING AI EDUCATION AND TRAINING	PERCENTAGE OF RESPONDENTS
No	65%
In development	16%
Yes	11%
Not sure	7%

n = 420

MARKETING AI EDUCATION AND TRAINING

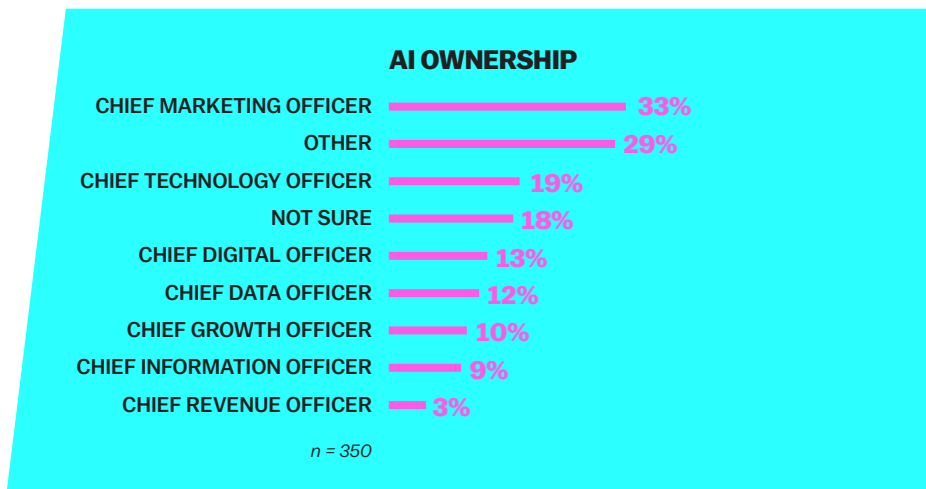|	
NO	65%
IN DEVELOPMENT	16%
YES	11%
NOT SURE	7%

n = 420
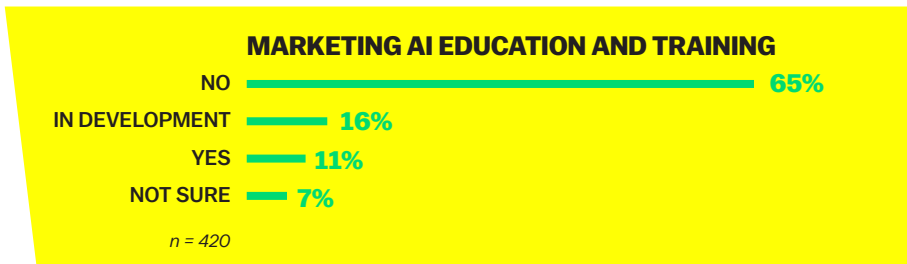
AI OWNERSHIP

33%

say the Chief Marketing Officer owns the adoption and integration of AI technology for marketing, either solely or sharing ownership with other roles.

Q: "Who in your organization owns the adoption and integration of AI technology for marketing? Choose all that apply."

19 percent of respondents said the Chief Marketing Officer had sole ownership of the adoption and integration of AI technology for marketing. Another 14 percent said the CMO co-owned AI with other roles. This makes CMOs the most common owner of AI, with 33 percent either solely owning AI or sharing ownership with other roles.

9 percent said the Chief Technology Officer had sole ownership. Another 10 percent said the CTO shared AI ownership with other roles. (19 percent total ownership.)

Notably, 18 percent weren't sure who owned AI in their organization.

AI OWNERSHIP

CHIEF MARKETING OFFICER	33%
OTHER	29%
CHIEF TECHNOLOGY OFFICER	19%
NOT SURE	18%
CHIEF DIGITAL OFFICER	13%
CHIEF DATA OFFICER	12%
CHIEF GROWTH OFFICER	10%
CHIEF INFORMATION OFFICER	9%
CHIEF REVENUE OFFICER	3%

n = 350

MARKETING AI USE CASES: KEY FINDINGS

In November 2016, we launched Marketing AI Institute and published our first spotlight in which we ask the same questions of every company. (See Drift's spotlight [here](#).)

The insights gained from this research led to the creation of a new framework to help visualize and organize the marketing AI technology landscape — the 5Ps of Marketing AI.

01. PLANNING: Building intelligent strategies

02. PRODUCTION: Creating intelligent content

03. PERSONALIZATION: Powering intelligent consumer experiences

04. PROMOTION: Managing intelligent cross-channel promotions

05. PERFORMANCE: Turning data into intelligence

For this report, respondents were asked to rate 50 marketing AI use cases using the 5Ps of Marketing AI framework. Keep in mind, these are simply a collection of common use cases. There are hundreds, if not thousands, of potential use cases for AI in marketing.

For each of the 5Ps, respondents were asked the same question, "Assuming AI technology could be applied, how valuable would it be for your team to intelligently automate each of the use cases below?"

For each use case, respondents were asked to consider the potential time and money saved, and the increased probability of achieving business goals. Then, respondents were instructed to rate each use case on a 1-5 scale:

1-5 SCALE RATING

N/A	Your team does not perform the use case
1 ▬	No value
2 ▬▬	Minimal value
3 ▬▬▬	Moderate value
4 ▬▬▬▬	High value
5 ▬▬▬▬▬	Transformative

The resulting ratings offer unparalleled insights into how much marketers value the potential intelligent automation of more than four dozen use cases.

Across all marketing AI use cases, the average rating was 3.46 out of 5.00. The top 10 individual use cases by score across all 5Ps were:

01. Measure return on investment (ROI) by channel, campaign, and overall. (*3.95*)

02. Discover insights into top-performing content and campaigns. (*3.87*)

03. Recommend highly targeted content to users in real-time. (*3.81*)

04. Adapt audience targeting based on behavior and lookalike analysis. (*3.79*)

05. Optimize website content for search engines. (*3.77*)

06. Create data-driven content. (*3.77*)

07. Forecast campaign results based on predictive analysis. (*3.73*)

08. Predict winning creative (e.g. digital ads, landing pages, CTAs) before launch without A/B testing. (*3.72*)

09. Create performance reports based on marketing data and analytics. (*3.71*)

10. Construct buyer personas based on needs, goals, intent, and behavior. (*3.68*)

Out of the top 10 marketing AI use cases, four were classified as dealing with content marketing. An additional four were classified as analytics use cases.

The five lowest-rated use cases included:

01. Translate content into multiple languages. (*3.13*)

02. Predict customer churn. (*3.07*)

03. Transcribe audio (calls, meetings, podcasts, webinars) into text. (*2.99*)

04. Formulate pricing strategies to maximize profitability. (*2.98*)

05. Allocate and adjust marketing budgets. (*2.94*)

It is important to remember that use cases are subjective. The majority of respondents do at least some work in content marketing, analytics, email marketing, social media marketing, and communications, which may account for the use cases that get rated highest and lowest. A low-ranked use case may have the potential to unlock enormous value for individuals who work in areas of marketing different from the respondents in this report.

MARKETING AI USE CASES BY CATEGORY

As a part of the survey, respondents were given an overall AI Score based on the total value of their ratings, divided by 250, which is the total possible score if you rated every use case a 5 (i.e. 50 use cases with a score of up to 5 for each use case). This score is a reliable proxy for understanding AI's potential at your organization across each of the 5Ps, as well as an individual's overall need for AI in their marketing.

69% is the average total AI Score across respondents, indicating AI holds high potential for the marketing activities of those surveyed.

Across all respondents, the average total AI Score was 69 percent, indicating AI holds overall high potential for the marketing activities of those surveyed. We also broke down the AI Score for each individual use case category.

MARKETING AI USE CASES BY CATEGORY

Category	AI Score
OVERALL	69%
PLANNING	66%
PRODUCTION	69%
PERSONALIZATION	69%
PROMOTION	71%
PERFORMANCE	73%

n = 314

CATEGORY	AI SCORE AVERAGE
Overall	69%
Planning	66%
Production	69%
Personalization	69%
Promotion	71%
Performance	73%

n = 314

PLANNING

Building intelligent strategies.

66% is the average AI Score across Planning use cases.

The average AI Score across Planning use cases was 66 percent, slightly below the overall average. The average use case rating in this category was 3.34.

The top three use cases rated highly by respondents in the Planning section were:

01. Construct buyer personas based on needs, goals, intent, and behavior. (*3.68*)

02. Analyze existing online content for gaps and opportunities. (*3.68*)

03. Choose keywords and topic clusters for content optimization. (*3.64*)

The three lowest-rated use cases were:

01. Predict customer churn. (*3.07*)

02. Formulate pricing strategies to maximize profitability. (*2.98*)

03. Allocate and adjust marketing budgets. (*2.94*)

USE CASE	AVERAGE RATING
Construct buyer personas based on needs, goals, intent, and behavior.	3.68
Analyze existing online content for gaps and opportunities.	3.68
Choose keywords and topic clusters for content optimization.	3.64
Prescribe strategies and tactics to achieve goals.	3.53
Map buyer journey stages based on historical lead and conversion data.	3.47
Score leads based on conversion probabilities.	3.43
Determine campaign goals based on historical data and forecasted performance.	3.39
Define topics and titles for content marketing editorial calendars.	3.35
Identify companies and contacts to target in sales and account-based marketing campaigns.	3.27
Gain insights into competitors' digital ad spend, creative, and strategies.	3.24
Build media and influencer databases based on interests, audiences, and intent.	3.17
Predict customer churn.	3.07
Formulate pricing strategies to maximize profitability.	2.98
Allocate and adjust marketing budgets.	2.94
Average	3.34

PRODUCTION

Creating intelligent content.

69% is the average AI Score across Production use cases.

The average AI Score across Production use cases was 69 percent, right in line with the overall average. The average use case rating in this category was 3.43.

The top three use cases rated highly by respondents in the Production section were:

01. Optimize website content for search engines. (*3.77*)

02. Create data-driven content. (*3.77*)

03. Predict content performance before deployment. (*3.67*)

The three lowest-rated use cases were:

01. Write creative briefs and blog post drafts. (*3.23*)

02. Translate content into multiple languages. (*3.13*)

03. Transcribe audio (calls, meetings, podcasts, webinars) into text. (*2.99*)

USE CASE	AVERAGE RATING
Optimize website content for search engines.	3.77
Create data-driven content.	3.77
Predict content performance before deployment.	3.67
Design websites, landing pages, and calls-to-action.	3.54
Draft social media updates with copy, hashtags, links, and images.	3.50
Curate content from multiple sources.	3.49
Develop digital advertising copy.	3.46

USE CASE	AVERAGE RATING
Analyze and edit content for grammar, sentiment, tone, and style.	3.45
Send email newsletters with personalized content.	3.44
Write email subject lines.	3.28
Tag website images with keywords and categories.	3.27
Write creative briefs and blog post drafts.	3.23
Translate content into multiple languages.	3.13
Transcribe audio (calls, meetings, podcasts, webinars) into text.	2.99
Average	3.43

PERSONALIZATION

Powering intelligent consumer experiences.

| **69%** is the average AI Score across Personalization use cases.

The average AI Score across Personalization use cases was 69 percent, right in line with the overall average. The average use case rating in this category was 3.45. The top three use cases rated highly by respondents in the Personalization section were:

01. Recommend highly targeted content to users in real-time. (*3.81*)

02. Determine offers that will motivate individuals to action. (*3.55*)

03. Present individualized experiences on the web and/or in-app. (*3.48*)

The three lowest-rated use cases were:

01. Customize email nurturing workflows and content. (*3.35*)

02. Engage website visitors in conversations through chatbots that learn and evolve. (*3.27*)

03. Optimize email send time at an individual recipient level. (*3.25*)

USE CASE	AVERAGE RATING
Recommend highly targeted content to users in real-time.	3.81
Determine offers that will motivate individuals to action.	3.55
Present individualized experiences on the web and/or in-app	3.48
Customize email nurturing workflows and content.	3.35
Engage website visitors in conversations through chatbots that learn and evolve.	3.27
Optimize email send time at an individual recipient level.	3.25
Average	3.45

PROMOTION

Managing intelligent cross-channel promotions.

71% is the average AI Score across Promotion use cases.

The average AI Score across Promotion use cases was 71 percent, above average. The average use case rating in this category was 3.56.

The top three use cases rated highly by respondents in the Promotion section were:

01. Adapt audience targeting based on behavior and lookalike analysis. (*3.79*)

02. Predict winning creative (e.g. digital ads, landing pages, CTAs) before launch without A/B testing. (*3.72*)

03. Deliver individualized content experiences across channels. (*3.66*)

The three lowest-rated use cases were:

01. Adjust digital ad spend in real-time based on performance. (*3.49*)

02. Improve email deliverability. (*3.42*)

03. Schedule social shares for optimal impressions and engagement. (*3.35*)

USE CASE	AVERAGE RATING
Adapt audience targeting based on behavior and lookalike analysis.	3.79
Predict winning creative (e.g. digital ads, landing pages, CTAs) before launch without A/B testing.	3.72
Deliver individualized content experiences across channels.	3.66
Identify real-time social media and news trends for promotional opportunities.	3.54
Predict the next product or service a consumer is likely to buy.	3.54
Adjust digital ad spend in real-time based on performance.	3.49
Improve email deliverability.	3.42
Schedule social shares for optimal impressions and engagement.	3.35
Average	3.56

PERFORMANCE

Turning data into intelligence.

73%

is the average AI Score across Performance use cases.

The average AI Score across Performance use cases was 73 percent, above average and the highest average AI Score across categories. The average use case rating in this category was 3.63.

The top three use cases rated highly by respondents in the Performance section were:

01. Adapt audience targeting based on behavior and lookalike analysis. (*3.79*)

02. Predict winning creative (e.g. digital ads, landing pages, CTAs) before launch without A/B testing. (*3.72*)

03. Deliver individualized content experiences across channels. (*3.66*)

The three lowest-rated use cases were:

01. Adjust digital ad spend in real-time based on performance. (*3.49*)

02. Improve email deliverability. (*3.42*)

03. Schedule social shares for optimal impressions and engagement. (*3.35*)

USE CASE	AVERAGE RATING
Measure return on investment (ROI) by channel, campaign, and overall.	3.95
Discover insights into top-performing content and campaigns.	3.87
Forecast campaign results based on predictive analysis.	3.73
Create performance reports based on marketing data and analytics.	3.71
Receive real-time alerts based on unusual changes or trends in your marketing data.	3.58
Predict revenue potential for accounts at different stages of the buyer journey.	3.55
Determine which teams, channels, and campaigns get credit for conversions.	3.39
Monitor and evaluate brand mentions from media and influencers.	3.31
Average	3.63

THE STATE OF SALES AI

When asked "In which areas are you involved?," 35 percent of this year's survey respondents said they were involved in sales.

This doesn't mean 35 percent of respondents are salespeople, just involved in sales in some way, as respondents could select multiple answers. We call these "sales-involved" roles, and this cohort contains unique insight into how AI is understood and used by professionals working with sales.

UNDERSTANDING OF AI

Respondents involved in sales are ahead when it comes to understanding AI terminology and capabilities.

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

Sales-involved respondents were asked how they would classify their understanding of AI terminology and capabilities. 48 percent said they were at an intermediate level — a full 5 points higher than the percentage of all respondents. Additionally, 39 percent of sales-involved respondents said they were beginners, compared to 45 percent in the overall survey population.

UNDERSTANDING OF AI TERMINOLOGY (SALES-INVOLVED)

BEGINNER — 39%
INTERMEDIATE — 48%
ADVANCED — 13%

n = 171

| AI UNDERSTANDING AND CAPABILITIES	PERCENTAGE OF RESPONDENTS
Beginner	39%
Intermediate	48%
Advanced	13%

n = 171

SALES-INVOLVED AI CONFIDENCE LEVEL

Respondents involved in sales are more confident in their ability to evaluate AI-powered marketing technology.

37% of sales-involved respondents said their confidence in evaluating AI-powered marketing technology was either high or very high.

Q: "How would you rank your confidence evaluating AI-powered marketing technology?"

37 percent of sales-involved respondents said their confidence in evaluating AI-powered marketing technology was either high or very high, compared to just 29 percent who answered the same in the overall survey population. They also had fewer responses of low confidence (26 percent vs. 29 percent overall) and medium confidence (36 percent vs. 39 percent overall).

SALES-INVOLVED AI CONFIDENCE LEVEL

MEDIUM	36%
LOW	26%
HIGH	24%
VERY HIGH	13%
NONE	1%

n = 174
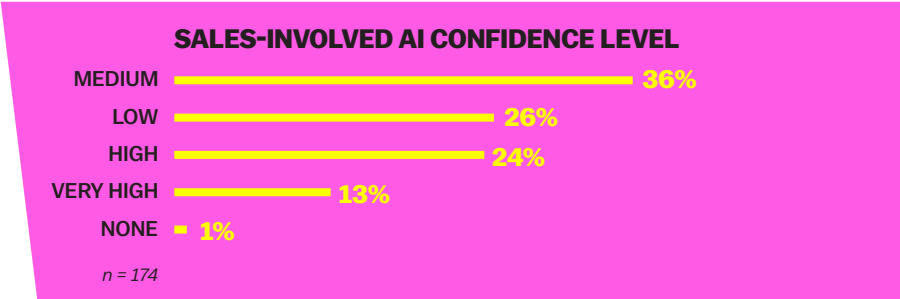
AI OWNERSHIP

40% say the Chief Marketing Officer owns the adoption and integration of AI technology for marketing, either solely or sharing ownership with other roles.

Q: "Who in your organization owns the adoption and integration of AI technology for marketing? Choose all that apply."

40 percent of sales-involved respondents said the Chief Marketing Officer had sole or shared ownership of the adoption and integration of AI technology for marketing. This is somewhat higher than the general survey population, in which 33 percent said the same. (In both cases, responses are likely skewed towards CMOs, since the survey population is marketers.)

Additionally, the proportion of respondents who didn't know who owned AI at their company was lower, with 14 percent of sales-involved respondents saying they weren't sure versus 18 percent overall.

AI OWNERSHIP (FULL OR PARTIAL)	PERCENTAGE OF RESPONDENTS
Chief Marketing Officer	40%
Other	32%
Chief Technology Officer	22%
Not sure	14%
Chief Data Officer	12%
Chief Digital Officer	11%
Chief Information Officer	9%
Chief Growth Officer	9%
Chief Revenue Officer	4%

n = 129

AI OWNERSHIP (SALES-INVOLVED)

CHIEF MARKETING OFFICER — 40%
OTHER — 32%
CHIEF TECHNOLOGY OFFICER — 22%
NOT SURE — 14%
CHIEF DIGITAL OFFICER — 12%
CHIEF DATA OFFICER — 11%
CHIEF INFORMATION OFFICER — 9%
CHIEF GROWTH OFFICER — 9%
CHIEF REVENUE OFFICER — 4%

n = 129
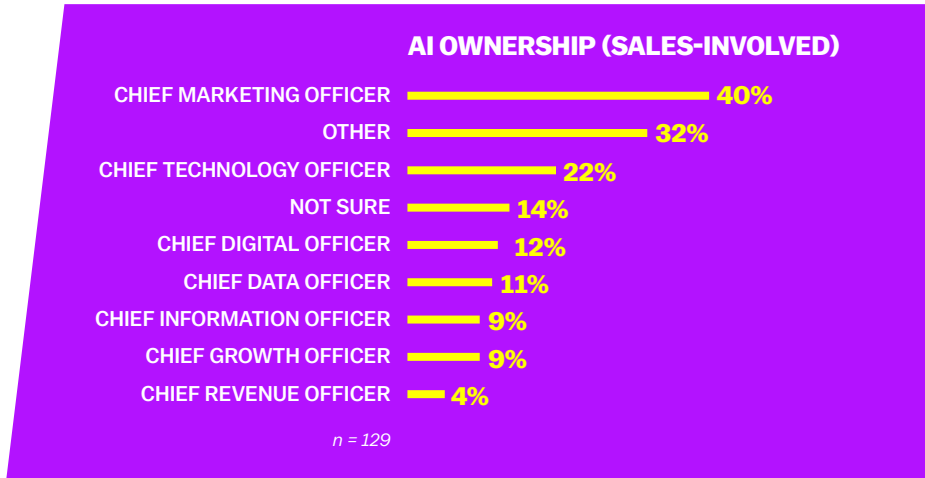
TOP AI USE CASES

The top 10 individual use cases by score across all 5Ps for sales-involved respondents were:

01. Measure return on investment (ROI) by channel, campaign, and overall. (*4.09*)

02. Recommend highly targeted content to users in real-time. (*3.98*)

03. Adapt audience targeting based on behavior and lookalike analysis. (*3.98*)

04. Optimize website content for search engines. (*3.96*)

05. Predict winning creative (e.g. digital ads, landing pages, CTAs) before launch without A/B testing. (*3.95*)

06. Forecast campaign results based on predictive analysis. (*3.94*)

07. Create data-driven content. (*3.94*)

08. Discover insights into top-performing content and campaigns. (*3.93*)

09. Construct buyer personas based on needs, goals, intent, and behavior. (*3.89*)

10. Predict revenue potential for accounts at different stages of the buyer journey. (*3.88*)

The five lowest-rated use cases included:

01. Formulate pricing strategies to maximize profitability. (*3.21*)

02. Predict customer churn. (*3.16*)

03. Allocate and adjust marketing budgets. (*3.12*)

04. Transcribe audio (calls, meetings, podcasts, webinars) into text. (*3.10*)

05. Translate content into multiple languages. (*2.96*)

Overall, sales-involved respondents scored slightly higher averages across all categories in the 5Ps framework, and overall.

CATEGORY	AI SCORE AVERAGE
Overall	72%
Planning	70%
Production	72%
Personalization	72%
Promotion	74%
Performance	76%

n = 120

THE RISE OF CONVERSATIONAL AI

You can't tell the story of AI in marketing and sales without talking about Conversational AI. With chatbots and other forms of Conversational AI, marketers and salespeople can participate in 1-to-1 conversations at scale, 24/7/365. And Conversational AI gives consumers the freedom to connect with companies on their own terms — whenever they want.

It's never been more important to do so.

In the last 24 months, the digitization of customer interactions has sped up by three years, **according to McKinsey**. Compared to 2021, executives are three times as likely to say the majority of their brands' customer interactions are digital.

This doesn't just mean brands are selling more — and more often — online. It means the entire customer journey has gone digital. Thanks to the internet, consumers have increasingly taken charge of their journeys with brands. Because of the COVID-19 pandemic, they're now entirely in the driver's seat. This new normal means consumers demand always-on, self-directed service and experiences, and failing to deliver has serious consequences.

Nearly *one-third of potential customers* say they'll stop doing business with a brand they love after one bad experience. After more than one bad experience? That number rises to almost 60 percent who would walk away, according to PwC.

Yet few brands have the resources, talent, or know-how to spin up — and manage — a 24/7 marketing and sales engagement machine. To help, brands have turned to Conversational AI as a critical necessity to scale digital engagement in a few major ways.

AI CHATBOTS ON WEBSITES

For most marketers, chatbots jump to mind first when they think of AI and **Conversational Marketing** — and for good reason.

When embedded on a website, chatbots can save marketers time, augment our capabilities and even unlock new lead generation channels.

Specifically, **AI chatbots** can:

- **AUTOMATICALLY ANSWER COMMON QUESTIONS IN REAL-TIME.** For standard questions your site visitors ask regularly, chatbots can be programmed to answer those questions how you'd like at all hours of the day.

- **ANSWER A BROAD RANGE OF QUESTIONS** using content published on your website. Emerging AI solutions can go beyond answering set, common questions.

50% of all conversations are handled by AI at Drift.

- **ELIMINATE OR SUPPLEMENT LEAD GEN FORMS.** Marketers know this: Forms create friction. Drift, in classic "practice what you preach" form, eliminated all of its forms in 2016. They instead used their conversations tool and chatbot to generate leads. The result: More leads (+15%), a faster sales cycle (3 days from conversation to demo), and less wasted time (AI handles 50% of all conversations). Rather than relying on a form to halt progress, chatbots increase the number of conversations brands have with site visitors and create more sales conversations.

- **SCHEDULE SALES MEETINGS.** Not only can a chatbot do more typical top-of-the-funnel work, it can actually book sales calls. If linked with the team's calendar, once the chatbot's "conversation" has progressed, AI-powered bots can offer times and automatically add meetings to your calendar.

AI EMAIL ASSISTANTS

When you see a website chatbot, you'll notice that most have a robot-like name, immediately signaling to visitors that they're messaging a bot, not a human.

When communicating through email, conversational messaging companies have created what they call "AI sales assistants," which act like humans to engage in conversations promptly, professionally, and persistently. The email address will appear like a coworker, talk like one, and even have a human name.

These AI sales assistants cannot replace the work of your sales team. Rather, these platforms *amplify your capabilities* and can *create opportunities from leads* that would have otherwise remained dormant.

AI sales assistants enable companies to:

- **ENGAGE COLD LEADS.** If you're like most businesses, there is a database of old contacts that you don't have time to reengage. That's where AI sales assistants come in.

- **PURSUE LESS QUALIFIED OR LOWER PRIORITY LEADS.** You might have a database full of potential leads that your team will never have time to contact. An AI sales assistant executes sales outreach to see which of these leads might be more qualified than you thought.

- **PASS QUALIFIED OR HOT LEADS OVER TO SALES.** Once a conversation with the AI sales assistant progresses, the tool will identify if a lead is ready for a sales call or meeting. At that point, your human team takes over, without having wasted a minute on the leads that never amounted to anything.

- **EXECUTE CONSISTENT FOLLOW-UPS WITH BUYERS.** Studies show that several touchpoints are necessary to effectively convert prospects into customers. Always-on Conversational AI offers marketers and salespeople the opportunity to have more meaningful conversations with qualified buyers, not send hundreds of emails that lead nowhere.

AI MESSENGER ASSISTANTS

Creative marketers and salespeople across all industries are *unlocking new possibilities with AI and chatbots*.

The following use cases show how AI can actually make brands seem more human and personal, not less. With AI messengers, marketers and salespeople can:

01. ENGAGE IN AUTOMATED CONVERSATIONS TO MAKE PERSONALIZED RECOMMENDATIONS. Imagine offering a unique experience that is tailored to each individual buyer. With AI, these interactions are 100% automated and make hyper-personalization at scale a reality.

02. EDUCATE CUSTOMERS AND LEARN MORE ABOUT THEM. Building on the advantages of the last point, messenger bots can educate consumers as they answer your questions — creating value for the consumer as you learn about them. This feels like a human conversation for the consumer, and is offered at a capacity that would require a massive team to do without AI.

DRIFT CONVERSATIONAL AI

With **Drift Conversational AI**, customers can ask open-ended questions in chat — and get answers in real-time. Conversational AI is the powerful technology behind the **Drift Conversation Cloud**, which helps businesses engage with buyers in a personalized way at every stage of the buying journey. Conversational AI guides visitors on a personalized journey to deliver better engagement and customer experiences. It enables flexible, human-like conversations, letting visitors voice their intent in their own words. They can find answers to their questions, get personalized recommendations, or book a sales meeting — 24/7.

Conversational AI gives your buyers conversations without limitations.

Get a Demo Today

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.

The ones that do will become *indispensable change agents* in their organizations, *building unprecedented competitive advantages* in their careers and companies.

The ones that don't can expect to see their tenures shorten and their future career paths grow more limited.

The way leaders avoid the second outcome is by taking charge of AI education and training within their organizations. Whether alone or in collaboration with other leaders, CMOs and other C-suite executives must prioritize arming their teams with smarter tools and technologies — before their competitors do the same.

ABOUT DRIFT

Drift®, the Conversation Cloud company, helps businesses connect with people at the right time, in the right place with the right conversation. Using the Drift Conversation Cloud, businesses can personalize experiences that lead to more quality pipeline, revenue, and lifelong customers. Drift brings Conversational Marketing, Conversational Sales, and Conversational Service into a single platform that integrates chat, email, and video and powers personalized experiences with artificial intelligence (AI) at all stages of the customer journey. More than 5,000 customers use Drift to deliver a more enjoyable and more human buying experience that builds trust and accelerates revenue. Representing less than 1% of unicorns led by Latino founders, Drift is building an equitable, enduring company to transform the way businesses buy from businesses.

drift.com

ABOUT MARKETING AI INSTITUTE

Marketing AI Institute is an online education and event company that makes AI approachable and actionable to marketing leaders around the world. The Institute owns and operates Marketing AI Conference (MAICON), a global event that attracted 300 marketing leaders from 12 countries in its inaugural year, and AI Academy for Marketers, an online education platform and community built to help marketers understand, pilot and scale AI.

Since its launch in 2016, Marketing AI Institute has educated tens of thousands of marketers on the present and future potential of artificial intelligence, and connected them with AI-powered technologies to drive marketing performance and transform their careers. Today, our weekly newsletter subscriber list includes marketing leaders from major brands such as Accenture, Adidas, Adobe, Disney, Ford, IBM, KPMG, LEGO, LinkedIn, MasterCard, Mayo Clinic, Microsoft, Nasdaq, Nvidia, Oracle, and Samsung.

Marketing AI Institute's founder and CEO is Paul Roetzer. Roetzer is founder and CEO of Marketing AI Institute, and founder of Ready North (formerly PR 20/20), HubSpot's first partner agency. He is the author of Marketing Artificial Intelligence (Matt Holt Books, 2022), The Marketing Performance Blueprint (Wiley, 2014), and The Marketing Agency Blueprint (Wiley, 2012); and creator of the Marketing AI Conference (MAICON).