

The 2025 State of Marketing AI Report

Presented by Marketing AI Institute and SmarterX



Meet Your **Presenters**



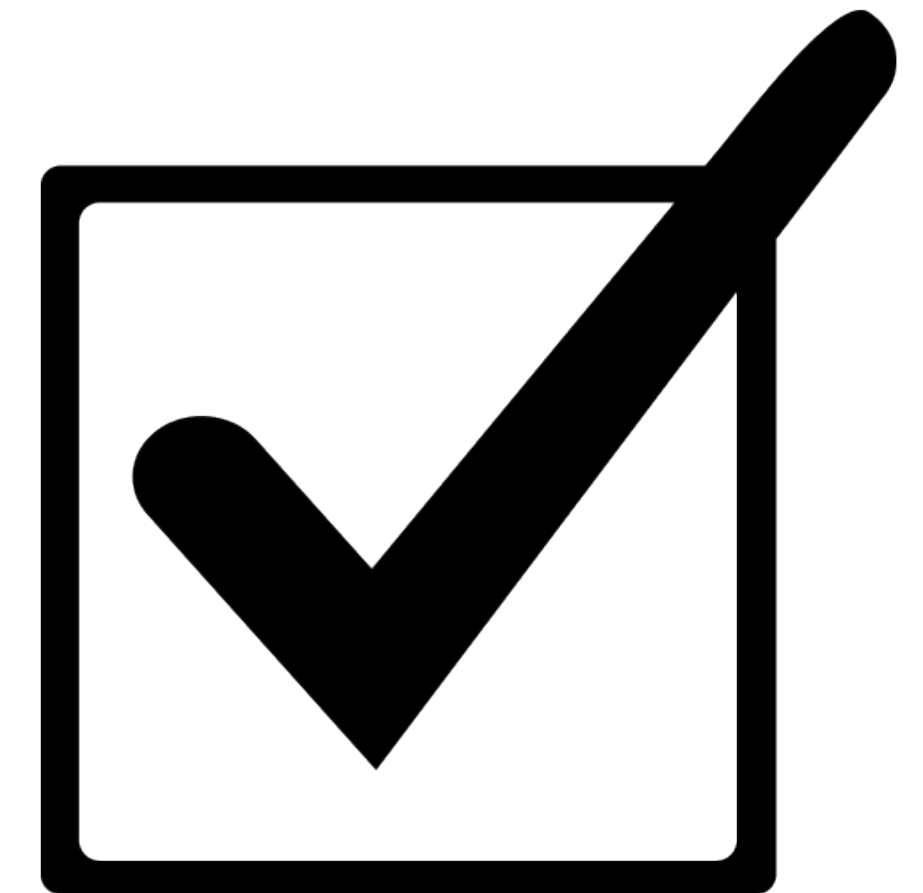
Paul Roetzer
Founder/CEO
Marketing AI Institute
& SmarterX



Mike Kaput
Chief Content
Officer
Marketing AI
Institute

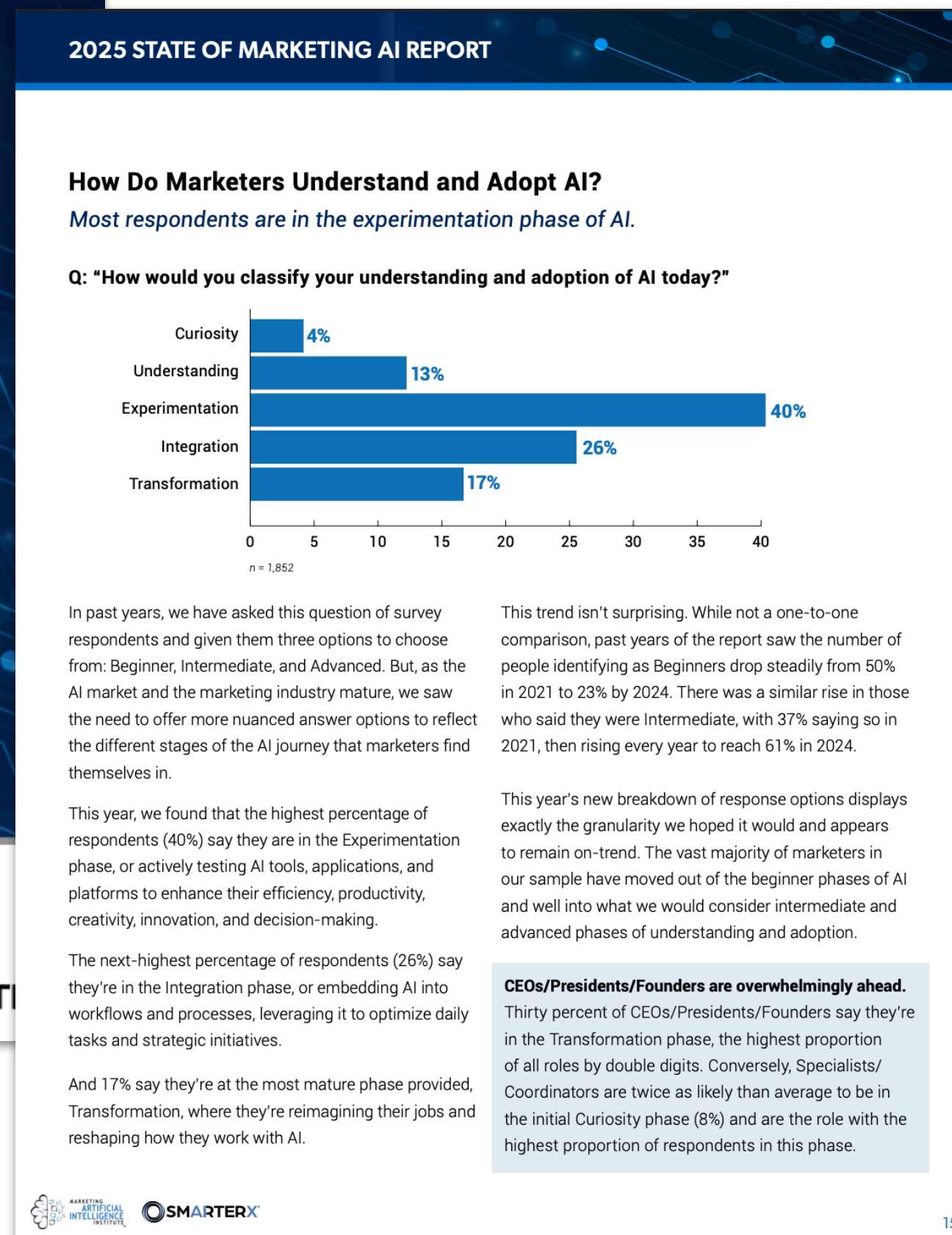
The Agenda

- ▶ **About** the State of Marketing AI Report
- ▶ **Key Findings** from the Report
- ▶ **Q&A** with Paul Roetzer and Mike Kaput



About the State of Marketing AI Report

The Report



- **Fifth-annual** report
- **Nearly 1,900 respondents**
- **23 questions** on AI adoption
- **Survey from Feb. - Apr. 2025**
- **Promoted via Institute audience**

How **AI Powered** This Year's Report

Use Cases

- **Data analysis**
- **Data visualization**
- **Creative ideation**
- **Strategic support**
- **Content generation**

Tools

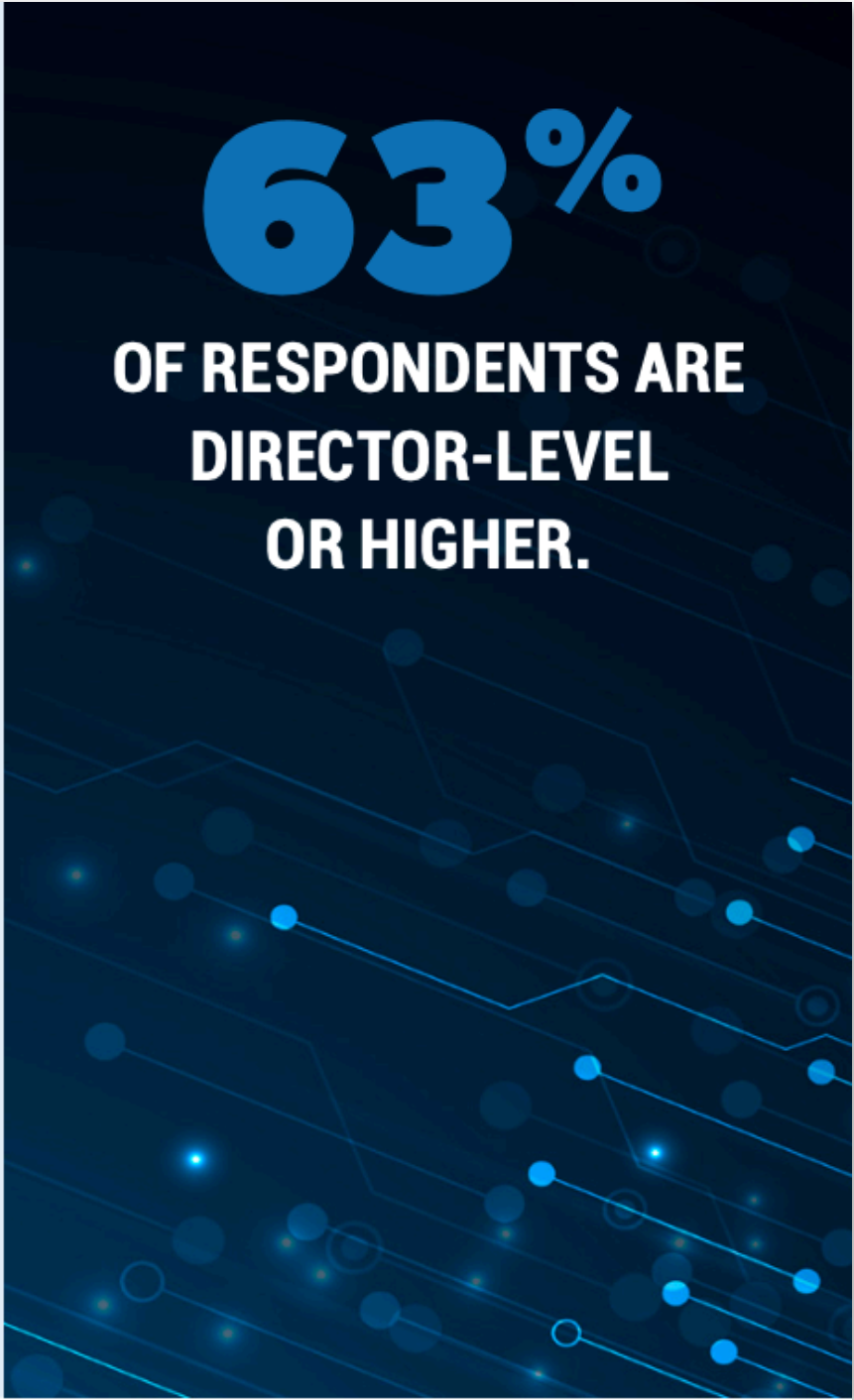
- **ChatGPT**
- **OpenAI's o3 and 4o**
- **Google Gemini Pro 2.5**
- **Google NotebookLM**
- **Claude 3.7 from Anthropic**

The Respondents

63% of respondents are director-level or higher.

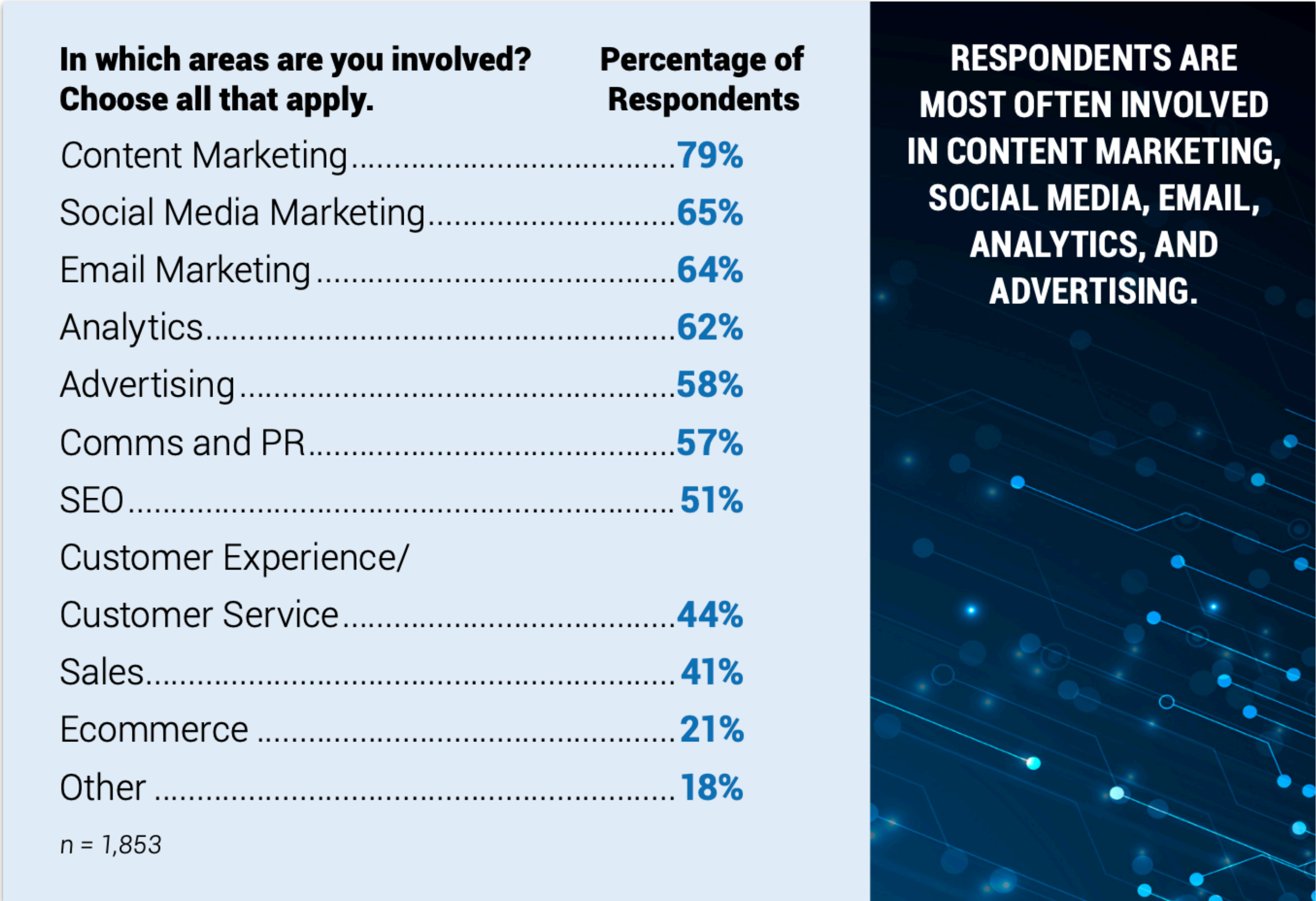
What's your role?	Percentage of Respondents
CEO/President/Founder.....	22%
Director	20%
Manager	16%
Consultant/Agency Professional.....	11%
Chief Marketing Officer	10%
Vice President	7%
Specialist/Coordinator/Entry-Level	6%
Other	5%
Other C-Level Executive.....	4%

n = 1,882



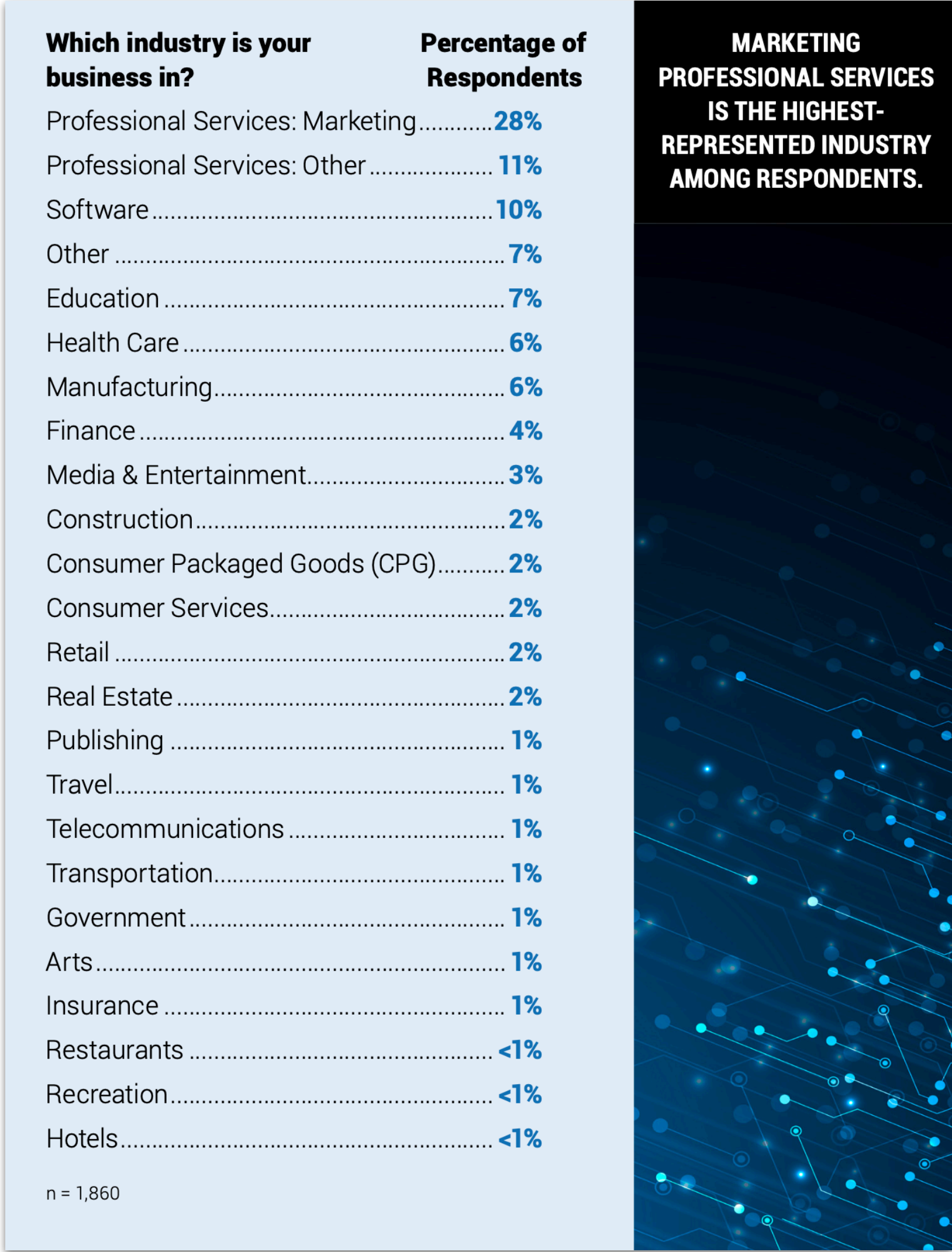
The Respondents

Respondents are most often involved in content marketing, social media, email, analytics, and advertising.



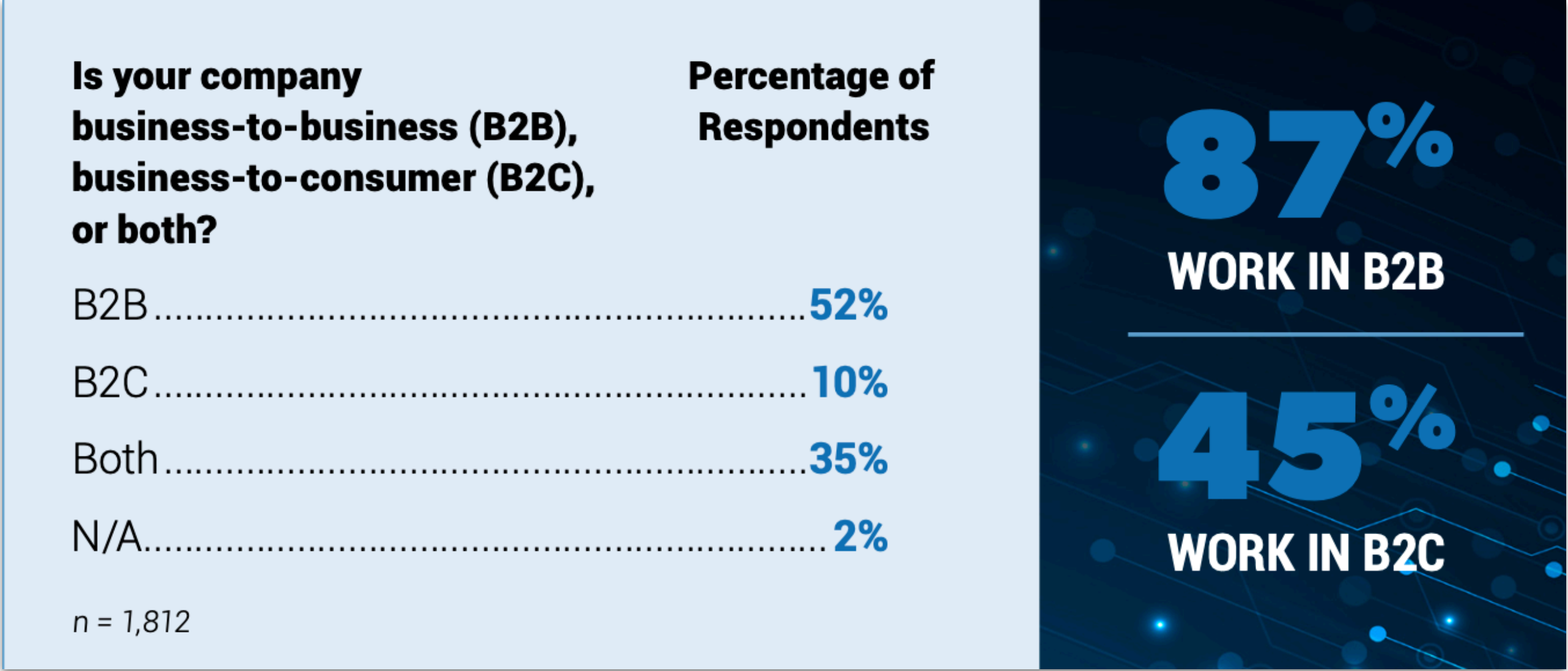
The Respondents

Marketing professional services is the highest-represented industry among respondents.



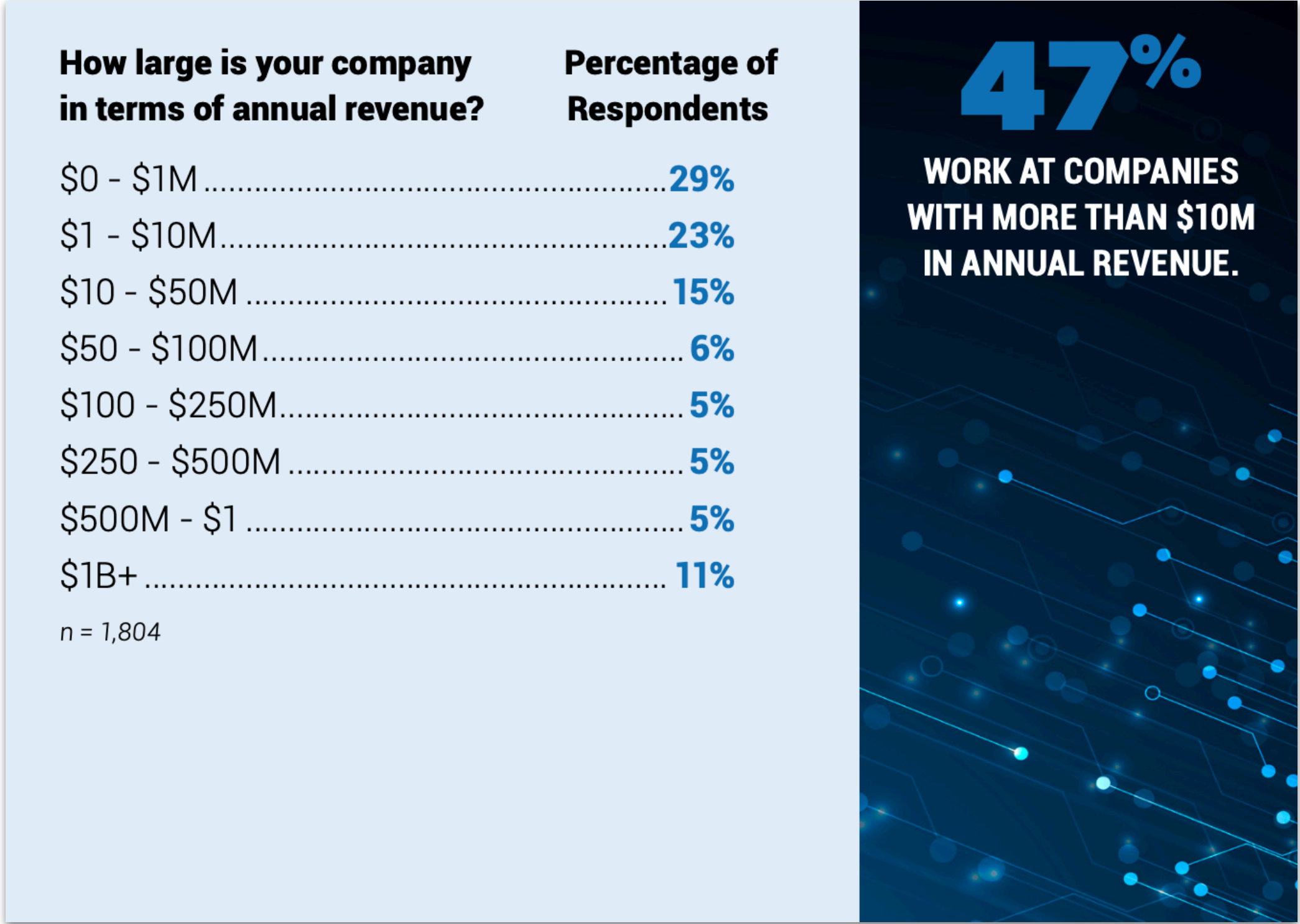
The Respondents

87% work in B2B;
45% work in B2C.



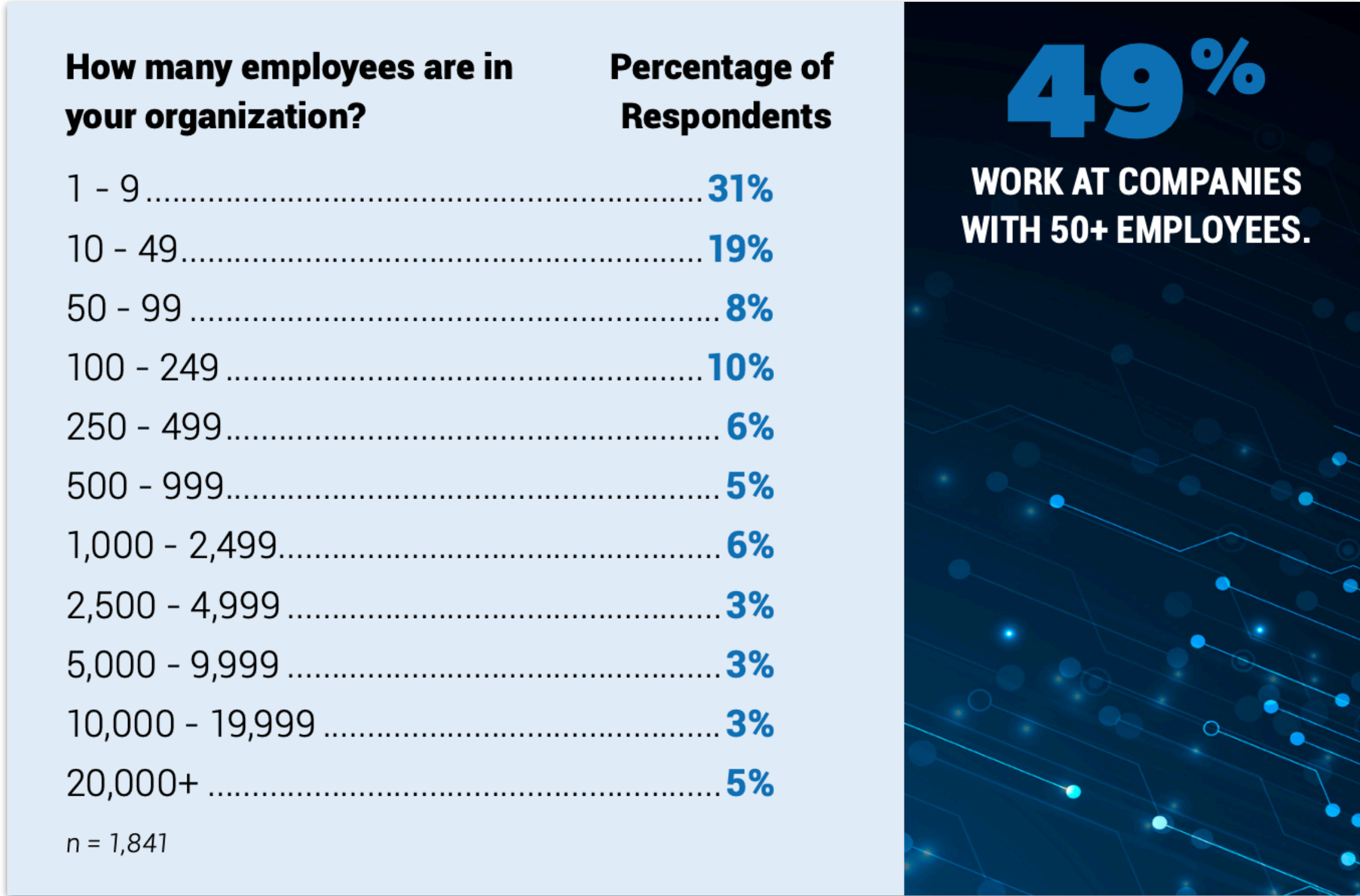
The Respondents

47% work at companies with more than \$10M in annual revenue.



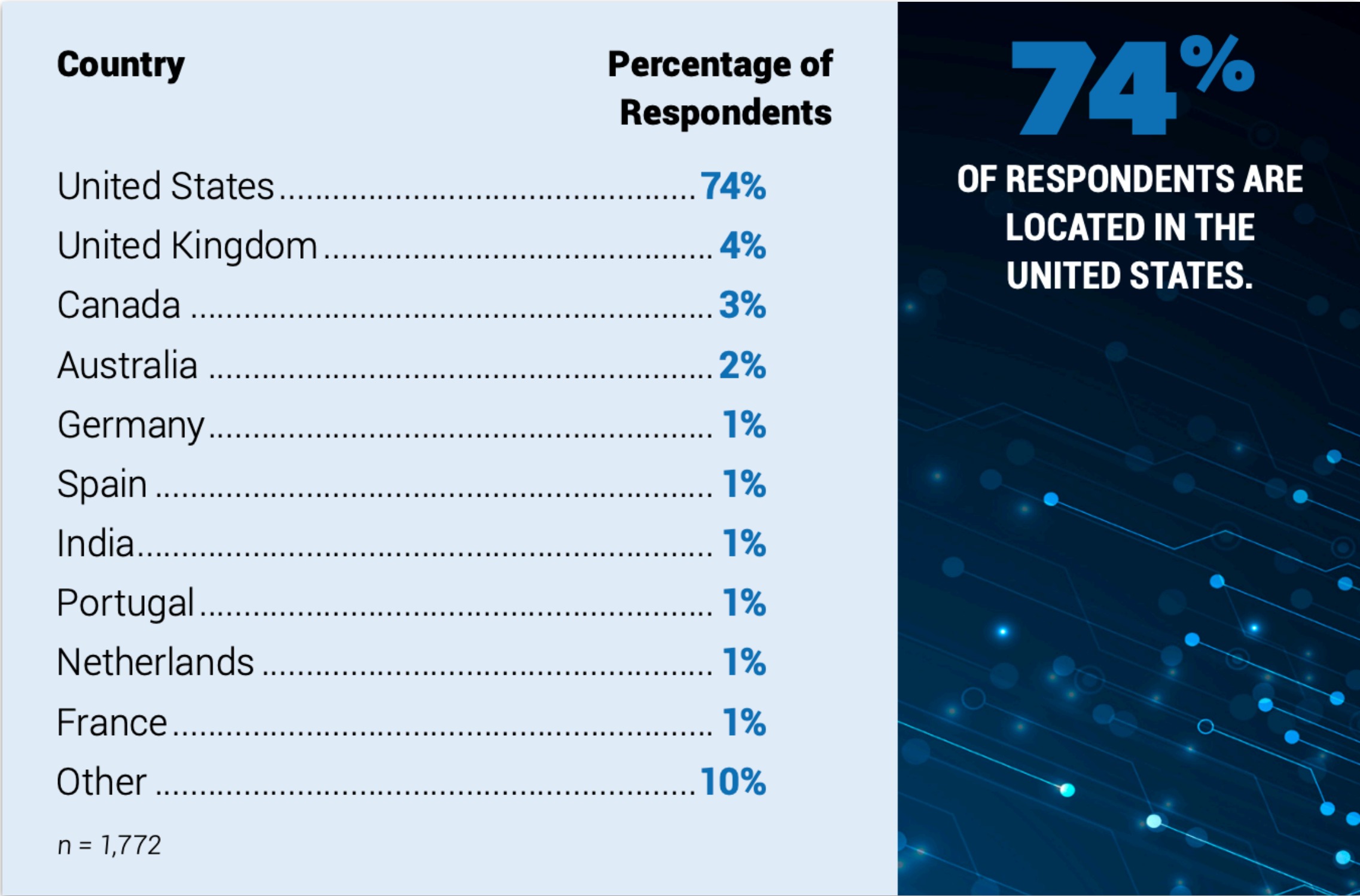
The Respondents

49% work at companies with **50+** employees.



The Respondents

74% of respondents are located in the United States.



Key Findings

1

Marketers are racing ahead with AI.

How would you classify your understanding and adoption of AI today?

Curiosity

Understanding

Experimentation

Integration

Transformation



How would you classify your understanding and adoption of AI today?

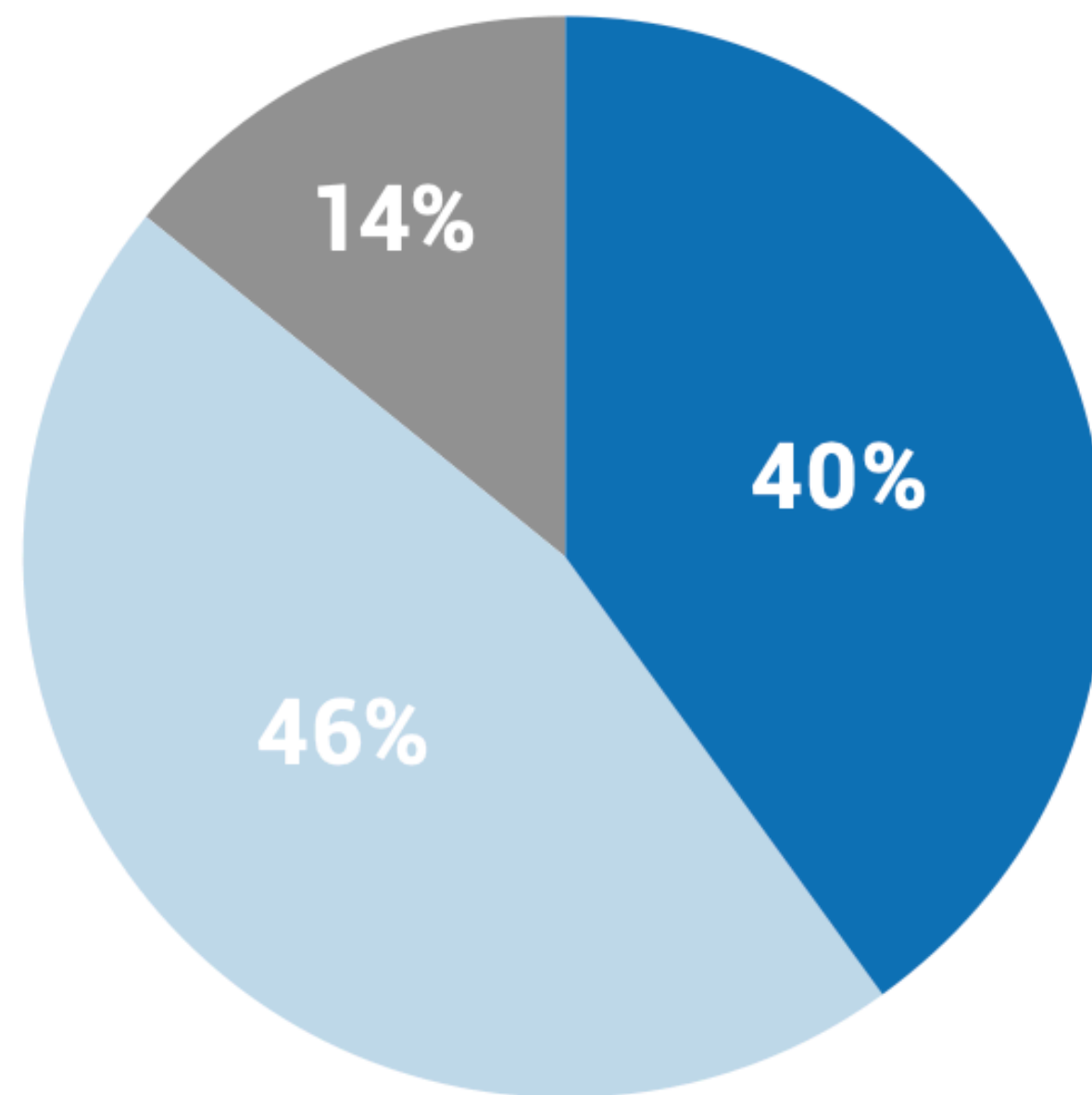
- ☐ A Curiosity: I'm beginning to explore AI but haven't yet taken steps to advance my AI literacy or capabilities.
- ☐ B Understanding: I'm learning the fundamentals of AI and starting to connect the dots on how it influences my department, company, industry, and career.
- ☐ C Experimentation: I'm actively testing AI tools, applications, and platforms to enhance my efficiency, productivity, creativity, innovation, and decision-making.
- ☐ D Integration: I'm embedding AI into my workflows and processes, leveraging it to optimize daily tasks and strategic initiatives.
- ☐ E Transformation: Reimagining my job and continually reshaping how I work with AI as a core enabler, thought partner, and collaborator.

OK



0%

What **stage of AI transformation** best describes your marketing team?



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

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

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

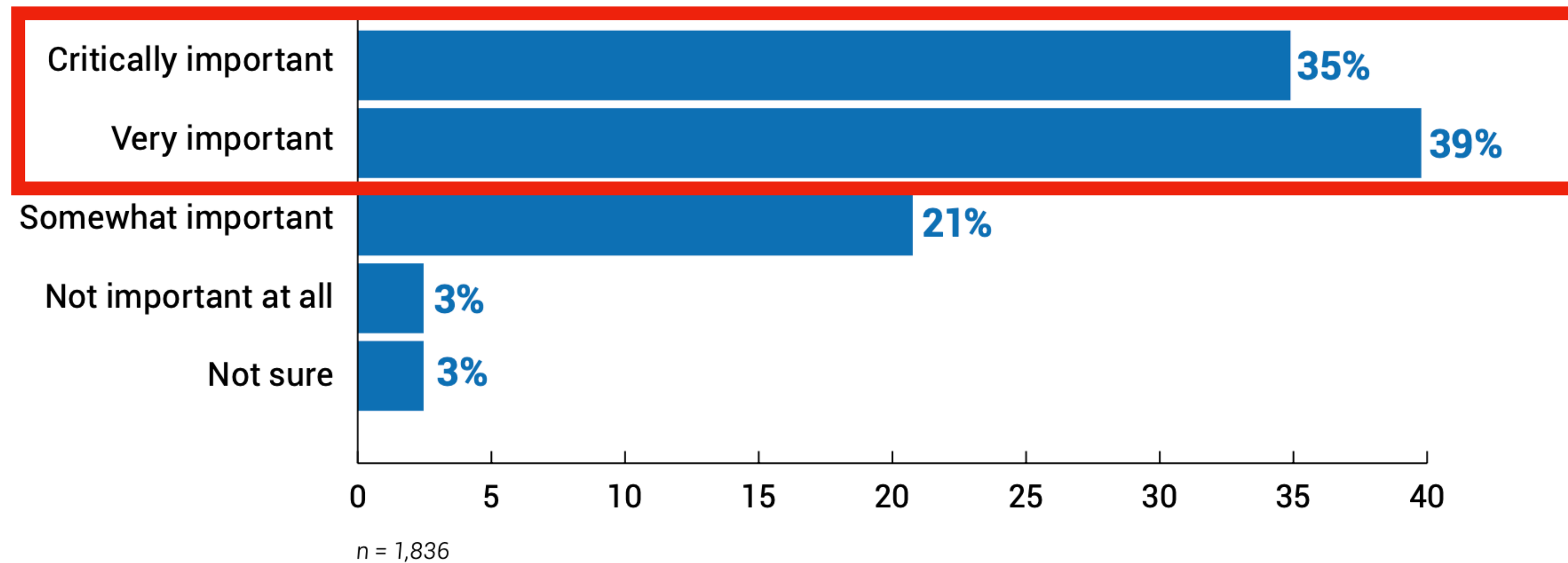
n = 1,865

+18 percentage points since 2023

2

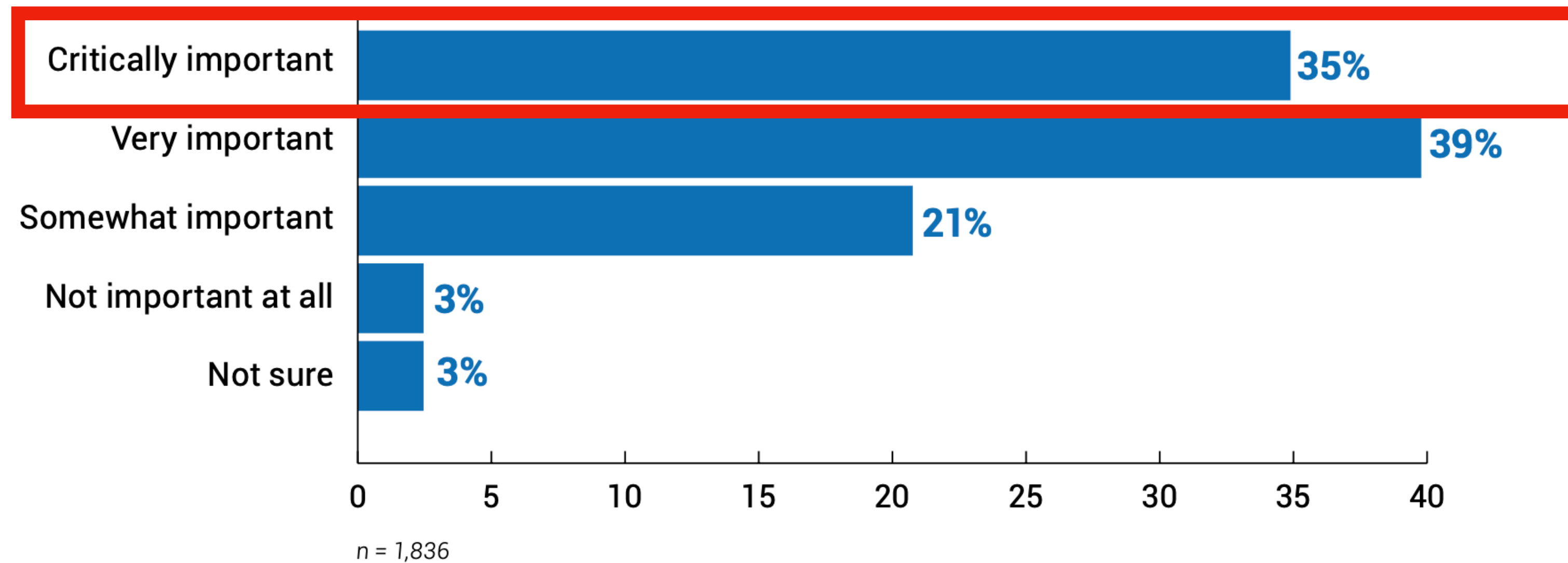
AI is more important than ever to marketing.

How **important is AI** to the success of your marketing over the next 12 months?



**+8 percentage
points since
2024**

How **important is AI** to the success of your marketing over the next 12 months?



**+20 percentage
points since
2021**

3

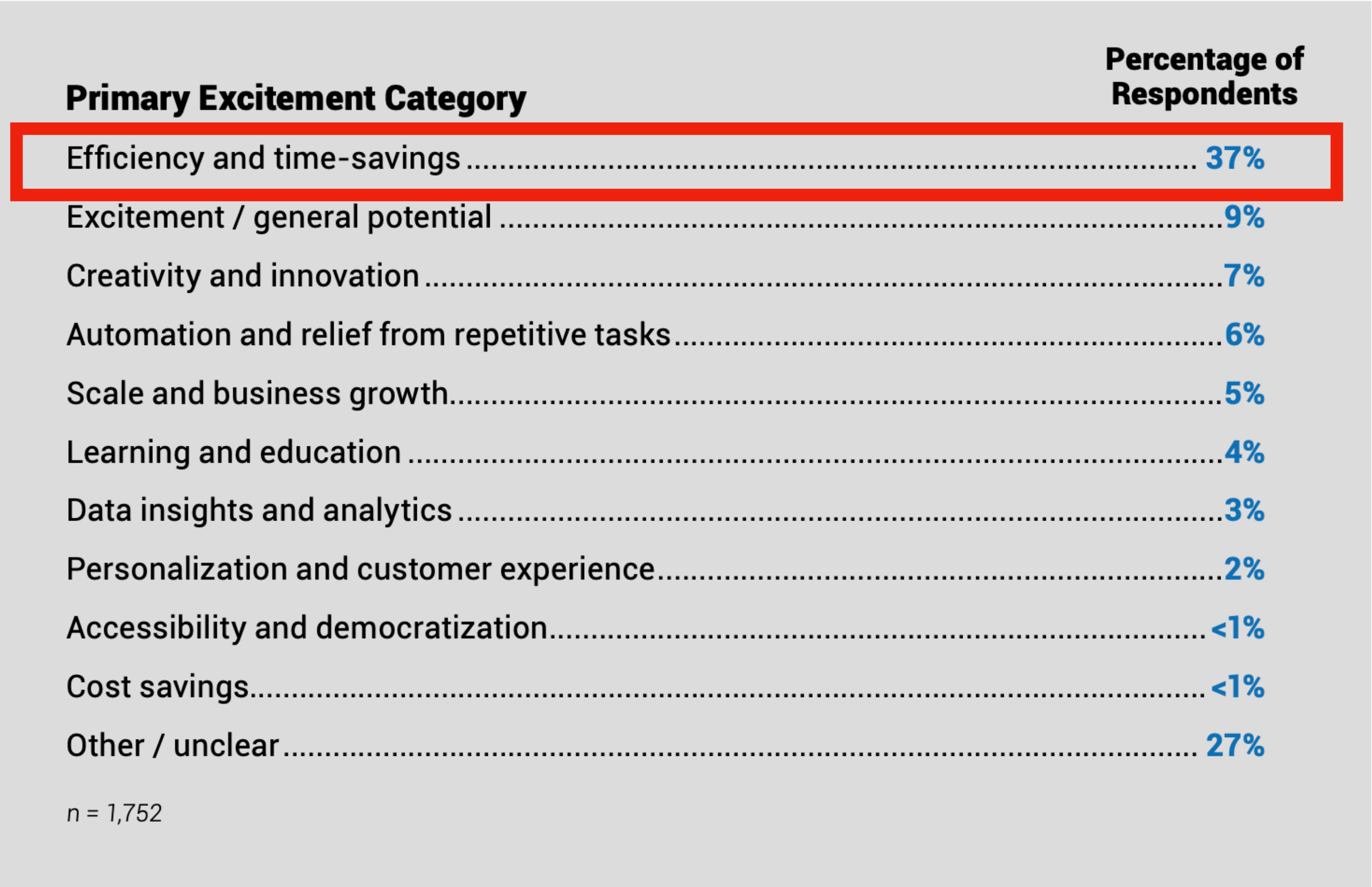
**Saving time with AI is
more important than ever to marketers.**

What are the **primary outcomes** that your organization is interested in achieving with AI?

What are the primary outcomes that your organization is interested in achieving with AI?	Percentage of Respondents
Reduce time spent on repetitive, data-driven tasks.....	82%
Get more actionable insights from marketing data.....	65%
Accelerate revenue growth	63%
Unlock greater value from marketing technologies	59%
Generate greater ROI on campaigns.....	58%
Create personalized consumer experiences at scale.....	56%
Drive costs down	52%
Increase qualified pipeline.....	43%
Predict consumer needs and behaviors with greater accuracy	43%
Shorten the sales cycle.....	32%
Other	6%
None of the above.....	1%

n = 1,847

What are you **most excited about** when it comes to AI?



4

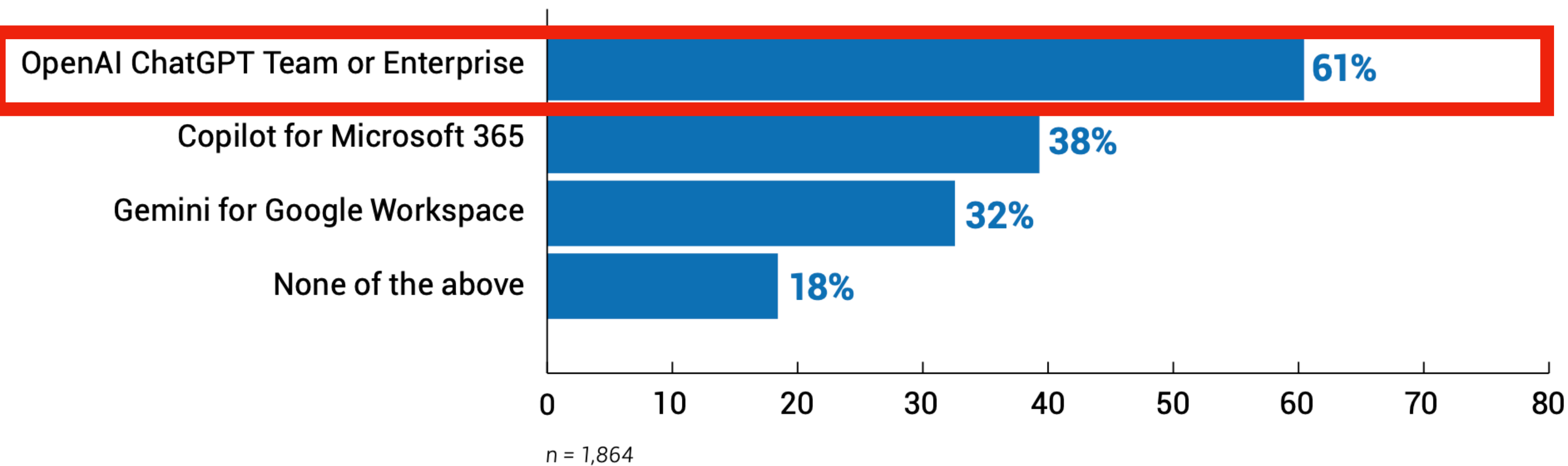
ChatGPT is still the undisputed leader of AI tools, but a lot depends on company size.

Do you have a favorite AI tool or platform?

Favorite Tool / Platform	Percentage of Respondents
ChatGPT / OpenAI Models.....	57%
Other / unclear.....	23%
Claude / Anthropic.....	7%
Perplexity	4%
Google Gemini.....	3%
None / no favorite / unsure.....	3%
Microsoft Copilot / Bing Chat.....	1%
Jasper.....	1%
Midjourney	<1%
HubSpot AI / ChatSpot.....	<1%
Grammarly.....	<1%
Adobe Firefly	<1%
DALL-E.....	<1%
Canva Magic tools	<1%
Salesforce Einstein.....	<1%

n = 1,731

Which of the following generative AI productivity platforms **does your company provide** you a license to use?



**But it's only 37%
at \$1B+ firms (vs.
63% with Copilot).**

5

**Lack of training and the pace of change
are enormous barriers to AI adoption.**

Which of the following do you consider barriers to the adoption of AI in your marketing?

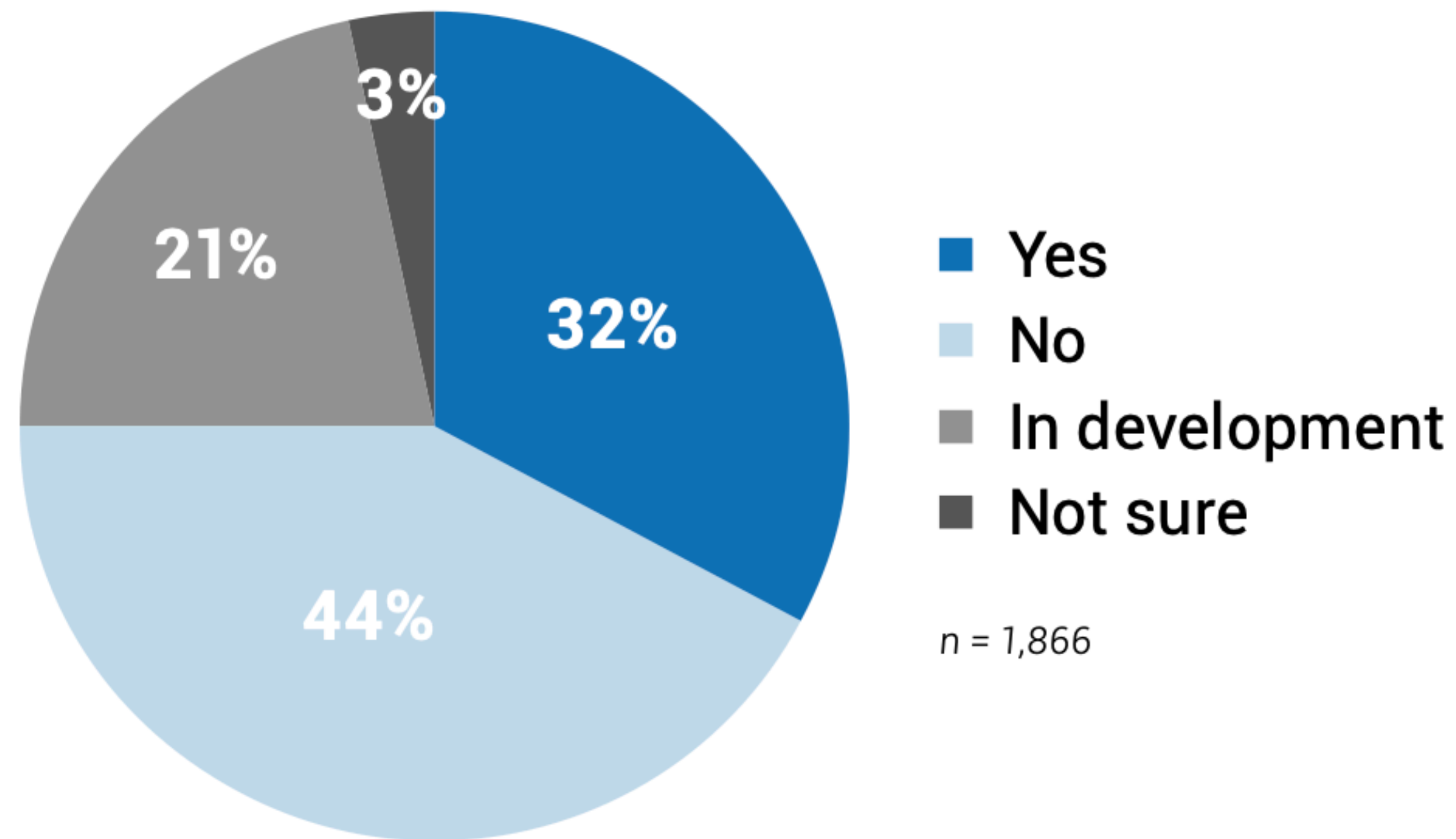
Which of the following do you consider barriers to the adoption of AI in your marketing? Choose all that apply.

Percentage of Respondents

Lack of education and training.....	62%
Lack of awareness or understanding	52%
Lack of resources	41%
Lack of strategy	40%
Lack of talent with the right skill sets	36%
Fear or mistrust of AI.....	35%
Lack of executive support or vision	28%
Lack of technology infrastructure.....	27%
Lack of ownership or governance	26%
Unknown risks	22%
Lack of the right data	22%
Unrealistic expectations	22%
Other	7%
None of the above.....	5%

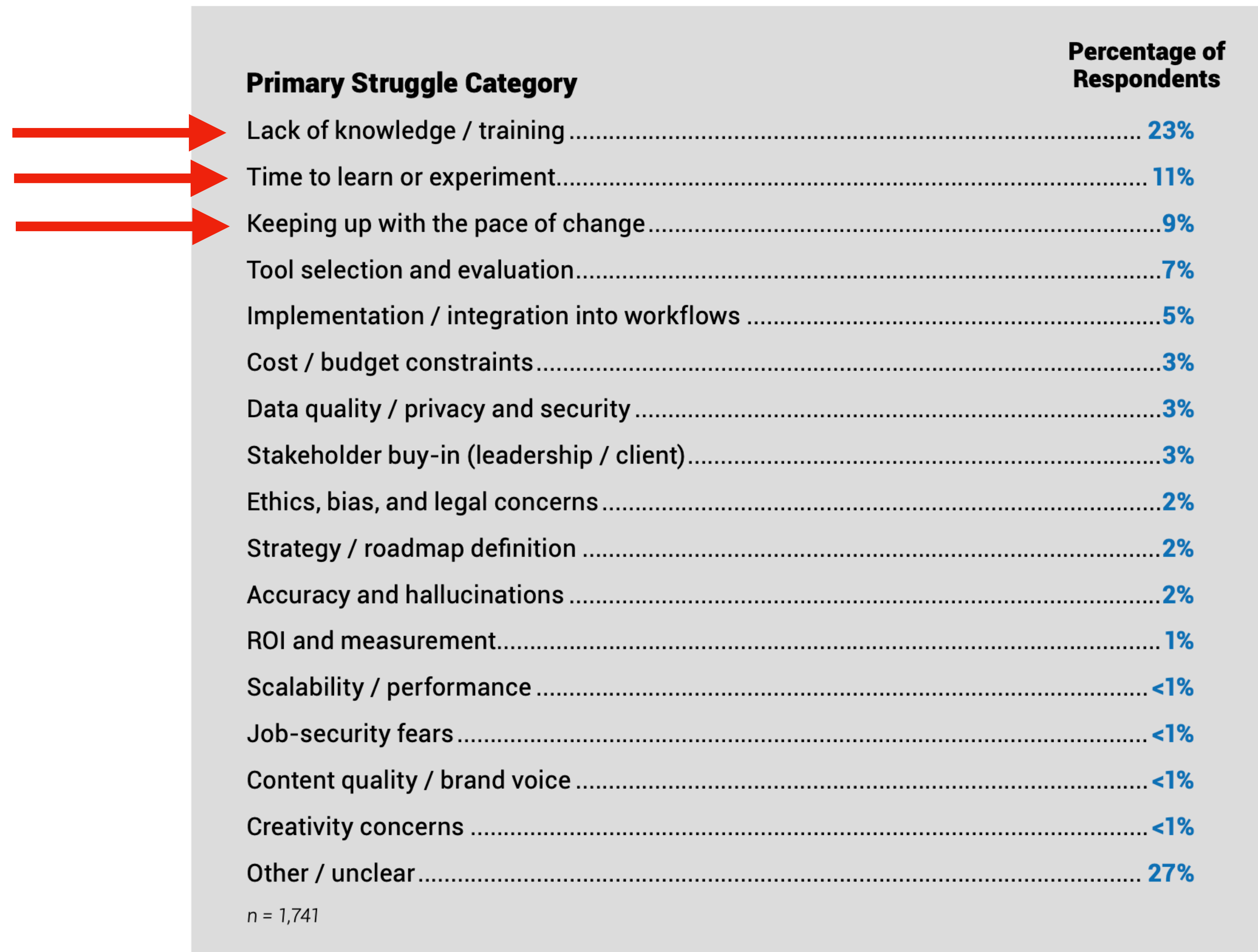
n = 1,756

Does your organization offer **any AI-focused education or training** for the marketing team?



**68% of companies
don't provide
AI training.**

What is your **biggest struggle** with AI right now?



What **concerns** you most about AI?



6

**There may be a disconnect between
leaders and employees on training.**

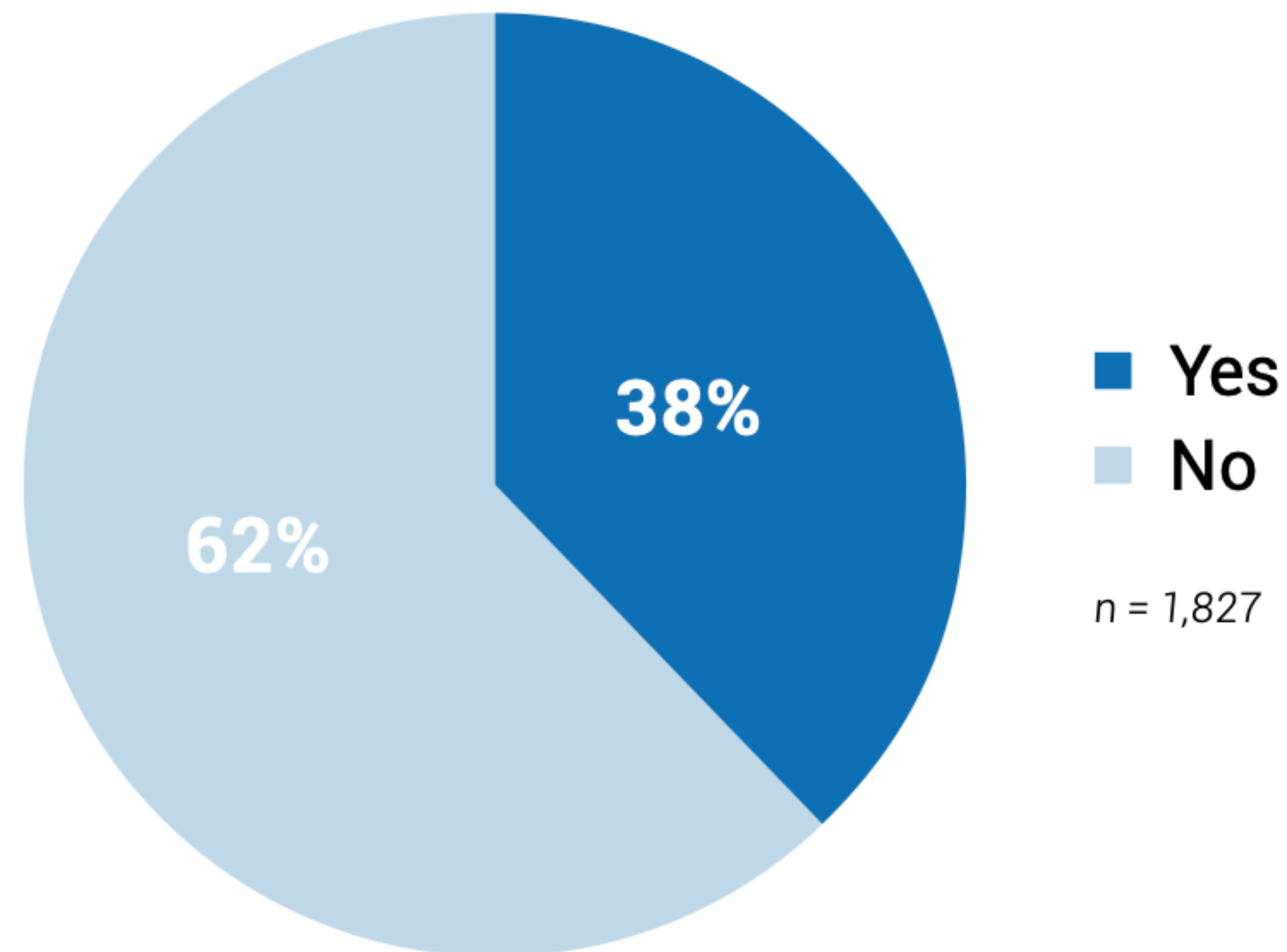
49%
of CEOs/Founders/Presidents say
lack
of education and training is a barrier

-10 (or more)
percentage points
from any other role

7

Prompting is an **obvious and addressable gap** in AI education.

Does your organization **train marketing staff on prompt engineering** or other AI-specific skills to optimize AI-generated outputs?

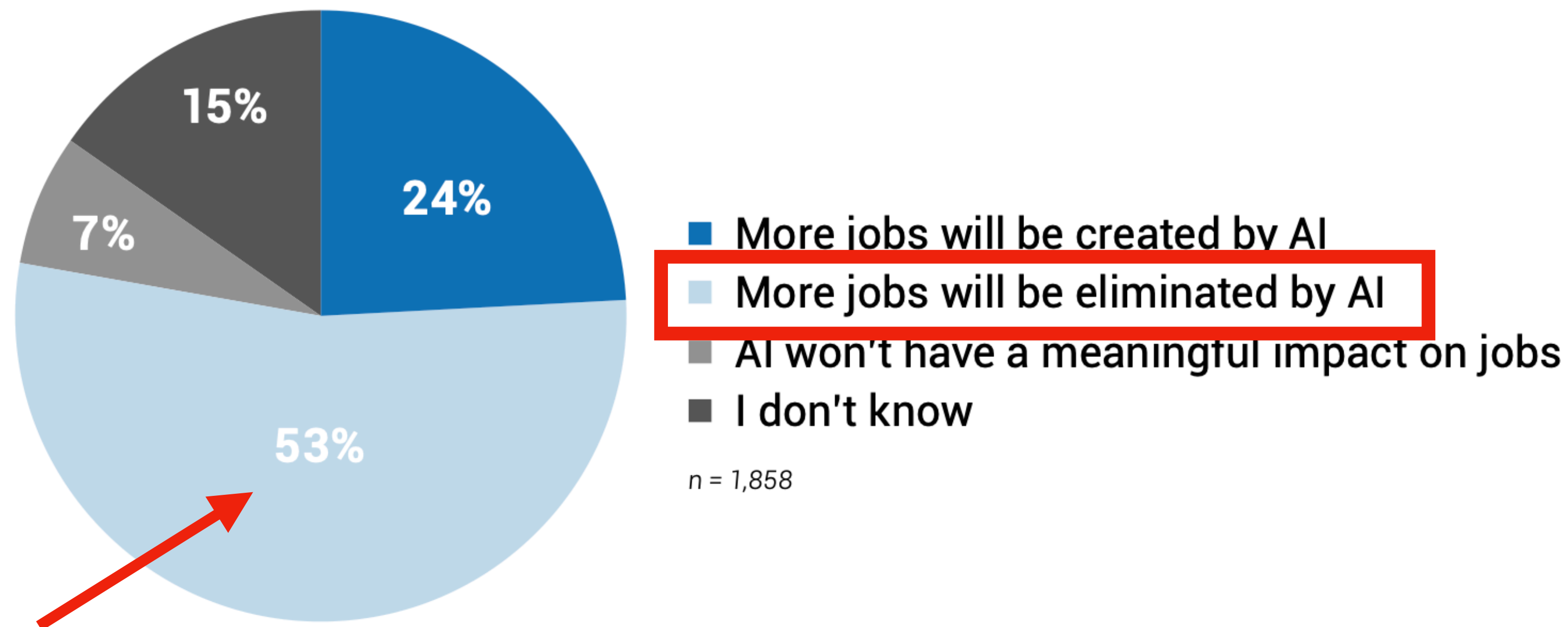


62% of companies don't provide prompt engineering training.

8

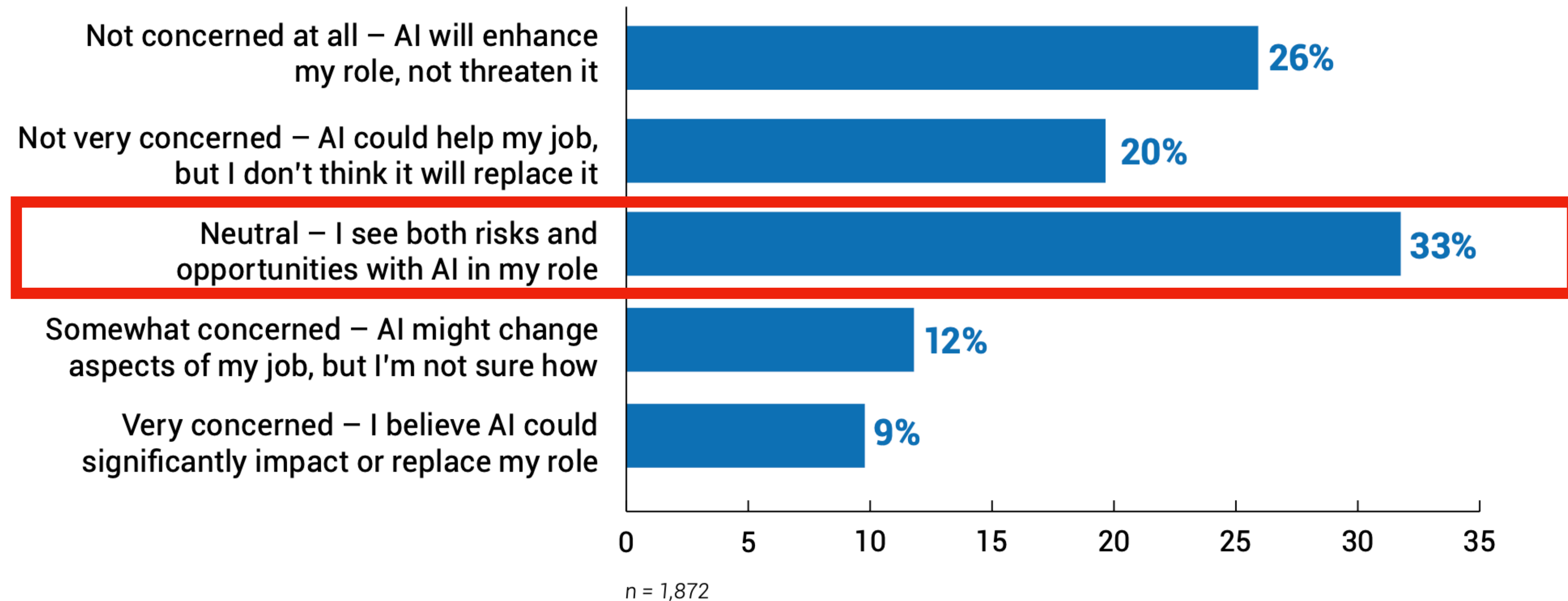
Marketers are **more pessimistic than ever about AI's impact on marketing jobs.**

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



**+13 points in
just two years**

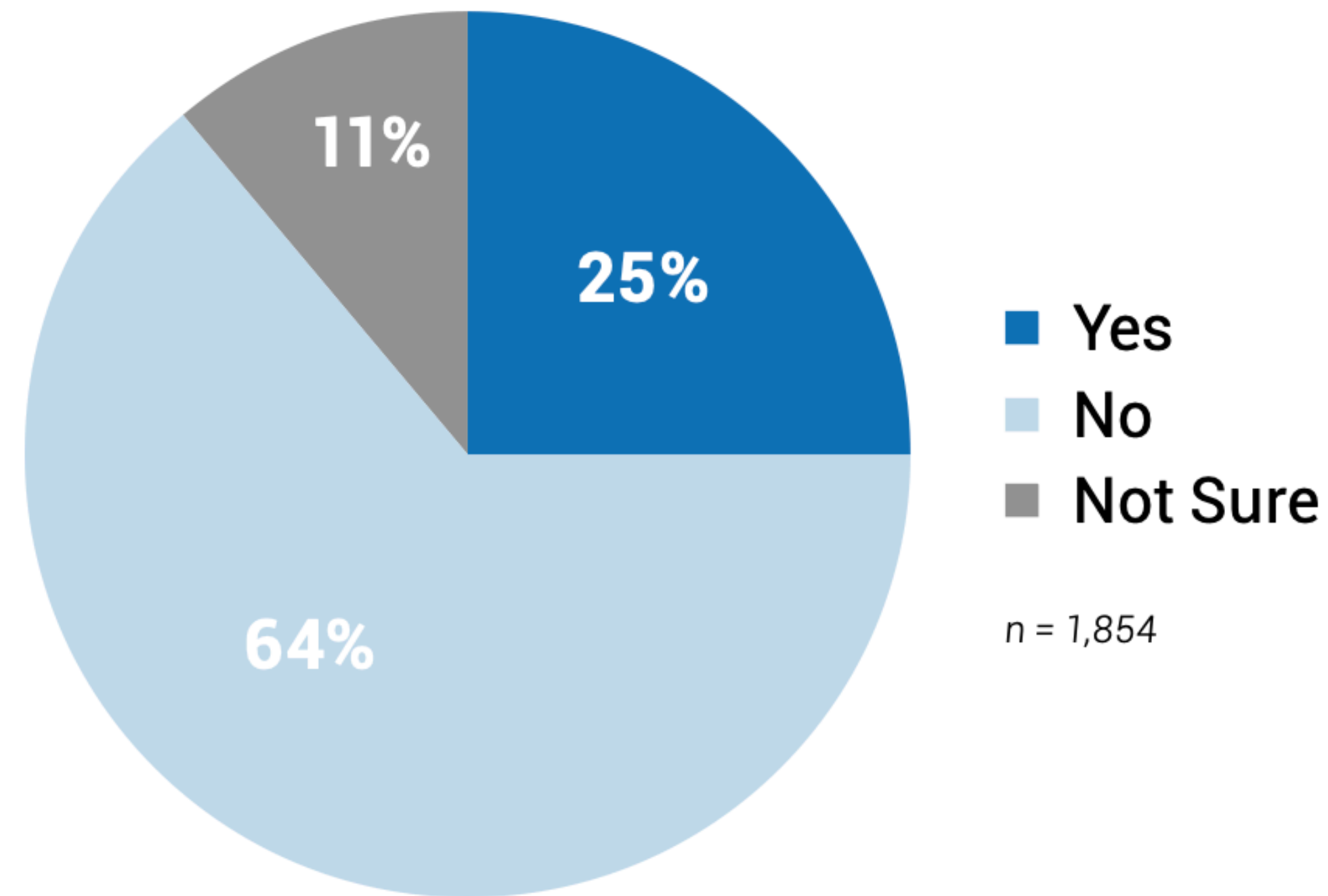
How concerned are you about **AI's impact on your job?**



9

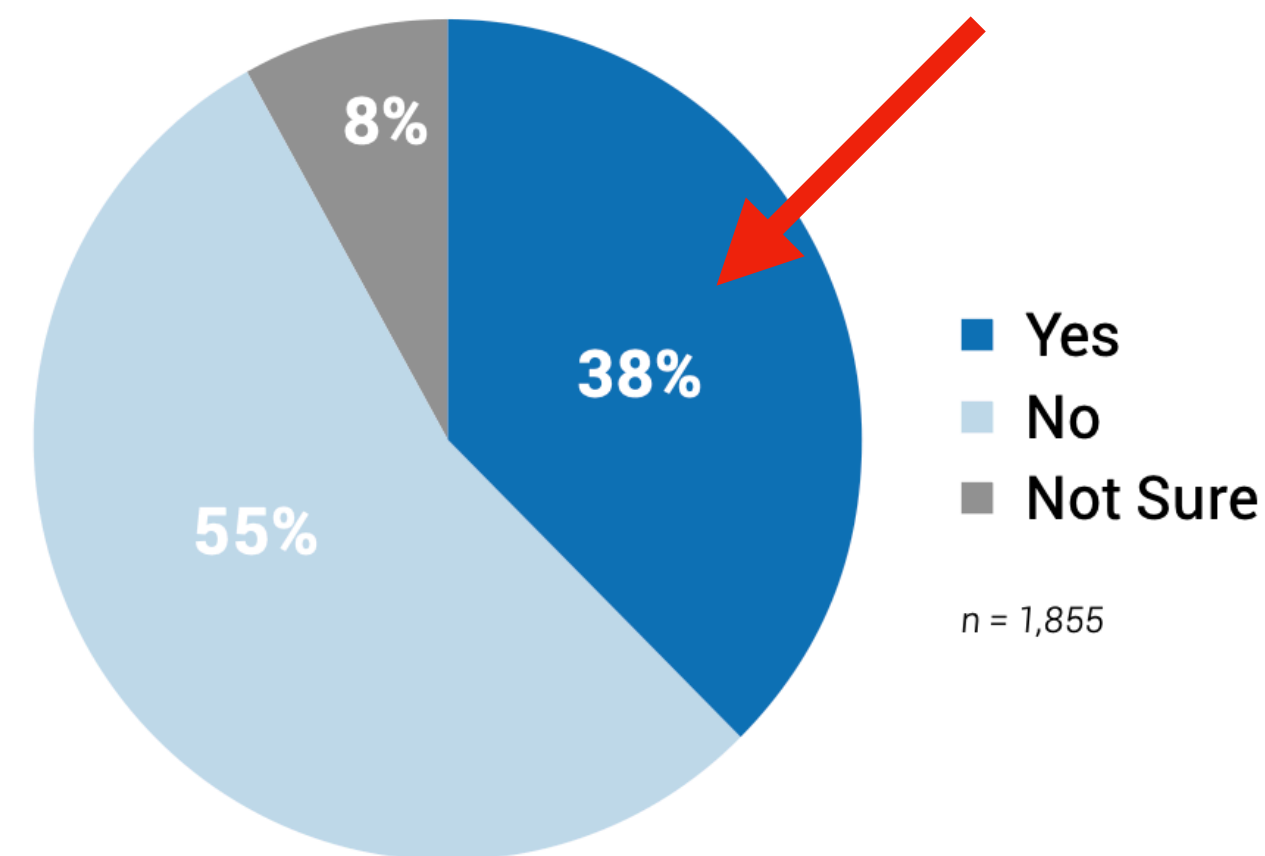
AI roadmaps are the unlock, and there's never been more of a need for them.

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

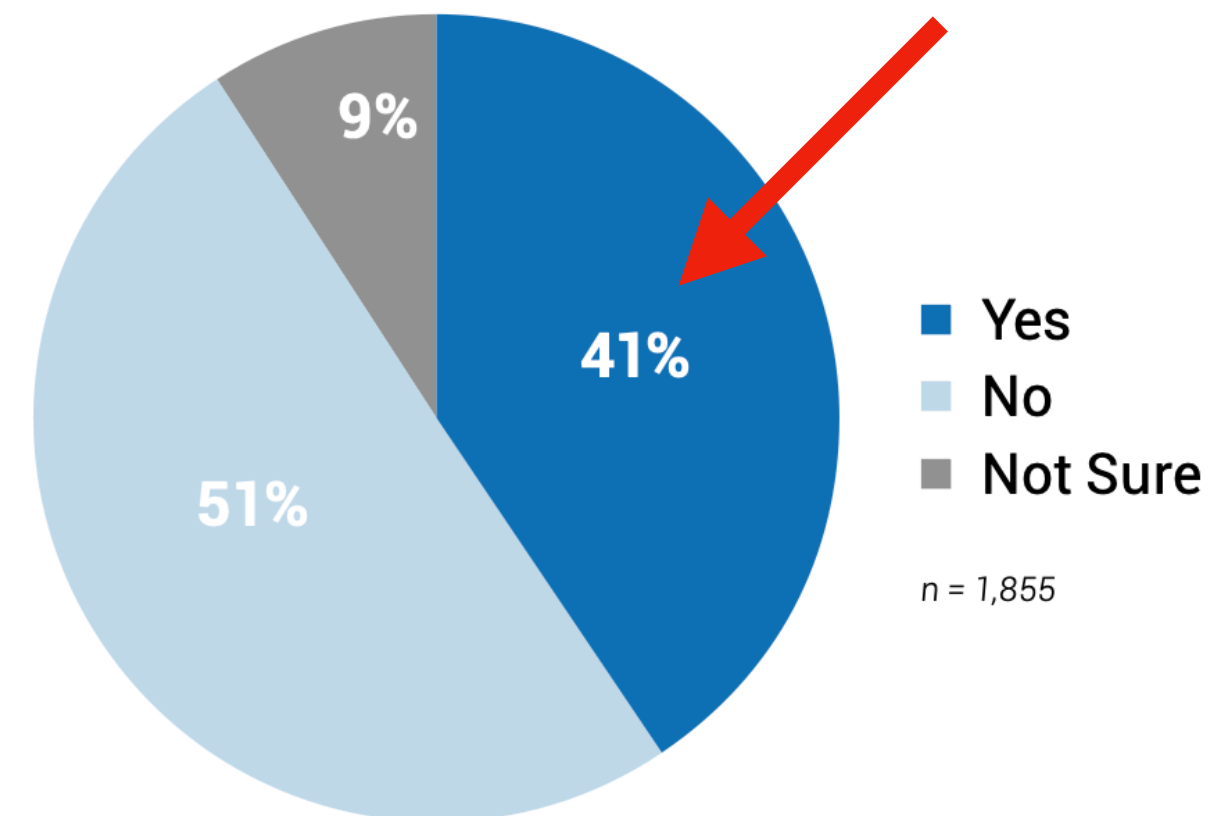


Those with AI roadmaps are 2X as likely to have other AI infrastructure.

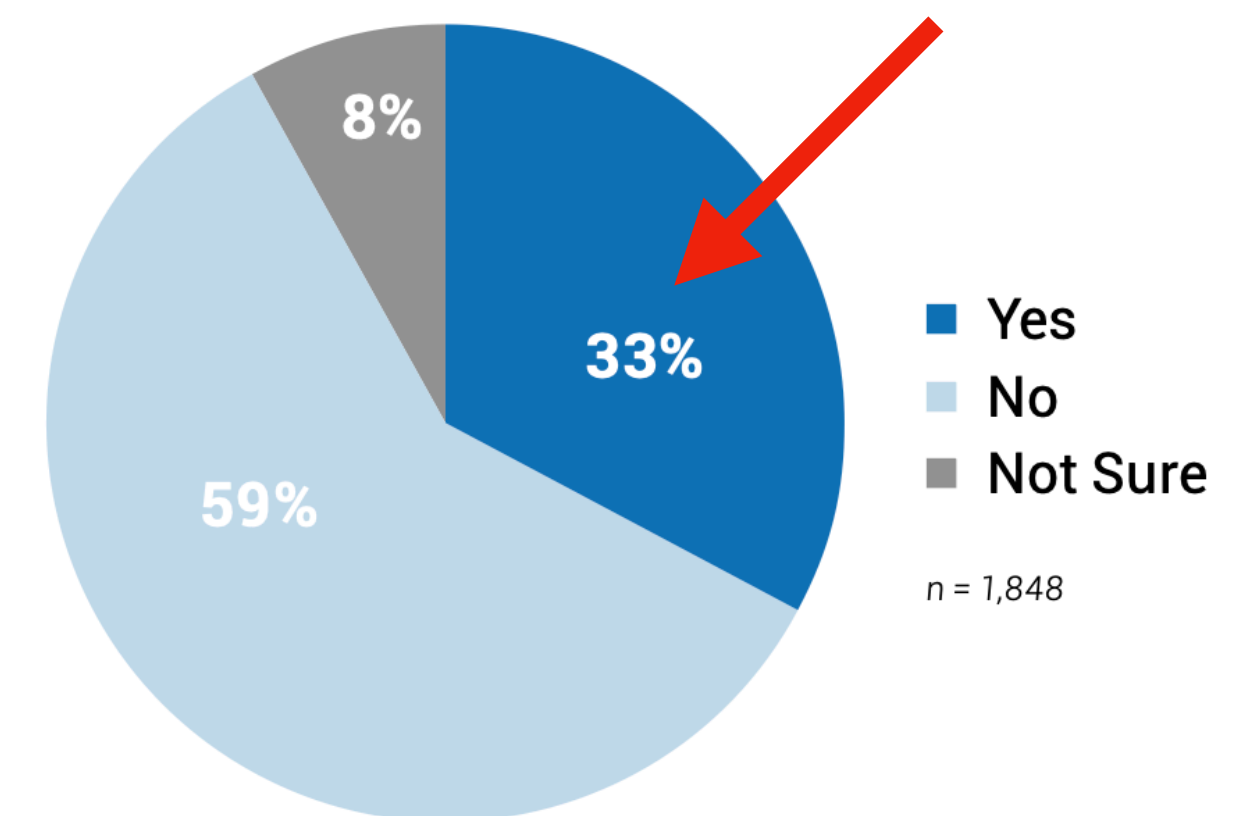
GenAI policy?



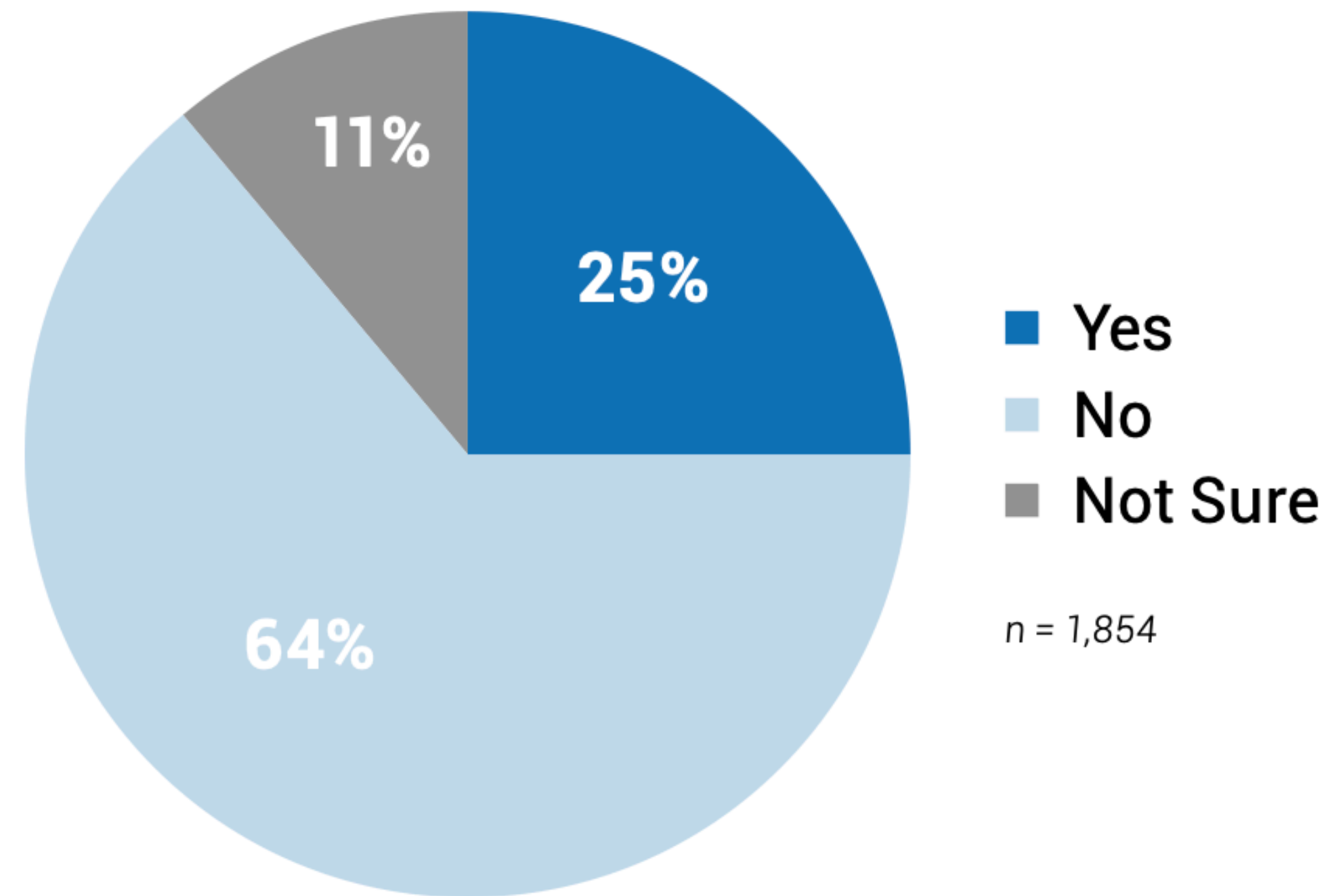
AI Ethics policy?



AI Council?



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



Those with AI roadmaps are 2X as likely to have other AI infrastructure.

10

Working for an *AI-forward company* is a competitive career advantage.

Get the Report

- ▶ www.StateofMarketingAI.com
- ▶ Emailed with recording in 24 hours



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Q&A