

Appendix

Chapter 1

Title

Marketing Performance Levels



Chapter 2

Introduction: Brands Are Building a Foundation for Agentic AI



51%

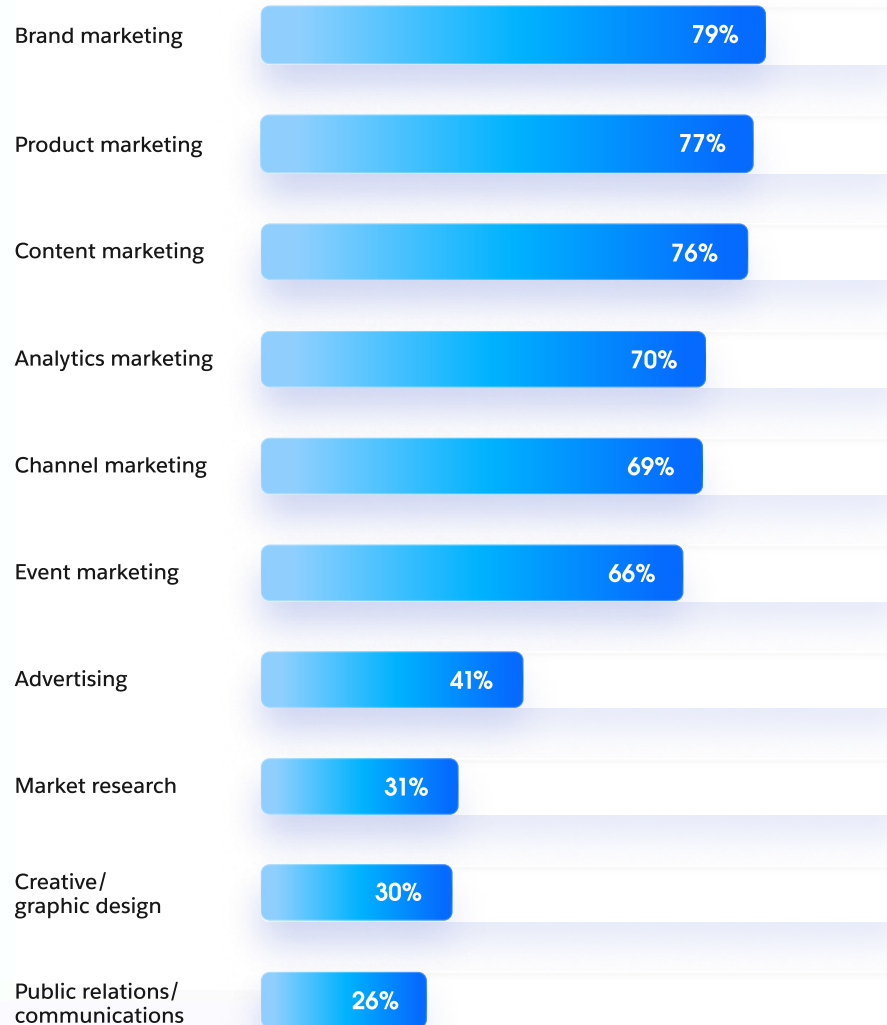
of marketers say
their teams frequently
run generic campaigns



86%

of marketers say
the role of the CMO
is getting broader

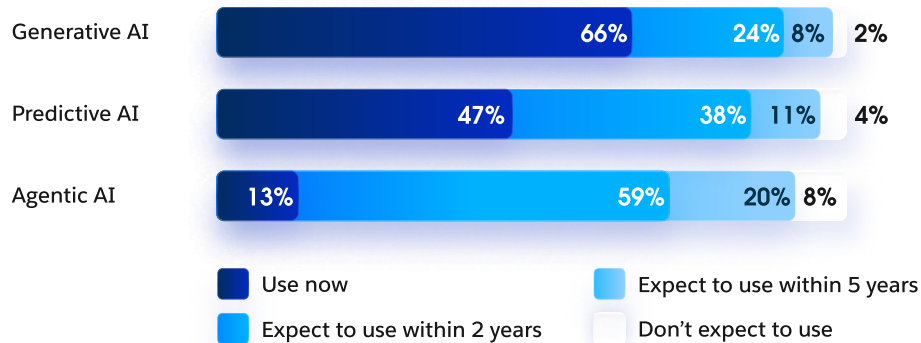
CMOs Who Say They're Personally Responsible for the Following



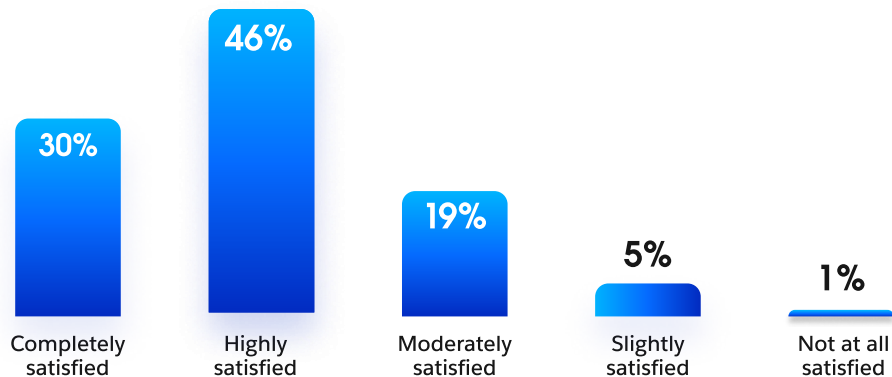
Chapter 3

AI Makes an Immediate Impact

Marketers' Self-Reported AI Adoption



Marketers' Satisfaction with Ability to Unlock AI's Value



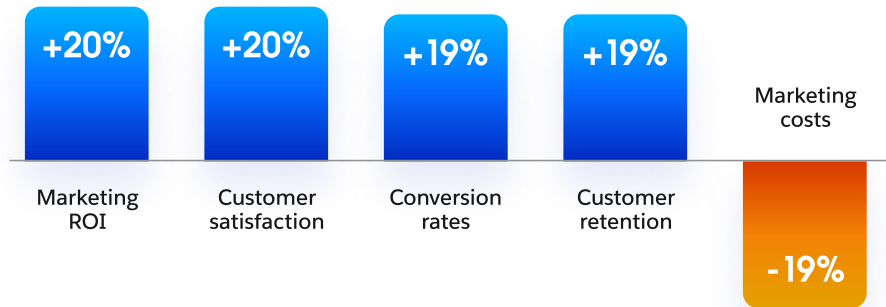
75%

of marketing organizations use at least one form of AI

Top Marketing Channels to Be Impacted by AI

- 1 Social media
- 2 Organic search / SEO
- 3 Video
- 4 Website
- 5 Email

Benefits Achieved from AI*



*Base: Marketers with AI

High-performing marketing teams are

1.9x

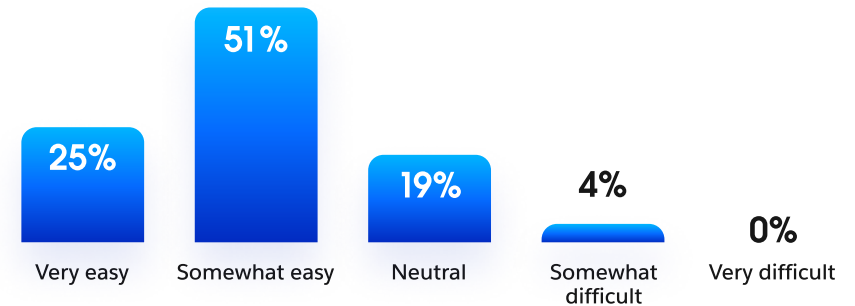
more likely to have AI agents than underperformers.

Top AI Use Cases in Marketing*

- 1 Personalize content
- 2 Predict campaign performance or ROI
- 3 Generate visuals
- 4 Generate copy
- 5 Predict customer behavior

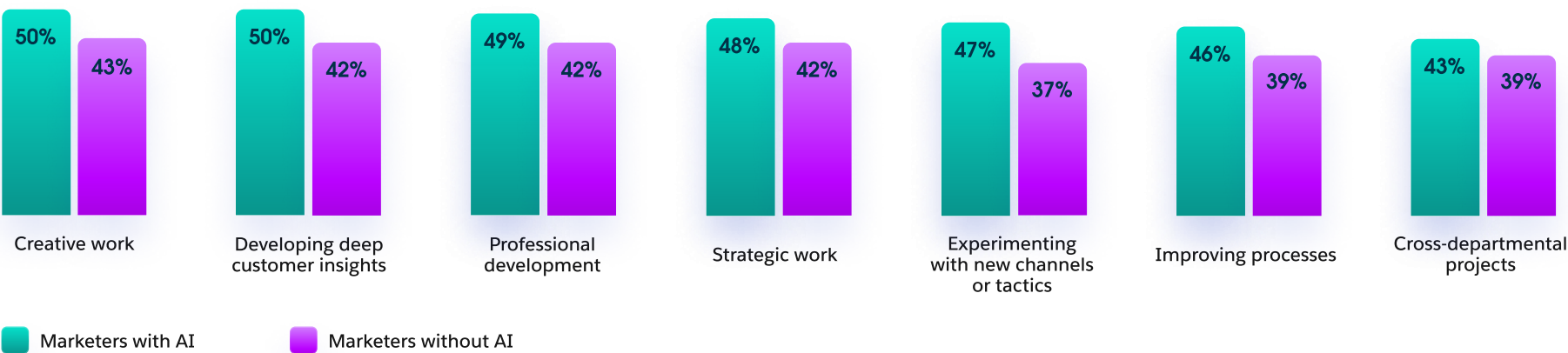
*Base: Marketers with AI

How Easy AI Tools Are for Marketers*



*Base: Marketers with AI

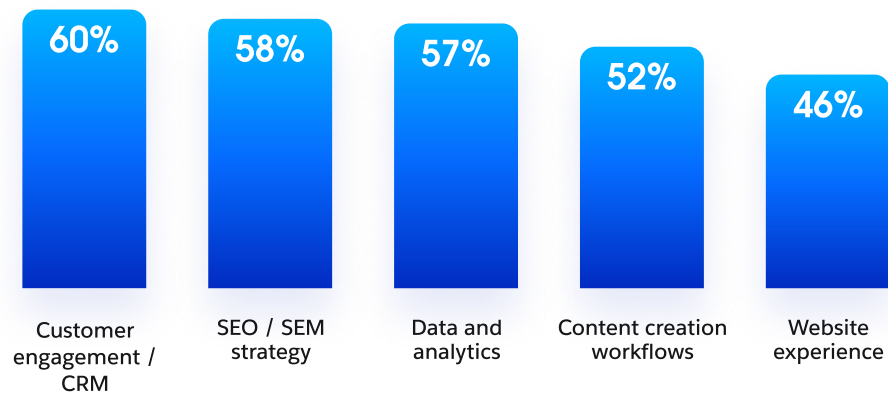
Marketers with Extensive Time for the Following Activities



Average Marketing Employee Attrition by AI Use

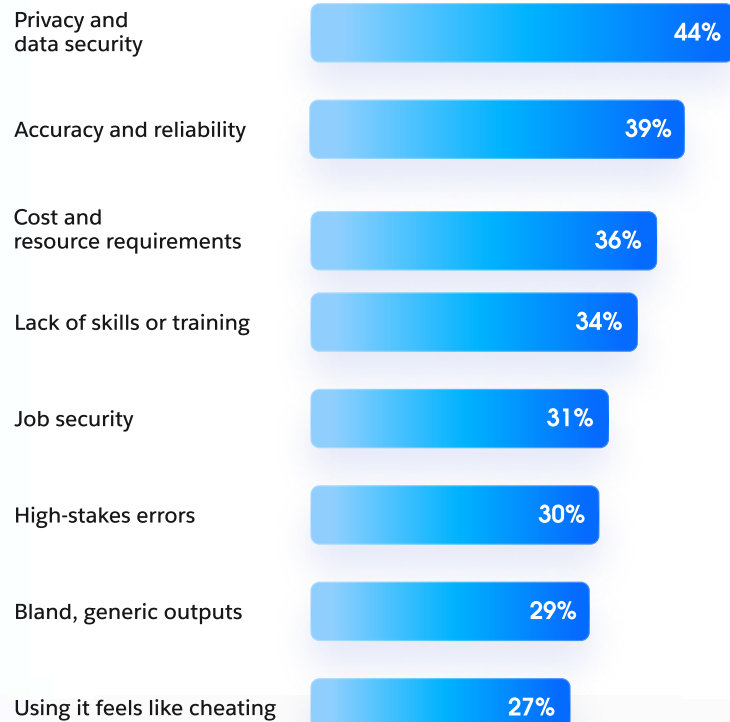


Marketing Areas Shifted in Response to AI

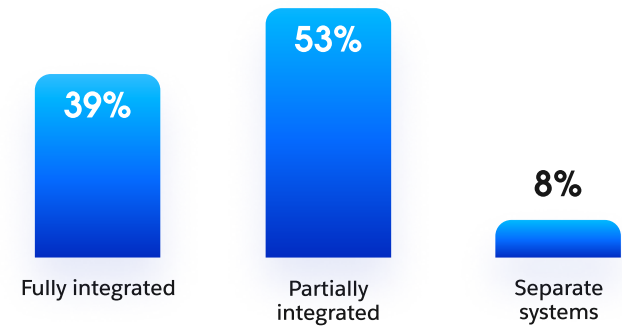


*Base: Marketers with AI

Marketers With the Following Concerns About AI in Marketing

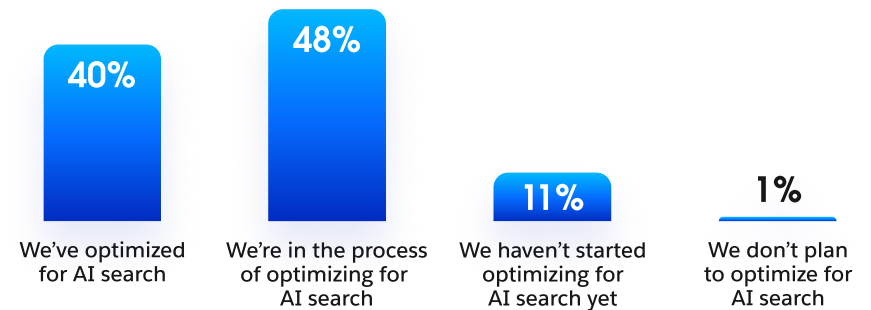


Extent AI is Integrated with Marketing Stack*



*Base: Marketers with AI

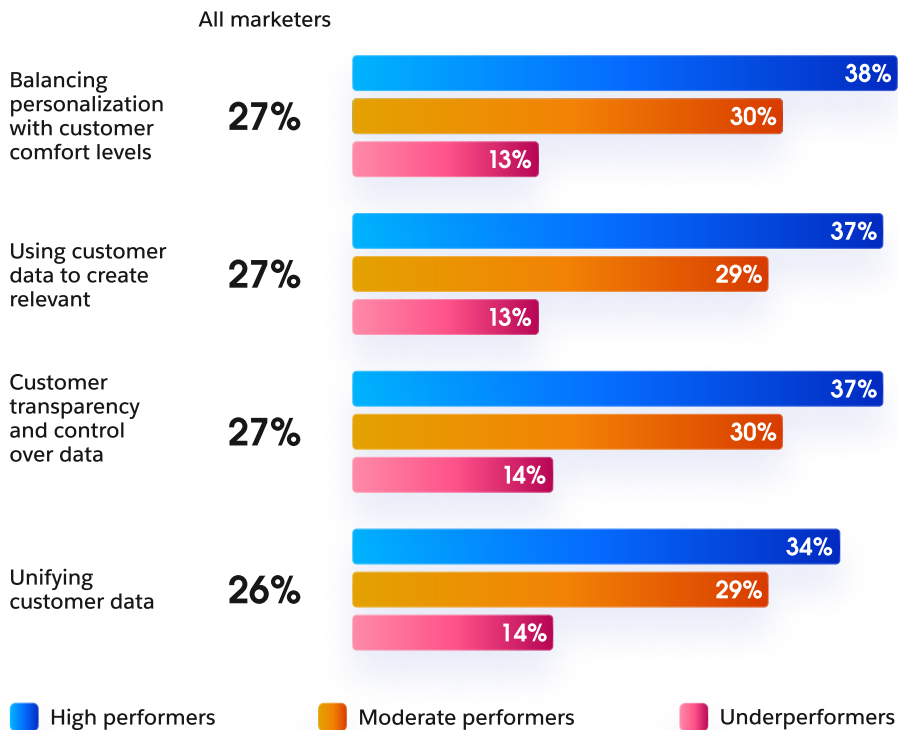
Progress Optimizing for AI Search



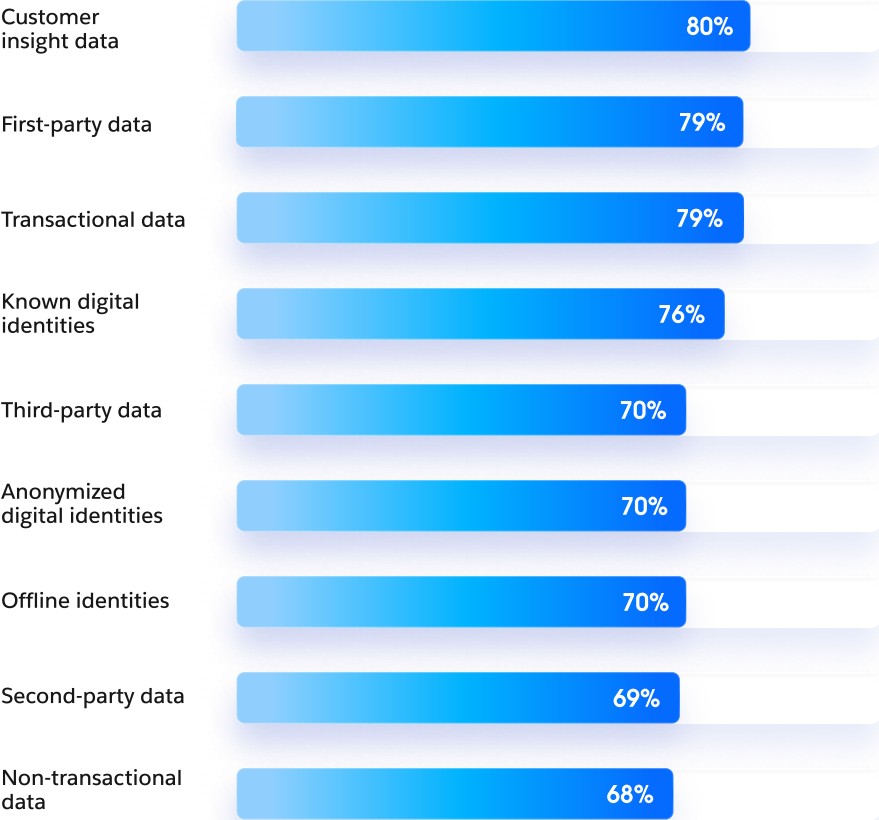
Chapter 4

Connected Data is the Fuel for AI Agents

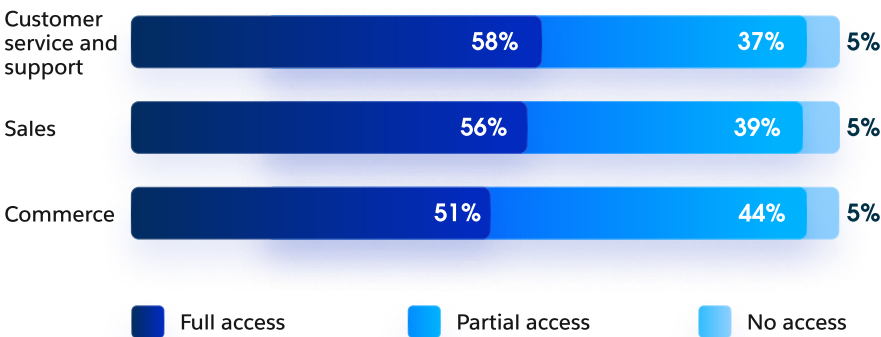
Marketers Completely Satisfied With Performance on the Following



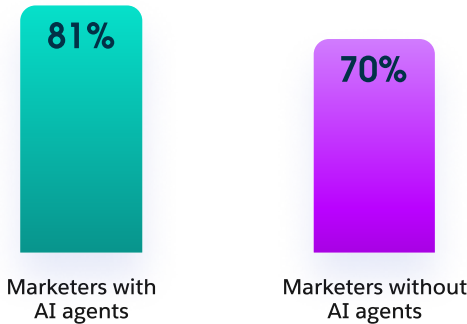
CMOs Who Say They're Personally Responsible for the Following



Access to Customer Data from the Following



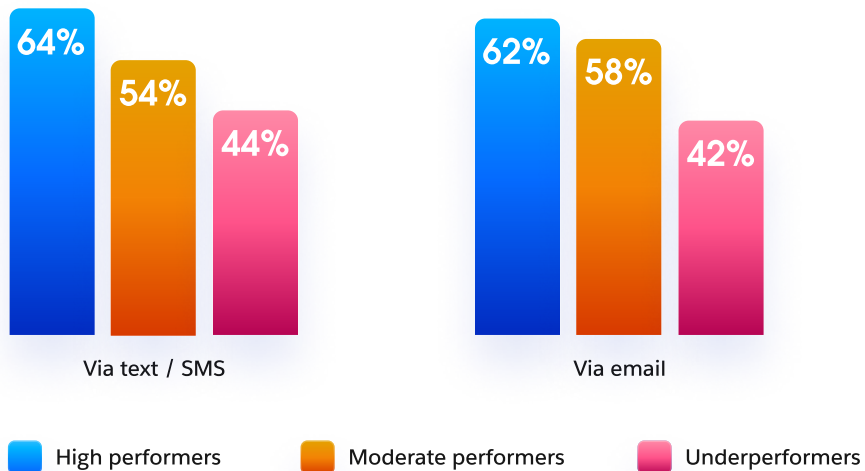
Satisfaction With Organization's Ability to Connect Touchpoints



Chapter 5

Customers Demand Two-Way Conversations on Every Channel

Marketing Organizations That Frequently Respond to Customers*

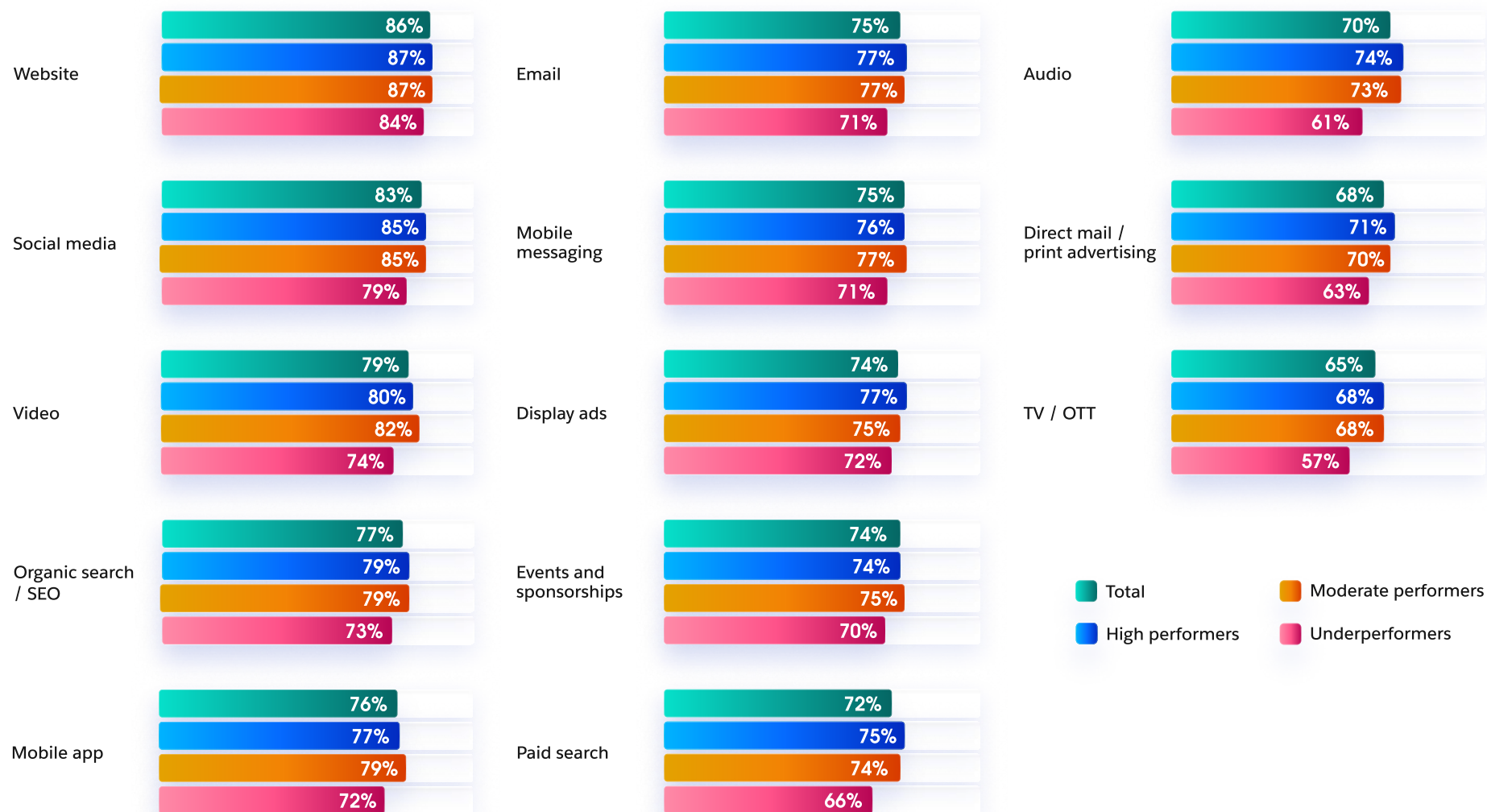


*Base: Marketers who use email or SMS / text as a channel

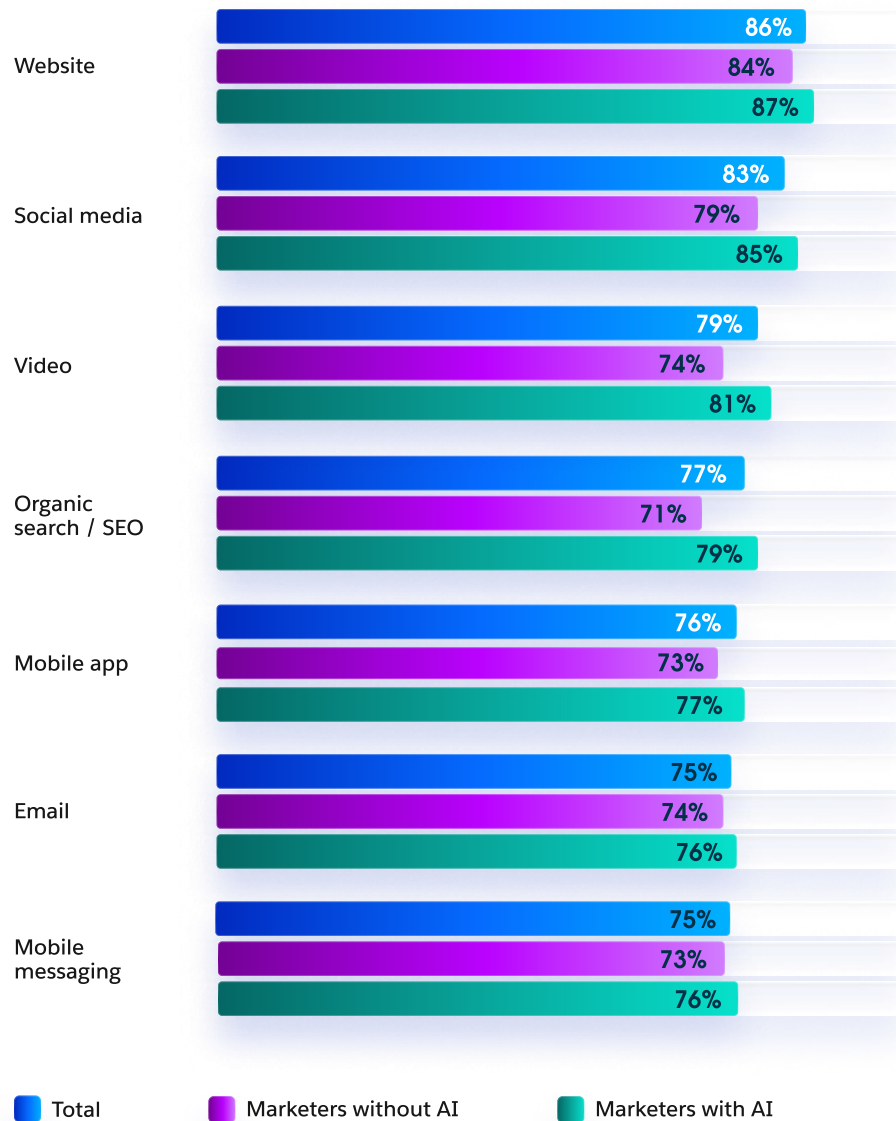
Marketing Channels, Ranked by Popularity

- 1 Website
- 2 Social media
- 3 Video
- 4 Organic search / SEO
- 5 Mobile app

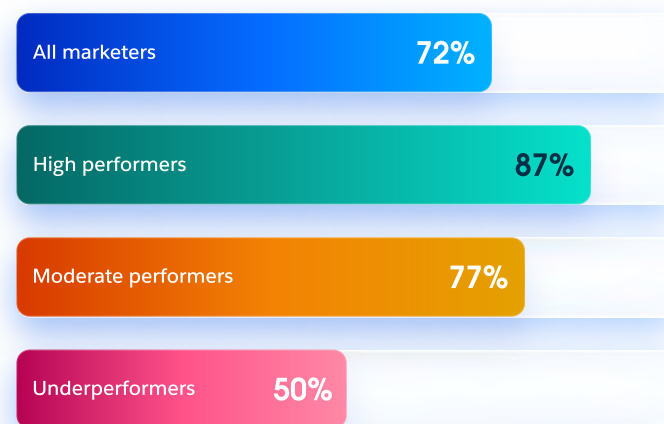
Marketing Channels Used



Marketing Channels Used



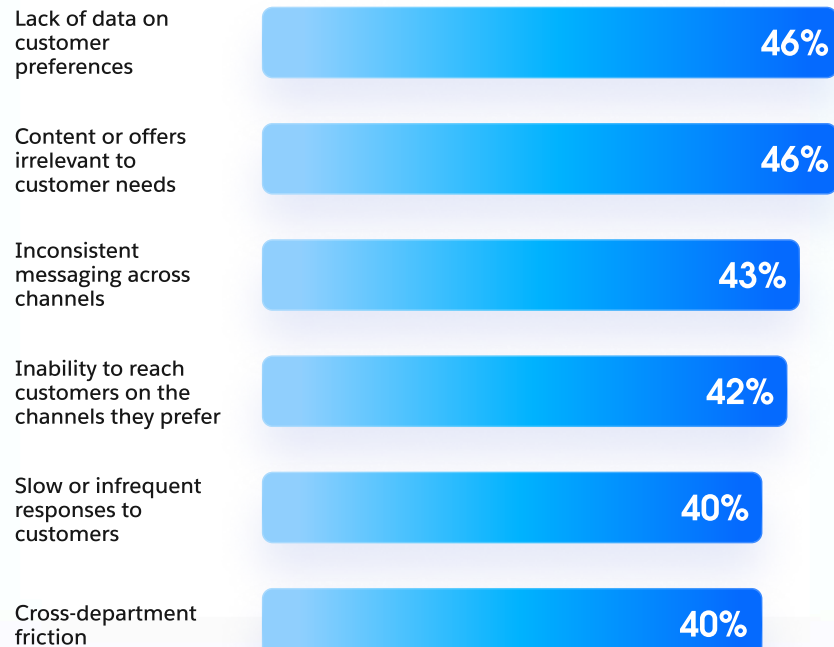
Marketers Highly Satisfied with Cross-Channel Engagement



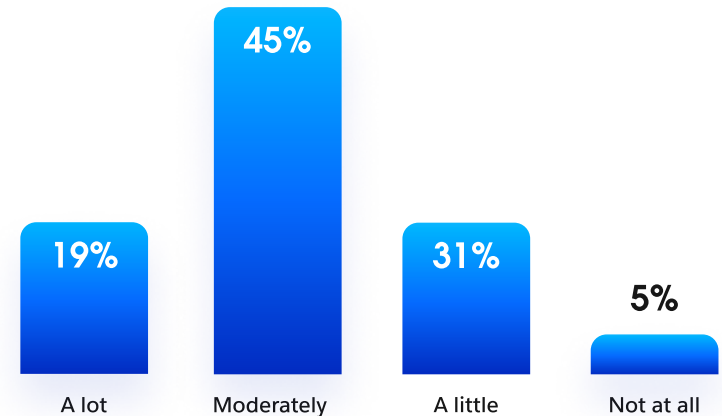
Chapter 6

Strong Data Foundations Drive Personalization at Scale

Marketing Teams With the Following Challenges



Extent Data Privacy Limits Marketing



Ranked Popularity of Marketing Metrics / KPIs

- 1 Marketing / sales pipeline
- 2 Customer satisfaction metrics
- 3 Customer retention rates
- 4 Marketing / sales funnel*
- 5 Revenue

*Base: B2B and B2B2C marketers

Most Common Blockers of AI-Driven Personalization, Ranked*

- 1 Siloed data across channels
- 2 Too much data to process
- 3 Poor data quality
- 4 Regulations and / or privacy concerns
- 5 Difficulty scaling quality control

*Base: Marketers with AI