Meet the Presenters

Paul Roetzer
Founder/CEO
Marketing AI Institute

Scott Ernst
CEO
Drift

Mike Kaput
Chief Content Officer
Marketing AI Institute

Emily Singer
Senior Director, Corporate
and Customer Marketing
Drift

The Agenda

1. About the State of Marketing AI Report

2. Methodology and Respondents

3. Key Findings

4. Q&A with Marketing AI Institute and Drift

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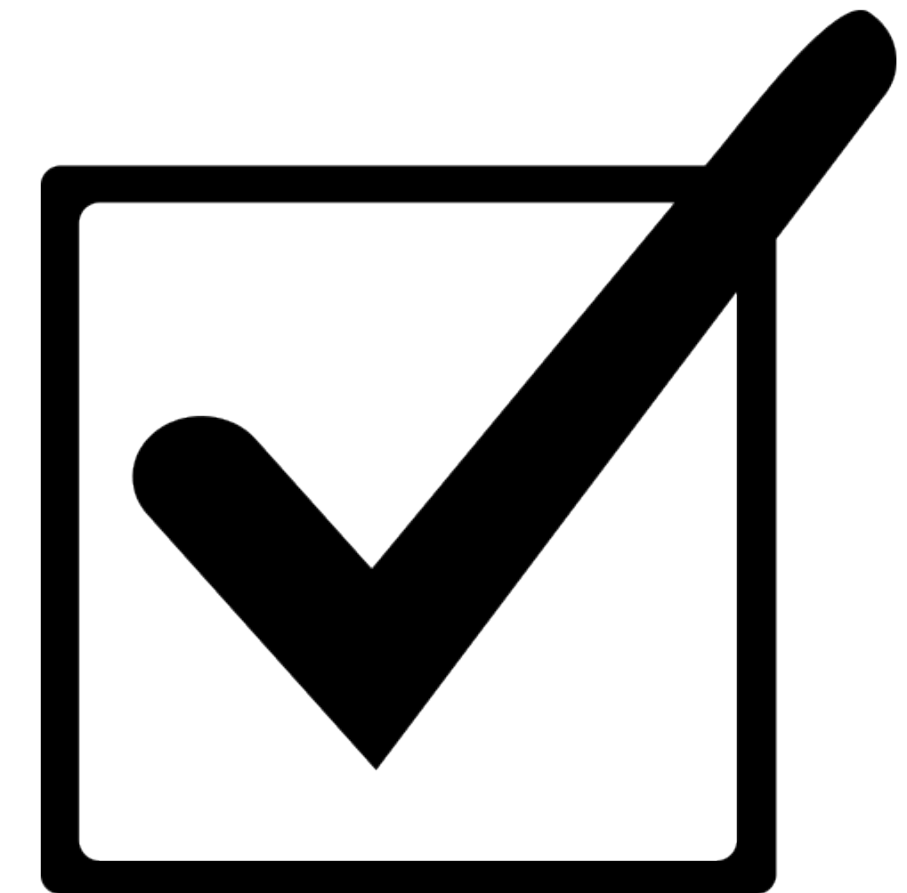
About the State of Marketing AI Report

The 2023 State of Marketing AI Report

- Exclusive research on AI in marketing.
- Responses from 900+ marketers.
- Third-annual report benchmarking industry data.

Methodology and Respondents

Methodology

- Survey period from April 26 - July 12, 2023.
- 17 questions on AI and its role in marketing and 6 on demographics.
- 918 respondents completed at least part of the survey. (96% full completion.)
- Promoted via Marketing AI Institute audience.
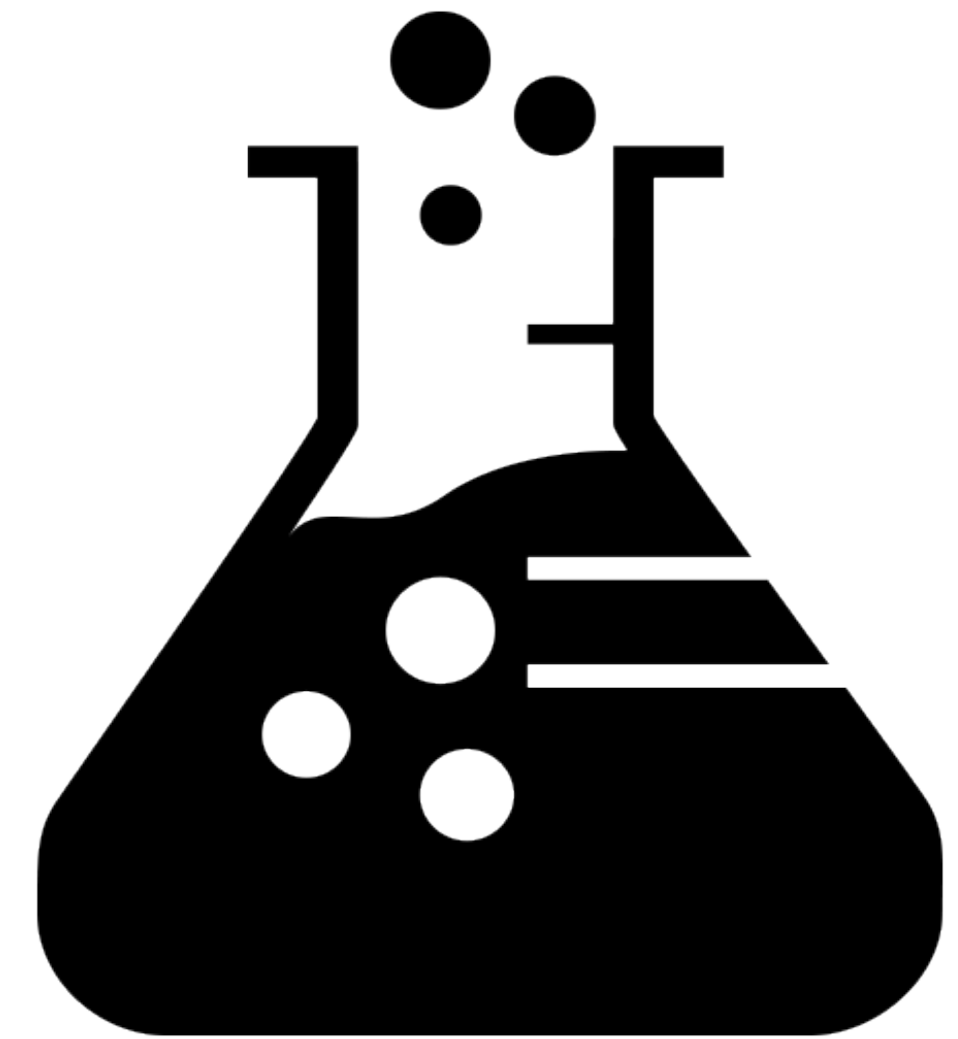
Respondents

- 61% are director-level or above.
- 83% are involved in content marketing, among other areas of marketing.

The Respondents

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

Roles

The highest percentage of respondents (24%) identify themselves as managers. The next highest role cited is CEO/President (23%). The C-suite as a whole comprises 36% of respondents. Chief Marketing Officers comprise 9% of the total.

Role	Percentage of Respondents
Manager	24%
CEO/President	23%
Director	18%
Chief Marketing Officer	9%

Role	Percentage of Respondents
Other	9%
Vice President	7%
Entry-Level	6%
Other C-Suite	4%

n = 901

61%

OF RESPONDENTS IDENTIFY THEIR ROLES AS DIRECTOR-LEVEL OR ABOVE.

Areas of Marketing

Respondents were asked about the areas of marketing they're involved in. They could select multiple marketing categories.

Content marketing leads the pack at 83%, followed by email marketing at 68%. Other top areas include social media marketing (67%), advertising (61%), and analytics (59%).

Role	Percentage of Respondents
Content Marketing	83%
Email Marketing	68%
Social Media Marketing	67%
Advertising	61%
Analytics	59%
Search Engine Optimization (SEO)	55%

Role	Percentage of Respondents
Communications/PR	54%
Customer Experience/Customer Service	39%
Sales	36%
Ecommerce	21%
Other	10%

n = 915

83%

OF RESPONDENTS ARE INVOLVED IN CONTENT MARKETING—THE HIGHEST PERCENTAGE OF RESPONDENTS.

Respondents

- 27% work in professional services.
- 88% work in B2B.

Industry

Professional services is the industry most commonly identified by respondents, comprising 27% of those surveyed. Other common industries include software, media, education, health care, and finance.

Role	Percentage of Respondents	Role	Percentage of Respondents
Professional Services	27%	Insurance	2%
Software	14%	Consumer Services	2%
Other	10%	Real Estate	1%
Media	7%	Transportation	1%
Education	6%	Telecommunications	1%
Health Care	5%	Entertainment	1%
Finance	5%	Government	1%
Manufacturing	4%	Hotels	1%
Publishing	3%	Arts	1%
Construction	3%	Travel	1%
Consumer Packaged Goods (CPG)	3%	Recreation	0%
Retail	2%	Restaurants	0%

n = 912

27%

OF RESPONDENTS WORK IN PROFESSIONAL SERVICES, THE HIGHEST PERCENTAGE OF RESPONDENTS.

B2B vs. B2C

When asked if their company was business-to-business (B2B) or business-to-consumer (B2C), 53% say they are exclusively in B2B, while 35% say they are in both B2B and B2C. Just 10% say they are exclusively in B2C.

Given the overlaps, 88% either work exclusively or partially in B2B, while 45% work exclusively or partially in B2C.

B2B vs. B2C	Percentage of Respondents
B2B	53%
B2C	10%
Both	35%
NA	2%

n = 883

88%

OF RESPONDENTS WORK IN B2B.

Respondents

- **57%** work at companies with $10M or less in revenue.
- **53%** work at companies with less than 50 employees.

Revenue

More than half (57%) of respondents work at companies with $10M or less in revenue, a significantly smaller proportion than last year (68% at $10M or less in 2022).

Larger enterprises are significantly represented, with 26% coming from people at companies with $50M or more in revenue (compared to 23% in 2022).

Revenue	Percentage of Respondents
$0 - $1M	31%
$1 - $10M	26%
$10 - $50M	16%
$50 - $100M	6%

Revenue	Percentage of Respondents
$100 - $250M	5%
$250 - $500M	4%
$500M - $1B	3%
$1B+	8%

n = 892

57%

OF RESPONDENTS WORK IN ORGANIZATIONS WITH $10M OR LESS IN REVENUE.

Employees

In line with revenue numbers, 53% of respondents work at organizations with fewer than 50 employees, while 27% work at companies with 250 or more employees—a rise from 2022, when only 21% cited being at companies with 250 or more employees.

Larger enterprises are significantly represented, with 26% coming from people at companies with $50M or more in revenue (compared to 23% in 2022).

Employees	Percentage of Respondents
1 - 9	32%
10 - 49	21%
50 - 99	12%
100 - 249	9%
250 - 499	6%
500 - 999	5%

Employees	Percentage of Respondents
1,000 - 2,499	4%
2,500 - 4,999	2%
5,000 - 9,999	3%
10,000 - 19,999	2%
20,000+	5%

n = 908

53%

OF RESPONDENTS WORK AT ORGANIZATIONS WITH FEWER THAN 50 EMPLOYEES.

Key Findings

1. AI is a clear top priority for marketers this year.

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64% of marketers say AI is either very important or critically important to their marketing success over the next 12 months.

How important is AI to the success of your marketing over the next 12 months?
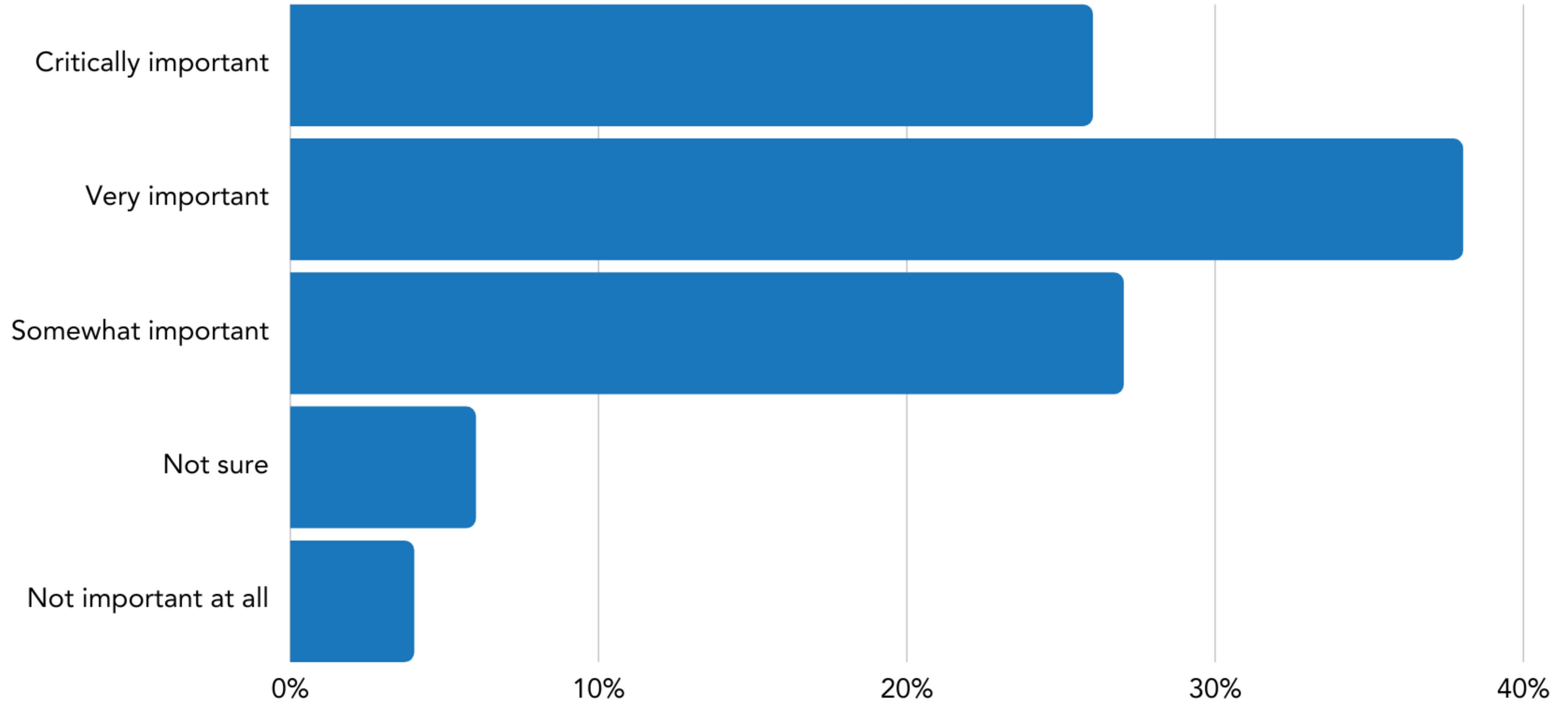
2. Marketers are primarily looking to use AI to save time.

77% of marketers say that reducing the time spent on repetitive tasks is the top outcome they want to achieve with AI.

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Primary Outcomes to Achieve with AI	Percentage of Respondents
Reduce time spent on repetitive, data-driven tasks	77%
Unlock greater value from marketing technologies	62%
Generate greater ROI on campaigns	61%
Accelerate revenue growth	60%
Get more actionable insights from marketing data	59%
Create personalized consumer experiences at scale	55%
Drive costs down	50%
Increase qualified pipeline	42%
Predict consumer needs and behaviors with greater accuracy	39%
Shorten the sales cycle	28%
None of the above	2%

n = 911

3. Marketers expect widespread AI automation in the near future.

78% of marketers believe they will be using AI to intelligently automate more than a quarter of their work in the next 5 years.

What percentage of marketing tasks are (or will be) intelligently automated on your team?

■ Tasks Automated Today   ■ Tasks That Will Be Automated in 5 Years
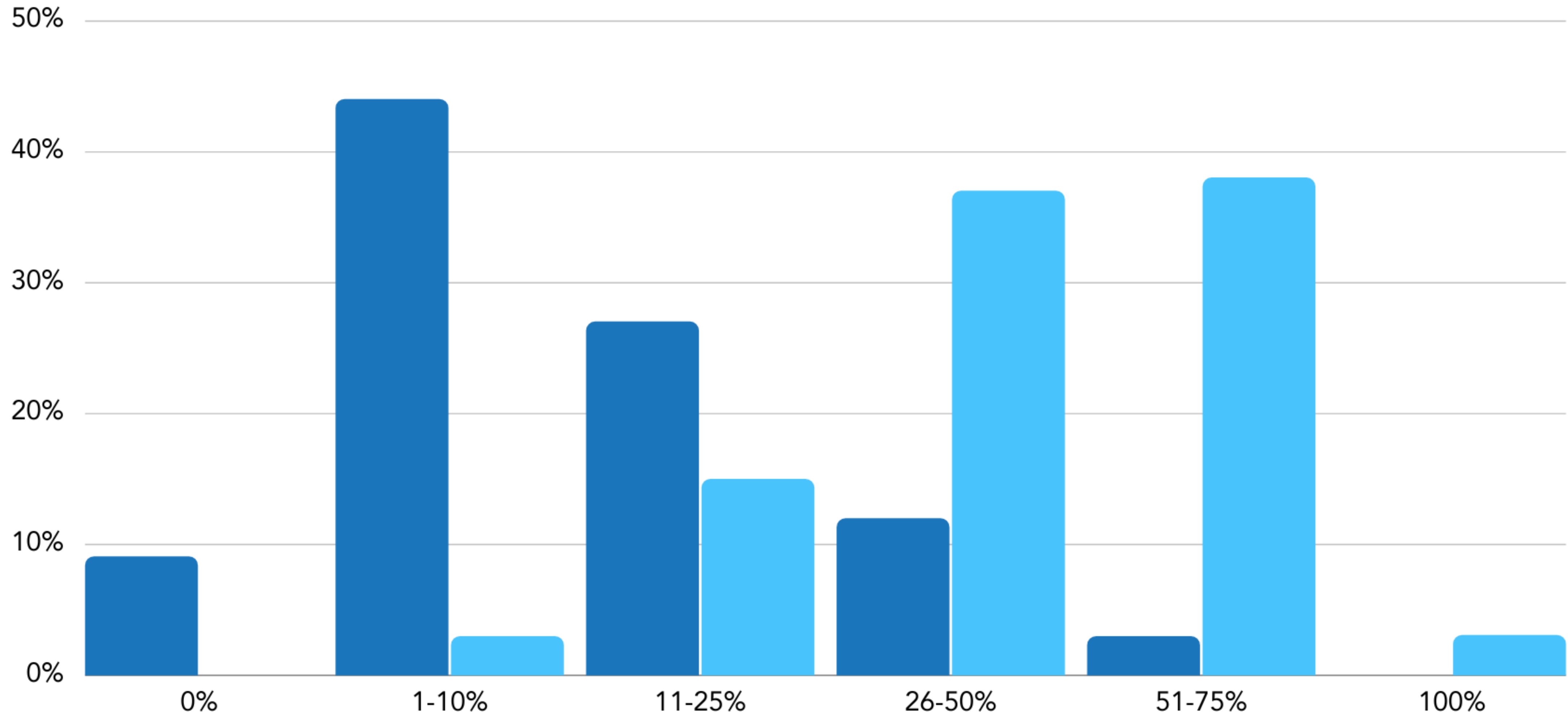
4. There is significant AI adoption in marketing.

98% of all marketers surveyed say they are already personally using AI in some way.

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How would you best describe your personal use of AI tools?
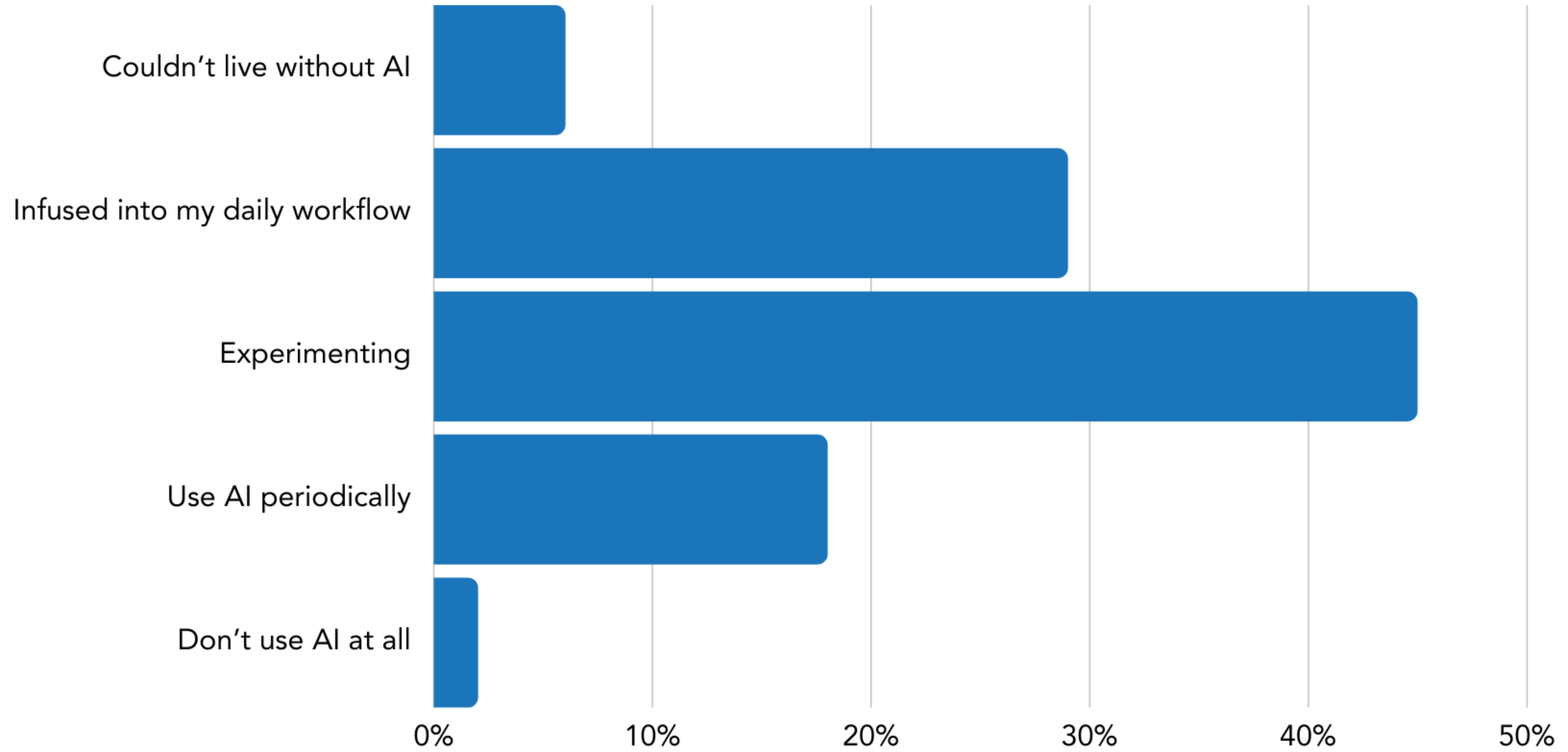
5. There is significant AI optimism in marketing.

64% of marketers say they have positive feelings about AI's impact on marketing, business, and society.

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How do you feel personally about AI and the impact it's having on marketing, business, and society?
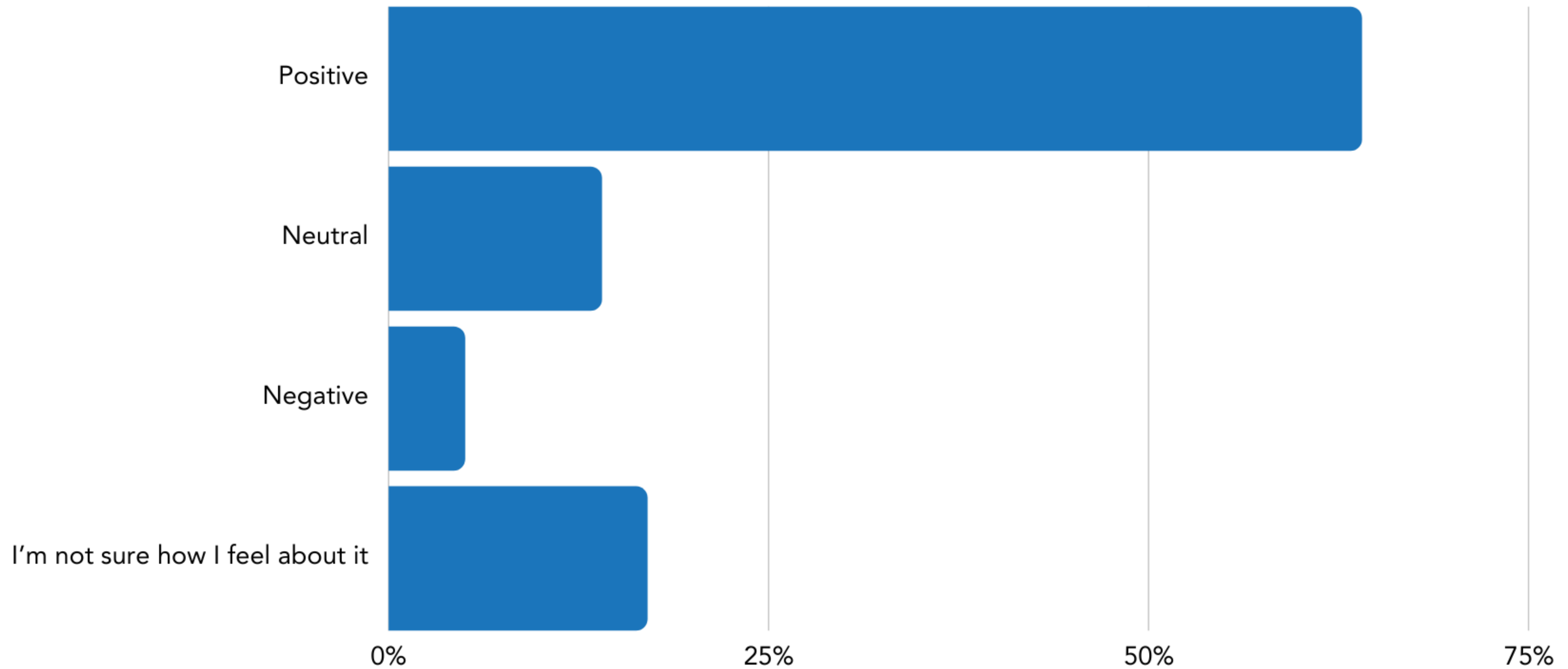
6. Confidence in evaluating and purchasing AI technology is slowly improving.

69% rate their confidence level in evaluating AI-powered marketing technology as medium, low, or none.

How would you rank your confidence evaluating AI-powered marketing technology?
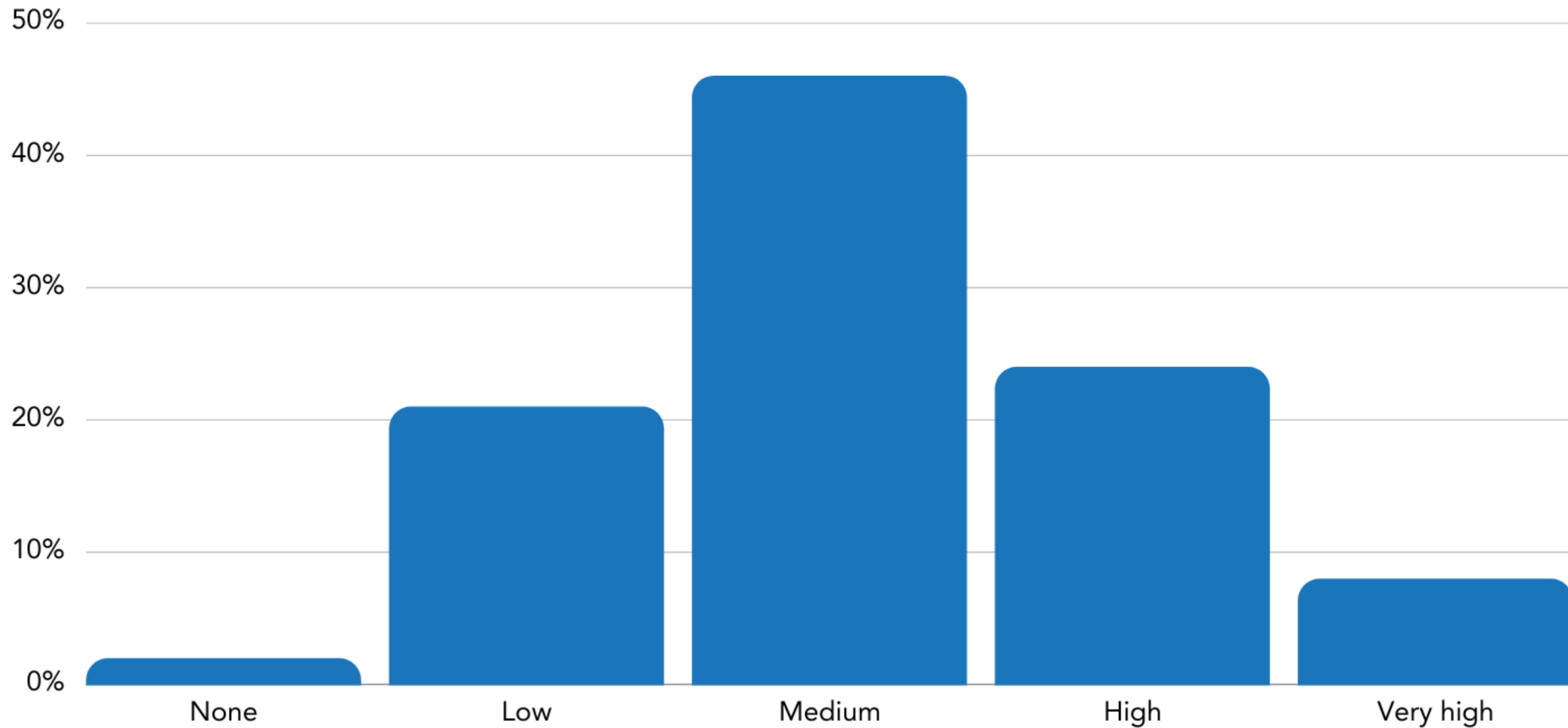
7. Most marketers still remain in the early stages of understanding and adopting AI.

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58% of marketers say they're still learning how AI works, and exploring its applications and potential value.

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

Advanced
11%

Beginner
35%

Intermediate
54%
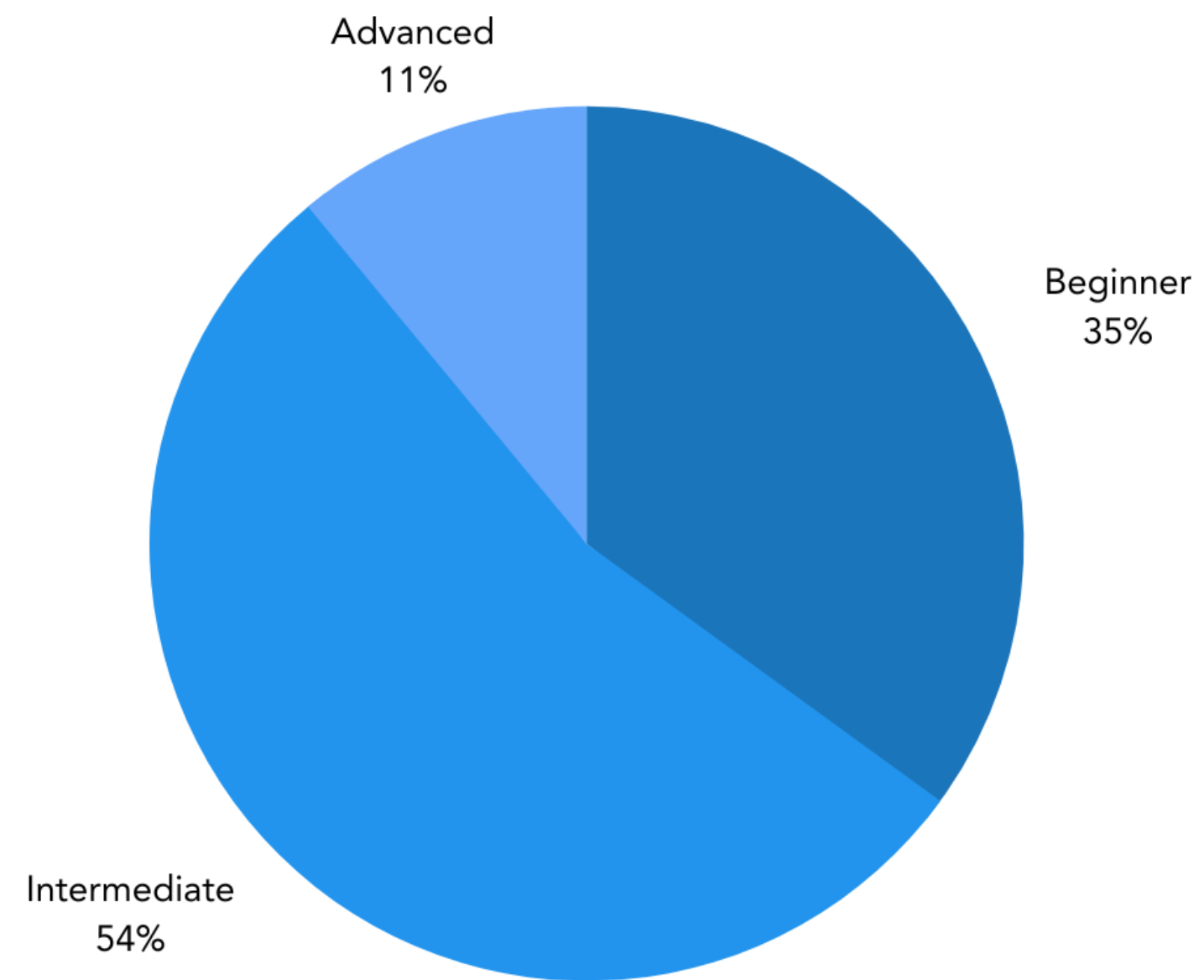
Which stage of AI transformation best describes your marketing team?

Scaling
7%

Piloting
35%

Understanding
58%
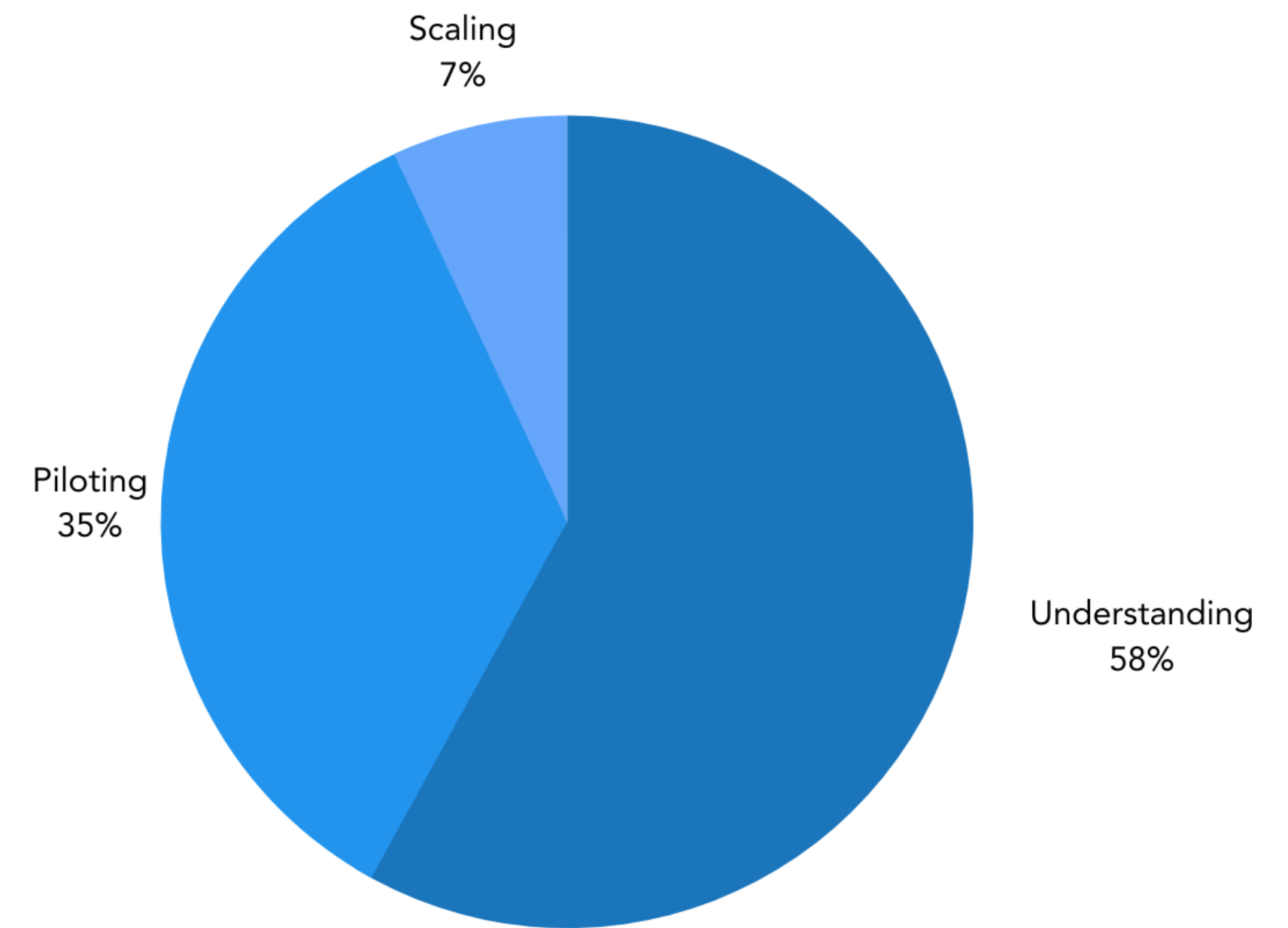
8. Companies lag behind in providing AI education and guidance.

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78% of respondents say their employers have no internal AI-focused education or training.

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Does your organization offer any AI-focused education and training for the marketing team?
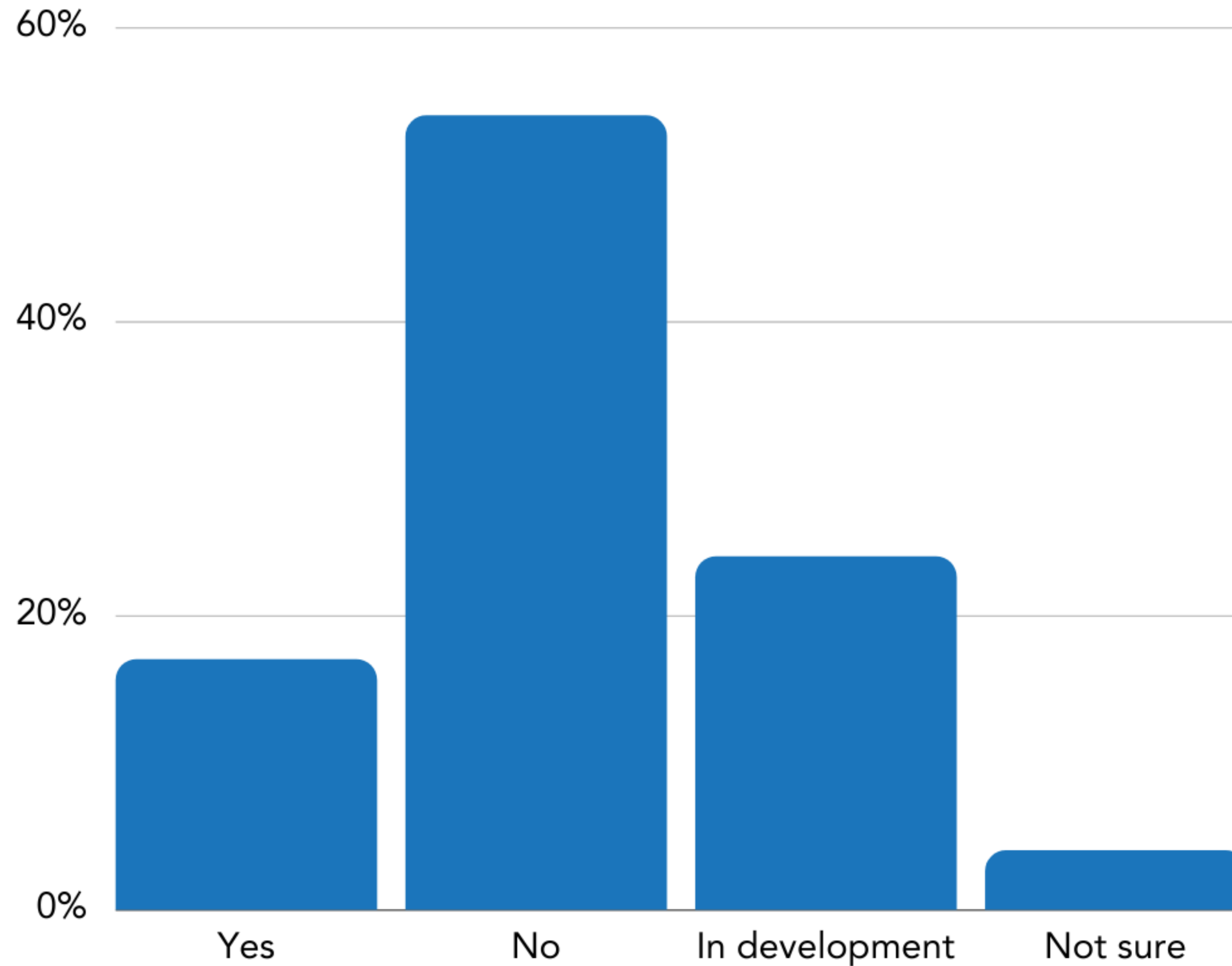
Barriers to Adoption of AI	Percentage of Respondents
Lack of education and training	64%
Lack of awareness or understanding	56%
Lack of strategy	44%
Lack of talent with the right skill sets	38%
Fear or mistrust of AI	36%
Lack of resources	32%
Unknown risks	31%
Lack of ownership or governance	27%
Lack of technology infrastructure	26%
Lack of executive support or vision	25%
Lack of the right data	22%
Unrealistic expectations	22%
None of the above	3%

n = 917

9. Companies lag behind in providing generative AI and ethics policies.

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Only 22% have generative AI policies—and only 21% have an AI ethics policy or responsible AI principles.

Does your organization have generative AI policies which guide the use of AI-generated text, images, video, audio, and/or code?

I'm not sure
5%

Yes
22%

No
72%
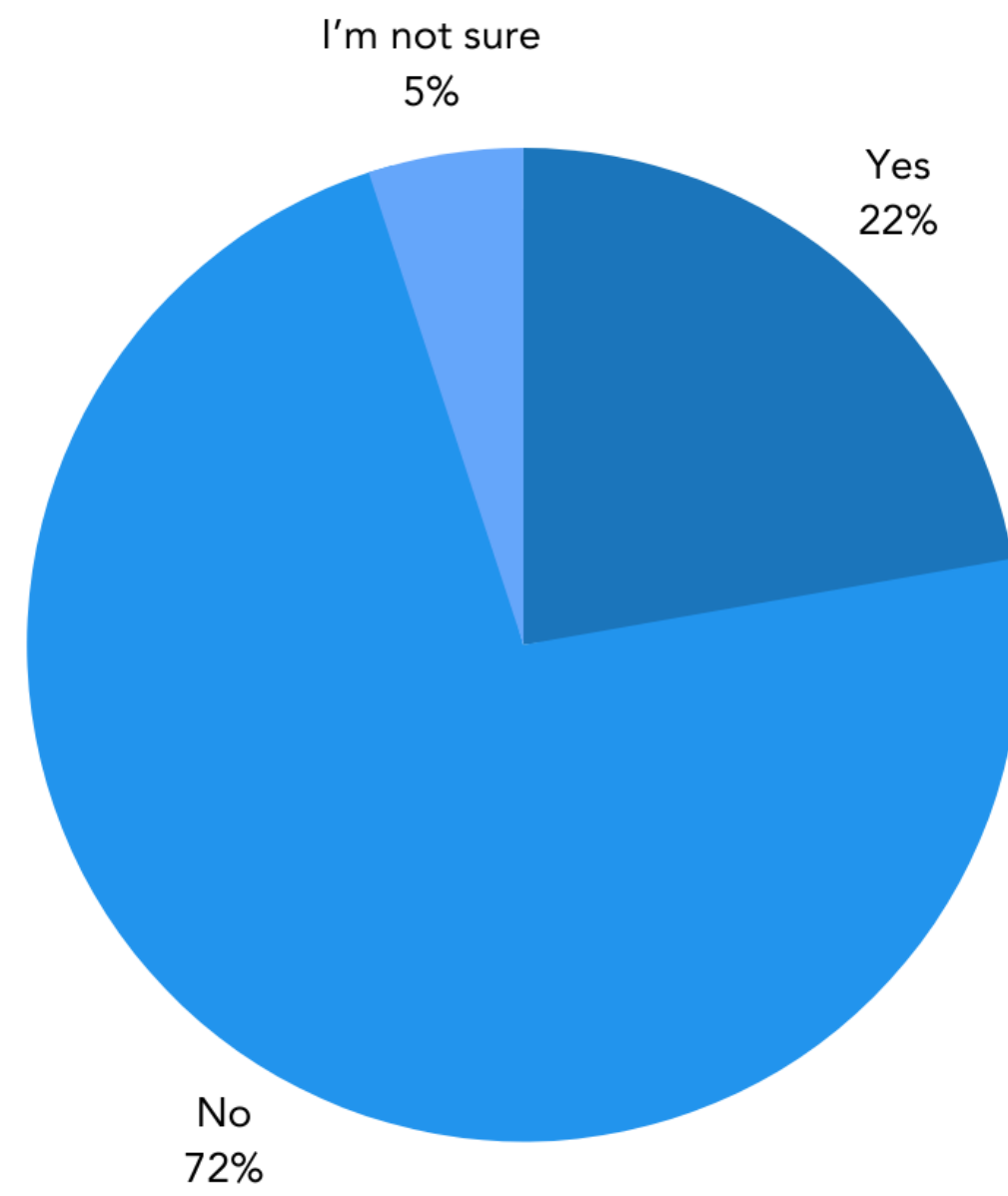
Does your organization have an AI ethics policy and/or responsible AI principles—either public-facing or for internal use?

I'm not sure
8%

Yes
21%

No
71%
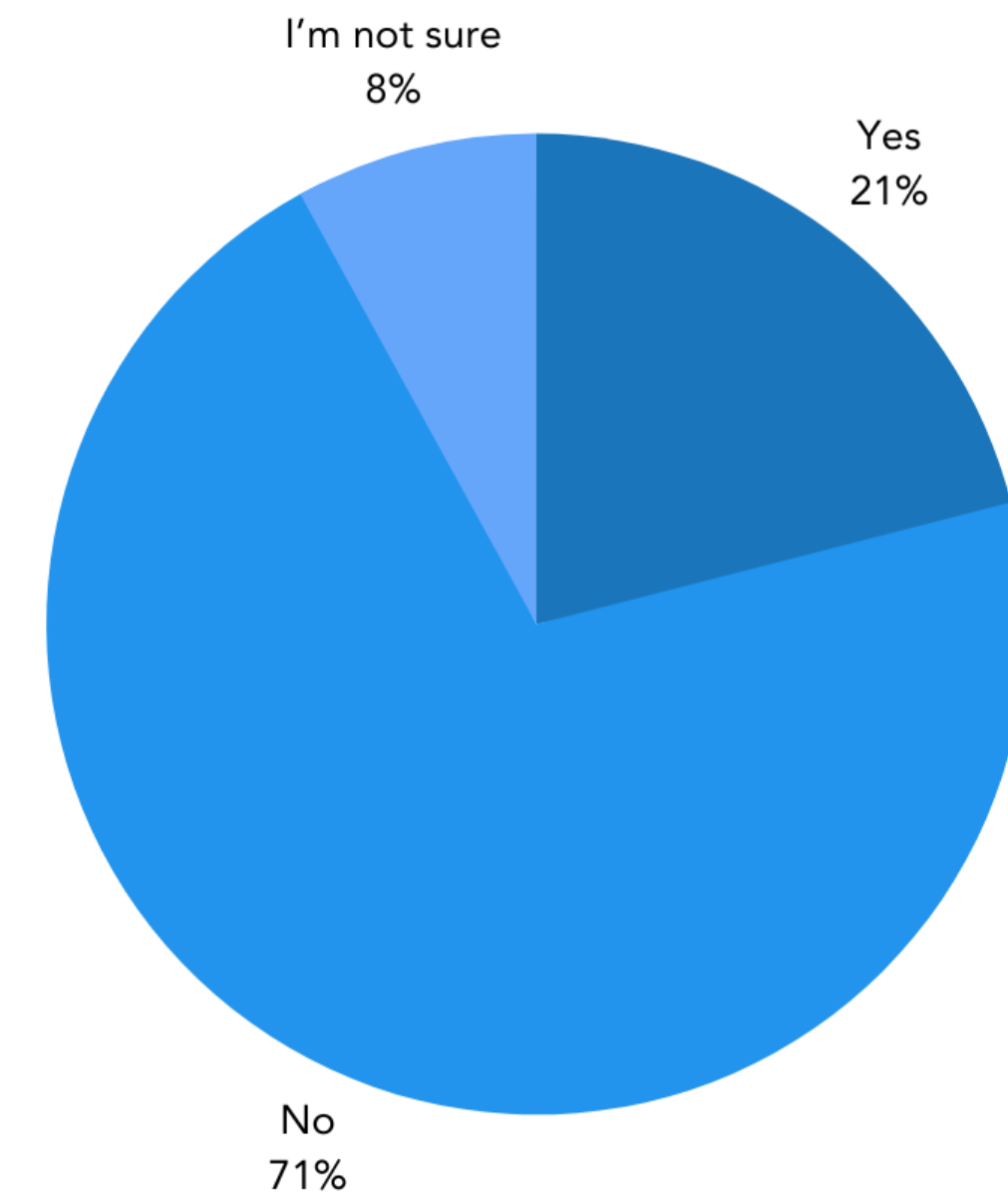
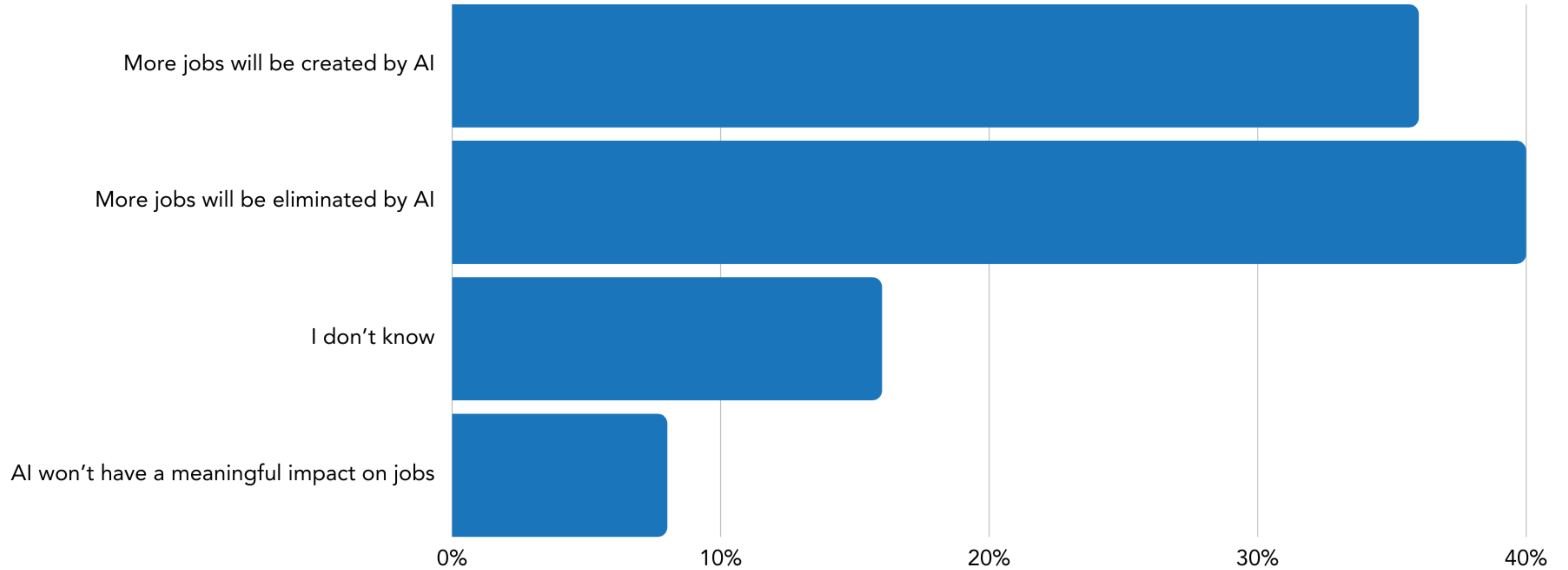10. Lack of company support may be creating fear and uncertainty around AI.

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40% of respondents say they believe more jobs will be eliminated over time due to AI.

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

11. Entry-level roles may be particularly lagging behind when it comes to AI.

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They are more likely to be beginners—and more likely to not use AI at all.

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12. CEOs and CMOs are owning AI adoption in marketing.

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35% say CEOs own AI, while 33% say CMOs do.

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AI Owners Within Organization	Percentage of Respondents
CEO	35%
Chief Marketing Officer	33%
No one owns it	21%
Chief Technology Officer	15%
Other	12%
Other C-Suite	10%
IT Department	8%
Chief Digital Officer	8%
Chief Information Officer	7%
Not sure	7%
Chief Data Officer	4%

n = 915

13. CMOs in particular must make AI understanding, training, and strategy urgent priorities.

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CMOs fall behind in AI understanding, confidence, and usage.

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5 Essential Steps

1. Focus on education and training.

2. Create an internal AI Council.

3. Develop Responsible AI Principles and Generative AI Policies.

4. Conduct an AI impact / exposure assessment for your teams.

5. Build an AI Roadmap.

How to Get the Report

www.stateofmarketingai.com

Q&A