

The webinar will begin at the top of the hour...

# The 2023 State of Marketing AI Webinar

Presented by Marketing AI Institute and Drift

**DRIFT** | **MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE**

## 2023 STATE OF MARKETING AI REPORT

### Key Findings

As part of the State of Marketing AI Report, respondents were asked to answer 17 questions about their AI knowledge and how their organization uses AI in marketing.

The questions came in two types. There were questions where respondents could only select one answer and there were questions where respondents could select multiple answers. In each key finding that follows, questions with multiple responses possible are indicated as such.

#### Understanding of AI

**Q: "HOW WOULD YOU CLASSIFY YOUR UNDERSTANDING OF AI TERMINOLOGY AND CAPABILITIES?"**

When asked how they classify their understanding of AI terminology and capabilities, 54% of respondents say they are at the intermediate level, while just 35% say they are beginners.

This was a major difference from 2022, when 45% said they were beginners and 43% said they were intermediate, indicating that a significant portion of the industry has moved their AI understanding forward in the last 12 months.

Those with advanced levels of understanding, however, remain largely unchanged compared to last year (11% in 2023 vs. 12% in 2022).

AI understanding appears to increase with seniority of role. Entry-level roles are most likely to say they are beginners (51% of entry-level respondents; n = 51), with managers coming next (46%; n = 218), followed by directors (37%; n = 167).

Chief Marketing Officers are the role most likely to say they have an intermediate understanding of AI (60%; n = 79).

Of the roles saying they have an advanced understanding of AI, other C-Suite roles (outside of CEOs or CMOs) lead the pack with 28% (n = 36) saying they're at an advanced level of understanding. CEOs come in second (23%; n = 205), and notably, just 10% of CMOs consider themselves advanced in AI understanding.

**54% OF MARKETERS CLASSIFY THEIR UNDERSTANDING OF AI AS INTERMEDIATE.**

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

Classification	Percentage
Advanced	11%
Intermediate	54%
Beginner	35%

n = 916

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# Meet the **Presenters**



**Paul Roetzer**

Founder/CEO

Marketing AI Institute



**Scott Ernst**

CEO

Drift



**Mike Kaput**

Chief Content Officer

Marketing AI Institute



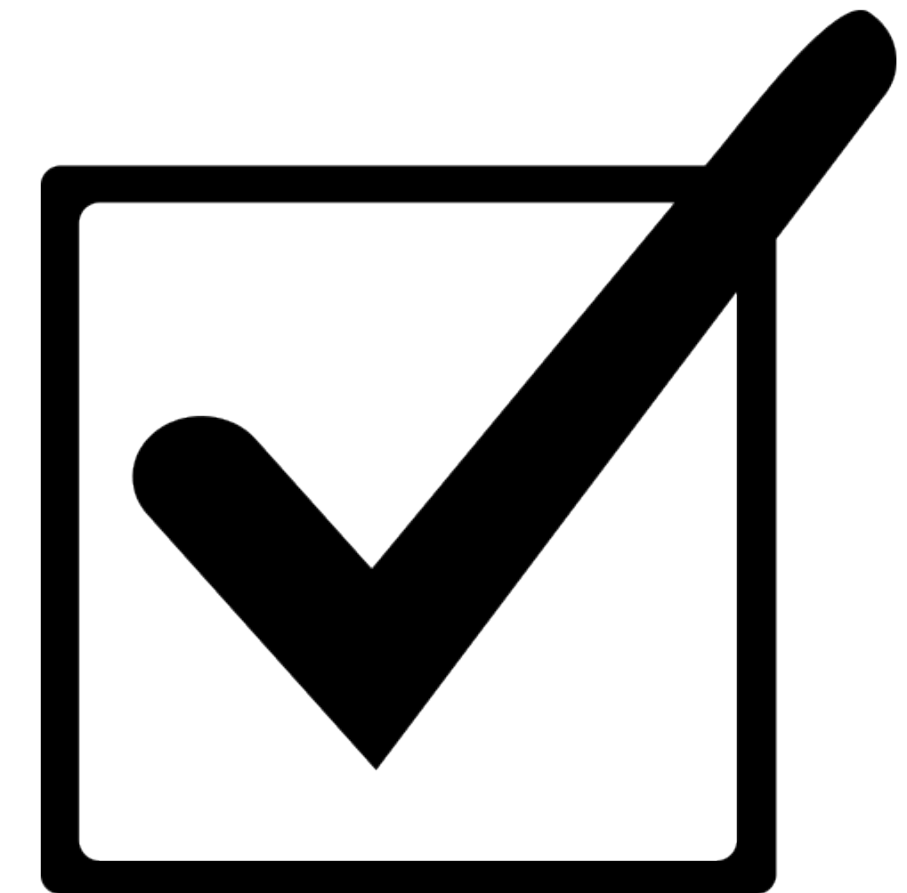
**Emily Singer**

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



# About the State of Marketing AI Report

# The 2023 State of Marketing AI Report

The image shows the cover and a key findings page of the 2023 State of Marketing AI Report. The cover features the DRIFT logo and the Marketing Artificial Intelligence Institute logo. The title '2023 STATE OF MARKETING AI REPORT' is prominently displayed. The key findings page includes a section on 'Understanding of AI' with a callout box stating that 54% of marketers classify their understanding as intermediate. A donut chart shows the distribution: 54% Intermediate, 35% Beginner, and 11% Advanced.

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## 2023 STATE OF MARKETING AI REPORT

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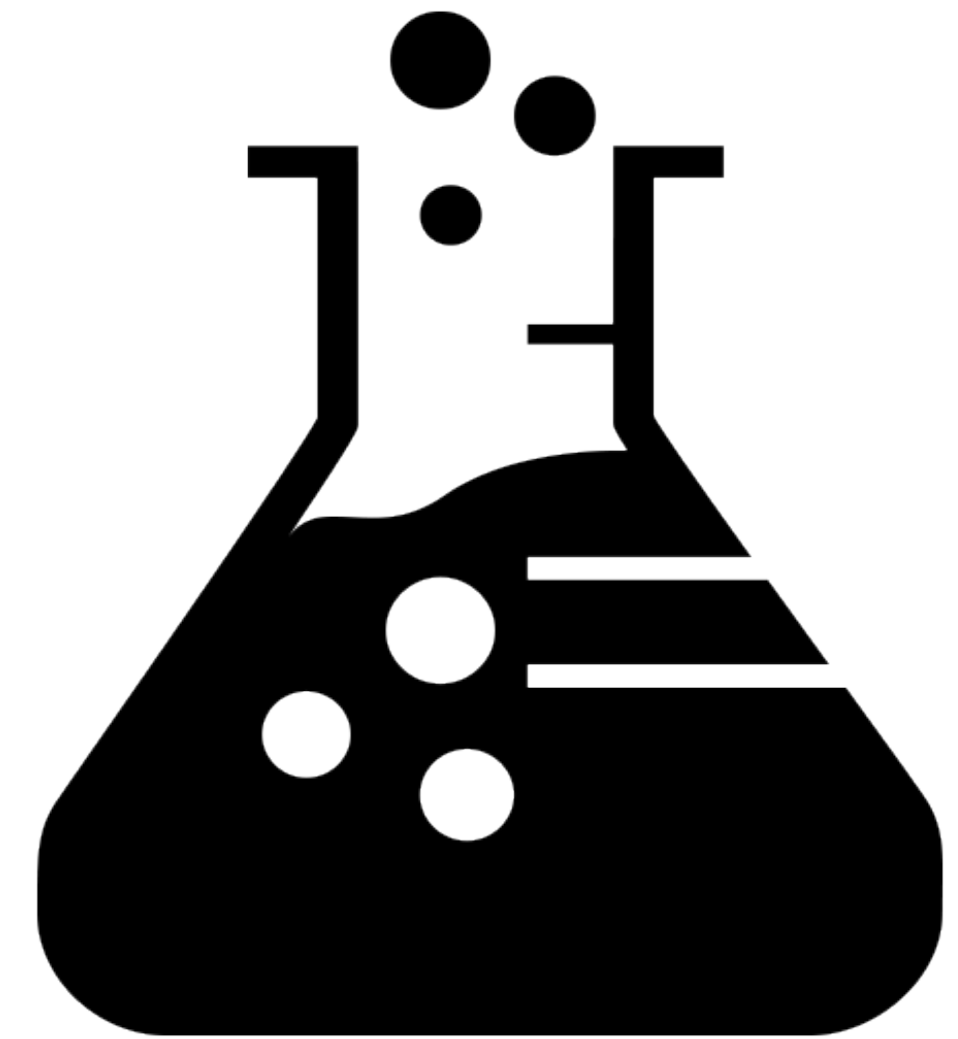
12 | 2023 State of Marketing AI Report

- 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

2023

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	Role	Percentage of Respondents
Manager	24%	Other	9%
CEO/President	23%	Vice President	7%
Director	18%	Entry-Level	6%
Chief Marketing Officer	9%	Other C-Suite	4%

n = 901

### 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	Role	Percentage of Respondents
Content Marketing	83%	Communications/PR	54%
Email Marketing	68%	Customer Experience/ Customer Service	39%
Social Media Marketing	67%	Sales	36%
Advertising	61%	Ecommerce	21%
Analytics	59%	Other	10%
Search Engine Optimization (SEO)	55%		

n = 915

**61%**  
OF RESPONDENTS IDENTIFY THEIR ROLES AS DIRECTOR-LEVEL OR ABOVE.

**83%**  
OF RESPONDENTS ARE INVOLVED IN CONTENT MARKETING—THE HIGHEST PERCENTAGE OF RESPONDENTS.

# Respondents

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

## The Respondents

### 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.

## The Respondents

### 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	Revenue	Percentage of Respondents
\$0 - \$1M	31%	\$100 - \$250M	5%
\$1 - \$10M	26%	\$250 - \$500M	4%
\$10 - \$50M	16%	\$500M - \$1B	3%
\$50 - \$100M	6%	\$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	Employees	Percentage of Respondents
1 - 9	32%	1,000 - 2,499	4%
10 - 49	21%	2,500 - 4,999	2%
50 - 99	12%	5,000 - 9,999	3%
100 - 249	9%	10,000 - 19,999	2%
250 - 499	6%	20,000+	5%
500 - 999	5%		

n = 908

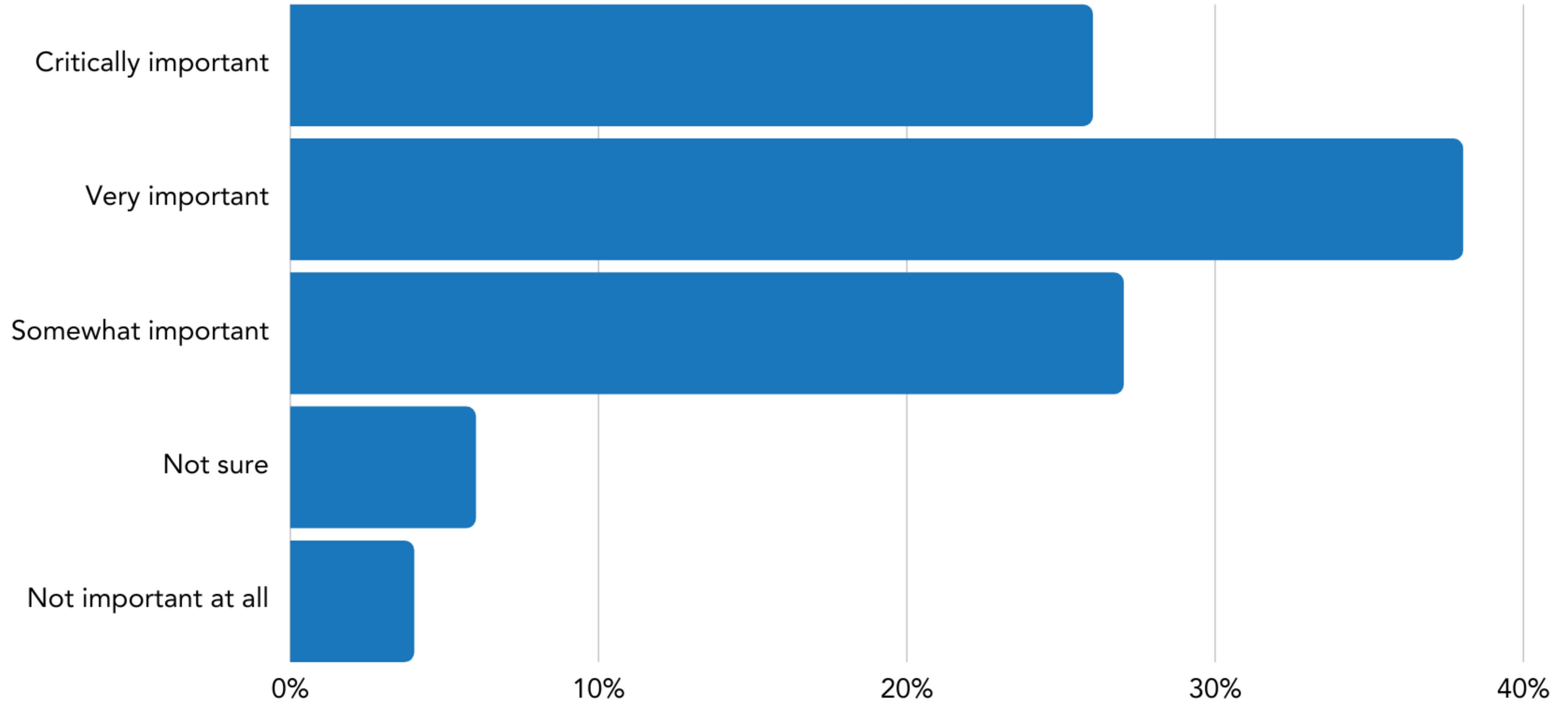
**53%**  
OF RESPONDENTS  
WORK AT  
ORGANIZATIONS  
WITH FEWER THAN  
50 EMPLOYEES.

# Key Findings

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

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.

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%

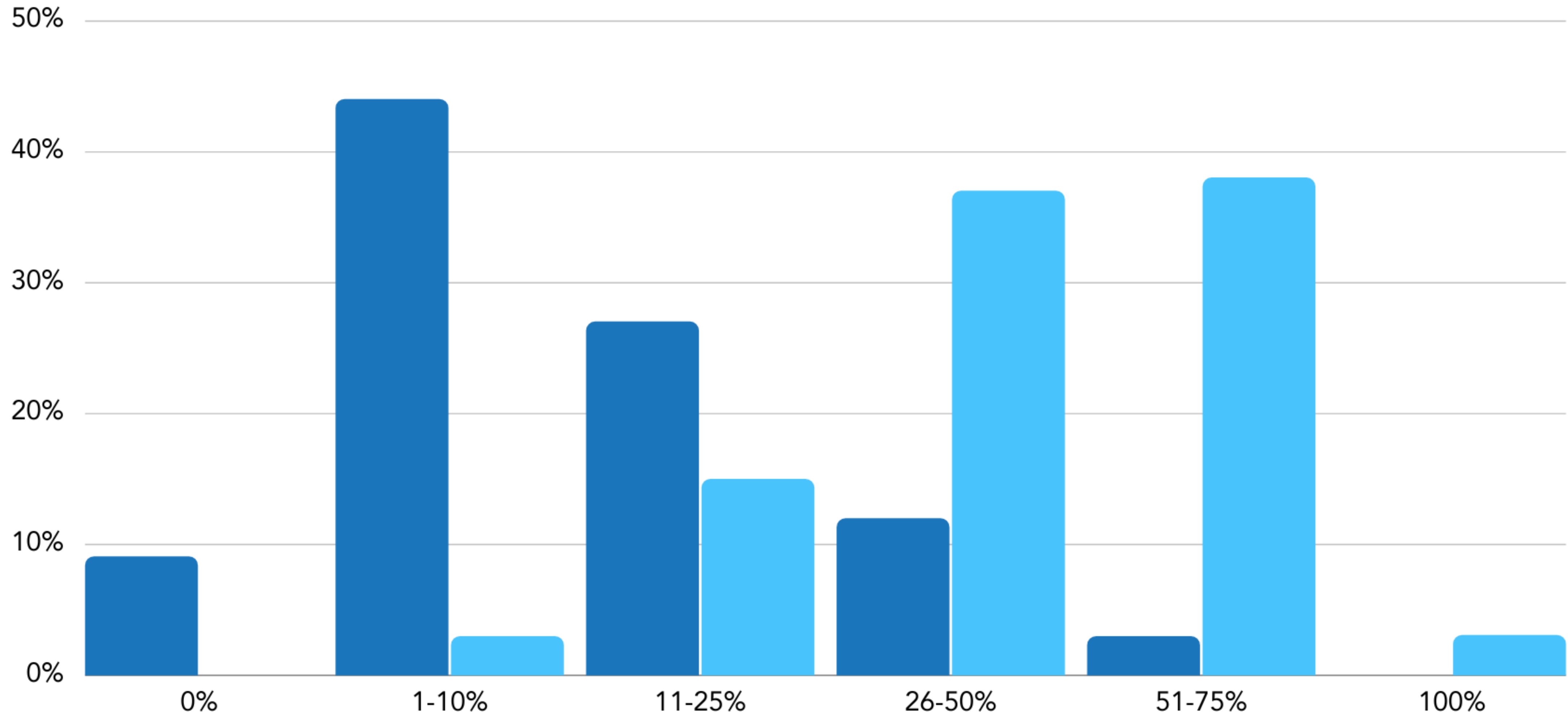
n = 911

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?

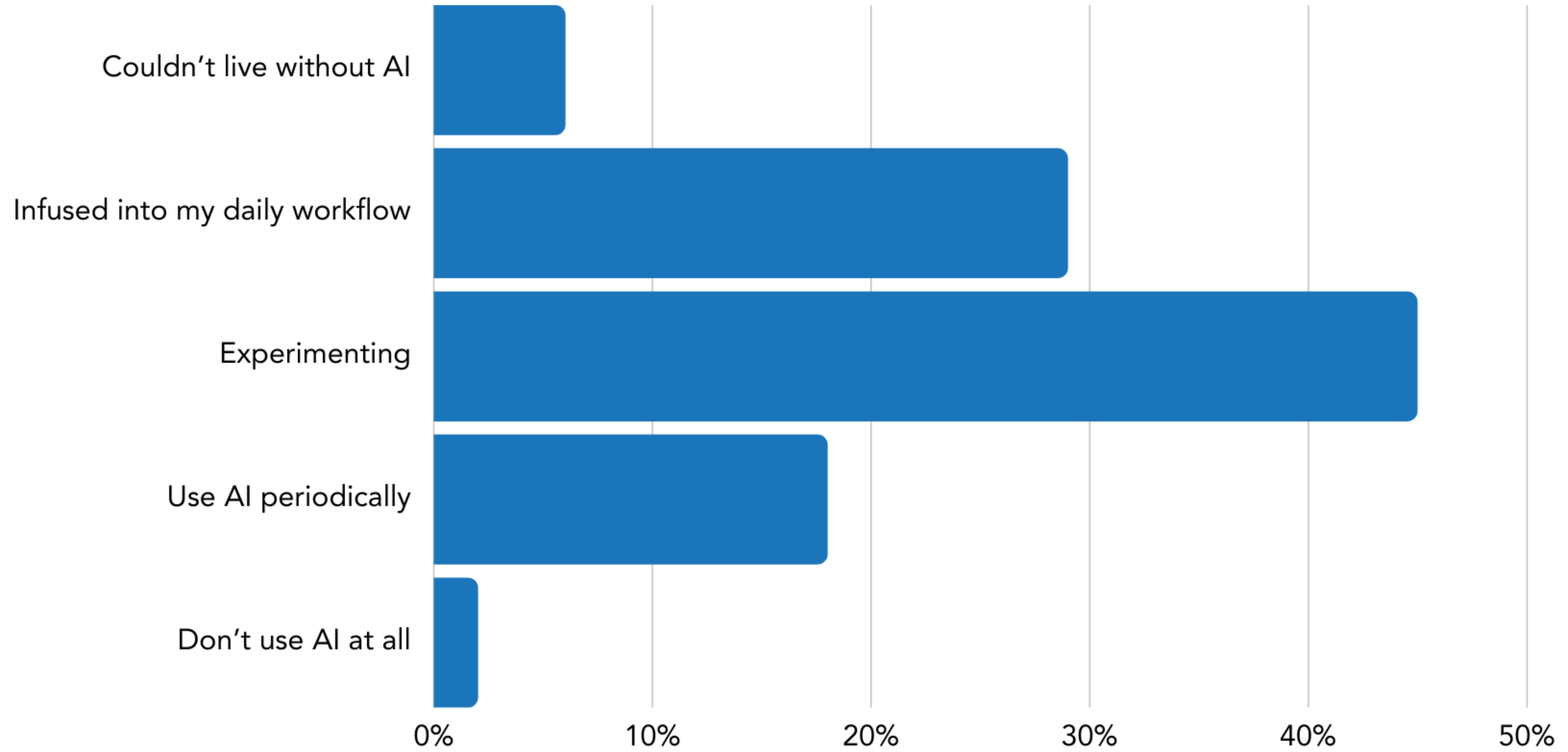
■ Tasks Automated Today   ■ Tasks That Will Be Automated in 5 Years



4. There is significant AI adoption in marketing.

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

## How would you best describe your personal use of AI tools?

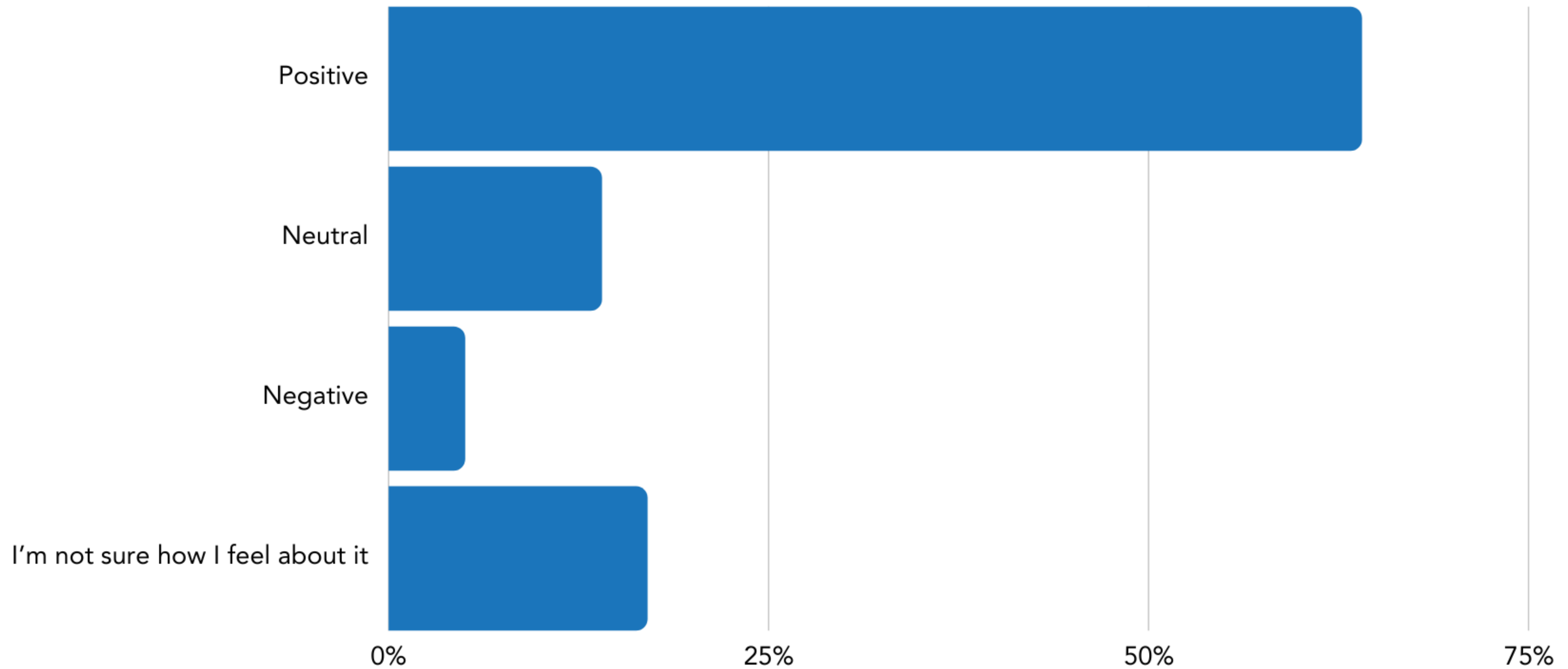




5. There is significant AI optimism in marketing.

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

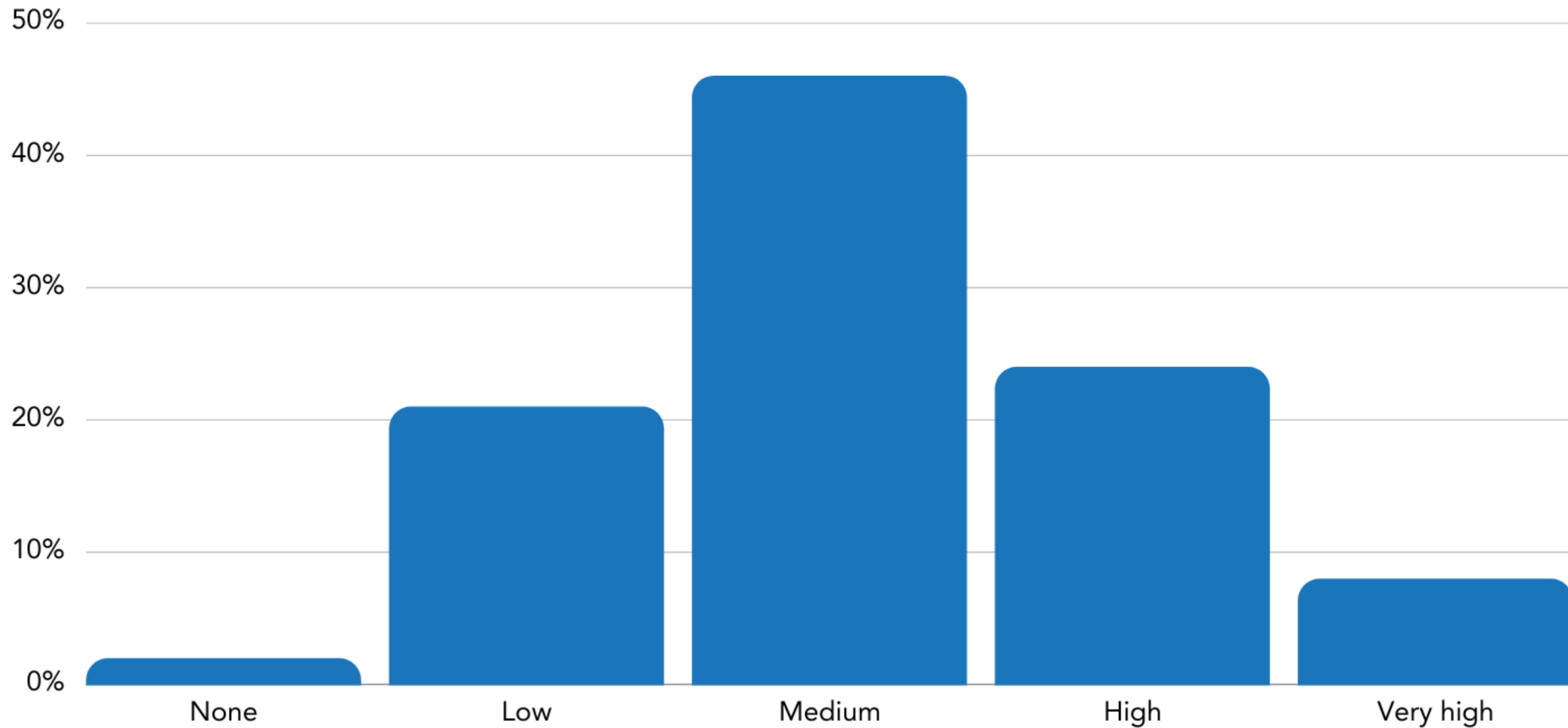
## How do you feel personally about AI and the impact it's having on marketing, business, and society?



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?

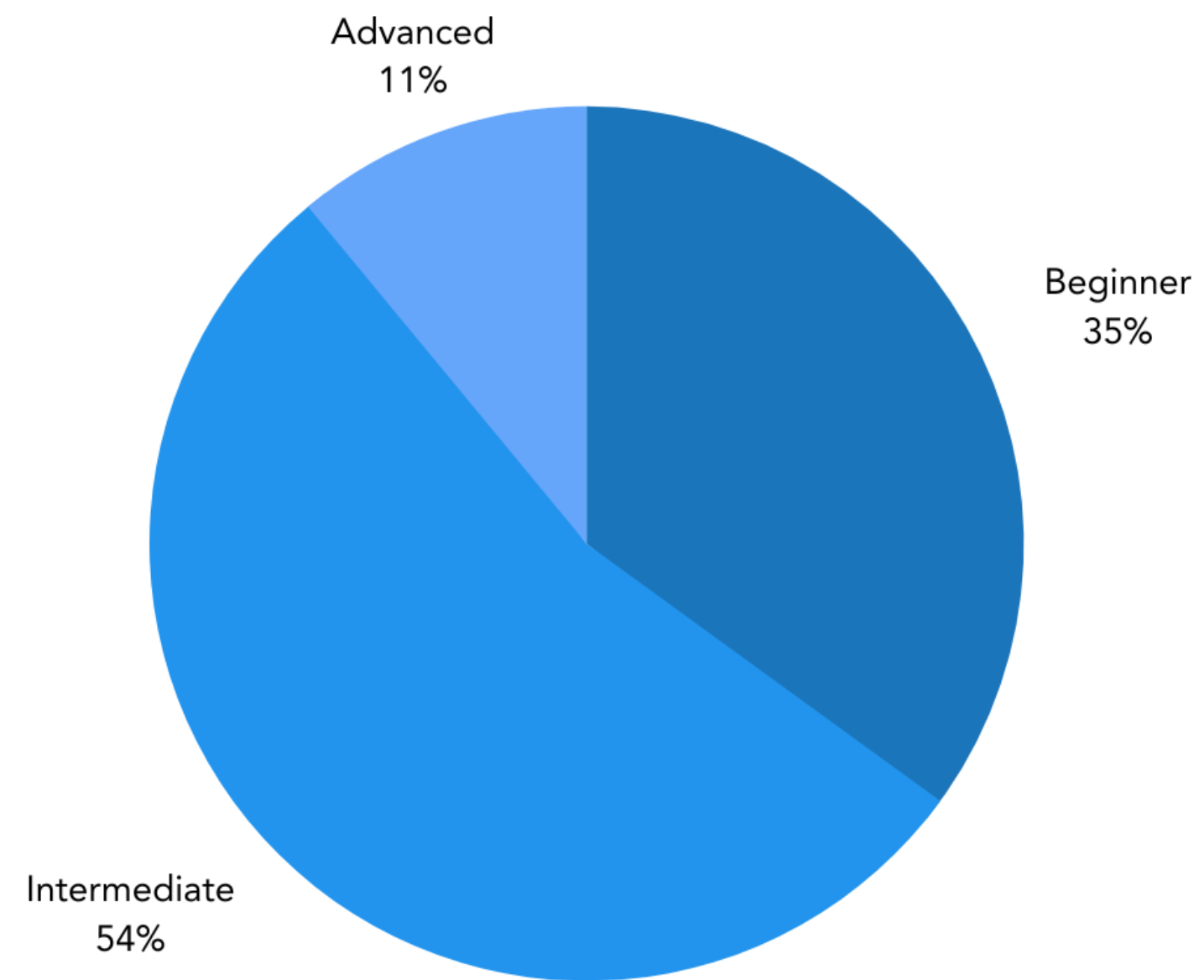


7. Most marketers still remain in the **early stages of understanding and adopting AI.**

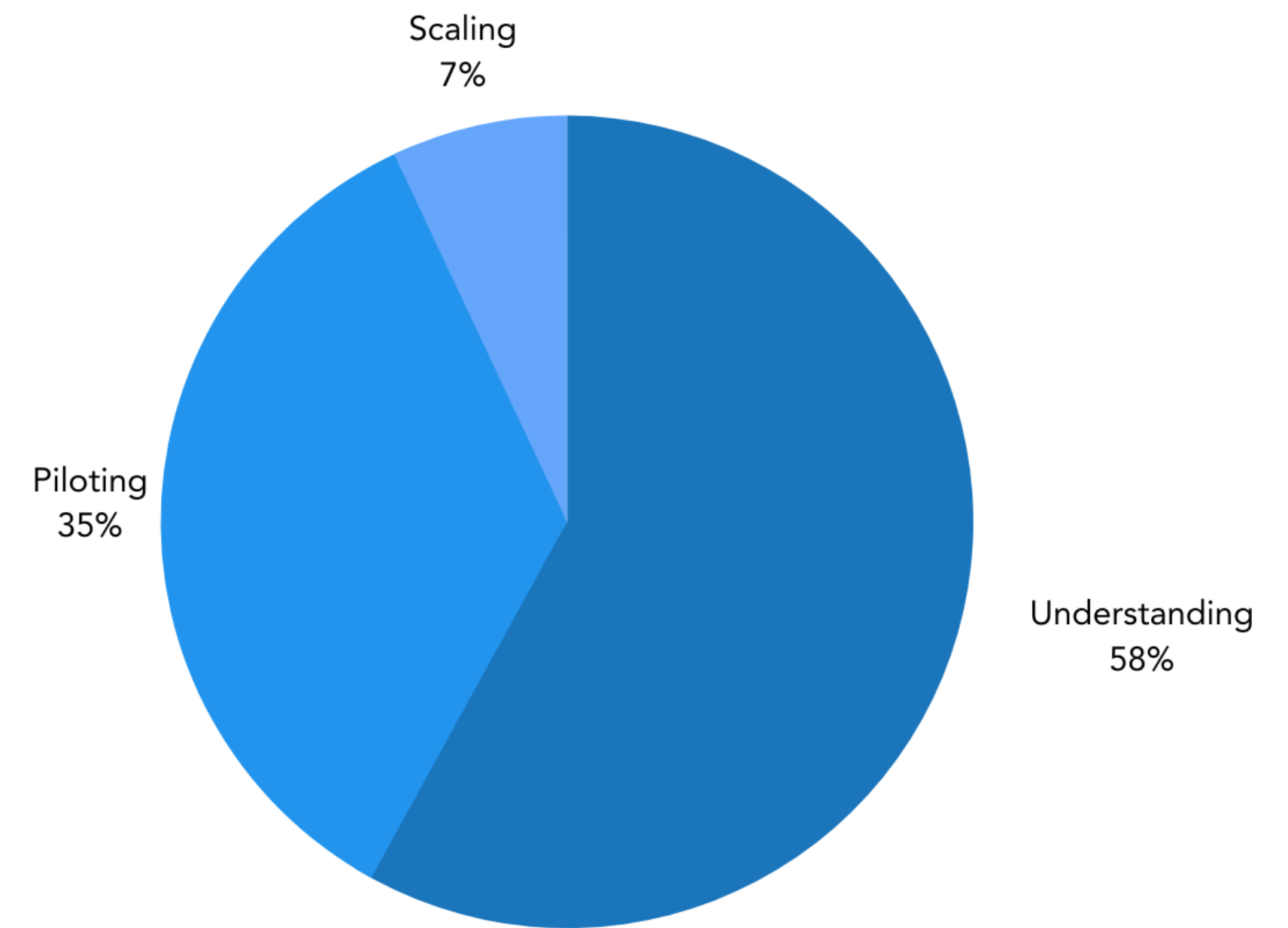
58% of marketers say they're still learning how AI works, and exploring its applications and potential value.



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



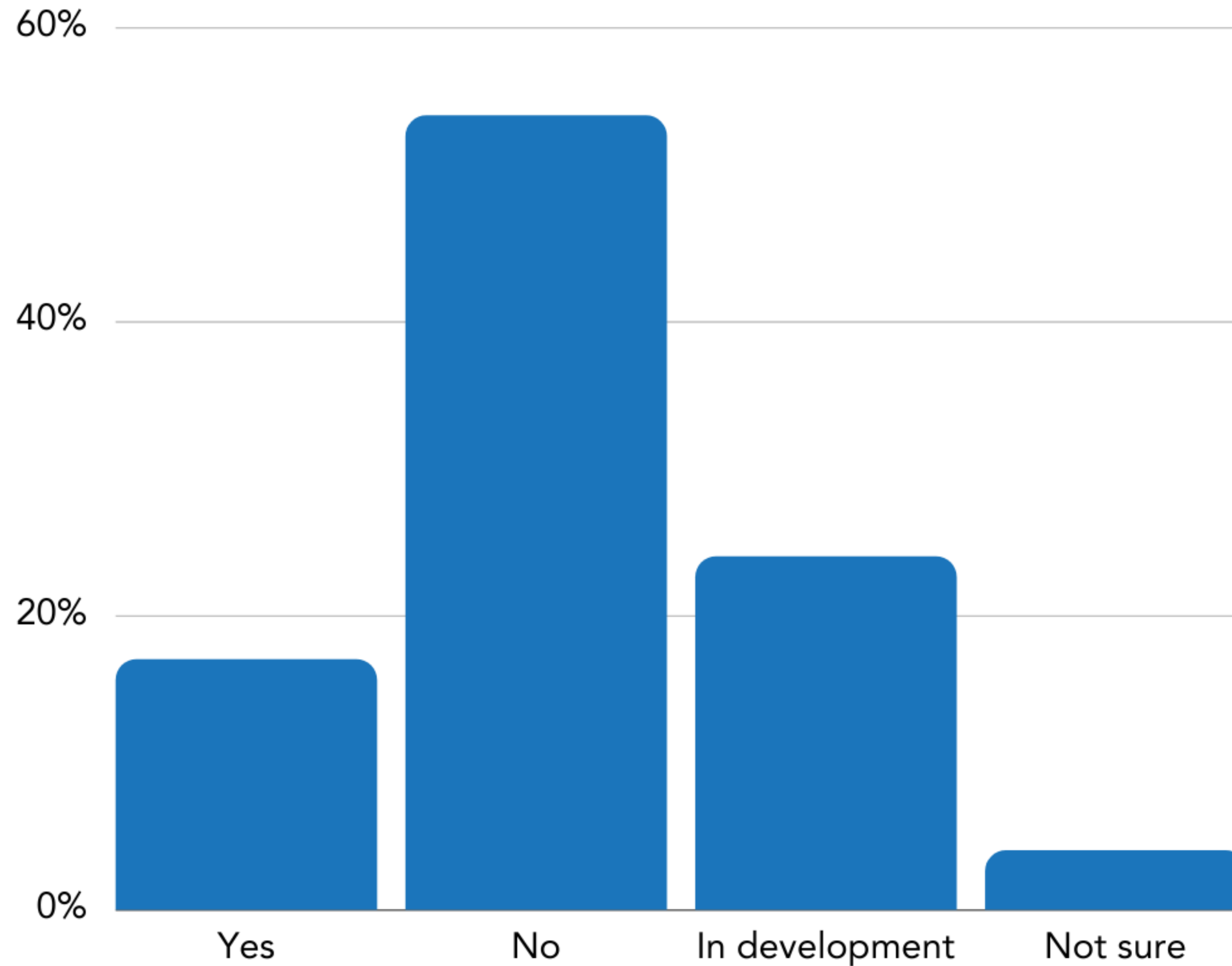
Which stage of AI transformation best describes your marketing team?



8. Companies lag behind in providing **AI education and guidance.**

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

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



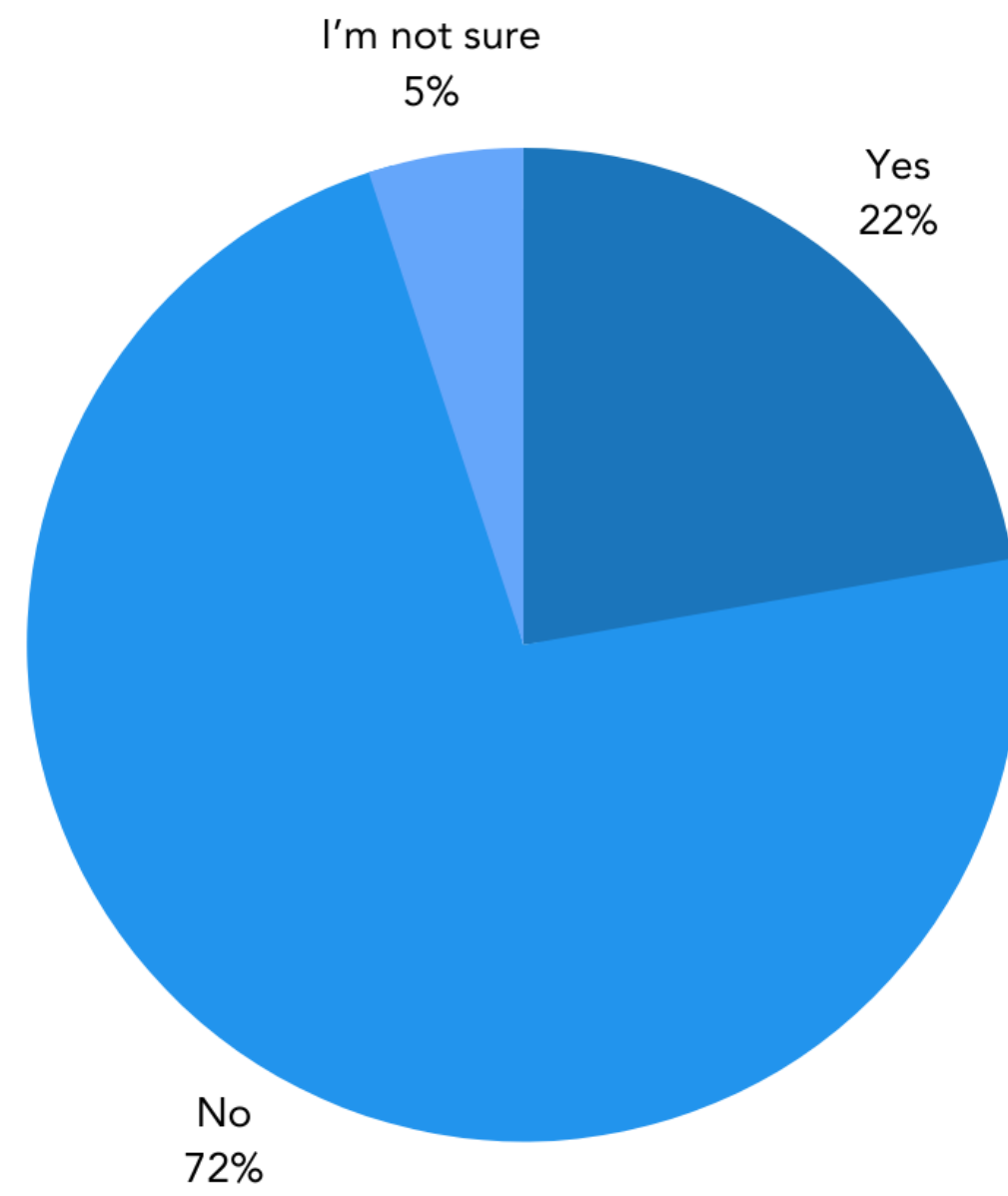
<b>Barriers to Adoption of AI</b>	<b>Percentage of Respondents</b>
Lack of education and training	<b>64%</b>
Lack of awareness or understanding	<b>56%</b>
Lack of strategy	<b>44%</b>
Lack of talent with the right skill sets	<b>38%</b>
Fear or mistrust of AI	<b>36%</b>
Lack of resources	<b>32%</b>
Unknown risks	<b>31%</b>
Lack of ownership or governance	<b>27%</b>
Lack of technology infrastructure	<b>26%</b>
Lack of executive support or vision	<b>25%</b>
Lack of the right data	<b>22%</b>
Unrealistic expectations	<b>22%</b>
None of the above	<b>3%</b>

n = 917

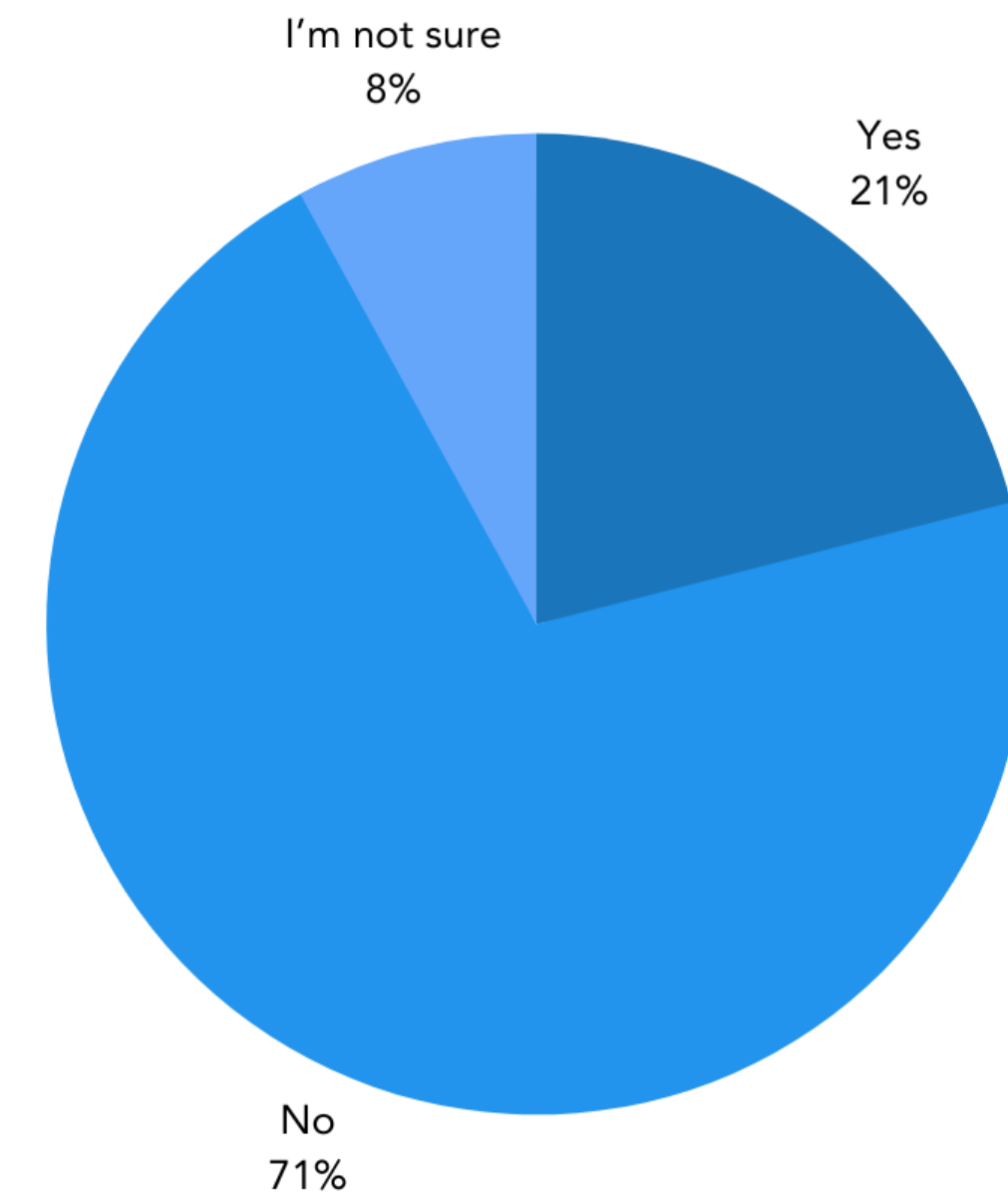
9. Companies lag behind in providing generative AI and ethics policies.

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?**



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

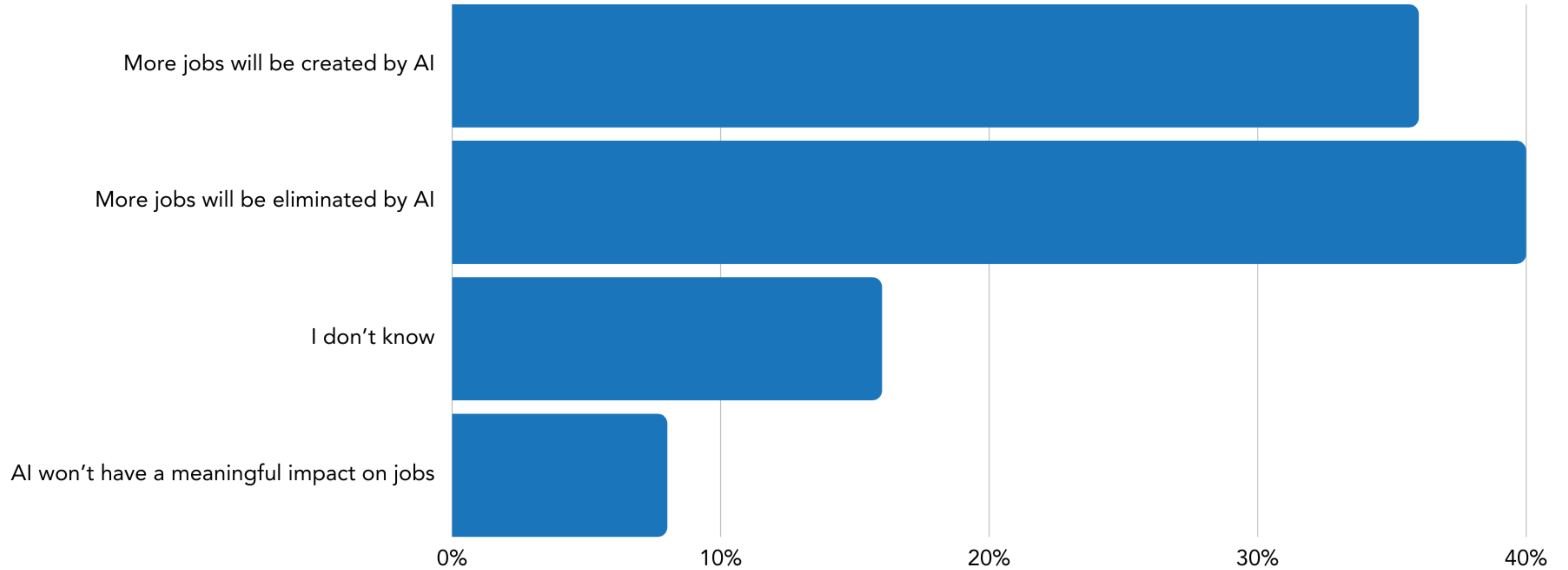




10. Lack of company support may be creating fear and uncertainty around AI.

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.

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

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

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

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

n = 915



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

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

# 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

The image shows the cover of the '2023 STATE OF MARKETING AI REPORT' on the left, featuring the DRIFT and Marketing Artificial Intelligence Institute logos. On the right is a preview of the 'Key Findings' page, which includes a large '2023' graphic and a blue box stating '54% OF MARKETERS CLASSIFY THEIR UNDERSTANDING OF AI AS INTERMEDIATE.' Below this, a donut chart shows the distribution of AI understanding levels: 54% Intermediate, 35% Beginner, and 11% Advanced. The page number '12 | 2023 State of Marketing AI Report' is visible at the bottom right of the preview.



[www.stateofmarketingai.com](http://www.stateofmarketingai.com)

Q&A