

2024 STATE OF MARKETING AI REPORT

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a Salesloft company



MARKETING
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We Must Accelerate AI Literacy for All—Now

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

The fourth-annual State of Marketing AI Report proves that it's never been more important to accelerate AI literacy for all, as urgently as possible.

This year's research is our most expansive yet, containing data from almost 1,800 marketing and business professionals on how they use AI. And the picture it paints makes it very clear we're at a crossroads.

Our respondents are largely eager and excited to embrace AI. Many of them are actively infusing it into their work and piloting it at their companies. But their companies are failing to adequately support them, with the vast majority lacking AI training and education. Few provide guidance and policies to employees to foster AI adoption. And most lack a near-term strategy for understanding AI's impact on their organization and applying it effectively to their operations.

To be honest, this isn't surprising.

At [Marketing AI Institute](#), we've presented to and talked with thousands of marketers and business leaders over the last year. We've seen first-hand how executives are scrambling to adapt and devise AI roadmaps, while facing complex challenges, including: a lack of AI-savvy talent, legacy tech stacks, a rapidly expanding AI tech landscape, fear of change from staff, industry regulations, privacy and security concerns, and mounting competitive pressure.

We believe AI will rapidly transform businesses, industries, jobs, the economy, and society. Yet the vast majority of professionals and leaders are not prepared for that change.

There are an estimated 100 million knowledge workers in the United States alone. These knowledge workers include not just marketers, but lawyers, bankers, developers, doctors, artists, teachers, and countless other roles—all of whom get paid for solving problems and producing outcomes using their intelligence. Rapid AI advancements in language, vision, prediction, persuasion, reasoning, decisioning, and action are about to augment human

capabilities and redefine knowledge work at a rate and scale that the economy has never seen. Millions of jobs will be impacted as companies realize the power and potential of AI to drive productivity, efficiency, and profits.

Without formal training, support, and guidance, far too many knowledge workers risk getting left behind as AI disrupts every type of cognitive labor in marketing and outside of it.

This is why we've made it our mission to *Accelerate AI Literacy for All*.

The future of all work is human + machine, and we are progressing under the assumption that at least 80 percent of what knowledge workers do every day will be AI-assisted to some degree in the next 1 - 2 years. Everyone, no matter their title, background, or seniority, must fully understand how to effectively and ethically apply AI to their role, function, and company before it's too late.

Now, here's the good news:

This year's research is also full of positive signals that AI understanding and adoption is accelerating—and that many professionals are highly motivated to embrace the technology.

In fact, chances are, your business is full of professionals hungry to augment and enhance their productivity and performance with AI.

They're just waiting on companies with the will and vision to point the way.



PAUL ROETZER

Founder & CEO, Marketing AI Institute

Executive Summary

Marketing AI Institute and Drift, a Salesloft company, have teamed up once again to produce the fourth annual State of Marketing AI Report, which provides unparalleled insight into the awareness, understanding, and adoption of artificial intelligence in the marketing industry.

The 2024 State of Marketing AI Report contains never-before-seen data from nearly 1,800 marketers and business leaders on how AI is being used in their work. The data builds on three previous years of research, allowing for rich comparisons of attitudes and behaviors over time.

Respondents come from every size company imaginable, from under \$1M in revenue to \$1B+. While the majority work in marketing, non-marketing business leaders also make up a sizable portion (20% are CEOs/Presidents, for instance).

Here's what they have to say.

AI Adoption And Understanding Are On The Rise

99% of respondents say they're personally using AI in some fashion—and the level of AI usage is rising significantly.

Thirty-six percent of respondents say that AI is now infused into their daily workflows—up 7 percentage points from 29% who said the same thing last year. There was also a significant jump in people who said they “couldn't live without AI,” from 6% in 2023 to 15% today.

This is accompanied by a commensurate drop in the percentage of people simply experimenting this year (26%) from last year (45%), indicating that marketers and business leaders are expanding their use of AI in their work.

Sixty-one percent of respondents now say they have an intermediate-level understanding of AI, up from 54%

last year. Sixteen percent say they have an advanced understanding, also up from 11% last year.

This is accompanied by a significant drop in the number who classify themselves as beginners, from 35% last year to 23% this year, indicating that the market is getting more educated on AI terminology and capabilities.

The Majority Of Marketing Teams Are Now Piloting Or Scaling AI

When asked which stage of marketing AI transformation best describes their marketing teams, the majority now say they are either piloting or scaling AI—a significant difference from last year. Fifty-one percent say they're either piloting or scaling AI, compared to 42% last year.

Additionally, confidence in purchasing AI technology is rising, though less quickly. Forty-eight percent of respondents rate their confidence in evaluating AI-powered marketing technology at a medium level, a slight rise over 2023 (46%).

Fewer people this year also rated themselves as low confidence (16% this year vs. 21% last year), and slightly more rated their confidence as high or very high (35% in 2024 vs. 32% in 2023).

Saving Time With AI Is The #1 Outcome Desired (By Far)

When asked about the top outcomes their organizations were looking to achieve with AI, respondents overwhelmingly answered “reduce time spent on repetitive, data-driven tasks,” with 80% of respondents citing this outcome. This was the most popular response by a wide margin.

The next most common response was “get more actionable insights from marketing data,” which was cited by 64% of respondents.

ChatGPT Is The Most Popular AI Platform Licensed In Organizations

This year, we asked if respondents were being provided with licenses to popular AI tools (ChatGPT, Microsoft Copilot, and Google Gemini).

The majority (55%) said their organization provided them with a license to ChatGPT Team or Enterprise. Thirty-one percent said they were provided with a Copilot for Microsoft 365 license. And just 17% indicated they had a Gemini for Google Workspace license.

Significantly, 29% said their organization didn't provide a license to any of the three options given: ChatGPT Team or Enterprise, Copilot for Microsoft 365, and Gemini for Google Workspace.

This year, we also asked respondents to write in their favorite AI tool or platform. ChatGPT was overwhelmingly the most popular answer, with more 590 people (37%) directly citing it.

The second most common response was the AI-powered search engine Perplexity, with over 184 direct mentions (12% of respondents).

Respondents also wrote in other popular AI assistants, such as Claude from Anthropic and Google Gemini, though at far lower rates.

Lack of AI Education And Training Is Still A Massive Barrier

This is the fourth-annual State of Marketing AI Report, and every year, a lack of AI education and training is cited as the most common barrier to AI adoption in marketing.

This year is no different. Sixty-seven percent of respondents said a lack of education and training was the top barrier to AI adoption in their marketing—and this number actually rose slightly this year versus last year, when 64% had the same response.

Respondents were also asked outright if their organization offered AI-focused education and training for the marketing team. Collectively, 75% either said no (47%), that it's in development (24%), or they're not sure training exists (4%).

While these numbers have improved a bit from last year, they're still concerning.

Only 34% Of Companies Have Generative AI Policies (But That's Up 55% From 2023)

Respondents were asked if their organization had generative AI policies. Thirty-four percent said they did. While still very low, that is an improvement of 12 percentage points (or 55%) over last year when just 22% said they had these policies.

Respondents were also asked if their organization had any type of AI ethics policy or responsible AI principles, either publicly or internally-facing. Thirty-six percent said they did, a jump of 15 percentage points from 21% in 2023.

The Vast Majority Of Companies Lack AI Councils and AI Roadmaps

This year, we asked respondents if their organization had an AI council charged with developing policies and practices and considering AI's impact on the company.

Just 29% said they did have an AI council in place. However, the largest companies with \$1B+ in revenue bucked the trend, with 54% saying they had one.

We also asked this year if respondents' marketing teams had an AI roadmap or strategy to prioritize near-term AI use cases. Only 19% of respondents said they did. Again, \$1B+ companies outperformed here, with 26% saying they had a roadmap or strategy.

Nearly Half Of Respondents Believe AI Will Eliminate More Jobs Than It Creates In The Next Three Years

Respondents are more pessimistic than ever before about AI's impact on marketing jobs. Forty-seven percent say AI will eliminate more jobs than it creates in the next three years, a 7 percentage point jump from 2023. (The number of people who think more jobs will be created rather than eliminated also fell by 5 percentage, to 31% of respondents.)

There also appears to be a significant disconnect between how company leaders and lower-level employees view AI's disruption to employment.

Executives (CEOs/Presidents, CMOs, and Other C-suite executives) are most likely to believe more jobs will be eliminated by AI—with all having higher than 50% of respondents who believe this.

Conversely, Managers are least likely to think AI would eliminate more jobs than it creates, with just 39% believing this. They were followed closely by Entry-Level employees, only 40% of whom believe this.

Every year, we also ask respondents how they see AI automating their marketing tasks.

This year, more respondents than ever believe AI will lead to significant automation of work. A whopping 78% believe that more than a quarter of their marketing tasks will be automated by AI to some degree in the next 3 years. What's more, 34% of respondents expect anywhere from half to two-thirds of their marketing tasks to be automated in the same time frame.

When combined with the lack of education, policies, and AI infrastructure like AI councils and AI roadmaps, this paints a worrying picture of AI preparedness among workers at a time when AI may lead to job disruption.

Overall Sentiment About AI's Impact Is Positive, But Many Have Concerns About Near-Term Negatives

Respondents were asked, "How do you feel personally about AI and the impact it's having on marketing, business, and society?" Sixty-eight percent say they have positive feelings about AI's impact, and just 4% say they have negative feelings. Fourteen percent say they feel neutral or are unsure how they feel. These numbers are very close to last year's, indicating no significant change in AI sentiment from 2023.

Those positive feelings seem to stem largely from excitement about AI's potential impact on work and business.

This year, we gave respondents a text box to write in what they were most excited about when it came to AI. The most popular answers revolved around AI's ability to make their work more efficient and productive. Other popular answers focused on AI's potential to supercharge innovation and creativity, as well as its impact on business growth.

That doesn't mean respondents don't have very real concerns about AI, though.

This year, we also gave them the same opportunity to write in their top concerns about AI. Topping the list were concerns about lack of resources and knowledge to take advantage of AI, especially given the speed and pace of AI development. Many respondents expressed serious concern that they don't have the tools or time to adequately keep up with AI—and could fall behind in their companies and careers as a result.

Respondents were also often worried about the misuse and abuse of AI, especially when it came to the propagation of deepfakes and instances where AI may be stealing copyrighted material.

Other common concerns revolved around privacy and security, with many worried about how to keep their data and systems private and secure when using AI.

It's Clear That We Stand At A Crossroads

Our data this year shows that marketers and business leaders are largely all-in on AI, using it more than ever, adopting it within their companies at unprecedented rates, and viewing it positively overall for its potential to improve their work.

Yet it's clear that we stand at a crossroads.

As professionals integrate AI into their work, they are now seeing the potential for AI to disrupt business and employment as usual. And that disruption comes with some mixed feelings.

On one hand, many find aspects of it exciting, with AI offering ways to dramatically improve productivity and performance. On the other hand, they believe that AI will automate significant amounts of work and eliminate jobs.

Are respondents adequately prepared for that?

On a personal level, maybe. They are increasingly infusing AI tools into their work and educating themselves on the technology—all good signs.

But at the company level, lack of preparedness is worrying. The fact that education and training is still lagging so far behind, year after year, is a major red flag. So is the lack of AI policies, councils, roadmaps, and strategies at most companies.

The data suggests that companies aren't doing enough and clearly lack a sense of urgency to prepare workers or their companies for a business environment that is being rapidly disrupted by AI.



Methodology

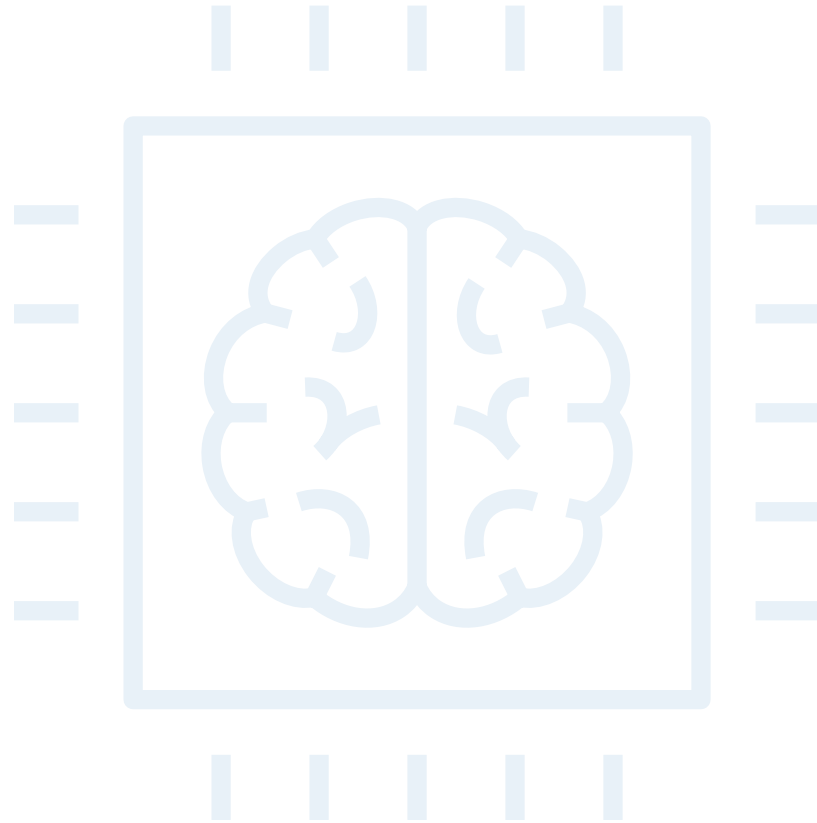
The 2024 State of Marketing AI Report collected responses to 25 questions about AI and its role in marketing and business, as well as information on the demographics of the survey takers.

The survey was in the field from March - July 2024. Respondents were not required to answer all of the questions in order to submit their responses. 1,784 respondents completed at least some of the survey, with the vast majority (73%) completing the full survey.

As such, 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%, either due to multiple responses being selected or the rounding up of percentages for easy reading.

The survey was primarily promoted via the Marketing AI Institute website, newsletter, podcast, and webinars, so it is possible that respondents, who have shown a predisposition to AI content and information, may have higher awareness and adoption levels of AI than the broader industry.

A note about an increase or decrease in percentages. "Percentage points" is used when describing the arithmetic difference between two percentages. For example, going from 40% to 44% is an increase of 4 percentage points. Meanwhile, "percent or %" is used to describe the relative change from the initial value. For example, going from 40% to 44% is a 10% increase, because the 4 percentage point increase ($44\% - 40\% = 4\%$) represents 10% of the initial 40% value ($4\% \div 40\% = 10\%$).



The Respondents

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

Roles

The highest percentage of respondents (23%) identify themselves as Directors. The next highest role cited is Manager (22%), followed closely by CEO/President at 20%. The C-suite as a whole comprises 32% of respondents. Chief Marketing Officers comprise 9% of the total.

Role	Percentage of Respondents
Director	23%
Manager	22%
CEO/President.....	20%
Other	10%
Chief Marketing Officer	9%
Vice President	9%
Entry-Level.....	4%
Other C-Suite.....	3%

n = 1,736

64%
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 82%, followed by social media marketing at 69%. Other top areas include email marketing (67%), analytics (62%), and advertising (62%).

Role	Percentage of Respondents
Content Marketing.....	82%
Social Media Marketing.....	69%
Email Marketing	67%
Analytics.....	62%
Advertising.....	62%
Comms/PR.....	55%
Search Engine Optimization	51%
Customer Experience	44%
Sales.....	38%
Ecommerce	21%
Other	13%

n = 1,756

82%
OF RESPONDENTS ARE INVOLVED IN CONTENT MARKETING.

Industry

Marketing professional services is the industry most commonly identified by respondents, comprising 29% of those surveyed. Other common industries include software; professional services; other; education; health care; and manufacturing.

Role	Percentage of Respondents
Professional Services: Marketing	29%
Software	12%
Professional Services: Other	8%
Other	8%
Education	7%
Health Care	6%
Manufacturing	5%
Media & Entertainment	4%
Finance	4%
Construction	2%
Consumer Packaged Goods (CPG)	2%
Real Estate	2%
Retail	1%
Consumer Services	1%
Telecommunications	1%
Arts	1%
Insurance	1%
Government	1%
Publishing	1%
Travel	1%
Transportation	1%
Recreation	0%
Hotels	0%
Restaurants	0%

n = 1,755

29%
OF RESPONDENTS
WORK IN MARKETING
PROFESSIONAL
SERVICES.

B2B vs. B2C

When asked if their company was business-to-business (B2B) or business-to-consumer (B2C), 51% say they are exclusively in B2B, while 37% say they are in both B2B and B2C. Ten percent say they are exclusively in B2C.

Given the overlaps, 88% either work exclusively or partially in B2B, while 47% work exclusively or partially in B2C.

B2B vs. B2C	Percentage of Respondents
B2B	51%
B2C	10%
Both	37%
NA	2%

n = 1,705

88%
OF RESPONDENTS
WORK IN B2B.

Revenue

The majority (51%) of respondents work at companies with \$10M or more in revenue. That's a significant jump from 42% in 2023.

Thirty-six percent of respondents say they work at companies with \$50M or more in revenue, also a jump compared to 26% last year.

Large enterprises (\$1B+) saw the biggest jump year to year. Last year, just 8% of respondents said they worked at \$1B+ firms. This year, it's 13% (an increase of 5 percentage points or 63%)

Revenue	Percentage of Respondents
\$0 - \$1M	27%
\$1 - \$10M	22%
\$10 - \$50M	15%
\$50 - \$100M	6%
\$100 - \$250M	7%
\$250 - \$500M	5%
\$500M - \$1B	5%
\$1B+	13%

n = 1,695

51%
OF RESPONDENTS WORK IN ORGANIZATIONS WITH \$10M OR MORE IN REVENUE.

Employees

The majority (53%) of respondents work at organizations with 50 or more employees, a 5 percentage-point increase from 2023.

Employees	Number	Percentage of Respondents
1 - 9		28%
10 - 49		18%
50 - 99		9%
100 - 249		9%
250 - 499		7%
500 - 999		5%
1,000 - 2,499		6%
2,500 - 4,999		3%
5,000 - 9,999		4%
10,000 - 19,999		3%
20,000+		7%

n = 1,741

53%
53% OF RESPONDENTS WORK AT ORGANIZATIONS WITH 50 OR MORE EMPLOYEES.

Key Findings

As part of the State of Marketing AI Report, respondents were asked to answer 25 questions about their AI knowledge and how their organization uses AI in marketing.

Here are their responses.

Understanding of AI

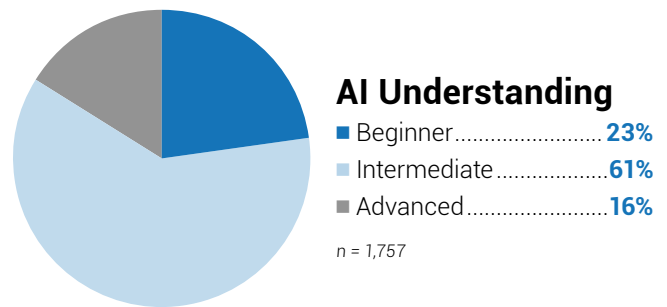
61% of marketers classify their understanding of AI as intermediate.

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

When asked how they classify their understanding of AI terminology and capabilities, 61% of respondents say they are at the intermediate level, an increase from last year's 54%. Twenty-three percent say they're beginners, a significant drop from 35% last year. And 16% say they're advanced, up from 11% last year.

The increases in intermediate and advanced understanding, combined with the drop in number of beginners, indicate that the market is more familiar with terminology and capabilities today than in 2023.

Entry-level employees far and away display the lowest percentage of respondents who categorize themselves as having an advanced understanding of AI (9%). Entry-level employees are also the group most likely to say they have a beginner-level understanding (31%).



CEOs/Presidents, on the other hand, have the highest proportion of respondents with an advanced understanding (26%). CMOs come in second place, with 23% citing an advanced understanding of AI.

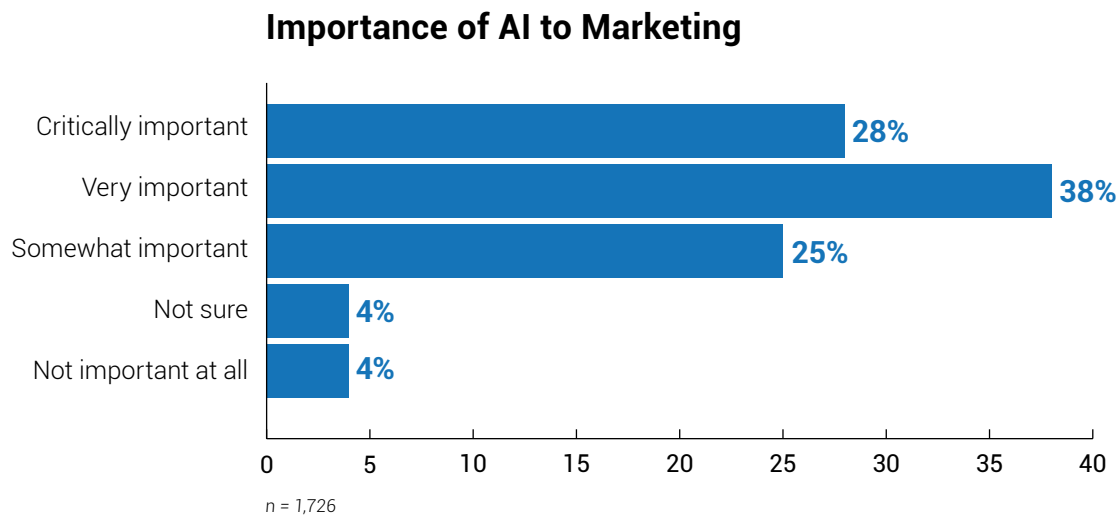
Importance of AI to Marketing

66% 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?"

Two-thirds of respondents (66%) say AI is either very important or critically important to the success of their marketing over the next 12 months. That's a slight jump from 2023's 64% who said the same thing.

Slightly more people said AI was "critically important" this year (28%) than last year (26%). The percentage who said AI was "very important" stayed the same, as did the percentage who said AI was "not important at all."



Marketing AI Outcomes

80% say that reducing time spent on repetitive tasks is the top outcome they're interested in achieving with AI.

Q: "What are the primary outcomes that your organization is interested in achieving with AI? Choose all that apply."

Respondents were asked which outcomes their organizations were interested in achieving with AI, and could choose multiple options.

The most popular response, by a wide margin, was "reduce time spent on repetitive, data-driven tasks," with 80% of respondents citing this outcome.

This was also the most popular response in 2023, and the number of respondents citing it this year rose 3 percentage points compared to last year's responses (77%).

The next most-desired AI outcome this year was "get more actionable insights from marketing data" at 64%, which rose several places from 2023's responses where it ranked fifth most important (59% of responses last year).

"Accelerate revenue growth" also rose one place compared to last year, to the third most important outcome, with 59% of respondents citing it. That ties it with "unlock greater value from marketing technologies" (also 59%).

The two lowest priority outcomes were "predict consumer needs and behaviors with greater accuracy" (41%) and "shorten the sales cycle" (29%). These were also the two lowest priority outcomes cited last year.

In line with the overall numbers, decision-makers buying AI technology were most likely to want AI to reduce the time spent on repetitive, data-driven tasks, with 85% saying they desired this outcome. This is also the most-desired outcome for CEOs/Presidents, with 79% indicating it.

Primary Outcomes to Achieve with AI	Percentage of Respondents
Reduce time spent on repetitive, data-driven tasks.....	80%
Get more actionable insights from marketing data.....	64%
Accelerate revenue growth.....	59%
Unlock greater value from marketing technologies.....	59%
Generate greater ROI on campaigns	58%
Create personalized consumer experiences at scale.....	54%
Drive costs down.....	50%
Increase qualified pipeline	41%
Predict consumer needs and behaviors with greater accuracy.....	41%
Shorten the sales cycle	29%
None of the above	2%

n = 1,755

Stage of Marketing AI Transformation

51% of marketers are now piloting or scaling AI.

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, with the options to choose from understanding, piloting, and scaling.

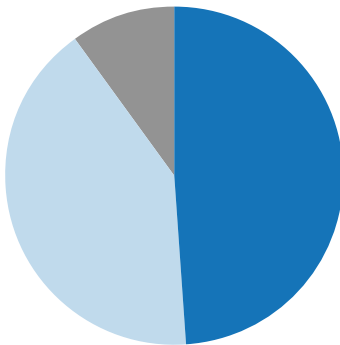
In a change from last year, a slight majority are now either piloting or scaling AI (51% answered either piloting or scaling). Forty-one percent said they were piloting AI this year, compared to 35% last year. And 10% said they were scaling AI versus 7% last year.

In line with those findings, the percentage of respondents who said they were in the initial understanding phase of AI transformation dropped significantly, from 58% in 2023 to 49% in 2024.

Out of all company sizes, organizations with \$250 - \$500M in revenue had the highest percentage of respondents who said they were in the understanding phase of AI (54%).

Companies with \$1B+ in revenue had the highest percentage of respondents who were in the piloting phase (47%).

And companies with \$0 - \$1M had the highest percentage that said they were in the scaling phase (13%).



Stage of AI Transformation

- **Understanding:** Learning how AI works, and exploring use cases and technologies **49%**
- **Piloting:** Prioritizing, and starting to run, a limited number of pilot projects with narrowly defined use cases **41%**
- **Scaling:** Achieving wide-scale adoption of AI, while consistently increasing efficiency and performance. **10%**

n = 1,760

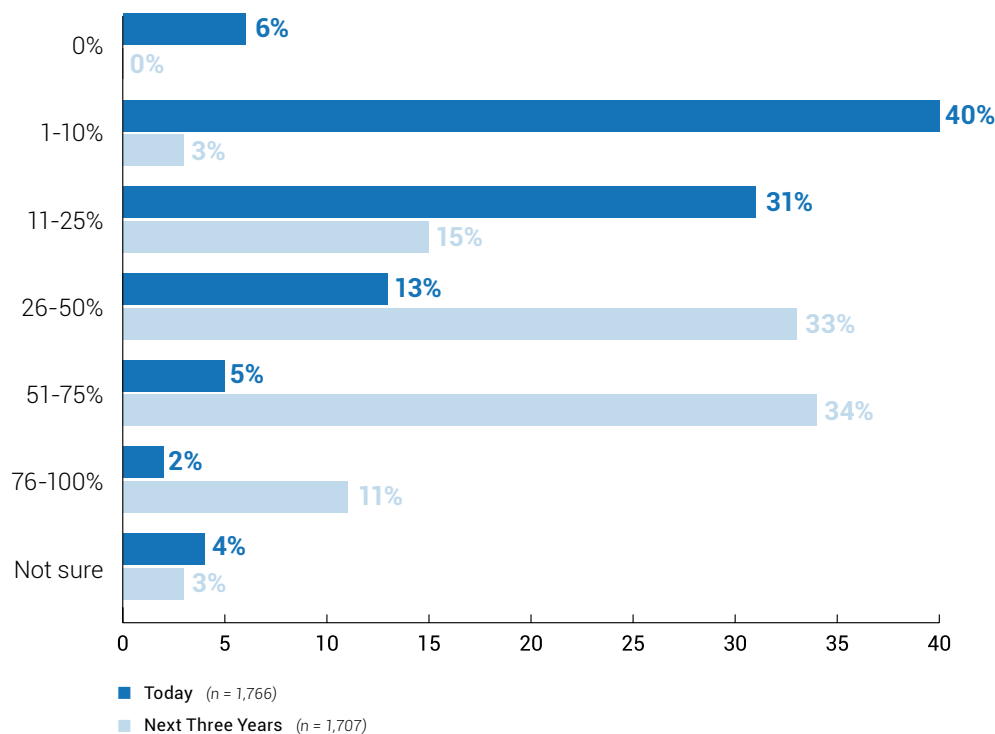
AI Automation

78% of respondents believe AI will intelligently automate more than a quarter of their marketing tasks in 3 years.

Q: "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.)"

Q: "What percentage of marketing tasks that your team performs do you believe will be intelligently automated to some degree in the NEXT THREE (3) YEARS? (i.e. AI will be applied to improve the efficiency and/or performance of the task.)"

Percentage of Tasks Automated



Today, only 20% of respondents say that more than 25% of their marketing tasks are intelligently automated to some degree due to AI.

What's more, 45% of respondents expect 51% or more of their marketing tasks to be intelligently automated to some degree by AI three years from now.

However, just three years from now, a whopping 78% say that more than 25% of their tasks will be automated, indicating AI is about to have a significant near-term impact on marketing work.

Role in Evaluating and Purchasing Marketing AI Technology

38% of respondents are marketing AI technology decision-makers with purchasing authority.

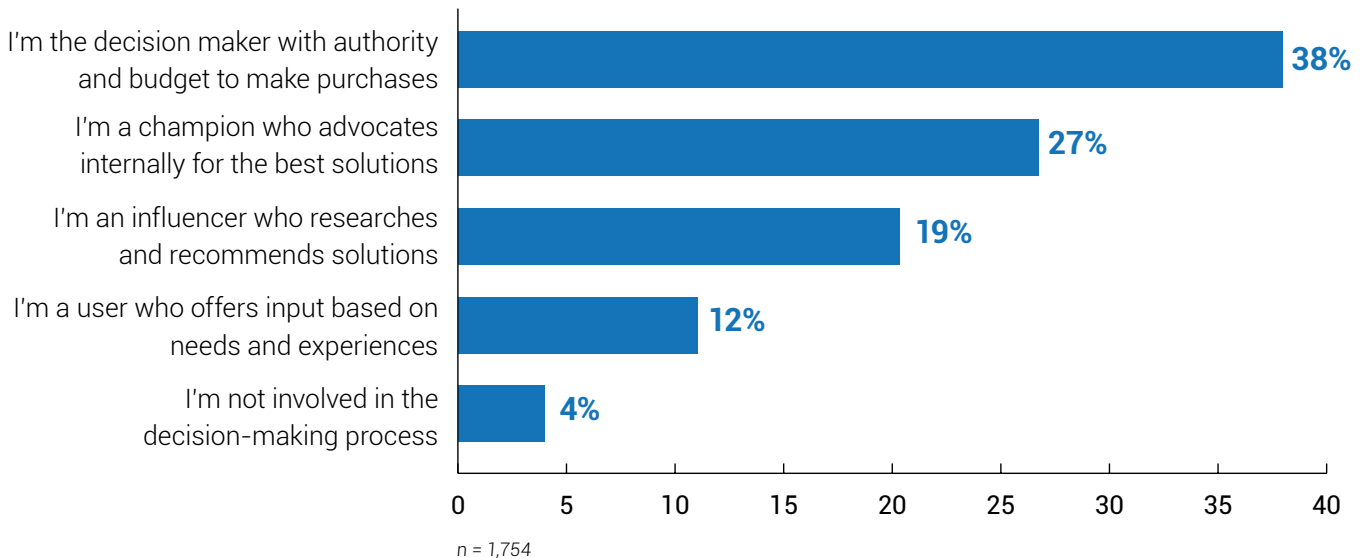
Q: "Which best describes your involvement in evaluating and purchasing marketing technology?"

More than a third of respondents (38%) say they're decision-makers within their organization, with the authority and budget to purchase marketing AI technology.

Another 27% say they're champions who advocate for marketing AI purchases internally, while 19% are influencers who research and recommend solutions. That means, overall, 84% of 2024's respondents are involved in researching, recommending, championing, and/or deciding on marketing AI technology purchases.

Predictably, respondents who are CEOs/Presidents have the highest percentage of decision makers (85%). CMOs as a cohort have the second highest percentage of decision-makers (61%).

Role in Evaluating and Purchasing Marketing Technology



Marketing AI Confidence Level

65% rate their confidence level in evaluating AI-powered marketing technology as medium, low, or none.

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

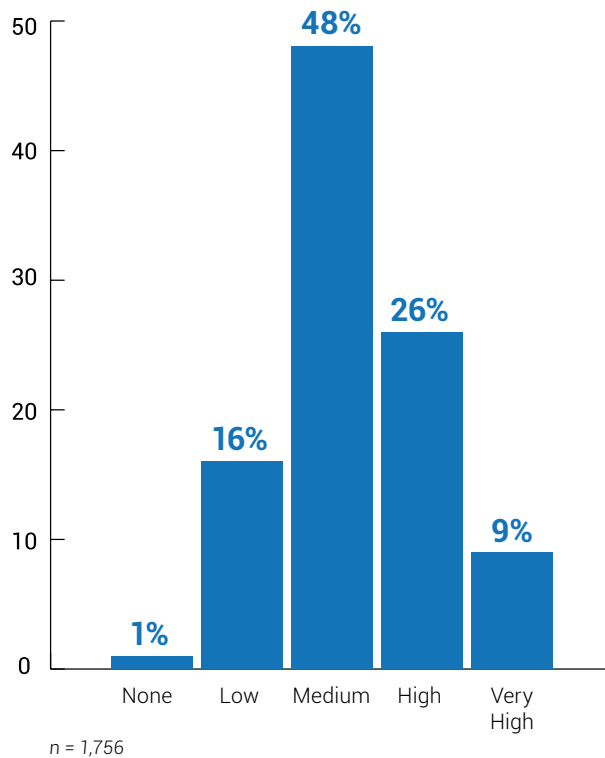
Respondents most commonly (48%) rate their confidence in evaluating AI-powered marketing technology at a medium level, a slight rise over 2023 (46%).

This year, fewer people rated themselves at a low confidence level (16% this year vs. 21% last year). More also say their confidence is high or very high this year compared to last year—35% in 2024 versus 32% in 2023.

CEOs/Presidents and Other C-suite titles have the highest percentage of respondents who report confidence levels that are high (30%). CEOs/Presidents are also most likely to have very high confidence (18%).

Confidence levels go hand-in-hand with AI understanding. Those who say they have a beginner-level understanding of AI are most likely to have low confidence in evaluating the technology (46%). Those with an advanced level of understanding are overwhelmingly likely to have high or very high confidence in evaluating AI (80% cited either high or very high confidence).

Confidence in Evaluating AI-Powered Technology



Barriers to Marketing AI Adoption

67% 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 which barriers they faced when it came to adopting AI in their marketing. They could choose multiple barriers.

The top barrier is a lack of education and training (67%), which remains the top barrier from 2023. In fact, slightly more respondents said this was a barrier now versus last year (67% vs. 64%).

At 56%, a lack of understanding and awareness is the second most common barrier, at the exact same percentage and spot as last year. And lack of strategy (43%) is the third most-cited barrier, same as last year.

The barrier with the biggest jump between years was a lack of resources. In 2023, 32% of respondents said this was a barrier. In 2024, it's 38%.

Additionally, the barrier of AI having "unknown risks" dropped significantly since last year, from 31% being worried about it in 2023 to 25% being worried about in 2024.

Barriers to Adoption of AI	Percentage of Respondents
Lack of education and training	67%
Lack of awareness or understanding	56%
Lack of strategy	43%
Lack of talent with the right skill sets	40%
Lack of resources	38%
Fear or mistrust of AI	33%
Lack of ownership or governance	30%
Lack of executive support or vision	28%
Lack of technology infrastructure	27%
Unknown risks	25%
Lack of the right data	23%
Unrealistic expectations	21%
None of the above	4%

n = 1,755

Marketing AI Education and Training

75% of respondents' employers do not have internal AI-focused education or training currently developed.

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

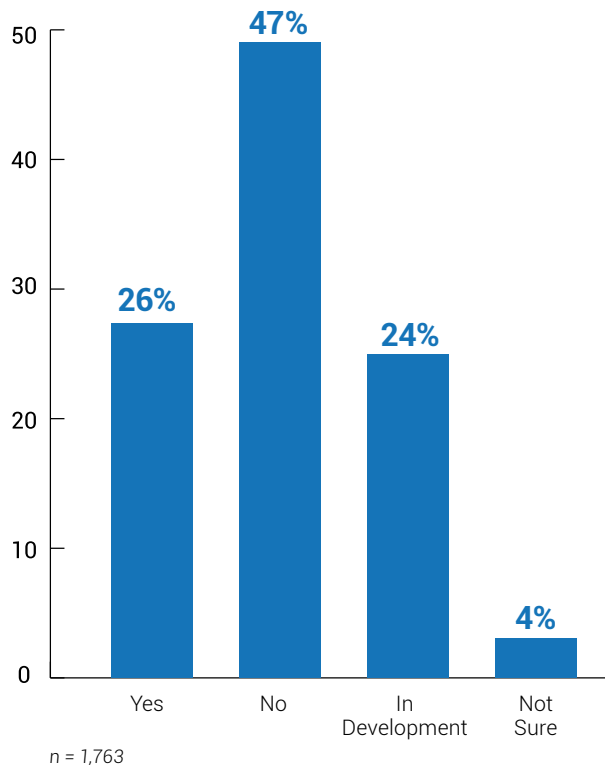
When asked if their organization offered AI-focused education and training for the marketing team, 75% say either no (47%), that it is in development (24%), or they're not sure (4%). Just 26% say their employer offers this type of training.

Though low, these numbers are improving year over year. The percentage who said their organization did offer training increased from 17% to 26% from 2023 to 2024. The percentage who said their organization did not offer training dropped from 54% to 47%.

The percentages of respondents who said training was in development or they did not know if training was available stayed the same (24% and 4%, respectively).

Companies with \$250 - \$500M in revenue were most likely to say they had AI training available (33%). Companies with \$100 - \$250M were least likely to have training, with 60% saying they did not have it.

Organization Has Marketing AI Education/Training



AI Ownership

32% say the CEO owns the adoption and integration of AI for marketing, followed closely by the CMO.

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

Respondents were asked who owns the adoption and integration of AI for marketing, and could pick multiple roles. The most common response is the CEO (32%), followed very closely by the CMO at 31%. Nineteen percent say nobody owns AI for marketing, the third-highest response.

These numbers are very close to 2023's numbers, when 35% said the CEO owned AI, 33% said the CMO owned it, and 21% said nobody owned it.

Less-common owners cited by respondents include Chief Technology Officer (15%), the IT Department (13%), or other C-suite roles (11%).

Predictably, at smaller companies the CEO is most likely to be involved in owning AI. 52% of respondents at companies of \$0 - \$1M in revenue say the CEO owns AI, while 44% at companies with \$1 - \$10M in revenue indicate the same.

The larger the organization gets, the more likely the CMO is involved in AI ownership. Companies with \$250M+ in revenue were most likely to say the CMO had AI ownership, with 40%+ of respondents in all cohorts indicating this answer.

AI Owners Within Organization	Percentage of Respondents
CEO	32%
Chief Marketing Officer	31%
No one owns it	19%
Chief Technology Officer	15%
IT Department	13%
Other	12%
Other C-Suite	11%
Chief Information Officer	9%
Chief Digital Officer	6%
Chief Data Officer	5%

n = 1,760

AI's Impact on Marketing Jobs

47% of marketers surveyed say AI will eliminate more jobs than it creates.

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

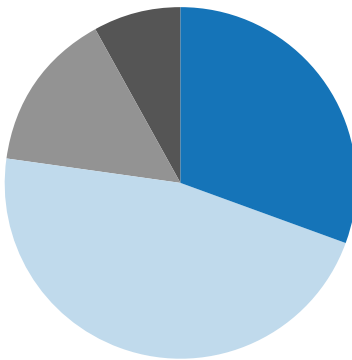
When asked about how AI will affect marketing jobs in the next three years, respondents are more pessimistic than ever before. Forty-seven percent of respondents say AI will eliminate more jobs than it creates over the next three years, a 7 percentage point increase from 2023's 40%.

Furthermore, the percentage of people who think more jobs will be created by AI fell by 5 percentage points, from 36% in 2023 to 31% this year.

The percentage of people who answered "I don't know" decreased by 1 percentage point, while the percentage who said AI would not have a meaningful impact on jobs stayed the same at 8%.

C-suite roles, including CEOs/Presidents, CMOs, and Other C-suite, are most likely to believe more jobs will be eliminated by AI, with all cohorts ranking above 50%.

In contrast, Managers and Entry-Level employees are most likely to say more jobs will be created by AI (37% and 36%, respectively). Entry-Level employees are also most likely to say AI will have no meaningful impact on jobs (13%) when compared to other groups.



Net Effect on Jobs in Next 3 Years

- More jobs will be created by AI..... 31%
- More jobs will be eliminated by AI 47%
- I don't know..... 15%
- AI won't have a meaningful impact on jobs 8%

n = 1,760

Personal Use of AI Tools

99% of respondents are personally using AI in some way.

Q: "How would you best describe your personal use of AI tools?"

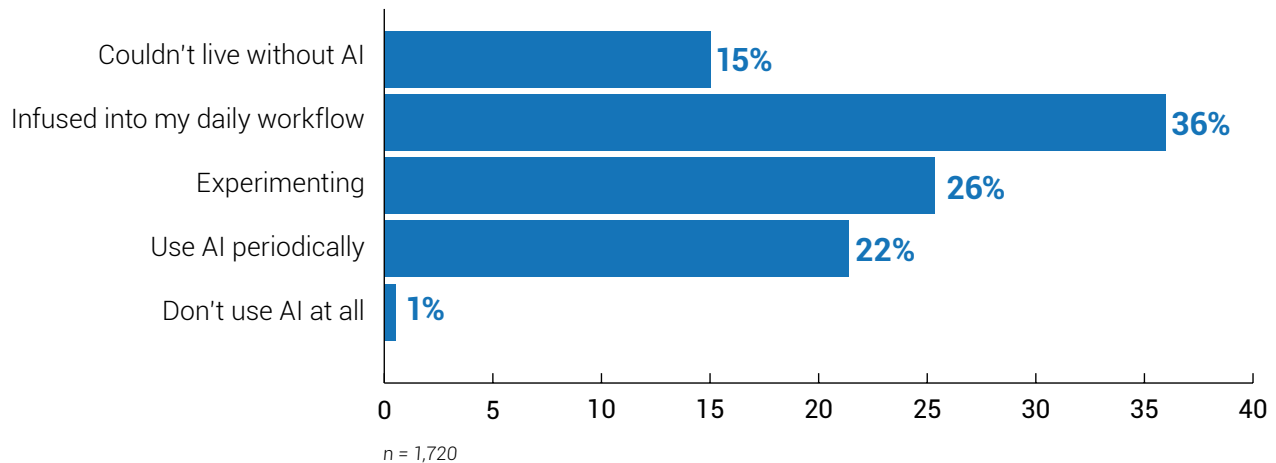
When asked how they personally use AI, respondents most commonly say they have infused AI into their daily workflow (36%). This is a big change from 2023 when people were more likely to say they were experimenting.

Since then, the percentage of those experimenting has gone from 45% in 2023 to 26% this year, while those infusing it into their workflows has gone from 29% last year to 36% this year. There was also a jump in those who said they couldn't live without AI, from 6% of people saying that in 2023 to 15% saying it now (that 9 percentage-point increase represents a 150% change).

Last year, 2% of people said they didn't use AI at all. Now, that number is 1%.

CEOs/Presidents and CMOs are most likely to say they cannot live without AI (24% of CEOs/Presidents; 21% of CMOs). Managers are least likely to say they cannot live without AI (8%) and most likely to say they are only using AI periodically (28%).

Personal Use of AI Tools



Generative AI Licenses

55% of respondents say their organization provides them with a ChatGPT Team or Enterprise license.

Q: "Which of the following generative AI productivity platforms does your organization provide you a license to use? Select all that apply."

This year, we asked respondents a new question about which generative AI tools their organization gives them access to, if any.

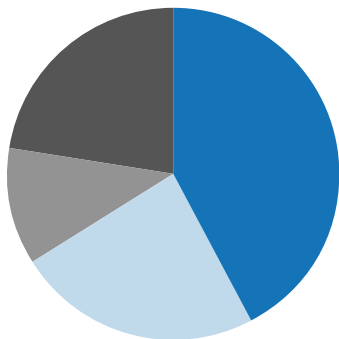
The majority (55%) indicated that their organization provided a license to ChatGPT Team or Enterprise. Copilot for Microsoft 365 came in a distant second, with 31% saying they had a license for it. Gemini for Google Workspace was the least popular response, with just 17% saying they had a license for it.

Significantly, 29% said their organization did not provide a license to any of these tools.

Bucking the overall trend, larger organizations were most likely to have access to Copilot for Microsoft 365 over other tools.

Interestingly, the largest companies (\$1B+) are the least likely to say they have a ChatGPT license (34%), whereas the smallest companies (\$0 - \$1M) have the highest percentage of respondents who have it (68%).

Companies with \$250 - \$500M in revenue have the highest percentage of respondents who say they do not have licenses to any of the three popular tools (38%).



Platforms That Organization Has License For

- OpenAI ChatGPT Team or Enterprise **55%**
- Copilot for Microsoft 365 **31%**
- Gemini for Google Workspace **17%**
- None of the above **29%**

n = 1,760

Favorite AI Tools

ChatGPT is the most popular AI tool among respondents.

Q: "Do you have a favorite AI tool or platform?"

This year, we asked a write-in question about respondents' favorite AI tool or platform where they could write in any answers they wanted.

ChatGPT, in some form, was hands down the most cited response, with almost 590 people (37% of respondents to this question) mentioning it as a favorite tool.

The second most-cited response was Perplexity, the AI-powered search engine, with over 184 mentions (12% of respondents).

Other foundational AI tools like Anthropic's Claude and Google Gemini were also commonly cited. Other tools cited by respondents included: Adobe Firefly; Canva; Drift, a Salesloft company; Descript; Grammarly; HubSpot; Jasper; MarketMuse; Microsoft Copilot; Midjourney; and Writer.



Generative AI Policies

34% of organizations have generative AI policies.

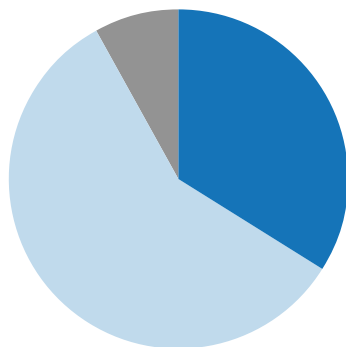
Q: "Does your organization have generative AI policies which guide the use of AI-generated text, images, video, audio, and/or code?"

When respondents were asked if their organizations had generative AI policies that guided the use of AI-generated text, images, video, audio, and/or code, 58% say no. Eight percent are unsure if these policies exist..

Despite this number still being far too high, it has changed dramatically since last year. Last year, just 22% of respondents said they had generative AI policies, compared to 34% this year (that 12 percentage-point increase represents a 55% change). Not to mention, 72% said they did not have policies, a response rate that dropped by 14 percentage points in 2024.

The smallest companies, \$0 - \$1M, are least likely to have generative AI policies, with 69% saying they don't have one. (However, this is an improvement from last year, when 80% of this cohort said they didn't have one.)

Companies with \$1B+ in revenue were most likely to have a policy, with a 50% saying they have one in place.



Organization Has Generative AI Policies

■ Yes.....	34%
■ No.....	58%
■ Not Sure.....	8%

n = 1,745

AI Ethics Policy

36% of organizations have an AI ethics policy or responsible AI principles.

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

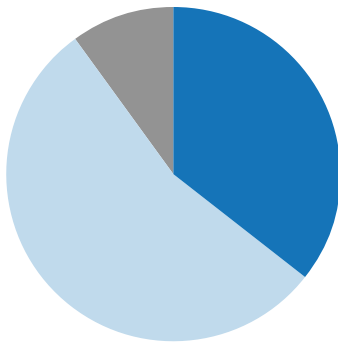
Respondents were asked if their organization had any type of AI ethics policy or responsible AI principles, either publicly or internally-facing. The majority (55%) say no. Thirty-six percent say they have policies. And 10% say they don't know if they have them.

Still, like with the previous section on generative AI policies, this area has seen massive improvement since 2023.

In 2023, just 21% of respondents said they had an AI ethics policy compared to 36% today (a 15 percentage-point rise representing a 71% change).

The smallest companies are least likely to have an AI ethics policy—only 28% of companies \$0 - \$1M say they have one.

Conversely, companies with \$1B+ in revenue are most likely to have an ethics policy, with 54% saying they did have one.



Organization Has AI Ethics or Responsible AI Policies

- Yes..... 36%
- No..... 55%
- Not Sure 10%

n = 1,748

AI Councils

71% of organizations do not have an AI council or don't know if they have one.

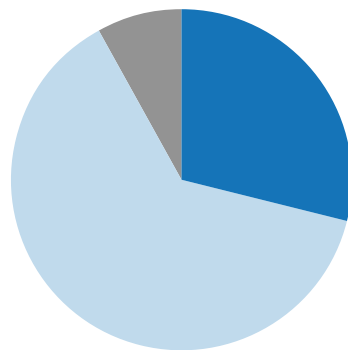
Q: "Does your organization have an AI Council charged with developing policies and practices, and considering the impact of AI on the company?"

In another new question this year, we asked respondents if their organization had an AI council charged with developing AI policies and practices, as well as considering the impact of AI on the company.

Sixty-three percent said their organization did not have an AI council. Another 8% said that they were not sure if an AI council existed within their organization. Just 29% said they did have a council in place.

The largest companies (\$1B+) were most likely to have AI councils, with 54% saying they have them—handily outpacing the overall average. Companies with \$500M - \$1B in revenue were second most likely to have them (43%).

The smallest companies, perhaps predictably, were least likely to have AI councils, with 81% of \$0 - \$1M companies and 72% of \$1 - \$10M companies saying they did not have them.



AI Council

- Yes..... **29%**
- No..... **63%**
- Not Sure..... **8%**

n = 1,756

AI Roadmaps

81% of marketing teams do not have an AI roadmap or don't know if they have one.

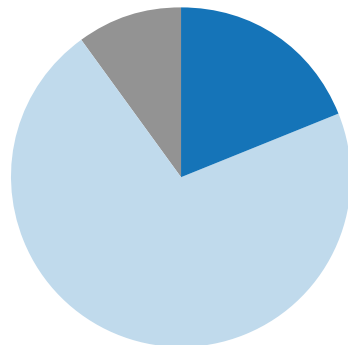
Q: "Does your marketing team have an AI roadmap or strategy that prioritizes AI use cases and projects for the next 1 - 2 years?"

This year, we asked a new question about whether or not a respondent's marketing team had an AI roadmap or strategy that prioritizes AI use cases and projects over the next 1-2 years.

The overwhelming majority either do not have an AI roadmap (71%) or aren't sure if an AI roadmap exists (10%). Only 19% of respondents say they do have an AI roadmap or strategy.

The largest organizations (\$1B+) were most likely to have an AI roadmap, though numbers are still low, with 26% saying they have one.

The smallest companies, \$0 - \$1M, were least likely to have them, with 75% saying they did not. However, the vast majority of every cohort did not have a roadmap or was unsure they had one.



AI Roadmap

- Yes..... **19%**
- No..... **71%**
- Not Sure **10%**

n = 1,742

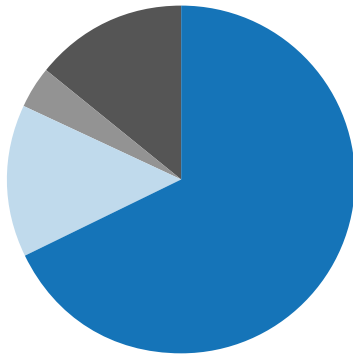
Feelings on AI

68% of respondents feel positive about AI and its impact.

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

We asked again this year how respondents felt personally about AI and its significant impact on marketing, business, and society. Sixty-eight percent say they have positive feelings about AI's impact and just 4% say they have negative feelings. Fourteen percent are neutral and 14% are unsure how they feel.

These numbers are very close to last year's responses, where 64% said they were positive, 5% said they were negative, and 14% were neutral.



Personal Feelings About AI

■ Positive.....	68%
■ Neutral.....	14%
■ Negative.....	4%
■ I'm not sure how I feel about it.....	14%

n = 1,751

AI Concerns

Respondents are most concerned about the pace of AI development and the technology's misuse and abuse.

Q: "What concerns you most about AI?"

This year, we asked a write-in question about what concerns respondents most about AI. When categorized, these concerns fell into some common groups, including:

- ▶ **The speed and pace of AI development.** Many respondents expressed concern in one way or another that AI moved so fast they could not keep up with it or worried they would be left behind.
 - "How fast everything is able to move now, allowing (ironically) little time for strategic or out-of-the-box thinking"
 - "The speed of change into an unknown, unregulated space, in which no one knows the limits of AI (and some won't care) which supplants our natural, evolved, and profoundly human sense of the world and our relationship to it."
 - "That it advances faster than we, as humans, can follow with."
 - "I'm concerned that the company I work for will fall behind because they are afraid of AI."
 - "How fast it is coming at us; separating the hype from reality; balancing the need to stay updated and learn/deploy without wasting time and cash on tech that will be obsolete -- that is, understanding it will take time for the major players to emerge and some features will be 'baked in' to larger platforms. In short, confusing marketplace rn."

- ▶ **The misuse and abuse of AI.** Respondents also often cited concerns about how AI could cause harm when misused or abused in various ways. Those include concerns about the misuse of AI for deepfakes and fraud, as well as the misuse of AI in stealing copyrighted material for training or creating outputs that mimic protected material.
 - "Deep fakes"
 - "Voice replication, identity theft"
 - "That my writing voice will be copied"
 - "It being used for propaganda and misinformation"
 - "Copyright infringement"

- ▶ **Privacy and security.** A significant number of respondents were worried about AI's impact on privacy and security, with many directly citing "data privacy" as a top concern. Data security was also a concern, especially as it relates to adopting AI tools within an organization.
 - "Data privacy"
 - "Copyright and data protection."
 - "Our organization is huge and conservative... and it takes many months to get approval for tools. It is quite difficult to pilot the tools because of the red tape between IT, supply chain, and cybersecurity."
 - "Data security"
 - "Cybersecurity risks, primarily in people not understanding the vulnerabilities they create out of pure lack of education and understanding. I don't believe most people will intentionally create risk, but scammers are many steps ahead of most of the public and the naivety of the minority will hurt the majority."

- ▶ **Lack of resources and knowledge.** A lack of the right resources and knowledge about AI is a major concern for respondents. Many cited fears around not knowing where to start with AI, a lack of understanding of AI's safety and capabilities, and limited bandwidth and resources to fully seize AI opportunities in their careers and companies.
 - "I don't know where to start."
 - "I don't know what the AI tools I use are doing with my data when I ask it questions, or upload files into it for processing."
 - "Training on how to use and adoption by team"
 - "Lack of talent to drive/infuse the culture needed for the organization."
 - "I don't feel like I have the bandwidth to devote the necessary time to developing a marketing roadmap, explore all the resources/tools available, develop/recognize top use cases, and prioritize the right investments. It feels like a whole other full-time job!"

AI Excitement

Many respondents are excited about AI's ability to drive productivity, creativity, and business growth.

Q: "What are you most excited about when it comes to AI?"

This year, we also asked a write-in question about what respondents were most excited about when it comes to AI. The most common answers fell into a few different categories:

- ▶ **Efficiency and productivity.** Many respondents were excited about AI's ability to make their work more efficient and more productive. That included AI's impact on daily tasks, the work of entire teams, and organizational efficiency within companies.
 - "The sheer ability and ease to complete tasks and implement with speed."
 - "Workflow optimization"
 - "Using AI tools to do all the manual killjoy activities, get marketers to scale and level up their creative, project management and strategic skillset, free up time for human to human interaction."
 - "Automating repetitive tasks"
 - "Productivity and the ability to make better business decisions and optimize marketing accordingly"
- ▶ **Innovation and creativity.** Respondents were also excited about AI's ability to help them do more innovative and more creative work. That included AI's ability to generate new ideas, spark human creative output, and solve important problems within companies and industries.
 - "More time for creativity and critical thinking"
 - "The ability to unlock and unleash creativity."
 - "Converting my ideas into text and images"
 - "Accelerate innovation"
 - "I ask it all the time for help building on my ideas, or to make something that I have written even better."

► **Automation and business growth.** Automation and business growth were also areas of excitement for many respondents. Respondents see ample opportunities for AI to automatically perform tasks and ultimately grow businesses faster than before.

- “Great opportunity to make marginally profitable businesses more valuable”
- “It helps me automate my tasks”
- “The automation of mundane tasks to free up my teams to be more focused on strategy”
- “Ability to accelerate growth”
- “Expanded possibilities to grow existing businesses and jumpstart new ones.”

Preferred Ways to Advance AI Knowledge

85% of marketers prefer to advance their AI knowledge through online events.

Q: “Which of these are your preferred ways to advance your AI knowledge and capabilities? Choose all that apply.”

We wanted to learn how marketers advance their AI knowledge and capabilities, so we asked which ways they preferred. (Respondents could pick multiple options.)

The most popular answer (85%) is through attending online events like webinars and virtual summits. The second most popular option (76%) is taking online courses. Reading books and articles and listening to podcasts are tied for third place, with 65% of respondents preferring each.

This year’s numbers were very similar to last year’s, rarely deviating by more than a couple of percentage points in either direction year over year.

Preferred Ways to Advance AI Knowledge	Percentage of Respondents
Attend online events (webinars, virtual summits, etc.)	85%
Take online courses	76%
Listen to podcasts	65%
Read books and/or articles	65%
Join and participate in online communities	47%
Attend in-person events	45%
None of the above	1%

n = 1,756

Final Thoughts

Since 2016, Marketing AI Institute has been teaching marketers and business leaders how to understand, pilot, and scale AI.

Back then, things were much different than today. AI was largely creating value by giving businesses the ability to make better predictions from data. There were far fewer tools to vet and adopt. And the vast majority of businesses had not yet woken up to the fact that AI was about to change everything.

At the time, we predicted that exponential improvement of AI technology (caused by breakthroughs in deep learning, an explosion of data, and vast quantities of compute) would result in every area of marketing and business becoming smarter. In the process, it would fundamentally transform how we do knowledge work of every type in every industry.

This prediction is now coming true. And it's coming true fast.

We now have increasingly capable AI that can be applied to a wide range of business domains to dramatically increase productivity and performance. Since this report came out last year, we've gained access to models like GPT-4o, Gemini 1.5, and Claude 3.5 that are leaps and bounds beyond their (very recent) predecessors. And we're already beginning to see ambitious professionals and companies leverage these incredible tools to change how we all do business.

A more intelligent future isn't just approaching.

It's here.

And, as this year's data shows, every business and every leader—in every industry—must rise to meet it.

About Drift, a Salesloft company

[Drift](#), the buyer experience and Conversational AI company, inspires businesses to create more engaging customer experiences, one conversation at a time. Drift helps thousands of customers across the globe translate conversational data and buyer behavior into deeper relationships, more pipeline, and more revenue. A pioneer in Conversational Marketing, the company was founded in 2015 to help remove friction from the B2B buying process. As buyer expectations continue to increase and AI becomes central to empowering meaningful customer journeys at scale, Drift is disrupting the category it created. Its human-centric, AI-powered platform listens, understands, and learns from buyers to deliver personalized experiences and recommendations at every touchpoint. Drift is creating a world where AI works for humans to turn conversations into relationships.

About Marketing AI Institute

Marketing AI Institute is a media, event, and education company founded in 2016 that makes AI approachable and actionable for marketers and business leaders. The Institute owns and operates the Marketing Artificial Intelligence Conference ([MAICON](#)), [AI for Writers Summit](#), [AI for Agencies Summit](#), and [AI for B2B Marketers Summit](#), hosts [The Artificial Intelligence Show](#) podcast, runs the [AI Academy for Marketers](#) featuring Piloting AI and Scaling AI course series and an AI Mastery Membership, and published [Marketing Artificial Intelligence: AI, Marketing and the Future of Business](#) (Matt Holt Books, 2022). Learn more at www.marketingaiinstitute.com.