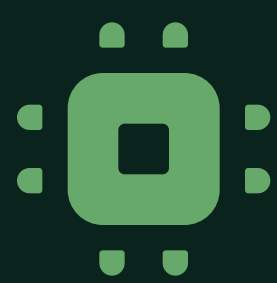


The B2C Marketing AI Impact Report

AI Ambition, Adoption, and Critical Disconnects
in B2C Marketing





The Prevailing Mindset Is An Atmosphere Of Optimism And Urgency

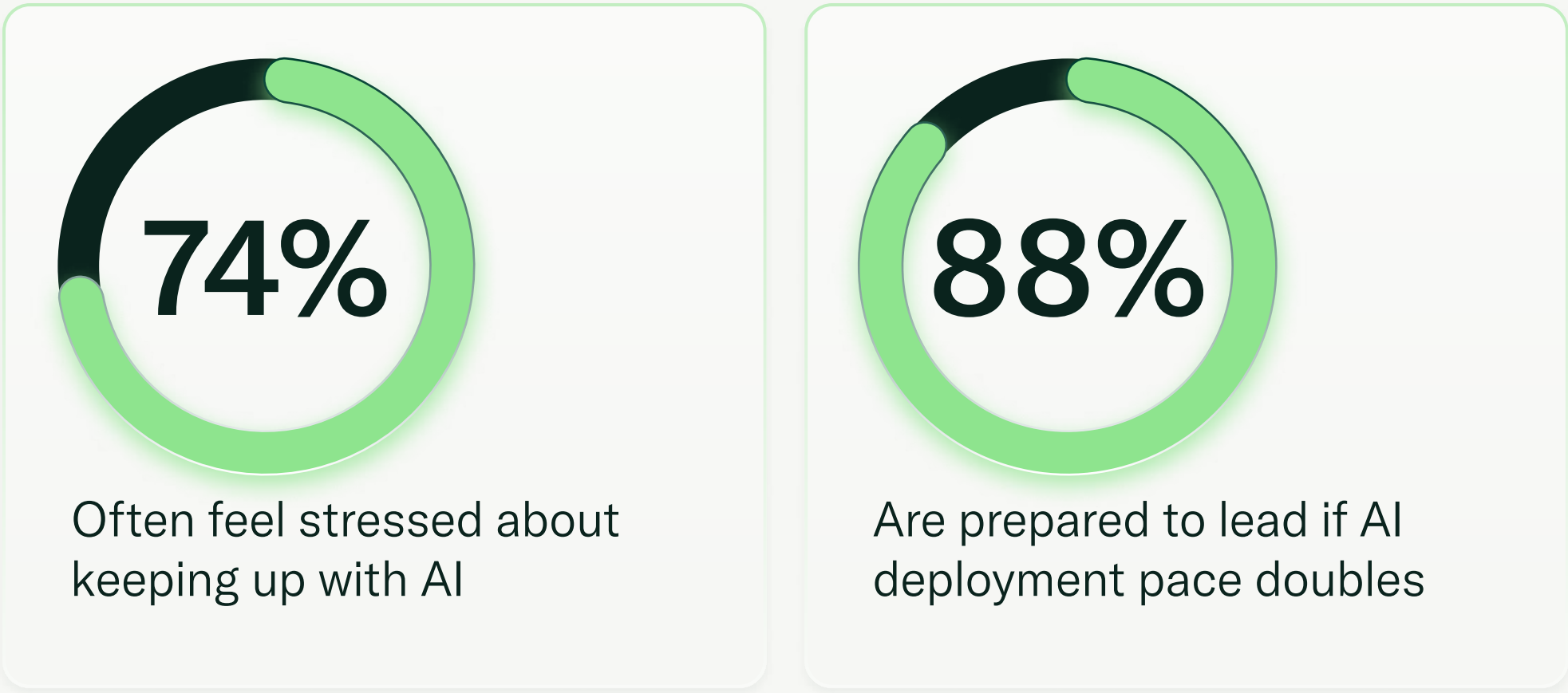
To understand the current state of AI in marketing, one must first grasp the collective mindset of its practitioners. This combination of powerful optimism, intense competitive pressure, and personal stress is the primary engine driving the rapid pace of AI adoption and shaping critical investment decisions. This psychological landscape is not merely a backdrop; it is the force propelling the industry forward.



The Personal Toll Of The AI Revolution

This industry-wide sprint comes with a significant personal and professional toll. While marketers feel equipped for the challenge, the relentless pace of innovation is a considerable source of pressure.

A significant majority (74%) report that they "often" or "very often" feel stress or urgency about keeping up with AI.



In a testament to their commitment, this stress is contrasted by a high level of personal readiness, with 88% feeling prepared to lead or contribute effectively even if their organization were to double its pace of AI deployment.

Marketers Still Fear Negative Job Impacts

While marketers are very optimistic about AI, they are also wary that AI may negatively impact their roles. About 30% report that AI will increase their workloads, make their roles less creative, and increase pressure to hit their goals. Nearly 30% also think there’s a danger that it will make their roles less important.

How Marketers Expect AI to Change Their Roles in the Next Year



