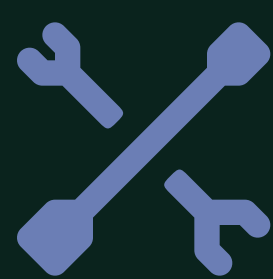


The Home Services Marketing AI Impact Report

AI Ambition, Adoption, and Critical Disconnects in Home Services Marketing



The AI Decisions Made Today Will Determine Tomorrow's Winners

AI has officially rewritten how home services consumers buy and marketers sell. Discovery now starts in AI-native interfaces, and purchase decisions unfold through a zigzag of clicks, conversations, and AI-driven interactions. All the while, home services marketers are adopting AI to engage, track, optimize, and connect every touchpoint along the way.

The result is a buyer journey that rewards brands using AI to connect first-party signals end-to-end and penalizes those still treating AI as a side project. Over 80% of survey respondents stated that the AI winners in their category will be determined within the next 12 months, indicating that home services marketers understand this is a leaderboard moment, not a pilot year.

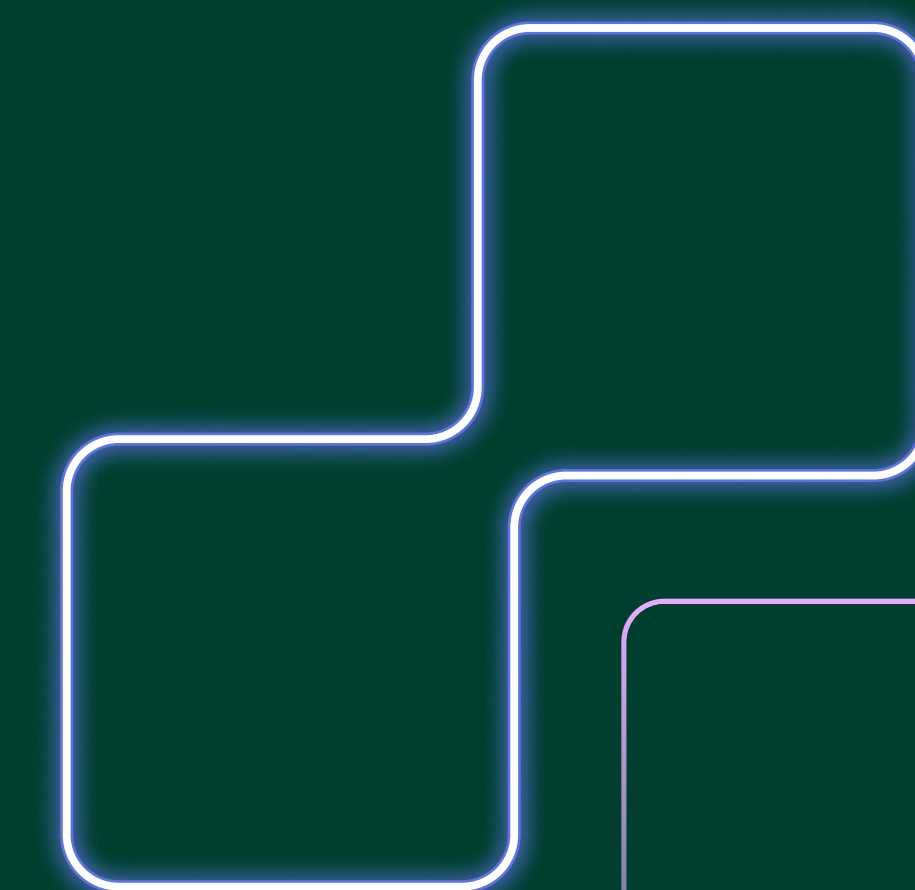
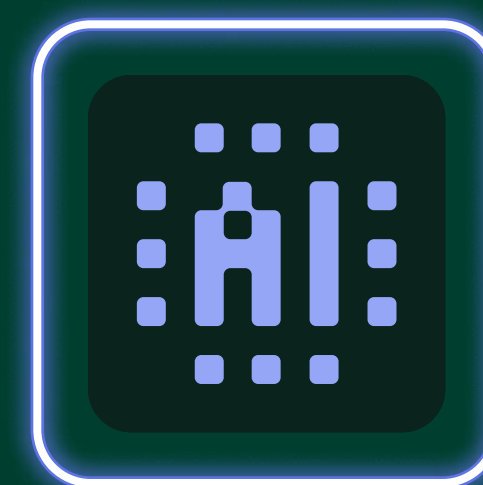
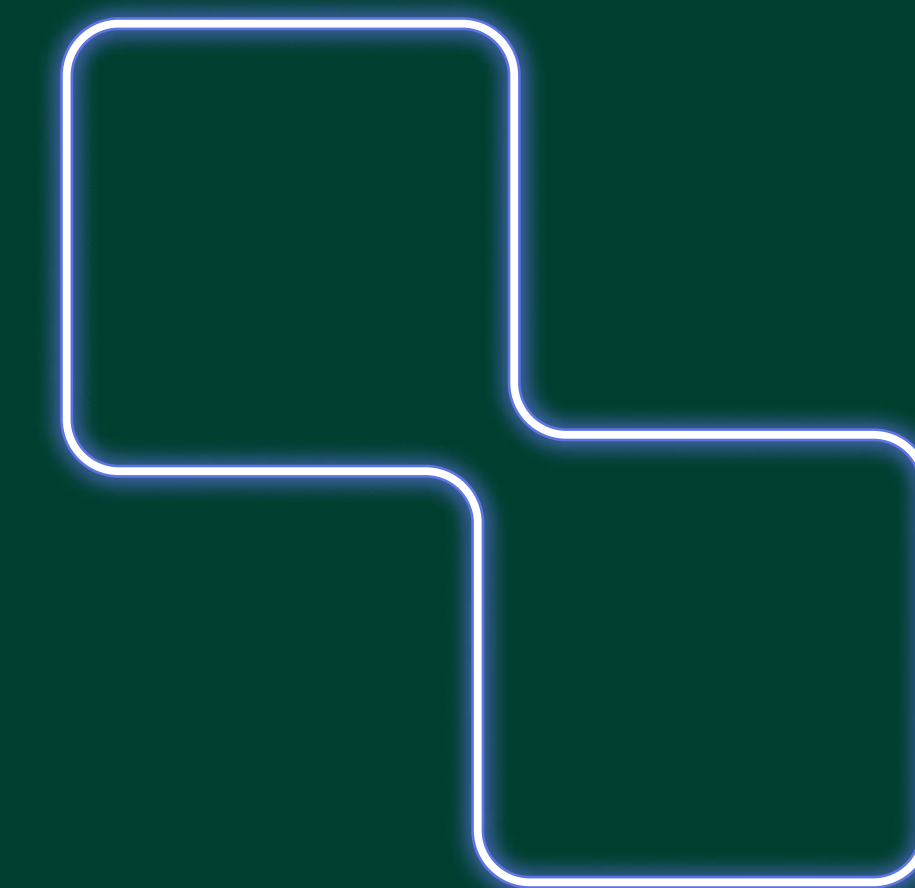
But this urgency often outpaces reality. Most respondents believe that pausing AI would jeopardize 2026 targets. However, unlike many other industries, home services organizations are backing their ambitions with aggressive budget allocations—over a quarter dedicate more than half their martech budget to AI, double the overall market rate. Yet a significant portion still believes current AI spending is already too high. That disconnect signals less a lack of belief than a struggle to turn investment into measurable outcomes.

Many also fail to execute on first-party, unstructured data sources and take action on that data in real time, making it difficult for them to meet the demands of the new AI-powered buyer journey. Buying journey optimization is only as strong as the weakest link, and this lack of first-party data execution is creating a critical gap.

At the same time, overconfidence is compounding the risk of overlooking these shortcomings. A statistically improbable majority say they're adopting AI faster than competitors. This fuels a bias for speed and tolerance for risk, which can be a powerful asset or lead to significant blind spots.

We surveyed 600 marketers, including 100 U.S. home services marketing professionals, for The Marketing AI Impact Report to provide marketing leadership with a clear view of the industry's trajectory. The report quantifies where ambition, budgets, and capabilities diverge; where operational latency undermines ROI; and where perception breaks from customer reality.

The results of the survey show that strategic decisions made today about AI investment, adoption, and integration will unequivocally define your market position tomorrow. It's clear that it's time to make bold AI moves, but not without being informed of the hurdles, potential pitfalls, and sentiment on the ground floor.





The Prevailing Mindset Is An Atmosphere Of Optimism And Urgency

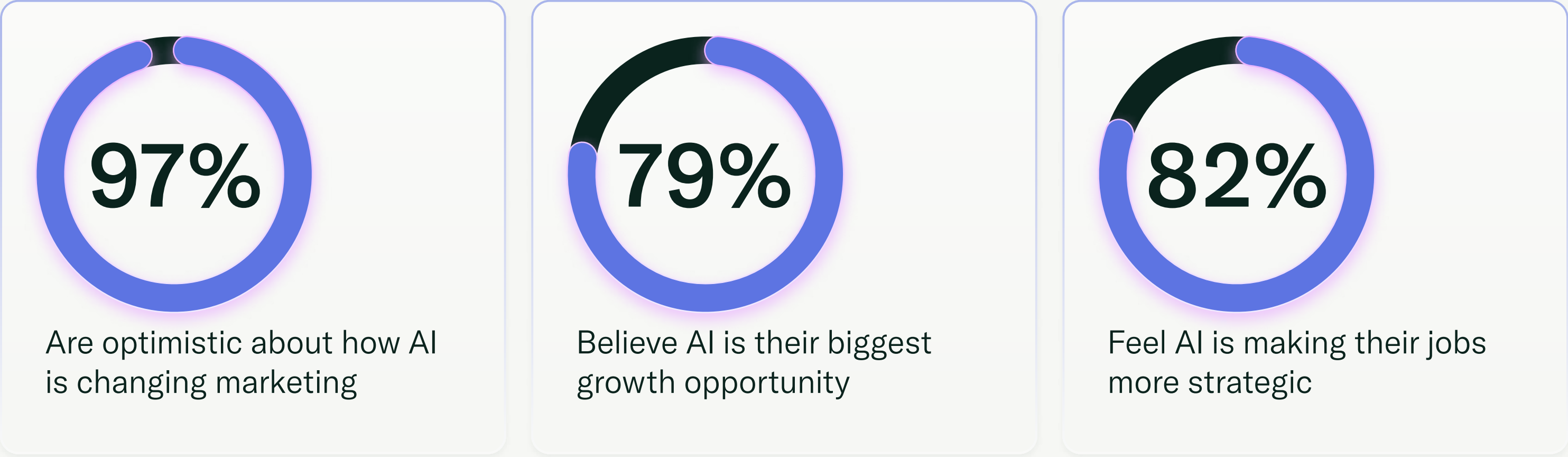
To understand the current state of AI in home services marketing, one must first grasp the collective mindset of its practitioners. This combination of powerful optimism, intense competitive pressure, and personal stress is the primary engine driving the rapid pace of AI adoption and shaping critical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



Overwhelming Optimism Is The AI Catalyst

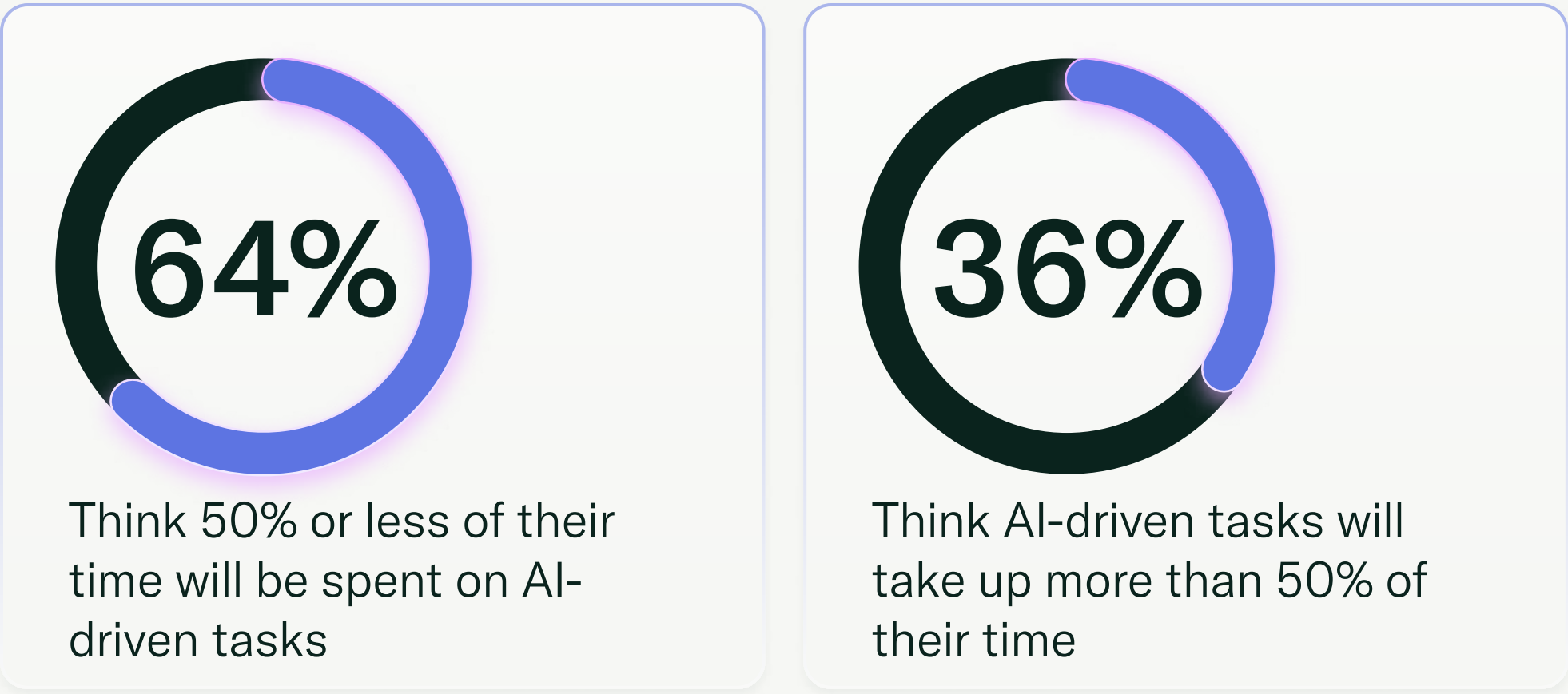
Home services marketers are not just accepting AI; they are embracing it with remarkable enthusiasm, viewing it as a transformative force for both their organizations and their personal careers. This optimism serves as a powerful catalyst for change and investment.

An overwhelming 97% of home services marketers are "very" or "somewhat" optimistic about how AI is changing the marketing landscape, notably more optimistic than the overall sample (97% vs. 92%). Home services marketers also see AI advancing their careers, as 79% believe it is the single biggest growth opportunity in their careers and 82% report that it is already making their work more strategic.



Humans Will Stay In The Loop— But Less Than Other Industries

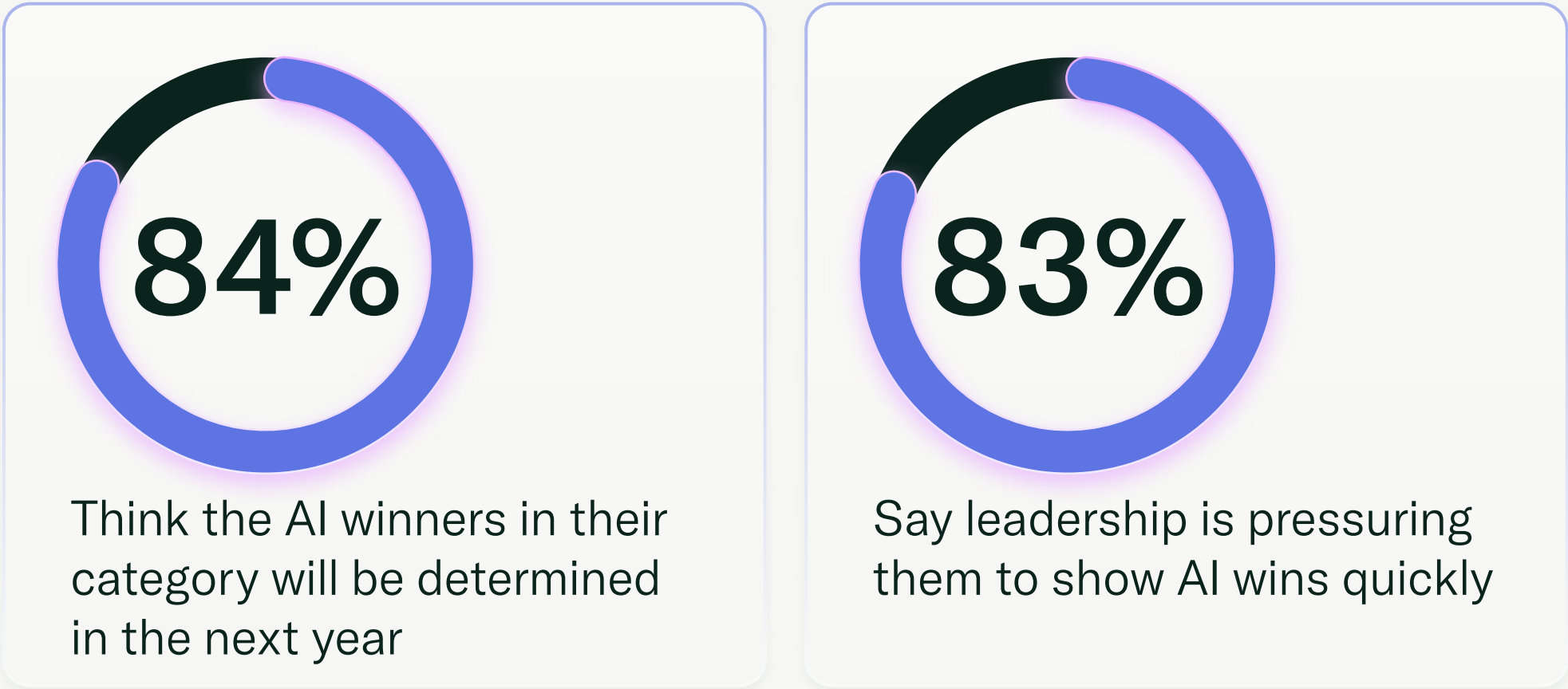
While home services marketers are optimistic about AI, they have a notably different view on how much humans will stay in the loop compared to other industries. Only 64% believe that 50% or less of their time will be spent using AI tools to do their jobs, and 36% think that AI-driven tasks will take up more than 50% of their time. This is a significant departure from the overall market, where 75% expect humans to remain more dominant in the workflow.



This suggests home services marketers are preparing for—and expecting—a more AI-intensive future than their counterparts in other industries.

The High-Stakes Race For AI Supremacy

Beneath the surface of this optimism lies an intense sense of urgency. The industry perceives the current moment as a make-or-break window for establishing AI leadership. This belief has created a high-stakes environment where inaction is seen as the greatest risk.

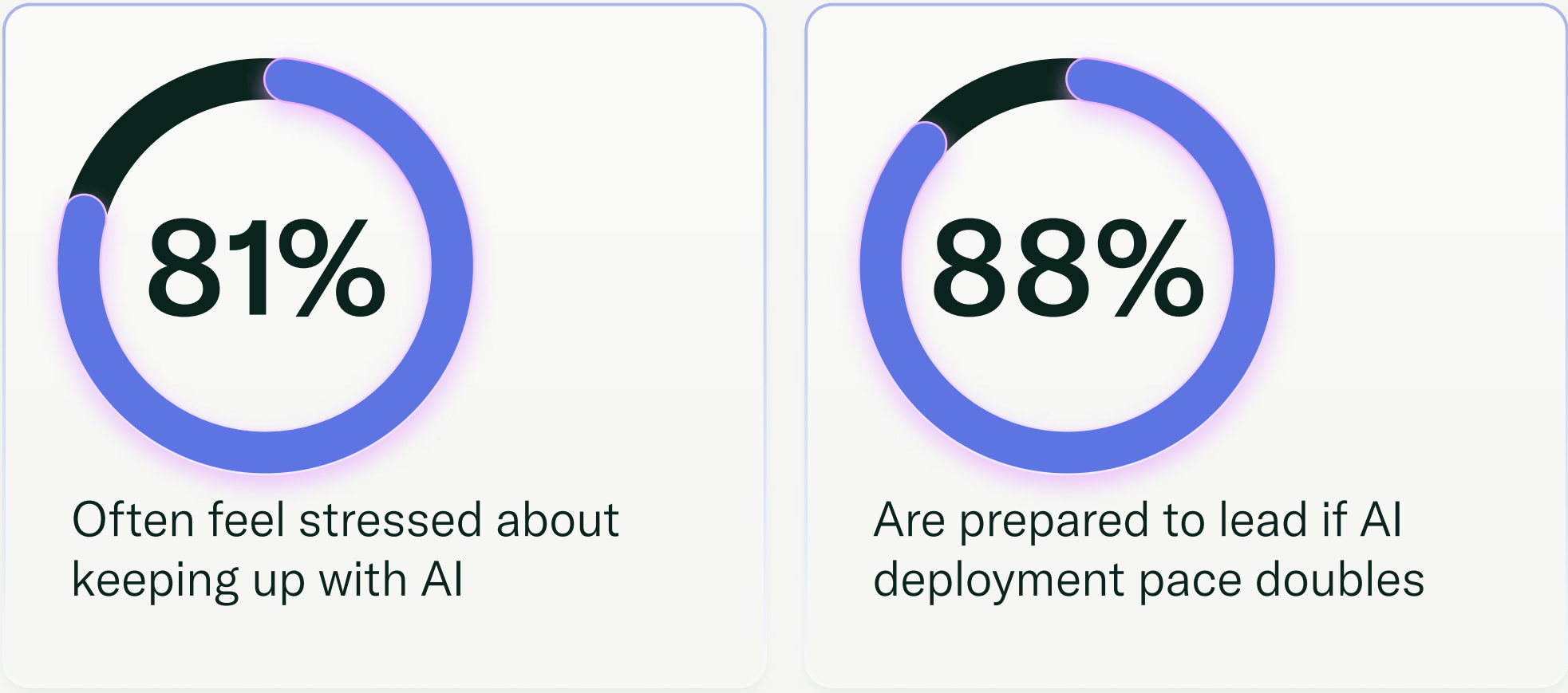


The data reveals a widespread conviction: 84% of home services marketers believe the next 12 months will determine the AI winners in their category, and 83% report that their leadership is pressuring them to demonstrate AI wins quickly.

The Personal Toll Of The AI Revolution

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

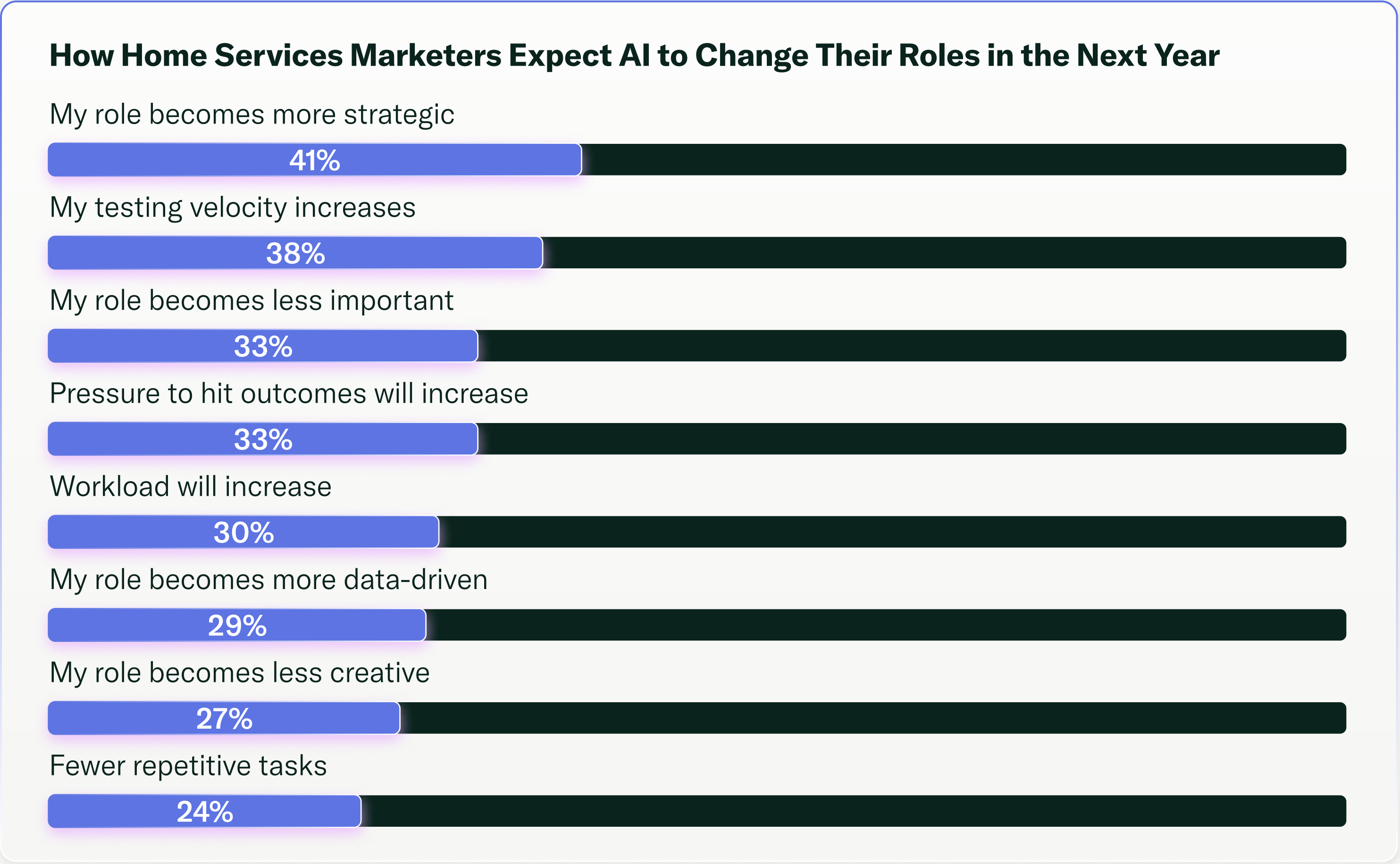
A significant majority (81%) report that they "often" or "very often" feel stress or urgency about keeping up with AI.



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.

Home Services Marketers Have Mixed Expectations About Job Impacts

While home services marketers are very optimistic about AI, they have mixed expectations about how it will impact their roles. The most cited impact is that their role becomes more strategic (41%), and 38% expect their testing velocity to increase. However, concerns exist: 33% worry their role will become less important, 33% expect pressure to hit outcomes will increase, and 30% anticipate their workload will increase. About 27% also think it will make their roles less creative. About 24% also think it will make their roles less repetitive.



This potent psychological cocktail of ambition and anxiety is the driving force behind strategic decision-making, setting the stage for major financial commitments.

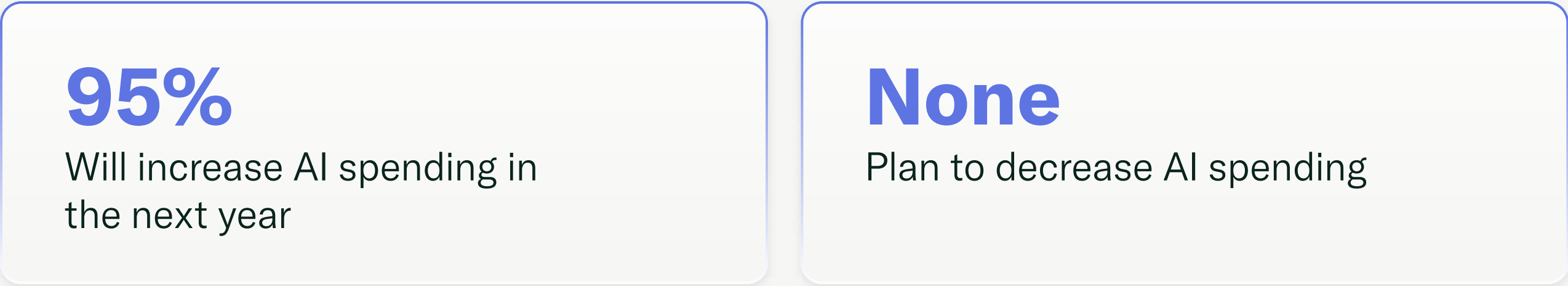


How Home Services Marketers Are Reconciling Ambition With Budget Allocation

While sentiment is a powerful motivator, an organization's true priorities are ultimately revealed in its budget. The survey data uncovers a series of contradictions between the stated strategic importance of AI and the actual financial resources being allocated, highlighting a critical disconnect between ambition and action.

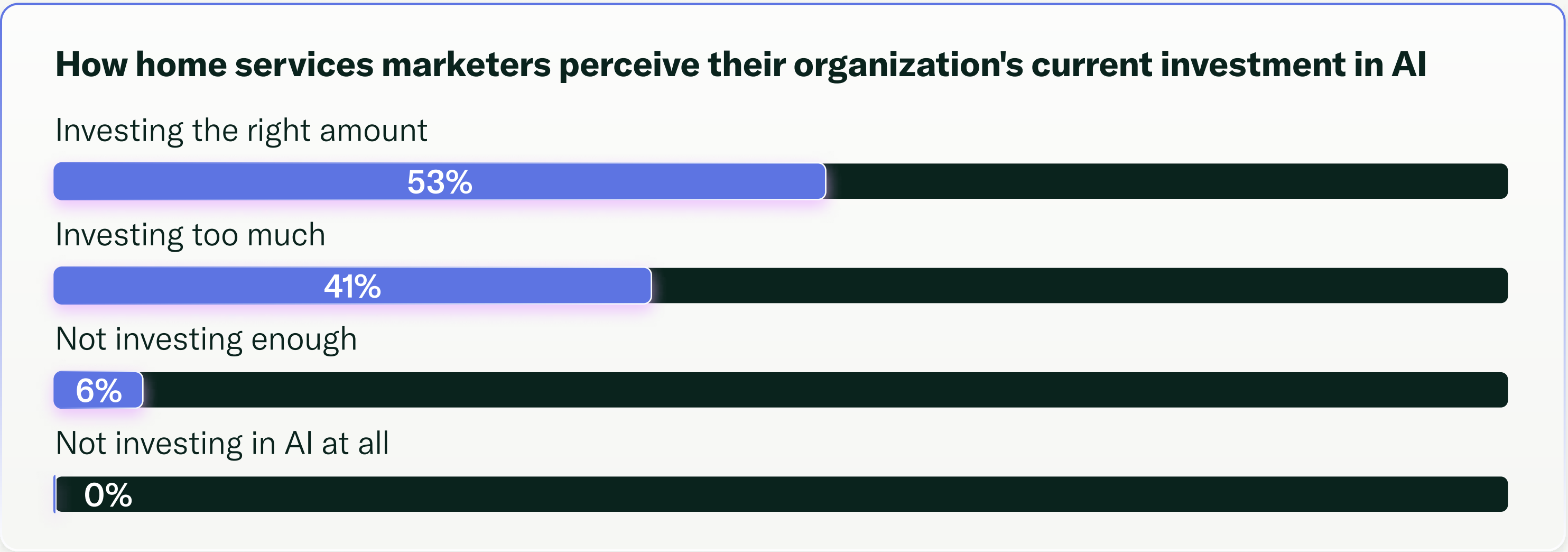
Unwavering Commitment To Increased Investment

At a high level, the commitment to AI appears absolute. An impressive 95% of home services marketing organizations plan to increase their investment in AI over the next 12 months, notably higher than the overall market (95% vs. 90%). No organizations plan to decrease spending, signaling near-unanimous agreement on the necessity of continued investment.



A Contradiction In Perceived Spending

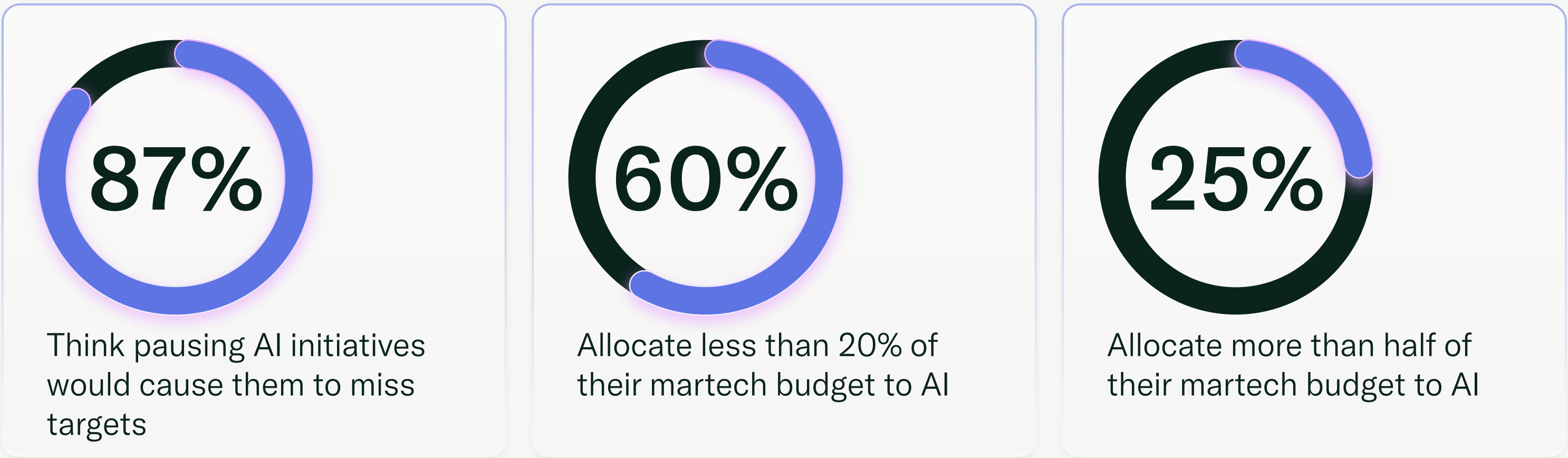
Despite the overwhelming consensus to increase spending, there is a telling disconnect in how home services marketers perceive current investment levels.



While a slight majority (53%) believe their company is investing the "right amount," a surprisingly large portion (41%) feel they are investing "too much"—significantly higher than the overall market (41% vs. 28%). Conversely, only 6% feel their organization is not investing enough. This suggests the issue may not be the amount of investment, but a perceived lack of efficiency or a disconnect between central AI spending and the tangible tools available to marketing teams.

The Budget-Expectation Mismatch

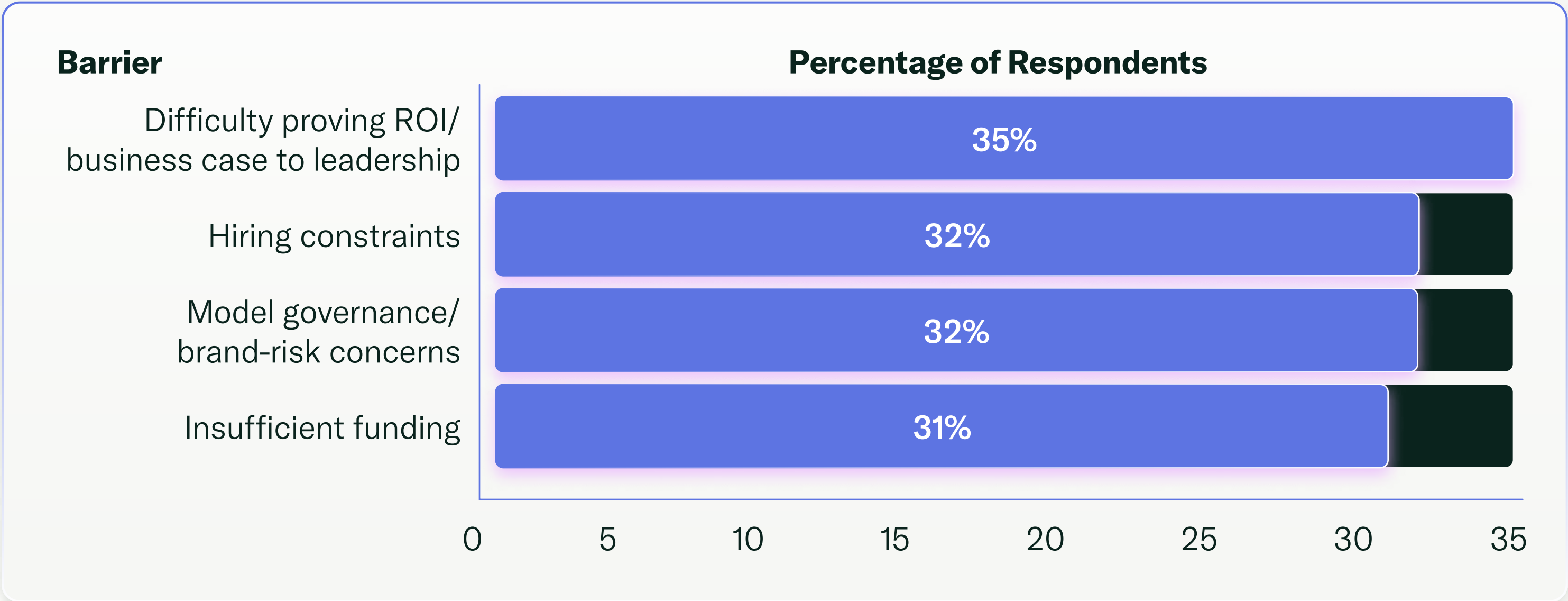
The most significant paradox emerges when comparing strategic expectations to martech budget allocations. An overwhelming 87% of home services marketers believe that pausing AI initiatives for just 12 months would likely cause them to miss their key 2026 targets (higher than the 80% overall).



However, unlike other industries, home services marketers are backing their urgency with aggressive budget allocations. While 60% of organizations allocate 20% or less of their Martech budget to AI (compared to 68% overall), a remarkable 25% dedicate more than half of their budget to these critical tools—more than double the overall market rate of 12%. This shows home services is among the most aggressive AI investors in B2C marketing.

Identified Barriers To AI Advancement

This investment paradox may be explained by the significant hurdles home services organizations face in scaling their AI efforts. The primary obstacles are not a lack of will but a complex mix of financial, organizational, and technical challenges.



This investment paradox reveals the first critical disconnect: while home services shows remarkable financial commitment to AI, concerns about ROI and governance suggest the industry is still working to translate investment into proven outcomes.



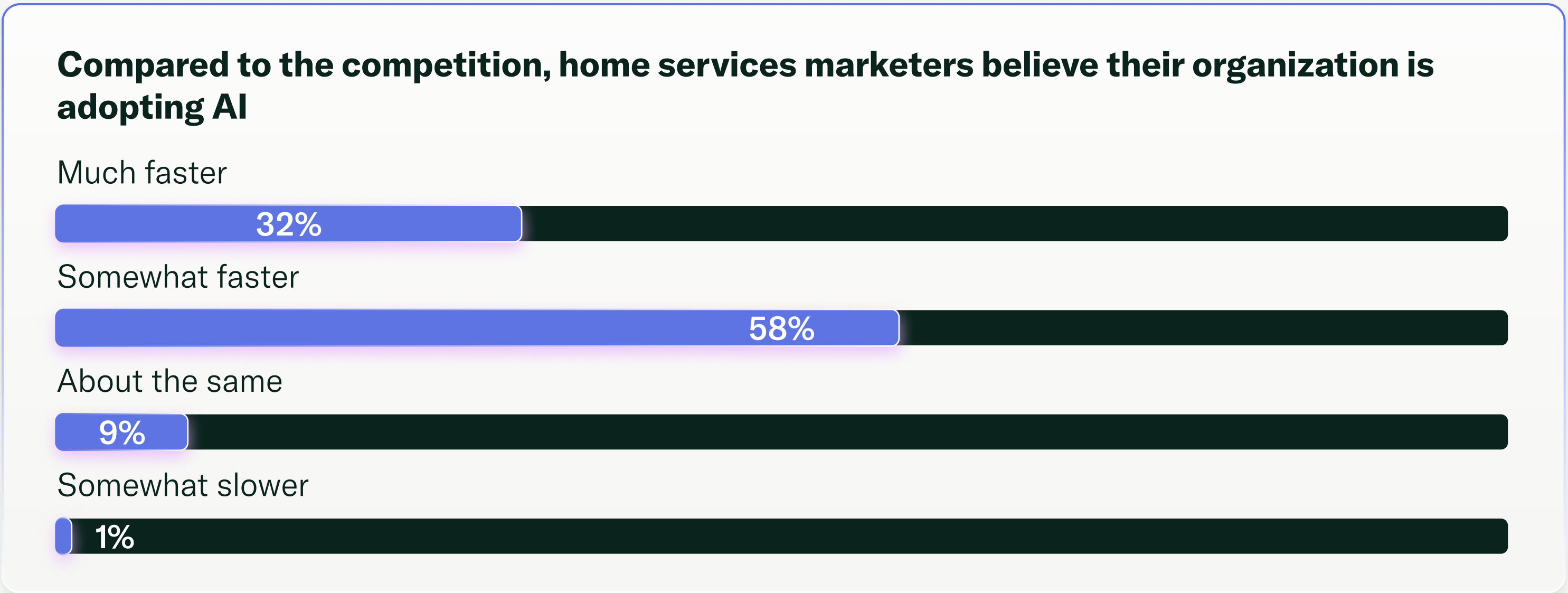
The Confidence Conundrum: A Widespread Overestimation Of AI Prowess

Organizational self-perception can be a powerful asset or a significant strategic blind spot. The survey data reveals a striking level of confidence among home services marketers—so high, in fact, that it suggests a widespread overestimation of both competitive positioning and internal expertise. This confidence gap could lead organizations to underestimate emerging threats and miscalculate strategic risks.



The "Ahead Of The Pack" Illusion

The data points to a systemic overestimation of competitive maturity, a statistical improbability where 90% of respondents believe their organization is adopting AI "much faster" or "somewhat faster" than its closest competitors—even higher than the overall market's already-inflated 82%.

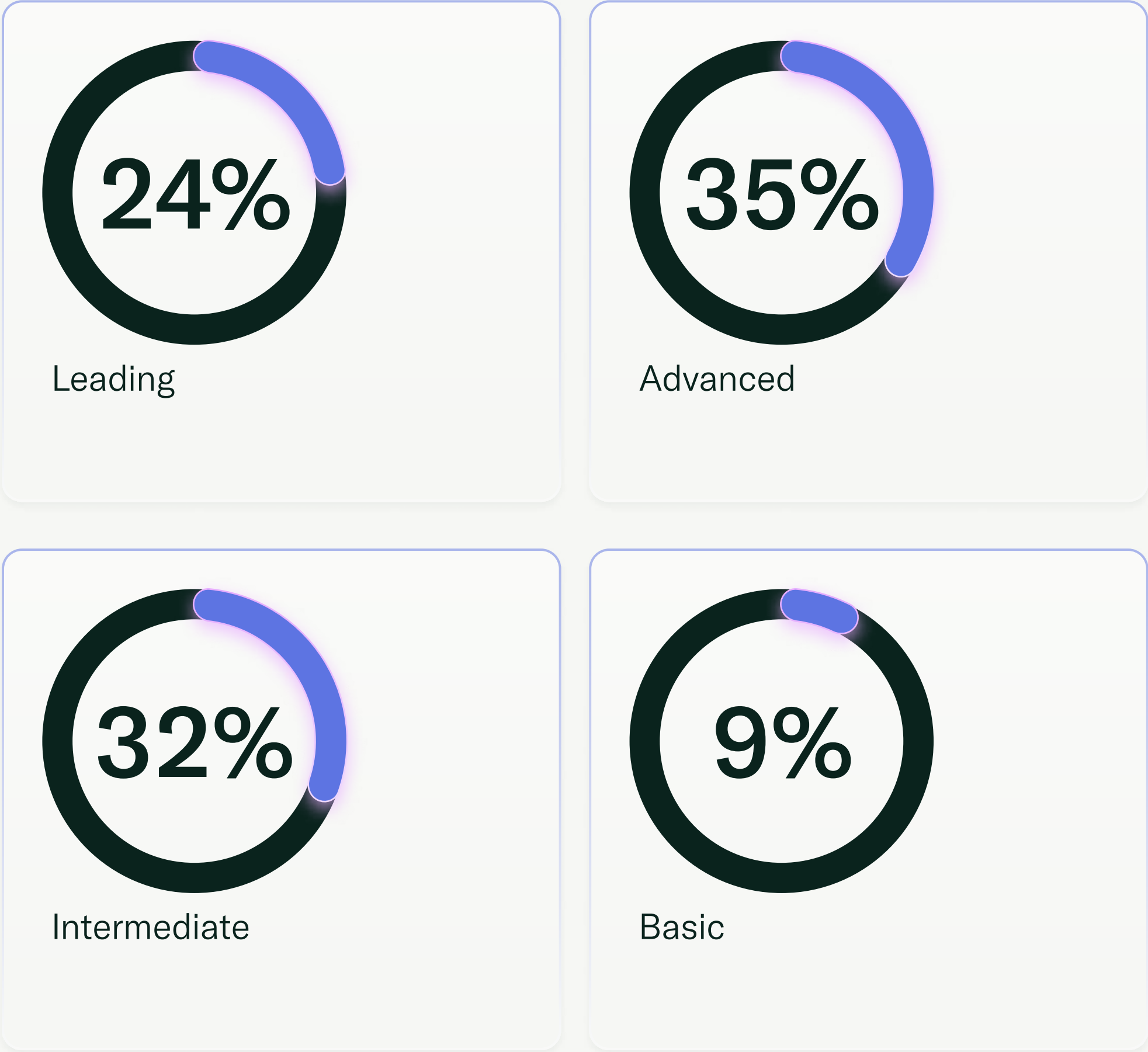


The strategic implication is clear: a vast majority of the market may be operating with an inflated sense of their competitive advantage, potentially leading to complacency and a failure to recognize the true pace of innovation set by rivals.

A More Sobering View Of Internal Expertise

While confidence in competitive pace is exceptionally high, self-assessments of internal AI expertise are more grounded, though still optimistic. While ratings vary by specific capability, such as personalization or ad optimization, they generally cluster with a minority of firms self-identifying as top-tier.

Compared to the competition, home services organizations' AI capabilities are

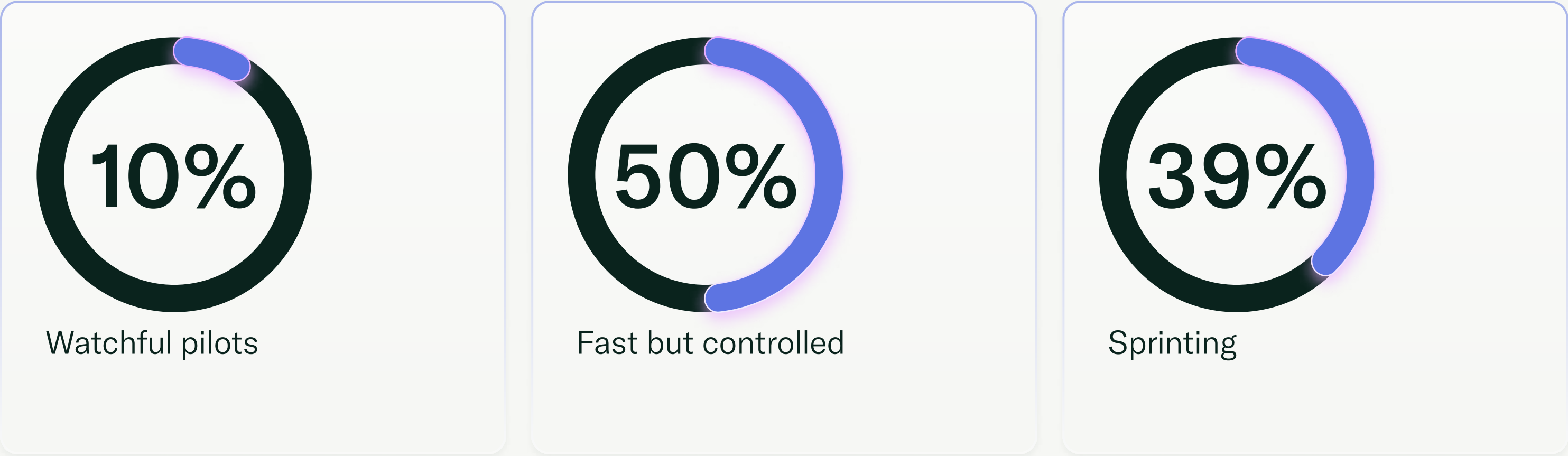


Notably, home services marketers rate their personal expertise at nearly identical levels, indicating a strong alignment between perceived individual and organizational capabilities.

Deployment Posture Is Past The Pilot Phase

This high confidence is reflected in the industry's operational posture. The era of cautious AI experimentation is largely over—and home services is more aggressive than most.

AI deployment posture



The data shows that only 10% of home services organizations are in a "watchful" AI pilot stage. The vast majority are moving decisively, with 50% describing their approach as "fast but controlled" and a remarkable 39% "sprinting" to secure a competitive advantage—significantly higher than the 25% sprinting in the overall market. This aggressive posture creates both opportunity and risk.

This confident, aggressive posture directly informs how organizations are approaching the inherent risks of a fast-moving technological revolution.

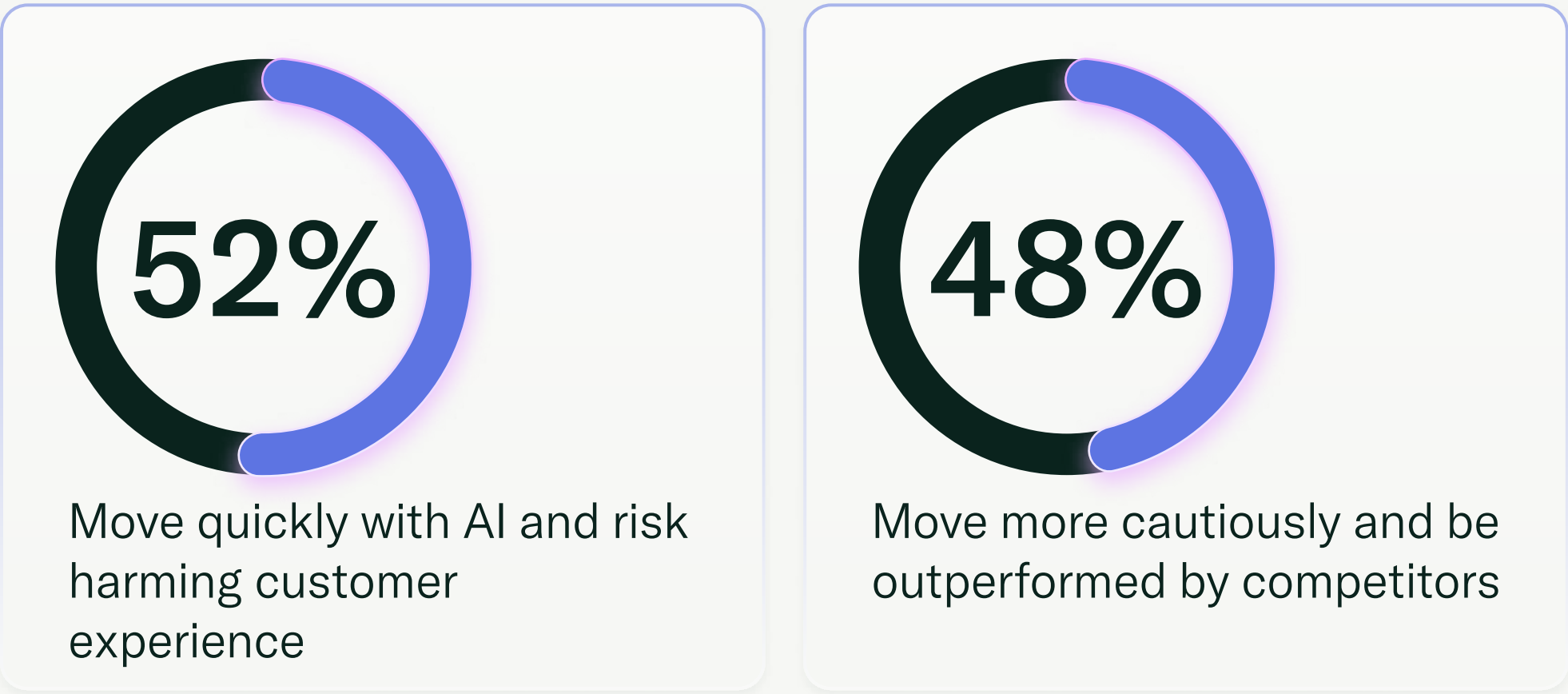


High-Stakes Strategy: The Industry's Gamble On Speed

Home services marketing leaders today face a classic strategic dilemma: move fast to capture a first-mover advantage, or move cautiously to protect brand reputation and customer experience. The survey reveals that in the high-stakes race for AI supremacy, the industry is evenly split on this critical choice, creating a dynamic where risk tolerance is high and potential consequences are significant. The strategic question is how to gain speed without committing avoidable errors.

Prioritizing Pace Over Perfection

The most stark finding on risk tolerance comes from a direct choice presented to home services marketers. When forced to decide between two negative outcomes, the industry is nearly split: 52% stated they would rather accept the risk of harming customer experience and brand trust than be outperformed by competitors, while 48% would choose the opposite. This near-even split contrasts with the overall market's stronger bias toward speed (56%).

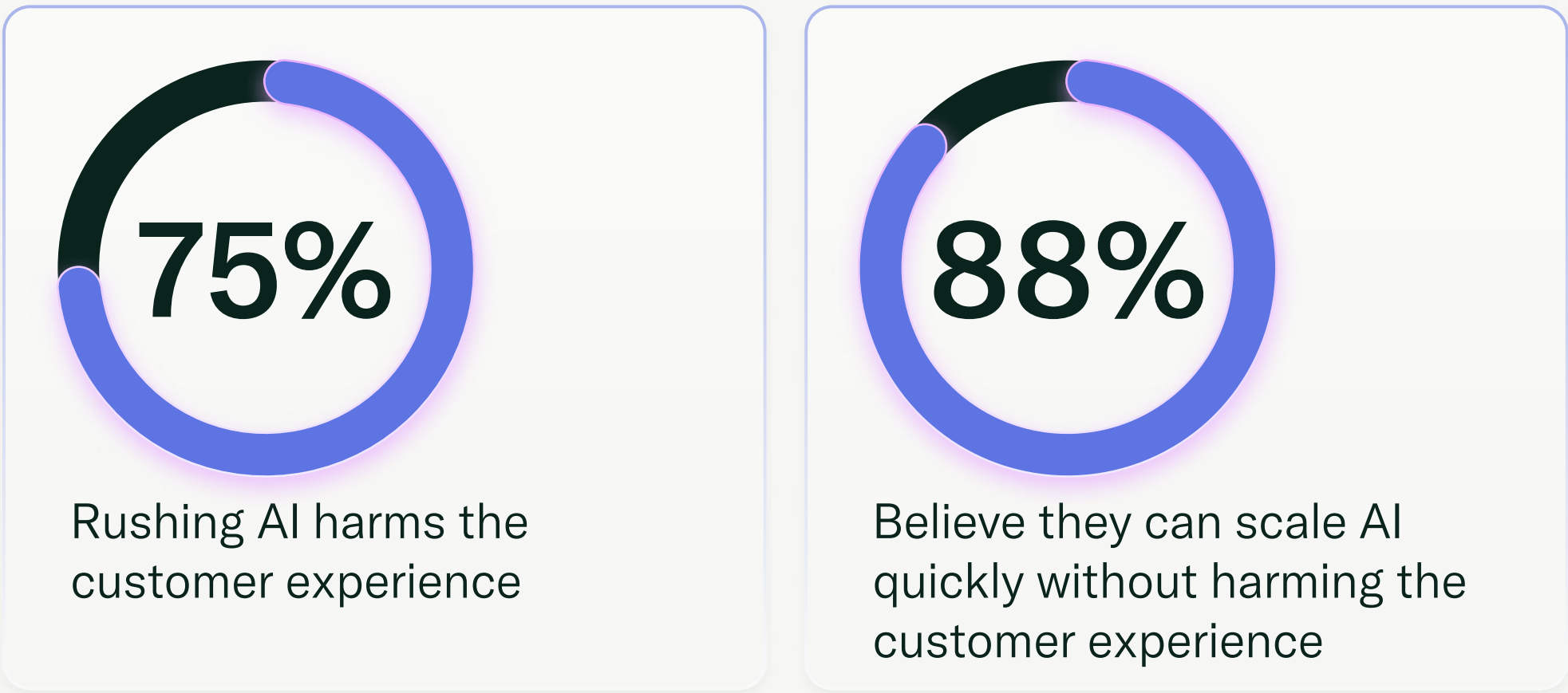


This balanced perspective suggests home services marketers are more thoughtful about the speed-versus-safety trade-off than other industries, despite their aggressive deployment posture.

The Risk-Confidence Paradox

This reveals a cognitive dissonance at the heart of AI strategy: home services marketers simultaneously acknowledge the risk of rapid deployment while expressing supreme confidence in their ability to avoid it. First, three-quarters (75%) agree with the statement, "Rushing AI risks hurting our customer experience."

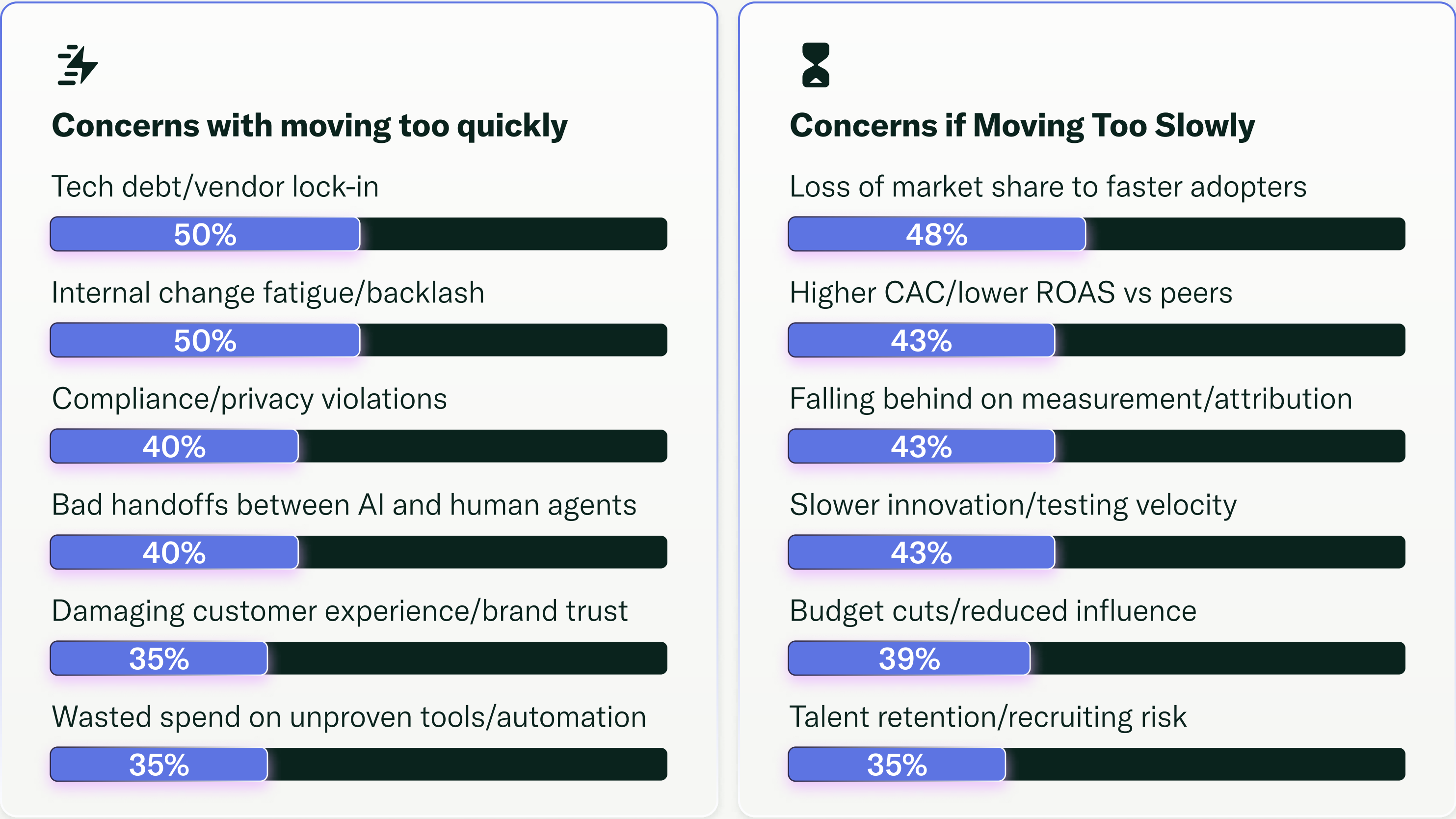
Yet, in a seemingly direct contradiction, an even larger majority (88%) is confident that their organization "can scale AI quickly without harming customer experience or brand"—even higher than the overall market (84%).



This belief that "risks apply to others, not to us" is likely a direct consequence of the widespread, statistically improbable belief that 90% of organizations are ahead of their competitors.

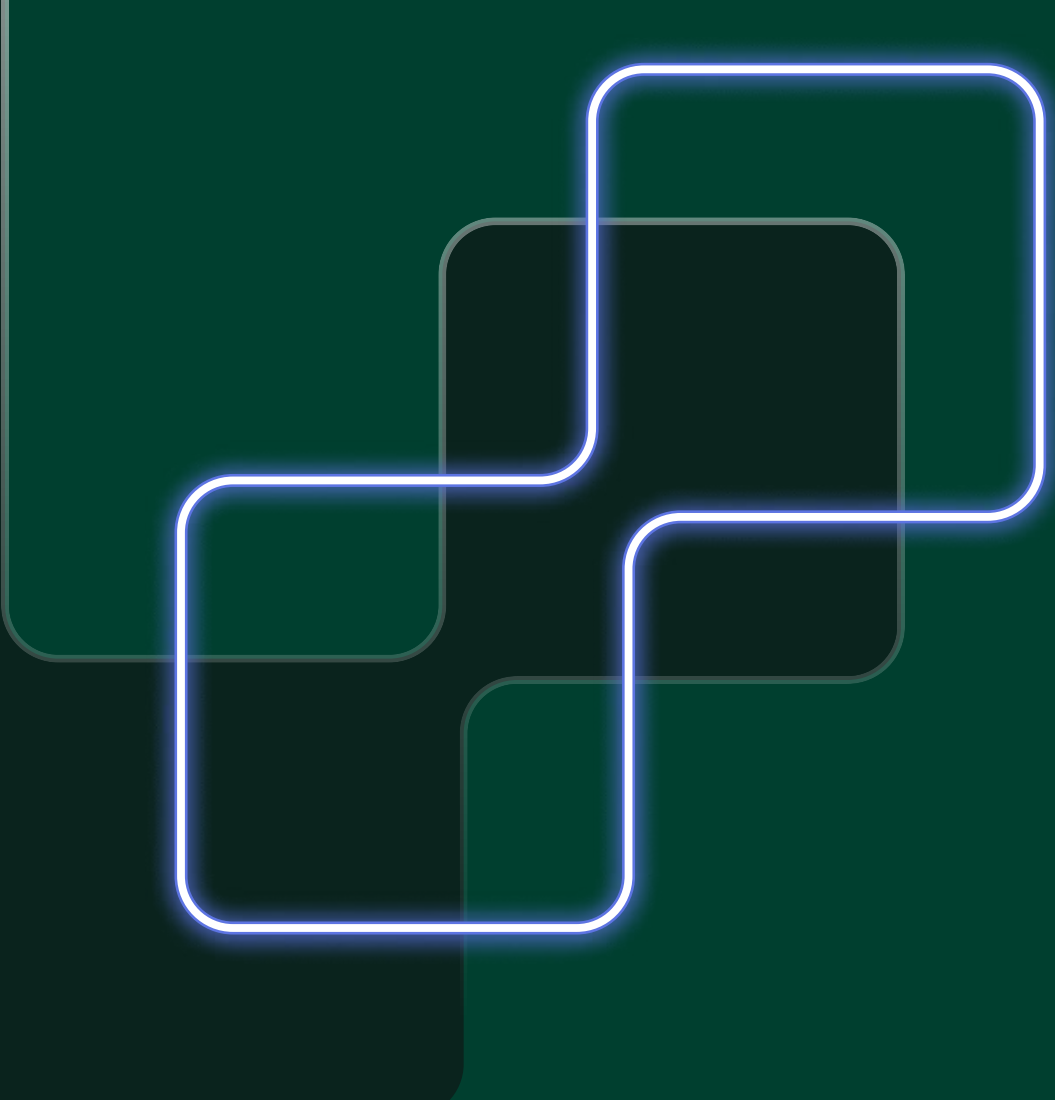
Dueling Concerns: The Risks Of Moving Too Fast Vs. Too Slow

The specific anxieties diverge based on an organization's perceived AI pace, with slow movers fearing market loss and fast movers fearing internal breakdowns.



Home services marketers show a distinctive pattern: tech debt and internal change fatigue rank as top concerns when moving quickly (both at 50%), while competitive concerns dominate the "too slow" category. Notably, concerns about damaging customer experience rank relatively lower (35%) compared to operational risks, despite the earlier acknowledgment that rushing AI risks CX.

This strategic balancing act between speed and safety ultimately depends on how effectively AI is being operationalized within the marketing function.



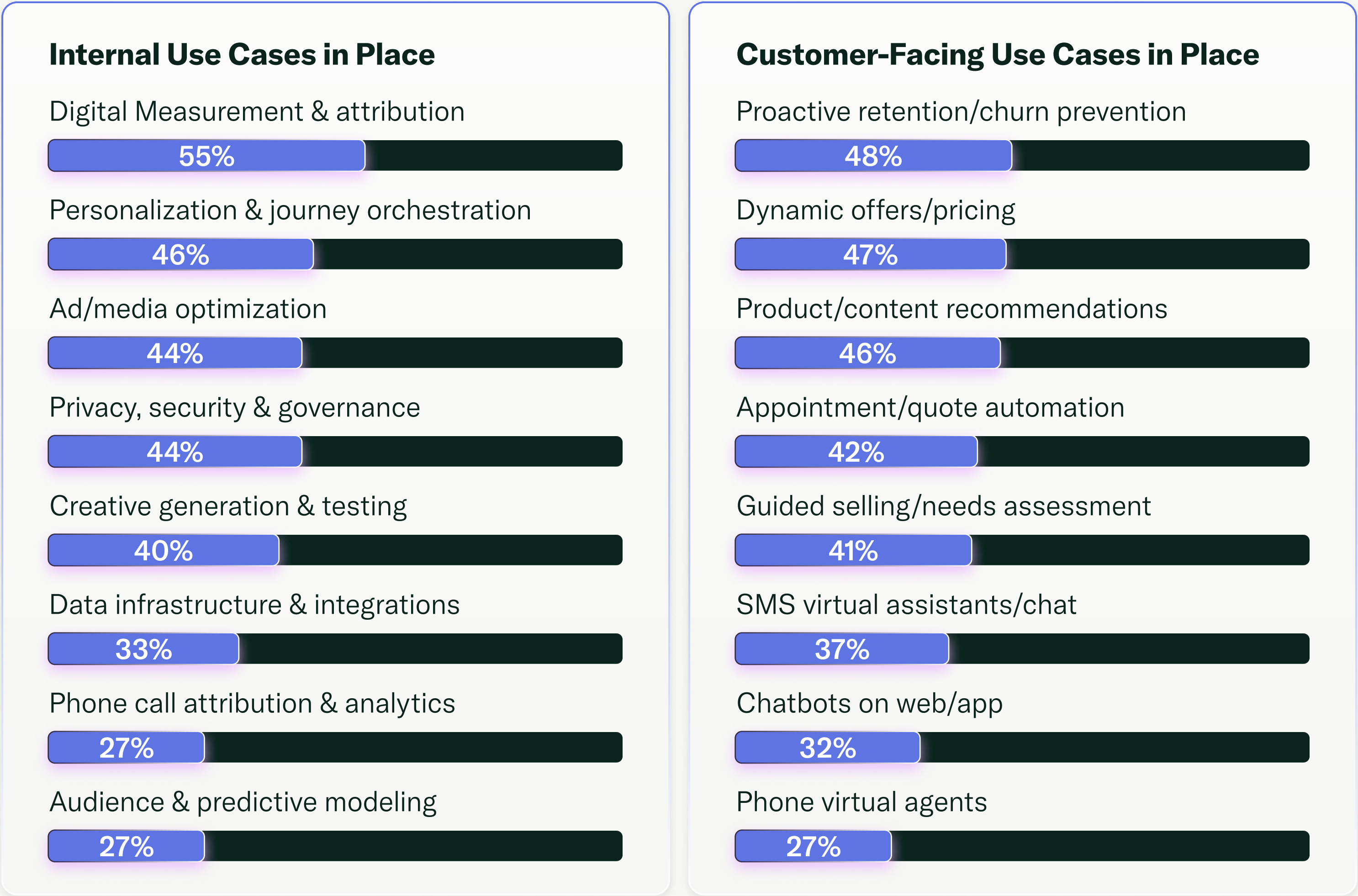
Gaps In Application And Insight Activation Are The Operational Reality



Strategy and ambition are meaningless without effective execution. The ultimate value of AI is determined not by the size of the investment but by how deeply it is embedded into daily workflows and, most importantly, how quickly insights can be transformed into action. This section identifies key areas of AI application and reveals critical latency gaps that are leaking value from the marketing funnel.

Current AI Deployment Across The Buying Journey

AI is being applied across a wide range of marketing functions, with a relatively even split between internal process optimization and direct customer-facing interactions.



The Unstructured Data Opportunity Gap

While home services marketers are actively using AI to mine a variety of data sources, a significant opportunity is being underutilized. Organizations are highly likely to analyze social reviews (67%), chat logs (54%), and website site-search queries (50%), but less likely to mine the rich, high-intent data contained within call recordings and transcripts (37%).

Unstructured data sources marketers are actively mining with AI

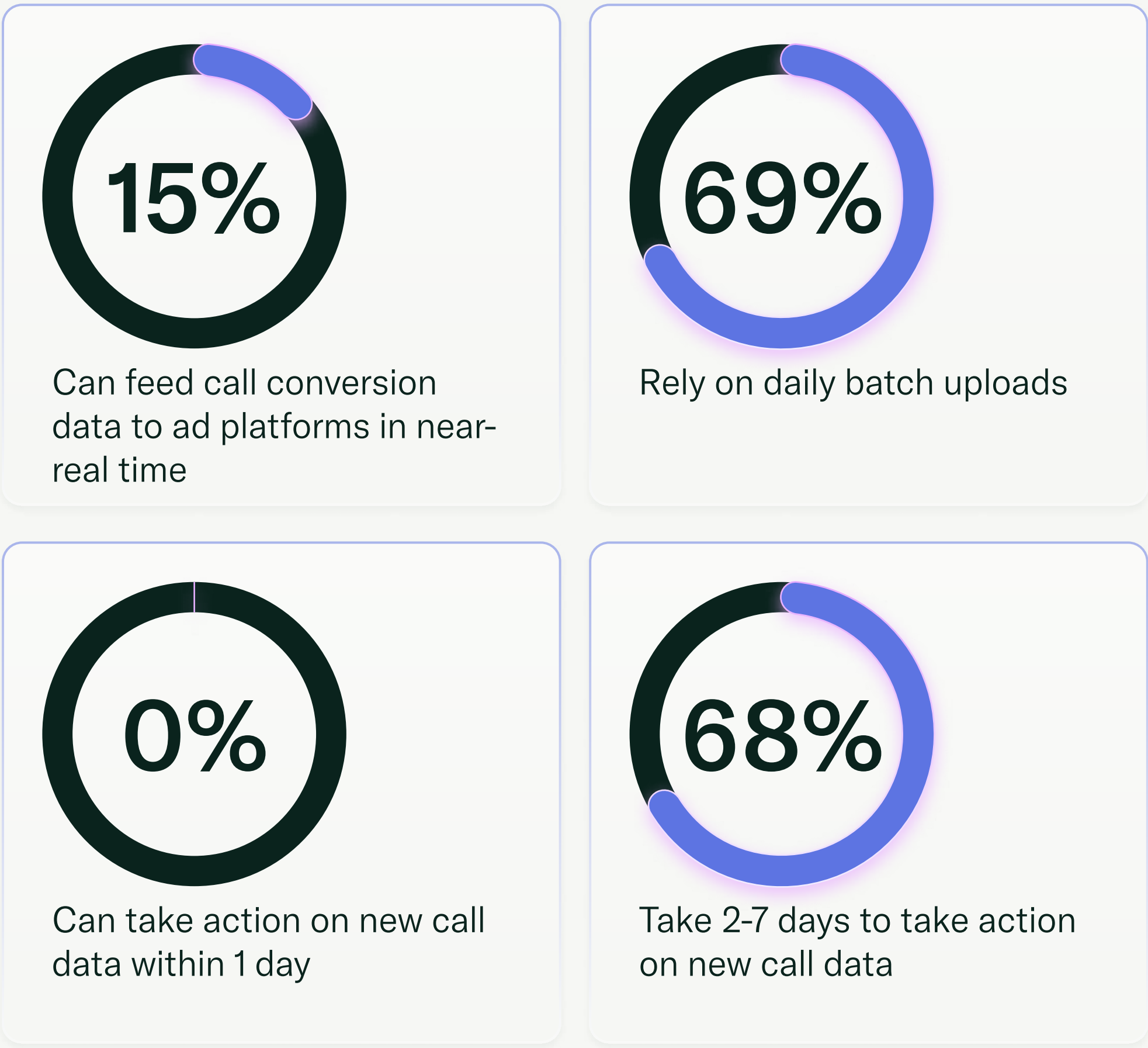


This gap is a strategic vulnerability, as calls contain the unfiltered voice of the customer—their explicit intent, objections, and sentiment—data that is orders of magnitude richer than clicks or form fills. Buying journey optimization is only as strong as the weakest link, and this lack of first-party data creates a critical gap in understanding qualification, objections, conversion drivers, and revenue attribution.

The Critical Latency Problem

Perhaps the most significant operational failure identified is the "insight-to-action" gap—a major leak in the marketing funnel. The data reveals a costly delay between when an insight is discovered and when it can be acted upon. When optimization signals are delayed, budget is spent on yesterday's picture of demand.

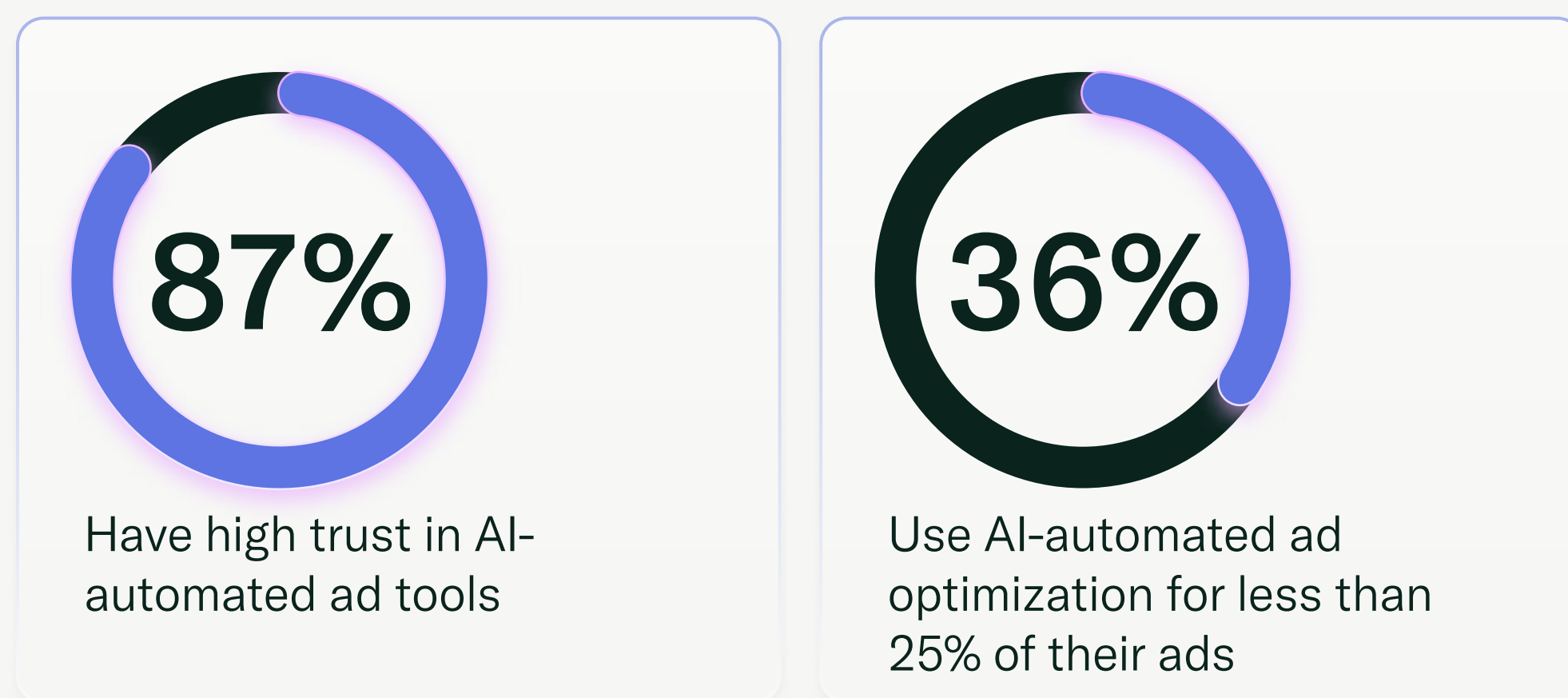
We found that only 15% of home services organizations can feed call conversion data to ad platforms in near real-time, which is essential for agile optimization. A majority (69%) still rely on slower daily batch uploads.



Critically, the latency is severe for insights from unstructured data. Not a single home services marketer surveyed can turn a new insight from a source like a phone conversation into a live campaign change on the same day. The vast majority (68%) take between two and seven days, a delay that severely blunts the competitive advantage AI is meant to provide.

AI Advertising Optimization Confidence Is High, Utilization Could Be Higher

Digital advertising platforms like Google and Meta have powerful AI systems that can automatically manage ad campaigns. While home services marketers trust this technology, there's a clear gap between their confidence in the tools and how much they're actually using them.



The data reveals a core tension: nearly 87% of home services marketers have "High" or "Full" trust in AI-automated ad tools like Google Performance Max, Smart Bidding, and Meta Advantage+. Yet just over one-third use them to optimize 25% or less of their total ad spend.

This gap suggests home services marketers are comfortable ceding tactical execution to AI but are reluctant to surrender strategic control.

What Home Services Marketers Need To Increase AI Ad Automation

Home services marketers want more oversight—a glass box, not a black box. So, what's holding them back from handing over more control? Home services marketers say they need more transparency and better guardrails to feel comfortable scaling up.

This operational friction leads directly to the final, and most critical, disconnect: the chasm between how home services marketers believe their AI is performing and how customers are actually experiencing it.



The Great Disconnect Of Marketer Perception And Consumer Reality

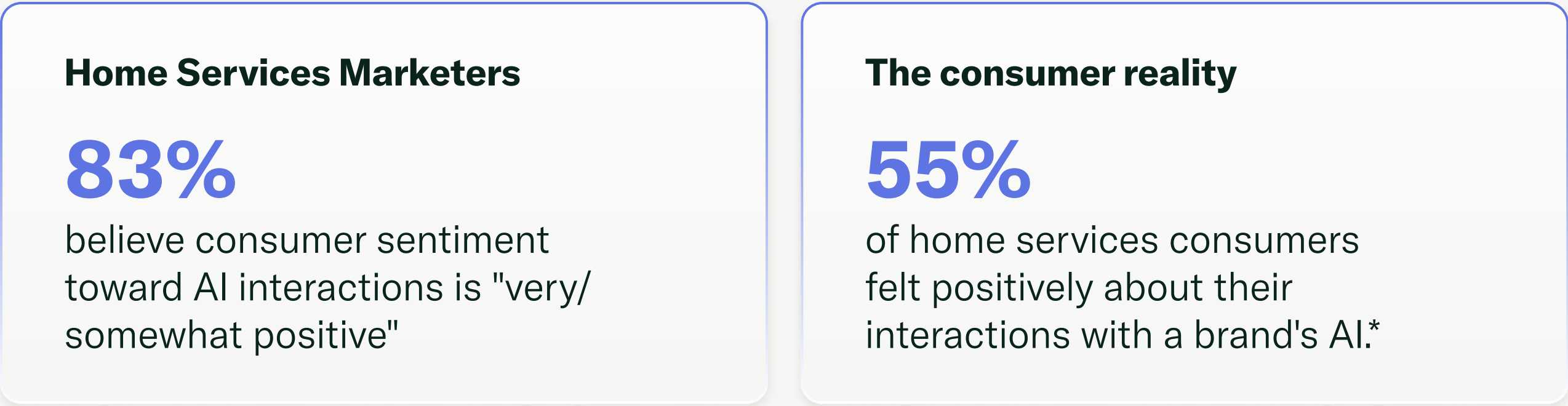
The gap between internal perception and external reality represents one of the single greatest risks in any business strategy, and AI is no exception. The survey data, when contrasted with consumer reporting, quantifies a profound disconnect between how home services marketers view their AI-driven customer interactions and how consumers actually experience them.

This blind spot has the potential to erode brand trust and undermine the very customer experience that AI is intended to improve.



Perception Vs. Actual Consumer Sentiment

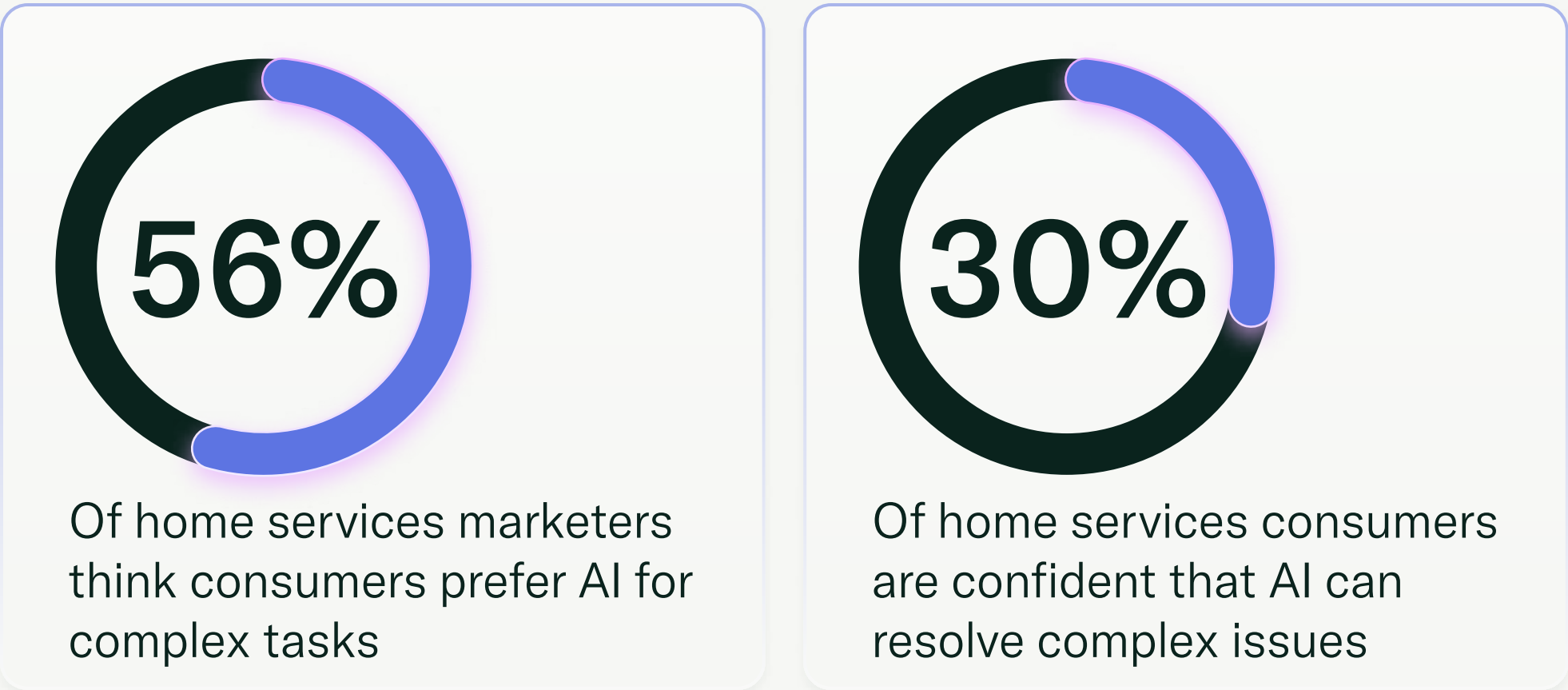
Home services marketers are overwhelmingly confident that their AI-powered tools are creating positive experiences for customers. Consumers, however, report a starkly different reality.



*Source: [The Home Services Buyer Experience Report, Invoca, 2025](#)

Misalignment On High-Stakes Interactions

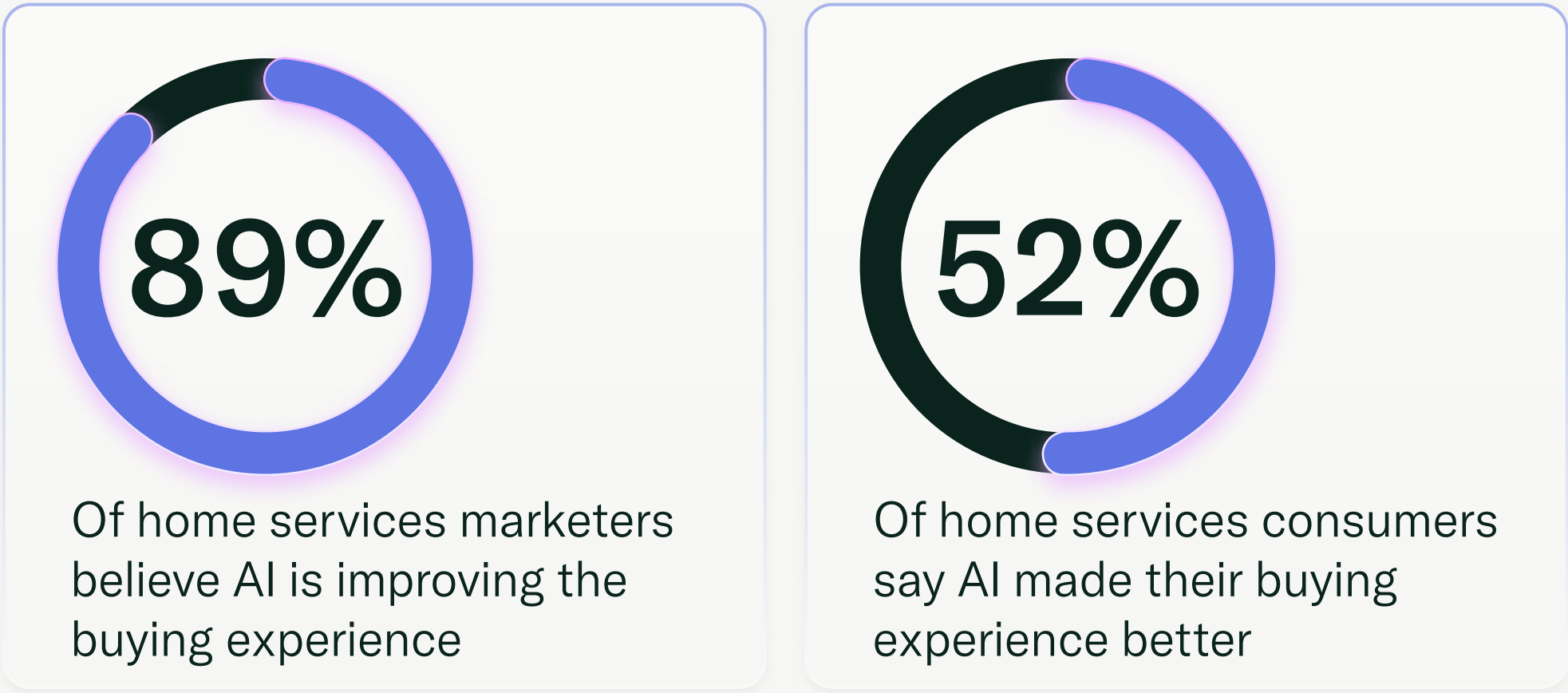
This disconnect extends to how AI should be used for different types of customer needs. Home services marketers believe consumers are ready to trust AI with significant decisions, but consumer confidence remains low for complex issues.



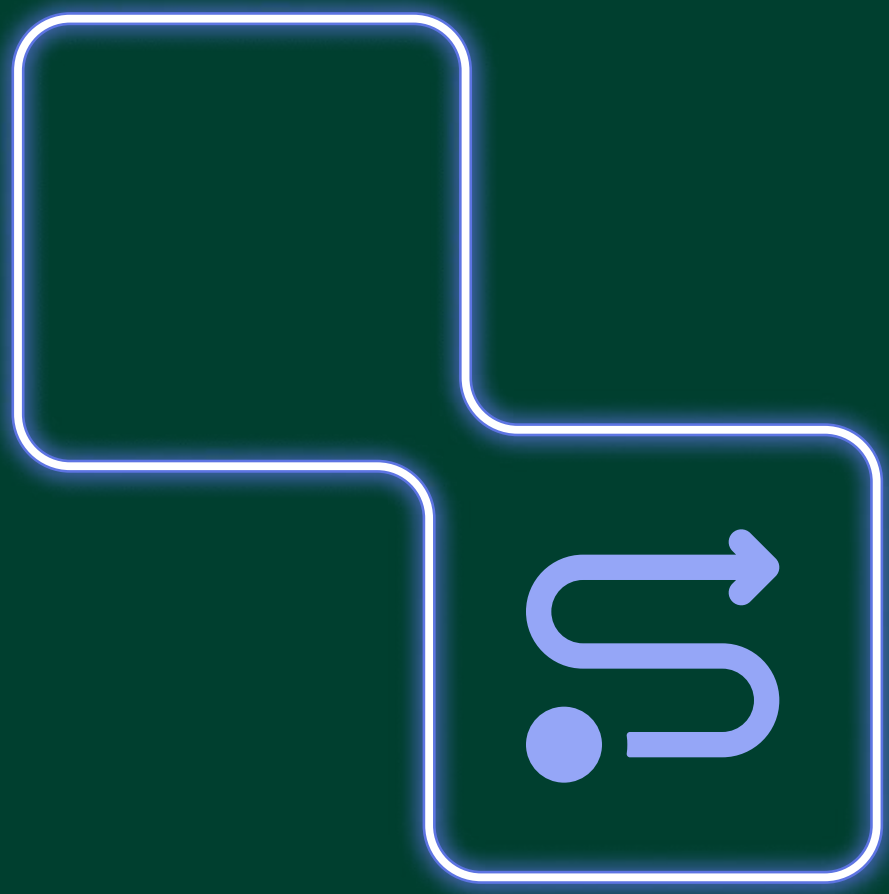
Over half of home services marketers (56%) believe consumers prefer AI for helping with complex tasks when making high-value purchase decisions. This stands in direct contrast to consumer survey findings, which indicate that only 30% of consumers are confident that AI can successfully resolve a complex issue.

The Bottom-Line Impact On Customer Experience

The ultimate measure of success is whether AI is making the customer's journey better. On this point, the disconnect is severe. A remarkable 89% of home services marketers believe AI is improving the customer experience across the buying journey. This optimistic internal assessment is directly contradicted by home services consumer feedback, where only 52% of consumers report that AI actually made their buying experience better.

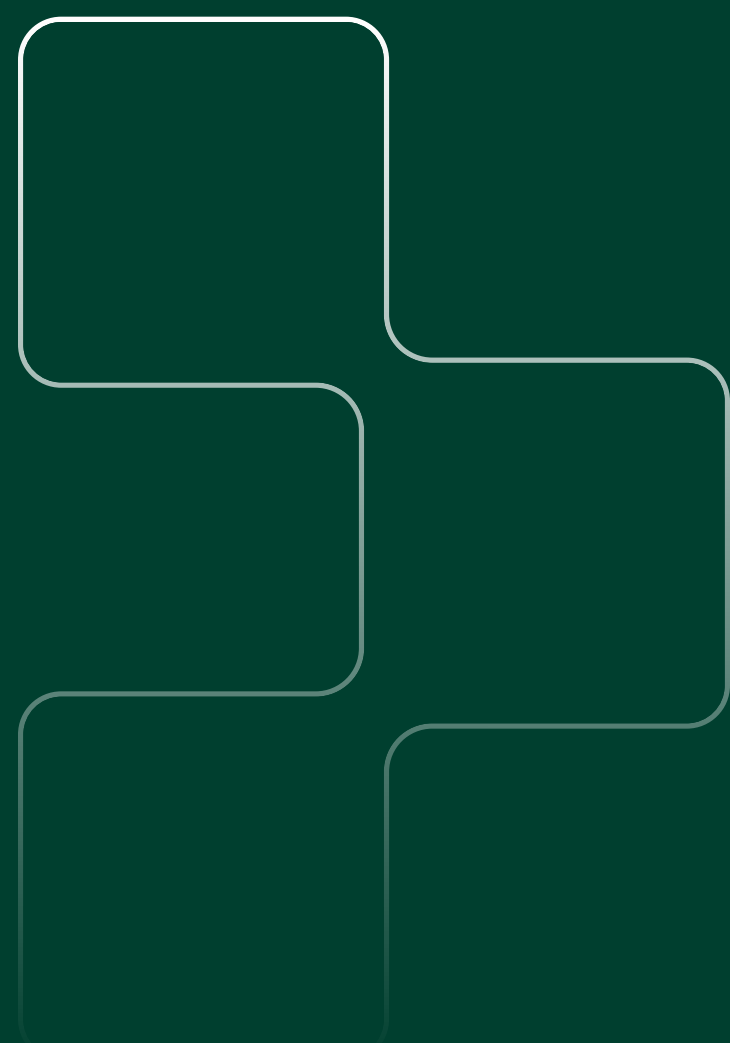


This chasm between belief and reality is not a minor discrepancy; it is a fundamental strategic threat that requires immediate and decisive action from leadership.



Strategic Imperatives For Home Services Marketing Leadership

The findings of this report reveal a market in a state of productive turmoil. It is an industry fueled by immense optimism and urgency, backed by more aggressive investment than most other sectors, but simultaneously plagued by strategic blind spots, operational friction, and a dangerous disconnect from its customers. To navigate this landscape successfully, home services marketing leaders must move beyond ambition and address these challenges directly. The following imperatives provide a clear and actionable framework for closing these critical gaps.



Mandate An Objective Reality Check On Competitive Standing

The belief held by 90% of home services marketers that they are outpacing the competition is a statistical fallacy and a significant strategic risk. Leadership must challenge this internal assumption and commission a formal, data-driven competitive intelligence review. Grounding AI strategy in the reality of the market—not in collective optimism—is the first step toward building a sustainable advantage. Failing to do so means navigating the market with a dangerously distorted map.

Bridge The Investment-Ambition Gap

While home services shows more aggressive AI investment than most industries (25% allocating over half their martech budget to AI), there remains a fundamental misalignment between perceived value and actual outcomes. If 87% of leaders believe AI is essential to hitting 2026 targets, yet 41% feel they're already investing too much, the issue is not the amount of spending but the efficiency of that spending. Leadership must prioritize initiatives that demonstrate clear ROI and establish metrics that directly link AI investment to business outcomes, or risk stakeholder confidence eroding.

Prioritize The "Insight-To-Action" Workflow

Insight latency is a primary inhibitor of AI's value. The multi-day delay between data discovery and campaign activation neutralizes the speed advantage AI should provide. Leadership must prioritize investments in the technology and processes required to close this gap. A specific focus should be placed on integrating high-value, first-party unstructured conversational data—currently mined by only 37% of home services organizations—and enabling near real-time optimization, a capability just 15% possess today. First-party conversation data must be part of the control system for AI. Combine digital interactions, conversation data, and confirmed conversions to ground models in real outcomes, in real time.

Ground AI Strategy In Validated Customer Feedback

The profound disconnect between marketer perception and consumer reality is the most significant threat to brand trust revealed in this study. Leadership must immediately institute closed-loop mechanisms for validating every AI initiative against actual customer sentiment and preference data. Relying on internal assumptions is no longer acceptable when the stakes are this high. Without this validation loop, the organization is not innovating; it is merely guessing at the customer's expense.



Charting A Course For AI-Driven Growth

The findings from this research present a clear verdict on the state of the home services marketing sector. The landscape is defined by a potent combination of competitive urgency, aggressive investment, and a willingness to move quickly on AI—even if it means accepting significant risks. This mindset has created a critical disconnect between internal beliefs about AI's success and the market's actual experience—a gap rooted in operational failures to activate the most valuable customer data across the entire buying journey.

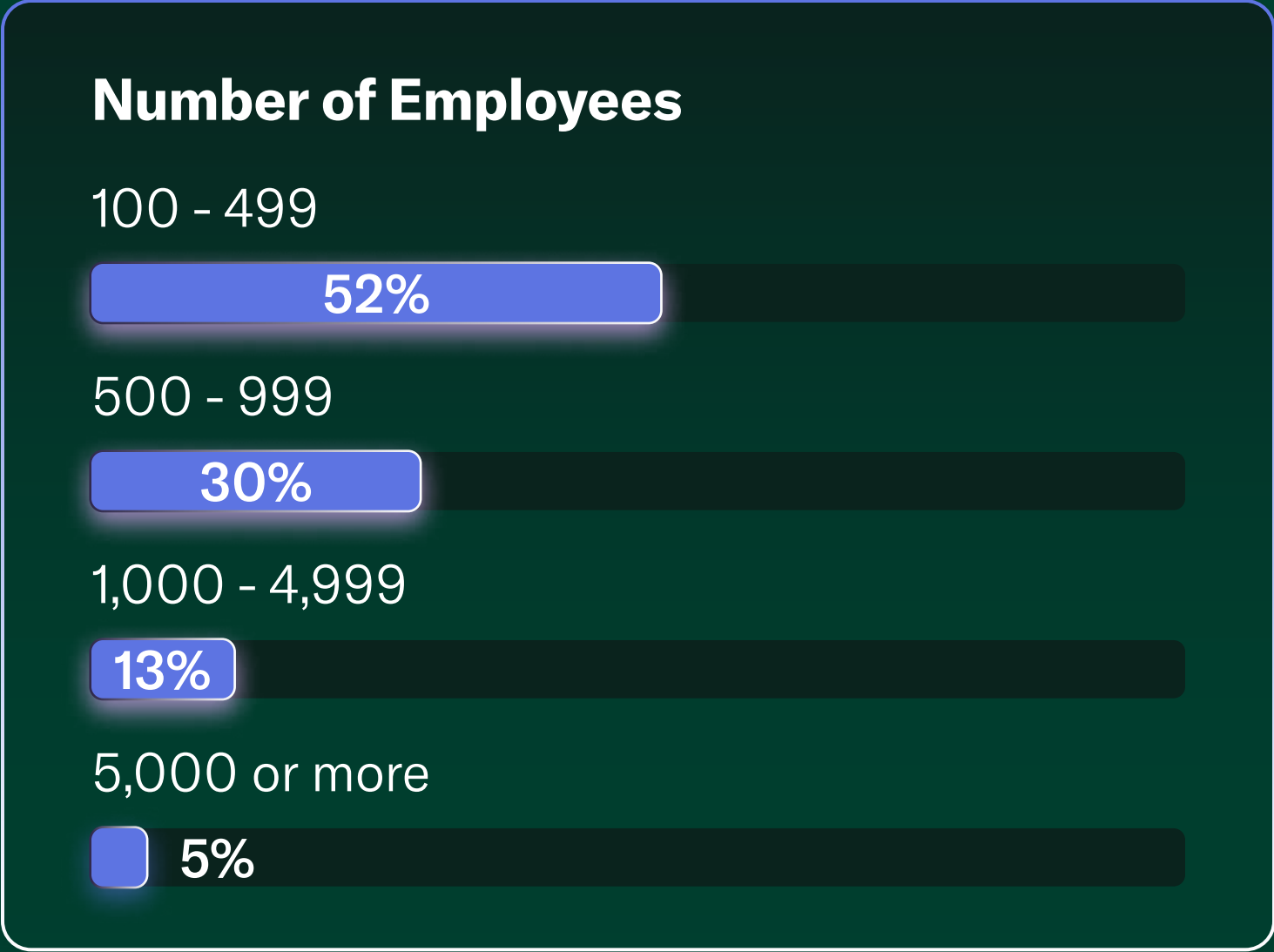
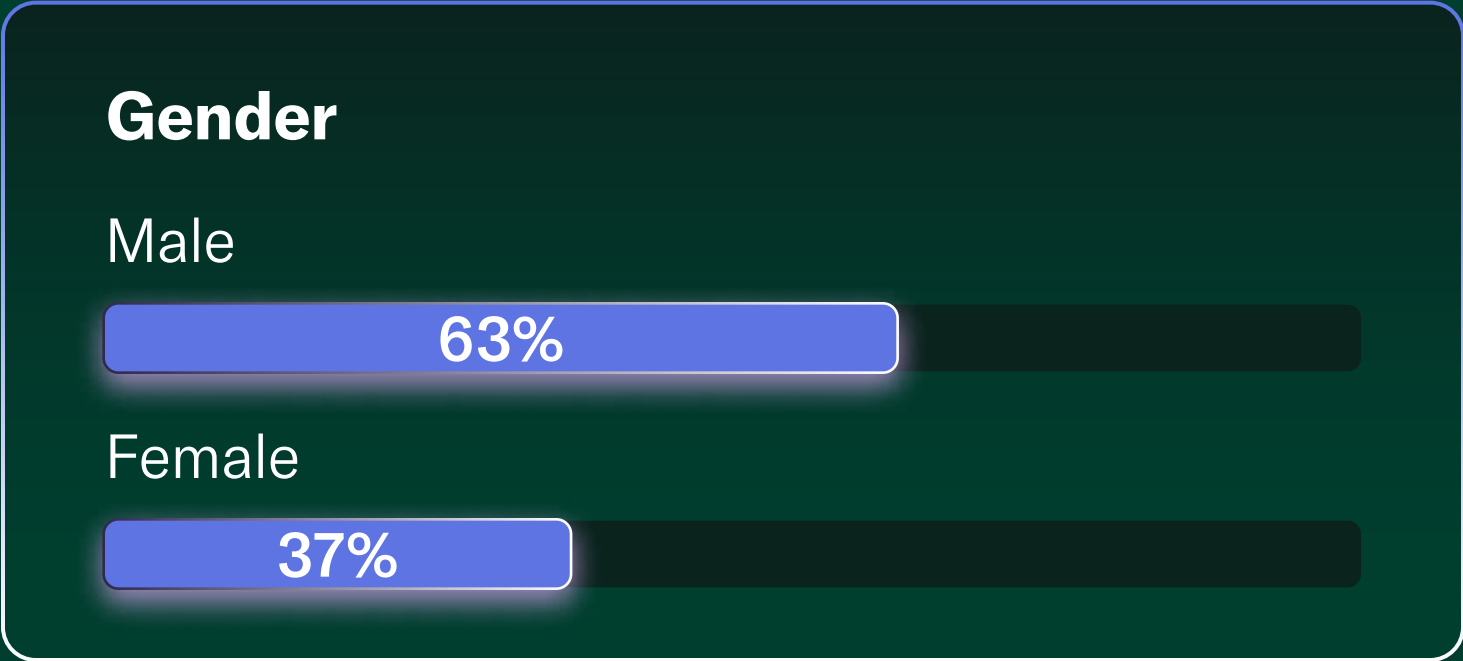
Home services stands out as one of the most aggressive AI adopters in B2C marketing, with double the rate of organizations allocating over half their budget to AI compared to the overall market. This bold commitment is matched by an equally bold deployment posture, with 39% sprinting versus 25% in the overall market. However, this speed comes with heightened risks: operational latency remains severe, with zero organizations able to act on unstructured insights within a day, and a stark perception gap exists between what marketers believe customers want (56% think consumers prefer AI for complex tasks) and what consumers actually experience (only 30% are confident in AI for complex issues).

The true AI winners will not only be the fastest adopters, but the most astute. They will be the organizations that ground their AI strategy not in ambition alone, but in operational excellence and an unwavering commitment to using data to understand and enhance the actual, not perceived, buyer experience. The capital and brand equity lost by today's overconfident 'sprinters' will become the market share acquired by the more deliberate, customer-obsessed organizations of tomorrow.

Report Methodology

100 full-time home services marketing professionals with manager or higher titles at U.S. home services companies with 100 or more employees were surveyed. Results may not total to 100% due to rounding and multiple selection options. The field survey was performed by Sago Online Research.

Demographics



Age was distributed across generations, with the majority being Millennials and Gen X.

