

The 2025 AI and Marketing Performance Index

A data-driven report on how high-performing teams are accelerating marketing cycles

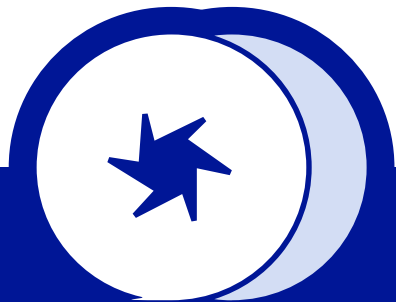


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Introduction

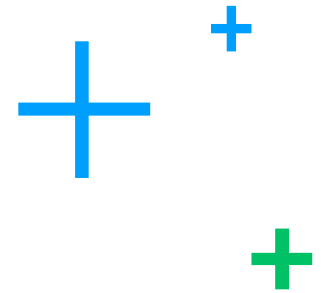
Despite the rapid evolution of technology and ongoing emergence of artificial intelligence (AI), which drives the idea that the marketer's job is getting easier, the opposite seems to be true. **An 89% majority of marketers surveyed agree that pressure to achieve better results in less time has increased significantly in the last two years.** These demands not only require more output, but better outcomes (and in less time).

Amid this rising pressure, marketing teams are tasked with finding technology that can be used as a lever for acceleration and impact, all while facing challenges like limited resources and expertise, compliance and security threats, and more. But there is hope amongst marketers surveyed about the potential positive impact of AI, not only on the way they operate, but on their revenue contribution and growth metrics. In fact, **nine out of ten marketers believe AI could accelerate their marketing growth**, with nearly three-quarters expecting more than a 10% boost in performance.

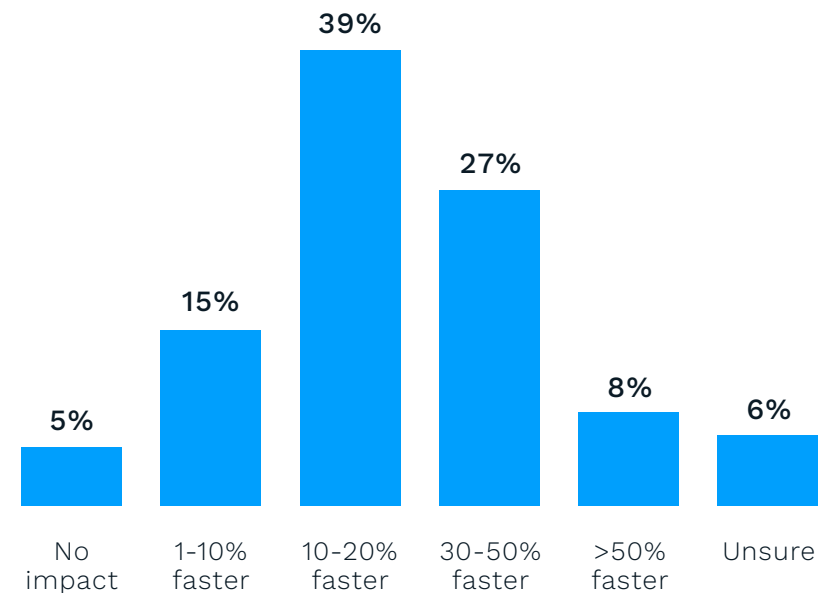
This report explores how marketers are navigating this AI-driven transformation. To examine where AI is being adopted, how it's making a measurable difference, and where untapped opportunities remain, we conducted an anonymous survey of over 300 marketers in partnership with Ascend2 Research. As a third-party research firm, Ascend2 provides objective data collection and analysis, ensuring that the insights in this report represent a balanced and credible view of marketing trends and technology adoption.

We discovered how high-performing teams use AI as an engine to compound their growth over time and deliver high-impact results.

Keep reading for more insights and breakdowns.



How much faster do you estimate AI-powered technology could accelerate your marketing growth compared to your current approach?



Key findings

- + **AI adoption is accelerating, and so is pressure to perform.** 89% of marketers say pressure to deliver better results in less time has increased significantly in the past two years. In response, most are turning to AI for more than just efficiency. 74% believe AI can accelerate growth by at least 10%, with over a third expecting gains above 30%.
- + **Fast growth comes from fast cycles.** Efficient marketing cycles are strongly correlated to significant revenue growth. Those who experienced significant revenue growth in the last year are more likely to have “fairly fast” or “extremely fast” marketing cycles (54%), compared to those who experienced less growth last year (28%).
- + **AI works best with a human in the loop.** Marketers are proceeding with caution when it comes to AI autonomy. While AI adoption is rising, 86% believe human intervention improves AI effectiveness, especially in areas like personalization, content creation, and predicting customer behaviors.
- + **High-growth teams are ahead of the AI curve.** Organizations reporting the most significant revenue growth are consistently more likely to report current use of AI in their marketing processes, especially in predicting customer behavior (48% of high-growth companies vs 37% all others), automating audience segmentation (37% vs 25%), and optimizing SEO (34% vs 25%).
- + **Hurdles to AI adoption include security, integration, and honing AI expertise.** 45% cite data security concerns among the biggest barriers to AI success, 37% struggle with integrating existing systems with AI tools, and 32% lack internal expertise. Organizations that prioritize secure infrastructure allowing for self-serve data access and internal upskilling will have the competitive edge.

High-performing segments

Throughout this report, we highlight high-performing subsets of marketers to gain insight into what sets them apart. Look for these icons to discover what high-achieving teams — in the form of rapid growth, efficient execution, or effective strategies — are doing differently to achieve success.



High-growth: 23% of marketers surveyed have experienced significant revenue growth at their company in the last year. This group gives us insight into what sets apart the best-in-class.



Marketing cycle efficiency: 34% of marketers describe their marketing cycle as “fairly fast” (rarely causing delays) or “extremely fast” (operating at peak efficiency). We examine the perspectives of this group of highly efficient marketers to determine best practices in developing streamlined campaign execution.



Marketing effectiveness: 22% of marketers feel that their current marketing approach is very effective at achieving faster growth over time. What are the most effective marketers doing differently than their less effective peers?

1.0 Priorities and challenges

Marketers aim to move faster and smarter

In the year ahead, marketers will focus their efforts on reaching the right audience through improved targeting (45%) as well as integrating AI into everyday workflows (37%). Optimizing marketing spend is also top-of-mind: More than one in three marketers aim to prove ROI and ensure every dollar delivers impact. Speed and responsiveness are also becoming key differentiators, with nearly one-third of respondents reporting that adapting to shifting customer behaviors and using real-time data to make faster campaign adjustments are top priorities to improve performance in the coming year.



HIGH-GROWTH

High-growth organizations are notably more focused on **agility**. These top performers are significantly more likely than others to prioritize the use of real-time data to adjust campaigns quickly (41% of high-growth companies vs 27% all others) and accelerate response to shifting customer behavior (38% vs 29%).

When marketers can turn real-time campaign insights into data-backed decisions to adjust campaigns, results significantly improve. And when this can be done nimbly, the result is faster iterations, accelerated optimization, and compounded growth over time.

In the year ahead, what are your top priorities to improve marketing performance?

Reaching the right audience with better targeting

45%

Integrating AI into team processes

37%

Proving ROI and maximizing budget impact

34%

Balancing brand-building with performance marketing

32%

Accelerating response to shifting customer behavior

31%

Using real-time data to adjust campaigns quickly

30%

Speeding up campaign execution

29%

Testing and optimizing marketing in real time

23%

Scaling personalized content and experiences

22%

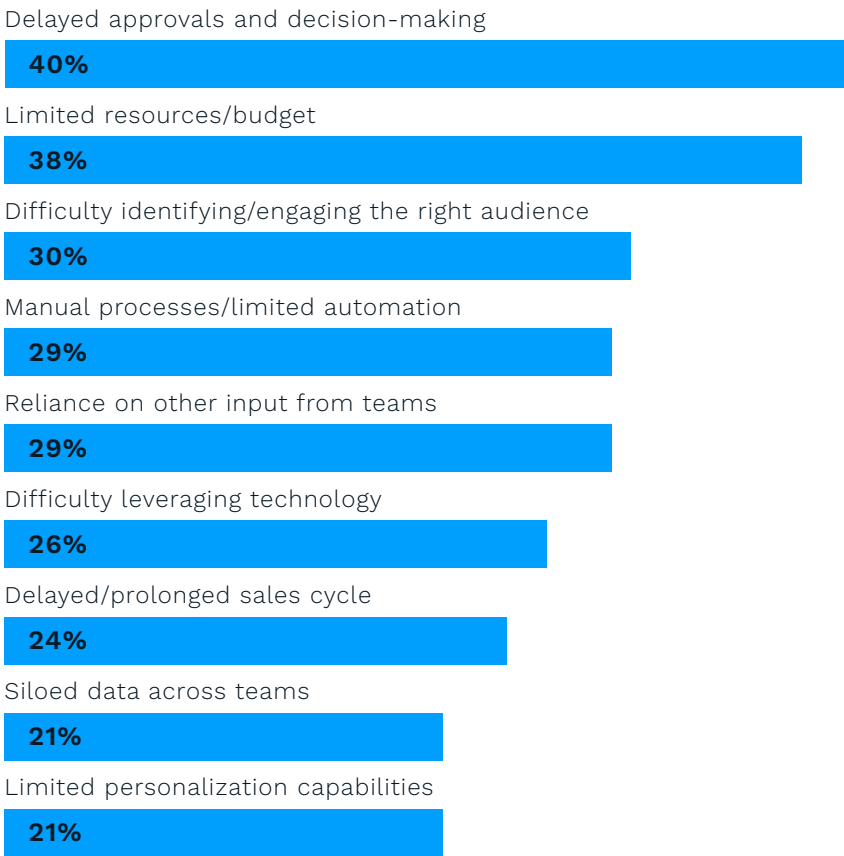


The hidden cost of marketing delays

When it comes to accelerating growth, marketers are running into familiar roadblocks. Delays with approvals and decision-making is the number one challenge impeding marketing teams. Limited resources and budget constraints are close behind, reported by 38% of marketers surveyed, and identifying and engaging the right audience is a struggle for 30%.

As marketers work toward being more agile and efficient, other operational inefficiencies are also causing issues. Manual processes, cross-functional dependencies, and effectively leveraging technology are common for over one-quarter of marketing teams.

What are the biggest challenges preventing your marketing from growing faster or achieving better results?



MARKETING EFFECTIVENESS

- + Only 22% of marketers feel that their current strategy is “very effective” at achieving **faster growth over time**. Marketing strategy effectiveness, however, is heavily correlated with revenue growth. In fact, high-growth companies are 5x more likely than others to have highly effective marketing strategies (56% vs 11%).
- + **The importance of data democratization.** When data is accessible and interpretable across the organization, reliance on analysis or sign-off from other departments is largely avoided, decisions happen faster, efforts become scalable, and marketing campaigns become more agile.
- + Teams with the **most efficient marketing cycles** are less likely to feel that siloed data (19% vs 23%) and delayed approvals (34% vs 43%) are getting in the way of growth at their organization. When data flows freely and workflows aren’t riddled with bottlenecks, marketing cycles (and growth) are accelerated.

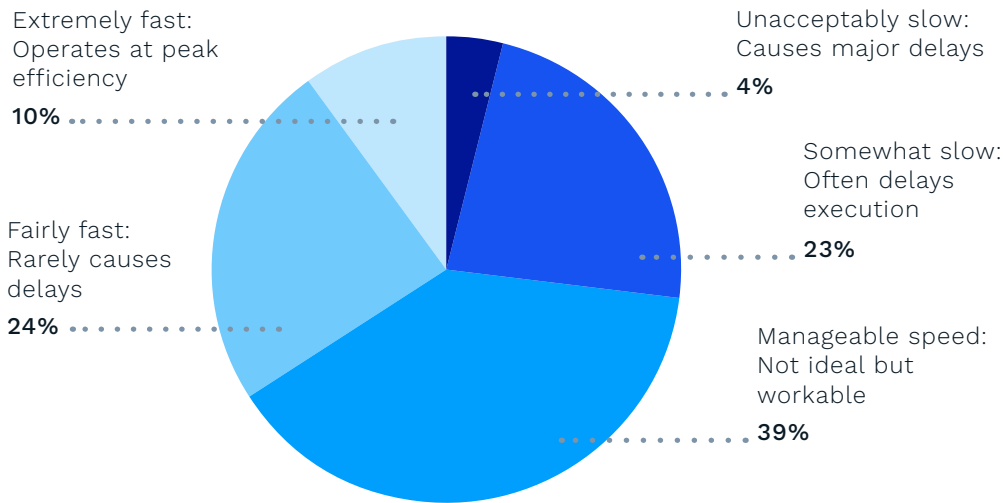
2.0 Evaluating the marketing cycle

Slow marketing cycles are stunting growth

Despite AI solutions and automation being widely available to marketing teams, data suggests that there is still significant room for improvement when it comes to accelerating the marketing cycle. Two-thirds of marketers still describe their campaign cycle speed as suboptimal, either “unacceptably slow,” “somewhat slow,” or merely “manageable.” In fact, only 10% report operating at peak efficiency.

This sentiment suggests that tools augmenting copywriting or generating images may streamline isolated tasks, but they aren’t working to solve the deeper operational roadblocks that plague the marketing cycle. GenAI simply isn’t enough to make transformative strides in efficiency and growth.

How would you describe the speed of your marketing cycle from campaign ideation to execution?



HIGH-GROWTH

Faster marketing cycles = more growth.
Of the marketers surveyed, high-growth teams were those who were able to launch campaigns faster; nearly **70% of high-growth teams report being able to launch a campaign in under 30 days.**

On average, how long do you estimate your marketing cycle is from campaign ideation to execution?

	High growth	All others
< 7 days	14%	5%
7 - 15 days	27%	18%
16 - 30 days	28%	38%
31 - 60 days	18%	21%
61 - 90 days	6%	10%
> 90 days	7%	8%

Faster cycles don’t just improve marketing efficiency, they drive growth. Discover how [GrowthLoop’s compound marketing engine](#) can help you streamline campaign execution, reduce delays, and turn agility into a competitive advantage.

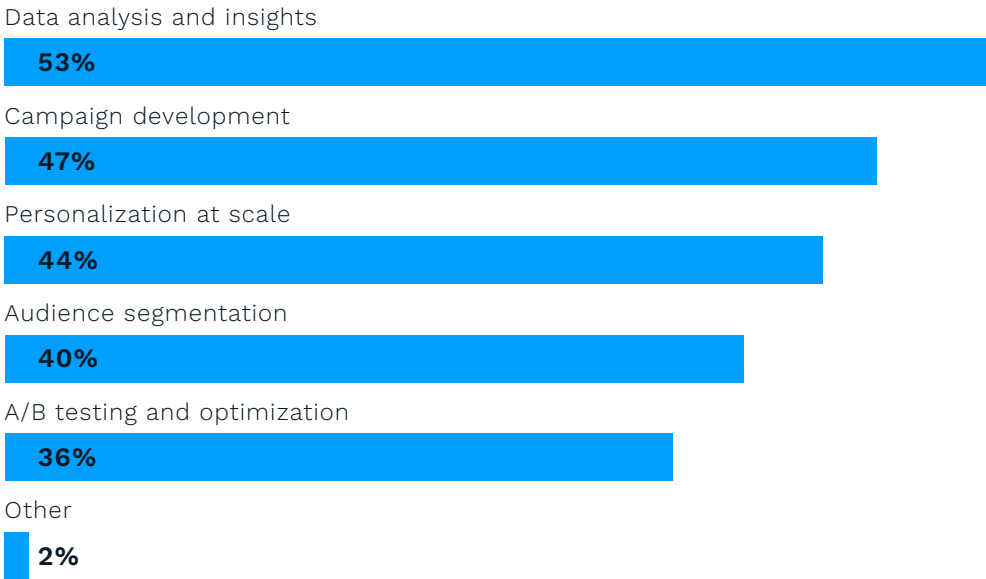
Biggest bottlenecks

For more than half of marketers (53%), **data analysis and insights** represent the biggest roadblock in moving campaigns forward, followed by **campaign development** (47%) and **personalization at scale** (44%). These delays often stem from siloed data and teams, connected by manual or antiquated workflows that make the process of determining who to target (and with what content) slow and problematic.

But as marketing accelerates, so must the systems that support it. When teams can measure and act on performance metrics in real time, without waiting on technical support, they’re empowered to build and launch the personalized, omnichannel journeys that drive real results.

This is where AI can change the game. From intelligent audience segmentation to real-time performance optimization, the next generation of AI tools has the potential to eliminate bottlenecks and transform how marketers work. In fact, teams that are currently using AI are more likely to have marketing cycles that are less than 30 days compared to those that don’t use AI (66% vs 45%). In the following section, we’ll provide more data-backed insights that demonstrate just how much of an impact the right AI tools can have on marketing acceleration and growth.

Which areas cause the most delays/bottlenecks in your marketing cycle?



HIGH-GROWTH

Fast growth comes from fast cycles.

Efficient marketing cycles are strongly correlated to significant revenue growth. Those who experienced significant revenue growth in the last year are more likely to have “fairly fast” or “extremely fast” marketing cycles (54%), compared to those who experienced less growth last year (28%).

3.0 A case for AI adoption

AI as a catalyst for growth

Marketers see potential for AI applications across a wide range of marketing functions. Two-thirds point to data analysis and insights as the biggest opportunity, followed closely by campaign development (52%), audience segmentation (44%), and personalization at scale (39%). There is strong alignment between current inefficiencies and potential benefits of AI; the same areas causing marketing bottlenecks are also where marketers feel they have the most to gain from AI.

Potential benefits of AI vs biggest bottlenecks in the marketing cycle.

Data analysis and insights

66%

53%

Campaign development

52%

47%

Audience segmentation

44%

40%

Personalization at scale

39%

44%

A/B testing and optimization

33%

36%

● Benefit ● Bottleneck



Where can marketers gain the most from AI? In products that provide data analysis and insights. With the GrowthLoop Compound Marketing Engine, you can ingest and analyze data from in-flight campaigns, enabling AI agents to make continuous audience, journey, and channel-level recommendations. [Learn more.](#)

Awareness is growing that AI is a tool for more than just doing the same work faster. While 66% see AI as a tool for improving efficiency, just as many (67%) view it as a catalyst for growth, helping teams amplify their impact and expand their capabilities. Only 5% of marketers believe AI won't be useful to their efforts, showing just how broadly AI is viewed as transformative both the pace and power of marketing efforts.

66%

OF MARKETERS FEEL THAT AI IS A TOOL FOR EFFICIENCY (DOING THE SAME WORK BUT FASTER).

67%

OF MARKETERS FEEL THAT AI IS A TOOL FOR GROWTH (ENABLING NEW CAPABILITIES AND AMPLIFYING IMPACT)

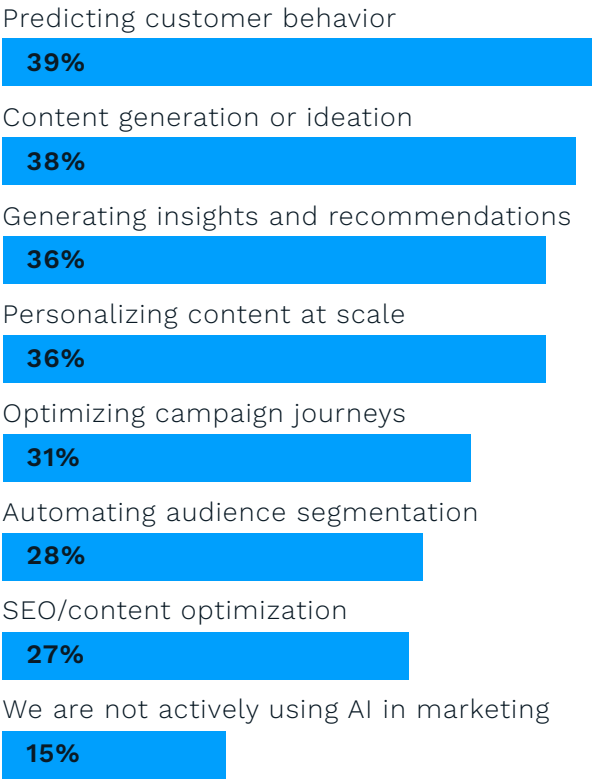
5%

OF MARKETERS FEEL THAT AI IS NOT USEFUL FOR MARKETING AT THIS TIME

Current applications of AI in marketing

Marketers are already putting AI to work in meaningful ways, using these tools to improve efficiency as well as enhance strategic decision-making and deliver more relevant experiences. The most common applications focus on predicting customer behavior (39%) and content generation or ideation (38%). These are followed closely by generating insights and recommendations and personalizing content at scale.

In what areas is your organization currently using AI in your marketing processes?



MARKETING EFFECTIVENESS

Marketers who rate their efforts as very effective are significantly more likely than others to have AI embedded into areas such as optimizing campaign journeys, personalizing content at scale, and predicting customer behavior. They’re also more likely to leverage AI for insights and recommendations and SEO optimization.

In what areas is your organization currently using AI in your marketing processes?

	Highly effective marketing strategy	All others
Optimizing campaign journeys	45%	28%
Personalizing content at scale	45%	33%
Predicting customer behavior	45%	38%
Generating insights and recommendations	43%	33%
SEO/content optimization	34%	25%
Content generation or ideation	33%	39%
Automating audience segmentation	30%	27%
Not actively using AI in marketing	6%	18%



HIGH-GROWTH

High-growth companies are **significantly more likely to use AI across all areas of marketing**. The widest gaps between high-growth teams and others are in the application of AI for predicting customer behavior (48% vs 37%), automating audience segmentation (37% vs 25%), and SEO/content optimization (34% vs 25%).

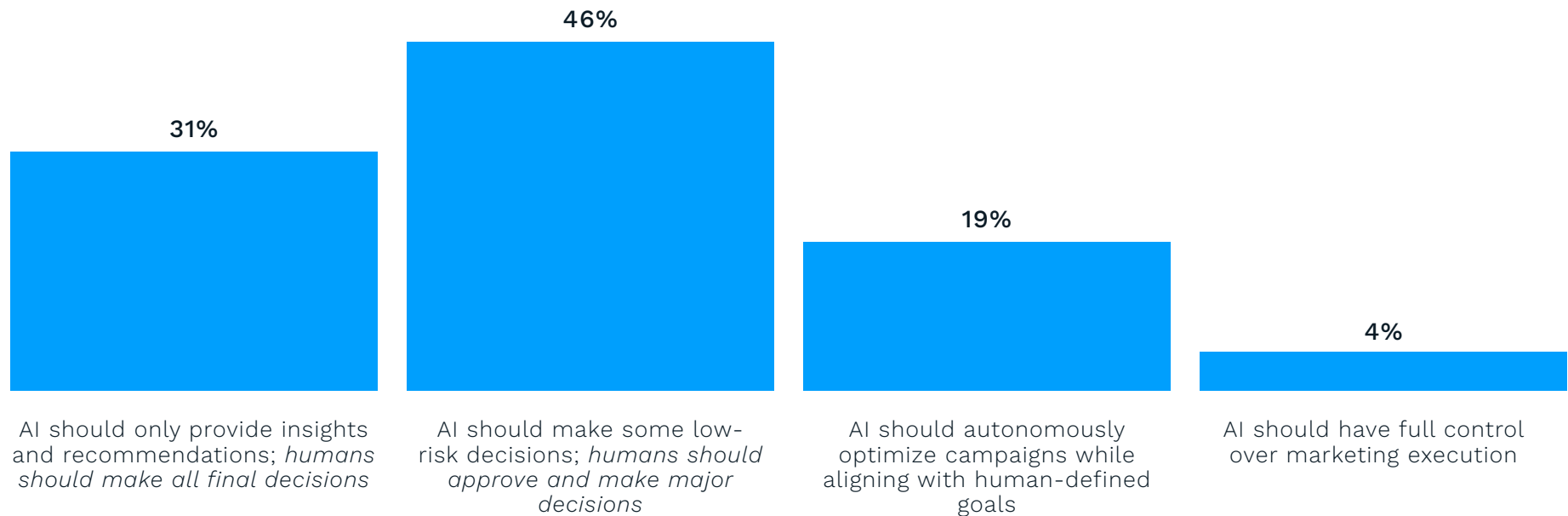
4.0 AI and human harmony

AI needs oversight

Less than one-quarter of marketers surveyed allow AI to operate autonomously for tasks like predicting customer behavior (22%), content generation or ideation (22%), and personalizing content at scale (19%). Even fewer are allowing AI to take actions like generating insights and recommendations (18%) or optimizing campaign journeys (17%). Just 15% allow AI to automate audience segmentation or optimize SEO and content without human intervention. In short, marketers are proceeding with caution when it comes to a true “hands-off” approach.

The human-in-the-loop model reigns supreme. Marketers aren’t shying away from AI, but they are defining boundaries for it. The overwhelming majority of marketers (77%) believe AI should either make low-risk decisions under human oversight (46%) or only provide insights while humans make all final decisions (31%). One in five marketers feels that AI should autonomously optimize campaigns while aligning with human-defined goals. Only 4% feel AI should be in full control of executing marketing efforts.

What role should AI have in the marketing strategy and execution?



AI is stronger with guardrails

While marketers are intrigued by AI's potential, **86% believe human intervention makes AI more effective**. Even in areas where AI is being used autonomously, marketers overwhelmingly feel that human oversight is still necessary.

AI can speed up decision-making, accelerate and expand data analysis, and personalize at scale, but humans still need to contextualize and ensure brand voice, stay on track with business goals, and course-correct if needed. While most marketers agree that AI is necessary for effective execution, they feel that human input is needed in personalization, predictive behavior modeling, and content creation. These areas require contextual insight and a voice that humans are better equipped to provide than machines.

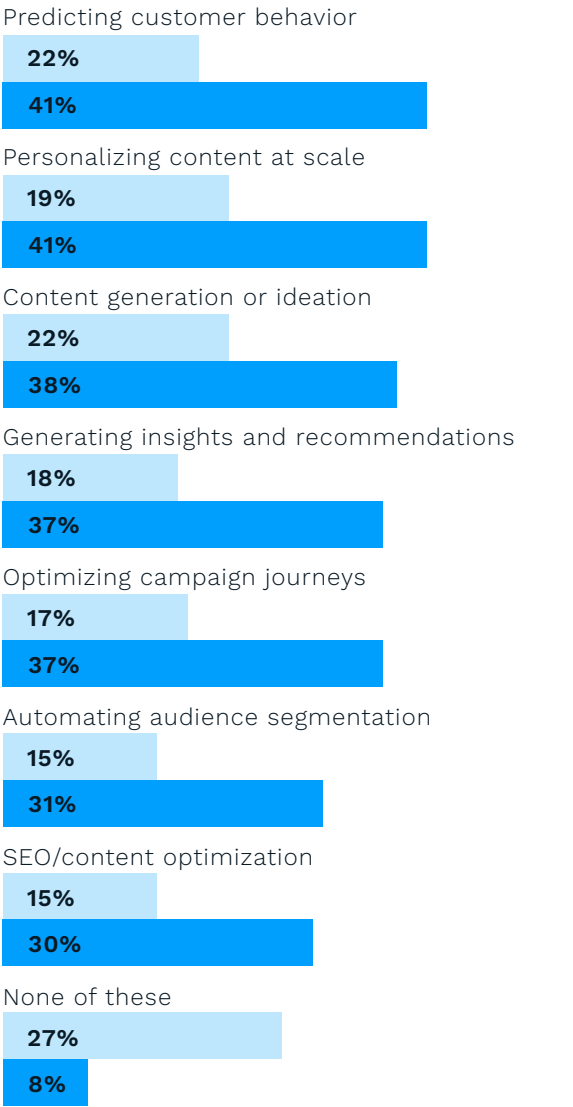


AI is a strategic partner, not a standalone operator. Marketers show caution when it comes to AI managing audience segmentation, journey optimization, and campaign refinement. 85% believe some level of oversight is necessary and only 15% feel comfortable letting AI operate with minimal or no oversight.

If AI could adjust audiences, optimize journey paths, and refine campaigns in real time, how much control should humans retain?

Full oversight <i>(AI suggests, but humans execute all actions)</i>	30%
Moderate oversight <i>(AI executes some actions, but human approval is required for key decisions)</i>	55%
Minimal oversight <i>(AI executes autonomously within predefined guardrails)</i>	13%
No oversight <i>(AI fully manages marketing execution without human intervention)</i>	2%

Areas where an AI solution is executing marketing actions autonomously vs. Areas where human intervention is necessary to ensure AI effectiveness.

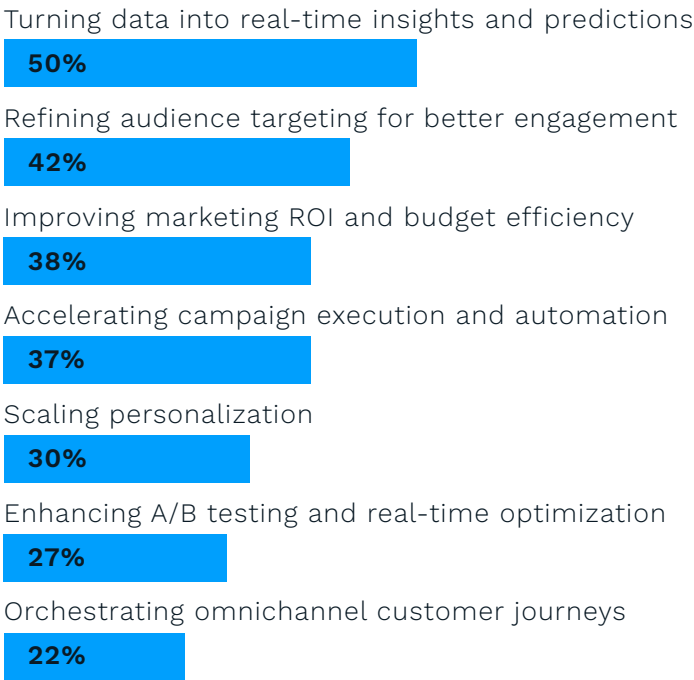


Use of Autonomous AI Necessary Human Intervention

Building AI talent in marketing

Nearly three-quarters of those surveyed would prefer to upskill existing employees on AI rather than replacing employees with AI-savvy talent. In addition, AI skills are now a hiring priority with nearly half of organizations actively seeking AI proficiency in new hires. Only one out of ten marketers isn't equipping their workforce with AI skills.

In which areas would your team most benefit from having AI expertise in the next 12 months?



HIGH-GROWTH

High-growth companies are significantly more likely to see value in accelerating campaign execution and automation (44% vs 35% of all others) and turning data into real-time insights and predictions (62% vs 47%). These organizations are doubling down on real-time decision-making and execution agility. [Learn how](#) agentic AI built into the GrowthLoop Compound Marketing Engine can enhance your team's ability to do just that.

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71%

OF MARKETERS ARE INVESTING IN UPSKILLING THEIR CURRENT TEAM IN AI PROFICIENCY

44%

OF MARKETERS SAY THAT HIRING AI-SAVVY TEAM MEMBERS IS A PRIORITY

11%

OF MARKETERS SAY THEY ARE NOT PRIORITIZING HIRING OR UPSKILLING FOR AI

5.0 The outlook on AI

The cost of inaction is rising

AI adoption in marketing is quickly becoming the norm, with most organizations already using or planning to use AI across marketing efforts. Over two-thirds of companies will use AI to generate insights and recommendations in the coming year. About one quarter have plans to implement AI for predictive analytics, content generation, and personalization. This means that nearly two-thirds of organizations will be using AI in some capacity in these areas in the next year. It is clear that organizations that don't implement AI risk falling significantly behind as the majority of their peers continue to invest.

Current and planned use of AI in marketing processes.

	Currently using AI	Planning to implement AI in the coming year	Total: will be using AI in the next year
Predicting customer behavior	39%	22%	61%
Content generation or ideation	38%	25%	63%
Generating insights and recommendations	36%	32%	68%
Personalizing content at scale	36%	25%	61%
Optimizing campaign journeys	31%	30%	61%
Automating audience segmentation	28%	26%	54%
SEO/content optimization	27%	24%	51%



Where to get ahead of the curve. Compared to other processes where marketers have enabled AI, audience segmentation lags behind (54%). That means there's a significant opportunity for marketers to gain a competitive edge by integrating AI in this area. With the GrowthLoop Compound Marketing Engine, you can leverage AI to build high-impact, precision audiences and personalized journeys that improve campaign ROI, with no engineering required. [Learn more.](#)

Barriers to AI adoption

Confidence in AI starts with trust in governance and compliance, and concerns with data security are top-of-mind as marketers implement AI into their efforts.

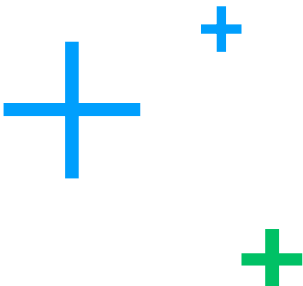
Difficulty integrating AI into existing systems is also a common struggle for 37% of those surveyed. Marketers recognize that AI is only as powerful as the infrastructure and data it runs on (i.e. a single source of truth in the data cloud) — the AI output will only be useful if the data that powers it is accurate and complete. Combining AI across disparate tools, workflows, and platforms is inefficient, expensive, and opens up vulnerabilities. High costs and lack of internal expertise are also barriers that marketers will have to overcome to adopt AI into their workflows effectively.



Run AI securely and efficiently where your data already lives: in your data cloud. Trust in how organizations handle data is emerging as a non-negotiable. Platforms that operate securely within your organization’s existing data cloud, rather than pushing data out to third-party systems, are better positioned to alleviate these concerns.

[Learn more](#) about data cloud-native solutions.

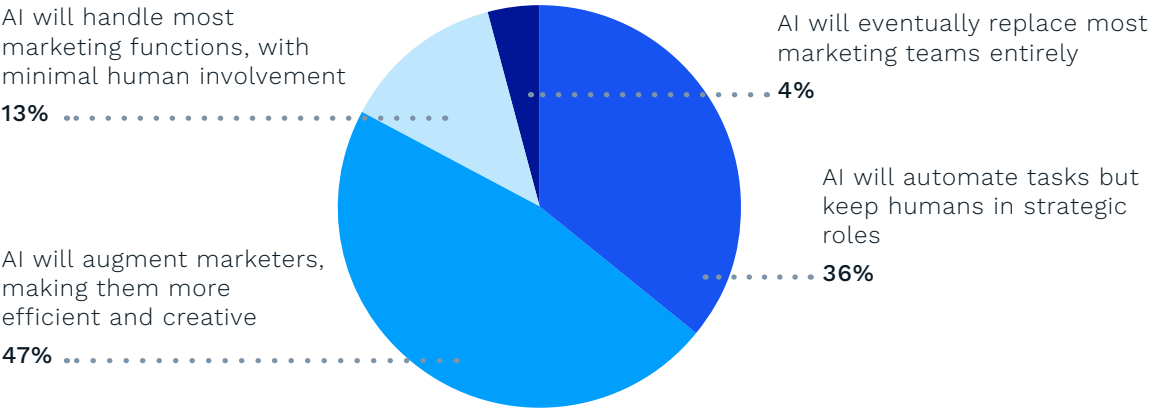
What are the biggest barriers to adopting AI-driven marketing in your organization?



Opportunities for AI-powered growth

Marketers view AI as an enhancement to their team, not a replacement. In the coming year, a 47% majority of marketers believe that AI will augment marketers, making them more efficient and creative while another 36% say AI will automate tasks while keeping humans in strategic roles. It is clear that marketers see AI as a tool that can augment their own creativity and add to their efficiency, unlocking superhuman growth capabilities.

What impact do you believe AI will have on marketing teams in the next 12 months?



A missed opportunity for marketers? Only 13% prioritize faster campaign execution, despite campaign development and data analysis being among the top bottlenecks. This may be a missed opportunity, where marketers underestimate the value of AI in speeding up time-to-market and increasing agility.

Marketers are increasingly looking to AI to do more than automate tasks. They see its potential to unlock revenue growth (25%), drive more conversions (22%), and improve budget ROI (20%). This maturing perspective is notable, where AI is valued not just for productivity and efficiency, but for its ability to improve overall outcomes and elevate marketers' ability to contribute to the bottom line.

Where do you see the biggest opportunity for AI to improve your marketing outcomes in the next 12 months?

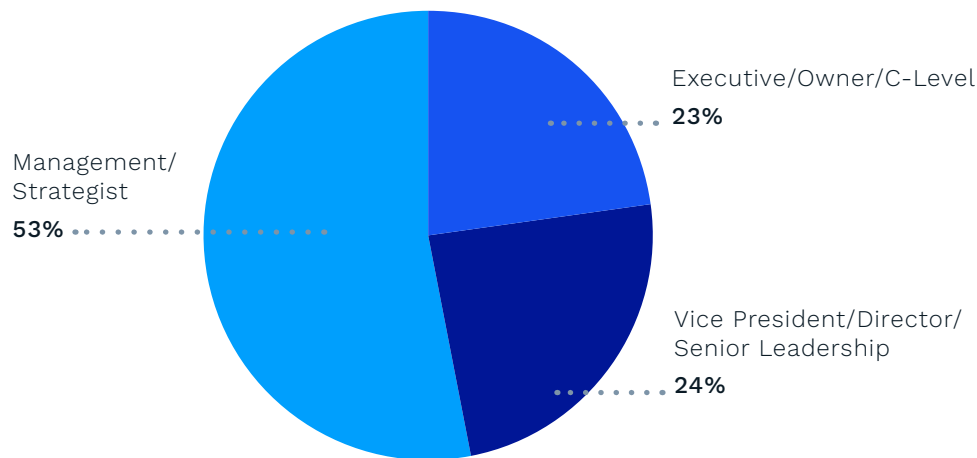


A CLOSER LOOK:

Executives vs non-executives

23% of those surveyed identify as being an executive, owner, or member of the c-suite of their organization. This “executive perspective” allows us to identify gaps and pain points caused by varying viewpoints, and how these disconnects may be slowing down marketing cycles, impeding technology, adoption, or impact overall strategy.

What is your job level?



Priorities are misaligned

29% of executives list scaling personalized content and experiences as a top priority, compared to just 20% of non-executives.

What it means: Marketing teams are facing more pressure from execs who are pushing personalization, but it may not be as prioritized (or supported) in daily execution.

Executives may be over-estimating the efficiency of their marketing cycle

51% of executives surveyed report fairly fast or extremely fast marketing cycles compared to just 28% of non-executives.

What it means: Those with their boots on the ground executing daily operations are feeling the struggles of delays in the marketing cycle that are not as apparent to executives who tend to have a more high-level view.

Executives vs non-executives

Executives and non-executives have different perspectives on what is hindering faster growth and performance

Similar to priorities, executives also list limited personalization capabilities among their top challenges at a higher rate than non-executives (26% vs 19%). Execs are also more likely to list manual processes and limited automation as a top barrier to growth (35% vs 27%). Non-executives struggle with delayed approvals and limited budgets/resources.

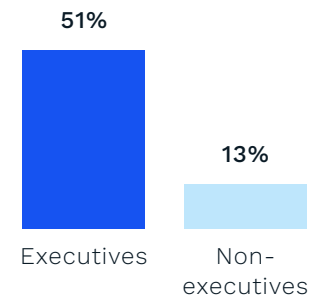
What it means: Executives are focused on strategic and system-level inefficiencies while non-executives are more concerned with tactical constraints and workflow bottlenecks.

Current and planned use of AI in marketing processes.

	EXECUTIVES	NON-EXECUTIVES
Manual processes/limited automation	35%	27%
Delayed approvals and decision-making	35%	42%
Difficulty identifying/engaging the right audience	31%	30%
Reliance on other input from teams	29%	29%
Difficulty leveraging technology	28%	25%
Limited personalization capabilities	26%	19%
Delayed/prolonged sales cycle	26%	23%

Confidence in strategy is divided

Executives express significantly more confidence in the effectiveness of their marketing approach with 51% reporting their strategy is very effective at achieving faster growth over time. Only 13% of non-executives agree.



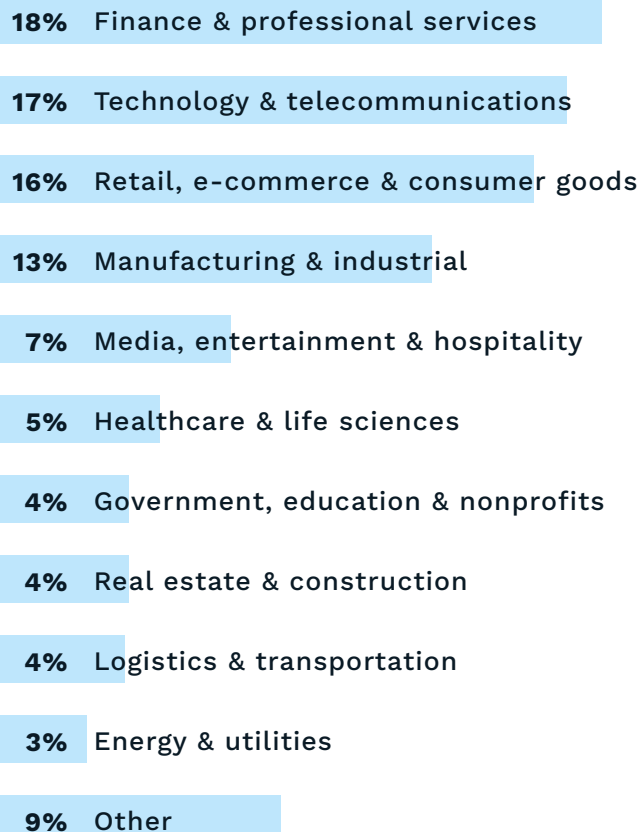
What it means: A perception gap exists between those building the strategy and those executing.

A CLOSER LOOK:

Marketing performance and AI needs by industry

Survey respondents represented many different industries, the most common of which were technology and telecommunications, finance and professional services, retail, e-commerce and consumer goods, manufacturing and industrial, and media, entertainment and hospitality.

In which industry does your organization operate in?



Bottlenecks across industries

Manufacturing and industrial companies rank campaign development as the biggest area for bottlenecks. Media, entertainment, and hospitality companies feel that audience segmentation causes the most delays. But across all industries, data analysis and insights ranks among the top issues.

What it means: Each industry faces unique friction points that vary but encompass the entire marketing cycle.

Top bottlenecks across industries

Tech & telecom

- 60% - Data analysis and insights
- 55% - Personalization at scale

Finance & professional services

- 58% - Data analysis and insights
- 53% - Campaign development

Retail, e-commerce & consumer goods

- 51% - Data analysis and insights
- 47% - Campaign development

Manufacturing & industrial

- 51% - Campaign development
- 49% - Data analysis and insights

Media, entertainment & hospitality

- 48% - Audience segmentation
- 43% - Data analysis and insights

Marketing performance and AI needs by industry

Retail, e-commerce and consumer goods lead in agility

Marketing cycles vary by industry. Retail, e-commerce, and consumer goods companies have the fastest cycles with 13% reporting marketing cycles of less than seven days and just one-quarter (24%) reporting cycles longer than 30 days. Media, entertainment, and hospitality companies are 2x more likely to report marketing cycles of greater than 30 days (52%).

What it means: Retail understands the critical nature of a fast marketing cycle and requires tools that support agility. [Learn how](#) retailers use GrowthLoop to power personalized campaigns and revenue-generating audiences.

On average, how long do you estimate your marketing cycle is from campaign ideation to execution?

	TECH & TELECOM	FINANCE & SERVICES	RETAIL, E-COMMERCE & CONSUMER GOODS	MFG & INDUSTRIAL	MEDIA & HOSPITALITY
< 7 days	6%	9%	13%	8%	4%
7 - 15 days	16%	22%	16%	13%	18%
16 - 30 days	41%	31%	47%	41%	26%
31 - 60 days	25%	16%	14%	18%	26%
61 - 90 days	6%	13%	4%	10%	22%
> 90 days	6%	9%	6%	10%	4%

Where industries want AI most

74% of manufacturing and industrial companies could benefit from applying AI to their data analysis and insights (compared to 57 - 66% of other industries). Finserv companies would benefit the most from AI in their campaign development (65% vs 26 - 56% in other industries).

Media companies see the most significant value from AI in their scale of personalization (52% vs 33 - 45% in other industries). Meanwhile, tech companies are most likely to name A/B testing as the most beneficial application of AI.

What it means: AI's value is highly industry-specific. A tailored strategy and approach are essential to successful implementation.



Marketing performance and AI needs by industry

Where AI expertise is needed most

Tech and telecom companies also rank A/B testing high on their list while finserve, manufacturing, and media companies would like to improve their audience targeting. Retail and ecommerce companies believe their marketing would benefit most from knowledge on how to use AI to improve ROI and budgeting.

What it means: Marketers across industries align that having additional AI expertise to turn data into real-time insights and predictions would be most beneficial for their team. From there, AI expertise will fill in gaps across workflows differently based on industry need.

In which areas would your team most benefit from having AI expertise in the next 12 months?

	TECH & TELECOM	FINANCE & SERVICES	RETAIL, E-COMMERCE & CONSUMER GOODS	MFG & INDUSTRIAL	MEDIA & HOSPITALITY
Turning data into real-time insights and predictions	55%	56%	57%	46%	43%
Enhancing A/B testing and real-time optimization	42%	25%	29%	21%	26%
Improving marketing ROI and budget efficiency	40%	33%	39%	44%	17%
Refining audience targeting for better engagement	34%	49%	45%	46%	39%
Scaling personalization	32%	22%	35%	31%	26%
Accelerating campaign execution and automation	30%	33%	31%	38%	26%
Orchestrating omnichannel customer journeys	26%	24%	16%	31%	30%

Participants

N= 309 marketing professionals

Region

United States	65%
Canada	35%

Industry

Technology & Telecommunications	17%
Finance & Professional Services	18%
Healthcare & Life Sciences	5%
Retail, E-Commerce & Consumer Goods	16%
Manufacturing & Industrial	13%
Energy & Utilities	3%
Government, Education & Nonprofits	4%
Media, Entertainment & Hospitality	7%
Real Estate & Construction	4%
Logistics & Transportation	4%
Other	9%

Job Level

Executive/Owner/C-Level	23%
Vice President/Director/Senior Leadership	23%
Management/Strategist	53%

Methodology

Using a custom online questionnaire, GrowthLoop in partnership with Ascend2 Research, surveyed a total of 309 marketing professionals with titles of manager or strategist and above throughout the United States and Canada. These individuals represent companies with \$100M+ in revenue. The survey was fielded in April 2025.

About the research partners



GrowthLoop is a Compound Marketing Engine that drives compound growth by accelerating the marketing cycle, using agentic AI powered by your enterprise cloud data. Growth Agents propose audiences and journeys, and activate campaigns across channels, streamlining execution and continuously analyzing performance data to make suggestions for campaign optimization.

Recognized by G2 as a Momentum Leader and Best ROI for Enterprise, thousands of marketers at enterprises like Google, Indeed, Allegro, and Express rely on GrowthLoop to grow faster with agentic AI, drive measurable campaign results, and maximize marketing ROI — compounding results with every experiment, iteration, and campaign.

To learn more about GrowthLoop and the Compound Marketing Engine, visit GrowthLoop.com.



Companies partner with Ascend2 to create original research from survey conceptualization through report and content creation to media outreach. Ascend2 helps companies fuel marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

For more about Ascend, visit Ascend2.com.