



The AI-Augmented Marketer

How Human Ingenuity and Intelligent
Technology Are Rewriting the Rules
of B2B Marketing

Introduction: Welcome to the Augmented Era

Marketing across Australia and New Zealand is entering an intelligent new era in which human creativity and AI-powered tools combine to redefine what's possible. Marketers are no longer asking whether to adopt AI, but how to do so strategically. Yet enthusiasm alone does not translate into success; only about a third of marketers are fully satisfied with their ability to unify customer data, and concerns about data leaks and trust are also widespread. Against this backdrop, ANZ marketers must build solid data foundations, align with ethical standards and adopt AI as a co-pilot rather than a replacement for human ingenuity.

While, across ANZ, marketers face growing pressure to do more with less amid budget constraints, talent shortages, and intensifying competition. In response, leading marketers are blending creativity, data, and intelligent automation to personalise at scale, streamline campaign execution, and unlock efficiencies.

Recent analysis from Factor's survey reveals that ANZ marketing leaders are far from a uniform group when it comes to technology adoption:

44% are "Challengers", practicing selective adoption of relevant technologies that align with business priorities.

30% are "Innovators", embracing early adoption of cutting-edge technologies to gain a competitive edge.

19% are "Laggards", maintaining a conservative approach to new technologies and risking slower adaptation.





As AI reshapes what is possible, expectations of marketing leaders are evolving just as quickly.

The augmented era is not just about adopting new tools; it is about redefining marketing's role from campaign execution to driving measurable revenue impact and business value in an AI-powered, efficiency-driven economy.

The New Marketing Mandate in 2025/26

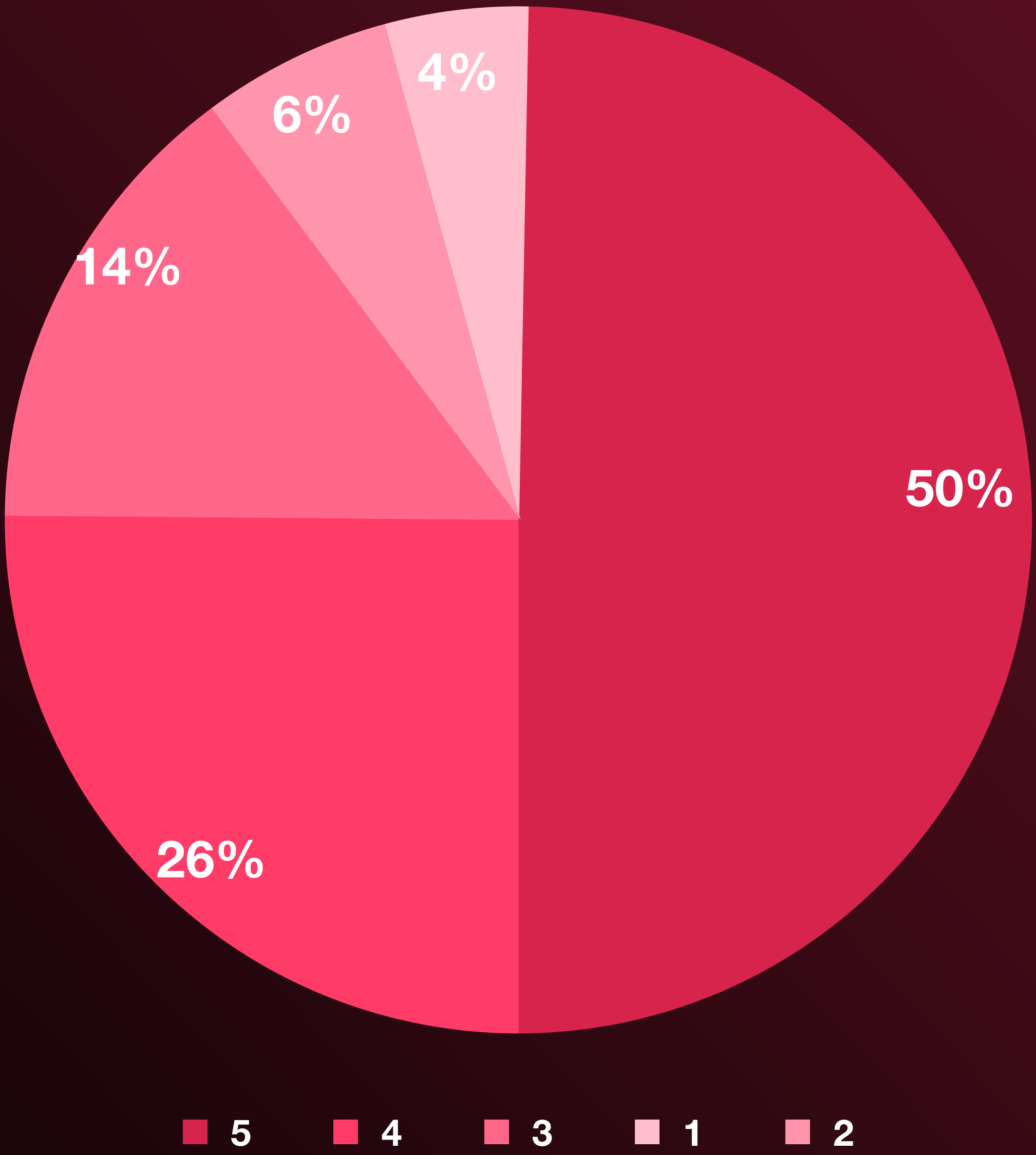
The role of marketing leaders is shifting from campaign execution to driving measurable revenue growth with precision and efficiency. Factor’s survey of 208 senior marketing leaders across technology, professional services, financial services and manufacturing in Australia and New Zealand (conducted in Q2 2025) highlights this trend. A clear majority see revenue impact as non-negotiable, and this sentiment is reinforced by external research.

Factor’s partner Adobe commissioned it’s 2025 AI and Digital Trends ANZ report, which shows that the share of organisations formally deploying or evaluating AI solutions more than doubled in a year—rising from 14% in 2024 to 29% in 2025 (Source: *Adobe*). Despite this rapid uptake, only 12% of brands are currently realising measurable ROI from generative AI, and 82% cite siloed data as a barrier to real-time personalisation.

Executives feel growing pressure: 53% report heightened expectations around customer engagement and conversion, while 59% highlight data governance and privacy concerns as the biggest impediments to scaling AI. To meet this mandate, marketing leaders must align technology adoption with revenue-driving outcomes, break down data silos and establish robust governance frameworks.

Marketing Strategy Prioritisation

Marketing strategy prioritisation for revenue growth: Lead generation, account-based marketing (ABM), over the next 6-12 months (Rating: 1 = Low, 5 = High)



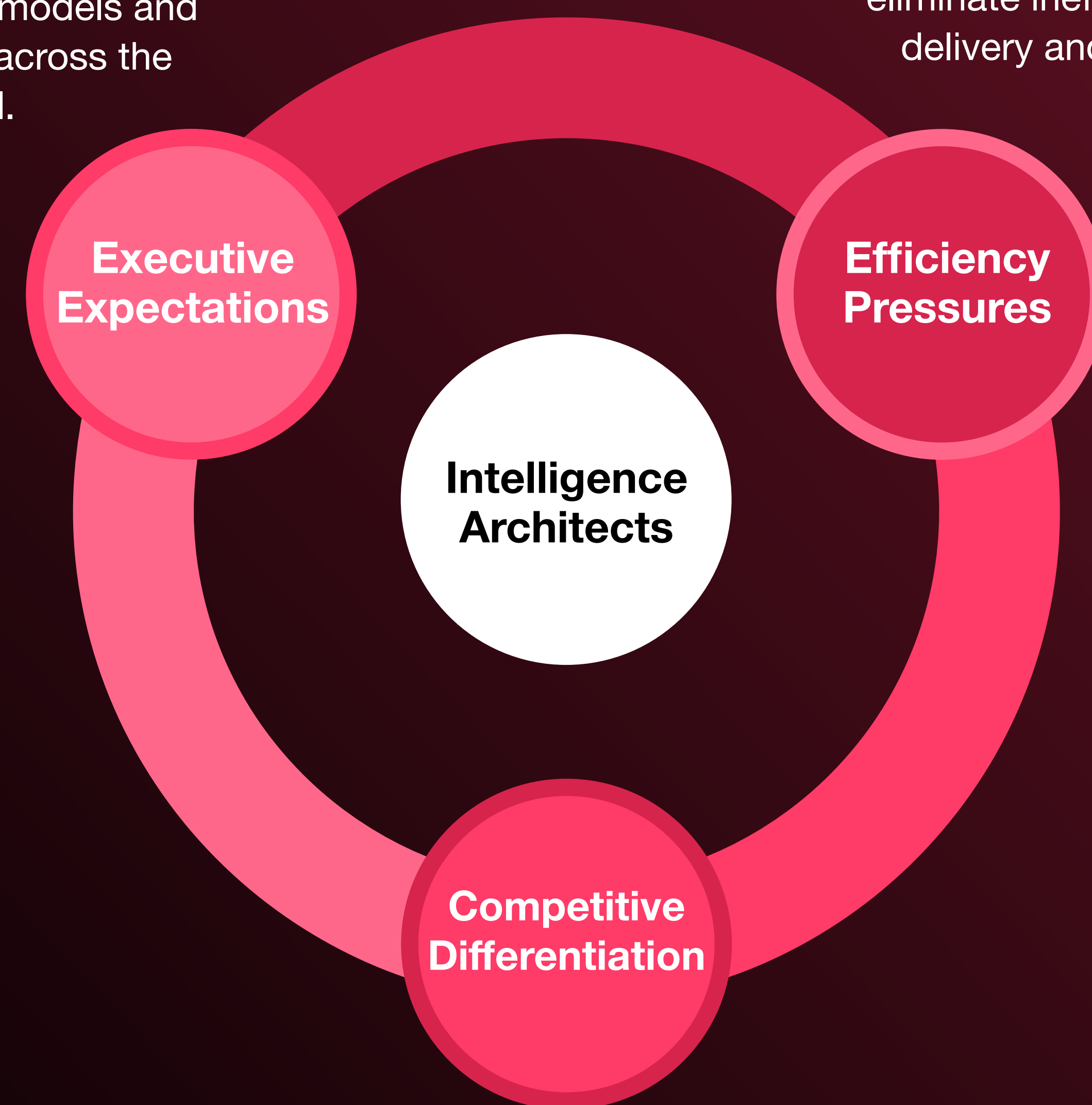
This means nearly 76% ANZ marketing leaders are placing revenue growth at the centre of their strategies for the year ahead, reflecting a clear mandate from executive teams to align marketing activities with pipeline contribution and business outcomes.

Source: Factor Insights, n=208

What is driving this shift?

Boards and CEOs are looking to marketing not just for awareness but for tangible revenue outcomes, demanding clear attribution models and accountability across the funnel.

Budget scrutiny is intensifying, pushing marketing leaders to maximise every dollar while leveraging AI and automation to eliminate inefficiencies in campaign delivery and lead management.



In a saturated B2B landscape, marketers must move beyond vanity metrics to focus on high value lead generation, precision targeting and ABM strategies that drive real pipeline growth.

The Opportunity Ahead

This shift is not without challenges: fragmented data systems, legacy processes, and skills gaps can hinder marketing's ability to fully embrace its revenue-driving role. However, those who can operationalise AI-powered insights, align with sales teams and BDMs, and adopt data-driven decision-making, will position themselves as "Intelligence Architects"- leaders who design marketing functions around impact, agility, and scale.

To truly drive measurable revenue, ANZ marketers must go beyond campaign execution and lead generation to build deeper, more relevant connections with customers. This means moving from static segmentation to AI-powered personalisation at scale, orchestrating consistent, relevant experiences across every touchpoint in real time.

Personalisation at Scale with AI

The State of Personalisation Priorities in ANZ

Nearly 64% of ANZ marketing leaders are prioritising personalisation and omnichannel engagement as the top or a high priority over the next 6–12 months.

Even with the best intentions, many teams are still battling disconnected systems, scattered data, and the uncertainty of how to actually use AI effectively. The desire is there, but the path forward isn’t always clear.

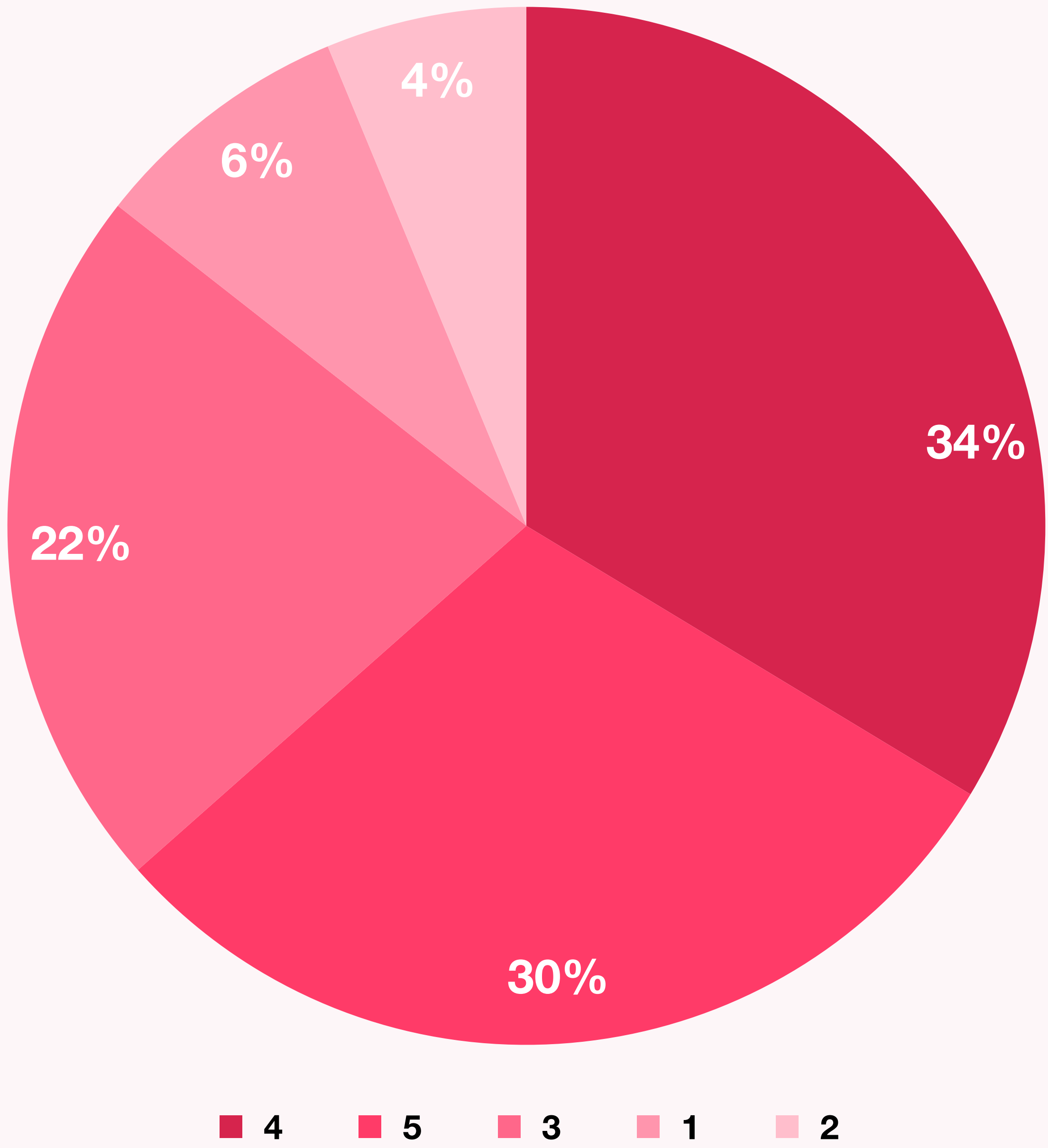
Case studies: Woolworths and BlueBungalow

Woolworths (2024): Woolworths is investing in AI to deliver tailored experiences at scale. By leveraging data analytics, the retailer can offer personalised recommendations, promotions and services across all customer touchpoints (Source: Eagle Eye). The company emphasises flexible AI platforms and continuous learning to refine models over time.

BlueBungalow (2025): Australian fashion retailer Blue Bungalow deployed preezie’s conversational AI shopping assistant. After implementation, time spent on site doubled among customers who engaged with the assistant, add-to-cart rates were 40 % higher, conversion rates increased by 85–110 %, and average order values rose by 7 % (Source: Microsoft). These figures illustrate the tangible impact of real-time, AI-driven personalisation.

Marketing strategy prioritisation for CX

Marketing strategy prioritisation for Customer Experience:
Personalisation, omnichannel engagement (over the next 6-12 months - Rating 1 = Low, 5 = High)



This indicates that nearly 3 in 5 ANZ marketing leaders are prioritising personalisation and omnichannel engagement as key levers to drive competitive differentiation and customer loyalty in the year ahead.

Source: Factor Insights, n=208

Emerging AI-Powered Personalisation Strategies to Watch

For leaders looking to turn ambition into action, here are three practical strategies gaining momentum across ANZ marketing teams:

- Instead of relying on outdated personas or gut feel, some marketers are starting to use AI to spot patterns in customer behaviour and predict what groups of customers might want next. This isn't about replacing the marketer's judgment but about giving teams smarter starting points for their campaigns.
- True personalisation doesn't stop with a single channel. Forward-thinking teams are using AI to connect the dots, ensuring customers get a consistent experience whether they're on your website, opening an email, or seeing your brand on LinkedIn. It's about showing up in the right place with the right message—without the manual juggling act.
- Rather than sending static nurture emails and hoping for the best, AI can help suggest what piece of content, offer, or touchpoint will move a customer forward in their journey. Done well, this makes marketing feel less like marketing, and more like help.

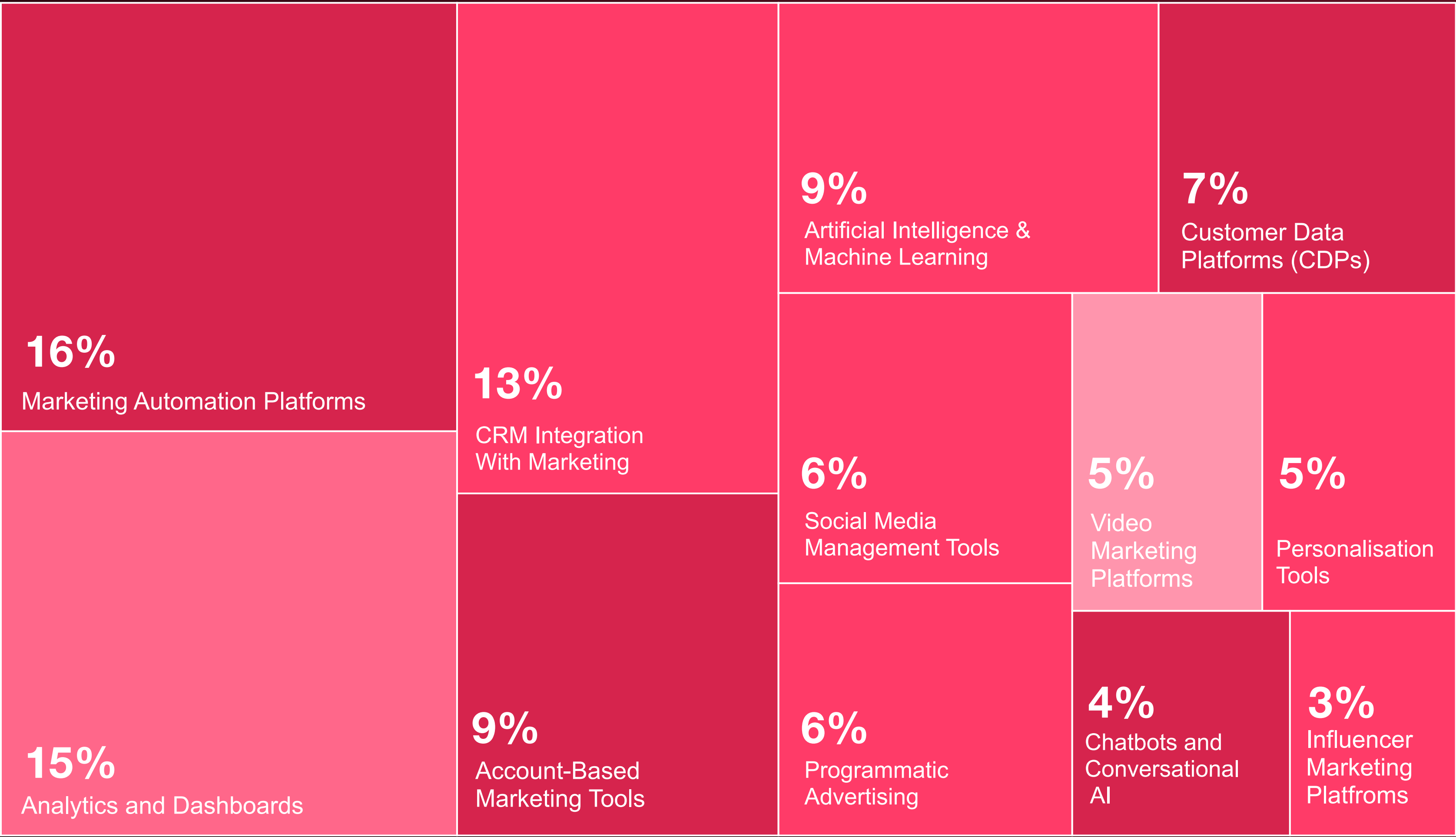
Scaling personalisation depends on turning data into clear, usable insights. For ANZ marketers, the next step is moving from simply having data to making smart, timely decisions with it. Next, we'll explore how GenAI and human judgment are coming together to help teams move from data-rich to decision-ready.

Data-Driven Marketing 2.0: Where GenAI Meets Human Intelligence

According to a 2024 study, 63% of marketers leveraging AI were using generative AI and 54% using predictive AI (Source: [Salesforce](#)), with these numbers expected to be a even higher in 2025. Marketers report being able to fully personalise across five channels on average, with top-performers personalising six. Despite this, 88% of marketers still worry about missing out on generative-AI benefits and only 31% are satisfied with unified customer data. To bridge this gap, ANZ marketers must invest in unified data platforms, establish data-quality standards and implement governance processes that ensure compliance and ethical AI use. Combining GenAI with human oversight will enable faster content generation, smarter campaign design and more relevant customer experiences—turning data into action rather than just information.

Marketers in ANZ are at a pivotal juncture. They are no longer struggling with access to data; they are struggling with activating it at scale. In our survey we asked leaders what technologies were currently shaping their marketing strategies, 15% cited analytics and dashboards as their top driver, while 16% said marketing automation platforms and 9% said AI and Machine Learning. This suggests a major gap in AI ambition vs AI implementation at scale.

Top technologies currently shaping marketing strategy



Source: Factor Insights, n=208

From Data-Rich to Decision-Ready

These technology investments are not theoretical. 67% of ANZ marketers rated “Digital Transformation: Adopting AI, automation, and martech” as a high priority for the next 6-12 months, reflecting a clear pivot toward data-led execution. This aligns with recent McKinsey findings that companies using data-driven marketing and advanced analytics outperform peers by up to 20% in marketing ROI (McKinsey, 2024).

67% of ANZ marketers prioritise digital transformation with AI and automation in the next 12 months, but only 9% are actively leveraging AI/ML today—highlighting a clear activation gap.

Why it matters for CMOs

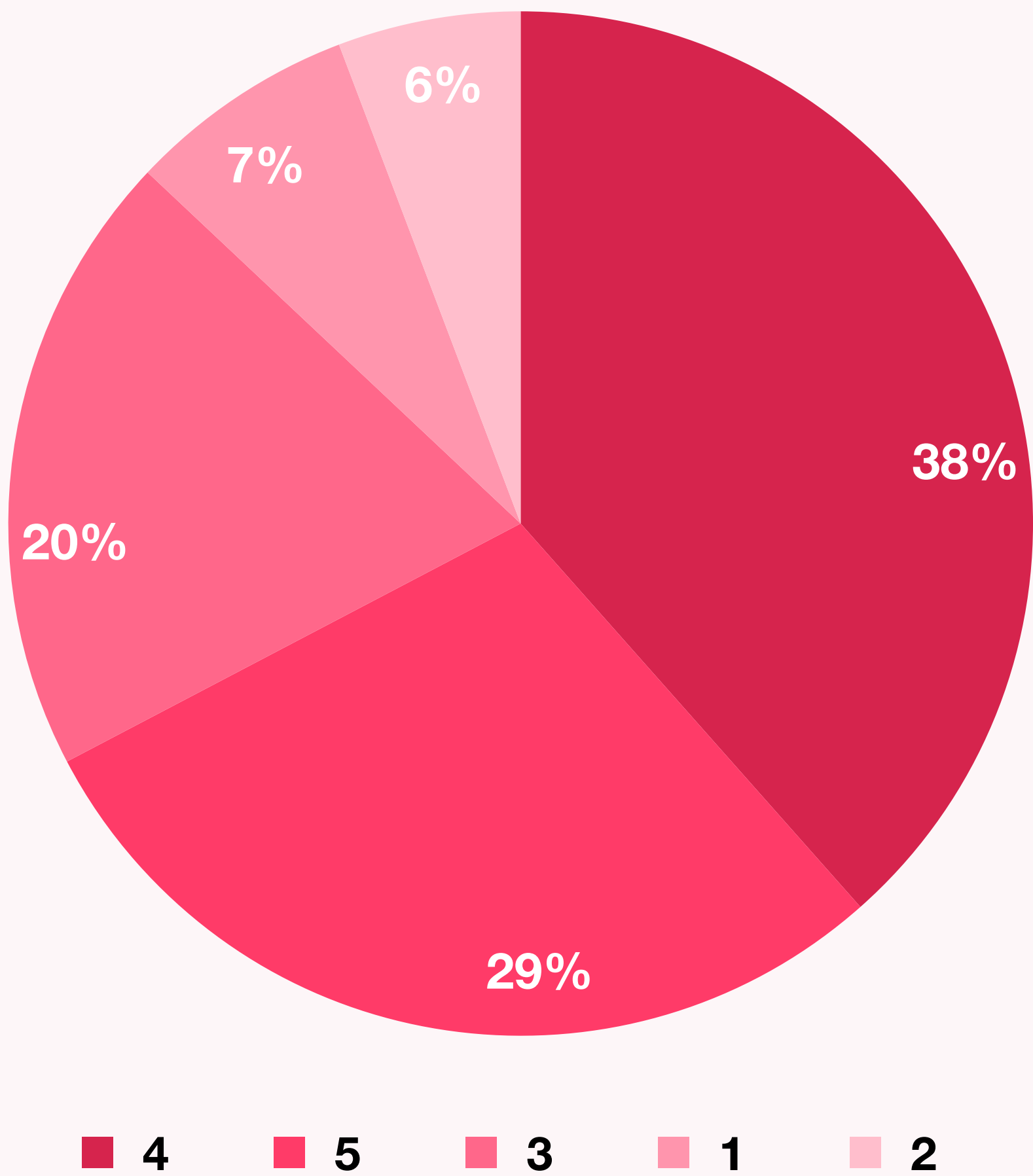
- AI and GenAI are becoming force multipliers, enabling content generation, campaign design, and data enrichment while reducing time-to-market. However, AI is only as effective as the strategy guiding its use.
- Oversight is critical. With GenAI automating personalisation and campaign orchestration, CMOs must balance speed with governance to maintain brand voice, ethical standards, and regulatory compliance.
- Data privacy is now a frontline issue. As third-party cookies fade, first-party data strategies are non-negotiable, but many organisations still face challenges in unifying and activating their data responsibly.

The opportunity

CMOs who can operationalise GenAI across the marketing function will shift from being data-rich to decision-ready, turning fragmented data into personalised, real-time customer experiences. This is how marketing evolves from a cost centre to a revenue driver.

Marketing strategy prioritisation for DX

Marketing strategy prioritisation over the next 6-12 months for Digital Transformation: Adopting AI, automation, and martech solutions (Rating 1 = Low, 5 = High)



As ANZ marketers push forward with GenAI and data-driven strategies, it’s clear that the next frontier isn’t just about smarter tech—it’s about smarter teams. The shift towards future-ready marketing means building a workforce that can partner with AI while preserving creativity, ethics, and empathy. Let’s explore how talent, skills, and culture are evolving to meet this moment.

Source: Factor Insights, n=208

Future-Ready Marketing Teams: Skills, Structures & Culture

Technology alone will not future-proof marketing teams; people will. A 2025 study of over 300 ANZ IT professionals found that 63% believe organisations cannot afford to ignore AI, yet 57% feel uneasy about implementing it due to skill shortages and resource constraints (Source: [IT Brief](#)). More than half (59%) report frequent stress trying to keep pace with AI, and 34% say this pressure makes them less willing to adopt new technologies.

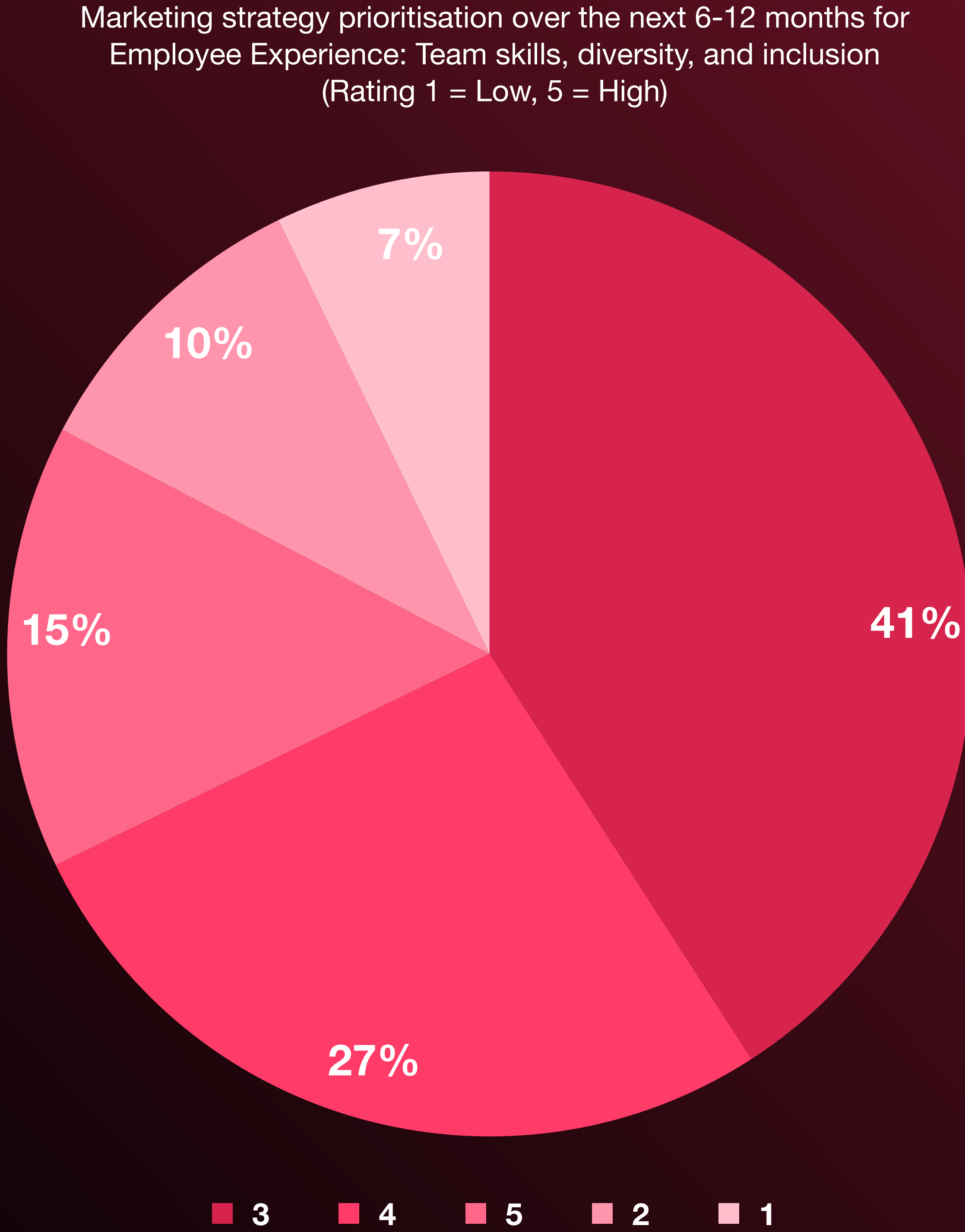
Nearly all respondents (97%) admit to lacking some AI competency, while 52% call for more training and communication and 51% seek stronger ethical guidelines. To thrive, marketing teams must cultivate capabilities in prompt engineering, AI ethics and governance, data storytelling, human-machine collaboration and change leadership. Equally important is fostering a culture that protects creativity and prioritises wellbeing, ensuring that adoption is employee-centric rather than purely technology-driven.

Our survey found that nearly 8 in 10 ANZ marketing leaders see developing team skills, DEI, and wellness as a moderate to high priority over the next 6–12 months, with almost half rating it a top priority.

Rewiring Marketing Talent for a Smarter Future

This signals a clear shift: marketing teams are evolving from siloed execution units into adaptive, AI-savvy, creatively resilient collectives. It’s not just about adding prompt engineers or data storytellers; it’s about fostering a culture where humans and machines collaborate seamlessly, creativity is protected, and diverse thinking drives better campaign outcomes.

Marketing strategy prioritisation for EX



Source: Factor Insights, n=208

5 Skills Every Marketing Team Needs in 2025

Capability	Why It Matters
Prompt Engineering	Powers every GenAI use case; example: writing prompts that generate tailored campaign ideas or optimised email subject lines.
AI Ethics & Governance	Safeguards brand and audience trust; ensuring AI outputs are fair, unbiased, and aligned with brand and legal standards.
Data Storytelling	Turns raw insights into action; examples: dashboard storytelling, insight-driven presentations.
Human-Machine Collaboration	Ensures AI amplifies – not replaces – people; for instance, roles like “AI Workflow Architect” or hybrid creative-analyst roles will help in designing workflows that blend AI efficiency with human creativity.
Change Leadership	Supports culture and adaptability amid transformation, Leading teams through transformation, ensuring inclusion, well-being, and purpose. Skills include empathy, diversity awareness, and cultural fluency.

These skills form the building blocks of modern marketing teams in ANZ—teams that are flexible, ethical, creative, and driven to partner with machines. As marketing teams build these new skills and mindsets, one reality remains clear: the tools they use can either amplify or undermine their potential. The next frontier is understanding the technology layer shaping the AI-augmented marketer’s day-to-day, revealing where investments are going, which tools are winning favour, and how integrated, insight-rich platforms are

The Technology Layer: What’s Powering the AI-Augmented Marketer

Modern martech stacks are shifting from standalone tools to integrated platforms. Cost-effectiveness, ease of integration and scalability remain top criteria when evaluating new technology, but data governance and privacy concerns are equally critical (Source: [Adobe](#)).

The Martech Stack Is Evolving—Again

Marketers are actively leveraging marketing automation platforms (16%) and analytics dashboards (15%) to drive decisions, with AI and machine learning adoption (9%) steadily rising as leaders look to automate personalisation and campaign orchestration.

This reflects a steady but cautious adoption curve, aligning with the region’s pragmatic approach to martech investments.

What CMOs prioritise when evaluating new technology

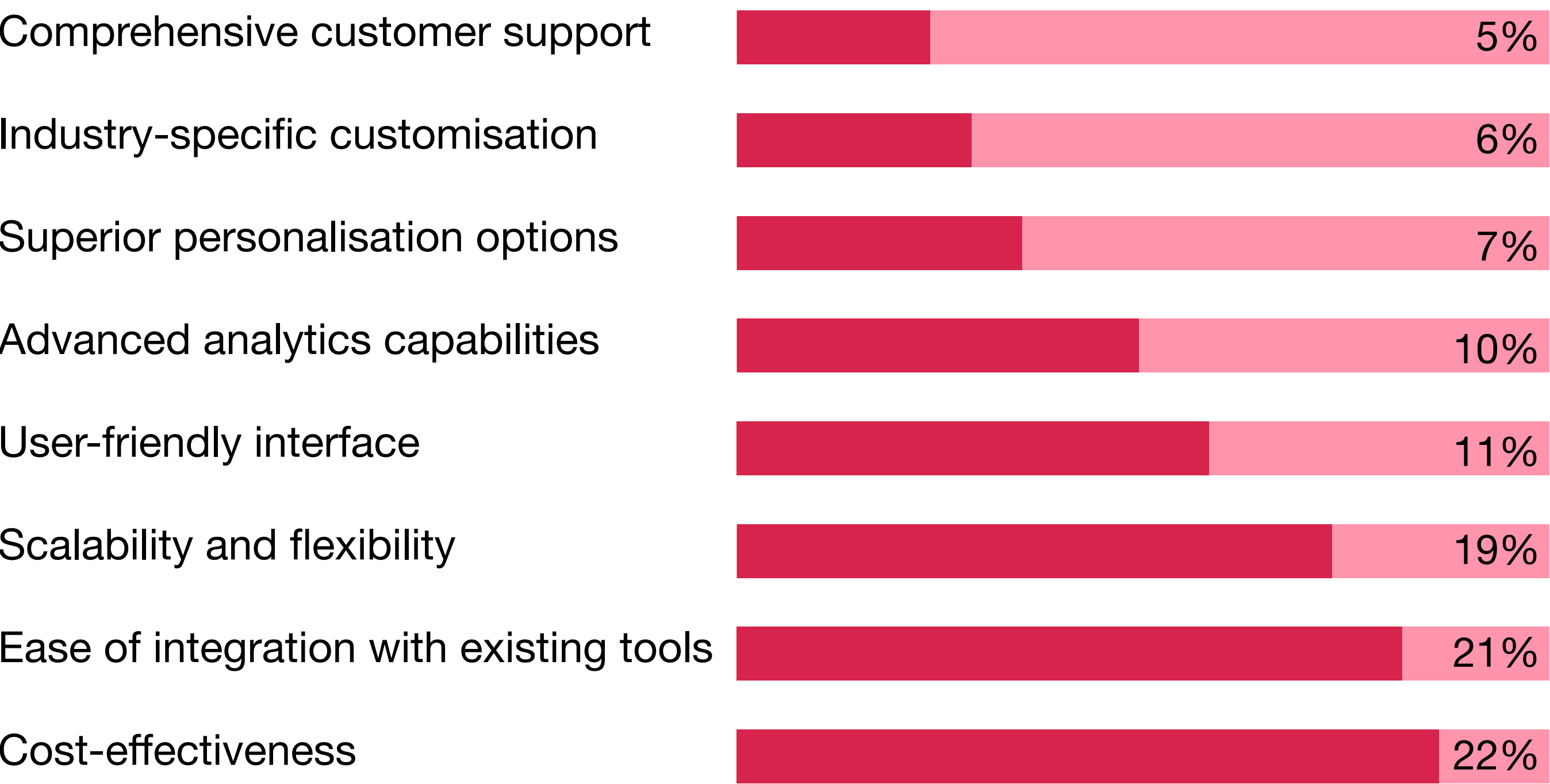
Our survey shows cost-effectiveness (22%) and ease of integration (21%) top the list, followed closely by scalability (19%). Advanced analytics capabilities (10%) and user-friendly interfaces (11%) also rank high, signalling a clear demand for tools that can be embedded seamlessly into existing operations while delivering tangible insights.

The shift toward insight-rich, interoperable platforms

The martech stack is moving from “tools for tasks” to “platforms for orchestration.” AI and advanced analytics will be the glue, enabling personalisation at scale while providing marketers with transparency, control, and real-time insights across the customer journey.

As ANZ marketers strengthen their AI-augmented martech stack, the real challenge is shifting from adopting technology to activating its true value at scale while building trust, ensuring governance, and upskilling teams to work alongside AI.

Priority features when evaluating new marketing technologies or solutions



Source: Factor Insights, n=208

Why these matter

CMOs are under pressure to prove ROI on tech investments. Cost-effectiveness is not just about lower price points but about tools delivering clear, measurable outcomes.

Ease of integration is critical, as teams cannot afford multi-quarter, resource-heavy implementations that delay time-to-value.

Scalability ensures that as data volumes grow, so does the platform’s ability to deliver insights without friction.

Strategic Recommendations for ANZ CMOs

01

Connect data to value

Break down data silos - 82% of brands cite these as barriers (Source: Adobe) and invest in unified customer data platforms. Pair these initiatives with strong governance to address the 59% of execs concerned about privacy.

02

Activate AI for outcomes

Focus on deploying AI where it directly drives revenue, from predictive lead scoring to automated next-best actions. Use local success stories such as Blue Bungalow's 85–110% conversion uplift (Source: Microsoft) to build the business case.

03

Invest in people

Implement structured upskilling programmes in prompt engineering, AI ethics and data storytelling, responding to the 52% of employees seeking more training. Address wellbeing and anxiety, with 59% reporting stress, through transparent communication and change-management support (Source: IT Brief).

04

Embed ethical AI

Develop clear policies on data use, bias mitigation and human oversight. Over half of staff call for stronger ethical guidelines (Source: IT Brief), so codifying these principles will build trust both internally and externally.

05

Iterate and learn

Establish a test-and-learn culture that encourages experimentation and continuous improvement. Track metrics like engagement, conversion and ROI to refine your AI strategy and demonstrate impact.

The next chapter of marketing in Australia and New Zealand is here. It's yours to shape.

Conclusion:

Shaping the Next Chapter of Marketing

The rise of AI is not a threat to marketers—it is an invitation to reimagine what marketing can achieve. It's not about human vs machine, but human with machine, where AI augments human creativity, sharpens decision-making, and frees teams to focus on what truly matters: customer value and growth.

AI-powered marketing is not the future; it is the present, and CMOs who embrace this shift will shape the next chapter of marketing in ANZ. This requires clarity in defining outcomes, creativity in how AI is applied across customer journeys, and courage to transform processes, culture, and skill sets to maximise the technology's potential.

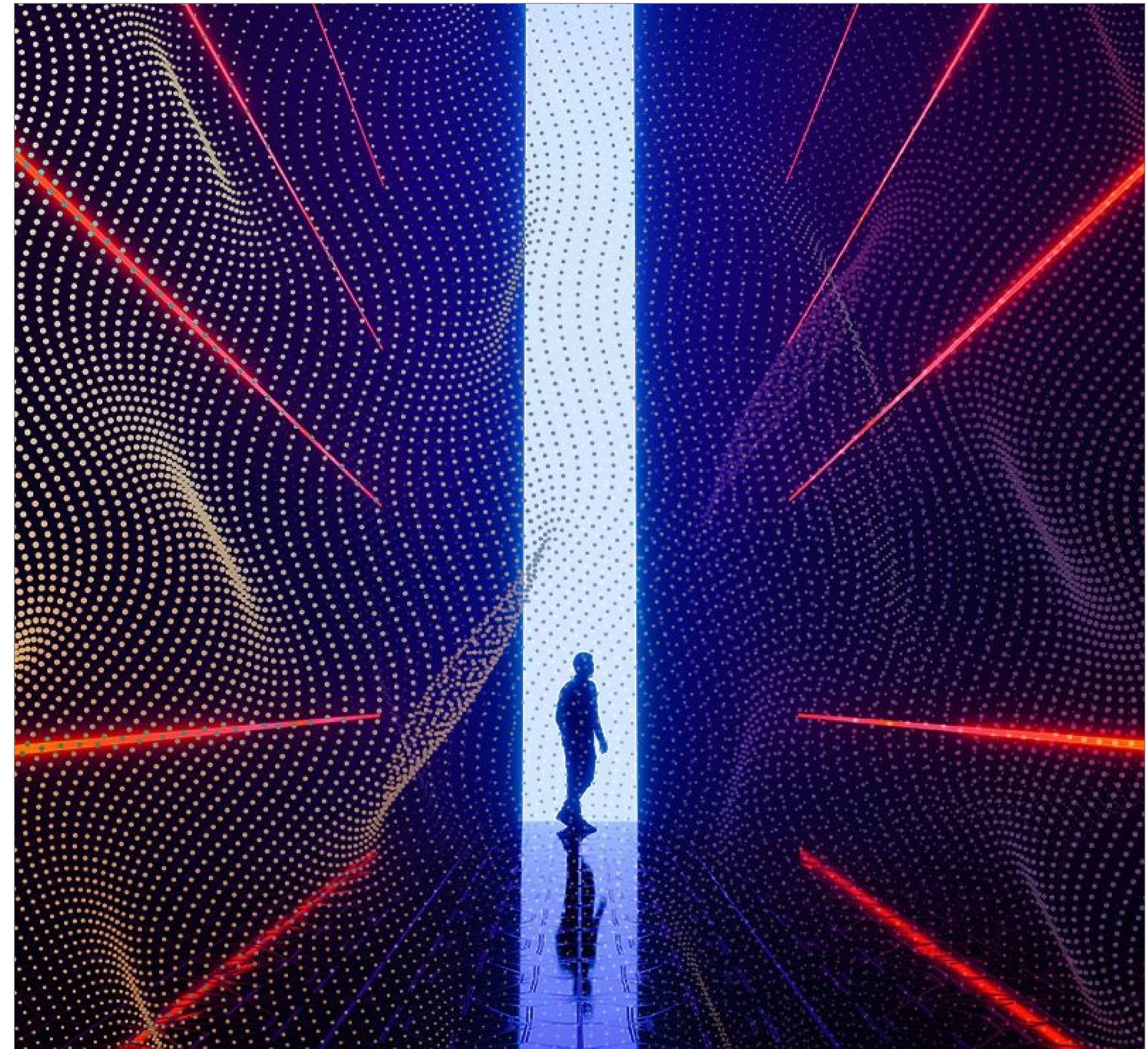
Leading CMOs will:

Use AI to enhance—not replace—human ingenuity.

Connect customer insight with operational execution for measurable impact.

Drive a culture of experimentation, learning, and trust around AI.

The path forward is clear: CMOs who lead with purpose and vision will turn AI from a tactical tool into a strategic partner, helping their organisations not only keep pace but set the pace in a rapidly evolving market.





About Factor

Factor is a membership-based organisation with one goal in mind: betterment of every leader that we serve.

Stay at the forefront of industry developments with comprehensive insights into current and emerging trends. Our advisory services empower leaders like you to make informed, data-driven decisions, positioning your enterprise for lasting success. Each year, Factor assists numerous enterprise organisations in identifying enduring technology partnerships. We accomplish this through meticulous strategic research that places organisational excellence at the forefront.

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