



OUTCOMES
ROCKET

AI IN MARKETING 2025:

Widespread Adoption, Growing Concerns, and Productivity Gains

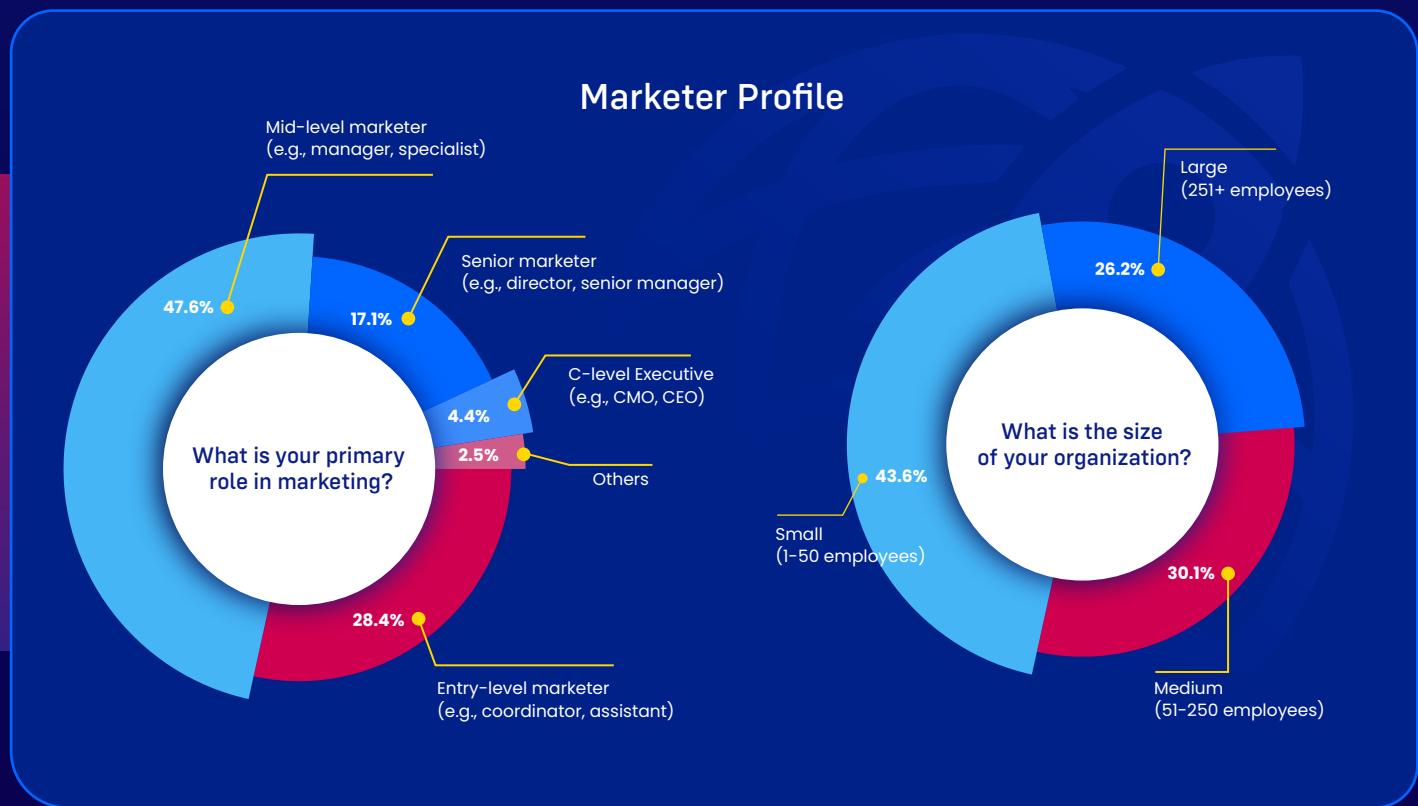
GROWTH ACCELERATED

AI in Marketing 2025

As the wave of artificial intelligence is rising, affecting industry after industry, marketing is undoubtedly at the forefront of this transformation. To gain a comprehensive understanding of the integration of AI in marketing processes, we surveyed **1,229 marketers** across various functions and company sizes. The results provide a clear image of a rapid development that sooner or later will become inseparable from the functioning of marketers, generation, and planning.

Through our study, we find that AI implementation is transformational at scale, but it is not uniform. AI offers extraordinary opportunities; however, it also raises apprehension about accuracy, creative processes, and employment opportunities.

Since the emergence of generative AI applications such as ChatGPT, the current embrace of agentic AI, the survey tracks the ways in which marketers are evolving into this new era.



Regarding organization size, 43.6% of the respondents represent small businesses with 1-50 employees, 30.1% the size of medium-sized organizations with 51-250 staff, and 26.2% are the representation of large organizations with 251 and above employees.

Overall, these insights offer a clearer picture of who today's marketers are and the environments in which they operate—providing essential context for understanding how AI adoption, expectations, and challenges will continue to evolve across the industry.

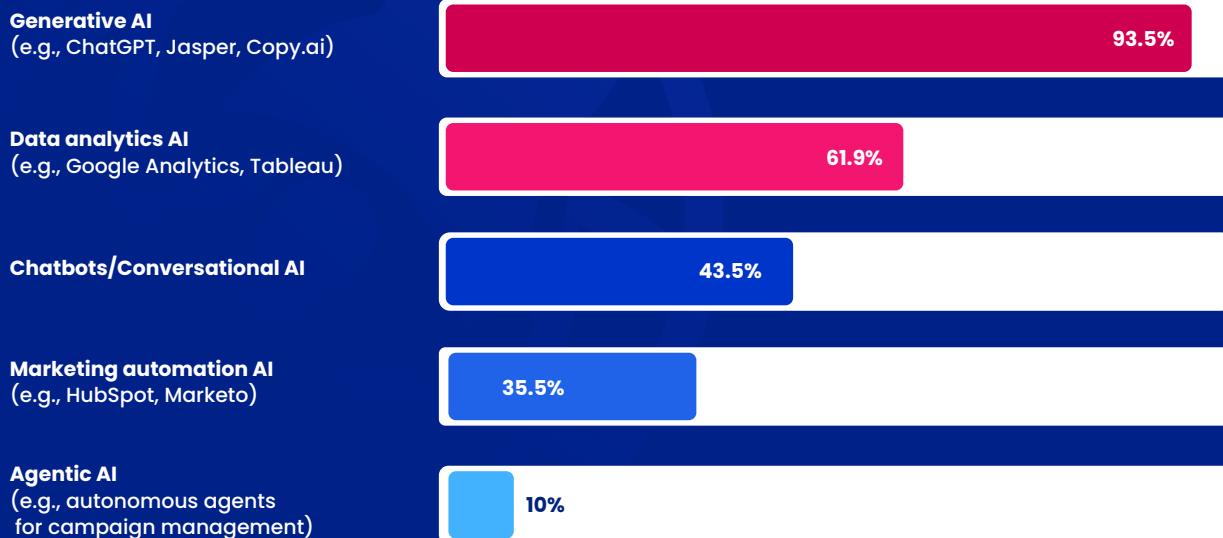
AI Adoption In Marketing

The most impressive part is that **89.5% of marketers are already including AI into their processes**, emphasizing how widespread this tool has become. This rate of adoption ranges across all levels and the size of organizations, especially the small ones that extensively use it to develop a competitive advantage.

Generative AI Dominates the Toolkit

Out of all AI technologies currently integrated into marketing, **generative AI stands out as the most widely adopted, with 93.5%** of marketers being active users of these tools. This is not a surprising figure, given the importance of content creation within marketing alone, and the rise of this specific method in the last few years due to the introduction of social media.

Which of the following AI tools or technologies have you used in your marketing work?

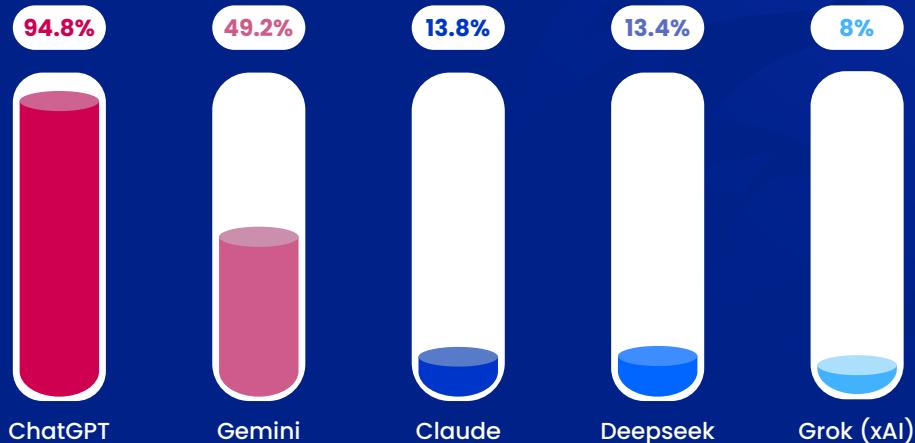


ChatGPT, Jasper, and Copy.ai are some examples that fall under this category. They allow marketers to compose their blog posts, create ad copy, brainstorm campaign ideas, and even create visuals, and in many cases, within a few minutes.

Coming in as the second is data analytics AI. Around **61.9% of the marketers have adopted platforms such as Google Analytics, Tableau, or Looker** to help them obtain insights using information on customer behaviour, campaign effectiveness, and web traffic.

ChatGPT leads generative AI usage by a wide margin, with 94.8% of users naming it their primary tool. Its ease of use and broad capabilities give it a strong first-mover advantage, making it a firmly established part of the marketing tech stack.

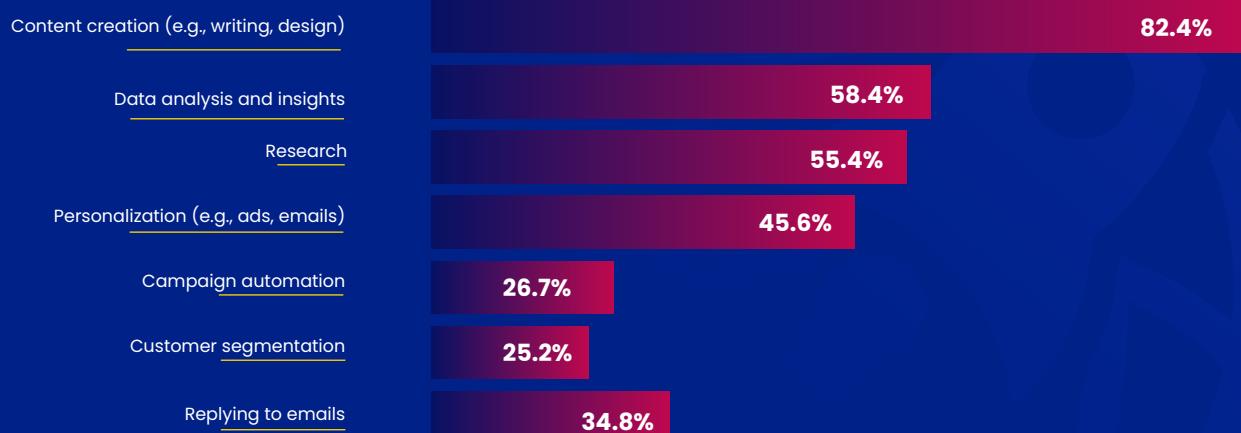
ChatGPT is the most commonly used generative AI tool for marketing tasks, used by 94.8% of marketers.



Top Use Cases for AI in Marketing

Generative AI is mainly applied to create content: 82.4% of marketers are utilizing it to write articles, create social media captions, develop creatives, and generate ideas like headlines or taglines. However, that is not their limit, with data analysis, research, and personalization coming very close behind.

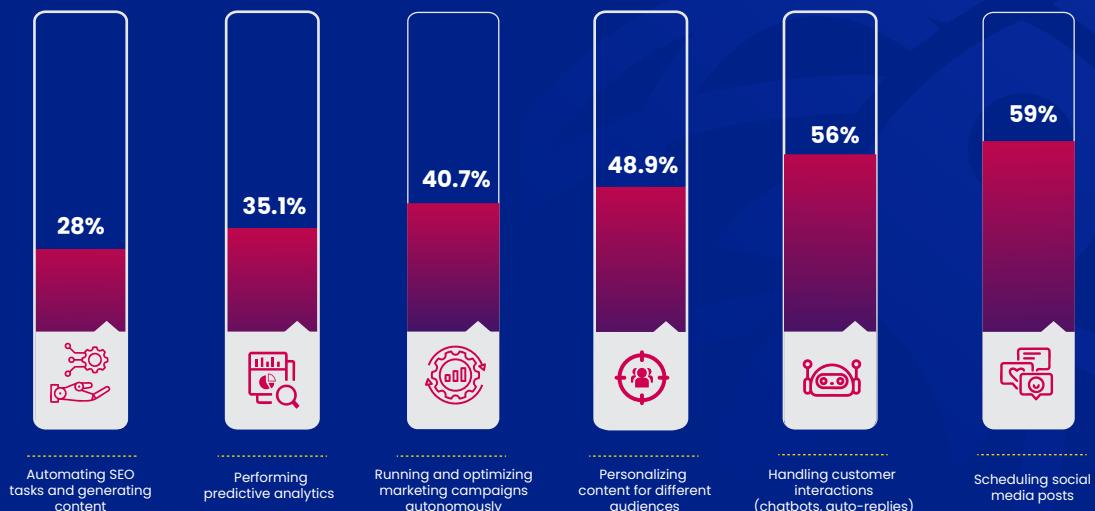
Marketers use AI most frequently for the following tasks:



Agentic AI: still early, but growing interest

Only 24.3% of marketers have used **agentic AI**, which is capable of executing marketing campaigns with minimal human input. However, the market has been seeing positive improvement with rising awareness and experimentation.

What Tasks have you Used Agentic AI it for?



One in every three (33%) respondents indicates that their organization has already **implemented or tried agentic AI**, meaning that this movement should be closely observed in the next 12 to 24 months.

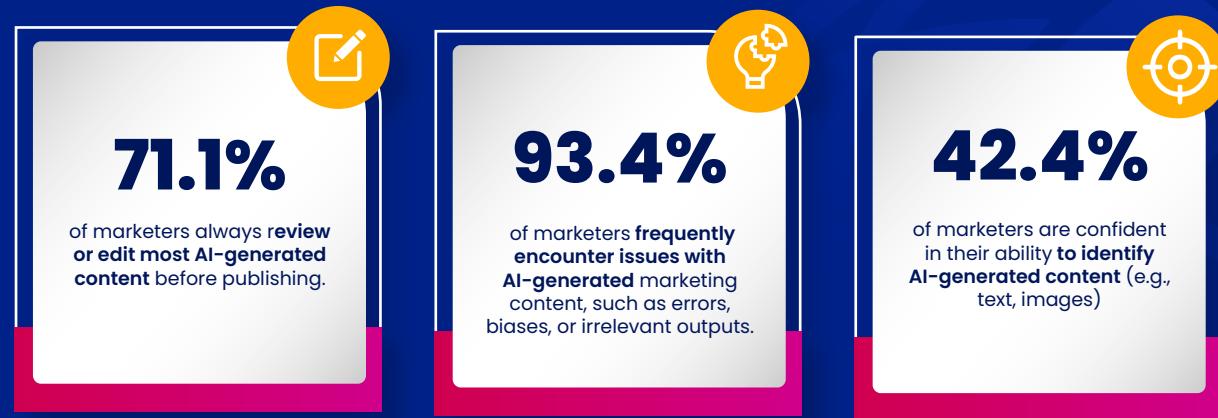
Most managers are already leveraging AI tools for their own productivity



Trust and challenges in AI adoption

Despite its widespread use, **marketers remain cautious with AI**. A full **93.4% report frequent issues with AI-generated content**, and 71.1% always review or edit it before publishing. Yet only 42.4% feel confident identifying AI-created material, underscoring the need for greater reliability and transparency. Additionally, 80.8% have received no formal AI training, revealing a clear skills gap.

How Marketers Evaluate and Perceive AI-Generated Content



AI's Impact on Productivity and Outcomes

AI is delivering measurable benefits, with **86% of marketers reporting time savings, averaging 4.74 hours per week**. This result aligns with the same findings in a Salesforce 2023 report, where marketers estimate a saving of over 5 hours per week when integrating AI into the workflow.

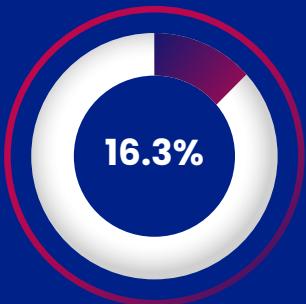
How Marketers Evaluate and Perceive AI-Generated Content



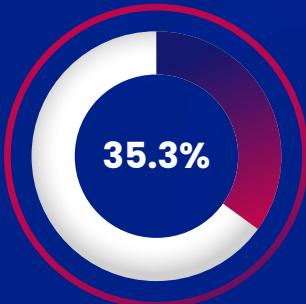
Job security and AI's role

Job security issues are arguably the biggest concern of the labor force. Around **88.9% of marketers reckon that AI will cost them jobs in the coming 2-3 years.**

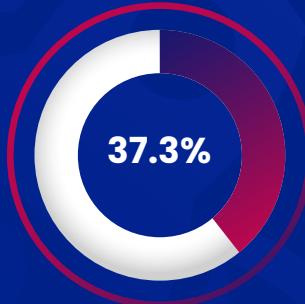
88.9% believe AI will lead to job losses in marketing roles within the next 2-3 years



Significant Job Loss



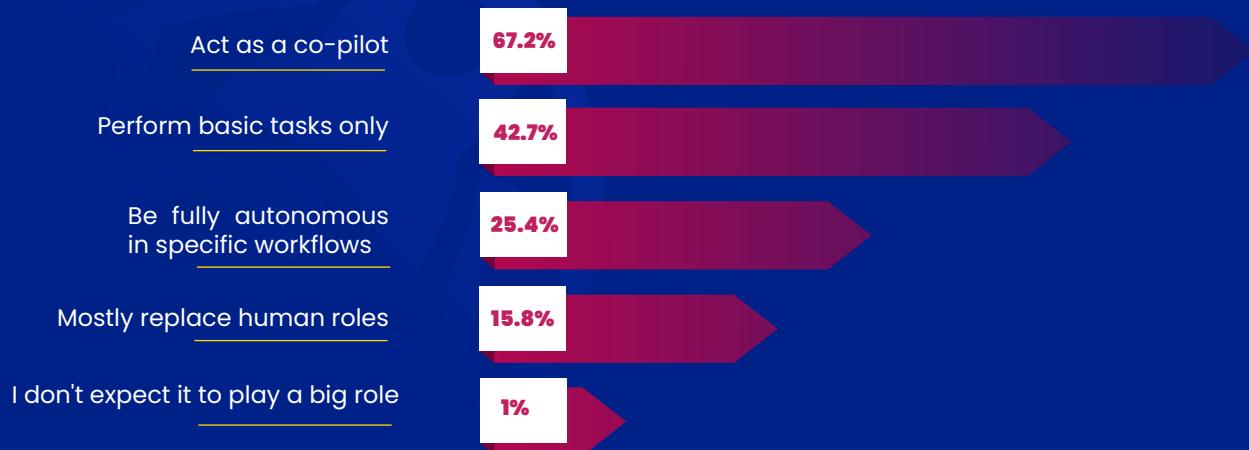
Minimal Job Loss



Moderate Job Loss

A portion of tasks (30.7%) are likely to be automated in the next 2-3 years, which mostly fall under junior roles, making more than 86% of the participants select this position as the most vulnerable to automation. Nevertheless, 62.7% consider AI to be more of a co-pilot than a replacement, and that only 15.8% think AI will entirely replace human beings. On a positive note, 71.9% report having no notion of decline in job security as a result of the use of AI.

In the near future (2-3 years), what role will AI play in your marketing team?



The future of AI in marketing

Marketers are preparing for a major shift driven by AI. **Generative AI leads the way**, with 79% expecting it to have the biggest impact, followed by predictive analytics (55%) and hyper-personalization (54%). Nearly half (48%) highlight the rise of agentic AI, while voice/visual search (37%) and AI-driven influencer marketing (27%) are also emerging. Only 13% cite ethical AI transparency as a priority, revealing a gap in responsible adoption.

AI trends that have the most significant impact on marketing in the next 2-3 years

79%

Advanced generative AI

55%

Predictive Analytics

54%

Hyper personalization

48%

Agentic AI

37%

AI-powered voice and visual search

27%

AI-driven influencer marketing

13%

Ethical AI transparency

Furthermore, 41.7% of them expect their organizations to increase AI investment in the next year, indicating confidence and high trust in its transformative potential.

Conclusion

AI is becoming central to marketing, with generative tools like ChatGPT already reshaping workflows while agentic AI continues to emerge. Key challenges—accuracy, training gaps, and job-security concerns—highlight the need for intentional adoption and upskilling.

“AI helps marketers work faster and smarter, but the real opportunity is using it with intention,” said **Saul Marquez, Founder and CEO of Outcomes Rocket**. “Teams that pair AI with proper training, oversight, and ethics will drive the next wave of innovation.”

As AI becomes more agentic and autonomous, marketers must continue evolving, not by competing with machines, but by mastering how to guide, question, and elevate their output.

Methodology

The survey was conducted in June 2025 using Prolific. There were **1,229 marketers across various industries, roles, and organization sizes** participating in this study. The findings provide a cohesive picture of AI’s role in marketing today and its trajectory soon.





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