



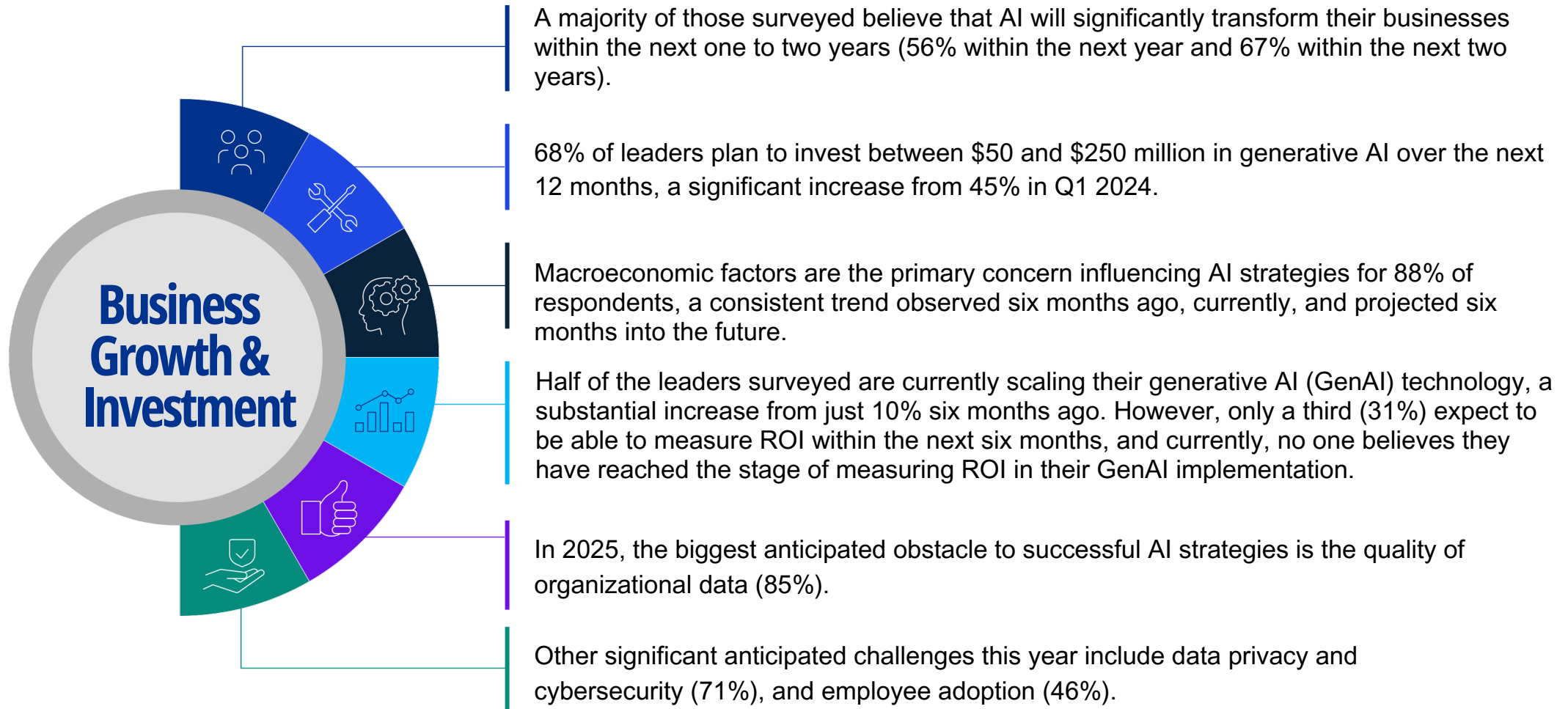
AI Q4 Pulse Survey: Key Findings

AI & Digital Innovation

—

Q4 2024

Executive summary



Executive summary



AI Agents

More than half of organizations (51%) are investigating the potential of AI agents, while another 37% are actively piloting them.

Within the next year, leaders anticipate using AI agents for administrative tasks (60%), call center operations (54%), and the development of new business materials (53%).

Currently, only 12% of the surveyed organizations have implemented AI agents company-wide.



Workforce

With organizations prioritizing cybersecurity and data quality, Chief Information Officers (71%) are increasingly taking the lead on AI initiatives, surpassing CEOs (17%) and Chief Innovation Officers (10%).

Over 80% of organizations plan to integrate generative AI into their formal performance development programs. However, only 24% of employees are currently using AI tools embedded within their existing workflows at least weekly.

Contrary to typical bottom-up technology adoption trends, leadership appears to be using generative AI more frequently than middle and entry-level employees. This suggests potential underreporting of AI usage and possible governance gaps within organizations.



Business Growth & Investment

Do you believe that AI will help you achieve the following within the designated time periods?



In the next year...

70% of business leaders believe AI will help their organization run a better business.

56% of business leaders believe AI will fundamentally change their organization's business.



In the next two years...

91% of business leaders believe AI will help their organization run a better business.

67% of business leaders believe AI will fundamentally change their organization's business.

To what extent are the following factors influencing your AI strategy today (top choices of "great concern")?

88%

Macroeconomic factors (GDP growth, inflation, etc.)

61%

Pressures to improve efficiency

55%

Limitations on hiring, upskilling

47%

Need to manage increased workloads or volume of tasks

47%

Need to demonstrate value to investors

46%

Opportunity to identify new revenue opportunities



Business Growth & Investment (continued)

Which of the following best describes the phase your organization is in its GenAI journey?

	6 months ago	Today	6 months from now
Research and development (understanding the technology and its potential)	55%	8%	4%
Experimentation (proof-of-concepts or pilots, identifying areas of improvement + opportunity)	14%	16%	21%
Strategic planning (establishing a roadmap, KPIs and data management infrastructure)	20%	26%	19%
Scaling the technology (enterprise-wide adoption and optimization, measurable outputs)	10%	50%	25%
Established ROI (experiencing meaningful business outcomes, tangible growth and opportunity)	1%	0%	31%

How much in USD does your organization plan to invest in Gen AI over the next 12 months (e.g., training, technology, compliance, talent, etc.)?

	Q1 2024	Q4 2024
Under \$10 million	14%	8%
\$10 – 49 million	18%	22%
\$50 – 99 million	23%	49%
\$100 – 249 million	22%	19%
\$250 – 499 million	15%	1%
\$500 million or more	6%	1%
We do not plan to invest in Gen AI over the next 12 months	3%	0%



Business Growth & Investment (continued)

How important is investor pressure as it relates to demonstrating ROI on your organization's GenAI investment?



How are you measuring your organization's ROI related to GenAI?*

	Q1	Q2	Q3	Q4
Improved productivity	51%	40%	36%	79%
Improved profitability	35%	27%	38%	73%
Revenue generated	47%	52%	51%	41%
Employee adoption	0%	0%	0%	10%
Employee AI learning and development	0%	0%	0%	12%
Improved performance or higher quality of work delivered by employees	0%	0%	0%	13%
Improved analytics used by C-suite in business decision making	0%	0%	0%	16%
Other (please specify)	0%	0%	0%	0%
None of the above	0%	0%	0%	0%

0% categories reflect new choices in Q4 not included in previous quarters. *



Challenges & Risks

Which of the following do you expect to be the biggest challenges in your GenAI strategy in 2025 (top 3 choices)?

85%

Quality of organizational data

71%

Risk management such as data privacy and cybersecurity

46%

Employee adoption

Which of the following best describes risk mitigation measures your organization is putting in place when it comes to AI-agents?

11%

We are developing AI agents in-house only

29%

We are not yet comfortable with autonomous agents and will require human-in-the-loop oversight

31%

We are not allowing AI agents access to sensitive data without human oversight

47%

We are looking at AI agents as augmented support for our employees and providing training to our workforce

23%

We are looking to deploy AI agents developed by trusted tech providers



AI Agents

In what capacity is your organization engaging with AI agents?

51%

Exploring the possibility of using AI agents

37%

Piloting AI agents

12%

Deploying AI agents

In the next 12 months, would you consider integrating an AI-agent, to assist with any of the following tasks in your organization?

	We already use an AI agent for this	Yes, and we have plans to do so	No, and we have no plans to do so
Professional coaching	42%	39%	19%
Acting as call center agents	16%	54%	30%
Analyzing complex data sets	70%	23%	7%
Performing administrative tasks (i.e., scheduling meetings)	27%	60%	13%
Recruiting and sourcing new employee candidates	15%	50%	35%
Developing new business materials (e.g., pitch decks and proposals)	23%	53%	24%
Conducting employee reviews	27%	30%	43%
Releasing a custom AI agent for our clients or customers	21%	29%	50%



Workforce & Talent

Who is leading AI-related initiatives at your organization?

71%

Chief Information Officer

17%

CEO

10%

Chief Innovation Officer

Have you recruited new board members to help enable an organizational GenAI strategy?

7%

Yes

91%

No, but we plan to do so

2%

No, and no plans to do so

Is GenAI part of your formal performance development track at your organization?

19%

Yes

81%

No, but we plan to include it

0%

No, and no plans to include it



Workforce & Talent (continued)

How often is your organization's workforce using the following?

	Daily	Once a week	Once a month	Less than once a month	Never
GenAI productivity tools (e.g., Microsoft Copilot)	22%	54%	14%	10%	0%
GenAI agents or knowledge assistants (Retrieval augmented generation (RAG) is a technique used to augment interactions with AI, using external data such as a specified set of documents, to respond to user questions)	2%	48%	29%	6%	15%
GenAI embedded into existing workflows	0%	24%	56%	9%	11%

To what extent are GenAI tools used by employees at your organization?

	1 – Not used at all				5 – Used a significant amount
C-suite	0%	3%	26%	57%	14%
Executive management	0%	8%	34%	51%	7%
Entry level employees	14%	40%	31%	15%	0%
Middle managers	8%	13%	53%	26%	0%

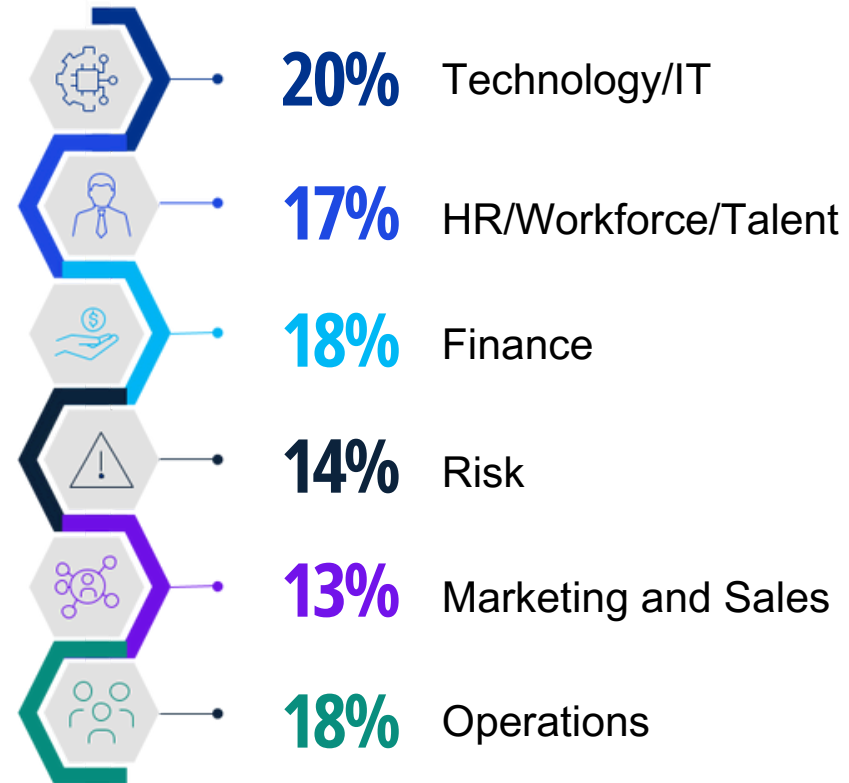


Methodology

Results compiled in December 2024

- U.S. based companies with \$1 billion or more in revenue
- **65%** public companies, **35%** private companies
- **100** individuals surveyed; **20%** CEO/President, **30%** other C-level, **50%** EVP or MD
- **51%** represent companies with 10,000 or more employees

Functional breakdown:



VECTOR RESEARCH PARTNERS

Working With Vector

There's a wealth of potential for PE firms to unlock via digital marketing. By pulling the right levers across your portfolio companies, more prospects and customers move through your funnel, revenue increases, and EBITDA grows. Ultimately, your investment in a business realizes its peak ROI.

Vector specializes in identifying and seizing opportunities in the digital marketing space. **We work with investors at every stage, including pre-LOI, due diligence, and post-traction, to accelerate growth plans, measurement, and value creation.**

Get the AI in Marketing report: Unlocking Scalable Strategies to Maximize EBITDA Growth

Secure Your Competitive Edge—Before Your Competitors Do This research is **not publicly available** and is reserved exclusively for a select group of firms and operators looking to leverage AI for real, measurable impact. **Access is limited**, ensuring that those who act now gain a strategic advantage in the market.

CONTACT US

or email our founder
(robert@vectorresearchpartners.com)