

ROI OF AI

META ANALYSIS

2025



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TABLE OF CONTENTS

01 INTRODUCTION

An objective review of major studies on the ROI of AI: what's working, what's not, and where real value is created.

02 EVIDENCE OF HIGH ROI

Report findings by some of the major AI service providers, such as Google, Snowflake and IBM.

03 REALITY CHECK

More sober findings by academics and consultants, why there is a difference. GenAI myths and the Shadow Economy of AI.

04 DRIVERS OF SUCCESS

Factors like data, infrastructure, skills, having clear execution plan, C-level engagement and support.

05 BARRIERS AND RISKS

Factors like integration, compliance, soft vs hard ROI, employee fatigue, energy costs.

06 ROI BY SECTOR

What is the average ROI you can expect for each of the main sectors.



01 INTRODUCTION

The rapid implementation of AI has become a strategic priority for organizations seeking to stay competitive. Companies feel increasing pressure to adopt AI early, sometimes pursuing projects simply to “check the box” rather than to drive real business value. The AI hype bubble is real - optimistic vendor and early-adopter surveys highlight impressive returns, while independent or finance-focused analyses tend to be more reserved, often finding that measurable impact on profit and loss is still limited or inconsistent.

In this report, we review findings from more than ten major studies on the ROI of AI to get beyond the hype. We take an objective look at what’s actually working, what’s not, and where value is really being created. Along the way, we unpack common myths, examine what drives success, outline key risks, and explore how ROI differs across industries.



02 EVIDENCE OF HIGH ROI

Multiple industry reports point to a clear trend: early adopters of AI are realizing positive ROI faster than expected. From multi-hundred-percent returns to year-one payback periods, organizations that align AI with core business goals are seeing meaningful impact on both top and bottom lines.



Google Cloud customers report a **727% ROI** over three years with an 8-month payback.



Two-thirds of AI Leaders have more than **25%** revenue growth uplift, between **27%** and **38%** report big gains in productivity.



95% of organizations are investing in AI and are increasingly reporting positive ROI across cost savings and innovation.



Among leading adopters in finance, **57%** say ROI exceeds expectations.

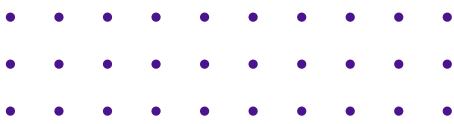


4 in 5 leaders have reported revenue gains, **98%** say benefits meet or exceed expectations.



Q4 2024 report finds significant ROI being achieved in advanced GenAI.





The phrase “paid for itself already” comes up often among early adopters. Snowflake’s 2024 report shows that **92%** of 1,900 organizations said their generative AI investments have already delivered full payback, underscoring how fast ROI can materialize when AI is applied effectively.

4 in 5

tech leaders say implementing AI has led to an increase in revenue generation.

multiverse

727%

ROI achieved over three years on average by businesses with Google Cloud

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 snowflake®

GLOBAL RESEARCH

THE RADICAL ROI OF GEN AI

Enterprises are winning big with generative AI. Here's how they're doing it.



03 REALITY CHECK

Despite the massive enthusiasm, the business impact of AI remains limited. MIT's GenAI Divide Study shows that while over **80%** of organizations have piloted AI tools, **95%** see no measurable ROI from GenAI despite **\$30-\$40 billion** in enterprise spending. Likewise, Multiverse's ROI of AI 2024 finds that **98%** of leaders claim success, yet most can't prove it. Adoption is high, disruption is low, and the gap between AI optimism and real outcomes is widening.



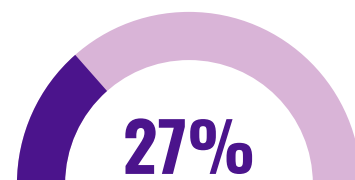
Only 5% of AI pilots deliver measurable business impact



7 out of 9 industries show no structural change from GenAI



Median Finance Function ROI, well below expectations



Only 27% of leaders using AI can prove significant ROI

WHY THE DIFFERENCE?



Corporate studies often survey their own engaged users, while academic and consulting research includes the full market, a difference that can triple reported results.



Vendor white papers have a business interest in highlighting success to drive cloud or platform adoption.



Consulting studies often use ROI caution to reinforce the need for their services (governance, change management, data engineering).



Academic teams tend to focus on proper methodologies, since they are not usually driven by commercial incentives (e.g., MIT requiring hard P&L evidence).

THE SHADOW AI ECONOMY



Over 90% of employees use personal AI tools at work

AI is reshaping work, but largely outside official channels. MIT's research reveals a growing "shadow AI economy," where employees use personal ChatGPT, Claude, and other consumer tools to automate large parts of their jobs, often without IT oversight or approval.



GENAI MYTHS

“AI WILL REPLACE MOST JOBS SOON”

Despite fears of mass automation, MIT found limited layoffs linked to GenAI. Workforce impacts are selective, mainly in customer support, software, and admin roles, not widespread across industries.

“GENAI IS TRANSFORMING BUSINESS”

Adoption is high but true transformation is rare. Only 5% of enterprises have integrated AI at scale, and 7 of 9 sectors show little structural change despite heavy investment.

“ENTERPRISES ARE SLOW TO ADOPT NEW TECH”

Far from slow, 90% of large firms have explored GenAI solutions. The problem isn't willingness, it's that most pilots stall before delivering value.

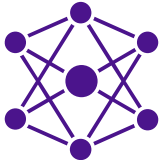
“AI IS HELD BACK BY MODEL QUALITY OR REGULATION”

The biggest blocker isn't technology or compliance, it's that most tools don't learn or integrate with workflows. Static systems fail where adaptive, context-aware tools succeed.

“THE BEST ENTERPRISES BUILD THEIR OWN TOOLS”

Internal builds fail twice as often as external partnerships. Organizations that buy or co-develop with specialized vendors are far more likely to reach deployment and ROI.

04 DRIVERS OF SUCCESS



Identify independent workflows suitable for individual AI agents, which can later be integrated into a larger, collaborative process.



Embed human-in-the-loop validation to monitor AI performance, catch anomalies, and ensure critical decisions stay under human oversight.



Choose a type of AI solution that can easily adapt to your organization's existing processes, instead of the other way around.



Use a vendor, don't try to build in-house. Internal builds fail twice as often as vendor partnerships.

WHERE REAL ROI HIDES

The MIT report shows that GenAI ROI peaks in back-office functions like operations and finance, driven by reduced outsourcing and greater operational efficiency, without the need for layoffs.

\$2-10M

Saved from cutting
Business Process
Outsourcing contracts

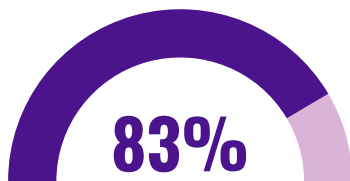
-30%

Decrease in creative
and content costs from
external agencies

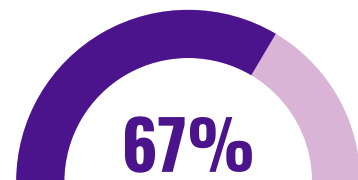
\$1M+

Saved in finance and
risk functions (e.g., risk
checks)

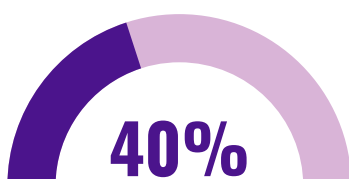
The EY report emphasizes that strong data infrastructure and governance are essential for realizing AI's full potential. Many organizations recognize that without a solid data foundation and clear governance, even significant AI investments struggle to scale effectively or deliver sustainable results.



83% of the respondents said AI adoption would be faster if they had a stronger data infrastructure



67% say they could move faster on AI adoption, but the lack of data infrastructure is holding them back



Faster lead qualification speed



Improvement in customer retention

05 BARRIERS AND RISKS



DATA QUALITY

According to Snowflake's report
"unstructured data is AI enemy #1"



ORGANIZATIONAL DRAG

Change management, risk
management, talent shortage



MEASUREMENT GAPS

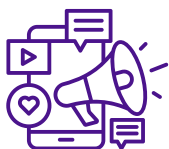
According to BCG less than half
of finance executives can even
quantify ROI



SKILL & ADOPTION

Employees receive minimal
formal AI training & experience
AI fatigue from having too
many tools

WHERE AI ROI IS WEAK



Sales & Marketing



Complex, deeply
customized internal logic



Static tools that do
not learn or adapt

CONTRADICTIONS

REWIRING VS ADAPTING

McKenzie emphasizes transforming business processes to embed gen AI, while MIT highlights AI tools that adapt to existing workflows as the key to success.

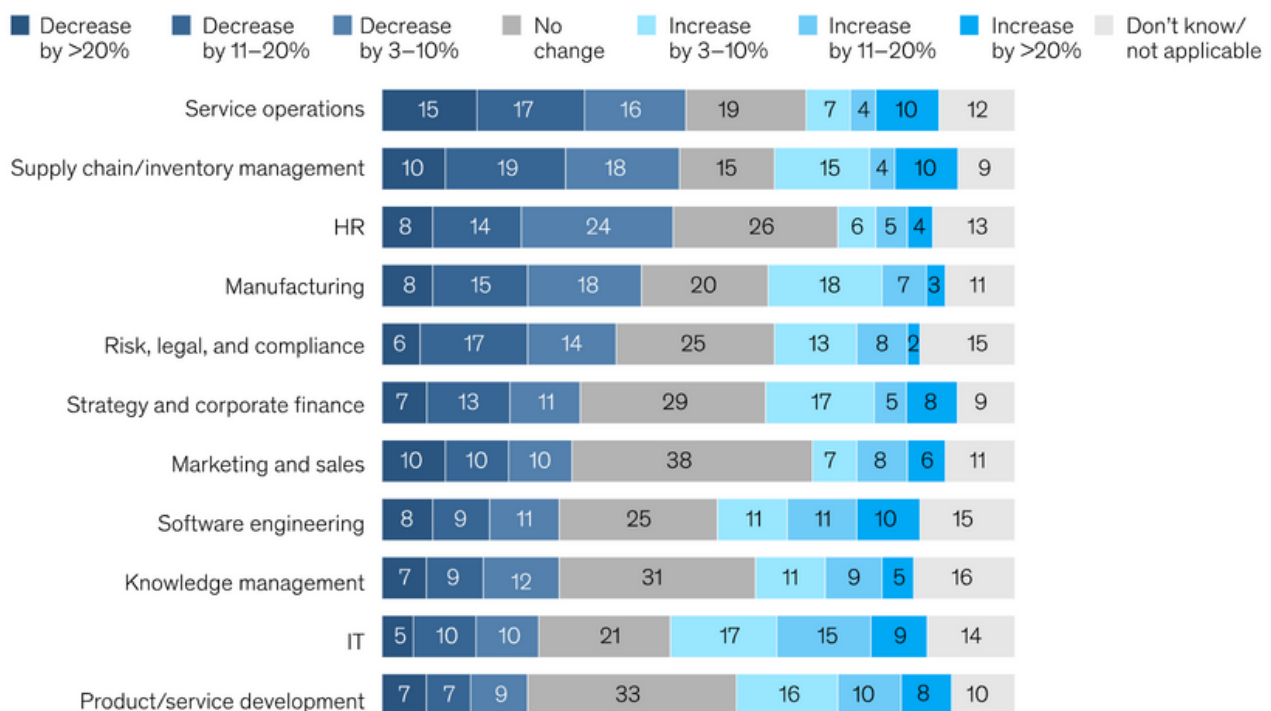
INTEGRATION GAPS VS. DATA AND TALENT SHORTAGES

MIT identifies poor integration and learning capacity of AI tools as the main barrier, whereas other reports point to data quality and talent scarcity.

WORKFORCE REDUCTION VS. LIMITED LAYOFFS

McKenzie reports headcount decreases linked to AI adoption, while MIT finds layoffs to be minimal and confined to already AI-impacted sectors.

Expected change in business function's number of employees as a result of gen AI use, next 3 years,¹
% of respondents reporting gen AI use in the given function



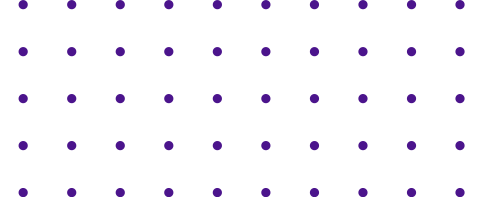
Source: McKenzie

06 ROI BY SECTOR

INDUSTRY	REPORTED ROI RANGE	SOURCES/NOTES
Financial Services	5 - 15% median ROI in the first 12-24 months, up to 25 % for orgs that fully integrate AI into forecastings, risk, customer analysis.	BCG reports 10% median, KPMG reports more than 20% when scaling AI. Data quality and compliance are the main reasons for lower early ROI.
Technology	20 - 40% + ROI when scaled, many adopters see payback within 12 months.	Snowflake reports highest ROI, Google Cloud reports ROI because of high adoption of agentic workflows. Snowflake also talks about how the tech leaders face a unique challenge where they have more use cases to pursue than their budget, and it's hard for them to identify the right uses cases based on business impact.
Healthcare and Life sciences	10 - 20 % ROI over 18-36 months because of savings in scheduling, claims and drug discovery.	Deloitte (provider case studies), IBM (clinical and back-office gains).

INDUSTRY	REPORTED ROI RANGE	SOURCES/NOTES
Retail / Consumer goods and E-commerce	10 - 25% ROI for customer-facing uses like personalization.	Snowflake and EY reports. Snowflake claims that GenAI adopters in retail are least likely to report trouble with unstructured data quality. They also have an untapped opportunity to affect change in procurement and supply chain.
Manufacturing and Supply chain	15 - 30 % ROI due to predictive maintenance, quality control and demand planning.	Deloitte & EY cite early measurable cost and downtime reductions. Snowflake claims that among manufacturers there is apparent lag on GenAI adoption compared to the other industries. McKenzie's report also shows the lowest adoption of GenAI is in Manufacturing, followed by Supply chain/inventory management.
Professional and Business services	15-35% ROI from document automation, contract analytics, and reduction in outsourcing costs	MIT report points out back-office savings without reduction in headcount, Multiverse report
Public sector / Government	Often below 10% ROI in the first 2 years due to procurement and privacy constraints	Deloitte

CONCLUSION



While a positive return on investment from AI initiatives is attainable, it is far from automatic. Across the studies analyzed, organizations that report measurable gains share several foundational enablers: high-quality, well-structured data; robust data infrastructure; a skilled workforce; and strong executive sponsorship.

However, these factors alone do not guarantee success. The true value of AI emerges when companies go beyond broad adoption and undertake a granular mapping of their business processes and workflows. Identifying precise points where AI can reduce customer churn, lower labor and maintenance costs, and drive revenue through personalized marketing and recommendation systems is where meaningful, sustained ROI is most likely to materialize.

CONTACT INFORMATION

We value your feedback and insights. If you have any questions, please feel free to reach out to us.

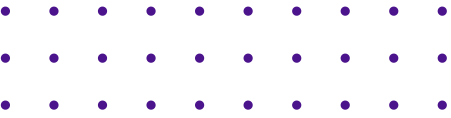


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