



# Digital, IA, ROI :

## 3 illusions that will slow down your marketing in 2026

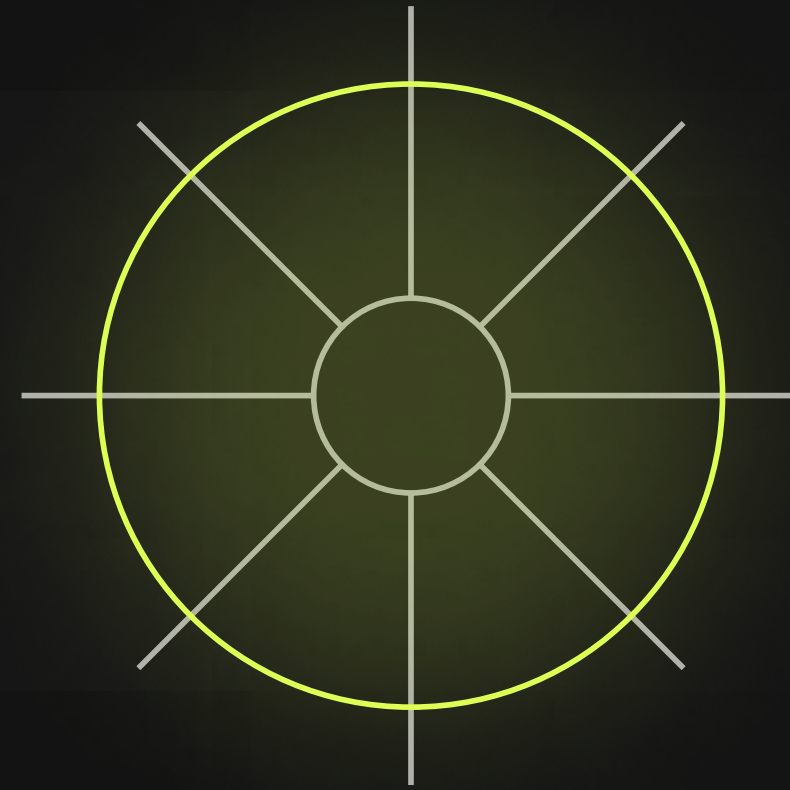
Location

Le Village by CA

Date

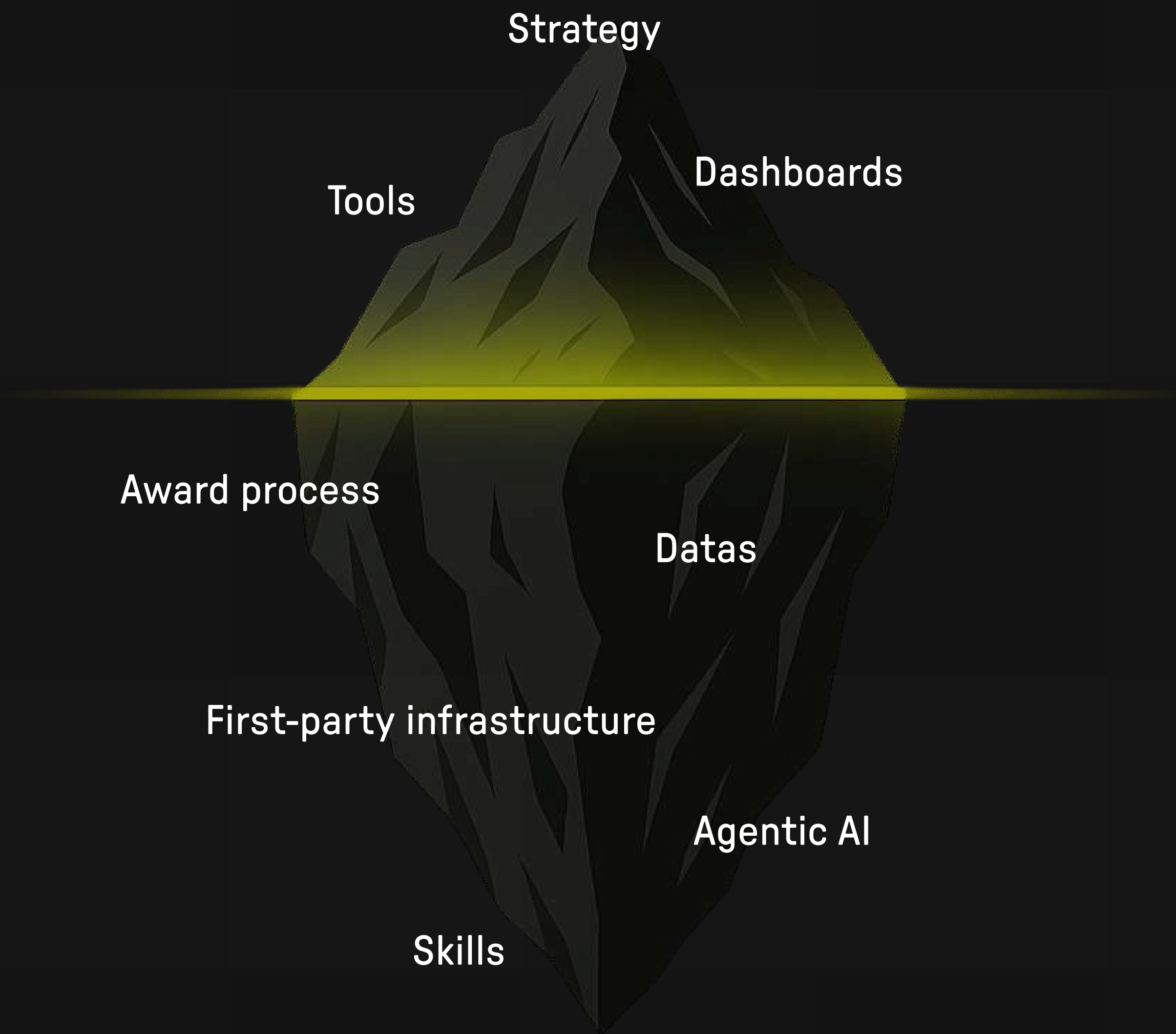
Wednesday 19th Nov

**AI** has come to shake up  
marketing organizations



# This challenges certain fundamentals

Team organization, budget, tools, skills, data...



Strategy

Tools

Dashboards

Award process

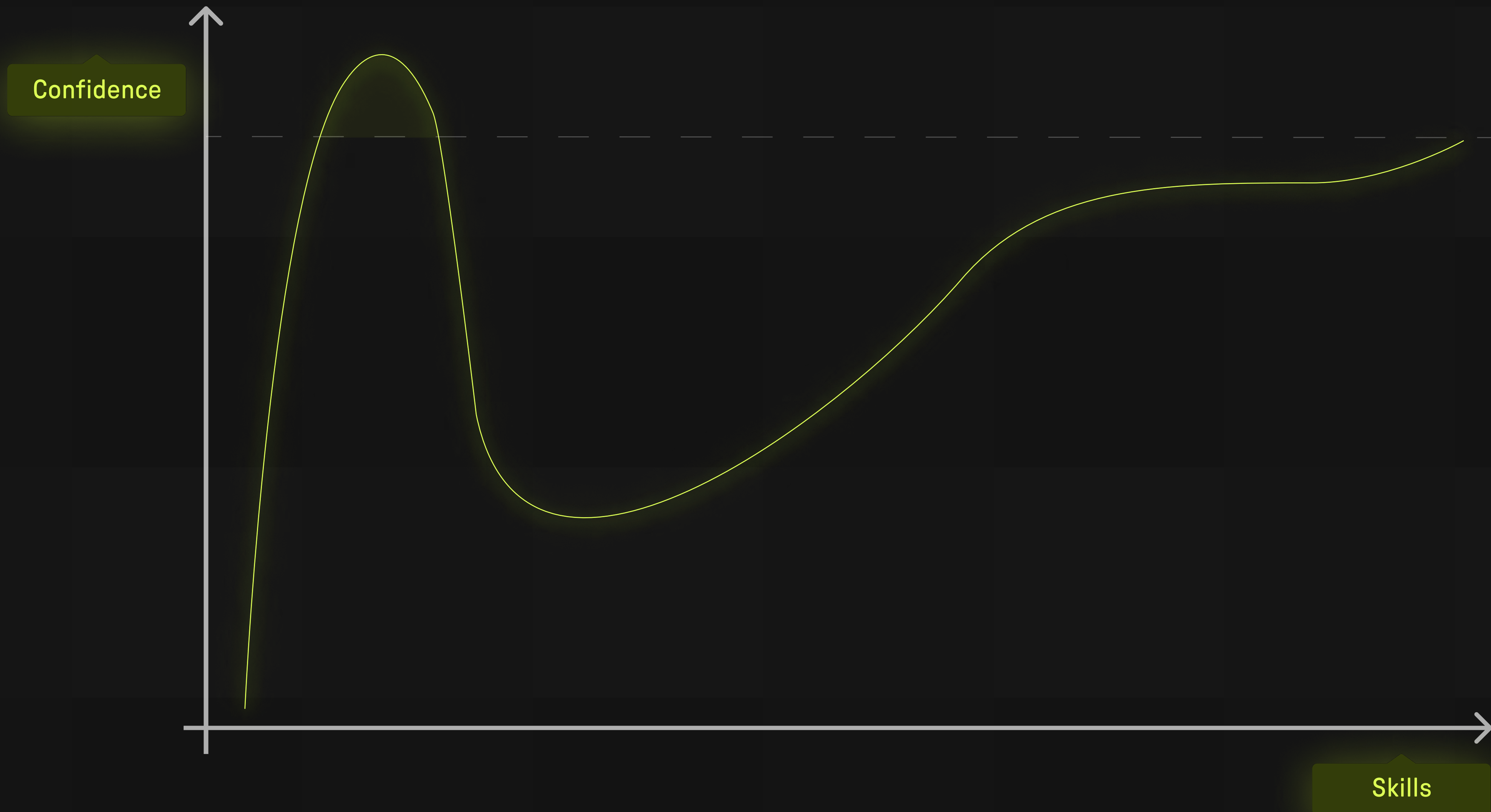
Datas

First-party infrastructure

Agentic AI

Skills

# Dunning kruger effect



**We see what's best with Bulldozer.  
But **where are all French companies  
really located in 2025 ?****

# What we studied



**Sample**

**200**

Marketing decision-makers (director, manager, CMO)

**Method:** Quantitative online study (CAWI)

**Period:** June 23 - July 17, 2025



**Average duration**

**8'**



**Margin of error**

**±6,9 pts**



# First contact



**CRM**



**DIGITAL ROI**



**IA**



**ATTRIBUTION**





# Plot twist

**We asked the same questions to  
the Bulldozer experts**



**Companies overestimate themselves**  
**by -2.3 points on average**



# Big results



**89% STATE HAVING A DIGITAL STRATEGY**



**70% ALLOCATE LESS THAN HALF OF THEIR BUDGET TO DIGITAL**



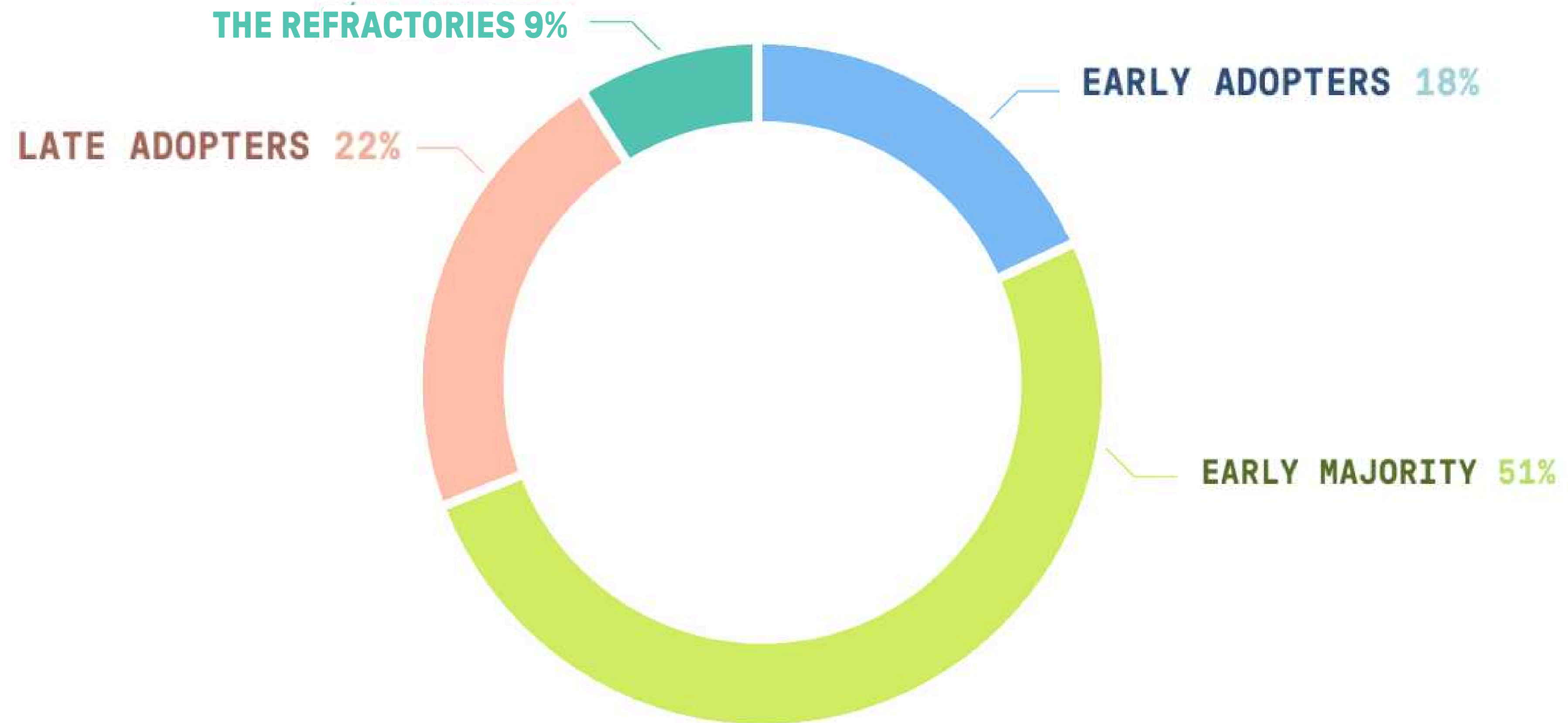
**44% SAID HAVING INTEGRATED AI**



**96% SEE A POSITIVE IMPACT OF DIGITAL**



# 4 approaches to digital



Digital Marketing - Maturity Index

# Action plan for 2026

If you REALLY want to be one of the best in class

# **64%** use ChatGPT, but only **47%** have specialized solutions.

To derive true value from AI, you must:

**Clean and structured first-party data**

**An organized and enriched CRM**

(27% cite CRM usage as a challenge)

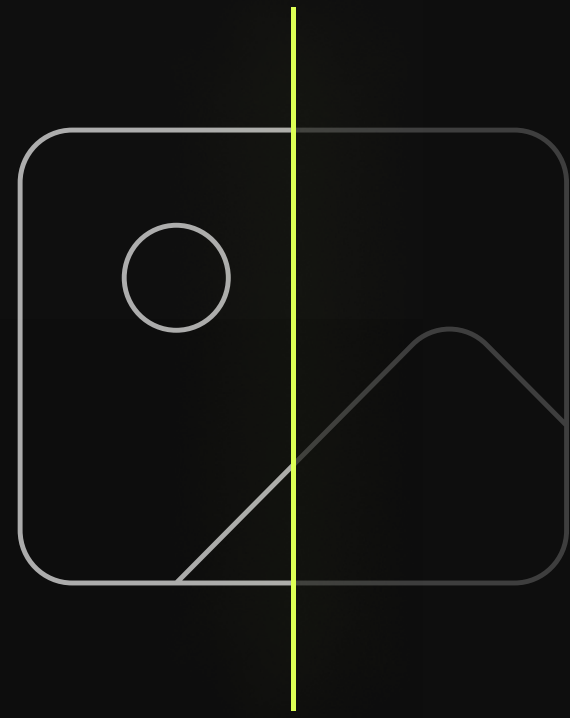
**A good tracking**

(70% do not measure overall ROI)

**An internal data culture**

(lack of a data culture in 70% of the companies audited)

# The 3 main use cases of AI



## Creativity

Exploring angles, challenging ideas, gaining insights



## Creation

Images, videos, content, templates



## Productivity

Automation, standardization, friction reduction

**The goal is not to produce more, but to produce more intelligently and more personalized products.**

**AI is just an accelerator. It is only powerful  
when the **foundations are solid.****

**Data maturity**

(70% of companies do not use their data)

**Marketing structuration**

(Only 59% have a strategy implemented)

**Sales/Marketing Alignment**

**Business-oriented content production**

(34% cite content creation as a challenge)

**The orchestration of campaigns**

# Examples observed among **early adopters** (18%)



## Programmatic SEO

Templates + variables + automatic generation



## ABX B2B

Messages activated according to intent signals  
(72% of early adopters practice advanced ABM)



## Dynamic email sequences

Based on actual behavior



## Custom landing pages

According to industry, size, maturity

# Measure your digital maturity in **8 minutes**<sup>+</sup>

Complete our questionnaire and get a precise diagnosis: your maturity score, your position relative to your competitors, and the priority levers for improvement.



## Where do you stand in relation to your competitors?

Your performance measured against companies in your sector.



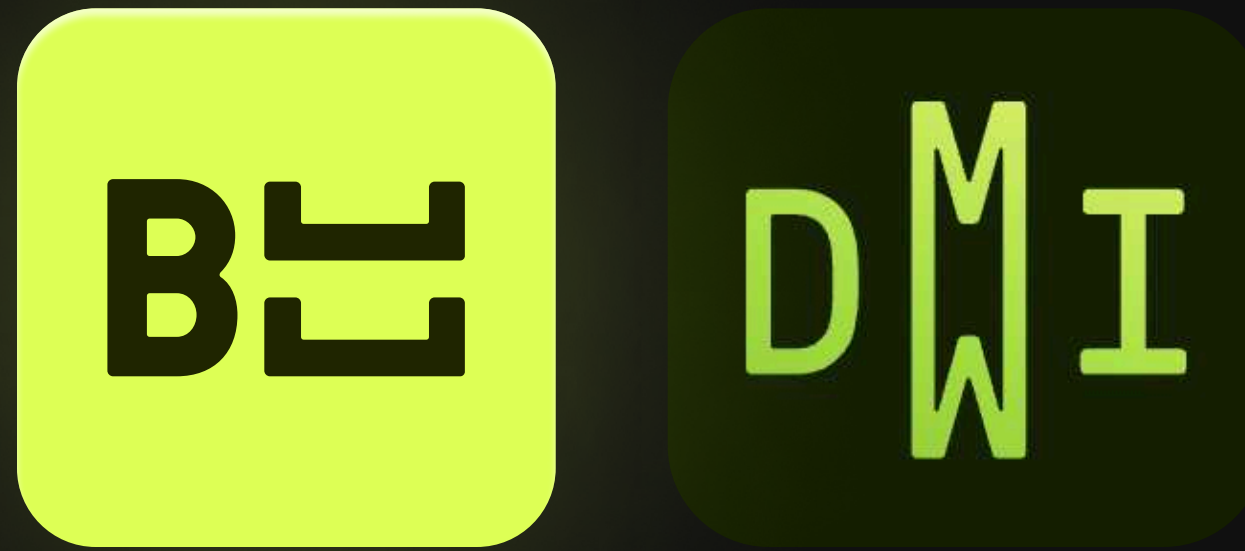
## Where you really stand

A score that assesses your level of digital marketing maturity.



## Where to begin

The priority levers to close your performance gaps.



**The study that reveals the gaps.  
The partner that bridges them.**