



# The Optimism and Opportunity of AI Martech

**How marketers' view of AI evolved in 2024**



# Introduction

AI has dominated the conversation in marketing over the last two years, and for good reason. It has transformed how marketers approach tasks like data analysis, content creation, and everyday productivity. In addition, it has impacted discussions about budgets and hiring.

Over the past two years, we surveyed a total of 1,200 B2C marketers to understand their attitudes toward AI. In this infographic, we compare how their responses changed year-over-year.

Keep reading to see how attitudes have shifted (or not!) and find out where you lie on the spectrum of AI elation and panic.

# Marketers remain optimistic about the future of AI

The AI alarm bells continue to sound, warning of everything from job displacement to Terminator-esque dystopian scenarios. Marketers still aren't buying into the doom and gloom, though—they're even more optimistic about AI than last year.

## How has your perception of AI changed over the last year?

I am much more optimistic about AI

42%

I am somewhat more optimistic about AI

50%

My optimism about AI has not changed

6%

I am less optimistic about AI

1%

# Marketers are less concerned about job displacement in 2025

Marketers are a bit less concerned about AI replacing jobs than last year. The number of those who think AI will create more jobs than it replaces increased by 7%. However, 40% still think AI will cause displacement, while fewer believe nothing will change.

How do you feel AI will impact marketing employment over the next year?

7% INCREASE FROM LAST YEAR

AI will create more jobs than it replaces

57%

AI will replace more jobs than it creates

40%

It will not change the number of available jobs

3%

# But they're increasingly aware that AI literacy is critical to remaining employed

Last year, 8% of marketers said AI literacy would not impact their future employability. That dropped to zero in this year's survey.

Most believe that if they can't prove their knowledge, they're more likely to be impacted by layoffs, experience slowed career growth, and less likely to be respected by their peers.

## What are the biggest career impacts AI-illiterate marketers face in the coming year?

Appearing behind the times

26%

Slowed career advancement

23%

More likely to be impacted by layoffs

21%

Less likely to be seen as a thought leader

16%

Less likely to be hired

15%

**8% DECREASE FROM LAST YEAR**

No significant impact

0%

# If you want to get hired in 2025, you better know AI

Thinking about looking for a new marketing job? You better start thinking about getting more practical experience with AI, as 94% of marketers say it will be more important when making hiring decisions in 2025.

## How important will experience using AI be in making hiring decisions in 2025 compared to 2024?

Much more important

52%

Somewhat more important

42%

About the same

5%

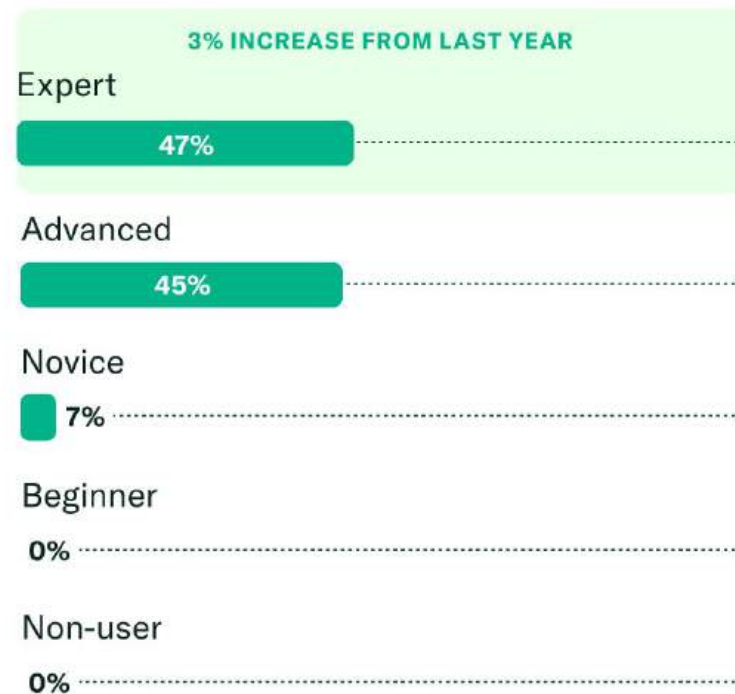
Somewhat less important

0%

# Marketers are more confident about their AI skills this year

Another year of experience with AI hasn't humbled marketers' confidence in their AI skills. Slightly more (3%) claim to be AI experts this year than last year.

## How would you describe your familiarity with AI use cases in marketing?



# Confidence in AI expertise wanes at small companies, surges at larger organizations

In 2024, the tables have turned on the scrappy innovators at smaller companies. This year, 60% of marketers at companies with 1,000+ employees report being AI experts compared to 40% at smaller organizations—the exact opposite of the data we saw last year.

**2024**

Marketers who say they have expert-level familiarity with AI are at companies with:

Fewer than 1,000 employees

60%

More than 1,000 employees

40%

**2025**

Marketers who say they have expert-level familiarity with AI are at companies with:

Fewer than 1,000 employees

40%

More than 1,000 employees

60%

# Managers grow more confident in AI expertise, closing the gap with marketing leaders

Executives and directors still report superior AI expertise than managers, but the gap is closing. Last year, only 32% of managers reported being AI experts, compared with 43% this year. Reported expertise of those with director and executive titles remains unchanged at 54%.

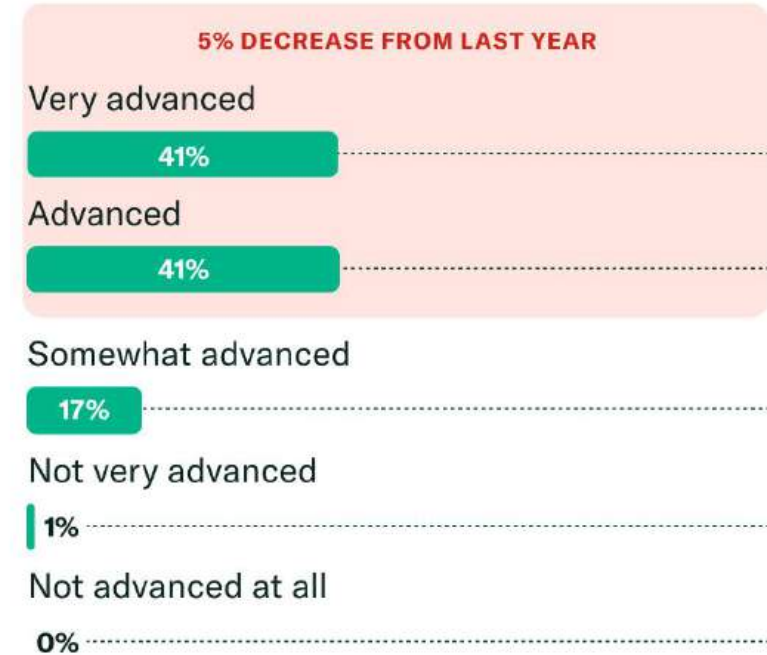
Marketers who say they have expert-level familiarity with AI are:



# Most still believe their use of AI is more advanced than other companies

Marketers continue to believe they're leaving the competition in the dust, with 82% saying that their use of AI is comparatively advanced or very advanced. That's 5% fewer than last year, with the balance humbly shifting to somewhat advanced. Which is still ahead.

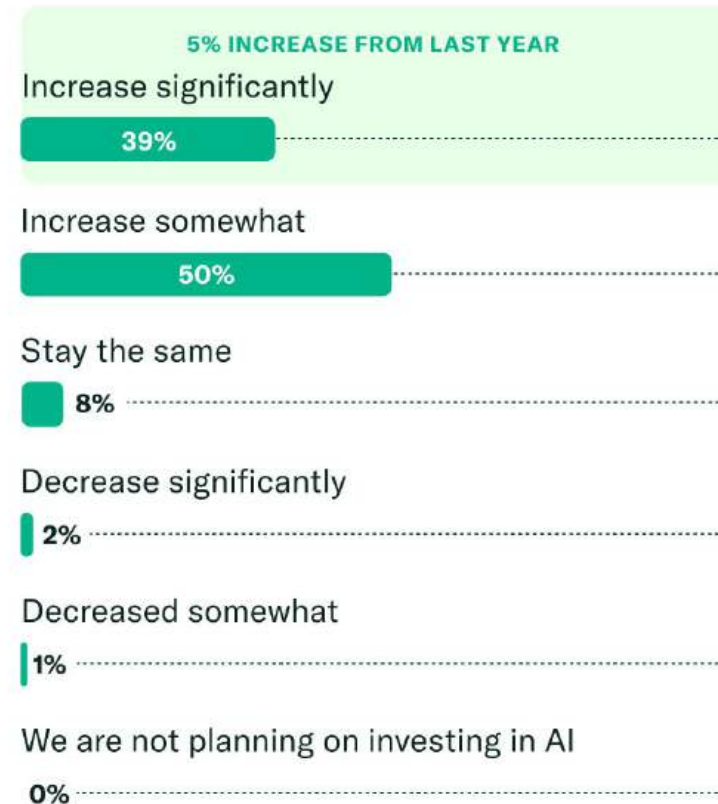
## My company's use of AI compared to competitors is:



# Investment in marketing AI tools to increase dramatically

B2C marketers will double down on AI in 2025, with nearly 90% saying they will increase their investment. Of these, 39% say they plan to **significantly** increase their investment, a 5% increase from last year.

## How will your marketing team's AI investment change in the next year?



# More marketers have dedicated budgets for AI

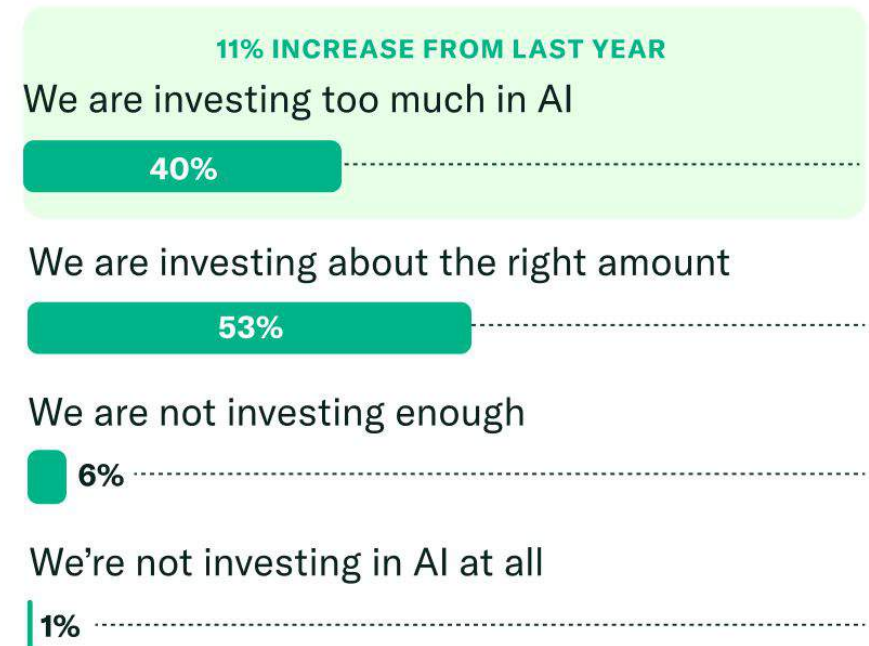
A whopping 91% of marketers said they will have a dedicated budget for AI tools, a 5% increase over last year. Clearly, teams are doubling down on the ROI they've achieved with AI.

Will your department have a budget dedicated to AI-driven tools in 2025?



# Some marketers feel they're over-investing in AI

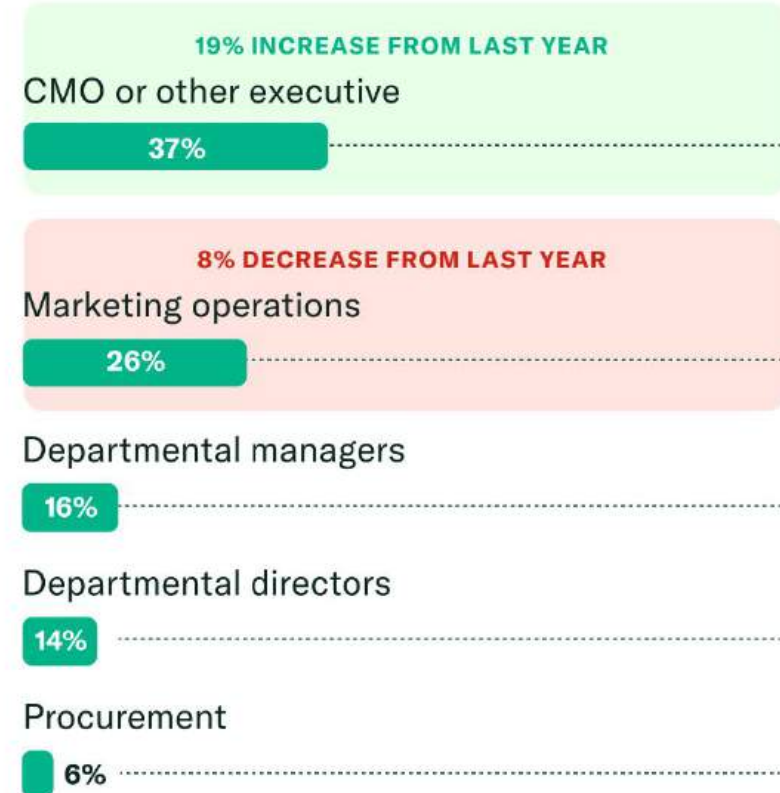
After two years of exponential AI spending increases, more marketers feel that it's too much, too soon. This contradicts all the other responses about AI investment, but the number of those who think their companies are spending too much on AI has increased 11% since last year. This speaks to the importance of investing in the right AI tools, not all the AI tools.



# For AI initiatives to be successful, they need clear ownership

Last year, there was no clear answer about who owned AI initiatives—only 18% said executives were responsible for AI. This year, AI is clearly in the hands of CMOs and other executives, and only 1% said there is no clear owner in their organization. Prepare for leadership to knock on your door and ask how you use AI if it's not happening every week already.

## Who owns AI adoption in your organization?



# Download the Full Report for More Insights

The 2025 State of AI in B2C Digital Marketing Report show how attitudes, use, and budgets for AI marketing technologies have changed since our 2023 report. It also dives into how marketing leaders use AI, their optimism and apprehension about AI marketing technology, and the results they saw in 2024.

**Where do you stand on the state of AI? Get the report to find out.**



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