The State of AI Marketing and Sales Report

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01 Foreword

The world of sales and marketing is evolving at a remarkable pace, and AI is at the heart of this transformation. What was once seen as a future possibility is now a driving force that empowers businesses to work smarter, engage customers more deeply, and unlock new growth. As highlighted in this report, AI is not just a tool for incremental improvement – it is a catalyst for redefining the roles and potential of marketing professionals in ways that benefit both individuals and organisations.

At the core of this transformation is the emergence of what I call the "evolved marketer". By embracing AI and automation, we can remove up to 80% of the repetitive, mundane tasks that occupy marketers' time, freeing them to focus on what truly matters – creativity, strategic decision-making, and meaningful customer connections. This isn't just about doing more, it's about doing better. The evolved marketer leverages AI to amplify their strengths, enhance their wellbeing, and cultivate a more fulfilling work experience, blending human ingenuity with technology in a way that drives innovation and personal growth.

The findings in this report underscore that we are at the beginning of a significant shift. AI-powered capabilities like real-time personalisation, predictive analytics, and intelligent automation are not just trends; they are rapidly becoming essential components of the modern marketer's toolkit. Yet, it's not enough to implement these technologies in isolated areas. To truly evolve, organisations must integrate AI across their marketing, sales, and analytics functions, turning data into actionable insights that fuel agility and growth. This integration is what allows the evolved marketer to thrive – enabling a seamless flow of information and empowering teams to deliver exceptional customer experiences at every touchpoint.

While some may see the rapid pace of AI adoption as a challenge, I see it as a tremendous opportunity. As marketers are freed from repetitive tasks, they can channel their energy into higher-value activities, sparking creativity, driving strategy, and building stronger customer relationships. This evolution transforms marketing from a function focused on output to one that prioritises impact, where human potential is augmented, not replaced, by technology.

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As you dive into the insights presented in this report, I encourage you to think about what it means to become an evolved marketer. The future of marketing isn't about keeping up, it's about setting the pace. It's about embracing AI as a partner in progress – one that helps us not only achieve more but do so in a way that is sustainable, innovative, and personally rewarding. Now is the time to act, to embrace this shift, and to lead the way toward a new era of marketing excellence where technology and human creativity work hand in hand.

Yomi Tejumola

Founder and CEO of Algomarketing

02 Research Methodology

Phase 1: Desk research to review some of the most recent and relevant literature on themes related to martech and marketing operations.

Phase 2: Qualitative research, in-depth, structured interviews with senior marketing leaders across multiple sectors and regions.

Phase 3: An online survey analysing the state of AI for enterprise organisations. Responses were obtained from 102 senior-level professionals in marketing, martech/marketing operations, and revenue operations roles from large B2B enterprises.

All respondents were from enterprise companies with at least 5,000 employees, with the following breakdown:

- 57% in organisations of 4,999 to 9,999 employees
- 43% from companies with over 9,999 employees

Survey respondents occupied a CMO function: heads, directors, or C-level executives, with the following breakdown:

- 41% in marketing roles
- 43% in martech or marketing operations positions
- 16% in revenue operations

The research covered a wide variety of B2B sectors, with the highest representation from software and IT services (16%), manufacturing (15%), media (13%), and energy sectors (13%). Additional fields involved hardware and networking, finance, telecom, and pharmaceuticals, offering a comprehensive view across diverse B2B environments.

Geographically, the study achieved a balanced representation, with 42 respondents from North America, 41 from the UK and EU (UK = 15, France = 13, and Germany = 13), and 19 from the Asia Pacific region. This global distribution allows for insights reflecting regional nuances and overarching global trends in AI adoption and marketing strategies.

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Our thanks to the following contributors:

This report also contains commentary from respondents interviewed by LXA. LXA would like to thank the following people for their contributions to this report:

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03 Executive Summary

This report explores the transformative impact of artificial intelligence (AI) on marketing and sales, highlighting significant trends, challenges, and opportunities. AI technologies rapidly evolve, and, with an anticipated annual growth rate of 40% to 55%, could potentially reach a total addressable market of $990 billion by 2027.
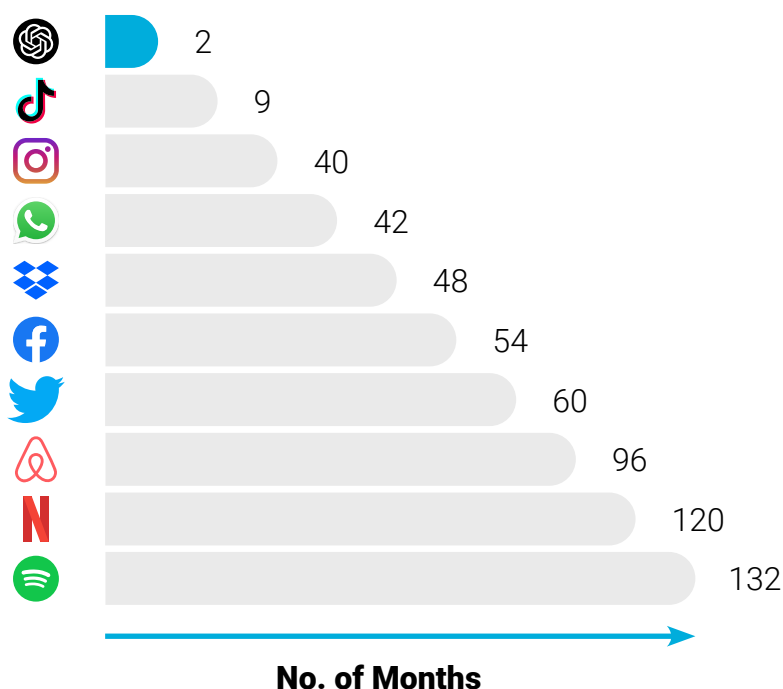
Despite the promise of AI-enhanced personalisation and engagement, the report identifies a substantial skills gap, with 55% of CMOs expressing difficulty in sourcing talent with the requisite AI and technology skills, stressing the need for specialist professional service providers and upskilling teams. Companies are increasingly reallocating their marketing budgets toward AI initiatives, with 43% investing between 11% and 30% into AI-driven strategies.

As businesses integrate AI into their marketing frameworks, the report stresses the need for adaptability and a focus on realising tangible business outcomes rather than merely following trends. It predicts that, by 2025, marketing and sales structures will undergo substantial reconfiguration, with AI-powered architectures central to operations, leading to the creation of new roles and a collaborative "Hum-AI-n" work model. Overall, the report underscores the imperative for organisations to embrace AI not only for operational efficiencies but also for enhancing customer experiences in an increasingly competitive landscape.
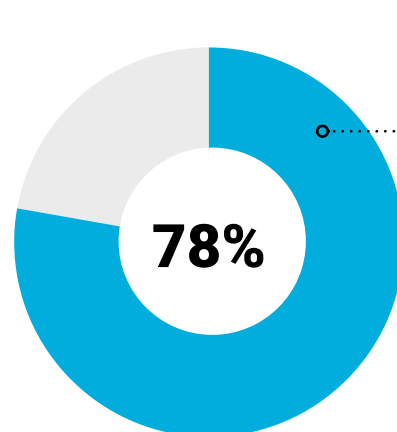
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04 The AI Landscape

The pace of AI-fuelled change is staggering. One of the most significant triggers in the advancement has been the exponential growth of OpenAI. The rate of growth has been like nothing ever experienced before; next year, it is projected to drive revenues of $11.6 billion. This has rippled into greater awareness of AI at every level, from company-wide to every-day consumers. It's shifted market expectations; customers of all types are asking how companies are using AI to stay competitive and deliver them value. It has created fierce competition – referred to as 'AI wars' within the industry – between the world's largest tech providers all looking to keep advancing capabilities, opening up a multitude of new ways of marketing and selling.

Time in Months to reach 100M Users

Platform	No. of Months
OpenAI	2
TikTok	9
Instagram	40
WhatsApp	42
Dropbox	48
Facebook	54
Twitter	60
Airbnb	96
Netflix	120
Spotify	132

No. of Months

CMOs Strongly Agree/Agree the opportunities presented by AI marketing and sales capabilities are exponential.

78%

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CMOs truly understand the opportunity presented by the new AI era. 78% agree or strongly agree that the opportunities presented by AI marketing and sales capabilities are exponential. This trend is seen globally, from North America to Asia to the UK and EU.

> *I think it's going to be one of the most impactful changes in the marketing and sales landscape over the next decade, with some industries taking the lead on adoption.*
>
> Denise Edwards - Senior Group Manager
> Marketing Capabilities - Toronto-Dominion Bank

AI permeates every function, department, and business process in ways we couldn't fathom just a few years ago. "It also provides the opportunity to join many of these functions, departments and business processes together, creating impact and efficiency," says Martin Adams, AI entrepreneur and Algomarketing Board Member. In our research, we sought to understand the current and future target state of AI applications in marketing and sales.

AI Market Sizing

From a tooling perspective, AI capabilities, possibilities for its use, and rate of adoption are changing in real-time. Matt Truck's 2024 ML, AI, and Data Landscape (MAD) now features over 2,011 logos, up from 1,416 in 2023.

THE 2024 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE
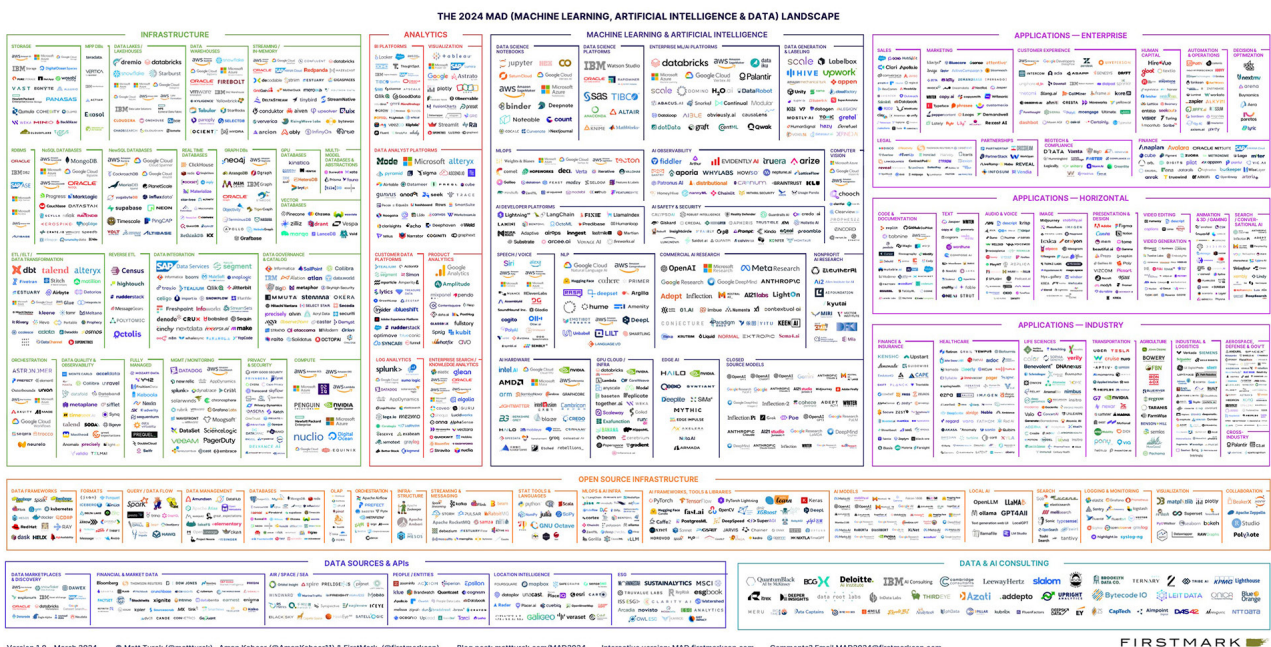
There's much to unpack about our current position in what can only be described as an explosive landscape. This report helps to make sense of this exciting but overwhelming landscape for marketers.

Over the next three years, the AI-related hardware and software market could grow between 40% and 55% annually – a total addressable market of nearly 1 trillion, $990bn by 2027.

Source: Bain

The overwhelming number of martech tools – over 14K according to Scott Brinker's 2024 Technology Landscape supergraphic – makes navigating the right solution a daunting task. While those tools that are already integrating AI are clear frontrunners in most marketers' stack solutions, these AI-enhancements can further exacerbate decision-making. A paradox of choice may be paralysing product uptake, with some 48% of marketing leaders in our survey citing 'limited time to consider new technology/working methods' as the top barrier to driving AI maturity.
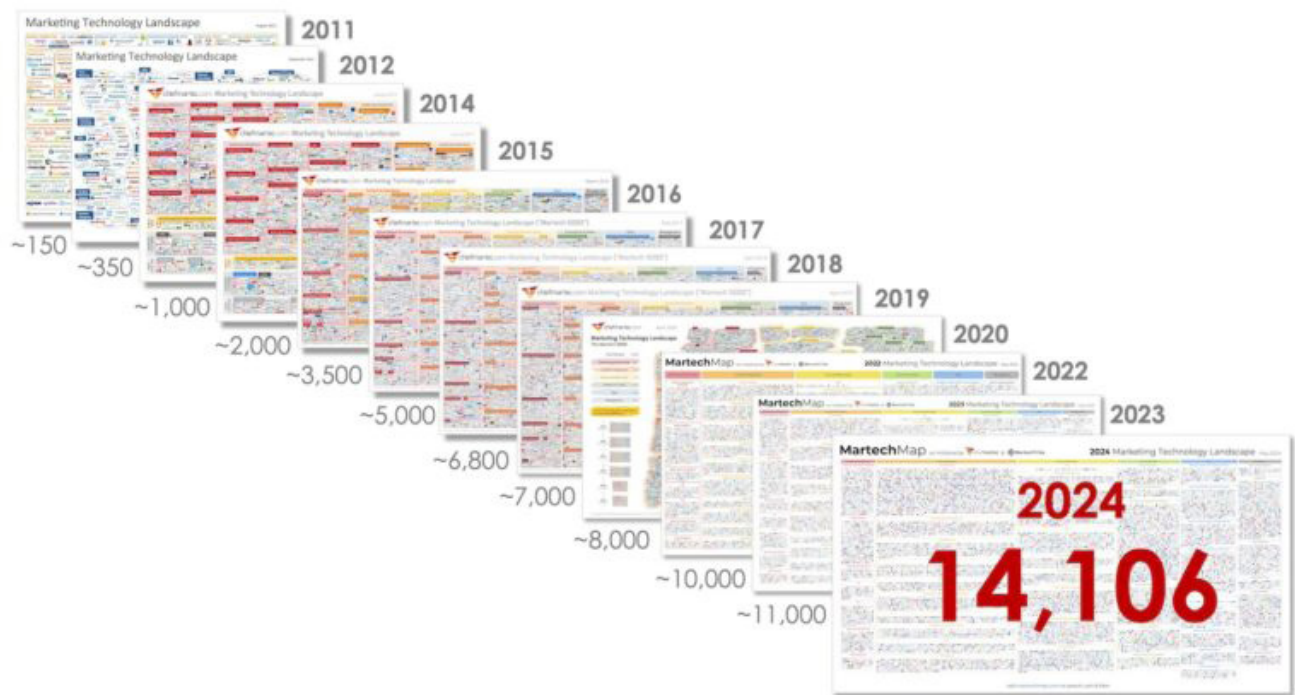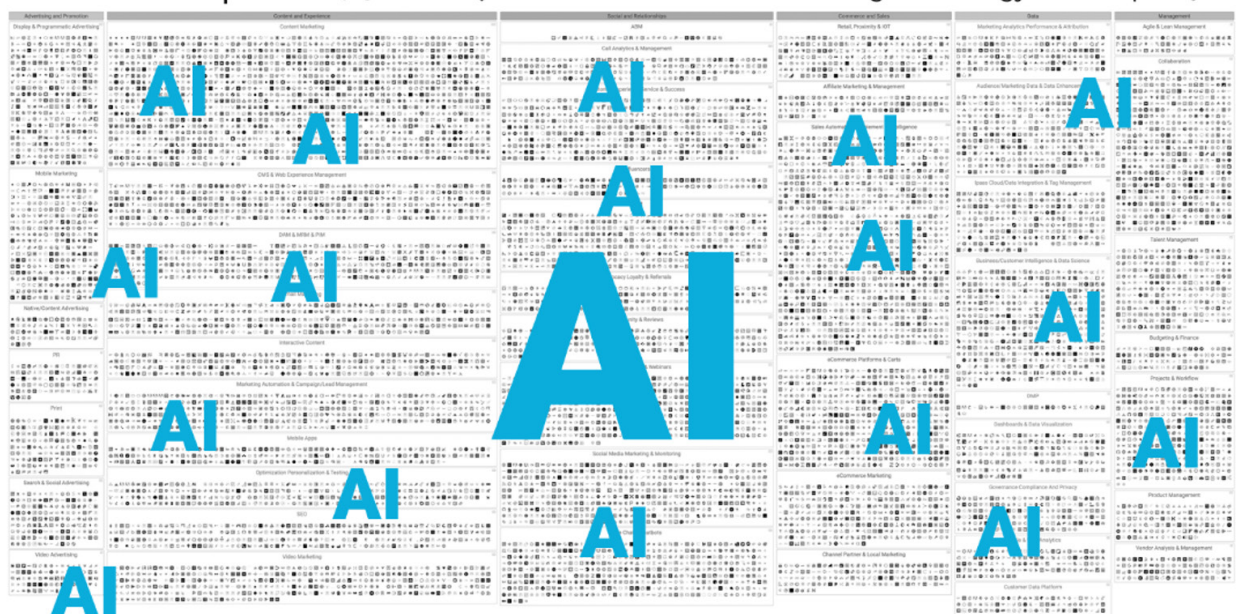
visit martechmap.com to search, sort & filter

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48% of marketing leaders say their top barrier to AI maturity is 'limited time to consider new technology/ working methods'

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Furthermore, LXA's survey reveals that 43% of companies are allocating 11-30% – or more – of their marketing budget specifically to AI initiatives (including tools). More broadly, the average CMO in 2023 was allocating 30% of the marketing budget to martech tools.

Considering more broadscale industry trends, AI growth thus far has been predominantly driven by just a handful of tech giants. A select few have invested over $80 billion in AI, resulting in som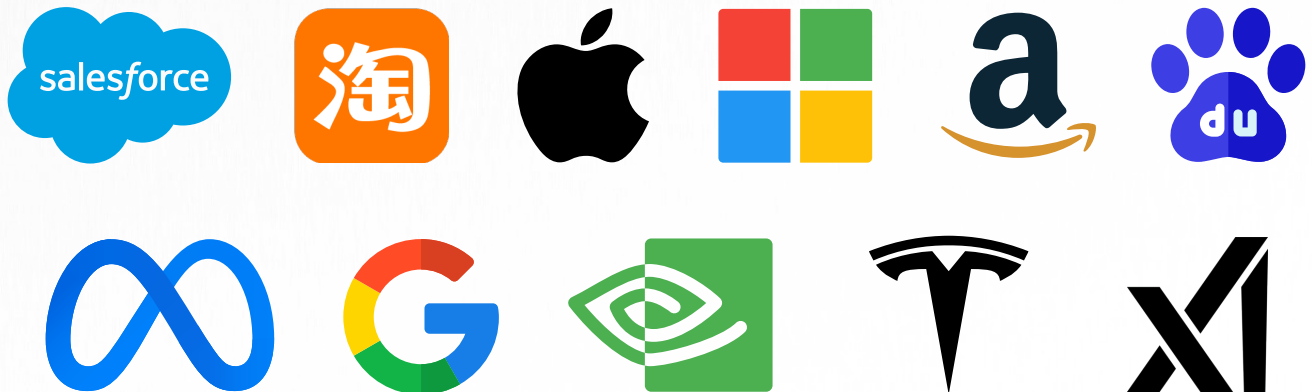e of the most defining contributions to the AI landscape. Google's parent company, Alphabet, spends tens of billions on AI initiatives annually, Elon Musk has raised $6 billion in Series B funding for his AI startup, and Microsoft invested over $13 billion in OpenAI before a further $6.6 billion of private funding at a valuation of $157 billion in October 2024. The massive influx of capital from companies like these, and others, including Amazon, Meta, Apple, NVIDIA, Baidu, is accelerating the development of more sophisticated AI tools and models.

And it's not just investment and growth in tech and tools; professional services to deliver key AI initiatives are also highly sought-after. Accenture reported revenues from AI services surpassing $2bn at the midpoint in 2024 (Financial News). Other examples include two of the big six largest advertising agencies in the world committing AI treasure troves of half a trillion. This all makes for a tectonic shift in business, marketing, and sales on which CMOs need to capitalise.

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AI Marketing and Sales Maturity

There's literally no corner of marketing and sales that hasn't been impacted by AI, but AI maturity levels vary widely. Maturity in AI marketing and sales refers to the level of sophistication and integration of artificial intelligence technologies across five core areas:
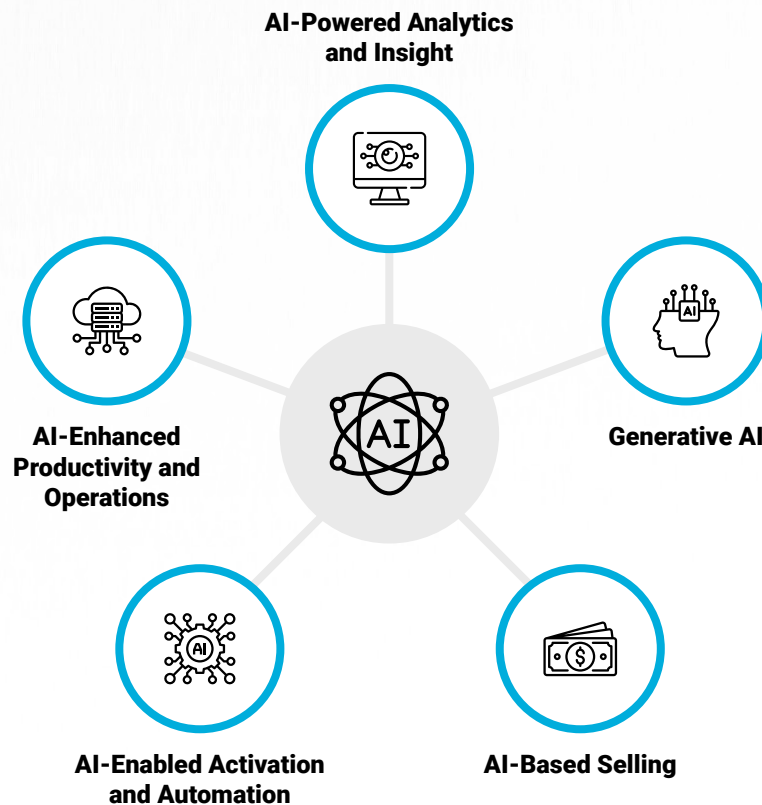
- AI-enhanced productivity and operations (e.g., robotic process automation (RPA), workflow management, AI-optimised content operations)
- AI-enabled activation and automation (e.g., audience segmentation, next best action (NBA), real-time marketing, personalisation at scale)
- AI-based selling (e.g., AI sales intelligence and intent, next best action (NBA), AI-based sales support, AI sales coaching)
- AI-powered analytics and insights (e.g., business intelligence, predictive analytics)
- Generative AI (e.g., Gen AI for content creation and production, such as images, text, and video, that incorporates language reasoning and Big Data to optimise for audience preferences, trends, and performance metrics)

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The maturity level for each area ranges from 1 to 5:

1 - Exploration: Researching and building an understanding of AI capabilities/use cases
2 - Experimenting: Developing and piloting AI initiatives
3 - Operationalised: Deployment of AI initiatives
4 - Embedded: AI initiatives embedded in ways of marketing
5 - Optimised: AI initiatives scaled and continuously optimised

Stages of Maturity:

Stage One:
EXPLORATION

Researching & building an understanding of AI capabilities/ use cases

Stage Two:
EXPERIMENTING

Developing and piloting AI initiatives

Stage Three:
OPERATIONALISED

Deployment of AI initiatives

Stage Four:
EMBEDDED

AI initiatives embedded in ways of marketing

Stage Five:
CONTINIOUSLY OPTIMISED

AI initiatives scaled & continuously optimised

The overall AI marketing and sales average maturity score was operationalised: 3.05. With advances in AI powering forward, progress may mean simply not regressing. What's more insightful is to unpack the maturity across the core AI applications.

AI analytics and insight are the areas of greatest maturity at 3.10, operationalised. This was unsurprising given that it is an area of marketing that is more technically/data-advanced and has been focal for some time, even before our current AI era.

AI-based selling ranked as the second highest capability maturity level at 2.95, just below operationalised. This was closely followed by AI-enabled activation and automation, which ranked third at 2.77.

Generative AI may be getting most of the buzz when it comes to AI use cases, but our survey found it has the lowest maturity of all five categories we reviewed, though it comes in close behind AI-enhanced productivity and operations.

Gen AI ranked the lowest level of maturity at 2.66, perhaps suggesting that it's only used tactically at this stage, and yet to be fully adopted.

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AI-Enhanced Productivity & Operations (2.7)

AI-Enabled Activation & Automation (2.77)

Overall AI Marketing & Sales Maturity (3.05)

AI-Based Selling (2.95)

Generative AI (2.66)

AI-Powered Analysis & Insights (3.1)
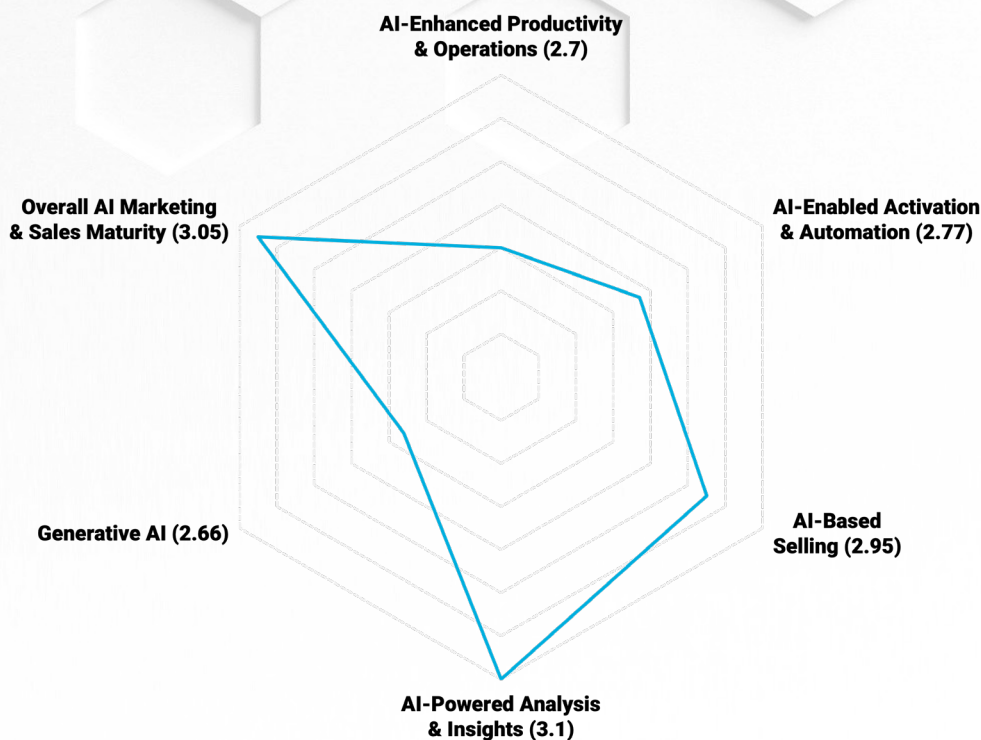
The report will explore these areas in greater detail in the following sections.

AI Budgets

Organisations are broadly split into: small investment (up to 10% of marketing budget spent on AI marketing/sales initiatives/tools), accounting for 57% of companies; and, sizable investment – (11% to 30%+ of marketing budget spent in this area), which accounts for some 43% of all organisations.

43% of companies are allocating 11-30%—or more—of their marketing budget specifically to AI initiatives (including tools).

There's no shortage of places to invest your budget as a marketer; it's about finding the right initiatives/tools to solve core use cases. The question is how to do so effectively.

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AI marketing and sales is measured in a number of key ways by CMOs:

- Marketing return on investment (ROI) (e.g., uplift in marketing revenue generated through AI initiatives like automated omnichannel campaign execution conversions) – 65%
- Increased productivity/marketing return on time (ROT) (e.g., the cost of human hours saved through automated workflow creation) – 55%
- Marketing key performance indicators (KPIs) (e.g., improved channel performance metrics, increased engagement rates due to AI tools or initiatives) – 47%
- Improved CX measured in net promoter score (NPS)) (e.g., uplift in customer NPS score based) – 29%

The top result is to be expected, but truly measuring return on investment (ROI) vs return on AI investment (RO-AII) will no doubt be the challenge. Proving the latter is key to stakeholder buy-in, and ultimately unlocking a greater budget. Some 38% of CMOs are struggling to get the necessary stakeholder buy-in and approval to drive AI maturity. This may be the difference between the organisations that gain competitive advantage and those that don't. Tejumola offers: "The masters of AI tomorrow are those who are fearlessly experimenting today – prototyping, exploring diverse use cases, and upskilling their teams with cutting-edge technologies like Generative AI. By embracing innovation now, they're unlocking the art of the possible and shaping the future of the industry."

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05 The Art of the Possible with AI

There's no doubt that AI has been transformative for marketing and sales teams. This section gets into the specifics, exploring key AI applications across operations, activation, selling, analytics, and content creation. We look at the current capabilities, adoption rates, and real-world use cases to bring AI into focus, so you can better understand AI's tremendous impact – and value – to the industry.

> *As we've come to learn with AI, its greatest value lies not in the technology itself, but in how we apply it.*
>
> *The key to success is in thoughtfully integrating AI into our existing processes and strategies to drive meaningful business outcomes.*

Tim Armstrong - Director, Data and Technology - NOVA Entertainment

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Generative AI and AI-Enhanced Content Operations

Generative AI (Gen AI) can produce human-like text, generate images, and create and process video. It can also enhance existing content with tools that improve readability, grammar, and style. The technology has dramatically accelerated speed and volume of content production, and facilitated advanced hyper-personalisation – two use cases that impact the entire content lifecycle.

Our survey reveals that, while Gen AI had the lowest maturity level at 2.66 out of 5, there's growing interest and investment in this area. This suggests that many organisations are still in the early stages of adoption, primarily using it for tactical purposes like email drafting and summarising.

Our survey reveals that Gen AI had the lowest maturity level at 2.66 out of 5

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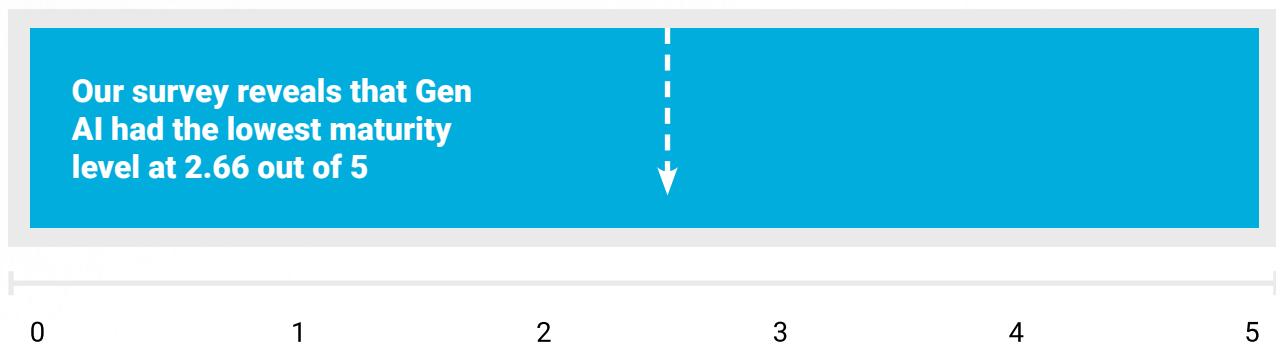
Adams captures potential sticking points: "My experience is that adoption of Generative AI is much faster at an individual employee level, but that uptake is decidedly slower at an organisational level. Formal adoption may be hindered by paralysis as organisations try to grapple with the issues around intellectual property, and/or ethical concerns around the datasets that the technology is powered by, while employees, on the other hand, are leveraging the low price points of individual licences/logins to experiment with the technology themselves."

The potential for Gen AI in marketing is vast. Amber Sellens, Head of Marketing Technology and Operations at Shell Renewables and Energy Solutions, notes: "There's a lot of buzz around the potential of AI. Areas like Generative AI are getting a lot of attention right now because of the productivity implications. Much of what we're currently evaluating is around image and content generation and segmentation."

Our survey results support this sentiment, showing that 26% of organisations invested in Gen AI capabilities in the past 12 months, a number that's expected to rise to 32% in the coming year.

The use cases for Gen AI in marketing are diverse and expanding:

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An example of enhanced personalisation, as highlighted by Luke Crickmore, Martech and Salestech Practice Lead at Algomarketing, is the tool MorphAI: "MorphAI empowers marketers to upload flagship imagery and convert it into all the different shapes and sizes required for marketing across multiple channels – including social media, email, landing pages, LinkedIn, and more. Leveraging AI, it scales images, intelligently determines optimal cropping, and even generates additional scene content when images need to be enlarged."

There are numerous exciting applications beyond traditional email copywriting, such as deploying avatars or digital twins to produce more engaging video content for customer support, as well as user and employee training. This approach significantly reduces the need for expensive studio setups and filming equipment, streamlining content production.

Rachael Smith, Managing Director of LXA, has spearheaded a significant AI-driven transformation in course content creation. She says: "By transitioning from traditional production methods to an AI-enabled approach, we've streamlined our processes and increased our return on time significantly.

"LXA's production process is now democratised, meaning the team is empowered to quickly create quality content at scale. We're more adaptable, can update content when needed without lengthy production lead times, and we don't rely on studios and the availability of instructors to learn and rehearse lines. 'Reshoots' aren't a factor, and updating the content if it goes out of date is swift.

"Just a couple of years ago, there was really only one way for us to produce this kind of content – it was costly and took forever. The best part is we tested out these digital AI twins on focus groups who barely registered they were watching training content that didn't feature real-life instructors."

Last year, 24% of CMOs invested in content and creative management, with a significant jump to 45% planning to invest in the next 12 months.

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We can expect to see content management reimagined with the capabilities now available to marketers. They can rethink content workflows to improve asset tagging, discoverability through to automating and scaling content distribution.

David Raab, Founder, CDP Institute, notes the importance, still, of the human element when creating content with Gen AI: "Gen AI is used largely to generate ideas and create drafts, not to produce the final products. We increasingly see it used to design campaign flows, to generate insights about data and opportunities, and, of course, to power chatbots. Although real-time generation of individual-level personalised content has arguably the greatest potential of all applications, marketers are rightly reluctant to give Gen AI the freedom to do this without human review. So it will probably be a while, yet, before that application becomes common."

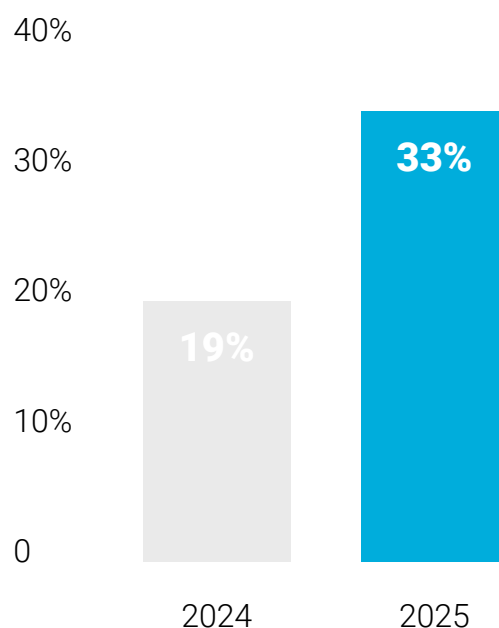### Copywriting and messaging

While only 19% of respondents invested in AI-driven copywriting last year, 33% plan to do so in the coming year. The planned increased investment in AI for copywriting signals growing confidence in generative AI's capabilities, especially in creative and content production. It reflects an industry-wide shift toward automation and efficiency, where AI tools and initiatives are expected to deliver not just analytics and operational improvements but also creative outputs. This trend will likely continue as generative AI models advance in producing higher-quality and contextually relevant content.

This view is shared by Alex Robertson, M&A Lead, Marketing Technology at Informa: "ChatGPT is used almost daily to help with writing content for a wide variety of mediums and use cases varying from sales emails to FAQs and internal training materials.

Pooja Dey, Director of Global Brand Proposition at Sage, shares her experience: "I use ChatGPT and Copilot a lot in my business proposal writing, and for drafting my emails. I've recently dabbled in a few interesting Gen AI tools to write messaging houses based on propositions I create by ideal customer profile."

While Gen AI has garnered more of the hype, this shift in investment shows a move away from novelty towards a need for maturity and higher-impact results that can reduce the need for large in-house or freelance content teams.

Investment in AI Copywriting

While only 19% of respondents invested in AI-driven copywriting last year, 33% plan to do so in the coming year.

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The rise in AI copywriting investments is aligned with the broader trend in Generative AI; investments are also growing for other use cases like content and creative management (with a 21% increase for the year ahead) and asset creation: images, video, audio (8% increase). This points to a broader shift of adopting AI not only to create written content but also to manage content workflows.
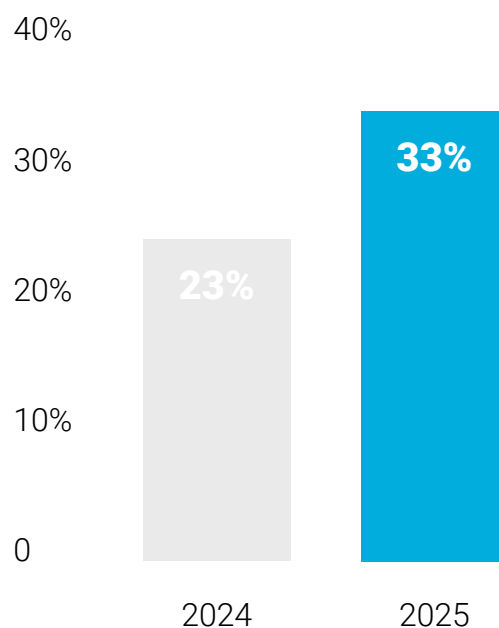
Personalisation and customer experience

Gen AI enables organisations to deliver more personalised content at scale. Armstrong notes: "AI is being utilised to drive personalised content, advertising, and experiences through instant decision-making." Yet, interestingly, personalisation is one of only four marketing use cases in which respondents suggest their investment will be dialled back next year. "Despite AI's capability to deliver personalised content at scale, the challenge in B2B marketing lies in integrating multiple data points such as role, department, industry, and geography to craft nuanced messaging across the user journey. This often results in generic, one-size-fits-all campaigns that lack relevance at different touchpoints.

"AI solutions can address this by dynamically segmenting audiences and tailoring content to engage users meaningfully across multiple campaign interactions, adapting messages based on user behaviour and industry trends. This approach enhances the user experience but requires significant investment and precise execution. As a result, marketers are shifting focus towards rapid prototyping as a cost-effective way to test and optimise these personalised, multi-touchpoint journeys before full-scale deployment, ensuring both efficiency and ROI," says Clemens Deimann, Demand Generation Practice Lead at Algomarketing.

This decrease in personalisation use cases is noteworthy given the growing importance of personalised marketing in driving customer engagement and conversions. However, 33% of organisations are planning to invest in customer experience (CX) optimisation, a significant jump from 23% from the past 12 months.

This suggests that many organisations may be facing scaling challenges or have already reached a level of maturity in their AI-driven personalisation efforts. Additionally, resources may be shifting towards other AI-driven initiatives, such as content automation or advanced

Personalisation & Customer Experience

33% of organisations are planning to invest in customer experience (CX) optimisation, a significant jump from 23% from the past 12 months.

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analytics, where the potential for ROI is more immediate, as Raab points out, "GenAI gets the most attention today, but I believe that AI-based predictive analytics (a.k.a. machine learning) is still much more commonly deployed. This supports segmentation, audience selection, recommendations, and lead scoring, as well as campaign optimisation and response analysis. Predictive models have been built into so many systems that we often don't even realise they're being used." Thus, companies clearly see the value in using AI to improve omnichannel CX, though full adoption may be slowed by the challenges of integrating AI across channels.

"The complexity and cost of maintaining high-quality data infrastructure are key reasons organisations might reduce investment in personalisation efforts. Integrating diverse data sources and ensuring compliance with privacy regulations, like GDPR, can be resource-intensive, making scalable personalisation challenging. However, AI can address these challenges by automating data integration, cleansing, and compliance checks, reducing the manual effort required to maintain data accuracy and consistency. AI can also implement real-time data monitoring and adaptive learning to refine personalisation strategies dynamically, ensuring that companies can deliver relevant content efficiently and within regulatory boundaries, ultimately optimising ROI," adds Deimann.

Brand marketing and content management

Jobin Joy, Global Martech and Content Lead at Vodafone explains: "Brand marketing can leverage Gen AI's value massively by utilising its creative power. Today, you have platforms like Adobe that enable you to feed in your brand guidelines and, based on your prompt, create the branding and marketing content for you."

While the potential of Gen AI is clear, organisations are also mindful of potential challenges. Charlie Oakham, Digital Strategy Director at Kainos, cautions: "We're increasingly aware that customers and prospects are wary of generative AI and the content that's produced from it. However, we're looking to use Gen AI to scale. This includes the creation of ad creatives and assets and to test variance for things like landing pages, emails and social posts."

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Content and creative management saw the most substantial jump in projected investment moving into the top position for the next 12 months with 45% of respondents signifying their investment intent, up from 24% from the last year.

As organisations continue to explore and invest in Gen AI, it's clear that this technology will play an increasingly important role in content operations and creation. The significant planned increase in investments across various use cases suggests that we're on the cusp of a major shift in how marketing content is created, managed, and delivered. And we may see a particularly interesting play in enabling great human creativity. As Joy describes it: "…I think the most recent viral version of AI is Generative AI that has the power to drive human-like interaction and creativity."

As businesses shift away from novelty and hype in AI, they now seek high-impact, scalable solutions that deliver real value. "Algomarketing's Rapid Prototyping as a Service (RPaaS) perfectly aligns with this need by enabling fast, tangible results in AI-driven innovations. With RPaaS, companies can test and validate tailored solutions within as little as three weeks, significantly reducing the reliance on large content teams and ensuring efficient, scalable innovation," says Deimann.

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AI Enhanced Productivity and Operations

AI keeps marketing and sales workflows simple, reducing the steps needed to get from the start of a process to the finish line. Intelligent AI-powered tools do some tasks on their own through a process known as robotic process automation (RPA). RPA works by configuring robots or "bots", to perform repetitive, rule-based tasks typically done by humans. This isn't new, but the capabilities have advanced dramatically, enabling a new level of operational efficiency. "One of my favourite, but least appreciated, examples of this is quality assurance. In the past, using RPA made it possible to automate about 40% of your regular QA checks. This was already a huge timesaver with so many forms of marketing content going out across channels. It's now possible to automate more than 80% with a comparatively low lift in terms of setup, leveraging Generative AI to be able to spot nuances, inconsistencies, and trends – and flag when there are issues.

"RPA and AI can help validate your assets before they launch, but it can also help post launch, validating that the content is displayed properly across personas, the form works, and that data is making its way to the correct sales people," says Crickmore.

Our survey indicates that AI-enhanced productivity and operations has a mean maturity score of 2.7 out of 5, placing it between the "Experimenting" and "Operationalised" stages. This suggests that, while many organisations are actively using these tools, there's still room for growth and deeper integration.

> **Our survey indicates that AI-enhanced productivity and operations has a mean maturity score of 2.7 out of 5.**

0   1   2   3   4   5

In our survey, 58% of respondents have invested in AI-enhanced productivity and operations over the past 12 months, making it the most popular AI capability invested in. From the top response for the past 12 months down to third for the year ahead, AI-enhanced productivity and operations was replaced with AI-enabled activation and automation (61%) and AI-based selling (44%).

With heavier investment over the last year in productivity and operations, it seems organisations are shifting their focus to maximising value from those investments and moving their attention to other high-impact AI applications that offer more immediate and visible value to marketing and sales teams.

To unpack the specific productivity and operational AI capabilities and use cases:

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Task management and prioritisation

29% of respondents invested in AI initiatives for marketing task- and workflow-management in the past year, with 27% planning to do so in the coming year. This ranked lower than most other key AI use cases, perhaps suggesting the average CMO is happy with more basic task management, or they are more incentivised to invest in use cases that offer a greater, measurable ROI.

Marketing and sales operations

32% of respondents reported that 6-10% of their marketing or sales operations are automated through AI, while 26% reported 11-25%. Scaling sales and marketing can be unlocked through powerful AI enhanced operations.

AI agents

"AI and Gen AI agents are transforming sales and marketing by enhancing customer engagement, optimising strategies, and driving innovation. These intelligent agents work autonomously and collaboratively, much like insect colonies, to solve complex problems and manage data across ecosystems. Personalised customer engagement is boosted by analysing vast amounts of data, while predictive analytics help identify leads and forecast trends. AI agents automate marketing campaigns and provide real-time customer support, while Gen AI agents generate creative content and assist in creating persuasive sales pitches. Dynamic pricing strategies and streamlined sales processes are also optimised by AI agents, allowing sales teams to focus on building relationships and closing deals. We are investing heavily in this space and innovating for our clients, and running Gen AI innovation labs as a service for our clients too," says Pratim Das, Data and AI leader, ex-Microsoft and ex-AWS.

We found that 62% of organisations use AI agents to optimise marketing operational efficiency. This will see processes move from basic and advanced automation to reasoning. Albeit there are different types of agent, some more advanced than others: reactive, capability, model, learning and goal-based agents.

This is an interesting trend backed by HubSpot and Salesforce, who both recently released agents. Furthermore, Marc Benioff, Co-founder, Chairman and CEO of the software company, Salesforce, recently stated: "Agentforce represents the third wave of AI… advancing beyond copilots to a new era of highly accurate, low-hallucination, intelligent agents."

62%
Use AI Agents to optimise
marketing operations
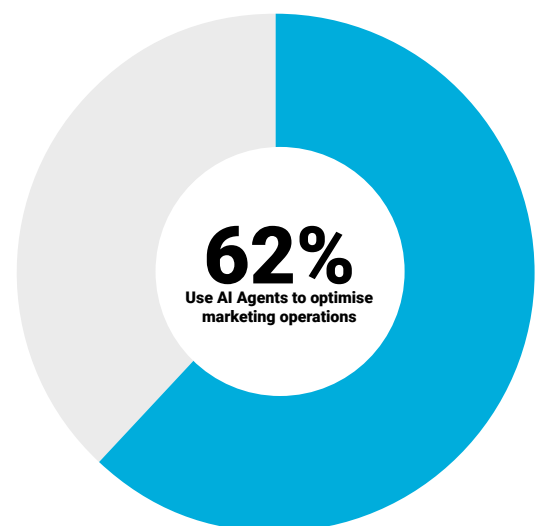
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Case Study
Accelerating Growth at a Tier 1 Tech Company

Algomarketing developed an innovative AI-powered tool to revolutionise marketing budget allocation for a tier 1 tech company. The system analyses vast amounts of historical campaign data, learning and improving continuously. This makes it much faster at planning campaigns, and more effective at distributing budgets than traditional methods.

The tool considers high-level marketing objectives and strategically directs spending to support growth in specific regions. Efficiency was earned in time to activation – reducing the planning cycle from three months to just weeks. It also significantly improved ROI by enabling faster decision-making, strategic data-based targeting, and scalability (the tool was rolled out globally after piloting in a single region).

AI-Enabled Activation and Automation

Our survey indicates that AI-enabled activation and automation received a mean maturity score of 2.77 out of 5, ranking it third in levels of maturity and placing it within the 'Operationalised' maturity stage, whereby AI initiatives are being deployed.

Our survey indicates that AI-enabled activation and automation has a mean maturity score of 2.77 out of 5.

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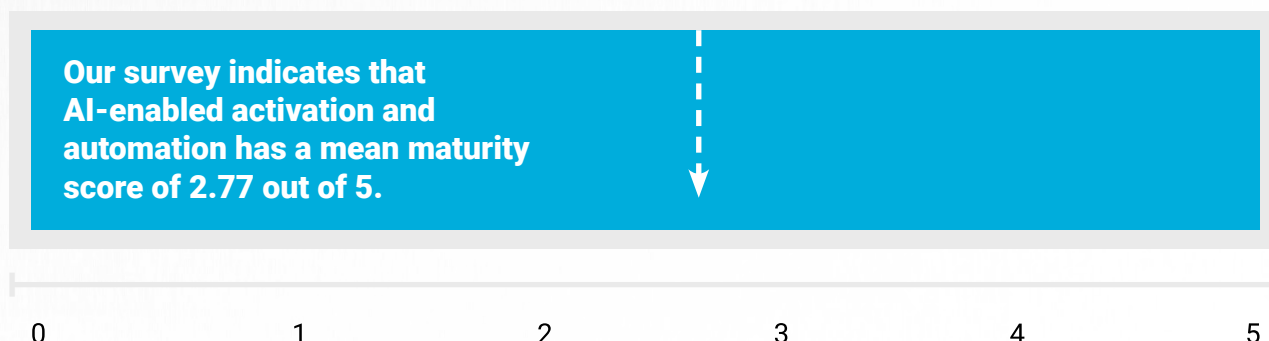
AI activation and automation is what powers real-time personalisation, next best action (NBA) recommendations, and scalable campaign management. While elements of activation and automation are baked into some tools in your marketing stack, there are many use cases where custom solutions are needed, particularly at the enterprise level. AI solutions partners can work with you on tailor-made solutions, based on your organisation's proprietary datasets, which can be used to create your own AI model. This allows you to retain full ownership and control mitigating data risks, both of regulation as well as the company's data being used to train a third party model.

Our survey reveals significant interest and investment in AI-enabled activation and automation, with 45% of respondents having invested in these capabilities over the past 12 months, and a remarkable 61% planning to invest in the coming year.

Edwards notes: "I see a big focus on AI-enabled activation and automation in determining the next best action and in connecting consumer behaviours across the unauthenticated consumer with the known consumer, e.g., a consumer navigating across social media to your website (not logged in yet) to their behaviour upon login to start to generate more personalised experiences, end-to-end, for audience segmentation."

As we've come to learn with AI, its greatest value lies not in the technology itself, but in how we apply it. The key to success is in thoughtfully integrating AI into our marketing campaigning to optimise performance. The use cases for AI-enabled activation and automation are diverse and expanding.

According to Deimann, "Marketers' workflows are so complex, leveraging a huge number of tools and services to track campaign impact that they do not know where to start when it comes to implementing automation or AI. To keep up, businesses are leveraging RPaaS to develop AI-based, effective prototypes that prove the value of implementing AI into marketing's existing workflows. The RPaaS framework promises to prove if AI can be effective

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in less than two months of development time.

"While many marketing tools are implementing AI into their experience, the output is often limited by the siloed dataset that the AI is able to leverage. This is why many leading businesses are building their own streamlined solutions that can deliver exactly what they need, using all of their available data, and then leveraging the technology's API to activate the experience."

Personalisation at scale

42% of organisations invested in marketing personalisation (messaging, content, products, offers) last year, with 31% planning to do so in the coming year.

Delivering timely, relevant, and personalised communications in today's crowded marketing landscape is not just 'nice to have', it's a 'must have'. AI enables this at scale: context, relevance and timeliness of communications are completely unlocked.

Enterprises are managing multiple products, messages, and promotions. In this environment, threading together the right message at the right time for the right person is critical. Again, AI-enabled personalisation is how you make this happen. And with all of this comes a tremendous influx of data. With more data collected, the average enterprise has access to buyer intent signals, content affinity, channel communication preference and other data-rich sources that can optimise communications. AI-powered marketing is the bridge that connects great data and engaging personalised experiences.

Joy explains: "AI-enabled activation and automation, such as audience segmentation, next best action (NBA), real-time marketing, and personalisation at scale, is already happening in today's world. We talk about decision-driven 1-2-1 marketing, however where it gets even more powerful is when we can scale 1-2-1 decisioning with relevant content experience variations."

Automated campaign execution and real-time marketing

32% of organisations have invested in automated campaign execution and real-time marketing in the past year, and 36% plan to do so in the coming year. This trend underscores that simply delivering the right message isn't enough – messaging needs to arrive at the right time, too. Real-time marketing is now the baseline, and AI is how marketers are achieving this. It's a natural evolution from standard automated campaigning to more sophisticated real-time-based activity to deliver richer experiences.

"I'd also add that it's about the right time, right message, but also on the right platform," says Crickmore. "Leveraging AI, we will get insights about our users that enable us to ensure we're targeting our audience when and where they are most likely to engage with our content. Often, businesses will silo social campaigns away from traditional email campaigns meaning that budget is going to waste. Utilising technology that can tailor your message across multiple channels, leveraging a single data source, will be important for businesses aiming to do best-in-class marketing."

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Audience segmentation and targeting

AI enables us not just to personalise, but to personalise at scale. While only 25% invested in audience segmentation and targeting last year, 31% plan to do so in the coming year, paving the way for improved personalisation. Successful personalisation relies on slicing and dicing our audiences in smart intelligent ways – beyond that of traditional segmentation. Now, we can utilise AI for granular audience segmentation, from advanced profiling to accurately stitching together a user's cross-platform activity through advanced matching. Boundless targeting potential is being unlocked.

AI-enabled segmentation makes 1:1, hyper-personalisation possible. We can use this level of targeting to explore interesting use cases like developing lookalike audiences of our best performing customers to hone in on top-performing segments. Conversely, we can create lookalike audiences of segments to suppress. The point is this: AI enables segmentation on an entirely new level, profiling across behavioural, psychological, purchase, cross-platform matching, and channel interaction data to pinpoint key audiences.

"AI has transformed audience segmentation by enabling hyper-personalisation at scale through dynamic segmentation and advanced profiling techniques. Moving beyond traditional methods like industry or role, AI integrates behavioural, psychological, purchase, and cross-platform activity data to identify and engage key audiences with precision. This granular approach allows marketers to operationally deploy 1:1 or 1-to-few communication strategies using AI-driven campaign automation tools, such as customer data platforms (CDPs) and marketing automation platforms (MAPs)," notes Deimann.

He continues: "These tools automate the creation and deployment of tailored campaigns across various channels, dynamically adapting messages based on real-time user interactions and segmentation insights. This capability enhances targeting accuracy, allowing for the development or suppression of lookalike audiences based on campaign objectives, and streamlines the operational workflow. As a result, marketers can efficiently manage personalised messaging and ensure that every touchpoint in the user journey is optimised for maximum engagement and ROI, all while scaling personalisation without significantly increasing complexity."

Automated campaign optimisation

As marketers access more channels, interactions, and data, the opportunity to optimise using advanced AI capabilities is greater than ever. Continuous optimisation has always been a marketing pillar; doing this automatically, and at scale, is a major opportunity for the average marketer. This is reflected in the 27% of organisations planning to invest in this area in the coming year, indicating growing interest in using AI to refine campaign performance.

Crickmore notes: "All marketers know that multivariate testing is the best practice when building effective campaigns. However, it's often overlooked due to the complexity of setup, management and analysis. AI has enabled marketers to go from A/B tests, to true, multivariate testing, including supporting marketers to come up with the hypothesis to test,

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building and implementing the tests, and then tailoring the campaign based on the analysis. Many A/B tests today will simply change the hero image of an email to see what resonates, but AI enables marketers to test entire workflows, end-to-end."

Carlos Doughty, CEO and Course Instructor at LXA adds: "With the help of AI, we can now reshape how we approach campaign optimisation. We're seeing tools that can analyse performance data in real-time and make adjustments on the fly. It's not perfect yet, but the potential is huge. For example, we can test dozens of ad variations simultaneously and have the system automatically double down on what's working. That's the direction we're heading, and it's going to give marketers a serious edge in terms of ROAs."

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Case Study
Next Best Action (NBA) for Cisco

Algomarketing developed a sophisticated next best action (NBA) solution for Cisco's sales team – making a compelling use case for the power of AI in sales enablement. The system analyses customer data, including past interactions, purchase history, and current needs, to recommend the most effective next steps for sales representatives.

Key features of the solution include suggesting tailored product offerings and communication strategies for each customer and providing real-time updates – the system continuously adjusts recommendations based on the latest customer interactions and market trends. The NBA solution works across channels and touchpoints. It continuously measures the impact of its recommendations and improves over time.

Cisco achieved an increase of between $350 million and $450 million in globally sourced opportunities during the three-month pilot. With 160 users, they had a 69% overall adoption rate for the new tech. But the most promising stat is in booked deals – Cisco netted between $35 million and $45 million in booked deals during the pilot period, demonstrating the significant revenue impact of AI-enabled activation and automation.

Over an extended period, sellers in the B2B world have been inundated with new tools, more data and increased pressure to be predictable. Sales is truly a combination of art and science. At Cisco, the proliferation of data has accelerated in recent years and provides fabulous insights that enable our sellers to help our customers with their digital infrastructure. With the pace of digitisation growing, the quantity of data sources expanding, and the pressures to engage with an ever growing customer base, sellers are often drinking from multiple firehoses.

It's extremely challenging for a human to synthesise so much data in short spaces of time ahead of each customer call, and so the application of AI in the sales process becomes a critical success factor.

Cisco is embarking on a roadmap of AI initiatives to help our sales teams (and those who support them) to be more effective. We have found the combination of strong, programmatic adherence to sales methodology, coupled with Ai, is delivering meaningful impacts on saler performance. This can be measured by the number of concurrent deals managed, win rate, deal velocity, attainment, and of course, seller earnings. For Cisco, AI assistance is integrated into several key sales processes.

Like many organisations, the initial focus has been on NBA. Here, sellers receive AI-fuelled advice on which contacts should be approached in which audiences and with which offer. To label the capability purely as NBA is limiting; in fact what this is really delivering is AI-enabled, real-time contact strategy.

Building on the first capability, our first-line managers now receive advice on their sellers' funnels. With sellers now managing more customers and opportunities, it is key that sales managers' time is focused on coaching in the right areas. The ability for a manager to act on AI powered advice about which sellers might need support to hit their week/month/quarter helps move the overall performance curve of the team.

There are many more use cases to come. Our focus is on enabling our sales team with a coherent AI-enabled suite of capabilities. There is a logical sequence to these and the impact they will have on the teams will be profound.

Simon Longhurst
VP GTM Strategy and Operations EMEA - Cisco

AI Based Selling

Smart, AI-powered selling operations have become indispensable, enabled by capabilities that connect sales reps to qualified leads, richer sales intelligence and real time coaching while selling.

Our survey indicates a mean maturity score of 2.95 out of 5, the second highest among AI capabilities surveyed. This is reflected in the 37% of respondents who invested in AI-based selling initiatives over the past year, with 44% planning to do so in the next 12 months.

> **Our survey indicates a mean maturity score of 2.95 out of 5, the second highest among AI capabilities surveyed.**

0   1   2   3   4   5

Armstrong highlights the rapid adoption of AI in sales: "Sales teams have quickly taken to leveraging AI in sales from customer prospecting, leveraging customer history to find and engage with lookalike audiences for improved targeting – and predictive modelling – enhancing business planning through audience acquisition and sales forecasting, supporting ROI predictions."

Key capabilities and use cases include:

Sales intelligence and intent

Sales intelligence capabilities, such as detecting intent and using AI-powered analytics to track sales activities and outcomes, represent a highly promising use case for AI. 39% of organisations invested in sales intelligence last year, with 37% planning to do so in the coming year. These tools analyse digital footprints and customer interactions to identify buying signals, making it much easier to prioritise leads most likely to convert.

Sales qualification and prioritisation

Leveraging AI to analyse customer data and score leads is seeing significant investment, with 42% of organisations spending in this capability in the past year. It's a capability that's particularly valuable because it allows sales teams to focus their efforts on high-potential opportunities. In fact, 26% of respondents have used AI for sales prospecting in the past year, with 28% planning to do so in the coming year.

Charlie Oakham, Digital Strategy Director at Kainos, notes: "We are looking to existing vendors and their roadmap to understand how we can use AI to predict propensity to buy and next best actions following key events like demos and discovery calls."

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Sales personalisation

AI's ability to process vast amounts of customer data and deliver tailored content and offers is just as valuable to sales teams as it is to marketing teams. 38% of organisations invested in sales personalisation last year, with 39% planning to do so in the coming year. It's a capability that lets sales teams create more relevant, impactful interactions with prospects and better engage with existing customers.

Sales coaching and support

Increasingly, organisations are recognising the value of AI in sales coaching, with 38% planning to invest in AI-based sales coaching in the coming year. These tools can analyse sales interactions to provide real-time feedback and recommendations. It's an upskilling game changer, enabling sales reps to continually improve their skills and performance. Additionally, 29% of respondents plan to use AI for sales task and workflow management in the next year.

Sales analytics, insights and forecasting

AI-powered analytics track sales activities and outcomes, providing deep insights into performance trends and improving the accuracy of sales forecasts. Investment in this area is expected to grow from 23% last year to 31% in the coming year.

Notes Oakham, "The use of AI has seen us process data quicker, enrich leads more efficiently, and forecast better. It has also helped us target and segment more effectively and offer a better customer and prospect experience with recommended content that AI can predict is relevant to them."

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Case Study
GenBI Transforms Marketing Data for Faster, Smarter Insights

The Challenge

A leading enterprise faced several issues in managing marketing data. With no real-time insights, data was scattered across systems, making reporting slow and prone to human error. Tailoring reports for different stakeholders added complexity, resulting in teams wasting valuable time on manual reporting rather than optimising strategies. The company needed a more efficient, streamlined approach to transforming data into actionable insights.

The Solution

Algomarketing introduced its Generative Business Intelligence (GenBI) solution. This AI-powered tool allowed teams to quickly generate insights, delivering faster, more accurate reports. The solution structured insights into observation, diagnosis, recommendation, and prediction, enabling teams to understand and act on data in real time. Automation reduced manual work by generating reports and presentations automatically, integrating data from various sources for real-time updates.

The Results

The GenBI solution led to significant improvements. What once took an hour could now be done in one minute, enabling faster decision-making and enhanced efficiency. The AI-powered tool also eliminated errors and allowed seamless integration of new data sources, future-proofing the company's data processes. By streamlining insights and cutting down on manual tasks, the company was positioned to act faster in a rapidly changing market.

AI-Powered Analytics and Insights

The evolution of business intelligence through AI represents a shift from reactive to pro-active to reasoning in decisioning. Traditional BI tools and approaches provided historical views of data, answering questions about what happened. AI-powered analytics tells us what happened, why it happened, what might happen next, what actions we should take – and the potential of enabling real-time decisioning. "To facilitate this, B2B companies should establish cross-functional collaboration between marketing, sales, and IT to continuously refine AI models, validate outcomes, and align actions with broader business goals. This proactive approach transforms AI-powered analytics from a tool into a strategic asset that drives agility and competitive advantage in the B2B landscape," says Deimann.

Our survey indicates that AI-powered analytics and insights has the highest mean maturity score among all AI capabilities at 3.10 out of 5. This suggests that organisations are progressing well into the "Operationalised" stage for this capability, which is unsurprising given that analytics has been at the forefront of AI adoption in marketing for some time.

AI-powered analytics and insights has the highest mean maturity score among all AI capabilities at 3.10 out of 5.

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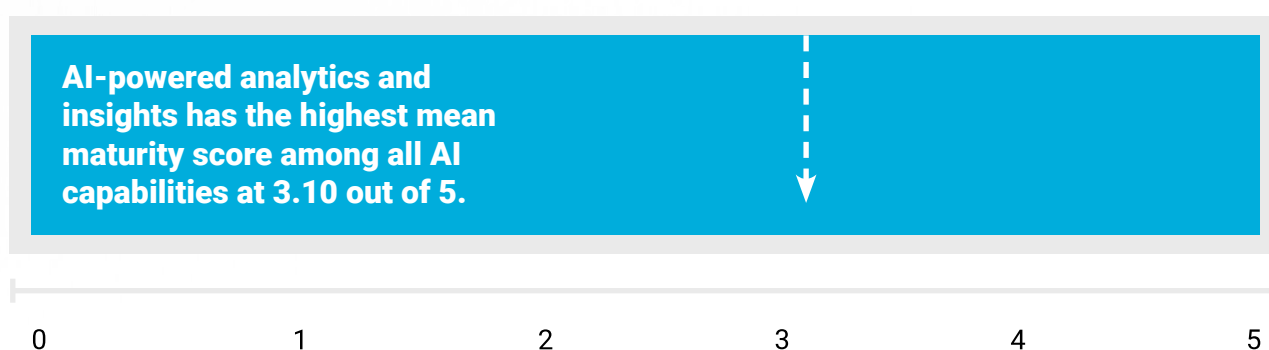
Key capabilities and use cases include:

Customer analytics and insights

Customer analytics is seeing significant investment, with 24% of respondents using AI for this purpose in the past year, and a substantial increase to 43% planning to invest in the coming year. This growth reflects the power of AI to unlock deeper customer insights.

Edwards explains: "I think the first place that will change is on the data segmentation side. Leveraging AI-powered analytic tools with big data will help unlock customer behavioural insights that we haven't seen before to help further personalisation. I think this will ultimately start to drive down the cost of acquisition and drive-up conversion rates if done well."

Marketing campaign analytics

AI for marketing campaign analytics is set to surge, with 42% of organisations planning to invest in this area in the coming year, up from 20% the previous year. This capability allows

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marketers to enhance their predictive analytics, forecast trends, and adapt strategies pro-actively.

Oakham notes: "We are already looking into AI-driven predictive analytics to help us under-stand and better attribute opportunities to marketing campaigns and us to better measure and mark success."

Market analytics and forecasting

Market analytics is another area seeing increased interest. 25% of respondents invested in this capability last year, with 39% planning to do so in the coming year. This growth reflects the power of AI as key to more accurately forecasting what's next.

Data management and processing

AI's ability to clean, organise, and analyse large datasets is proving invaluable, with 34% of respondents using AI for data management in the past year, and 38% planning to invest in this area in the coming year. This capability significantly shortens the time between data collection and insight generation.

Joy shares an example: "There are some big innovations happening in cloud platforms like Google Cloud, and Vodafone launched a programme called AI Booster that utilises the power of cloud processing and ML to drive analytics. You obviously need data science skills to build something sophisticated like that, however marketing analytics tools, like Adobe Customer Journey Analytics, are bringing the power of complex analytics to busi-ness users' hands by enabling end users to simply gain insights from huge data sets using simple statements written in plain English."

Alex Robertson, M&A Lead, Marketing Technology, Informa, agrees: "..the biggest oppor-tunity, which we haven't yet fully capitalised on, is AI's ability to interpret data/reporting purposes and to better tailor products and content to our customers."

Real-time insights and decision making

AI-powered systems can analyse streaming data in real-time, allowing companies to make decisions based on current market conditions or customer actions. This capability is par-ticularly valuable for customer experience optimisation, with 23% of respondents investing in this area last year, and 33% planning to do so in the coming year.

Scott Brinker, Editor at chiefmartec.com, emphasises the transformative potential of AI in this area: "AI's greatest impact on marketing will be to massively grow the speed, quantity, and quality of experiments. It will democratise more analytics to feed new hypotheses. It will democratise building more experiments in content, campaigns, workflows, interactive experiences. More marketers will be able to do more things more quickly. It could easily 10X the number of experiments that marketing will be able to run, which will 10X the num-ber of winners out of that pool."

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06 AI Backbone: Building Blocks of AI-Driven Marketing

As AI continues to transform marketing and sales, organisations – especially enterprises – require a robust and scalable foundation to support these advanced capabilities.

This "AI Backbone" is critical for effective deployment, management, and scalability of AI initiatives, particularly as organisations grow and their AI operations expand.

The AI Backbone encompasses several key components that enable enterprises to scale their AI-driven marketing and sales efforts efficiently:

Data and Modelling　　**Governance**　　**Agile Marketing**　　**People and Professional Services**
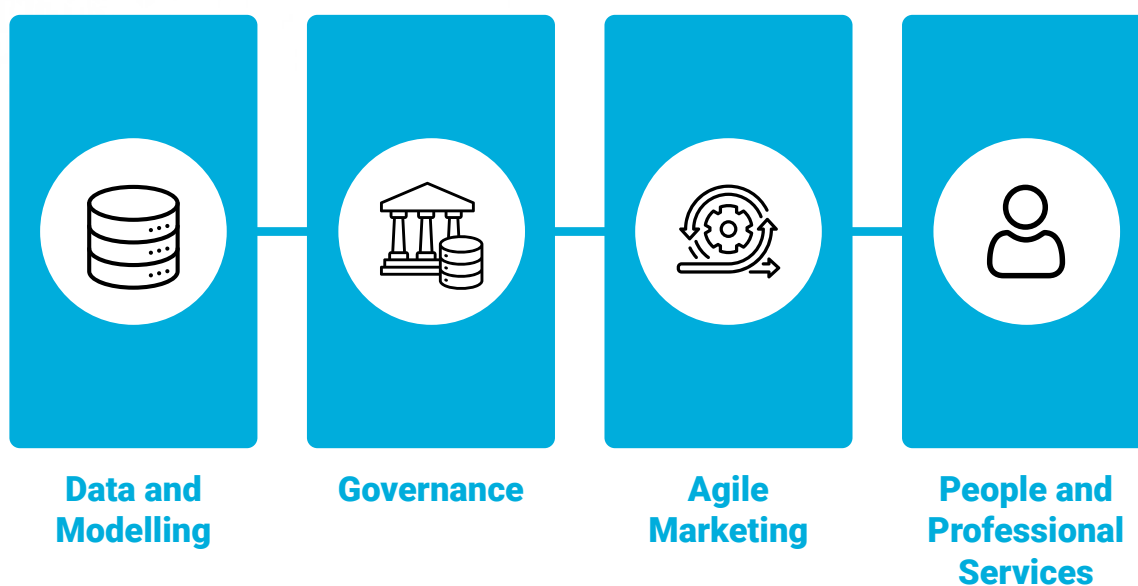
By focusing on these areas, organisations can build a strong AI backbone that fully embraces the potential of AI for marketing and sales, while ensuring scalability to meet growing demands and complexity.

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*For AI to truly deliver transformative business out-
comes, organisations must invest in a solid foun-
dation of data and people. Data literacy and robust
governance aren't just foundational - they're essential
pillars. Cultivating a culture of experimentation and
growth is vital to navigate the challenges of transfor-
mation and fully harness AI's potential*

Yomi Tejumola - Founder and CEO - AlgoMarketing

"Companies need to start slow but start now," advises Edwards. "Especially as it won't be an overnight change for large well-established companies." This approach allows enterprises to build a scalable AI backbone incrementally, adapting and expanding as their AI maturity grows.

Let's explore each of these key components and how they contribute to a scalable AI infrastructure.

Data and Modelling

At the core of a scalable AI backbone lies robust data infrastructure and sophisticated modelling capabilities. Our survey reveals significant insights into the data challenges organisations face when scaling their AI initiatives – these include:

Data Privacy and Security

50% of respondents cite this as a primary concern. As AI operations scale, maintaining compliance with evolving regulations and safeguarding customer trust become increasingly complex.

This is a point Edwards agrees with: "I think navigating privacy and legal will hinder companies and slow them down on adopting AI. I think it will take time for people to become comfortable with this new technology and it will be a slow adoption road due to the potential risks."

Data Availability and Quality

38% struggle with accessing the right datasets, while 29% face data quality issues. Scaling AI requires not just more data, but high-quality, relevant data that can fuel accurate insights and effective models.

This is noted by Oakham: "The most common AI initiatives I see are ones around the processing and normalisation of data. Here we see AI in real-time cleaning data and making it usable."

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Data Bias and Silos

35% identify data bias as a significant concern, with 32% reporting challenges due to data silos. As AI systems scale, these issues can amplify, potentially leading to skewed insights or fragmented customer views.

As Joy puts it: "Data preparation and building the data foundation is key to all marketing and analytics, I don't think we have yet really figured out a way where we can get AI to sort out our data mess or silos, this is an area we might see more growth in the upcoming future."

To address these challenges and build a scalable data foundation, organisations must focus on best practices in data collection and management. Elevating organisational competencies drives AI marketing performance. This often requires strategic investments in tools and initiatives, people, and professional services to tackle these complex areas effectively, paving the way for broader AI marketing transformation.

Inspired by Statice
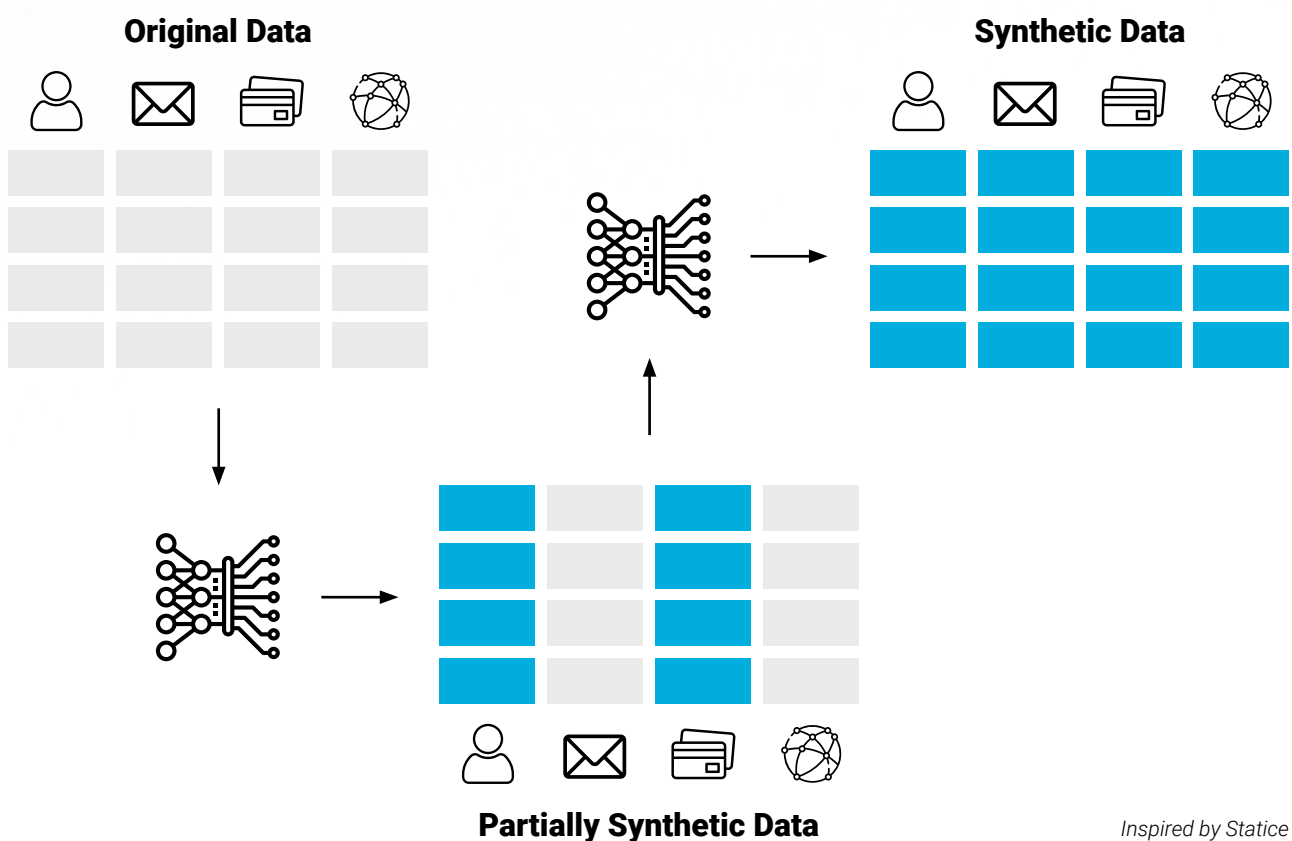
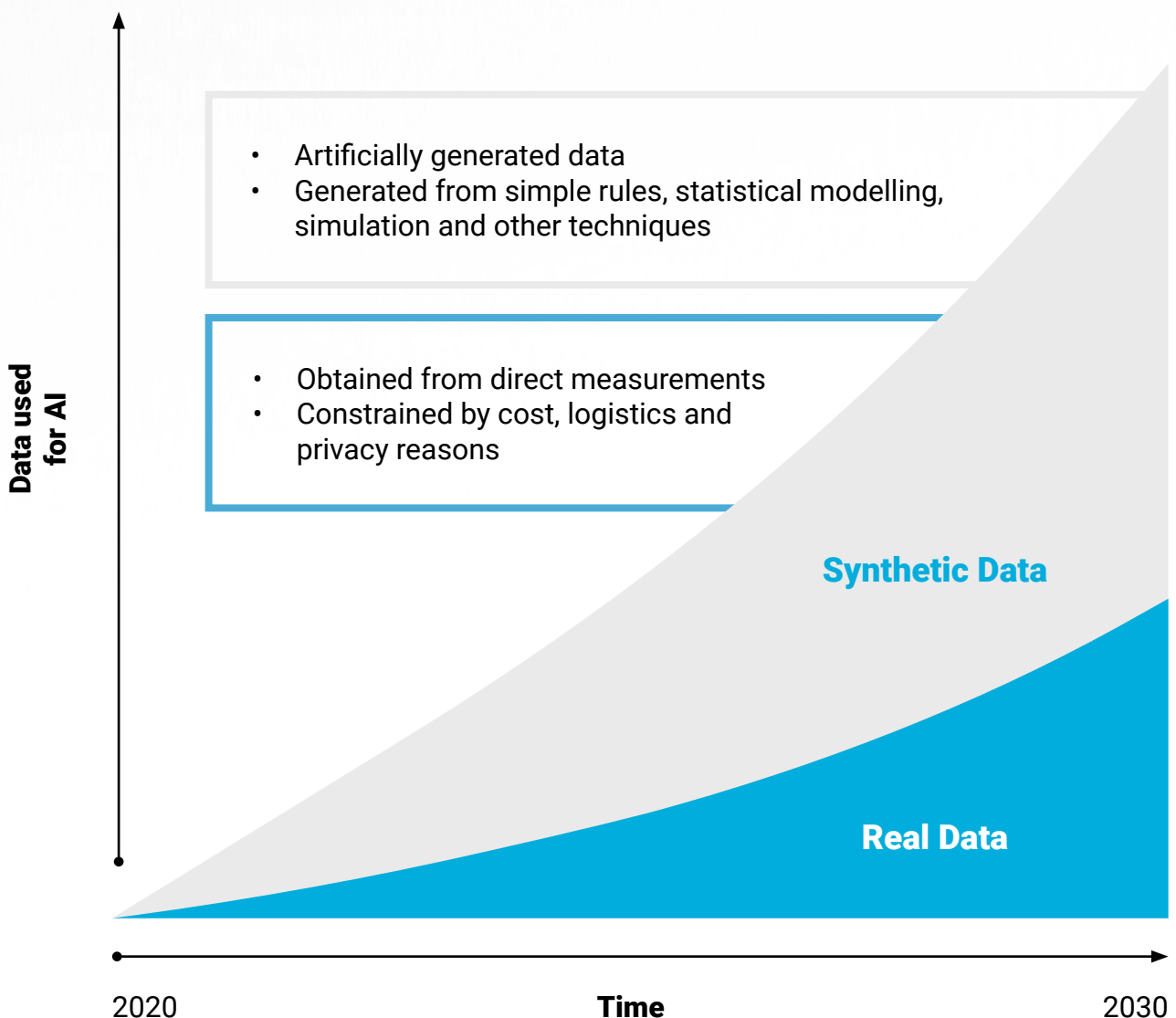Parry Malm, Digital Anarchist at Punk With Drower, puts it this way: "These days, the amount of data is not the constraint; knowing what to do with it is. The focus should be on understanding the data, and knowing what methods to apply to it, rather than just YOLO'ing it into a deep learning model and hoping for the best."

Armstrong observes: "In some cases, businesses are discovering that their technology

stack, and more specifically the current state of their data foundations, is preventing them from enabling AI-driven use cases at scale."

One emerging solution to some of these data challenges is the use of synthetic data, predicted by Gartner to become a major trend. Synthetic data – artificially generated information that mimics real-world data – is created by algorithms rather than derived from actual events or individuals. This approach preserves the statistical properties and patterns of real data while ensuring privacy, making it invaluable for training AI models, testing systems, and maintaining compliance with data privacy regulations.

Data used for AI

- Artificially generated data
- Generated from simple rules, statistical modelling, simulation and other techniques

- Obtained from direct measurements
- Constrained by cost, logistics and privacy reasons

Synthetic Data

Real Data

2020 **Time** 2030

Source: Gartner

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Governance

As AI initiatives scale within organisations, so too should governance frameworks. Governance is the foundation that enables scalable, responsible, and effective AI deployment across marketing and sales operations. Our survey reveals a concerning trend: 44% of organisations have little to no AI governance or ethical policies in place.

Effective AI governance helps mitigate risks associated with data privacy, security, and ethical use of AI – you need these things to maintain customer trust and regulatory compliance. Governance also ensures consistent application of AI across different departments and initiatives, maintaining quality standards as AI use scales up.

A well-structured governance framework allows for faster and more efficient scaling of AI initiatives by providing clear guidelines for implementation and use. Many companies are establishing central AI governance bodies to oversee AI initiatives across the organisation. While this can create bottlenecks for departmental initiatives, it's a necessary step as companies move towards more advanced levels of AI maturity.

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Agile Marketing

The breakneck pace of AI advancement demands a fundamental shift in how marketing teams operate. Agile methodologies, once primarily associated with software development, can be applied by marketing and sales teams to keep pace with rapidly evolving AI capabilities and changing market dynamics.

Source: chiefmartech.com
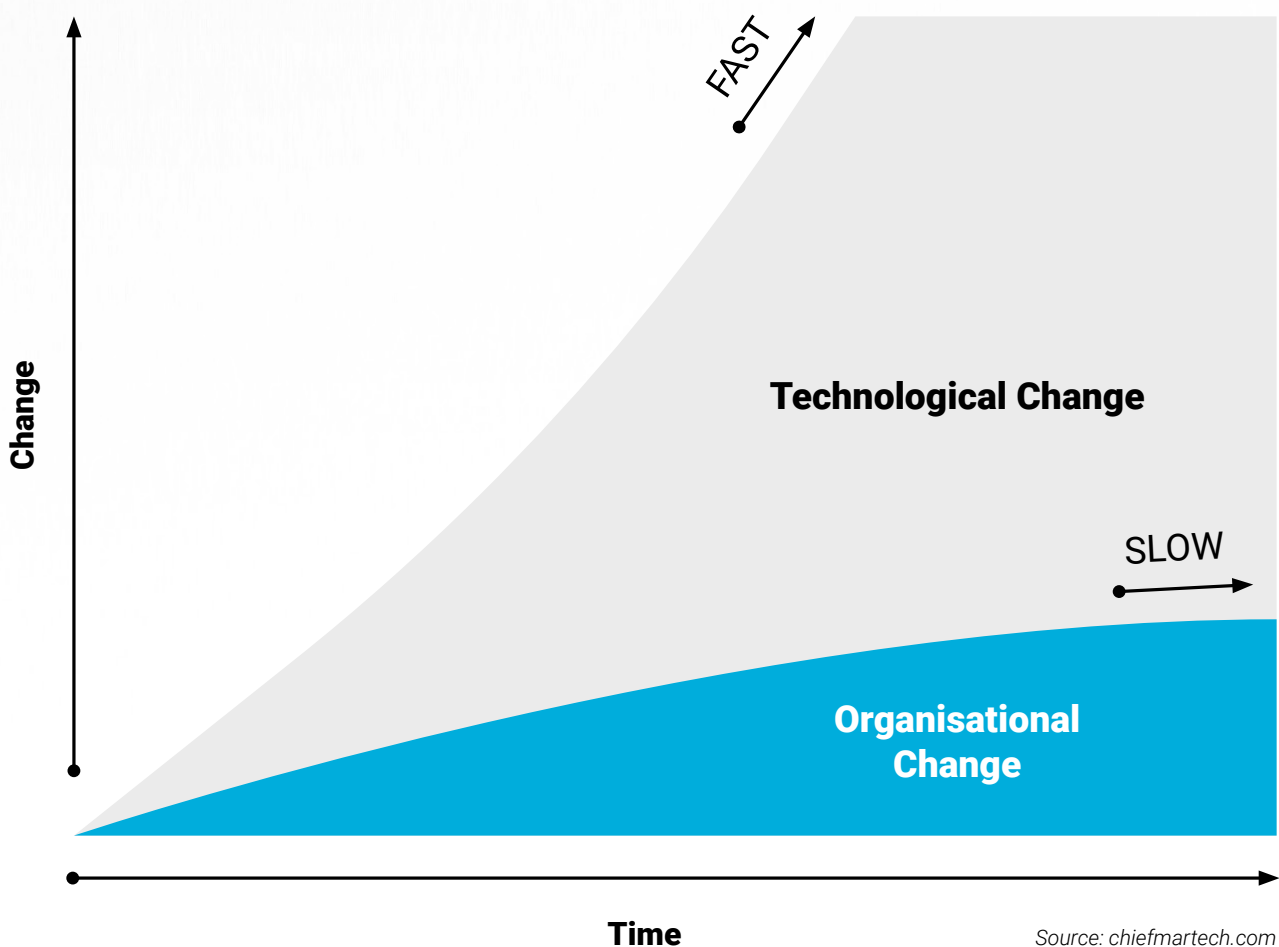
Agile marketing enables teams to quickly adapt strategies, test new AI-driven approaches, and scale successful initiatives. It allows for rapid experimentation, iterative learning, and continuous improvement – essential qualities in the AI era. As Scott Brinker notes, "AI's greatest impact on marketing will be to massively grow the speed, quantity, and quality of experiments."
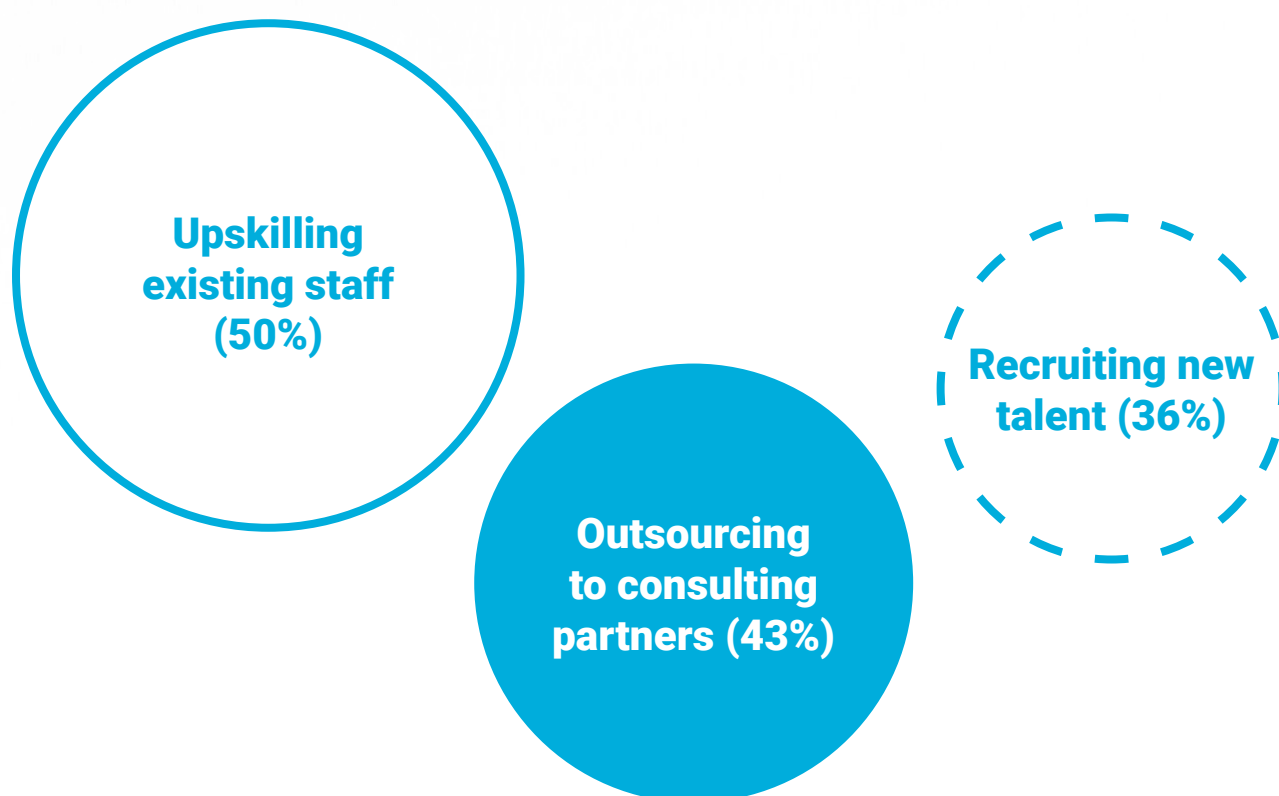
Adopting agile practices doesn't mean rushing headlong into AI implementation, though. As Edwards advises, "Companies need to start slow but start now." By embracing agile methodologies, marketing teams can balance the need for speed with thoughtful implementation.

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Frans Riemersma, Founder of MartechTribe, captures the point simply: "Don't boil the ocean." Robert Jay, Marketing, With Intelligence, and Board Member of Realfin, supports this: "Start simply with basic use cases – it's the best way to gain adoption."

People and Professional Services

As AI transforms marketing and sales, the human element remains key to making the technology work at the enterprise level. In our survey, 51% of respondents said they can't fully capitalise on AI initiatives due to a lack of skills and talent.

CMOs are responding to this skills shortage proactively, with more than 50% planning to upskill and reskill their in-house teams. Joy emphasises, "AI will impact the way you work in the coming years, but this will also bring opportunities. The key here is: don't wait; be part of it. Enable your teams and identify opportunities as early as possible to bring the utilisation of AI in your business."

Upskilling existing staff (50%)

Outsourcing to consulting partners (43%)

Recruiting new talent (36%)

Charlie Oakham recommends working "with the partner either internally in an IT or systems team, or an external agency who have experience in the living AI and RPA to replace existing processes."

The future of marketing teams involves a significant organisational reset. Doughty warns:

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"AI is coming for marketers' jobs, make no mistake. The good news is there will still be plenty of exciting roles, just not for everyone. Leaning into the opportunity the AI brings to reimagine marketing as we know it will be the difference between those that thrive or get left behind."

Parry Malm predicts, "at least 30% of marketing and sales jobs will be gone. And the other 70% will be forever altered. AI will start doing many tasks you expect – boring, repetitive tasks – but also tasks that you may find existentially challenging – for example, creative and strategy work."

He advises, "Train them to be 'strategic AI marketing operatives', who are able to embrace the new paradigm of AI… and will be able to imagine ways to use it hitherto unimaginable." Brinker adds: "More marketers will be able to do more things more quickly." The key is adaptation and continuous learning. Every marketer needs to be investing in advancing their AI skills, and that means adopting the mindset needed for practical application.

Tejumola says: "The emergence of the "evolved workforce" – AI-enabled professionals who leverage AI and automation tech to exponentially boost productivity – marks a fundamental shift in how we think and work. By freeing ourselves from repetitive tasks, we unlock our true creative potential, fostering greater satisfaction and innovation. Imagine the possibilities when entire teams embrace this transformation; what we can achieve is limited only by our imagination."

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07 The Future of AI Marketing

As we look ahead, it's clear that AI's impact on marketing and sales will remain significant. Our survey and expert insights paint a picture of a rapidly evolving ecosystem where AI becomes fundamental to business, marketing and sales operations.

Our survey asked respondents to predict the most significant area of marketing and sales that will be transformed by AI in the next 12 months. The results provide an overview of where industry leaders see the most imminent changes:

Analytics and Insights   **24%**

24% of respondents expect greater reliance on AI than human insight, with predictive analytic capabilities becoming richer and more accurate.

Engagement   **19%**

19% anticipate improvements in conversational marketing, dynamic 1:1 personalisation, and omnichannel marketing.

Productivity   **18%**

18% expect AI to create "10x marketers" or potentially replace some roles altogether.

Sales Conversions   **14%**

14% predict deep sales intelligence combined with next best action decisioning to unlock better sales outcomes.

Prospecting   **10%**

10% say AI-powered SDRs are already emerging and expect them to grow in popularity.

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These predictions align with our expert opinions on the future of AI in marketing and sales. Riemersma foresees the emergence of "born in Gen AI" solutions that could disrupt current martech categories. Joy highlights the potential of voice and chat technologies to transform digital channels into more human-like customer touchpoints.

"Voice and chats can have a huge impact if we leverage the power of AI properly," said Joy. "Today, workflows are very simple, often following an "if not this, do this" kind of action. Generative AI can be built into a true knowledgebase, transforming your digital channels into customer touchpoints that are human-like by leveraging chats, text, voice, etc. Together with content and asset creation opportunities, I strongly believe marketing and sales can be significantly transformed. Our sales leads will be more accurate, web visits and digital journeys will be more optimised, and this will drive more conversions."

Armstrong notes, "The most significant AI-driven transformation in marketing and sales by 2025 is likely to be hyper-personalised, real-time customer experiences across all touchpoints."

This level of personalisation will significantly boost customer engagement, conversion rates, and loyalty, while also improving the efficiency of marketing and sales efforts. It represents a shift from segment-based marketing to truly individual-based marketing at scale, fundamentally changing how businesses interact with their customers.

Looking further ahead to 2025, experts predict AI will enable:

1. Advanced predictive analytics for anticipating customer needs
2. Real-time decision engines for instant, effective customer interactions
3. Seamless omnichannel integration for consistent, personalised experiences
4. Dynamic content generation tailored to individual contexts
5. Privacy-driven AI models to maintain customer trust

Malm offers a more cautionary perspective, suggesting that the most impactful transformations may not be the ones making headlines. He argues that true change will happen behind the scenes, noticed only by those focused on results rather than trends.

"The transformations that make the headlines will be cool party tricks, but won't be true agents of change," said Malm. "The true transformations will be under the covers, hidden from public view, and will be noticed only by those who are focused on results rather than fashion trends. My guess? The gradual obliteration of advertising agencies' profit margins. That'll be fun to watch."

Tejumola notes: "Amidst the overwhelming flood of data, marketers today are experiencing 'analysis paralysis.' With more information at our fingertips than ever before – and that amount set to exponentially increase – the challenge isn't access but actionable insight with next best actions. Traditional solutions like expensive data science teams or complex ML models consume significant resources and time just to make simple decisions. That's why, at Algomarketing, we're leveraging AI to revolutionise analytics and insights, cutting

through the noise so marketers can act decisively and strategically.

"The future of AI in marketing and sales is 'agentic' – powered by AI agents that turn simple instructions into autonomous action. Imagine providing AI with a budget and targets, and it not only recommends the most efficient way to achieve them but actually creates, executes, and optimises campaigns on its own. Envision running your entire marketing organisation through conversations with AI. This is the transformative potential of agentic AI, where dialogue becomes strategy and execution becomes effortless."

As we navigate this AI-driven future, it's clear that marketers and sales professionals must stay adaptable, continuously learn, and focus on leveraging AI to drive meaningful business outcomes rather than getting caught up in hype. The future of AI in marketing and sales, while grounded in technology, is also about how we, as humans, can be more effective, efficient, and customer-centric.

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The Marketing/Sales Stack of Tomorrow

By 2025, Algomarketing predicts a shift from traditional user interfaces to AI-driven architectures, engines, and models. This new stack, characterised by AI-powered engines at its core, will drive decision-making, facilitate automation, and provide insights across all marketing and sales functions.

The architecture will become more modular and flexible, allowing for easy addition or modification of capabilities. Data-centric models will enable seamless integration and analytics across all touchpoints, with AI agents handling many tasks through natural language processing (NLP) interfaces.

The Complex Ecosystem of the Modern Enterprise Marketer
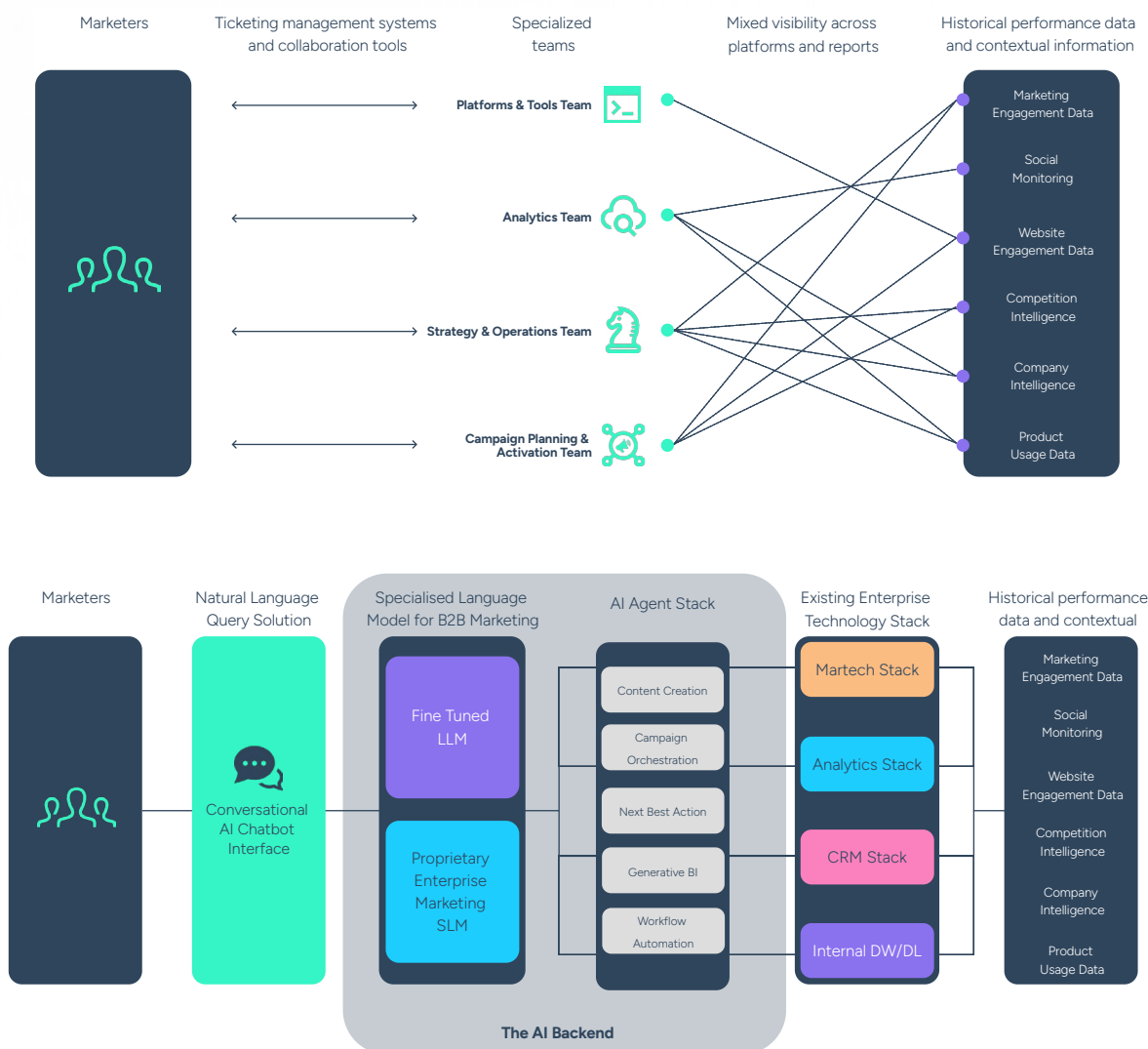
Source: Algomarketing

Marketing and Sales Operations Reimagined (AI Agent Uprising)

According to Das, "AI and Gen AI agents are poised to transform marketing and sales operations by enhancing customer engagement, optimising strategies, and driving innovation. These agents will work autonomously and collaboratively, leveraging intelligence to solve complex, large-scale challenges, such as managing global campaigns or ecosystems. They will personalise customer experiences by analysing vast amounts of data, automating marketing campaigns and content creation, and providing real-time customer support. AI-driven predictive analytics will enable sales teams to identify leads and forecast trends, while dynamic pricing strategies and sales process automation will boost efficiency and profitability."

Doughty agrees: "I think marketing and sales teams will be completely reimagined as AI agents are adopted into ways of planning, communicating, analysing and forecasting, like we have never seen before, from boosting productivity, to enabling smarter and quicker thinking and action, to fully owning parts of the job."

Future Team Structure and Roles

The structure of marketing and sales teams is poised for significant change. As per our survey, 69% of CMOs believe AI will reshape marketing departments as we know them. Many roles will be entirely new or augmented with AI. New positions will arise from this shift, like AI marketing operations professionals (AI-MOP), customer data platform (CDP) managers, and AI/agent architects. The concept of "Hum-AI-n" collaboration will become central, with humans focusing on strategy and creativity while AI handles data analysis and routine tasks.

This shift will lead to more distributed knowledge and democratised capabilities across organisations. AI will enable enhanced productivity and insight, potentially creating "10X marketers" through AI augmentation. However, this transformation also highlights a growing skills gap, with 55% of respondents reporting challenges in finding marketers with necessary AI, data, and tech competencies.

Markets and AI-Driven Unicorns

From a tech market perspective, Algomarketing predicts a new wave of "AI-native" startups will emerge, with many achieving unicorn status by leveraging AI to solve complex problems or create entirely new market categories. Traditional industries will face increased pressure from AI-powered competitors, forcing rapid adaptation and digital transformation.

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08 **Summary**

This report presents a compelling case for the transformative impact of AI on marketing and sales as we know it. The anticipated revenue from AI technologies is projected to reach £11.6 billion next year (Reuters), contributing to an estimated total market potential of £990 billion by 2027. This growth is underscored by the optimism of CMOs, with 78% recognising AI's ability to enhance marketing effectiveness.

Organisations are increasingly allocating significant portions of their marketing budgets – 43% plan to invest between 11% and 30% in AI initiatives. The integration of generative AI in content creation is notable, with investment intentions rising from 19% to 33%, reflecting a confidence in AI's capabilities to streamline operations.

To maximise the potential of AI, companies must address several key challenges, including data privacy and quality issues. The report highlights the need for organisations to invest in AI-driven audience segmentation, with 31% planning to implement these strategies to achieve hyper-personalisation. As the marketing landscape evolves, there is a pressing requirement for upskilling staff, commissioning specialist professional service partners and adopting agile methodologies to enable rapid experimentation and adaptation. Overall, the integration of AI is set to transform marketing and sales as we know it.

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09 Closing Advice

Thanks for reading our 'State of AI Marketing and Sales Report'. We hope it's been an insightful read that helps guide your AI journey. We couldn't have done this without the valuable commentary from our industry contributors and the support of Algomarketing.
We'd like to leave you now with a few key takeaways:

Remember the old adage: If the only tool you have is a hammer, it is tempting to treat everything as if it were a nail.

AI is a remarkable tool kit (with a wide range of instruments), but it is often talked about as the solution to every marketing problem.

Start with the business problem you're trying to address, and then consider the best solution to that problem. Sometimes will include new AI marketing capabilities. But sometimes not. Throwing AI at a poorly defined use case can backfire.

Tom Fishburne - Founder & CEO - Marketoonist

My biggest advice is work on your use cases and find your lower hanging fruits and build your step by step approach to an AI centric marketing strategy. Train your resources and educate them with tools and services that can be utilised and most importantly find your right technology partner that can help you to achieve success.

Jobin Joy - Global Content and Martech Lead - Vodafone

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"Asking about AI's impact is like asking, "what's your take on the nuclear bomb? Is it impactful to global geopolitics?" Obviously, it's a huge impact, and we haven't even begun to comprehend what it means not just to marketing and sales, but to society as a whole.

"Things start slow and small. Then they go fast and get big. In the next 12 months, the actual use of AI will get big. FAST.

"The transformations that make the headlines will be cool party tricks, but won't be true agents of change. They'll be the case studies vendors release, but most marketers will be left feeling either envy or schadenfreude. The true transformations will be under the covers, hidden from public view, and will be noticed only by those who are focused on results rather than fashion trends. My guess? The gradual obliteration of advertising agencies' profit margins. That'll be fun to watch."

Parry Malm - Digital Anarchyst - Punk with Drower & Founder and Board - Jacquard

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11   **About LXA**

At LXA, we believe that your marketing and sales team's knowledge and skills should never stand still. Just like software, staying current means running the most up-to-date version of your operating system.

We are committed to the continuous development of capabilities and competencies for professionals in marketing, sales, and technology. Our mission is to deliver immersive learning experiences that drive deeper engagement through multi-format content, hands-on project work, and interactive scenarios.

Our clients benefit from our broad range of courses, instructor-led online workshops and marketing learning library of on-demand content.

With over 500+ learning programmes delivered to a global network of 200,000+ profession-als across leading brands, agencies, and consultancies, we are proud to shape the future of marketing excellence.

Join us to unlock the full potential of your team's marketing capabilities and propel your business forward. #KeepUpgrading with LXA to empower your team to thrive in the digital era.

Learn more at lxahub.com.

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12 About Algomarketing

At Algomarketing, we revolutionise industry standards by propelling world-leading brands to new heights with rapid insights, accelerated executions, and seamless operations. Our team leverages cutting-edge technologies like machine learning, natural language processing, and robotic process automation to transform marketing and sales landscapes.

We are a global marketing and sales operations and technology consultancy with a presence in 27 countries across six continents. Our diverse team of 100+ marketing and martech experts collaborates to deliver impactful, data-driven solutions, tailored to the needs and challenges of our clients.

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