

The State of AI in Marketing 2025

The AI trends, tactics, and technologies powering the next generation of marketing teams



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A letter from our CMO

Marketing isn't just evolving—it's being rewired.

Generative AI started as an experimental tool but is now positioned to become the core engine driving every campaign, workflow, and initiative. And the proof is in the research: AI is delivering real results for marketing leaders, driving higher productivity, better marketing ROI, and increased employee satisfaction. So much so that 79% of companies plan to expand AI adoption in 2025.

But here's the catch – adoption alone isn't enough. While marketers acknowledge the multiple benefits of AI, the majority (56%) still rely on ad hoc and early-stage applications, disconnected from existing tech stacks or workflows. Even more concerning, only 49% of companies track the ROI of their AI investments, and there's a significant disconnect in AI maturity perception between CMOs and their teams.

The key to closing the gap between adoption & impact is moving beyond generic, one-size-fits-all tools to domain-specific AI—models tailored to a company's unique data, brand guidelines, and marketing workflows. This isn't just a best practice; it's one of the defining traits of high-maturity organizations.

Companies that invest in domain-specific AI are not only more likely to measure ROI but also better positioned to scale adoption in the year ahead. And as AI becomes more embedded in enterprise marketing, tools that help scale brand governance and output quality become more critical to maintaining trust, consistency, and a competitive edge in the market.

It's clear that we're still in the early innings of unlocking its full potential for marketing. If 2024 is the year of pilot, 2025 will be the year of scale. Roles will evolve, barriers will lift, and marketing will reclaim its seat at the table as a true revenue driver. The teams leaning in are already seeing the impact—and those sitting on the sidelines risk getting left behind.

This report is more than research. It's a benchmark, a guide, and a call to action. My hope is that this report sparks new ideas, challenges old assumptions, and helps your marketing team navigate the AI transformation with confidence.

The future of marketing is already here.

The only question is: will you lead it?



Loreal Lynch

Chief Marketing Officer at Jasper

Introduction

The AI Opportunity for Marketing Teams

As generative AI becomes the operational standard for modern marketing, organizations are moving quickly to transition from experimentation to leveraging it for measurable business outcomes.

While 63% of organizations use AI in some capacity and are seeing early productivity and efficiency wins, most activity is concentrated in early-stage use cases like content creation and idea generation, while more advanced, agentic capabilities—such as brand governance, personalization, and workflow automation—remain underutilized. As a result, more than half struggle to measure ROI and achieve consistent, scalable outcomes from their AI investments.

In our inaugural State of AI in Marketing report, **we surveyed over 500 marketers from diverse industries, roles, and company sizes to gain a deeper understanding of the AI landscape in marketing.**

The insights reveal key trends in AI adoption, highlight the factors that set top-performing marketing organizations apart, and identify the barriers preventing others from fully leveraging its potential.



Research highlights



2 out of 3 use generative AI today, citing early wins

AI adoption in marketing is growing, with 63% of marketers using generative AI and another 27% evaluating in the next 6 months. Of the adopters, leading benefits include increased productivity and improved marketing ROI. 78% of adopters also reported increased job satisfaction.



Maturity is evolving and high-value use cases remain untapped

Only 10% of marketers self-report "very advanced" AI maturity, with the majority of adopters still relying on ad hoc applications like content creation and idea generation. Advanced use cases like workflow automation, brand governance, and hyper-personalization remain underutilized.



Data privacy and output quality are key barriers

Safeguarding company data and ensuring high-quality outputs remain top priorities, along with leadership buy-in, AI expertise, and budget constraints. Meanwhile, concerns about measuring impact and job security are less pressing.



Most marketers fail to see the ROI of AI

Though driving marketing ROI is cited as a leading AI benefit, only 49% can measure the ROI of their AI investments, with 22% planning to start in 2025. This drops significantly with general-purpose tools: only 20% of general-purpose AI users can measure ROI.



As companies scale, the bar for brand and quality gets higher

For \$1B+ companies, AI quality and brand governance are top priorities, which is why 57% of larger teams (>1000) favor domain-specific AI tools. Smaller companies are more focused on budget, leadership buy-in, and data privacy.



There's a stark CMO-team alignment gap

42% see leadership as "very committed" to AI, but perceptions vary by seniority. 65% of CMOs are most confident, with confidence dropping lower in the hierarchy. Similarly, 44% of CMOs rate AI maturity as advanced, compared to just 27% of managers.



Best-in-class marketing teams share 7 key traits

Mature adopters outperform in multiple areas, including use case documentation, leadership buy-in, workflow integration, and experimentation. Most have a marketing AI council, offer advanced training, and use marketing-specific AI tools, not solely relying on general-purpose tools.



The shift from general-purpose to domain-specific AI

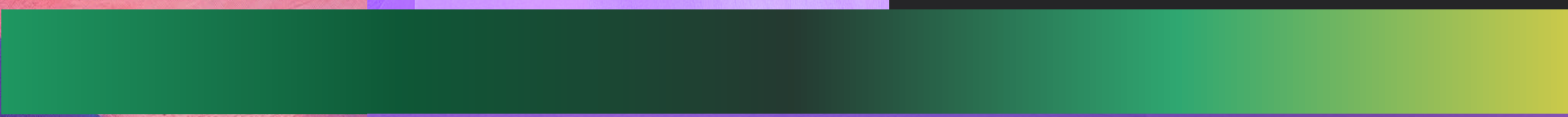
As AI in marketing evolves, purpose-built solutions give companies a clear edge. 71% of "very advanced" teams are using domain-specific AI vs. 21% who are solely relying on general-purpose tools. Nearly all domain-specific AI users plan to expand usage in 2025 and are 37% more likely to measure ROI.



Chapter 01

AI Adoption in Marketing

The current state of AI adoption, key barriers, and emerging use cases



Generative AI adoption is widespread among marketers, but few go beyond individual tasks

Generative AI in marketing is no longer a question of if, but rather how it's implemented. While the report confirms genAI usage is widespread—**63% of marketing teams now use it and more than 78% of those say it's having a positive impact**—a critical divide still exists between AI adopters and those truly embedding AI into their marketing workflows.

Only 43% of adopters have a formalized AI program in place.

Without one, companies may see efficiency gains, but lack the structure to truly scale AI's impact across strategy, execution, and measurement.

Our data suggests AI is following a trajectory similar to past technological revolutions in marketing—initial experimentation leads to a phase where leaders define best practices, including documented use cases, policies, and guidelines, while integrating AI capabilities into the core business. AI is currently in this transitional phase. **Larger enterprises (>\$1B) are more likely to have formalized AI programs**, while smaller companies remain in the trial-and-error phase.

Despite these gaps, AI's value in marketing is undeniable, with **only 3% reporting that they did an AI pilot and it failed to deliver value.**

The report also found that larger marketing teams (500+ employees) are more likely to have formalized AI programs, further indicating that resource-rich organizations, where scaling is a priority, tend to implement AI in a more structured way.

Despite growing adoption, AI in marketing is still in its early stages—**78% of marketing teams just started using generative AI in 2024.**

Enterprise marketing teams adopted AI faster than smaller organizations; 45% of teams with over 1,000 marketers started their adoption over 12 months ago, while 83% of smaller teams began within the past year.

Are you using generative AI in marketing?



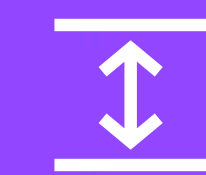
Key trends

63%
of marketing teams use generative AI today

56%
of adopters still rely on ad hoc, siloed applications

78%
of marketing teams just started using generative AI in 2024

27%
are not using AI but will evaluate it in the next 6 months

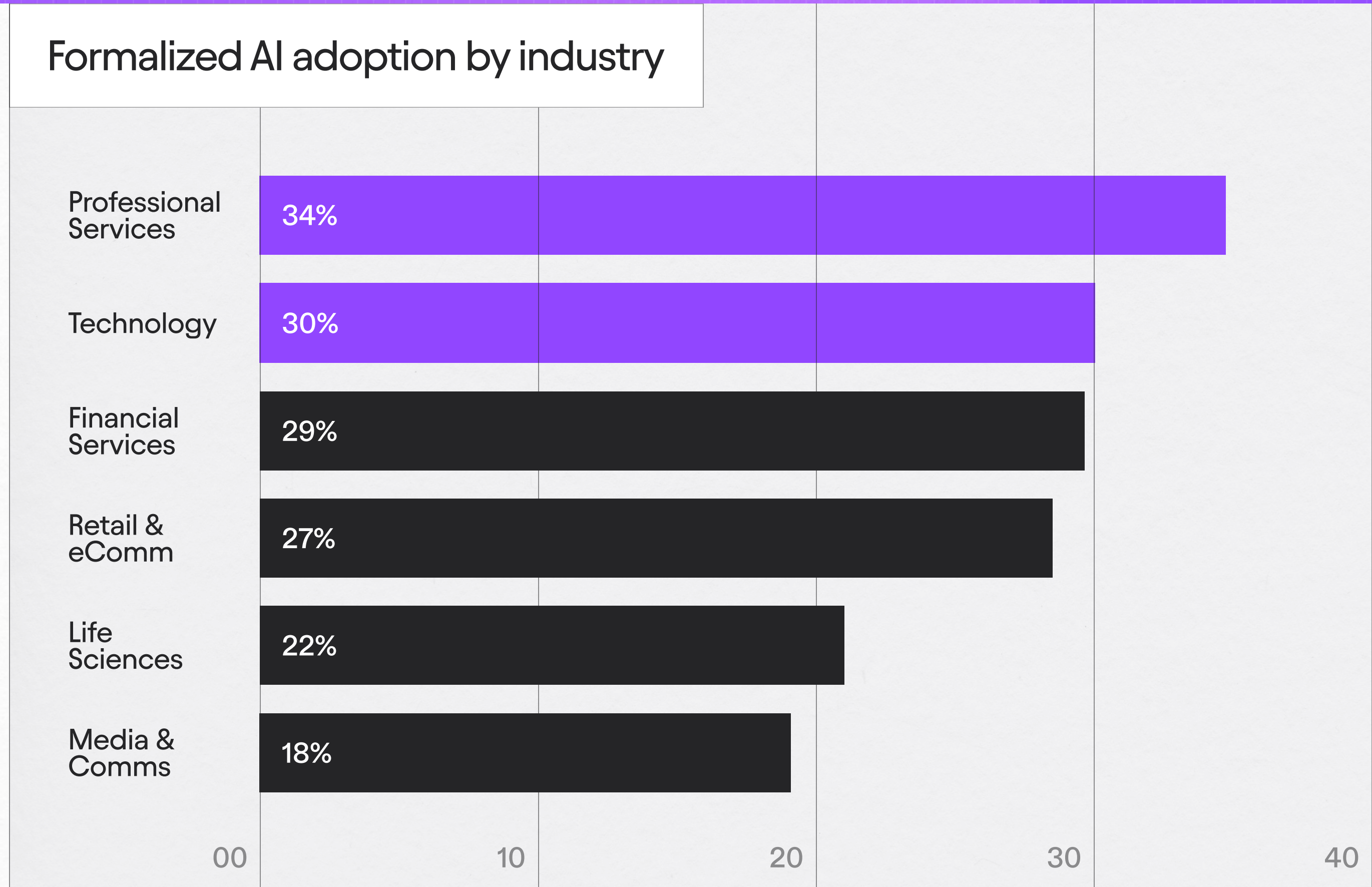


Larger marketing teams (500+) are more likely to have a formalized AI program

Professional services and technology lead in AI adoption

Professional services and technology companies lead formalized AI adoption by industry, with a respective 34% and 30% of companies implementing formal AI programs. Given their reliance on specialized expertise and time-intensive work, both industries face inherent growth constraints that make AI-driven productivity gains critical.

Retail, on the other hand, is emerging as the next major adopter, with 31% of retail marketers planning to explore AI tools within the next 3-6 months. Their growing AI interest is largely driven by the need for greater personalization, forecasting, and dynamic customer engagement—key areas where AI can provide a competitive edge in fast-moving retail markets.



Data privacy and output quality are the top barriers to AI adoption

The report identifies data privacy and AI output quality as the biggest barriers to marketing AI adoption—underscoring that as AI becomes more ingrained in marketing workflows, the conversation is shifting from *“Can we use AI?”* to *“How do we use it responsibly and effectively?”*

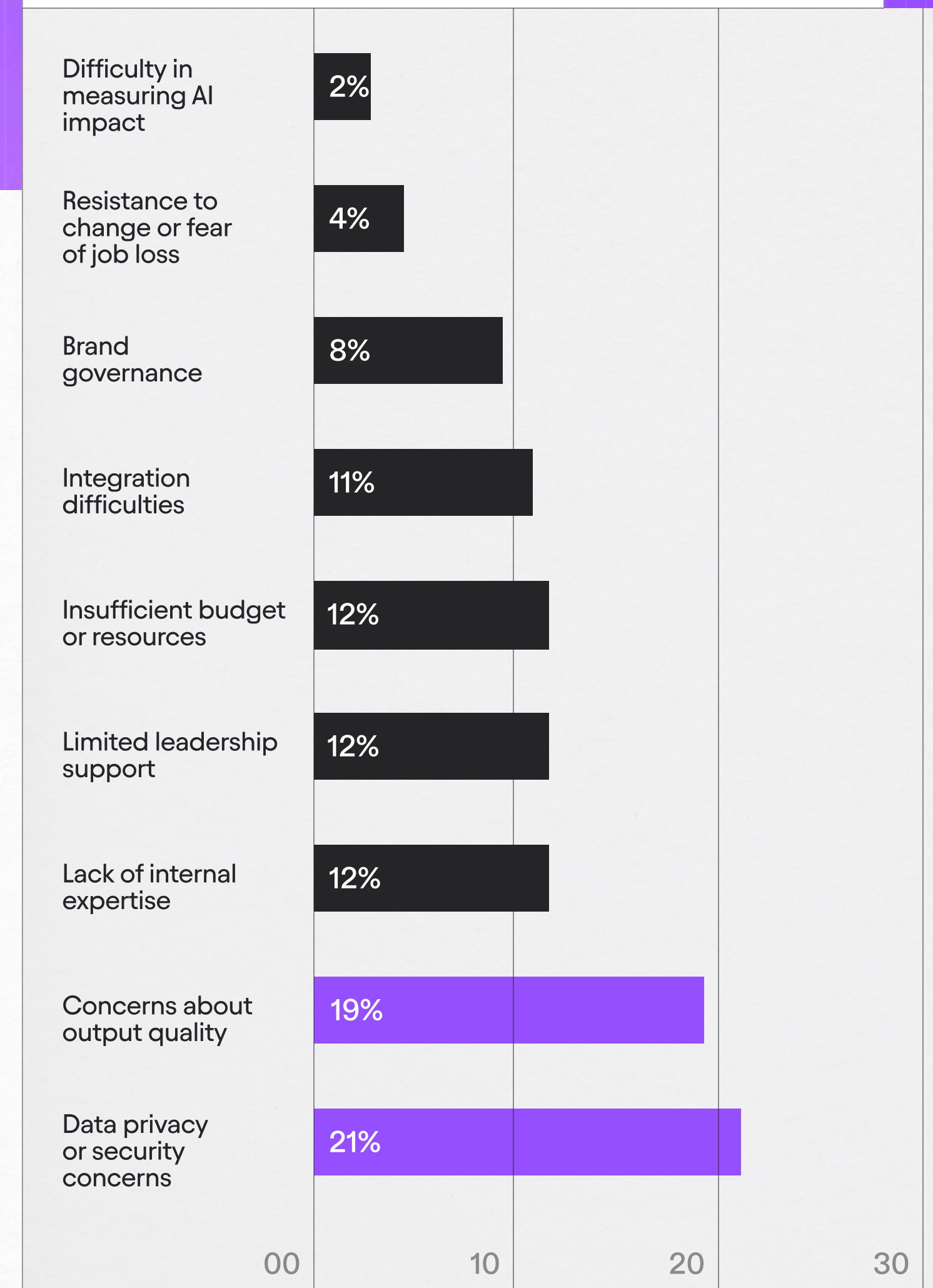
Privacy concerns are particularly pronounced in industries that rely on sensitive customer data—for example, life sciences, retail, and financial services. As regulations tighten and consumer expectations for transparency continue to rise, marketers must ensure AI use stays compliant and their company data secure.

Meanwhile, **concerns about AI output quality reflect growing pressure to maintain brand integrity, accuracy, and consistency at scale.** Companies working to scale AI content creation without human oversight risk undermining the very efficiencies they seek to achieve.

Leadership buy-in, AI expertise, and budget constraints were also identified by respondents as ongoing hurdles, indicating organizational growing pains as AI adoption moves from experimentation to full-on integration into marketing operations.

Interestingly, measuring AI's impact (2%) and job security concerns (4%) rank among the least pressing obstacles, suggesting resistance to AI is not what's holding companies back, but rather the challenges of scaling, implementing, and maintaining it across the organization.

Reasons for not adopting AI



As companies scale, the need for brand control and quality grows.

Key trends

Enterprises (>\$1B) focus on AI output quality and brand governance

Mid-sized companies struggle with leadership support and AI output quality

Smaller companies struggle with data privacy and budget constraints

A majority of teams with over 1,000 marketers use **marketing-specific AI tools**

Bigger teams, higher stakes. Larger organizations face unique challenges as their marketing demands scale, and their tools need to address these increasing complexities, from measuring ROI effectively to maintaining brand consistency across multifaceted campaigns.

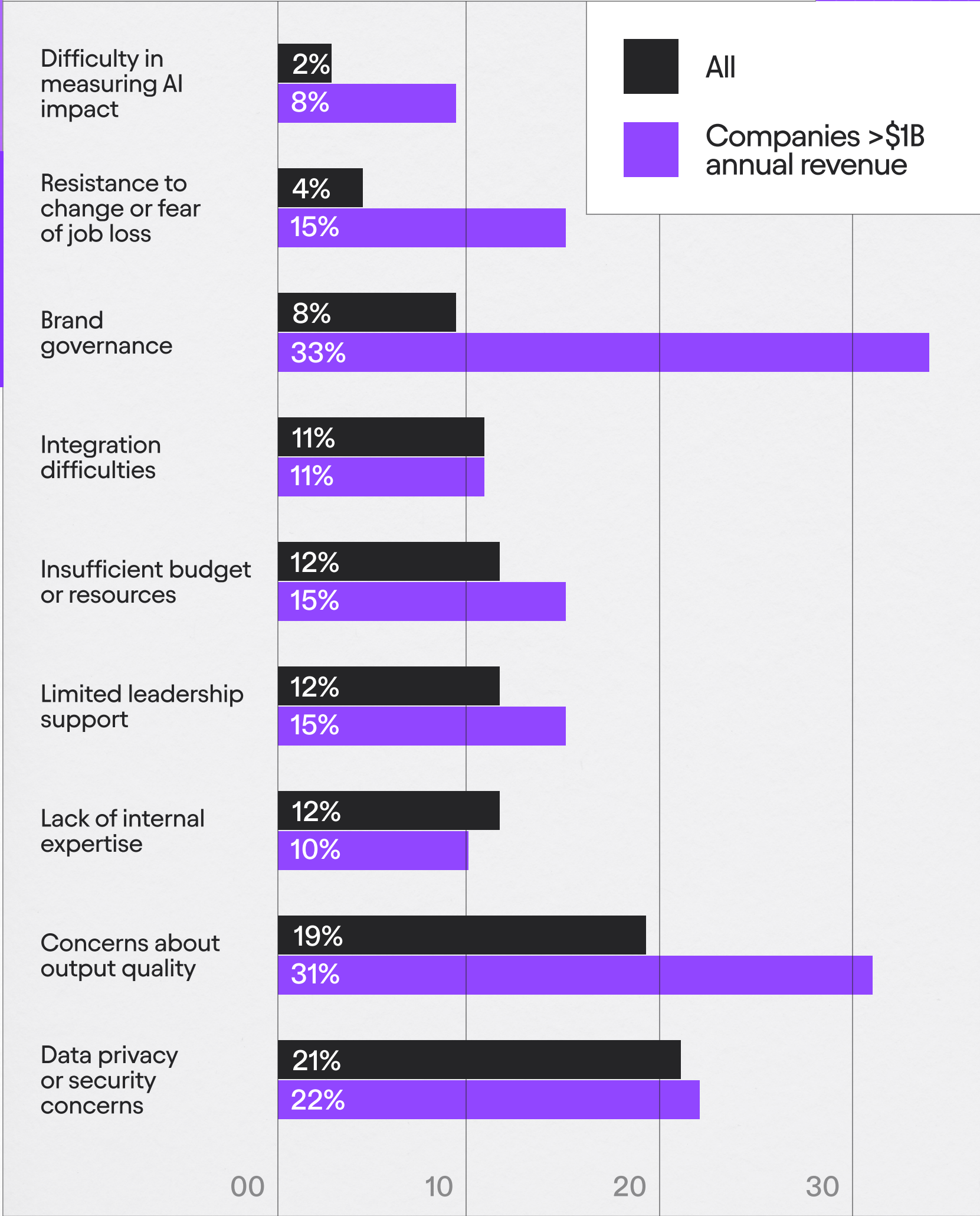
According to our data, **large enterprises (>\$1B) prioritize AI output quality (31%) and brand governance (33%)** to protect brand integrity, manage risks, and maintain compliance.

Smaller businesses (\$50M–\$100M) face different challenges, ranking data privacy (20%) and budget constraints (18%) as top concerns. Despite AI's efficiency gains, these companies often lack the resources and infrastructure to scale AI adoption effectively.

Mid-sized companies (\$100M–\$250M) fall in between: AI adoption is underway, but leadership trust and investment remain barriers. Limited executive support (22%) and concerns over AI output quality (24%) suggest many are still in the experimentation phase, struggling to integrate AI into broader operations.

The report also reveals that as the number of marketing employees grows, companies increasingly adopt AI solutions tailored for Marketing. In fact, **57% of companies with over 1,000 marketing employees use domain-specific marketing tools**. Conversely, the use of general AI tools like ChatGPT decreases as marketing teams expand.

Reasons for not adopting AI

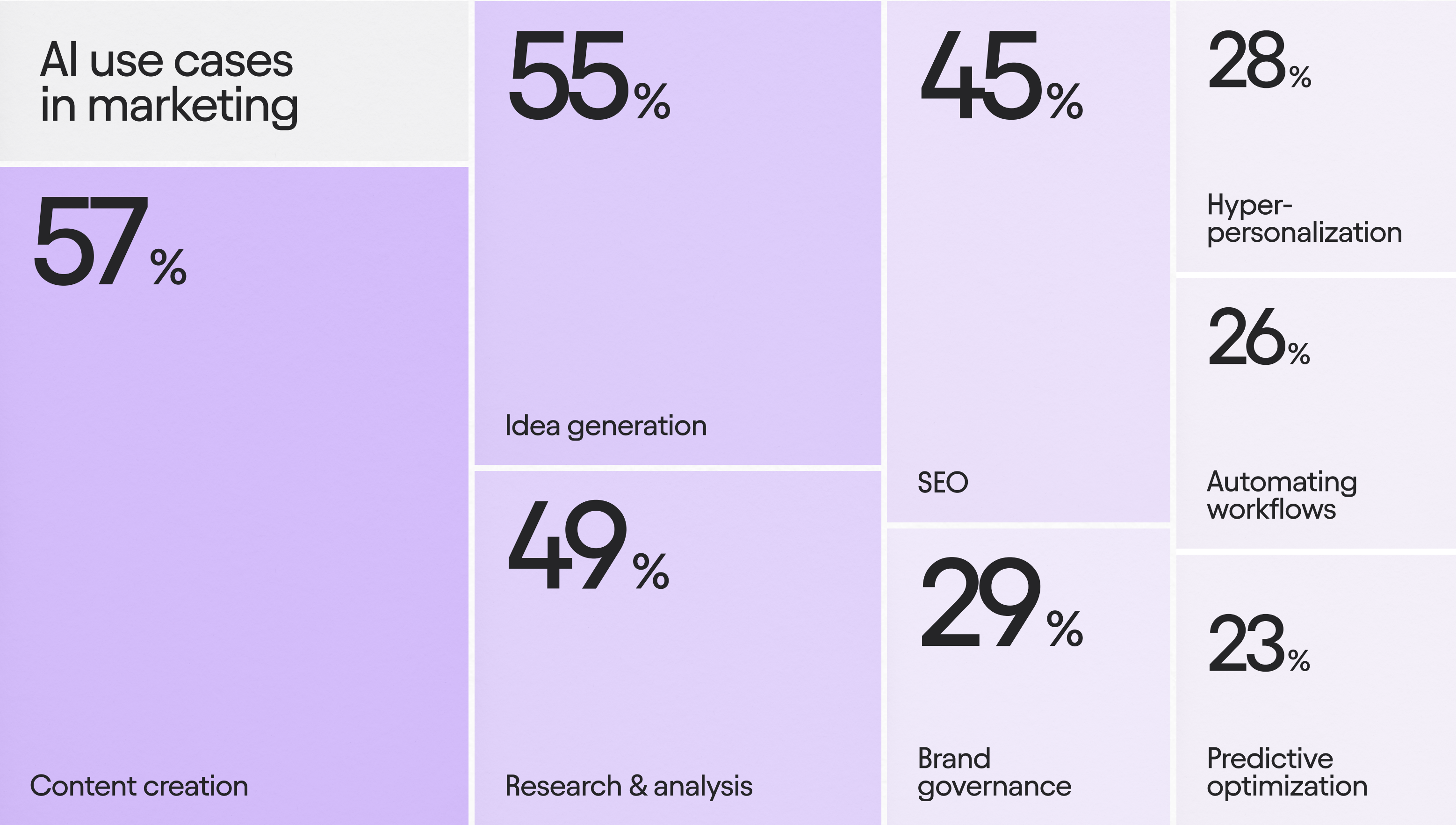


AI drives content and ideation but is less leveraged in high-value use cases

AI is well-established in creative and production workflows—**57% of marketers use generative AI for content creation, and 55% for idea generation.** It's also gaining traction in SEO and marketing optimization (45%) and research and analysis (49%), where AI-driven insights help shape strategy.

But **adoption drops sharply in more high-value areas.** Less than a third of marketers use AI for brand governance, hyper-personalization, workflow automation, or predictive optimization—key agentic capabilities that allow AI to take on more autonomous, decision-making roles.

These agentic use cases represent the next evolution of marketing, where models don't just assist with tasks but independently optimize workflows, predict outcomes, and drive more scalable, consistent performance across channels. Bridging this gap represents a major opportunity for companies looking to move beyond content efficiencies and achieve full-scale AI transformation.



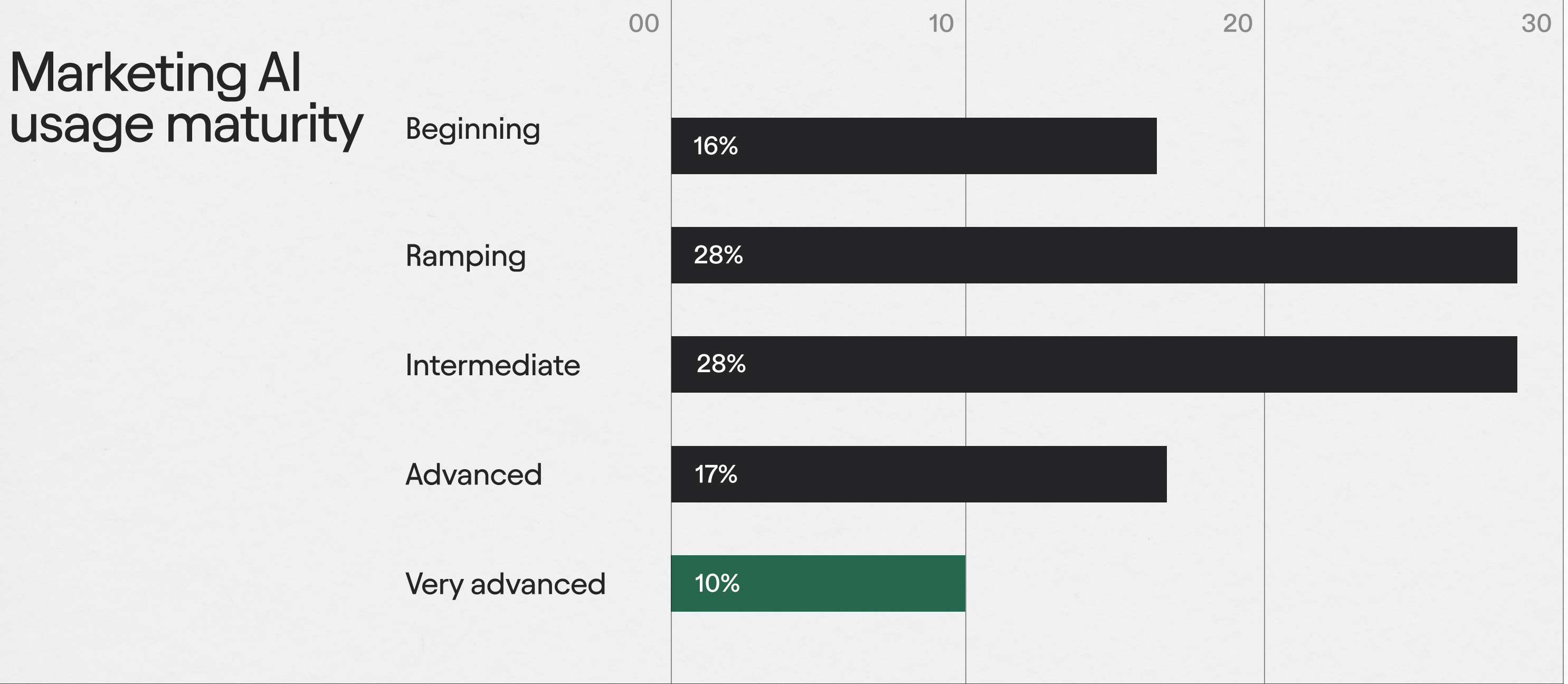
Chapter 02

AI Maturity & Governance

Maturity, leadership alignment,
and governance structures



Only 10% of marketers report "very advanced" AI maturity



Despite high AI adoption, just 10% of companies consider their AI maturity "very advanced," while 44% self-reported as "beginning," and "ramping."

Larger companies (\$1B+) are the least likely to rate their AI maturity as advanced. Teams with 501-1,000 marketers report the highest maturity across team sizes, yet only 43% consider themselves advanced.

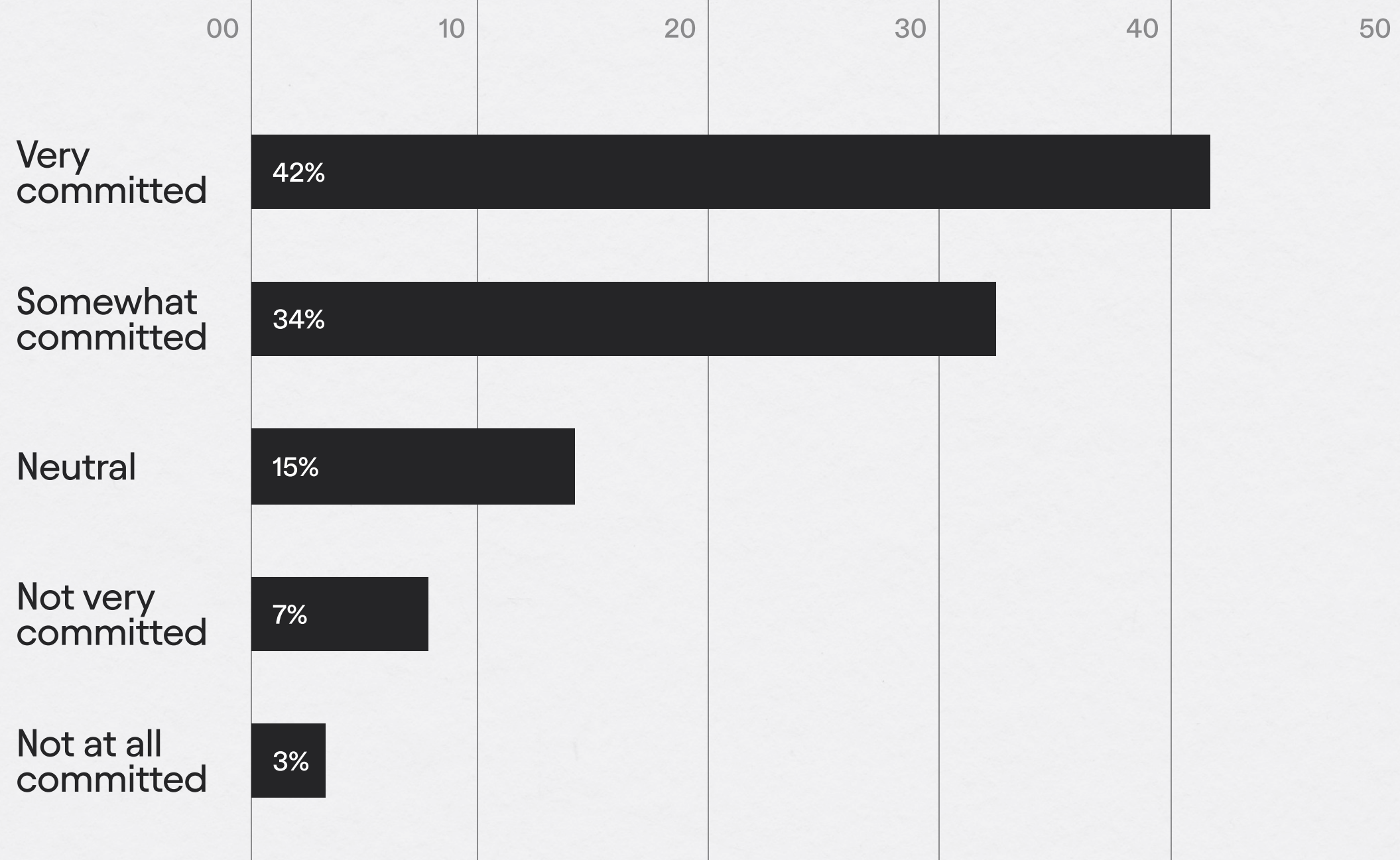
The challenge isn't just expanding usage—it's integrating AI in ways that enhance operations without adding complexity. Many have adopted AI tools but still lack the structure and consistency needed to scale AI effectively.

Key trends

- Only 10%** currently consider their AI usage "very advanced"
- Larger 1B+** companies are the least likely to rate their AI maturity as advanced
- Mid-sized companies with 501-1k marketers** report the highest AI maturity

Strong leadership commitment to AI

Leadership's commitment to AI initiatives



Leadership buy-in is a critical factor in AI adoption, and the report shows that 76% of marketers recognize leadership's commitment to AI initiatives, with 42% rating it as "very committed."

Among the most mature organizations we surveyed, 54% report that senior leaders are actively using AI.

Key trends

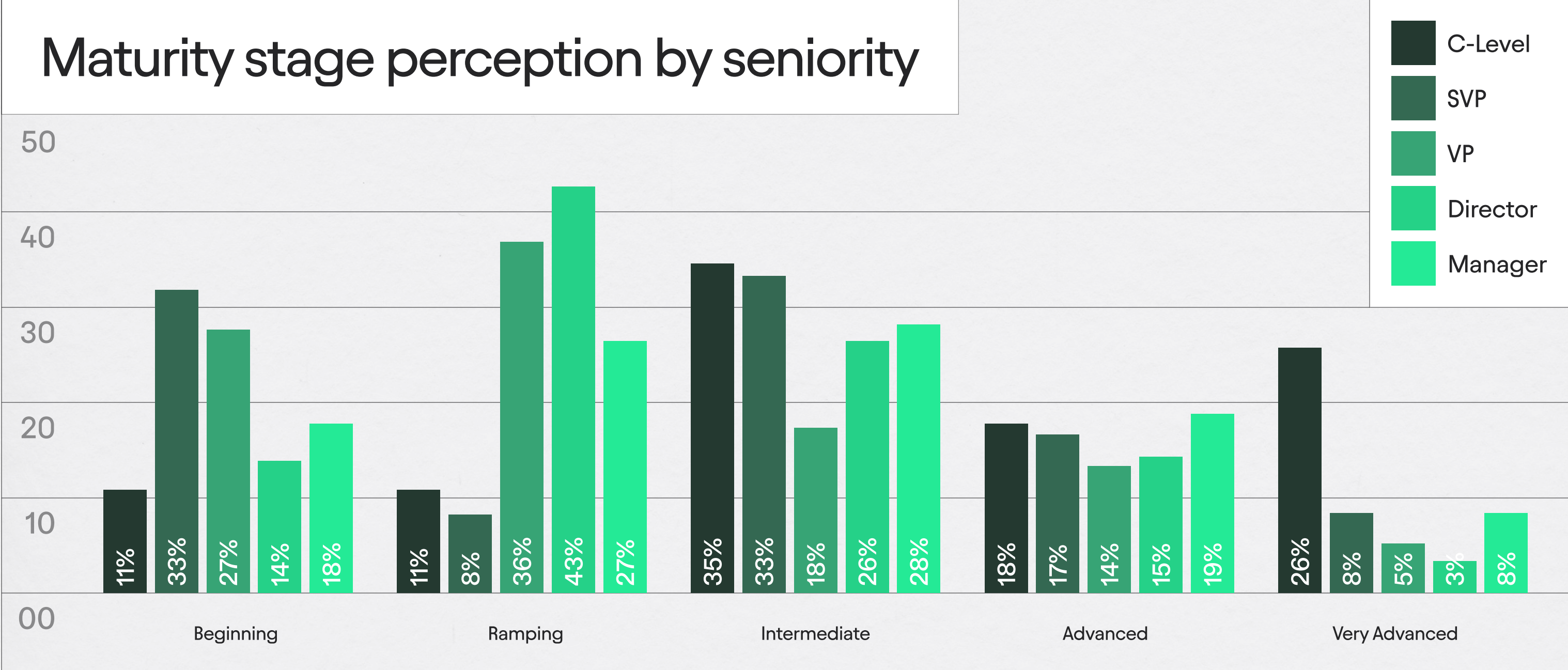
76%
of marketers say leadership is committed to AI

42%
rate leadership as "very committed"

54%
of high-maturity organizations report their senior leaders are actively using AI

The CMO-team disconnect: seniority impacts perception of maturity and AI leadership

Maturity stage perception by seniority



Perceptions of maturity and leadership commitment differ by seniority. **CMOs are most likely to view leadership as “very committed”** [65%], while those lower in the hierarchy, such as SVPs [40%], VPs [30%], Directors [40%], and Managers [37%], rate it lower.

Additionally, **leadership is far more confident in AI maturity than the teams using it daily.** 44% of CMOs say their AI maturity is “advanced” or “very advanced,” but confidence drops among those responsible for execution—only 27% of managers rate their AI usage at the same level.

This gap suggests that while AI is a top-down priority, execution challenges may be creating misalignment between leadership vision and real-world implementation. If AI initiatives are not accompanied by clear direction or measurable goals, marketers may struggle to see AI as more than just an executive-level ambition.

Key trends

65%

of CMOs believe leadership is “very committed” to AI but support weakens down the org chart

44%

of CMOs believe their AI maturity is “advanced” or “very advanced,” but perceived AI maturity decreases to manager level

43%

of directors identify with the “ramping” maturity level, indicating they’re responsible for scaling AI initiatives within their teams

Nearly half of companies have a marketing AI council, with 16% planning to implement one in 2025

While organization-wide, IT-led AI councils play a key role in enterprise AI implementation and governance, a marketing-specific AI council is critical to enact change and value inside the marketing organization. By exploring practical AI use cases for marketing, the marketing AI council fosters AI literacy, encourages responsible experimentation, and drives innovation that scales across the entire marketing team. Additionally, it drives collaboration and aligns AI tools with business objectives, ensuring governance and oversight tailored to brand strategy.

The report reveals that **49% of AI adopters have already established a marketing AI council**, with another 16% planning to implement one by 2025. Notably, **this is a defining trait of high-maturity marketing organizations**—79% of self-reported “very advanced” adopters have a dedicated marketing AI council.

Enterprise organizations (\$10B+) are the least likely to have an AI council (48%), while smaller companies (\$50M–\$100M) are more agile—53% have already implemented one, with 14% planning to do so in 2025. This highlights that while smaller companies can quickly formalize AI oversight, larger enterprises often struggle with internal complexities that delay the process.

Do you have a Marketing AI Council?



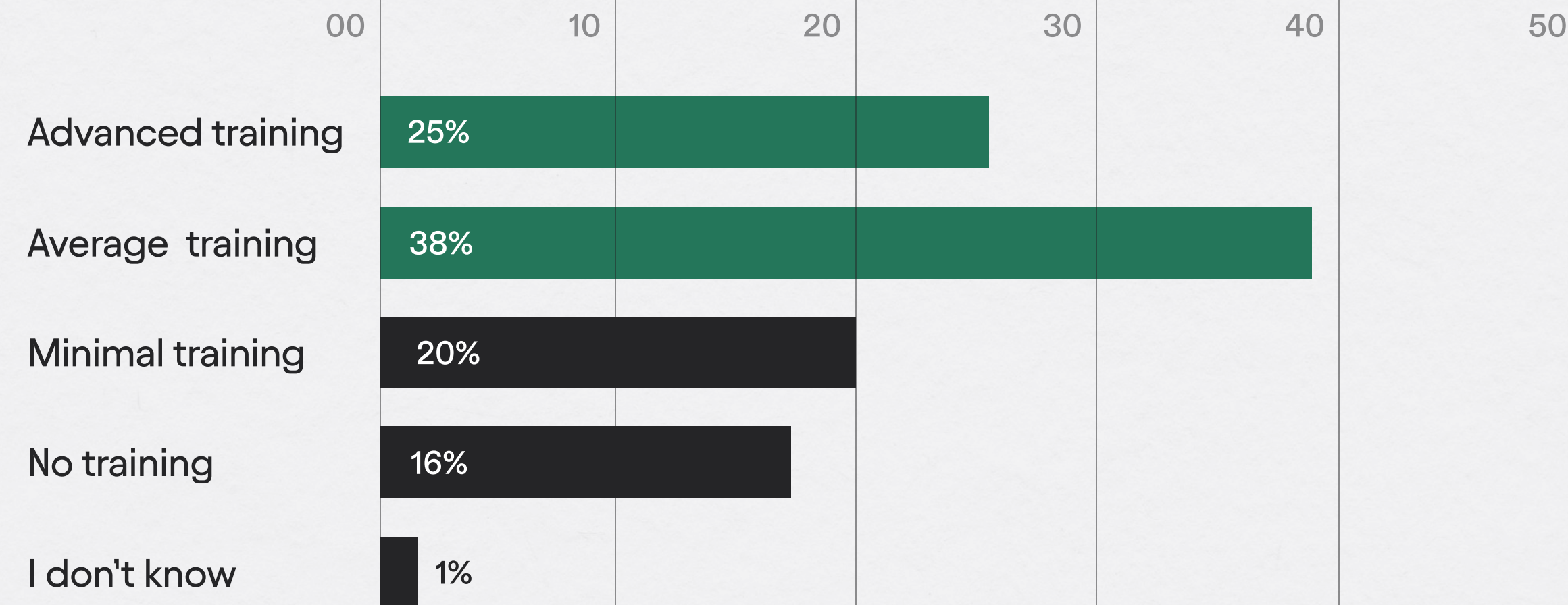
AI training and governance adoption progresses slowly

As AI becomes increasingly central to marketing, organizations face significant gaps in training and governance that could limit its potential. **Only 25% of companies offer "advanced" AI training, and 38% provide "basic" training**, pointing to a focus on functionality over true expertise. Over a third of companies offer minimal or no training at all.

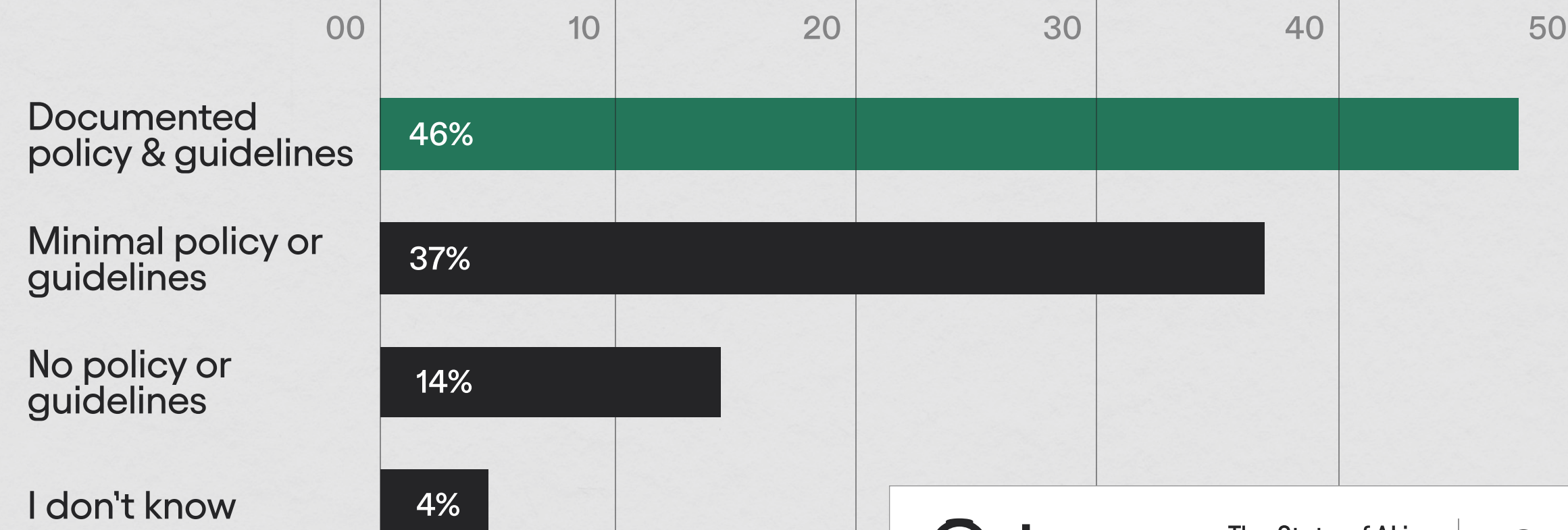
In addition, **just 46% have documented AI policies**, with larger companies (56%) leading in formal governance. Smaller organizations (33%) are slower to document AI policies. Clear, standardized AI policies are essential to accelerating adoption and ensuring effective, compliant AI use across teams.

Policies and advanced training are hallmarks of high-maturity marketing organizations: 86% of self-reported "very advanced" organizations offer advanced AI training, and 79% provide document policy and guidelines.

Does your org provide training for AI tools?



Does your org provide guidelines for AI use?



The 7 key traits of high-maturity marketing organizations

The most mature marketing organizations don't just adopt AI—they **build the structures, processes, and strategies to scale it effectively**. Our research shows that companies who self-report “very advanced” AI maturity consistently outperform others across 7 key components.

These patterns suggest that maturity isn't just about time or tools—it's about deliberate, strategic investments in processes, people, and leadership that embed AI into the core of marketing operations.

Notably, the fewest number of companies have a documented AI vision or a designated or planned AI leader, suggesting there is still room to grow in terms of maturity.

Documented use cases

75% of “very advanced” companies document their AI use cases, compared to just 22% at the beginning stage.

Continuous experimentation

Innovation remains a priority, with 59% of “very advanced” organizations still testing new applications.

Leadership buy-in

54% of “very advanced” organizations report active AI use among senior leaders, signaling a commitment from the top down.

Workflow integration

More than half (51%) of “very advanced” companies have successfully integrated AI into their daily workflows.

Measurement of AI ROI

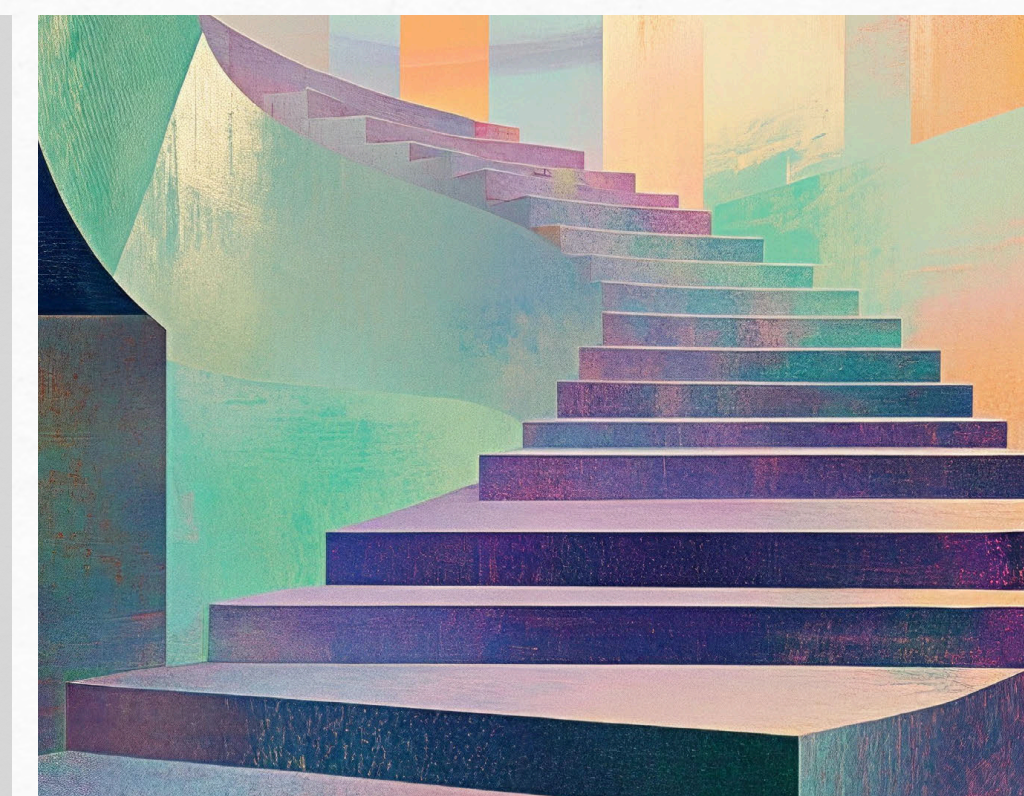
96% of “very advanced” organizations measure the ROI of their AI investments compared to only 22% at the beginning stage.

Strong AI governance

79% of “very advanced” organizations have an AI council, 86% offer advanced AI training, and 79% provide document policy and guidelines.

Domain-specific AI adoption

71% of “very advanced” organizations are using domain-specific AI tools vs. 21% who are only using general-purpose tools.





Chapter 03

AI Impact & ROI

AI's impact on productivity, ROI, and job satisfaction

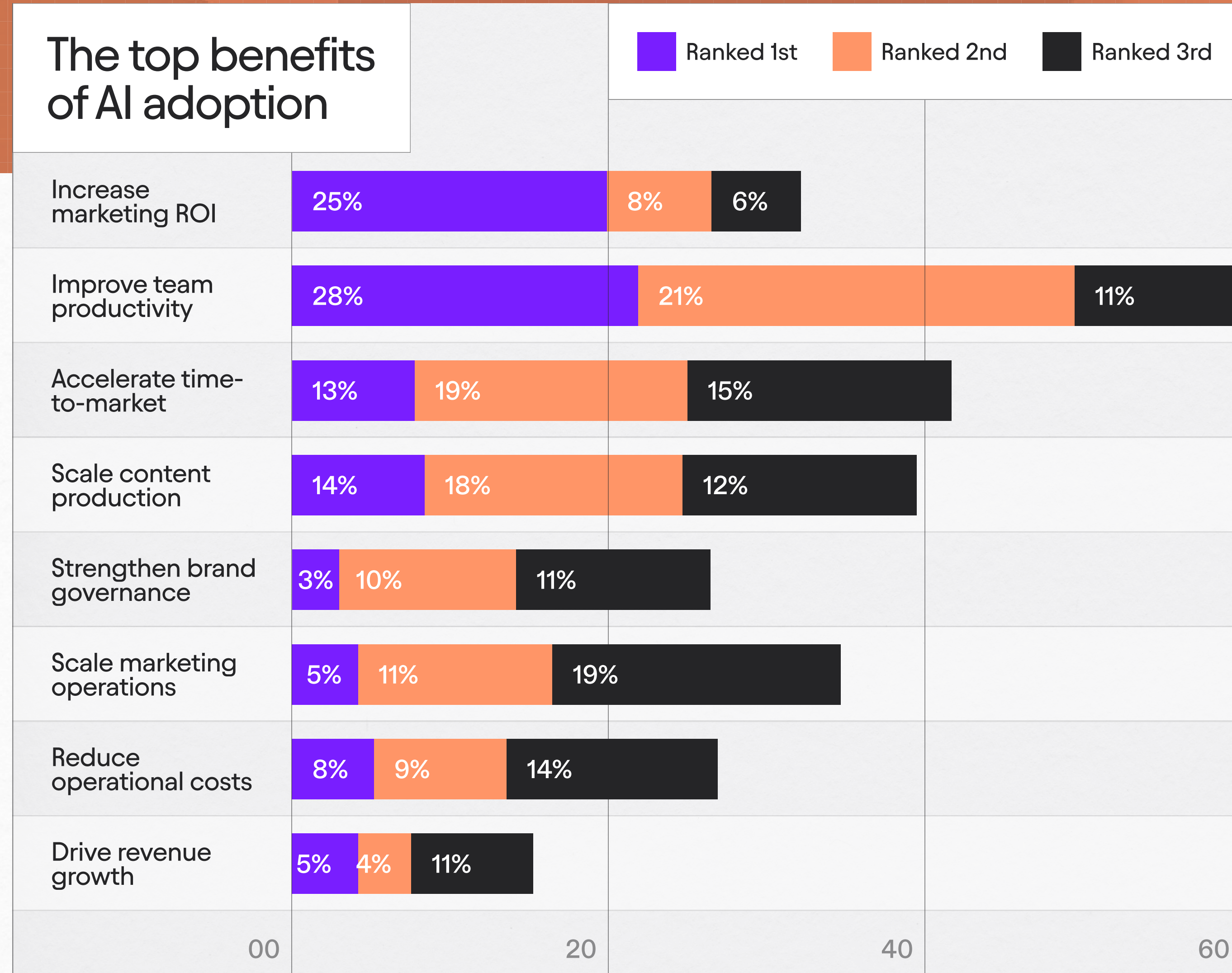
AI is driving increased productivity and marketing ROI

Despite uneven maturity levels and early adoption, marketers are seeing early wins from AI.

The report found that increased productivity (28%) and improved marketing ROI (25%) are the top-identified benefits of AI adoption.

Scaling marketing operations and reducing operational costs were ranked higher in the 2nd and 3rd ranks, indicating their importance, though they are not the primary focus for marketers.

Operational scaling, and cost reduction were cited as benefits, but ranked lower, suggesting most organizations are still focused on immediate execution gains rather than long-term transformation.

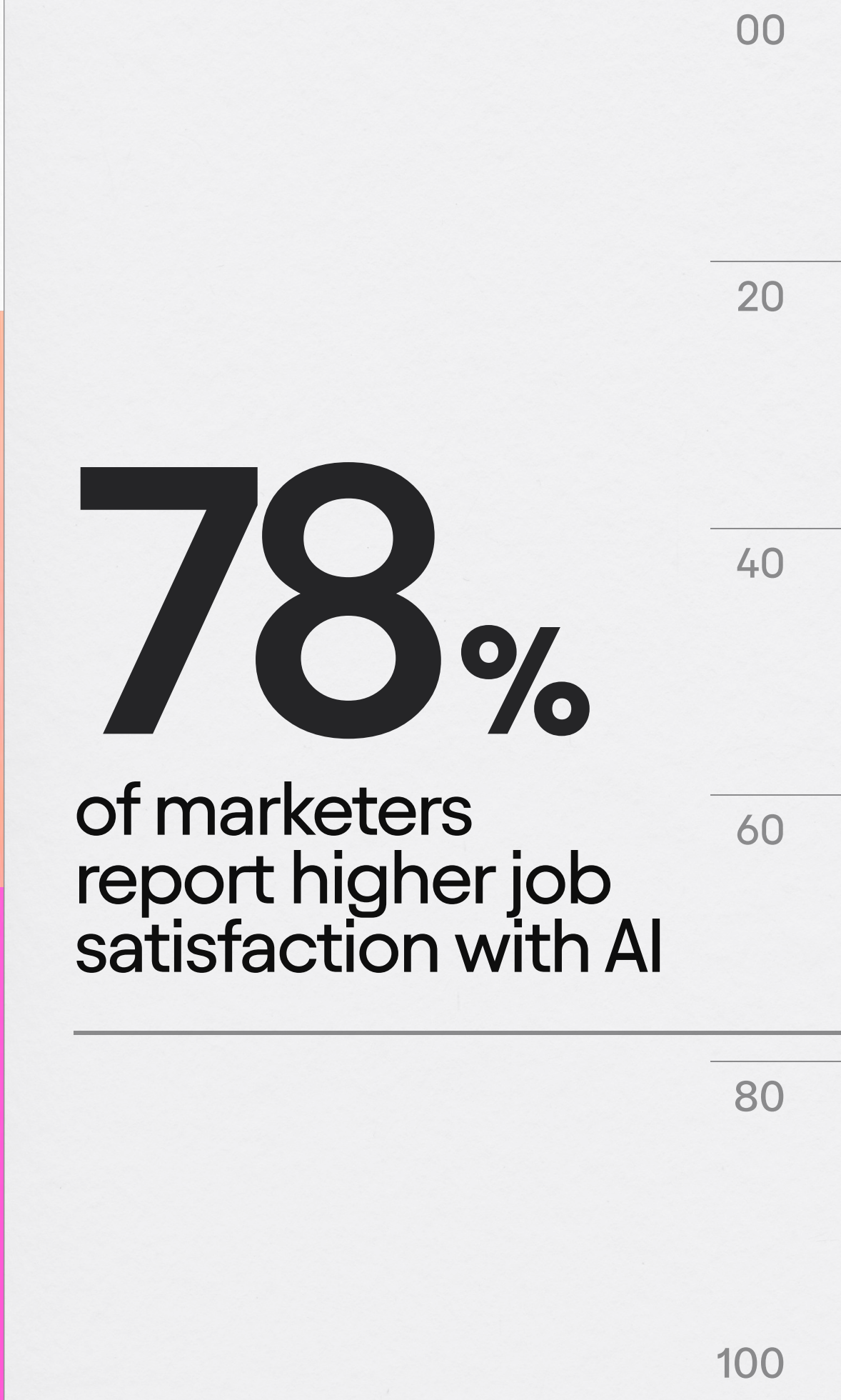


An overwhelming majority of marketers report increased job satisfaction due to AI

AI adoption is improving workplace quality for marketers, with 78% of professionals reporting higher job satisfaction.

By automating, simplifying, and streamlining workflows, AI frees up marketers to focus on more strategic, high-impact work, making their roles less “machine-like” and more rewarding.

Only 3% saw a decline in satisfaction, reinforcing AI's positive impact.



78%
of marketers
report higher job
satisfaction with AI

Most marketers cannot measure the ROI of their AI investments

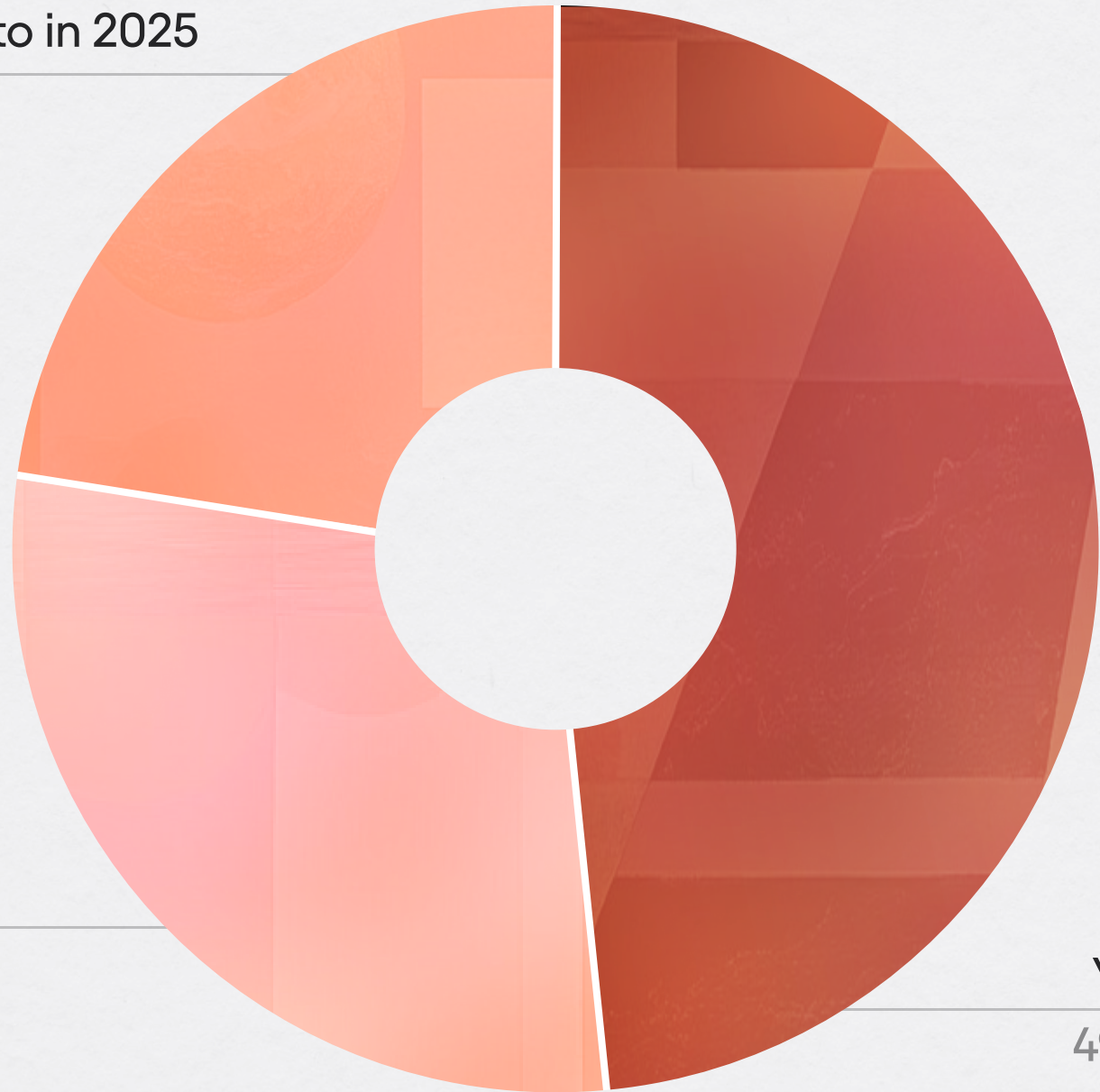
Despite increased marketing ROI being cited as a leading benefit of AI, **only 49% of companies can measure the ROI of their AI investments.** This is a surprising gap, given marketing's traditionally data-driven nature. However, another 22% plan to begin tracking AI ROI in 2025, showing that measurement is becoming a bigger priority.

Larger marketing teams are leading the way—62% of teams with over 1,000 marketers track AI ROI, compared to just 38% of small teams (<25).

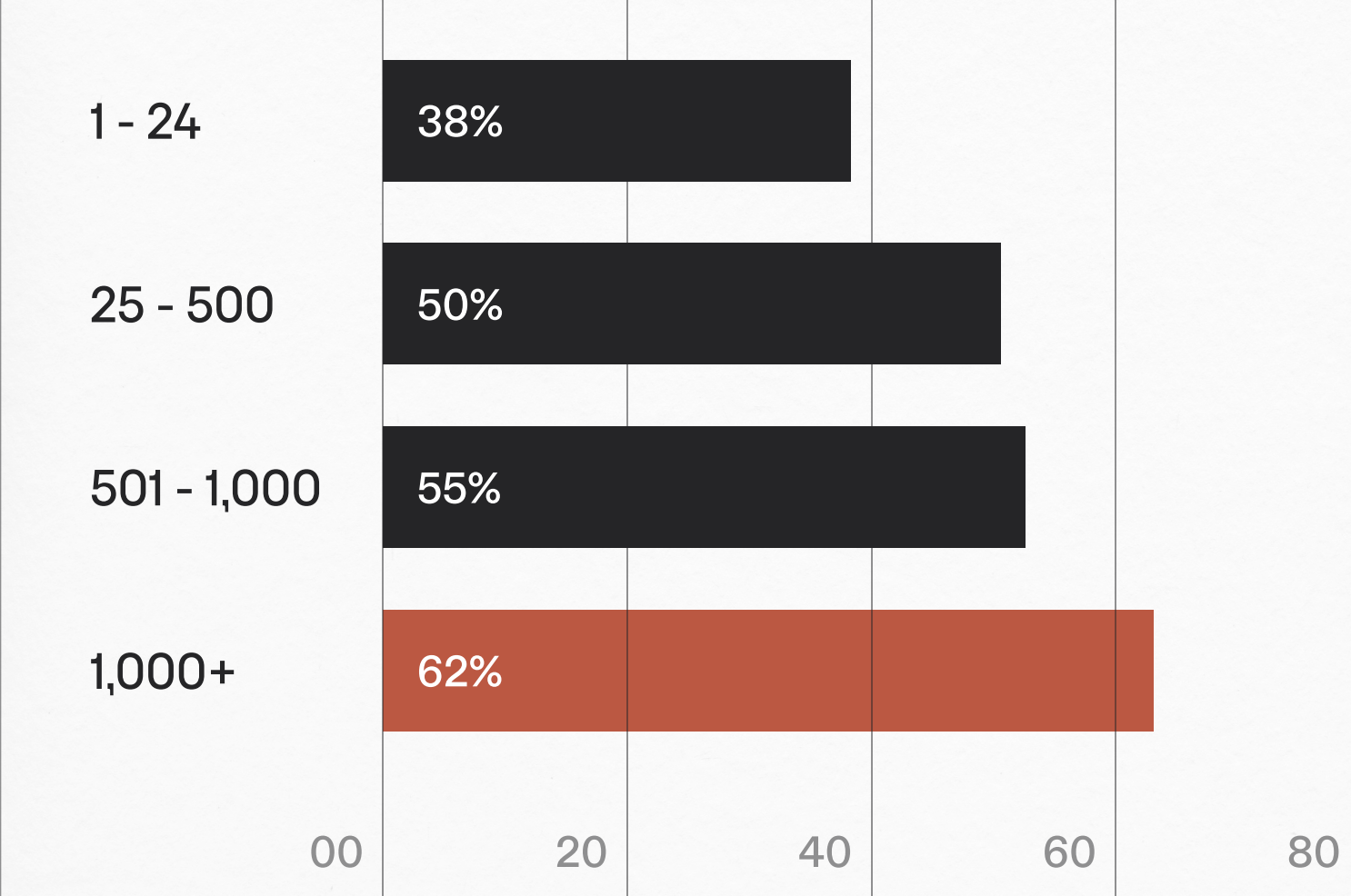
The ability to measure ROI drops sharply with general-purpose AI tools. Companies using marketing-specific AI tools are 37% more likely to measure ROI than those relying on general-purpose AI (only 20% can measure). This highlights the significant advantage of using specialized tools in proving the business value of AI.

Do you measure ROI on your AI investments?

No - but plan to in 2025
22%



Large marketing teams lead in ROI measurement

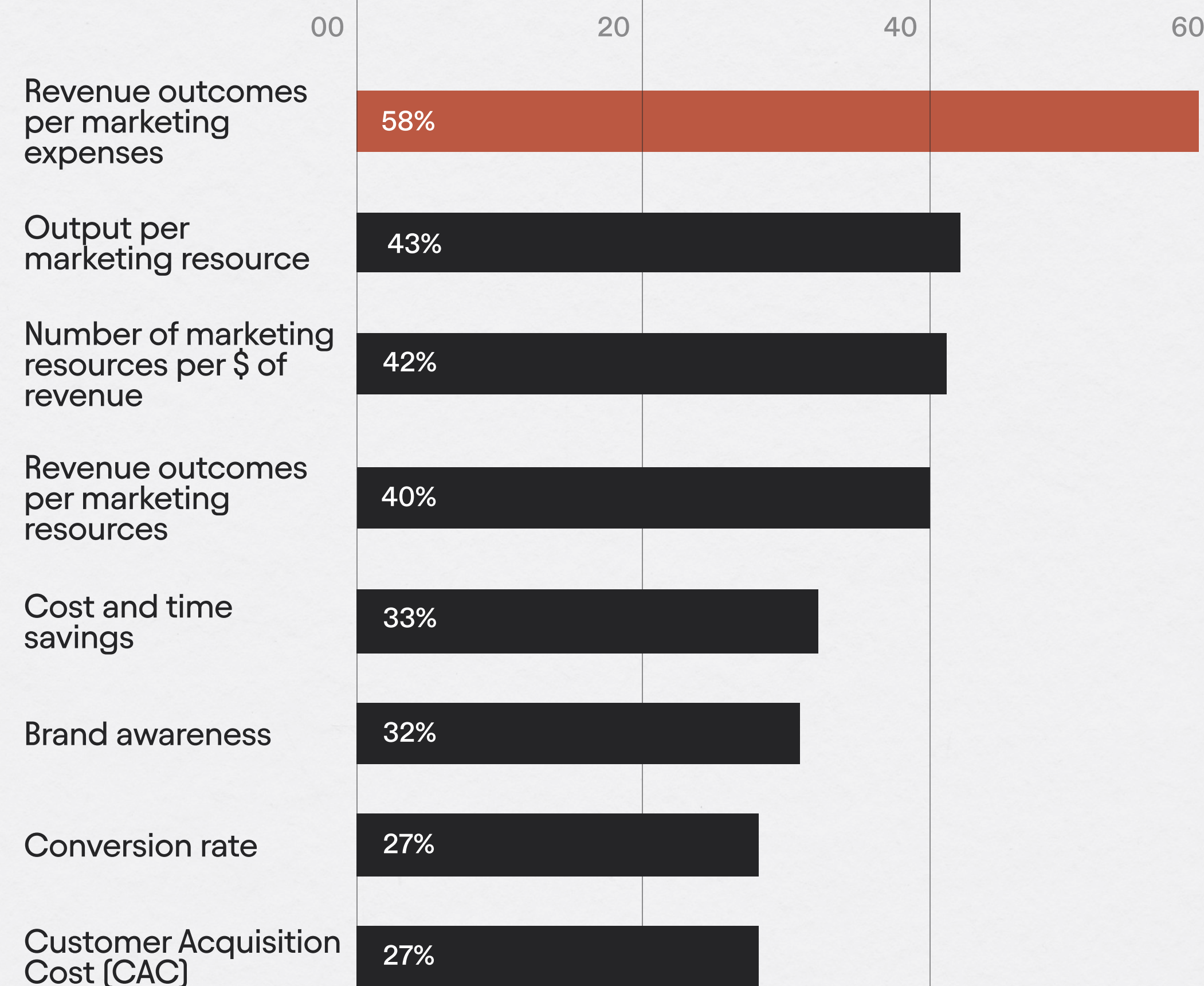


Revenue impact and productivity gains are among the top ROI metrics tracked

Of those who measure the ROI of their AI investment, **the top metric tracked is revenue outcomes per marketing expenses (58%)**, followed by output per marketing resource (43%).

While financial returns remain the primary focus, the emphasis on productivity metrics highlights AI's broader impact—accelerating content production, campaign execution, and automation. Companies are measuring success not just in revenue gains but in how AI optimizes resources and scales marketing operations.

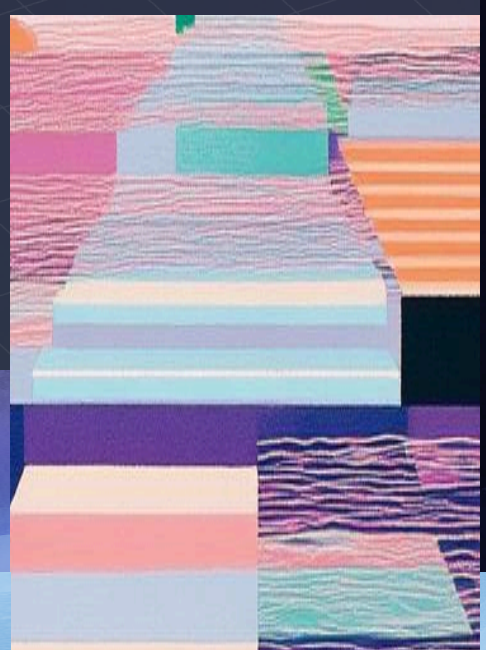
Which metrics do you track on AI investments?



Chapter 04

AI Investment & the Future of Marketing

Budgets, future adoption, and the evolution of marketing teams



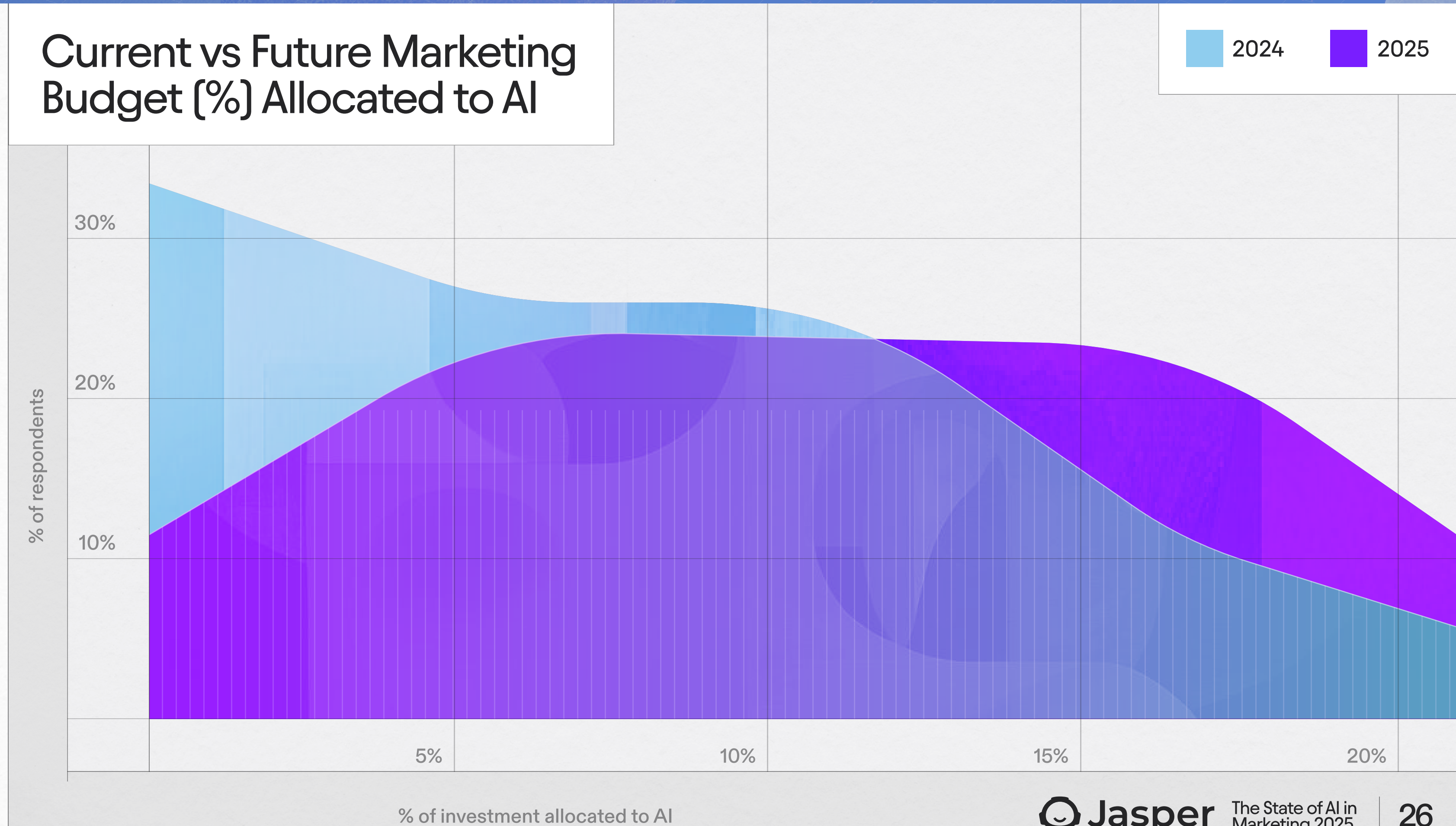
AI budgets are set to surge in 2025

AI is fast-becoming a core budget priority for marketing teams with AI budgets expected to grow from <5% in 2024 to 11-15% in 2025.

In 2024, a third of companies allocated less than 5% of their marketing budget to AI, but by 2025, that number drops to just 11%. **At the same time, investment in AI at higher budget levels is rapidly increasing, with allocations above 20% more than doubling.**

This shift signals growing confidence in AI's value and long-term impact. As companies move beyond early-stage adoption, they're recognizing AI as a competitive advantage rather than an emerging technology.

Current vs Future Marketing Budget (%) Allocated to AI



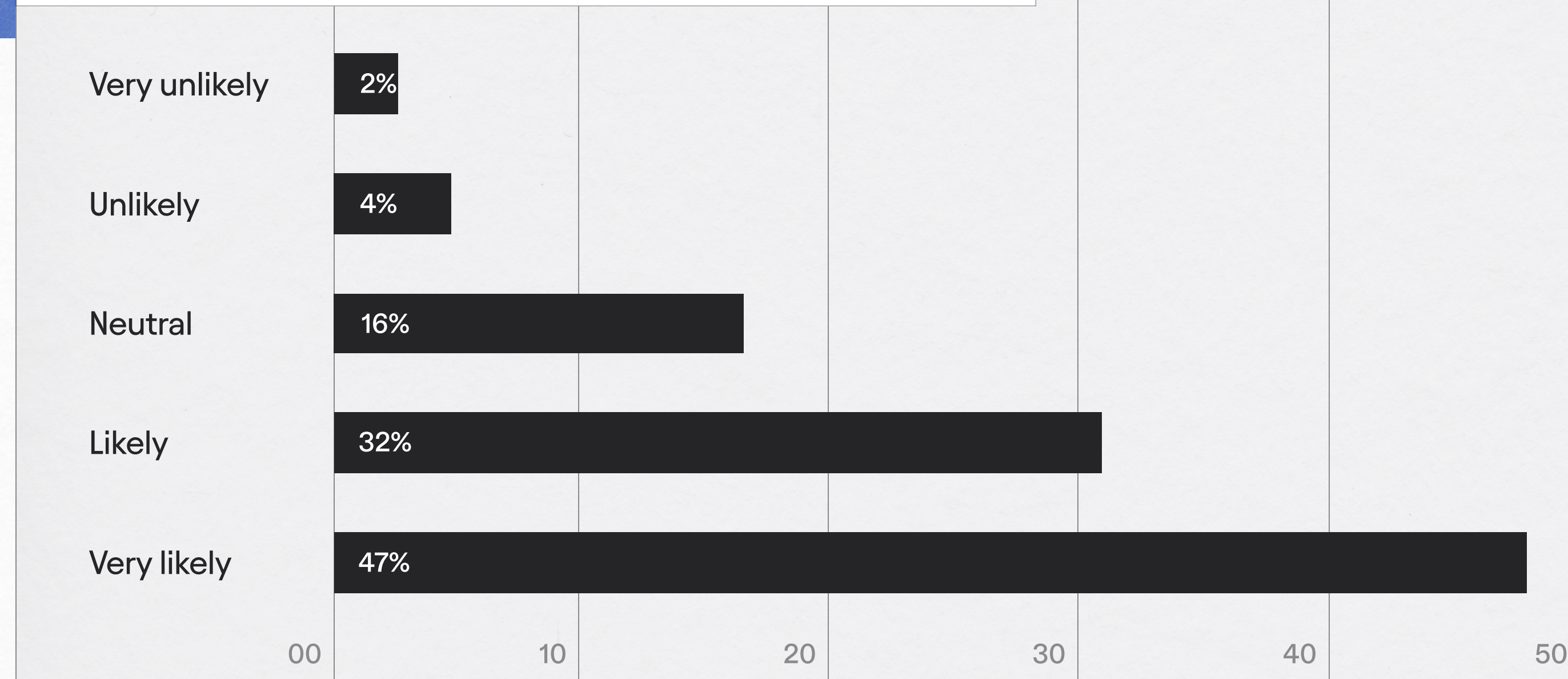
AI adoption is set to grow in 2025

Looking ahead, 79% of companies plan to expand AI adoption in the coming year.

As investment in AI grows, marketing leaders are also under increasing pressure to demonstrate ROI. **Companies that effectively measure AI ROI are 47% more likely to scale their usage**, highlighting the connection between proving measurable impact and future investment.

Additionally, a notable shift is happening from general-purpose AI tools to domain-specific solutions, with nearly all marketing-specific AI users (92%) planning to expand their usage, compared to just 74% of general-purpose AI users. This trend highlights the effectiveness of domain-specific AI in driving strategic advantages to meet company-, brand-, and function-specific goals.

AI tool increase in the next 12 months



Key trends

79%
of companies plan to expand AI adoption in 2025.

Companies measuring ROI are **47%** more likely to scale usage.

92%
of domain-specific AI users plan to expand AI usage.

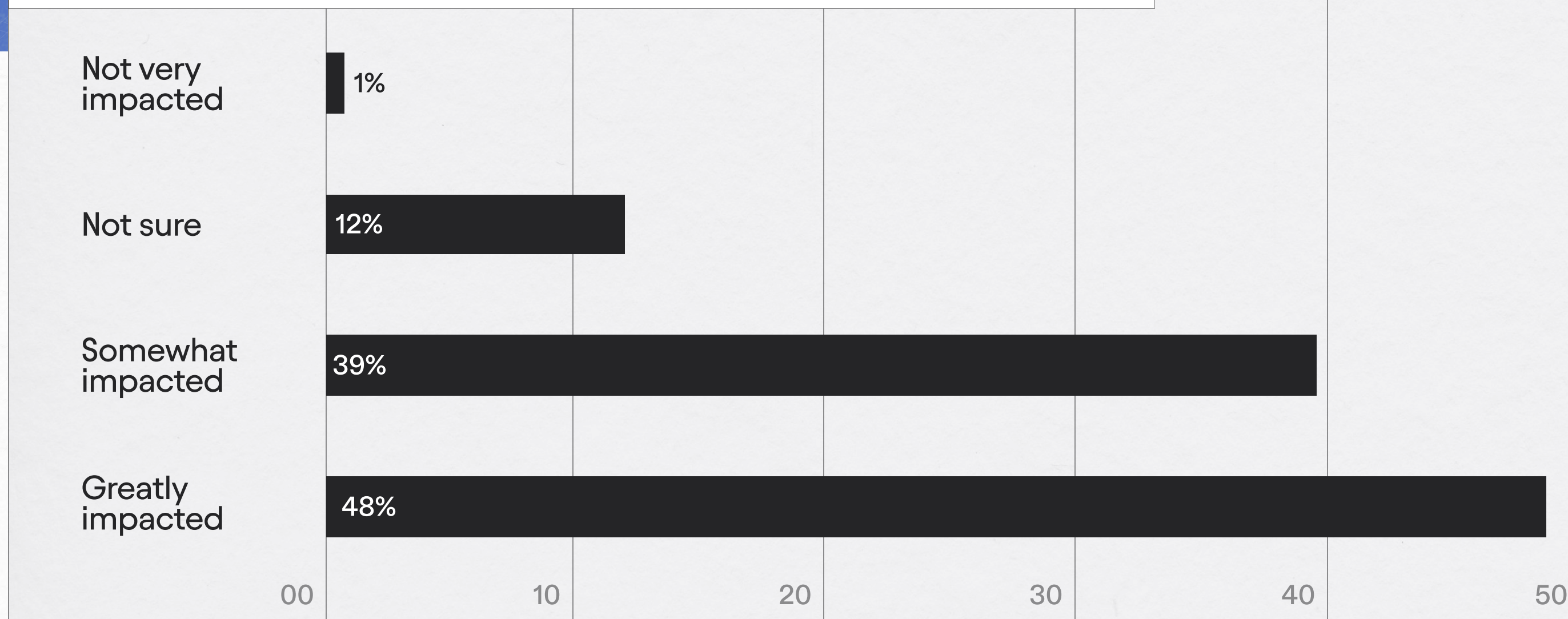
Marketers expect AI to drastically reshape team roles & structures

AI isn't just set to transform marketing; it will also reshape how we work.

Nearly half (48%) of marketers expect AI to significantly impact team roles, with another 39% predicting moderate change. The effect is strongest for companies with \$1B–\$10B in revenue (62%), where AI adoption is further along, compared to just 39% of organizations over \$10B.

However, expectations vary across roles again. **CMOs were much more likely to report that the introduction of AI will greatly impact team roles and structures (65%),** while other marketing roles show more caution. Notably, only 28% of field marketers foresee major shifts. This highlights that AI is transforming content, analytics, and campaign execution more quickly than relationship-driven marketing functions, where human capital remains essential.

The impact of AI on team roles & structure



Key trends

65% of CMOs are the most optimistic, expecting AI to greatly impact marketing teams

48% of marketers say AI will greatly impact teams, with another 39% expecting moderate change

28% of Field Marketing professionals foresee major role changes

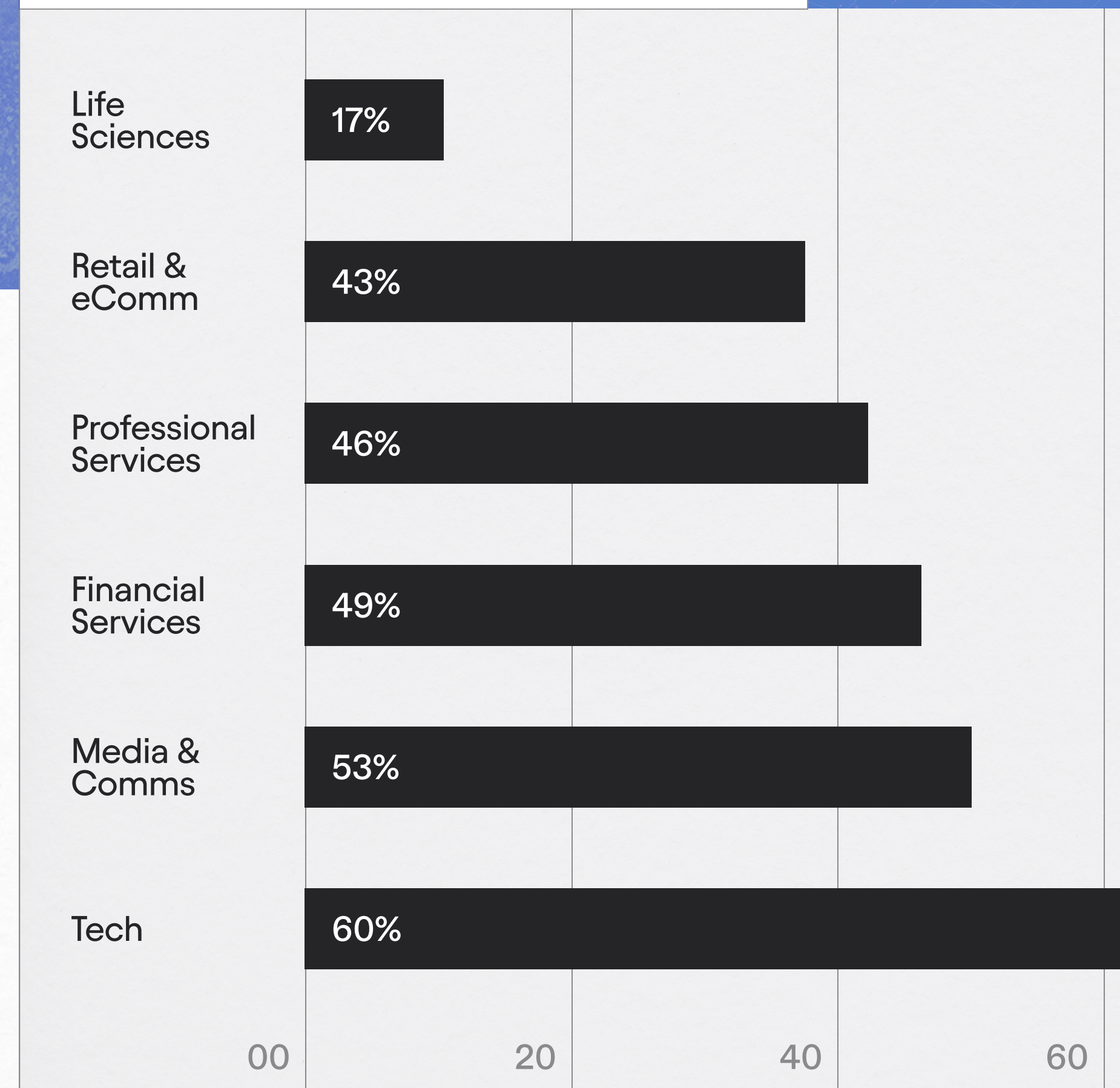
Technology marketers see AI as transformational, but others remain skeptical

Marketers at technology companies are leading the shift toward AI-driven team evolution, with 60% expecting AI to drive significant changes. This reflects the tech industry's quicker adoption cycles and stronger reliance on automation. Media companies follow behind with 53% expecting significant impact.

In contrast, life sciences marketers are least likely to anticipate AI to "greatly impact" teams (17%) and are most likely to be "not sure" (39%) about its impact—likely due to tighter regulatory oversight and the sector's slower adoption of automation in marketing. However, financial services marketers report a stronger belief in AI's impact on team roles, despite also operating in a similarly regulated space.

These findings suggest that while industry regulation is a factor, organizational culture and AI strategy play a critical role in shaping AI's influence on team structures.

Will AI greatly impact your team's roles & structure?



Key trends

60% of tech marketers expect AI to greatly impact team roles, leading among verticals

Life sciences are least likely to anticipate major changes (17%) and are unsure about impact (39%)

A Blueprint for 2025

With 79% of companies planning to expand AI adoption in marketing, the blueprint for success is becoming clear. AI is no longer an experiment—it is becoming a foundational pillar of modern marketing strategy.

Still, a clear divide remains between companies experimenting with AI and those actively embedding it into their core operations. The organizations that can successfully bridge this gap will set the standard for AI-driven marketing excellence.

Insights from this report show that companies investing in structured AI implementation through formalized programs, AI councils, and domain-specific tools are already realizing greater ROI from their AI investments.

To move beyond surface-level adoption and unlock AI's full potential, leading marketing teams are:

- **Expanding AI's role beyond content creation** to include advanced applications like workflow integration, decision automation, and hyper-personalization.
- **Investing in domain-specific AI tools** that offer deeper marketing- and brand-specific capabilities rather than relying on general-purpose AI.
- **Formalizing their AI adoption strategies** with structured programs, clear measurement frameworks, and cross-functional collaboration.
- **Prioritizing quality and brand consistency** to ensure AI-generated outputs align with company standards and customer expectations.

For companies still hesitant to formalize AI adoption, the risk isn't AI itself—it's the risk of being left behind. AI-driven marketing is becoming the industry standard; those that fail to integrate AI strategically will increasingly struggle to keep pace with competitors that do.

On the other hand, teams that adopt best practices to leverage AI as a tool for driving efficiency, scalability, strategic thinking, and amplified creativity will be ready to meet marketing challenges of the future head-on and turn the vision of marketing AI transformation into a reality.

Appendix

Methodology & Demographics



Survey Methodology

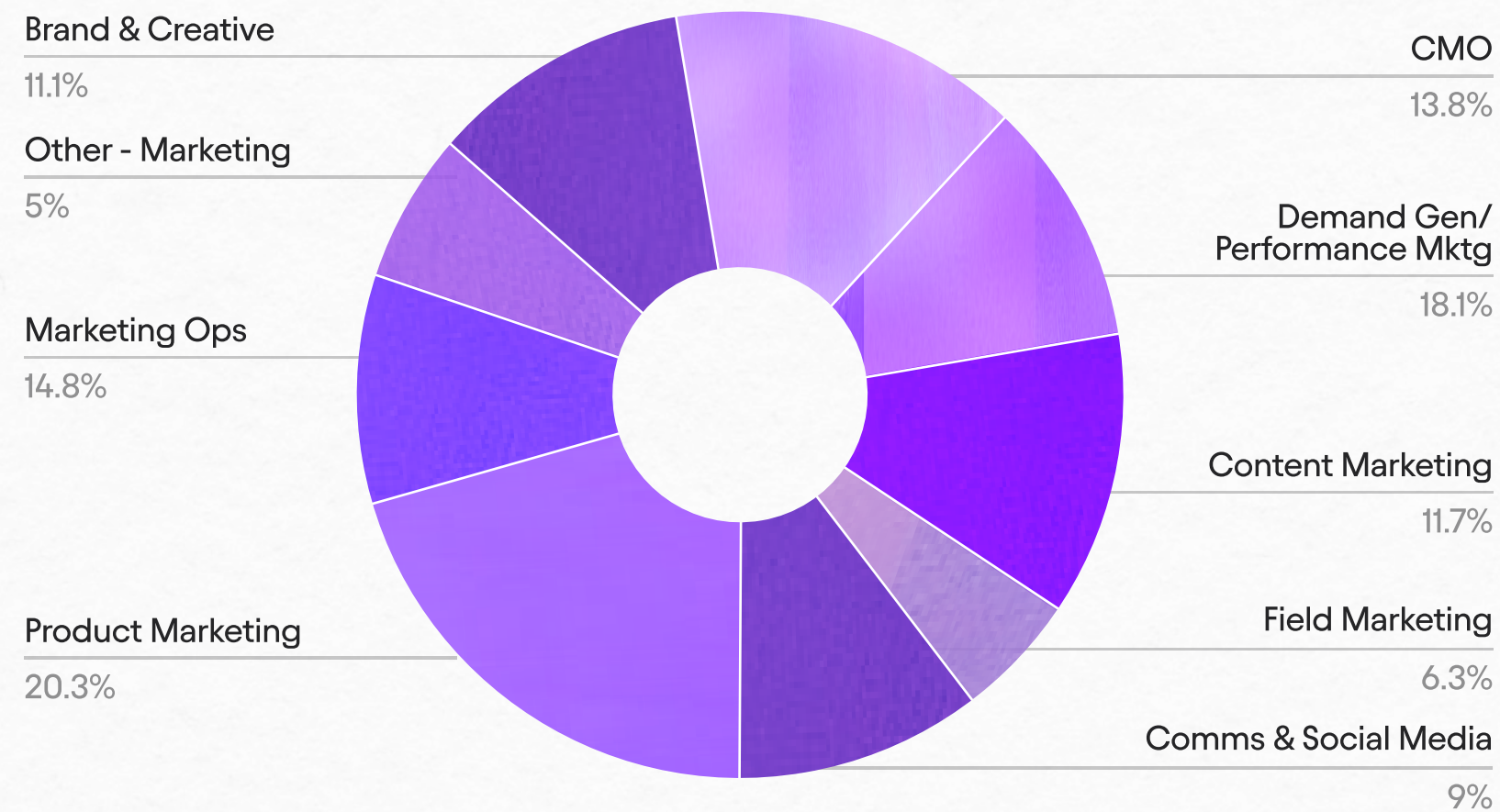
To gather insights for this research, we surveyed 503 marketing leaders, drawing from a combination of Jasper's database and Benchmarkit, a trusted third-party research firm. Participants represent a broad spectrum of industries, including technology, life sciences, financial services, and more. They also span a variety of marketing functions such as demand generation, content marketing, and product marketing. The survey was designed to capture a comprehensive understanding of AI adoption, its impact on marketing teams, and the related benefits and challenges.

This methodology ensures that the findings are representative and offer valuable insights from both direct customer data and an external industry perspective.

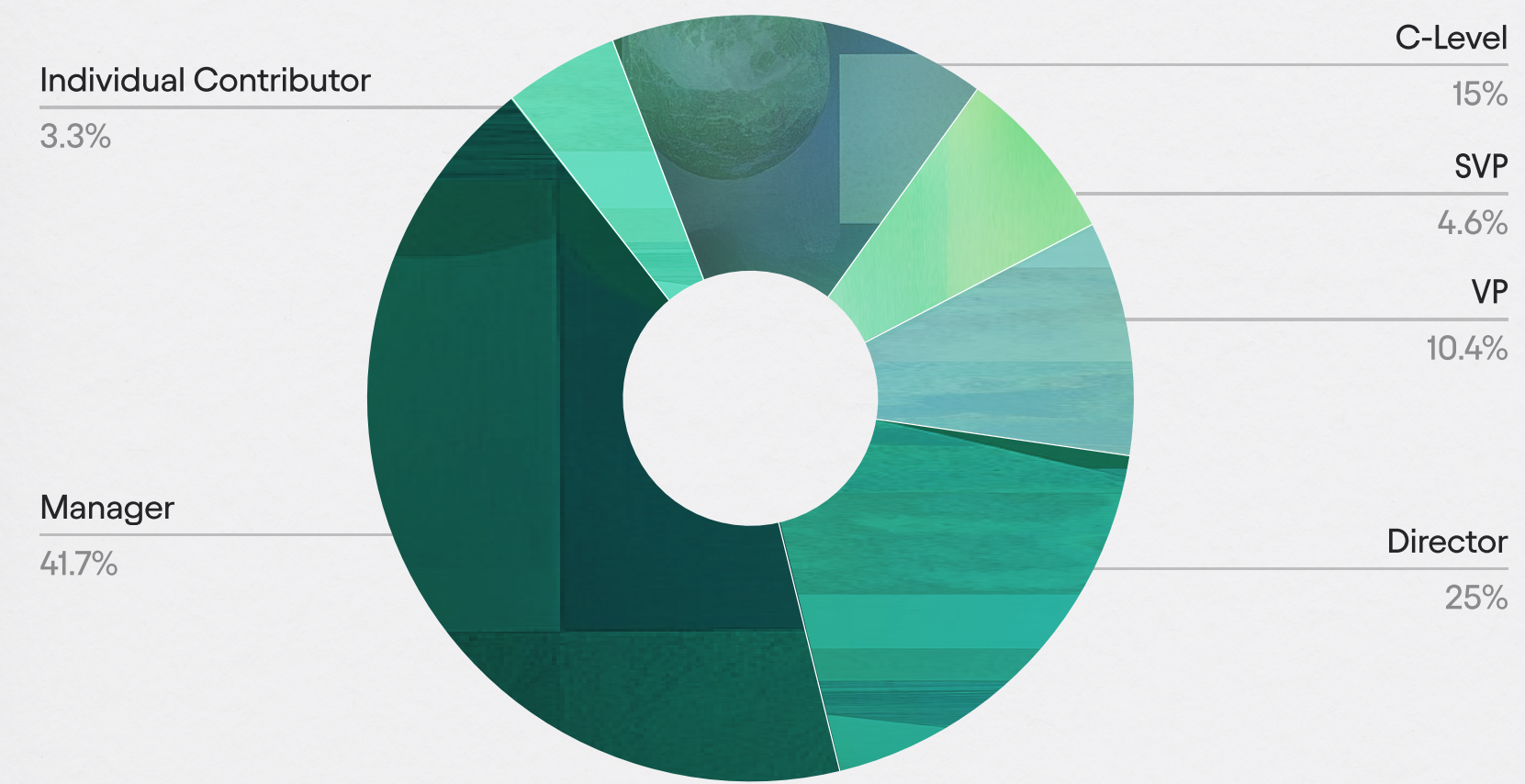
Sample Size	503 marketing leaders	Target Audience	Marketing professionals across various industries and company sizes, with 55% of respondents holding Director+ titles and representing organizations with over \$50M in annual revenue
Survey Method	Online survey with quantitative questions		
Survey Period	December 2024 - January 2025 [2 months]		

Appendix Survey Demographics

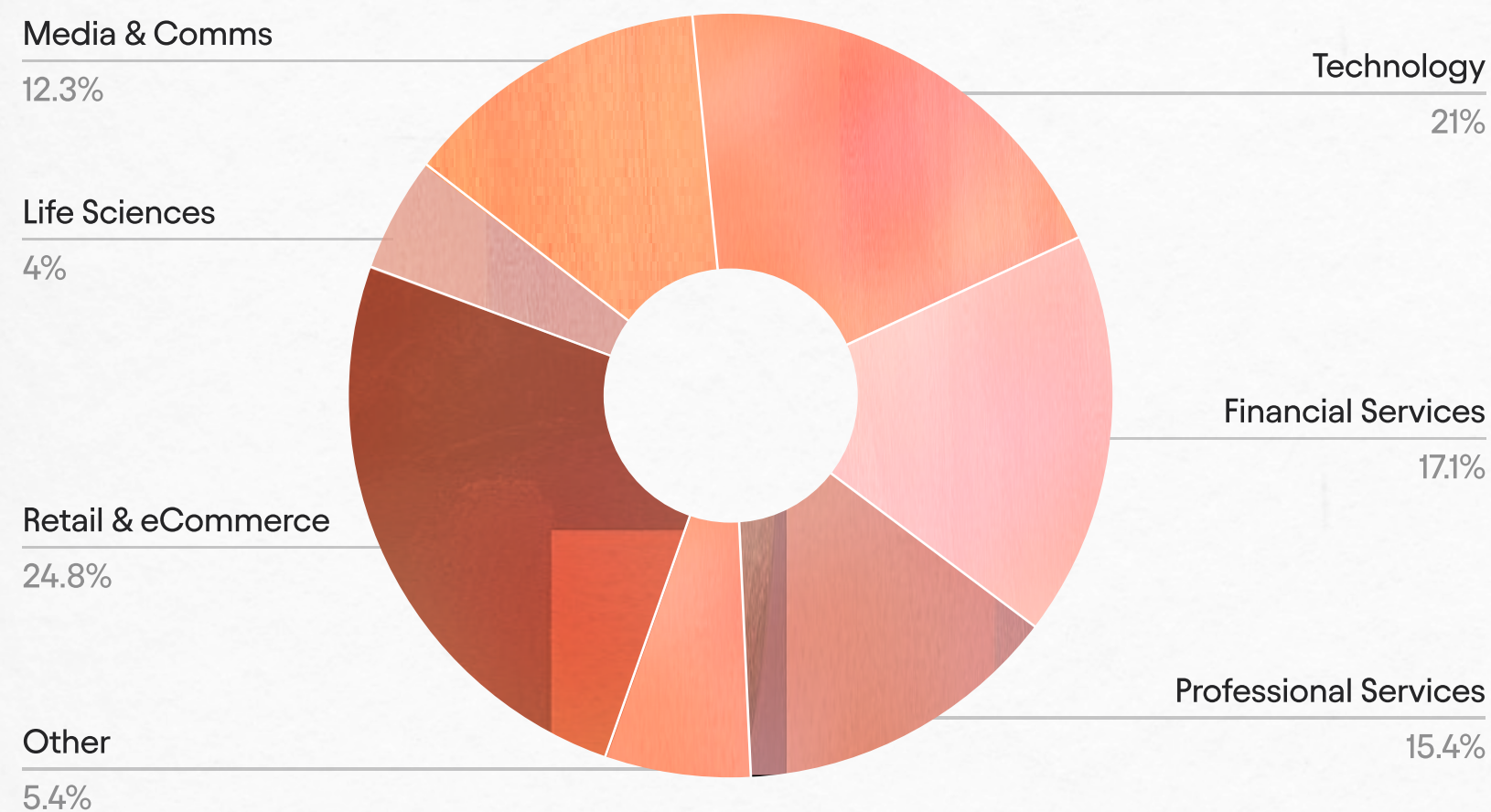
Participant profile by department



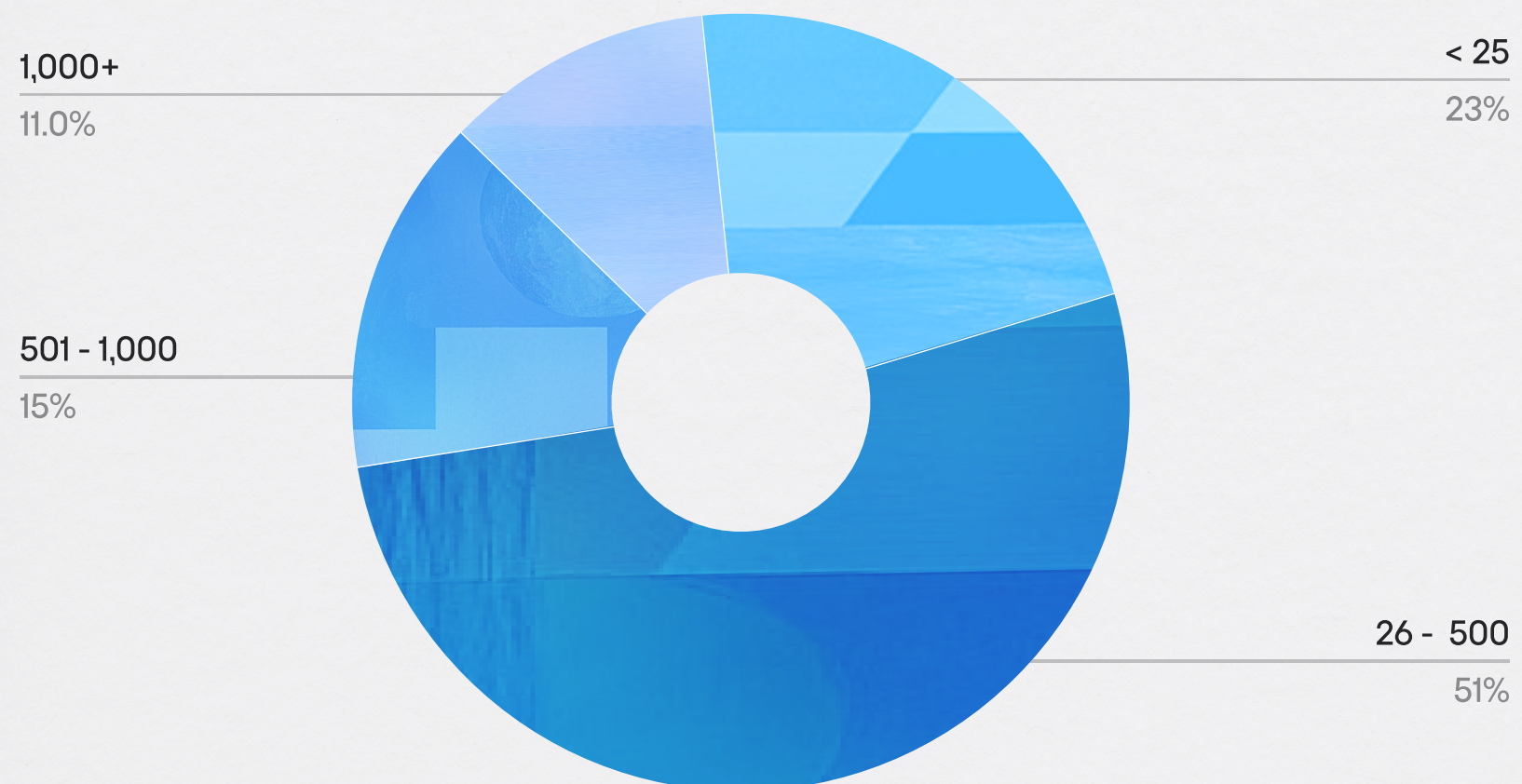
Participant profile by seniority



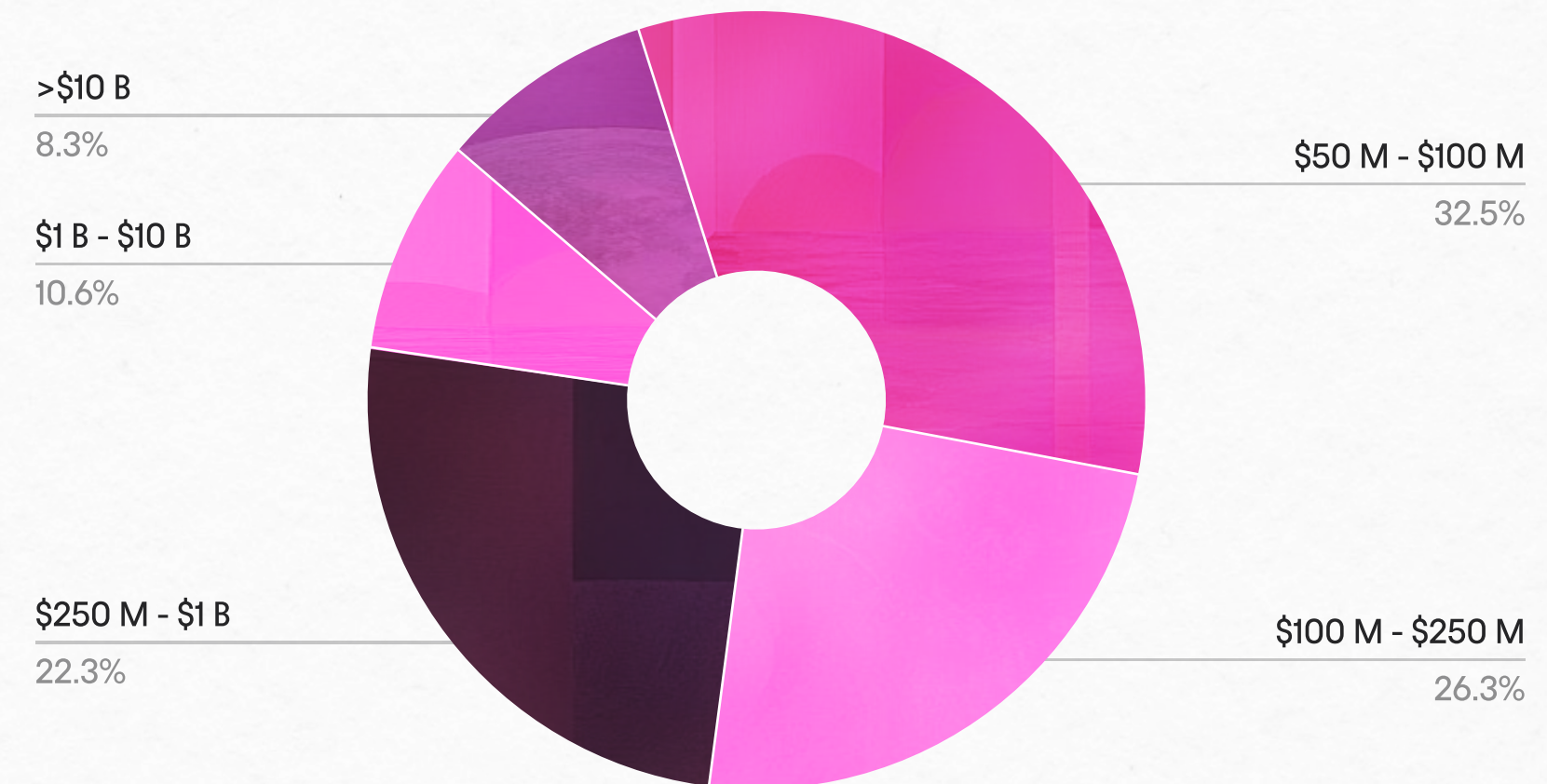
Participant profile by industry



Participant profile by number of people in marketing



Participant profile by annual revenue





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