

Leading the future.


CMOs perspectives on AI-powered B2B marketing.

Contents

Introduction	03
The future of scaling marketing operations with the use of AI	03
Executive summary	04
Methodology	05
About the participants	06
Key Insights	08
Insight 1 – We all know that AI is here to stay	09
Insight 2 – AI is integrated into our marketing activities	10
Insight 3 – AI is widely adopted text-based content production	12
Insight 4 – AI in image production needs to level up	15
Insight 5 – Video production with AI is still in beta	18
Insight 6 – AI is an endless source of creativity and ideas	21
Insight 7 – GenAI for data analysis	24
Insight 8 – AI policies being rolled out for companies	28
Insight 9 – AI increases operational efficiency	30
Insight 10 – AI reduces marketing costs and optimizes budgets	32
Insight 11 – Creativity is a mixed bag with AI	34
Insight 12 – AI requires less but more skilled marketers	36
Insight 13 – AI can help with personalization and customization	38
Insight 14 – Data privacy and security are a major concern with AI	40
Insight 15 – Efficiency and speed are where AI can shine the most	42
What can you do?	44
About Intercept Scale	47

INTRODUCTION

The future of scaling marketing operations with the use of AI



Marketing AI Institute CEO, Paul Roetzer predicts that there'll be [three kinds of marketing companies in the age of AI](#). First are the “AI natives”, companies with AI woven into their DNA from the start. Then there's the “AI emergent”, businesses that can roll with the punches and adapt to the changes effectively. Finally, there's what he calls the “obsolete”, the organizations that stand still and watch while their competition gets smarter and faster around them. For mid-sized and enterprise-level organizations, getting caught in that last category is not an option.

AI has well and truly arrived, and like it or not, your marketing operations will never be the same again. But the successful marketing teams of the future won't just be passengers in this AI revolution—they'll be driving change from the front seat. They'll use data-driven insights, personalized customer experiences, and unparalleled efficiency to set new standards and reach new heights.

AI will enable a shift towards hyper-personalized marketing strategies, processing vast amounts of data to deliver tailored messaging campaigns at scale. Decisions will become truly data-driven, with real-time analytics and forecasting giving marketing leaders the insights to act with confidence. By integrating AI into their decision-making processes, marketing teams will be able to test hypotheses, optimize campaigns on the fly, and allocate resources more efficiently, all while driving better outcomes and maximizing return on investment (ROI).

The structure of marketing teams, as well as the roles within them, will need to evolve to meet new demands. The marketing team of the future will be faster, leaner, and more adaptive. AI will take over routine tasks like data analysis, content generation, and customer segmentation, leaving human marketers to focus on the things we do best—working creatively, thinking strategically, and building better relationships. We'll see new hybrid roles emerge, requiring new skillsets and opening up new career paths. Meanwhile, leadership will be instrumental in fostering a culture that embraces AI as a partner to human marketers, not a replacement.

The organizations that embrace AI today will be the ones that thrive tomorrow. The challenge for marketing leaders is figuring out how to integrate AI into their operations seamlessly, without losing that all-important human touch.

If you're ready to learn how that's possible, then read on.

Executive Summary

This study offers a clear and concise overview of how Generative AI (GenAI) is transforming marketing practices in B2B organizations. Drawing from a robust mix of qualitative interviews with marketing leaders and a quantitative survey, the findings highlight key trends, opportunities, and challenges that leaders need to consider as they integrate AI into their strategies.

Key insights reveal that GenAI is already making significant inroads in areas such as content creation, campaign execution, and customer engagement. Most marketing professionals are leveraging AI to improve the speed and accuracy of their marketing efforts, with tools like OpenAI's ChatGPT, Adobe Firefly, Jasper, and various other AI-driven platforms becoming integral to daily operations. These tools are not only enhancing efficiency but also enabling more personalized and impactful marketing experiences.

However, the study also underscores important concerns. There is a strong awareness of the risks associated with AI, particularly in terms of data privacy, security, and the amplification of biases. Many respondents expressed apprehension about over-reliance on AI, fearing it could diminish human creativity and introduce ethical challenges. Despite these concerns, there is a broad consensus that the benefits—such as faster data processing, improved customer interactions, and cost reductions—are compelling enough to drive continued investment in AI.

The role of leadership is crucial in navigating this evolving landscape. As AI continues to reshape the marketing function, leaders must balance the need for innovation with a commitment to ethical practices and employee development. This includes addressing the potential for job displacement and expanding the skills of their teams to work effectively alongside AI tools. Leaders are encouraged to adopt a proactive approach, focusing on upskilling, transparent communication, and fostering a collaborative environment where AI and human creativity can coexist and thrive.

Actionable recommendations for leaders include:

- Investing in AI-driven personalization and automation to enhance marketing efficiency and effectiveness.
- Implementing robust data privacy protocols and ethical guidelines to mitigate the risks associated with AI use.
- Prioritizing upskilling initiatives to ensure teams are equipped to leverage AI technologies fully.

In summary, GenAI presents both opportunities and challenges for B2B marketers. With the right strategies and leadership, organizations can harness AI's potential to drive significant improvements in marketing performance while managing the associated risks.

This study provides the insights and recommendations necessary for making informed decisions in this rapidly evolving area.

Methodology

This study was designed to provide a comprehensive understanding of the current and potential impact of GenAI on marketing practices, specifically within B2B organizations in the United States and Canada. To achieve this, we employed a mixed-methods approach, combining both qualitative and quantitative research techniques.

The qualitative aspect of the study involved conducting short online interviews with marketing leaders. These interviews allowed us to gather in-depth insights into the perspectives and experiences of senior marketing professionals, providing a nuanced understanding of how GenAI is being perceived and utilized at the strategic level.

The quantitative portion of the study was conducted through an extensive online survey, which was distributed over a three-month period from June to August 2024. The survey targeted a carefully selected list of marketing executives from various industries, ensuring that the respondents were representative of the broader B2B marketing landscape. The survey consisted of detailed questions designed to capture a wide range of data, including the respondents' familiarity with GenAI, the specific AI tools they use, their satisfaction levels, and their perspectives on the benefits and challenges associated with AI in marketing. This quantitative data provided a solid foundation for analyzing the prevalence and impact of AI-driven strategies across different company sizes and sectors.

In addition to collecting and analyzing the data, we also integrated our findings with current market trends and our own expertise in AI and marketing. This allowed us to not only present the insights gathered from the study but also to provide a comprehensive analysis and actionable recommendations tailored to the needs of B2B marketers.

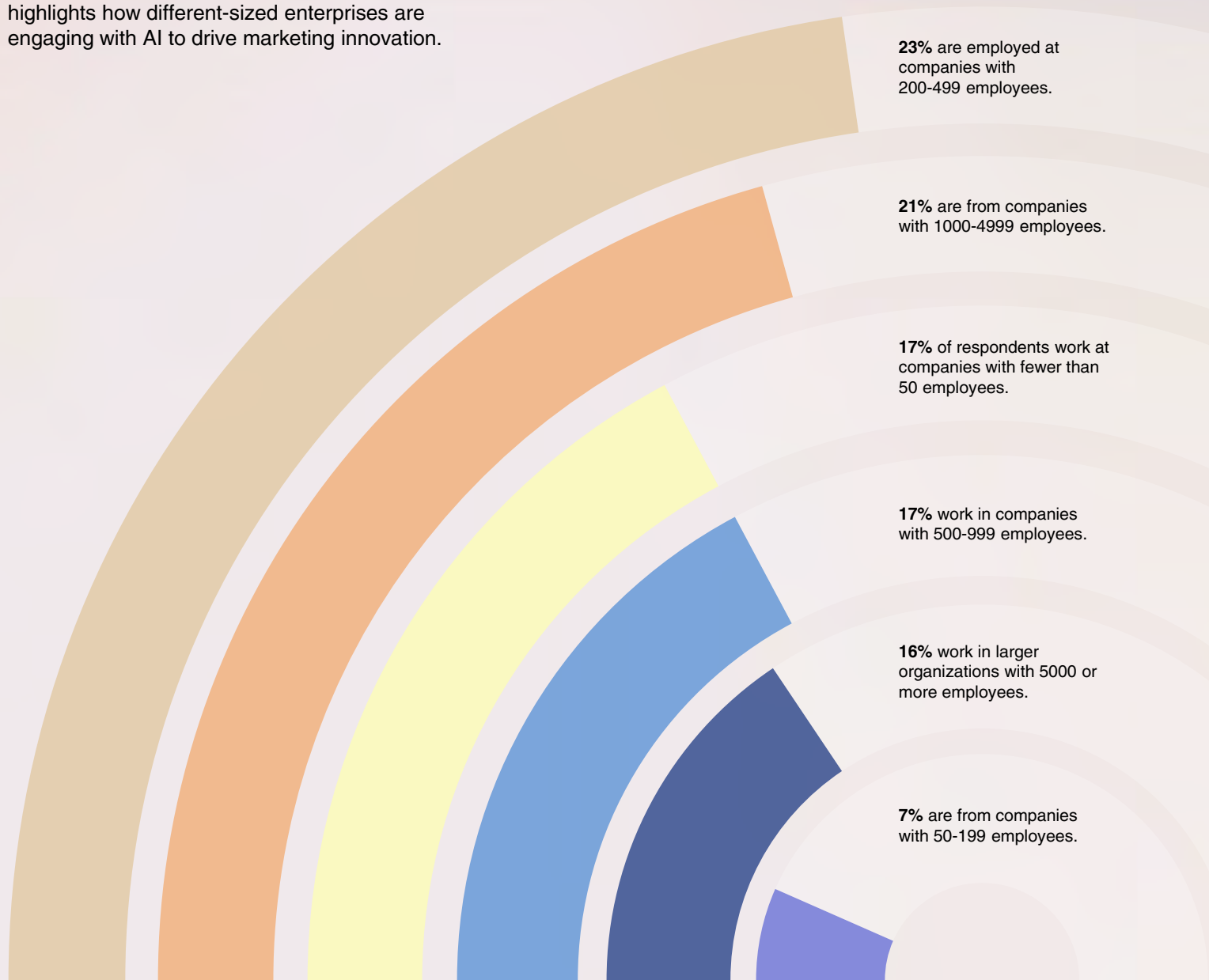
Our approach ensures that this study is not just a reflection of the current state of AI in marketing but also a forward-looking guide that helps organizations navigate the evolving landscape of AI technologies. By combining qualitative insights, quantitative data, and expert analysis, this study offers a holistic view of how GenAI is reshaping the marketing industry and provides practical guidance for leveraging AI to drive business success.

About the participants

This analysis reflects insights gathered from 257 respondents, all of whom hold marketing roles within B2B companies based in the United States and Canada. The data offers a comprehensive view of the respondents' company sizes, roles, and industries, providing valuable context for understanding the broader trends and perspectives highlighted in this study.

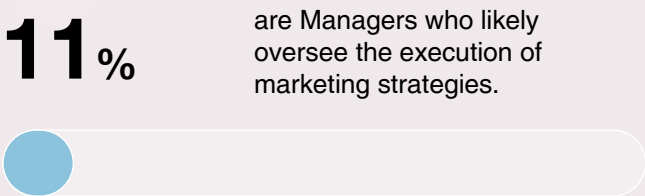
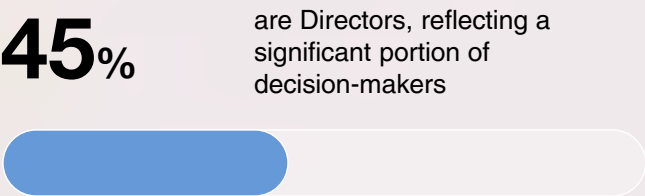
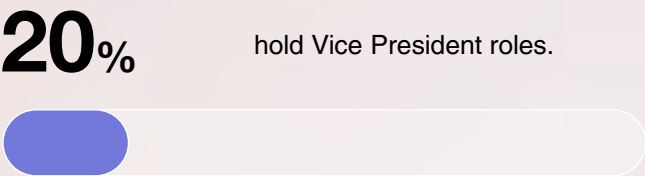
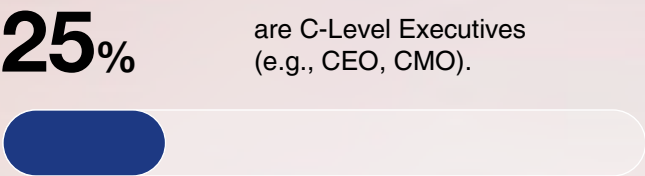
Company size

The respondents come from a diverse range of company sizes. A significant portion (22.7%) represents medium-sized companies with 200-499 employees, while smaller companies with fewer than 50 employees and larger organizations with over 5,000 employees also have notable representation at 17.2% and 15.6%, respectively. This distribution highlights how different-sized enterprises are engaging with AI to drive marketing innovation.



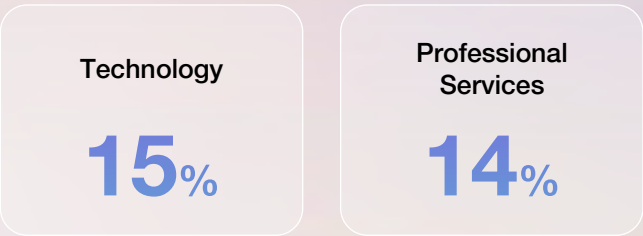
Roles in the organization

Most respondents occupy senior roles, with 25.3% being C-Level Executives and 44.4% serving as Directors, underscoring the strategic importance of marketing in their organizations. This concentration of high-level decision-makers suggests that the insights collected are highly reflective of those directly shaping and executing marketing strategies. The presence of 10.9% Managers adds further depth to understanding AI's impact on day-to-day marketing operations.

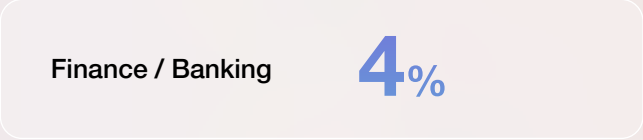
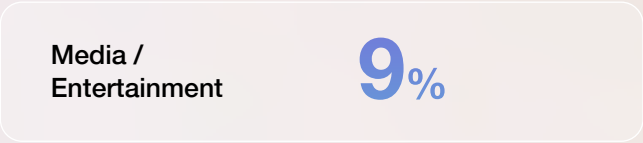


Industry representation

Respondents represent a wide array of industries, demonstrating the broad applicability of GenAI across sectors. The technology (14.8%) and professional services (13.7%) sectors lead the way, followed by retail/e-commerce (12.5%), manufacturing (10.9%), and media/entertainment (8.6%). Other sectors such as healthcare/pharmaceuticals, finance/banking, and telecommunications also feature, illustrating the cross-industry relevance of AI-driven marketing strategies.



are the most represented industries, followed by:



Other industries such as Telecommunications, Food and Beverage, and Energy/Utilities are also represented, albeit to a lesser extent.



Key insights

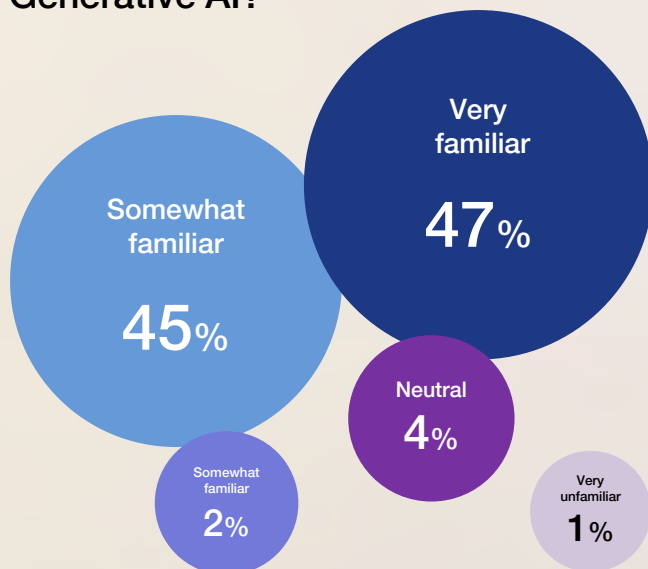
The diversity in company sizes, roles, and industries provides a robust foundation for the insights detailed in this study. It highlights the varied approaches and considerations that organizations of different scales and sectors must take into account when integrating GenAI into their marketing strategies.

This rich mix of perspectives ensures that the insights are relevant to a wide audience, offering valuable guidance for organizations looking to leverage AI to enhance their marketing efforts.

INSIGHT 1

We all know that AI is here to stay

How familiar are you with Generative AI?



The majority of respondents (47.3%) identified as being very familiar with GenAI, with another 45.3% reporting that they are somewhat familiar. A small portion, 4.3%, remain neutral, while only 2.3% are somewhat unfamiliar. The smallest group, at just 0.8%, reported being very unfamiliar with GenAI.

This suggests a broad awareness and understanding of GenAI among the surveyed population.

This data reveals that GenAI is no longer a niche concept—it's well-known and increasingly integrated into the professional environments of most respondents.

With nearly 93% indicating at least some level of familiarity, it's clear that GenAI is becoming foundational across various industries.

This widespread knowledge could be due to the rapid adoption of AI-driven tools in marketing, content creation, and customer service.

Our recommendations based on this insight:

Learn by doing

With most respondents already familiar with GenAI, you can start encouraging employees to experiment with AI tools in innovative ways. The more your team explore the tools, the more surprised you'll be by what they discover.

All hands on deck

With AI poised to transform every part of your marketing operations, you can't afford to leave anyone on your team behind. Offer support and training to plug knowledge gaps and bring everyone to the same level.

Stay focused on scaling

Innovation doesn't happen in silos. With every pilot you conduct, think about how your processes can be applied more widely to your marketing operations.

CASE STUDY

Adobe integrated Generative AI through Adobe Sensei into its Creative Cloud suite to enhance both productivity and creativity for its users. This AI tool automates repetitive tasks, suggests design elements, and generates content variations, enabling users to focus on more creative and strategic work. With Sensei, users can improve project turnaround times and increase output, significantly enhancing the value of Creative Cloud and boosting satisfaction.

[Learn more](#)

INSIGHT 2

AI is integrated into our marketing activities

For which of the following tasks do you use Generative AI tools in your marketing efforts? (Select all that apply)

Text generation is the most common use of GenAI tools in marketing, with 78% of respondents utilizing AI for content creation and email writing. Data analysis and insights follow closely, with 61.7% of respondents using AI to enhance their data-driven decisions.

Image generation is also popular, with 60.7% using AI to create visuals for campaigns. Conversational AI, such as chatbots and customer support tools, is employed by 56.1% of respondents, while video generation, though less common, is still used by 34.6% of respondents.

The data highlights a significant trend: GenAI is predominantly being used to streamline and enhance content-related tasks in marketing.

Text generation is the top use case, reflecting the increasing reliance on AI to produce high volumes of content quickly and efficiently. This trend suggests that marketing teams are recognizing the value of AI in managing the demands of content creation, which is often resource-intensive.

Text generation
(e.g., content creation, email writing)

78%

Conversational AI
(e.g., chatbots, customer support)

56%

Image generation
(e.g., creating visuals for campaigns)

61%

Data analysis and insights
(e.g., chatting with your data)

62%

Video generation
(e.g., creating promotional videos)

35%

Our recommendations based on this insight:

Prioritize AI in content creation

With text generation leading the pack, focus on deploying AI tools that can automate and enhance your content production processes. This will free up your team to focus on more strategic tasks.

Explore underutilized areas

If your organization isn't yet leveraging AI for image generation or data analysis, consider pilot projects in these areas. The potential for improved efficiency and creative output is significant.

Enhance customer interactions

With over half of respondents using AI for conversational purposes, there's an opportunity to further refine and expand these capabilities. Invest in advanced conversational AI to improve customer support and engagement.

CASE STUDY

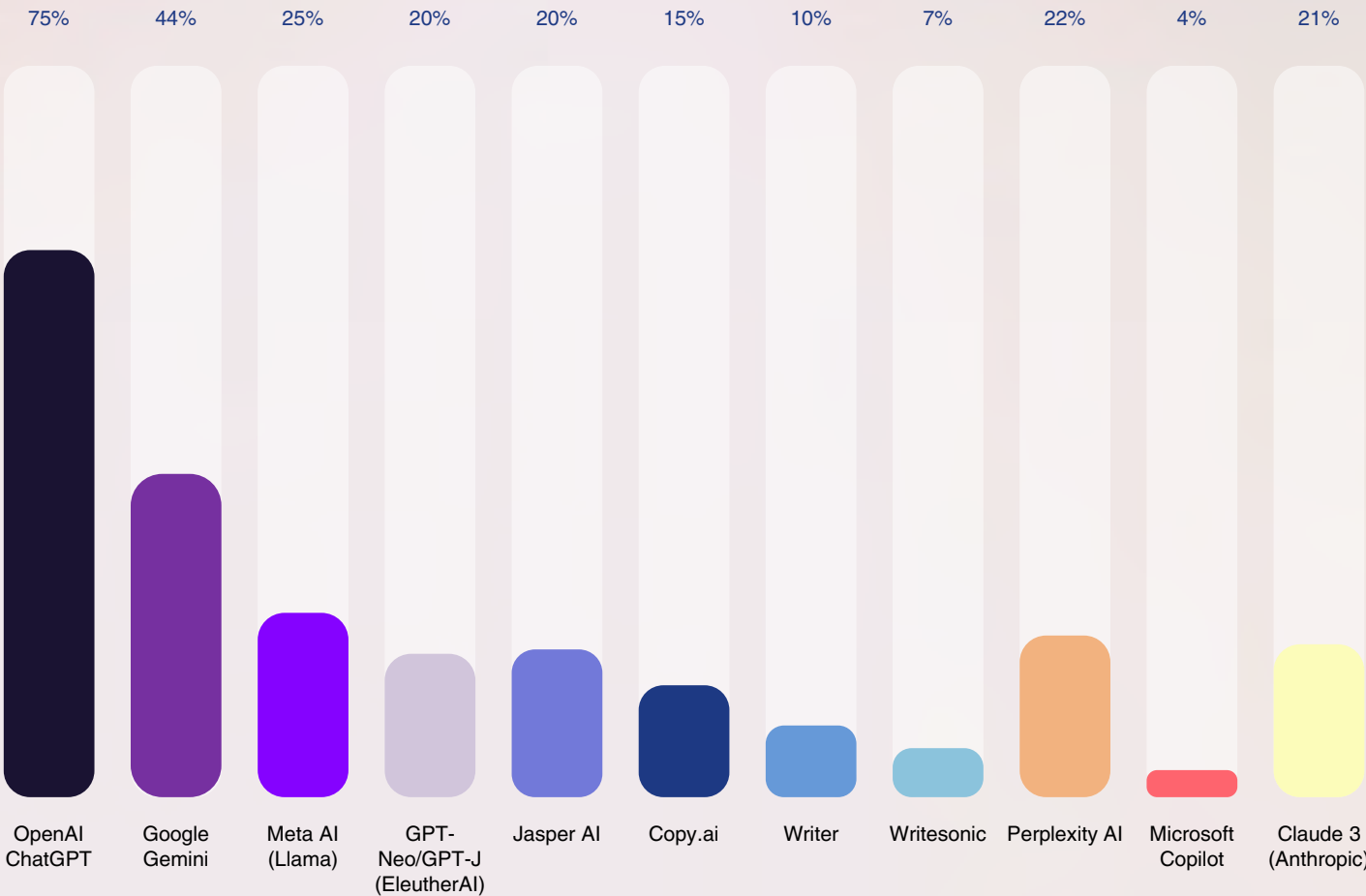
Sephora used Generative AI to create personalized product recommendations, develop targeted email campaigns, and offer virtual try-on experiences based on detailed customer data. By tracking customer preferences, Sephora is able to boost engagement rates, increase sales, and enhance customer loyalty while also responding to market trends and customer preferences for an elevated shopping experience.

[Learn more](#)

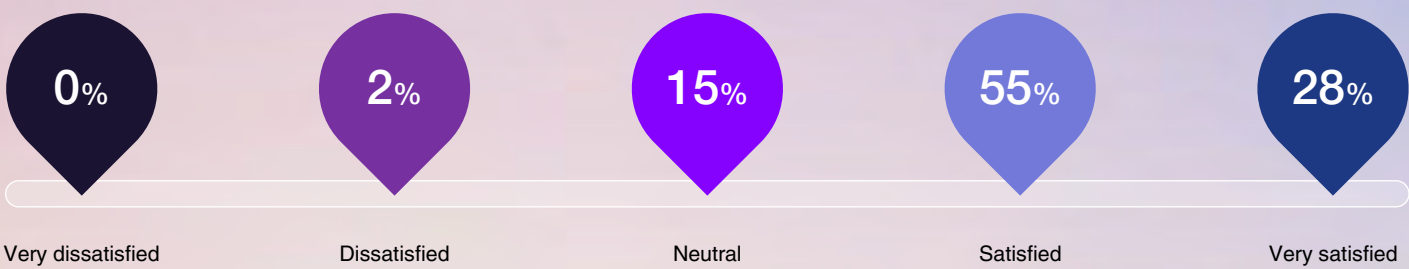
INSIGHT 3

AI is widely adopted in text-based content production

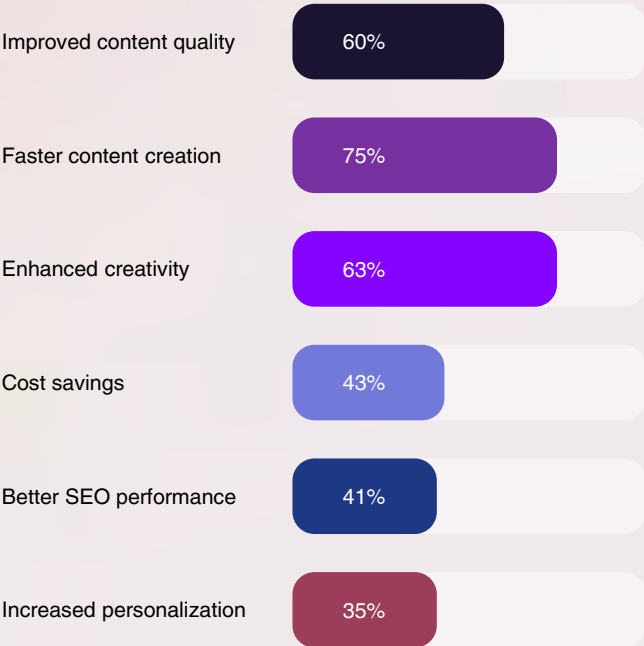
Which Generative AI tools are you currently using for text generation?
(Select all that apply)



How satisfied are you with Generative AI tools you use for text generation?



What benefits have you experienced from using Generative AI tools for text generation? (Select all that apply)



What frustrations have you experienced from using Generative AI tools for text generation? (Select all that apply)



Among the 163 respondents, OpenAI's ChatGPT is the most widely used tool for text generation, with 74.8% of respondents incorporating it into their workflows. Google Gemini is in second place, utilized by 44.2% of respondents, followed by tools like Perplexity AI (22.1%), Claude 3 by Anthropic (20.9%), and Jasper AI (20.2%).

Regarding satisfaction, 55.4% of the 168 respondents report being satisfied with their AI tools, while 28% are very satisfied and only 1.8% are dissatisfied. The key benefits of AI tools include faster content creation (75.4%), enhanced creativity (62.9%), and improved content quality (59.9%). However, primary frustrations include inaccurate outputs (59.7%) and repetitive content (49.7%).

The widespread adoption of OpenAI's ChatGPT reflects its dominance and effectiveness in the field of text generation. With such a significant portion of respondents relying on it, it's clear that ChatGPT has set a high standard in the industry. Other tools like Google Gemini and Jasper AI are also making notable inroads, indicating that while ChatGPT leads, there is still room for competition and specialization.

The high satisfaction levels underscore the effectiveness of these tools in meeting user needs, particularly in terms of speed and creativity. However, the recurring issues of inaccurate outputs and repetitive content highlight ongoing challenges that must be addressed.

Our recommendations based on this insight:

Start with upcycling

If you're not ready for AI to take over content generation, try testing the water by upcycling existing content for new purposes. It'll give you a chance to see the strengths and weaknesses of your text generation tools.

Perfect your prompts

Talking to AI is a lot like learning a new language. Your team needs to be fluent before they can start having meaningful conversations—and making meaningful content. [This report](#) digs deeper into the science behind prompting to provide in-depth insights on talking to AI.

Invest in integration and training

Ensure that your AI tools are well-integrated with existing systems and provide ongoing training to help your team overcome the learning curve and fully leverage AI capabilities.

CASE STUDY

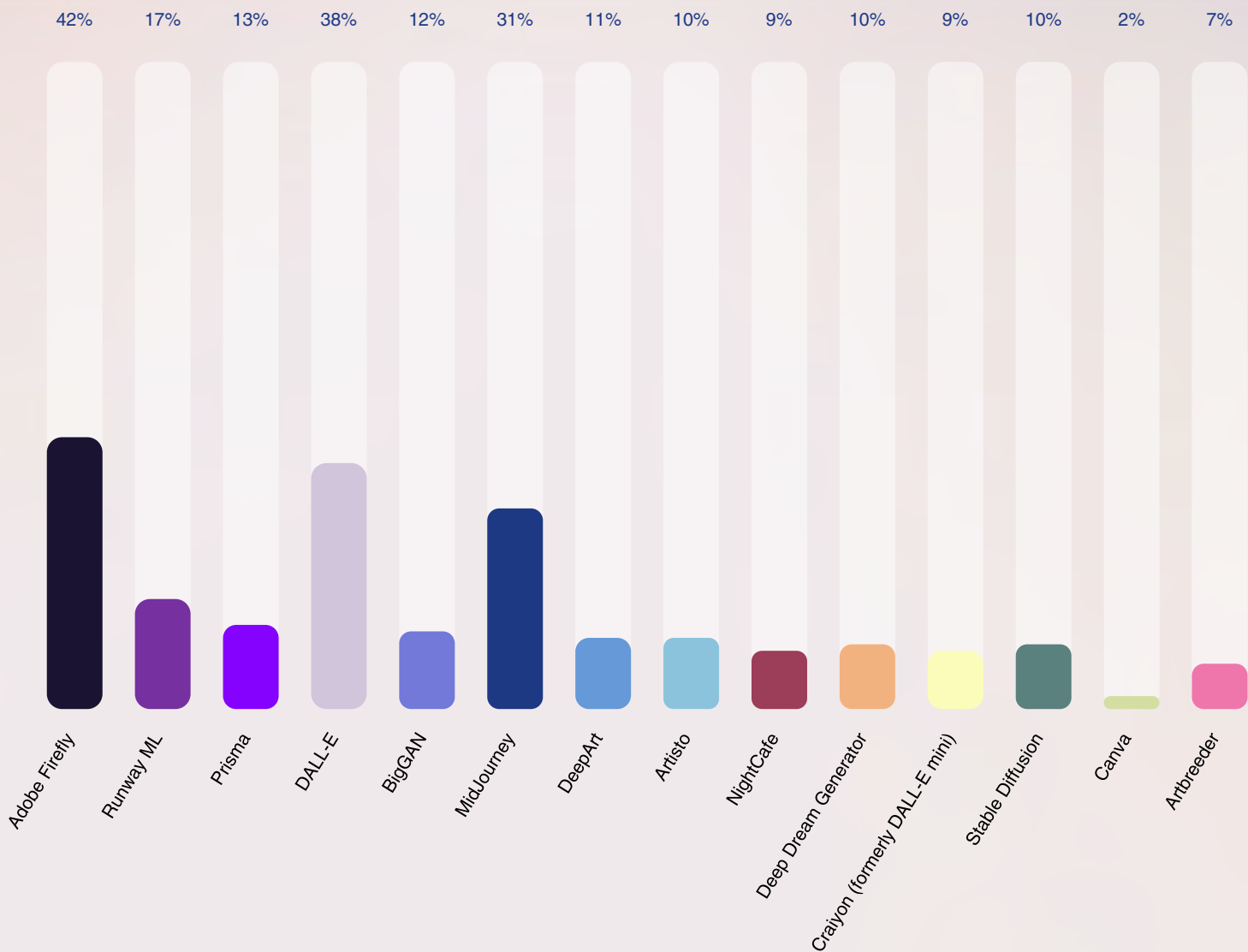
HubSpot integrated Generative AI into its content marketing process to streamline the creation of blog posts, email campaigns, and social media content. The integration allows for more efficient production of high-quality, customized content and improved audience engagement. With AI, HubSpot found it could execute more frequent and effective marketing campaigns by increasing content output and reducing production time.

[Learn more](#)

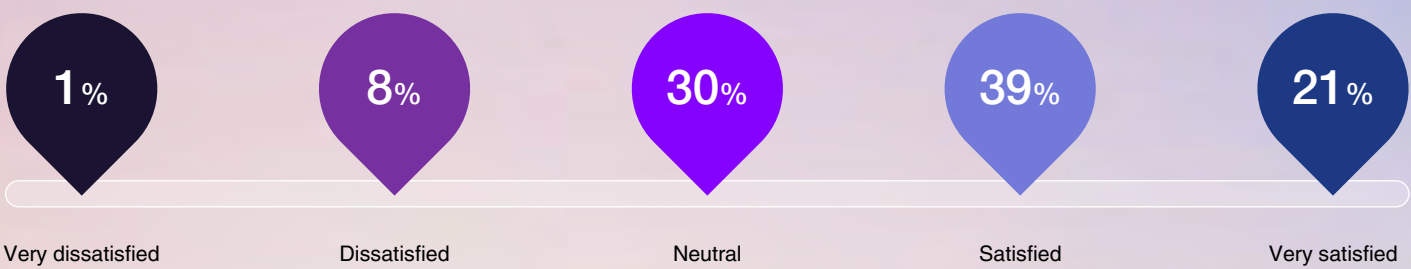
INSIGHT 4

AI in image production needs to level up

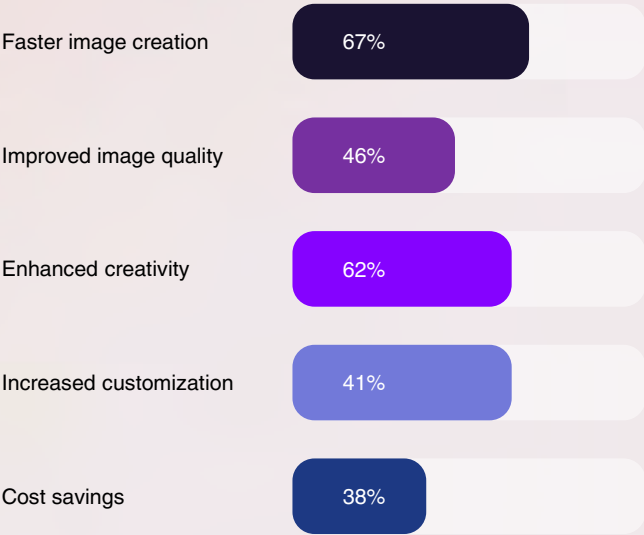
Which Generative AI tools are you currently using for image generation?
(Select all that apply)



How satisfied are you with the Generative AI tools you use for image generation?



What benefits have you experienced from using Generative AI tools for image generation?
(Select all that apply)



What frustrations have you experienced from using Generative AI tools for image generation?
(Select all that apply)



Among the 157 respondents, Adobe Firefly is the most widely used Generative AI tool for image generation, with 42% of respondents utilizing it. DALL-E follows closely, with 37.6% of users, and MidJourney is used by 30.6% of respondents. Satisfaction levels with these tools are generally positive: 39.2% of the 158 respondents reported being satisfied, and 20.9% were very satisfied.

The benefits most frequently cited include faster image creation (67.4%), enhanced creativity (61.7%), and improved image quality (46.1%). However, key frustrations include inaccurate outputs (53.2%), dependence on input data quality (35.5%), and a lack of high-resolution options (32.6%).

The data underscores Adobe Firefly's strong foothold in the realm of GenAI for image creation, leading the pack in user adoption. Tools like DALL-E and MidJourney also demonstrate significant traction, reflecting their effectiveness and popularity in the creative process.

The overall satisfaction levels suggest that these tools are meeting the needs of most users, particularly in speeding up image production and enhancing creative output. However, the recurring issues, such as inaccurate outputs and the need for high-resolution images, indicate that there are still challenges to be addressed.

Our recommendations based on this insight:

Keep testing

It's often said that today's AI tools are the worst they'll ever be. Text generation is further along in development than image generation, but it's still worth experimenting with tools like Adobe Firefly, DALL-E and MidJourney.

Address quality concerns

Prioritize the accuracy and resolution of AI-generated images. Implement quality control processes to ensure outputs meet the necessary standards.

Enhance tool integration

Improve the integration of image generation tools with other systems in your workflow to streamline processes and reduce the need for manual adjustments.

CASE STUDY

IBM used its Watson platform to revolutionize fashion design in collaboration with Marchesa. By integrating Generative AI, IBM is able to create unique, AI-driven designs that enhance human creativity and showcase the powerful connection between technology and artistic expression.

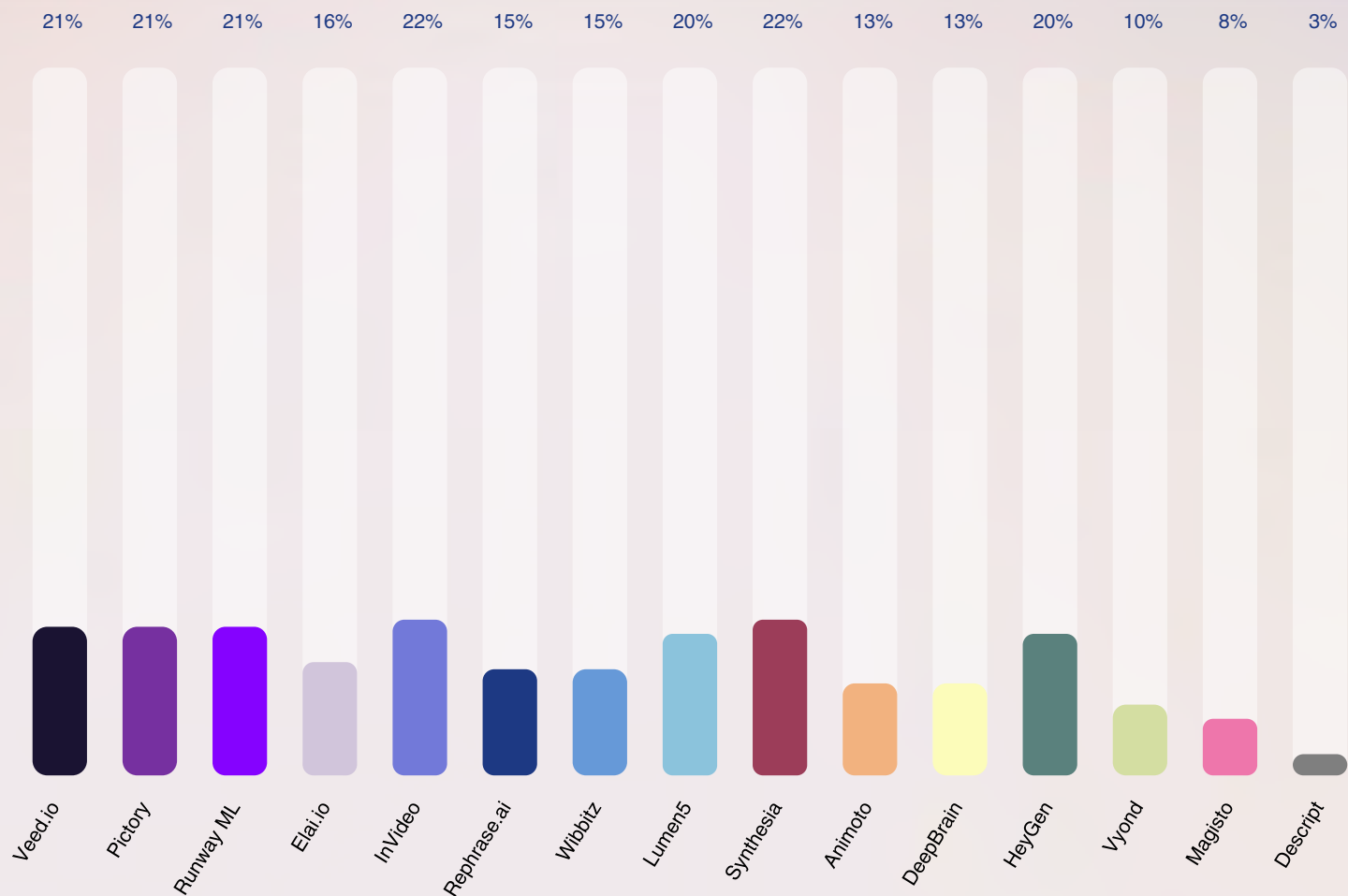
[Learn more](#)



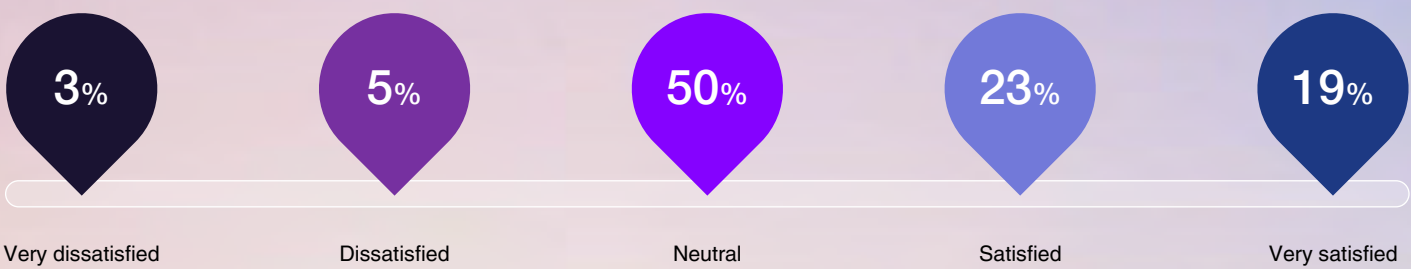
INSIGHT 5

Video production with AI is still in beta

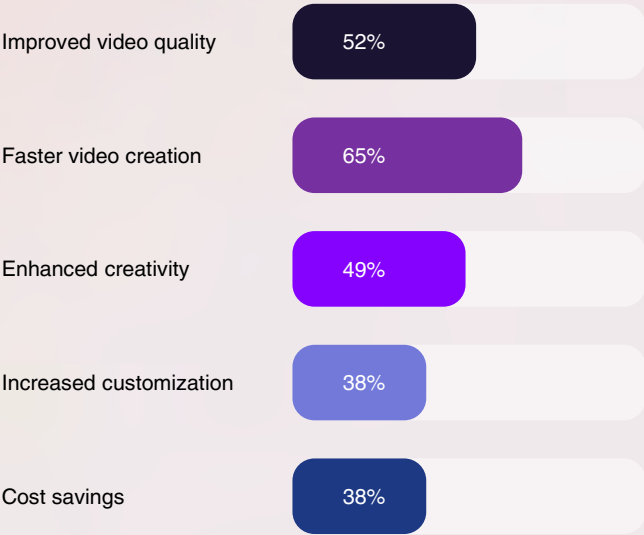
Which Generative AI tools are you currently using for video generation?
(Select all that apply)



How satisfied are you with the Generative AI tools you use for video generation?



What benefits have you experienced from using Generative AI tools for video generation? (Select all that apply)



What frustrations have you experienced from using Generative AI tools for video generation? (Select all that apply)



Among the 95 respondents, video generation tools such as Veed.io, Pictory, and Runway ML each hold a usage rate of approximately 21%. InVideo and Synthesia are also popular, with 22.1% of respondents using these tools.

Satisfaction levels among the 130 respondents are varied, with 50% reporting a neutral experience, while 23.1% are satisfied, and 19.2% are very satisfied. The most cited benefits include faster video creation (64.8%), improved video quality (52.3%), and enhanced creativity (48.9%). However, respondents also reported frustrations such as long rendering times (32.9%), inaccurate outputs (36.5%), and a steep learning curve (36.5%).

The data shows that video generation using GenAI is still in a relatively early stage of adoption, with tools like Veed.io, Pictory, and Runway ML being equally popular among respondents. This suggests that the market is still exploring the best tools for video content creation, with no single tool emerging as the clear leader.

The satisfaction levels indicate a mixed experience where users appreciate the speed and creativity enhancements but are also facing significant challenges, particularly with the quality of outputs and the complexity of using these tools.

Our recommendations based on this insight:

Select versatile tools

Focus on adopting video generation tools that balance ease of use with output quality. Consider tools like InVideo and Synthesia, which have shown slightly higher usage and satisfaction rates.

Provide training

Address the steep learning curve by offering targeted training sessions to help users become proficient with these tools. This will help reduce the time spent on troubleshooting and increase overall satisfaction.



Optimize for quality

To overcome frustrations with rendering times and inaccurate outputs, invest in tools or upgrades that offer better processing power and accuracy. Regularly review the outputs to ensure they meet the necessary standards.

CASE STUDY

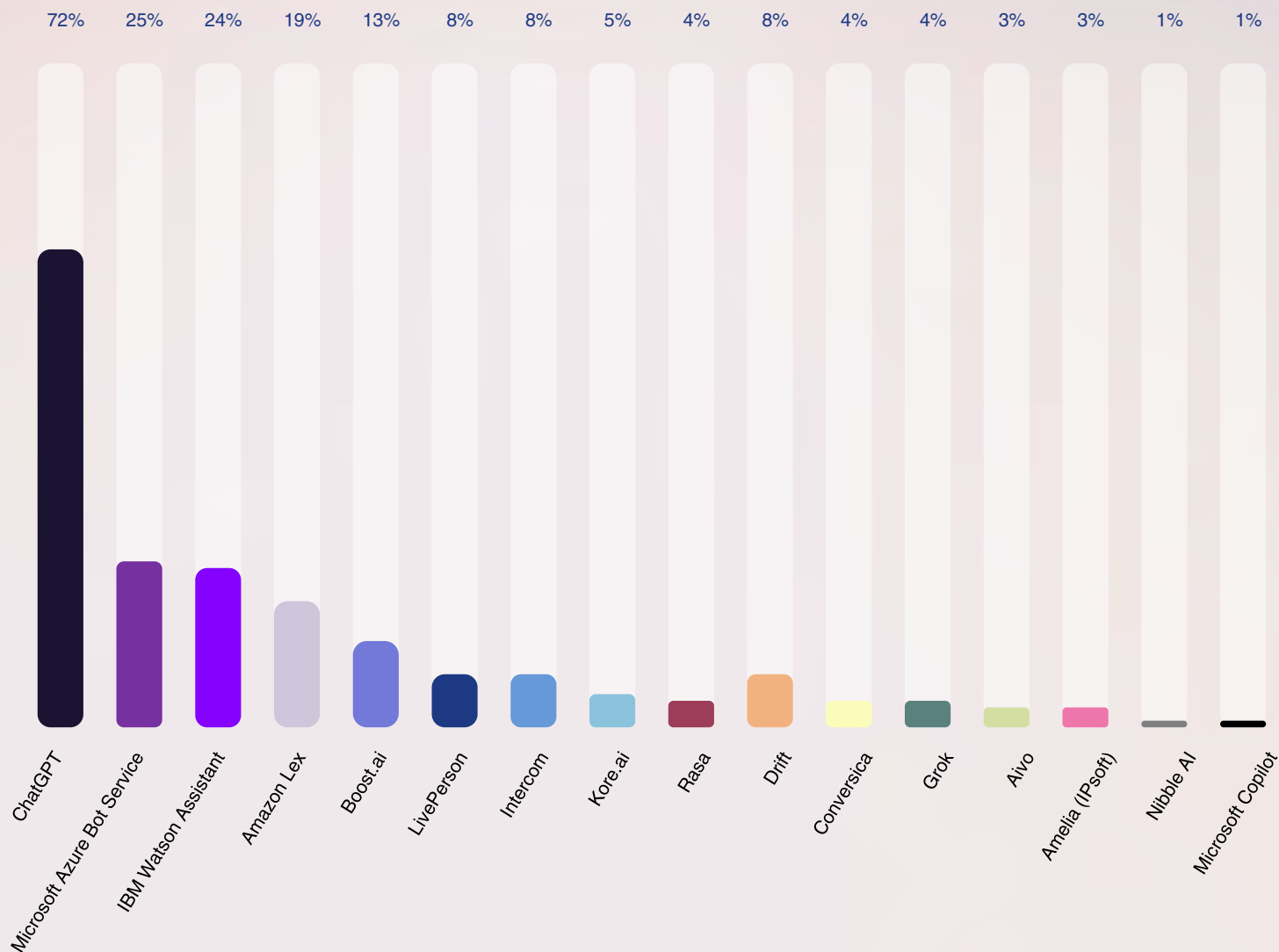
Language education company **Berlitz** leveraged Generative AI to scale up its instructional video production. Creating video content in multiple languages was traditionally a resource-intensive and costly process. However, by implementing Generative AI, Berlitz produced high-quality, AI-generated video lessons led by virtual instructors. These videos provided the same instructional benefits as those created with human instructors but at a fraction of the time and cost.

[Learn more](#)

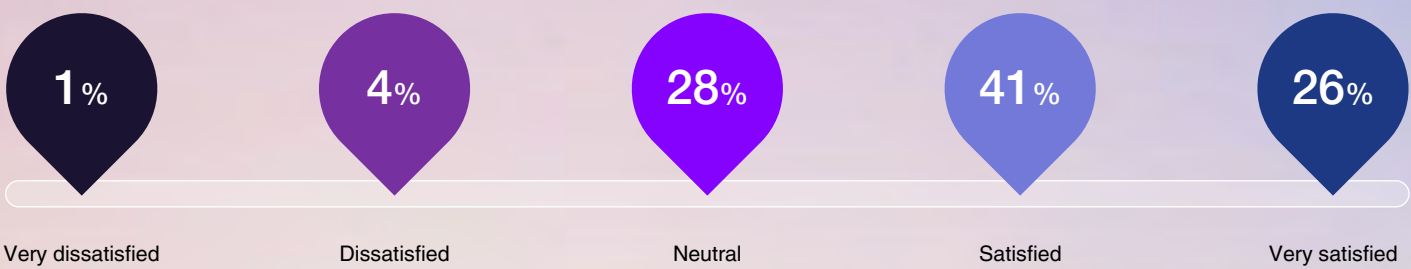
INSIGHT 6

ChatGPT leads the conversation with AI

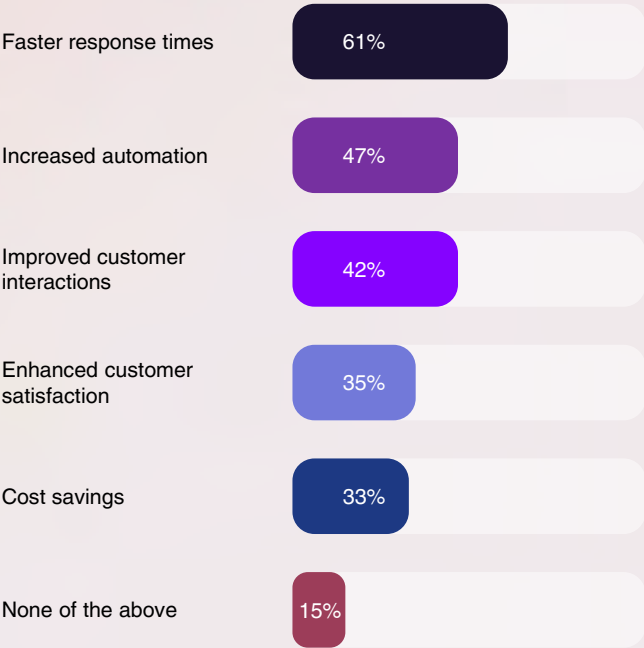
Which Generative AI tools are you currently using for conversational AI?
(Select all that apply)



How satisfied are you with the Generative AI tools you use for conversational AI?



What benefits have you experienced from using Generative AI tools for conversational AI? (Select all that apply)



What frustrations have you experienced from using Generative AI tools for conversational AI? (Select all that apply)



Among the 143 respondents, ChatGPT is the most commonly used tool for conversational AI, with 72% of respondents relying on it. Microsoft Azure Bot Service (24.5%) and IBM Watson Assistant (23.8%) also see significant usage, while other tools like Amazon Lex (18.9%) and Boost.ai (12.6%) are less commonly used.

Satisfaction levels among the 160 respondents are relatively high, with 41.3% satisfied and 26.3% very satisfied. The benefits experienced include faster response times (60.5%) and increased automation (47.1%), though some frustrations were noted, particularly with poor handling of complex queries (38.1%) and inaccurate outputs (34.8%).

ChatGPT's dominance in the conversational AI space highlights its effectiveness and reliability, making it the go-to choice for many professionals. The significant usage of tools like Microsoft Azure Bot Service and IBM Watson Assistant indicates that while ChatGPT leads, there is still room for other tools that offer specialized features or integrations. The high satisfaction levels suggest that these tools are meeting the basic needs of users, particularly in terms of speed and automation. However, the frustrations related to complex queries and output accuracy indicate that there is still room for improvement, especially in handling more sophisticated or nuanced interactions.

Our recommendations based on this insight:

Leverage ChatGPT's strengths

Given its widespread use and high satisfaction, consider expanding the use of ChatGPT across more customer touchpoints. Its proven effectiveness can help streamline customer interactions.

Improve handling of complex queries

Invest in advanced AI tools or configurations that can better manage complex queries and provide more accurate responses. This will enhance the overall customer experience and reduce frustration.

Focus on integration

To address issues with tool integration, ensure that your conversational AI systems are seamlessly connected with other business tools and platforms. This will lead to more efficient workflows and improved data flow across systems.

CASE STUDY

Autodesk has integrated Generative AI into its Fusion 360 platform, empowering designers and engineers to generate multiple design iterations based on specific parameters like materials, manufacturing methods, and performance requirements. This AI-influenced tool allows professionals to explore a broader range of creative solutions and optimize designs efficiently, achieving results that would be both challenging and time-consuming with traditional methods.

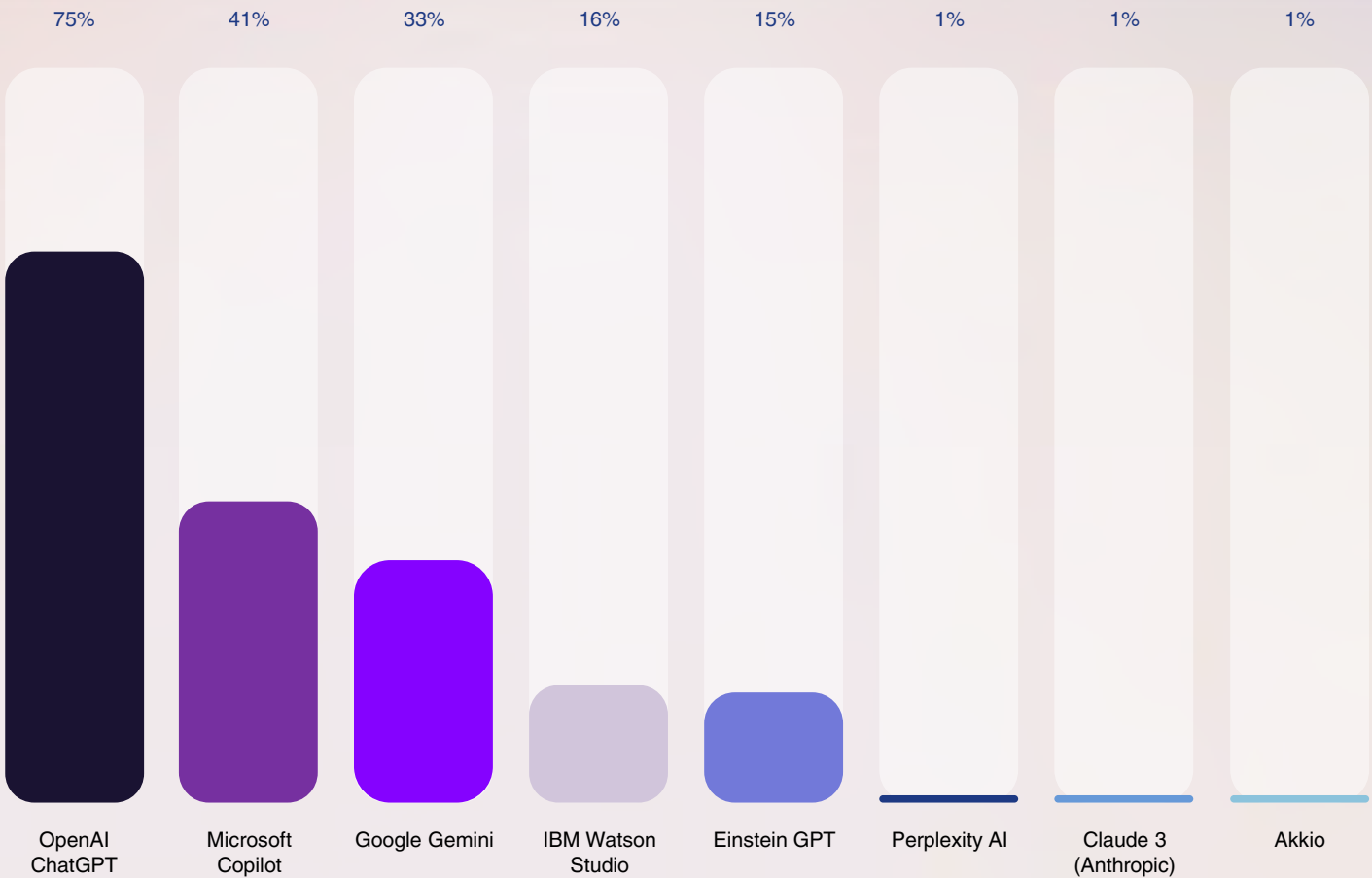
[Learn more](#)



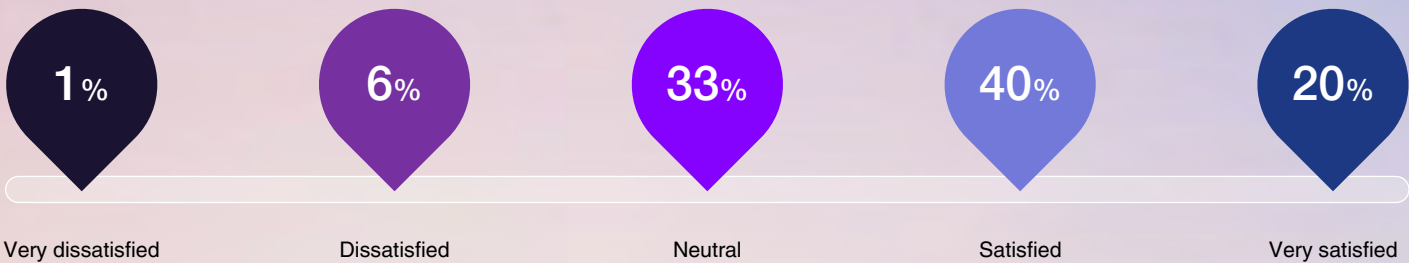
INSIGHT 7

GenAI is proving its worth in data analysis

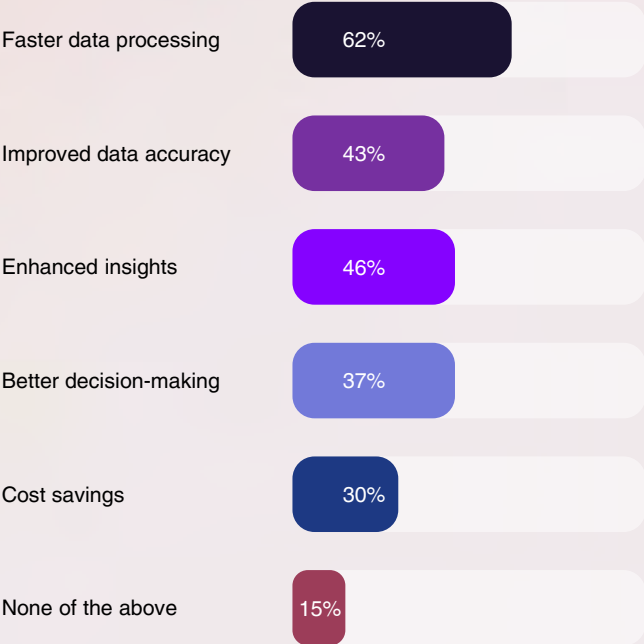
Which Generative AI tools are you currently using for data analysis and insights?
(Select all that apply)



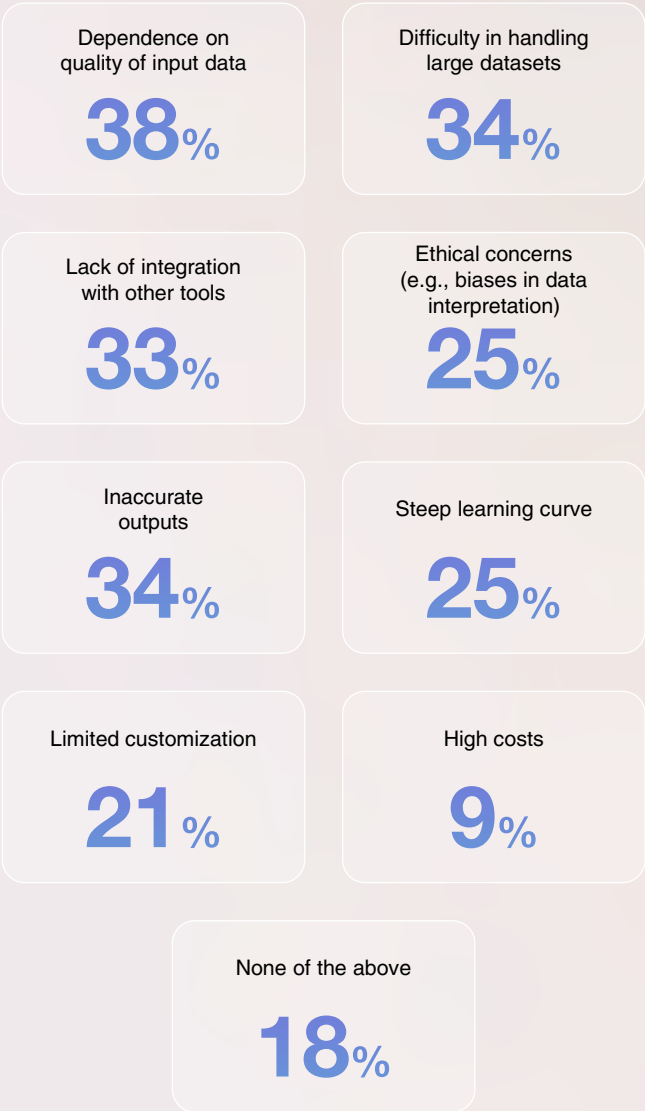
How satisfied are you with the Generative AI tools you use for data analysis and insights?



What benefits have you experienced from using Generative AI tools for data analysis and insights? (Select all that apply)



What frustrations have you experienced from using Generative AI tools for data analysis and insights? (Select all that apply)



Out of 145 respondents, 75.2% use OpenAI ChatGPT for data analysis and insights, making it the most popular tool in this category. Microsoft Copilot is also widely used by 41.4% of respondents, followed by Google Gemini at 33.1%. Tools like IBM Watson Studio (15.9%) and Einstein GPT (14.5%) have smaller but notable user bases. Satisfaction levels are generally positive, with 39.9% of the 158 respondents expressing satisfaction and 20.3% being very satisfied.

The benefits most frequently experienced include faster data processing (61.5%), enhanced insights (46.2%), and improved data accuracy (42.9%). However, common frustrations include dependence on quality input data (37.7%) and difficulties in handling large datasets (34.4%).

The data indicates that OpenAI ChatGPT is not only a versatile tool but also a preferred choice for data analysis, underlining its utility across multiple domains. The significant adoption of Microsoft Copilot and Google Gemini suggests that these tools offer valuable features that complement or enhance the capabilities of ChatGPT. The satisfaction rates indicate that these tools are meeting user expectations, particularly in speeding up data processing and providing valuable insights. However, the challenges related to data quality and handling large datasets highlight areas where these tools might fall short, suggesting a need for more robust data management solutions.

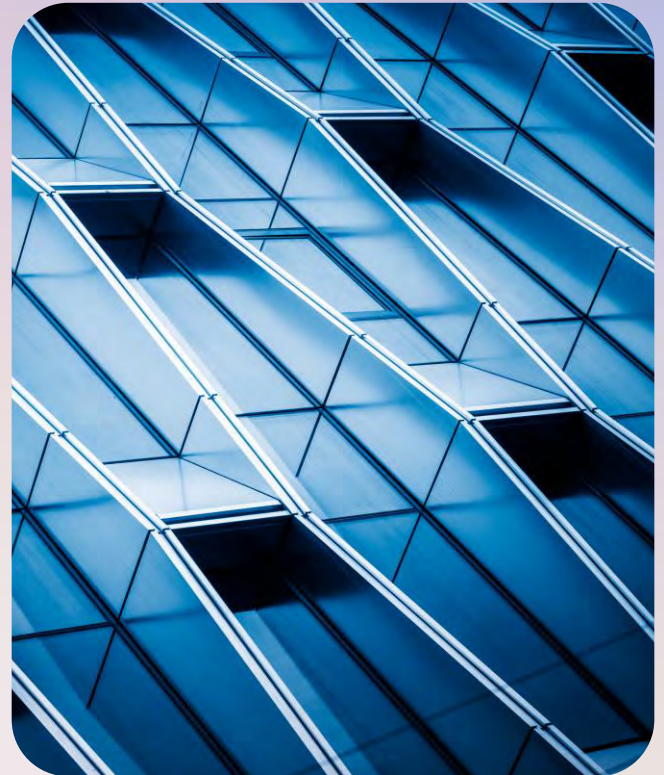
Our recommendations based on this insight:

Maximize ChatGPT and Copilot

Given their widespread use, continue to integrate these tools into your data analysis workflows. Focus on optimizing their use for faster data processing and deeper insights.

Improve data management

Address issues related to data quality and large datasets by investing in complementary data management solutions. This will enhance the effectiveness of your AI tools and reduce user frustration.



Enhance tool integration

Work on better integrating AI tools with your existing systems to ensure seamless data flow and more accurate outputs. This will improve the overall efficiency of your data analysis processes.

CASE STUDY

Cognizant implemented Generative AI to improve data management and analysis for large enterprises. For a major airline, they developed a Generative AI-powered SQL generator that automates complex query writing. This tool significantly increased efficiency, boosting productivity by 80%, reducing manual work, and improving decision-making processes.

[Learn more](#)

Q&A



Asma Aziz
Americas Marketing Director,
Intel Corporation

01 Can you share an example of an AI-driven marketing campaign that has delivered significant results for your team?

AI is transforming marketing by enabling personalization, optimization, and automation. At the Paris 2024 Olympic Games, Intel's AI technologies powered interactive fan experiences, supported 8K livestreaming, and enabled faster, customized content delivery. AI also preserved Olympic history through 3D modeling, enhancing content engagement and accessibility.

02 As a marketing leader, what are your hopes or concerns for how marketing will evolve in the next 6-12 months with improved AI capabilities?

AI is key for automating routine tasks, enhancing efficiency, and enabling personalized campaigns by analyzing vast customer data for better engagement. While AI won't replace jobs, it will enhance productivity and allow more focus on creative problem-solving. The goal is to use AI responsibly to create value and prosperity.

03 What do you think the major challenges are when it comes to adding AI to an already established marketing team?

Challenges include resistance to change, skill gaps, and ethical concerns. To minimize these, foster a learning culture, provide training, address data privacy issues, and start with pilot programs to test AI on a smaller scale while ensuring strong leadership support.

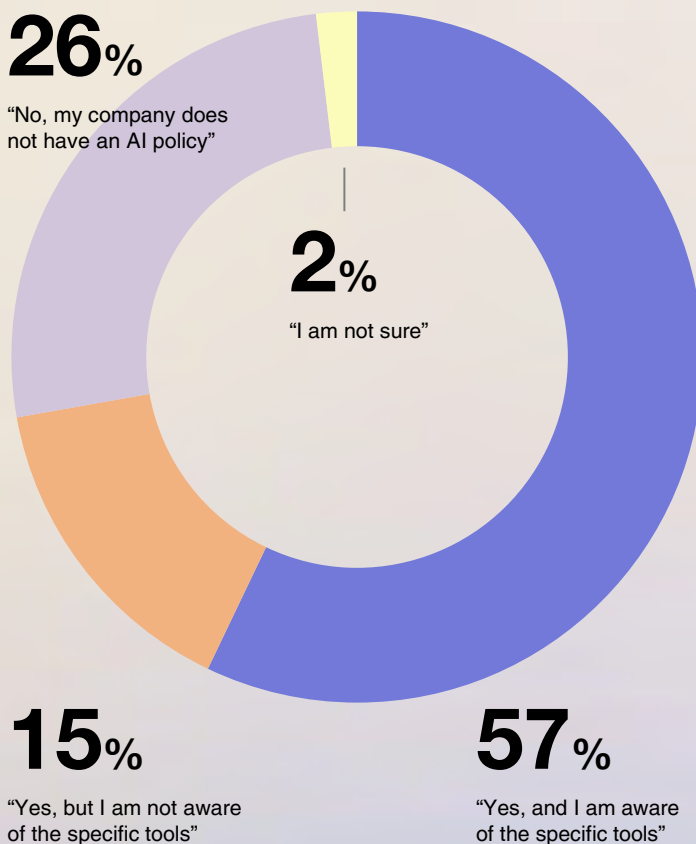
04 Looking forward, how do you think the role of marketing will change over the next 3-5 years?

Marketing professionals will need to blend creative thinking with analytical skills, using AI to refine strategies based on real-time data. A deep understanding of data analytics and ethical considerations will be crucial as AI-driven personalization becomes more sophisticated.

INSIGHT 8

AI policies need an awareness boost

Does your company have an AI policy that specifies which Generative AI tools can and cannot be used?



Are you using any Generative AI tools for work purposes that are not officially authorized or licensed by your company?

"Yes, I use tools with a personal license"

36%

"Yes, I use free or trial versions of tools"

24%

"No, I only use tools authorized and licensed by my company"

40%

Out of 212 respondents, 57.1% reported that their company has an AI policy specifying which GenAI tools can be used, and they are aware of the specific tools allowed. Another 15.1% indicated that their company has a policy, but they are not aware of the details. Notably, 25.9% stated that their company does not have an AI policy, and 1.9% are unsure. When it comes to compliance, 35.8% of respondents admitted to using tools with personal licenses, while 23.6% use free or trial versions. Interestingly, 40.6% only use tools that are authorized and licensed by their company.

The data reveals that while a majority of organizations have established AI policies, there is still a significant portion of companies that either lack such policies or have employees who are not fully aware of them. This suggests a potential gap in policy communication and enforcement within organizations. The fact that over a third of respondents use tools with personal licenses and nearly a quarter rely on free or trial versions indicates that many employees may be bypassing official protocols either due to a lack of available tools or a preference for familiar or accessible alternatives. This can lead to risks such as data security breaches, compliance issues, and inconsistent tool performance.

Our recommendations based on this insight:

Strengthen policy communication

Ensure that AI policies are clearly communicated to all employees. Regular updates and training sessions can help keep everyone informed about which tools are approved for use.

Address tool availability

If employees are using personal or unauthorized tools, it may indicate that the company's approved tools are insufficient or lacking in some areas. Evaluate the available tools and consider expanding the list of approved options.

Enforce compliance

Implement monitoring and compliance measures to ensure that employees are adhering to AI policies. This can help prevent potential security risks and ensure that all AI tools used are consistent with company standards.

CASE STUDY

Accenture developed a comprehensive AI policy, known as the "Responsible AI Compliance Program," to govern the ethical use of AI across the organization. This program includes establishing AI governance, conducting risk assessments, enabling systematic AI testing, and ensuring ongoing monitoring and compliance. As a result, Accenture is building trust with clients and stakeholders, maximizing its AI investments, and firmly positioning itself as a leader in responsible AI usage.

[Learn more](#)



INSIGHT 9

AI is driving key day-to-day marketing activities

How are you using Generative AI tools in your day-to-day workflow?
(Select all that apply)



Among the 211 respondents, 65.9% use GenAI tools for writing and editing content, making it the most common use case. Developing sales and marketing collateral is also popular, with 50.7% of respondents engaged in this task using AI. Personalizing email campaigns (43.6%) and analyzing customer data (40.8%) are other key areas where AI is integrated into daily workflows. Additionally, tasks like designing advertisements and promotional materials (40.3%), creating social media posts (40.3%), and generating marketing reports (38.4%) are frequently supported by AI. Other significant uses include automating routine tasks (34.1%) and conducting market research (37.4%).

The data clearly indicates that content creation and editing are the primary functions where GenAI is making an impact, reflecting the technology's strength in automating and enhancing tasks that require creativity and language processing. The widespread use of AI for developing sales and marketing collateral and personalizing communications further underscores the growing reliance on AI to manage and streamline customer-facing activities. These use cases highlight AI's role in not only improving efficiency but also enabling more personalized and targeted marketing efforts.

Our recommendations based on this insight:

Expand AI in content creation

Given its effectiveness in writing and editing, continue to leverage AI for content-heavy tasks. This will enhance productivity and allow your team to focus on more strategic initiatives.

Enhance customer interactions

Utilize AI to further personalize marketing collateral, email campaigns, and customer service responses. This can improve customer engagement and satisfaction, driving better business outcomes.



Explore broader applications

Consider extending AI usage to other areas, such as automating more routine tasks or enhancing data-driven decision-making. This can help streamline operations and reduce the burden on your team.

CASE STUDY

Octopus Energy leveraged Generative AI to automate the drafting of customer service email responses. This approach led to an 18% increase in customer satisfaction compared to human-generated emails. The system handled a third of all customer emails, allowing human agents to focus on more complex issues and improving overall operational efficiency.

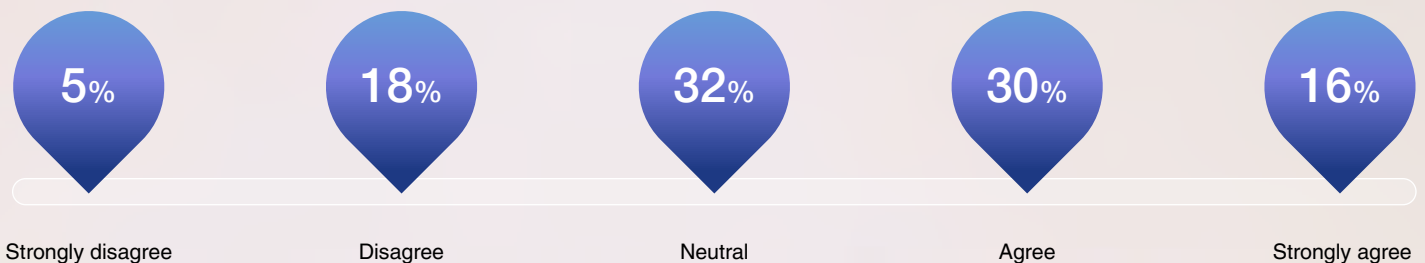
[Learn more](#)

INSIGHT 10

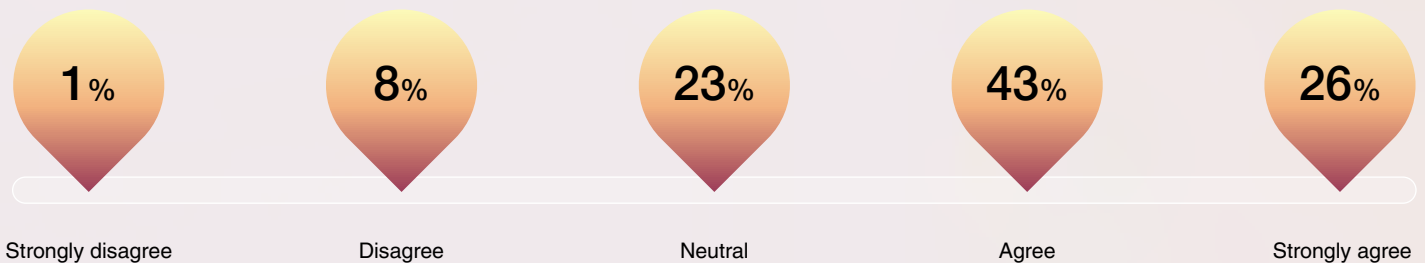
AI reduces marketing costs and optimizes budgets

How do you envision Generative AI tools will impact B2B marketing in the next 6 months? Please rate the following statements:

Generative AI will be cost-prohibitive to implement for organizations.



Generative AI will significantly reduce marketing costs



Out of 206 respondents, 68.4% agree or strongly agree that GenAI will significantly reduce marketing costs, with 42.7% agreeing and 25.7% strongly agreeing. Conversely, only 8.7% disagree with this sentiment, and only 1% strongly disagree. On the flip side, when asked if GenAI will be cost-prohibitive to implement, opinions were more divided. While 30.1% of respondents agree or strongly agree with the statement, 23.3% disagree or strongly disagree, and 31.6% remain neutral.

The data suggests that a majority of respondents are optimistic about GenAI's potential to reduce marketing costs, reflecting a belief that the efficiency gains from AI will outweigh the initial investment. This sentiment aligns with the broader trend of adopting AI to streamline processes, automate repetitive tasks, and increase productivity, all of which can lead to significant cost savings in the long run. However, the divided opinions on whether GenAI is cost-prohibitive to implement highlight a key challenge: while the long-term benefits are recognized, the upfront costs and resources required for AI integration may pose a barrier for some organizations.

For organizations, these insights underscore the importance of a strategic approach to AI adoption. While the potential for cost reduction is substantial, it's crucial to carefully assess the initial investment and ongoing costs associated with AI tools. Organizations need to weigh these costs against the expected efficiency gains and cost savings to determine the true ROI. Additionally, considering the divided opinions on cost, it may be beneficial to start with smaller, scalable AI projects that can demonstrate value before committing to larger investments.

Our recommendations based on this insight:

Emphasize cost savings

Focus on areas where GenAI can quickly and clearly reduce marketing costs, such as automating routine tasks or optimizing content creation. This can help build a strong business case for further AI investment.

Start small and scale

To address concerns about cost-prohibitive implementation, begin with pilot projects that require lower upfront investment. Use these projects to demonstrate the potential ROI and build confidence in AI's value.

Monitor and adjust

Continuously evaluate the financial impact of AI tools in your organization. Track both the cost savings and the expenses associated with AI to ensure that the benefits outweigh the costs and make adjustments as needed.

CASE STUDY

Bloomreach, an e-commerce platform, implemented Jasper AI to optimize its marketing budget by enhancing content creation processes. With a small content team struggling to meet the demand for marketing materials, Bloomreach used AI to scale content production efficiently, enabling them to focus on more strategic initiatives like SEO. This led to a 113% increase in blog output and a 40% rise in overall site traffic, demonstrating AI's capability to drive growth while managing costs effectively.

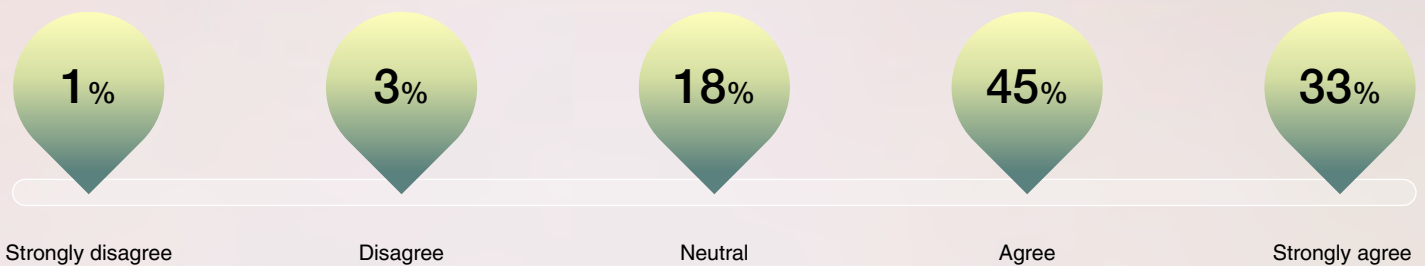
[Learn more](#)

INSIGHT 11

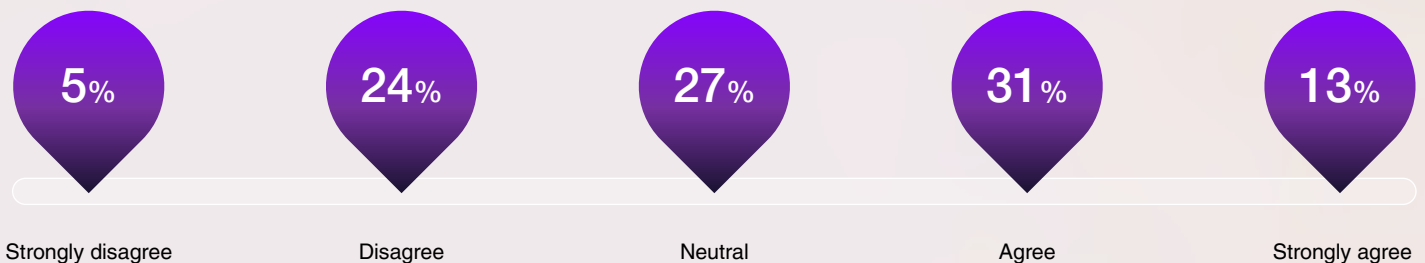
Creativity is a mixed bag with AI

How do you envision Generative AI tools will impact B2B marketing in the next 6 months? Please rate the following statements:

Generative AI will enhance creativity in marketing strategies.



Generative AI will increase dependency on technology, reducing human creativity.



Among the 206 respondents, 43.7% agree or strongly agree that GenAI will increase dependency on technology and reduce human creativity. Specifically, 30.6% agree and 13.1% strongly agree with this sentiment. On the other hand, 29.1% of respondents disagree or strongly disagree with this concern, while 27.2% remain neutral.

Conversely, when asked whether GenAI will enhance creativity in marketing strategies, a significant majority (77.7%) agreed or strongly agreed, with 44.7% agreeing and 32.5% strongly agreeing. Only 4.4% of respondents expressed disagreement.

The data reveals a nuanced perspective on the impact of GenAI on creativity. While a significant portion of respondents fear that increasing dependency on AI might stifle human creativity, an even larger majority believes that AI will enhance creativity in marketing strategies.

This apparent contradiction suggests that while there is some apprehension about the potential downsides of AI—particularly the risk of over-reliance on technology—many professionals also recognize the opportunities AI offers for innovation. AI's ability to handle routine tasks and generate new ideas can free up human creatives to focus on higher-level strategic thinking and more innovative pursuits.

Our recommendations based on this insight:

Balance AI and human creativity

Use GenAI to handle repetitive tasks and generate ideas, freeing up your team to focus on creative and strategic thinking. Ensure that AI tools are used to complement, not replace, human creativity.

Encourage collaboration

Foster a collaborative environment where AI tools and creative teams work together. This can lead to more innovative and effective marketing strategies by combining the strengths of both AI and human creativity.

Monitor AI usage

Be aware of the potential for over-reliance on AI. Regularly assess the impact of AI on your creative processes to ensure that it enhances rather than diminishes human input and originality.

CASE STUDY

The Massachusetts Institute of Technology (MIT) has explored the creative possibilities of Generative AI in art and design. During a panel discussion hosted by MIT, experts discussed how Generative AI is used to push the art and creativity boundaries, such as creating complex, multi-dimensional artworks that blend AI-generated content with human artistic expression. MIT is leading the way by showing how AI can be a powerful tool in generating new ideas and creative works, transforming traditional artistic processes.

[Learn more](#)

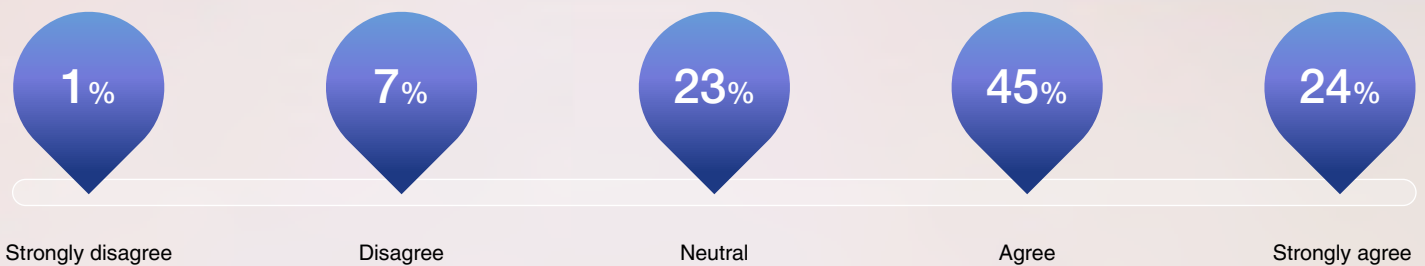


INSIGHT 12

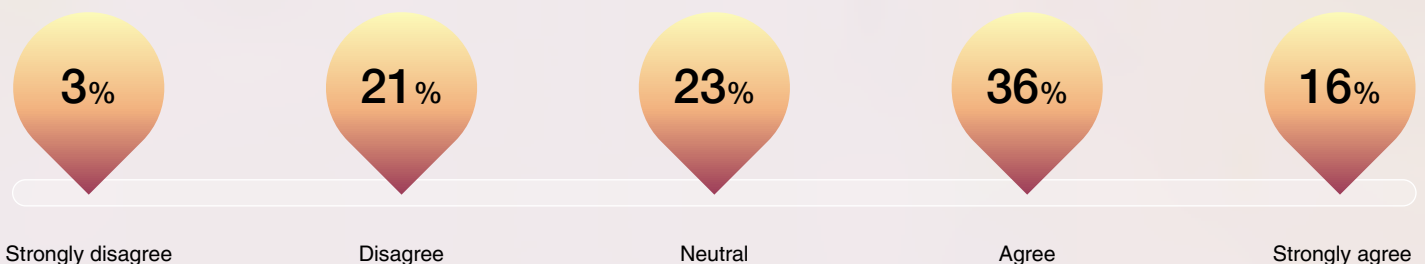
AI requires fewer marketers with more skills

How do you envision Generative AI tools will impact B2B marketing in the next 6 months? Please rate the following statements:

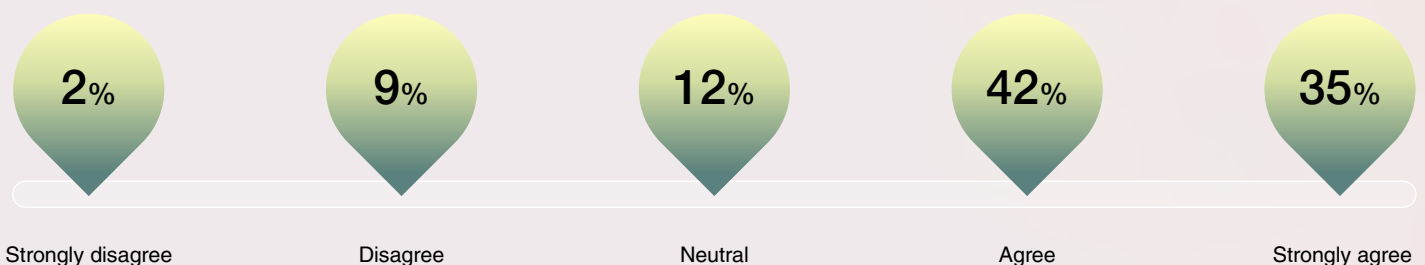
Generative AI will expand an already large training and skill development gap.



Generative AI will lead to job losses in marketing roles.



How open are you to implementing AI agents to expand the bandwidth of your current team instead of hiring additional people?



The data indicates significant concern among professionals that GenAI may lead to job losses in marketing, reflecting broader fears about automation and its impact on employment. At the same time, there is an openness to implementing AI agents to expand team capabilities without the need for additional hires, suggesting that organizations are already considering AI as a cost-effective alternative to human labor. This dual perspective highlights the potential for AI to both disrupt and enhance the workforce, creating a complex HR landscape where the benefits of AI-driven efficiency must be balanced against the risks of job displacement. Furthermore, the concern about an expanding training and skill gap suggests that while AI offers powerful tools, it also demands new competencies that many professionals may not yet possess.

For organizations, these insights underscore the importance of proactive HR strategies that address both the opportunities and challenges presented by AI. While AI can certainly enhance productivity and reduce costs, it's essential to consider the human impact, particularly in terms of job security and skill development. Investing in upskilling and reskilling programs can help bridge the gap, ensuring that employees remain valuable as AI tools become more integrated into marketing roles. Additionally, organizations should be transparent about their AI adoption plans, involving employees in the process to mitigate fears and build a more collaborative pathway to an AI-enhanced workforce.

Our recommendations based on this insight:

Invest in upskilling

To address concerns about job losses and skill gaps, prioritize upskilling and reskilling programs. Equip your team with the knowledge and skills they need to work effectively alongside AI tools.

Communicate openly

Be transparent about your organization's AI adoption plans. Involve employees in the conversation to reduce fears of job displacement and foster a collaborative approach to integrating AI.



Leverage AI to complement, not replace

While AI can expand your team's capabilities, it's crucial to use these tools to complement human skills rather than replace them. Focus on creating roles that combine human creativity and AI-driven efficiency for maximum impact.

CASE STUDY

McKinsey & Company launched an internal AI upskilling program to enhance the capabilities of over 500 technologists across various roles, from product managers to data engineers. The program featured a tiered training approach—starting with basic AI awareness and progressing to advanced AI capabilities—using a mix of online courses, boot camps, and hands-on experience with AI tools. This initiative is already assisting a more skilled workforce in the development of complex AI solutions, improving employee retention, and increasing the organization's capacity to deliver innovative services to clients.

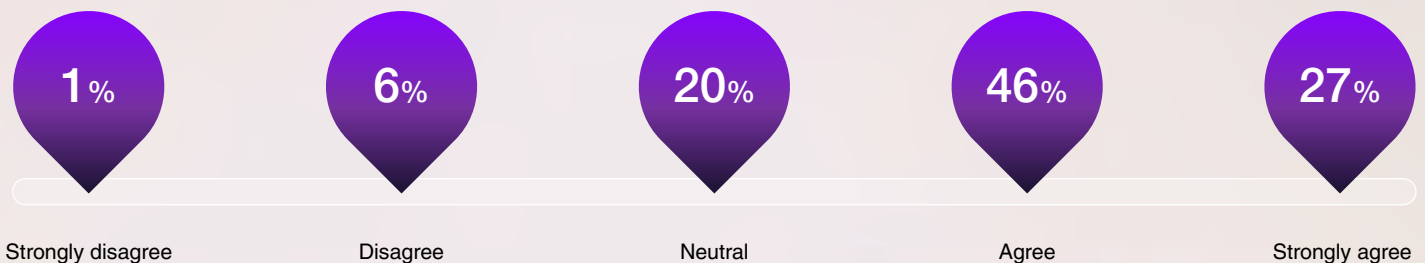
[Learn more](#)

INSIGHT 13

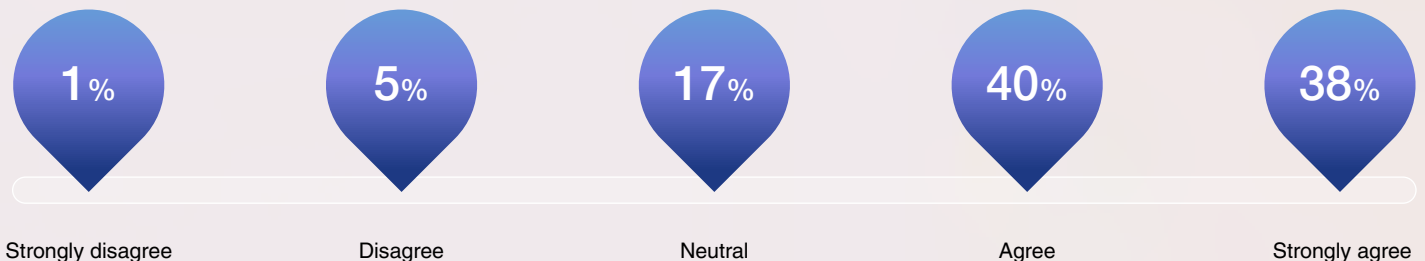
AI is a powerful tool for personalization and customization

How do you envision Generative AI tools will impact B2B marketing in the next 6 months? Please rate the following statements:

Generative AI will improve customer engagement and satisfaction.



Generative AI will create more personalized marketing experiences.



Among the 206 respondents, a significant majority (77.7%) believe that GenAI will create more personalized marketing experiences, with 39.8% agreeing and 37.9% strongly agreeing. Only 5.8% disagree or strongly disagree with this sentiment, while 16.5% remain neutral. Similarly, 72.8% of respondents agree or strongly agree that GenAI will improve customer engagement and satisfaction, with 45.6% agreeing and 27.2% strongly agreeing. A small minority (6.8%) disagree, while 20.4% hold a neutral stance.

The data highlights a strong belief in the potential of GenAI to enhance personalization in marketing, which is key to delivering relevant and engaging customer experiences. The high levels of agreement suggest that many professionals see AI as a powerful tool for analyzing customer data, predicting preferences, and tailoring content to individual needs. This is increasingly important in a market where personalized interactions can significantly impact customer loyalty and conversion rates. Respondents are optimistic about AI's ability to improve customer engagement and satisfaction due to its potential to build stronger connections with customers.

For organizations, these insights suggest a clear opportunity: investing in GenAI to drive personalized marketing efforts can lead to substantial gains in customer engagement and satisfaction. By leveraging AI to understand and anticipate customer needs, companies can deliver more targeted and effective marketing campaigns, ultimately enhancing the overall customer experience. However, to fully realize these benefits, it's important to integrate AI-driven personalization into a broader customer engagement strategy that encompasses the entire customer journey.

Our recommendations based on this insight:

Invest in personalization

Use GenAI to create highly personalized marketing experiences. Tailor content and offers based on individual customer data to increase engagement and drive conversions.

Enhance customer engagement

Leverage AI tools to analyze customer behavior and preferences, enabling more relevant and timely interactions that can boost satisfaction and loyalty.

Integrate AI into your strategy

Ensure that AI-driven personalization is part of a comprehensive customer engagement strategy. Consider how AI can be used across the entire customer journey to maximize its impact.

CASE STUDY

Tripadvisor has integrated Generative AI into its trip planning product, Trips, by introducing an AI-powered itinerary generator. This tool analyzes extensive travel data, including over a billion traveler reviews, to create personalized day-by-day travel plans. The AI tailors these itineraries based on user preferences, such as destination and interests, offering a highly customized travel experience.

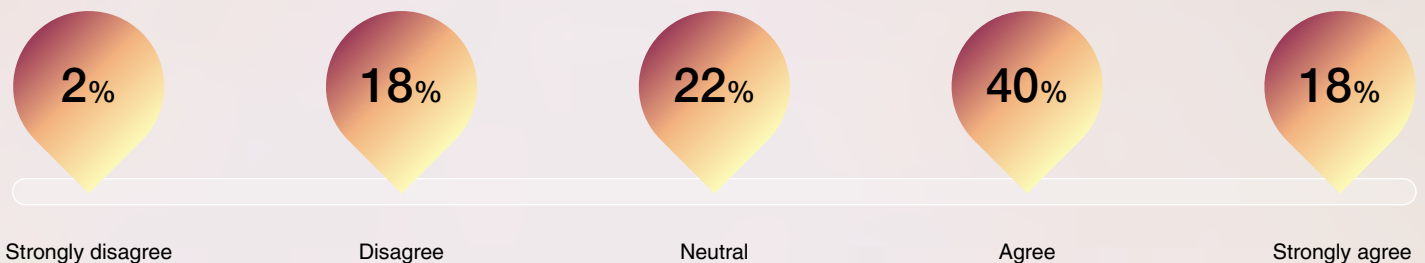
[Learn more](#)

INSIGHT 14

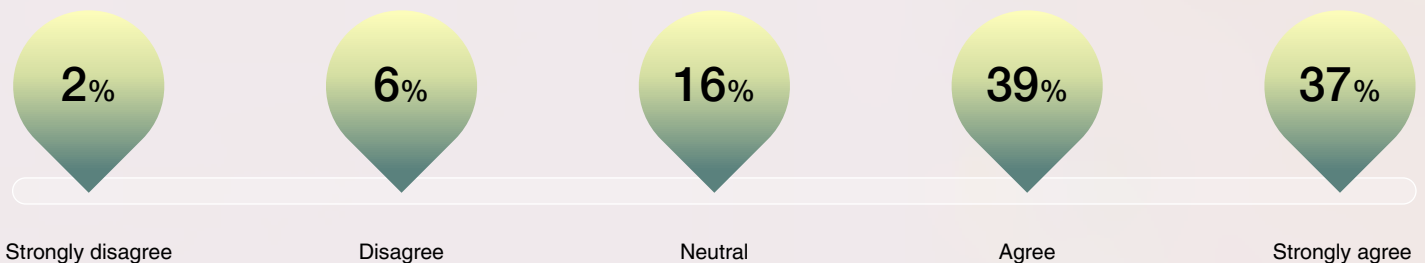
Data privacy and security are a major concern with AI

How do you envision Generative AI tools will impact B2B marketing in the next 6 months? Please rate the following statements:

Generative AI will amplify biases in generated content.



Generative AI will pose challenges in maintaining data privacy and security.



Among 206 respondents, 76.7% agree or strongly agree that GenAI will pose challenges in maintaining data privacy and security, with 39.3% agreeing and 37.4% strongly agreeing. Only 7.8% disagree or strongly disagree, while 15.5% remain neutral on the issue. Similarly, 57.3% of respondents believe that GenAI will amplify biases in generated content, with 39.8% agreeing and 17.5% strongly agreeing. On the other side, 20.9% disagree or strongly disagree, and 21.8% hold a neutral view.

The data reflects significant concerns among professionals about the risks associated with GenAI, particularly in terms of data privacy and the amplification of biases. The overwhelming agreement on the challenges AI poses to data privacy and security indicates that these are pressing issues that organizations must address. This concern is likely driven by the increasing scrutiny on data protection laws and the potential for AI to inadvertently expose or misuse sensitive information. Meanwhile, the substantial portion of respondents worried about AI amplifying biases underscores the ethical challenges inherent in AI systems, particularly the risk of perpetuating existing societal prejudices through automated processes.

Our recommendations based on this insight:

Strengthen data privacy protocols

Implement comprehensive data privacy and security measures to mitigate the risks posed by GenAI. Regular audits and monitoring can help ensure compliance with regulations and protect sensitive information.

Ensure compliance throughout the business

Bring legal and compliance into your pilot programs early to make sure your processes are watertight from the start. This will avoid challenges and issues later on.

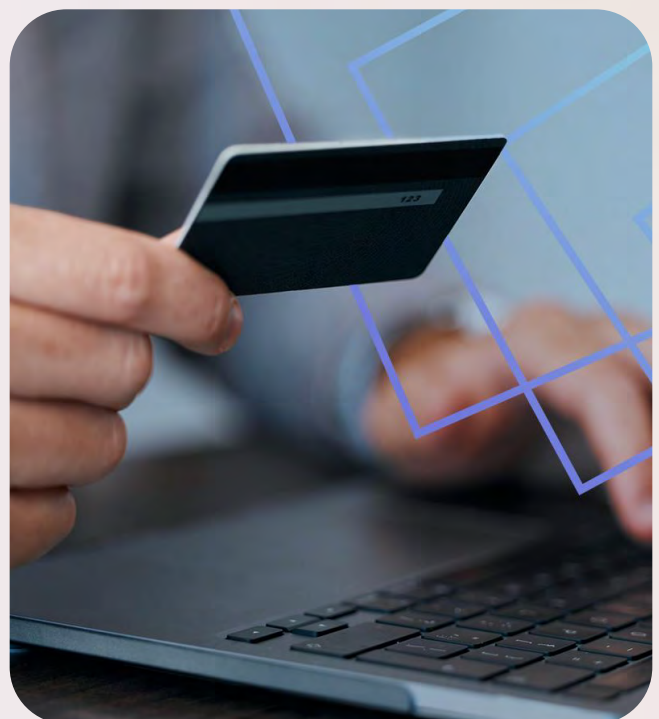
Educate your team

Provide training on the ethical and security implications of AI. When your employees understand the risks, responsibilities, and potential biases associated with AI, they can help safeguard your organization against potential threats.

CASE STUDY

American Express has implemented AI-driven systems to improve the speed and efficiency of fraud detection. By using machine learning models to analyze transaction data in real-time, American Express can quickly identify unusual patterns that suggest fraudulent activity. This system has significantly shortened the time needed to detect and prevent fraud, reducing financial losses and building greater customer trust.

[Learn more](#)

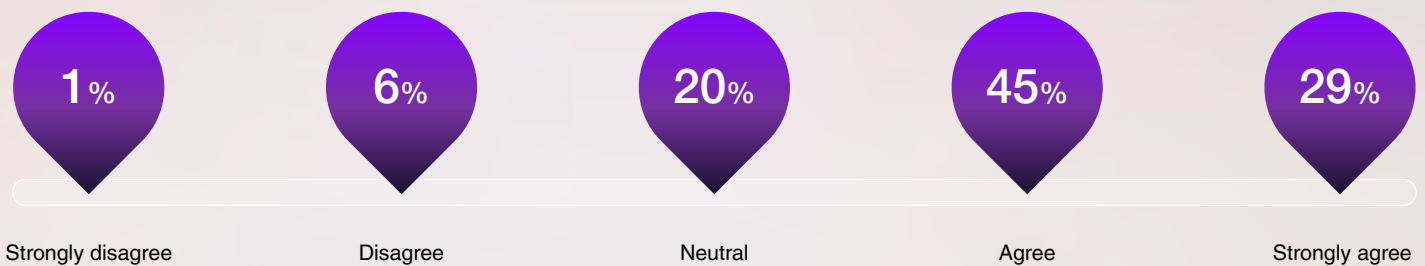


INSIGHT 15

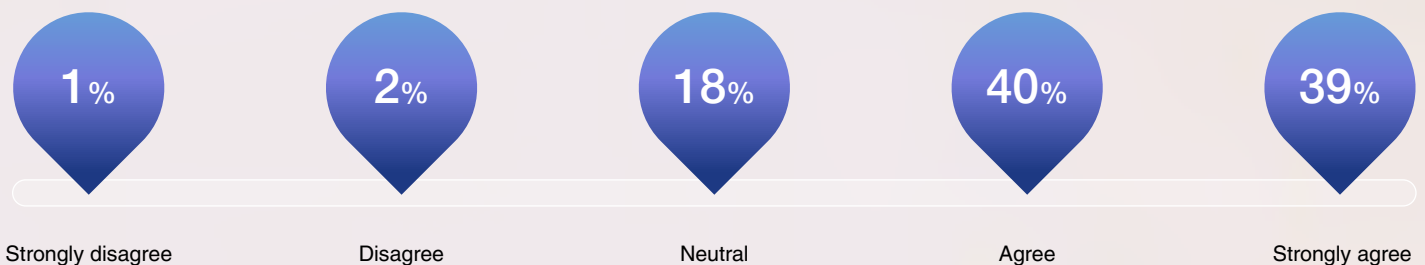
Efficiency and speed are where AI can shine

How do you envision Generative AI tools will impact B2B marketing in the next 6 months? Please rate the following statements:

Generative AI will improve the accuracy of marketing analytics.



Generative AI will increase the speed of campaign execution.



Among the 206 respondents, a significant majority (73.7%) agree or strongly agree that GenAI will improve the accuracy of marketing analytics, with 45.1% agreeing and 28.6% strongly agreeing. Only 6.3% disagree or strongly disagree, while 19.9% remain neutral. Similarly, 79.1% of respondents believe that GenAI will increase the speed of campaign execution, with 40.3% agreeing and 38.8% strongly agreeing. A small minority (3.4%) disagree, while 17.5% are neutral on the matter.

The data highlights a strong belief in GenAI's ability to enhance both the accuracy of marketing analytics and the speed of campaign execution. The confidence in AI's analytical accuracy reflects its growing role in data processing, predictive modeling, and insights generation. This improvement is crucial for making more informed data-driven decisions in marketing. On the other hand, the overwhelming agreement on AI's potential to accelerate campaign execution indicates that professionals see AI as a key enabler of faster, more efficient marketing processes. By automating routine tasks and streamlining workflows, AI allows marketing teams to execute campaigns with greater agility and precision.

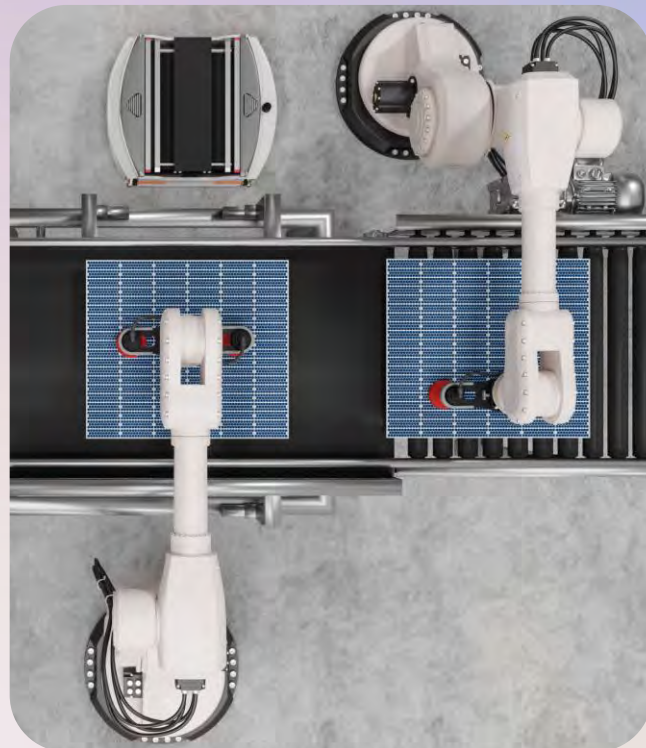
Our recommendations based on this insight:

Enhance analytics with AI

Leverage GenAI to improve the accuracy of your marketing analytics. Use AI-driven insights to make more data-driven decisions, enhancing the overall effectiveness of your marketing strategies.

Accelerate campaign execution

Integrate AI into your campaign workflows to speed up execution. Automate repetitive tasks and streamline processes to enable your team to launch campaigns faster and more efficiently.



Monitor and optimize

Continuously monitor the performance of AI tools to ensure they are delivering the expected improvements in accuracy and speed. Regularly optimize AI processes to keep pace with evolving market dynamics and technological advancements.

CASE STUDY

Siemens has strengthened operational efficiency by integrating AI-driven predictive maintenance into its manufacturing processes. The AI system continuously monitors equipment, analyzing real-time data to predict potential failures before they happen. This proactive approach has reduced unplanned downtime by up to 50% and increased production efficiency by 20%.

[Learn more](#)

What can you do?

As GenAI rapidly transforms the marketing landscape, strategic integration is crucial for maximizing its potential while mitigating risks. Marketing leaders must focus on foundational strategies that drive AI adoption, enhance operational efficiency, and maintain ethical standards.

The following 20 strategic actions provide a roadmap for organizations looking to embed AI into their marketing frameworks in a way that is sustainable, effective, and aligned with long-term business goals.

20 strategies to leverage GenAI

01

Develop a comprehensive AI strategy

Formulate a clear AI strategy that aligns with your organization's overall business objectives, ensuring that AI initiatives are focused and measurable.

02

Prioritize AI training and upskilling

Establish ongoing training programs to ensure your team has the skills and knowledge required to effectively leverage AI tools and technologies.

03

Foster a culture of innovation

Encourage experimentation with AI across teams, promoting a culture where innovation and the exploration of new AI applications are actively supported.

04

Create an AI Council

Create a strategic group that uses, understands, and champions AI within your organization. You can ask either internal team members to join, or your key partners who can help move things forward.

05

Enhance data governance and security

Implement stringent data governance policies to protect customer data and ensure compliance with privacy regulations as AI is integrated into your operations.

06

Create an AI ethics framework

Develop and enforce an ethical framework for AI use, ensuring that AI outputs align with your company's values and address potential biases.

07

Integrate AI across the marketing ecosystem

Ensure that AI is not siloed but integrated across all marketing functions, from customer engagement to data analysis, for a unified approach.

08**Adopt a phased AI implementation approach**

Start with smaller, high-impact AI projects to demonstrate value, then gradually scale AI initiatives across the organization.

09**Monitor AI-driven results continuously**

Establish metrics and monitoring systems to continuously assess the impact of AI on key marketing outcomes, allowing for real-time adjustments.

10**Balance AI with human expertise**

Use AI to enhance human decision-making, not replace it, by focusing on areas where AI can augment creativity and strategic thinking.

11**Encourage cross-functional collaboration**

Promote collaboration between marketing, IT, and data science teams to ensure AI tools are effectively integrated and optimized.

12**Invest in AI-driven personalization**

Prioritize AI applications that enhance personalization across customer touchpoints, leading to more targeted and effective marketing campaigns.

13**Strengthen leadership in AI**

Ensure that leadership is well-versed in AI capabilities and is actively involved in driving AI adoption throughout the organization.

14**Focus on long-term AI value**

Rather than chasing short-term gains, focus on how AI can create long-term value, such as improving customer lifetime value or enhancing brand loyalty.

15**Align AI with customer-centric goals**

Use AI to better understand and predict customer needs, ensuring that AI-driven strategies are closely aligned with enhancing the customer experience.

16**Implement AI compliance and auditing**

Regularly audit AI systems to ensure they are compliant with internal and external standards, and make adjustments as necessary to mitigate risks.

17**Promote transparency in AI usage**

Communicate clearly with stakeholders about how AI is being used in marketing, building trust and ensuring that AI practices are transparent and understandable.



18

Leverage AI for competitive advantage

Use AI to gain insights that can differentiate your brand in the marketplace, such as advanced customer analytics or predictive modeling.

19

Prepare for AI-driven market changes

Stay ahead of market changes by using AI to forecast trends and adapt your marketing strategies proactively.

20

Invest in scalable AI infrastructure

Ensure that your technology infrastructure can scale as AI adoption grows, enabling your organization to manage increasing data and AI workloads efficiently.

PLUS 1

21

Evaluate AI vendors and partnerships

Carefully select AI vendors and partners that align with your strategic goals, ensuring that their solutions are adaptable, secure, and provide a strong ROI.

Whatever strategy you choose, it's vital to start with the human element, not with the tool. We need to be ready and able to use AI and master the complexities of different AI tools. But at the end of the day, it's marketers like us who are using the tool, not the other way around.

Partnering with Intercept Scale

Intercept Scale is your trusted partner in harnessing the power of GenAI to elevate your marketing operations. We specialize in providing tailored AI solutions for B2B tech scale-ups, helping organizations accelerate growth, enhance operational efficiency, and achieve better results.

Whether you're just beginning your AI journey or you're looking to optimize your current AI applications, we provide the expertise, tools, and guidance you need to succeed.

Ready to elevate your marketing with AI?

If you're ready to take the next step in your AI journey, we invite you to start with an AI audit from Intercept Scale.

Our audit will assess your current capabilities, identify opportunities for AI integration, and provide you with a clear roadmap for achieving your marketing goals with AI.

Get started today—reach out to us to schedule your AI audit and discover how Intercept Scale can help you unlock the full potential of GenAI.

[Get started today](#)