

**Q1 2025 TRENDS BRIEF**

# **AI in B2B Marketing**



# Introduction

We have a front-row seat to how AI is reshaping B2B marketing globally, and we'd like to share what we're seeing.

## Our vantage point

Our clients are AI first movers—the companies building and selling market-leading AI solutions. Microsoft, SAP, Intel, HP, TD SYNnex, and others.

Beyond supporting their product marketing and go-to-market campaigns, we also collaborate with their Special Missions teams. This gives us a rare look behind the curtain at technologies that won't hit the market for another two to three years. Let's just say we're only scratching the surface.

Our work with AI started in 2017, writing white papers on machine learning and predictive analytics. Fast forward to today, and AI is embedded in our workflows, powering 20+ AI use cases to drive campaign efficiency, scale, and performance. These use cases range from ICP targeting and content personalization to AI agents that qualify leads by phone.

Our mission is to deliver enterprise-grade marketing in half the time and half the cost. We're not there yet, but we have conviction that we will be by 2030.

## Meet AI-powered research

This report is an example of one of our AI-driven workflows—AI-powered research.

Our solution, Watchtower, combines one of the largest live datasets in the world (the social media universe) with statistical research methodologies to deliver real-time, data-driven insights.

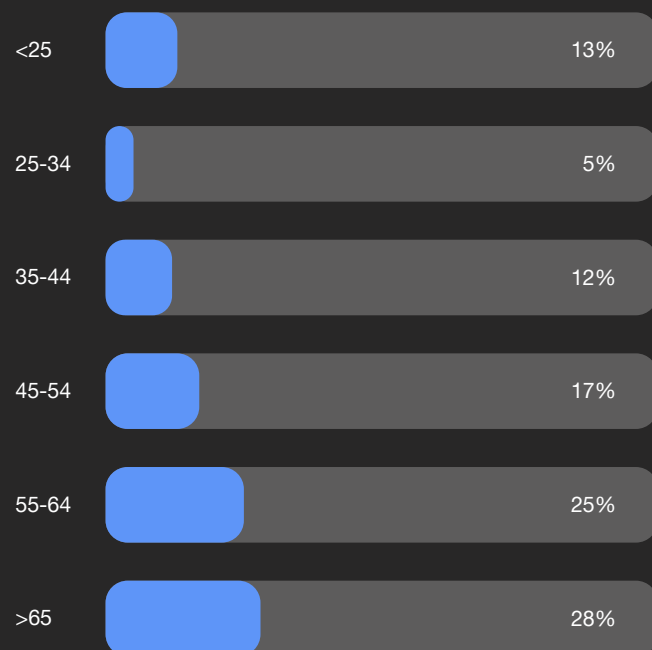
To be clear, this is not social listening. Social listening identifies influencers and trending topics, but it can't determine statistical significance. It's a monitoring tool, not a research tool.

Watchtower is different. It applies sampling precision, leveraging the "sampling from the past" technique and integrating social science principles to account for polarized or extreme viewpoints.

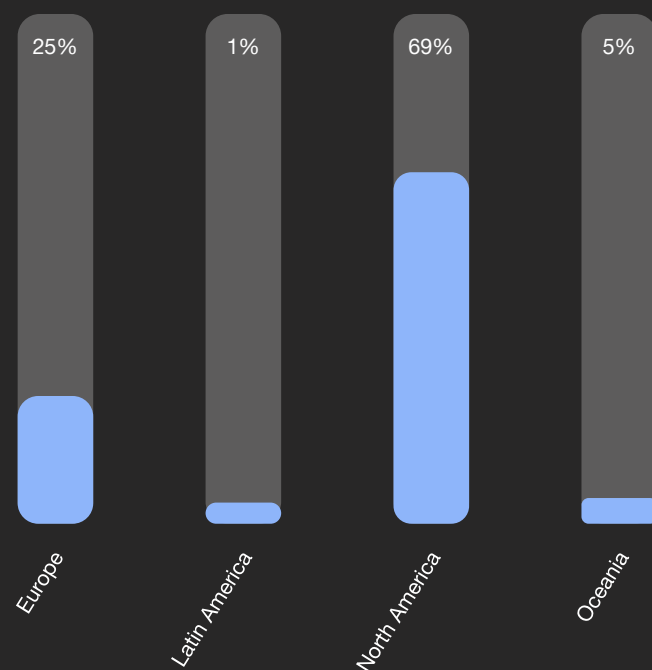
The result? An accurate, real-time, and data-driven view of nearly any topic—with the depth and rigor of traditional research, but at AI speed.

For this Trends Brief, we built a global audience of 1,754,539 B2B marketers across 135 job titles—from CMOs to Partner Marketing Managers, ABM Specialists, and SEO experts. Each survey question has its own sample size, reflecting how many of these ~1.7M B2B marketers discussed the topic during the 12-month period from January 24, 2024, to January 24, 2025.

## B2B Marketers by Age



## B2B Marketers by Region



## What's inside

This Trends Brief breaks down:

# 01

How B2B marketers are using AI

# 02

Where it's falling short

# 03

Where it's delivering value

# 04

What's next for AI-driven marketing in 2025

# Where B2B marketers are finding success with AI

AI is delivering real impact across multiple areas of B2B marketing.

Intercept Watchtower analyzed 21,567,821 conversations from 742,086 B2B marketers to identify where AI is driving the greatest success. Here are the top 5 areas:

## 01

**Personalizing customer experiences (4.64)**

## 02

**Streamlining internal marketing workflows (4.36)**

## 03

**Scaling personalized marketing campaigns (4.19)**

## 04

**Enhancing marketing compliance efforts (4.12)**

## 05

**Improving customer engagement rates (4.11)**

## Where B2B Marketers Find AI Most Effective

(Global B2B Marketers, n=742,086)



Figure 1: Where B2B Marketers Find AI Most Effective  
Global B2B Marketers, n=742,086 (95% Confidence Level, 1% Margin of Error)

As shown in Figure 1, AI's impact on B2B marketing isn't one-dimensional. It's reshaping everything from testing and decision-making to web personalization, ABM, and workflow efficiency.

If you already use AI in one area, consider expanding its role. The data suggests there are likely untapped opportunities where AI can drive an even greater impact in your organization.

# Where B2B marketers are struggling with AI

Specifically on AI challenges, our analysis of 8,297,084 conversations from 473,950 B2B marketers globally reveals where they are struggling the most.

The biggest challenge? Integrating AI with existing marketing tools.

AI is valuable—but using it in isolation isn't true innovation. To unlock AI's full potential, marketers need to move beyond one-off applications and scale AI across their marketing ecosystem.

## What's holding marketers back?

### Top 5 AI Shortfalls

(Global B2B Marketers, n=473,950)

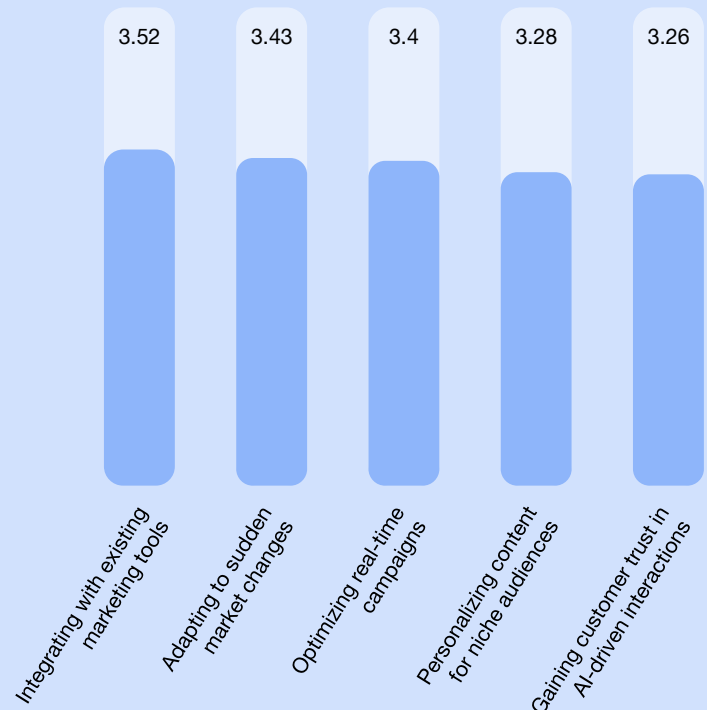


Figure 2: Top 5 AI Shortfalls  
Global B2B Marketers, n=473,950 (95% Confidence Level, 1% Margin of Error)

Scaling AI requires overcoming two key obstacles:

# 01

## MarTech integration

Disconnected tools make scaling AI difficult. Tool sprawl limits scalability, weakens the MarTech stack, and prevents AI from reaching its full potential.

Automation platforms are introducing new solutions to help close the gap. For example, Zapier Agents aims to enable AI-driven workflows across 7,000+ apps using company knowledge—on command or autonomously.

# 02

## Building a strong business case

Beyond integration, many teams struggle to secure internal buy-in and resources to scale AI. Rapid experimentation is a good start. But you need a structured, data-backed business case to justify the investment required to scale.

In the rush to implement AI, many B2B marketing teams skip the basics—only to face challenges later. Success depends on methodically selecting AI use cases, setting clear baselines, and measuring proof of concept outcomes.

# How B2B marketers plan to leverage AI this year

B2B marketers have big plans for AI this year.

Intercept Watchtower analyzed 14,464,784 related conversations from 628,571 B2B marketers, and it identified 17 key AI use cases with the highest expected impact.

## Planned AI Use Cases in 2025

(Global B2B Marketers, n=628,571)



Figure 3: Planned AI Use Cases in 2025  
Global B2B Marketers, n=628,571 (95% Confidence Level, 1% Margin of Error)



The top priority for B2B marketers is improving AI-driven product and service recommendations—a key strategy for increasing customer lifetime value (CLV). With customer acquisition costs (CAC) rising, organizations are focusing on customer lifecycle marketing to maximize cross-sell and upsell opportunities.

### Emerging AI use cases in B2B marketing

AI-powered campaign testing ranks second, with marketers leveraging synthetic data and LLM-driven personas to simulate customer interactions before launch. These advancements allow teams to refine campaigns before they go live, reducing performance risk.

AI-driven video content is another major focus, with marketers adopting multimodal strategies that integrate text, images, video, and audio to enhance engagement. From real-world client campaigns, we've seen significant improvements in AI-generated video quality—particularly for solution explainer videos, which often require high volume and localization across multiple languages.

# B2B marketers have big plans for AI agents

B2B marketers are increasingly looking to integrate AI agents into their workflows, with plans to expand their use across a growing number of areas.

Intercept Watchtower analyzed 5,986,763 conversations from 416,383 B2B marketers globally, highlighting a diverse range of planned AI agent use cases.

## Planned Use of AI Agents

(Global B2B Marketers, n=416,383)

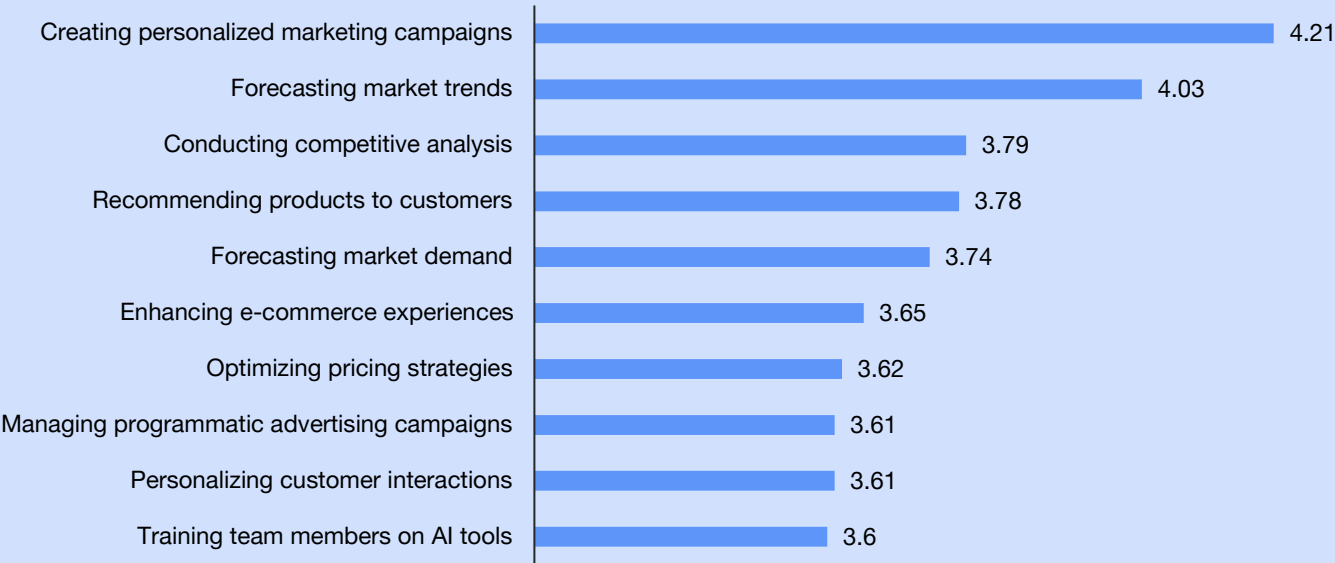


Figure 4: Planned Use of AI Agents  
Global B2B Marketers, n=416,383 (95% Confidence Level, 2% Margin of Error)

## AI agents as strategic data analysts

Personalization is the most immediate AI opportunity for marketers. The challenge? Getting it right.

Effective personalization requires analyzing and applying vast amounts of data. Many marketing teams struggle with data fluency, making it challenging to translate raw data into actionable insights.

AI agents fill this gap by acting as strategic data analysts—processing, interpreting, and surfacing key insights so marketers can make faster, data-driven decisions without requiring deep analytics expertise.

## Bridging the AI literacy gap

“Training team members on AI tools” ranks among the top 10 AI agent use cases, highlighting the urgency of closing the AI literacy gap.

To fully leverage AI-powered tools and workflows, marketing teams must upskill and adapt. AI agents are now playing a key role in accelerating that learning curve.

## The future of AI agents in B2B marketing

As the year unfolds, we expect use cases to shift dramatically, driven by advancements from frontier model companies and app vendors releasing new agentic AI capabilities.

At the same time, the industry is still refining what constitutes an AI agent and defining scalable, reliable applications. As these capabilities mature, AI agents will quickly move beyond tactical automation into more strategic decision-making roles.

# Conclusion

AI is evolving too fast for traditional research methods to keep up.

That's why Intercept Watchtower will continue to track how B2B marketers are adopting AI, delivering real-time insights to keep marketing teams ahead of the curve. This Q1 2025 Trends Brief is just a preview of what's to come. Stay tuned for more insights and perspectives to help shape your AI strategy.

At Intercept, we're not just tracking AI trends. We're deploying AI in real-world marketing campaigns for some of the largest tech companies in the world.

If you're ready to explore how AI can transform your marketing, we'd love to connect.

[Get in touch](#)

