

Q2 Trends Brief

Where are we at with AI?

AI adoption in B2B marketing is accelerating, but readiness, consistency, and confidence haven't caught up. This infographic explores how marketers are using AI today, which challenges they face, and where the next wave of innovation is taking shape.

Key trends: Watchtower signals

Social media interactions from 328K+ B2B marketers, gathered by Intercept's proprietary AI-powered research platform Watchtower, reveal how forward-looking teams are preparing for the next wave of AI.

01

Adoption outpaces readiness.

Marketers are quickly implementing AI, but without the structure, governance, and training to match.

02

Skills are rising, but confidence isn't.

AI proficiency is improving, but marketers are uncertain what it means for their roles and future.

03

Content and speed lead, but strategy stays human.

AI is valued for production tasks, but strategic work and high-value creative remain people-driven.

AI enables action, not conviction

While AI automation increases the pace of content creation, marketers continue to rely on human insight for strategic thinking, brand alignment, and context-sensitive creativity.

01

How B2B marketers use AI

Marketers are prioritizing speed, tasking AI for quick-turnaround content that can be automated. They allow AI to assist but not lead, keeping strategy and quality human-defined.

Top AI use cases

Create organic social media posts

Deploy AI-powered chatbots

Generate alt text for images

AI struggles with critical thinking and brand voice. Its output is unreliable. Human oversight remains essential to achieving consistency and credibility.

02

Challenges facing AI adoption

Weakest AI performance

Brainstorming campaign concepts

Framing content within strategic context

Maintaining voice and tone in writing

03

Which AI tools are winning?

Most marketers are still exploring and testing the AI landscape. Workflow and content tools dominate, but no clear leaders have emerged. Efficiency drives tool use, not long-term commitment.

Top AI tools

Automation and workflow

Ada
Chatfuel
ClickUp AI

Copy and content generation

Anyword
Clearscope
Copy.ai

Data, insights, analytics

Ahrefs AI
Browse AI
BuzzSumo

Frontier and foundation models

ChatGPT
Claude
Gemini

Sales, CRM, performance

Apollo.io AI
Chorus AI
Gong AI

Visual and design tools

Canva Magic Studio
DALL-E
Descript

New use cases include AI for planning, personalization, and intelligent dashboards. Some multimedia formats, such as video, are moving into AI production.

04

Where is AI going?

Emerging AI potentials

Perform marketing tasks

Assist media planning

Generate multimedia content

What should we talk about?

The key talking points surround readiness, collaboration, and measurement. The topics suggested below are meant to guide thoughtful inquiry and conversation.

Five questions to help your team move from testing to transformation:

- 01 Are we scaling AI faster than teams are ready for it?
- 02 How do we move from AI-powered tasks to orchestrated workflows?
- 03 Are we helping people understand what AI means for their roles?
- 04 Do we have a clear framework for how humans and AI collaborate by task?
- 05 Are we measuring AI ROI in a disciplined way?

Looking to dive deeper?

Download the complete Q2 Trends Brief to explore the data and strategic insights.

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