Q2 Trends Brief Where are we at with AI?

Al 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.



Al 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.

How B2B 01 marketers use Al

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

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

Challenges facing Al adoption

Weakest AI performance



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Brainstorming campaign concepts



Framing content within strategic context



Maintaining voice and tone in writing

Which Al 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



New use cases include AI for planning, personalization, and intelligent dashboards.

Where is

Some multimedia formats, such as video, are moving into AI production.

AI going?

Emerging AI potentials



marketing tasks



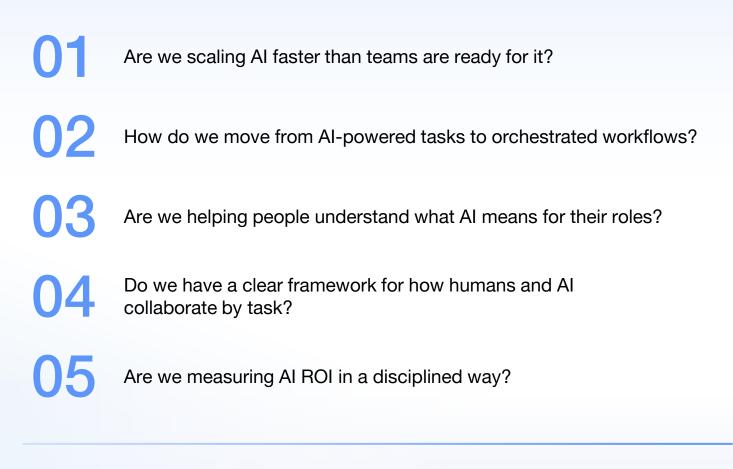
Assist media planning

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:



Looking to dive deeper?

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

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