



LEVERAGING AI IN MARKETING

STRATEGIES, TACTICS & TRENDS

Research Created for Marketers



Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend2[™]
RESEARCH-BASED MARKETING

IN THIS REPORT...

3. Methodology and Participants
4. Introduction
5. Current Use of AI
6. Rating Success
7. Top Challenges
8. AI Use Cases
9. Key Benefits
10. Targeting and Personalization
11. Measuring Success
12. Future Investment in AI
13. About Ascend2 Research

PUT THIS CONTENT
TO GOOD USE!
↓

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

Please feel free to adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners, but not in any way that suggests that they endorse you or your use of the work.

When you share this content, please provide a link back to ascend2.com

➤ **METHODOLOGY**

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

SURVEY RESPONDENTS

N = 400 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	22%
B2C (Business-to-Consumer)	45%
B2B and B2C Equally	33%

Number of Employees

More than 500	29%
50 to 500	41%
Fewer than 50	30%

Primary role in company

Owner / Partner / C-Level	38%
Vice President / Director / Manager	41%
Non-Management Professional	21%

LEVERAGING AI IN MARKETING

With the proliferation of AI understanding comes more knowledge of how it can be applied to marketing strategies.

So, how are marketers currently using AI, and how do they plan to invest in its use in the coming year?

To help answer this question, Ascend2 and our Research Partners fielded the Leveraging AI in Marketing survey. We thank the 400 marketers who responded to this survey during the month of December 2023.

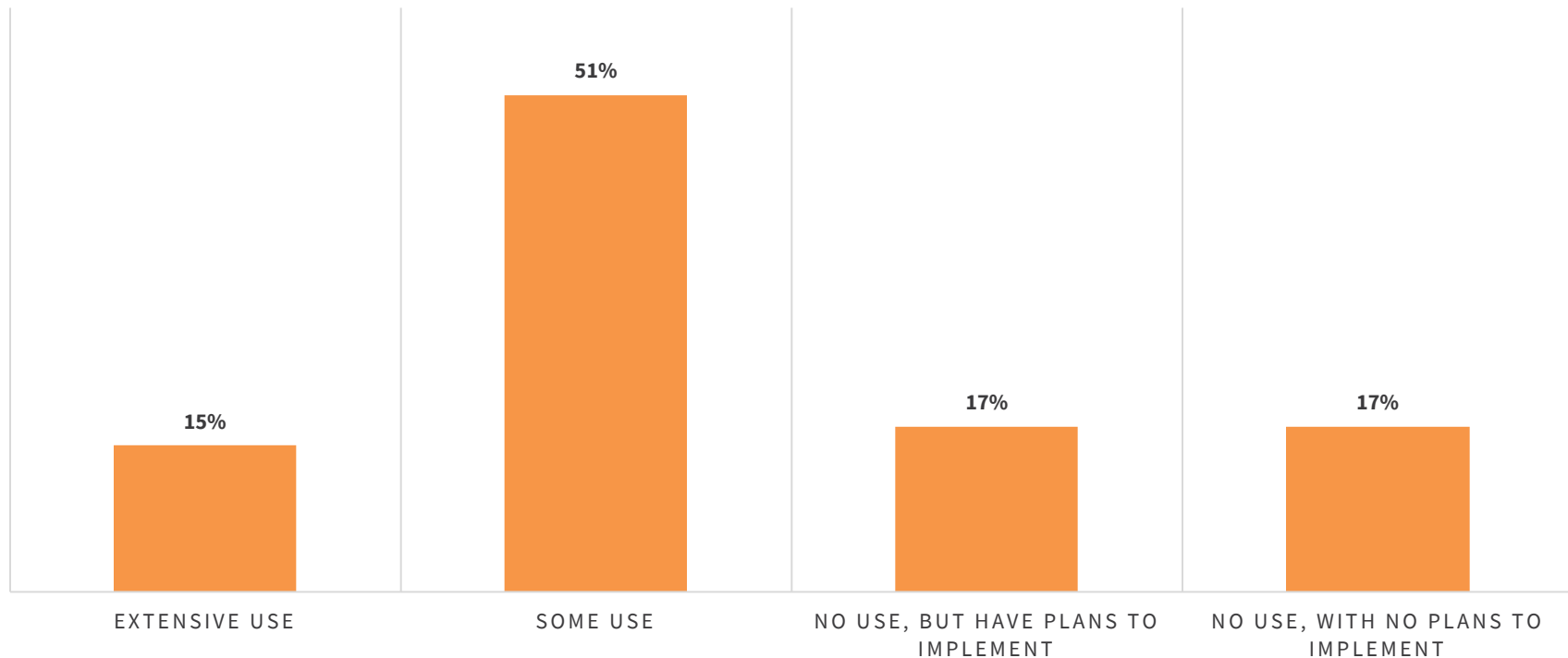
This Survey Summary Report, titled *Leveraging AI in Marketing*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

CURRENT USE OF AI

According to our research, if you are not already using AI to enhance your marketing strategy, you are behind the curve. Two-thirds (66%) of marketing professionals surveyed already use AI to some extent, with another 17% reporting having plans to implement AI. Only 17% are not using AI in their marketing strategies and have no plans to implement it.

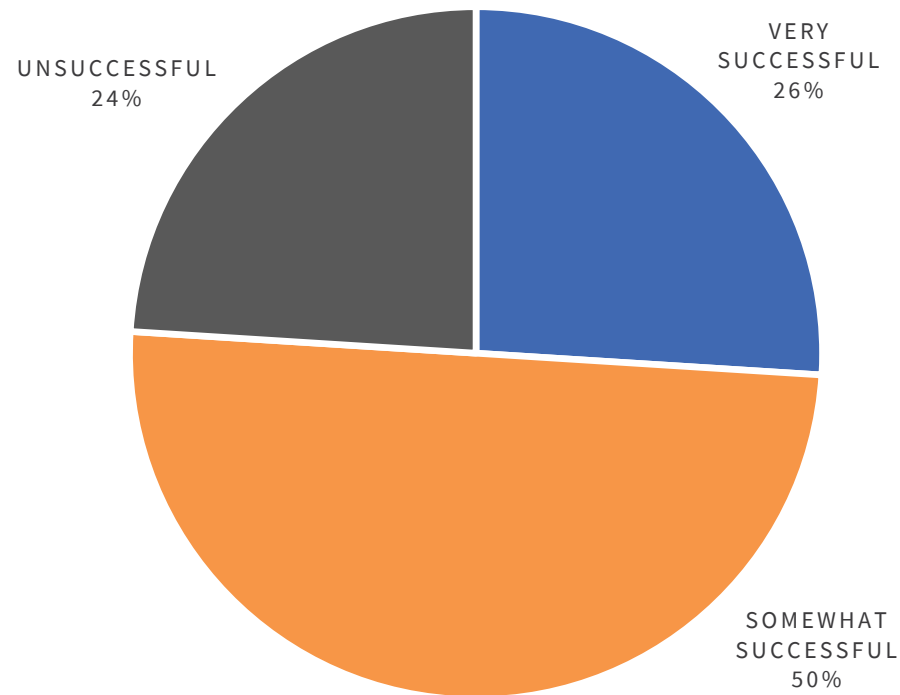
WHICH BEST DESCRIBES YOUR USE OF AI TECHNOLOGIES IN YOUR MARKETING STRATEGIES?



RATING SUCCESS

Over one-quarter (26%) of marketers would rate the success of using AI for marketing purposes as very successful. However, with another one-quarter (24%) of marketers reporting little to no success, there is still much room for improvement when using AI to improve marketing performance.

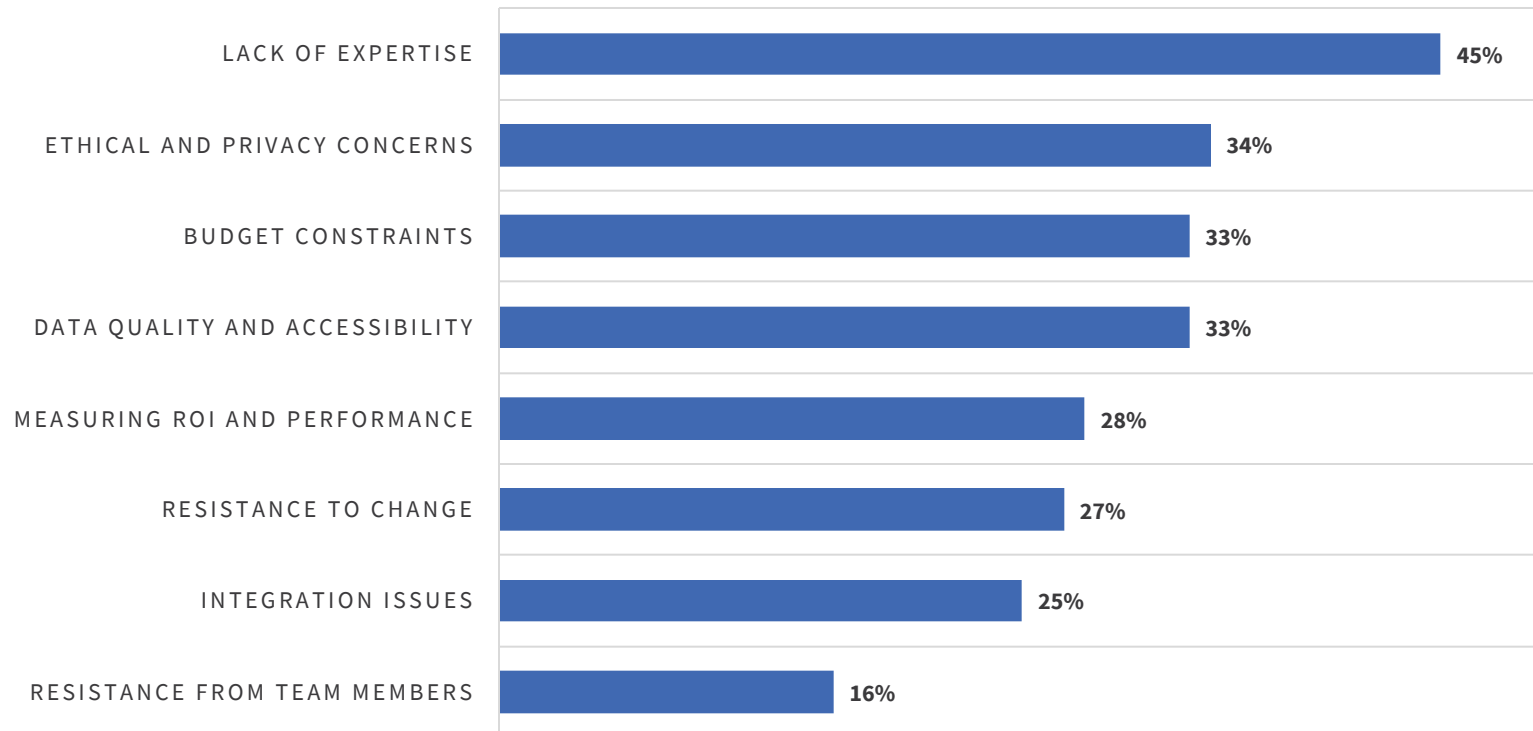
HOW WOULD YOU RATE THE OVERALL SUCCESS OF USING AI IN YOUR MARKETING PROGRAMS?



TOP CHALLENGES

As marketers implement AI in their marketing strategies, hesitations arise due to a lack of knowledge surrounding these new technologies. Nearly half (45%) of marketers list a lack of expertise as a top challenge to implementing AI. One-third of those surveyed say ethical and privacy concerns, budget constraints, data quality, and accessibility are also issues.

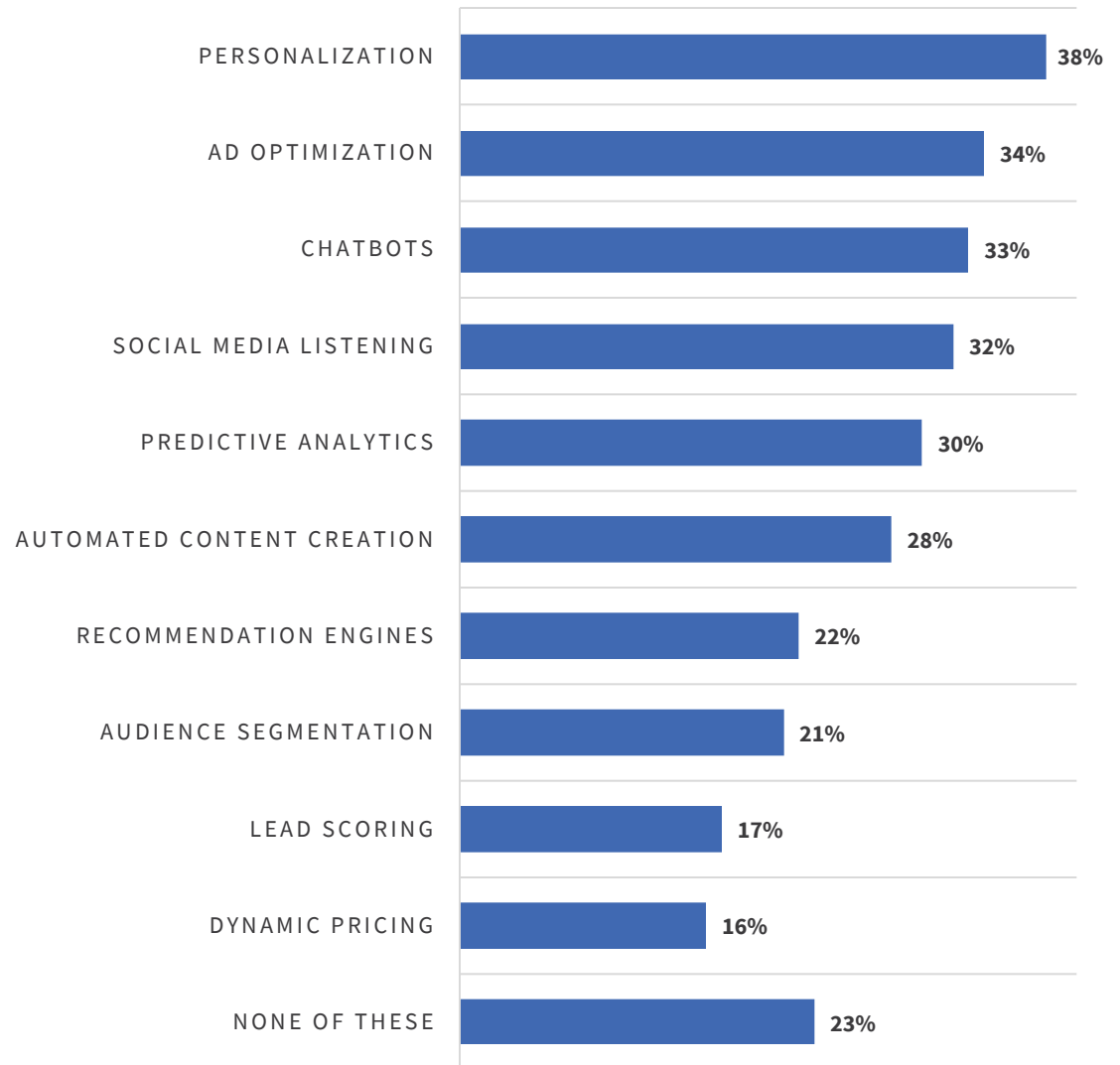
WHAT ARE THE TOP CHALLENGES OF IMPLEMENTING AI IN YOUR MARKETING STRATEGIES?



AI USE CASES

Personalization is the most commonly reported use case of AI for marketing, according to 38% of marketers surveyed. About one-third of marketers are using AI for optimization of advertising, in their use of chatbots, and for social media listening purposes. AI for dynamic pricing and lead scoring has not yet caught on with most marketing professionals surveyed.

WHICH OF THE FOLLOWING MARKETING TASKS HAVE YOU USED AI-POWERED SOLUTIONS TO ACCOMPLISH?

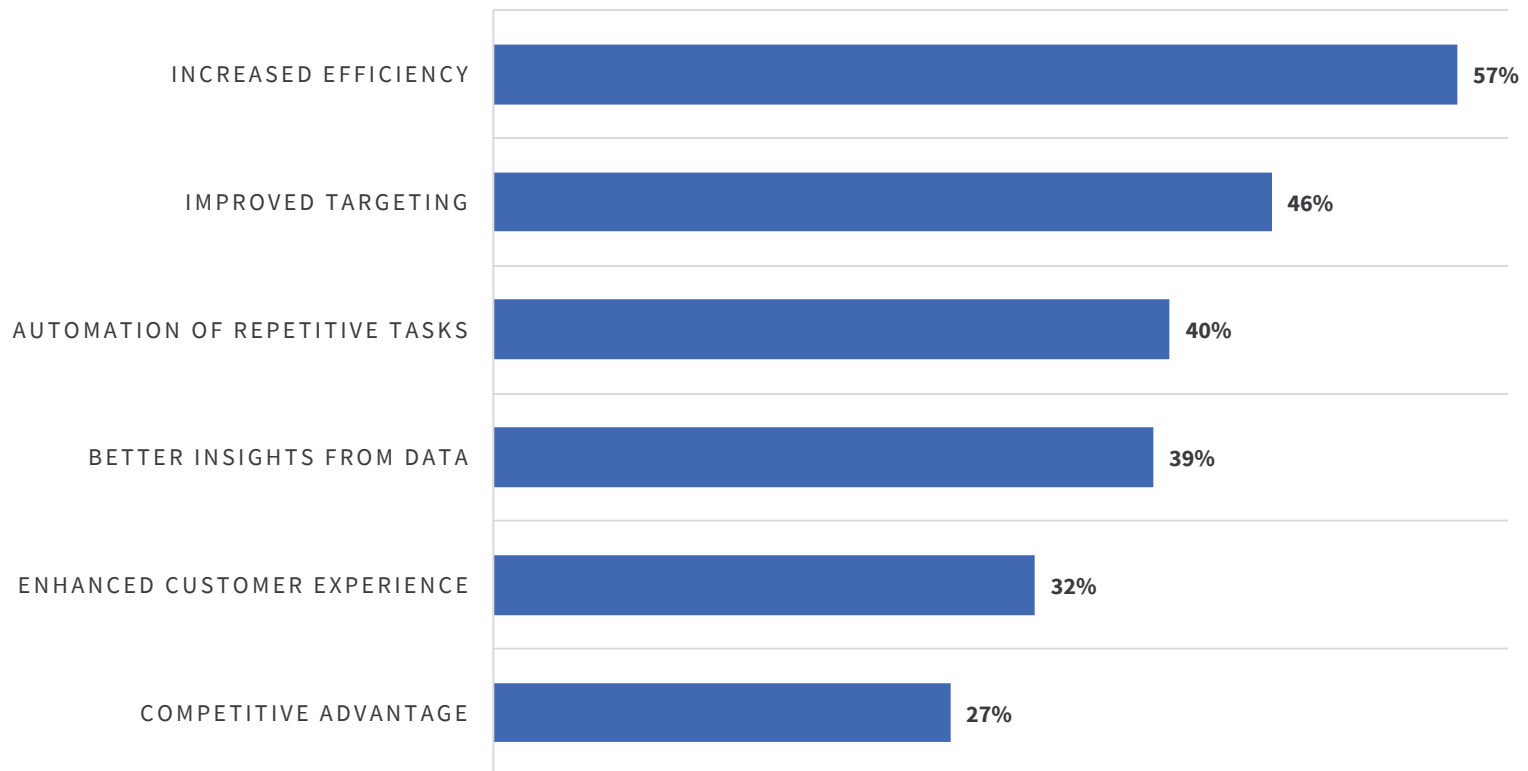


KEY BENEFITS

According to 57% of marketers, AI can help increase efficiencies in their marketing strategies.

Nearly half (46%) of marketers say that AI can help to improve targeting efforts. As AI continues to improve targeting, marketers may become more willing to implement AI in their segmentation practices.

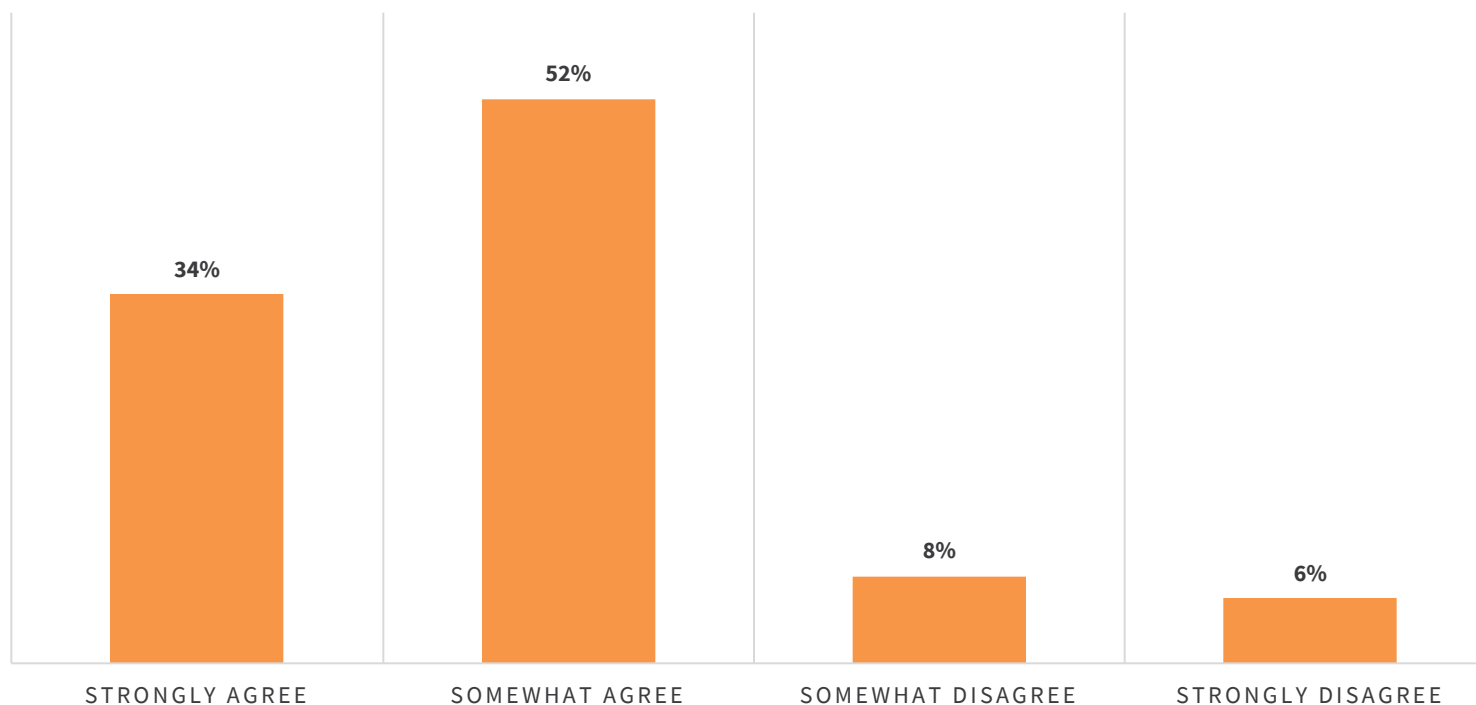
WHAT ARE THE KEY BENEFITS OF USING AI IN MARKETING?



TARGETING AND PERSONALIZATION

An 86% of marketing professionals surveyed agree that using AI can significantly impact their ability to target and personalize marketing content for individual customers. Personalized content enables marketers to reach and connect with their target audiences to deliver improved customer experiences, ultimately impacting their bottom line.

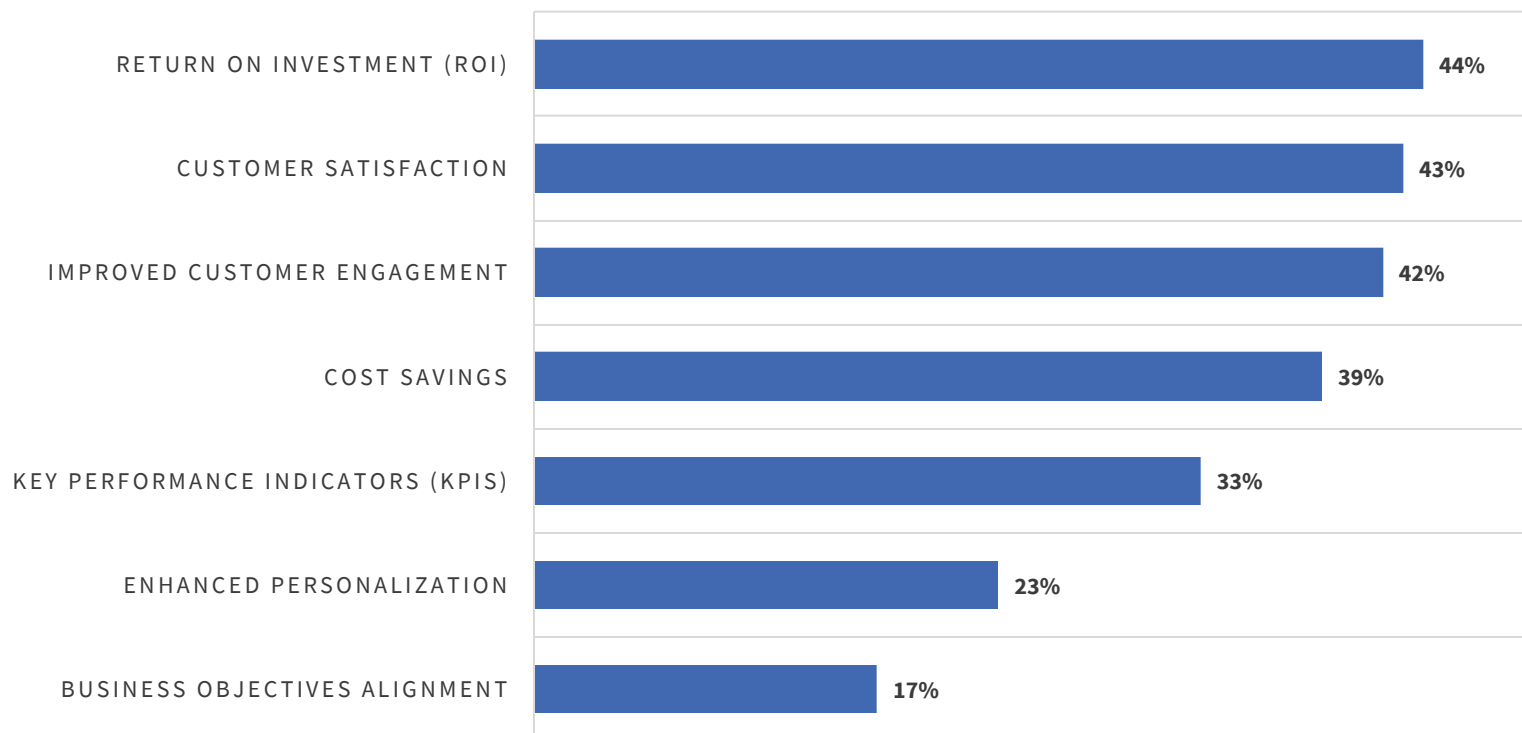
USING AI CAN SIGNIFICANTLY IMPACT OUR ABILITY TO TARGET AND PERSONALIZE MARKETING CONTENT FOR INDIVIDUAL CUSTOMERS.



MEASURING SUCCESS

How are marketers measuring the performance of their use of AI? Increased Return on Investment (ROI), improved customer satisfaction, and improved customer engagement are the most effective indicators of success according to 44%, 43%, and 42% of marketers, respectively. Business objectives alignment is only considered an effective way to measure success for 17% of those surveyed.

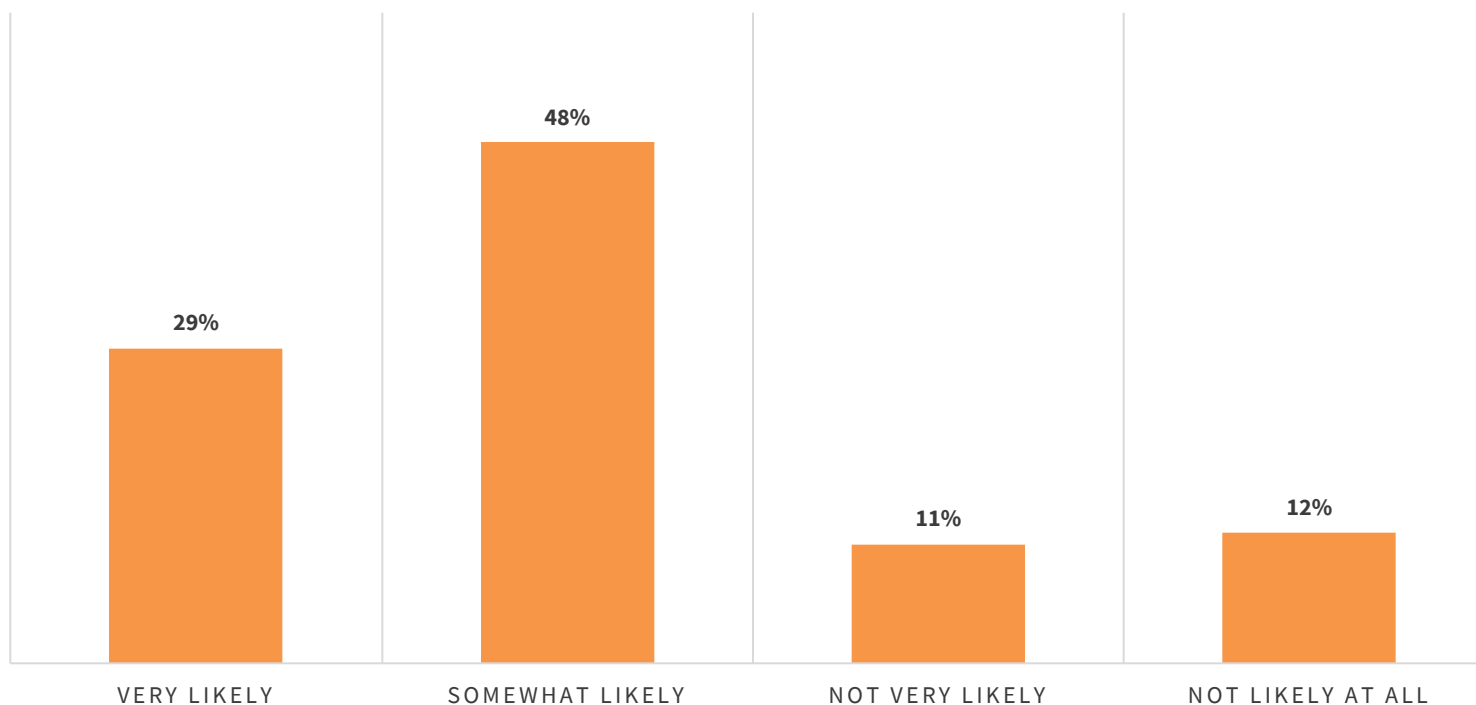
WHAT ARE THE MOST EFFECTIVE WAYS TO MEASURE THE SUCCESS OF YOUR AI-DRIVEN MARKETING INITIATIVES?



FUTURE INVESTMENT IN AI

Marketers' investment in AI will continue to grow in the coming year. Over three-quarters (77%) of marketers surveyed say they are likely to increase investment in AI for marketing purposes in the next 12 months, with 29% reporting they are very likely to increase investment and another 48% reporting moderate likelihood.

HOW LIKELY IS IT THAT YOU WILL INCREASE INVESTMENT IN AI FOR MARKETING IN THE NEXT 12 MONTHS?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

NEED RESEARCH?
CLICK HERE!

WORK WITH US



Don't just take it from us... Here's what some of our customers say.

“Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. Further, the program was affordable (even for an early-stage startup), and the results to date are **already surpassing our ROI goals.**”

-David Crane, VP Marketing, Intentsify

“Ascend2 was a pleasure to work with and helped us to design a thoughtful survey that uncovered **truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects.”

-Nick Olsson, CEO, Olsson Communications

"The firm truly embeds itself into the research and data needs of your organization...

The team is communicative, easy to work with, and willing to partner in other ways to make sure the data story comes to life through content, comms, social and PR efforts.

-Jillian Ryan, Senior Director of Content Strategy, Brightcove

“Ascend2 research is esteemed in the marketplace, so even press contacts that you don't know will pick it up — and **Ascend2 rates allowed me to do more with my budget** (always a plus!). Adding an Ascend2 original research project is almost always part of my content strategy.”
Waynette Tubbs, Director, Content Marketing, Oracle

-Waynette Tubbs, Director, Content Marketing, Oracle

NEED RESEARCH?
CLICK HERE! →

WORK WITH US