

DRIFT[®] /



2023

STATE OF MARKETING AI REPORT

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Making the Future More Intelligent and More Human

2023

A Letter from Paul Roetzer, Founder & CEO, Marketing AI Institute

We are at the dawn of the most profound technological shift in human history.

AI is changing everything about how we communicate, sell, learn, teach, design products, start and grow businesses, hire and develop talent, manage tech stacks, build strategies, allocate resources, and drive performance.

Big tech is battling for AI supremacy, while pouring billions into AI infrastructure, models, and applications.

AI startups are building tools that can generate text, images, videos, audio, and code.

Governments are racing to understand and regulate AI.

Schools are struggling to adapt curriculum and policies.

Businesses are scrambling to evolve and innovate.

Entrepreneurs are emerging from everywhere to launch AI native companies that will disrupt industries.

Professionals are balancing fear of the unknown, with excitement for the previously unimaginable.

AI is creating boundless opportunities, while sowing chaos and uncertainty in society.

And this is the least capable AI we will ever know.

For many businesses, ChatGPT's release in November 2022 was a wake-up call. But, ChatGPT and large language models (LLMs) are just the tip of the iceberg for what's to come in AI.

AI advancements in language, vision, prediction, reasoning, decisioning, and action will reinvent business models and industries, and redefine knowledge work at a rate and scale that the economy has never seen.

Millions of jobs will be impacted as companies realize the power and potential of AI to drive productivity, efficiency, and profits.

Yet, the vast majority of leaders charged with guiding their organization's vision, strategy and teams lack even a baseline understanding of the technology.

We have to do more—individually as marketers, and collectively as an industry—to move past fear and uncertainty; to embrace smarter technologies; and to lead in the responsible application of AI in our organizations, schools, and communities.

We can choose to make the future more intelligent, and more human.



PAUL ROETZER

Founder & CEO, Marketing AI Institute

Executive Summary

2023

Marketing AI Institute and Drift have teamed up once again to provide unparalleled insight into the awareness, understanding, and adoption of artificial intelligence in the marketing industry with the third annual State of Marketing AI Report.

The 2023 State of Marketing AI Report contains never-before-seen data from more than 900 marketers on how AI is being used in their work.

What we learned is that the marketing industry is diving headfirst into AI usage and adoption, but is in desperate need of executive leadership and support to realize the transformative benefits of AI in their companies and careers.

1. AI IS A CLEAR TOP PRIORITY FOR MARKETERS THIS YEAR.

64% of marketers say AI is either very important or critically important to their marketing success over the next 12 months. This is a significant change in sentiment over 2022, when only 51% said the same thing.

2. MARKETERS ARE PRIMARILY LOOKING TO USE AI TO SAVE TIME.

77% of marketers say that reducing the time spent on repetitive tasks is the top outcome they want to achieve with AI. This is also the top desired outcome among AI decision-makers and the C-suite.

3. THERE IS SIGNIFICANT AI ADOPTION IN MARKETING.

98% of all marketers surveyed say they are already personally using AI in some way—most commonly, they're experimenting with it (45%). 29% say it's already infused into their daily workflows.

4. THERE IS SIGNIFICANT AI OPTIMISM IN MARKETING.

Not to mention, 64% of marketers say they have positive feelings about AI's impact on marketing, business, and society. Just 5% say they have outwardly negative feelings about the technology. (Though 31% are neutral or not sure how to feel.)

5. CONFIDENCE IN EVALUATING AND PURCHASING AI TECHNOLOGY IS SLOWLY IMPROVING.

The percentage of respondents who say they have low confidence in evaluating and purchasing AI technology has decreased from 29% in 2022 to 21% today, while the percentage of those expressing medium confidence has increased from 39% in 2022 to 46% today. The percentage of those with high or very high confidence has also modestly improved, from 29% last year to 32% this year.

6. MOST MARKETERS STILL REMAIN IN THE EARLY STAGES OF UNDERSTANDING AND ADOPTING AI.

When asked how they classify their understanding of AI, the vast majority of marketers say they're at beginner (35%) or intermediate (54%) levels. Just 11% say they're advanced.

Yet, when compared against the 2022 State of Marketing AI Report, these statistics indicate that many more people have moved from the beginner to intermediate stage of AI understanding. Because in 2022, 45% of marketers classified themselves as beginners while only 43% said they were intermediate, indicating that a sizable portion of the industry has moved their AI understanding forward in the last 12 months.

However, many are still in the early phases of marketing AI transformation. 58% of marketers say they're still learning how AI works, and exploring its applications and potential value. 35% say they're starting to prioritize and run AI pilot projects. And just 7% say they're actually scaling AI today.

7. COMPANIES LAG BEHIND IN PROVIDING AI EDUCATION AND GUIDANCE.

78% of respondents say their employers have no internal AI-focused education or training. Predictably, then, when asked about their top barriers to adopting AI, a lack of education and training topped the list for the third straight year. (64% of respondents said it was a barrier.) Other top barriers included a lack of AI awareness or understanding, and a lack of AI strategy.

8. COMPANIES LAG BEHIND IN PROVIDING GENERATIVE AI AND ETHICS POLICIES.

Only 22% of organizations have generative AI policies. And only 21% of organizations have an AI ethics policy or responsible AI principles. Smaller companies (\$0 - \$10M in revenue) are the most likely to lack these policies.

9. LACK OF COMPANY SUPPORT MAY BE CREATING FEAR AND UNCERTAINTY AROUND AI.

Despite their widespread AI usage, marketers are still conflicted about how AI will impact their jobs.

When asked how AI will affect marketing jobs in the next three years, 40% of respondents say they believe more jobs will be eliminated over this time due to AI. Conversely, 36% say more jobs will be created by AI in the same timeframe.

Interestingly, those with the role of CEO/President are more likely than any other role to think that more jobs will be eliminated due to AI in the next 3 years (47%).

10. ENTRY-LEVEL ROLES MAY BE PARTICULARLY LAGGING BEHIND WHEN IT COMES TO AI.

Those who say they work in entry-level roles are most likely to say they're beginners when it comes to understanding AI. They are also far more likely than other seniority levels to not use AI at all, with a full 10% saying they don't use it.

Additionally, entry-level roles are most likely to say AI will have no meaningful impact on jobs at all (18%).

11. CEOS AND CMOS ARE OWNING AI ADOPTION IN MARKETING.

Respondents were asked who owns adoption and integration of AI technology for marketing within their organization. CEOs are most commonly cited (35%) as the full owner or a partial owner alongside other roles. CMOs are a close second, with 33% either partially or fully owning AI.

Other roles don't come anywhere close. Just 15% of respondents say the Chief Technology Officer is involved in AI ownership, while 8% say the IT department or the Chief Digital Officer is involved. 21% say that no one owns AI at all.

This leaves CEOs and CMOs far and away as the two most important roles owning AI within marketing organizations.

And, the larger the organization, the more AI ownership falls on CMOs. Smaller organizations of \$0 - \$10M in revenue are most likely to cite the CEO as the AI owner while CMOs begin to be most commonly cited as partial or full AI owners once organizations grow above \$10M in revenue.

And out of the 33% of respondents who say CMOs are involved in AI ownership, two-thirds do not include the CEO in a co-ownership role—further indicating that CMOs are taking the AI reins in larger companies.

12. CMOs IN PARTICULAR MUST MAKE AI UNDERSTANDING, TRAINING, AND STRATEGY URGENT PRIORITIES.

Though CMOs play a starring role in AI ownership, they also have gaps in their AI knowledge—gaps that may be partially responsible for why organizations are lagging in AI understanding, training, and strategy.

When benchmarked against the rest of the C-suite, CMOs fall behind in AI understanding, confidence, and usage.

Among the C-suite, CMOs are most likely to say they have a beginner's understanding of AI (30%) and are least likely to say they have an advanced understanding (10%). They also are the least likely to have high or very high degrees of confidence in evaluating AI technology (33%) and are the least likely to be infusing AI into their daily workflows (26%).

If organizations expect to survive and thrive in the coming age of AI, CMOs must take urgent action to upskill themselves—and their teams—on AI understanding, usage, and training.

Methodology

2023

The 2023 State of Marketing AI Report collected responses to 15 questions about AI and its role in marketing, as well as responses to six questions about the demographics of the survey takers.

The survey took place between April 26 and July 12, 2023. Respondents were not required to answer all of the questions in order to submit their responses. 918 respondents completed at least some of the survey, with the vast majority (96%) completing the full survey.

As such, the data presented in this report may reflect varying participation rates across different data points. Throughout the report, we clearly indicate the sample size of respondents for a particular answer set. In some places, percentages may add up to more than 100%, either due to multiple responses being selected or the rounding up of percentages for easy reading.

The survey was primarily promoted via the Marketing AI Institute website, newsletter, podcast, and webinars, so it is possible that respondents, who have shown a predisposition to AI content and information, may have higher awareness and adoption levels of AI than the broader industry.

The Respondents

2023

Survey respondents represent a diverse set of roles, marketing disciplines, and company sizes.

Roles

The highest percentage of respondents (24%) identify themselves as managers. The next highest role cited is CEO/President (23%). The C-suite as a whole comprises 36% of respondents. Chief Marketing Officers comprise 9% of the total.

Role	Percentage of Respondents	Role	Percentage of Respondents
Manager	24%	Other	9%
CEO/President	23%	Vice President	7%
Director	18%	Entry-Level	6%
Chief Marketing Officer	9%	Other C-Suite	4%

n = 901

61%

OF RESPONDENTS IDENTIFY THEIR ROLES AS DIRECTOR-LEVEL OR ABOVE.

Areas of Marketing

Respondents were asked about the areas of marketing they're involved in. They could select multiple marketing categories.

Content marketing leads the pack at 83%, followed by email marketing at 68%. Other top areas include social media marketing (67%), advertising (61%), and analytics (59%).

Role	Percentage of Respondents	Role	Percentage of Respondents
Content Marketing	83%	Communications/ PR	54%
Email Marketing	68%	Customer Experience/ Customer Service	39%
Social Media Marketing	67%	Sales	36%
Advertising	61%	Ecommerce	21%
Analytics	59%	Other	10%
Search Engine Optimization (SEO)	55%		

n = 915

83%

OF RESPONDENTS ARE INVOLVED IN CONTENT MARKETING—THE HIGHEST PERCENTAGE OF RESPONDENTS.

Industry

Professional services is the industry most commonly identified by respondents, comprising 27% of those surveyed. Other common industries include software, media, education, health care, and finance.

Role	Percentage of Respondents	Role	Percentage of Respondents
Professional Services	27%	Insurance	2%
Software	14%	Consumer Services	2%
Other	10%	Real Estate	1%
Media	7%	Transportation	1%
Education	6%	Telecommunications	1%
Health Care	5%	Entertainment	1%
Finance	5%	Government	1%
Manufacturing	4%	Hotels	1%
Publishing	3%	Arts	1%
Construction	3%	Travel	1%
Consumer Packaged Goods (CPG)	3%	Recreation	0%
Retail	2%	Restaurants	0%

n = 912

27%

OF RESPONDENTS
WORK IN
PROFESSIONAL
SERVICES, THE
HIGHEST PERCENTAGE
OF RESPONDENTS.

B2B vs. B2C

When asked if their company was business-to-business (B2B) or business-to-consumer (B2C), 53% say they are exclusively in B2B, while 35% say they are in both B2B and B2C. Just 10% say they are exclusively in B2C.

Given the overlaps, 88% either work exclusively or partially in B2B, while 45% work exclusively or partially in B2C.

B2B vs. B2C	Percentage of Respondents
B2B	53%
B2C	10%
Both	35%
NA	2%

n = 883

88%

OF RESPONDENTS
WORK IN B2B.

Revenue

More than half (57%) of respondents work at companies with \$10M or less in revenue, a significantly smaller proportion than last year (68% at \$10M or less in 2022).

Larger enterprises are significantly represented, with 26% coming from people at companies with \$50M or more in revenue (compared to 23% in 2022).

Revenue	Percentage of Respondents
\$0 - \$1M	31%
\$1 - \$10M	26%
\$10 - \$50M	16%
\$50 - \$100M	6%

Revenue	Percentage of Respondents
\$100 - \$250M	5%
\$250 - \$500M	4%
\$500M - \$1B	3%
\$1B+	8%

n = 892

57%

OF RESPONDENTS
WORK IN
ORGANIZATIONS
WITH \$10M OR LESS
IN REVENUE.

Employees

In line with revenue numbers, 53% of respondents work at organizations with fewer than 50 employees, while 27% work at companies with 250 or more employees—a rise from 2022, when only 21% cited being at companies with 250 or more employees.

Employees	Percentage of Respondents
1 - 9	32%
10 - 49	21%
50 - 99	12%
100 - 249	9%
250 - 499	6%
500 - 999	5%

Employees	Percentage of Respondents
1,000 - 2,499	4%
2,500 - 4,999	2%
5,000 - 9,999	3%
10,000 - 19,999	2%
20,000+	5%

n = 908

53%

OF RESPONDENTS
WORK AT
ORGANIZATIONS
WITH FEWER THAN
50 EMPLOYEES.

Key Findings

2023

As part of the State of Marketing AI Report, respondents were asked to answer 15 questions about their AI knowledge and how their organization uses AI in marketing.

The questions came in two types. There were questions where respondents could only select one answer and there were questions where respondents could select multiple answers. In each key finding that follows, questions with multiple responses possible are indicated as such.

Understanding of AI

Q: "HOW WOULD YOU CLASSIFY YOUR UNDERSTANDING OF AI TERMINOLOGY AND CAPABILITIES?"

When asked how they classify their understanding of AI terminology and capabilities, 54% of respondents say they are at the intermediate level, while just 35% say they are beginners.

This was a major difference from 2022, when 45% said they were beginners and 43% said they were intermediate, indicating that a significant portion of the industry has moved their AI understanding forward in the last 12 months.

Those with advanced levels of understanding, however, remain largely unchanged compared to last year (11% in 2023 vs. 12% in 2022).

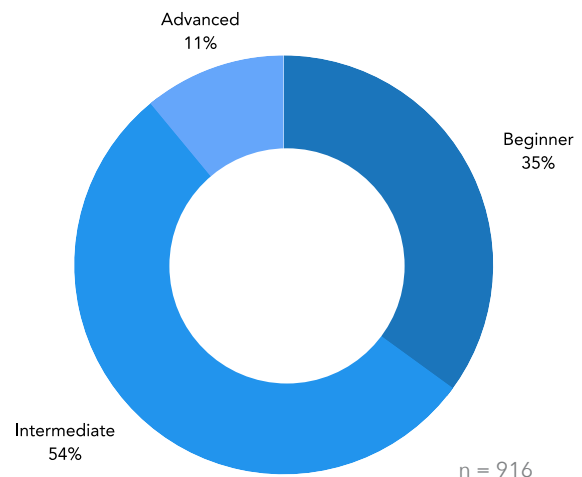
AI understanding appears to increase with seniority of role. Entry-level roles are most likely to say they are beginners (51% of entry-level respondents; n = 51), with managers coming next (46%; n = 218), followed by directors (37%; n = 167).

Chief Marketing Officers are the role most likely to say they have an intermediate understanding of AI (60%; n = 79).

Of the roles saying they have an advanced understanding of AI, other C-Suite roles (outside of CEOs or CMOs) lead the pack with 28% (n = 36) saying they're at an advanced level of understanding. CEOs come in second (23%; n = 205), and notably, just 10% of CMOs consider themselves advanced in AI understanding.

54%
OF MARKETERS
CLASSIFY THEIR
UNDERSTANDING OF
AI AS INTERMEDIATE.

How would you classify your understanding of AI terminology and capabilities?



Role in Evaluating and Purchasing Marketing AI Technology

Q: "WHICH BEST DESCRIBES YOUR INVOLVEMENT IN EVALUATING AND PURCHASING MARKETING TECHNOLOGY?"

More than a third of respondents (38%) say they're decision-makers within their organization, with the authority and budget to purchase marketing AI technology.

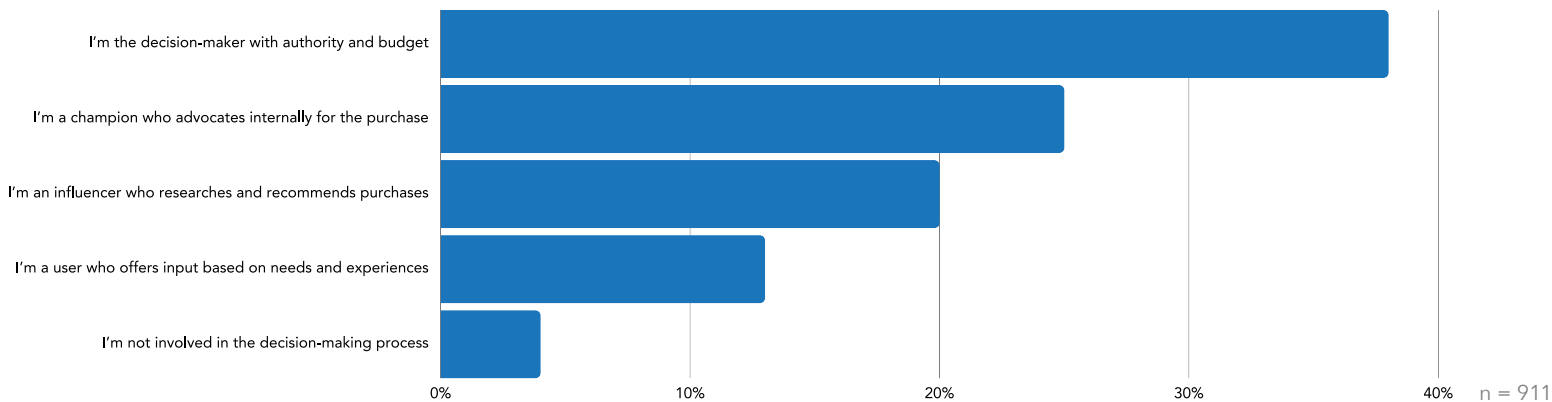
Another 25% say they're champions who advocate for marketing AI purchases internally, while 20% are influencers who research and recommend solutions.

That means, overall, 83% of 2023's respondents are involved in researching, recommending, championing, and/or deciding on marketing AI technology purchases.

38%

OF RESPONDENTS
ARE MARKETING
AI TECHNOLOGY
DECISION-MAKERS
WITH PURCHASING
AUTHORITY.

Which best describes your involvement in evaluating and purchasing marketing technology?



Most often, respondents who are CEOs/presidents are the ones making decisions, with 82% (n = 203) saying they are decision-makers with the authority and budget to make purchases.

CMOs are the second most-likely role to have decision-making authority (56%; n = 77).

Marketing AI Confidence Level

Q: "HOW WOULD YOU RANK YOUR CONFIDENCE EVALUATING AI-POWERED MARKETING TECHNOLOGY?"

Respondents most commonly (46%) rate their confidence in evaluating AI-powered marketing technology at a medium level. That was also last year's most-cited confidence level, (39% in 2022), though more people overall rate their confidence as medium this year.

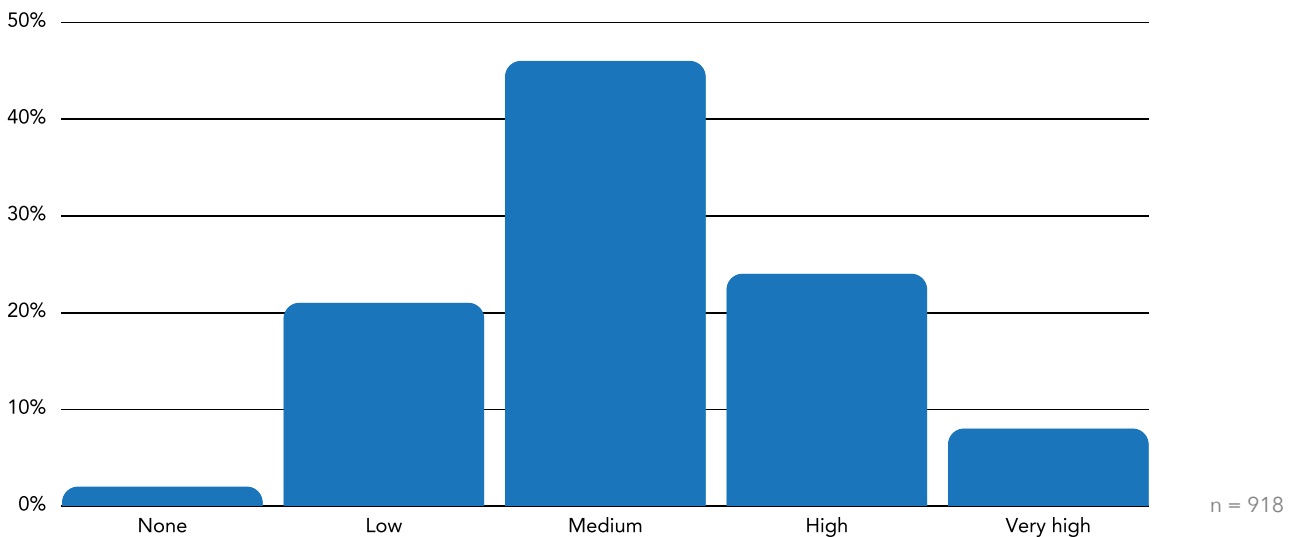
This year, fewer people also rate themselves at the low confidence level—21% compared to last year's 29%. More also say their confidence is high or very high this year than last year—32% compared to 29% respectively.

In line with respondents' understanding of AI, it seems the biggest gains have been made in moving people from lower levels to medium levels of confidence in evaluating AI technology.

69%

RATE THEIR
CONFIDENCE LEVEL
IN EVALUATING
AI-POWERED
MARKETING
TECHNOLOGY AS
MEDIUM, LOW,
OR NONE.

How would you rank your confidence evaluating AI-powered marketing technology?



As a whole, decision-makers predominately say they have medium levels of confidence when evaluating AI technology (42%; n = 345). A sizable portion also say they have high degrees of confidence (30%).

Predictably, those who say they have an advanced understanding of AI are also most likely to say they had high confidence in evaluating AI technology (50% of this group; n = 101).

Interestingly, out of all respondents who say they have beginner levels of AI understanding, most say they have medium confidence in evaluating AI by a slight margin (44% of this group; n = 318). 42% say they had low confidence.

CEOs/Presidents (n = 203) are tied with Other C-Suite roles (n = 36) in having the largest proportion of respondents with high confidence in evaluating marketing technology (33% for both). However, Other C-Suite roles are a bit more likely to say they have very high confidence (17%) than CEOs/Presidents (15%).

Only 24% of CMOs (n = 78) say they have a high degree of confidence in evaluating marketing technology and just 9% rate themselves as having very high confidence. The majority (53%) rate their confidence as medium, and 14% say it is low.

AI's Impact on Marketing Jobs

Q: "WHAT DO YOU BELIEVE THE NET EFFECT OF AI WILL BE ON MARKETING JOBS OVER THE NEXT 3 YEARS?"

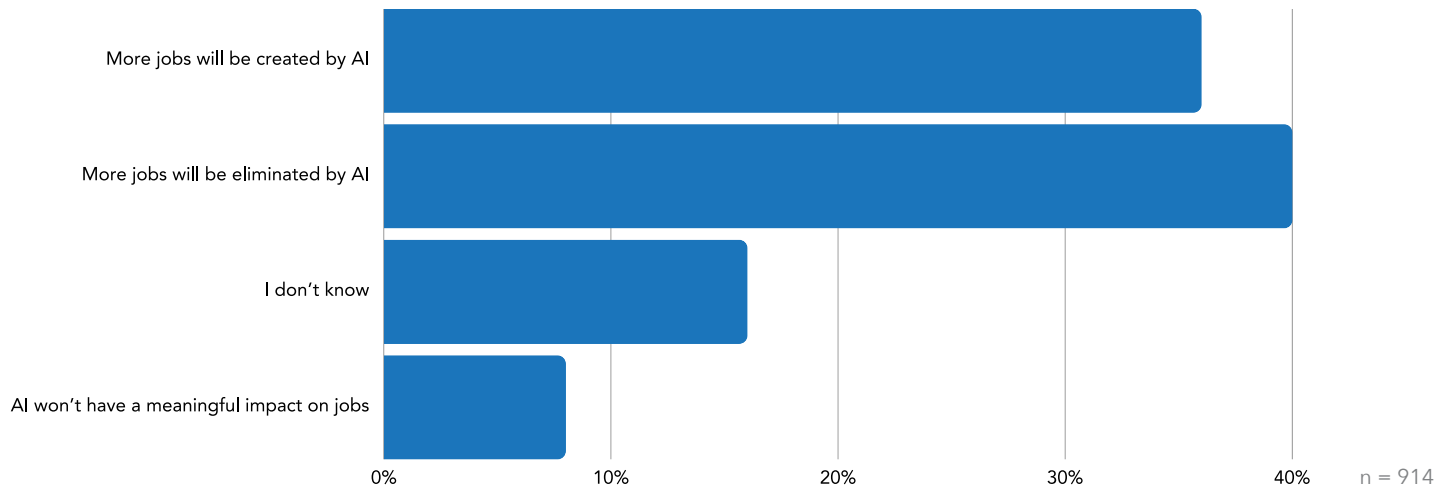
When asked about how AI will affect marketing jobs in the next 3 years, respondents are pessimistic, albeit by a small margin. 40% of respondents say AI will eliminate more jobs than it creates over the next 3 years, while 36% say more jobs will be created by AI.

It isn't possible to directly compare this answer to 2022's report because last year's report asked about AI's impact on marketing jobs over a 10-year timeline. When asked that question in 2022, 57% of marketers said more jobs would be created by AI than eliminated and just 22% said more jobs would be eliminated.

This could mean that marketers are overall far more pessimistic this year versus last year, thanks to the stunning advancements in AI over the last 12 months, or it could mean that marketers are more optimistic that, over time, AI will create new careers and opportunities, but believe short-term job elimination will have to come first.

40%
OF MARKETERS
SURVEYED SAY AI
WILL ELIMINATE
MORE JOBS THAN
IT CREATES.

What do you believe the net effect of AI will be on marketing jobs over the next 3 years?



Interestingly, CEOs/Presidents are more likely than any other role to think that more jobs will be eliminated by AI (47%; n = 204) on a 3-year timeline. Entry-level roles are most likely to say that AI will not have a meaningful impact on jobs (18%; n = 51).

CMOs are the most optimistic group out of all roles, being most likely to say they think more jobs will be created by AI (41%; n = 75) over the next three years—a higher percentage than any of the other roles. However, CMOs as a group are still exactly divided, with 41% also saying that they think more jobs will be eliminated by AI.

Stage of Marketing AI Transformation

Q: "WHICH STAGE OF AI TRANSFORMATION BEST DESCRIBES YOUR MARKETING TEAM?"

Respondents were asked which stage of marketing AI transformation best describes their marketing teams. Most commonly, respondents cite being in the understanding phase (58%), where they are learning how AI works, and exploring its applications and potential value.

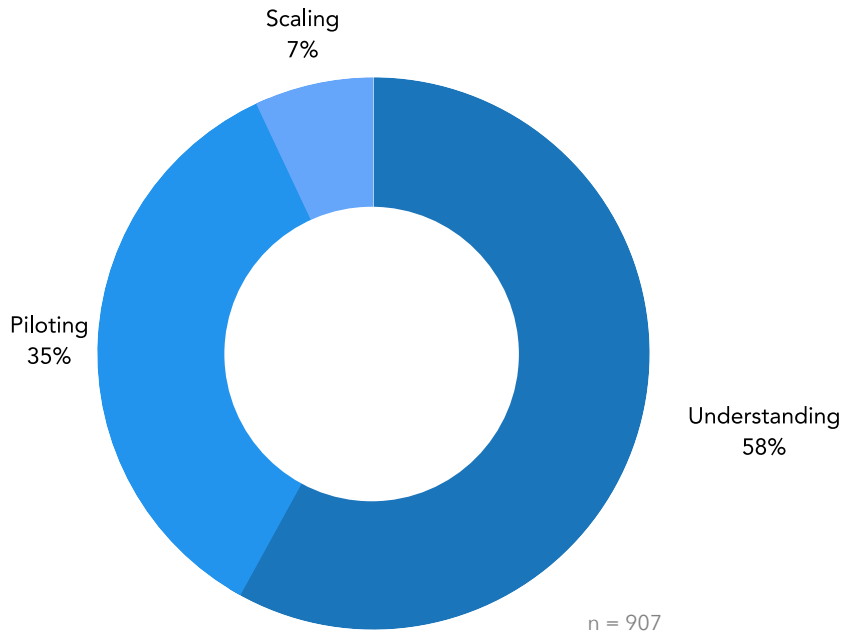
In total, 35% of respondents say they're starting to pilot AI by prioritizing and running AI experiments. Just 7% say they're actually scaling AI.

While last year's question allowed respondents to pick multiple answers, so a direct comparison isn't possible, in 2022, 67% of respondents said they were in the understanding phase and 36% in the piloting phase.

The biggest swing between last year and this year was in scaling. Last year, 15% said they were scaling AI, compared to this year's 7%.

58%
OF MARKETERS
SAY THEY'RE STILL
LEARNING HOW
AI WORKS, AND
EXPLORING ITS
APPLICATIONS AND
POTENTIAL VALUE.

Which stage of AI transformation best describes your marketing team?



Out of all company sizes, \$1B+ enterprises are most likely to be in the preliminary understanding phase of AI (66%; n = 74). Organizations with \$50 - \$100M in revenue are the leaders in the piloting phase (40%; n = 50), and \$0 - \$1M size firms (n = 272) are tied with \$1 - \$10M size firms (n = 234) as the company size most likely to be in the scaling phase (9%).

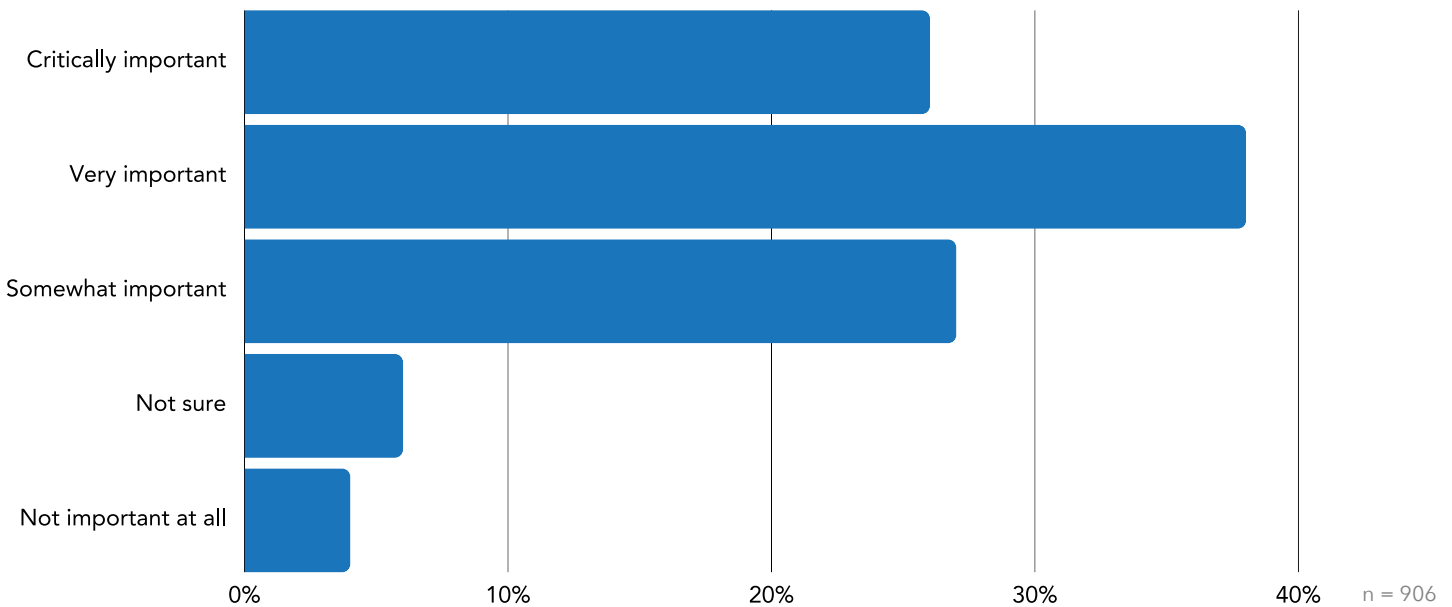
Importance of AI to Marketing

Q: "HOW IMPORTANT IS AI TO THE SUCCESS OF YOUR MARKETING OVER THE NEXT 12 MONTHS?"

Nearly two-thirds of respondents (64%) say AI is either very important or critically important to the success of their marketing over the next 12 months. That's a significant jump from 2022 when just 51% said the same thing. Many more people also say AI is critically important in 2023 (26%) versus 2022 (17%).

64%
OF MARKETERS
SAY AI IS EITHER
VERY IMPORTANT
OR CRITICALLY
IMPORTANT TO THEIR
MARKETING SUCCESS
OVER THE NEXT 12
MONTHS.

How important is AI to the success of your marketing over the next 12 months?



Marketing AI Outcomes

Q: "WHAT ARE THE PRIMARY OUTCOMES THAT YOUR ORGANIZATION IS INTERESTED IN ACHIEVING WITH AI? CHOOSE ALL THAT APPLY."

Respondents were asked which outcomes their organizations were interested in achieving with AI, and could choose multiple options.

Most commonly, respondents say they want to reduce time spent on repetitive, data-driven tasks (77%). The next most-desired AI outcome is unlocking greater value from marketing technologies (62%), followed closely by generating greater ROI on campaigns (61%), and accelerating revenue growth (60%).

Interestingly, the two least-common desired outcomes are shortening sales cycles (28%) and predicting consumer needs and behaviors with greater accuracy (39%).

77%

SAY THAT REDUCING TIME SPENT ON REPETITIVE TASKS IS THE TOP OUTCOME THEY'RE INTERESTED IN ACHIEVING WITH AI.

Primary Outcomes to Achieve with AI	Percentage of Respondents
Reduce time spent on repetitive, data-driven tasks	77%
Unlock greater value from marketing technologies	62%
Generate greater ROI on campaigns	61%
Accelerate revenue growth	60%
Get more actionable insights from marketing data	59%
Create personalized consumer experiences at scale	55%
Drive costs down	50%
Increase qualified pipeline	42%
Predict consumer needs and behaviors with greater accuracy	39%
Shorten the sales cycle	28%
None of the above	2%

n = 911

Among decision-makers buying AI technology, the most desired outcome is using AI to reduce the time spent on repetitive, data-driven tasks, with 80% (n = 341) of them citing it as a desired outcome. This is also the most-desired outcome for both CEO/Presidents (n = 203) and CMOs (n = 77).

Barriers to Marketing AI Adoption

Q: "WHICH OF THE FOLLOWING DO YOU CONSIDER BARRIERS TO THE ADOPTION OF AI IN YOUR MARKETING? CHOOSE ALL THAT APPLY."

Respondents were asked which barriers they faced when it came to adopting AI in their marketing. They could choose multiple barriers.

The top barrier is a lack of education and training (64%), which remains the top barrier from 2022 at nearly the same percentage (63%).

At 56%, a lack of understanding and awareness is the second most common barrier. Other top barriers include: lack of strategy (44%), lack of talent with the right skill sets (38%), fear or mistrust of AI (36%), and lack of resources (32%).

64%

SAY A LACK OF EDUCATION AND TRAINING IS A TOP BARRIER TO AI ADOPTION.

Barriers to Adoption of AI	Percentage of Respondents
Lack of education and training	64%
Lack of awareness or understanding	56%
Lack of strategy	44%
Lack of talent with the right skill sets	38%
Fear or mistrust of AI	36%
Lack of resources	32%
Unknown risks	31%
Lack of ownership or governance	27%
Lack of technology infrastructure	26%
Lack of executive support or vision	25%
Lack of the right data	22%
Unrealistic expectations	22%
None of the above	3%

n = 917

Marketing AI Education and Training

Q: "DOES YOUR ORGANIZATION OFFER ANY AI-FOCUSED EDUCATION AND TRAINING FOR THE MARKETING TEAM?"

When asked if their organization offered AI-focused education and training for the marketing team, 78% say either no (54%) or that it is in development (24%).

Just 17% say their employer offers this type of training.

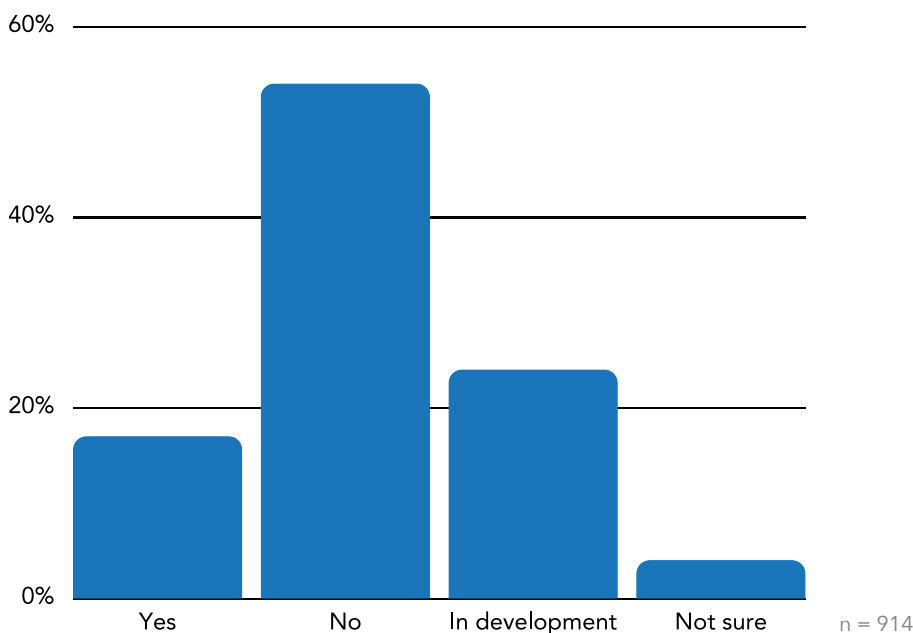
Though low, these numbers are improving compared to last year. The number of people who say their organization doesn't offer training dropped significantly, from 65% in 2022 to 54% today. More people also say training is in development this year, with 24% saying it's in development compared to 16% last year.

This seems to indicate that, although still in the early stages, organizations are putting more emphasis on developing or offering internal AI training.

78%

OF RESPONDENTS' EMPLOYERS DO NOT HAVE INTERNAL AI-FOCUSED EDUCATION OR TRAINING CURRENTLY DEVELOPED.

Does your organization offer any AI-focused education and training for the marketing team?



Of companies offering some form of AI-focused training, those with \$1 - \$10M in revenue led the pack, with 23% of respondents (n = 235) at these companies saying they had it. Following these companies were \$1B+ revenue companies at 22% (n = 74).

Companies with \$500M - \$1B in revenue were least likely to have AI training—66% say they don't have it (n = 29).

AI Ownership

Q: "WHO IN YOUR ORGANIZATION OWNS THE ADOPTION AND INTEGRATION OF AI TECHNOLOGY FOR MARKETING? CHOOSE ALL THAT APPLY."

Respondents were asked who owns the adoption and integration of AI for marketing, and could pick multiple roles. The most common response is the CEO (35%), followed very closely by the Chief Marketing Officer (CMO) at 33%. 21% say nobody owns AI for marketing.

Less-common owners cited by respondents include Chief Technology Officer (15%), the IT Department (8%), Chief Digital Officer (8%), and Chief Information Officer (7%).

35%

SAY THE CEO OWNS THE ADOPTION AND INTEGRATION OF AI FOR MARKETING, FOLLOWED CLOSELY BY THE CMO.

AI Owners Within Organization	Percentage of Respondents
CEO	35%
Chief Marketing Officer	33%
No one owns it	21%
Chief Technology Officer	15%
Other	12%
Other C-Suite	10%
IT Department	8%
Chief Digital Officer	8%
Chief Information Officer	7%
Not sure	7%
Chief Data Officer	4%

n = 915

Predictably, smaller organizations are most likely to say the CEO owns AI. 53% of respondents at companies of \$0 - \$1M in revenue (n = 275) say the CEO owns AI, while 39% at \$1 - \$10M in revenue (n = 234) indicate the same.

Ownership begins to shift in part or in full to the CMO at the \$10 - \$50M level (n = 147). In organizations from \$10 - \$50M to \$1B+ (n = 378), the CMO is most likely to be cited as a full or partial owner of AI.

Personal Use of AI Tools

Q: "HOW WOULD YOU BEST DESCRIBE YOUR PERSONAL USE OF AI TOOLS?"

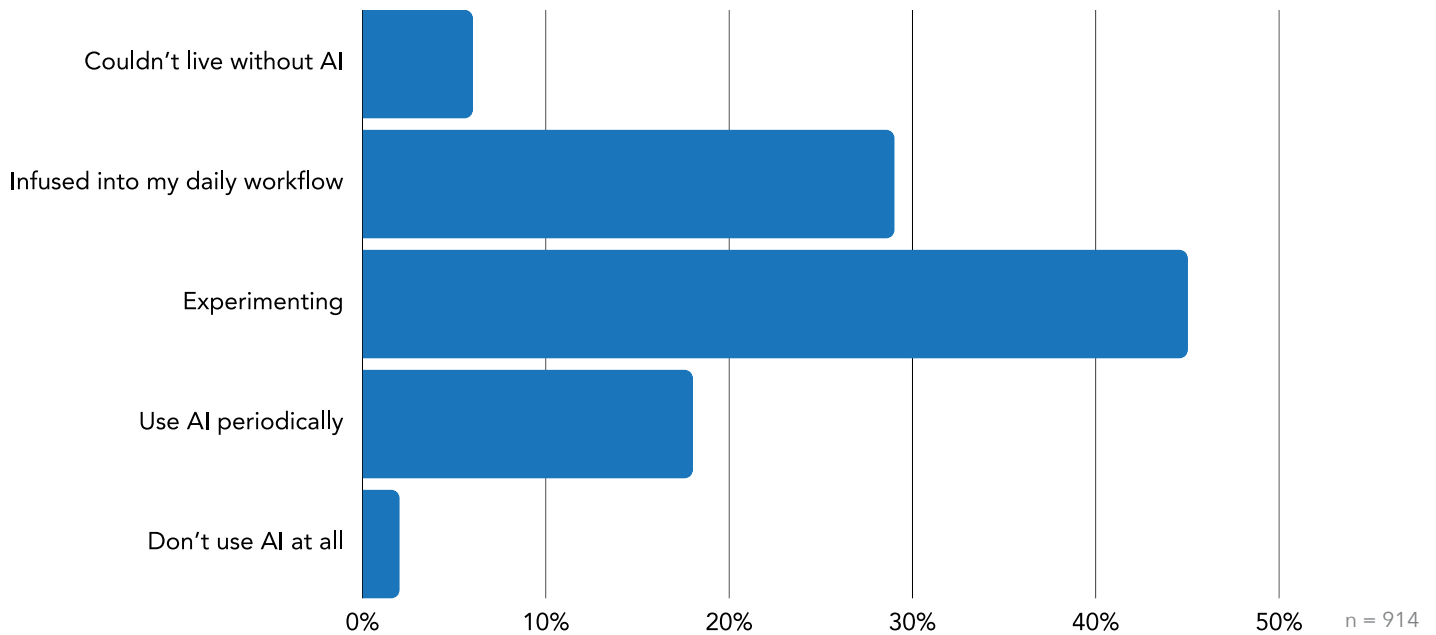
When asked how they personally use AI, respondents most commonly (45%) say they are experimenting with AI tools. However, 29% say they have infused AI into their daily workflows. Another 18% said they use AI periodically.

Just 2% say they don't use AI at all.

98%

OF MARKETERS ARE PERSONALLY USING AI IN SOME WAY.

How would you best describe your personal use of AI tools?



Interestingly, entry-level employees are far and away most likely to not use AI at all, with 10% (n = 51) giving this answer.

The role of CEO/President (n = 203) is most likely to say AI is infused into their daily workflows already, tied with Other C-Suite roles (n = 35), with both groups at 37%. These two groups are also most likely to say they can't live without AI (14% of Other C-Suite; 11% of CEO/Presidents). Directors are most likely to be experimenting with AI (50%; n = 167), followed closely by CMOs (49%; n = 78).

When looking at purchasing authority, decision-makers are far and away most likely to say they can't live without AI (59%; n = 345).

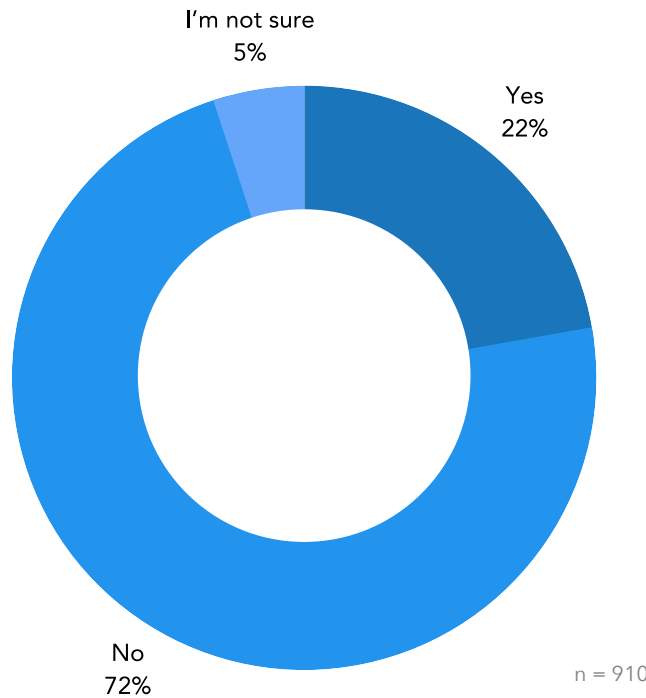
Generative AI Policies

Q: "DOES YOUR ORGANIZATION HAVE GENERATIVE AI POLICIES WHICH GUIDE THE USE OF AI-GENERATED TEXT, IMAGES, VIDEO, AUDIO, AND/OR CODE?"

When respondents were asked if their organizations had generative AI policies that guided the use of AI-generated text, images, video, audio, and/or code, 72% say no. 22% say their organization has one or more of these policies, and 5% are unsure if these policies exist.

22%
OF ORGANIZATIONS
HAVE GENERATIVE
AI POLICIES.

Does your organization have generative AI policies which guide the use of AI-generated text, images, video, audio, and/or code?



The smallest companies, \$0 - \$1M in revenue (n = 271), are least likely to have a generative AI policy, with 80% saying they don't have one. Companies at \$250 - \$500M in revenue (n = 33) are most likely to have such a policy, with 36% saying one is in place.

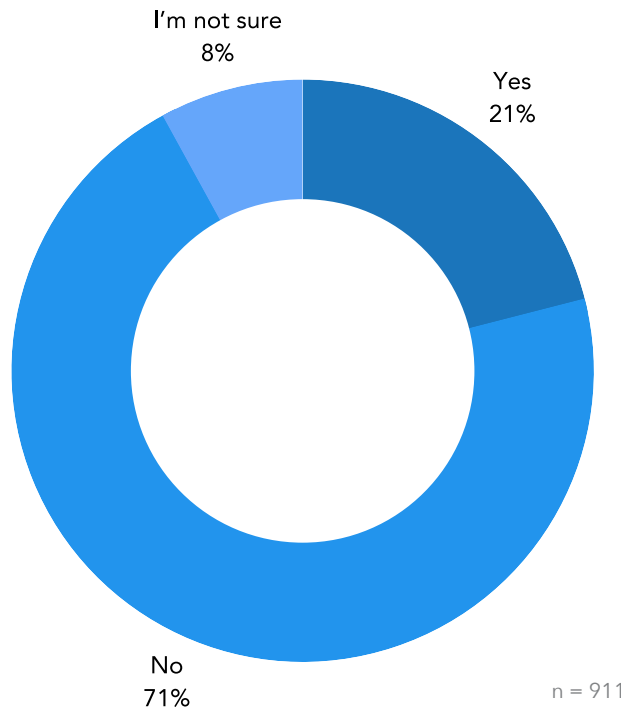
AI Ethics Policy

Q: “DOES YOUR ORGANIZATION HAVE AN AI ETHICS POLICY AND/OR RESPONSIBLE AI PRINCIPLES—EITHER PUBLIC-FACING OR FOR INTERNAL USE?”

Respondents were asked if their organization had any type of AI ethics policy or responsible AI principles, either publicly or internal-facing. The vast majority (71%) say no. Only 21% say they have such policies. And 8% say they don't know if they have them.

21%
OF ORGANIZATIONS
HAVE AN AI
ETHICS POLICY OR
RESPONSIBLE AI
PRINCIPLES.

Does your organization have an AI ethics policy and/or responsible AI principles—either public-facing or for internal use?



As with the generative AI policies, the smallest companies (\$1 - \$10M), are also least likely to have an AI ethics policy—77% say they don't have one (n = 234). Companies with \$50 - \$100M in revenue are most likely to have one (36%; n = 50).

Feelings on AI

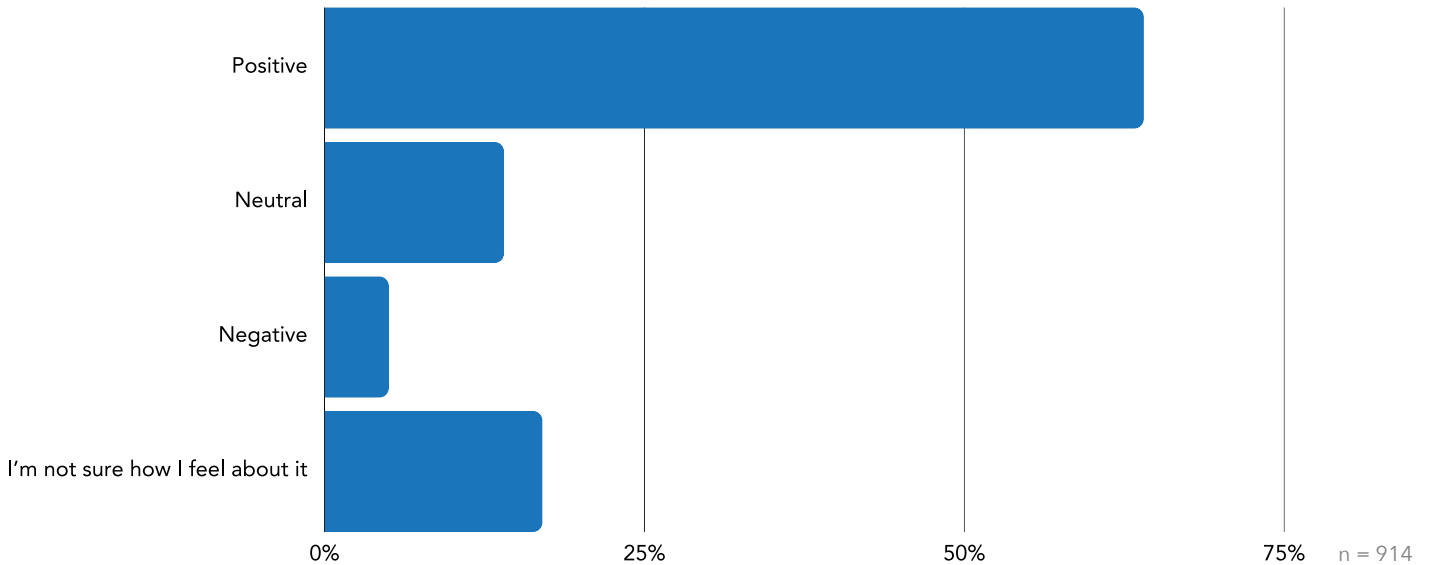
Q: "HOW DO YOU FEEL PERSONALLY ABOUT AI AND THE IMPACT IT'S HAVING ON MARKETING, BUSINESS, AND SOCIETY?"

We asked respondents how they felt personally about AI and the significant impact it's having on marketing, business, and society. 64% say they have positive feelings about AI's impact and just 5% say they have negative feelings. 14% are neutral and 17% are unsure how they feel.

64%

OF RESPONDENTS FEEL
POSITIVE ABOUT AI
AND ITS IMPACT.

How do you feel personally about AI and the impact it's having on marketing, business, and society?



Preferred Ways to Advance Knowledge

Q: "WHICH OF THESE ARE YOUR PREFERRED WAYS TO ADVANCE YOUR AI KNOWLEDGE AND CAPABILITIES? CHOOSE ALL THAT APPLY."

We wanted to learn how marketers advance their AI knowledge and capabilities, so we asked which ways they preferred. The most popular answer (84%) is through attending online events like webinars and virtual summits. The second most popular option (75%) is taking online courses. Reading books and articles round out the top three at 68% of respondents.

Interestingly, the least preferred method is by attending in-person events.

84%

OF MARKETERS PREFER TO ADVANCE THEIR AI KNOWLEDGE THROUGH ONLINE EVENTS.

Preferred Ways to Advance AI Knowledge	Percentage of Respondents
Attend online events (webinars, virtual summits, etc.)	84%
Take online courses	75%
Read books and/or articles	68%
Listen to podcasts	59%
Join and participate in online communities	49%
Attend in-person events	41%
None of the above	1%

n = 918

Final Thoughts

2023

It's never been more important for leaders to act with urgency when it comes to AI.

AI is a top priority this year for marketing decision-makers and practitioners in the marketing industry. And it is quickly being integrated into the daily workflows of marketers to significantly impact productivity and performance. But marketers clearly need education, guidance, and direction from leaders on how to use AI effectively and ethically.

Leaders, especially CMOs, must act with urgency to devise and implement AI training programs, strategies, and policies. Without formal organizational support for AI, the industry risks missing out on the full potential of AI in marketing across organizations of any size in any industry.

The good news?

Every marketer has the opportunity to step up and become an AI leader within their organization, whether in a formal capacity as an AI owner or an informal one as a champion for AI in their company and career.

Don't wait for the marketing world to get smarter around you.

Be curious, and explore AI.

About Drift

Drift®, the Conversation Cloud company, helps businesses connect with people at the right time, in the right place with the right conversation. Using the Drift Conversation Cloud, businesses can personalize experiences that lead to more quality pipeline, revenue, and lifelong customers. Drift brings Conversational Marketing, Conversational Sales, and Conversational Service into a single platform that integrates chat, email, and video and powers personalized experiences with artificial intelligence (AI) at all stages of the customer journey. More than 5,000 customers use Drift to deliver a more enjoyable and more human buying experience that builds trust and accelerates revenue. Representing less than 1% of unicorns led by Latino founders, Drift is building an equitable, enduring company to transform the way businesses buy from businesses.

For more information, visit www.drift.com and follow [@drift](https://twitter.com/drift).

About Marketing AI Institute

Marketing AI Institute is a media, event, and education company that makes AI approachable and actionable for marketers and business leaders. The Institute owns and operates the Marketing Artificial Intelligence Conference ([MAICON](#)), hosts [The Marketing AI Show](#) podcast, runs the [AI Academy for Marketers](#) featuring dozens of on-demand courses, and published [Marketing Artificial Intelligence: AI, Marketing and the Future of Business](#) (Matt Holt Books, 2022). The Institute also hosts [AI for Writers Summit](#), [AI for Agencies Summit](#), and [AI for B2B Marketers Summit](#).

Founded in 2016, Marketing AI Institute educates marketers and business leaders on the present and future potential of artificial intelligence and connects them with AI-powered technologies to drive marketing performance and transform their careers. Today, subscribers and community members come from major brands including AARP, Accenture, Adidas, Adobe, Campbell's, Cleveland Clinic, Disney, Ford, The Gap, IBM, KPMG, LEGO, LinkedIn, MassMutual, MasterCard, Mayo Clinic, Microsoft, Nasdaq, Nestle, Nissan, Nvidia, Oracle, Prudential, Salesforce, Samsung, S&P Global, VMware, and Wolters Kluwer.

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