THE STATE OF

ARTIFICIAL INTELLIGENCE

in B2B marketing

Are you leveraging AI in your marketing?

Artificial Intelligence (AI) is getting a lot of attention in marketing circles and for good reason; it promises to transform marketing.

The promise of AI is too great to ignore. B2B marketers should make understanding it a priority.

To find out exactly where AI is in this transformation process, Demandbase and Salesforce Pardot partnered with Demand Metric to take the pulse of B2B marketing and salespeople about their understanding, usage, impact, and optimism surrounding AI.

KEY FINDINGS

Despite 70% of stuck participants saying they "understand" how AI can impact sales and marketing, **less than 1 in 5 organizations** are actually **using AI, with 1 in 4 organizations** expressing **no plans to implement** the **AI** for **sales and marketing.**

Over 40% of marketing organizations **aren't yet exploiting the AI capabilities** built in to their **current martech stack.**

Those already using AI report that **the hype** **surrounding AI is unwarranted.**

Organizations **can expect to get real value** **out of the AI** **tools** that **Gartner** **describes** the **three-fourths of the AI** **users in this study.**

AI-enabled **organizations** can expect to **see a reverse** **of all** **of** **these** **stuck** **points** **or more,** **with** **over** **two-thirds of** **the AI users in** **this study reporting** **20% or more revenue** **within two years.**

Are you looking to activate AI within your martech stack?

Here are five high-level steps that offer a practical way forward for AI.

1. **Learn**
   Take full advantage of industry analysis, webinars, case studies, and the whole set of content that already exists.
2. **Set an objective**
   The study participants indicated that improving the sales and marketing relationship and the sales and marketing funnel are not as sexy as the AI pilotline.
3. **Lean on your vendors**
   Make it a priority to discover what AI capabilities may already exist in your sales and marketing stack.
4. **Run an experiment**
   Start with a small experiment that will teach you how AI works and what to expect. Start with an effort you have to get better at your sales and marketing.
5. **Build momentum**
   Measure the results of your initial experiment, the lessons from, and expand the scope of your AI initiatives.

Download the full report for additional insights and to dive deeper into how AI can radically transform your sales and marketing initiatives.

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