



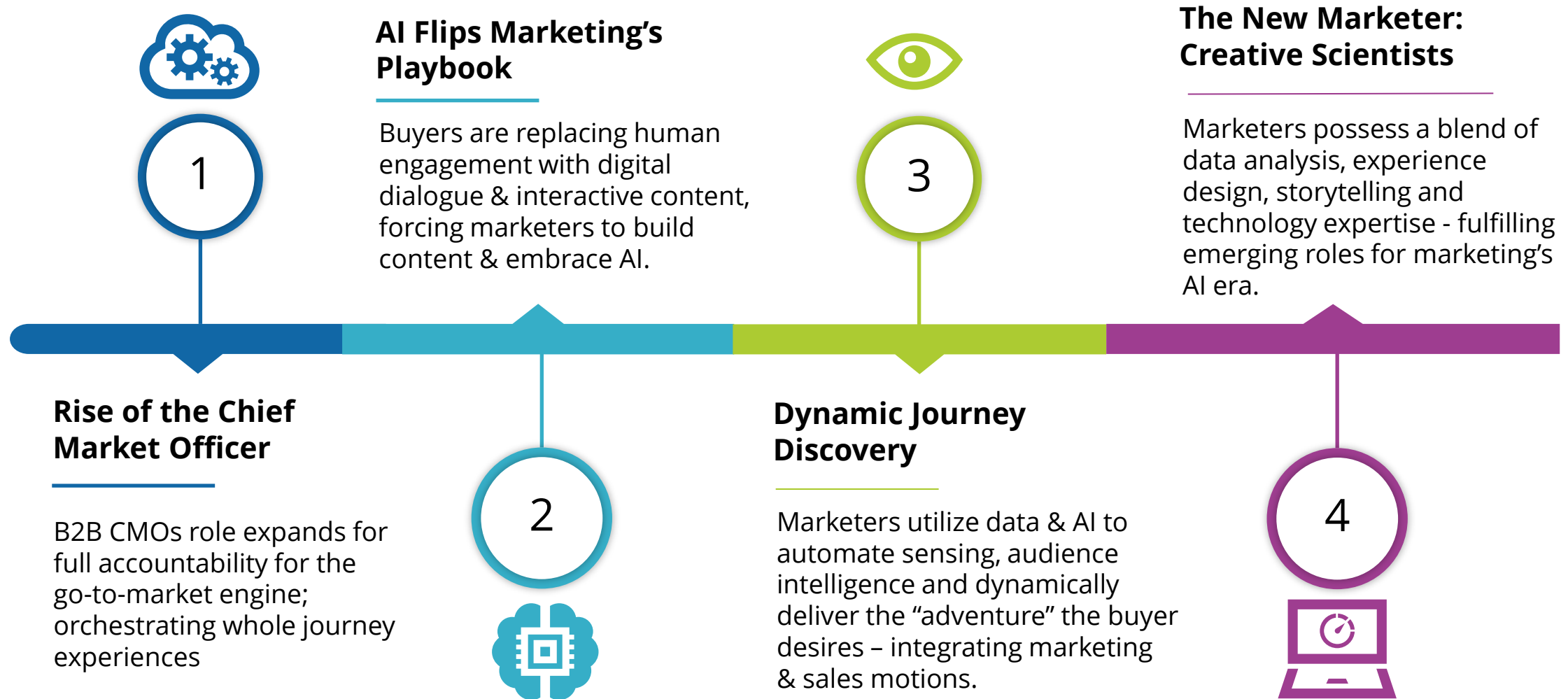
Preparing for the biggest marketing trends: 2025 and beyond

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Executive Insights

A Journey "Back to the Future"



The future is now: The 4 biggest trends impacting marketing

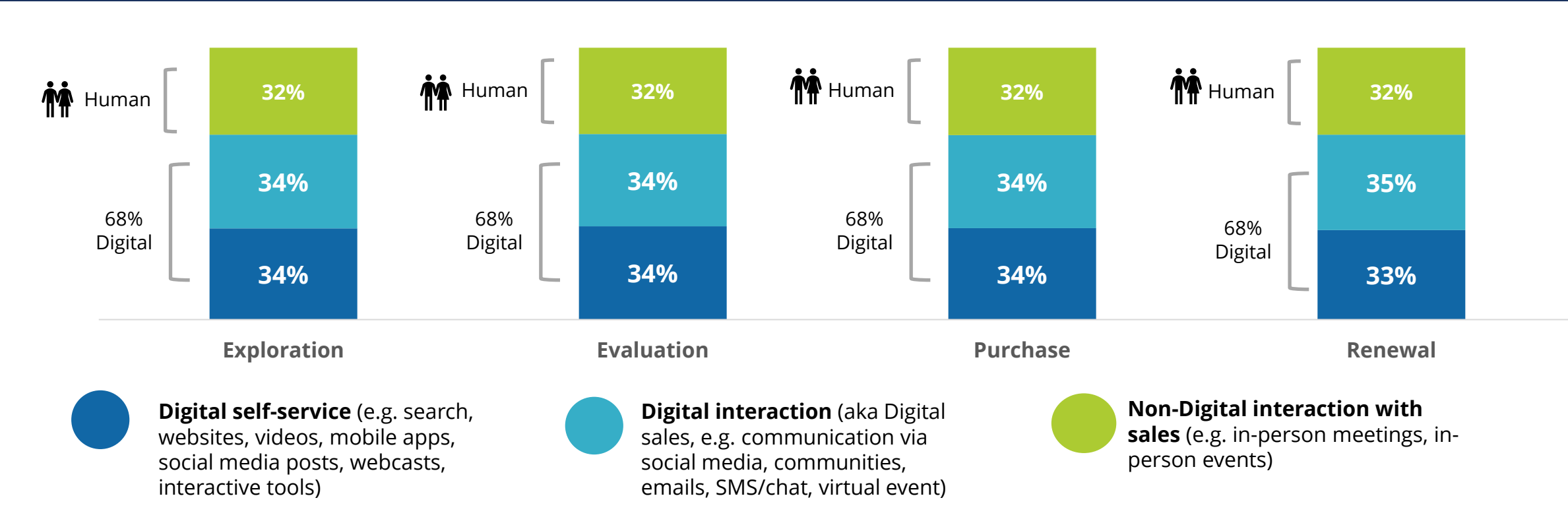




The customer journey is now a
“choose your own adventure” experience

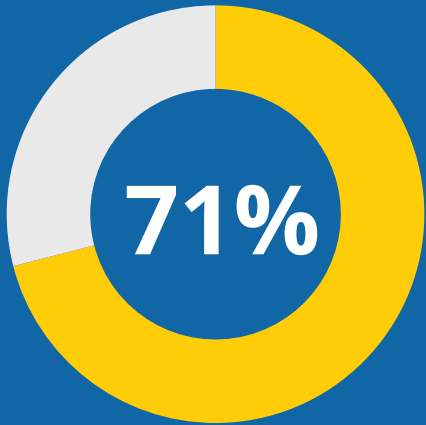
It's official: B2B buyers are omnichannel

For each stage of your purchase process, how much of your company's decision-making information in the next 12-18 months do you estimate will come from each of the following sources?

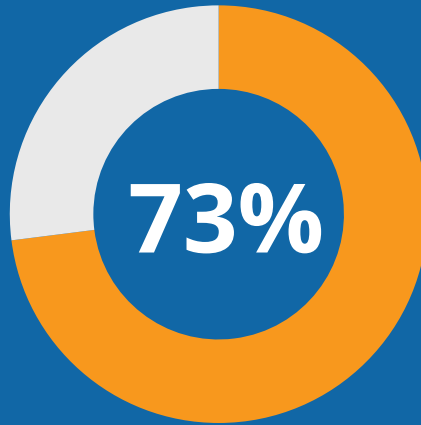


Digital is replacing use cases once reserved for human to human

How do you expect the way your company buys technology to change in the next 2 years?

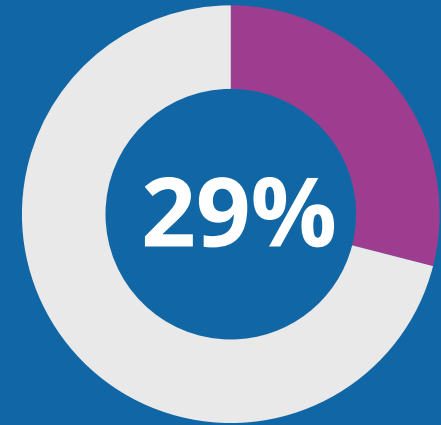


Will buy more **larger ticket purchases** through digital commerce and work less with salespeople



Will use more digital info sources for **complex buying decisions** and work less with salespeople

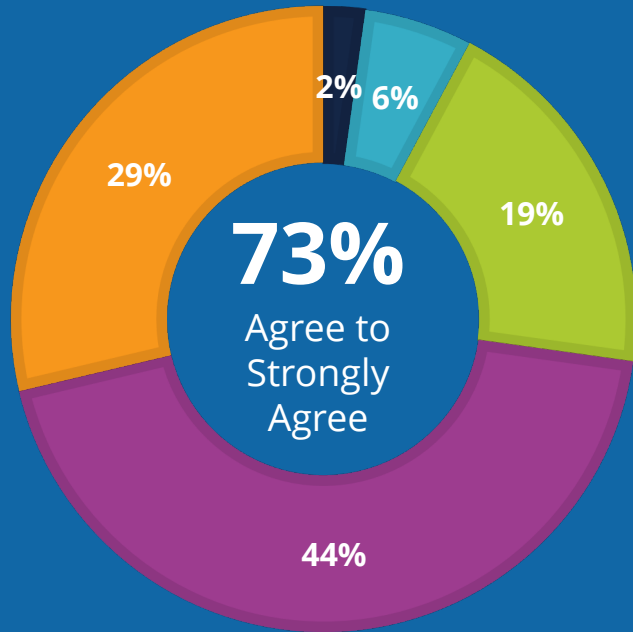
When working with a vendor for a new or first-time purchase decision, when do you prefer to engage with a live HUMAN versus using digital means?



Buyers in **IT roles prefer humans** for info on solving complex technical or business issues

AI is disrupting how buyers engage with vendors

Will use more **AI guided selling assistants to act as an intermediary** between our company and vendors
(i.e. comparisons, configuration, RFI/RFP response, quote)



■ Strongly disagree
■ Somewhat disagree
■ Neither agree or disagree
■ Somewhat agree
■ Strongly agree

85%

Buyers in IT Roles

agree they will use more AI guided assistants to act as their intermediary

42%
Strongly agree

65%

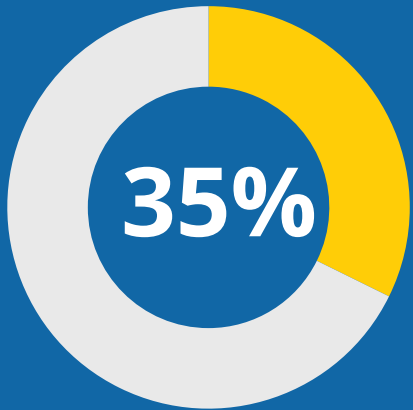
Buyers in LOB Roles

agree they will use more AI guided assistants to act as their intermediary

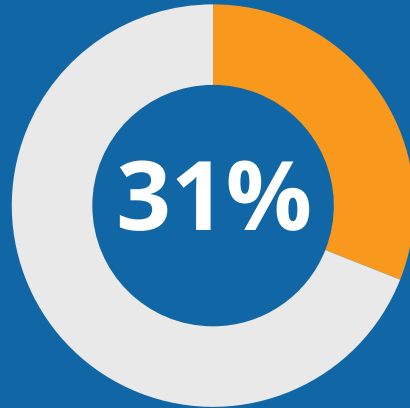
27%
Strongly agree

AI is shifting the paradigm of how buyers discover relevant information

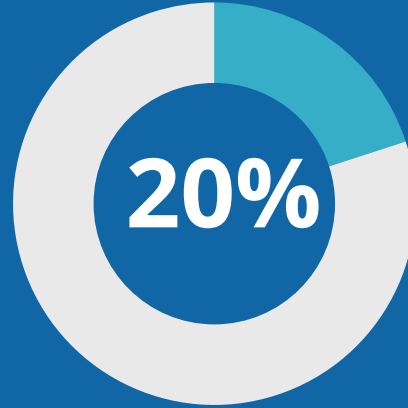
Through which ways do you commonly discover NEW technology, solutions and vendors?



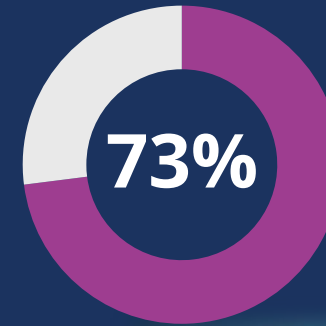
In-App search



Internet search



AI chatbot



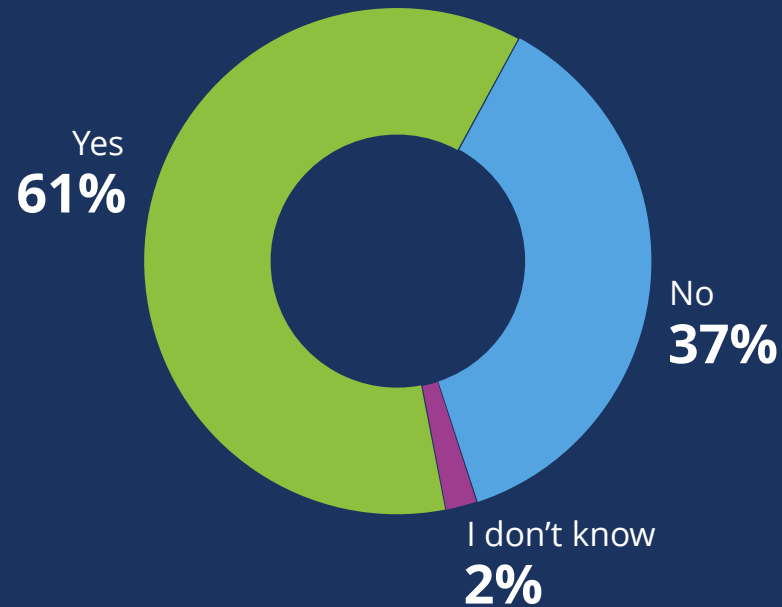
B2B Buyers will rely more on AI tools (i.e. *ChatGPT, Gemini*) to search and find information, relying less on classic search engines over the next 2 years.



The future's crystal ball

Widespread **consumer adoption** of AI influences a reduction in use of other apps and online platforms

Has using GenAI reduced your use of other apps or websites?





How is marketing evolving to
serve the digital B2B buyer?

2023 ushered in expanded accountability for CMOs

Marketing leaders identify **where CMOs have 75% or more direct accountability**



Digital CX



Corporate
communications



Internal brand
comms



Customer data,
analytics, and
insights

2025: Executive suite has elevated marketing

Executive expectations from marketing in next 12-18 months

1	Customer acquisition	39%
2	Modernize MarTech	35%
3	Improve intelligence	32%
4	Optimize marketing	31%
5	AI governance	30%

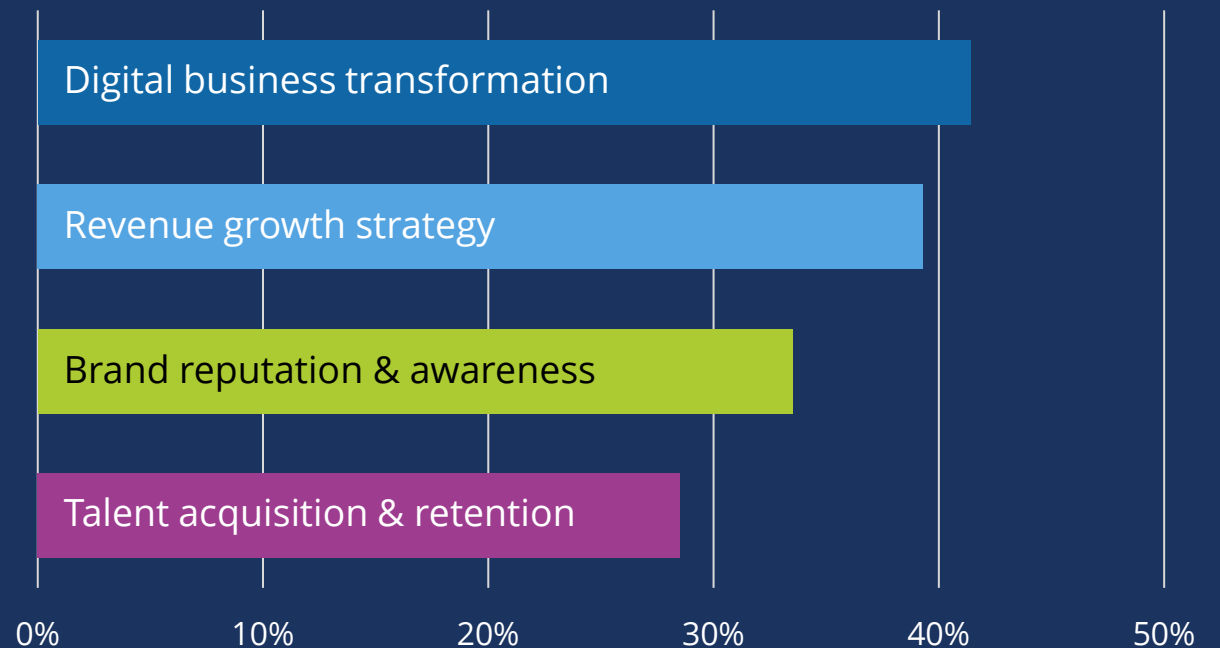


Digital business transformation is changing the view of marketing

Which of the following internal factors do you expect will most drive your executive team (C-Suite)'s expectations in the next 12-18 months?

Business **transformation**
and growth strategy
are driving executive
expectations of marketing

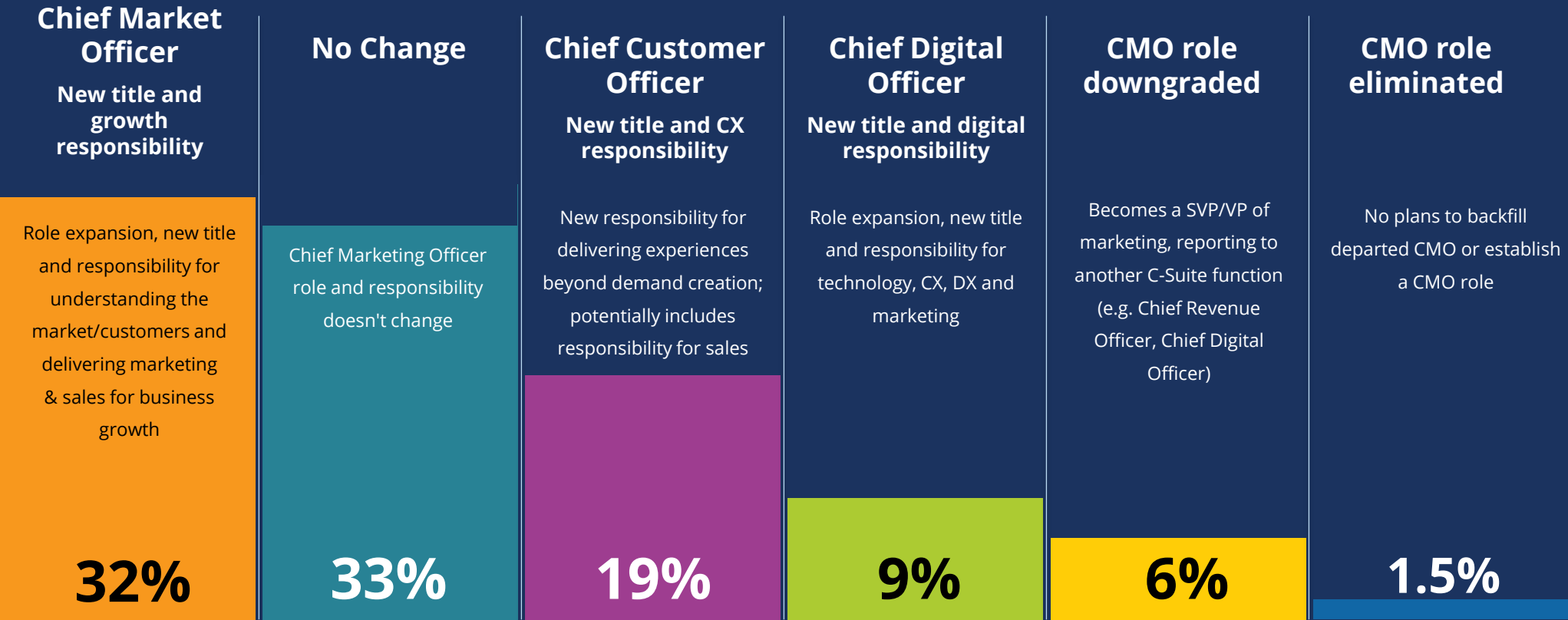
Top 4 Internal Factors



2021: Most CMOs stated there would be no change to their role over the course of two years

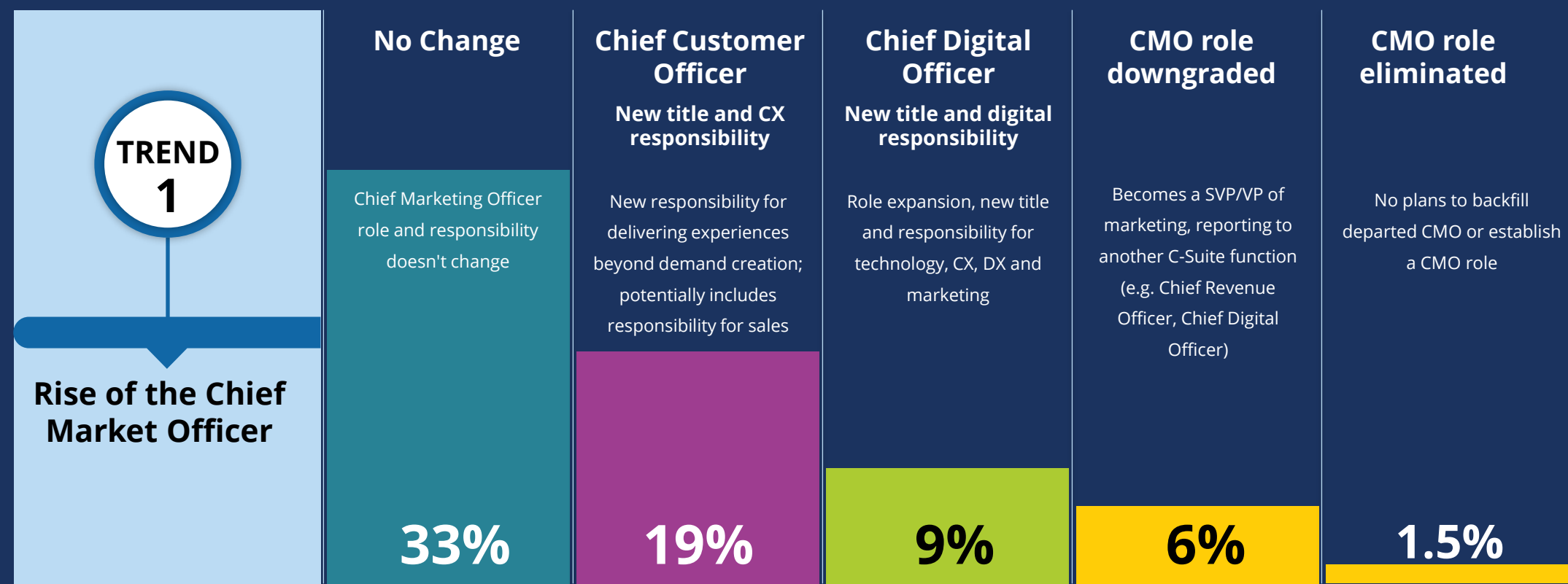


2025: The CMO is charged with strategically enabling go-to-market orchestration



How quickly things change. In 2021, 49% of CMOs stated there would be no change to their role over the course of two years, and only 15% said the role would become a Chief Market Officer.

The CMO is charged with strategically enabling go-to-market orchestration



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A photograph of a male conductor in a tuxedo and bow tie, leading an orchestra at night. He is holding a baton and gesturing with his left hand. In the background, a violinist is visible. The scene is illuminated by warm stage lights. Overlaid on the image are several digital icons: a smartphone, a megaphone, a shopping cart, and a gear, connected by a network of glowing red lines, symbolizing technology and marketing integration.

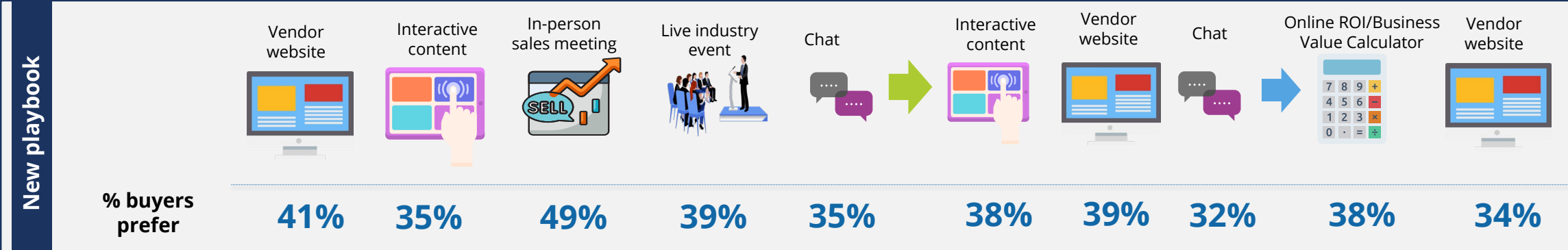
Marketing is the conductor of
orchestrated journey engagement

Buyers expect a mix of interactive, immersive, and omnichannel engagement



AI flips marketing's playbook

Buyers are replacing human engagement with digital dialogue & interactive content, forcing marketers to build content & embrace AI.



The classic playbook is outdated. AI is shaping marketing's new strategy.



Type it.

Amazon Nova Canvas

A running sneaker
sitting on a city street

Generate

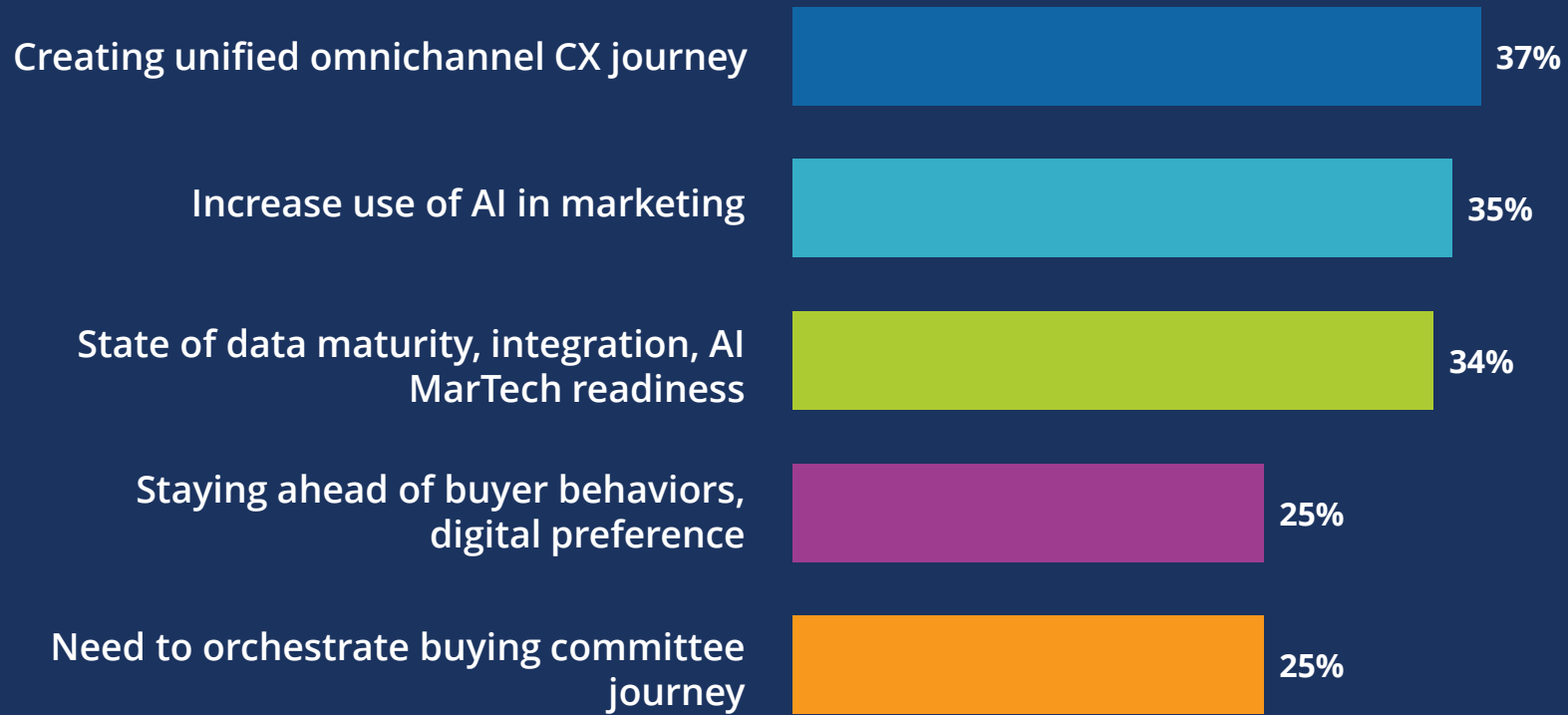




AI is changing the
work of marketers

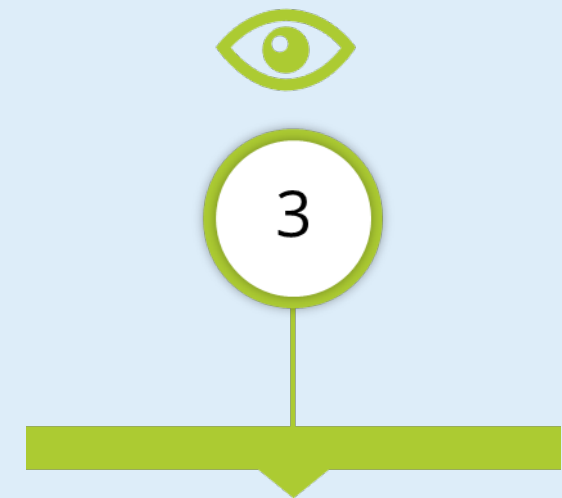
Marketers are focused on journey orchestration powered by AI

What are the factors influencing marketing strategy in next 12-18 months?



Dynamic journey discovery

Marketers utilize data & AI to automate sensing, audience intelligence, and dynamically deliver the “adventure” the buyer desires – integrating marketing & sales motions.



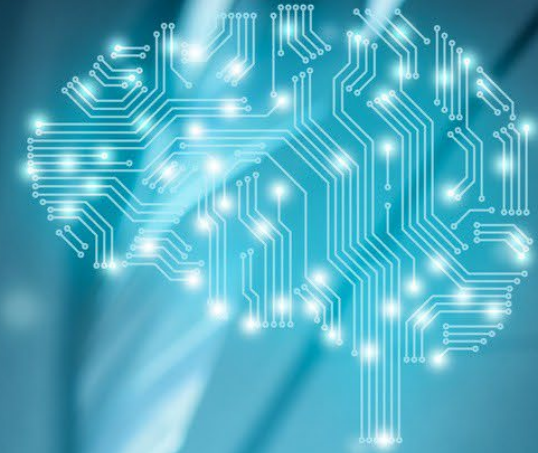
Marketing is blending AI & humans to evolve the work of marketing

Top 5 workloads with 25% or more tasks delegated to AI over next 2 years

- 1 Digital marketing & experience orchestration**
Optimization, autonomous journey discovery, and experience creation
- 2 Marketing management & planning strategy**
Branding, intelligence, and product launches
- 3 Campaign optimization & audience performance**
Performance management of campaigns and audience activation
- 4 Marketing finance**
Budgeting, planning and reporting
- 5 Brand & creative services**
Strategy creation, advertising, and creative design



Source: IDC's 2024 Worldwide CMO Priorities study, November 2024



Automation & AI-enabled technologies have the most potential to enable marketing success

Which marketing technologies have the most potential to help your organization achieve its marketing goals over the next 12-18 months?



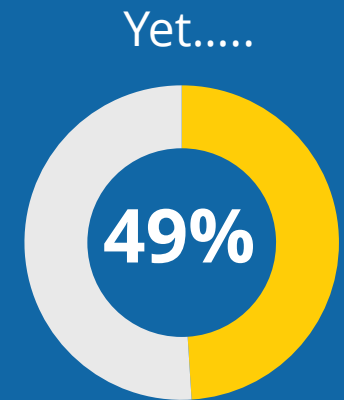
Marketing
Automation
Platform



AI-enabled
MarTech



Data &
analytics



of marketers haven't
started to explore
and/or implement
AI/GenAI

The most critical core competencies of creative scientists

Marketing science,
data and analytics

Digital experience
design

Technology expertise AI

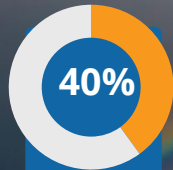
AI prompting



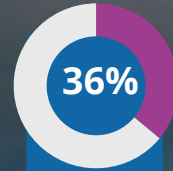
Skills **most critical for marketers to succeed** over the next 12-18 months and beyond

Handle with care: AI is not all rainbows and unicorns

Brand and reputation
protection



Cost & complexity
of technology



**Top barriers to implement AI
warrant governance &
reconstituting CIO relationship**

What are the most significant challenges your marketing organization is facing (or anticipate will be facing) with implementing AI/GenAI initiatives over the next 12 months?



Essential guidance

1 Blend marketing & sales motions

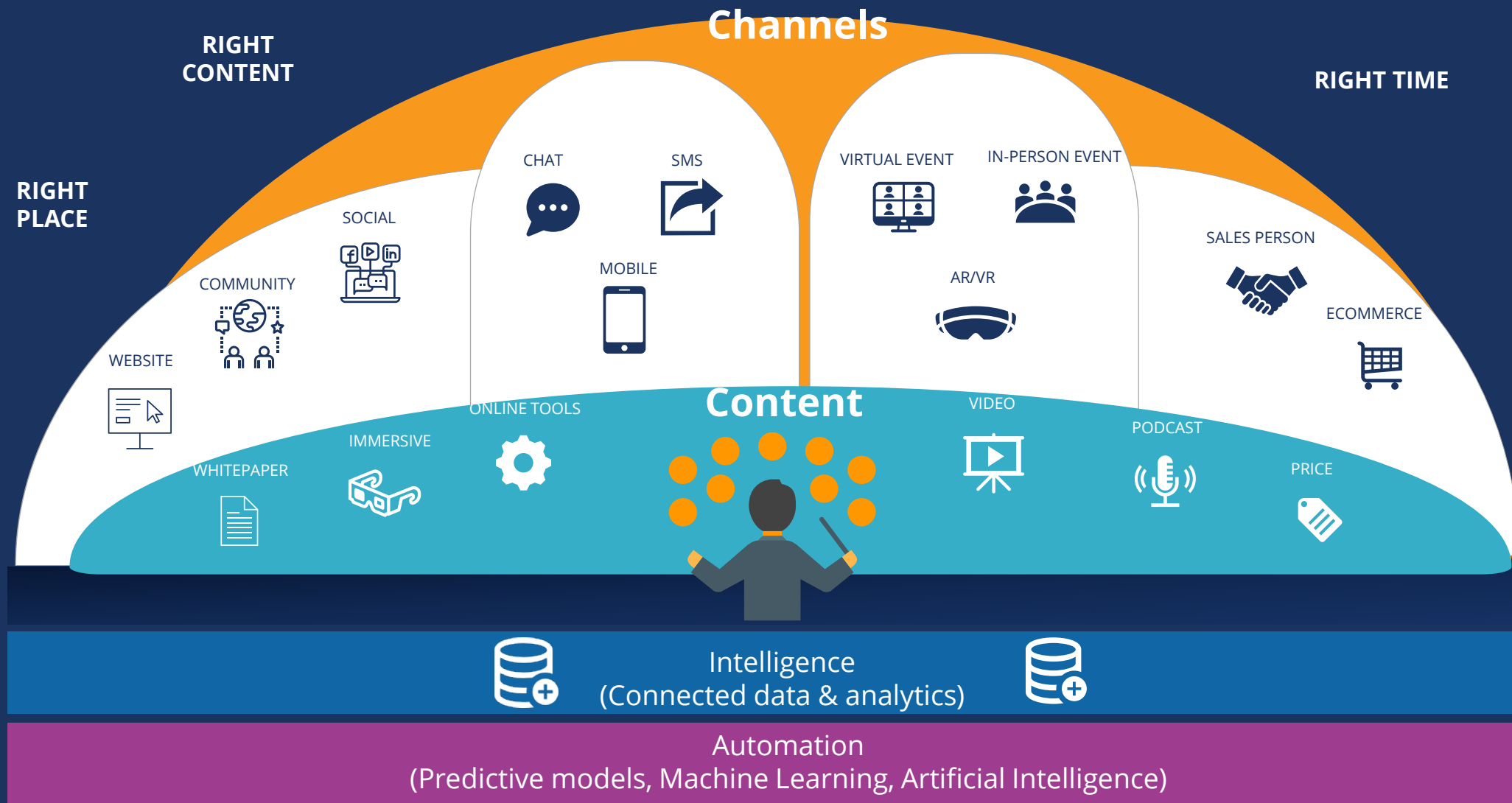


**Traditional model of “handing off the baton”
won’t support modern buying motions**



**Engagement is no longer just the job of sales.
It’s a team sport.**

2 Invest in your foundation: Experience design, data & analytics



3 Utilize AI to unleash creativity & scale




4 Speak the value language of the business





For additional information

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