2025 B2B Marketing Benchmark

AI Is the New Advantage

Closing the Gap Between AI Adoption and Strategic Impact



LinkedIn | Ipsos

To Understand the Evolving Landscape and Opportunity in B2B, We Surveyed B2B Marketing Leaders in Six Countries.

These countries represent core B2B growth markets with a vibrant LinkedIn member base.



Research conducted by Ipsos, March 2025.

Our Perspective Is Backed by Data From Ipsos and LinkedIn

Primary quantitative research was conducted by Ipsos via a device-agnostic online survey, designed with each market in mind. LinkedIn internal data provided critical context and understanding to Ipsos' quantitative findings.

Research Methodology

Ipsos collected a sample of 1,500 B2B leaders from various industries utilizing a blend of 70% expert network sample and 30% B2B panel providers.

Participants took a 20-minute device-agnostic survey on mobile or desktop. Respondents had to have titles of senior manager and above and have input in marketing decisions withing their organization.

Survey development drew from Ipsos & LinkedIn expertise as well as findings from previous LinkedIn research. The focus of the survey was challenges being faced by senior-level B2B marketers globally.

Data Collection Timeline

March 7 to April 7, 2025

Respondent Profile

- **Countries:**
  United States, United Kingdom, Germany, Brazil, India & Australia (n=250 each)
- **Job title:**
  CMOs (n=344), *Other marketing C-Suite (n=400), Director/Manager (n=756)
- **Industries:**
  Financial services (n=274), Tech (n=310), Agency (n=315), Professional services (n=288), Health (n=60), Manufacturing (n=73) & Other (n=180)
- **Company Size:**
  Small (10-49 employees) n=202, Medium (50-499 employees) n=719, and Large (500+ employees) enterprises n=579

Data is based on respondents to the survey and is not representative of all B2B marketers. *Other marketing C-Suite is comprised of titles of President, SVP, VP

AI Is B2B's Next Competitive Advantage

But only for those who move beyond the basics



Tequia Burt,
Editor in Chief
The LinkedIn Marketing Collective

In just one year, AI has moved from test-and-learn phase to daily habit.

Nearly every B2B marketer now uses it, and most use it every day. But while adoption is high, transformation remains uneven. The most common applications are surface-level: copy generation, SEO, task automation. Valuable, yes — but not yet visionary.

Still, something deeper is happening.

Behind the buzzwords, the most advanced marketers are using AI not just to move faster, but to think bigger. To remove friction in the creative process.
To scale personalization without sacrificing strategy. To close the gap between efficiency and impact.

This report captures that shift.

- It shows how B2B marketers are evolving from experimentation to orchestration.
- From doing more with less to doing what wasn't previously possible.
- We explore where AI is delivering the most value, where it's falling short, and what it takes to turn everyday usage into a true competitive edge.

In 2025, AI isn't just a tool. It's a mindset. A multiplier.
And for the marketers who get it right, it's a game-changer.

AI Is Everywhere, But Not Everyone Is Using It Wisely

Adoption is near universal, but true strategic advantage remains rare.

The marketers seeing real results aren't just automating tasks. They're aligning AI with creativity, insight and business outcomes. Here's what you need to know.

1

AI is already business-critical

Ninety-five percent of B2B marketers use it weekly, while 65% use it daily or more. It's no longer experimental, it's operational.

2

Most B2B marketers are stuck in shallow use

Copywriting, SEO and task automation are the top applications, but they barely scratch the surface of what AI can do.

3

AI understanding lags adoption

While 86% claim strong understanding, only 32% rate their expertise as "extremely good."

4

Strategic users are pulling ahead

Marketers using influencers and video are also more likely to use AI daily—signaling deeper integration and stronger performance.

5

The biggest returns come from the best uses of AI

Those who embed AI into strategy — not just execution — see the highest gains: +13% revenue growth and +13% cost savings.

Research conducted by Ipsos, March 2025.

AI Is at the Tipping Point

Nearly all B2B marketers now use AI, but few are using it deeply.

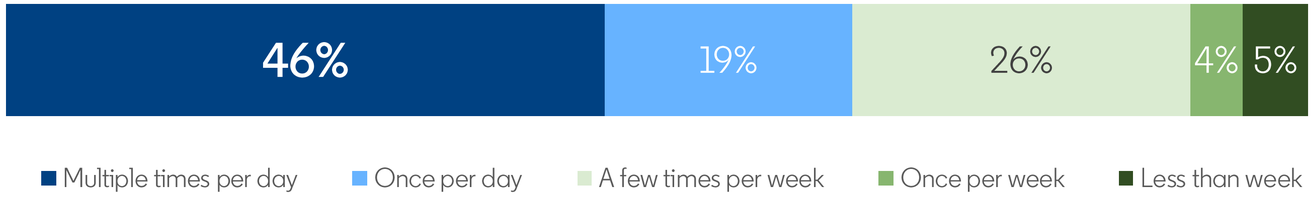
What separates high performers isn't access to tools, but rather frequency and fluency.

CMOs, influencer marketers and video users are outpacing their peers by making AI a daily habit and embedding it across more strategic tasks.

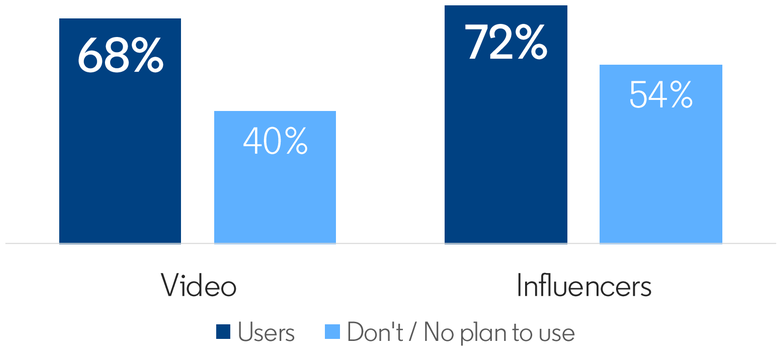
This is the tipping point: Those who treat AI as core infrastructure are gaining a clear advantage.



How often do B2B marketers use AI? - 95% use AI weekly or more



Those who leverage influencers and video are more likely to use AI every day



Leaders have higher AI fluency

CMOs
92%

C-Suites execs
89%

Directors/Managers
82%

Research conducted by Ipsos, March 2025.
Q. How often do you use AI tools in your role? Base n=1500
Q. Describe your level of understanding of how to use AI in marketing campaigns. Base: n=1500

AI Is Buying Back Time for B2B Marketers

The most immediate impact marketers report from AI isn't revenue or cost savings … it's time. **On average, B2B marketers report saving 4 hours per week per task area, totaling up to 20 hours weekly** across the board.

CMOs, in particular, report even higher time savings, a signal that AI's value scales with strategic usage.

These reclaimed hours aren't just making teams more productive; they're clearing space for better thinking, faster iteration and smarter decisions.

Where AI Save the Most Time Each Week

Research and recommendations

4.04 hrs



Content creation

4.03 hrs



Automation and efficiency

3.99 hrs



Data analysis and insights

3.94 hrs



Campaign management

3.92 hrs



Research conducted by Ipsos, March 2025.
Q. You mentioned you use AI for each of the following tasks. How much time per week has AI helped you save on each of the following? Base varies

AI Doesn't Replace Human Creativity. **It Fuels It.**

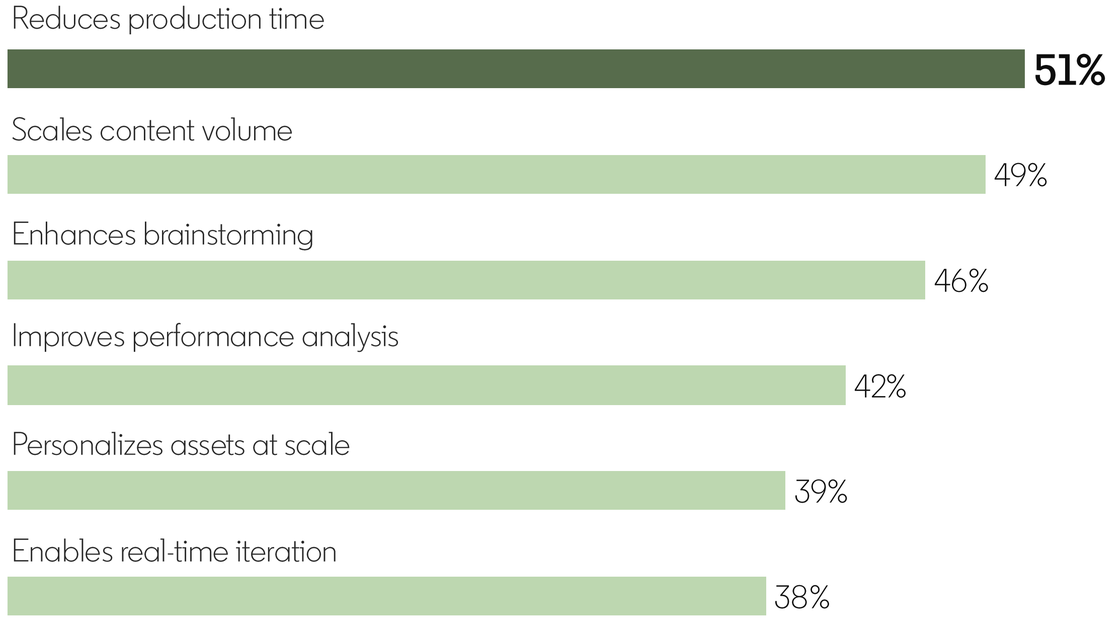
Far from automating creativity out of the equation, AI is helping marketers do their best creative work faster.

Whether it's reducing production bottlenecks or generating new ideas, the most common value marketers cite is creative efficiency.

And interestingly, it's the Directors—not the C-suite—who are most bullish on AI's creative potential.

The takeaway? AI is not replacing originality. It's clearing space for it.

How AI Enhances Creativity in Marketing



How do you anticipate AI influencing the creative process in marketing in the next 1-2 years?

Efficiency Gains Are Just the Beginning

AI is driving tangible business outcomes … when it's used well.

The marketers seeing the biggest gains aren't just automating tasks. They're measuring impact. From revenue growth to lead generation, AI is proving its value in real business terms.

But the most consistent ROI comes from one thing: **efficiency**. It's the first benefit to show up—and the one most marketers can reliably quantify.

38% of marketers cite **efficiency gains** as their top ROI metric

Marketers who have seen financial benefits from AI report an average of

13% **cost savings** | **13%** **revenue growth**



Research conducted by Ipsos, March 2025.
Q. How does your company measure the return on investment (ROI) of its AI marketing activities? Base n=1500

B2B Marketers Want to Do More With AI —**But Hit Roadblocks**

The desire to scale AI is clear. But the blockers are just as obvious: lack of training, inconsistent tools, messy data, and organizational lag.

Over half of marketers say better tools and skill-building are essential to unlocking AI's full potential. The appetite is there. The infrastructure isn't.

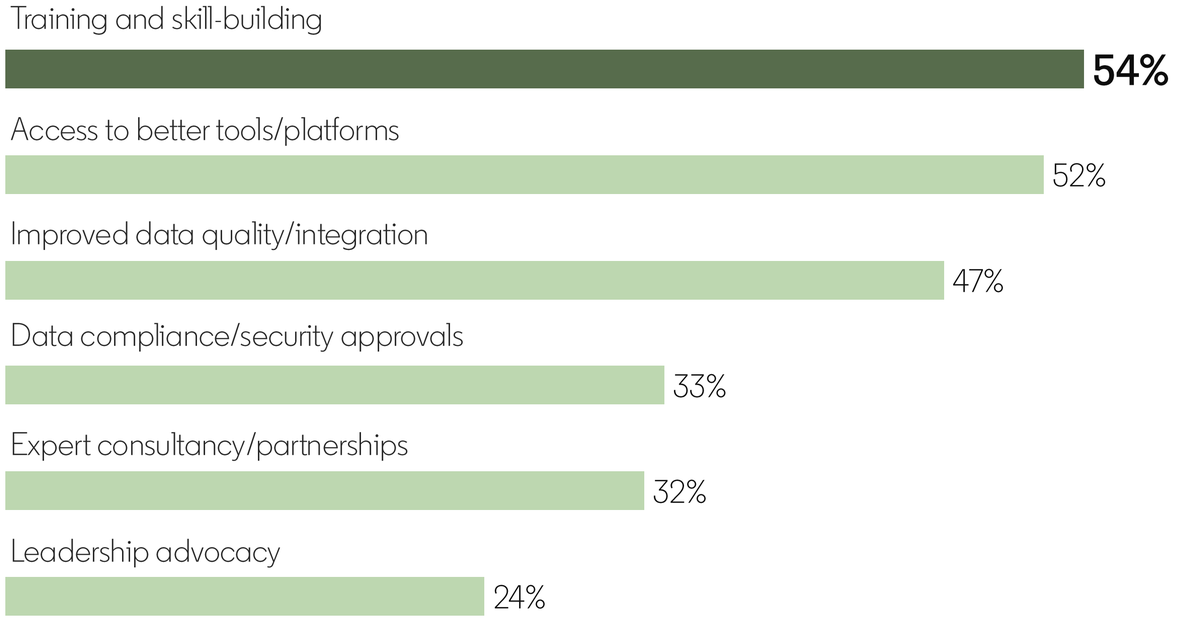
Top enablers:

54%
want training and upskilling

52%
need better tools

47%
cite data quality and integration

What Marketers Say Would Help Them Use AI More Effectively



Research conducted by Ipsos, March 2025.
Q.What would help you leverage AI more effectively in your marketing department? Base: n=1500

AI Isn't the Barrier. **Depth Is.**

Marketers aren't struggling to adopt AI. They're struggling to advance it.

Understanding and usage are up—
86% of marketers
say they understand how to use AI, a 16-point increase over last year.

32%
But those who say they have an "extremely good" grasp remains flat at 32%. Most still lean on AI for low-complexity tasks like copywriting and SEO.

Even senior leaders and AI power users over-index on surface-level applications.
The result: a widening gap between what AI could do and how it's actually being used.

Understanding is up, but strategic usage still lags.

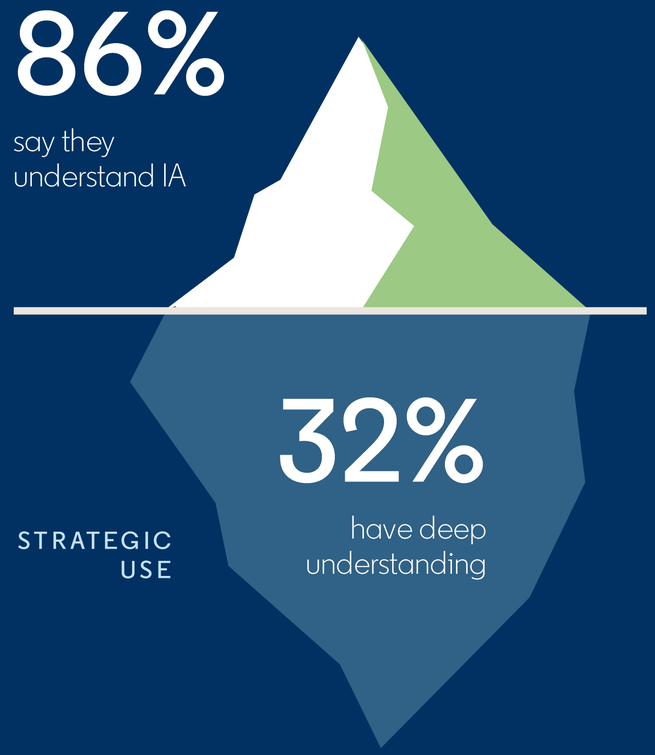
86% of marketers say they understand AI (+16 pts vs last year)

Only 32% say their understanding is "extremely good"

CMOs:
38% extremely good vs. **27%** for Directors/ Managers

Most common uses:
copywriting, SEO, automation

FROM AWARENESS TO APPLICATION



AI HAS REACHED CRITICAL MASS — BUS NOT CRITICAL DEPTH.

Research conducted by Ipsos, March 2025.
Q. Describe your level of understanding of how to use AI in marketing campaigns. Base: n=1500

B2B Marketers Are Retooling for the **AI Era**

The fastest-growing skills on marketer profiles reflect a shift toward applied AI.

Terms like Artificial Intelligence for Business and Generative AI show rising demand for practical, creative use cases. While foundational skills like Machine Learning are growing more slowly, marketer-friendly tools are surging in adoption.



Fastest Growing AI Skills Added to Marketer Profiles

SKILL	YOY GROWTH
Artificial Intelligence for Business	+121%
Generative AI	+74%
Machine Learning	+47%
Marketing Automation	+46%
Prompt Engineering	+43%

B2B Marketers Are Training **For What Comes Next**

Foundational AI learning is becoming part of the modern marketing skillset, and marketers are investing in their own development.

Completion rates for AI courses have climbed steadily, especially in areas tied to campaign strategy, content creation and generative tools.

The most popular courses point to a growing demand for practical skills that help marketers stay relevant and rethink how they work.

Most Popular AI Courses in the Past Year

- What Is Generative AI?
- Generative AI for Digital Marketers
- AI and Digital Marketing Trends
- **Hands-On AI:** Build Your Own GPTs
- **Digital Marketing Tools:** Create a Marketing Campaign with AI



Experimentation Is Turning Into **Execution**

After building a strong foundation, marketers are diving deeper into how AI actually works. The fastest-growing LinkedIn Learning courses focus on creating GPTs, customizing tools and applying AI to everyday workflows.

This shift points to a new phase of maturity where marketers are no longer just experimenting. **They are actively shaping how AI fits into their creative and strategic process.**

Top 5 Fastest-Growing LinkedIn Learning AI Courses

	COURSE TITLE	YOY GROWTH RATE
	Generative AI for Sales and Services Professionals	+893%
	Creating GPTs with Actions	+790%
	**Hands-On AI:** Build Your Own GPTs	+677%
	**Marketing Tools:** How to Leverage AI Tools to Transform Your Marketing	+532%
	Amplify Your Critical Thinking with Generative AI	+369%

From Tactical to **Transformational**

Maturity matter more than adoption

Most marketers are using AI. What sets leaders apart isn't whether they use it, but how they use it.

Top-performing teams aren't just experimenting with tools. They've built systems that connect AI to business outcomes. They're using it to move faster, think smarter and show results that matter.

This is where the AI Advantage Ladder comes in. It's a framework to help B2B marketers understand what maturity looks like, map where they are and plan their next move.

Each step on the ladder reflects a deeper level of integration and impact. From simple tasks to full strategic alignment, the ladder shows what it takes to unlock the real value of AI.

Climbing the AI Advantage Ladder

The path to Elevating doesn't start with more tools. It starts with better alignment.



ELEVATING
AI drives creative innovation, strategy and competitive edge



ORCHESTRATING
AI integrated across teams and tactics; mapped to business outcomes



OPTIMIZING
Impact is measured and improved; ROI tracked across functions



OPERATIONALIZING
AI embedded in workflows; consistent usage across teams



EXPERIMENTING
Limited use of AI for isolated tasks like copy or automation

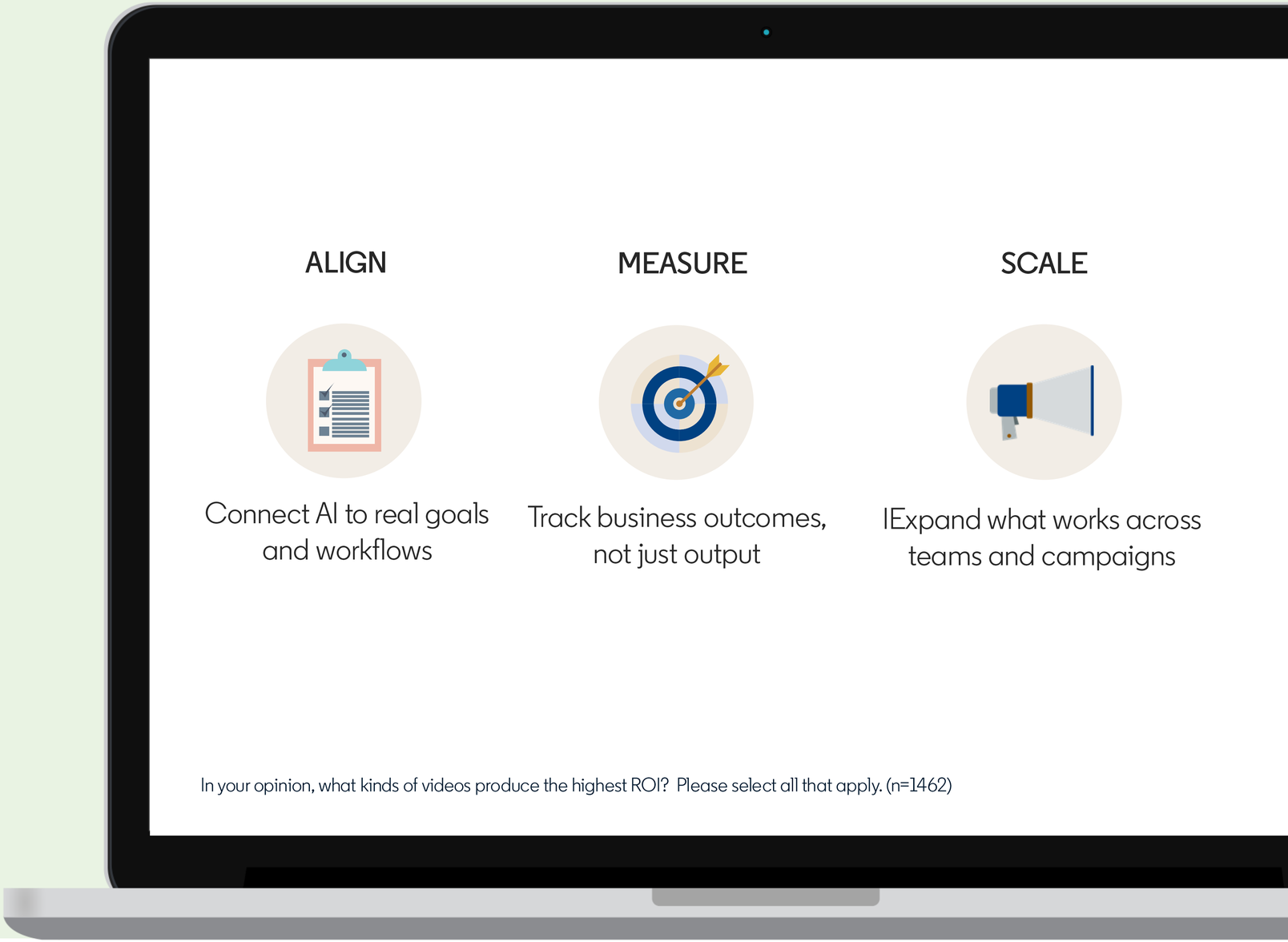
Research conducted by Ipsos, March 2025.

How to Climb the AI Advantage Ladder

Moving up the ladder takes more than access to AI. It takes intention.

High-performing marketers use AI to solve the right problems. They stay focused on outcomes. And they build repeatable systems that make AI part of how the team works, not just something a few individuals try on their own.

These three focus areas consistently show up in teams that are turning experimentation into long-term advantage:



Research conducted by Ipsos, March 2025.

AI Can Scale Influence or Undermine It

When maturity lags, credibility suffers

AI is reshaping how we create, communicate and connect. But it's also reshaping how we're perceived.

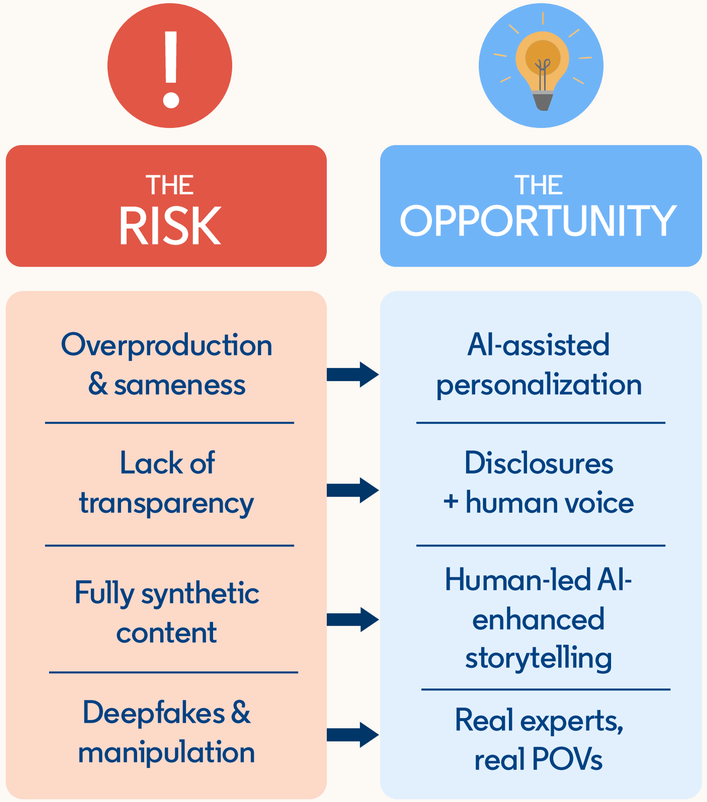
As marketers push to do more with less, speed and scale often take priority. The result is a growing wave of sameness—synthetic faces, generic content and copy that blends in instead of standing out. At the same time, rising concerns about deepfakes and disinformation are making audiences more skeptical of what they see and who they trust.

In B2B, where credibility is everything, that skepticism comes at a cost. This is the risk that comes with shallow adoption. When AI is used without structure or strategy, it creates noise instead of value. It becomes a shortcut instead of a multiplier.

AI can be a powerful creative partner, but it also makes it easier to cut corners. Without intention, it's easy to slip into automation that dilutes rather than deepens connection.

That's why maturity matters. It's not enough to adopt AI. We need to use it with purpose. To amplify real voices, not manufacture noise. To build credibility, not just more content.

What undermines trust vs. What strengthens it



The AI-Accelerated Trust Flywheel

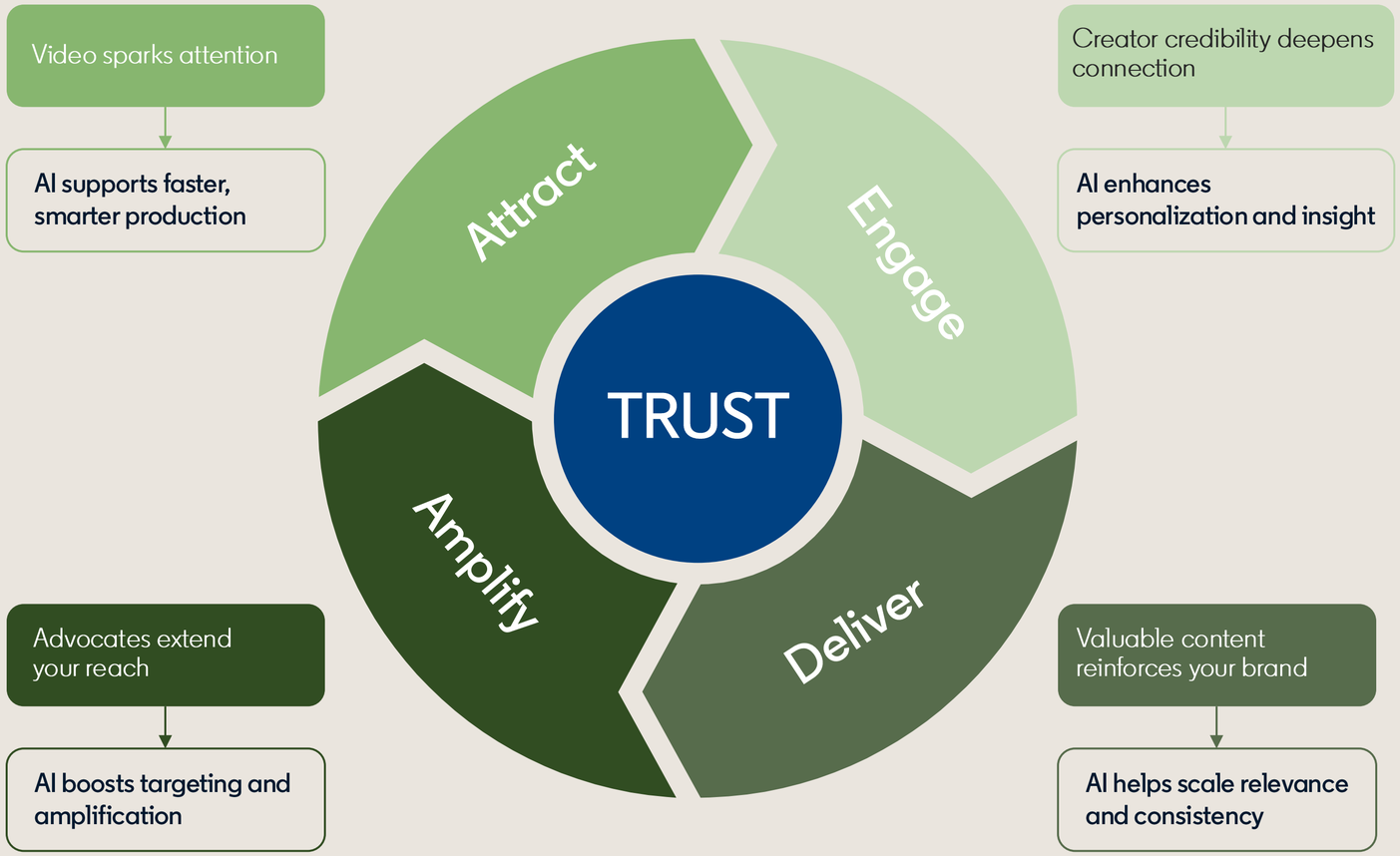
Trust doesn't come from a single tactic. It builds when the right elements work together.

Video sparks attention. Creators deepen engagement. Valuable content delivers your message. Trusted voices carry it further.

AI strengthens each part of this system by helping marketers move faster, personalize smarter and scale what works.

When aligned with real voices and real value, AI accelerates trust and turns momentum into impact.

In B2B marketing, AI works best when it reinforces the strategies that build trust. That's the power behind the AI-Accelerated Trust Flywheel.



AI-Forward Marketers Move With Purpose

The marketers leading with AI are not chasing trends or experimenting in isolation. They are aligning AI with business outcomes, embedding it across workflows and using it to strengthen relationships and not just performance.

Rather than using AI to just pump out stale content, they build systems to scale it. They move fast, but with focus and intention. And they put trust at the center of everything.

This is not just about using AI more, it's about using it better.

What Top AI B2B Marketers Do Differently







MINDSET SHIFT	WHAT TOP MARKETERS DO	WHY IT MATTERS
AI is strategic, not reactive	Align AI with long-term goals and team workflows	Builds clarity and performance
Creativity stays human	Use AI to support ideation and expression	Content feels more authentic
Trust drives the system	Apply AI to amplify real voices, not replace them	Enhances credibility and connection

Lead With AI in 2025:
Turning Insight Into Action



How to put the AI Advantage to work in your own marketing.

Adoption is only the first step. The real opportunity comes from applying AI with focus and creativity and connecting it to the goals, teams and workflows that already drive performance.

Here's how marketers can move from experimentation to impact, whether they're building systems or starting small.



Start with one workflow

Don't try to overhaul everything at once. Focus on one part of your marketing process where AI can make a clear difference. That could be campaign planning, creative development or measurement. Choose a workflow where quick wins are visible and success can build confidence across the team.



Align AI to your team's real goals

Using AI is not enough. You need to know what you want it to achieve. Set clear goals tied to your brand strategy or performance outcomes. Whether it's saving time, improving creative quality or expanding reach, the value of AI grows when it serves a specific purpose.



Build shared prompts and processes

AI becomes more powerful when it is used consistently across a team. Create a shared prompt library, document your best practices and define how AI fits into your creative or planning routines. These steps make it easier for teams to move faster without losing alignment.



Use AI to elevate real voices

The most effective AI content feels personal and credible. That happens when it supports real people, not when it replaces them. Use AI to help subject matter experts, creators or customers express their ideas more clearly and extend their reach across formats and channels.

Focus on the results that matter

Look beyond content volume and measure impact in ways that reflect real value. Track time saved, audience engagement or message clarity. When teams focus on meaningful outcomes, it becomes easier to see where AI is truly making a difference.

Treat AI like a teammate not a shortcut

The best results come when AI supports the way your team already works. Use it to reduce friction, encourage new ideas and unlock creative momentum. Let it enhance collaboration instead of rushing past the parts of marketing that build real connection.



LinkedIn connects the world's professionals to make them more productive and successful and transforms the way companies hire, learn, market, and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 1 billion members and has offices around the globe.

Ipsos is one of the largest market research company in the world, present in 90 markets and employing more than 18,000 people. In 2024, Ipsos was named the No. 1 most Innovative Supplier in the 2024 GRIT Business & Innovation Report.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of marketers.

Research conducted by Ipsos, March 2025.

Thank you