AI
and the Future of Marketing

2025 EDITION

Introduction

It's been less than three years since generative AI first burst into the public spotlight, and in that time, the technology has swiftly upended the foundations of marketing and advertising. What began as an enigmatic curiosity has grown into an omnipresent powerhouse that now influences how nearly every campaign is planned, built, optimized, and measured.

This report aims to capture that transformation in real time. Based on a survey of industry professionals from across the advertising and marketing ecosystem, it provides a window into how agencies and brands are using AI today, the measurable impacts it is delivering, and the opportunities and risks that lie ahead.

The findings are striking: Adoption rates have soared, productivity gains are widespread, and expectations for what comes next are higher than ever. But despite this progress, risks still abound, and for many organizations, true AI-powered differentiation remains a work in progress.

Of course, the story of AI is really just beginning. Early experiments with agentic AI and custom or semi-custom models suggest that the next wave of disruption could be even more dramatic, collapsing campaign cycles, elevating the role of first-party data, and redefining how teams are structured. Marketers across the industry now recognize that this shift is imminent, and a sizeable majority believe that AI will radically transform digital advertising in the next three to five years.

For marketing and advertising leaders, the question is no longer whether to adopt AI, but how to do so responsibly, strategically, and with urgency. Those who invest now in clean, unified first-party data, experiment with custom solutions, and prepare their teams to embrace new ways of working will be best positioned to capture the gains—and guard against the risks—that AI can generate.

This report is designed to help industry leaders navigate that journey. It contains data-driven insights on adoption patterns, efficiency gains, risks and concerns, and workforce implications of an AI-powered future. Together, the findings highlight how AI is shaping marketing today, while illustrating how it is poised to redefine the industry in the very near future.

Survey of 140 marketing and advertising professionals conducted July 10 – August 8, 2025.

Basis Technologies

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How Marketers Are Using AI

In the last year, AI has moved beyond the experimentation stage and become a trusted, regularly used resource in marketers' toolkits. The technology is now woven into core workflows, powering efficiencies across creative development, media strategy, research, and operations. Its adaptability and range of applications have made it a natural fit for a wide range of marketing functions, reshaping how work gets done at both the individual and organizational level.

Marketers are applying AI to generate ideas, streamline processes, draft and refine content, optimize data, and support media buying decisions. Adoption spans both general-purpose platforms that dominate the market and more specialized tools designed to solve for specific needs, with organizations increasingly allocating budgets toward premium AI subscriptions.
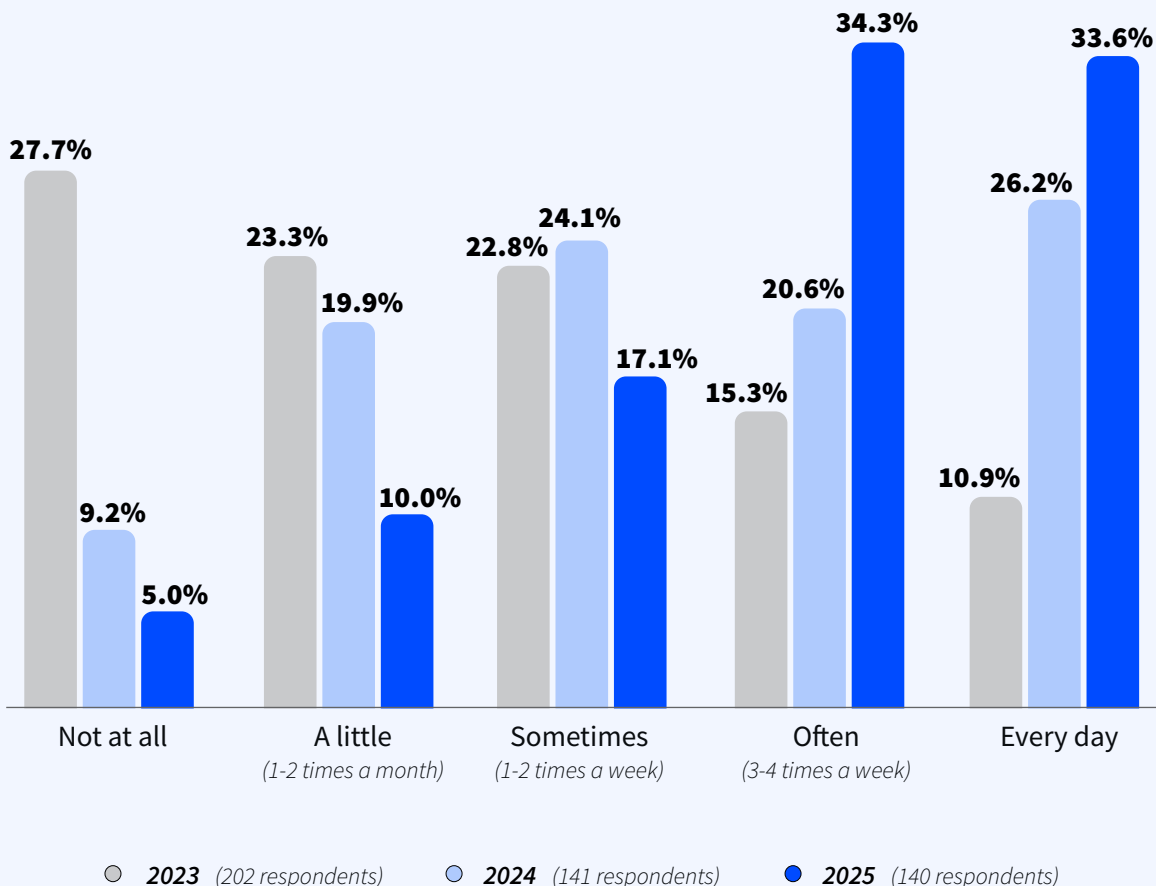
Beneath this widespread adoption, signs of a more advanced phase of AI maturity are also beginning to emerge. Together, these moves signal an industry that is actively laying the groundwork to move beyond AI as a driver of basic efficacies and toward a future where the technology enhances strategy, creativity, speed, and differentiation in entirely new ways.

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How Marketers Are Using AI

As of Q3 2025, AI has reached near-universal adoption across marketing and advertising, with the vast majority of teams now saying they regularly use AI.

95% of marketing and advertising professionals report using generative or agentic AI at least once a month as part of their marketing/advertising work, and 85.0% use it at least once a week—both up from 2024. A full third of industry professionals now use AI at work every day, while just 5% of marketers are still holding out and not using generative or agentic AI at all—down from 9% last year and 28% in 2023—another sign the technology has overcome any remaining institutional skepticism.

Approximately how often do you or your organization use generative or agentic AI tools as part of your marketing/advertising work?

Category	2023	2024	2025
Not at all	27.7%	9.2%	5.0%
A little (1-2 times a month)	23.3%	19.9%	10.0%
Sometimes (1-2 times a week)	22.8%	24.1%	17.1%
Often (3-4 times a week)	15.3%	20.6%	34.3%
Every day	10.9%	26.2%	33.6%

2023 (202 respondents)   *2024* (141 respondents)   *2025* (140 respondents)
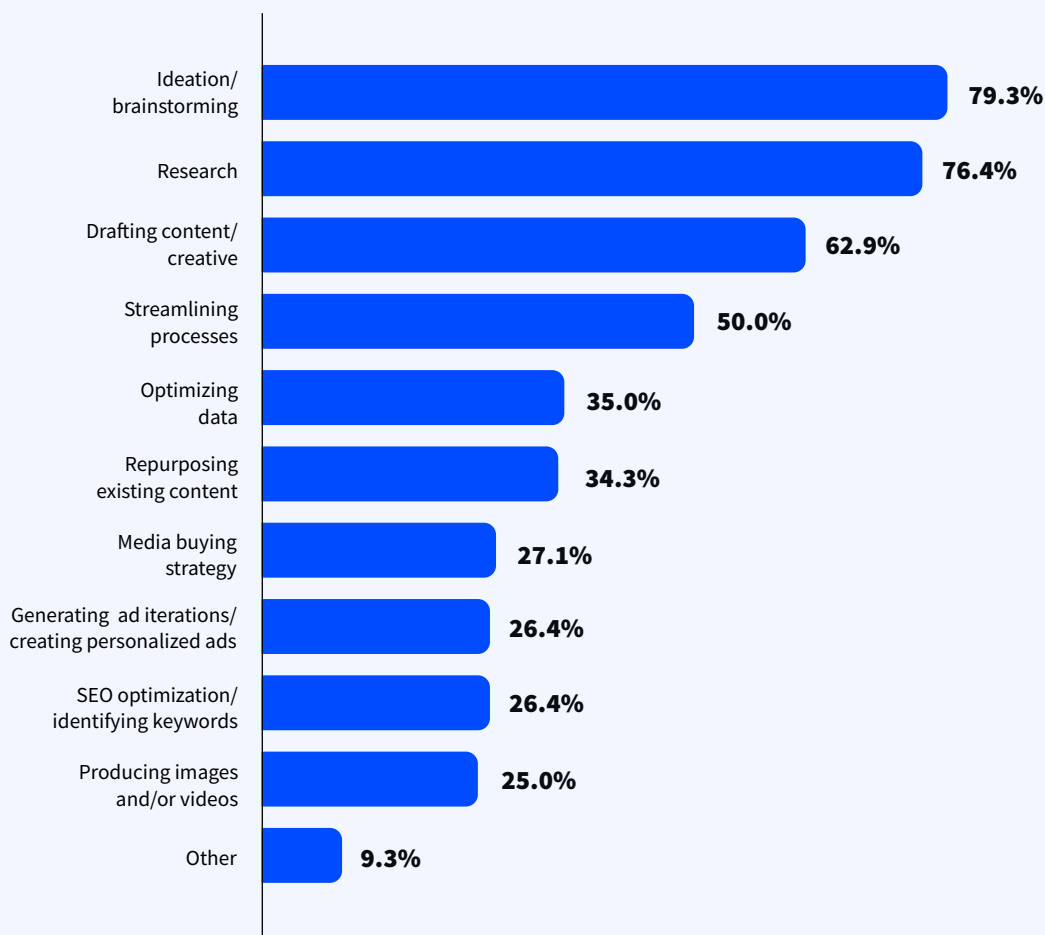
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How Marketers Are Using AI

Marketers are leveraging AI across a wide range of tasks. More than three-quarters say they use it during ideation and brainstorming (79.3%) and for research purposes (76.4%), while nearly two-third say they employ AI while drafting content/creative (62.9%). Additionally, half of marketing and advertising professionals say they use AI to streamline processes, validating the technologies' widespread efficiency claims.

Other top uses for AI include optimizing data (35.0%), repurposing content (34.3%), honing media buying strategy (27.1%) and generating ad iterations/creating personalized ads (26.4%).

For what types of tasks do you or your organization use generative AI?

Task	Percentage
Ideation/brainstorming	79.3%
Research	76.4%
Drafting content/creative	62.9%
Streamlining processes	50.0%
Optimizing data	35.0%
Repurposing existing content	34.3%
Media buying strategy	27.1%
Generating ad iterations/creating personalized ads	26.4%
SEO optimization/identifying keywords	26.4%
Producing images and/or videos	25.0%
Other	9.3%

(140 respondents)
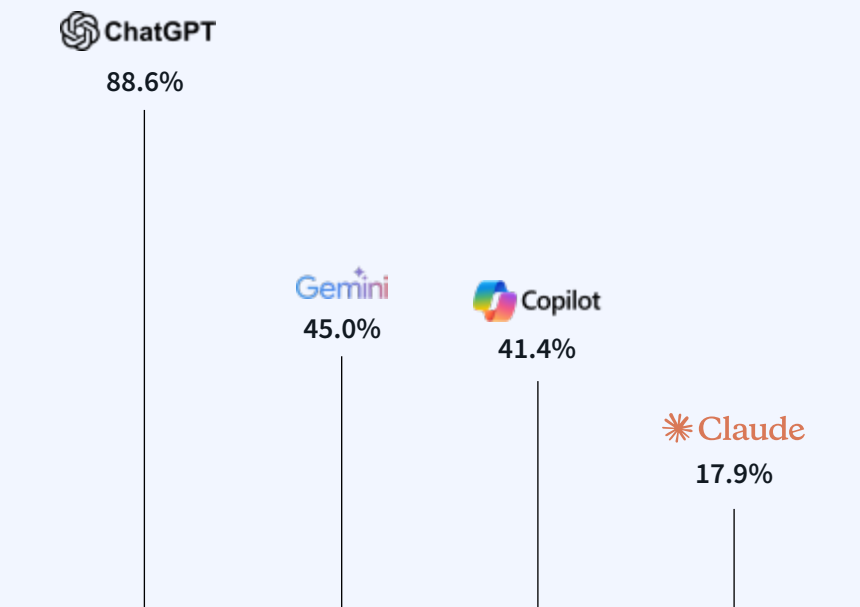
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How Marketers Are Using AI

Among AI apps, ChatGPT remains the dominant player by a wide margin: 88.6% of industry professionals saying they or their organizations use the platform in their marketing/advertising work, showcasing both the benefits of being first-to-market as well as the strength of the app itself—particularly for marketing purposes.

Google Gemini and the GPT-powered Microsoft Copilot also have significant market penetration, used by just under half of marketing orgs, while Anthropic's Claude has is used by 17.9% of industry professionals—perhaps reflecting that tool's recent focus on its coding capabilities rather than its creative skillset.

Notably, Salesforce's Agentforce marks one of the first mass-marketed agentic AI offerings to see meaningful adoption.

Which of the following tools and platforms you (or your organization) use in your marketing/advertising work?
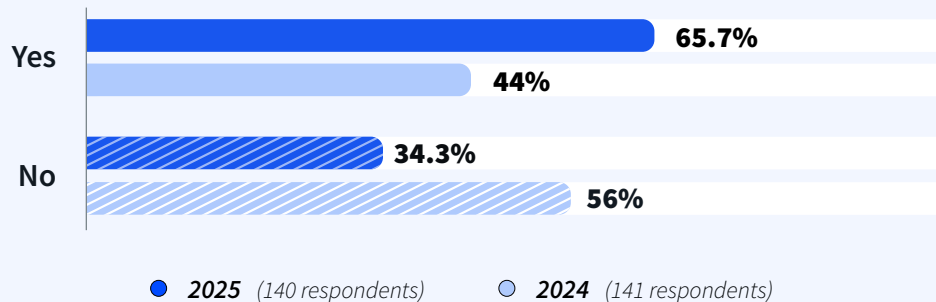
ChatGPT
88.6%

Gemini
45.0%

Copilot
41.4%

✳ Claude
17.9%

(140 respondents)

Midjourney
12.1%

Adobe Firefly
12.1%

Agentforce
5.0%

Stable Diffusion
1.4%

OTHER
13.6%

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How Marketers Are Using AI

With AI now firmly part of many processes for marketers and advertisers, organizations are beginning to allocate budgetary dollars toward premium subscriptions. Nearly two-thirds marketers say their organization currently pays for access to AI tools, up from just 44% a year ago.

Does your organization currently pay for/subscribe to any premium AI tools?

Yes	65.7%
	44%
No	34.3%
	56%

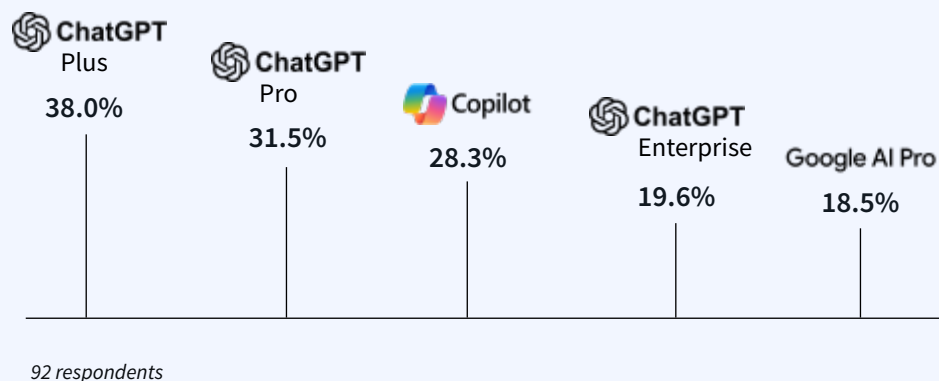● **2025** *(140 respondents)* ○ **2024** *(141 respondents)*

As with free tools, OpenAI is the market leader among premium AI solutions, with ChatGPT Plus (38.0) and ChatGPT Pro (31.5%) the most popular paid solutions for marketing and advertising professionals.

Over one-quarter (28.3%) of marketers are using Microsoft Copilot, while Google's premium AI Pro package (18.5%) is also earning meaningful marketing budgets.

Which of the following paid AI tools does your organization currently use?
Among organizations using paid/premium AI tools.

ChatGPT Plus — 38.0%

ChatGPT Pro — 31.5%

Copilot — 28.3%

ChatGPT Enterprise — 19.6%

Google AI Pro — 18.5%

92 respondents

Claude Pro — 15.2%

Adobe Firefly — 14.1%

Midjourney — 13.0%

Agentforce — 7.6%
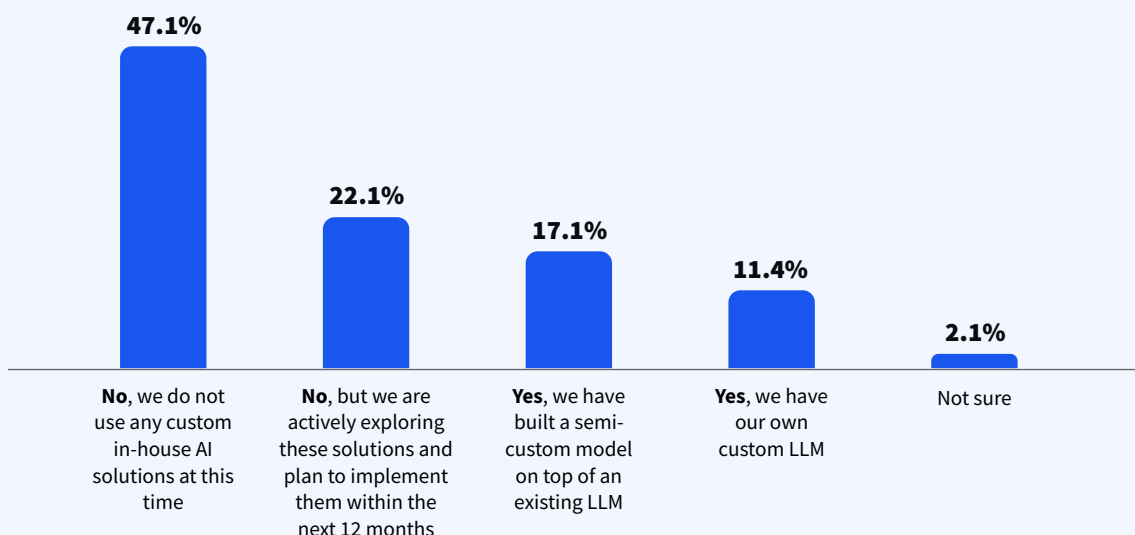
OTHER — 5.4%

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How Marketers Are Using AI

As is evident by the adoption numbers, out-of-the-box AI solutions can already deliver meaningful value to marketers. But to create truly differentiated AI-generated outputs, brands and agencies will need three things: Custom in-house AI solutions, large stockpiles of high-quality first-party upon which to train those models, and skilled employees to leverage it all effectively.

On the first of those need, most marketing and advertising organizations still have considerable work left to do. Nearly half of all marketing and advertising professionals say their organizations do not currently use any in-house AI solutions and have no imminent plans to do so. Another 22.1% say their organizations do not currently use custom in-house solutions, but are actively exploring them and planning to implement within the next 12 months.

Just over one-quarter of industry professionals, however, are already seeking out the competitive advantages that come with custom models: 17.1% say their organizations have built a semi-custom model on top of an existing LLM—such as OpenAI's GPT—while 11.4% say they have their own custom LLM.

Does your organization use any custom in-house AI solutions?

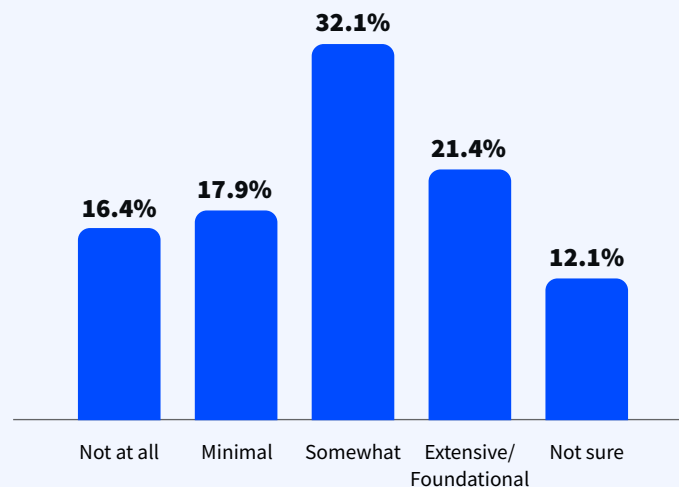| Response	Percentage
No, we do not use any custom in-house AI solutions at this time	47.1%
No, but we are actively exploring these solutions and plan to implement them within the next 12 months	22.1%
Yes, we have built a semi-custom model on top of an existing LLM	17.1%
Yes, we have our own custom LLM	11.4%
Not sure	2.1%

(140 respondents)

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How Marketers Are Using AI

With AI having achieved near-universal market penetration among marketers, first-party data will becoming increasingly essential to using the technology effectively and unlocking meaningful differentiation.

Training models on clean, consented, and unified first-party data will enable AI tools to produce more accurate insights, better audience segmentation, stronger personalized messaging, and more brand-specific creative outputs.

However, just 21.4% of industry professionals called first-party data "foundational" to their organization's AI initiatives, with that data being used to build and/or train models. Another 32.1% said first-party data is "somewhat" useful to their organization but not yet integrated into AI use cases, while around one-third of all respondents said first-party data plays little-to-no role in their organization's current AI initiatives.

How central is first-party data to your organization's current AI initiatives?
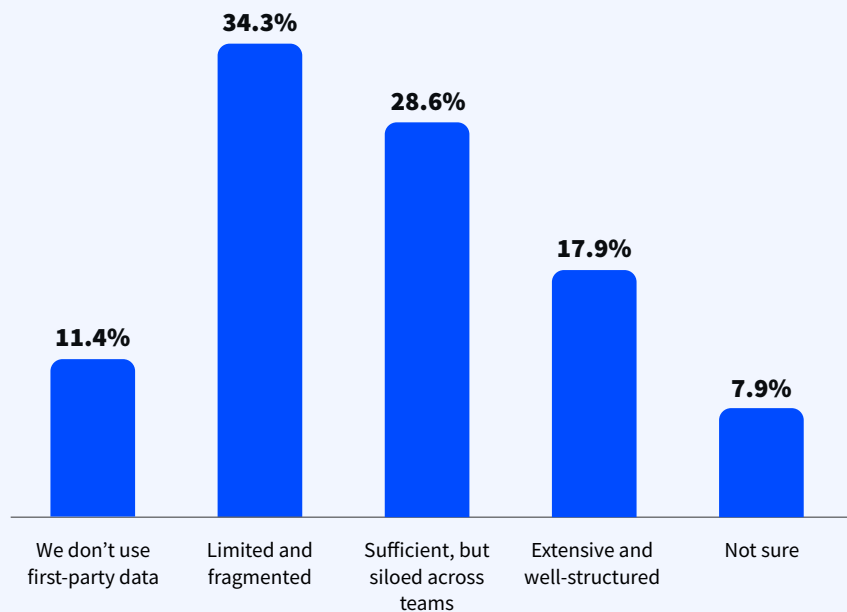
Not at all	Minimal	Somewhat	Extensive/ Foundational	Not sure
16.4%	17.9%	32.1%	21.4%	12.1%

(140 respondents)

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How Marketers Are Using AI

In the years ahead, those organizations that have invested in building and maintaining strong first-party data foundations will be best positioned to gain differentiated value from AI. Unfortunately, many brands and agencies appear unprepared for such a future: 34.3% of marketers calling their organization's first-party data as limited and fragmented, while 11.4% said they don't really use first-party data at all.

Even those organizations that do have access to first-party data face critical barriers when it comes to actually utilizing that data, with just over one-quarter of respondents describing their org's first-party data as sufficient, but siloed across teams. Meanwhile, just 17.9% of marketing and advertising professionals say their organization's first-party data is extensive and well-structure.

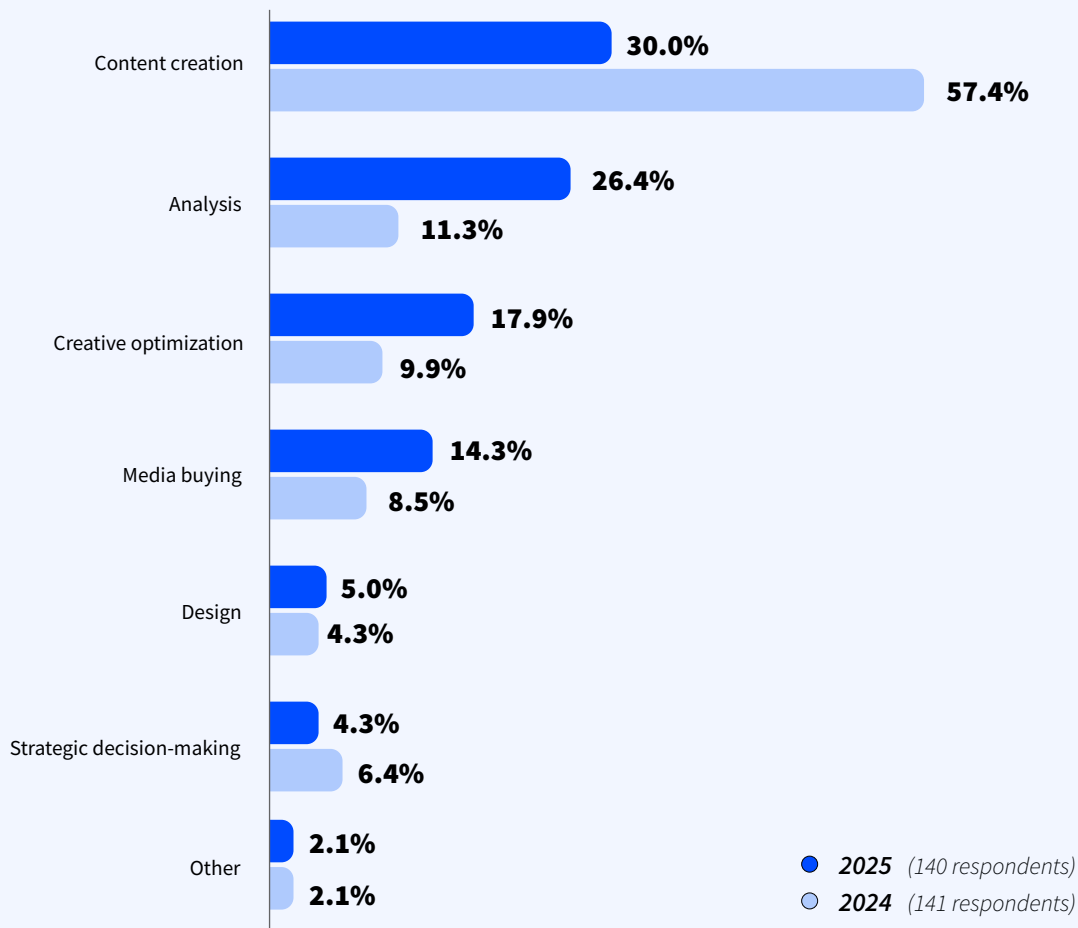**How would you describe your organization's first-party data?**

11.4%	34.3%	28.6%	17.9%	7.9%
We don't use first-party data	Limited and fragmented	Sufficient, but siloed across teams	Extensive and well-structured	Not sure

(140 respondents)

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AI and Content Creation

Generative AI's first big splash came from the release of chatbots like ChatGPT, leading marketers to assume that content creation would be far and away the most impacted aspect of the digital marketing process. But as AI tools have improved and begun to showcase new skills—particularly those that harness the technology's extraordinary propensity for pattern recognition and data processing—industry professionals have taken notice.

Just 30% of marketers now identify content creation as the part of the digital marketing process they expect to be most impacted by AI—down sharply from 2024—and nearly just as many now believe that analysis (26.4%) is the area most likely to be impacted. Creative optimization (17.9%) and media buying (14.3%) also saw significant jumps year-over-year.

What part of the digital marketing process do you expect to be most impacted by AI?

Category	2025	2024
Content creation	30.0%	57.4%
Analysis	26.4%	11.3%
Creative optimization	17.9%	9.9%
Media buying	14.3%	8.5%
Design	5.0%	4.3%
Strategic decision-making	4.3%	6.4%
Other	2.1%	2.1%

● **2025** *(140 respondents)*
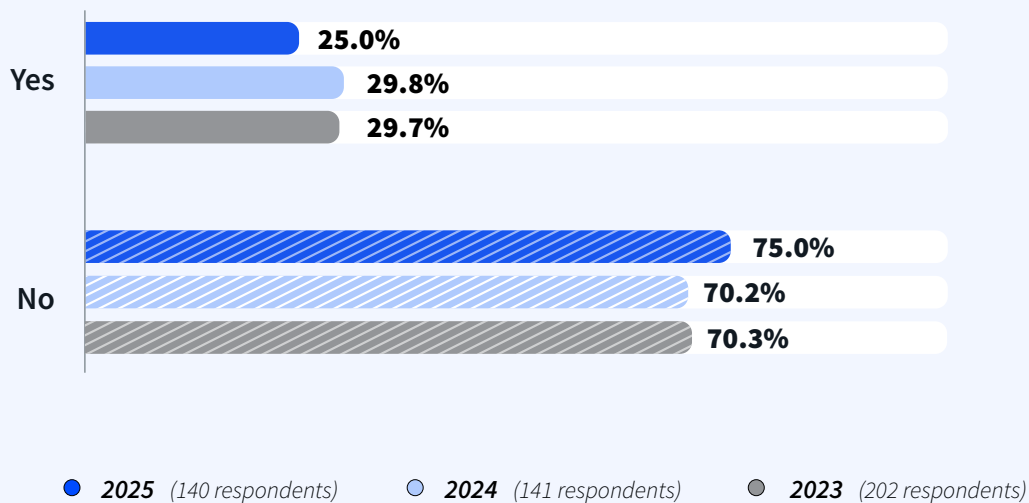○ **2024** *(141 respondents)*

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AI and Content Creation

While content creation is still seen as one of the marketing outputs most likely to be reshaped by AI. But despite these expectations, most marketing and advertising professionals still view the resulting work as inferior to that of their own: 75% said they don't think AI-generated content is as good as their organization's human-generated content, up slightly from last year (70.2%).

While AI-generated content may not yet be at the same levels as content created by human experts, those humans have increasingly embraced generative AI as part of their content creation process, using it to facilitate greater efficiency, stronger personalization, and a higher volume of quality output.

Is AI-generated content as good as (or better than) your organization's current human-generated content?

Yes	
	25.0%
	29.8%
	29.7%
No	
	75.0%
	70.2%
	70.3%

● **2025** *(140 respondents)*   ○ **2024** *(141 respondents)*   ● **2023** *(202 respondents)*

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AI and Content Creation

While AI now touches nearly every aspect of marketing, its most profound impact on consumers has almost certainly been on search. The emergence of AI chatbots and AI Overviews have fueled the phenomenon of "no-click search," and marketers are beginning to take notice.

Studies have found that Google searches featuring an AI Overview typically result in significantly lower click-through rates—as much as 30-70% lower[1][2]. For marketers, this could mean dramatic fluctuations in organic traffic and, for some, even necessitate a fundamental rethinking of their approach to discoverability.

But despite AI's growing influence on search, the majority of marketers say they have yet to make significant changes to their SEO strategies. To date, just 19.4% of marketers and advertisers say their organizations deprioritized SEO due to AI's impact on search.

Whether this is reflective of a more measured, wait-and-see approach, or of a deeper confidence that core SEO principles will retain their value even as the search landscape evolves, remains to be seen. Regardless, one-in-five marketers appear to see the emergence of AI-driven search as an opportunity to gain disproportionate visibility as the technology begins to materially shift traffic patterns—and, potentially, competitive dynamics.

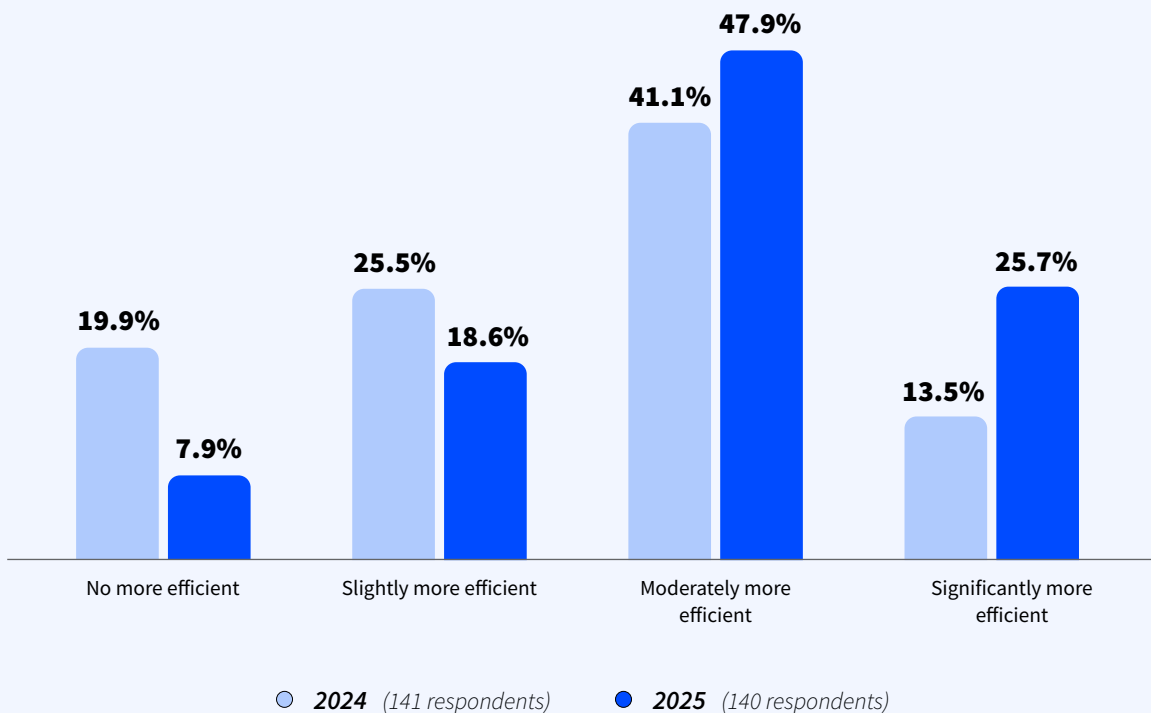## Have you deprioritized SEO as a result of AI's impact on search?

Yes 19.4%

No 80.6%

(139 respondents)

[1]*https://ahrefs.com/blog/ai-overviews-reduce-clicks/*
[2]*https://www.seerinteractive.com/insights/how-ai-overviews-are-impacting-ctr-5-initial-takeaways*

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AI in Marketing: The Impact on Work

Generative AI comes with the promise of delivering new efficiencies for overworked marketers, allowing them to streamline processes and do more work (and better work) in less time. But has that hype matched the reality? For most marketers, the answer that question appears to increasingly be "Yes."

Nearly three-quarters of marketing and advertising professionals (73.6%) say AI has made moderately-to-significantly more efficient at their jobs. Additionally, just 7.9% of respondents say AI has made them no more efficient, down significantly from 2024. The findings indicate that increased adoption of AI—as well as greater clarity and training around best practices and ideal use cases—has allowed marketers to work the technology into their workflows to maximize its benefits.

Over the course of the last year, do you believe that AI has made you more efficient at your job?

Response	2024	2025
No more efficient	19.9%	7.9%
Slightly more efficient	25.5%	18.6%
Moderately more efficient	41.1%	47.9%
Significantly more efficient	13.5%	25.7%

● **2024** *(141 respondents)*   ● **2025** *(140 respondents)*
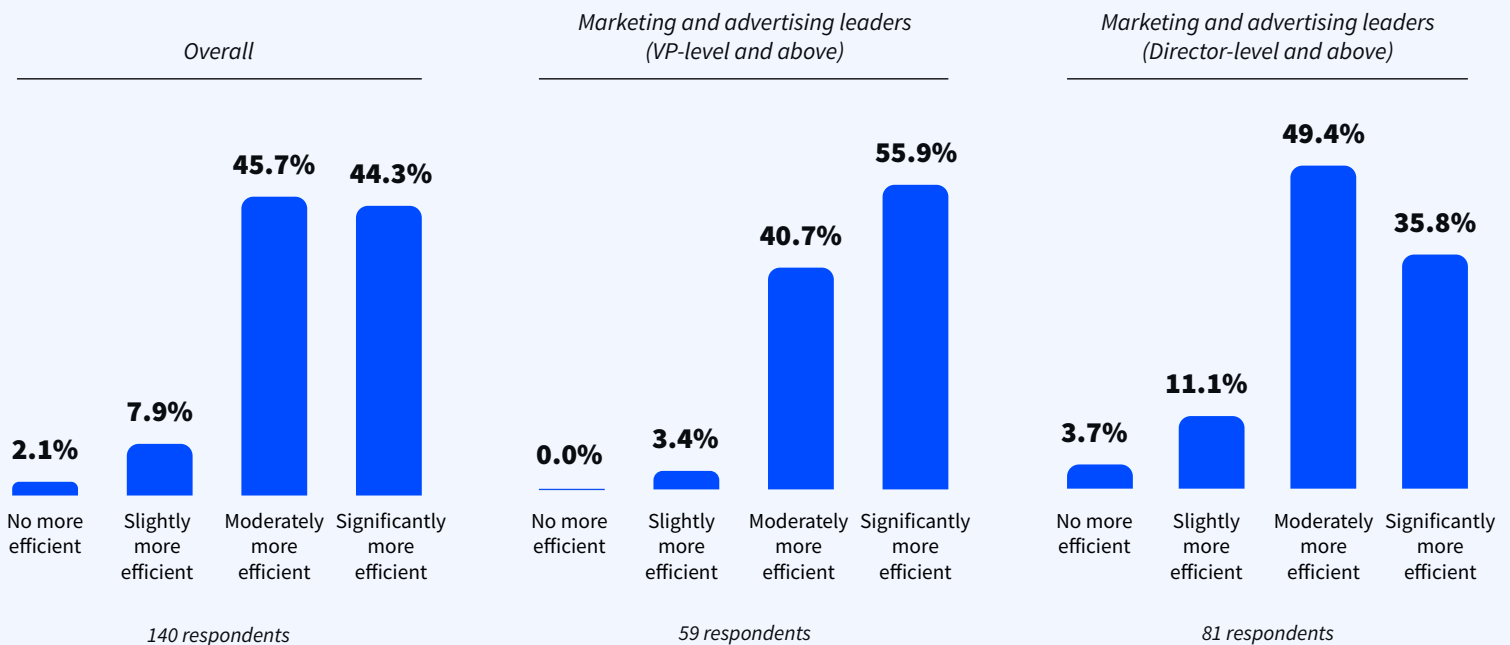
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AI in Marketing: The Impact on Work

With these recent AI-derived efficiency gains, expectations around the technology's future utility have also grown.

90% of marketers say they believe AI will make marketers moderately-to-significantly more efficient at their jobs within the next 3-5 years. Notably, expectations around efficiency appear meaningfully higher among industry leaders, with 55.2% of senior decision-makers saying they believe AI will make marketers significantly more efficient vs. just 35.8% of entry-to-mid level employees, aka the people most likely to use the tech—or even, potentially, have their jobs replaced by it.
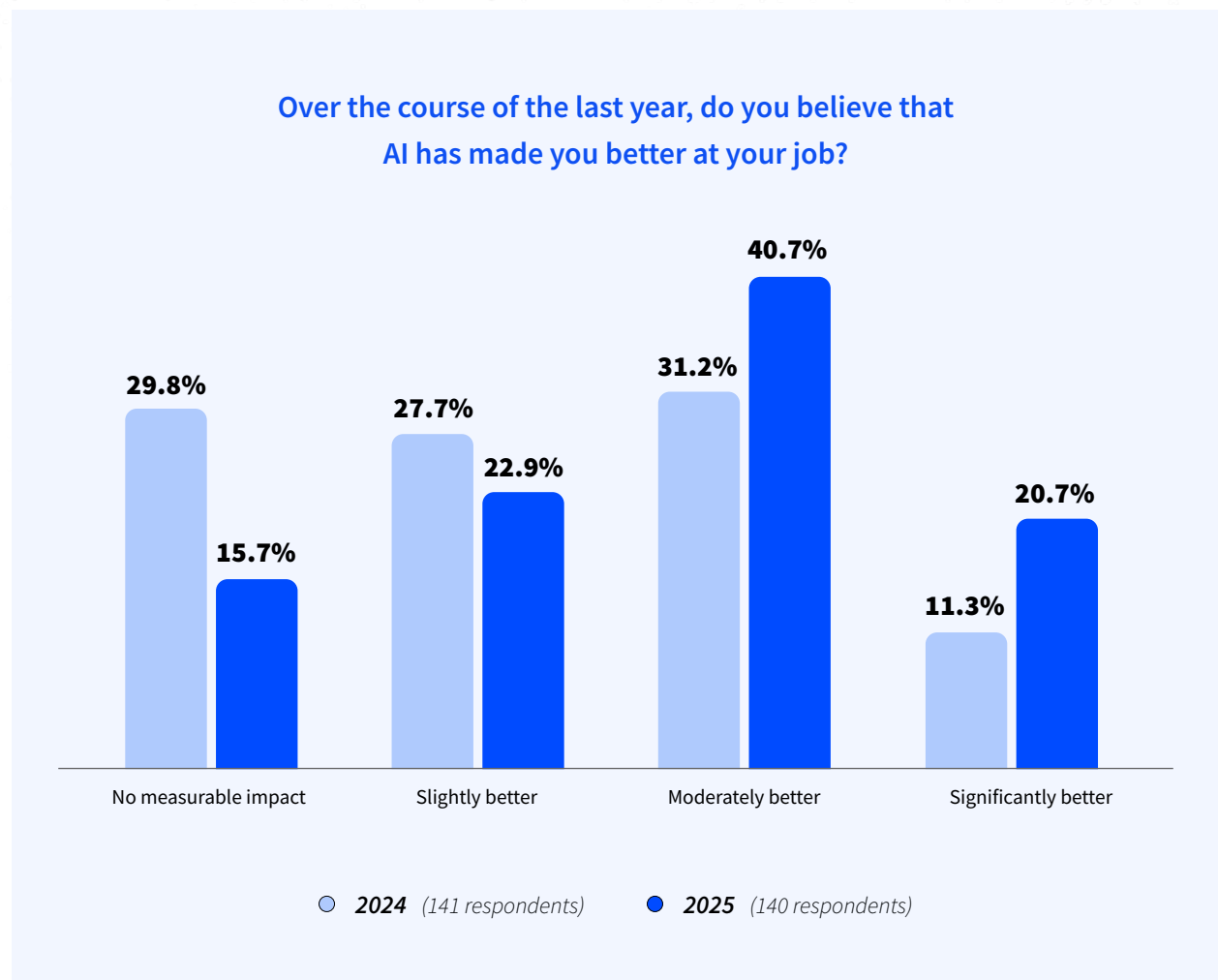
Do you believe that AI will make marketers more efficient at their jobs within the next 3-5 years?

Overall

No more efficient	Slightly more efficient	Moderately more efficient	Significantly more efficient
2.1%	7.9%	45.7%	44.3%

140 respondents

Marketing and advertising leaders (VP-level and above)

No more efficient	Slightly more efficient	Moderately more efficient	Significantly more efficient
0.0%	3.4%	40.7%	55.9%

59 respondents

Marketing and advertising leaders (Director-level and above)

No more efficient	Slightly more efficient	Moderately more efficient	Significantly more efficient
3.7%	11.1%	49.4%	35.8%

81 respondents

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AI in Marketing: The Impact on Work

As with efficiency, marketers are increasingly finding that AI is enabling them to achieve stronger overall job performance. Nearly two-thirds (61.4%) of marketing and advertising professionals believe AI has made them moderately-to-significant better at their jobs over the course of the last year, versus just 42.5% who felt the same in 2024.

Still, with 38.6% of respondents saying AI has little-to-no measurable impact on their job performance, there is still meaningful room for additional AI-derived efficiencies and performance improvements across the industry.

Over the course of the last year, do you believe that AI has made you better at your job?

	No measurable impact	Slightly better	Moderately better	Significantly better
2024 (141 respondents)	29.8%	27.7%	31.2%	11.3%
2025 (140 respondents)	15.7%	22.9%	40.7%	20.7%

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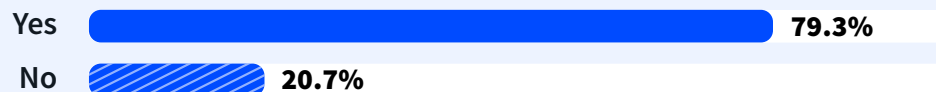
Looking Toward the Future

Part of maximizing the potential of AI will depend on organizations' willingness to invest in new technology to increase efficiency and support their teams. Marketing and advertising professionals appear to recognize this opportunity, with nearly two-thirds of marketers saying their organization has invested in technology to automate or streamline processes within the last 12 months. Additionally, automation investments are expected to grow significantly in the coming year, with 79.3% of respondents saying their organizations plan to invest new technology that automates or streamlines processes within the next 12 months.

Within the last 12 months, has your organization invested in new technology to automate or streamline processes?

Yes ████████████ 63.6%
No ▨▨▨▨▨▨ 36.4%
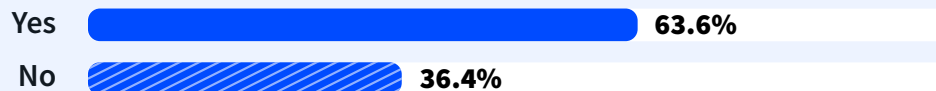
140 respondents

Does your organization have plans to invest in new technology to automate or streamline processes within the next 12 months?

Yes █████████████ 79.3%
No ▨▨▨ 20.7%

140 respondents

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Looking Toward the Future

Over the past three years, AI has moved from to the periphery of marketing and advertising to its very center, going from a virtual non-entity to a must-have in every marker's toolkit. This rapid evolution has been accelerated by the steady integration of AI into the products and platforms that underpin the digital advertising industry, driven by weighty and sustained investment from tech giants like Microsoft, Google, and Meta.

The rise has been remarkable, but it's just the start of a seismic technological shift that's poised to significantly reshaping the industry before the decade is out. A whopping 90.7% of marketing and advertising professionals believe that AI will radically transform digital advertising in the next three to five years, signaling that the sector is bracing for a wave of innovation that could redefine how brands reach, engage, and convert audiences.

Do you believe AI will radically transform digital advertising within the next 3-5 years?

Yes ▬▬▬▬▬▬▬▬▬▬▬▬▬ 90.7%
No ▨ 9.3%

140 respondents

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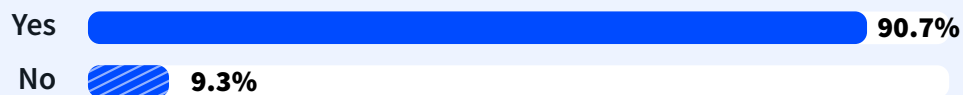
AI and Marketing: The Risks

For all its promise, AI also introduces a number of risks that marketers and advertisers cannot afford to ignore. As adoption accelerates and the tools become more widely used both in and outside the industry, AI-generated concerns around authenticity, brand safety, and public trust are coming into sharper focus.

From the proliferation of misinformation and "AI slop," to copyright liabilities stemming from to unlicensed training data, to skeptical consumers who are weary of AI usage, to the technology's growing environmental footprint, marketing and advertising professionals are confronting substantial risks on multiple fronts. Further complicating matters is the absence of clear regulatory guardrails, leaving organizations largely on their own when answering questions around AI usage standards, safeguards, and best practices. For marketers eager to capitalize on AI's extraordinary potential while simultaneously navigating its reputational, legal, and ethical pitfalls, it's a balancing act may ultimately determine not just individual outcomes, but the trajectory of the industry as a whole.
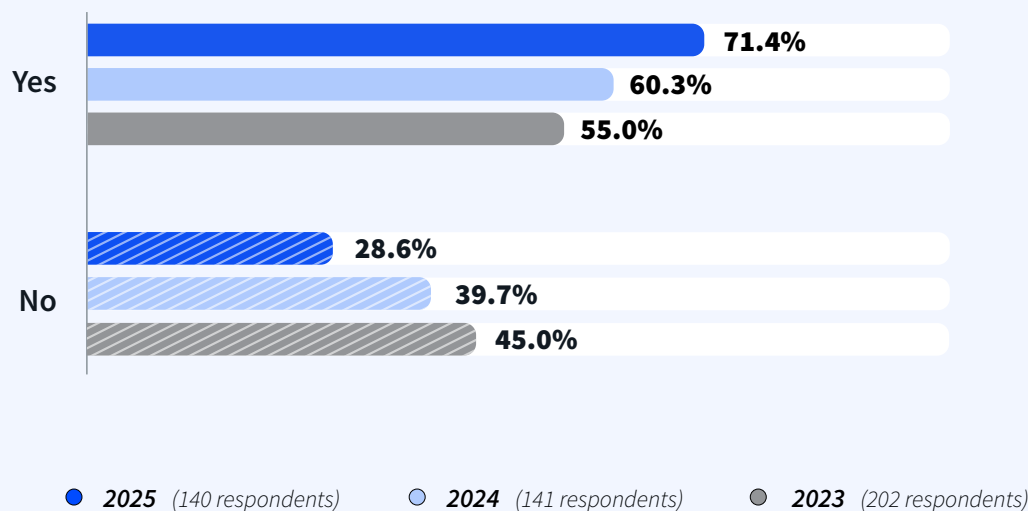
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AI and Marketing: The Risks

While AI is now a significant part of many marketing and advertising workflows, industry professionals know there is still risk associated from over-relying on its outputs—particularly in ads themselves.

After another year in which numerous brands waded through controversies stemming from AI-generated ads[3][4], nearly three-quarters (71.4%) of industry professionals believe consumers will find a brand less authentic if it uses AI-generated content in its marketing or advertising efforts, up from 60.3% last year and 55.0% in 2023.

Do you believe consumers will find a brand less authentic if it uses AI-generated content in its marketing or advertising efforts?

Yes	71.4%
	60.3%
	55.0%
No	28.6%
	39.7%
	45.0%

● **2025** *(140 respondents)*   ◐ **2024** *(141 respondents)*   ● **2023** *(202 respondents)*
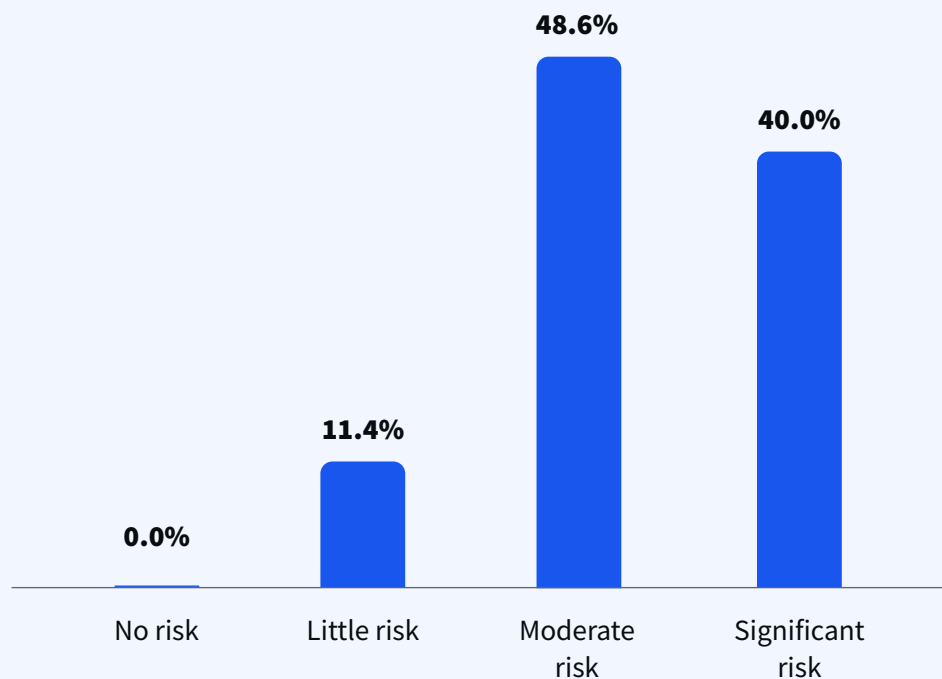
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AI and Marketing: The Risks

The rise of AI slop has added a new chapter to the ignoble history of AI-generated headaches for marketers and advertisers. AI's rise has led to soaring rates of mis- and disinformation across the internet, resulting in new brand safety concerns—to say nothing of the risks posed by publishing inaccurate AI-generated content on owned channels.

Marketing and advertising professionals have universally recognized these threats, with 100% of respondents agreeing that AI poses a brand safety and misinformation risk for marketers and a resounding 88.6% calling that risk moderate-to-significant, demonstrating how one of AI's most pressing risks is already drawing more attention from across the industry.

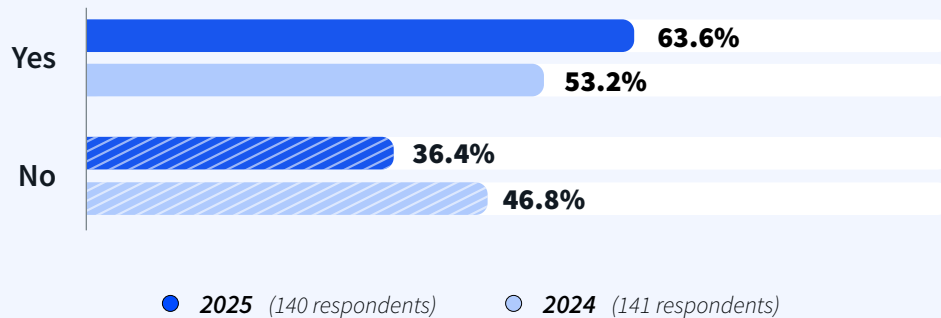### Do you believe AI poses a brand safety and misinformation risk for marketers/advertisers?

Risk Level	Percentage
No risk	0.0%
Little risk	11.4%
Moderate risk	48.6%
Significant risk	40.0%

140 respondents

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AI and Marketing: The Risks

As AI usage soars, experts have sounded the alarm on the technology's substantial energy and water needs and its associated environmental impact[5][6]. These apprehensions are shared by a majority of marketing and advertising professionals, with nearly two-thirds (63.6%) saying they are concerned by the environmental impact of AI's significant energy needs, up from just over half of marketers who felt the same a year ago.

Are you concerned by the environmental impact of AI's significant energy needs?

Yes	63.6%
	53.2%
No	36.4%
	46.8%

● **2025** *(140 respondents)*   ○ **2024** *(141 respondents)*

[5]*https://www.scientificamerican.com/article/the-ai-boom-could-use-a-shocking-amount-of-electricity/*
[6]*https://www.technologyreview.com/2024/05/23/1092777/ai-is-an-energy-hog-this-is-what-it-means-for-climate-change/*
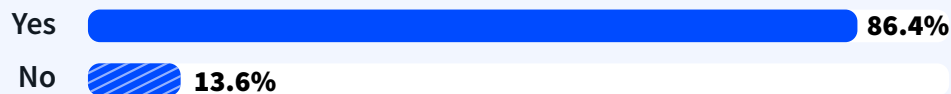
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AI and Marketing: The Risks

The large language models that form the backbone of generative AI tools are, in essence, pattern recognition on an unprecedented scale. However, in order to train those models, companies have taken significant liberties when it comes to data harvesting, scaping the internet for any and all published content and utilizing a vast amount of copyrighted works in the process—often without the owner's permission and/or anything in the way of compensation.

This has resulted in lawsuits from creators[7] and publishers[8] alike, and it's forced AI users to take a long second look at when, where, and how they deploy any AI-generated assets, which can (even without a user's knowledge) wind up containing copyrighted materials.

A whopping 86.4% of marketers say they are concerned by the copyright risks and potential legal liabilities that could come with the use of generative AI, showcasing the clear need for careful vetting, editing, and refining of anything creating with AI prior to usage.

Are you concerned by copyright risks/potential legal liabilities that could come with the use of generative AI?

Yes	86.4%
No	13.6%

140 respondents

[7]*https://www.theverge.com/2024/2/13/24072131/sarah-silverman-paul-tremblay-openai-chatgpt-copyright-lawsuit*
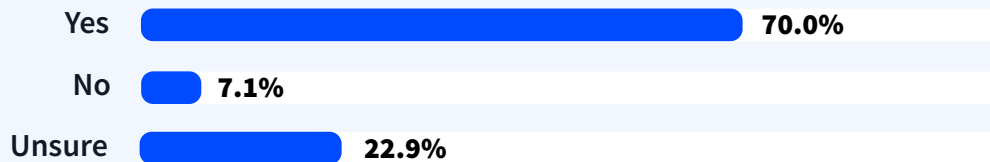[8]*https://www.nytimes.com/2023/12/27/business/media/new-york-times-open-ai-microsoft-lawsuit.html*

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AI and Marketing: The Risks

As marketers work to strike the right balance between AI's upsides and downsides, it appears they will be left to do so with little guidance from federal regulators, with the current administration and congress opting to take a decidedly hands-off approach to the powerful and rapidly evolving technology[9].

While this strategy may be music to the ears to tech executives, it is not necessarily in line with the broader desires of the marketing and advertising industry. 70% of marketing and advertising professionals say they believe AI's development and usage should be regulated, while just 7.1% think it should go unregulated.

Do you believe AI's development and usage should be regulated?

Yes	70.0%
No	7.1%
Unsure	22.9%

140 respondents

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[9]*https://www.congress.gov/crs-product/R48555*

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AI's Impact on Marketing Jobs

While much of the focus on AI celebrates its efficiency benefits, its appeal extends far beyond speed. AI is now performing tasks once thought to be the sole domain of human talent, including copywriting, analysis, data optimization, strategic planning, and more. For some, this signals a historic opportunity: a chance to reallocate human expertise toward higher-level strategy, relationship building, and brand development. For others, it's a flashing red warning light, raising concerns around oversight, originality, and a potentially devastating impact on marketing and advertising jobs.
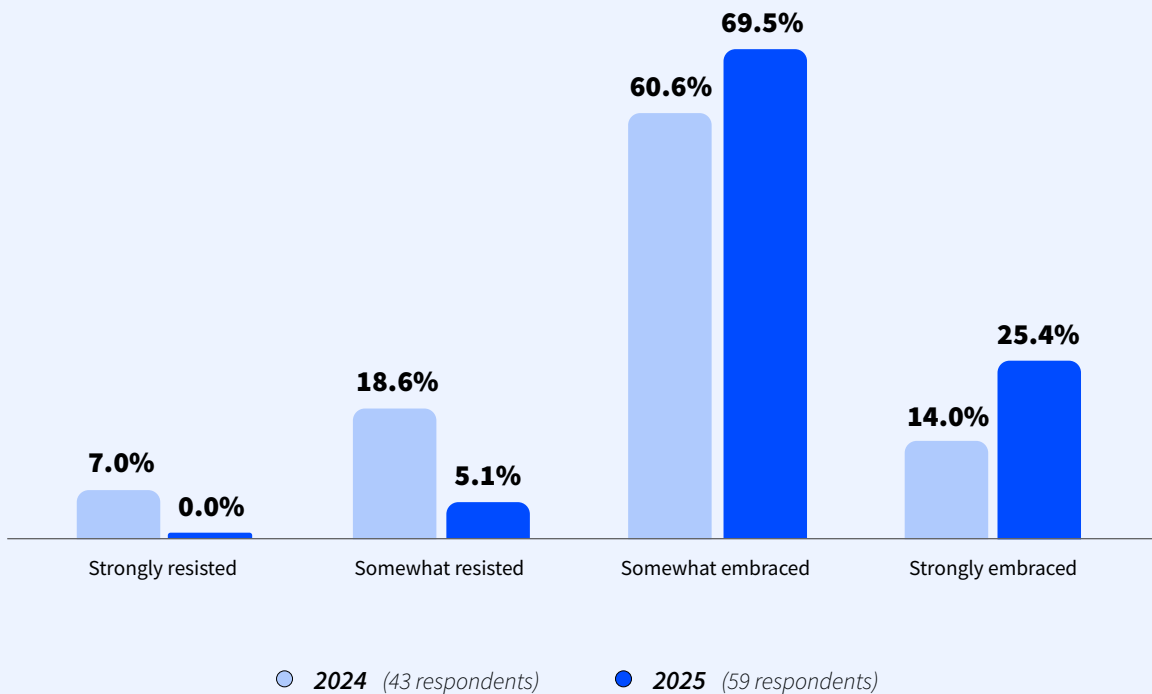
Regardless of sentiment, the shift of responsibilities between humans and AI is taking place in real time—and the pace is accelerating.

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AI's Impact on Marketing Jobs

As AI's prevalence in marketing and advertising continues to rise, so too has employee receptiveness toward its use and its benefits: 94.9% of decision-makers say their teams have embraced the use of AI in their marketing/advertising work. That number is up significant from just last year, indicating that marketers are growing more comfortable and confident with the technology...or, alternatively, that AI resisters are finding fewer and fewer employment opportunities in the industry.

Have you found that your employees have embraced the use of AI in their marketing/advertising work?

Marketing and advertising leaders (VP-level and above)

	Strongly resisted	Somewhat resisted	Somewhat embraced	Strongly embraced
2024	7.0%	18.6%	60.6%	14.0%
2025	0.0%	5.1%	69.5%	25.4%

○ *2024* *(43 respondents)*   ● *2025* *(59 respondents)*

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AI's Impact on Marketing Jobs

AI's impact on marketing and advertising now extends well beyond efficiency, taking on tasks once inherently reliant on human expertise. More than one-quarter (27.9%) of marketers say their organization has replaced human tasks with AI solutions in the last 12 months, up from 21.3% last year and just 10.4% in 2023.

More than one-quarter (27.9%) of marketers say their organization has replaced human tasks with AI solutions in in the last 12 months, up from 21.3% last year and just 10.4% in 2023.

This growing outsourcing of tasks is emblematic of the industry's belief in AI and its ability to streamline operations, cut costs, and free human talent to focus on higher-value strategy and innovation. However, the relatively low adoption rate could also indicate ongoing concerns around AI's reliability in autonomous settings, demonstrating a continued need for human oversight.

Within the last 12 months, has your organization replaced any human tasks with AI solutions?
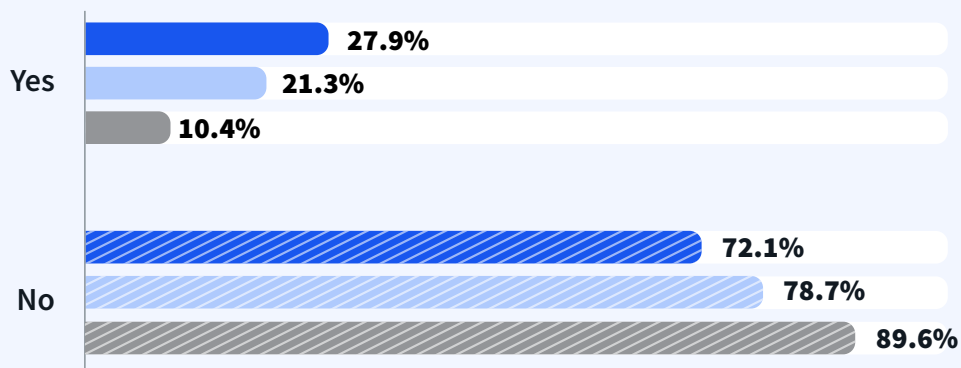
Yes
- 27.9%
- 21.3%
- 10.4%

No
- 72.1%
- 78.7%
- 89.6%

● **2025** *(140 respondents)* ○ **2024** *(141 respondents)* ● **2023** *(202 respondents)*

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AI's Impact on Marketing Jobs

Agentic AI—an emerging class of systems capable of autonomously executing multi-step tasks toward defined objectives—is widely expected to be the next major leap in artificial intelligence. Should they meet expectations, the tools have the potential to fundamentally reshape marketing and advertising operations, taking AI from "assistive tools" to "autonomous collaborators."

Early use cases could include complex processes like media planning, cross-channel optimization, and creative production, wherein agentic systems can ingest vast datasets, uncover and identify opportunities, run controlled experiments, and deploy changes—all without constant human prompting. The resulting operational efficiencies could compress campaign cycles from weeks to hours, reducing reliance on fragmented point solutions and enabling marketers to reallocate time toward strategy, brand development, and innovation.

Despite its promise, adoption of agentic AI remains limited, with just 20% of respondents saying their organizations currently "employ" AI agents for marketing and/or advertising work. That number is expected to rise in the coming months, as organizations look to AI for competitive advantages such as speed, adaptability, and cost-savings.

**Does your organization currently "employ" any AI agents for marketing and/or advertising work?**

Yes — 20.0%

No — 80.0%

140 respondents

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AI's Impact on Marketing Jobs

Many of the greatest fears around AI stem from its potential threat to marketing and advertising jobs. Those concerns appear to be turning into a reality: More than one-quarter of marketing and advertising leaders now say they have used AI to replace human employees (and/or have existing plans to do so at this time), continuing a trend of increased AI-related layoffs as the technology slowly reshapes the industry's workforce.

Have you used AI to replace human employees, and/or do you presently have plans to do so?

Marketing and advertising leaders (VP-level and above)
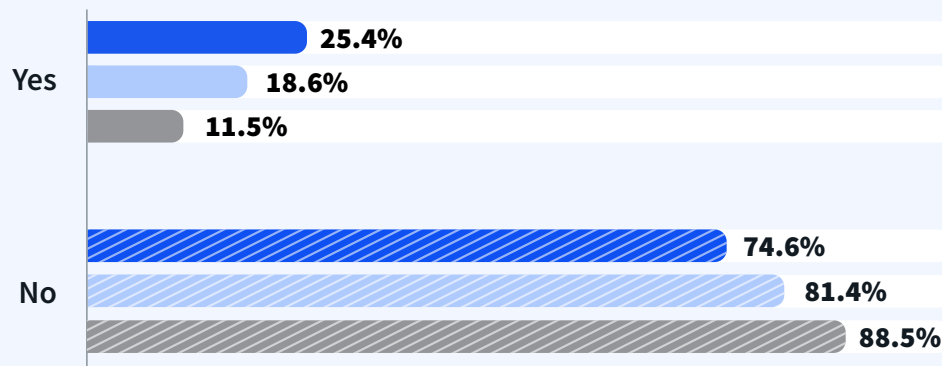
Yes
- 25.4%
- 18.6%
- 11.5%

No
- 74.6%
- 81.4%
- 88.5%

● **2025** *(140 respondents)*   ○ **2024** *(141 respondents)*   ● **2023** *(202 respondents)*

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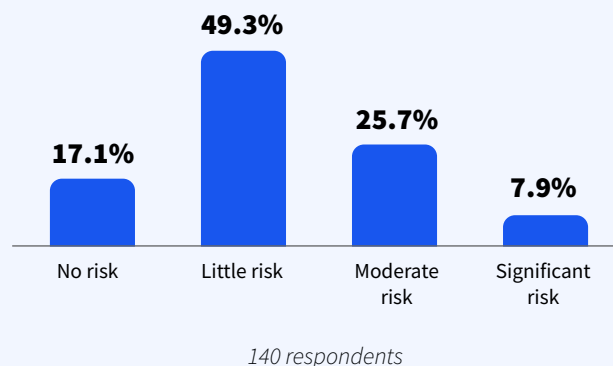Technologies

AI's Impact on Marketing Jobs

In line with this finding, marketing and advertising professionals are growing increasingly concerned about human job security in an AI-driven world. Well over half (58.6%) of all marketers believe AI will lead to substantial job losses in their industry within the next three-to-five years, up significantly from just last year.

Do you believe that AI will lead to substantial job losses in marketing and advertising within the next 3-5 years?

Yes	58.6% (2025)
	41.1% (2024)
No	41.4% (2025)
	58.9% (2024)

● **2025** *(140 respondents)*   ○ **2024** *(141 respondents)*
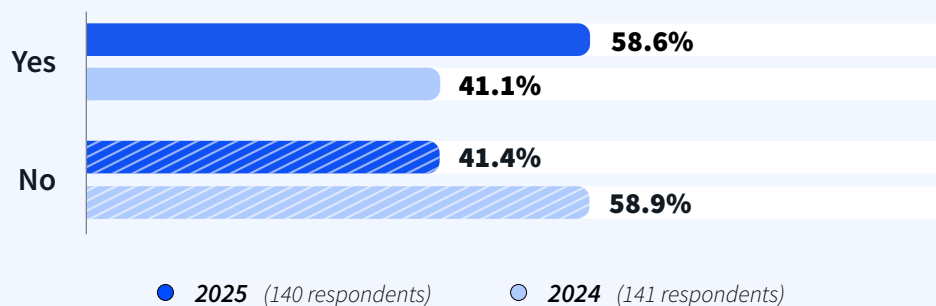
Interestingly, while concern around widespread marketing job losses mounts, most marketers still feel secure in their own roles, with two-thirds of respondents saying they believe there is little-to-no risk that AI could replace their job within the next three-to-five years. Whether this is reflective of increased confidence in the need for human oversight and expertise alongside AI tools—or, alternatively, of marketers' overconfidence in their own abilities and indispensability—remains to be seen.

Do you believe there is a risk that AI could replace your job within the next 3-5 years?

No risk	Little risk	Moderate risk	Significant risk
17.1%	49.3%	25.7%	7.9%

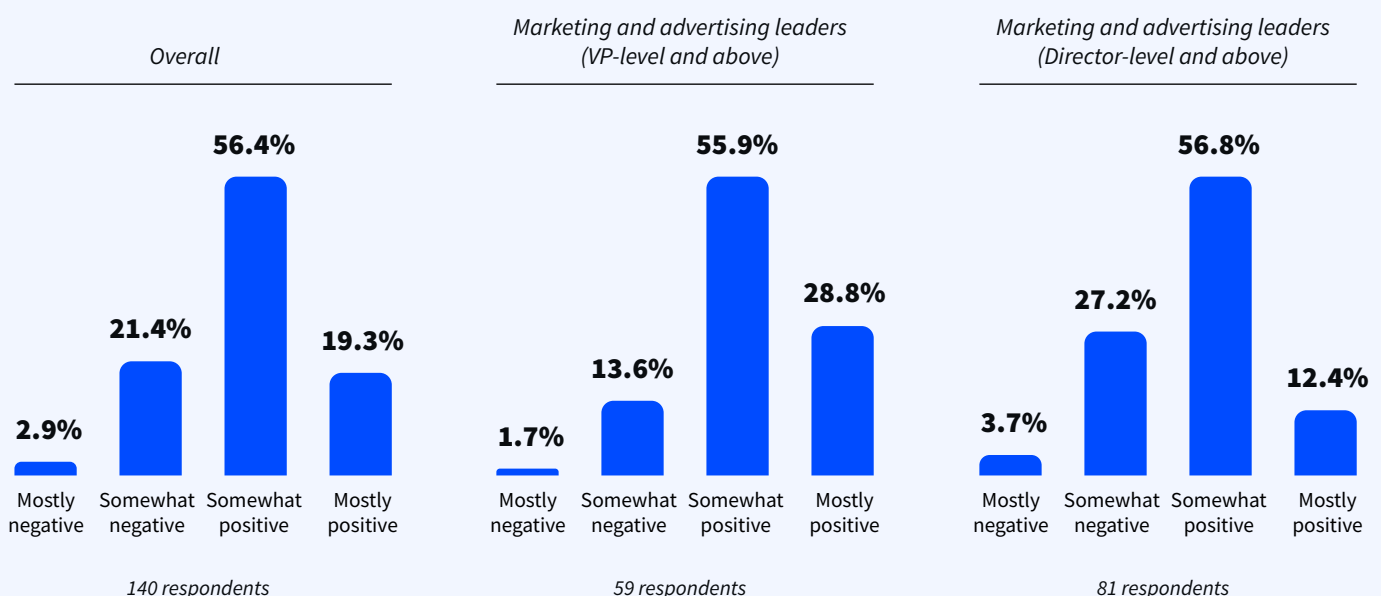*140 respondents*

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How Marketers Feel About AI in Marketing

On the whole, when it comes to AI in marketing, the industry's outlook appears to largely be quite rosy. Just over three-quarters (75.7%) of marketing and advertising professionals believe that generative AI will have a positive impact on their industry.

But, just as in past years, simmering beneath the surface is a marked enthusiasm gap between senior-level decision-makers and the entry-to-mid level employees who are more likely to use the technology in their day-to-day work…or see their jobs replaced by it altogether. While an overwhelming 84.7% of senior leaders maintain a positive view of generative AI's potential impact on marketing and advertising, just 69.2% of those director-level and below feel the same—the overwhelming majority of whom feel that the impact will be only somewhat positive.

The gap suggests that, while senior leaders may see AI as a strategic growth driver, those closer to the day-to-day work are more attuned to the technology's flaws and, understandable, the threat it poses to their work and their livelihoods. If left unaddressed, this divide could slow adoption, breed skepticism, and create cultural friction that undermines AI's full potential in marketing organizations.
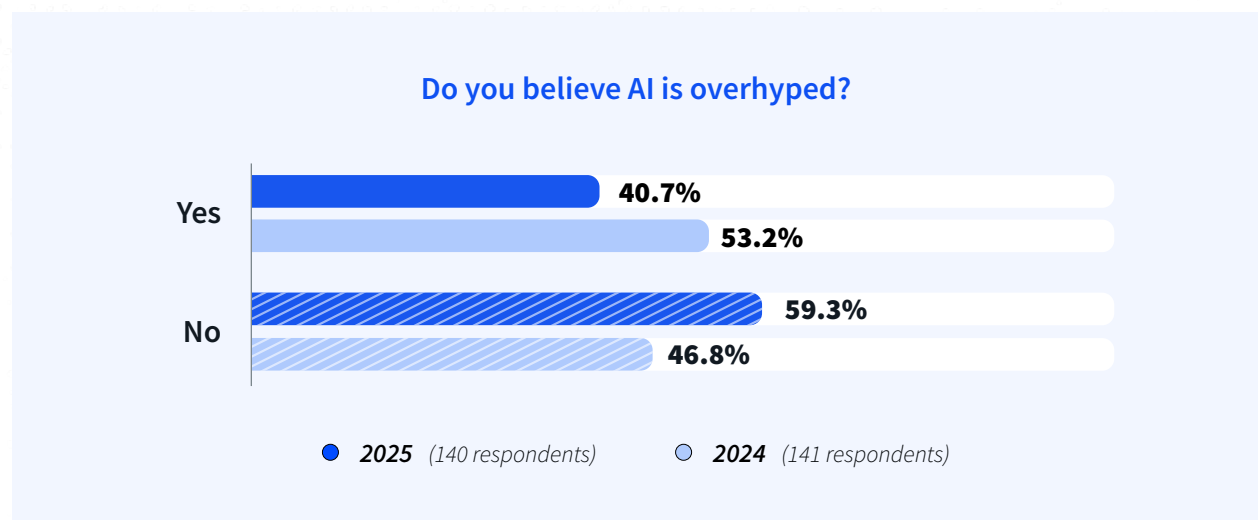
What impact do you believe generative AI will have on the marketing/advertising industry?

Overall

Mostly negative	Somewhat negative	Somewhat positive	Mostly positive
2.9%	21.4%	56.4%	19.3%

140 respondents

Marketing and advertising leaders (VP-level and above)

Mostly negative	Somewhat negative	Somewhat positive	Mostly positive
1.7%	13.6%	55.9%	28.8%

59 respondents

Marketing and advertising leaders (Director-level and above)

Mostly negative	Somewhat negative	Somewhat positive	Mostly positive
3.7%	27.2%	56.8%	12.4%

81 respondents

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How Marketers Feel About AI in Marketing

With all the buzz, marketing, and sky-high expectations surrounding AI, marketers would be forgiven for finding the tech to be overhyped. But as AI tools have started to demonstrate their value and make their way into users' workflows, industry professionals appear to be increasingly clear-eyed about its impact and its potential.

While a not-insignificant 40.7% of marketing and advertising professionals say they believe AI is overhyped, that number is down sharply from 53.2% a year ago.

Do you believe AI is overhyped?

Yes	40.7% (2025)
	53.2% (2024)
No	59.3% (2025)
	46.8% (2024)

● **2025** *(140 respondents)*   ○ **2024** *(141 respondents)*
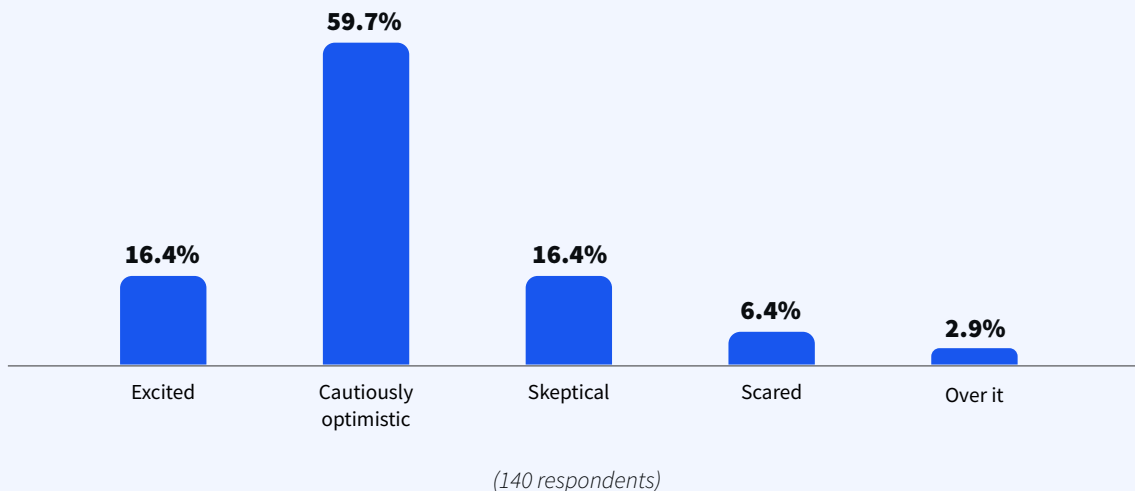
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How Marketers Feel About AI in Marketing

As for current attitudes on AI in marketing, the sentiment among industry professionals is largely positive: 59.7% say they are cautiously optimistic about AI, while 16.4% say they're excited about the emerging technology—both down slightly from a year ago.

And though AI usage has increased and marketers have found it enhances the quality and efficiency of their work, not everyone is celebrating AI's continued emergence: 16.4% say they are skeptical of AI, while another 6.4% defined their current attitude toward AI in marketing and advertising as "scared."

What is your current attitude toward AI in marketing and advertising?

Excited	Cautiously optimistic	Skeptical	Scared	Over it
16.4%	59.7%	16.4%	6.4%	2.9%

(140 respondents)

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AI and Marketing: What's Next

In just three years, AI has grown into a foundational force that's actively transforming the way marketers and advertisers work.

Nearly every professional across the industry is regularly using AI in some capacity, with three-quarters reporting measurable efficiency gains and the vast majority expecting the technology to radically transform digital advertising within just a few years. In this context, ignoring AI is no longer an option.

Yet the real disruption—and greatest impact—may well lie ahead. Emerging technologies such as agentic AI and custom (or semi-custom) models trained on proprietary datasets will enhance workflows in wholly new ways. Campaign cycles will likely compress, strategy and execution will increasingly converge, and the makeup of core marketing talent will inevitably evolve.

To seize the opportunities and mitigate the risks, agencies and brands must act with urgency on three fronts:

- **Prioritize first-party data foundations:** Only one in five professionals say their organizations treat first-party data as central to AI initiatives. Without clean, unified, and consented data, AI models cannot deliver differentiated value.

- **Invest in custom solutions and talent:** Off-the-shelf tools provide efficiency, but the next competitive edge will come from models tailored to brand-specific needs, supported by teams trained to wield them effectively.

- **Balance experimentation with governance:** As with any new technology—especially one built upon first-party data—leaders must encourage thoughtful adoption while setting guardrails around authenticity, brand safety, and legal exposure to ensure sustainable success.

The AI era is advancing faster than most predicted. For those who act decisively, it offers a historic chance to leap ahead in efficiency, creativity, and strategic impact. Those who hesitate risk falling behind in an industry that is hastily working to redefine itself. The organizations that succeed in this new environment will be those that strategically prepare their teams, data, and tech stacks for a future it is rapidly coming into view.

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Learn more at **Basis.com**.