


# Brief

# Content brief for “AI marketing statistics”

|   |   |
|---|---|
| Keyword   | AI marketing statistics   |
| Target Audience   | Tech journalists who are discussing artificial intelligence and the changes it will bring to society.   |
| Goal of the Article   | To get linked to and cited by journalists covering AI.  |
| Meta Title  | AI Marketing Statistics: How Marketers Use AI in 2025   |
| URL Slug  | /ai-marketing-statistics  |
| Articles analyzed   | <ul style="list-style-type: none"><li>• <a href="https://www.statista.com/topics/5017/ai-use-in-marketing/">https://www.statista.com/topics/5017/ai-use-in-marketing/</a></li><li>• <a href="https://www.statista.com/statistics/1293758/ai-marketing-revenue-worldwide/">www.statista.com/statistics/1293758/ai-marketing-revenue-worldwide/</a></li></ul> |
|  | <b>Note:</b> Remember to bold and highlight important data points we’ve identified.   |

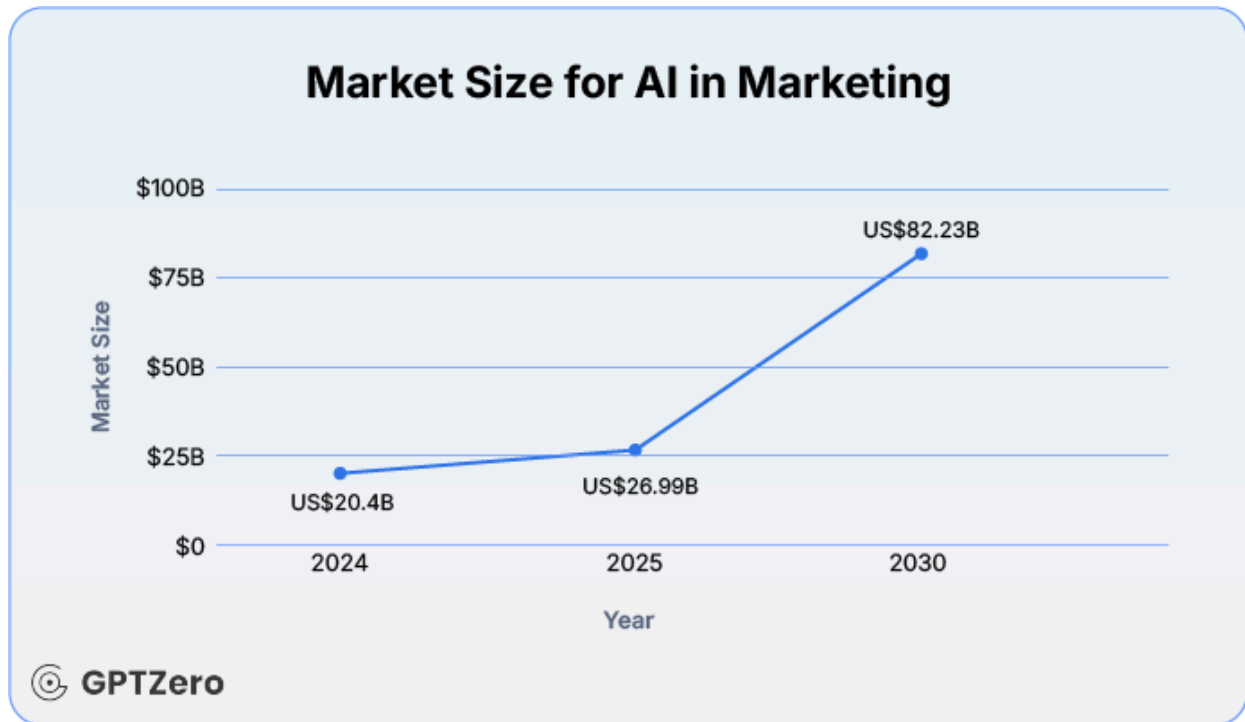
## AI marketing statistics

**Report highlights.** In 2024, the market for artificial intelligence (AI) in marketing was estimated at **US\$20.4 billion**. It’s projected to increase to more than **US\$82.23 billion by 2030**.

- In 2025, AI marketing revenue is **projected to reach US\$26.99 billion**.
- Global spending on AI in marketing reached US\$20.4 billion in 2024.
- Between 2025 and 2030, the compound annual growth rate (CAGR) for AI marketing

spend is **estimated to be 25%**.

- **69.1% of marketers** already use AI for their operations, indicating growing confidence in AI.
- **35.1% of marketers** used AI for content production in 2024, a decline from 44% in 2023.



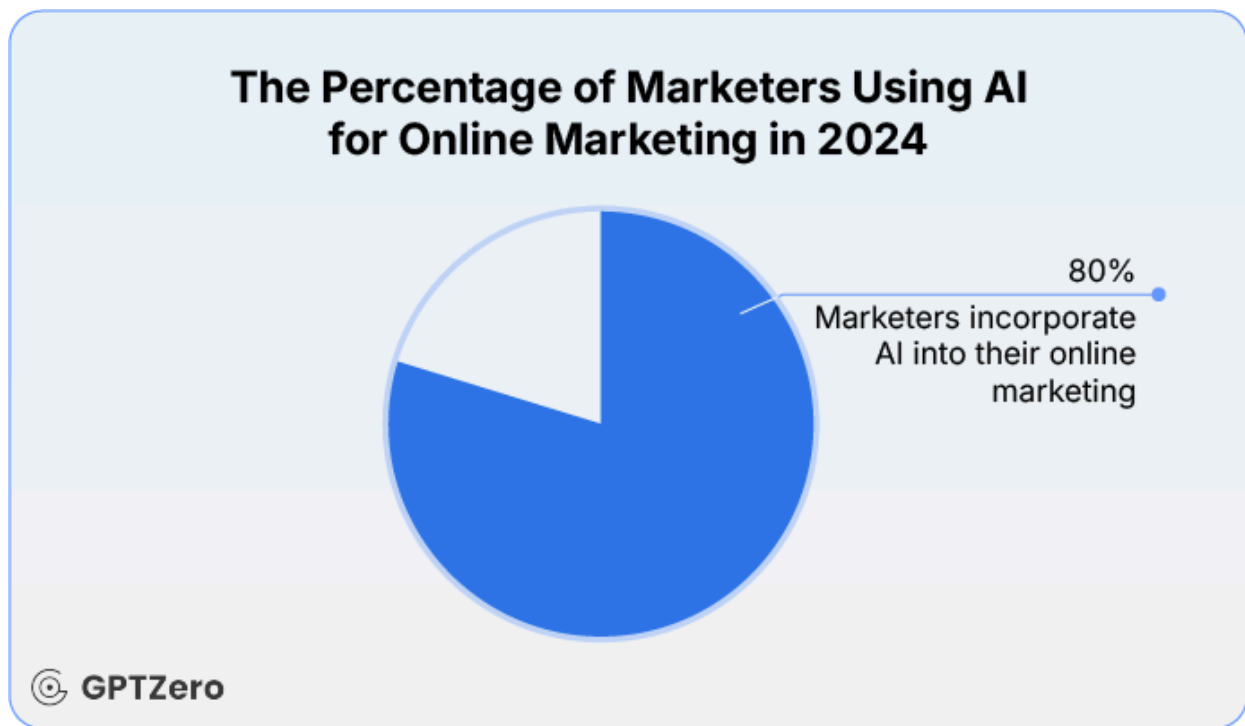
Related reports include [AI Adoption by Industry](#) | [Market Size of AI](#) | [How Many People Use AI](#) | [How Many Companies Use AI](#)

## How many marketers use AI?

The percentage of marketers using AI varies based on research methodology and respondent demographics.

- **69.1%** of marketers were already using AI for their operations in 2024, up from 61.4% in 2023.
- At the organizational level, **56%** of US marketing companies have actively implemented AI technologies into their workflows.
- Iterable's research shows **91%** of marketers incorporate AI in their work.
- SurveyMonkey reports that **88%** of marketers in the **US** use AI in their current role.
- According to Statista, as of 2024, over **80%** of marketers incorporate AI into their online

marketing efforts to some degree.



## Usage patterns and demographics

The depth and breadth of AI use varies significantly among professionals.

- **62%** of marketers use AI for **both work and personal** purposes, while 29% say that they use AI only for work-related tasks.
- Among **younger marketers** (ages 20–29), **46%** report using tools like ChatGPT in their roles, compared to 37% across all age groups.

## Marketing uses cases for AI

AI has become an essential tool in marketing, and applications include content creation, research, personalization, data analysis, and task automation.

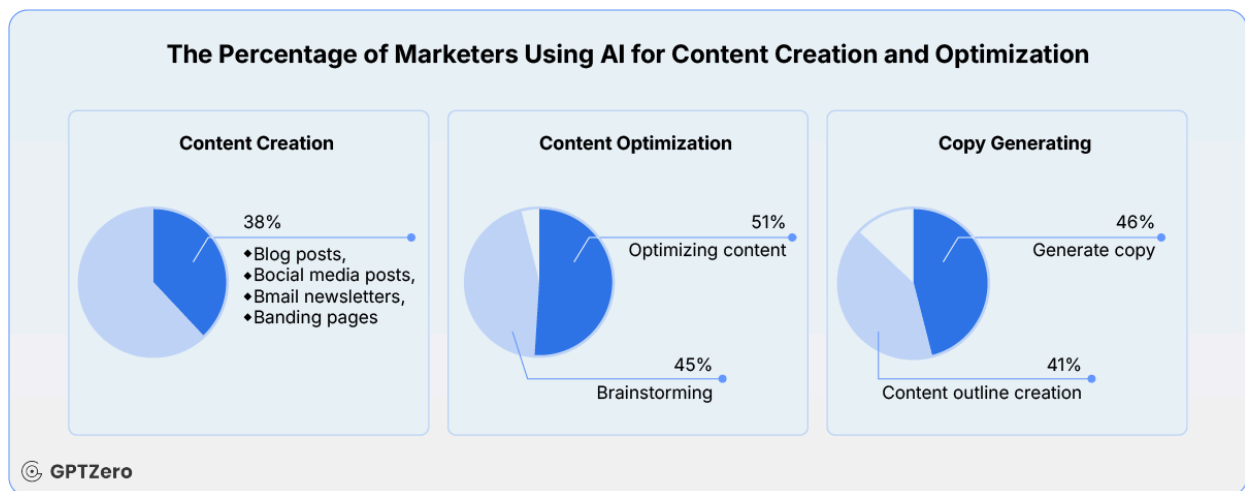
### Content creation and optimization

Content creation remains one of the primary applications of AI in marketing.

- **38%** of marketers leverage AI for **creating content** (e.g., blog posts, social media posts,

email newsletters, landing pages).

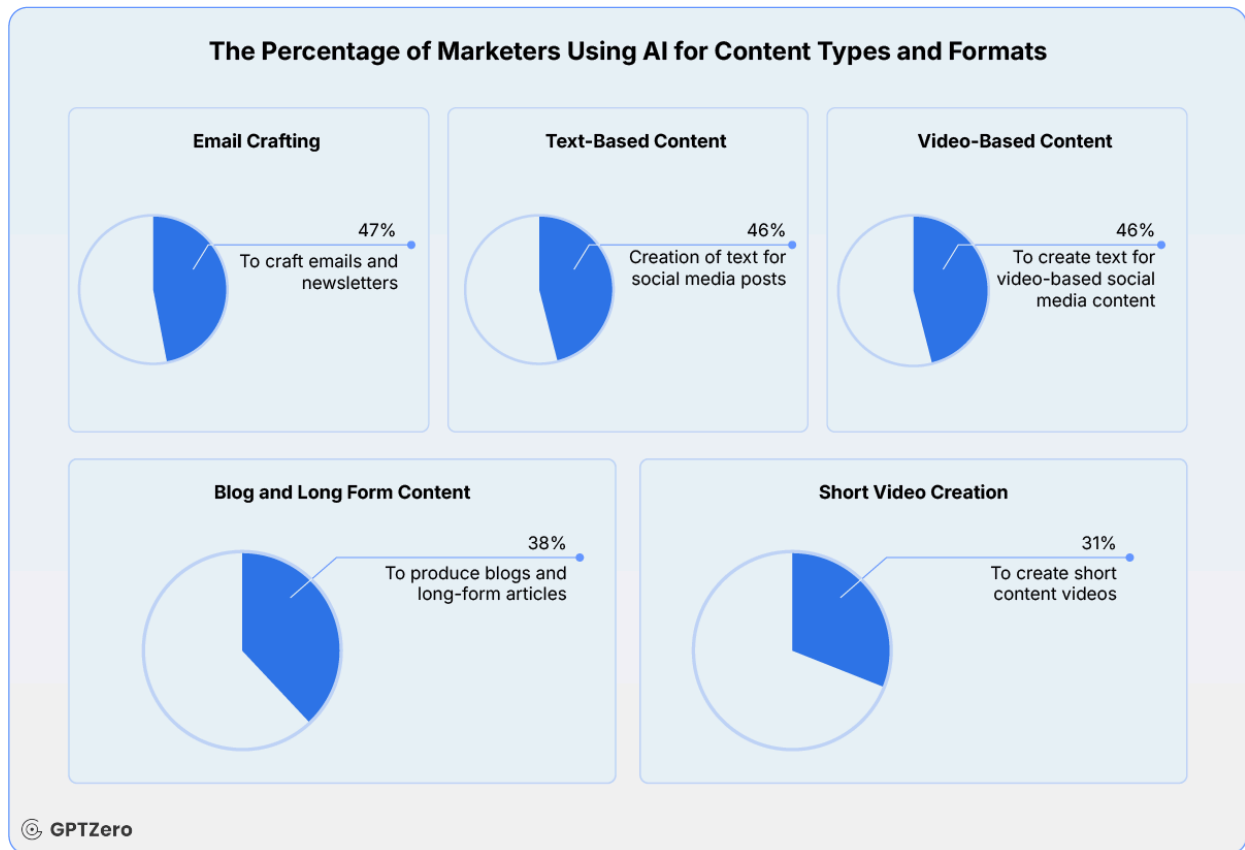
- In the US, **51%** of marketers use AI for **optimizing content**, while **45%** use it for **brainstorming** or coming up with content ideas.
- **46%** of marketers use AI to **generate marketing copy**, while 41% rely on it for creating content outlines.
- 40% of businesses leverage AI to expand on existing content by adding more ideas and points.
- Of companies that use AI, 33% use it to refine copy for better alignment with target keywords.
- 44% of marketers leverage AI to enhance the quality of their text-based content.



## Content types and formats

AI adoption varies across marketing channels, and email and newsletter writing lead the way.

- Less than half (**47%**) of marketers use AI to **craft emails and newsletters**.
- AI powers the creation of **text for social media posts** for **46%** of marketers.
- Similarly, **46%** of marketers employ AI to create **text for video-based social media** content.
- Over a third (38%) of marketers leverage AI to produce blogs and long-form articles.
- Short content videos are being created with AI by 31% of businesses.

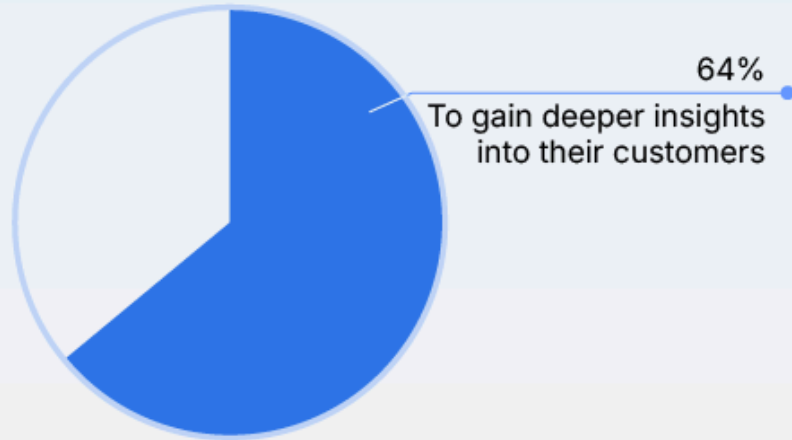


## Research and insights

AI plays a crucial role in understanding customers and market dynamics.

- **40%** of US marketers leverage AI for conducting **research**.
- Nearly two-thirds (**64%**) of marketers leverage AI to **gain deeper insights** into their **customers**.
- 40% of marketers say that they use AI for data analysis and reporting.
- 71% of marketers say that AI assists with personalizing customer experiences.

## The Percentage of Marketers Using AI for Research and Insights



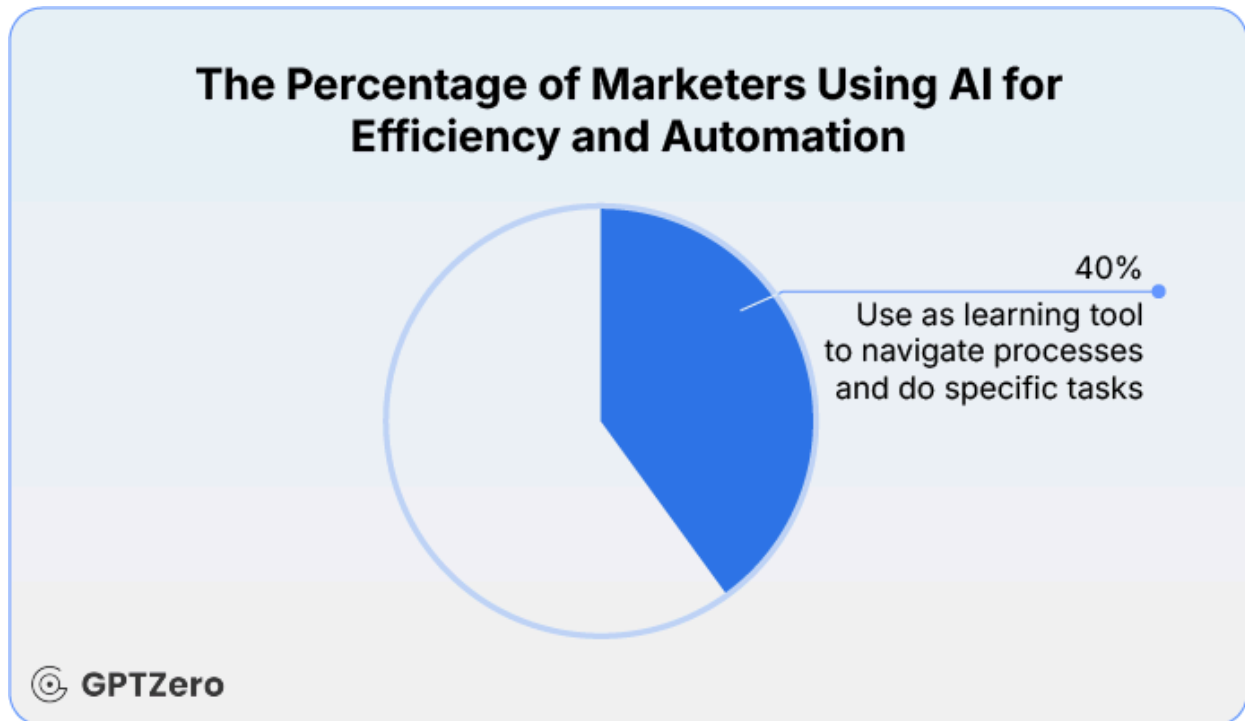
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### Efficiency and automation

AI functions as a productivity multiplier.

- **43%** of American marketers report using AI for **automating tasks**.
- **63%** of marketers use AI for note-taking and **summarizing meetings**.

- Almost three-quarters (73%) of marketers use AI to free up time for tasks they enjoy most.
- **40%** of marketers use AI as a **learning tool** to navigate processes and learn how to do specific tasks.



## AI marketing ROI and performance metrics

AI is helping businesses improve marketing outcomes, from increasing return on investment (ROI) to optimizing SEO performance and reducing content creation costs.

- **68%** of companies have seen a **boost in their ROI** from content marketing and SEO.
- About 82% of businesses that consider themselves highly successful in content marketing and SEO utilize AI content tools.

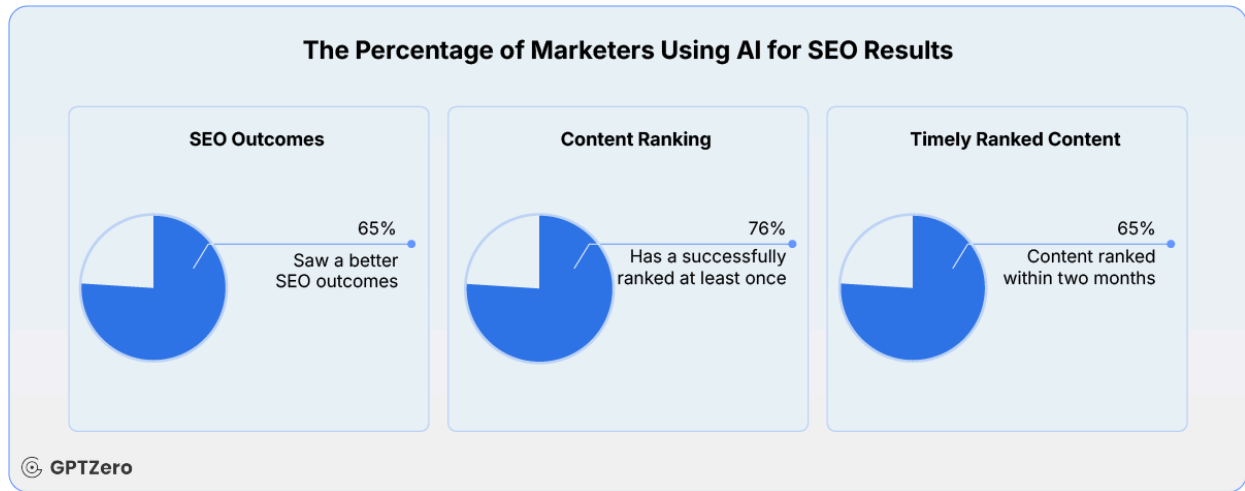
### SEO results

Many businesses are reporting positive SEO outcomes from their AI implementation.

- After integrating AI into their strategy, **65%** of businesses said they saw **better SEO outcomes**.
- **76%** of companies state that their AI-generated content has successfully **ranked at least**

**once.**

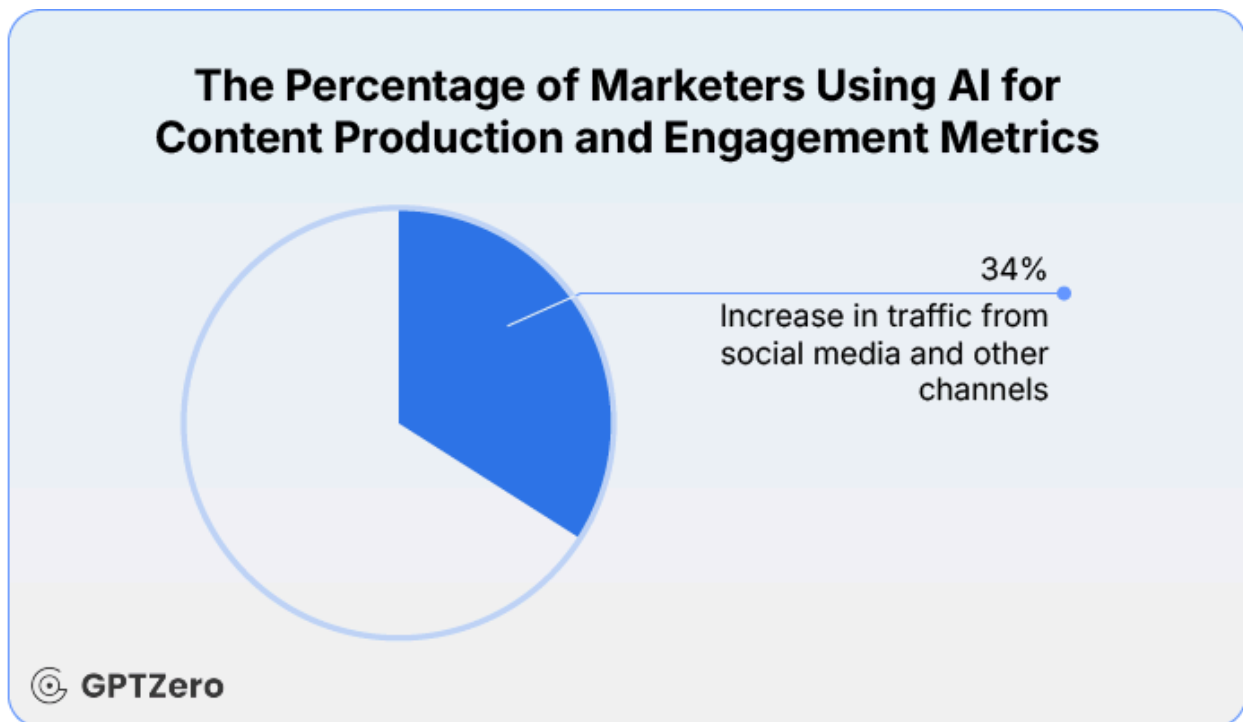
- 65% of businesses said their AI-generated content ranked within two months.



## Content production and engagement metrics

AI is delivering significant operational efficiencies and audience engagement.

- More than two-thirds (**68%**) of businesses reported that AI enables them to **produce content** more **quickly** and **efficiently**.
- Of businesses using AI, 48% reported that using AI for content creation helps them cut costs on writing and editing.
- **34%** of businesses reported an **increase in traffic** from social media and other channels due to AI-generated content.



## How do marketers feel about AI?

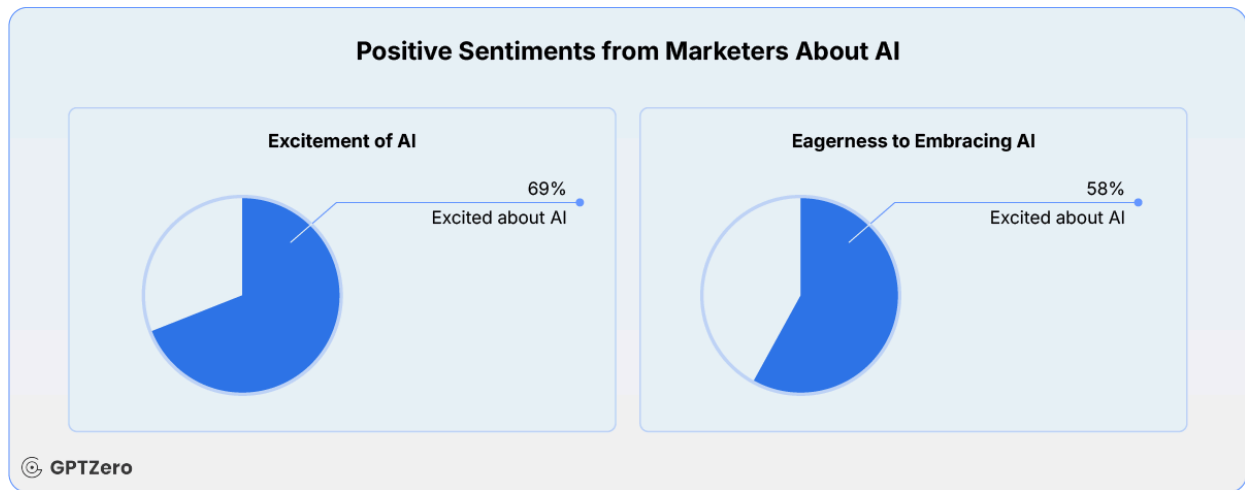
Marketers have mixed feelings about AI; many root for its benefits while others remain cautious about its impact on the industry.

### Positive sentiments

Many marketers see AI as a powerful asset and have growing confidence in its ability to enhance productivity, streamline workflows, and drive better marketing outcomes.

Overall outlook

- **69%** of marketers say that they are **excited** about AI.
- More than half (**58%**) of marketing professionals reported that they were **eager to embrace AI** in the workplace.
- 54.8% have a positive view of AI in influencer marketing.



### Productivity and efficiency benefits

- A wide majority (93%) of marketers agree that AI accelerates content creation.
- 90% of marketers say AI accelerates decision-making.
- **91%** of marketers believe AI helps them **discover insights faster**.
- 86% of marketers say AI streamlines creative tasks, saving them over an hour daily.
- More than half (**55%**) of leaders in marketing report that AI has **boosted their team's productivity**.
- 39% of marketers at the director level or higher say AI has improved employee efficiency.

### Performance and career impact

- Over one-third (**34.1%**) of marketers reported **major improvements** in their marketing results after AI implementation.
- 68% of marketers say AI has contributed to their career growth.
- 70.6% of respondents believe AI surpasses human performance in specific marketing tasks.

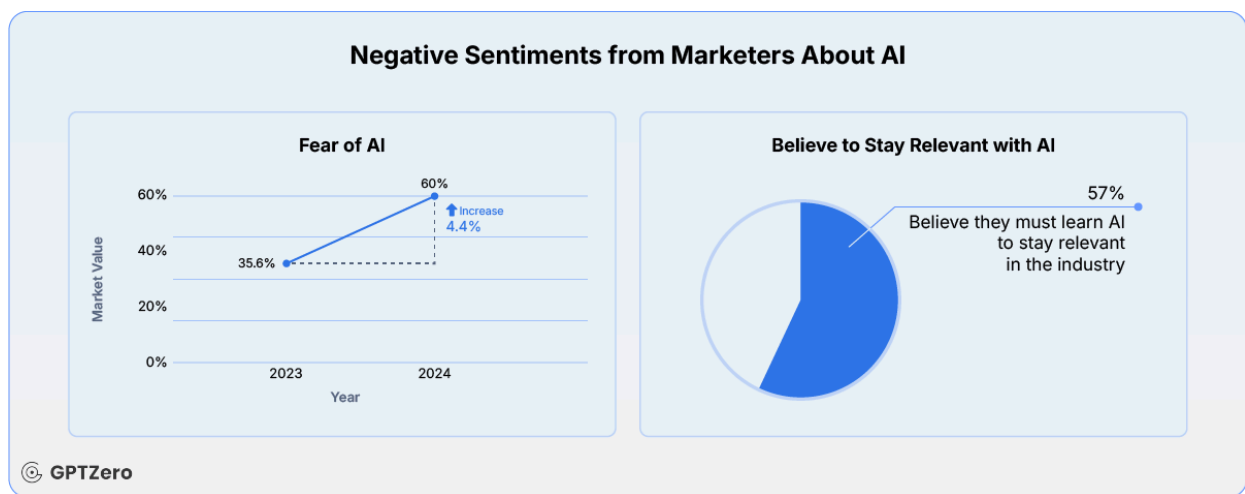
### Strategic value

- 91% of marketers considered AI essential to their company's social media strategy in 2024.
- More than two-thirds (**69%**) of marketers, **including those who currently don't use AI**, believe AI can **enhance** the entire **customer journey**.
- Of marketers using AI, 86% spend time manually editing the content it generates.
- 17% of marketers report feeling both excited *and* worried about AI.

## **Negative sentiments**

Despite its advantages, AI also raises concerns among marketers who fear job displacement, declining marketing performance, and a lack of authenticity in content.

- In 2024, 60% of marketers worried that AI might **take over their jobs**, a significant jump from 35.6% in 2023.
- 57% of marketers believe they must learn AI to stay relevant in their industry.
- 17.5% of marketers saw a **decline** in their marketing results due to AI, underscoring its context-dependent effectiveness.
- 36.7% of marketers worry that AI-powered influencers lack **authenticity**.
- Less than a quarter (19%) of marketers are concerned that AI-generated content could lead to consumer mistrust.



## Why aren't some marketers adopting AI?

Despite the growing adoption of AI in marketing, significant barriers prevent some organizations and professionals from implementing these technologies.

### Knowledge and skill barriers

Lack of understanding and training represents the most significant adoption hurdle.

- Almost three-quarters (**71.7%**) of marketers not using AI say **lack of understanding** is the main barrier.
- 75% reported that their organization did not have education/training on AI for the marketing team, making it difficult to understand and implement AI.
- **35%** of businesses were **unaware** that AI could be used for content marketing and SEO.



## Strategic and resource limitations

Many organizations struggle with implementation fundamentals.

- **43%** point to a **lack of strategy** as a barrier for AI adoption.
- 40% feel the lack of talent and skill slows down AI adoption.
- 38% say insufficient resources prevent them from implementing AI.
- 28% attribute their hesitation to a lack of executive interest in AI integration.

## Content quality and brand concerns

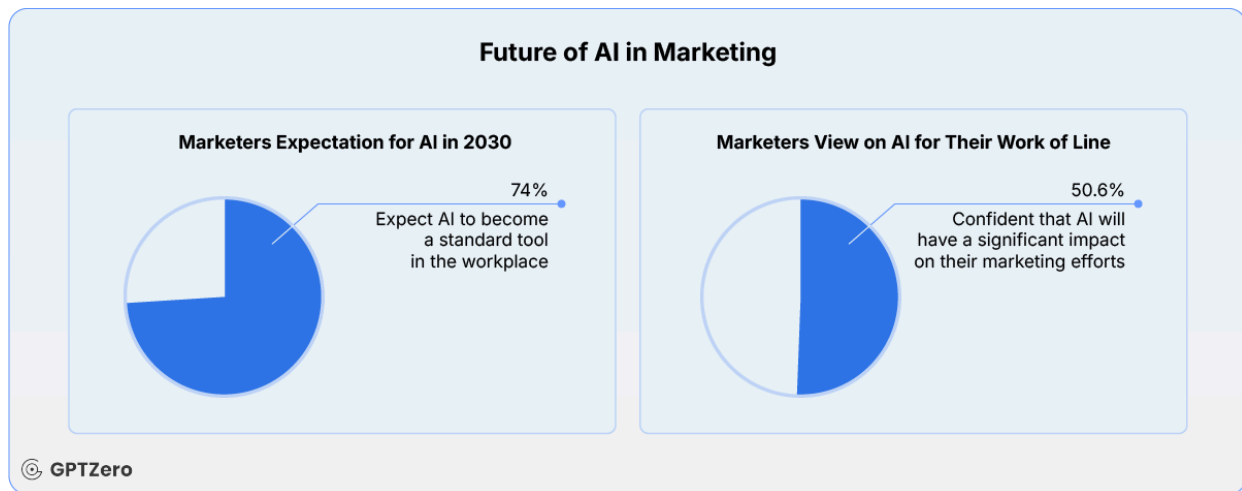
Skepticism about AI-generated content quality creates resistance.

- **36%** of companies mentioned finding it **hard to personalize** the tone of AI-generated content.
- **46%** of businesses hesitate to adopt AI for content creation due to a **lack of real-world proof** of originality and ranking potential.
- One in four (25%) businesses expressed concerns about potential legal risks associated with AI-generated content.

## Future of AI in marketing

Industry projections reveal both widespread optimism and strategic planning around AI integration.

- Over **74%** of marketers expect AI to become a **standard tool** in the workplace by **2030**. **50.6%** of marketers are confident that AI will have a **significant impact** on their marketing efforts.
- 68% of businesses plan to invest in AI solutions for refining content marketing and SEO approaches.
- **57%** of businesses that currently do not use AI stated they are open to adopting it for content creation in the future.
- As AI handles more operational tasks, **32.7%** of marketers believe **humans will still oversee high-level strategy** and decision-making.
- 31% believe that AI will create more jobs in the next three years, a five-point drop from 2023.



## Sources

- [Artificial intelligence in marketing market size, share & trends analysis report](#)
- [Artificial intelligence \(AI\) marketing benchmark report](#)
- [Market value of artificial intelligence \(AI\) in marketing worldwide](#)
- [Less do, more think: How to succeed in the AI-powered marketing era](#)
- [AI marketing: 99% of marketers using AI tools on a daily basis](#)
- [Marketers are using AI tools more than most, but upskilling is crucial for progress](#)
- [Marketing trends for a new era](#)
- [8 ways to use AI in digital marketing \[+examples\]](#)

- [2024 AI trends for marketers: How AI is driving personal productivity and business growth](#)
- [Think big with AI small business content marketing in 2024](#)
- [2024 state of marketing AI report](#)