

LANGOOR

Empowering Brands into A Brave
New Digital Marketing Era.

#ChallengeDigital #ChallengeMarketing

AI Marketer's Report 2025



+ Executive Summary



AI is revolutionizing marketing by enabling unparalleled efficiency, personalization, and innovation. From automating routine tasks to delivering actionable insights, AI empowers marketers to enhance customer engagement and streamline operations.

While early adopters gain a competitive edge, challenges such as skill gaps, data quality issues, and trust deficits persist. To overcome these, marketers must invest in talent development, embrace ethical AI practices, and implement scalable strategies.

Key insights include AI's role in driving hyper-personalized experiences, boosting efficiency, and unlocking creative potential. However, addressing barriers like cultural resistance and regulatory concerns is critical for success. This report provides actionable guidance for CMOs to harness AI's transformative power while navigating its complexities, ensuring sustainable growth and innovation in an evolving marketing landscape.

A Deep Dive into Next-Gen Research

Conduct comprehensive Research using the power of AI to understand the category, industry, conversations around Audio OTT and it's competitors.

AI Ingesting + Desk

We begin by ingesting a range of conversations, images, and videos across FB, YT, Insta, Amazon, Reddit, LinkedIn, Quora, Google and Open Web pertaining to area of interest(Ex Luxury car, Index fund, Sleep mattress, Education, EV, Food, Perfume etc) +

Desk research on category and competition understanding

Clustering

We then cluster these behavioral dataset to arrive at themes.

Using a multilingual masked NLP model trained on more than 1 billion pairs and text/image, we capture the essence of language, image, video, topics, context, tone, similarity, narrative and linguistic nuances.

Analyzing

Within these clusters we have built multiple models to pull :

Product analysis
Emotion analysis, Segmentation analysis, Experience analysis, Trigger/barrier analysis, Culture analysis
Sub-culture analysis.

Reporting

We wrap up with by taking all existing insights and learnings and building a detailed consumer category segments, moments, discourse and trends insight reports

Ingesting a range of relevant behavioural data

What we do

This phase of the engagement entails the development of category terminology, and the subsequent searching of key intent data on multiple digital channels.

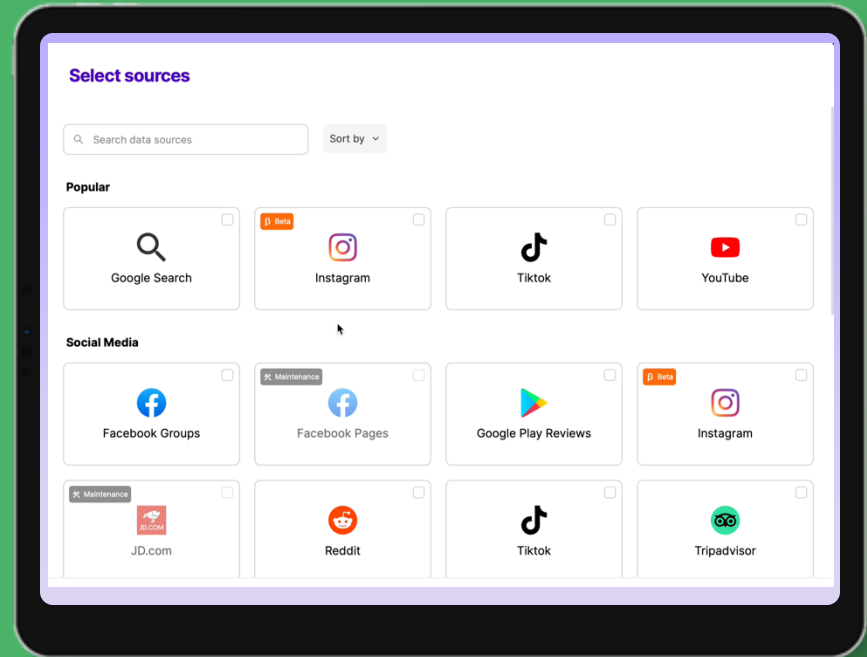
Data (text, image, videos) regarding the category will then be extracted for analysis.

How we do it

Our consultants extract data from across the web using proprietary insights platform

Where we extract from

Community forums, Social channels, E-Commerce, Blogs, Forums, Open Web



Culturally clustering the discourse into themes

What we do:

We then cluster our dataset into themes, providing the 'backbone' of the dataset for further exploration.

AI Semiotic Vectorisation:

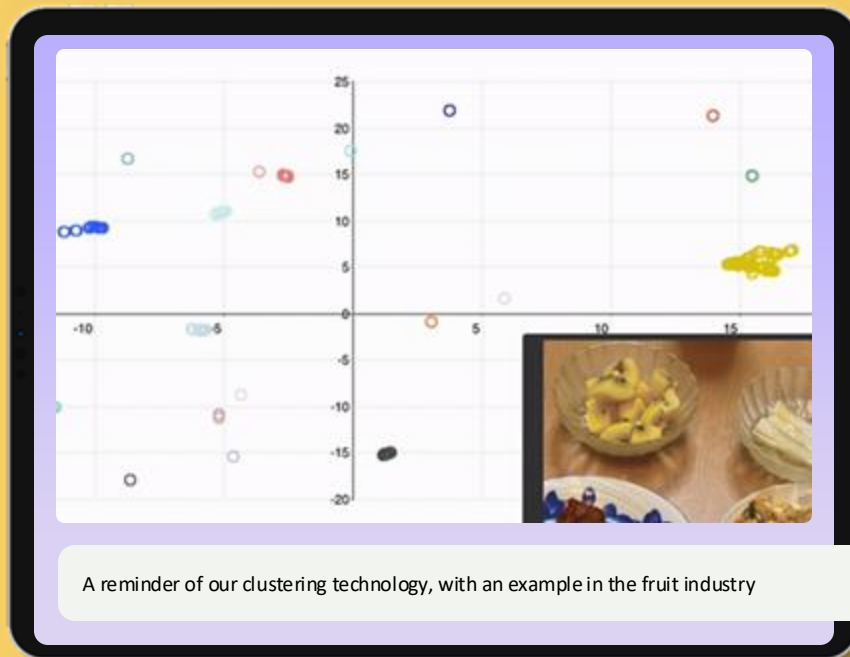
This tech assigns numbers to conversations, and imagery, clustering similar items on an XY axis to reveal overarching dataset meanings in clusters.

AI Classification / Extraction:

This enables rapid data categorization, using AI trained on labelled datasets to identify patterns or specific variables, helping our team to handle (or extract elements from) large datasets to meet our objectives.

How we do it:

Cultural clustering leverages our semiotic vectorization tech.



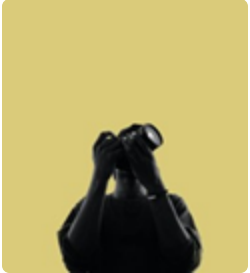
A reminder of our clustering technology, with an example in the fruit industry

Technology + Data + Creativity



Diagnose

Understanding human behavior through internet analysis on topics of interest



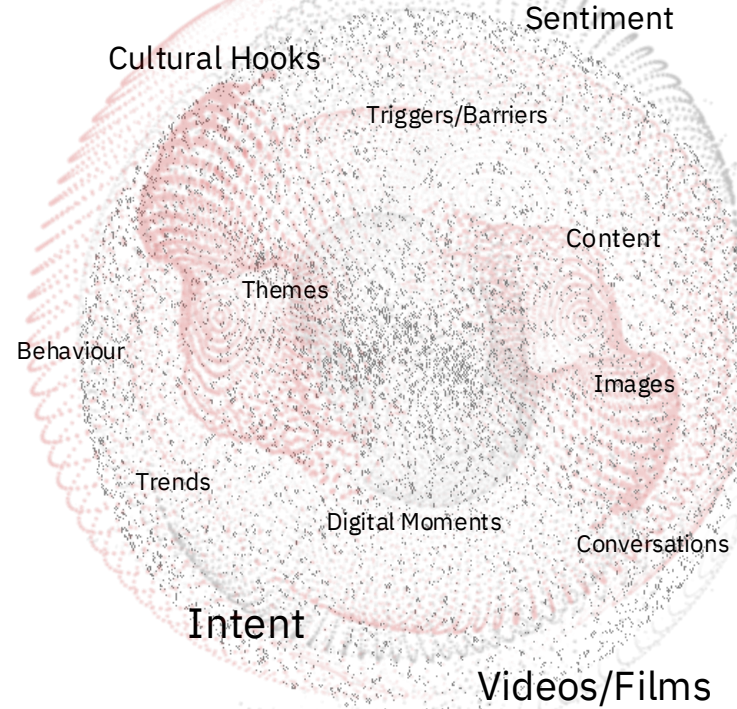
Generate

Creating new ideas for organisations across proposition, product, packaging and more



Predict

Reviewing historical data and AI analytics to predict shifts on cultural movements and upcoming trends



Introduction

AI is transforming the marketing landscape by integrating advanced technologies like machine learning, generative AI, and predictive analytics. It empowers CMOs to enhance customer engagement, streamline operations, and drive innovation, making it a critical component of modern marketing strategies.

- Automates repetitive tasks and optimizes resource allocation to improve operational efficiency.
- Delivers hyper-personalized experiences, enabling meaningful connections with evolving consumer expectations.
- Provides actionable insights to address dynamic market challenges and fuel creative solutions.

By adopting AI, CMOs can stay competitive and lead the way in redefining how brands interact with consumers and achieve sustainable growth.



What does AI mean for Marketers?

Hyper-Personalization at Scale

- AI enables CMOs to craft highly tailored marketing campaigns, ensuring personalized customer experiences across segments. This builds deeper engagement, customer loyalty, and increased conversions through targeted messaging.

Predictive Analytics

- CMOs can anticipate market trends and consumer behaviors using AI's forecasting capabilities. This allows proactive strategy development and real-time adjustments to stay competitive and relevant.

Automation of Routine Tasks

- AI automates repetitive activities like campaign management and content creation, freeing marketing teams to focus on strategic and creative tasks, thereby improving efficiency and output quality.

Enhanced Decision-Making

- Real-time data insights powered by AI enable informed decision-making, helping CMOs to quickly identify opportunities and resolve challenges within campaigns or broader marketing initiatives.

Optimization of Marketing ROI

- AI analyzes performance metrics to optimize resource allocation and channel spending, ensuring maximum returns on marketing investments and reducing wastage.

Dynamic Campaign Adaptation

- AI allows campaigns to adapt dynamically to real-time feedback and changing consumer behavior, ensuring ongoing relevance and effectiveness of marketing strategies.

Improved Lead Scoring and Nurturing

- Predictive models powered by AI enhance lead qualification processes, enabling efficient prioritization and personalized nurturing strategies that increase conversion rates.

Integration of Generative AI

- AI tools streamline creative processes by producing compelling visuals, ad copy, and multimedia content, helping CMOs execute campaigns faster and at a lower cost.

Streamlined Omnichannel Strategies

- AI enables CMOs to create consistent messaging and seamless customer experiences across all marketing channels, fostering brand trust and loyalty.

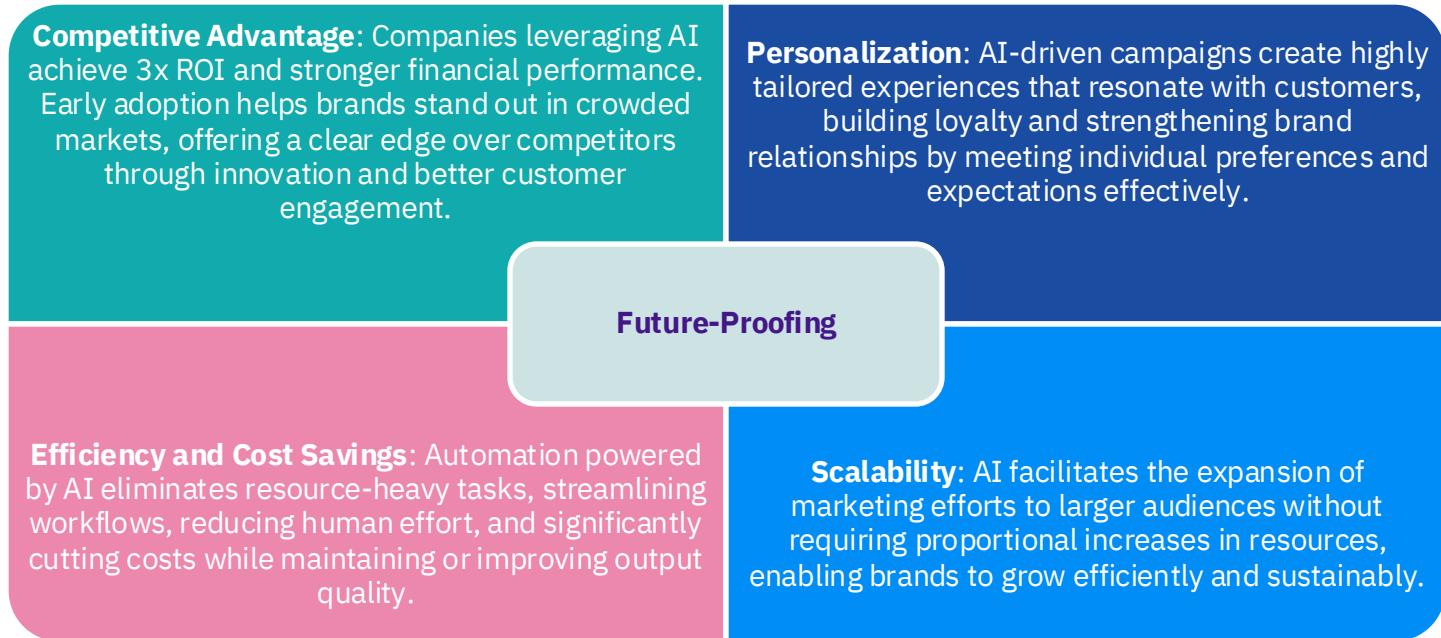
Efficient Data Utilization

- AI organizes and analyzes vast amounts of customer data, transforming it into actionable insights that drive better segmentation, targeting, and campaign optimization efforts.



Why is AI important for Marketers?

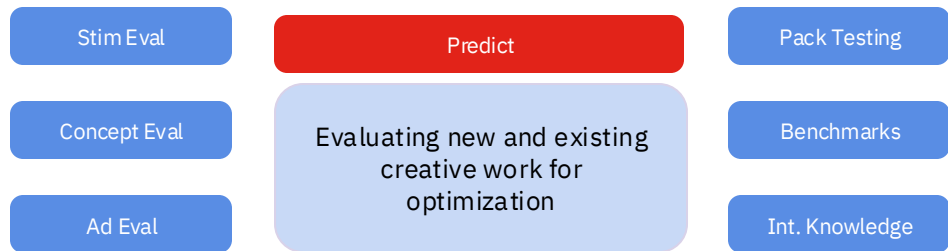
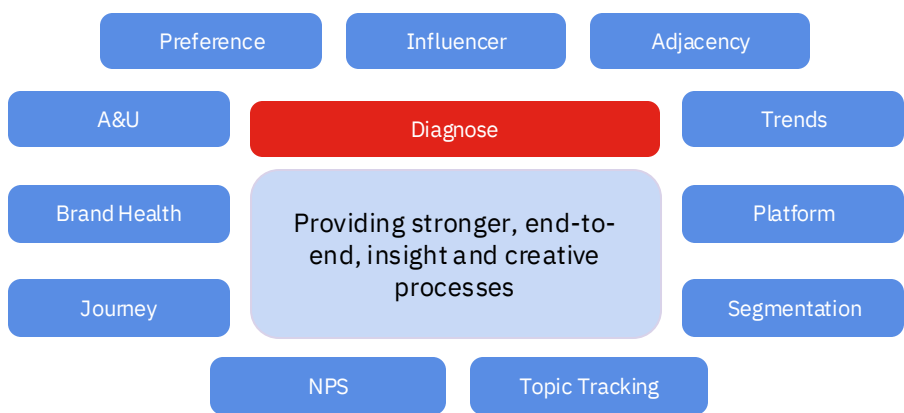
AI is revolutionizing marketing by empowering CMOs to drive innovation, optimize operations, and deliver personalized customer experiences. It's a game-changer, enabling brands to stay competitive and future-ready in an ever-evolving digital landscape.

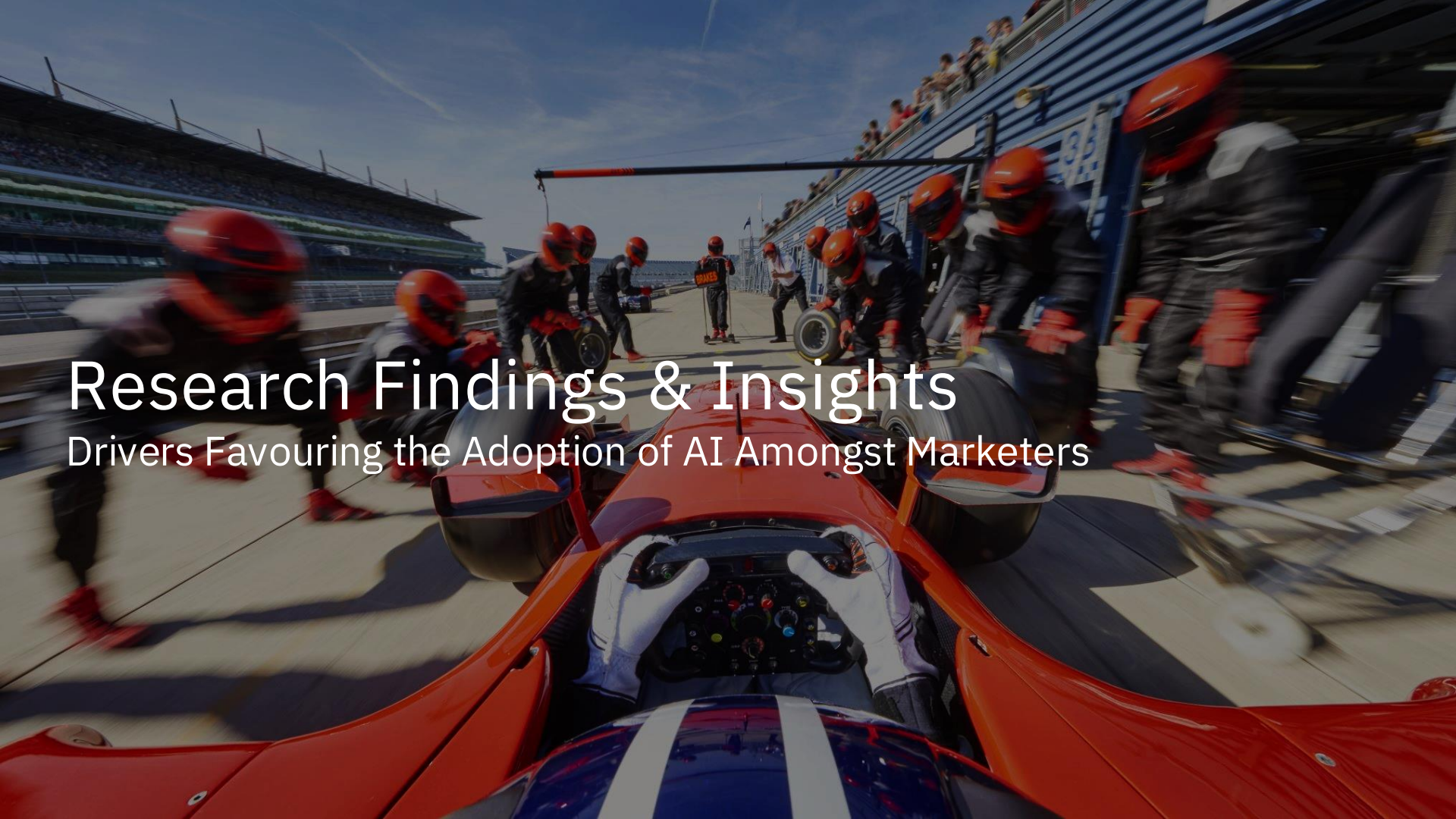




How can CMOs use AI?

2025





Research Findings & Insights

Drivers Favouring the Adoption of AI Amongst Marketers



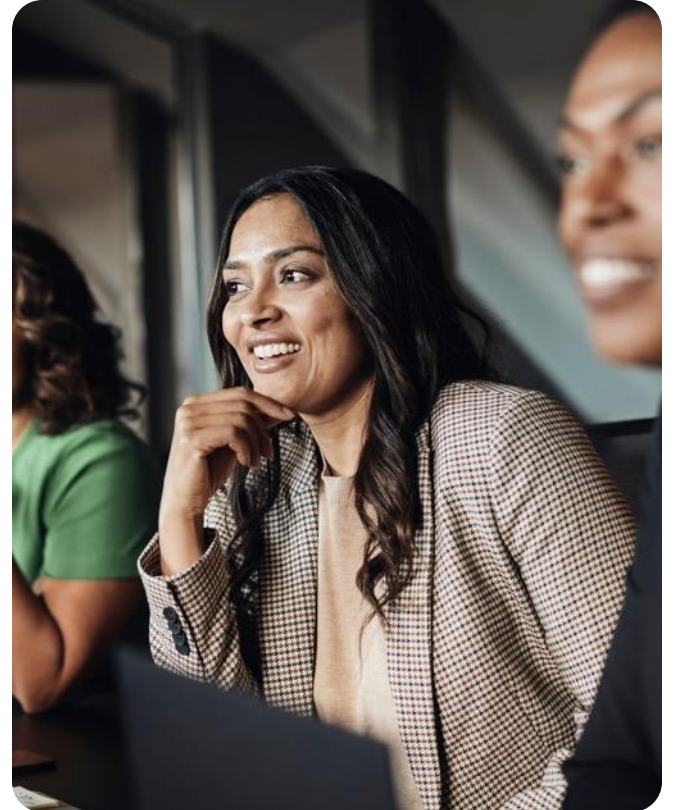
Drivers Favouring the Adoption of AI Amongst Marketers

Consumer Demand for Personalization

AI enables hyper-personalized customer experiences by leveraging advanced data analytics to understand behaviors, preferences, and purchase history. **Consumers increasingly demand tailored interactions, with 68% valuing personalized engagements and 80% of people in Asia Pacific expecting AI to significantly improve personalization in their lives.**

Retailers, for example, use AI to customize marketing campaigns, optimize promotions, and deliver relevant recommendations across channels, enhancing satisfaction and loyalty. Such deep personalization drives not only customer retention but also acquisition, as **73% of customers are more likely to buy from brands offering personalized experiences.**

AI's ability to process vast datasets in real-time allows businesses to meet growing expectations while staying competitive in a dynamic market landscape.



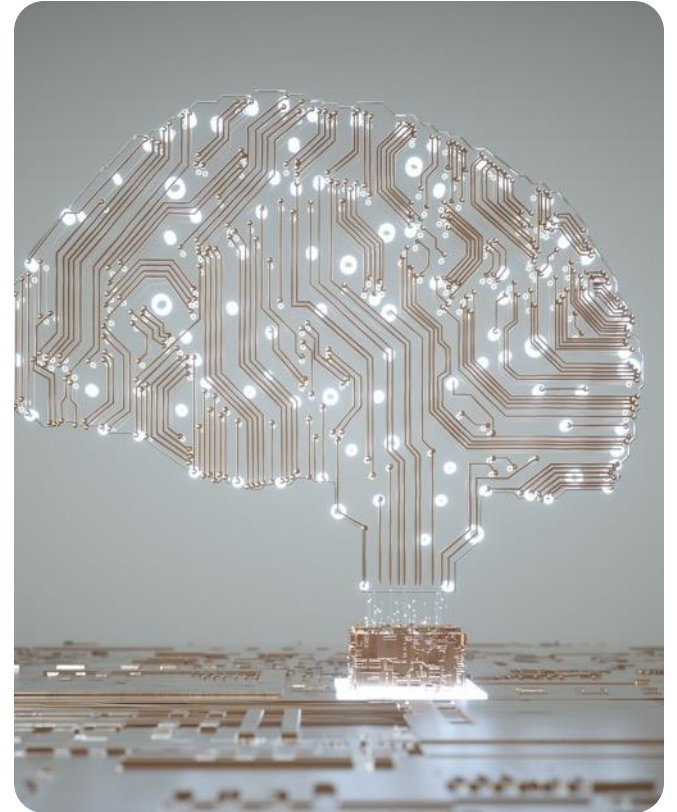
Drivers Favouring the Adoption of AI Amongst Marketers

Technological Advancements

Generative AI and other technological innovations have democratized access to advanced tools, empowering companies of all sizes. **Global AI adoption surged to 72%, with 65% of businesses regularly using generative AI for critical operations like marketing and product development.** These advancements simplify complex processes such as content creation, customer interaction, and design ideation, allowing marketers to focus on creativity and strategy.

Small and medium-sized enterprises particularly benefit from these accessible tools, closing gaps with larger competitors. For instance, AI tools streamline lead generation and campaign optimization, enabling precise targeting and improved resource allocation.

Businesses are increasingly integrating these technologies into core operations to scale efficiencies, drive innovation, and maintain relevance in competitive industries.





Drivers Favouring the Adoption of AI Amongst Marketers

Efficiency Gains

AI-powered automation transforms operations by significantly reducing costs and saving time. **Automation enables businesses to streamline resource-intensive processes like content creation, customer support, and data analysis, resulting in 20%-30% cost reductions.**

Generative AI further boosts productivity, with **employees saving 3-5 hours weekly by automating repetitive tasks.**

These efficiency gains allow teams to focus on higher-value activities such as strategic planning, creative brainstorming, and customer engagement. Companies adopting AI report improved workflow accuracy and quicker decision-making, fostering an agile and competitive operational environment.

As businesses increasingly embrace automation across functions, they achieve greater output without proportionate increases in effort, ensuring scalability and sustainability in the long term.





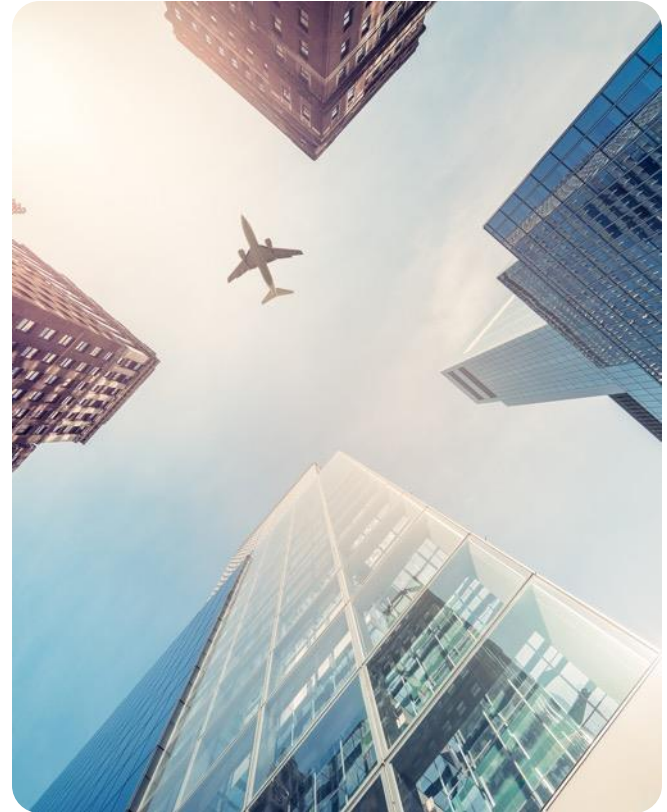
Drivers Favouring the Adoption of AI Amongst Marketers

Scalability

AI empowers businesses to scale operations globally without proportional increases in resources. By automating processes and leveraging predictive analytics, organizations can handle vast data volumes and expand campaigns seamlessly.

Companies strategically scaling AI report up to 3x higher ROI and greater consistency across markets. For example, global campaigns can be localized with AI, tailoring messages to cultural nuances while maintaining core branding. This scalability fosters market penetration, customer retention, and operational efficiency.

Moreover, AI platforms enable real-time performance tracking, allowing businesses to refine strategies dynamically. The ability to scale while maintaining personalization positions AI adopters as industry leaders, driving innovation and revenue growth.



Drivers Favouring the Adoption of AI Amongst Marketers

Improved ROI Metrics

AI-driven marketing delivers measurable financial benefits, enhancing both top-line revenue and bottom-line profitability. **Strategic adopters achieve a 35% higher enterprise value-to-revenue ratio.**

AI optimizes ad targeting, budget allocation, and customer segmentation, ensuring that campaigns reach the right audiences with minimal waste. Businesses using AI report significant improvements in marketing efficiency, with predictive analytics identifying high-performing channels and content types.

Furthermore, real-time insights allow for rapid adjustments, maximizing the impact of marketing efforts. By prioritizing data-driven decisions, organizations can demonstrate tangible returns on AI investments, building confidence among stakeholders and fostering continuous innovation.



Drivers Favouring the Adoption of AI Amongst Marketers

Competitive Pressure

Early AI adopters set benchmarks, compelling others to follow suit or risk losing relevance. **Industries like professional services have seen adoption rates climb from 50% to 72%, driven by the need to stay ahead in delivering client value.**

AI enables companies to innovate faster, personalize services, and improve operational efficiency, creating a competitive advantage. Organizations that delay adoption face challenges in catching up, particularly as customers increasingly prefer AI-enhanced experiences.

By integrating AI into core business functions, early adopters gain market share, improve customer loyalty, and secure leadership positions in their industries. This competitive dynamic underscores the urgency for businesses to embrace AI-driven strategies proactively.



Drivers Favouring the Adoption of AI Amongst Marketers

Enhanced Creativity

Generative AI fuels innovation by automating creative tasks, freeing up time for ideation and strategic thinking. Marketing teams use AI to develop personalized campaigns, create content at scale, and generate new design concepts.

For example, **34% of businesses report using generative AI to enhance creativity in marketing, resulting in faster project turnarounds and improved audience engagement.** AI tools like image and text generators allow brands to experiment with fresh ideas while maintaining alignment with their messaging and goals.

This fusion of human ingenuity and AI capabilities drives impactful, differentiated campaigns that resonate with diverse audiences, providing a critical edge in competitive markets.





Drivers Favouring the Adoption of AI Amongst Marketers

Data-Driven Cultures

AI adoption fosters a shift towards data-driven decision-making, transforming organizational cultures.

In India, 88% of businesses report improved outcomes through data-centric AI strategies. By integrating AI tools, organizations can analyze vast datasets for actionable insights, enabling precision in marketing, product development, and customer engagement.

Democratizing access to AI-powered analytics ensures that teams across functions can contribute to strategic goals, fostering collaboration and innovation. This cultural shift not only improves operational efficiency but also enhances agility, as businesses can quickly adapt to market changes and consumer demands.

Organizations embracing data-driven approaches are better equipped to sustain growth and outperform competitors.





Drivers Favouring the Adoption of AI Amongst Marketers

Operational Streamlining

AI simplifies complex business processes, such as media buying, supply chain management, and customer support. **Companies using AI report efficiency improvements of up to 30%, reducing time-to-market and improving service quality.**

For instance, automated media planning tools optimize ad placements, while AI-driven chatbots handle customer inquiries with speed and accuracy. These advancements allow businesses to reallocate resources to high-priority tasks, such as strategy development and innovation.

Streamlined operations enable organizations to scale efficiently, improve customer satisfaction, and maintain competitive pricing, all of which contribute to sustained business growth.





Drivers Favouring the Adoption of AI Amongst Marketers

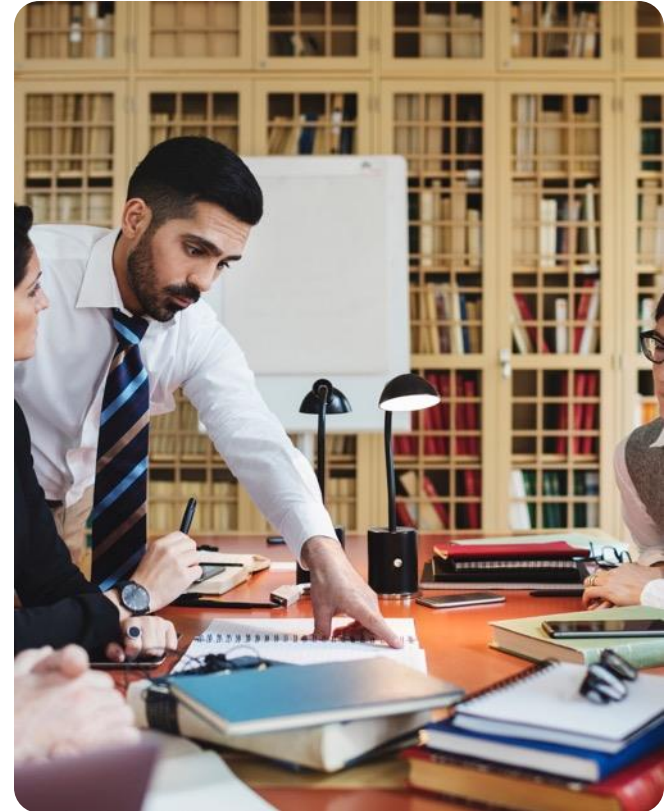
Regulatory Compliance Incentives

AI readiness enhances an organization's ability to navigate complex regulatory landscapes, building trust among stakeholders.

Businesses that align with ethical AI frameworks and comply with global data protection standards report 25% greater trust levels.

Transparent and responsible AI usage not only ensures legal compliance but also addresses concerns about privacy, bias, and accountability. Proactively implementing AI governance structures, such as ethics boards and data protection protocols, positions companies as industry leaders in ethical practices.

This fosters stronger relationships with consumers and regulators, paving the way for sustainable growth and innovation.



A photograph of a tennis court net with a bright yellow-green tennis ball resting on the net. The background is a light blue sky. The text is overlaid on the left side of the image.

Research Findings & Insights

Barriers Hindering AI Adoption Amongst Marketers

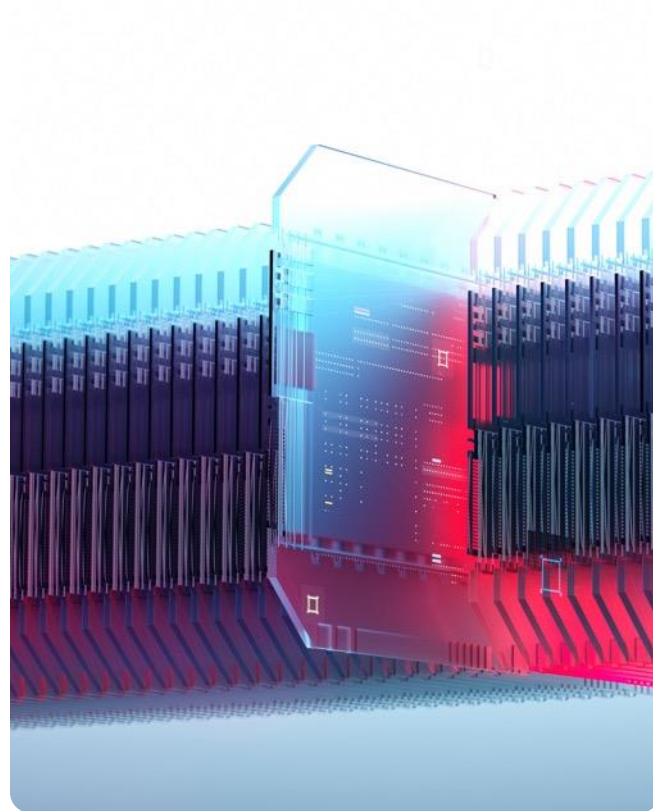


Barriers Hindering AI Adoption Amongst Marketers

Data Quality Issues

Poor-quality datasets undermine AI's effectiveness, with **53% of marketers indicating a lack of structured, high-quality data as a key challenge**. AI models thrive on accurate, robust datasets, and inconsistencies can lead to unreliable predictions and poor customer experiences.

Organizations must prioritize data standardization and integration to unlock AI's full potential. For example, **businesses investing in clean data pipelines report 30% higher accuracy in customer targeting**.



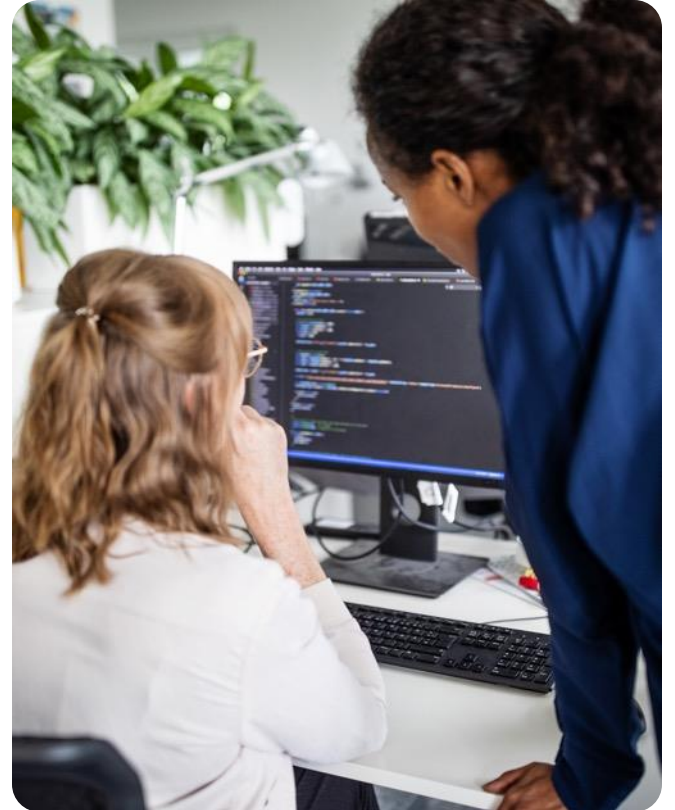


Barriers Hindering AI Adoption Amongst Marketers

Skill Gaps

A shortage of AI expertise significantly impedes implementation, with **62% of businesses citing a lack of skilled talent as a barrier**. While demand for AI specialists grows, the supply remains limited, pushing up hiring costs and lengthening project timelines.

Upskilling existing teams and creating cross-functional roles are critical steps for organizations looking to bridge this talent gap effectively.





Barriers Hindering AI Adoption Amongst Marketers

High Implementation Costs

Initial investments in AI can deter adoption, especially for SMEs. Reports show that 76% of executives struggle to justify AI budgets due to uncertain ROI.

Organizations that scale AI strategically, rather than siloing initiatives, achieve up to 3x the return on investment. This highlights the importance of aligning AI projects with long-term business goals to maximize value.





Barriers Hindering AI Adoption Amongst Marketers

Trust Deficits

Concerns about biases and transparency limit acceptance, with **41% of consumers doubting companies will protect personal data when using AI.**

Ethical AI practices, including transparency and algorithmic accountability, are essential to build consumer and stakeholder trust. Leading organizations have found that ethical frameworks not only mitigate risks but also enhance brand credibility and loyalty.





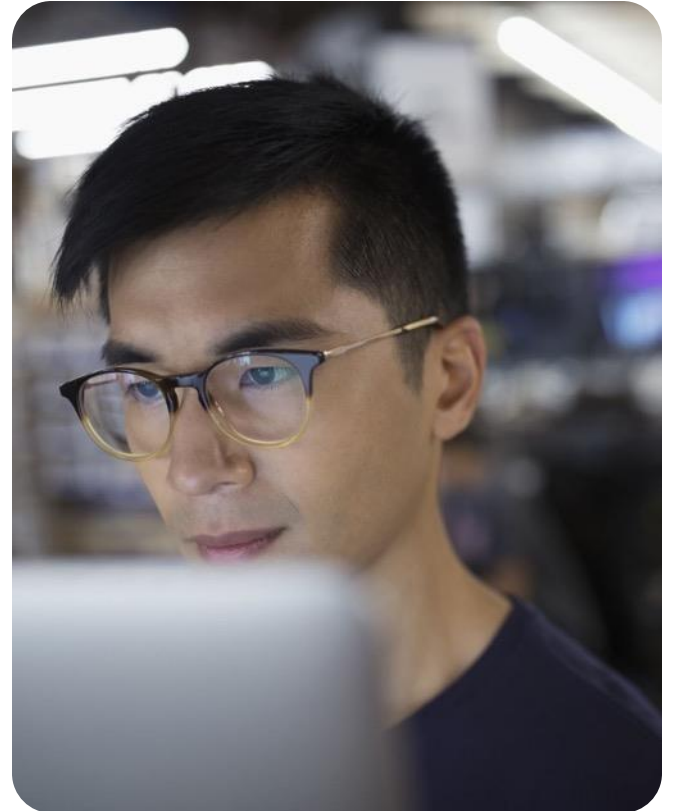
Barriers Hindering AI Adoption Amongst Marketers

Integration Challenges

Aligning AI systems with legacy technologies is a complex task, with **45% of marketers reporting difficulties in creating seamless workflows.**

Integration requires significant investments in infrastructure and collaboration across IT and business units.

Companies adopting modular AI solutions or APIs report faster and more cost-effective integrations, enabling better resource utilization.





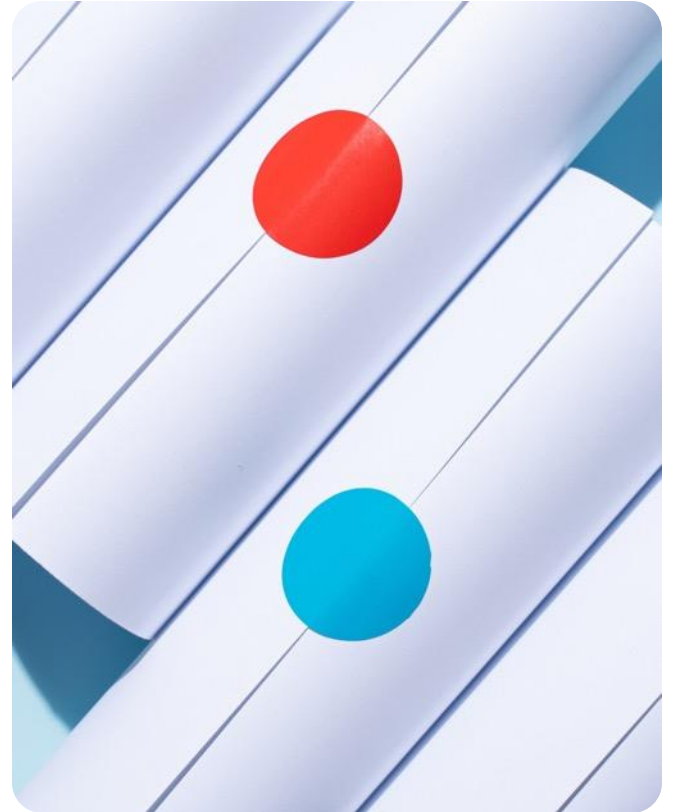
Barriers Hindering AI Adoption Amongst Marketers

2025

Regulatory Uncertainty

Navigating evolving AI regulations is daunting for businesses, with **compliance costs expected to rise by 25% annually**.

Organizations that proactively adopt ethical AI practices and invest in governance frameworks are better positioned to adapt to new laws, minimizing disruptions and gaining a competitive edge.





Barriers Hindering AI Adoption Amongst Marketers

Organizational Resistance

Cultural resistance to AI adoption slows progress, with 40% of employees expressing fear of job displacement. Transparent communication and reskilling programs can alleviate concerns, fostering a collaborative AI-ready culture.

Organizations that actively engage employees in the AI journey report higher adoption rates and morale.



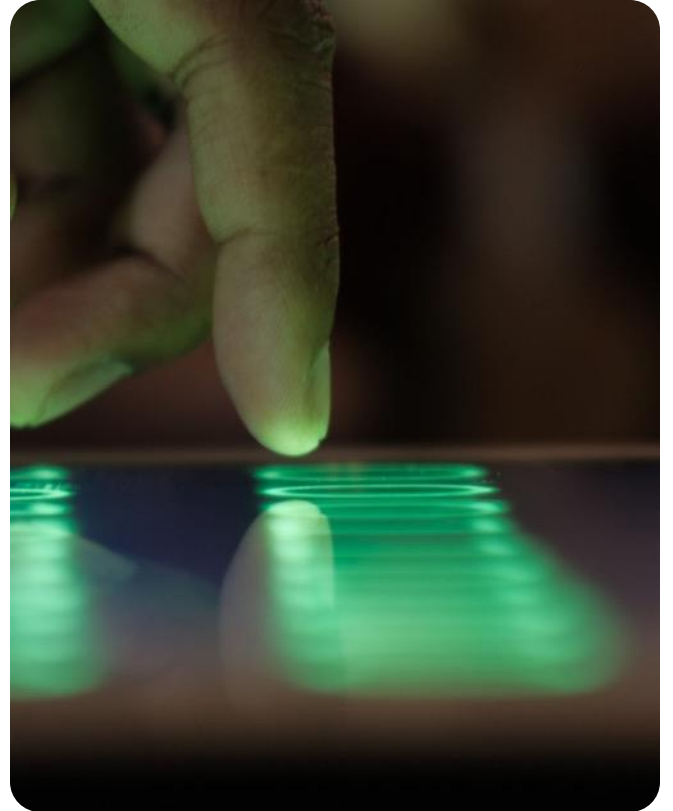


Barriers Hindering AI Adoption Amongst Marketers

Ethical Concerns

Issues like data privacy and algorithmic bias are critical, with **36% of respondents worried about fairness in AI decisions**. Addressing these concerns requires robust frameworks for ethical AI, including fairness audits and bias mitigation tools.

Companies implementing these measures build trust and ensure long-term sustainability in their AI initiatives



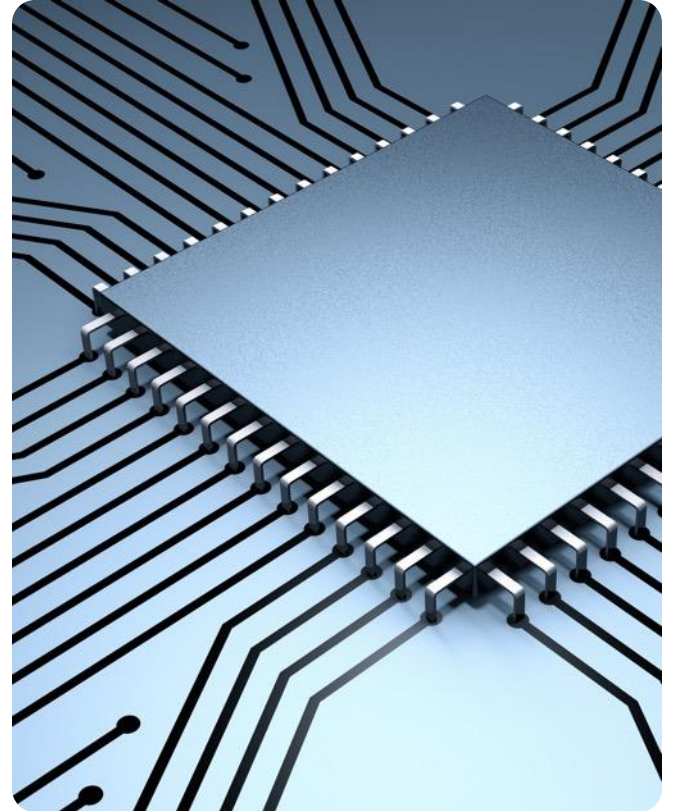


Barriers Hindering AI Adoption Amongst Marketers

Scaling Difficulties

Transitioning from pilots to **full-scale deployment is challenging, with only 15-20% of businesses successfully scaling AI initiatives.**

Businesses that invest in scalable platforms and cross-functional teams report 2x higher success rates. Ensuring alignment between pilots and core business goals is crucial for sustainable scaling.





Barriers Hindering AI Adoption Amongst Marketers

Demonstrating ROI

Proving tangible business value remains a key obstacle, as **50% of marketers struggle to measure the direct impact of AI investments.**

Clear KPIs, combined with advanced analytics, enable organizations to track AI's contribution to revenue growth, customer engagement, and operational efficiency. Demonstrating success builds confidence and secures future investments.





Research Findings & Insights

Discourse Analysis



Overview

AI adoption in marketing is laden with challenges and opportunities. Strategic scaling remains hampered by foundational, regulatory, and talent issues.

Meanwhile, properly integrated AI boosts marketing ROI through efficient consumer targeting and relationship building. Talent development and responsible training are crucial to bridging current capability gaps. Generative AI is rapidly integrating into marketing functions, yet hurdles persist around regulatory fears and performance evaluation.

Finally, AI technologies are redefining consumer engagement via personalized experiences, though generational trust and perception variations present challenges.



What is the discourse around AI adoption amongst Marketers?

1 Generative AI Adoption Dynamics 41%

Generative AI is evolving rapidly within marketing, with adoption influenced by performance considerations and regulatory challenges.

2 Strategic AI Scaling Challenges 25%

Marketers are encountering strategic challenges in scaling AI effectively, from foundational gaps and data issues to regulatory complexities and talent shortages, hindering full potential realization.

3 AI's Impact on Marketing ROI 17%

AI adoption markedly enhances marketing ROI through improved targeting and consumer acquisition, driving value and differentiation when efficiently scaled.

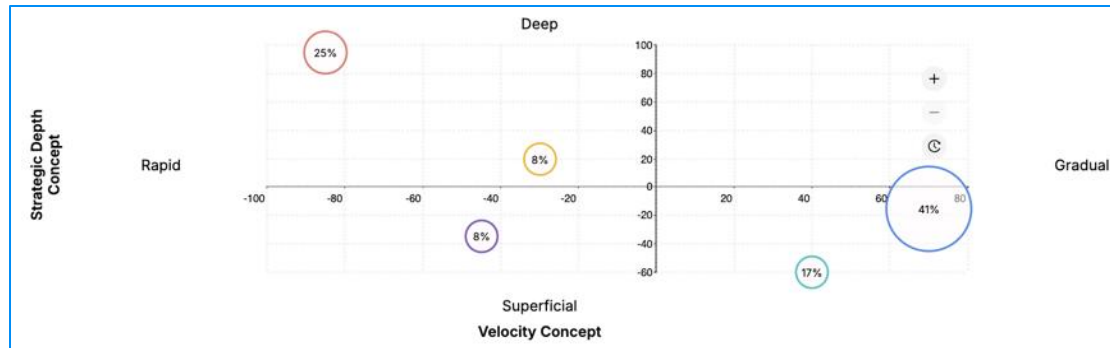
4 Talent and Training Imperatives 8%

Key to successful AI adoption is bridging talent gaps with multidisciplinary teams and aligning training with evolving AI regulations.

5 Impact of AI on Consumer Engagement 8%

AI-driven strategies are reshaping consumer engagements, offering personalized content while navigating varying generational perceptions and trust.

6 Regulatory Uncertainties and Risks 2%



Core Themes & Subthemes



The research was guided by three key pillars: consumer needs, concerns, and values. This approach yielded the following psychographic insights:

Concerns	Consumer Need	Values
Adoption challenges	Responsible AI	Innovation
ROI challenges	Customer trust	ROI
Operational gaps, talent shortages, market skepticism	Responsible AI, collaboration, skill enhancement	Responsibility, innovation, advanced GenAI
Stakeholder pressure, performance vs. pricing, data concerns, ROI challenges	Market differentiation, generative AI adoption, technology engagement, personalization	Regulatory compliance, innovation, efficiency, growth
Distrust in AI	Trust in AI	Innovation

An aerial photograph of a high-rise building under construction. The building's facade is a grid of balconies, each with a teal-colored railing. The balconies are arranged in a regular pattern, creating a strong sense of verticality and repetition. The building is set against a dark background, and the lighting highlights the architectural details. The text "Future Proof" is overlaid on the left side of the image.

Future Proof

Findings Summary & Key Takeaways

Strategic Integration:

- AI must be embedded into the core of marketing strategies, ensuring alignment with long-term business objectives. By incorporating AI into overall planning, organizations can achieve seamless operations, leverage data-driven insights, and maintain agility in dynamic markets.



Invest in Talent and Infrastructure:

- Developing internal AI capabilities requires upskilling teams with relevant expertise and building robust data frameworks. This foundation ensures efficient AI deployment, enhanced decision-making, and sustainable growth while overcoming common barriers like skill gaps and poor data quality.



Start Small, Scale Fast:

- Launching with targeted pilot projects allows businesses to test AI's effectiveness, demonstrate measurable ROI, and refine strategies. Successful pilots build confidence among stakeholders, paving the way for rapid scaling across larger campaigns.



Measure Impact:

- Define clear KPIs to assess the success of AI-driven initiatives, from engagement metrics to ROI. Regular evaluation helps optimize processes, demonstrate value, and ensure alignment with broader marketing and business goals.



Leverage Generative AI:

- Generative AI unlocks new possibilities for creative automation, enabling marketers to develop innovative campaigns quickly and efficiently. By enhancing creativity and delivering unique customer experiences, it establishes a competitive edge in the market.



Build Trust and Transparency:

- Gaining stakeholder confidence requires adherence to ethical AI practices, addressing biases, and ensuring transparency. Compliance with regulations and clear communication about AI's role enhances credibility and fosters trust among consumers and teams.



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Thank you

