G2

Insight Report™

The AI Marketing Mind 2025

Strategy for Intelligent B2B Customer Connection

Contents

Ideally, you're reading this because you know that within the next eight months, your marketing strategy will be differentiated by the AI you're currently using or planning to implement.

What you also might be thinking is:

Am I already behind?

Before a potential panic ensues, it's important to remember that AI is not new.

At its core, AI is a prediction machine, transforming known information into new insights or content — sometimes simple, now increasingly complex. The core process remains unchanged; only the scale and detail of predictions have evolved.

We've actually been accustomed to AI for about 15 years already — think Google autocompleting your searches — and it has been influential for at least a decade. We know that **77% of our 2024 Buyer Behavior Report survey participants** agree that "software companies have genuinely advanced AI technology in their products beyond merely capitalizing on the AI hype." Knowing that AI has become a permanent fixture creates the rush to be "first," "best," and "coolest" — but what about "right for us"?

All marketers know that this industry is the perfect blend of science and creativity. Understanding our customer is at the core of our operation, and our customer expects us to move at the same pace they are, if not anticipate their needs before they know them.

This report will bridge the gap between strategy and action. Filled with direction to embrace this new science and a bit of creativity to bring the direction to life — so that by the time you finish reading it, you won't be behind but ready to embrace AI to connect at the most authentic level with the people who matter most — in a way that's right for you and them.

77%

of software buyers agree software companies have genuinely advanced AI technology in their products beyond merely capitalizing on the AI hype.

Source:
2024 Buyer Behavior Report

Today, G2 is the world's largest software marketplace, with nearly 3 million verified reviews. This has catapulted the buyer into a customer journey of trust with us. Our reviews are the cornerstone of understanding the pain and the power that the customer brings to the table because we are first and foremost *for* the buyer. By understanding the buyer, we can help lead our vendors on the same journey. Since integrating more expansive AI into G2's categorization, we've seen how much it's affected this journey, leading to:

4,088
**AI PRODUCTS
ON G2**

38
**AI CATEGORIES
ON G2**

109,761
**TOTAL REVIEWS FOR AI
CATEGORIES ON G2**

With our finger on the pulse of AI's relevance, we know that it is fundamentally reshaping B2B marketing by enabling businesses to harness vast amounts of data for actionable insights, accelerate workflows, and enhance customer engagement. The areas that will be impacted and have a strong output for AI use cases are:

- **content creation**
- **personalization**
- **analytics**
- **marketing automation**

All of these areas of marketing are directly linked to how the customer journey will change due to AI advancement.

This report will leverage data, expert interviews, and market analysis to explore how our market is shifting when it comes to the customer.

So, as we dive in, know that this is not a survey or a playbook — it is a tool in your toolbox that highlights insights we've harnessed and strategies I've crafted to help usher in a new perspective on marketing and AI that can lead you to better results.

Source: G2.com

Keeping your content creation relevant.

As one of the earliest adopted use cases for AI, content creation has been at the heart of AI and marketing's exploratory relationship. According to Jasper AI, **57% of marketers use generative AI for content creation and 55% for idea generation**. Because of its relevance in content, it's often one of the easiest paths to integrate, but it is also prone to inauthentic or predictable outcomes.

Content is a primary driver of engagement in B2B marketing, but producing high-quality, personalized content at scale is challenging. AI helps businesses create compelling, relevant materials that align with customer needs and interests. By delivering highly relevant and engaging content, AI strengthens brand credibility and nurtures a deeper connection with buyers at every stage of the funnel — which influences brand trust at large.

How are marketers using generative AI?

57%
FOR CONTENT CREATION

55%
FOR IDEA GENERATION

How to influence the customer connection.

Utilizing AI-assisted writing for maximum efficiency.

AI writing assistants can create more engaging, context-aware blog posts, emails, and whitepapers tailored to specific industries or roles. It's crucial to think of these writing assistants as the hands while the human creative team is the brain. The material these AI content tools produce will depend on the direction of its human counterparts.

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Use AI as a coach rather than a quarterback. You'll need to deliver consistently and authentically to help guide your customer into a continued brand trust that doesn't have a hint of robot in the text. Tools like **Grammarly** highlight brand consistency without compromising efficiency.

Creating to scale with creativity in mind.

For teams that lack traditional design resources, AI is now democratizing high-quality production at scale. Utilizing full end-to-end workflows within AI-enabled content creation tools can help teams work at peak efficiency — from ideation to publication. This taps into a core B2B concern of balancing speed and automation while keeping brand integrity top of mind.

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One way brands can automate creative while scaling is by considering how AI can help rather than hinder. **Canva's** Magic Studio™ (which brings AI functionality and creativity together) is a great example of light-speed efficiency, like using Magic Resize™ to reformat and localize content with a single click.

Seeing is believing: Thought leadership.

AI tools are helping break the barrier to entry when it comes to high-quality video. Your customer is looking for a familiar way to educate themselves without searching high and low on a landing page for what they need while also wanting brand value to remain intact.

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According to **Nielsen**, 71% of marketers view online and mobile video as an "extremely effective or very effective" channel. Using AI-forward video, like **Synthesia**, can open up more possibilities that fit budget and metrics.

Source: G2.com

Understanding content performance optimization.

AI can analyze which topics and formats resonate most, refining content strategy to better meet customer expectations. We know that AI plays a role not just in optimizing content but increasingly in the consumption and performance of your content as more content is consumed in large language models (LLMs) or mixed search experiences (e.g., AIOs and Google's AI Mode).

This transition has made measurement of reach increasingly difficult — not just for your metrics but also for the customer.

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Consider that traditional methods of content engagement may not be working. Understanding where and how you can work with AI optimization while keeping your content relevant for the customer is key.

"Data is being retrieved through highly detailed prompts *and* multi-part conversational dialogue, and the traditional easily-measured incentives like keyword rankings and website traffic are being challenged with these new consumption patterns. Marketers need to adapt their engagement strategies and measurement protocols to meet the new opportunities that AI presents."

ROSS BRIGGS
VP, Buyer Experience @ G2

Turning analytics into pain point prevention.

Understanding customer behavior, preferences, and pain points is essential for long-term retention and growth. These parts of the customer's journey often lie within mountains of data that are often not easily digestible but can be crucial to having a unified sales and marketing strategy.

AI-driven features of predictive, digital, or account-based analytics can help businesses anticipate customer needs and respond proactively. Long considered to be just for business intelligence or sales teams, it's time for the simplicity and efficiency of AI to bridge the gap for marketing teams as well.

According to data from **ChartMogul's SaaS Retention Report**, on average, SaaS businesses with a net retention rate of over 100% grow 43.6% annually. In comparison, businesses with a net retention rate of less than 60% grow at just 13.1% annually. This shows that understanding the impact of your analytics to prevent churn and engage with customers serves you year after year.

How retention impacts growth

43.6%

ANNUAL GROWTH WITH RETENTION RATE OF 100%

13.1%

ANNUAL GROWTH WITH RETENTION RATE OF <60%

How to influence the customer connection.

Reviewing churn prediction and retention strategies.

AI identifies early signs of disengagement, allowing businesses to intervene with targeted offers or support before customers leave. Having a clear picture of who is churning can help direct more impactful marketing campaigns to get a jump on how best to work together to make a stronger impact on retention.

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Identifying the parts of the customer journey where a relationship is at risk is your first line of defense against churn. With a tool that offers AI-driven solutions, like **Factors.ai**, you can track when an existing customer visits a competitor's page (thanks to a G2 integration.) That kind of visibility is a prime example of data-backed decisions with AI at the helm.

Hyper-personalized account-based marketing (ABM).

A more traditional type of AI, machine learning, can help pinpoint high-value accounts and craft and deliver bespoke marketing strategies that cater to their specific pain points and objectives. Since ABM tools are often laden with predictive modeling through initial functionality or an integration, finding the right use case for you will be crucial to whatever part of the buyer journey you're looking to understand better — that way, you can pave the way for a more seamless marketing to sales handoff.

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An example of an integration that would encompass a marketing to sales handoff would be the integration between **Drift** and **Adobe Marketo Engage**. By combining Marketo Engage's predictive lead scoring with Drift's conversational AI, you can identify at-risk leads or high-value accounts and then deploy a real-time chatbot campaign tailored to said accounts' pain points.

Customer sentiment analysis.

AI scans customer reviews, surveys, and social media to detect sentiment shifts, helping businesses adjust functionality or messaging accordingly. While not often considered one of the most common analytic tools, it is by far one of the most reliable tools for helping understand the customer at their core. Using AI to harness your customers' feedback is one way you can unify marketing and sales and drive productive strategies by turning the information you do have, like **reviews, into fuel for revenue**.

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When it comes to analytics, make sure you're bringing the microscope in-house, not just to your data. With a tool like **Chattermill**, you can dissect feedback about your product to better prepare your teams for actionable direction.

Sales intelligence is a team sport.

AI provides deeper insights into potential upsell and cross-sell opportunities, ensuring outreach is relevant and timely. Tools that were once thought exclusive to just marketers or sales teams are now being used across organizations to better align customer intelligence strategy with the help of AI. In a conversation with Eric Gilpin, our CRO, he expressed his aim to continue to use AI to "create a more customer-centric experience that fosters loyalty and drives higher lifetime value."

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Ideally, your sales and marketing team leadership is in sync when it comes to AI strategy to support overall revenue and brand goals. When thinking about how to leverage AI in your day-to-day, consider starting or continuing the conversation within your immediate teams about where you can be proactive in your current workflow and what problems AI can solve.

"At G2, we're leveraging AI-driven predictive analytics to move beyond simply reacting to issues. We're actively anticipating customer needs, identifying early signs of disengagement, and intervening with targeted solutions before they escalate into churn. This proactive approach isn't just about retention; it's about building genuine, long-term relationships by demonstrating that we truly understand and value our customers."

ERIC GILPIN
Chief Revenue Officer @ G2

Personalization at scale, authenticity at risk?

According to **Accenture**, 73% of customers expect companies to understand their unique needs. Enter personalization practices emboldened with AI — the potential answer to a personalization prayer. Since customer needs go hand in hand with their journey with a brand — it's more important than ever that personalization be top of mind for marketers — especially when 44% of a company's revenue now falls under the CMO's responsibility vs. 10% in the mid-2000s. But with AI *just* gaining the consumers' trust with consistent implementation and adoption into our strategies, the question remains: How do we balance giving the personalization the customer wants without compromising user trust or brand reputation?

AI can address this by delivering tailored content, messaging, and interactions at every stage of the buyer journey, all from a command center you control. By personalizing outreach and experiences at scale, AI fosters stronger relationships with prospects and existing customers, reduces friction in the buying process, and increases engagement.

Who's responsible for the customer's well-being?

Is it sales? Is it marketing? Short answer — it's everyone's.

73%

of customers expect companies to understand their unique needs.

44%

of company revenue now sits with CMOs.

How to influence the customer connection.

Intent-driven engagement.

AI analyzes user behavior, past interactions, and firmographic data to predict intent, ensuring buyers receive highly relevant content and offers. Intent platforms that integrate with content hubs blend the science and creative element that is so crucial to an impactful strategy.

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Your content can create an impactful impression. With a tool like **PathFactory**, which integrates with existing martech stacks, you'll be able to understand how (and when) your buyers engage with your content so you can deliver personalized marketing campaigns with perfect timing.

Adaptive channel personalization.

AI dynamically adjusts online experiences and campaigns based on visitor profiles, direct journeys, or content that resonates with each decision-maker. This is usually one of the earliest touch points that a customer is introduced to a brand. Meeting your customer where they're at on the most relevant channel for them is what will differentiate you from competitors.

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When considering where to amp up the personalization to your most successful channels like web, email, etc., consider a tool like **Adobe Journey Optimizer**. With the recently released B2B version, creating specific content and messaging for isolated buying groups is instantaneous using differentiators like account, product interest, role, and more. By using AI-powered features (like content recommendations and copy generation), you can own your engagement while moving at the pace of your customer.

Conversational AI and virtual assistants.

AI-driven chatbots — like **G2's Monty for Sales** — and voice assistants offer real-time, intelligent conversations, keeping potential buyers engaged without human intervention. Their use can create a meaningful human-like experience, a key part of the customer journey that doesn't feel forced or fake.

INSIGHT

The entire point of personalization is to create an experience so individualized that every customer feels uniquely understood by a brand. **Insider** is doing just that with their trademarked AI solution, Sirius AI, putting the customer front and center while maintaining efficiency.

SOFTWARE SELLER'S CORNER

AI for your brand's visibility.

Think back to my opening about how, at its core, AI is a prediction machine. Now, try to recall how you found a brand or service you needed in 2015 — probably a traditional search engine. Based on the information available from the search engine, you most likely correlated the trust and efficacy of that brand or service to its presence online.

Fast forward to now, traditional machine learning has elevated from predictions (like auto-completing your sentences in traditional search) to an entirely new stage of technology — LLM answer engines. These engines can cast a wide net, tapping into signals across real-time data that allows brands to be found in a non-traditional sense. It creates an opportunity for a brand to commit to personalized touchpoints on a new frontier of search.

For your company to be found using an answer engine is a chance to reinvigorate that feeling of trust and efficacy in 2025. Personalization is no longer just about creating content that resonates at the right time — it's also about meeting your customers where they wouldn't expect you. Moving from the conventional search result to an AI-driven answer engine provides customers with direct responses that can be refined in real time and further explored in a single session. In conversations with James Cadwallader, Co-Founder and CEO of **Profound** (an SEO and brand monitoring tool), he remarks, "The theme of AI and how it's fundamentally changing brand visibility by shifting how consumers discover and engage with businesses is more relevant than ever."

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According to Cadwallader, "A common misstep is treating AI [Search] Optimization as a mere extension of traditional search or SEO. This is an entirely new playing field, and as we've seen with the web, mobile, and social, every platform shift creates clear winners and losers."

You heard it here first: if you plan to implement AI search - be sure you're on the right team.

"In the old world of search, it was a two-party system: businesses created content, consumers searched, and Google connected them. Now, with the rise of Answer Engines, a third party has entered the equation — one that captures the consumer relationship and dictates what information surfaces.

At Profound, we see this shift firsthand: roughly 70% of our customer base is B2B, and most identify traditional search as a historical key driver of traffic. Sophisticated marketers recognize a platform shift when they see one — so they're using Profound to lay the foundation for their AI Optimization strategies."

JAMES CADWALLADER
Co-Founder and CEO @ Profound

Marketing automation with operations in mind.

A more efficient marketing operation allows teams to focus on creating human-to-human value rather than dedicating time to repetitive tasks. AI-driven automation enhances marketing precision and responsiveness, ensuring prospects and customers feel heard and valued. But, according to **Salesforce**, 39% of marketers don't know how to use generative AI safely, and 43% say they don't know how to get the most value out of it. With this big gap in confidence, it's clear that a big part of introducing AI to automation is education, and we'll cover this later. With AI being positioned to take over tedious tasks, marketing teams can now dedicate more time to relationship-building, fostering trust and deeper connections with customers.

Confidence vs clarity for AI and marketers

39%

OF MARKETERS DON'T KNOW HOW TO USE GEN AI SAFELY

43%

OF MARKETERS DON'T KNOW HOW TO GET THE MOST VALUE FROM GEN AI

How to influence the customer connection.

Automated multi-touch nurturing.

AI ensures customers receive the right content sequence, maintaining engagement without overwhelming them with irrelevant messaging. This is a great example of AI optimizing marketing workflows by making immediate data-oriented decisions so that marketers no longer need to track engagement data or adjust campaigns manually.

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Picture this: a prospect downloads a white paper. The second they do, an AI workflow is triggered that assigns them to a nurture stream that reduces the need for manual segmentation or content adjustments. This is exactly what a tool like **HubSpot Marketing Hub** can accomplish, making operations seamless and a potential customer engaged.

Real-time ad optimization.

AI-driven ad platforms adjust bidding and targeting based on real-time engagement, ensuring potential buyers see the most relevant ads at the right moment. This is relevant for modern customer experience, especially with many ads of all different types activated at once. Given that **54% of consumers say they trust a brand after seeing multiple ads for it across multiple platforms**, it's crucial to streamline ad operations.

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Opportunities to improve ad effectiveness can be realized with AI operation updates like the ones mentioned above. **AdRoll** is one of the companies using AI operations functionality to create the fluidity needed to be everywhere the customer is.

Predictive co-pilots.

AI identifies opportunities to simplify workflows, keep data aligned, and create scalable and efficient growth without heavy manual oversight. When looking for continuous optimization, the end goal should be to create an effortless customer experience that also serves you by suggesting how you can make a bigger impact.

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Where do you need operations automation the most? Is it sending emails or building better journeys? If so, **ActiveCampaign's** AI features create the ideal platform for automation with performance in mind.

Smarter lead scoring and routing.

Machine learning AI prioritizes high-intent leads by analyzing engagement data, allowing sales teams to focus on the most promising prospects. It also highlights the need for sales and marketing operations to be in lockstep to automate the pieces of your business that can be AI-forward and benefit both teams — particularly in regards to converting MQLs to opportunities.

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By aggregating and automating your lead intelligence with AI for marketing and sales teams, there is a better chance for refined and customer-forward strategies.

So, what now?

"AI can be seen as the bridge between marketing & sales. When we talk about using AI to help both departments, one of the clearest ways to do that is by using AI to identify and aggregate intent from both the contact and account levels to better understand when to engage. For example, when prospects from these accounts have engaged with content, interacted with websites, or spoken about key initiatives at their company that can be tied to your value proposition, etc."

BLUE BOWEN
Research Principal @ G2

Since we've begun exploring strategies and tools that can integrate AI while still being customer-centric, one of the main takeaways I want you, the reader, to walk away with is that change does not happen overnight. The time it takes from ideation to implementation varies from weeks to months.

My advice: start small but scale fast.

The following predictions and prescriptions have been crafted based on my ten cumulative years as a brand and marketing practitioner and now market researcher. Coupling that experience with aggregated data from trusted industry sources and conversations with experts across marketing and sales, these predictions can shape how marketing and AI will continue to grow together this year. That being said, take what resonates and leave what doesn't. In your efforts to move with the pace of the industry, consider me a partner for the year to come.

AI-assisted video and multimedia content will see a 4x increase in adoption.

Why?

We know that **text-based content alone is becoming less effective** in driving engagement. It's too predictable, and with shrinking attention spans, customers need content that is short and compelling. AI content production and editing is moving beyond just written format. Watching this unfold **since 2023**, I noticed the break into visual creation was having a slower start — most likely due to user trust. We are now in an age where **78% of brands want to increase ther video production**, recognizing its higher impact and shareability.

Coupled with the fact that according to **Grand View Research, in 2024, the AI video generator market size stood at USD 554.9 million**, with expectations to expand at an impressive compound annual growth (CAGR) of 19.9% from 2024 to 2030. This data highlights the market's steady expansion, with a near-20% annual growth forecast driven by AI adoption in video creation for cost-effective, scalable solutions. With this

growth projection and call by customers for video-based content, the case for expanding adoption is clear. Since this will enable the production of higher quality, faster, and more budget-conscious scales, I envision there will also be a rise in AI risk and compliance tools to meet the demand for authenticity.

Your prescription

Commit at least half, yes HALF, of your 2025 marketing content to video and one-fourth of that content to AI-powered video creation or editing tools. When I first suggested this to my team, their shock and awe was palpable — but if the TikTok "ban" taught us anything, it's that video content is and will remain king. So why waste resources on content that doesn't resonate?
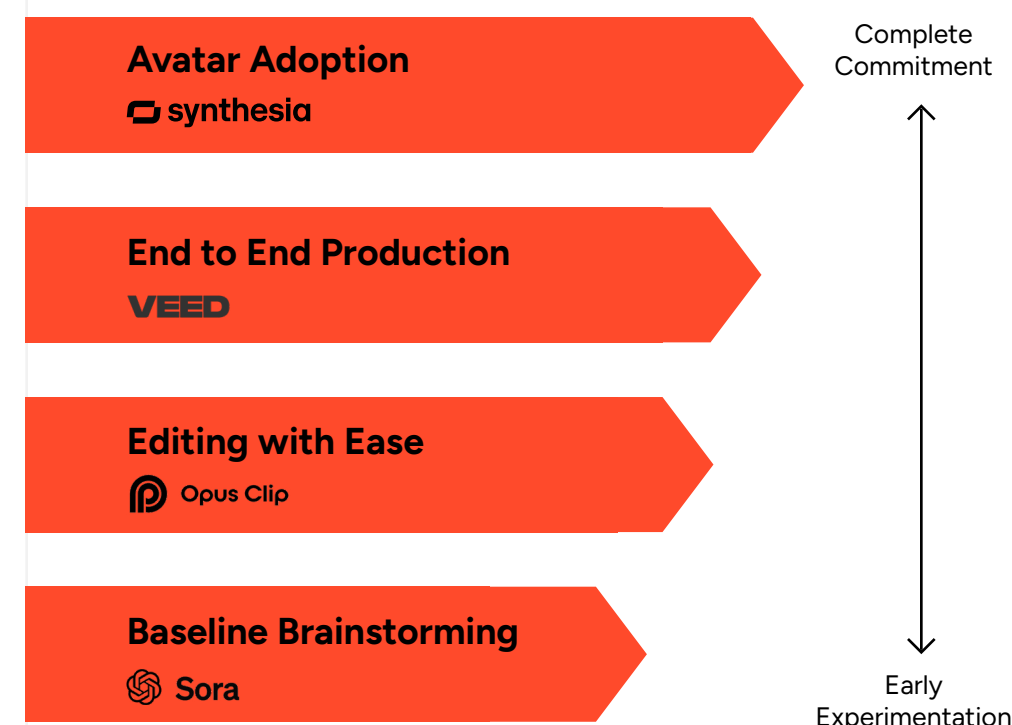
Using **AI video generators** to scale personalized, interactive, and dynamic content is a step in the right direction toward ensuring higher engagement and a competitive edge as multimedia adoption quadruples. You can achieve this by auditing your current content strategy to identify where you fall on the AI content calibrator. Start by recognizing the most valuable places to implement video, developing a content framework that balances the AI and human-curated options for full-scope production (editing included), and establishing performance benchmarks against your current strategies. By understanding where your level of competency is on the counter and following these steps, you have a higher chance of success with video at the forefront.

P.S. **Don't forget the captions.**

Where are you on the AI Content Calibrator?

Complete Commitment

Avatar Adoption
synthesia

End to End Production
VEED

Editing with Ease
Opus Clip

Baseline Brainstorming
Sora

Early Experimentation

AI-driven personalization will drive a 50% increase in B2B buyer engagement for militant adopters.

Why?

B2B buyers respond to personalization beyond static segmentation or an email subject line with their first name on it. By analyzing behavioral signals, past interactions, and firmographic data, AI dynamically adjusts content, messaging, and outreach to match each buyer's needs to reduce friction in the buyer journey — a key factor for success. **AI-driven personalization can enhance engagement by up to 42%**, making it an ideal strategy that helps you easily tailor approaches and boost sales, potentially up to **10-15%**.

Your prescription

Scale conversational AI that adapts messaging based on past interactions to increase conversion rates by up to 20-40% through hyper-personalized touchpoints, like chatbots. You can achieve this by allocating 30% of your content budget to deploying AI conversational tools, implementing reasoning models or sentiment analysis to iterate the responses to fit your brand, and A/B testing the AI-driven interactions against human-led engagement to refine messaging strategies. The data speaks for itself on conversion, showing **the average conversion rate without AI is 2%** across multiple channels. However, when applied to websites, chatbots have a significantly higher conversion rate — up to 33% —according to **a study from Glassix**.

Conversion Rates Before vs After AI Chatbot Personalization
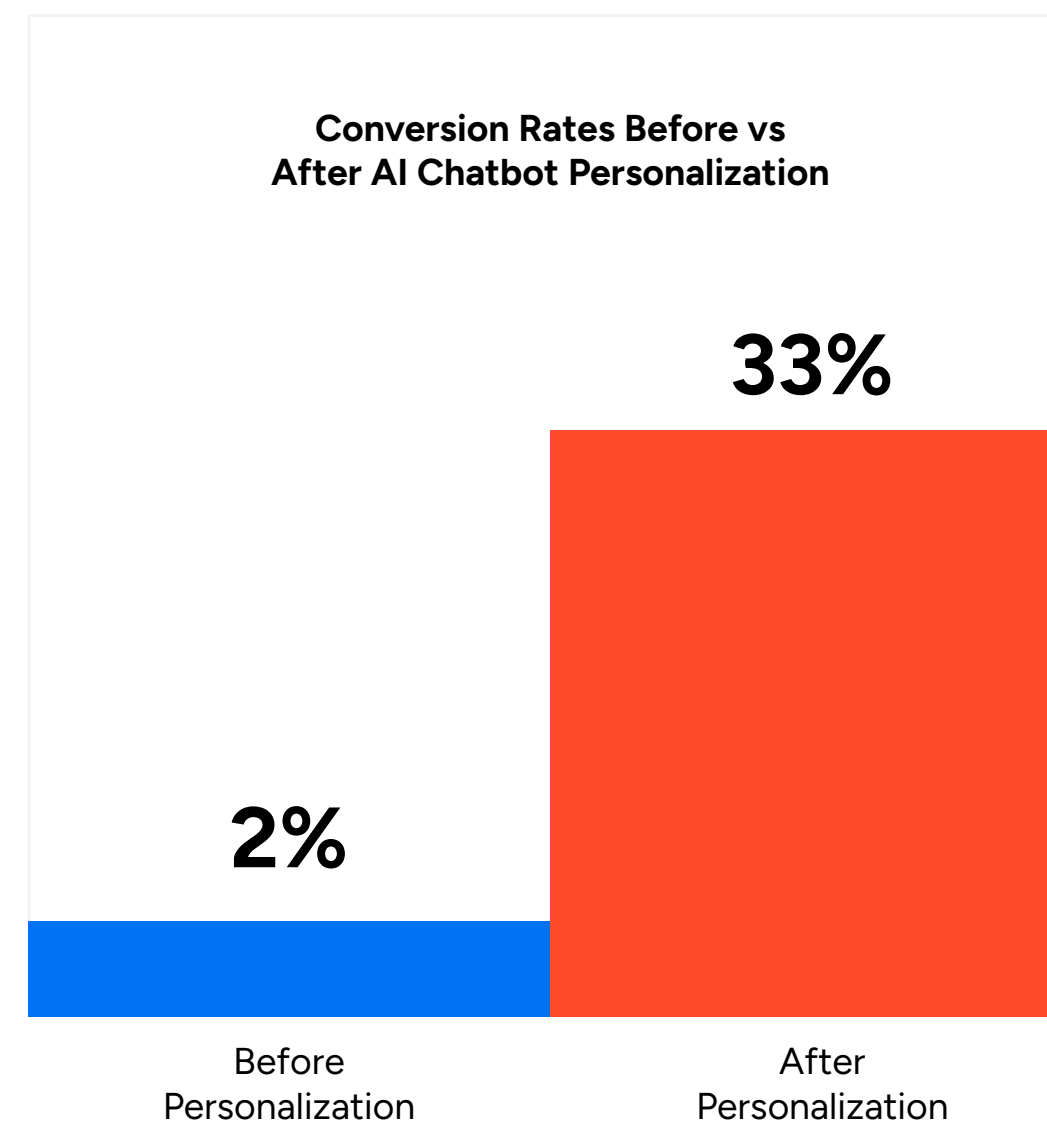
Note the jump from 2% to 33% engagement after implementing AI-driven personalization. The impressive 1,550% increase supports the prediction of a 50% increase in B2B engagement with aggressive adoption.

Aggressive adopters of AI-powered automation will reduce marketing operational costs by 30%.
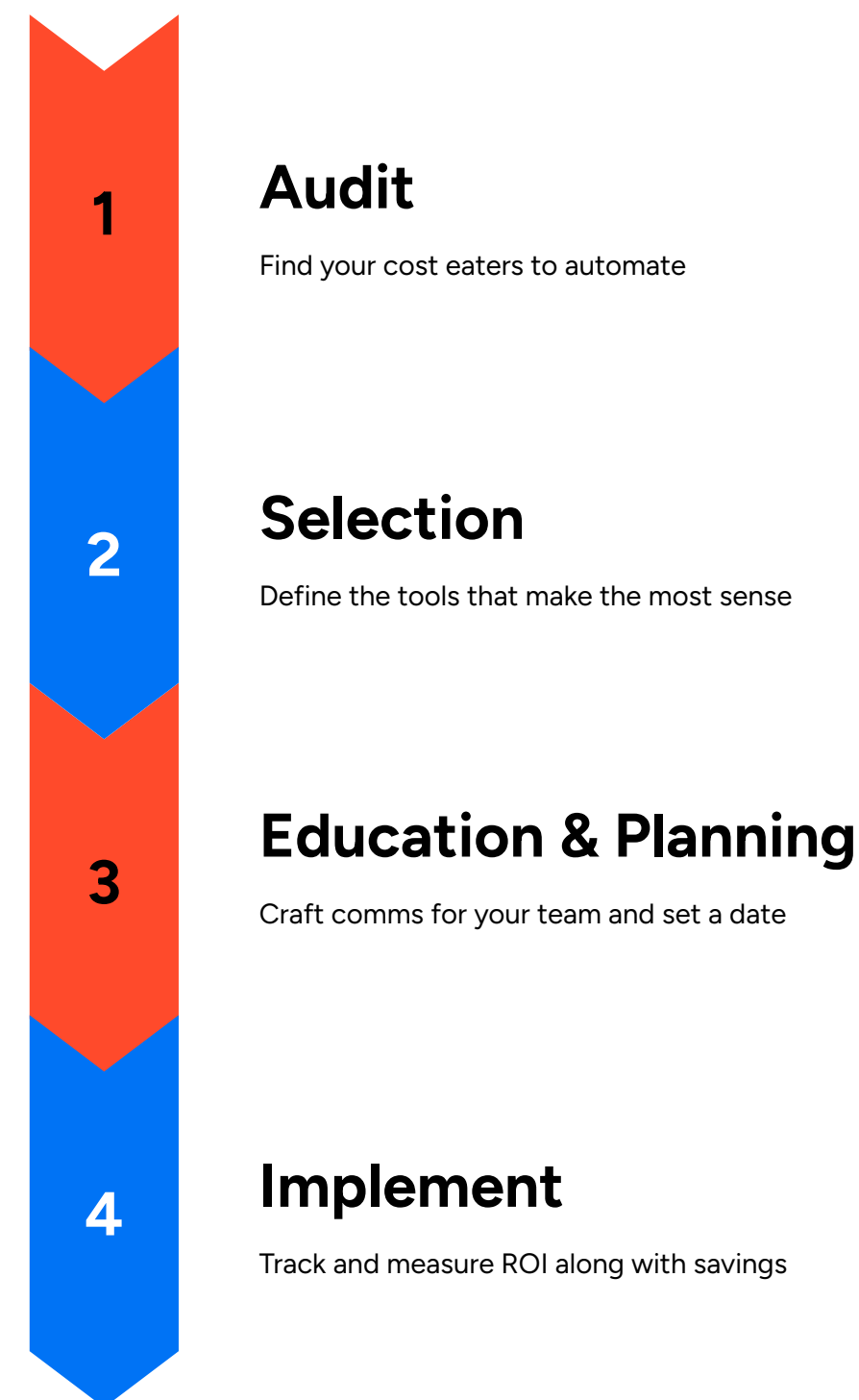
Why?

Since AI-powered automation dramatically reduces marketing inefficiencies, we need to shift marketing teams from just execution to strategic orchestration. By using AI as your co-pilot, you'll be able to put the time formerly dedicated to menial tasks toward further customer engagement while simultaneously lowering overall costs. According to current economic predictions from PwC, **AI could contribute $15.7 trillion to the global economy by 2030**. A portion of these figures stems from potential increased productivity and cost reduction overall due to aggressive adoption and implementation. Martech consolidation will also continue to accelerate as companies look for integrated AI-driven platforms rather than fragmented solutions — which further speaks to **my 2024 trend prediction**.

Your prescription

Begin mapping to eventually commit to AI-driven workflow automation tools to optimize lead management, content distribution, and campaign optimization. This will reduce manual workload with an OKR or goal of matching the market and cut marketing operational costs by up to 30%. To achieve this, start with conducting a workflow audit to identify repetitive manual tasks, selecting AI tools that will integrate into multiple areas of your workflow, and simultaneously creating a phased implementation roadmap while educating your teams on AI best practices. Even with fully integrated AI tools, it's important to remain committed to facilitating communications about why you're moving toward AI automation. This will not only minimize knowledge gaps within your team but also assure them that this is *for* them as well as the business's bottom line.

Road to Aggressive AI Adoption

1 — **Audit**

Find your cost eaters to automate

2 — **Selection**

Define the tools that make the most sense

3 — **Education & Planning**

Craft comms for your team and set a date

4 — **Implement**

Track and measure ROI along with savings

Methodology

The insights presented in "The AI Marketing Mind 2025: Strategy for Intelligent B2B Customer Connection" are grounded in a multi-faceted research approach. This report combines extensive online research with qualitative insights gathered through interviews with industry experts and B2B marketing practitioners. These conversations provided valuable perspectives on emerging trends, real-world applications, and evolving customer engagement strategies. Additionally, the recommendations and predictions included in this report were guided by my own expertise working as a marketing practitioner and analyst — with years of research, experience, and conversations with vendors in the space. By integrating these sources, this methodology ensures a well-rounded, informed perspective on the role of AI in driving intelligent B2B customer connections.

Thank you

I would like to thank James Cadwallader (Profound) and Danny Wu (Canva) for lending their insights and expertise to this report.

About G2

G2 is the world's largest and most trusted software marketplace. More than 100M people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business — including Salesforce, HubSpot, Zoom, and Adobe. To learn more about where you go for software, visit **www.g2.com** and follow us on **LinkedIn**.

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