

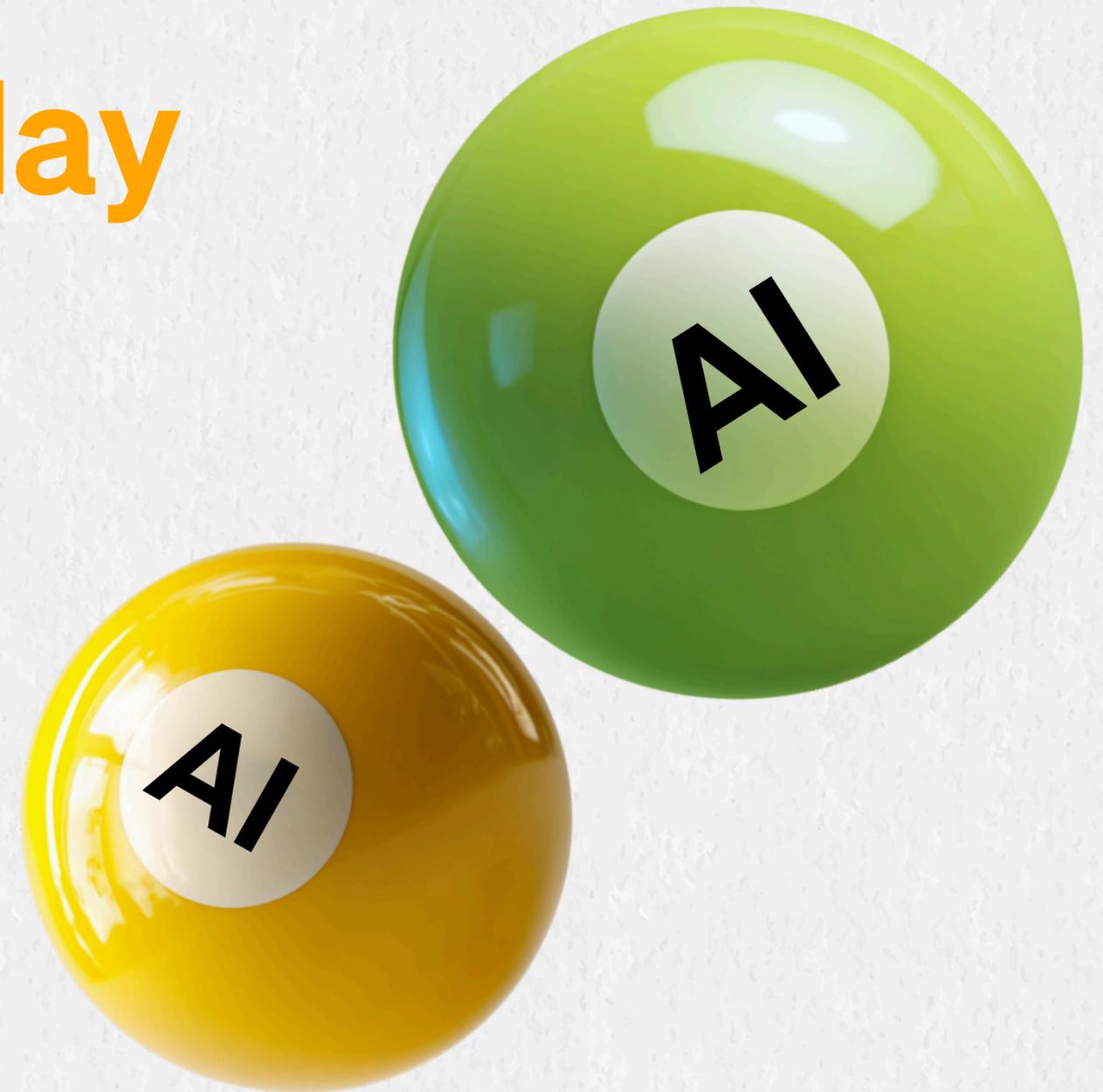
# MMA AI Adoption Study | South Africa

Insights into AI applications in Marketing and CX.



# / What we'll cover today

1. Scope of the Study
2. AI Awareness and Adaptation Level
3. AI Application Areas and Goals
4. Measuring the Impact and Success of AI
5. Leadership, Culture and Organizational Readiness
6. Concerns, Obstacles and Information Sharing
7. Training, Skills and Future Plans



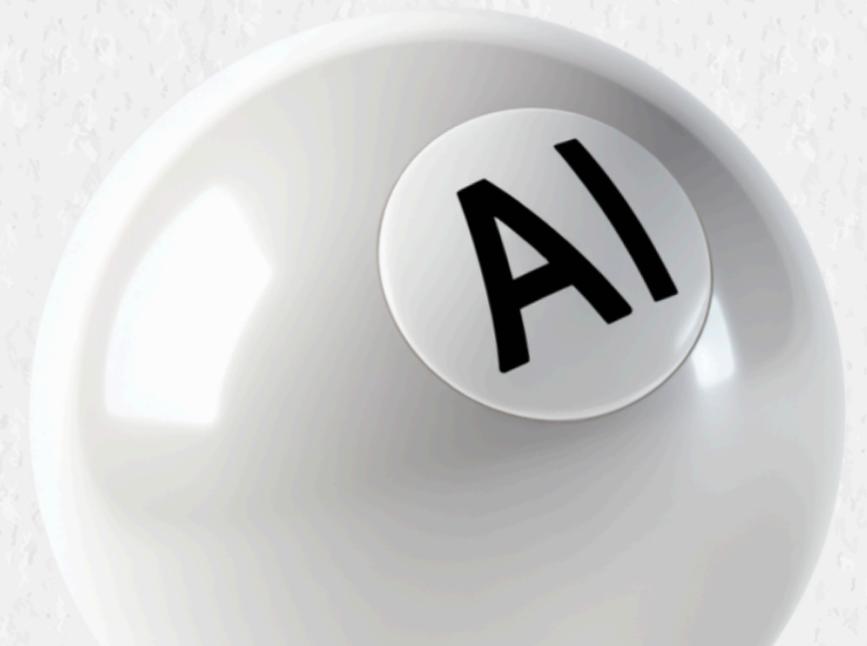
**39**  
Türkiye

**42**  
MENA

**34**  
South Africa



**115**  
CMOs & Top  
Marketing Executives



# Executive Summary

The AI Adoption Study, based on insights from 115 marketing and customer experience professionals across **Türkiye, MENA** and **South Africa**, reveals that organizations now demonstrate **high awareness of AI** and have largely moved **beyond the pilot phase into testing and scaling**.

**South Africa** stands out as the most advanced region with 62% reporting AI familiarity and an impressive 53% already in the scaling stage of adoption.

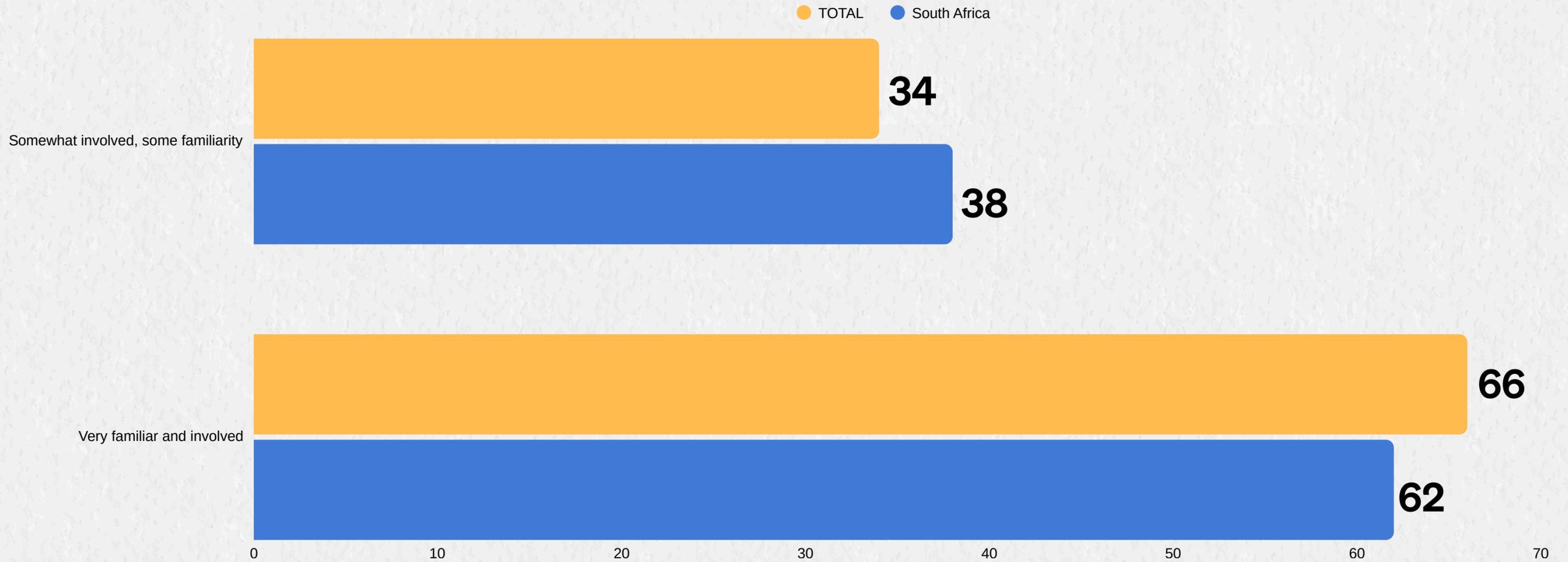
Strategic clarity is strong, reflected in 79% of companies having a defined or partially defined AI roadmap. **Automation (82%), media performance (74%)** and **analytics (68%)** are top priorities, supported by significant investment in production (31%) and measurement (17%).

South Africa also leads in impact tracking - 82% measure efficiency gains, 68% monitor ROI, and 50% measure margin improvements. Leadership urgency is the highest across markets at 79%, and although upskilling needs are also notable (69%), 86% of organizations focus heavily on developing internal talent, reinforcing the region's strong momentum in AI transformation.



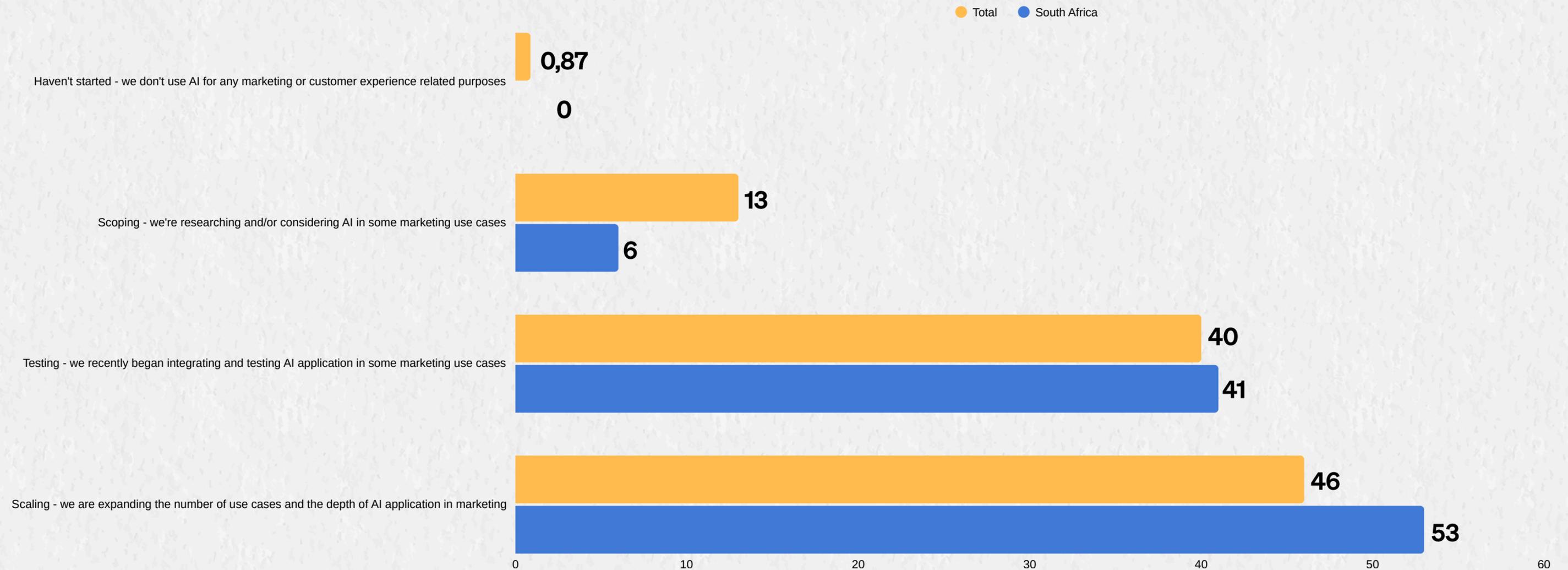
# **AI Awareness and Adaptation Level**

# AI Awareness



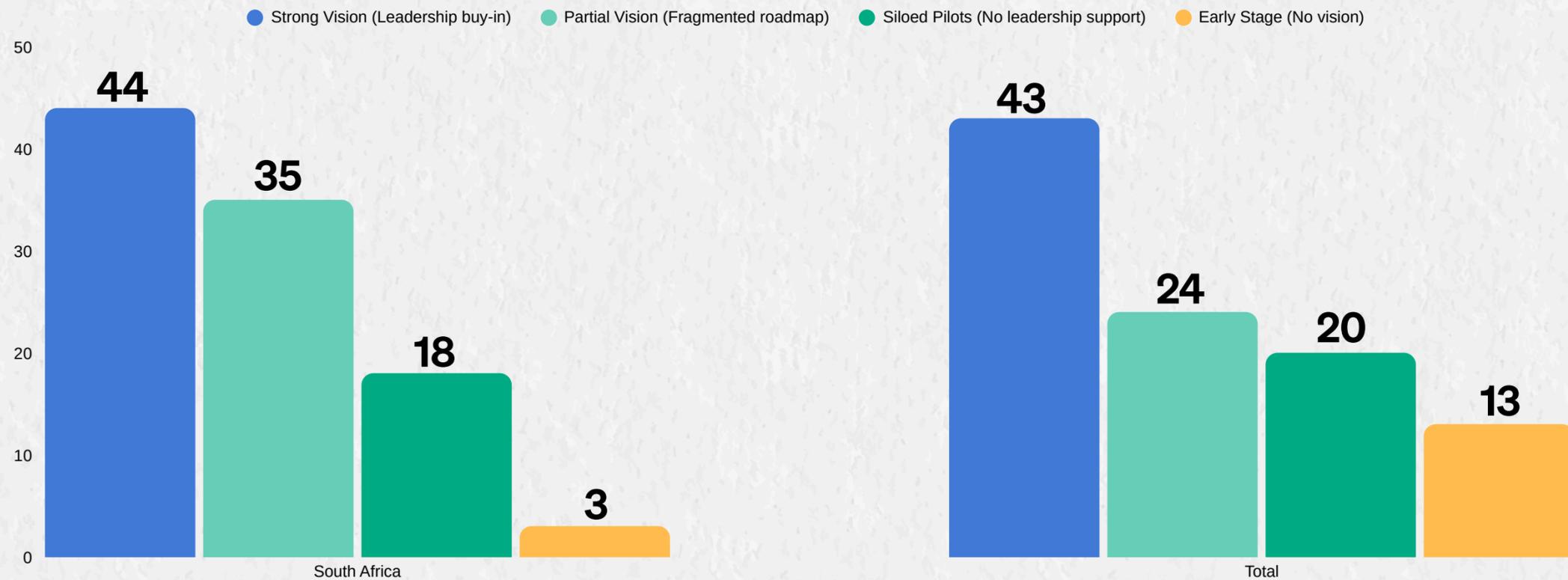
Q. How familiar are you with how AI is used in your organization for marketing and customer experience related initiatives? Base: Total Sample :115

# AI Adaptation Level - AI has now moved beyond the testing phase; the focus is on scaling and deployment



Q. Which of the following best describes your company's stage of adoption when it comes to the application of Artificial Intelligence in marketing and customer experience?

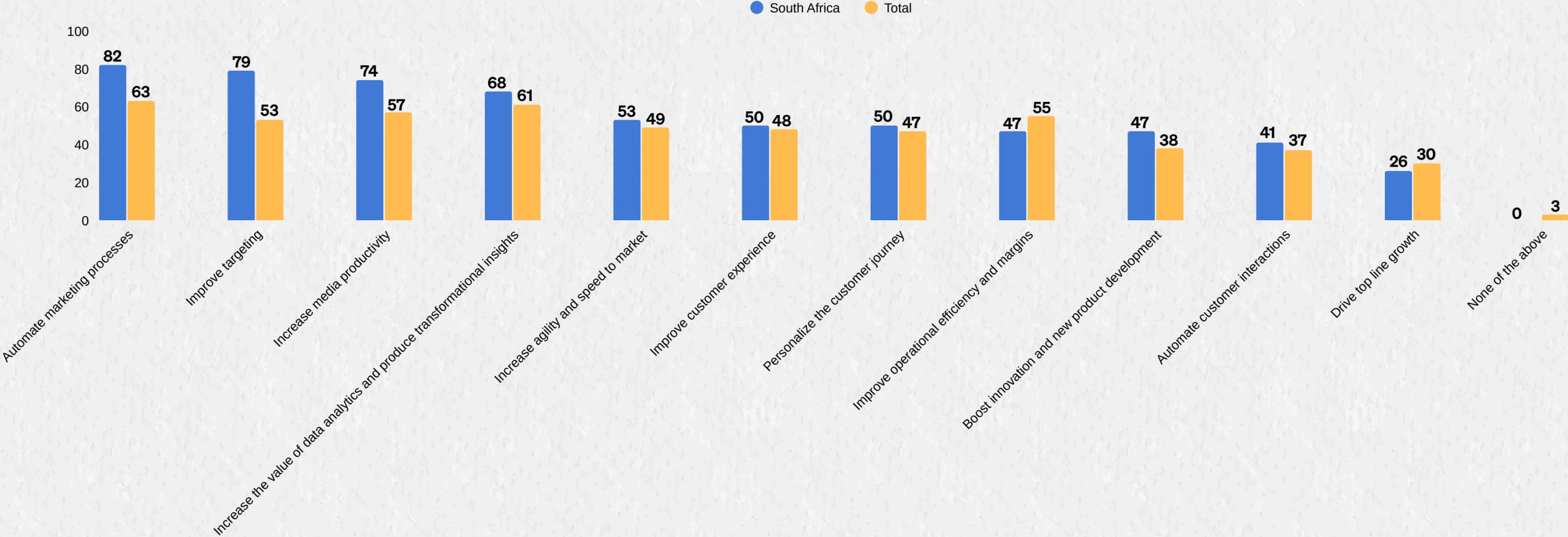
# Strategy and Roadmap



Q. Which of the below represent the progress that your company has made when it comes to establishing a clear strategy and roadmap for the application of AI in marketing and customer experience?

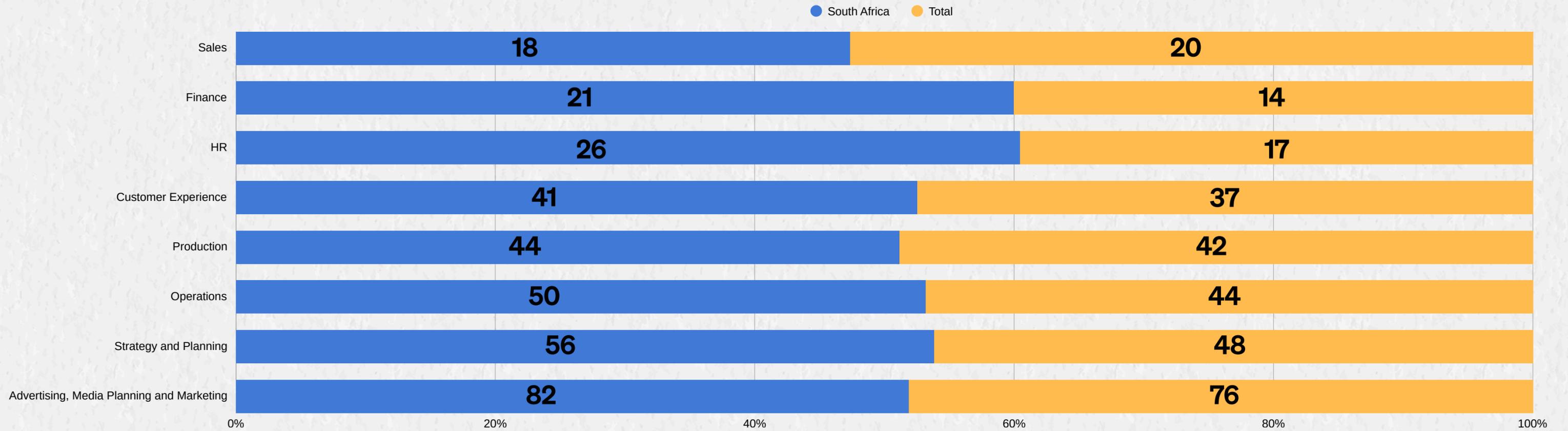
# AI Application Areas and Goals

# AI Application Goals



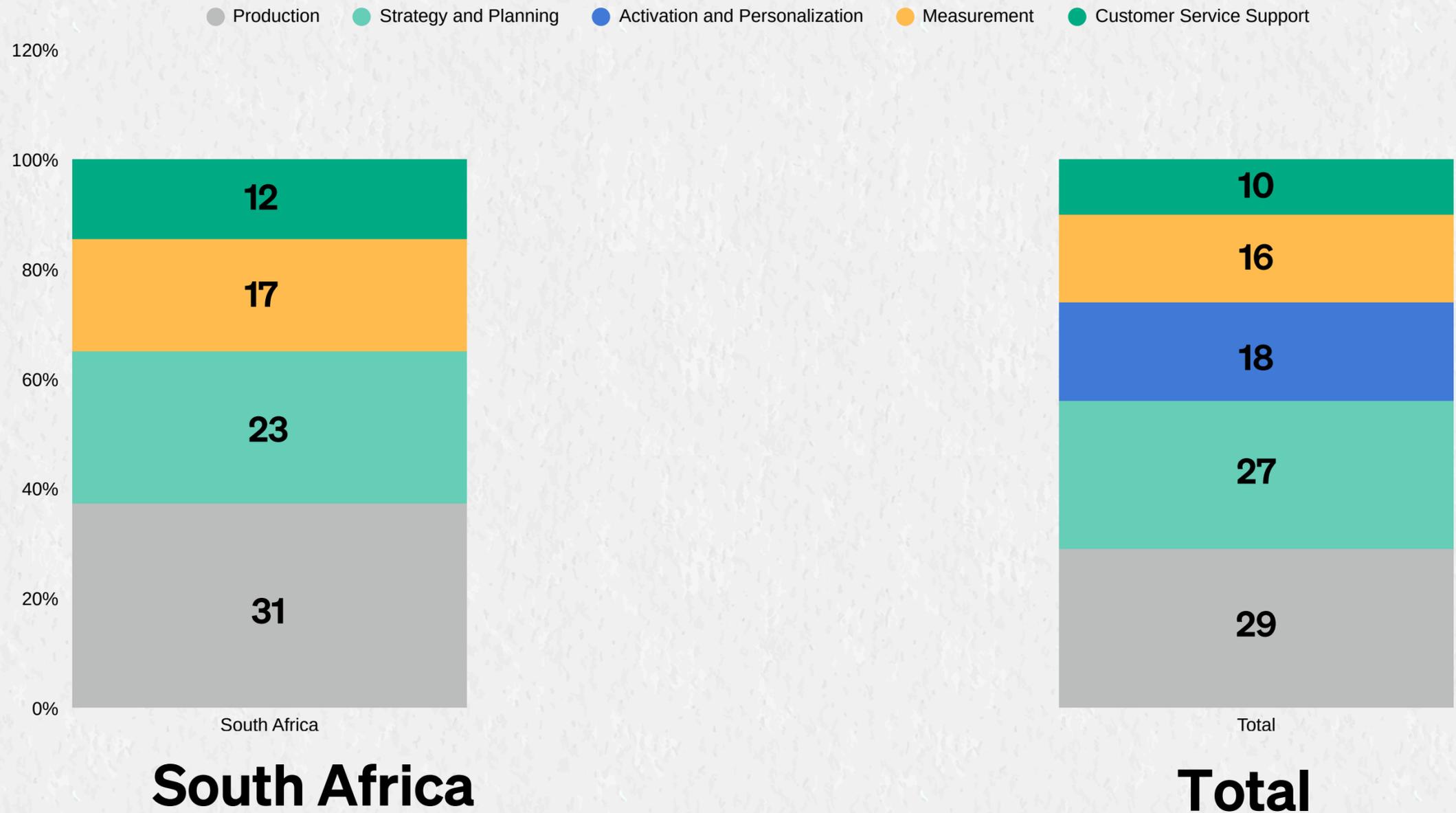
Q. In which of the following areas does your company have clear, measurable goals when it comes to AI application in marketing and customer experience? Select all that apply. -

# Advances in AI application areas



Q: Which of the following areas do you think your company is making progress in terms of AI applications?

# Resource allocation

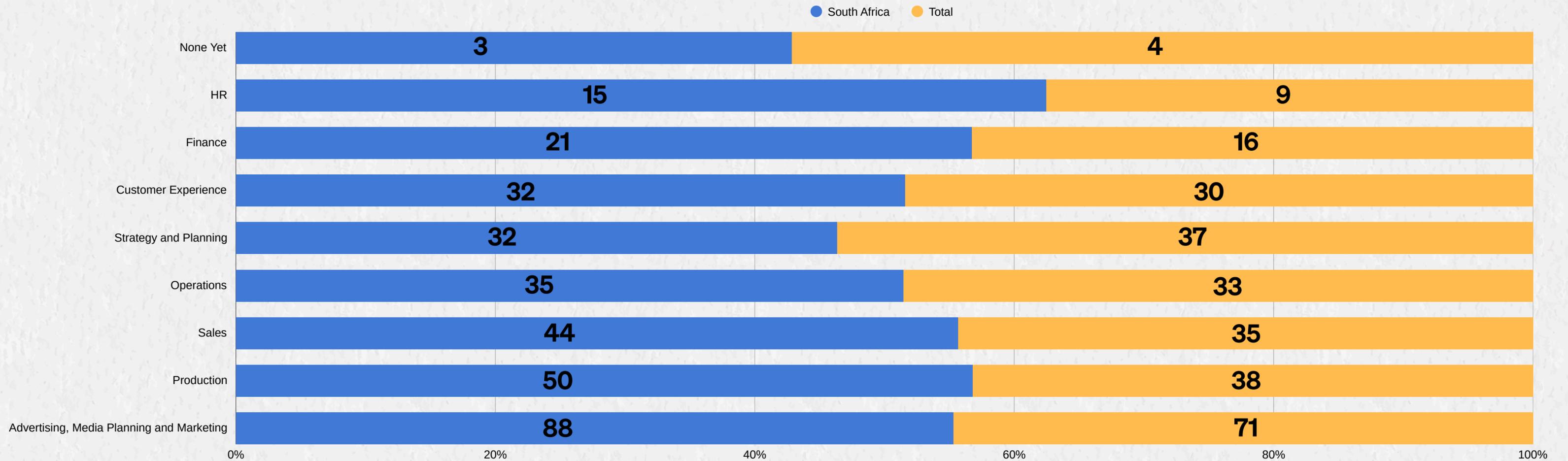


Q. Please consider the following groups of marketing and customer experience functions. To the extent that you can estimate, what share of your company's [b]effort and resources[/b] is allocated in each of these areas? Answers must add up to 100.



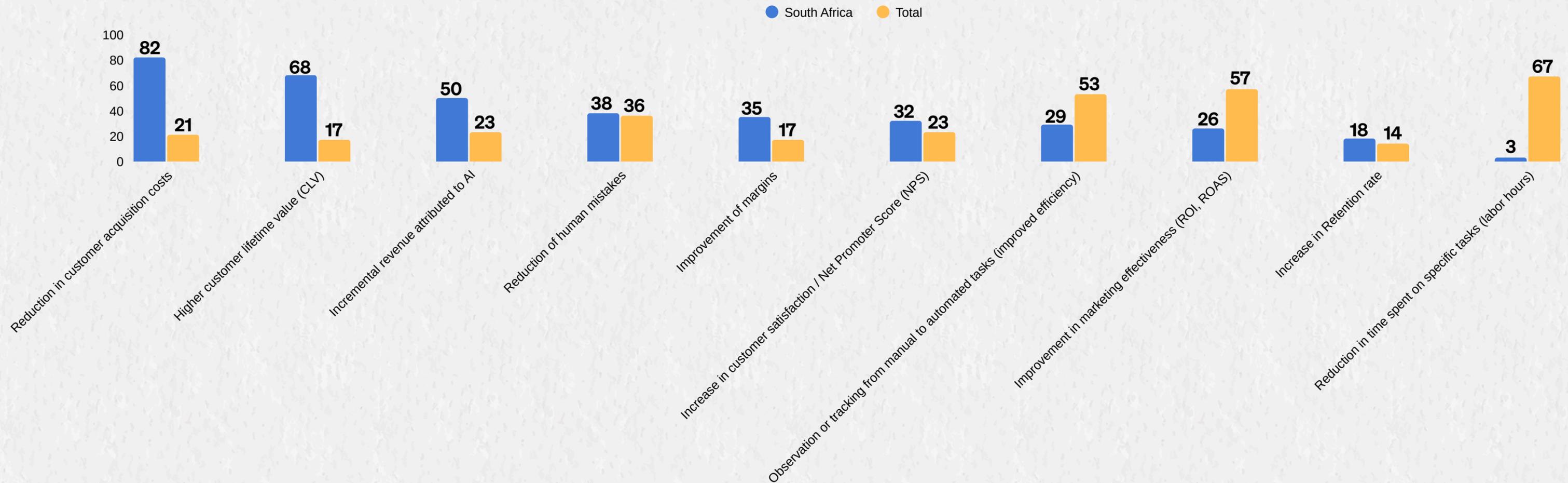
# Measuring the Impact and Success of AI

# The impact of AI applications on business results



Q. Which of the following areas do you think your company's ability to measure the impact of AI in terms of improving business results (either by increasing revenue, productivity or margins)?

# AI impact measurement approaches



Q: How does your company measure AI's impact?  
Select all that apply.



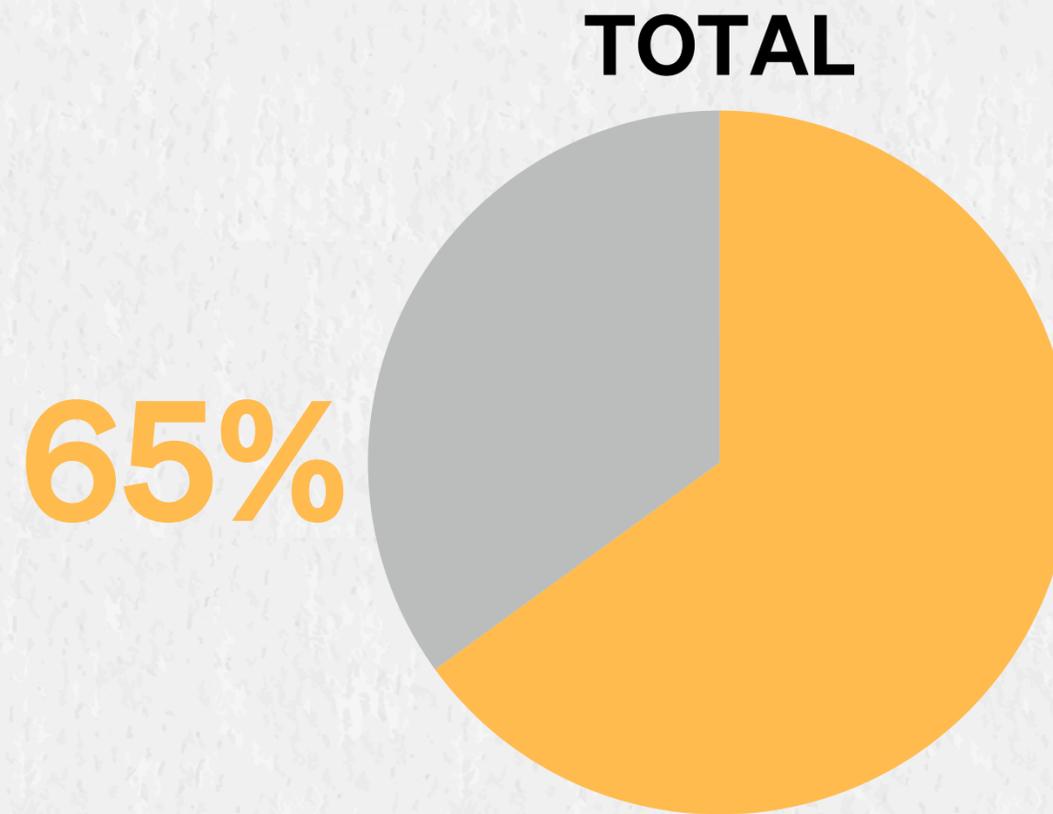
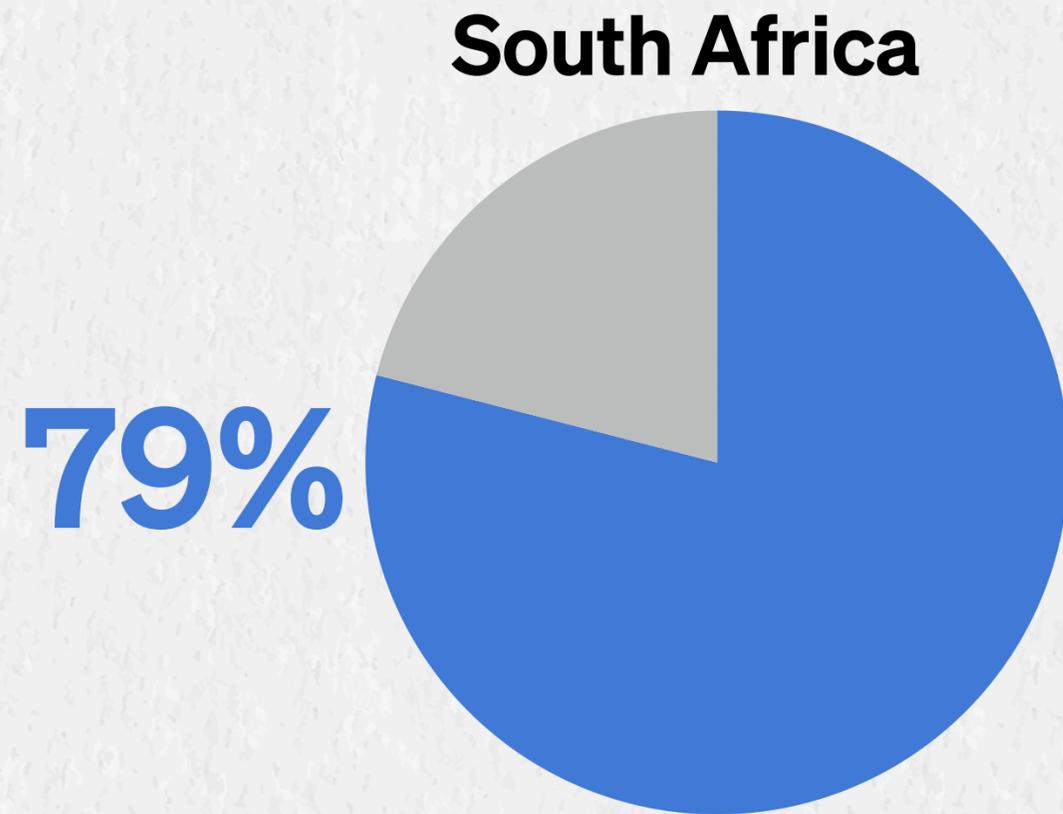
# Leadership, Culture and Organizational Readiness

# Leadership's attitude towards the application of AI



Q: Which of the below represent leadership's attitude and readiness towards the application of AI in marketing and customer experience in your company?

# The urgency of using AI



Q: How urgent do you think senior leadership feels it is for your company to adopt (or adopt more) AI for marketing and customer experience related purposes?

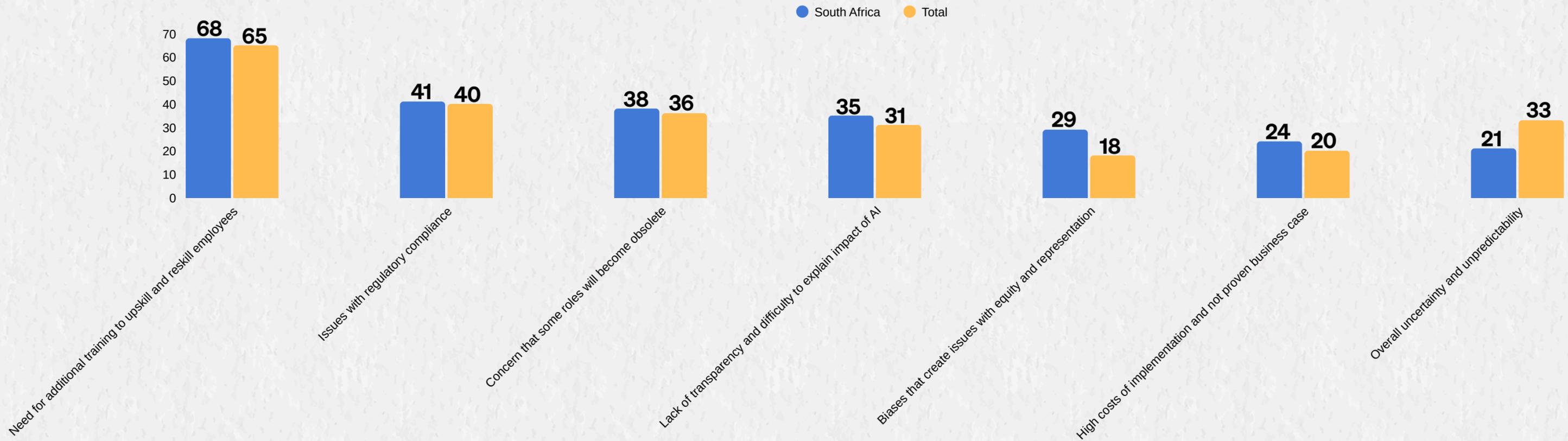
# Company Culture's Approach to AI



Q: How knowledgeable and accepting is your company's culture toward the adoption and/or use of AI for marketing related purposes?

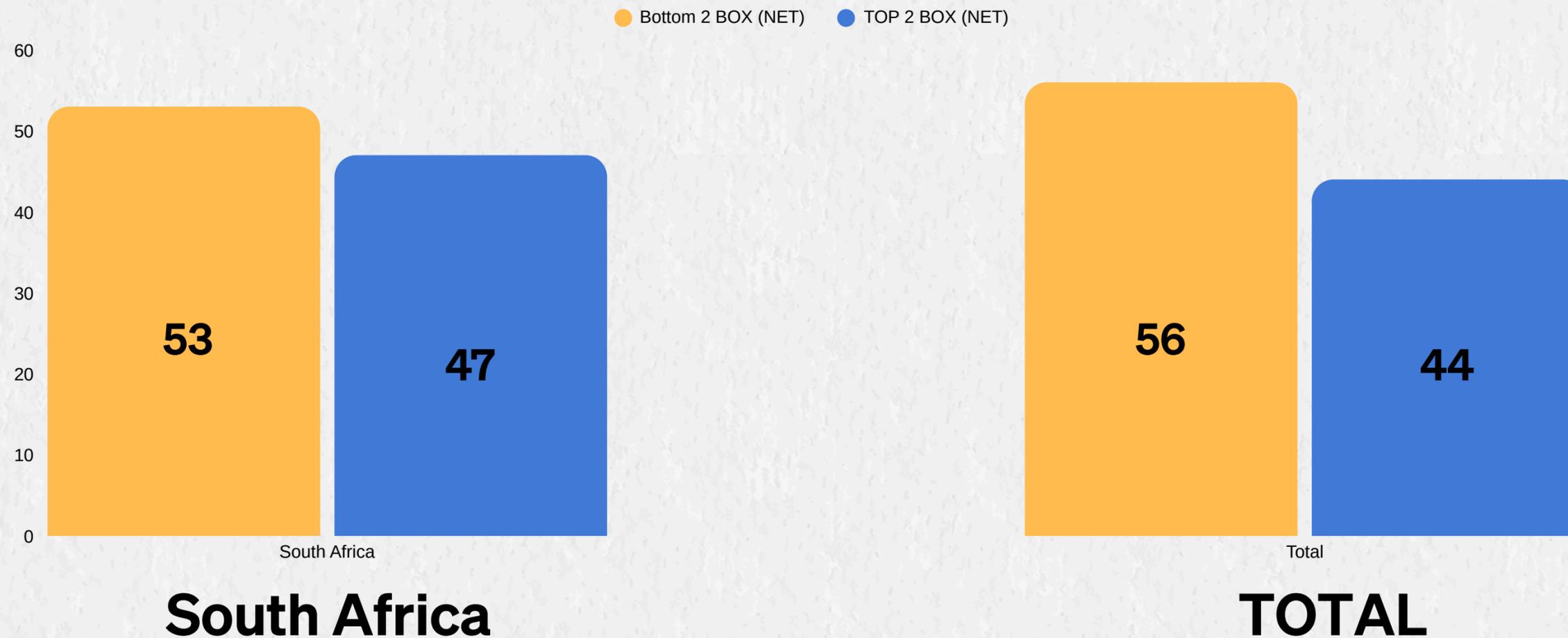
# Concerns, Obstacles and Information Sharing

# Employees' Concerns Regarding AI Applications



Q: What specific concerns have been expressed by your company's employees when it comes to the application of AI in marketing and customer experience? Select all that apply.

# Processes and information sharing in AI applications

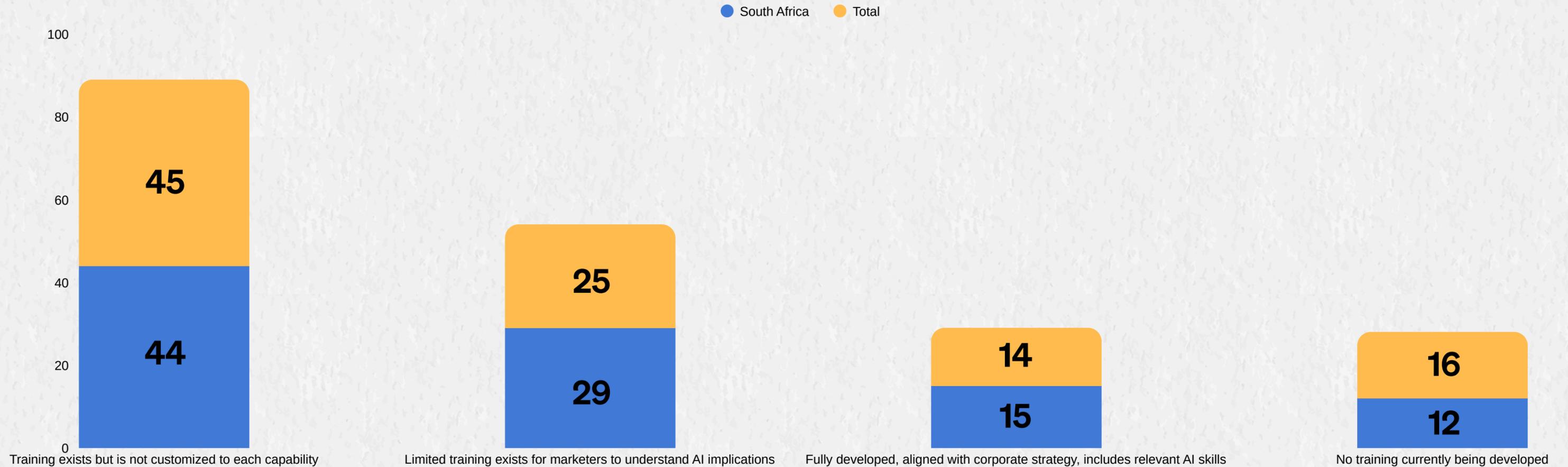


Q: Does your organization have clearly defined rules and processes to share knowledge & insights and best practices across capabilities and teams when it comes to AI application in marketing and customer experience?



# Training, Skills and Future Plans

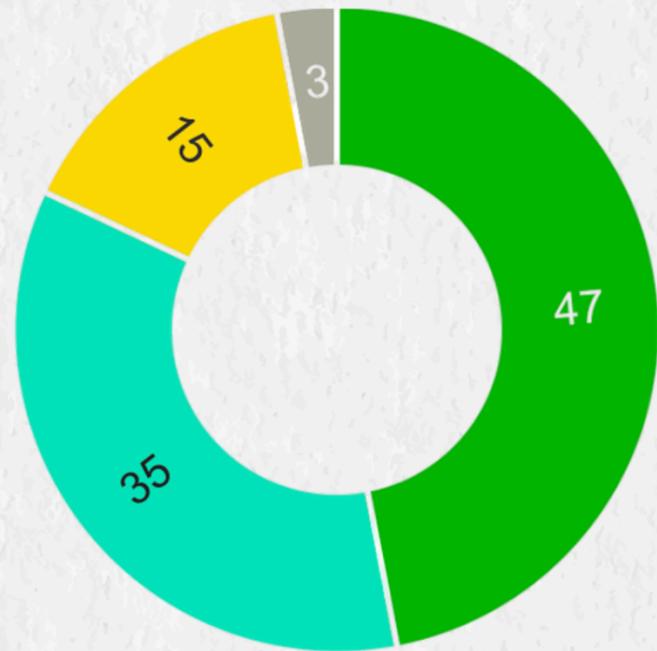
# AI Training Maturity Levels



Q: Which of the following best describes how your marketing organization is being trained to work with AI?

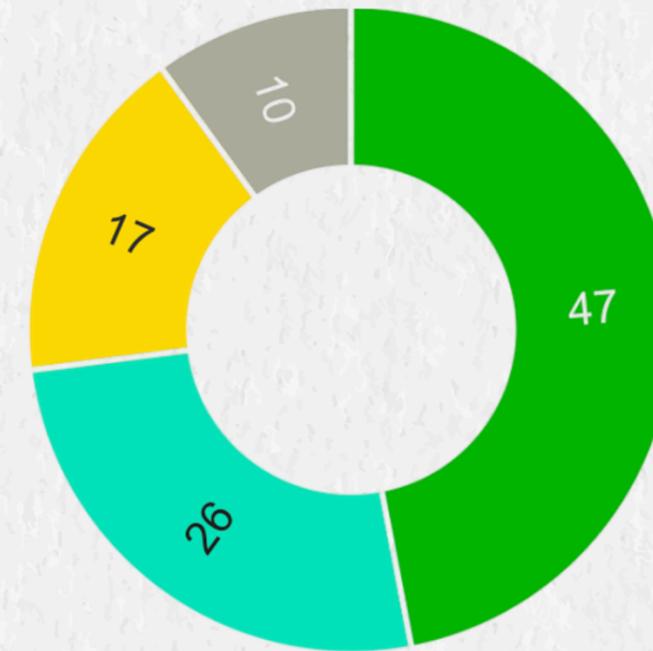
# AI capability and recruitment priority

## South Africa



■ Very high priority ■ High priority  
■ Some priority ■ Low priority

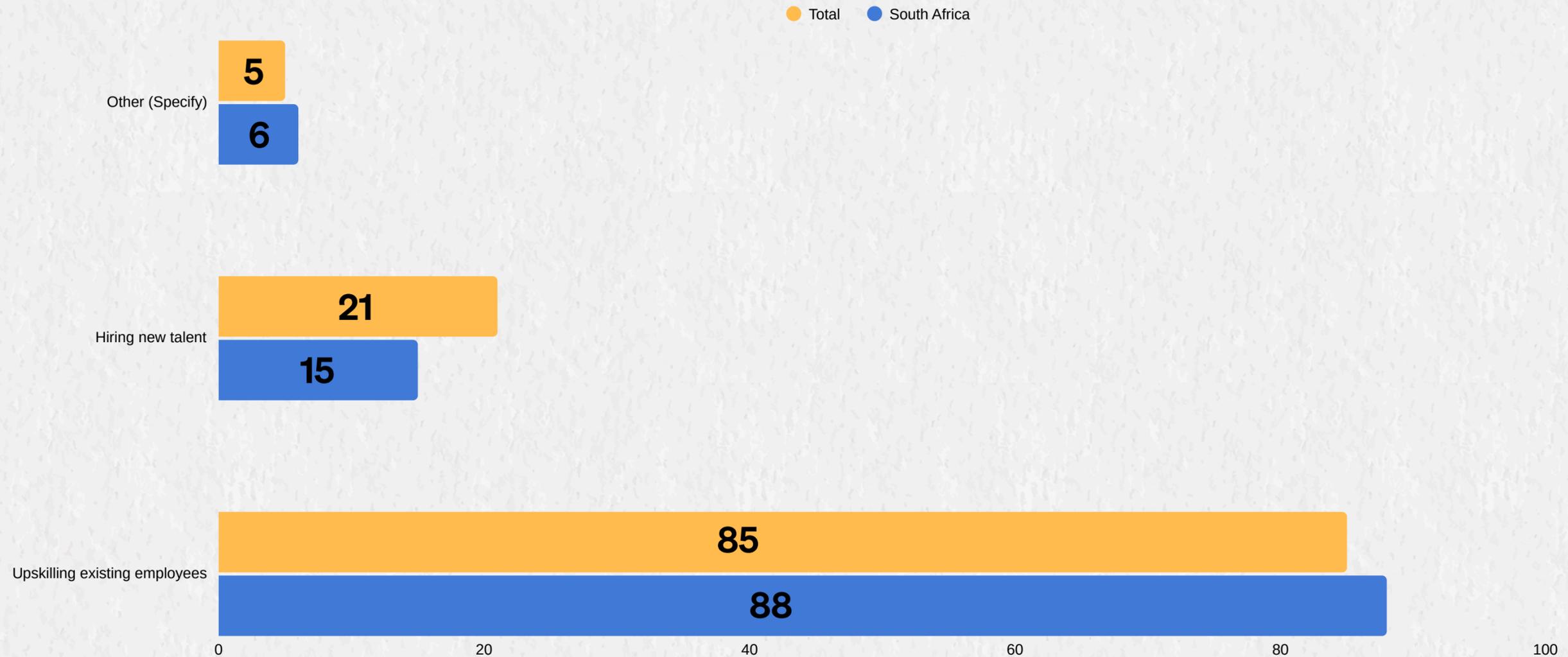
## TOTAL



■ Very high priority ■ High priority  
■ Some priority ■ Low priority

Q: What level of priority does your company take related to hiring the right talent and skillset for AI in the marketing and customer experience roles?

# AI Capabilities Strategy: Upskilling is dominant, Hiring is limited



Q: Which areas of AI talent will your organization prioritize in the next 12–18 months?

**THANK YOU!**

