

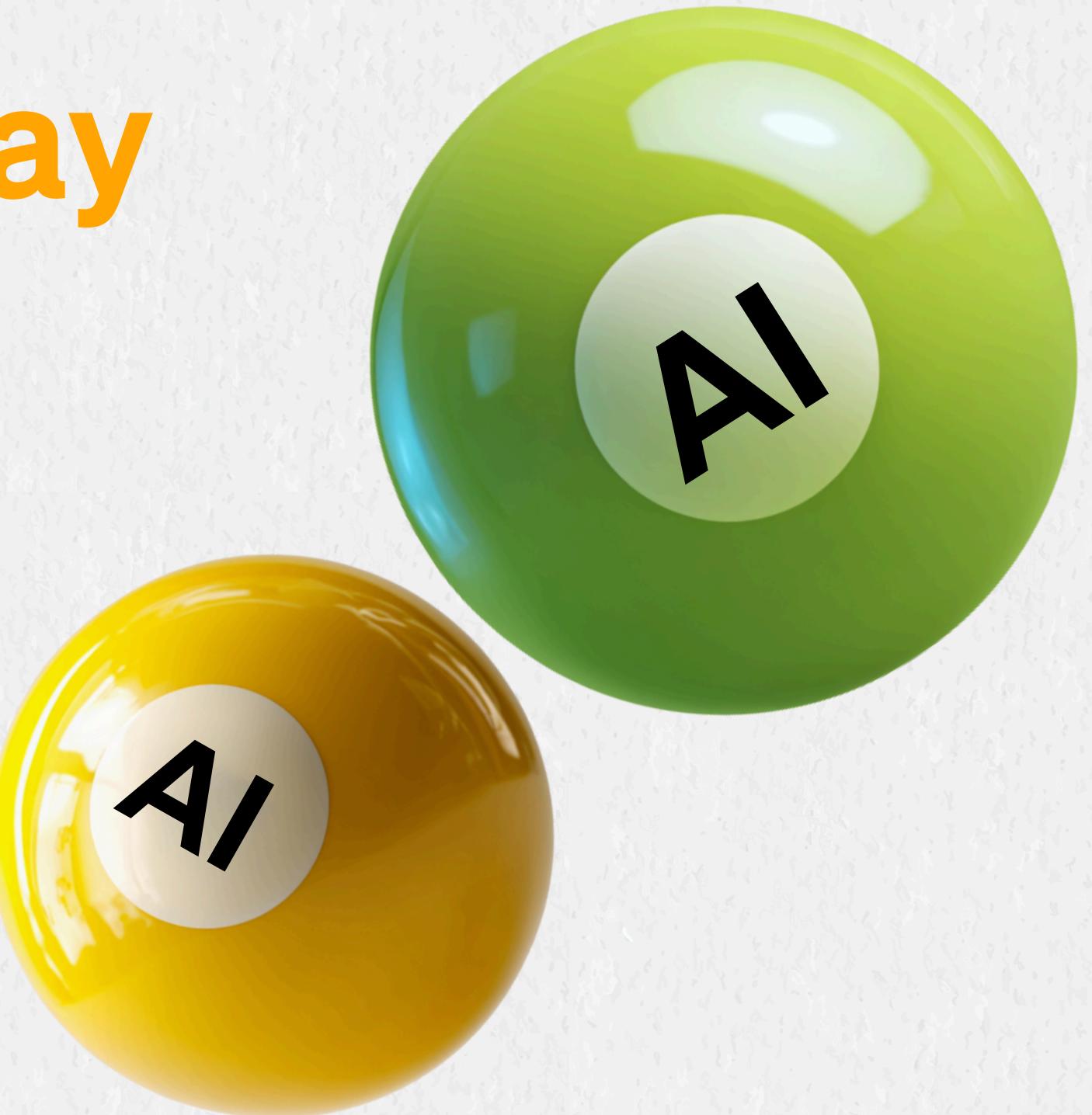
/AI Adoption Study 25

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



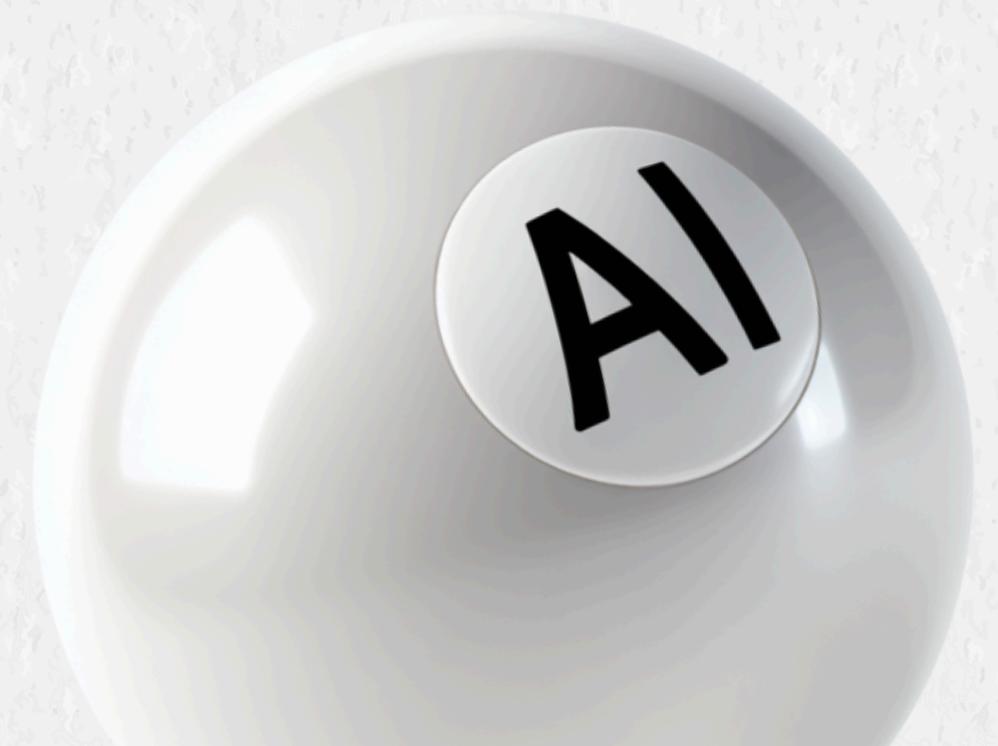
/ 39
Türkiye

/ 42
MENA

/ 34
South Africa

Σ 115
CMOs & Top
Marketing Executives

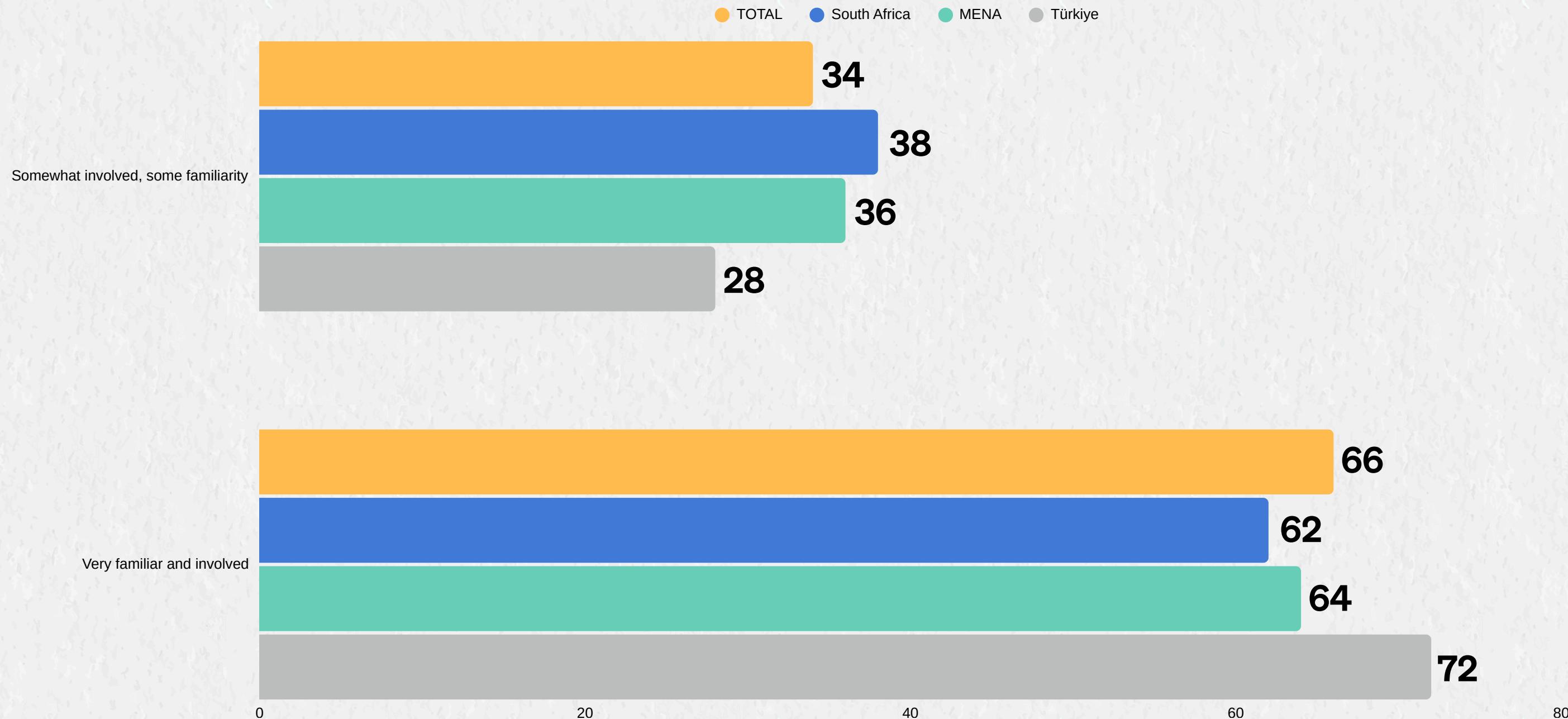
Fieldwork : October 6, 2025 - December 4, 2025





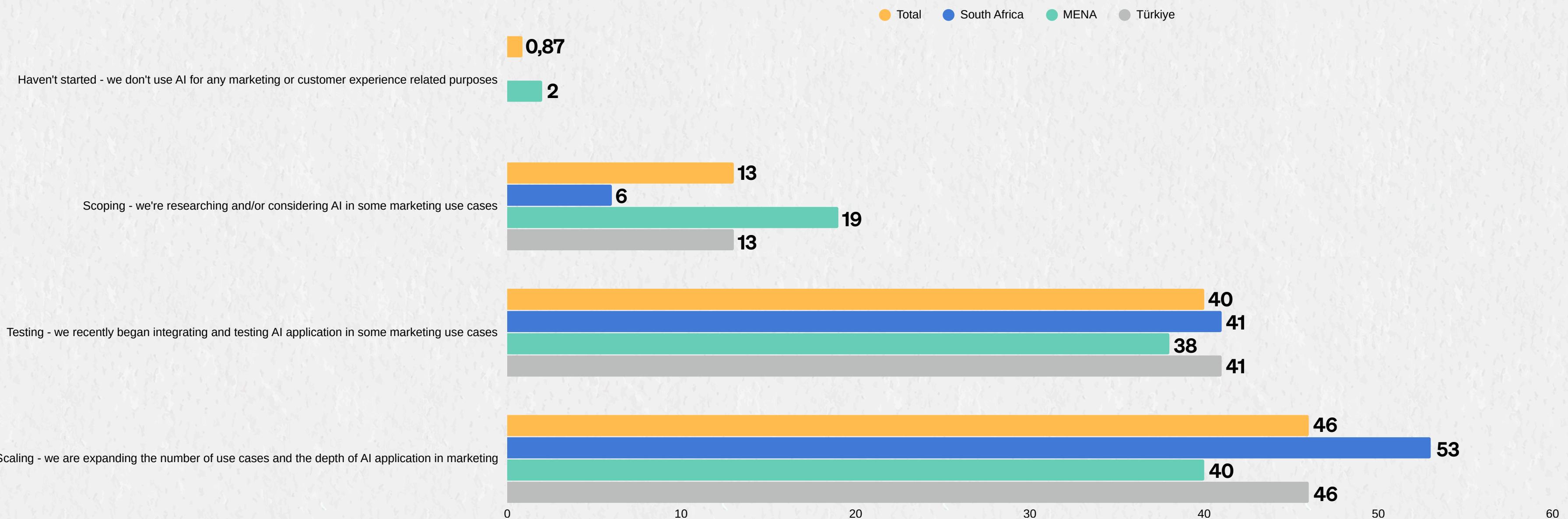
AI Awareness and Adaptation Level

AI Awareness is quite high in the region : 66% very familiar and involved.



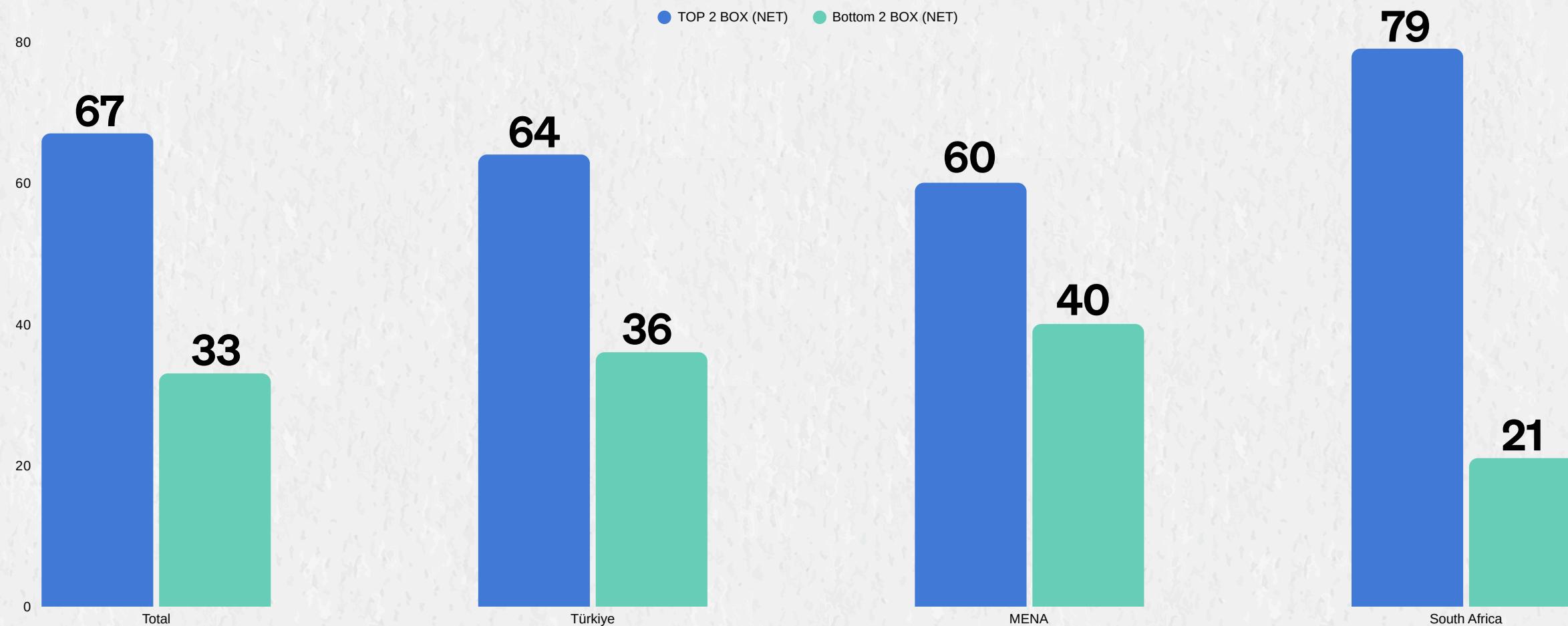
Q. How familiar are you with how AI is used in your organization for marketing and customer experience related initiatives? Base: Total Sample :115

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 for application of AI in marketing and CX



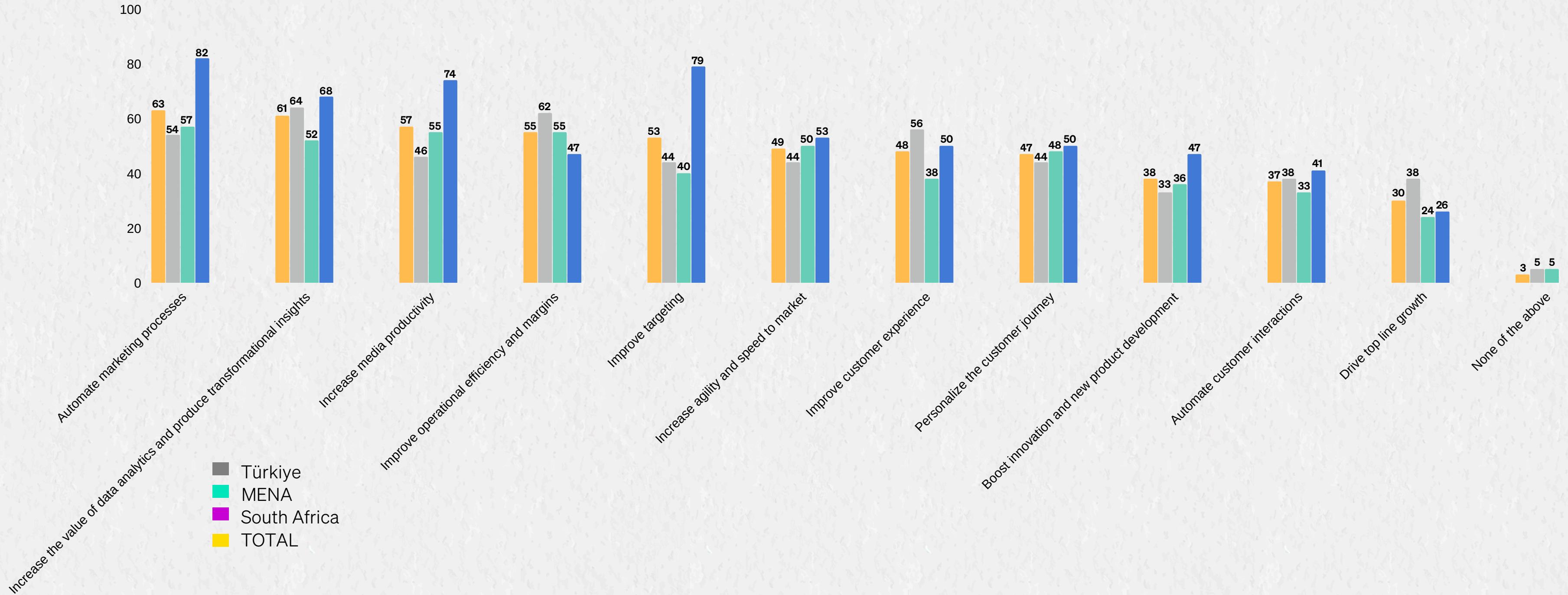
- Top 2 Box: Partial vision (fragmented roadmap) + strong vision (leadership buy-in)
- Bottom 2 Box: Early stage (no vision) + siloed pilots (no leadership support)

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?



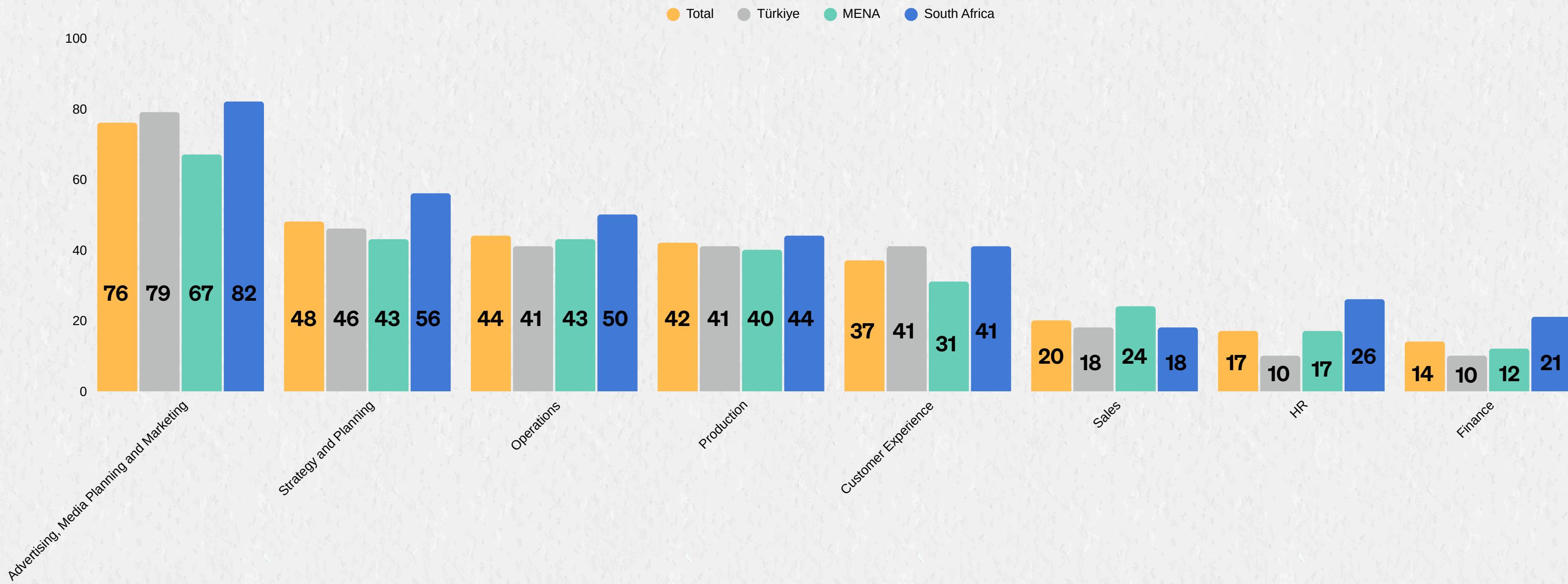
AI Application Areas and Goals

Top 3 areas where there is clear and measurable AI application goals : automate marketing processes, increase value of data analytics, increase media productivity



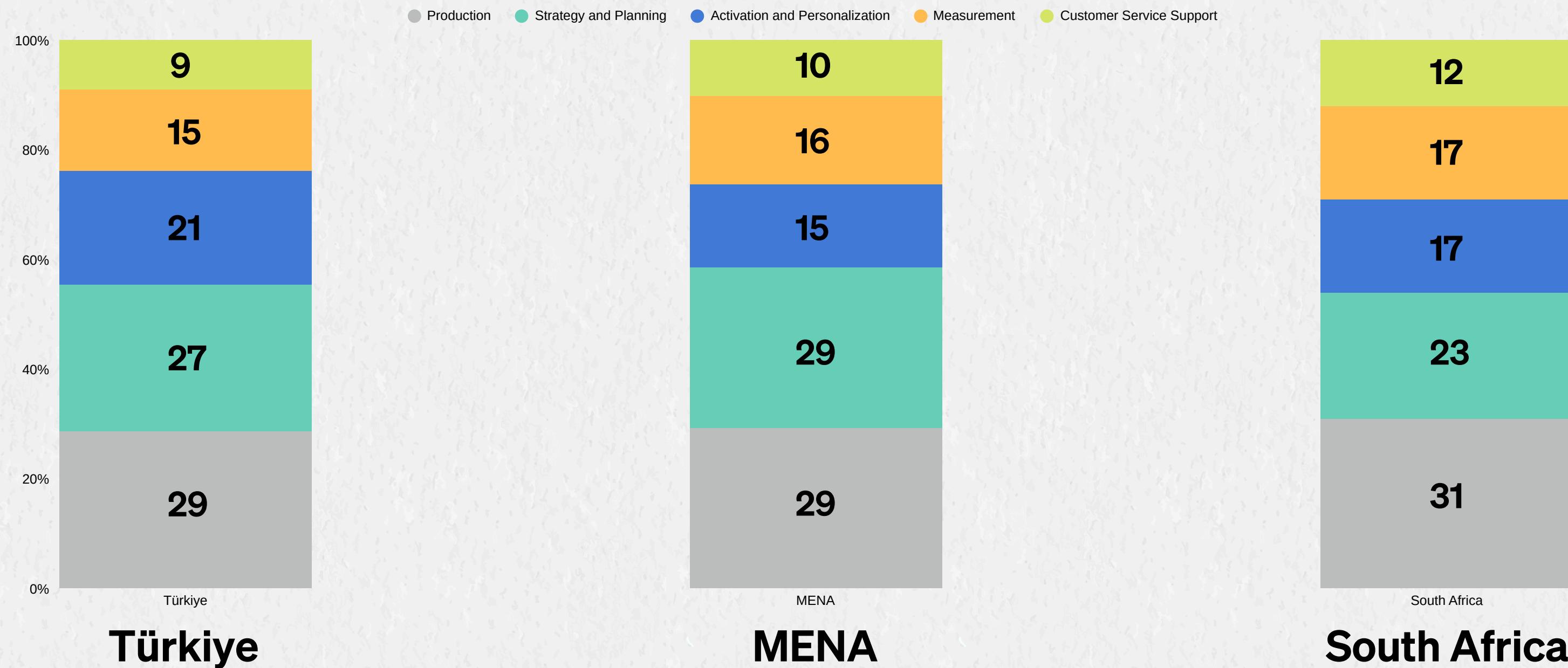
Q. In which of the following areas does your company have clear, measurable goals when it comes to AI application in marketing and customer experience? Select all that apply. -

Biggest advances in AI application areas have been : advertising & media planning and marketing, strategy and planning and operations



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

Majority of resource allocation goes to operations, followed by strategy & planning.

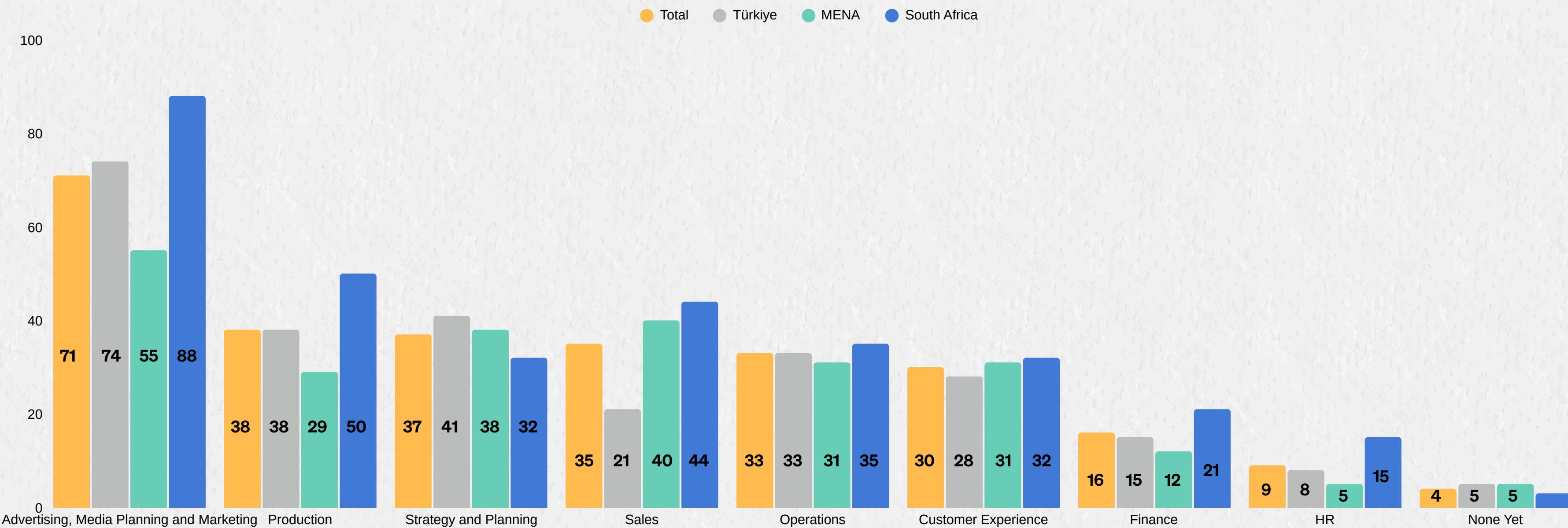


Q. Please consider the following groups of marketing and customer experience functions. To the extent that you can estimate, what share of your company's [b]effort and resources[/b] is allocated in each of these areas? Answers must add up to 100.



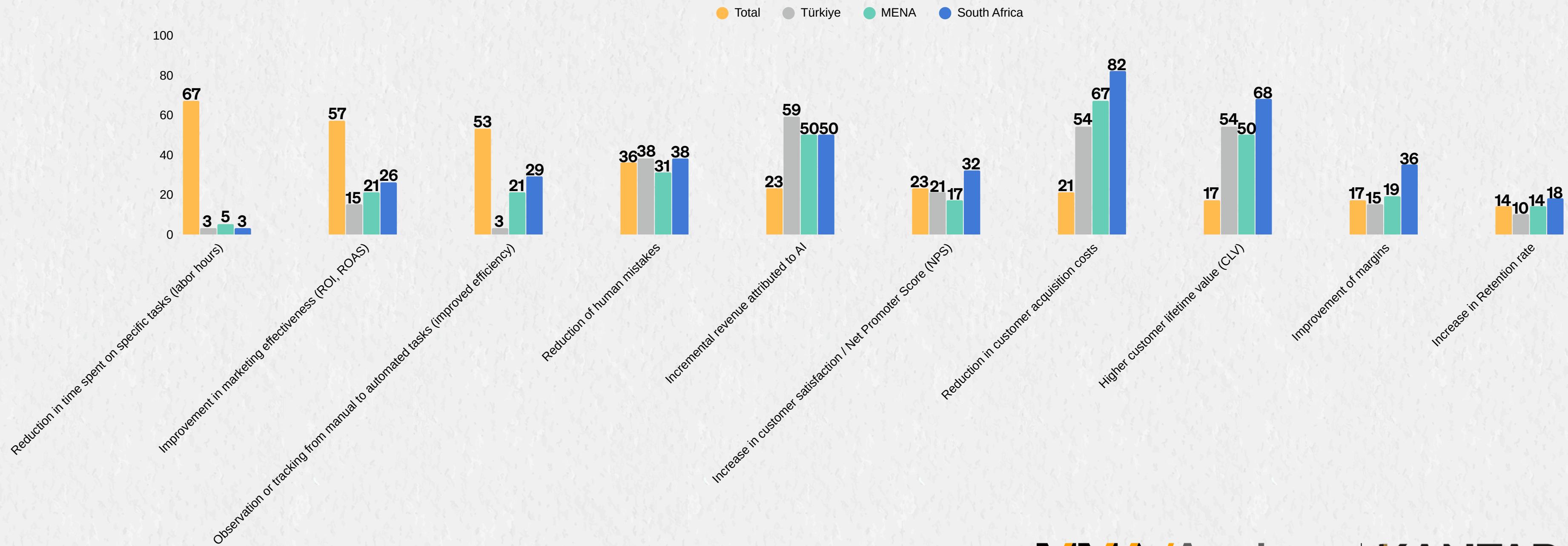
Measuring the Impact and Success of AI

Areas where the impact of AI applications on business results are measured



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

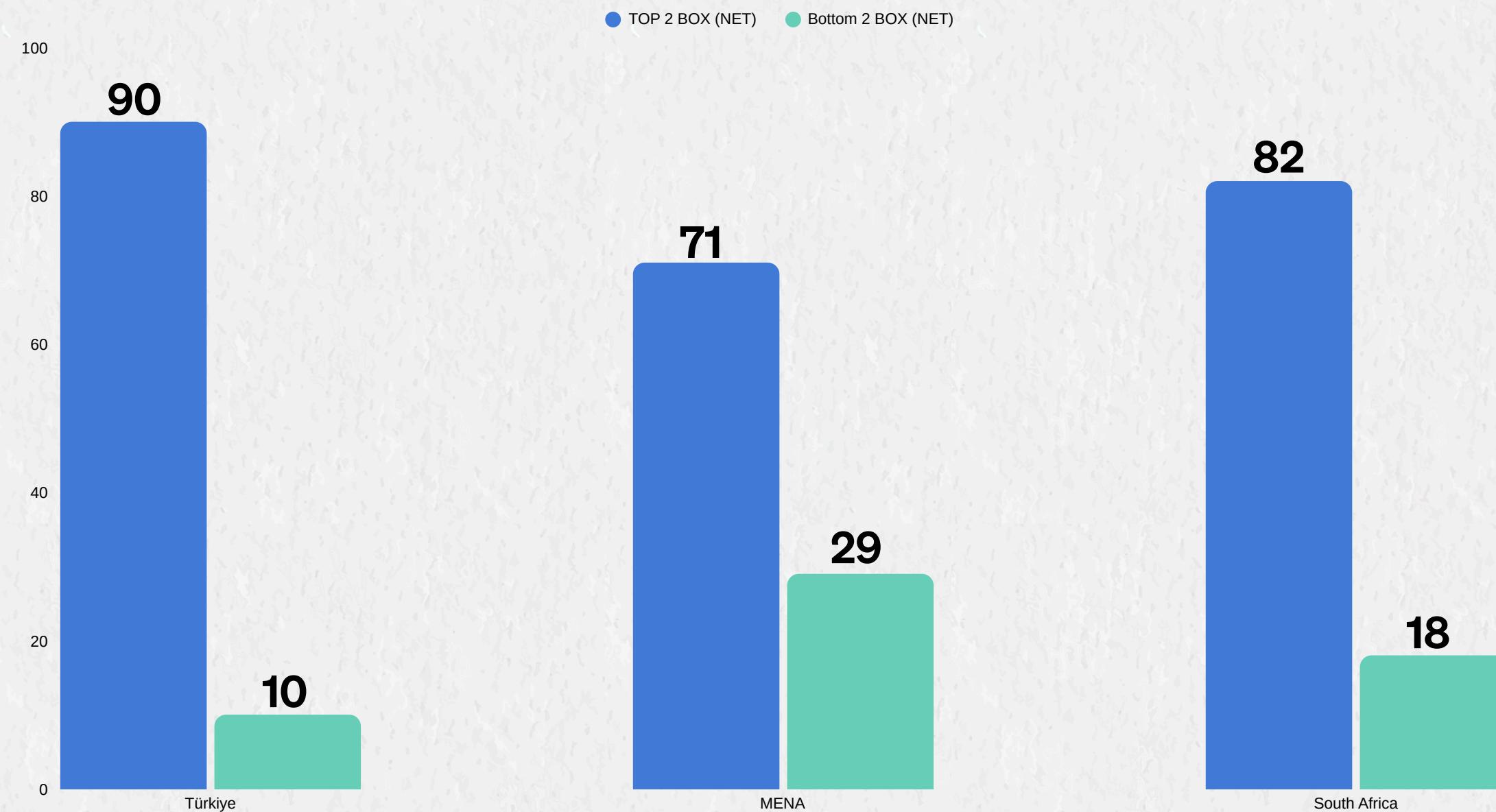


Q: How does your company measure AI's impact? Select all that apply.



Leadership, Culture and Organizational Readiness

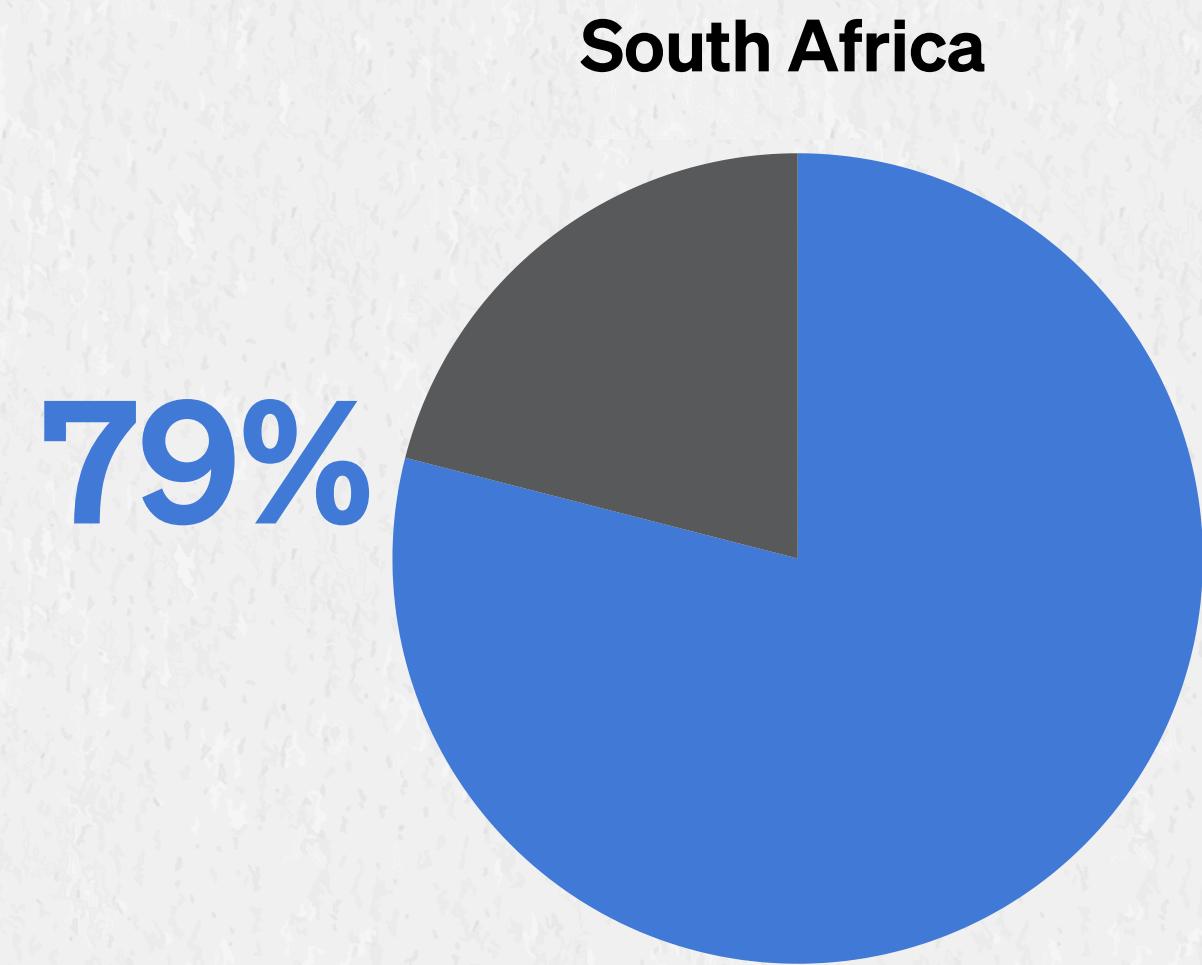
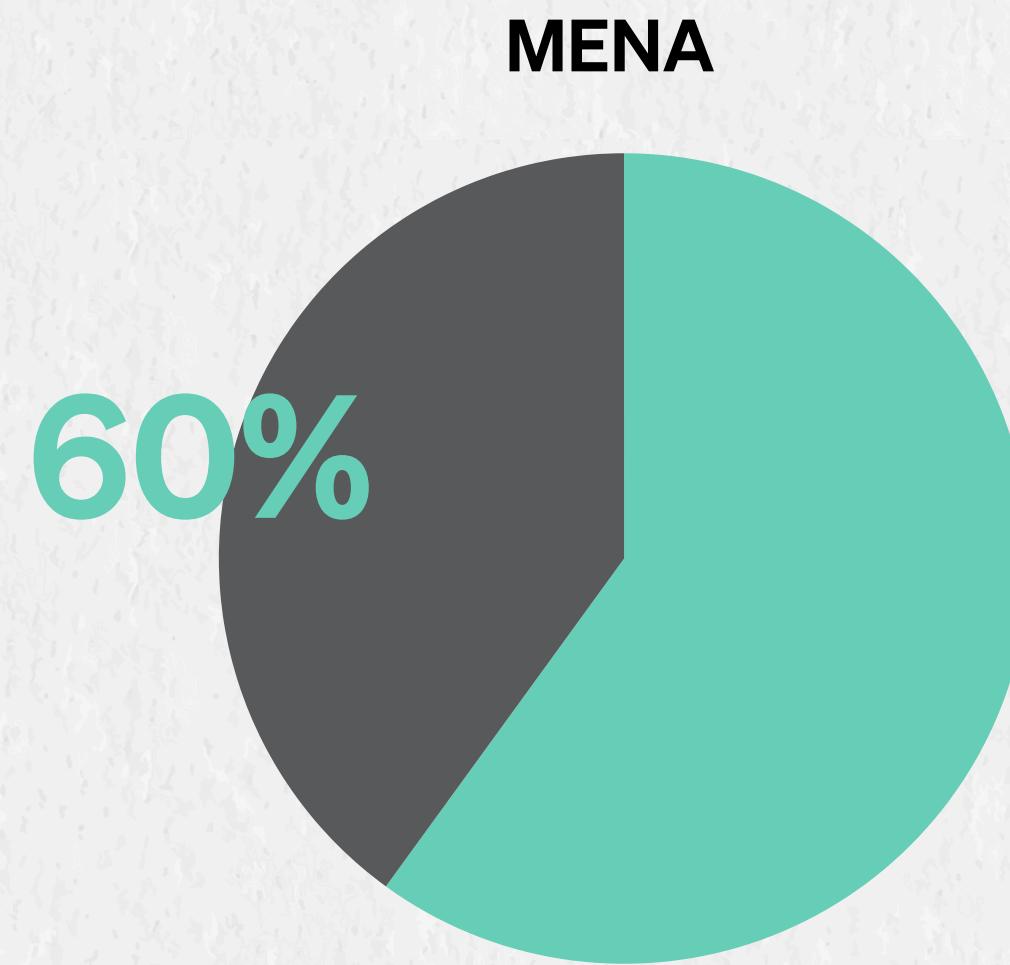
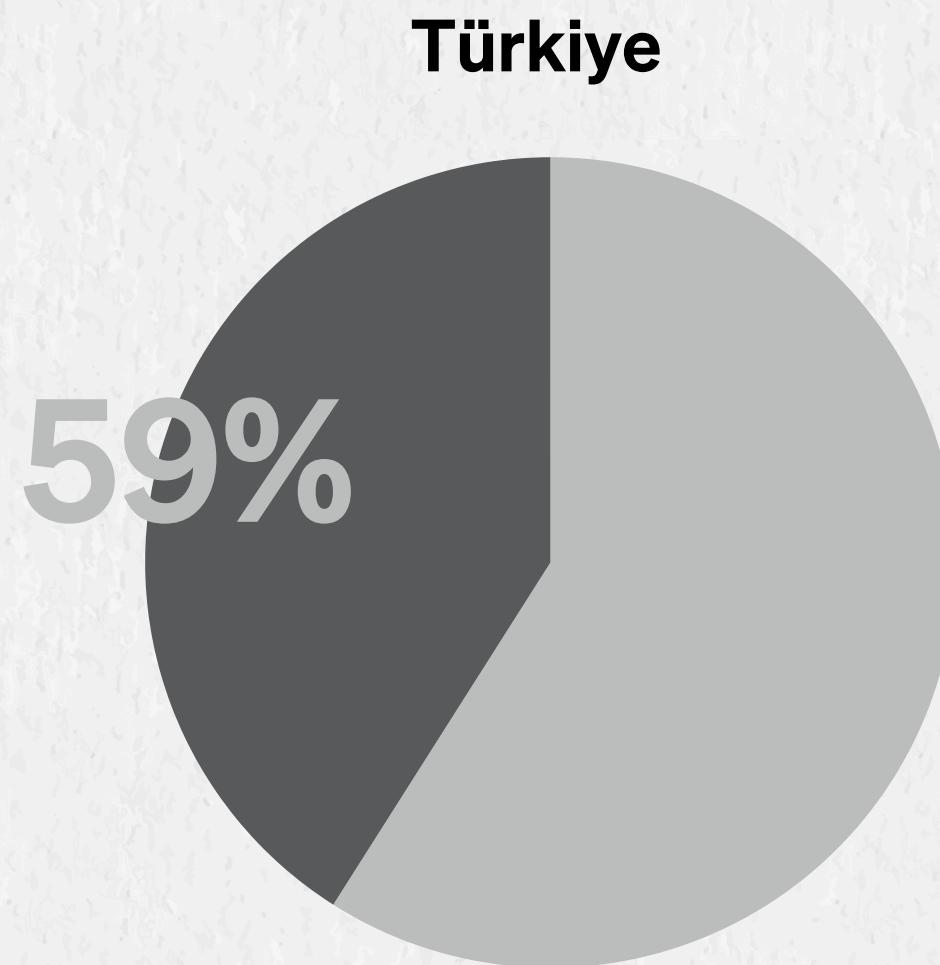
Leadership's attitude towards the application of AI: AI is prioritized with significant investment



- TOP 2 Box (NET): “AI prioritization and roadmap” + “Vision & significant investment”
- BOTTOM 2 Box (NET): “Hesitancy” + “Recognizes need for readiness but no significant initiative”

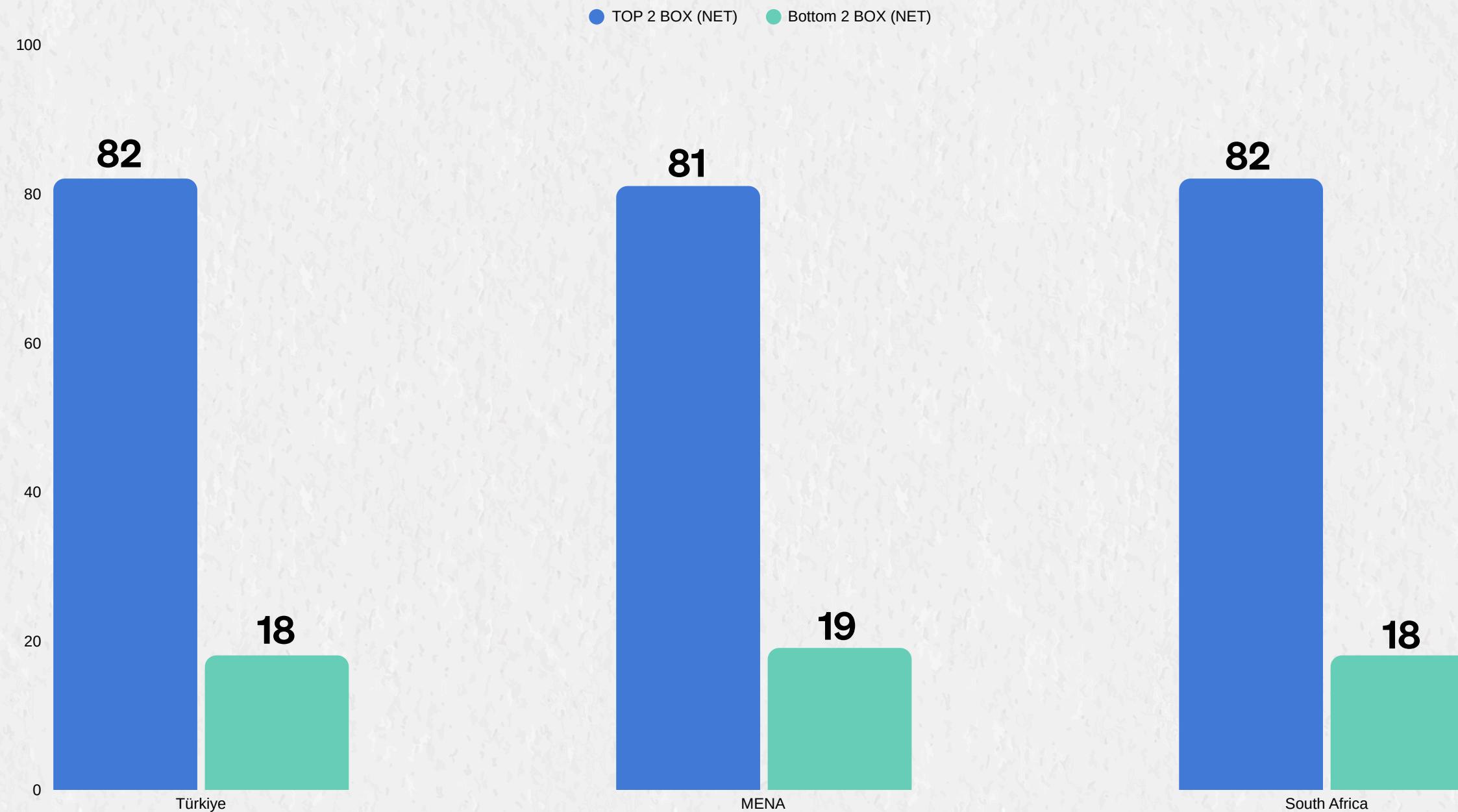
Q: Which of the below represent leadership's attitude and readiness towards the application of AI in marketing and customer experience in your company?

Majority of the companies' senior leadership feels the urgency of adopting AI for marketing and CX



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 cultures are very knowledgeable and accepting towards the adoption and use of AI

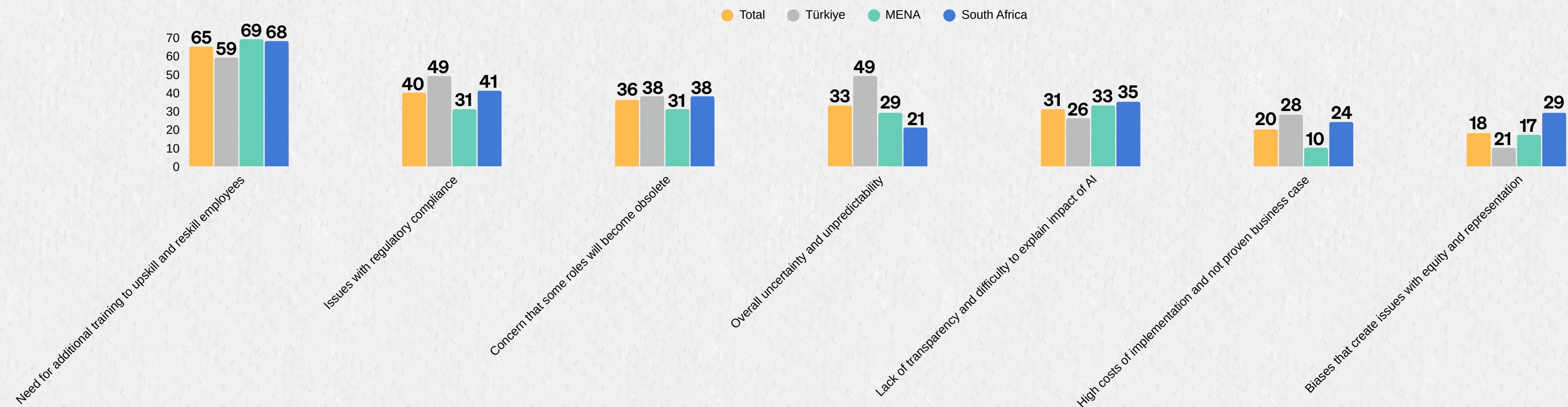


Q: How knowledgeable and accepting is your company's culture toward the adoption and/or use of AI for marketing related purposes?



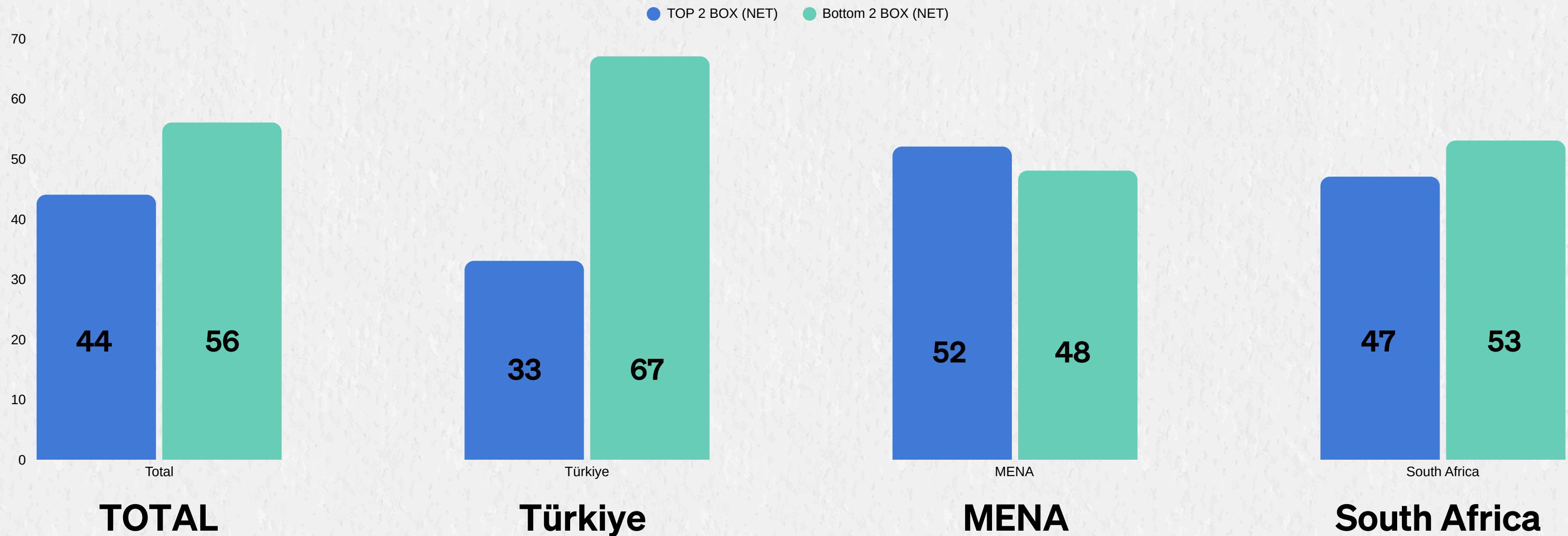
Concerns, Obstacles and Information Sharing

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 : No clearly defined rules or some defined rules but inconsistent processes. Whereas MENA has more defined rules

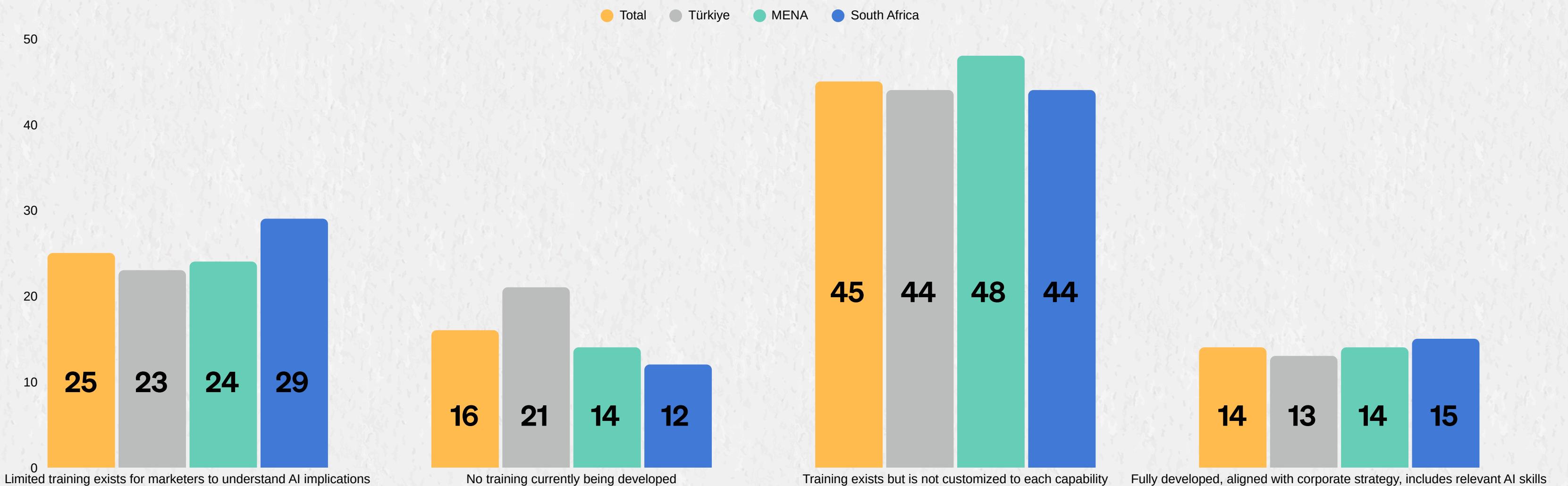


Q: Does your organization have clearly defined rules and processes to share knowledge</b, insights and best practices across capabilities and teams when it comes to AI application in marketing and customer experience?



Training, Skills and Future Plans

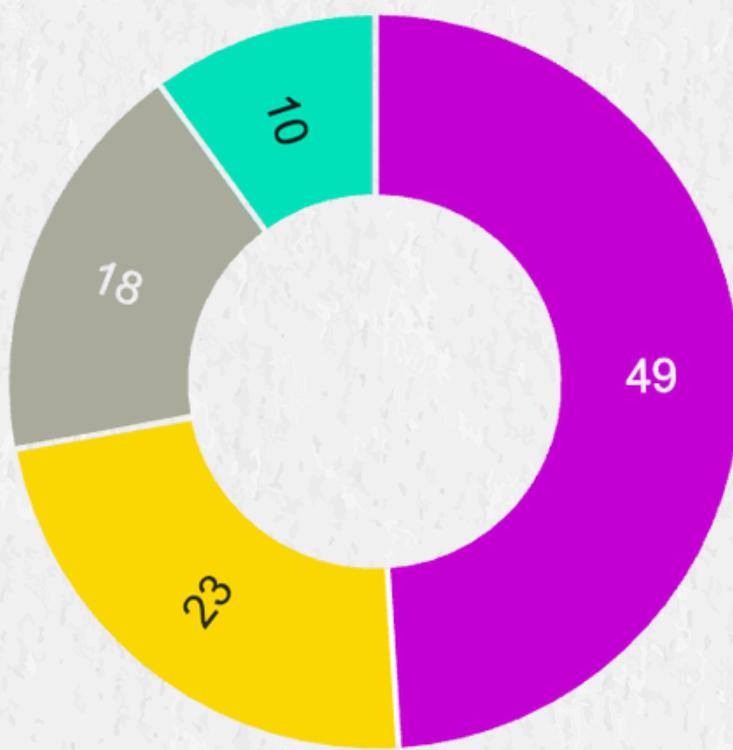
AI Training Maturity Levels : some training exists but not customized to each country



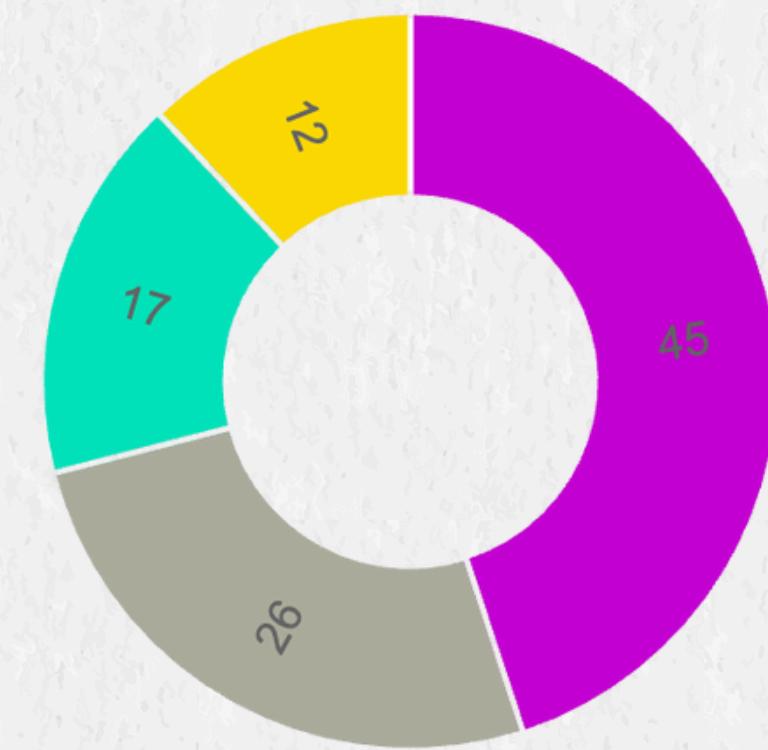
Q: Which of the following best describes how your marketing organization is being trained to work with AI?

AI capability and recruitment priority is not high

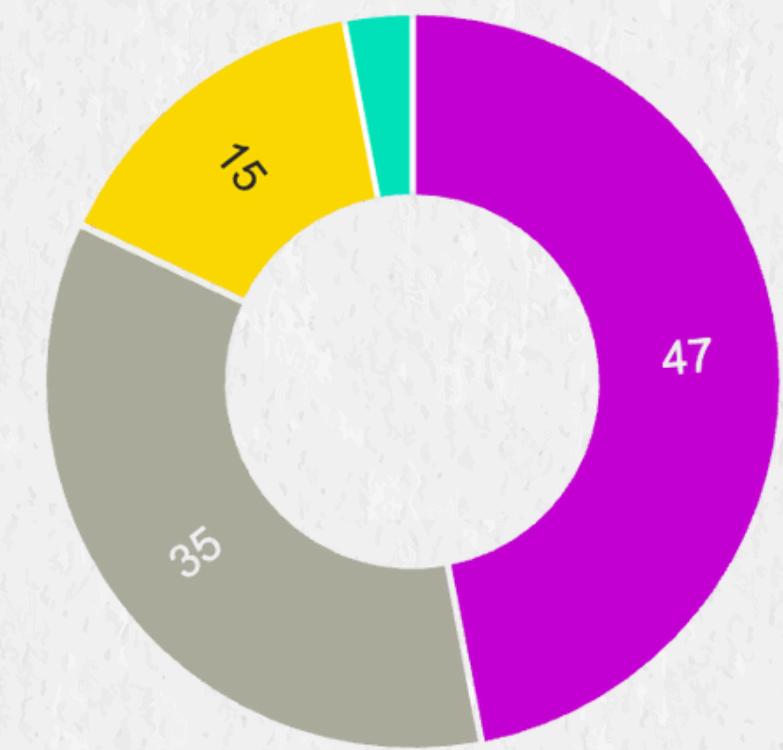
Türkiye



MENA



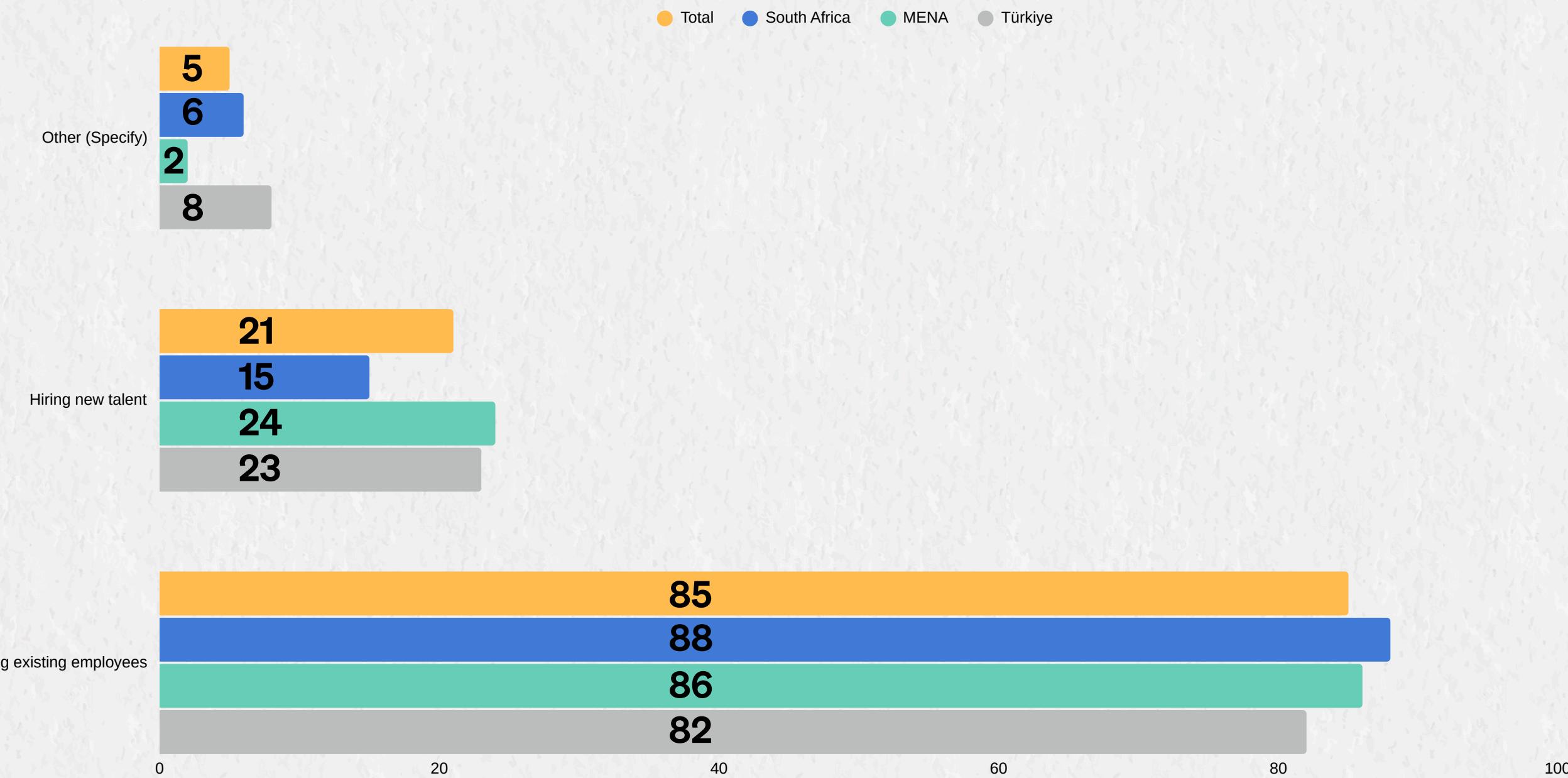
South Africa



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

