

The KANTAR logo is displayed in white, bold, uppercase letters. The letter 'K' is uniquely styled with a vertical yellow bar on its left side.The MMA GERMANY logo features the letters 'MMA' in a bold, white, sans-serif font. To the left of the 'M' is a small icon consisting of three horizontal white bars. Below 'MMA', the word 'GERMANY' is written in a smaller, white, sans-serif font.

State of AI

POV of German  
marketeers

Research conducted in partnership  
with MMA Germany

MMA Germany Meet-up  
June 2025

## What we have done

We have collected learnings from up to 30 marketers across the whole Germany, who were invited through personal invites and LinkedIn by MMA Germany.

They have shared with us their unique point of view on the AI implementation in their organisations

And we are going to share this today

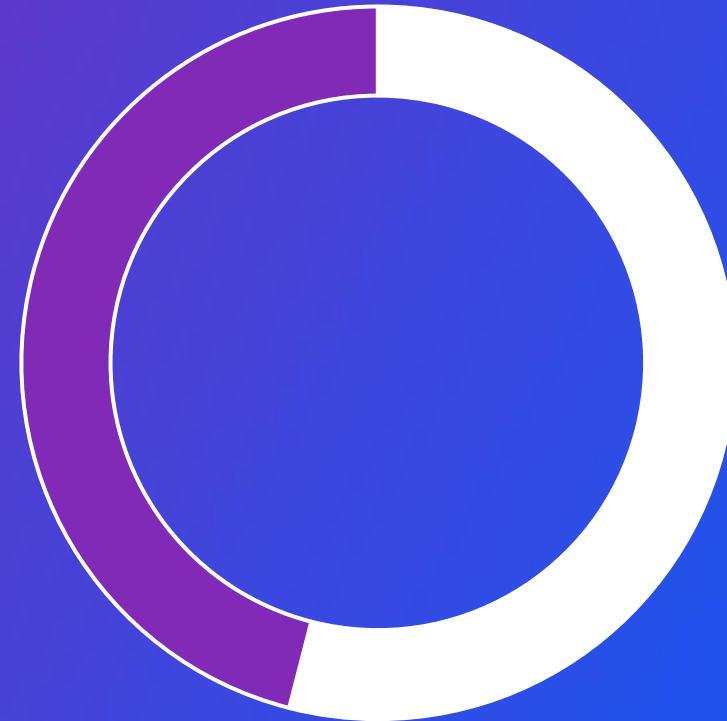


# Familiarity with AI in Marketing Among German Marketers

Majority of marketers are at the early stages of AI adoption

46%

Very familiar and involved



54%

Somewhat involved, some familiarity

# 1 out of 5

marketers in Germany say

‘we are in the very early stages of assessing how AI can be applied in our marketing and customer experience capabilities, with no clear vision or roadmap’.

# 38%

are expanding the number of use cases of artificial Intelligence in marketing and customer experience



# 10%

have a strong vision, with buy-in from leadership and a clear roadmap for execution and measurement of impact

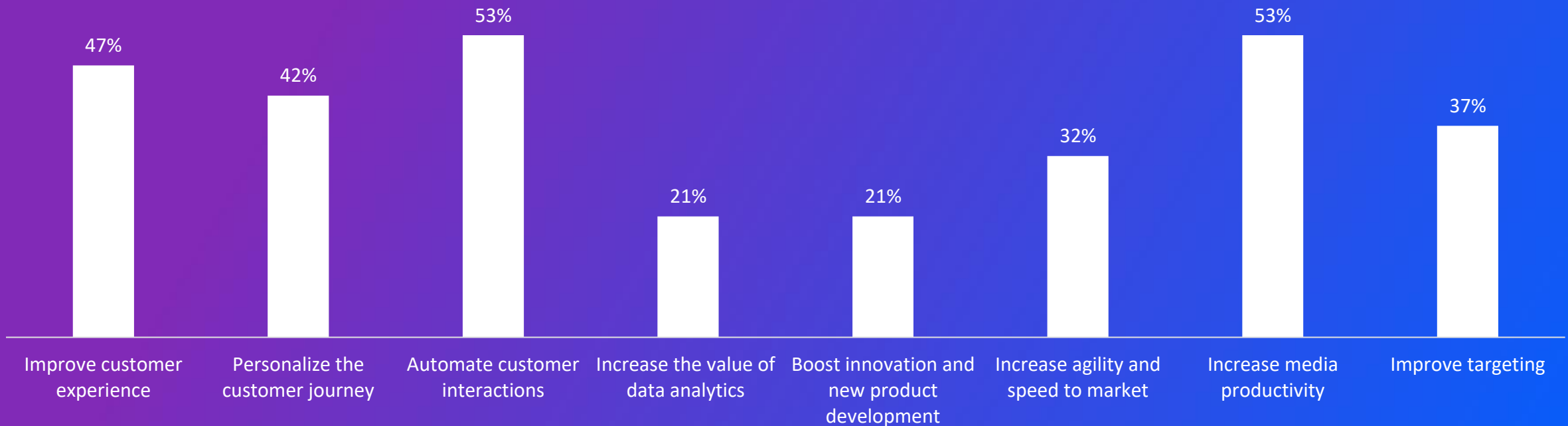
# 10%

have a strong vision, with buy-in from leadership and a clear roadmap for execution and measurement of impact

# but 29%

complain about is siloed experimentation in some promising areas, but lack of unified vision, roadmap, or commitment from leadership

## In which of the following areas does your company have clear, measurable goals when it comes to AI application in marketing and customer experience?







**Financial goals are much below**

**16% set a goal on top line goals, while 26% on operational efficiency and margin**

# 42%

currently utilize internal and external customer and marketplace data to train predictive algorithms

# Every 2nd marketer

measure an impact of AI in reduction  
of time spent on specific tasks

# Every 2nd marketer

measure an impact of AI in reduction of time spent on specific tasks

# 44% expect

improved efficiency with a shift from manual to automated tasks

# 42%

**Believe that evidence shows very strong and consistent impact from AI application in:**

- Production
- Activation & Personalization

## Concerns of the employees relating AI implementation

75%

Lack of transparency and difficulty to explain impact of AI

63%

Issues with regulatory compliance

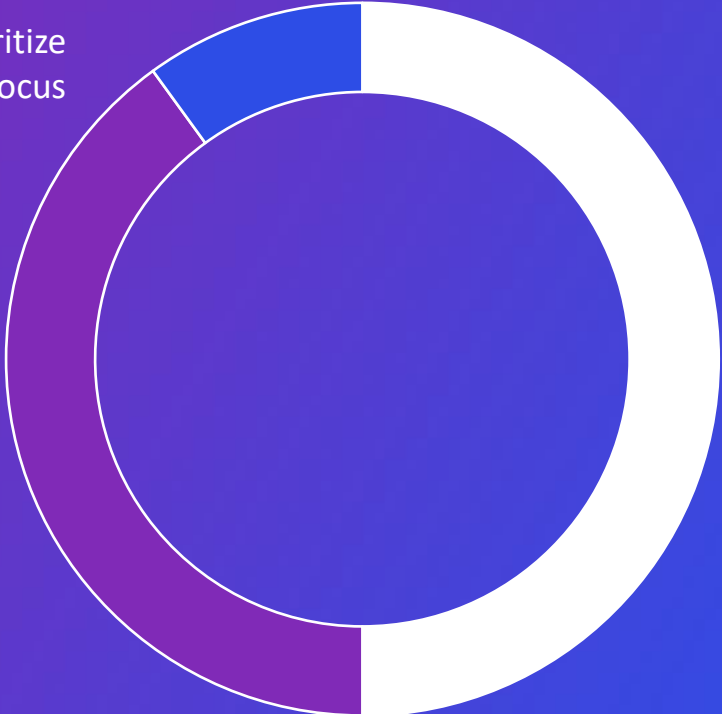
# There's a division when it comes to the attitude and readiness towards the application of AI in marketing and customer experience in the company

10%

Leadership is hesitant to prioritize AI as a key area of focus

40%

Leadership makes a dedicated effort to prioritize AI and develop a clear roadmap for application



50%

Leadership recognizes the need to increase readiness when it comes to AI, but has not taken significant initiative yet

# Half of marketers

believe that senior leadership feels it is **very urgent** for the company to adopt (or adopt more) AI for marketing and customer experience related purposes