2024 Tech Marketing Benchmarks Survey: AI and Generative AI Insights

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Initiatives: Marketing Leadership and Strategy; Streamline Demand Generation Planning

> The 2024 Tech Marketing Benchmarks Survey reveals that marketing teams are at the forefront of adopting AI, but there's high variability in GenAI use cases. Tech CMOs can leverage this data to prioritize use cases, explore GenAI's impact on investments, and improve marketing function performance.

Overview

Key Findings

- The proportion of tech marketers in the production phase of AI across multiple use cases, both embedded and stand-alone, has doubled from 10% in 2023 to 20% of respondents in 2024.

- The cost reduction expectation of GenAI utilization has yet to be recognized due to a lag in benefit realization. Twenty-six percent of tech marketing respondents indicate increasing investment in talent, and 54% of respondents indicate they have increased investment in tech due to GenAI, but this varies based on utilization phase.

- Content teams are the primary marketing function adopting GenAI. Content creation is the top use case for AI in tech marketing functions, followed by messaging, research and translations.

Survey Objective

The 2024 Gartner Tech Marketing Benchmarks Survey analyzes key benchmarks around marketing investments, brand strategy and activation, brand awareness and demand generation, account-based marketing (ABM) and impact of artificial intelligence (AI) within technology marketing. This research includes respondents within software, hardware and service companies with $100 million or more in revenue. To be included, respondents must have broad knowledge of marketing functions and strategies, and knowledge of both marketing budget/spend and campaign and/or program tactics. (See 2024 Tech Marketing Benchmarks Survey: Top-Line Insights.)

Data Insights

Growth in Utilization of AI

The 2024 Gartner Tech Marketing Benchmarks Survey revealed a significant increase in adoption of AI across a variety of both embedded and stand-alone applications between 2023 and 2024. Forty-six percent of respondents are using AI in production to support marketing initiatives. The percentage of tech marketing respondents using AI in production across multiple use cases has increased from just 10% in 2023 to 20% in 2024. Respondents have been using AI in a variety of use cases across the marketing function. However, the greatest increases have been in pilot programs that employ AI embedded in the current marketing technology (martech) stack. These pilots increased by more than 200% year over year. However, predictive insights using AI in the martech stack have been in place for years, and respondents may not have considered that in their responses. Meanwhile, pilot programs using stand-alone AI models increased by only three percentage points (see Figure 1). In addition, just 7% of respondents indicated they do not plan to use AI in the next six to 12 months.

Figure 1. Significant Annual Increase in Piloting of AI in Tech Marketing

Current Use of AI in Marketing Organizations
Percentage of respondents
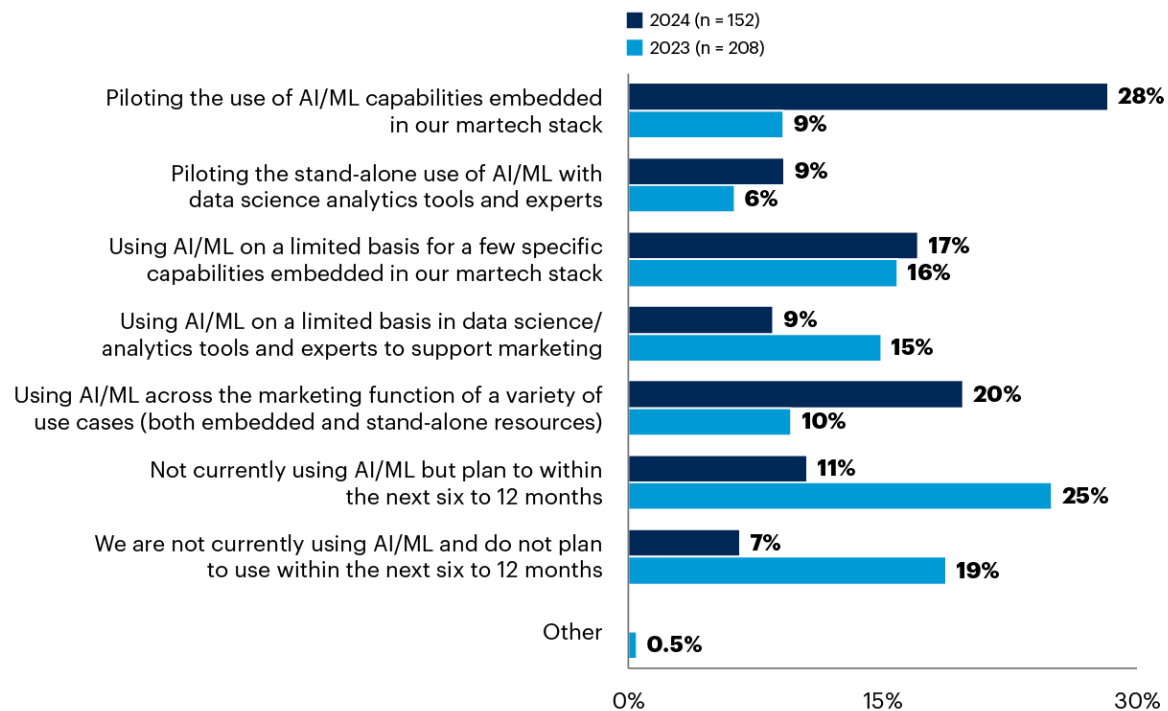
n varies; technology marketers with $100 million or more in annual revenue, excluding "not sure"

Q: Which of the following best describes your marketing organizations current use of artificial intelligence (AI) and machine learning (ML) to support marketing initiatives?

Source: 2024 Gartner Tech Marketing Benchmarks Survey

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Gartner defines artificial intelligence (AI) as the computational application of advanced analysis and probabilistic logic-based techniques, including machine learning (ML), to interpret and act upon patterns derived from large datasets. Generative AI (GenAI), a subset of AI, consists of AI techniques that learn a representation of artifacts from large, unstructured data pools. GenAI can then create brand-new, completely original artifacts at scale, such as images, video, speech, text and more.

In this research we compare two cohorts: tech marketing teams in an AI pilot phase and tech marketing teams in a production phase based on overall AI use. We compare the impact on GenAI investment and use cases between the two cohorts.

Investment Constraints Hinder Use of AI

Midsize providers are less likely to have progressed to a pilot phase or production phase today, with 21% of tech marketing respondents with $100 million to $1 billion in revenue indicating they are not using AI today as compared to just 10% of those with $5 billion or more in revenue. The top reasons cited by tech marketing respondents for not using AI were lack of staff, lack of technology and lack of budget needed to utilize AI. These midsize providers did not see an increase in investment in marketing over the last year, creating constraints for use of AI in the marketing function (see 2024 Tech Marketing Investment Benchmarks: Increasing Investment Post Course Corrections).
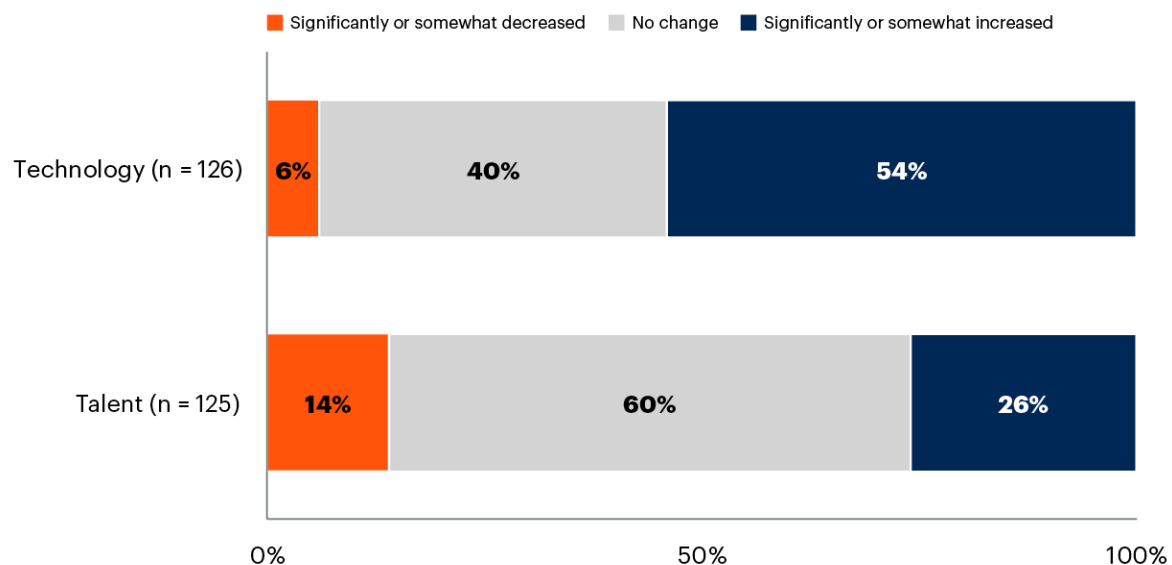
GenAI-Specific Investments

Fifty-four percent of tech marketing respondents who indicated they are in production with AI have increased investment in technology due to GenAI, while 26% have increased investment in talent due to GenAI use. (see Figure 2).

Figure 2. Impact of Generative AI on Investment in Marketing Technology and Labor

Impact of GenAI on Investment in Marketing Technology and Talent
Rating scale: 1 = significantly decreased investment to 5 = significantly increased investment; percentage of respondents

Legend:
- Significantly or somewhat decreased
- No change
- Significantly or somewhat increased

Technology (n = 126): 6% (decreased), 40% (no change), 54% (increased)

Talent (n = 125): 14% (decreased), 60% (no change), 26% (increased)

X-axis: 0%, 50%, 100%

n varies; technology marketers with $100 million or more in annual revenue and who use AI/ML to support marketing initiatives, excluding "not sure"

Q: How, if at all, has Generative AI impacted your organizations investment in marketing technology and labor till date?
Source: 2024 Gartner Tech Marketing Benchmarks Survey
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Additional investments are necessary to ensure that the GenAI is not harming a brand's reputation (see 2024 Tech Provider Top Trends: AI Safety). As Gartner predicted, investments in brand reputation and monitoring are increasing in the cohort actively using AI. While this is modest today at a 2.3 percentage point increase compared to those not using AI at all, Gartner expects to see tech CMOs continue to increase investment on content monitoring, brand reputation and crisis management related to AI utilization, specifically AI-generated content (see Predicts 2024: How GenAI Will Reshape Tech Marketing).

Long-Term Outlook for Talent Cost Reductions

Across all revenue bands, the expected budget reductions in talent costs due to use of GenAI have yet to materialize in tech marketing. This is due to lag time to move beyond a pilot phase and fully integrate AI in marketing practices. In fact, we see a variance between those respondents piloting AI as compared to those that are in production with broader AI utilization in marketing. For those in production with AI, 20% of respondents indicate a reduction in talent costs as compared to just 9% of those piloting AI (see Figure 3).

Figure 3. Reduction in Talent Costs Based on Phase of AI Utilization

Impact of GenAI on Investment in Talent Based on Phase of AI Utilization
Rating scale: 1 = significantly decreased investment to 5 = significantly increased investment; percentage of respondents
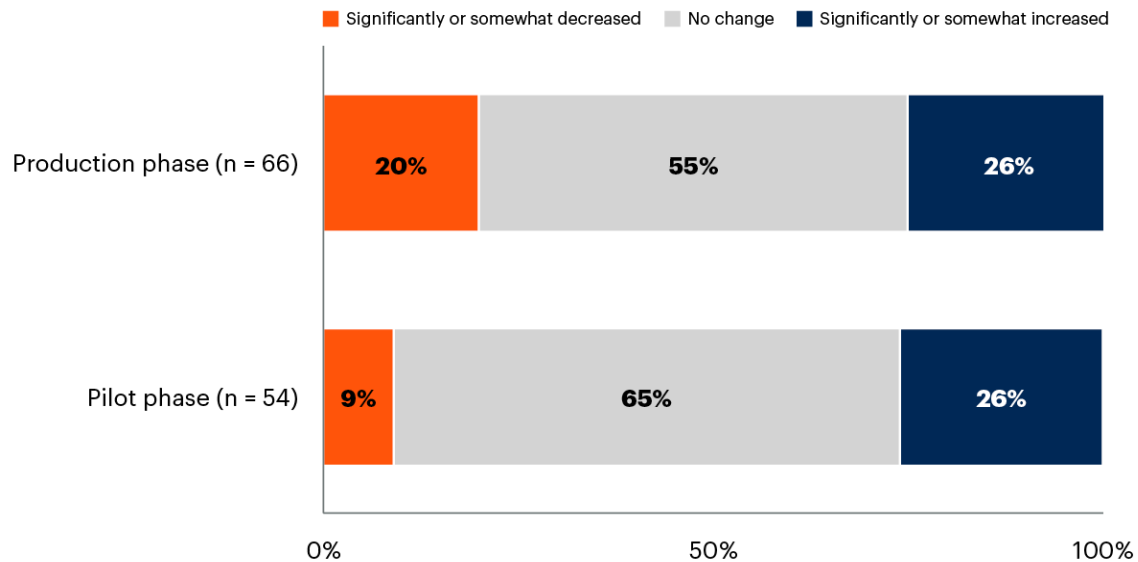
n varies; technology marketers with $100 million or more in annual revenue and who use AI/ML to support marketing initiatives, excluding "not sure"

Q: How, if at all, has Generative AI impacted your organizations investment in marketing technology and labor till date?
Source: 2024 Gartner Tech Marketing Benchmarks Survey
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Breadth of GenAI Use Cases in Tech Marketing

As expected, content marketing efforts are the initial focus area for use of GenAI. Content creation is the top GenAI use case across both the pilot cohort and the production cohort, followed by messaging, research and translations in tech marketing organizations (see Figure 4). However, translation and messaging use cases are higher in the production cohort with 45% of this cohort using GenAI to support translation and 58% to support messaging as compared to just 27% and 45% for those in a pilot phase, respectively. In client inquiry, Gartner has seen this natural expansion of use cases — from content creation to messaging — as teams gain and evolve their competency around GenAI.

Figure 4. Use of Generative AI in Marketing Programs

Use of GenAI in Marketing Programs
Percentage of respondents
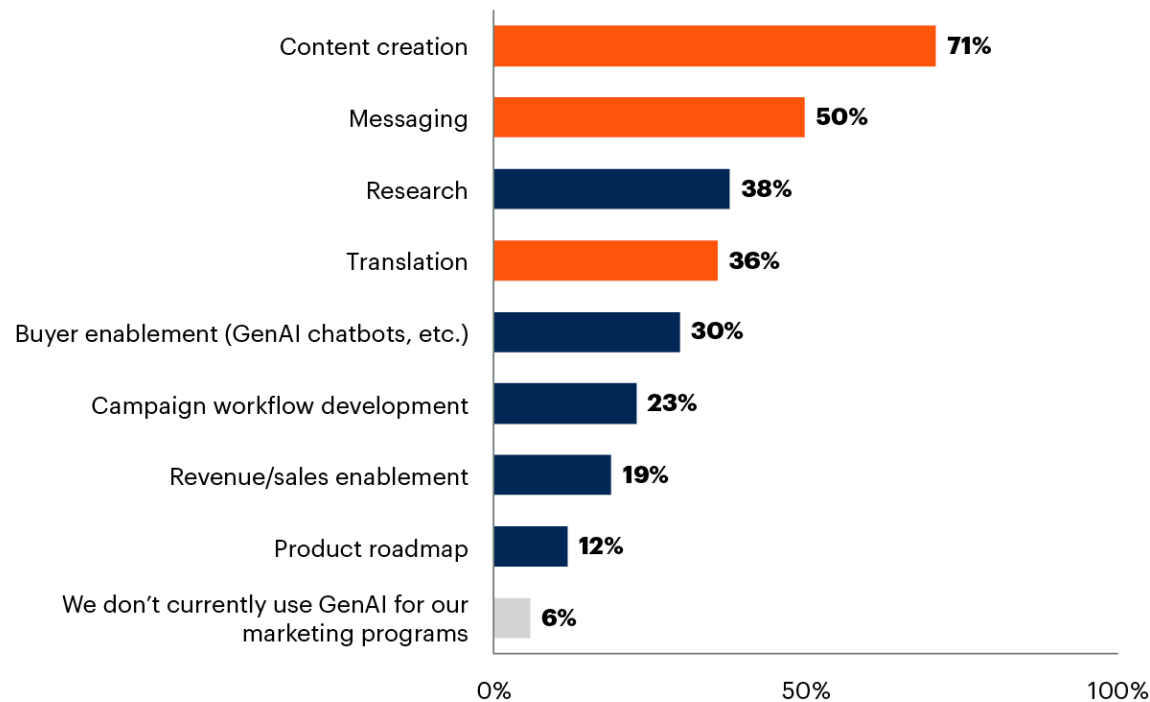
n = 132; technology marketers with $100 million or more in annual revenue and who use AI/ML to support marketing initiatives, excluding "not sure"

Q: How, if at all, are you using Generative AI in your organizations marketing programs?
Source: 2024 Gartner Tech Marketing Benchmarks Survey
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Based on survey results, Gartner expects to see growth in GenAI use to support both buyer enablement and revenue/sales enablement as companies move beyond the pilot phase. Finally, while advanced use cases such as campaign workflow development and product roadmap development have lower utilization, they lean toward business outcome creation, effectively shifting the goal from efficiency to improved performance.

Summary

Tech CMOs implementing AI, including GenAI, in their marketing function or piloting its use should employ these benchmarks as a guide for exploring and prioritizing use cases and understanding the impact on investments and performance.

Evidence

[1] **2024 Gartner Tech Marketing Benchmarks Survey.** This survey was conducted online from January through March 2024 among 244 respondents. Respondents came from technology-focused organizations located in the U.S., Canada and the U.K. with more than $10 million in annual revenue. Among the total respondents surveyed, 154 came from organizations with $100 million or more in annual revenue. Respondents were required to have knowledge of the marketing budget and spend (for the company or business unit) and the marketing campaign/program tactics. Quotas were established to guarantee a good distribution in terms of countries, product offering (software, technology services and hardware), customer type (B2B and B2B2C) and company size (annual revenue). *Disclaimer: The results of this survey do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.*

Acronym Key and Glossary Terms

artificial intelligence (AI)	Artificial intelligence (AI) is the computational application of advanced analysis and probabilistic logic-based techniques, including machine learning (ML), to interpret and act upon patterns derived from large datasets.
generative AI (GenAI)	Generative AI (GenAI) consists of artificial intelligence techniques that learn a representation of artifacts from large, unstructured data pools. Generative AI can then create brand-new, completely original artifacts at scale, such as images, video, speech, text and more.

Recommended by the Authors

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Podcast: GenAI for Tech Marketing

Predicts 2024: How GenAI Will Reshape Tech Marketing

2024 Tech Provider Top Trends: AI Safety

Use-Case Prism: Generative AI for Marketing