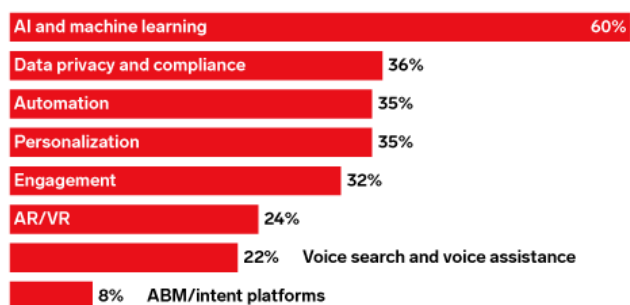# Marketers are betting on AI innovation in the near future

Article

Marketing Technology Trends That Marketers Worldwide Say Will Impact Digital Marketing Strategies Most in the Next 5 Years, Oct 2024
% of respondents

Trend	%
AI and machine learning	60%
Data privacy and compliance	36%
Automation	35%
Personalization	35%
Engagement	32%
AR/VR	24%
Voice search and voice assistance	22%
ABM/intent platforms	8%

Source: Ascend2, "The Future of the Martech Stack 2025," Nov 10, 2024

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Key stat: 60% of marketers say AI and machine learning will have the biggest impact on marketing strategies in the next 5 years, according to a November 2024 report from Ascend2.

Beyond the chart:

- Personalization is the most commonly reported use of AI for marketers with 38% saying they used the technology towards that end, according to a January 2024 report from Ascend2. Thirty-four percent of marketers said they used AI for ad optimization and 33% said they used it for chatbots.
- Data privacy and security each remain top concerns for 61% of marketing executive in the use of generative AI, according to a July 2024 SAS survey.

Use this chart: Marketers can use this chart to understand the industry's prioritization of AI and machine learning over the next few years, and invest in it accordingly.

Related EMARKETER reports:

How CMOs Are Using AI to Transform Their Strategies (*EMARKETER subscription required*)

Generative AI Trends To Watch in 2025 (*EMARKETER subscription required*)

Methodology: Data is from the November 2024 Ascend2 report titled "The Future of the Martech Stack 2025." 311 marketing decision-makers worldwide were surveyed during October 24-28, 2024. Respondents were from companies with fewer than 50 employees (48%), 50 to 500 employees (29%), or more than 500 employees (23%) in a job role of

owner/partner/C-level (55%), vice president/director/manager (28%), or nonmanagement professional (17%) at companies with a business focus of B2B (22%), B2C (51%), or both (27%).