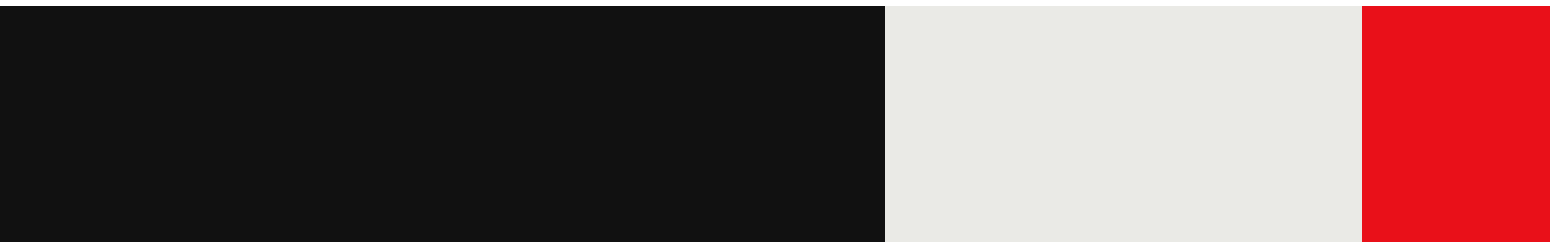# Why marketers should embrace agentic AI

Article

The martech landscape is shifting from prompt-based AI to more sophisticated autonomous systems. Agentic AI—artificial intelligence that can independently execute tasks, make decisions, and learn from interactions—represents a significant evolution in how marketing teams can operate and scale their efforts.

One-third (33%) of enterprise software applications will incorporate agentic AI by 2028, up from less than 1% in 2024, allowing 15% of day-to-day decisions to be made autonomously, according to an October 2024 report from Gartner.

Page 1

Agentic AI has even progressed into multiagent systems, where a grouping of AI agents work together to tackle complex challenges. This approach has enabled AI systems to independently manage ongoing tasks, delegate responsibilities among themselves, and even troubleshoot issues as they arise.

As the technology matures, it has the potential to shift workforce dynamics, creating a virtual workforce that complements and enhances human capabilities. This virtual workforce could handle routine and complex tasks alike, allowing human teams to focus on high-level strategy and creativity.

Autonomy, efficiency, speed, and variety: With agentic AI, organizations unlock a range of capabilities.

1. Streamline operations

Agentic AI can automate repetitive and complex processes, saving resources and time.
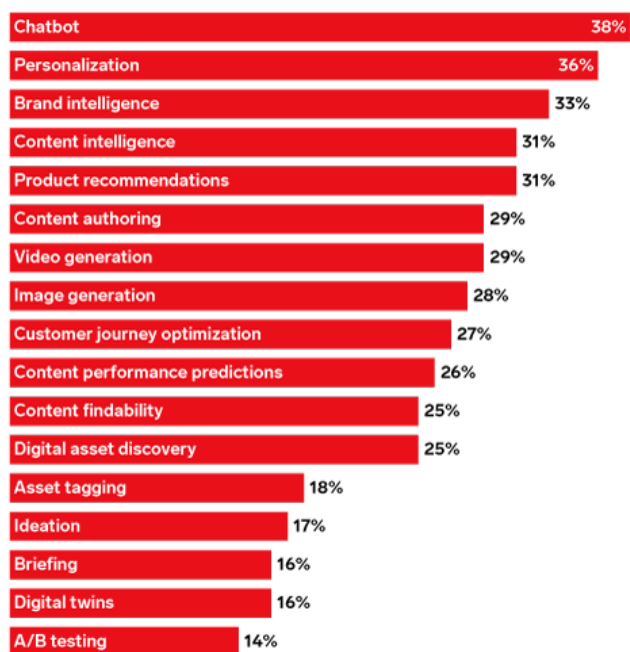
- Sales employees spend 71% of their time on non-selling tasks (like administrative or data entry) while customer service reps spend 66% of their time on similar non-customer facing tasks, according to 2024 Salesforce data.
- 85% of customer service reps at organizations who use AI say it saves them time.

2. Drive personalization

Over a third (36%) of marketers worldwide say personalization is a top use case for AI in delivering a digital experience, according to September 2024 data from Sitecore and Advanis.

Use Cases for AI Marketers Worldwide Find Most Impactful in the Delivery of Digital Experience (DX), Sep 2024

% of respondents

Use Case	%
Chatbot	38%
Personalization	36%
Brand intelligence	33%
Content intelligence	31%
Product recommendations	31%
Content authoring	29%
Video generation	29%
Image generation	28%
Customer journey optimization	27%
Content performance predictions	26%
Content findability	25%
Digital asset discovery	25%
Asset tagging	18%
Ideation	17%
Briefing	16%
Digital twins	16%
A/B testing	14%

Source: Advanis and Sitecore, "DX Vision 24," Oct 9, 2024

288050

EMARKETER

- In sectors like marketing and customer service, agentic AI can drive more personalized interactions by adapting responses and suggestions based on real-time customer behavior and preferences.

- This leads to improved customer satisfaction, as AI agents provide tailored support and recommendations around the clock, fostering deeper brand loyalty.

3. Enable real-time decision-making

Nearly half (46%) of marketing executives worldwide believe generative AI will enhance their real-time decision-making capabilities, according to July 2024 data from Coleman Parkes Research and SAS.

Agentic AI can speed up that process by analyzing data and making decisions instantly, invaluable in dynamic environments like finance, where AI can execute trades instantly, or logistics, where it can adjust delivery routes based on real-time traffic and weather data.

Learn more by downloading our "EMARKETER Field Guide to Agentic AI in Marketing."

This was originally featured in the EMARKETER Daily newsletter. For more marketing insights, statistics, and trends, subscribe here*.*