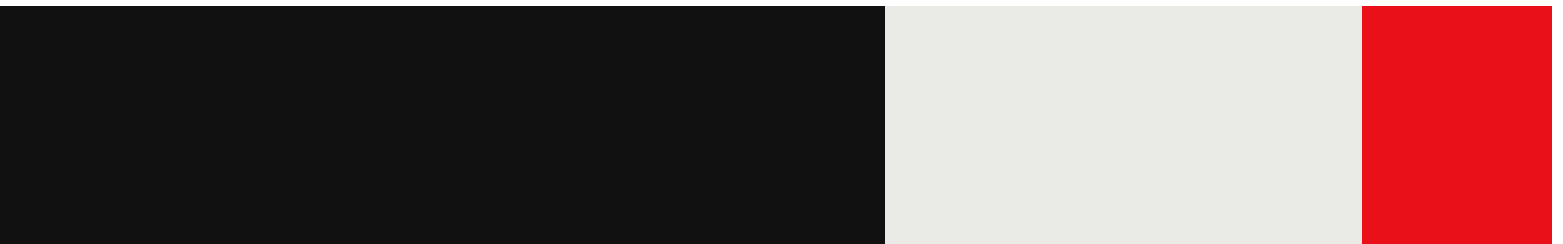


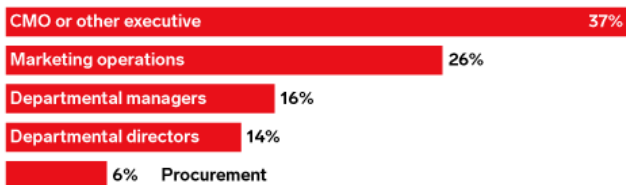
# Marketing leaders are driving AI initiatives

Article



## Ownership of AI Initiatives Among UK/US Marketers, Oct 2024

% of respondents



Note: numbers may not add up to 100% due to rounding  
Source: Invoca, "The State of AI in B2C Digital Marketing Report," Nov 14, 2024

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**Key stat:** 37% of AI initiatives in the UK and US are run by the CMO or another executive, and 26% by a marketing operations team, per a November report from Invoca.

### **Beyond the chart:**

- Virtually all executives want to invest in AI, according to Slack's Fall 2024 Workforce Index survey.
- Enterprise leaders plan to increase spending on AI at a faster rate than IT spending next year, per a study by Information Services Group.
- Two in three (66%) of US digital ad-buyers were either using AI or planning to use AI for ad personalization, per our September 2024 "US Retail Media Networks Perception" report.

### **Use this chart:**

Marketers can use this chart to defend their own initiatives and to show that AI is often an element of marketing work.

### **Related EMARKETER reports:**

- [Tech Trends to Watch in 2025](#) (EMARKETER subscription required)
- [Generative AI for Search in Retail](#) (EMARKETER subscription required)

*Note: Respondents were asked, "Who owns AI adoption in your organization?"*

*Methodology: Data is from the November 2024 Invoca "The State of AI in B2C Digital Marketing Report." 600 UK/US marketers were surveyed online during October 4-15, 2024. Respondents were ages 18+, full-time marketing employees in a position of manager or above with input related to software/technology vendor selection. Respondents include employees at B2C or both B2C and B2B companies with 100 or more employees.*