

## AI in B2B Marketing: Unlocking Marketing's Full Potential

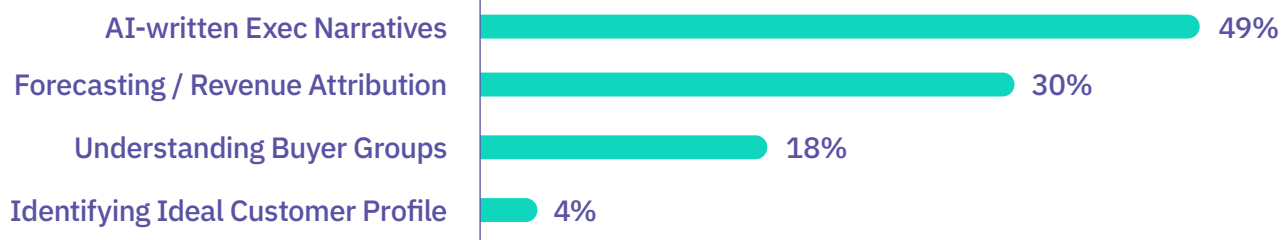
AI holds huge promise for marketing to operate with greater precision, speed, and influence. But most teams aren't lacking data—they're lacking clarity. The inability to interpret and act on GTM data is blocking real outcomes. We surveyed 500 senior U.S. B2B marketers and received a 17.6% response rate, uncovering where AI is gaining traction, where challenges remain, and what's preventing GTM data from becoming a strategic asset.

### Top Benefit from AI

**Key Insight:**

Key Insight: AI that interprets complex data into clear narratives is the leading use case today. Marketers are overwhelmed by data and need help turning volume into executive-ready insight.

*Which marketing area could benefit from AI insights?*

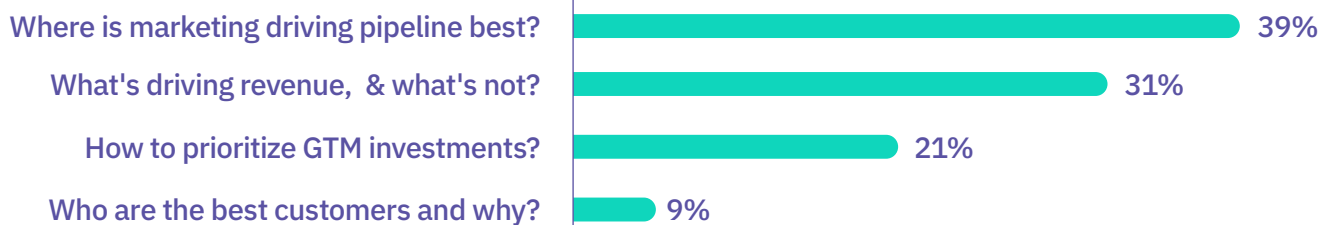


### Biggest Executive Question

**Key Insight:**

The top unresolved question is where marketing drives pipeline most effectively. Even with abundant data, leaders lack clear visibility into what's working.

*What executive-level question are you struggling to answer with current data?*

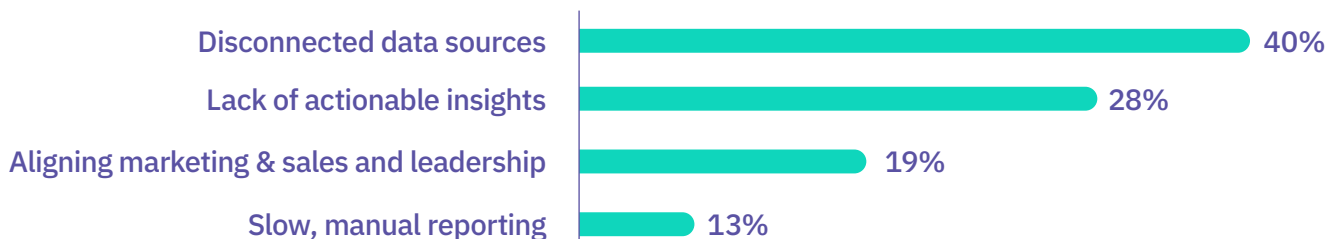


## Biggest GTM Data Challenge

### Key Insight:

AI only becomes strategic when GTM data is unified and tied to business outcomes. Insights must flow back into the CRM to connect with pipeline/sales and drive action.

*What's your biggest challenge with current GTM data insights?*

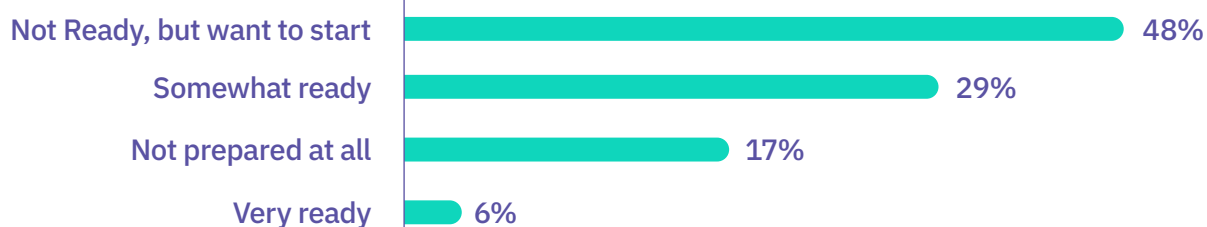


## AI Readiness

### Key Insight:

AI in GTM is a priority, but most teams aren't ready. Without action now, they'll fall behind in using data to navigate tighter budgets and smarter investments.

*How ready is your data for AI-Driven marketing?*



## Conclusion

The path forward isn't just about adding more AI—it's about enabling marketing to make sense of the data it already has. That's where Mperativ comes in. Built for CMOs and GTM leaders, Mperativ's Agentic AI platform translates disconnected, underutilized GTM data into strategic narratives, clear attribution, and actionable direction.