

AI in B2B Marketing: Stats That Matter

B2B marketers see massive potential in AI—but most lack the clarity and infrastructure to act on it. The highest-value use case isn't prediction—it's AI that delivers **executive-ready narratives**.



88% Say Clarity
> Prediction

The top-rated AI use case is generating executive-ready narratives—not forecasting or targeting.



38% Can't See What's
Driving Pipeline

Marketers struggle to connect execution to revenue, despite modern attribution tools.



#1 Blocker:
Disconnected Data

Fragmented systems and manual workflows prevent AI from delivering strategic value.



Only **6%** are AI-Ready

But **47%** want to start now—exposing a major readiness gap.



500 Leaders Surveyed

U.S. B2B companies. 17.6% response rate from VP-level and above.

Mperativ Makes the Data Make Sense

Agentic AI turns disconnected GTM data into narratives, attribution, and strategic direction.