

B2B Marketers to Prioritize AI and Video Investments in 2025

B2BNOBULL

A new survey by marketing agency Madison Logic, conducted in partnership with Harris Poll, reveals that **B2B marketers are doubling down on artificial intelligence (AI) and video** as key growth drivers in 2025.

According to the findings, 69% of respondents are actively seeking new ways to measure marketing effectiveness and boost revenue.

"Digital advertising has never been more sophisticated," said Keith Turco, CEO of Madison Logic. "Our mission is to provide brands and agencies with the comprehensive solutions they need to effectively engage their audiences."

The top investment priorities for B2B marketers in 2025 include:



The Shift Toward Social Media and AI

The survey highlights a fundamental shift in B2B marketing, driven by the rising influence of Millennials and Gen Z buyers, who now account for 67% of global purchases over \$1 million, according to Forrester. These younger decision-makers prioritize efficiency, transparency, and consumer-like experiences in B2B transactions.

To connect with this evolving demographic, 64% of marketers plan to increase their advertising presence on TikTok and Instagram, platforms traditionally associated with B2C marketing. Additionally, AI-driven marketing tools are gaining traction, helping companies streamline processes and enhance data-driven decision-making.

Despite past concerns over return on investment (ROI), only 39% of respondents in this study expressed apprehension about delayed returns from AI investments.



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Content Strategy and Personalization Challenges

Content remains a cornerstone of B2B marketing, with 58% of marketers prioritizing:

- Customer testimonials
- Captions on video and animated ads
- Influencer marketing

However, the study also identifies key pitfalls that alienate B2B audiences, including:

- Vague messaging (49%)
- Poor targeting (41%)
- Unrelatable ads (40%)

These findings underscore the necessity for brands to refine their messaging, audience segmentation, and content strategies to stay competitive.



49%

Vague messaging



40%

Unrelatable ads



41%

Poor targeting



Content strategies
must stay
competitive.

B2B Organizations Face AI Adoption Hurdles

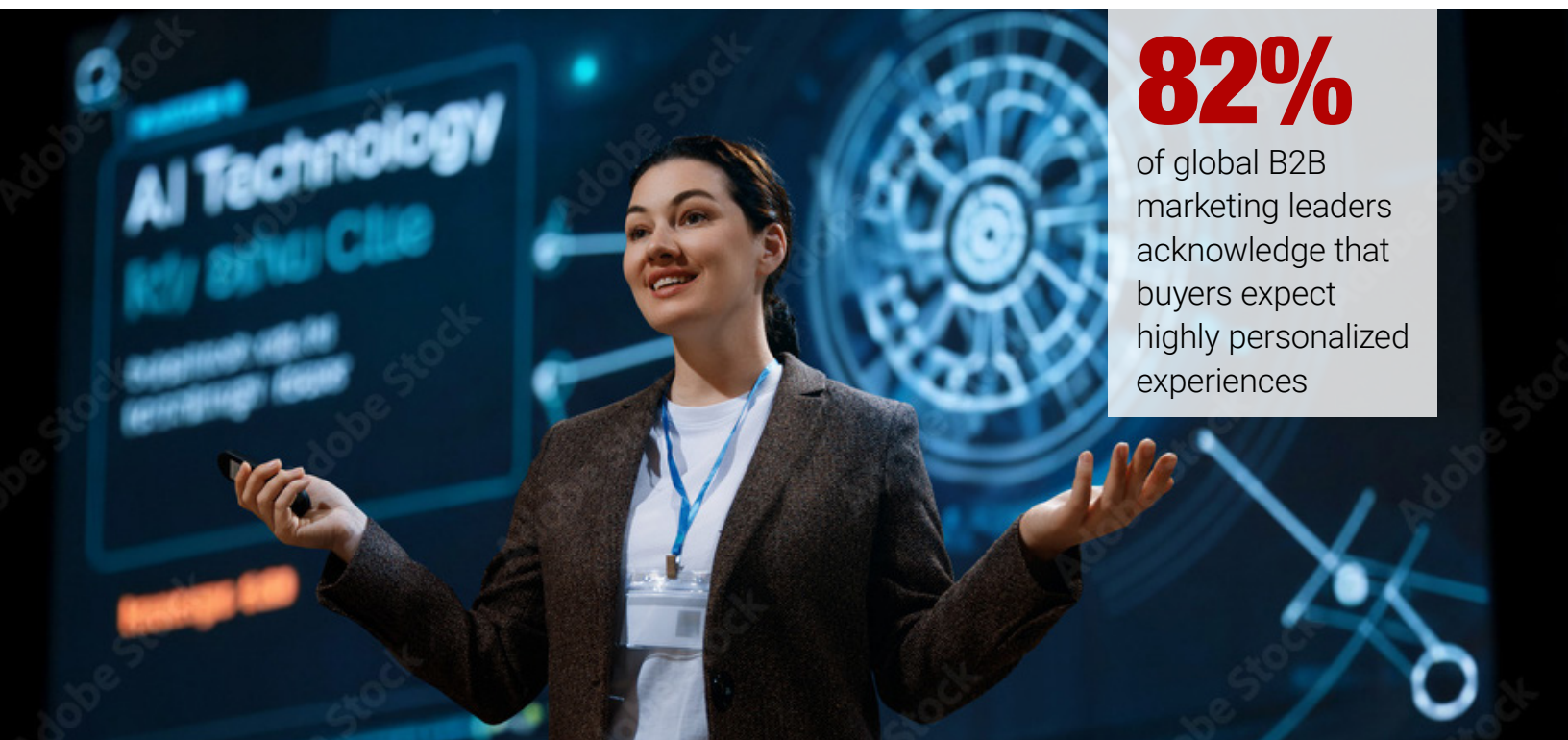
While AI adoption is accelerating, new research from Forrester reveals that many B2B organizations struggle to implement AI effectively. The study indicates that most companies plan to invest in generative AI (genAI) technologies to deliver personalized marketing and sales experiences in 2025. However, success hinges on seamless technology integration rather than simply increasing AI spending.

According to Forrester's 2024 survey:

- 82% of global B2B marketing leaders acknowledge that buyers expect highly personalized experiences
- Many companies lack the technical infrastructure to implement effective AI-driven personalization
- B2B marketers often rely on seven to ten disconnected tools, leading to inefficiencies

To fully unlock genAI's potential, organizations must focus on integrating their tech stacks and ensuring that AI-driven insights align with the buyer's journey.

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The Reality of AI-Driven Sales Productivity

Despite high expectations, sales productivity is projected to decline by 10% in 2025 due to the challenges of AI adoption. While businesses continue to invest heavily in AI, many underestimate the difficulties of encouraging sales teams to embrace the technology.

10%

The projected decline of sales productivity in 2025 due to the challenges of AI adoption.

A persistent challenge is data logging, which is critical for AI-driven insights. However, research shows that sellers log interactions for only 20% of sales opportunities, significantly limiting AI's effectiveness.

Moreover, misaligned ROI expectations create additional pressures:

- AI-driven personalization
- Only 5% of U.S. AI decision-makers anticipate seeing ROI within a year
- 46% are prepared to wait three or more years for positive returns
- Short-term pressures may result in hiring freezes and increased strain on sales teams

46%

of sellers are prepared to wait three or more years for positive returns.



The Path Forward

To successfully integrate AI, B2B organizations must invest in long-term strategies rather than expecting immediate gains. Companies that focus on technology alignment, sales enablement, and data-driven personalization will be best positioned to maximize AI's potential and achieve sustainable growth in the years ahead.

About the author

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Mark is a global authority on B2C and B2B eCommerce and market research. With 35 years of experience covering key trends and insights in the digital commerce space. He helps businesses stay ahead of the curve in an ever-changing market. Mark is a sought-after international speaker and is currently Senior Vice President with Digital Commerce 360.

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