EVERSTRING

THE STATE OF ARTIFICIAL INTELLIGENCE IN B2B MARKETING

EverString with Heinz Marketing 2018

WHAT'S IN THE REPORT

INTRODUCTION   METHODOLOGY   KEY FINDINGS   GENERAL OBSERVATIONS   KEY TAKEAWAYS

1

INTRODUCTION

Artificial Intelligence (AI) is becoming more prevalent as a component of marketing technology solutions. The promise for AI seems huge in part by what people think it is, what it can do, and what others say about it. Some marketers may already have tools in their stack with AI functionality and they don't realize it. The bottom line is: B2B marketers are still in early learning phases with AI.
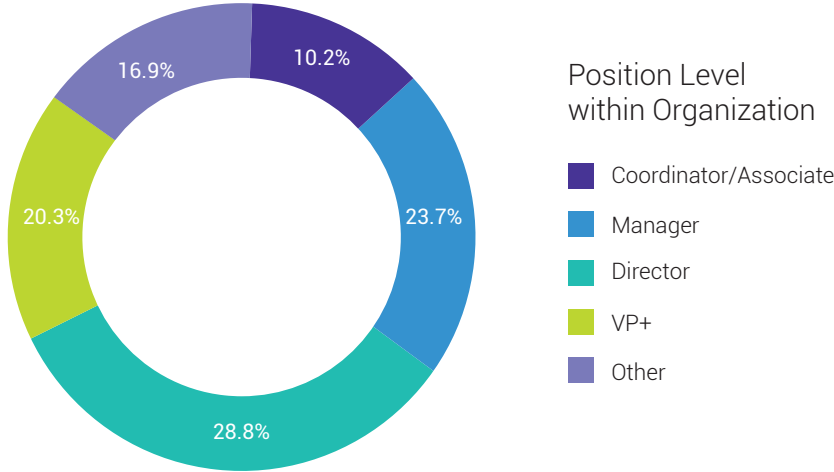
The early stage information and ideas about AI in marketing also create confusion. Vendors and thought leaders often discuss machine learning, propensity modeling, and natural-language processing, which are all different types of AI. Even so, marketers at all levels believe there is tremendous potential for using AI in a variety of applications to help achieve business goals. Early adopters are commonly using technologies with AI capability to help with identifying prospective customers, personalization, and predictive modeling. Vendors are just beginning to develop ways to use AI in their solutions, and the innovation should increase at an accelerated pace as enthusiasm grows and the value becomes apparent.

EverString is proud to provide the findings from this survey to help B2B marketers understand how they compare to peers in viewing AI applications, and future expectations to create value.
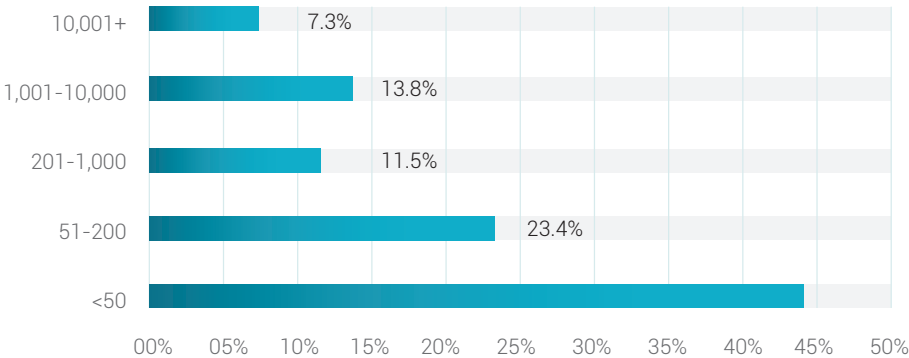
METHODOLOGY

EverString and Heinz Marketing conducted the first ever survey to understand how B2B marketers view artificial intelligence currently and how they envision using AI as a strategic tool to help meet their goals and objectives. The responses came from over 300 B2B marketing and sales professionals within a variety of organizations and industries.

Position Level within Organization

- 10.2% Coordinator/Associate
- 23.7% Manager
- 28.8% Director
- 20.3% VP+
- 16.9% Other

Number of employees within Organization

Organization size	Percentage
10,001+	7.3%
1,001-10,000	13.8%
201-1,000	11.5%
51-200	23.4%
<50	

KEY FINDINGS

B2B marketers are generally unclear of what AI means and the potential impact it could have on their business to achieve objectives. Early adopters appear to have a stronger grasp of using AI and getting the most value in their current marketing operations.

32% of marketers are not confident in their knowledge of AI and 54% are only somewhat confident in their knowledge in AI. Vendors have lots of opportunities to help their customers understand how AI can positively impact revenue projections and identify new market opportunities.

Marketers have broad expectations for AI, while some are still unsure if they fully understand what AI is.

Marketers struggle to manage data quality and to find a reliable source for maintaining and appending data. They are not as confident in using their current data to achieve goals and objectives.

B2B marketers are increasingly confident in their marketing strategies and technologies to help them achieve objectives.

Revenue is the leading KPI for B2B marketers. 86% of respondents measure success with KPIs closely tied to pipeline or revenue.

MARKETERS ARE IN THE EARLY STAGES OF LEARNING ABOUT ARTIFICIAL INTELLIGENCE

A significant percentage of B2B marketers are in the early stages of learning about AI in marketing technology and aren't confident in their current knowledge. Some of these marketers are unsure of what AI means and the potential impact it could have on their marketing strategy and overall business performance. Additionally, a large portion of surveyed marketers do not understand the differences in types of AI such as Machine Learning and Predictive Modeling.

AI is one of the most hyped terms in marketing technology with a variety of ideas and perspectives coming from vendors, thought leaders, and analysts. The hype has likely created a fog of confusion with many B2B marketers because the broad visionary concepts likely distract from how to get the best value today.
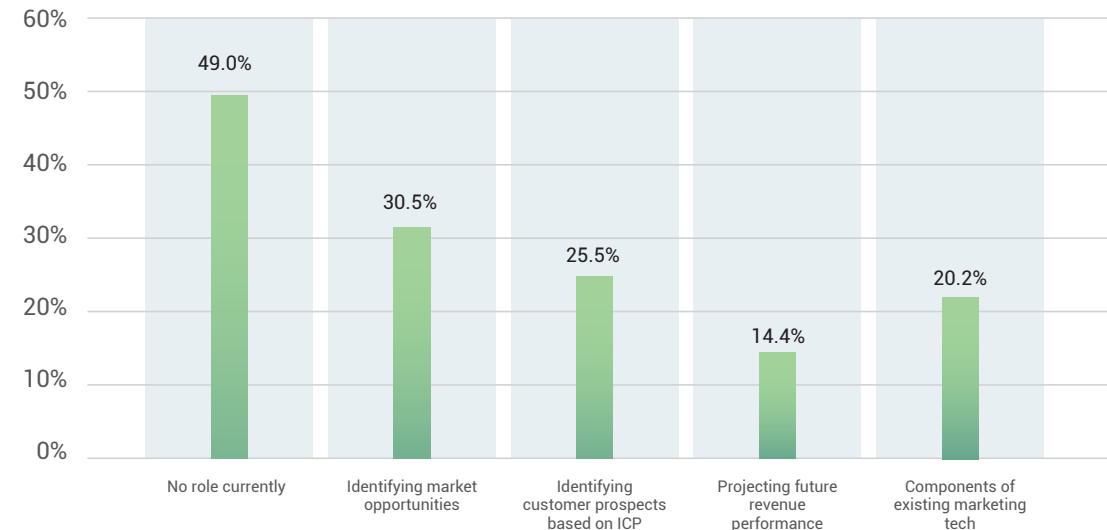
NEARLY HALF OF ALL RESPONDENTS ARE NOT USING AI, OR DO NOT HAVE A ROLE FOR IT CURRENTLY.

Across all of the available choices, 'No role currently' for AI was the most selected. This could mean a number of things including the uncertainty of the positive impact AI can have on a marketing strategy.

A smaller percentage are already looking to AI to help drive future successes and opportunities and enabling their marketing strategy.

**What role does AI play in your marketing strategy?**

Chart bars: No role currently 49.0%; Identifying market opportunities 30.5%; Identifying customer prospects based on ICP 25.5%; Projecting future revenue performance 14.4%; Components of existing marketing tech 20.2%

49% of marketers are not using AI in their marketing strategy

B2B MARKETERS NEED TO LEARN MORE ABOUT AI AND THE ROLE IT PLAYS IN AVAILABLE MARKETING TECHNOLOGY.

12% of marketers are very confident with their knowledge of AI

Over half of respondents are only 'somewhat confident' in their level of knowledge of AI in marketing technology.

Marketers are likely aware of general AI concepts but still have more to learn in order to build their confidence and understanding in how to apply AI and drive the value – today.

How confident are you with your level of knowledge of AI in the context of marketing technology?


	Not at all confident	Somewhat confident	Very confident
	32.6%	54.6%	12.8%
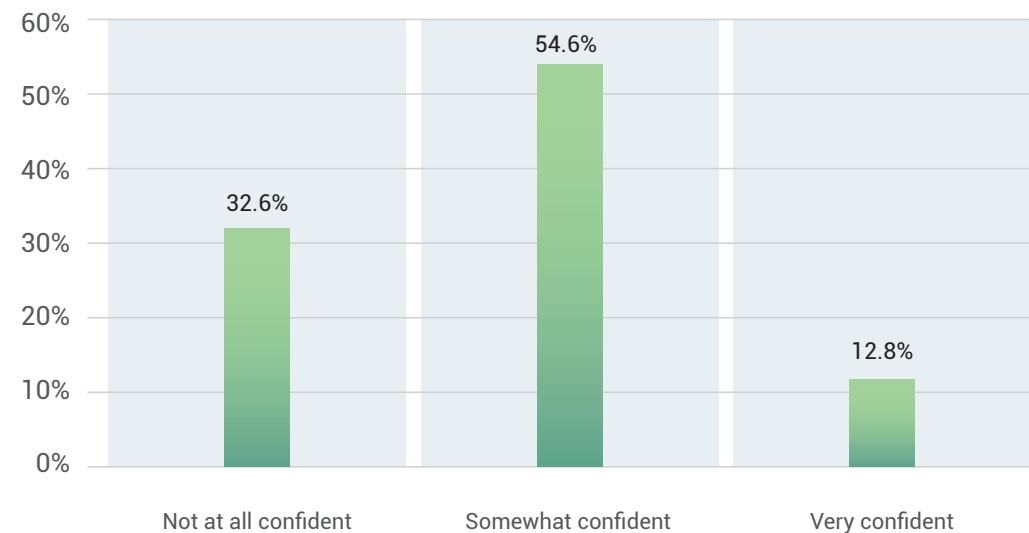
MARKETERS ARE ONLY STARTING TO LEARN MORE ABOUT THE DIFFERENCES BETWEEN AI, MACHINE LEARNING, AND PREDICTIVE TECHNOLOGIES.

In addition to low to moderate levels of confidence in AI knowledge, 37.4% of marketers are not clear on the difference between types of AI, such as machine learning and predictive modeling. Quite often vendors and thought leaders appear to use the terms interchangeably, which results in confusion.

How well do you feel you understand differences between AI, Machine Learning, and Predictive?

I am not clear what the differences are	37.4%
I am becoming more confident	43.6%
I have a strong understanding	18.9%

0% 05% 10% 15% 20% 25% 30% 35% 40% 45% 50%

44% of marketers are becoming more confident with AI, machine learning and predictive
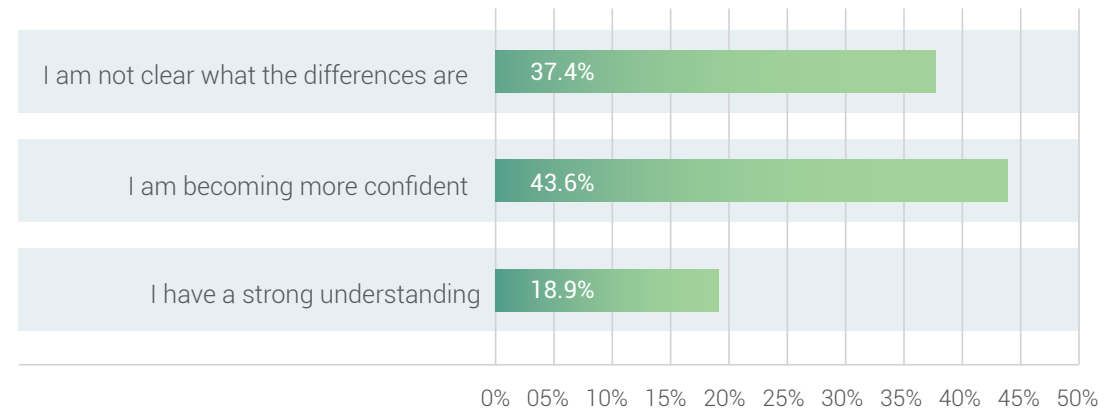
EXPECTATIONS FOR ARTIFICIAL INTELLIGENCE IN B2B MARKETING

Marketers are increasingly measured on their impact and success of revenue generation. Marketing technology that enables revenue performance and customer engagement is more valuable than ever for B2B marketers to hit their goals.

Artificial intelligence is ideally positioned to supercharge marketing technology in a number of key areas that are highly valued by marketers, including predictive modeling, identifying ideal customer and market opportunities, improving data quality, and generally bringing greater efficiencies to marketing operations. These are critical areas that all potentially have direct measurable impact on an organization's revenue performance.
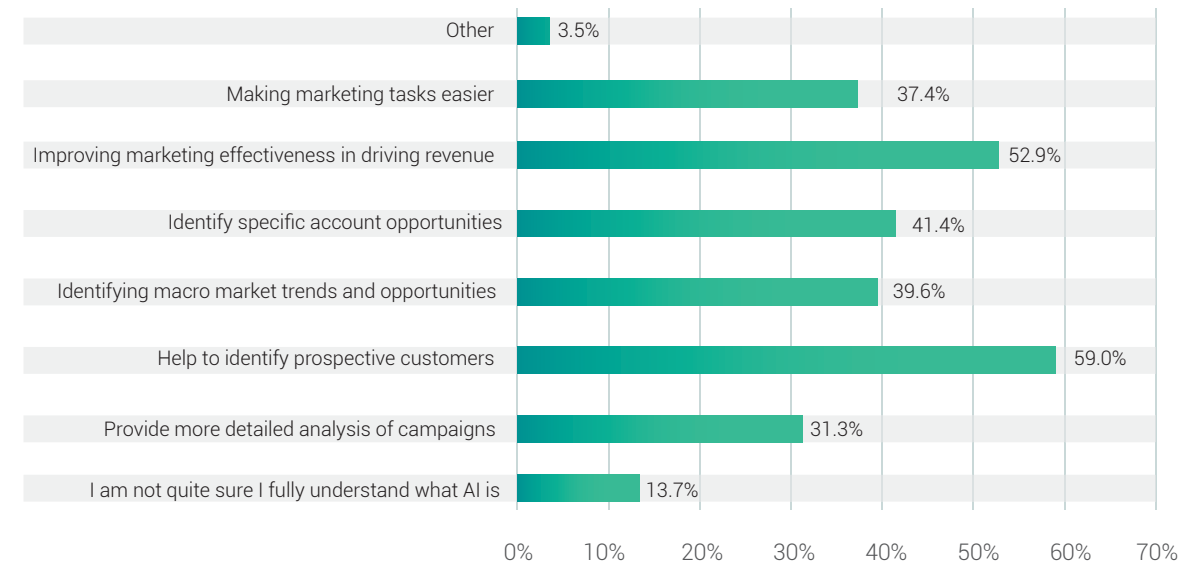
MARKETERS ARE IN THE EARLY STAGES OF LEARNING ABOUT AI AND THE POTENTIAL VALUE IMPACT IT CAN PLAY IN DRIVING REVENUE FOR A BUSINESS.

59% of marketers expect AI to help identify prospective customers

The main expectation of AI among these respondents are grouped into effectively and efficiently identifying account opportunities and creating marketing efficiencies.

We are still seeing a small amount of people who don't fully understand AI.

What are your expectations of AI?

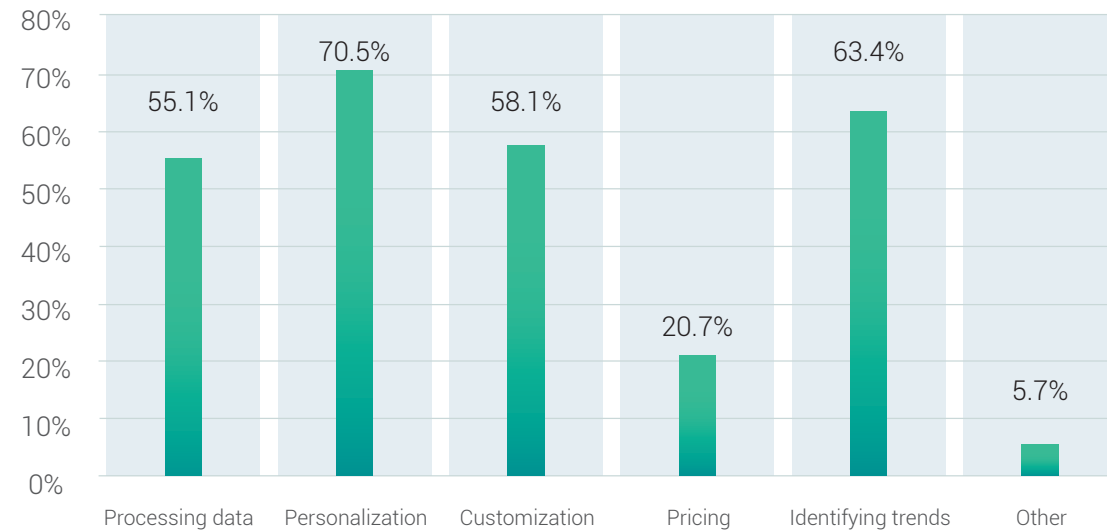| Category	Value
Other	3.5%
Making marketing tasks easier	37.4%
Improving marketing effectiveness in driving revenue	52.9%
Identify specific account opportunities	41.4%
Identifying macro market trends and opportunities	39.6%
Help to identify prospective customers	59.0%
Provide more detailed analysis of campaigns	31.3%
I am not quite sure I fully understand what AI is	13.7%

MARKETERS HAVE A NUMBER OF AREAS THEY ARE INTERESTED IN USING AI AND ENVISIONING HOW IT CAN CONTRIBUTE TO THE SUCCESS OF THEIR MARKETING STRATEGY.

71% of marketers are interested in using AI for personalization

Marketers are most interested in using AI to drive powerful customer engagement with personalization as well as improving data management, identifying market opportunities, and building pricing models.

With more training and knowledge about AI, these areas of interest have the potential to be huge opportunities for marketers.

What areas are you most interested in using AI to support your marketing strategy?

Processing data	Personalization	Customization	Pricing	Identifying trends	Other
55.1%	70.5%	58.1%	20.7%	63.4%	5.7%

THE DATA QUALITY PROBLEM

Marketers struggle with data management and reliable sources for maintaining data quality. They are not confident in using their current data to achieve goals and objectives. Data is the fuel that helps focus marketing and sales on the right opportunities.

Data is the Achilles heel all B2B marketers struggle with. Data enables marketers to identify and engage the right people at the right time with content they are interested in. Accurate performance measurements require accurate data that is seamlessly updated across all integrated marketing technologies. Data management requires continual maintenance and cleansing. People change jobs, companies merge, and dynamic business situations cause data to become out of date on a moment's notice.

B2B marketers would highly value artificial intelligence to help with data management practices.

JUST OVER 70% OF MARKETERS ARE "SOMEWHAT CONFIDENT" AND ONLY 21% ARE "VERY CONFIDENT" IN ACHIEVING MARKETING GOALS WITH THEIR CURRENT MARKETING DATA.

Over 77% are only "somewhat confident" or "not confident" in achieving their goals with their current data. There is a large potential here for marketers to utilize AI to strengthen the quality of their data.

How confident are you in achieving marketing goals and objectivec given the data you have access to?

80%	
70%	70.4%
60%	
50%	
40%	
30%	
20%	21.4%
10%	7.0%
0%	1.2%
	Not confident at all / Somewhat confident / Very confident / N/A
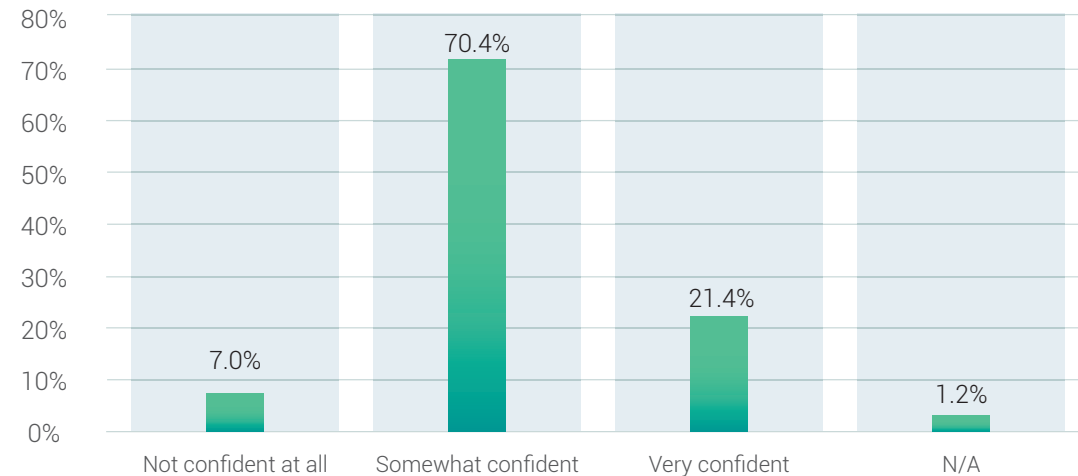
GENERAL OBSERVATIONS

WHERE ARE MARKETERS USING AI CURRENTLY?

Nearly half of surveyed marketers are not currently using marketing technology with AI or do not have an explicit role for AI in their current operations. 20% of respondents have marketing technology that includes AI capabilities. The most common roles for current AI applications are identifying future market opportunities, predictive scoring, and identifying customers based on ideal customer profiles.

64% of marketers using AI-powered marketing technology tools find it "very valuable" or "somewhat valuable" for their overall sales and marketing strategy.

# THE MAJORITY OF MARKETERS ARE NOT UTILIZING OR DO NOT HAVE ACCESS TO ANY AI TOOLS IN THEIR TECHNOLOGY STACK.

62.8% of marketers are not utilizing marketing technology with AI capabilities. There is strong market growth potential as more vendors offer AI capabilities and marketers gain better understanding of the value of AI and hands-on skills.

A possible reason for a lack of AI utilization is the majority of marketing tech tools already being utilized by marketers do not yet have AI technology components. As Marketers learn more about AI and as more vendors incorporate AI capabilities, utilization will increase as long as the technology continues to drive successful outcomes.

63% of marketers are not using AI in their tech stack

Do you utilize or have access to any AI tools, platforms, or AI-powered marketing technology?

YES   NO

62.8%   37.2%
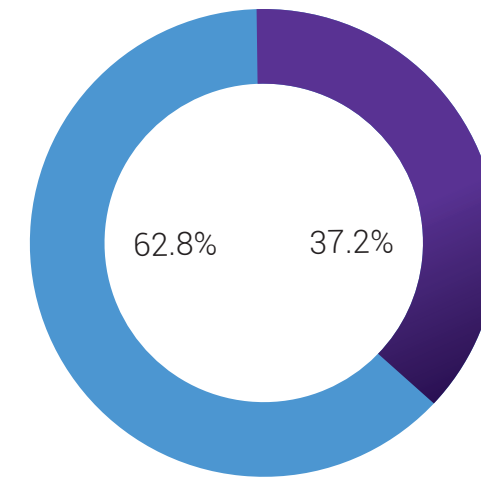
ALTHOUGH THE MAJORITY OF MARKETERS SURVEYED DON'T CURRENTLY HAVE A ROLE FOR AI IN THEIR MARKETING STRATEGY, THOSE THAT ARE USING AI CONSIDER IT A "SOMEWHAT VALUABLE" TO "VERY VALUABLE" TOOL FOR THEIR SALES AND MARKETING STRATEGY.

64% of marketers consider AI valuable for their sales and marketing strategy

Over half of respondents indicated that the value of AI in a Sales & Marketing strategy is somewhat or very valuable.
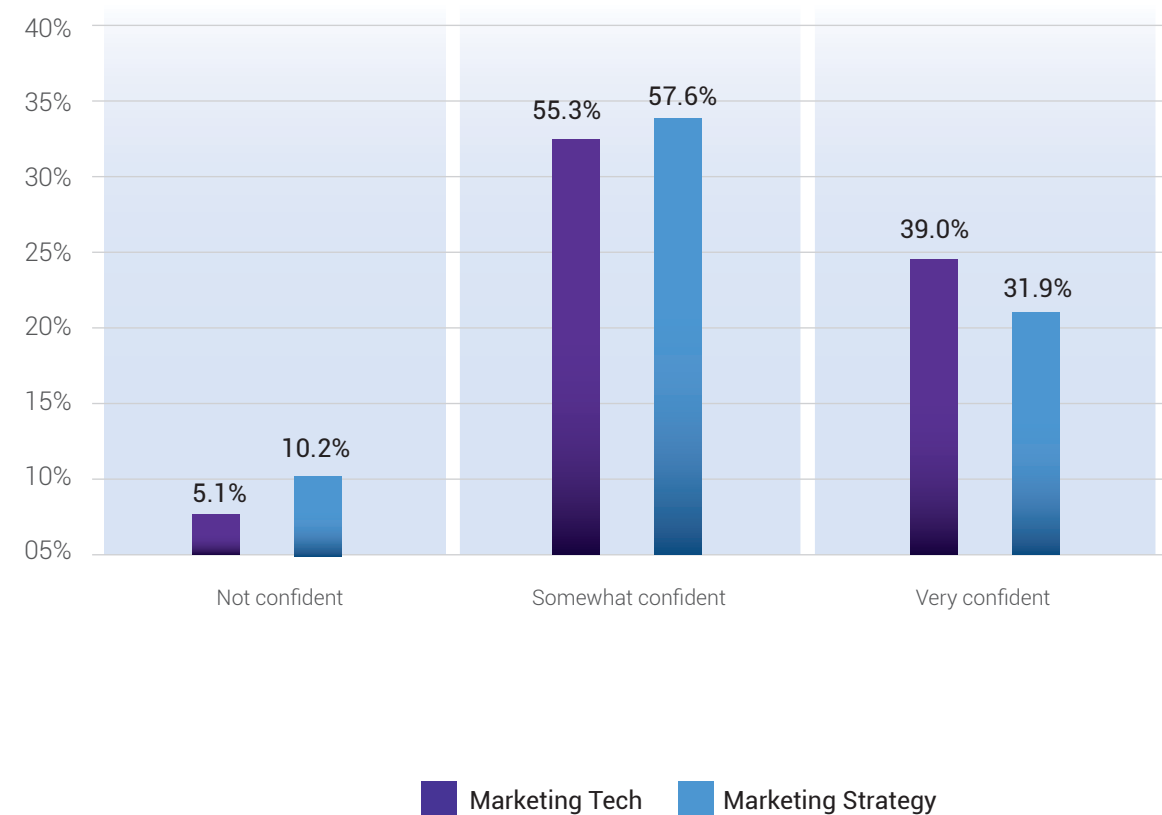
The small portion of respondents that consider AI "not valuable at all" could still be lacking a full understanding of what AI is and the potential impact it could have on their marketing strategy.

How would you rate the overall value of AI in your Sales & Marketing strategy?
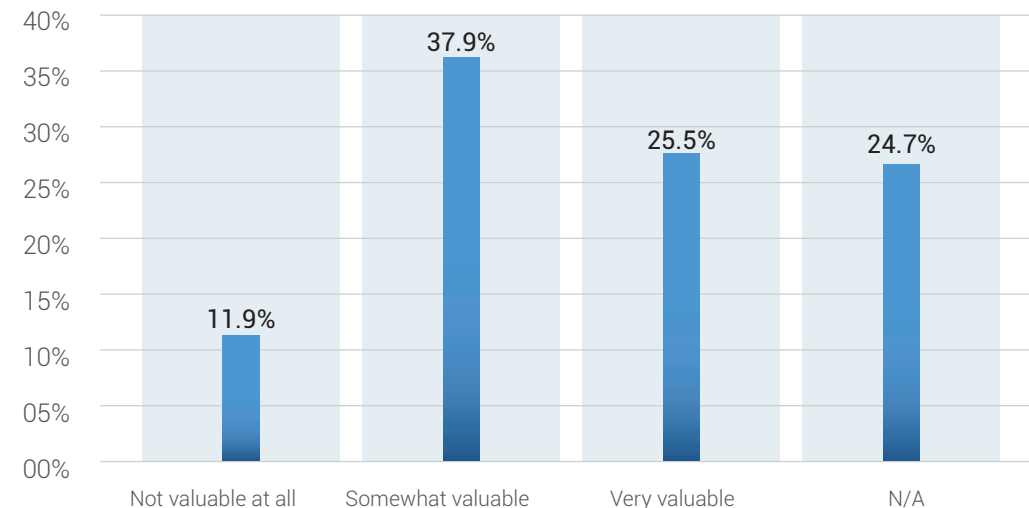
Category	Value
Not valuable at all	11.9%
Somewhat valuable	37.9%
Very valuable	25.5%
N/A	24.7%

B2B MARKETERS ARE INCREASINGLY CONFIDENT IN THEIR MARKETING STRATEGIES AND TECHNOLOGIES TO HELP THEM ACHIEVE OBJECTIVES.

How confident are you in the following areas to help you achieve strategic marketing objectives?

	Marketing Tech	Marketing Strategy
Not confident	5.1%	10.2%
Somewhat confident	55.3%	57.6%
Very confident	39.0%	31.9%

Marketing Tech ■ Marketing Strategy

REVENUE IS THE LEADING KPI FOR B2B MARKETERS.

86% of respondents measure success with KPIs closely tied to pipeline or revenue. Marketers' confidence in their marketing technology is growing as they can connect their investments to revenue results.

How does your marketing organization measure success?
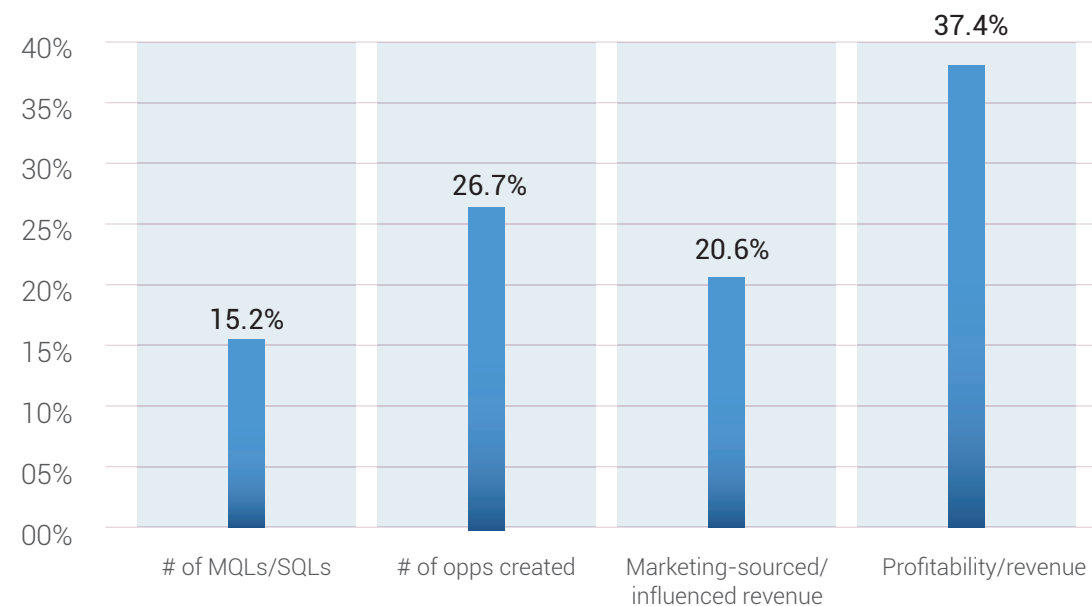
CONCLUSION

B2B marketers are increasingly compelled by what artificial intelligence brings currently to marketing technology, and the potential innovations in the future. Marketers are generally still learning about AI and trying to make sense of the vast amounts of content from vendors and thought leaders. We expect the mystery and confusion will dissipate when the practical value of AI-powered marketing technologies dominates over the theoretical talk of the technology itself.

Marketers drive revenue for their organizations and their success is increasingly measured on sourced and influenced revenue. Identifying customers, driving revenue, data management, and making tasks easier are all top areas marketers envision using AI.

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Heinz Marketing is a B2B marketing and sales acceleration firm that delivers measurable revenue results. Every strategy, tactic, and action has a specific, measured purpose. Instead of focusing on the activities, we focus on the outcomes. What really matters is sales pipeline, closing business, and accelerating revenue.

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EverString helps B2B sales, marketing, and operations teams build pipeline, prioritize prospects, and streamline operations. EverString's marketing and sales intelligence software puts the power of artificial intelligence (AI), applied data science, and the most reliable data directly into the hands of marketing, sales and operations teams. With EverString, users are able to quickly expand and prioritize their pipeline, gain insight into relevant prospects, and directly access data with the highest accuracy and coverage. EverString is backed by leading investors including Lightspeed Venture Partners, Sequoia Capital, IDG Ventures and Lakestar.

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