AI Readiness Index: MARKETERS

April 10, 2025

twenty44

AI44

CANADIAN MARKETING ASSOCIATION
CMA

// Purpose

To understand the attitudes and behaviors of marketers regarding AI, to serve as a reference for future initiatives and support members in engaging with the topic.

To achieve this, they collaborated with Twenty44 to carry out an AI/44 Assessment.

This Assessment offers a score across four essential dimensions of AI adoption, helping users determine their next steps concerning AI.
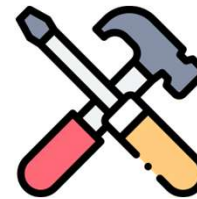
Knowledge

Comprehension to technical AI concepts and how they apply to your work

Limitations

Knowing AI's real strengths, weaknesses, and practical limitations

Applications

Understanding how AI can be applied to their specific workflows

Ethics

Understanding the risks and responsibilities for ethical AI usage

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PREPARING WORKFORCES FOR THE FUTURE

// Methodology

We collected the responses using Nexxt Intelligence's inca platform which allows us to get both qualitative and quantitative responses and provides an engaging experience for participants. Smart probing gets even more depth.
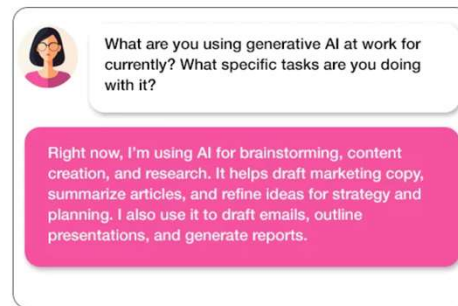

Our analysis was supported by:

- inca platform for the AI generated topline

- Agentiiv Research Report Planning AI Agent for coding the open-ends into themes

- Microsoft Copilot for the AI/44 index generation

The study was open between October 2 and October 28, 2024, and 226 marketers completed the survey.

// Who we talked to

Participants covered a good cross section of marketers.

Sector

Brand — **53%**

Agency — **47%**

Agency includes Advertising and Communications, Marketing and Market Research services companies

Functional Role

Not Marketing & Sales — **39%**

Marketing & Sales — **61%**

Number of employees

1-250 — **45%**

251-5,000 — **32%**

5,000+ — **24%**

Age

18-39 — **26%**

40-49 — **32%**

50-60 — **30%**

60+ — **12%**
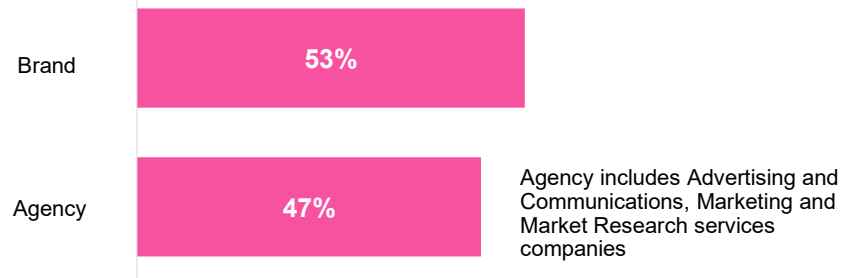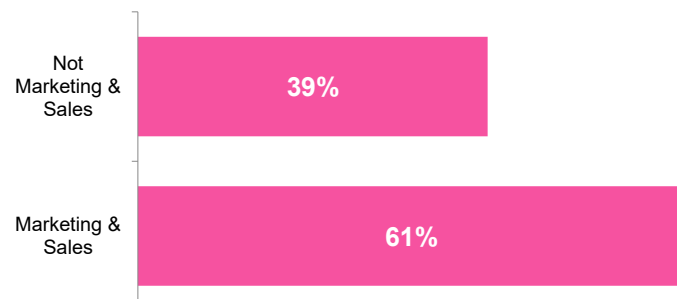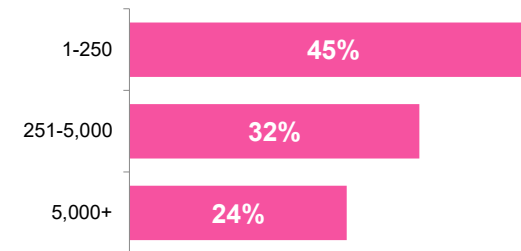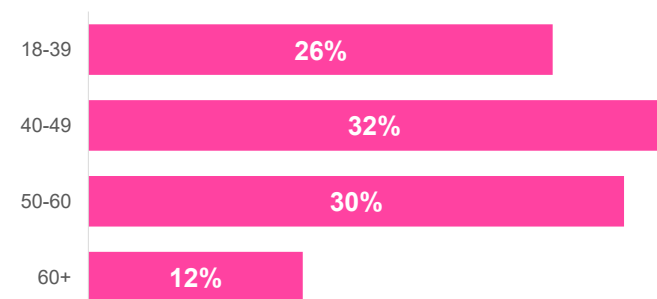
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THE FIRST STEP IN YOUR TEAM'S AI JOURNEY

// Key findings

Knowledge

Marketers are relatively high users of generative AI for business tasks with 75% using it at least weekly.

marketers are using AI at work in many different ways, from content creation to summarization and analysis, but many are not yet seeing measurable results.

Limitations

Marketers have concerns around misinformation, ethics, governance, privacy and security when it comes to generative AI. And the use of AI also begs larger questions around the future and value of human work.
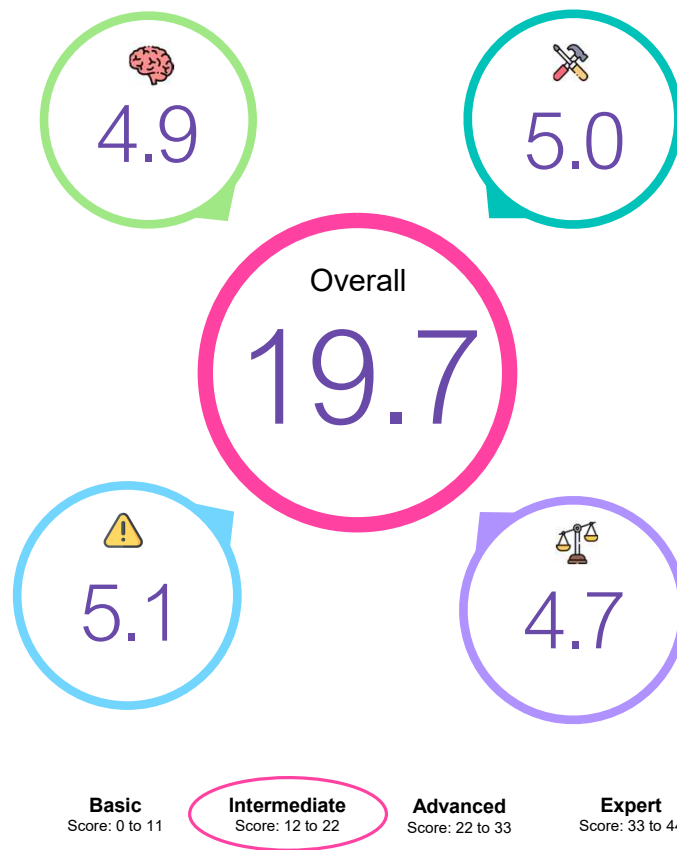
Application

Marketers see promise for AI to take over mundane tasks and enhance analytics. While they see the potential this offers to free them up for more strategic thinking, relatively few feel they have benefitted from this to date.

Ethics and Risks

80% are using a personal (free or paid) account for accessing AI in the workplace, at least some of the time.

44% of marketers are either not sure if their company has an AI policy or they find it to be lacking.

56% say they either don't get any training or that it is ineffective.

4.9

5.0

Overall

19.7

5.1

4.7

Basic	Intermediate	Advanced	Expert
Score: 0 to 11	Score: 12 to 22	Score: 22 to 33	Score: 33 to 44

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THE FIRST STEP IN YOUR TEAM'S AI JOURNEY

// Marketers Index

Knowledge

74%

are using generative AI at least weekly for business tasks.

Application

22%

feel that using generative AI has given them time to be more strategic.
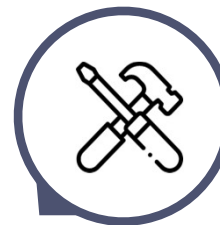
Limitations

42%

have accuracy and misinformation concerns around the use of generative AI.

19.7

Ethics and Risks

80%

are using a personal (free or paid) account for accessing AI in the workplace, at least some of the time.

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Basic
Score: 0 to 11

Intermediate
Score: 12 to 22

Advanced
Score: 22 to 33

Expert
Score: 33 to 44

THE FIRST STEP IN YOUR TEAM'S AI JOURNEY

// Key Industry Actions

🧠 Knowledge

Identify routine tasks that could be better served by AI (e.g. meeting notes) and develop protocols for using them.

Investigate industry-specific AI applications and determine which will have measurable impact.

Start with a POC and monitor results before rolling out on a larger scale.

⚠️ Limitations

Mitigate key barriers through prompting technique education and guidelines around human oversight.

⚒️ Application

Determine where AI will bring the biggest efficiencies, allowing humans to do more strategic work that adds more value to the business.

⚖️ Ethics and Risks

Ensure AI policies and training not only covers what not to do but includes guidelines around ethical usage, guardrails and practical use cases.

Embed AI into workflows so that employees don't feel the need to use personal accounts to access AI features.

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Detailed Findings

// Outlook for AI

Marketers are generally a knowledgeable and positive group on the topic of AI with 83% saying they know a lot about generative AI and the remainder saying they know at least a little.

68% say AI will make society somewhat or much better.

83% say AI will make their life somewhat or much better.

Subgroup differences

Those under 50 are more likely to say AI will make their lives better (86% versus 79% for 50+)

Those whose business area is Marketing and Sales are more likely to say AI will make society better (76% versus 53%)

	AI and My Life	AI and Society
Much better	27%	17%
Somewhat better	56%	51%
Neither	10%	16%
Somewhat worse	6%	12%
Much worse		4%

■ AI and My Life   ■ AI and Society
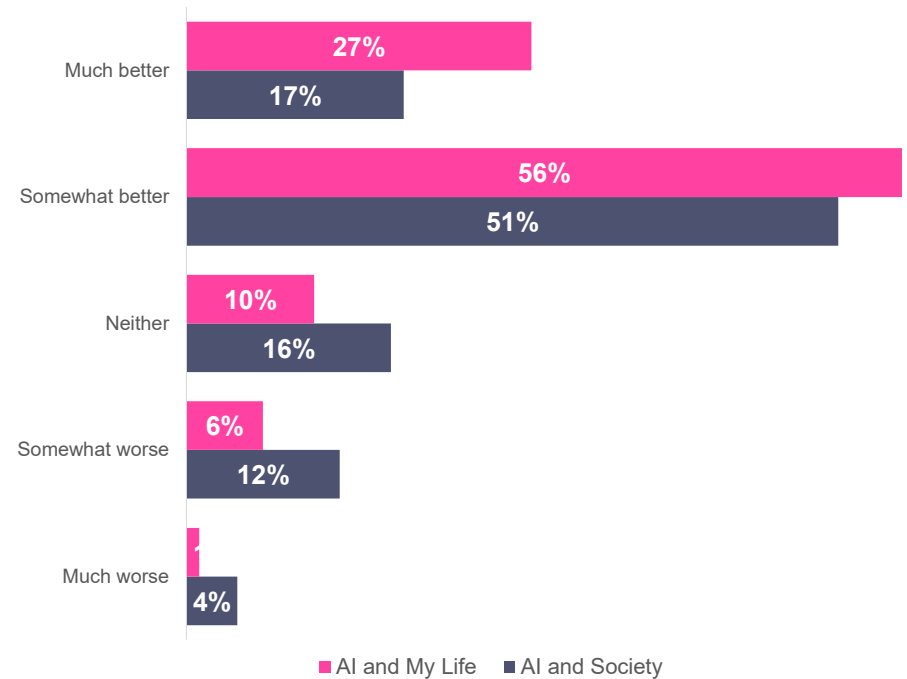
Overall, do you think that Artificial Intelligence (AI) will make society better or worse?

Overall, do you think that Artificial Intelligence (AI) will make your life better or worse?

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// Biggest benefits

marketers members see AI as an enabler that can allow them to do more strategic thinking by:

Saving time on routine work

"Human time and development can be spent on polishing material instead of creating from scratch"

Accelerating and enhancing analysis

"AI will expedite understanding from vast amounts of data and derive key insights"

Coded Theme	Mentions
Efficiency & Time Savings	68%
Task Automation & Streamlining	52%
Enhanced Content Creation	45%
Improved Data Analysis & Insights	38%
Ideation & Creativity Support	35%
Strategic Work Enablement	32%
Cost Reduction & Scalability	28%
Research & Information Processing	25%

Open end - What do you feel are the biggest potential benefits of generative AI?

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// Biggest concerns

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Coded Theme	Mentions
Accuracy & Misinformation Concerns	42%
Job Displacement & Economic Impact	38%
Loss of Human Skills & Critical Thinking	35%
Privacy & Security Concerns	32%
Lack of Regulation & Governance	30%
Loss of Creativity & Originality	28%
Ethical Concerns	25%
Copyright & IP Issues	22%

Open end - And what are your biggest concerns about the use of generative AI?

Despite the general optimism, there's a big flipside to manage around misinformation, ethics, governance, privacy and security concerns.

And a large undercurrent of more existential concerns around the value of human effort.

"(AI) makes people use their brain less, we begin relying too much on tech to do our work for us that we don't have the same level of creativity anymore, specifically the ability to generate something from nothing"

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// Generative AI usage

With 74% using generative AI tools at least weekly at work, marketers are heavier users than the average knowledge worker in Canada (62%*).

Notably, marketers members are more likely to be using generative AI daily at work than for personal use.

There are no significant differences by subgroup.

[*2024 Work Trends Index Annual Report](#)

How often do you use generative AI in your personal life?
How often do you use generative AI tools in your work?

Daily	44% (Business AI Use) / 37% (Personal AI Use)
Weekly	31% (Business AI Use) / 23% (Personal AI Use)
Less than weekly or never	25% (Business AI Use) / 41% (Personal AI Use)

■Business AI Use ■Personal AI Use   n=126

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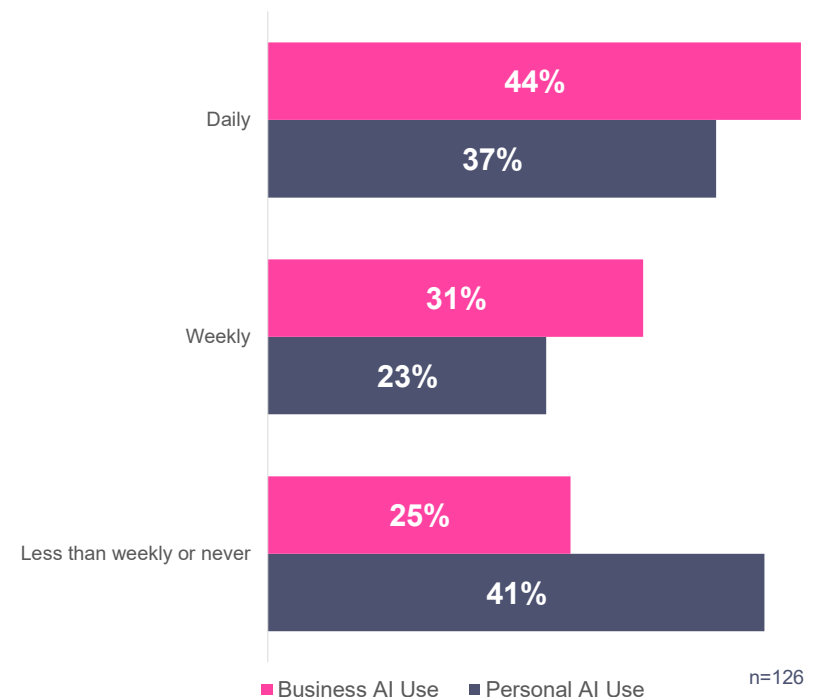
// Work issued or not

Only half of marketers who are using AI at work are using a company issued account, and 80% are using a personal (free or paid) account at least some of the time. This can open company data to security and compliance risks and can be an inefficient way to use AI at work.

Subgroup differences

Men are more likely than women to be using a paid personal account (32% vs 15%).

50+ members are more likely to have a company issued account (63%) than those under 50 (42%).

Those in companies with fewer than 250 employees are more likely to be using a paid personal account (29%).

How are you accessing generative AI in your workplace? (Select all that apply)

- Free personal account — 57%
- Company issued account — 50%
- Paid personal account — 23%
- Other — 4%

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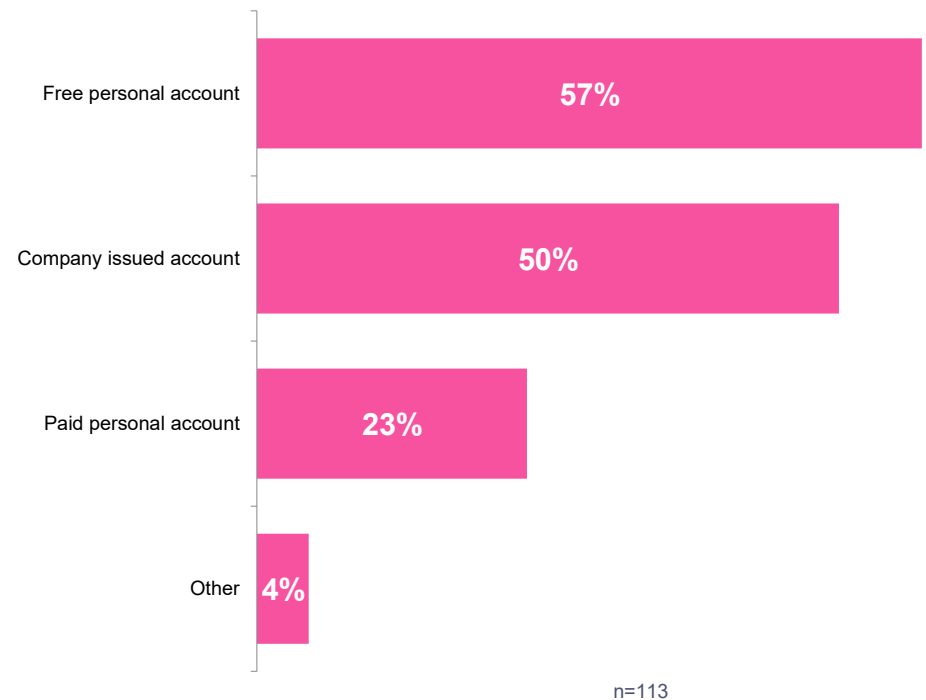
// Business attitude

Marketers are generally positive about the idea of integrating generative AI tools into daily work tasks, with over a third (36%) saying they feel 'great' about it.

Subgroup differences

Those working in Marketing & Sales (regardless of industry) are even more positive with 43% feeling great about it versus 21% for those who perform other business functions.

How do you feel about the idea of integrating generative AI tools into your daily work tasks?

Category	Percentage
Great	36%
Good	48%
Neutral	13%
Bad	2%
Terrible	1%

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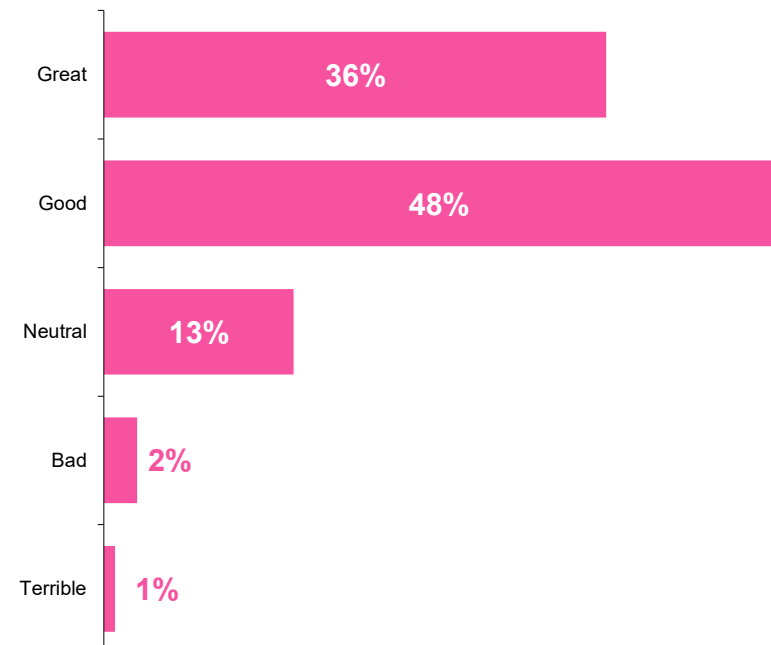
// Pace of change

The majority of marketers members (51%) find the pace of change fast, but manageable. Almost a quarter (23%) would like to see more movement, finding the pace pretty slow or way too slow.

Subgroup differences

Members who are not in Marketing & Sales are more likely to be finding the pace of change way too fast (17% versus only 5% of those in Marketing and Sales).

Those working in companies of over 5,000 employees are more likely to say the pace is pretty slow (32%).

How do you feel about the pace of change when it comes to technology in your workplace today?

Way too fast	10%
Fast but I can handle it	51%
Just right	16%
Pretty slow	18%
Way too slow	5%

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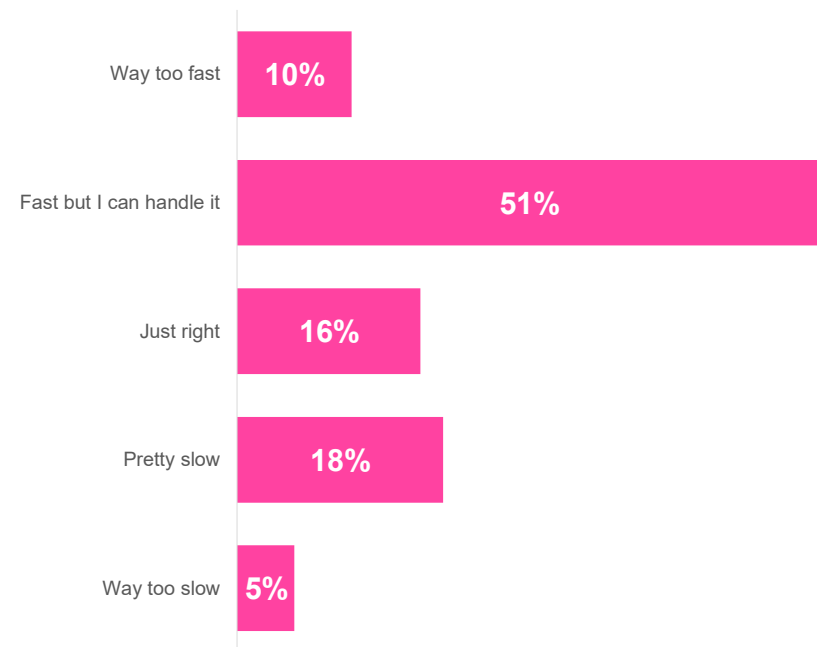
// Current applications of AI at work

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Coded Theme	Mentions
Content Creation & Writing	58%
Research & Information Analysis	42%
Ideation & Brainstorming	39%
Meeting/Document Summarization	35%
Email & Communication Support	32%
Data Analysis & Reporting	28%
Proofreading & Editing	25%
Image & Media Generation	18%

Open end - What are you using generative AI at work for currently? What specific tasks are you doing with it?

Marketers are using AI in a variety of ways, from content creation to summarization and analysis.

"To help me start the copywriting and seo optimization process. Also in creating processes for my dept like meeting agendas, workflow formats, and offer suggestions on conflict resolution methods."

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// Impact of AI on organizations

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Coded Theme	Mentions
Time Savings & Efficiency	**65%**
Increased Productivity/Output	**42%**
Quality Improvement	**28%**
Resource Optimization	**25%**
Strategic Focus Enablement	**22%**
Minimal/No Impact	**15%**
Early Stage/Unclear Impact	**12%**
Cost Reduction	**10%**

Open end - What's the impact on your organization of you using generative AI in that way?

Organizations are starting to see general benefits in efficiency and quality, however the stated impact is lacking in specifics.

And notably just over a quarter say there is either minimal or no impact or it is too early to tell.

And, despite the perceived promise of it, only 22% mention that AI is allowing them to focus more on strategic tasks.

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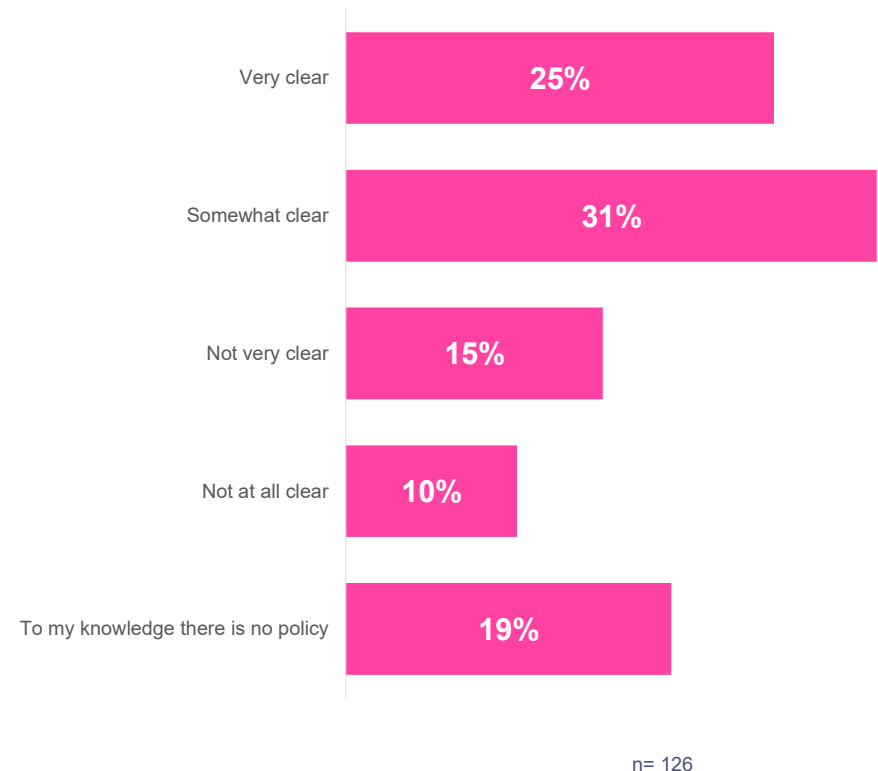
// Company policy

One in five (19%) marketers members don't think their company has a policy around AI and a further 25% say their policy is not very or not at all clear. This represents an important opportunity for companies.

Subgroup differences

Agencies are doing a better job communicating their companies' generative AI policy than Brands – with only 12% saying they aren't aware of a policy versus 26% of those Client side.

Employees of companies over 5,000 are more likely to say their policy is not at all clear (18%).

How clear is your company's policy around how you can use generative AI tools in your workplace?

Category	Percentage
Very clear	25%
Somewhat clear	31%
Not very clear	15%
Not at all clear	10%
To my knowledge there is no policy	19%

n= 126

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// Takeaways from current AI policies

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Coded Theme	Mentions
Data Privacy/Security Focus	45%
Limited/Restricted Usage Rules	28%
In Development/Testing Phase	12%
Ethics/Responsibility Guidelines	12%
Company-Approved Tools Only	10%
Attribution/Transparency Requirements	8%

Open end - What are they key points that stand out for you in your company's AI policy?

Notably, current policies tend to be focused on restrictions versus usage guidelines and protocols. As companies determine the best areas to incorporate gen AI for their companies this will become more important.
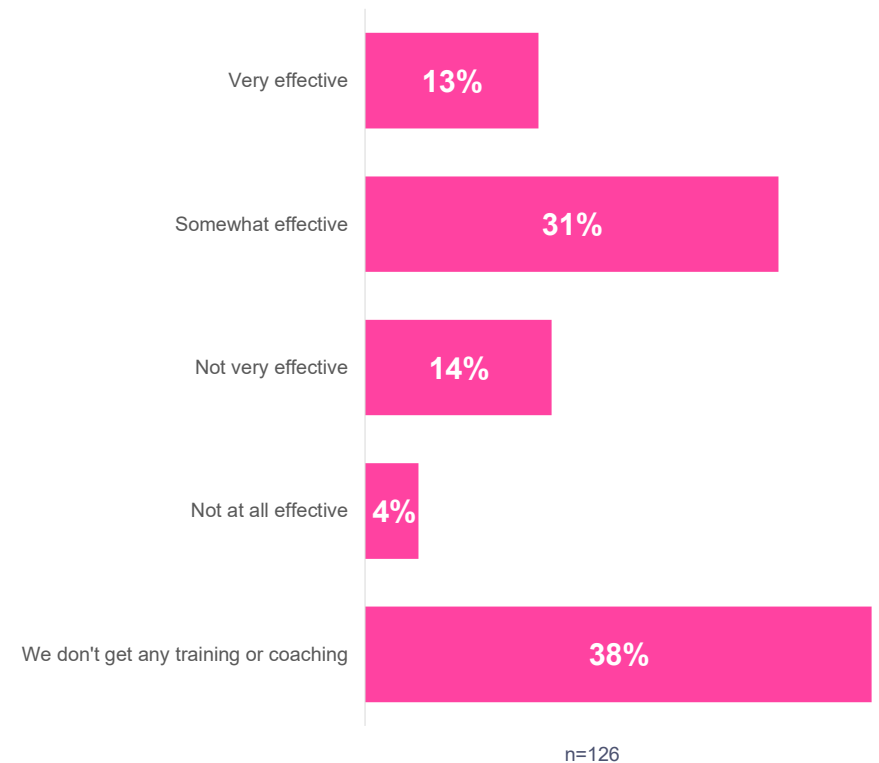
// Training

Overall, 38% of marketers say they don't get any training or coaching and a further 18% say that what they get is not effective.

Subgroup differences

Those working Agency side are more likely to say that their training is very or somewhat effective (55%) versus those on the Client side (35%).

How effective is the training and coaching your company provides to help you use generative AI tools in your workplace?

Very effective	13%
Somewhat effective	31%
Not very effective	14%
Not at all effective	4%
We don't get any training or coaching	38%

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// What makes the training effective

n=55

Coded Theme	Mention
Hands-on Practice & Examples	35%
Clear Guidelines & Guardrails	28%
Practical Use Cases	25%
Accessibility & Availability	22%
Ongoing Support & Updates	18%
Personalized/Department-Specific	15%
Collaborative Learning	12%

Open end - What about the training makes it effective?

With all of this being so new, **examples, use cases and hands-on practice** are what make generative AI training effective.

"Our training acknowledges that this isn't a solved problem – it's focused more on introducing new concepts and setting guardrails"

// Potential uses of AI

Coded Theme	Mentions
Administrative Task Automation	45%
Content Creation & Management	38%
Meeting/Project Management	32%
Data Analysis & Reporting	28%
Training & Onboarding	25%
Creative & Design Work	22%
Sales & Marketing Support	20%
System Integration	15%

Open end - What are your ideas for where you think that generative AI could be helpful in your work that your team is not currently using it for?

marketers members emphasize wanting to see AI be incorporated as a support tool rather than a replacement for human expressiveness.

There's a strong desire to leverage AI for automating administrative tasks.

"Substantially reducing the amount of human effort on things that are essentially repetitive tasks requiring minimal creativity or originality."

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// Barriers to overcome

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Coded Theme	Mentions
Time & Resource Constraints	42%
Lack of Policy/Guidelines	35%
Knowledge/Training Gaps	32%
Leadership Buy-in/Support	28%
Security/Privacy Concerns	25%
Organizational Readiness	20%
Fear/Resistance to Change	18%
Technical Infrastructure	15%

Open end - What is preventing your team from doing this today?

For AI to be most effective, marketers feel organizations need to make AI a priority and put time and other resources against it.

"We'd need to decide to put someone in charge of implementing each major idea, and set aside an investment in tools to do so."

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// Steve Mast // Laura Craig

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THANK YOU

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