Create Mockup

Generate Buying Groups

Title
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Group
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Email: Free Webinar

Email Activity

Emails Delivered 18.k

Click Rate 87%

Webinar Sign-Up 22%

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2025
AI and Digital Trends

B2B Journeys

Adobe Experience Cloud | Econsultancy

Foreword

In this **Adobe AI and Digital Trends in B2B Journeys** report, we explore how B2B organizations are under increased pressure to produce relevant, tailored content across an expanding range of channels. We look at how generative AI is helping B2B marketers increase productivity and optimize performance. In addition, we examine why B2B organizations have been quick to trial and pilot AI-based tools, but slower to scale and roll out working solutions.
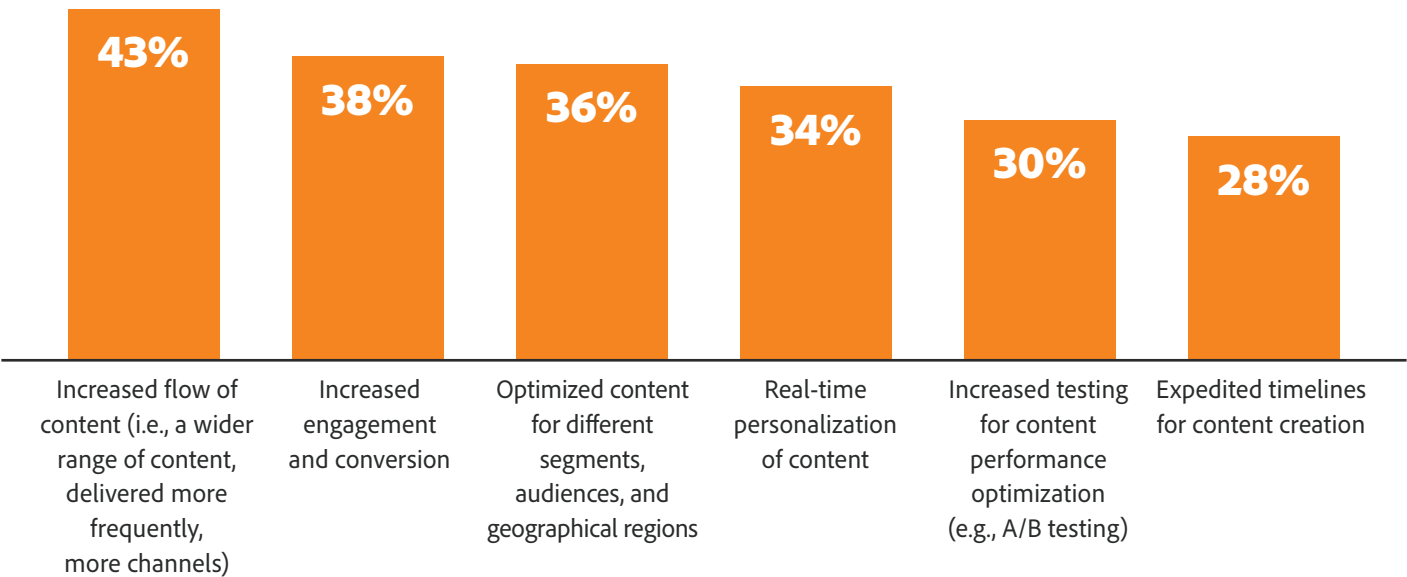
Key findings

B2B buyers don't need more content — they need content that's more relevant and timely to help them navigate complex purchase decisions.

B2B marketing isn't just a numbers game. To truly engage buyers, content strategies need to be smart, targeted, and curated — because relevance wins every time. Buyers are already drowning in content and messages from sales teams, marketing departments, and solution providers. Content that isn't timely, relevant, and engaging just won't attract attention, much less spur action.

Despite this, many marketing organizations risk prioritizing volume over value, with 69% of practitioners feeling pressured to rapidly increase both the number and variety of digital assets they produce. That mindset will persist in 2025, as Figure 1 shows. While 43% of B2B practitioners are under more pressure to increase the flow of content to meet the needs of different channels and audiences, just 36% are placing greater focus on optimizing that content for channels and segments. That's a significant issue for B2B organizations rolling out new channels such as self-service powered by agentic AI or dynamic chat, where buyers will demand a very different experience as they seek and explore relevant information that applies to their specific use cases.

Even fewer organizations (30%) are prioritizing performance insights, such as A/B testing, to improve results. Without those insights, the wrong content can reach the wrong audience — causing them to tune out.

Figure 1: Compared to 2024, which of the following will your marketing organization be under greater pressure to deliver in 2025?

43%	38%	36%	34%	30%	28%
Increased flow of content (i.e., a wider range of content, delivered more frequently, more channels)	Increased engagement and conversion	Optimized content for different segments, audiences, and geographical regions	Real-time personalization of content	Increased testing for content performance optimization (e.g., A/B testing)	Expedited timelines for content creation

Base: 615 B2B practitioners

The challenge of connecting buyers with the content they need.

Much is said about the challenge of marketing to large, distributed buying groups, but less attention is given to the complexity that buyers encounter as they navigate sprawling B2B product portfolios, often with little clarity or guidance.

Tailoring the customer's experience is crucial to help buyers find the right content at the right time. Yet many B2B organizations still struggle with even basic personalization. Only 36% use data and algorithms to customize web experiences, and just 35% make product recommendations based on past purchases or browsing behavior (Figure 2). Even fewer — only 28% — update offers in real time based on browsing history.

These are key challenges, but they do create a clear opportunity for B2B marketers to stand out by empathizing with buyers and removing obstacles to buying and choosing the right business products and services. Technologies like generative AI make this possible by enabling the creation and delivery of tailored content — whether in paid media, email campaigns, or sales outreach — that connects with individual buyers and their organizations.

B2B marketers are starting to adopt generative AI for content creation, with 34% using it for copy and 30% for creative content — though, as Figure 3 (below) shows, adoption has yet to be rolled out fully in many organizations.

Figure 2: Approaches to personalizing digital content
(% of organizations routinely using each approach for personalization)

We use data and analytics to predict customer needs by segment and/or persona
42%

We use data and algorithms to personalize the website experience
36%

We make recommendations based on previous purchase and browsing behavior
35%

We use generative AI to craft emails, messages, and other copy
34%

We use AI-driven chatbots to deliver real-time customer support
33%

We use generative AI to personalize images, infographics, or video content
30%

Offers are updated in real time to reflect customers' most recent browsing and purchase behavior
28%

None of these
8%

Base: 615 B2B practitioners

Many organizations have yet to roll out generative AI at scale — yet executives are predicting measurable results by the end of 2025.

Most B2B marketing organizations are still in the experimental phase with generative AI. According to our survey data, only 38% have rolled out working solutions for marketing and customer experience (CX), but 26% are running pilot programs, and 29% are testing AI more informally at the team or individual level, leaving a mere 7% of B2B organizations actively avoiding it.
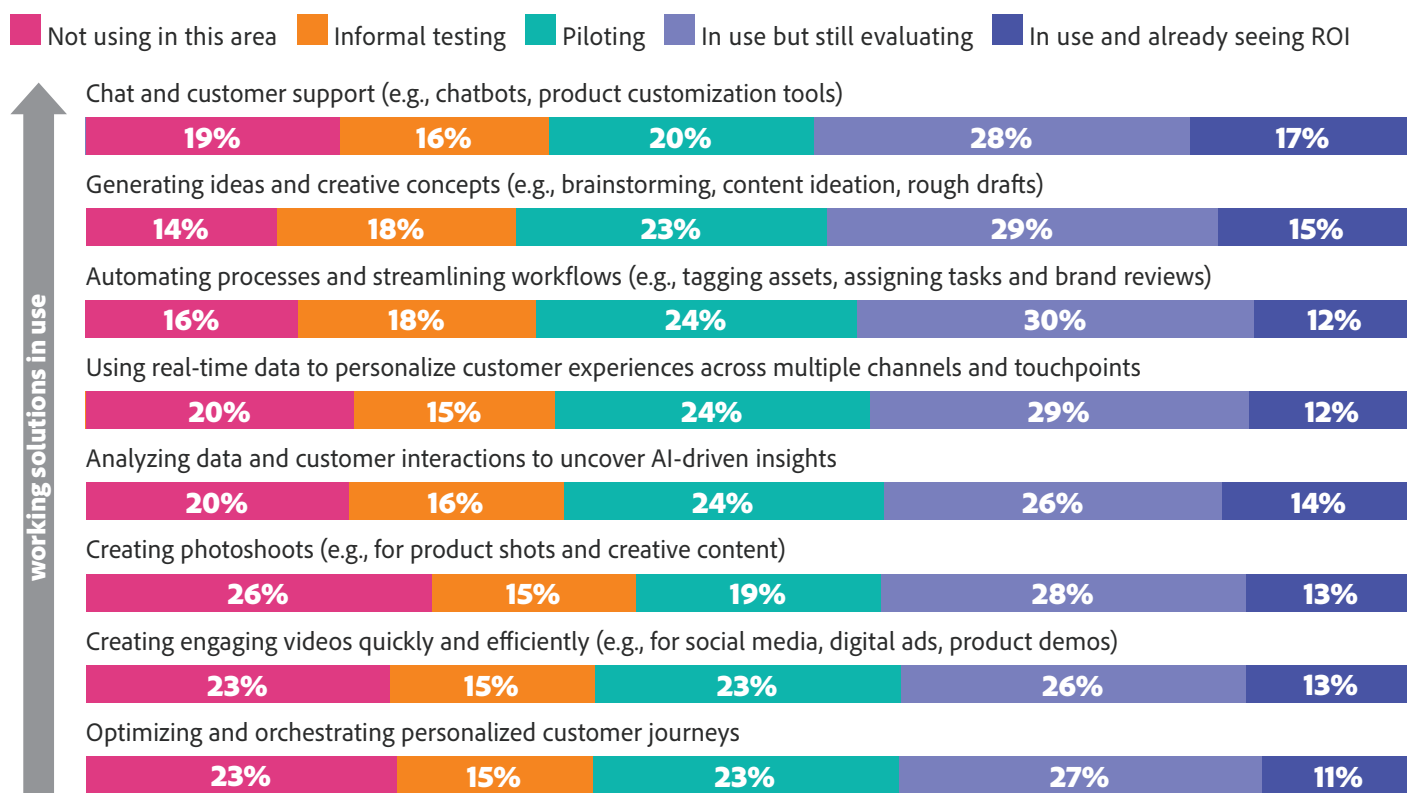
The rapid pace of AI adoption is not only expected to continue but to accelerate. Despite many having no working solutions to date, 87% of senior executives believe that integrating AI into customer journeys and marketing workflows will deliver measurable returns by the end of 2025. Scaling AI after adoption, however, remains a challenge.

So, what's holding organizations back? Concerns around ethics, governance, and privacy all play a role, but in our survey, 42% of senior executives say plans to scale generative AI are being stalled because they can't identify high-impact B2B use cases. However, organizations have started to implement generative AI for content use cases, including content creation, ideation, and management, and one of the most impactful applications in B2B has been AI-powered chat and customer support.

Today, as Figure 3 shows, while many marketing and CX use cases are being considered for generative AI, working solutions are less commonplace. Today, 45% of B2B organizations are already using AI-powered chatbots and virtual assistants, split between 28% who are still evaluating and 17% who have demonstrated ROI.

AI-powered chat is a logical starting point for B2B organizations considering generative AI — not only because it delivers measurable impact, but also because it benefits from out-of-the-box solutions. As agentic AI evolves, this use case will continue to mature, offering even greater value by predicting buyers' needs and addressing them in the moment with conversations that feel natural and familiar. But for any B2B marketing organization stuck on picking the right use cases to start with, the advice is the same — focus on your business objectives and select the AI tools that align most closely to those needs.

Figure 3: Use of generative AI across use cases, from informal testing to seeing ROI

Legend: Not using in this area | Informal testing | Piloting | In use but still evaluating | In use and already seeing ROI

working solutions in use (vertical axis arrow, bottom to top)

Use case	Not using in this area	Informal testing	Piloting	In use but still evaluating	In use and already seeing ROI
Chat and customer support (e.g., chatbots, product customization tools)	19%	16%	20%	28%	17%
Generating ideas and creative concepts (e.g., brainstorming, content ideation, rough drafts)	14%	18%	23%	29%	15%
Automating processes and streamlining workflows (e.g., tagging assets, assigning tasks and brand reviews)	16%	18%	24%	30%	12%
Using real-time data to personalize customer experiences across multiple channels and touchpoints	20%	15%	24%	29%	12%
Analyzing data and customer interactions to uncover AI-driven insights	20%	16%	24%	26%	14%
Creating photoshoots (e.g., for product shots and creative content)	26%	15%	19%	28%	13%
Creating engaging videos quickly and efficiently (e.g., for social media, digital ads, product demos)	23%	15%	23%	26%	13%
Optimizing and orchestrating personalized customer journeys	23%	15%	23%	27%	11%

Base: 615 B2B practitioners

Organizations scale generative AI most successfully when they align use cases with core business objectives.
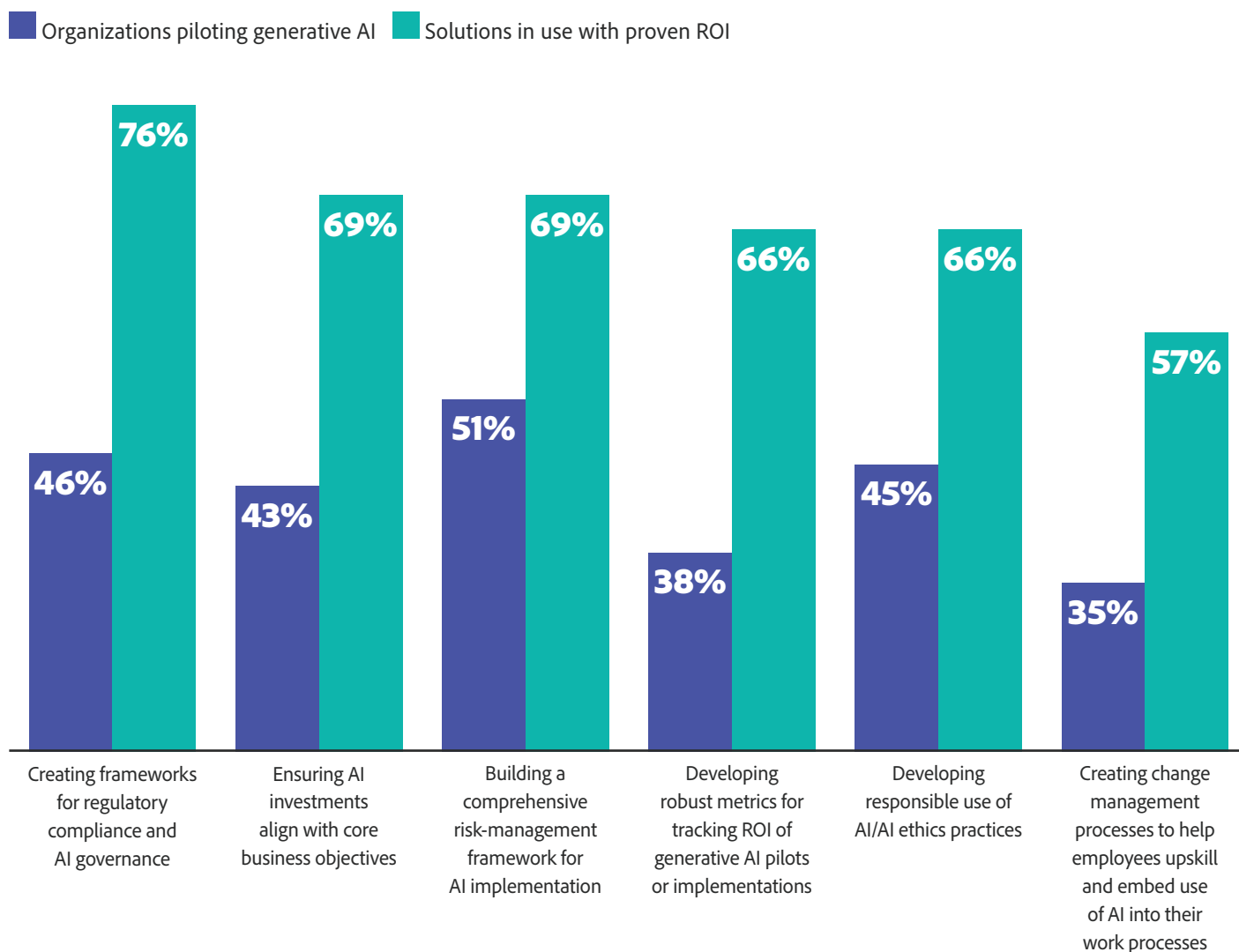
While few organizations have fully demonstrated the ROI of generative AI in marketing and CX, those that have working solutions in place share a common approach — they prioritize business value.

Senior executives in these organizations stand out because they focus on use cases that align with core business objectives and deliver the most significant impact — 69% compared to 43% of those still in the pilot phase (Figure 4).

They also focus on measurable outcomes, with 66% tracking ROI through robust metrics, nearly twice as many as those in pilot mode (38%).

At the same time, these organizations address concerns around generative AI by embedding governance and compliance early — 76% have implemented regulatory frameworks, compared to just 46% of those still in pilot testing.

Figure 4: Organizations with AI objectives at or near completion — a comparison of early adopters of generative AI (in use and with ROI) vs. organizations at pilot stage

■ Organizations piloting generative AI ■ Solutions in use with proven ROI

	Creating frameworks for regulatory compliance and AI governance	Ensuring AI investments align with core business objectives	Building a comprehensive risk-management framework for AI implementation	Developing robust metrics for tracking ROI of generative AI pilots or implementations	Developing responsible use of AI/AI ethics practices	Creating change management processes to help employees upskill and embed use of AI into their work processes
Organizations piloting generative AI	46%	43%	51%	38%	45%	35%
Solutions in use with proven ROI	76%	69%	69%	66%	66%	57%

Base: 106 B2B senior executives in organizations piloting, and 67 with proven ROI

Generative AI pilots can produce incremental benefits, but full-scale implementation is needed to significantly boost customer engagement.
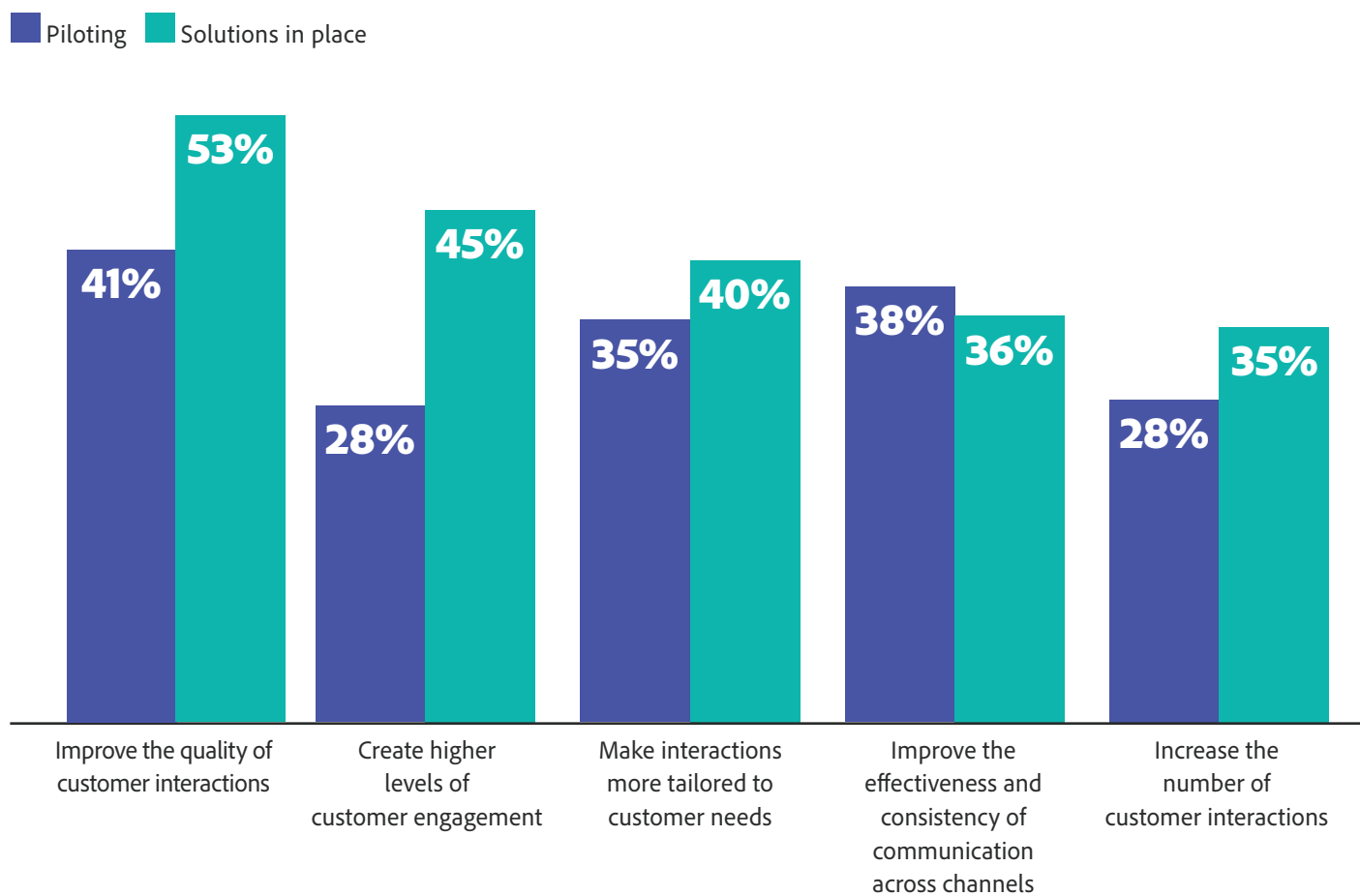
Senior executives see AI and predictive analytics as game-changers for retaining customers and enhancing customer value, with 61% expecting this to fuel growth in 2025.

This promise of growth should give organizations a clear incentive to implement the structures required to scale generative AI.

As Figure 5 highlights, B2B organizations that have already deployed working AI solutions are proving their value. What's telling is that while 35% expect measurable impact from increasing the number of interactions, 53% believe they will see results from better quality interactions in the next 12 to 24 months.

These quality-driven gains make the difference — driving higher levels of customer engagement and building loyalty. Almost twice as many organizations with fully deployed AI solutions expect to create higher levels of customer engagement within two years compared to those still in the pilot stage (45% versus 28%).

Figure 5: How generative AI is expected to have the most measurable impact on marketing and CX operations over the next 12 to 24 months — a comparison of organizations with working solutions in place vs. those at pilot stage

Legend: ■ Piloting ■ Solutions in place

Category	Piloting	Solutions in place
Improve the quality of customer interactions	41%	53%
Create higher levels of customer engagement	28%	45%
Make interactions more tailored to customer needs	35%	40%
Improve the effectiveness and consistency of communication across channels	38%	36%
Increase the number of customer interactions	28%	35%

Base: 580 B2B practitioners

Conclusions and recommendations

B2B organizations are under increasing pressure to boost content output across buyer groups, channels, segments, and journeys. But with brands competing for attention, buyers are overwhelmed. They don't want more messages — they want relevant, accurate information that anticipates their buying group's needs, tailored by channel. Without addressing this, organizations risk wasting budget on content that fails to drive meaningful engagement.

Generative AI equips marketers and CX professionals with the tools to be more productive, while also providing the insights and analytics needed to optimize content by channel and deliver it at the right moment. Users are already starting to see results from informal use and limited pilots, but real business impact comes from scaling AI solutions and embedding them directly into customer journeys.

B2B organizations have been quick to trial generative AI but slow to scale it. To unlock the full potential of generative AI in the customer journey, they should:

- **Prioritize AI where it drives real business impact.** It's easy to test innovative technology in low-risk use cases, but organizations that want to see tangible results should focus on AI where it matters most — business-critical use cases with well-defined KPIs. Consider use cases like customer support, where AI can demonstrably reduce response times, improve satisfaction, and free up teams for higher value work.

- **Use AI to improve content, not just create more of it.** Many marketers are prioritizing efficiency, using AI to produce more content faster. But the real advantage lies in using AI to test, analyze, and understand what resonates — then quickly refine messaging accordingly to ensure every piece of content is impactful within the customer journey.

- **Make real-time engagement a reality.** AI has the power to be transformative by delivering the right experience at the right moment. By embedding AI into customer interactions and using predictive insights to adjust in real time, organizations can finally shift to a level of personalization at scale that has long been out of reach in B2B.

Learn how to bring your B2B journeys to life with Adobe.

Case Study: Qualcomm

Renowned mobile technology leader Qualcomm uses a range of Adobe products to tailor the digital experience and deliver richer, more personalized journeys for customers. Products like Adobe Experience Manager Sites and Adobe Target have revolutionized the brand's website experience, delivering more meaningful information to customers in an easy-to-digest fashion. As a result, Qualcomm has seen a 250% increase in time spent on the website. By improving sales and marketing teams' use of Adobe Marketo Engage, the business saw a 40% uplift in lead quality and scoring and — the real benefit — a 25% increase in conversion rates.

"This partnership with Adobe enables us to innovate and provide tailored experiences. It's about delivering personalized journeys that resonate with each user group."

Jeremy Krall
Senior Director of Marketing Technologies & Digital Ecosystems, Qualcomm

Read the full case study

About the research

This report captures the views of 1,094 client-side executives in organizations focused primarily on B2B activities:

- 44% were senior executives (SVP/EVP/senior directors and above)

- 56% were practitioners (including CX professionals and marketing practitioners)

Participants were drawn from a wide range of sectors including B2B tech (30%), retail and ecommerce (24%), financial services (16%), healthcare and pharmaceuticals (11%), and media and entertainment (11%).

It is part of the wider **Adobe AI and Digital Trends** research, a program that gathered insights from client-side executives, agency executives and consumers across Europe, North America, and Asia Pacific.

The research was carried out independently by Econsultancy between November and December 2024. All respondents were pre-qualified and contributed anonymously via online surveys.