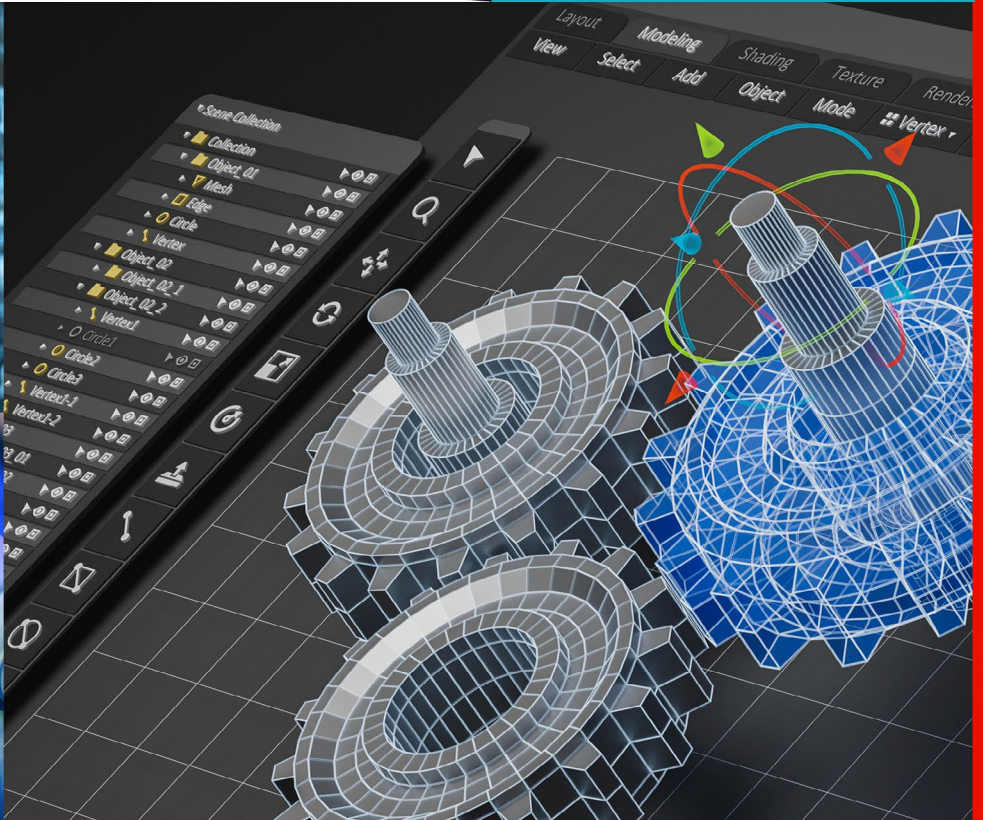
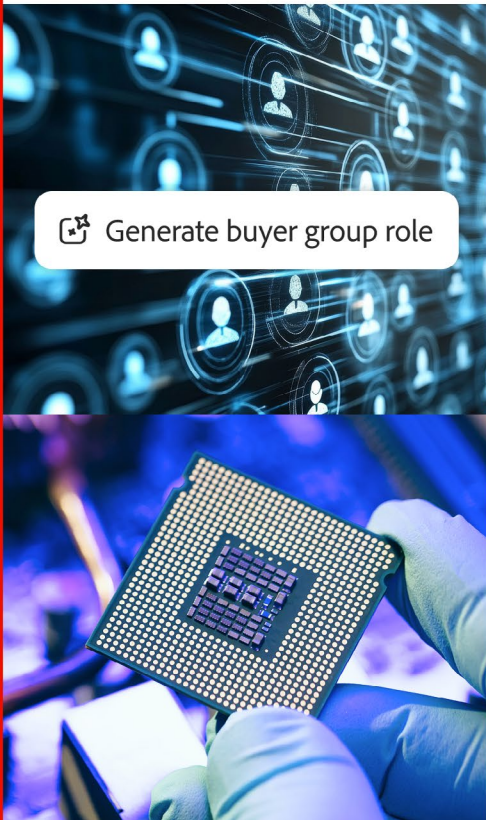
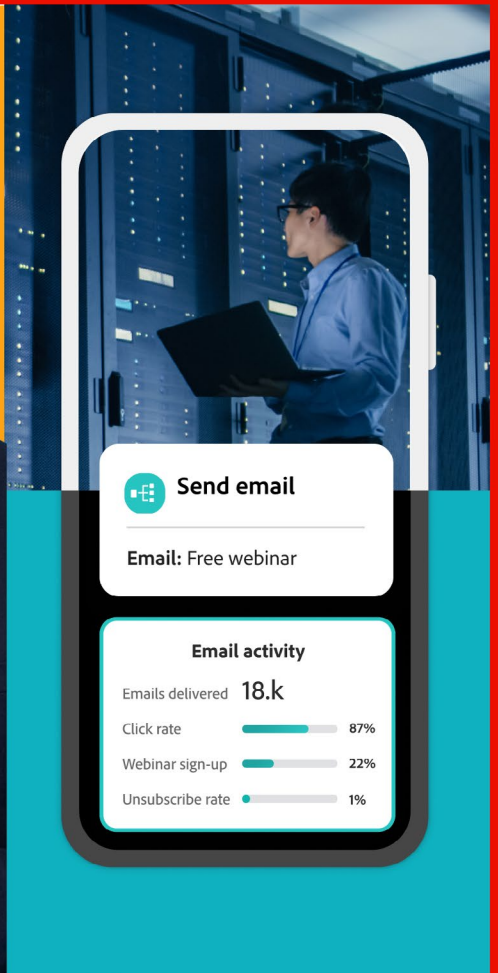


2025 AI and Digital Trends

B2B High Tech



Foreword

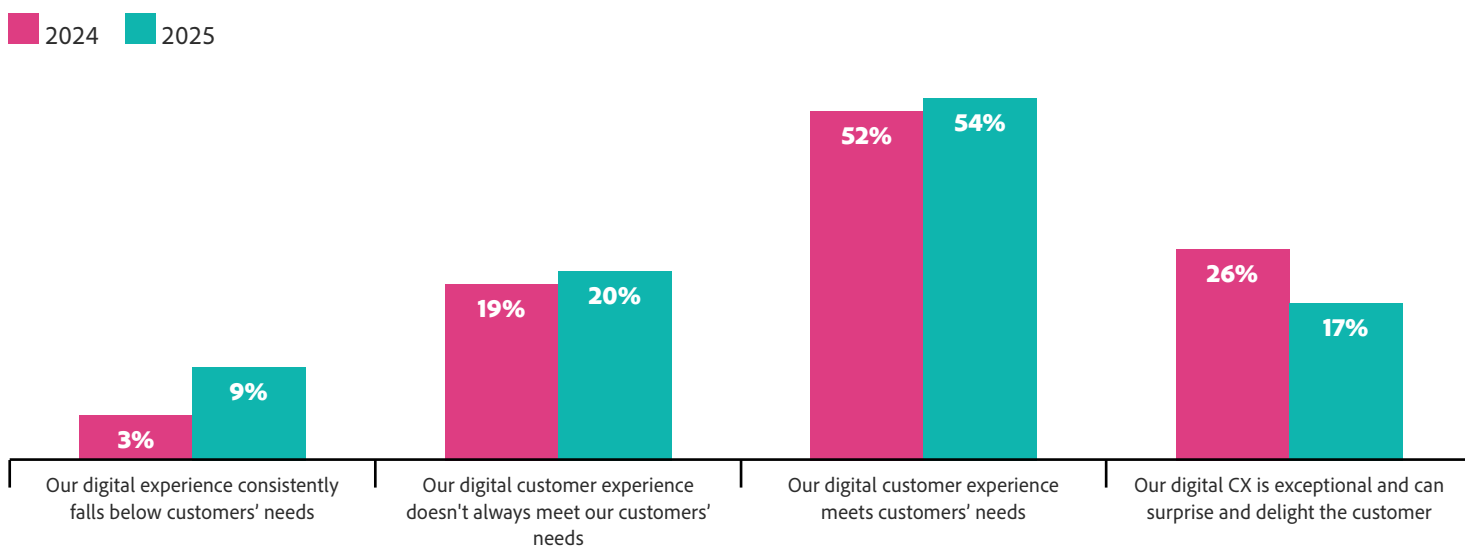
This Adobe 2025 AI and Digital Trends for B2B High Tech report explores the top challenges and emerging trends shaping the future of B2B experiences. High-tech organisations are under pressure to deliver more seamless, personalised journeys, but face hurdles like fragmented data, inefficient content production, long sales cycles, and disconnected touchpoints. This report shows how AI-powered content optimisation and stronger cross-functional alignment can help overcome these barriers — driving deeper customer engagement, greater operational efficiency, and new opportunities for growth.

Key findings

As customer expectations rise, confidence in delivering exceptional digital experiences declines.

B2B High-tech companies face growing pressure to deliver personalised B2B customer experiences, but most practitioners feel they're falling short. While customer data — ranging from behavioural, firmographic, journey stage, and buying group roles — holds the key to increasing personalised engagement, many organisations struggle to use data effectively, especially on owned channels like websites and email, where most conversions happen. Instead, they're only able to personalise effectively on top-of-funnel channels like social media and display ads, missing out on significant revenue potential.

Figure 1: How would you describe your organisation's digital customer experience (CX)?

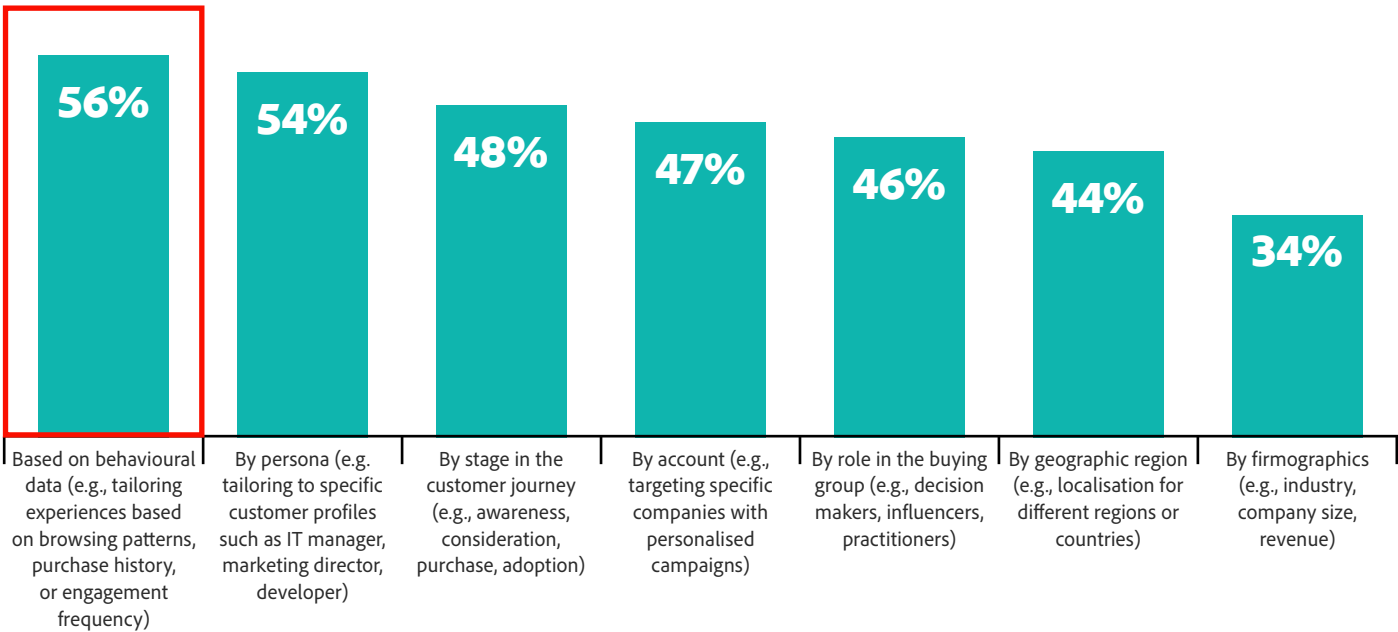


Sample size: 431 B2B high-tech practitioners

High-tech practitioners are aware of the growing gap between customer expectations and the experiences they deliver. In this most recent report, 54% of practitioners feel their experiences meet customers' needs, while only 17% say they provide an exceptional experience to customers, which dropped from 26% last year. This decline in confidence signals a need to improve the connection between data, content, and journey orchestration to understand and better meet customer needs.

The most challenging data to collect drives the most value.

Figure 2: Which forms of personalisation do you believe would drive the greatest increase in customer engagement?



Sample size: 761 senior B2B tech executives and practitioners

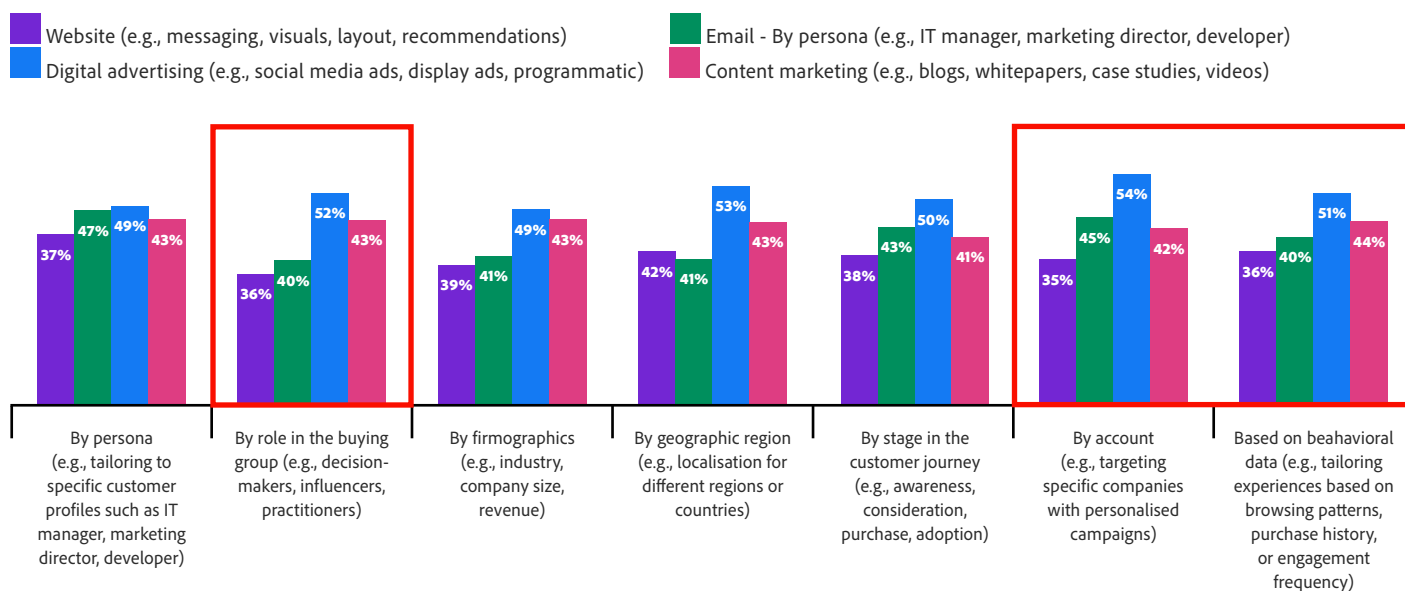
Market leaders — organisations that outperformed peers in 2024 — are more confident in the value of advanced personalisation strategies to boost engagement. When asked which forms of personalisation would deliver the greatest impact, they were more likely than followers to call out strategies like targeting by behavioural data (67% versus 51%), stage in the customer journey (56% versus 44%), and role in the buying group (56% versus 40%).

This signals a higher level of personalisation maturity — one that goes beyond basic demographic segmentation. Leaders are prioritising dynamic, data-driven strategies that deliver more relevant, role-specific content in real time. At this more advanced personalisation stage, the gap between leaders and followers starts to widen significantly, highlighting how maturity in this area sets top performers apart.

That shift is even more striking when compared to last year. In 2024, only 38% of high-tech companies said they were routinely personalising in real time, with most relying on broad-brush tactics that lacked nuance. This year, personalisation is seen as table stakes — especially real-time, behaviour-driven approaches. Leaders place the greatest importance on high-value data like behavioural signals, indicating they are better equipped to access the data that delivers timelier, intent-based experiences. From there, it's a natural progression to more sophisticated strategies, like tailoring content to different roles within the buying group — a capability that sets today's top performers apart.

High-tech organisations personalise across channels but should prioritise owned media.

Figure 3: The channels where B2B organisations currently personalise marketing efforts.



Sample size: 761 senior B2B tech executives and practitioners

High-tech companies currently personalise more on channels further from conversion points, like paid media, rather than owned channels, such as websites and email. While 42% personalise their website by region, only 35% personalise this channel by account, and 36% by buying group role or behavioural data — suggesting that personalisation is being driven by data accessibility. Third-party channels like social and display ads offer more readily available data, making them easier to personalise than first-party owned channels where data access is often more limited.

A total of 67% of market leaders believe personalisation based on behavioural data would drive the greatest increase in engagement — compared to just 51% of market followers. Despite it being one of the most challenging data types to collect and activate effectively, leaders view behavioural data as the key to unlocking deeper personalisation. The gap further emphasises a difference in personalisation maturity, with leaders feeling more confident using advanced strategies to move buyers through complex decision cycles.

Improving personalisation on owned channels hinges on the ability to access and unify first-party data spanning behavioural signals, account intelligence, persona details, and roles within the buying group.

Closing this gap to create more cohesive customer experiences across channels will drive higher engagement and conversion rates.

Case Study: Qualcomm

Qualcomm, a leader in intelligent computing, partnered with Adobe to modernise its digital engagement and improve customer experiences.

By using products like Adobe Experience Manager Sites, Adobe Marketo Engage, Adobe Real-Time Customer Data Platform (CDP), and Adobe Target, Qualcomm enhanced audience targeting and personalisation on owned channels, resulting in a 250% increase in time spent on the website, 800% rise in page views, 40% improvement in lead quality, and a 25% increase in conversion rates.



“Our focus has expanded to a broad spectrum of users. This partnership with Adobe enables us to innovate and provide tailored experiences. It’s about delivering personalised journeys that resonate with each user group.”

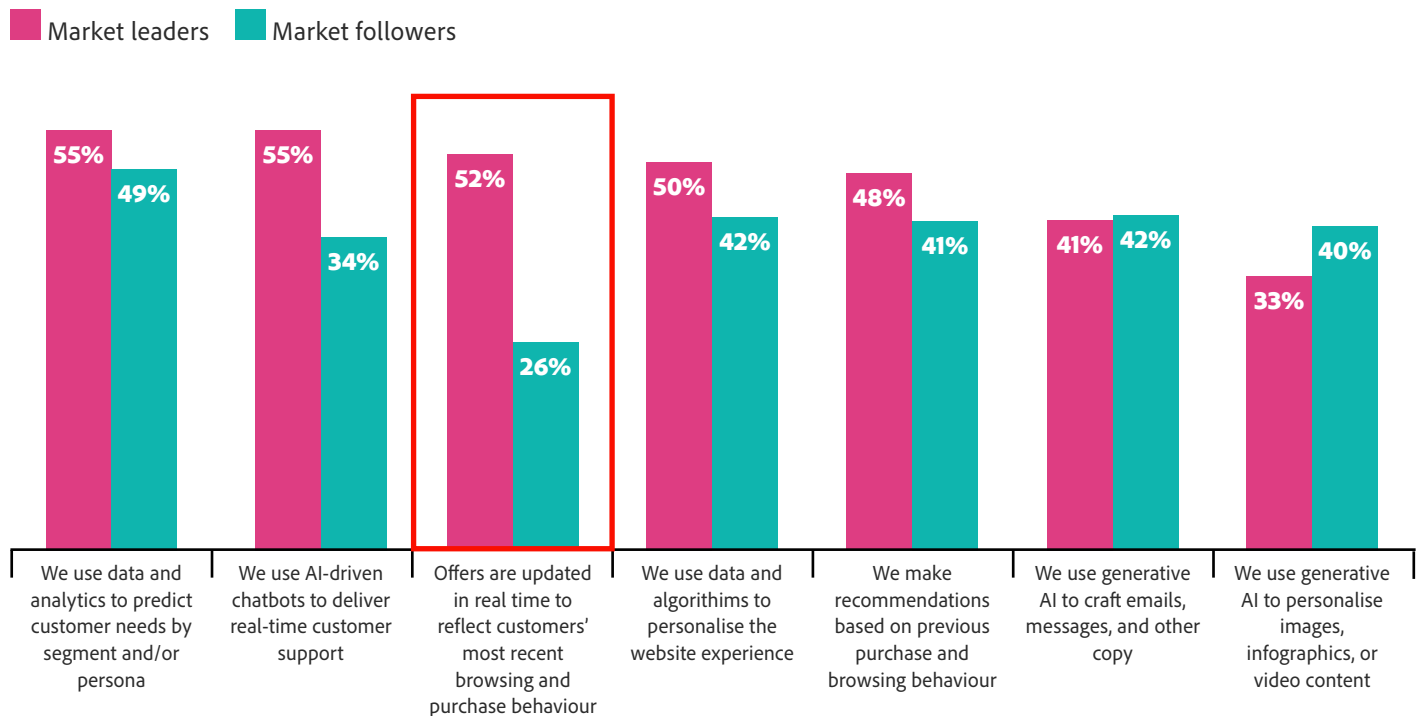
Jeremy Krall

Senior Director of Marketing Technologies and Digital Ecosystems, Qualcomm

[Read the full case study](#)

Market leaders gain a competitive advantage from real-time personalisation.

Figure 4: In which of the following ways does your brand routinely personalise digital content for customers?



Sample size: 262 B2B tech practitioners

While many high-tech companies use data to mass produce personalised content like emails and segmented messaging, real-time personalisation remains challenging. Market leaders are twice as likely to update offers in real time — such as adjusting recommended content, pricing packages, or demo invitations — compared to followers (52% versus 26%), allowing them to meet customer needs more effectively and speed up decision-making within the buying group. Consistently delivering timely, relevant content has led to increased customer engagement and conversions.

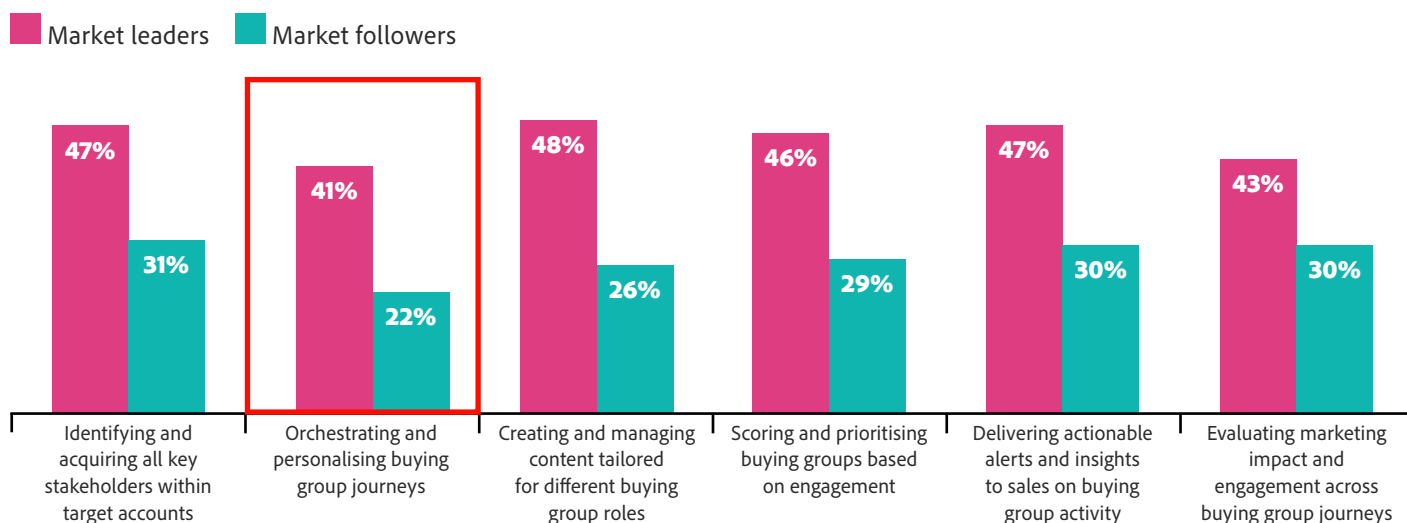
These efforts span a range of tactics, from using AI-driven chatbots for real-time support to tailoring web experiences, content, and offers based on browsing and purchase behaviour. Many organisations also use generative AI to personalise emails, messages, images, and even video content, allowing for scalable customisation across channels.

Automated, or "always on" customer journeys can help close this gap, but adoption is inconsistent. Only 35% of companies have fully automated personalised recommendations, and 36% have automated customer support through chatbots and virtual assistants. Reactivation remains a missed opportunity — just 28% have automated reactivation processes, limiting their ability to re-engage inactive leads and target lost revenue.

Orchestrating buying group journeys is challenging, even for market leaders.

Personalising the buying group journey remains one of the toughest challenges for high-tech companies. Even market leaders struggle to deliver coordinated, tailored experiences for diverse stakeholder groups. While B2B organisations are making progress in identifying and engaging buying groups, personalised journey orchestration remains the hardest gap to close — and a key barrier to improving customer engagement and conversion.

Figure 5: Percentage of market leaders who are highly effective at identifying and engaging buying groups.

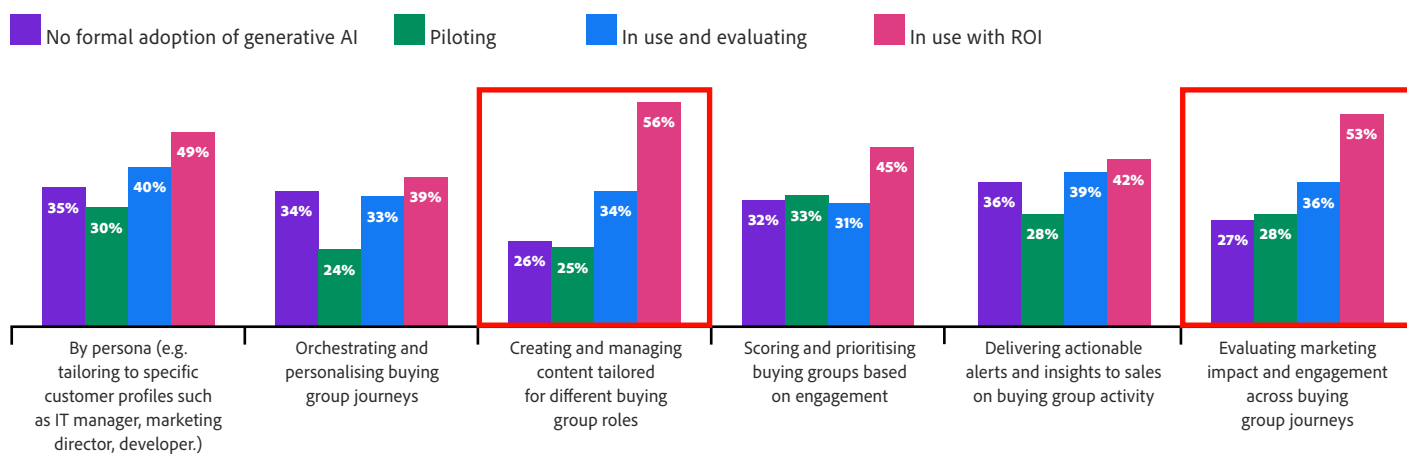


Sample size: 208 senior B2B tech executives and practitioners

The challenge of effective journey orchestration lies in delivering consistent, relevant, and highly personalised experiences to multiple stakeholders engaging at different stages of the buying process and through different channels.

Even among market leaders, only 41% feel they are highly effective at journey orchestration, while just 22% of market followers say the same. This reflects the difficulty of managing complex buying group decision-making processes. To close this gap, companies must align content and messaging with buyer intent and stakeholder roles while also orchestrating coordinated, role-specific journeys across the buying group. This is what's needed to effectively bring buying groups toward a shared purchase decision.

Figure 6: Percentage of market who are highly effective at identifying and engaging buying groups by adoption of generative AI.



Sample size: 716 senior B2B tech executives and practitioners

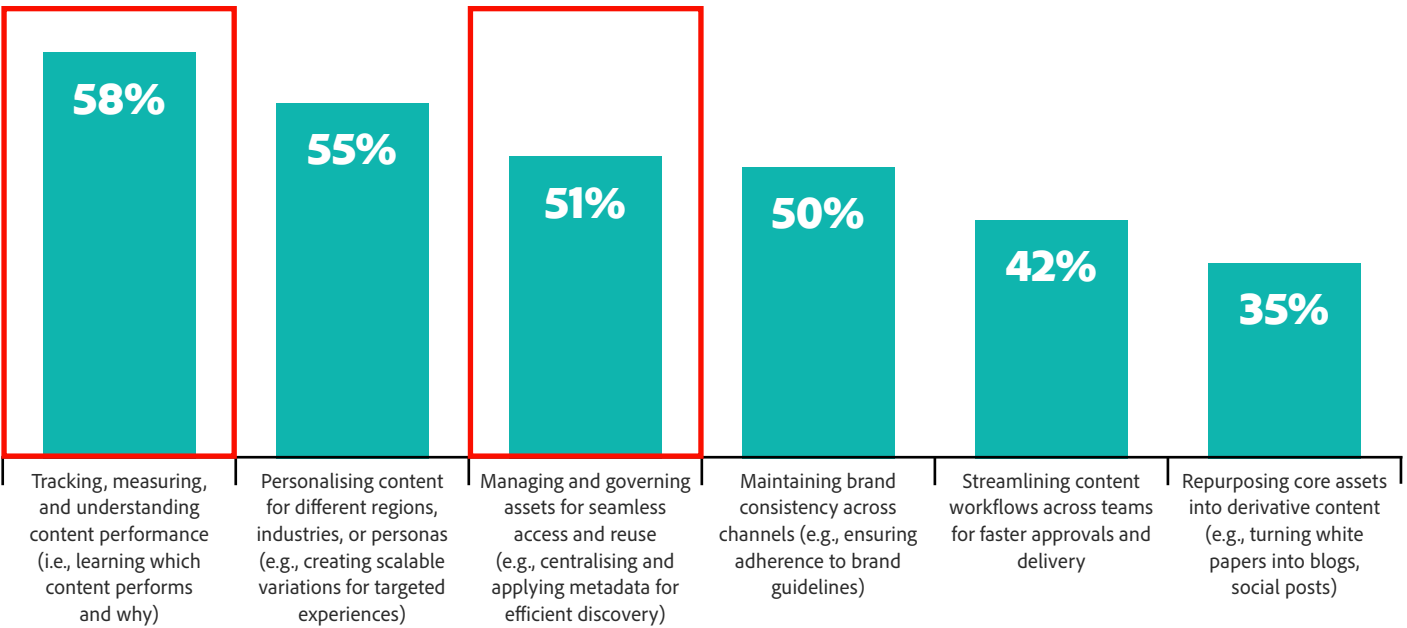
Generative AI is proving to be a valuable tool for improving journey orchestration and personalisation. Companies seeing strong ROI from generative AI are more than twice as likely to say they're highly effective at creating and managing content for different buying group roles (56% versus 25%) compared to those still in pilot stages.

Similarly, they're also better at evaluating marketing impact across the buying journey — 53% compared to just 28% of those piloting generative AI. It's clear that successfully adopting generative AI can help high-tech companies mature faster by engaging large buying groups with personalised content that shortens sales cycles.

Shifting priorities from more content to better content.

Nearly half (49%) of practitioners say they are under more pressure to increase content volume compared to 2024. While 42% are also tasked with optimising content across segments and audiences to improve impact and efficiency. The challenge isn't just producing more content — it's the need for smarter content that resonates with the right audiences, can be adapted to every channel, and drives real progress through the customer journey.

Figure 7: What are your organisation's top priorities to improve content creation, management, and delivery?

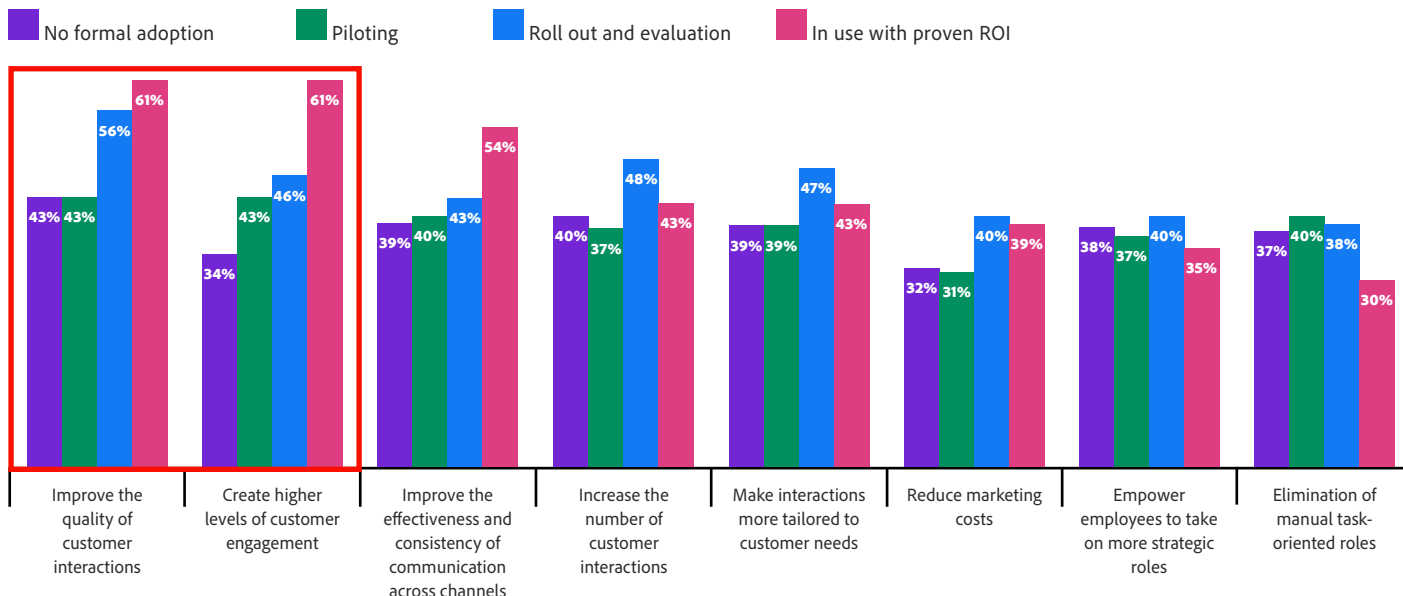


Sample size: 716 senior B2B tech executives and practitioners

For marketers and customer experience (CX) professionals, understanding which content drives the most customer engagement will help them allocate resources more effectively and create the content customers need to make informed decisions during their buying journey.

A total of 58% of practitioners are prioritising performance tracking and measurement to identify and understand content impact. Notably, 51% are exploring ways to improve the use of existing content, such as applying metadata to enhance content discovery and reuse. When insights and data guide creation, high-tech companies can stop guessing what works and start delivering content customers actually want, exactly when and where they need it.

Figure 8: In which areas do you expect generative AI to have the most measurable impact on your marketing and CX operations over the next 12 to 24 months?



Sample size: 420 B2B tech practitioners

High-tech buyers are overwhelmed with content from sales, marketing, customer success, and partners — much of which does not meet their needs or journey stage. Organisations using generative AI are better equipped to deliver more targeted, relevant messaging that helps prospects navigate complex buying decisions.

Practitioners see generative AI driving value in several key areas: improving the quality of customer interactions (49%), increasing customer engagement (43%), and enhancing the consistency and effectiveness of communication across channels (42%). Delivering a more meaningful customer experience with generative AI requires transformational change, not just improvements within isolated teams. While 43% of those piloting generative AI expect to see improvements in customer interactions over the next two years, 61% of those with proven AI ROI are confident they will deliver more impactful customer experiences.

This growing confidence in real-world outcomes is likely to speed up adoption of generative AI solutions throughout the high-tech sector.

Generative AI is creating more rewarding buyer experiences.

The high-tech sector is leading the way with its adoption of generative AI for personalisation and improving customer experiences. Over 60% of organisations report significant gains in team productivity and efficiency, while 55% have seen notable improvements in the content supply chain, including increased volume of content and faster content creation and production. However, the benefits go beyond operational efficiency — 53% believe AI improves marketing effectiveness and drives growth.

High-tech organisations with a clear generative AI strategy, whether already seeing ROI or actively evaluating solutions, are far more likely to rate their customer experiences positively than those without one. Among companies with rolled-out solutions, 37% rate their digital customer experience as exceptional, and another 46% say it meets customer needs, bringing total satisfaction to 83%. Meanwhile, even organisations that are still in the evaluation stage (88%) report high confidence that they are meeting customer needs.

In a sharp contrast, 50% of companies informally testing or even discouraging generative AI use admit to falling short of customer expectations, highlighting the growing competitive advantage of having a strategic, focused approach to improving customer experiences with generative AI.

Where are they investing?

Figure 9: To what extent is your organisation using or piloting generative AI in each of the following areas?

■ 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 customisation tools)



Generating ideas and creative concepts (e.g., brainstorming, content ideation, rough drafts)



Automating processes and streamlining workflows (e.g., tagging assets, assigning tasks, brand reviews)



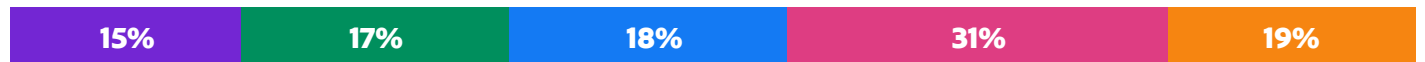
Creating photoshoots (e.g., for product shots and creative content)



Analysing data and customer interactions to uncover AI-driven insights



Creating engaging videos quickly and efficiently (e.g., for social media, digital ads, product demos)



Optimising and orchestrating personalised customer journeys



Using real-time data to personalise customer experiences across multiple channels and touchpoints (e.g., recommendations, offers, ads)



Sample size: 431 B2B tech practitioners

Chatbots using generative AI for more human-like experiences are common, but many high-tech organisations are also trialing AI for personalisation and customer journeys. Over half (54%) of organisations have already rolled out AI solutions for customer support, including 24% demonstrating proven ROI. Chatbots and virtual assistants are helping customers navigate complex product offerings and tiered pricing while improving response times and customer satisfaction.

High-tech organisations are also using AI to drive greater customer engagement and personalisation, recognising the value of AI in helping orchestrate and personalise buying group journeys. A total of 51% have rolled out solutions to personalise experiences in real time and uncover AI-driven insights, and 49% use AI for journey optimisation.

Figure 10: In what areas, if any, are you seeing a significant impact from AI on your marketing and CX activities?

Using predictive AI to personalise the journey in real time (e.g., recommendations, offers, ads)

45%

Targeted advertising

39%

Elimination of repetitive process tasks

38%

Content creation

35%

Personalising content (e.g., emails)

35%

Analysing past interactions (e.g., customer history)

34%

Ideation (e.g., brainstorming new content or campaigns)

30%

Product recommendations

29%

Accelerating pipeline creation and improving sales engagements

29%

Content variations and versioning

22%

Sample size: 420 B2B tech practitioners

The potential for AI to drive personalised customer engagement is highest when applied in real time. As many as 45% of B2B tech companies report significant impact from AI when used to predict customer needs and personalise the journey as it unfolds. Expanding AI and machine learning capabilities is expected to remain a top priority over the next two years, with 71% of organisations highlighting it as an area of strategic focus, and as stated earlier, a massive challenge for the high-tech industry.

54%

of practitioners recognise real-time insights require connected data.

62%

are working to integrate customer databases across departments.

38%

plan to consolidate data into a single repository.

To maximise AI's potential, organisations need to address data integration challenges. Over half (54%) of practitioners recognise that real-time insights require connected data. But how they go about it differs: 62% are working to integrate customer databases across departments, while 38% plan to consolidate data into a single repository. Successful AI-driven personalisation will depend on unifying data silos and creating a unified customer view.

Agentic AI is helping marketing teams streamline workflows and improve the overall customer experience. Autonomous AI agents working together can achieve substantial efficiency gains and support internal teams while offering concierge-like experiences for customers. As adoption grows, agentic AI will transform how marketers scale campaigns and drive bigger results.

[Learn more in the Adobe 2025 AI and Digital Trends report.](#)

Conclusions and recommendations

High-tech companies work harder than ever to deliver meaningful digital experiences, yet most practitioners feel they are falling short. Harnessing the right data on the right channels to yield better results remains challenging. Generative AI offers a solution, but its full potential can only be realised when a data and content foundation are in place. Strengthening cross-team collaboration and consistently applying AI-driven insights across the customer journey is key to improving engagement and conversion.

Content remains a pressure point for high-tech companies, but volume alone isn't enough. Customers expect targeted and relevant content. Improving the effectiveness of new content and existing assets through better insights and measurement is essential. Generative AI is already driving improvements in productivity, content creation, and customer engagement, with 45% of professionals reporting significant impact from using AI to predict customer needs and personalise experiences in real time. The greatest value will come from embedding AI deeper into the customer journey and ensuring it delivers consistent, tailored experiences across all touchpoints.

Here are five ways high-tech leaders can enhance customer experiences and stay competitive:

- **Prioritise journey orchestration.** Focus on creating coordinated, personalised experiences across the entire customer journey by using AI-driven insights and improving cross-team collaboration.
- **Enhance personalisation with behavioural and persona data.** Investing in better intent data and using it to personalise owned channels, like websites and email, will improve engagement where it matters most.
- **Improve content impact and relevance.** Shift from increasing content volume to improving quality and targeting. Use performance tracking tools to identify which content drives the most engagement and adjust strategies accordingly.
- **Expand AI adoption strategically.** While using AI for chatbots and customer support is common, using it for personalisation and to orchestrate real-time interactions will create a strong competitive advantage.
- **Unify data sources for better insights.** Improve data integration across sales, marketing, and customer service for more accurate, real-time insights.

By focusing on these areas, high-tech companies can overcome challenges, deliver more valuable customer experiences, and position themselves for sustained growth in an increasingly competitive market.

[Learn about AI-powered solutions from Adobe for the high-tech industry.](#)

About the research

The executive survey has insights based on 3,400 responses from marketers and CX professionals working in different sectors and seniority levels, from CMOs and senior directors to managers, plus agencies.

This report presents insights from 761 client-side marketers employed in the B2B tech sector, from across North America, Europe, and Asia Pacific. 323 were in senior leadership roles and 438 were in practitioner roles.

The research was carried out independently by Econsultancy between November 11, 2024, and December 4, 2024. All respondents were pre-qualified and contributed anonymously via online surveys.

Source

[“New Smart Communications Report Finds Nearly 80% of Consumers Want Companies to Disclose Generative AI Use,” Smart Communications, July 23, 2024.](#)



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