

80%

Of organization leadership are actively prioritizing AI adoption

Sales teams produce the highest proportion of visual content.

AI Assistant

How can I help you?

Ask a question or describe what you'd like to work on

Choose an assistant

78%

Use AI for personalized communications

State of AI in Documents for Sales

80%

Of organization leadership are actively prioritizing AI adoption

Artificial intelligence has rapidly become a core part of enterprise operations. Compared to just a year ago, more than three-quarters of business leaders report increased AI use, and 80% say their organization's leadership is actively prioritizing AI adoption. AI has moved beyond experimentation as organizations increasingly look to embed it into everyday work. Yet adoption alone no longer determines whether something succeeds.

While nearly all organizations report positive returns from AI investments, our latest research suggests differences are emerging in how organizations translate AI adoption into meaningful business outcomes. Competitive advantage will depend less on whether organizations use AI and more on how effectively they operationalize it.

High-performing organizations are leading the charge, distinguishing themselves not only by greater adoption but through the structures and practices that allow AI to deliver consistent business value. Instead of viewing AI as a standalone technology initiative, they're integrating it into the way work is done. This report explores the organizational characteristics that separate these leaders from their peers.

Our latest report analyzes anonymized and aggregated Acrobat data along with insights from a July 2026 survey of approximately 800 senior leaders across a trio of key geographies (Americas, Europe, Middle East, and Africa, and Japan and Asia Pacific) and lines of business (human resources, legal, and sales). Together, these findings reveal meaningful differences in how organizations are adopting, operationalizing, and governing AI. Here are the key findings.

Key Insights:

- **76% of leaders** say they use AI more than they did a year ago, while **80%** say leadership is actively prioritizing AI adoption.
- **Nearly all organizations (93%)** report positive returns on AI investments, while employees save an average of **15 hours each week** through AI-assisted work.
- **81% of leaders** say an AI-powered shared document workspace would be useful, while 78% would trust AI more if every answer linked back to its original source.
- High-performing organizations are far more likely to formally support AI, with **83%** maintaining dedicated AI budgets and **79%** tracking AI adoption using real metrics.
- **HR leads enterprise AI adoption and productivity gains**, while legal organizations remain the most constrained by governance and regulatory requirements.

Sales Uses AI to Prepare for the Customer

Customer Prep & Content

Personalize communications	78%
Review contracts	77%
Build presentations	76%
Research accounts	75%
Write proposals / RFPs	78%

Service & Analysis

Customer service	69%
Funnel analysis	66%

Sales is Expanding Customer-Facing AI Work

Sales organizations occupy a middle ground between HR and legal. Leadership prioritization of AI remains high (80%), yet sales reports the lowest productivity gains and the fewest hours saved through AI among the three business functions. At the same time, sales teams produce the highest proportion of visual content, with visual assets accounting for 41% of documents, compared with 39% in HR and 33% in legal. These findings suggest sales organizations are applying AI within a different mix of document workflows than other business functions.

How Sales Teams Use AI in Documents

As expectations for personalized, customer-facing content continue to increase, AI is helping sales teams create and deliver those materials more efficiently. Sales professionals leverage AI most to **personalize communications (78%), review contracts and agreements (77%), build presentations or pitch decks (76%), and research accounts and prospects (75%)**. Ironically, in a LOB so focused on customer engagement and satisfaction, leveraging AI for customer service remains one of the least impactful use cases in sales—signaling there may still be resistance or an unwillingness to relinquish control of those pivotal interactions.

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