Supermetrics

The *2026* Marketing Data Report

Why AI won't save marketing
(and what actually will)

AI won't fix marketing—
but a better data foundation will

In **last year's report,** we found that most marketers weren't really using their data. This year, AI promises to change that.

Our research of 435 marketers from brands and agencies globally shows that there's been a bit of a holdup:
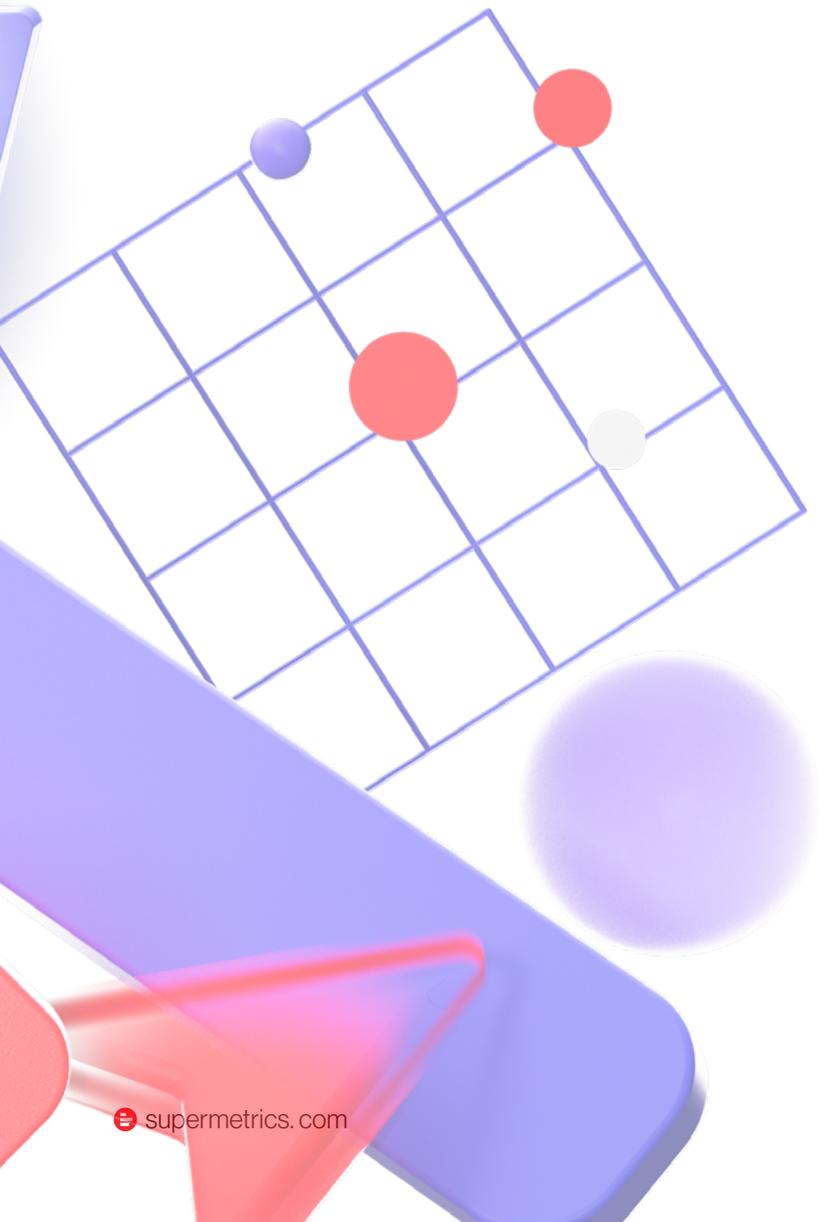
(1)

Most AI experiments happen in silos and without a clear strategy.

(2)

AI is used where it's the easiest—not where it creates the most value.

(3)

While everyone is excited about AI, most marketers don't trust it.

So what's the problem?

It's the same problem that makes it hard to prove ROI and track your performance.

Your data foundation is held together with duct tape. This isn't your fault. You've inherited systems built for a simpler time. But fixing the problem is more straightforward than you might think.

First, **own your data strategy**. Over half of marketers **(52%)** said data decisions were made by external teams. Second, let go of unrealistic expectations. Marketing is about people, and people are unpredictable. More data won't solve that. Third, get your data house in order. AI is only as good as what you feed it. Give it a solid foundation, and it becomes genuinely transformative.

In this report, you'll learn how to get your data ready for AI analytics, so you can finally stop tinkering and start taking action.

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Key takeaways

80% feel pressure to adopt AI

6% have AI fully embedded in their workflow

52% say external data team defines data strategy and measurement

31% say CMO is involved in data strategy

40% struggle to prove ROI across channels

36% need to improve marketing data connection

Chapter 1

Adopting AI

Not there yet? *You're not alone.*

"

Businesses are being told to use AI in their daily work, but often without the support needed to make it effective. When teams don't have clear goals, AI use can become more about appearances than real results. Adopting a tool just for the sake of it is a missed opportunity."

Zach Bricker,
North American Solutions Engineering Lead,
Supermetrics

Key takeaways

Leadership is pressuring teams to adopt AI, but a lack of trust, strategy and data is getting in the way.

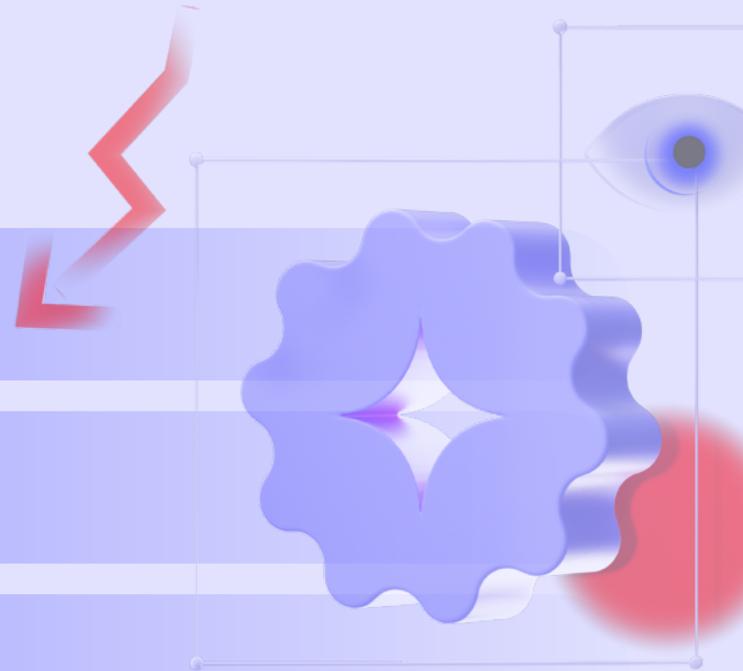**89%** of pressure to adopt AI is coming from C-suite and board

6% have fully implemented AI in their workflows

39% report concerns about AI data privacy

37% lack a clear AI strategy from leadership

Leadership excitement about AI *hasn't translated into everyday use*

AI adoption hype is coming from the top. Over **80%** of our respondents said they felt under pressure to introduce AI into their workflows.

But just **6%** say they have fully embedded AI in their workflows. Marketers were most likely (**39%**) to say they were still "experimenting" with AI.

And, despite C-suite enthusiasm about using AI, marketers don't feel they're getting sufficient guidance about how to use it. **37%** told us they lacked a clear AI strategy or vision from leadership, and **35%** said they lacked training.

Where AI adoption pressure comes from

61% Leadership team

28% Board of investors

26% Direct managers

20% Customers

AI adoption blockers:
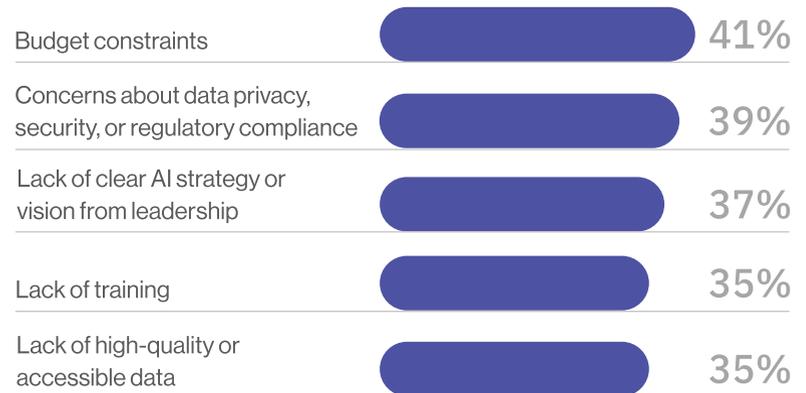
lack of trust, data and strategy

Less than half of marketers say they have the skills, integrations, and data to use AI for marketing:

- **1%** have complete trust in AI
- **17%** have high trust in AI
- **39%** have concerns about AI data privacy
- **37%** lack a clear AI strategy or vision from leadership

Perceived trust in AI

17%
High trust

66%
Moderate trust

1%
Complete trust

15%
Low trust

AI adoption barriers

Budget constraints	41%
Concerns about data privacy, security, or regulatory compliance	39%
Lack of clear AI strategy or vision from leadership	37%
Lack of training	35%
Lack of high-quality or accessible data	35%

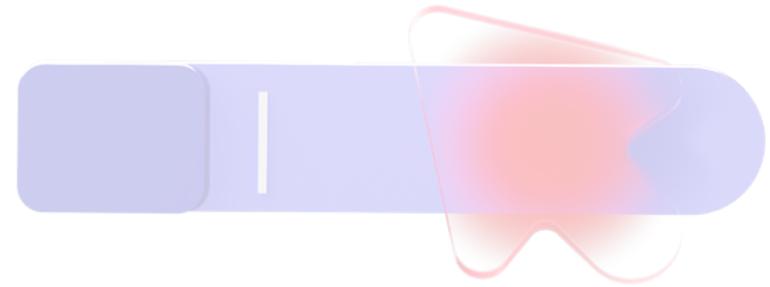# AI is being used where it's easiest, *not most valuable*

Marketers are mostly using AI for low-hanging fruits: **70%** for efficiency, **61%** for automating repetitive tasks. It's a good start, but also a missed opportunity.

AI has the potential to finally solve the capacity gap that has blocked marketers from **using their data to make better decisions.** But that will only happen if teams start using AI to meaningfully accelerate data analytics, instead of only generating content and running automations.

"

The risk is that AI becomes pigeonholed as nothing more than an accelerator of basic tasks. That feels like a very real outcome unless organizations start thinking more creatively and embedding AI into complex, higher-value work."

— Marianna Imprialou, Head of Data Science, Supermetrics.

Main reasons for adopting AI

Reason	
Improve efficiency and productivity	**70%**
Automate repetitive tasks	**61%**
Enhance insights and analytics	**54%**
Reduce operational costs	**47%**
Gain competitive advantage	**41%**
Respond to market or industry trends	**36%**
Meet expectations from leadership	**34%**

AI can help — *but only if your data's ready*

For teams hoping to get on top of their marketing data and analytics, AI might be a lifeline. Marketing analytics is notoriously understaffed. Even large enterprises struggle with undersized data teams: **36%** have fewer than five dedicated data and analytics team members, while nearly half of mid-market enterprises **(49%)** face this challenge.

Marketers are convinced that better analytics would give them better results. **87%** of our respondents told us they believed better data and analytics would improve their effectiveness. They simply lack the headcount to get there.

AI should be able to bridge the gap. But it can't do so without **AI-ready data.**

> **"**
> *Everyone agrees they would see better results with stronger analytics— but the teams responsible for measurement and marketing analytics are extremely small. This is where AI could solve a real business need. "*
>
> *— Marianna Imprialou, Head of Data Science, Supermetrics*

How would access to better data and analytics impact your marketing department's effectiveness?

52% Somewhat improve effectiveness

35% Significantly improve effectiveness

5% No impact

Grade your own homework:

How AI-ready are you?

Take stock of your current foundation. Check all that apply:

Check your result (How many boxes are checked):

☑ 0 - 2 = Preparing for AI

☑ 3 - 7 = Ready to use AI to accelerate key analytics workflows

☑ 8+ = Advanced AI analytics user

☐ The data required for our priority use cases is accessible, structured, and regularly updated

☐ We've defined the specific business use cases that AI could accelerate (e.g., improve ROI confidence, speed up optimization, reduce manual reporting time)

☐ We can combine data across key systems (paid media, analytics, CRM, etc.)

☐ Privacy, security, and compliance for data and AI use are defined and enforced—not handled ad hoc

☐ Our team is confident in utilizing AI in their day-to-day work

☐ We have an understanding of the quality of our data

☐ Our team has access to tools that can support complex workflows

☐ We have defined & measurable business outcomes for our AI usage

☐ We understand the potential and limitations of AI use in my work

Chapter 2

Measuring ROI

How to measure the unmeasurable

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"

A more useful way to think about marketing data is not as a source of certainty, but as an input to judgement. Data is evidence, not truth. Metrics are signals, not decisions."

Andrea Linehan,
Chief Marketing Officer,
Supermetrics

Key takeaways

Proving ROI is a top priority — but it also remains a top challenge for marketers.

61% have to prove ROI to justify marketing spend

62% currently conduct ROI analysis

45% say proving ROI is their #1 challenge
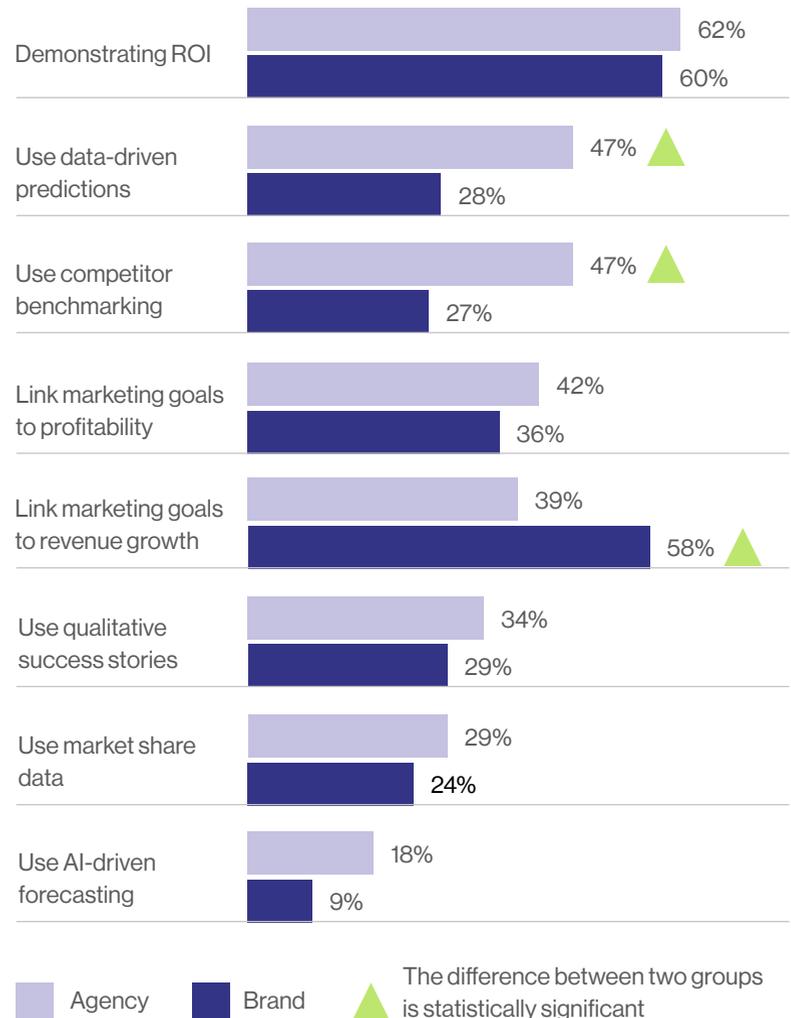
The ROI problem *no one wants to admit*

Proving ROI is how teams get more budget. But **45%** say it's the hardest thing to do.

The explosion of marketing data has created the illusion that if you just had enough information, you could calculate ROI down to the cent. But marketing doesn't work that way. There are too many variables, too many unknowns, and too much that simply can't be controlled.

ROI is still useful. It's a North Star that helps you understand what's working. But it's not something you can—or should—calculate with absolute accuracy.

Instead of chasing perfect numbers, think of your metrics as signals, not decisions. Use them to inform your judgment, not replace it. The goal isn't flawless measurement. It's making better decisions with the information you have.

How marketers justify marketing spend

	Agency	Brand
Demonstrating ROI	62%	60%
Use data-driven predictions	47% ▲	28%
Use competitor benchmarking	47% ▲	27%
Link marketing goals to profitability	42%	36%
Link marketing goals to revenue growth	39%	58% ▲
Use qualitative success stories	34%	29%
Use market share data	29%	24%
Use AI-driven forecasting	18%	9%

■ Agency ■ Brand ▲ The difference between two groups is statistically significant

A sneak peek into *how teams are spending marketing budget*

Companies with a revenue of less than $1B have significantly lower AdTech/MarTech (33% vs 12%) & Contractor (39% vs 15%) budgets than those making more than $1B

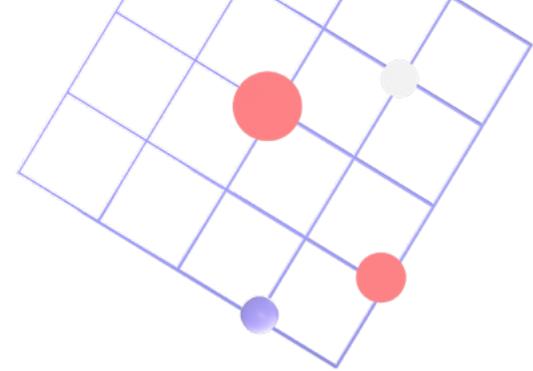## How teams allocate annual marketing budgets

- Media spending budget
- Headcounts budget
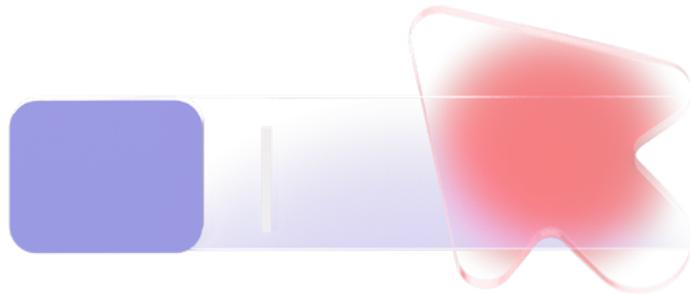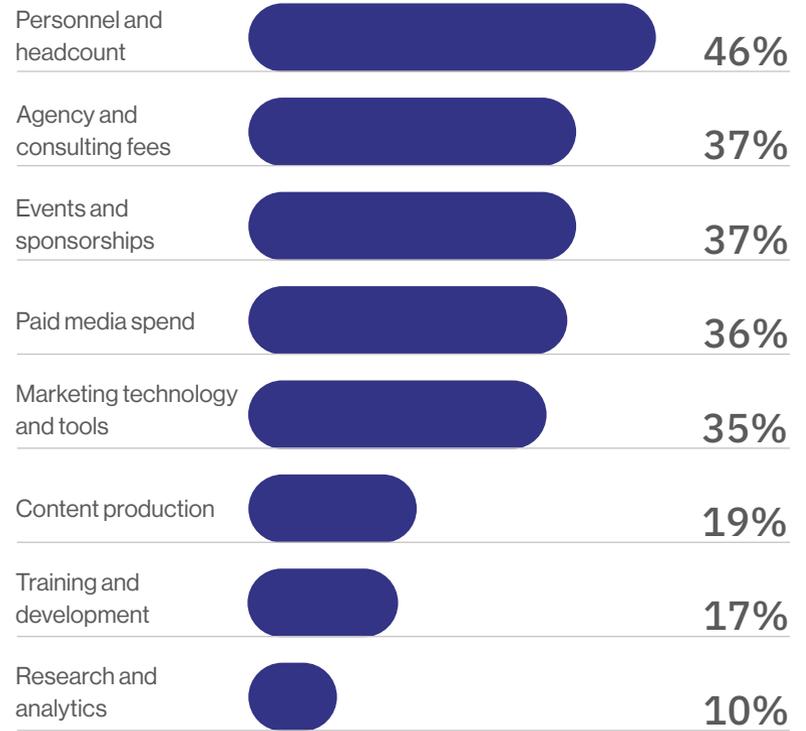- AdTech/MarTech budget
- Contractors
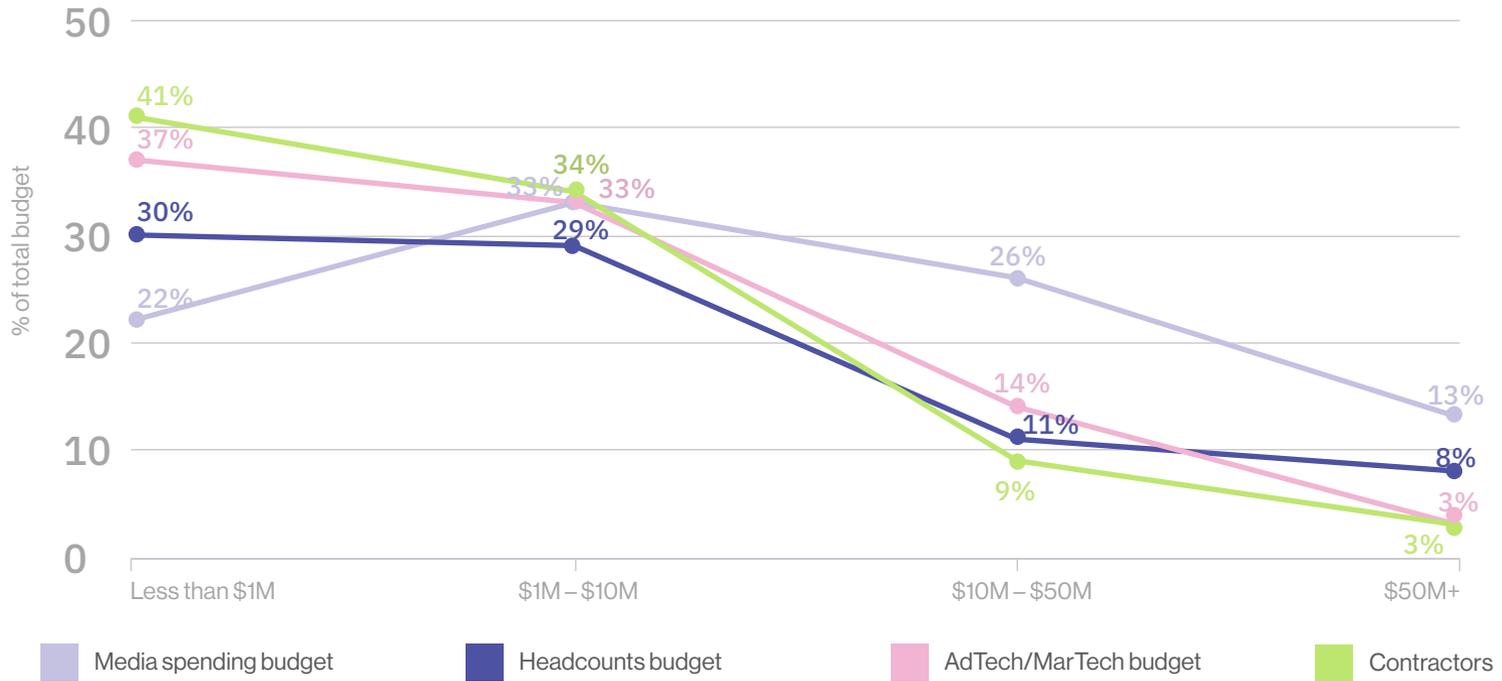
What survives *budget cuts*

Most marketers are worried about budget cuts (**55%**). Notably, when asked what's on the chopping block, **46%** of respondents told us that personnel and headcount have been or are being considered for budget cuts — compared to just **15%** who reported current or future cuts to marketing technology and tools.

This is unfortunate, but it makes sense that teams would need to hang onto their tooling. With fewer people, teams become even more dependent on tools to automate reporting, track performance, and maintain visibility across channels. Tools help smaller teams work more efficiently and avoid going dark on key metrics.

Consideration for budget cuts

Personnel and headcount	**46%**
Agency and consulting fees	**37%**
Events and sponsorships	**37%**
Paid media spend	**36%**
Marketing technology and tools	**35%**
Content production	**19%**
Training and development	**17%**
Research and analytics	**10%**

ROI is the top KPI

 The difference between two groups is statistically significant

> ROAS is a new core KPI in 2025 and beyond and is more critical for Agencies than Brands (47% vs 26%).

	ROI	ROAS*	Conversion rates	CAC	Profit margin / growth rate	Lead gen / acquisition metrics	Brand Awareness Score	CLV/LTV	Engagement Rate	CPL*
Bar value	45% ▼	34%	28% ▼	26%	22%	22% ▼	22%	21%	15%	15%
2024 % | Prior ranking	63% | 1	— | -	46% | 2	20% | 8	24% | 5	28% | 4	41% | 3	20% | 7	21% | 6	— | -

* New Top 10 KPI for 2025
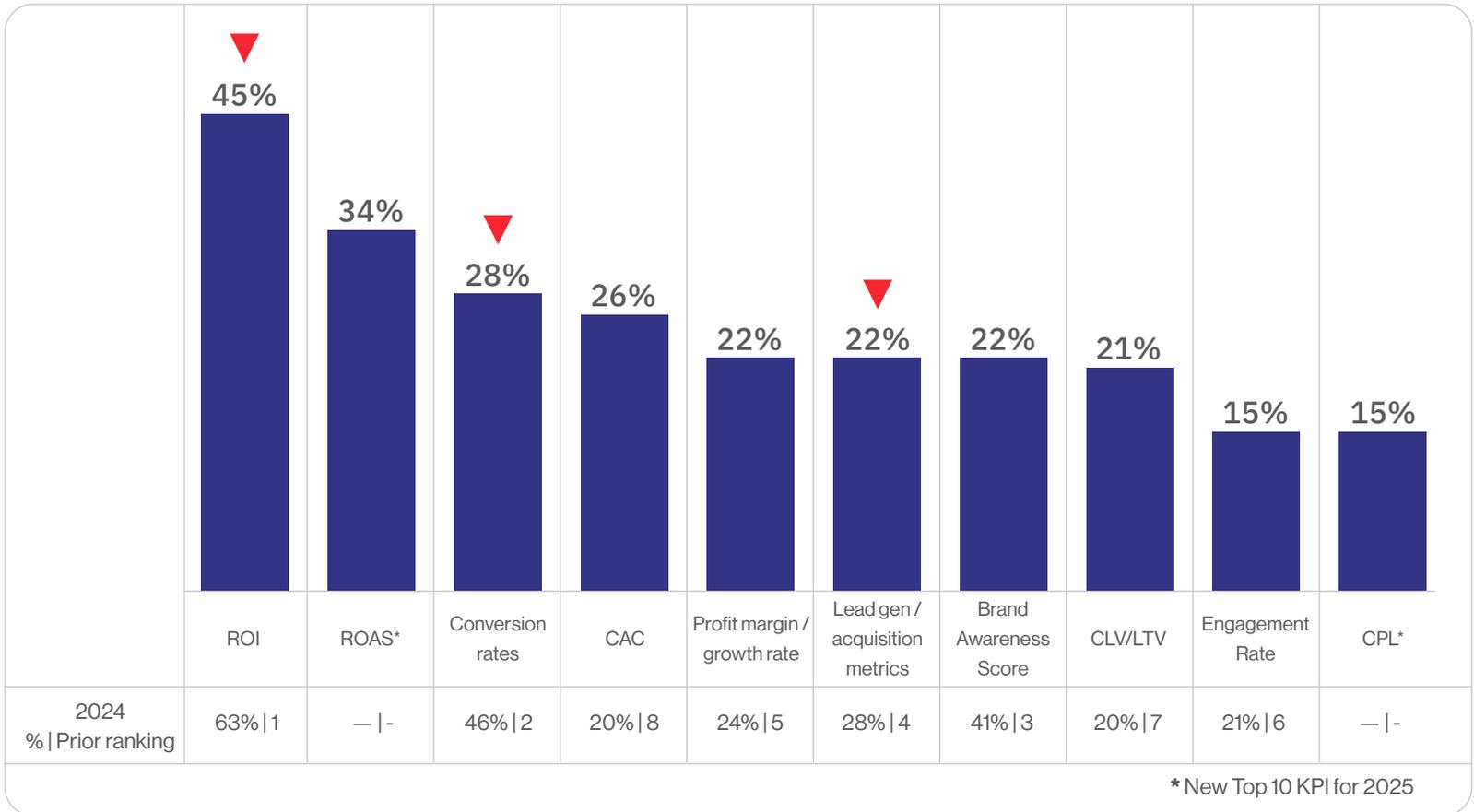
ROI isn't really measurable...

but you still have to measure it

ROI is still #1, but it's dropped in popularity. In the previous report, **63%** of respondents selected it as their most critical KPI. The difference may be explained by the rising importance of ROAS, especially for agencies — **47%** of agency respondents selected ROAS as their top KPI.

ROI may be important, but **40%** of respondents said that proving ROI across channels was their toughest challenge.

That comes as no surprise: ROI isn't ever fully provable because of the endless complexities of **attribution modelling** and human behavior.

It's worth noting that the other top challenges were "the pressure to

cut costs while maintaining results" (**55%**) and "balancing short-term sales goals with long-term brand strategy" (**44%**).

While not explicitly linked to proving ROI, these challenges also speak to an ongoing battle facing marketers — the fight for credibility.

"

Most marketing budget pressure isn't driven by financial constraints at a business level. It's driven by credibility debt and doubt. Economic conditions do play a role, but they rarely explain the scale or persistence of scrutiny placed on marketing investment."

Andrea Linehan,
Chief Marketing Officer,
Supermetrics

How marketers are

measuring results in 2026

Of course, ROI is by no means the only way marketers justify their spend.

This year, the most common measurement methods included:

- A/B testing — most popular at **69%**
- ROI analysis — used by **62%**
- **Budget vs. actual spend tracking** — used by **56%** (down from **67%** last year)

Data-driven predictions remain seriously underutilized (**29%**).

Incrementality testing was the big bet last year. This year, **marketing mix modeling** (MMM) is the #1 investment priority (**40%**).

But no matter which measurement method you choose, eventually, every budget meeting comes down to: "What's the actual ROI?"

So how do you answer that when the answer is, technically, unknowable?

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Do more analysis upfront about what you actually want to achieve and how to measure it. What are the methods that will help you understand if you were successful on goals for you set that specific year?"
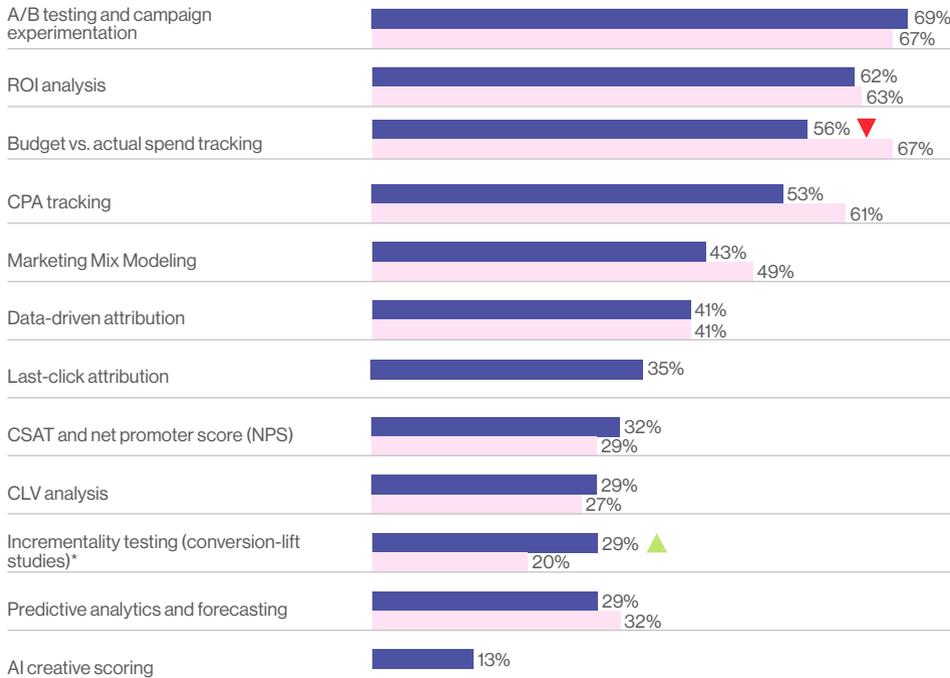
Marianna Imprialou,
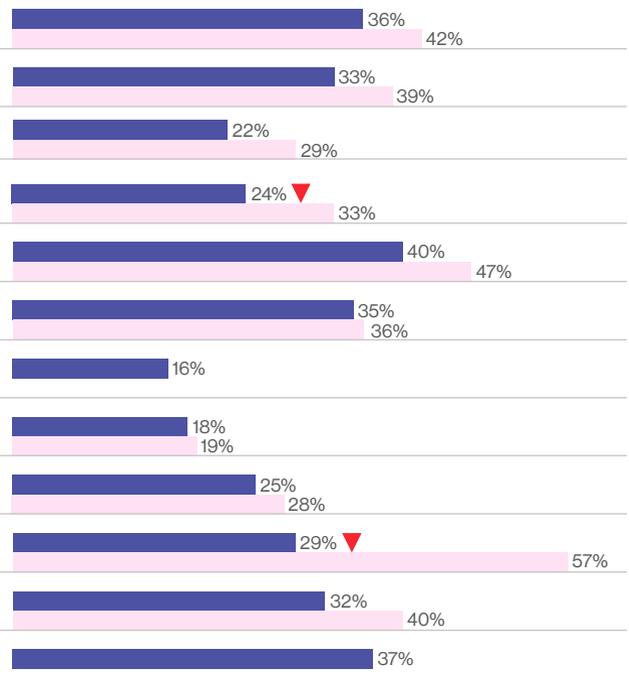Head of Data Science,
Supermetrics

More agencies are using Marketing Mix Modeling (59% vs 35%) & Incrementality Testing (40% vs 23%) than Brands

More agencies are investing in Incrementality Testing than Brands (39% vs 23%)

Marketing methods currently used

Method	2026	2025
A/B testing and campaign experimentation	69%	67%
ROI analysis	62%	63%
Budget vs. actual spend tracking	56% ▼	67%
CPA tracking	53%	61%
Marketing Mix Modeling	43%	49%
Data-driven attribution	41%	41%
Last-click attribution	35%	
CSAT and net promoter score (NPS)	32%	29%
CLV analysis	29%	27%
Incrementality testing (conversion-lift studies)*	29% ▲	20%
Predictive analytics and forecasting	29%	32%
AI creative scoring	13%	

Marketing methods planning to invest in next 12 months

Method	2026	2025
A/B testing and campaign experimentation	36%	42%
ROI analysis	33%	39%
Budget vs. actual spend tracking	22%	29%
CPA tracking	24% ▼	33%
Marketing Mix Modeling	40%	47%
Data-driven attribution	35%	36%
Last-click attribution	16%	
CSAT and net promoter score (NPS)	18%	19%
CLV analysis	25%	28%
Incrementality testing (conversion-lift studies)*	29% ▼	57%
Predictive analytics and forecasting	32%	40%
AI creative scoring	37%	

■ The 2026 Marketing Data Report   ■ The 2025 Marketing Data Report

*In prior year this method was separated into two

**Survey data was collected October–December of the preceding year (e.g., 2026 Report reflects data collected Oct–Dec 2025)

How to prove ROI *when you can't actually prove ROI*

(1) Fix your data

You may not be able to fully model ROI, but you can make it easier to calculate by creating a unified view of your channels — the biggest gap for **34%** of respondents.

Start by connecting your data sources so you can see the full customer journey, even if you can't perfectly attribute every touchpoint.

(2) Plan measurement upfront

Decide what you want to know before you choose a **measurement method**. Then use multiple KPIs to tell a fuller picture of what happened.

(3) Match measurement to maturity

Your approach should evolve with your strategy. MMM might be right for the early stages of a new strategy, but once you mature, incrementality testing might be more valuable. Don't run the same cycle year after year out of habit.

(4) Think long-term

If you optimize purely for short-term performance, you'll undermine the brand awareness that fuels long-term results. Treat data as input to judgment, not a replacement for strategic thinking.

Chapter 3

Owning marketing data

It's time to drop the imposter syndrome

supermetrics.com

"

When data ownership is blurred, marketing either overreaches into infrastructure or is pushed downstream into comms execution. Neither works."

Andrea Linehan,
Chief Marketing Officer,
Supermetrics

Key takeaways

Marketers are much better with data then they used to be — but they still don't own marketing data strategy.
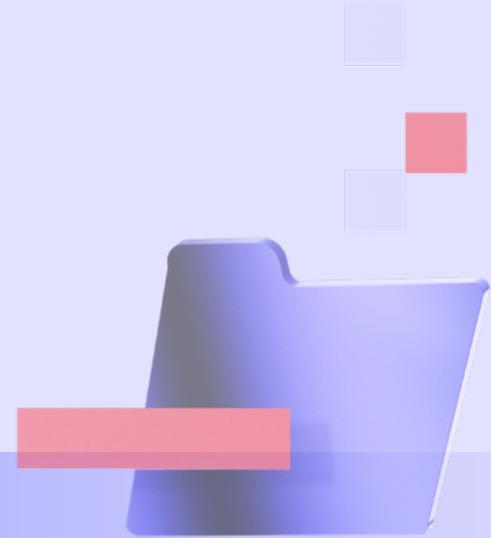
52% place data strategy responsibility outside marketing

50% wait 1-3 days to get questions answered

41% are confident about their team's ability to analyze data

Marketing isn't owning the data conversation — *and it shows*

More than **50%** of marketers say that they collaborate closely or fully integrate into their data team. But **42%** aren't happy with the support they're receiving. We've noticed that:

- **73%** aren't satisfied with how often they get data support
- **50%** have to wait 1-3 days to get questions answered
- **16%** wait 4-5 business days to get support from their data team

How long marketers wait for data team support—and how they feel about it

Response time	Satisfaction rate
Real-time (7%)	**69%**
Several hours (15%)	**55%**
1–3 business days (50%)	**23%**
4–5 business days (16%)	**9%**
> 5 business days (8%)	**3%**

Collaboration problems
block data activation

Because marketers aren't fully involved in data strategy or **data collection** decisions, it becomes far harder to turn insight into action.

- **37%** of marketing teams struggle with a lack of system integration
- **23%** deal with time-consuming manual data handoff or ETL between analytics tools and activation platforms

Top 5 data activation barriers

Barrier	Percentage
Lack of system integration between analytics/BI tools and activation tools	37%
Manual data handoff between analytics tools and activation platforms	23%
Lack of technical expertise	17%
Lack of trust in data	11%

Marketing needs data, *but doesn't want to own it*

Senior leaders think that marketers — specifically the CMO — should play a key role in defining data strategy. But marketers themselves are far more likely to say that data responsibility belongs with the data team (**34%** vs. **26%**). This means a couple of things. First, marketers see data as an "out of scope" responsibility and would rather leave it to the central data team. And/or, they consider that data is too technical, too complicated for a marketer to be involved, despite the fact that proving ROI, measuring marketing, all require data.
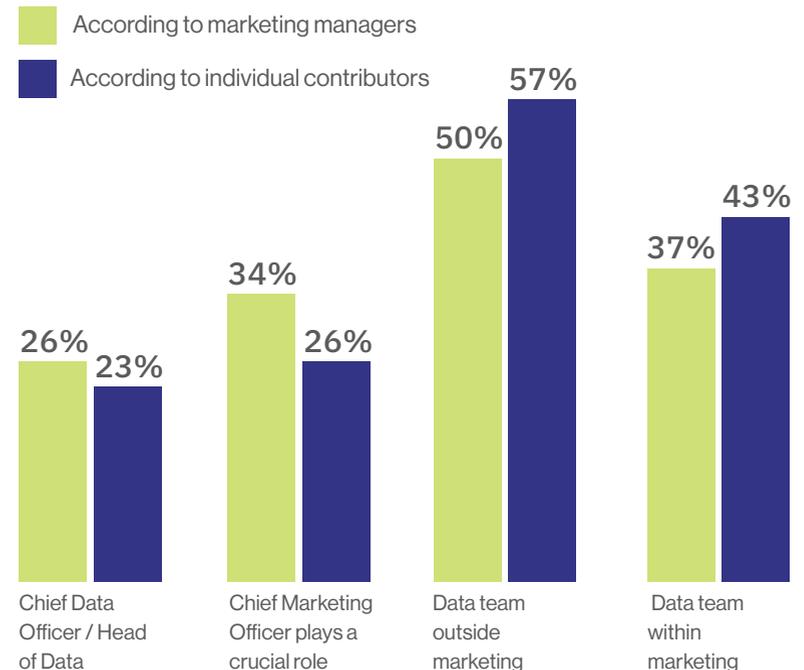
"

A data ownership model that actually works begins with collection being shared, but governed by those closest to customer context. Without marketing involvement, you'll end up with data that is comprehensive in volume but weak and flawed in relevance."

— Andrea Linehan, Chief Marketing Officer, Supermetrics

Who owns data strategy

- According to marketing managers
- According to individual contributors

	According to marketing managers	According to individual contributors
Chief Data Officer / Head of Data	26%	23%
Chief Marketing Officer plays a crucial role	34%	26%
Data team outside marketing	50%	57%
Data team within marketing	37%	43%

You already have all the data skills *you need to take ownership*

Our survey shows that marketers are leveling up their data skills – big time. **41%** are confident about their team's ability to analyze data. And Supermetrics' proprietary data (we process **15%** of global ad spend) confirms the same story. Between 2024 and 2025:

- Data searches (or data queries) with Data Blending are up by **224%** YoY. This means that marketers are combining data from multiple sources to gain a comprehensive view
- Data searches with Custom Fields are up by **125%** YoY. This shows that marketers are developing their own metrics, standardizing data, and customizing reports to meet their specific needs

You already know enough to get involved in data strategy and planning. And your future self will thank you.

Marketers are leveling up their data skills

Data searches with a data blend

A data blend is combining data from multiple sources

+224%

YoY change

Data searches with a custom field

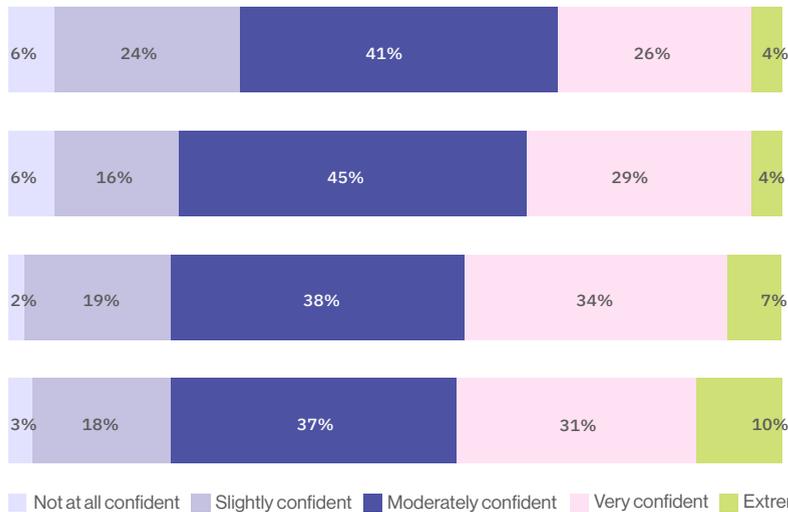A custom field is a custom metric, calculation, or formula

+125%

YoY change

Marketing is collecting a lot of data,
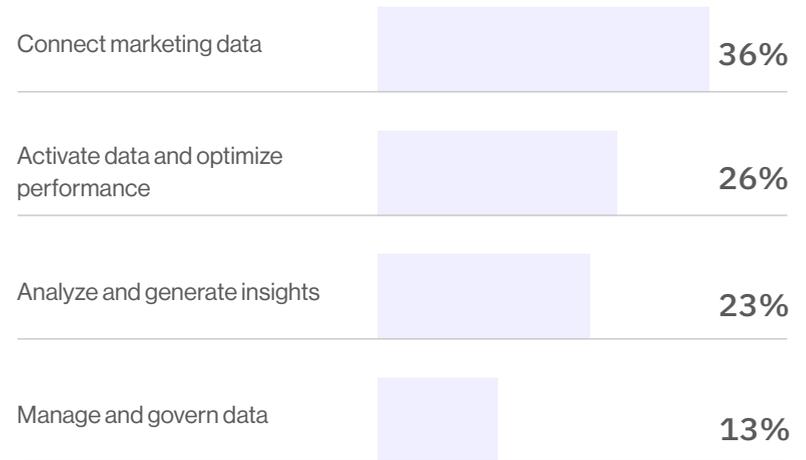## *just not what they actually need*

When IT or central data teams control decisions about what data is collected, they'll often prioritize efficiency over accessibility. The result: marketing teams have more data than ever—but not the kind they can easily use to make better decisions. We suspect that's why **36%** of marketers say connecting data is the most important area to improve.

Confidence in technology

6%	24%	41%	26%	4%
6%	16%	45%	29%	4%
2%	19%	38%	34%	7%
3%	18%	37%	31%	10%

■ Not at all confident ■ Slightly confident ■ Moderately confident ■ Very confident ■ Extremely confident

Important aspects to improve

Connect marketing data	**36%**
Activate data and optimize performance	**26%**
Analyze and generate insights	**23%**
Manage and govern data	**13%**

How to take control of marketing data *without causing chaos*

Connect

This should be shared, but governed by the people closest to your customers. Marketing needs to be meaningfully involved here, or the data team will capture what's easy to measure instead of what's actually useful.

Manage

Let your data and engineering teams own this. They handle integrity, security, governance, and making sure things scale. This isn't about interpretation or storytelling. When marketing tries to own data management, it creates risk.

Analyse

Marketing and analytics need to own this together. Analytics brings the rigor and modeling. Marketing brings the understanding of human behavior and what actually matters commercially. You need both.

Activate

Marketing must own this, full stop. If marketing doesn't control how insights become action across channels, creative, and investment decisions, it becomes just a reporting function with nice presentations.

Mapping data ownership

Stage	What it is	Outcome	Who owns it
Connect	Deciding what data needs to be collected and why	Data reflects real customer behavior and meaningful business questions, not just what's easy to track	Shared (Marketing-led, with governance support from the Data team)
Manage	Storing, securing, standardizing, and maintaining data integrity at scale	Data is reliable, high-quality, compliant, and scalable — without becoming a bottleneck	Data team
Analyze	Interpreting data, building models, and turning numbers into insight	Insights are statistically sound and commercially relevant	Shared (Marketing + Data team)
Activate	Turning insights into decisions and actions across campaigns, channels, and budgets	Data directly informs what teams do next — not just what they report	Marketing

Chapter 4

Acting on your data

Move from reporting to action

"

More data doesn't magically give you more answers. Instead, it often pushes teams to over-focus on performance — on individual trees rather than the forest."

Outi Karppanen,
Lead Marketing Industry Strategist,
Supermetrics

Key takeaways

Marketers are struggling both with getting data and with using it for optimization and personalization — mostly because the data is so fragmented.
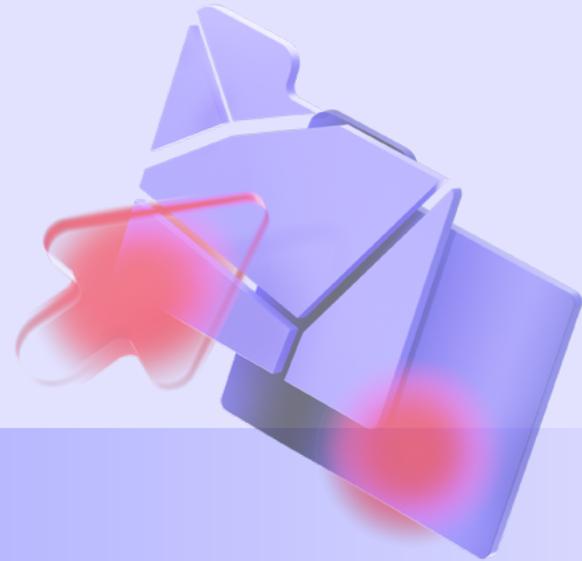
30% are confident about their data connection

33% say they can activate their data

24% have achieved personalization at scale

Data overwhelm *makes it harder* to make decisions

Less than half (**44%**) of the marketers we interviewed said they have access to **high-quality data**. You'll need to address that first before moving on to more advanced AI-driven data analytics.

But that doesn't mean you need to get as much data as possible. In fact, that can be hugely unhelpful.

We see the results of all this compulsive data collecting in our own user stats. In the **2025 Marketing Data Report**, we discovered that marketers used **230%** more data in 2024 compared to 2020. This year, between 2024 and 2025, we still see a **9%** increase in data usage.

We said it before, and we're saying it again—more data isn't making teams smarter. **56%** can't find time to analyze it properly, and **32%** check reports monthly or less. Too much data is creating confusion and paralysis, not insight.

Time available for data analysis and action

45%   I often feel rushed and don't have enough time to analyze data

32%   I just have enough time to analyze data

17%   I rarely have time to analyze data

"

Data is an addictive substance. **"**

Zach Bricker,
North American Solutions Engineering Lead, Supermetrics

How to build *a better marketing data collection* approach

1. Be data-informed, not data-driven

Don't follow data blindly. Combine what data tells you with expertise, experience, and sometimes, gut feeling.

2. Start with questions, not data

The right amount of data helps you solve your problem. Work backward: What business questions do you need to answer? What measurement approach works here? What data does that require?

3. Align on definitions

Agreement on what to track and how you define metrics prevents teams from chasing vanity metrics.

4. Accept "good enough"

Focus on getting teams to consistently use data before adding more. 80% good quality data that gets used beats **99%** perfect data that sits untouched.

How *not to be* **overwhelmed by your data:**

Be data-informed not data-driven

Start with your questions

Align on KPIs

Accept "good enough" over perfect data

Marketers are shifting slowly *from insight to activation*

Data activation means using data to trigger automated, personalized actions in real time. A customer abandons their cart, and the system automatically sends them an email with those exact products—no manual work required.

[Reporting](#) uses historical data. Activation needs individual, real-time data: "User ID 12345 is an existing customer clicking our acquisition ad right now."

It's the final step in an effective marketing analytics program: connect, manage, analyze, and activate. Our research shows that marketers are currently far more confident about data analysis **(41%)** than data activation **(33%)**. But that may be starting to shift.

"

When it comes to AI-driven activation, marketers are too often trying to go from 0-100 too quickly. You can't let AI make decisions if your team hasn't been using data to make decisions already."

Richard Jonkhof,
Global Director of Professional Services, Supermetrics

How marketers are *putting data into action*

Marketers are currently using the more basic data activation tools:

- Audience segmentation and targeting—44%
- First-party data for paid advertising—41%
- Real-time campaign optimization—31%
- Customer journey mapping—31%

The gap between segmentation (**44%**) and personalization (**24%**) suggests organizations can segment audiences, but struggle to act on those segments at scale.

Top 5 data activation use cases

Use case	Percentage
Audience segmentation and targeting	44%
First-party data for paid advertising	41%
Real-time campaign optimization	31%
Customer journey mapping	31%
Budget pacing/spend optimization	29%
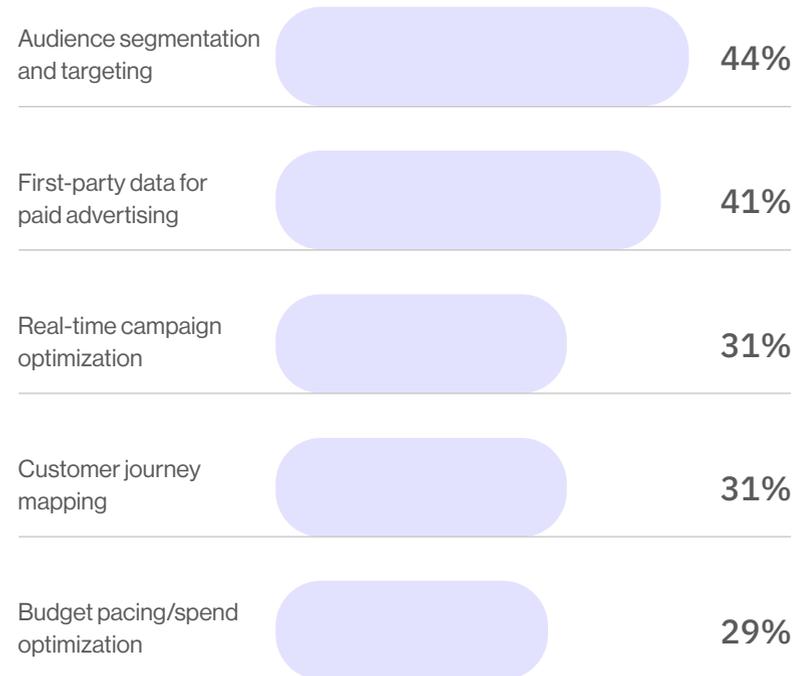
2026 might just be the year *for personalization at scale*

Personalization at scale is the top priority for marketers in 2026. And, after years of waiting, this might be the year that it finally happens.

Again, AI may be the missing piece marketers have been waiting for. The real blocker of at-scale personalization has always been content. True one-to-one personalization requires thousands of unique content pieces—which has been nearly impossible to produce manually.
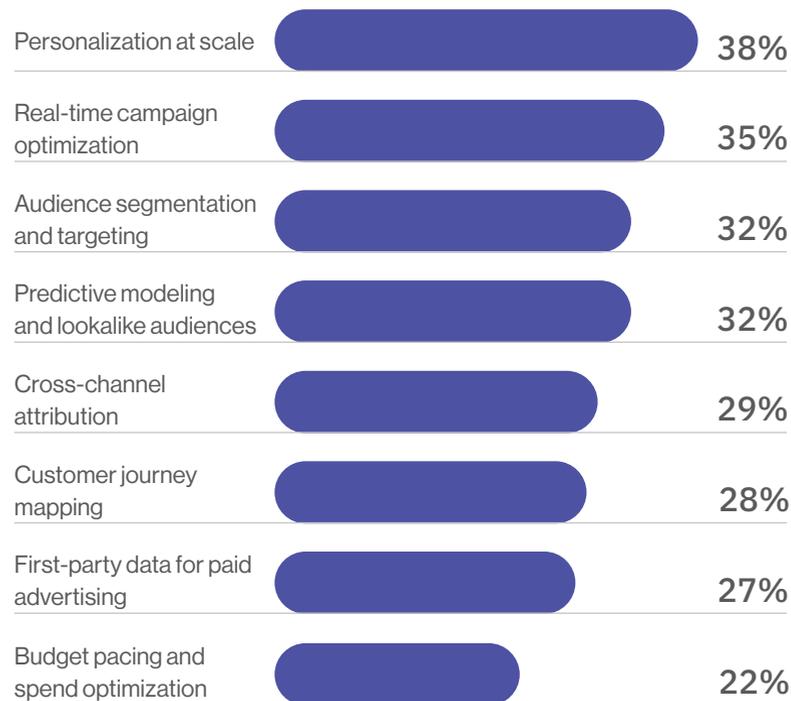
AI is changing that. Some companies are already using AI to generate personalized content at scale by feeding customer data into models that create variations automatically.

> "
> *2026 might be the year when personalization at scale happens. AI may be the missing piece marketers have been waiting for."*

— Richard Jonkhof, Global Director of Professional Services, Supermetrics

Data activation use case investments 2026

Personalization at scale	38%
Real-time campaign optimization	35%
Audience segmentation and targeting	32%
Predictive modeling and lookalike audiences	32%
Cross-channel attribution	29%
Customer journey mapping	28%
First-party data for paid advertising	27%
Budget pacing and spend optimization	22%

How to go beyond the basics *with data activation*

(1)

Define clear business goals and use cases

Keep data activations grounded in the use cases and outcomes rather than tools. For example, a good data activation goal could be "reduce wasted ad spend by excluding existing customers." The best starting points are use cases that are easy to implement, low-risk, and provide high impact.

(2)

Establish data ownership and strategy

Who's responsible for collecting data, and how often should it be refreshed? Who decides how data should be used?

(3)

Ensure your data foundation is set

You don't need a complicated stack, but at least:
- Data collection: capture data from all sources automatically.
- Data transformation: transform and normalize your data to your governance standard.
- Data storage: your cross-channel data is centralized, so you have the historical context.
- Data modeling: enrich your data for more advanced analysis.

(4)

Continue scaling

Once you get the hang of it, you can scale activation across more channels, more data (e.g., behavioral, predictive). Just remember, be selective about what use cases will deliver business value.

Two high-impact use cases to get you started

1. Exclude existing customers from acquisition campaigns

The lowest-hanging fruit: stop wasting budget on advertising to people who already bought from you. Simply exclude known customers from paid acquisition channels.

2. Personalize based on customer lifetime value (CLV)

Many companies collect valuable customer data but don't use it to differentiate experiences. High-value loyal customers get treated the same as first-timers—same messaging, same retargeting tactics.

Airlines are a prime example: they invest in loyalty programs but send high-tier members the same abandoned cart emails as price shoppers, despite knowing these loyal customers will book regardless. Meanwhile, first-time buyers actually need that nudge.

Stop wasting resources on customers who don't need convincing. Use your data to treat different segments differently.

You can't outrun a bad data foundation *forever*

Data debt comes due. Fragmented data, broken reports, and untrustworthy data are signs of a patchwork data foundation.

You don't need perfect data to use AI for marketing analytics. You need usable data—clean enough, connected enough, and accessible enough to act on.

Most marketing teams already know what they want to do with their data. What's missing is ownership and infrastructure design for decision-making, not just reporting.

The companies getting real value from AI aren't the ones with the most sophisticated models. They're the ones with the clearest use cases. They've fixed their data foundation, clarified ownership, and built habits around acting on data—before letting AI accelerate what was already working.
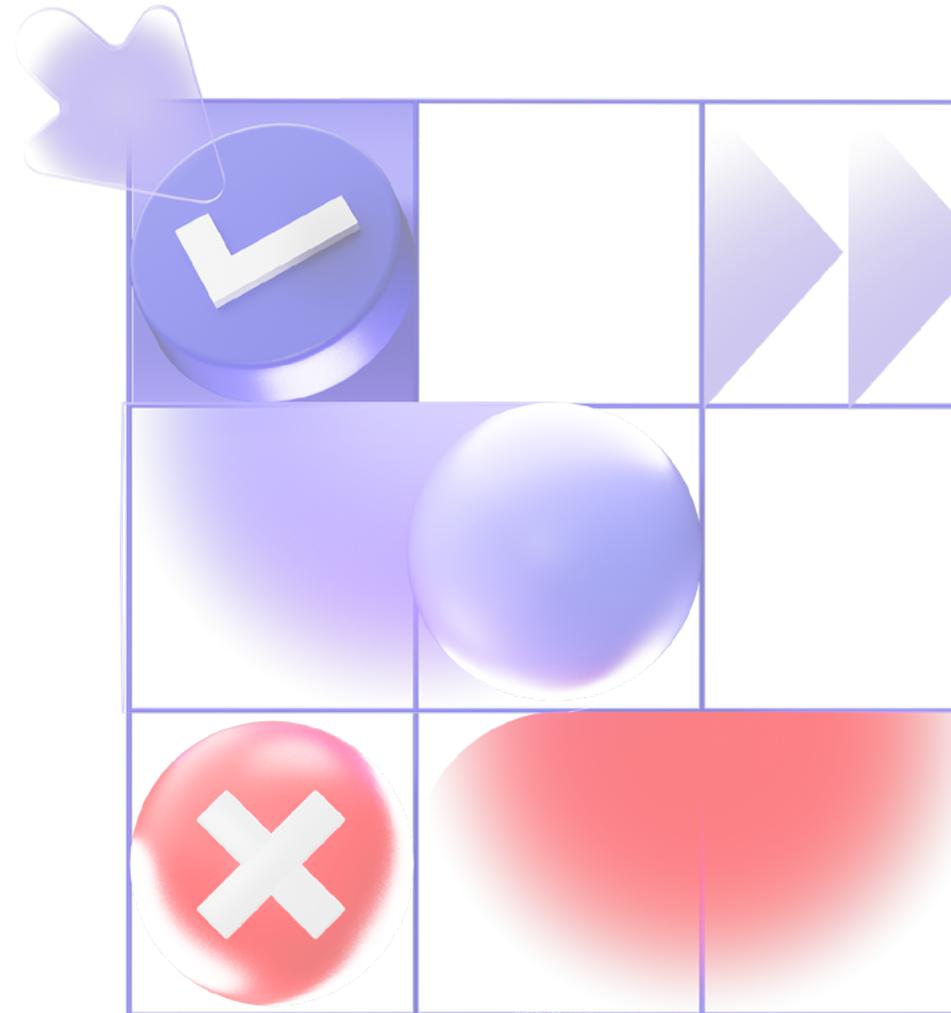
About Supermetrics

Since you've made it this far, thought we'd say hi

This report is brought to you by the Supermetrics team. (No robots were harmed in the process).

Supermetrics is the Marketing Intelligence Platform that bridges the gap between seeing what happened and knowing exactly what to do next. We unify the entire marketing analytics workflow from collecting data to surfacing insights and executing changes—all with AI to help you move from passive reporting to revenue-driving decisions.

See how you can benefit from Supermetrics

Trusted by

AIRFRANCE /   **hp**   **Levi's**   **KLM**   **MANSCAPED**

+200K

companies trust
Supermetrics

4.4/5

G2 rating

15%

of global ad spend flows
through Supermetrics

Who we surveyed

Company Size:	SMB	52%	
	Enterprise	48%	
Company Type:	Brand	63%	
	Agency	34%	
	E-commerce	3%	

Primary responsibilities:	Operational	55%
	Strategic	26%
	Analytical	19%

435 respondents

Survey data collected October–December of 2025

Company location

United States **40%**

United Kingdom **23%**

Germany **17%**

Australia **14%**

Singapore **6%**

Seniority levels within the company

C-Level	4%
Vice President (Executive, Senior, etc.)	17%
Department Head or Line of Business Head	14%
Senior Director or Director	29%
Senior Manager or Manager	33%
Staff Member or Individual Contributor	2%

Primary role

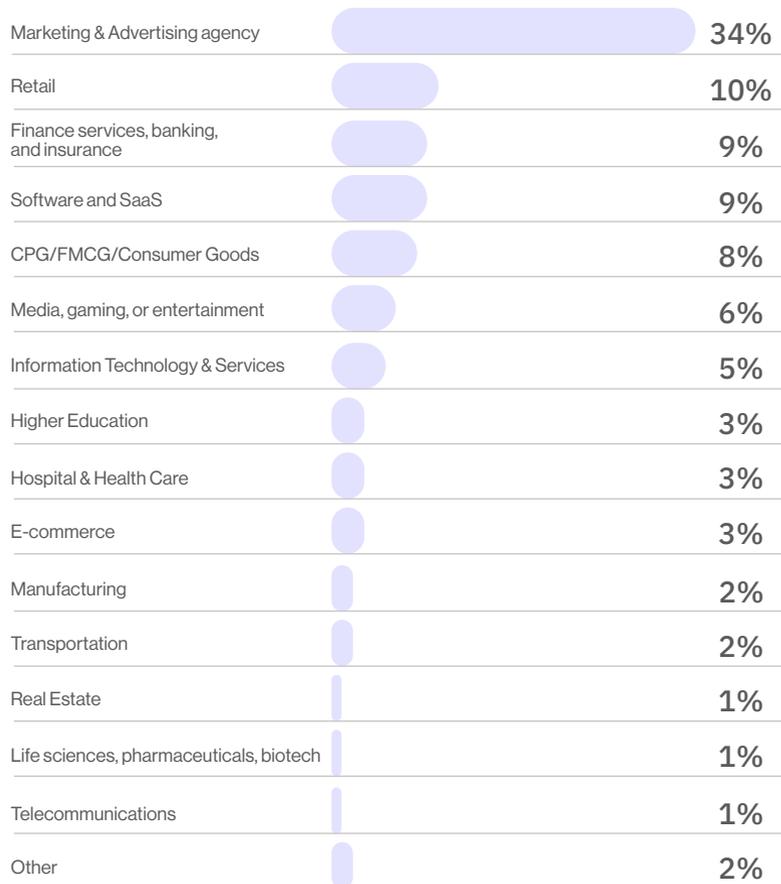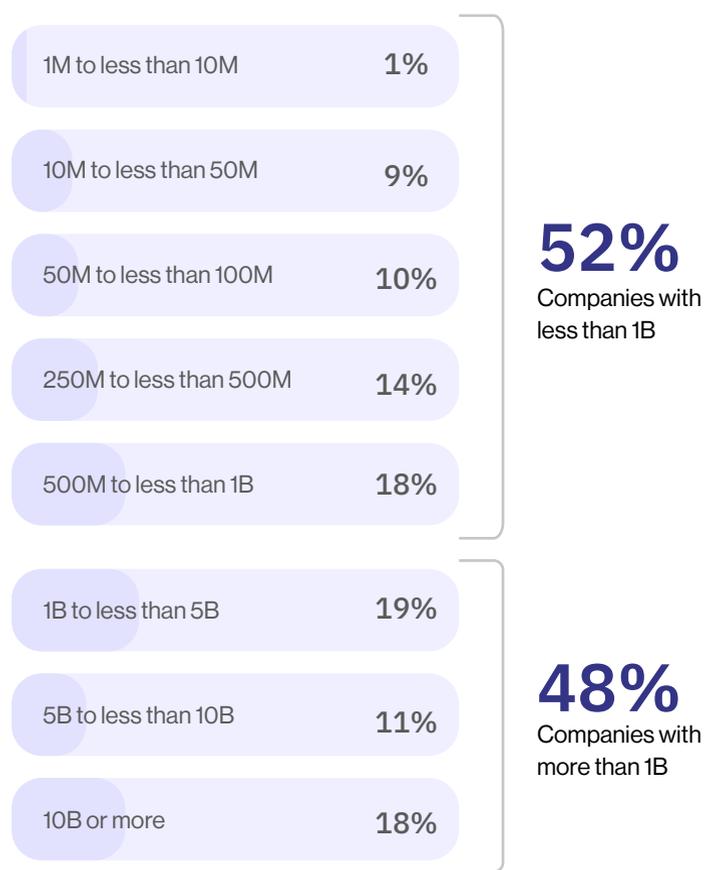|	
Marketing Analytics, Data & Insights	21%
Brand Marketing	14%
Media Planning & Buying	13%
Digital Marketing & Social Media	12%
Marketing Ops / Marketing Technology	10%
Performance / Growth Marketing	8%
Content, Creative & Production	8%
Demand Generation / Lead Generation	5%
Product Marketing / Go-to-Market	4%
Customer Experience, CRM & Personalization	4%

Who we surveyed

435
respondents

Company industry

Marketing & Advertising agency	34%
Retail	10%
Finance services, banking, and insurance	9%
Software and SaaS	9%
CPG/FMCG/Consumer Goods	8%
Media, gaming, or entertainment	6%
Information Technology & Services	5%
Higher Education	3%
Hospital & Health Care	3%
E-commerce	3%
Manufacturing	2%
Transportation	2%
Real Estate	1%
Life sciences, pharmaceuticals, biotech	1%
Telecommunications	1%
Other	2%

Company revenue

1M to less than 10M	1%
10M to less than 50M	9%
50M to less than 100M	10%
250M to less than 500M	14%
500M to less than 1B	18%

52%
Companies with less than 1B

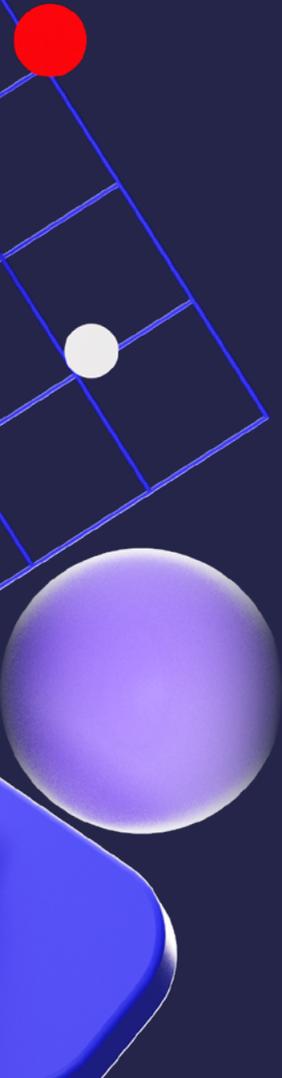|	
1B to less than 5B	19%
5B to less than 10B	11%
10B or more	18%

48%
Companies with more than 1B

Want AI to drive
real results?

Start with connected data.

Supermetrics helps you unify your marketing data across channels
— so you can automate, analyze, and activate with confidence.

Talk to us