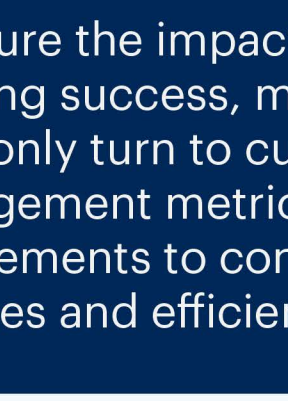


Adapting Marketing KPIs to the AI Age

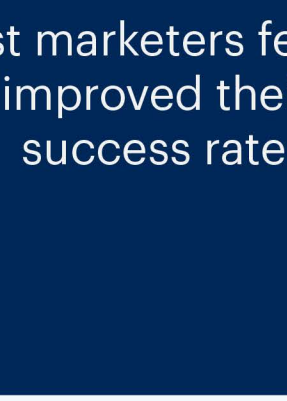
As marketing teams integrate AI into their daily workflows, they turn to several traditional KPIs to measure the impacts of the technology on marketing success. What KPI metrics are most important to marketing teams today, and what challenges do they face measuring AI effectiveness?



To measure the impact of AI on marketing success, marketers commonly turn to customer engagement metrics and improvements to conversion rates and efficiency



The most commonly encountered challenge to measuring the effectiveness of AI on marketing is difficulty attributing results directly to AI



Most marketers feel AI has improved their KPI success rate

Data collection: Feb 16th - Apr 1st, 2024

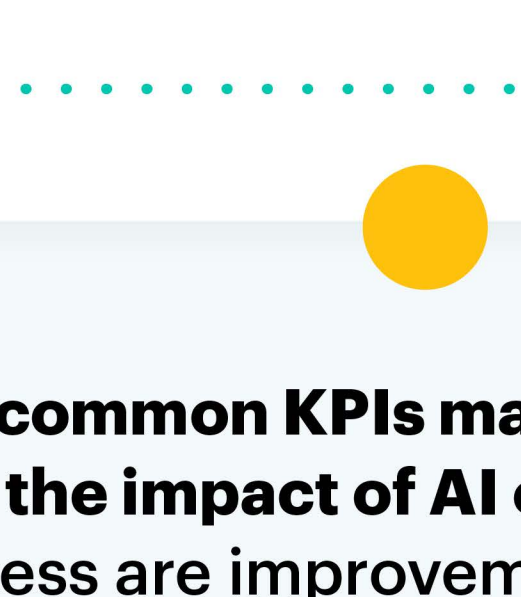
Respondents: 50 marketing leaders whose team currently use AI in their marketing strategy, and have KPIs in place to measure the effectiveness of that strategy

About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

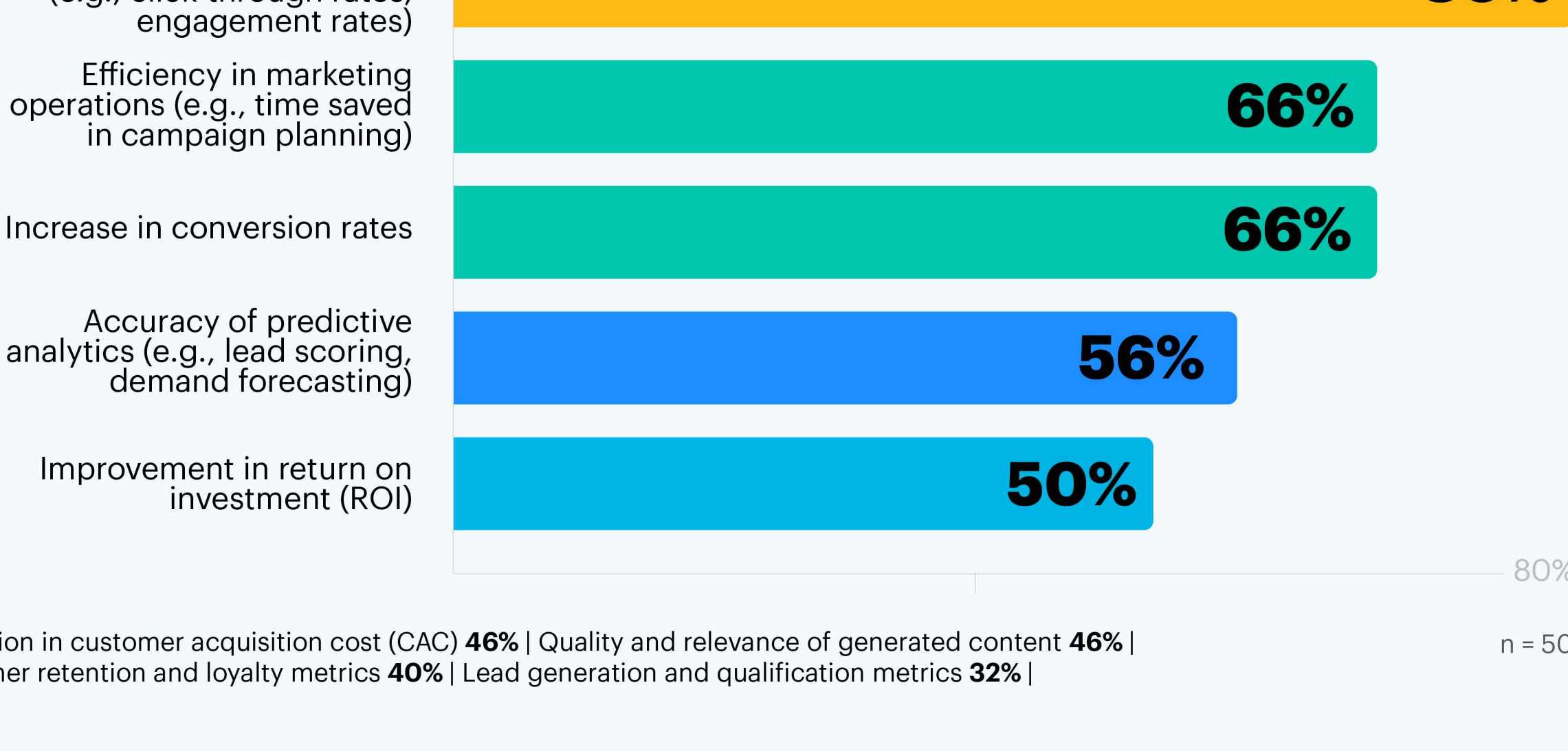
The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



Marketers measure AI effectiveness using customer engagement & MarOps efficiency

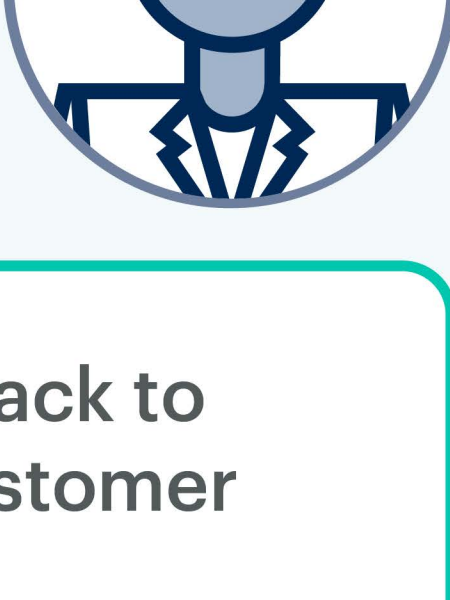
The three most common KPIs marketers use to measure the impact of AI on marketing success are improvements in customer engagement metrics (80%), improvements to marketing operations efficiency (66%) and increases in conversion rates (66%).

What KPIs does your marketing team currently use to measure AI's impact on marketing success? Select all that apply.



“Most of our focus on AI for marketing at the moment is towards inside sales, lead generation, quality of leads and [the] customer journey. Tracking these using AI helps us understand our content performance and, most importantly, optimize our narrative and content on-the-fly. Which is not possible using other traditional methods in real time anymore (or at least for us).”

C-suite, software industry, <1,000 employees



Question: In your opinion, what KPIs are most important for marketing teams to track in order to most accurately measure AI's impact on marketing success? Why?

“The most important KPIs for marketing teams to track to measure AI's impact on marketing success [are] customer engagement, conversion rates, personalization effectiveness, cost per acquisition and customer lifetime value. These KPIs help assess the effectiveness of AI in engaging, converting and retaining customers, as well as its impact on overall marketing ROI.”

VP, arts and entertainment industry, <1,000 employees

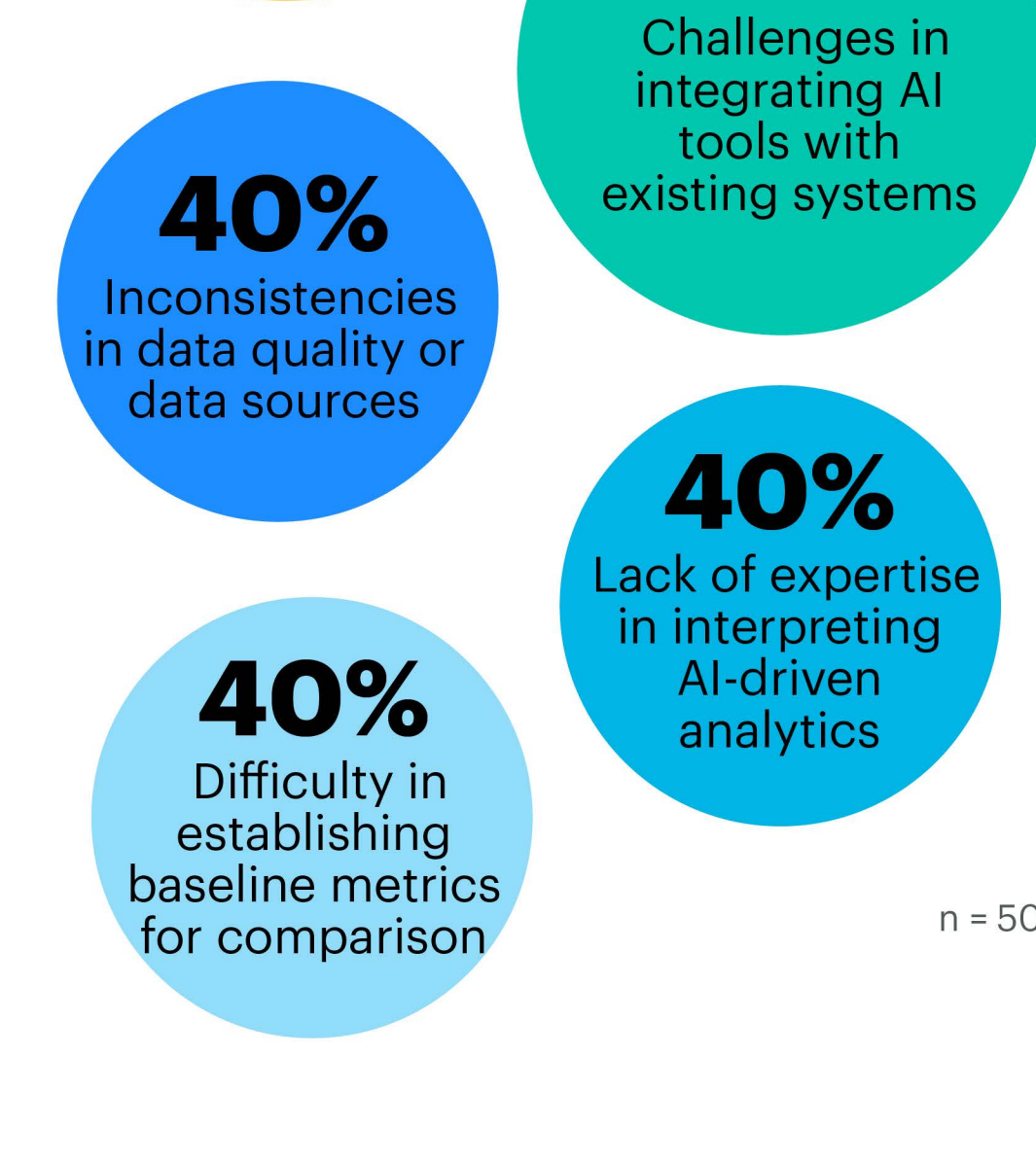


Question: In your opinion, what KPIs are most important for marketing teams to track in order to most accurately measure AI's impact on marketing success? Why?

Success attribution and AI integration are leading challenges for measuring AI success

The two most common challenges marketers encountered measuring the effectiveness of AI on marketing's success using these KPIs are difficulty attributing results to AI implementation (52%) and challenges integrating AI tools with existing systems (48%).

What challenges, if any, has your marketing team encountered in measuring the effectiveness of AI using these KPIs? Select all that apply.



AI outputs not aligning with traditional marketing KPIs 22% | Rapid changes in AI technology outpacing measurement capabilities 14%

“Don't use blanket KPIs for everything. Depending on what you are trying to accomplish, the KPIs will be different.”

C-suite, healthcare industry, <1,000 employees



Question: What advice would you give to fellow marketers who still need to develop a KPI strategy for measuring AI's impact on marketing outcomes?

“Any marketing action you take has to have a clear vision of its direction, so, it's important to elaborate clear and realistic marketing goals and evaluate what are you going to give more value to inside that whole plan. For example, [if] your goal is to determine how many leads your chatbot is converting to customers, the best KPI to use is conversion rate...”

Director, retail industry, 5,000 - 10,000 employees

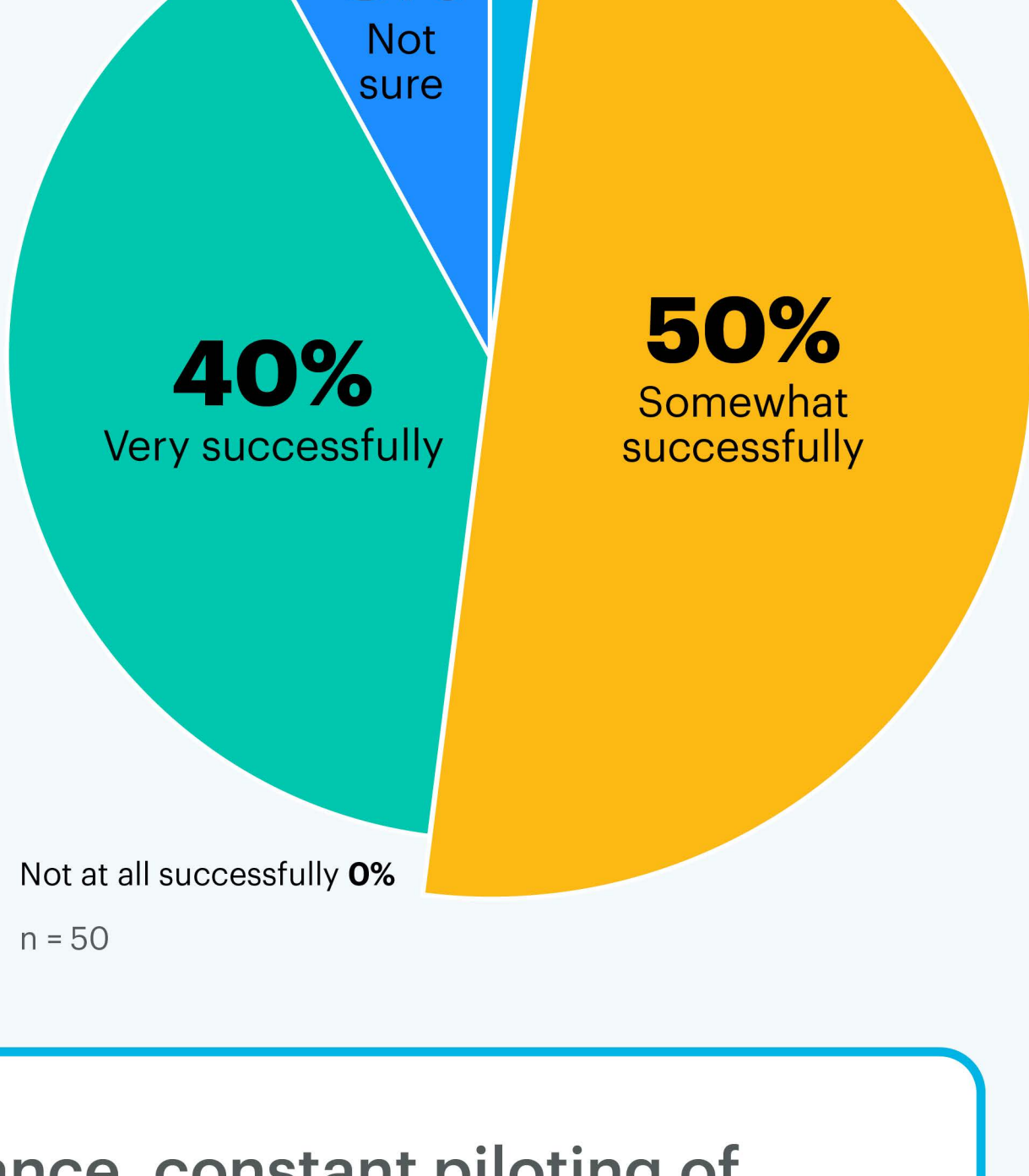


Question: What advice would you give to fellow marketers who still need to develop a KPI strategy for measuring AI's impact on marketing outcomes?

Most marketers believe AI has improved KPI success rates already

90% of marketers say AI has been successful at improving the success rate for their KPIs. Just 2% report it has not been very successful.

In your opinion, how successful has AI been at improving the success rate of achieving targeted KPIs?



“While this is of utmost importance, constant piloting of newer tech is also necessary, as this landscape is evolving at a very fast pace. A failed pilot today doesn't mean [the] same tool will fail a quarter down the line.”

Director, transportation industry, 5,000 - 10,000 employees



Question: What advice would you give to fellow marketers who still need to develop a KPI strategy for measuring AI's impact on marketing outcomes?

In their own words...

“AIs are in the early stage of development, take precautions.”

- Director, telecommunications industry, 10,000+ employees

“Execute a pilot on one of the processes involved. Explore all business outcomes in terms of financial experience. Think of all possible outcomes, integrate and deploy and then extend to other processes.”

- Director, telecommunications industry, 10,000+ employees

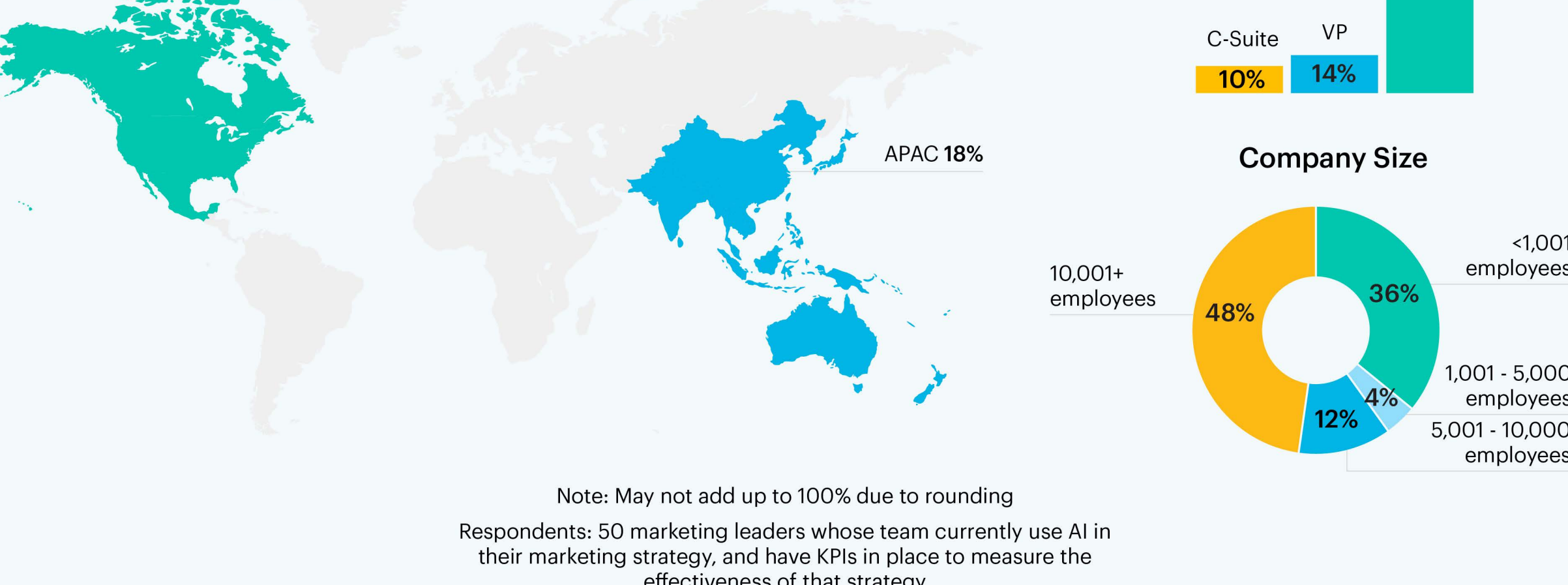
“AI with KPIs must be used correctly and in conjunction with other technologies. AI can improve business performance, but not in isolation.”

- Director, manufacturing industry, 10,000+ employees

Question: What advice would you give to fellow marketers who still need to develop a KPI strategy for measuring AI's impact on marketing outcomes?



Respondent Breakdown



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