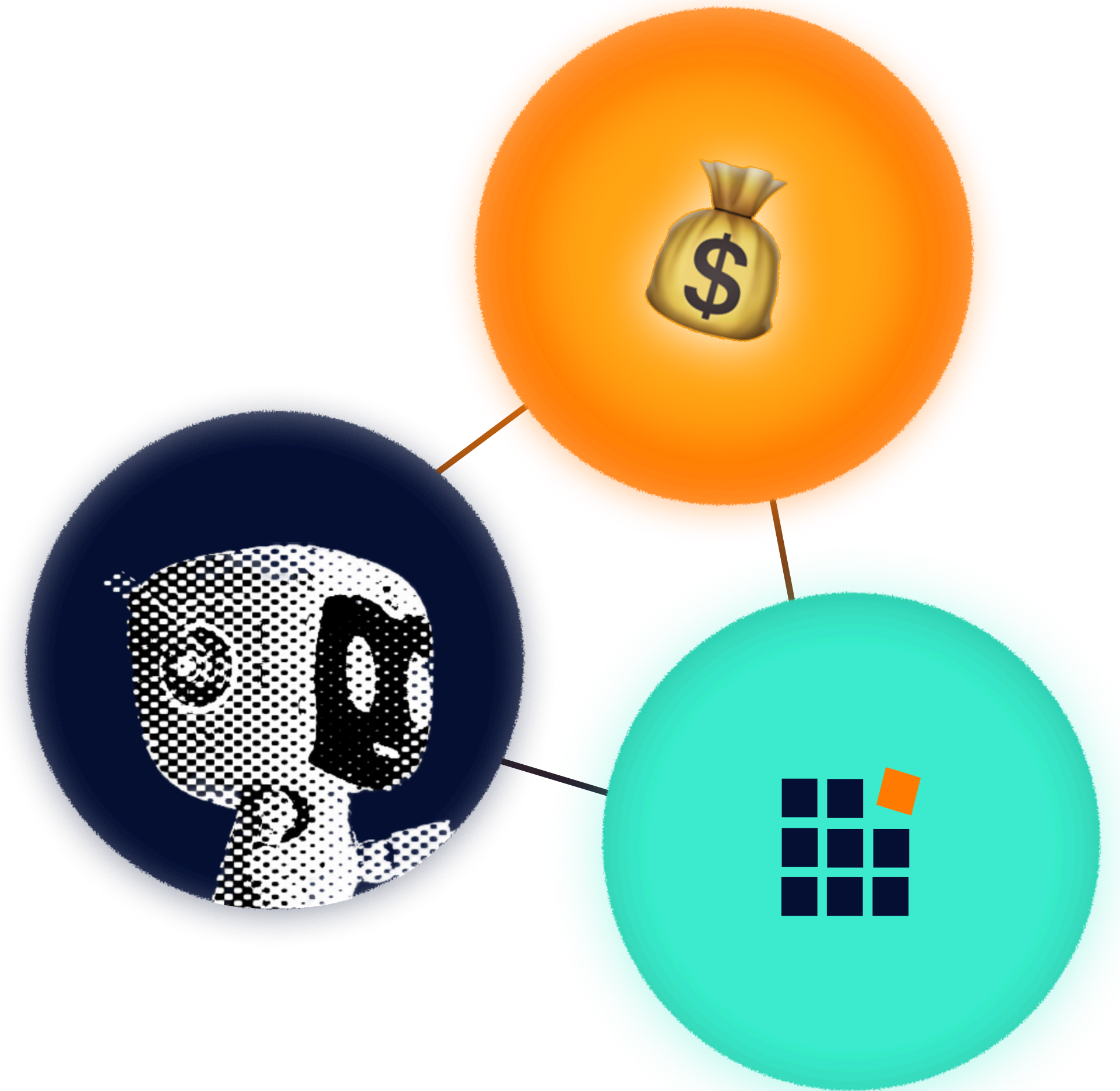


2025 B2B TECH MARKETING

SALARY & AI CAREER IMPACT SURVEY

Agentic Marketing: How AI is reshaping
B2B marketing careers



PREPARED BY



 metadata.io

TABLE OF CONTENTS

AI IS HERE. NOW WHAT?

Metadata.io and VPMarketing.com sent out a 2025 AI Salary Survey to get a pulse on how B2B marketers are feeling about their salaries, careers, and the ever-present elephant in the room: Artificial Intelligence.

This report breaks down the key findings to help you understand the current state of AI in marketing and what it means for your career and income.

**1. EXECUTIVE
OVERVIEW**

**2. FUTURE OF AI &
COMPENSATION**

3. WINNING WITH AI

**4. WHAT COMPANIES
VALUE MOST**

**5. COMPLETE
SURVEY RESULTS**

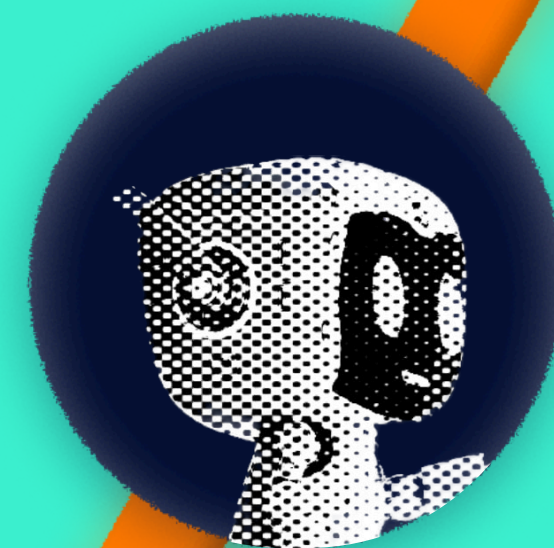
A TALE OF TWO REALITIES

The path forward requires a dual focus: marketers must proactively upskill and adapt to the new realities of the profession, while leaders must develop a more nuanced understanding of how to best leverage AI to augment, not replace, their marketing teams.

The future of marketing is not about choosing between humans and machines; it's about finding the right balance to drive growth and innovation.

KEY INSIGHT:

The 2025 AI Salary Survey paints a picture of a profession in transition. Marketers are grappling with the opportunities and challenges of AI, and there is a clear need for a new playbook.



AI IN THE WILD

Adoption is widespread, but the disconnect is real. While **79%** view AI as a productivity multiplier, many organizations are using it to justify flatter teams and unrealistic expectations, and limited training.

THE NUMBERS TELL TWO STORIES:

OPPORTUNITY:

- **90%** are actively using AI (beyond experimentation)
- **58%** expect AI skills to command 5-10%+ salary premiums within 1-2 years
- **22%** are "very confident" about their career prospects
- **76%** say productivity gains are the most valued AI skill

ANXIETY:

- **39%** feel less secure than 12 months ago
- **38%** of companies reduced marketing headcount
- **70%** are self-funding their AI education (only 22% get employer support)
- **82%** have seen no compensation impact from AI skills

AGENTIC GTM

A WHOLE NEW WORLD



AI is completely reshaping marketing – automating execution and rewarding AI-fluent marketers, we’re entering an agentic era where AI handles tactical work and marketers focus on strategy, creativity, and revenue impact. The winners are the teams using AI to move faster, scale smarter, and drive real business outcomes.”

LISA SHARAPATA

CMO, AI & GTM STRATEGY @METADATA



THE COMPENSATION QUESTION

DOES AI PAY?

The impact of AI on compensation is still a developing story. While most marketers haven't seen a direct financial benefit from their AI skills yet, there's a strong expectation that this will change in the near future.

COMPENSATION EXPECTATIONS

58% expect AI proficiency will command a premium in the near future. Over half of the respondents expect a moderate to significant salary increase for marketers with strong AI skills in the next 1-2 years.

While the majority haven't seen compensation benefits yet, a minority of respondents see AI as a genuine opportunity rather than a threat.

Key success factors mentioned:

- Speed from experimentation to production
- Picking the right problems to solve with AI
- Acquiring skills to deploy AI effectively

EXPECTED COMPENSATION PREMIUM FOR AI SKILLS	PERCENTAGE OF RESPONDENTS
Yes – significant premium (10%+)	23.53%
Yes – moderate premium (5–10%)	34.12%
Possibly – small advantage	30.00%
No – little or no difference	12.35%

Source: 2025 Salary & AI Career Impact Survey, Q16

“

"AI is a productivity enhancer rather than a threat. It's opening new opportunities for those who adapt quickly. It's a friend rather than foe when used strategically."

THE CURRENT IMPACT ON COMPENSATION

For the majority of marketers, AI skills have not yet translated into a direct promotion or raise. Only **4.71%** report that their AI proficiency explicitly led to a promotion or raise tied to those skills. However, this doesn't tell the complete story.

A notable **12.94%** believe their AI skills have contributed indirectly to higher pay or new responsibilities. This indirect impact is significant because it suggests that AI proficiency is becoming a differentiator in performance reviews, project assignments, and internal positioning, even if it's not being called out explicitly in compensation conversations.

These marketers are likely seeing benefits such as being tapped for high-visibility projects, gaining more autonomy, or being considered for stretch assignments that eventually lead to career advancement.

KEY INSIGHT:

The reality is that while AI skills are increasingly valued, the formal recognition in compensation structures is lagging behind. This creates a gap where marketers are investing time and energy into developing AI capabilities, but the financial payoff remains uncertain or indirect.

IMPACT OF AI SKILLS ON COMPENSATION	PERCENTAGE OF RESPONDENTS
Yes – led to a promotion or raise	4.71%
Yes – contributed indirectly	12.94%
No	82.35%

Source: 2025 Salary & AI Career Impact Survey, Q14

THERE WILL BE “WINNERS” AND “LOSERS”

WINNERS:

Let AI handle the "ing": execution, automation, orchestration

Let humans focus on: strategy, creativity, brand building

Two paths emerging:

- Winners: Investing in both AI tools and the people who use them strategically
- Losers: Using AI as justification for headcount cuts and compressed compensation

Those that treat AI as a force multiplier—augmenting judgment, creativity, and execution—stand to gain a durable advantage in both talent and results.



WINNERS

LOSERS

THE AI EMPOWERED MARKETER

NAVIGATING UNCERTAINTY



"The top marketers I'm talking to right now aren't just using AI, they're orchestrating AI agents to drive revenue. That's the shift: from tool user to agent orchestrator. And that's where the compensation premium will go."

CARILU DIETRICH

CEO & CMO ADVISOR @HYPERGROWTH LEADERSHIP

● AI-EMPOWERED MARKETER

"I use AI every day, and it's made me significantly more productive. I can draft content faster, analyze data more efficiently, and test more variations. But I'm strategic about it—I use AI for the grunt work so I can focus on the creative and strategic thinking. That's where the real value is."



WIN WITH AI

EMBRACING AI

While marketers are embracing AI, they are also wary of its potential impact on their job security and the increasing pressure to do more with less. This is not just about robots taking over; it's about a fundamental shift in expectations and the very definition of a marketing role. The winners will be those who treat AI as a force multiplier, not a replacement.

JOB SECURITY IN THE AGE OF AI

The AI opportunity is real—but only for those who get the strategy right. Marketers who use AI to handle execution while focusing on strategy, creativity, and brand building are positioning themselves as indispensable strategic partners.

The **11%** who are "more secure" about their careers aren't just AI-proficient—they're combining technology with strategic thinking to deliver measurably better results.

FEELING OF JOB SECURITY	PERCENTAGE OF RESPONDENTS
More secure	11.05%
About the same	50.30%
Less secure	29.59%
Significantly less secure	8.95%

KEY INSIGHT:

The overwhelming concern is that executives and investors believe AI can replace experienced marketers, leading to fewer marketing roles overall as AI enables smaller teams to do more.

THE NEW MARKETING ROLE



THE CHANGING ROLE OF THE MARKETER

Marketers are seeing their roles evolve, with a greater emphasis on strategic thinking and the ability to leverage AI to drive business impact. The ability to use AI to increase productivity and reduce costs is seen as the most valuable skill.

MOST VALUED AI PROFICIENCY	PERCENTAGE OF RESPONDENTS
Ability to use AI tools to increase productivity or reduce costs	76.22%
Ability to apply AI in analytics and customer insights	45.12%
Ability to lead AI strategy or integration projects	38.41%

Source: 2025 Salary & AI Career Impact Survey, Q17

THE VOICE OF THE MARKETER

Writers, designers, and content creators are feeling particularly vulnerable. Many worry that AI will "eliminate the craft and creativity from marketing" and that "content marketing will get worse before it makes it better."

Emerging Concerns:

Looking ahead, respondents are raising questions that go beyond immediate job security:

- Ethics and values: How do we align AI use with corporate values?
- HR AI screening: Will AI bias in hiring create new discrimination?
- The dark funnel: How does AI change the customer journey and attribution?
- Trust issues: Buyers want more human interaction as AI proliferates
- Lack of responsible AI discussion: Who's thinking about the long-term implications?

These concerns suggest that the AI transformation in marketing is just beginning, and the second-order effects may be more significant than the immediate productivity gains

KEY INSIGHT

AI is not just a new tool; it's a catalyst for a fundamental shift in the marketing profession. The survey data shows that AI is reshaping marketing roles, team structures, and the skills that are most valued.

AI SLOP

THE CONTENT CRISIS: QUALITY VS. QUANTITY

The survey data shows that **78.24%** believe content creation will be most disrupted by AI in the next 12-24 months.

The open-ended responses reveal why this is such a concern:
"The explosion of AI-generated content is creating new challenges. It's harder to break through the noise, especially in the AI product space."

Marketing 'slop' is degrading content quality across the board.
Are we just making content for bots rather than humans?"

This creates a vicious cycle:

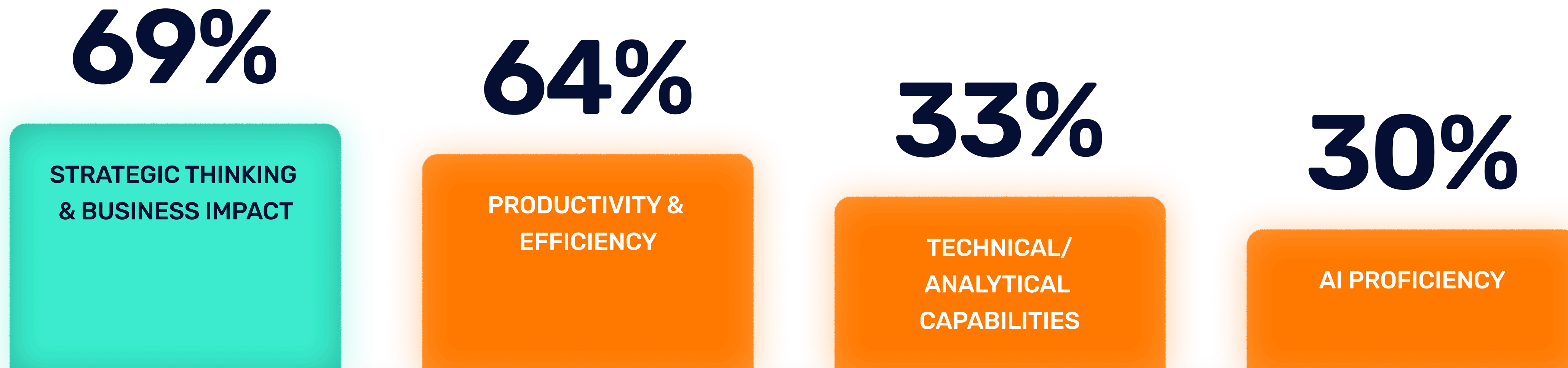
1. AI makes it easier to create content
2. More content floods the market
3. It becomes harder to break through the noise
4. Companies use more AI to create even more content

WHAT COMPANIES VALUE MOST?

For employers, the math is simple: invest in both AI tools and the people who use them strategically, and you'll gain a durable advantage in talent and results. Cut headcount and expect AI to fill the gap, and you'll lose the strategic depth that drives long-term performance.

KEY INSIGHT:

AI skills matter most when combined with strategic thinking – not as a replacement for it.



THE STATE OF AI ADOPTION

The vast majority of marketers already use AI in their work, with most using it for specific tasks such as content creation and analysis. This indicates a move beyond mere experimentation and into practical application.

CURRENT USE OF AI TOOLS	PERCENTAGE OF RESPONDENTS
Experimenting occasionally	9.94%
Regular use for specific tasks	56.14%
Integrated into daily workflow	22.81%
Leading AI implementation or strategy	11.11%

Source: 2025 Salary & AI Career Impact Survey, Q10

THE UPSKILLING CHALLENGE

While marketers are eager to learn, they are largely on their own. The survey reveals a significant lack of employer support for professional development, with most marketers funding their own training or relying on free resources.

FUNDING PROFESSIONAL DEV	PERCENTAGE OF RESPONDENTS
My employer (fully or partially)	22.49%
Paying for it myself	37.28%
Free resources only	33.73%
Not currently investing	6.51%

Source: 2025 Salary & AI Career Impact Survey, Q27

COMPLETE SURVEY FINDINGS

Total Responses: 171

Survey Period: Q4 2025

Target Audience: Tech Marketing Professionals in B2B

COMPENSATION BENCHMARKS (CMO/SVP LEVEL)

CMO/SVP BASE SALARY DISTRIBUTION (7 CATEGORIES)

SALARY RANGE	PERCENTAGE	COUNT
Less than \$150K	9.62%	5
\$150K - \$199K	7.69%	4
\$200K - \$249	9.61%	5
\$250K - \$299K	21.15%	11
\$300K - \$349K	30.77%	16
\$350K - \$399K	17.31%	9
\$400K+	3.85%	2

Key Insight: 55.77% of CMO/SVP salaries cluster in the \$250K-\$375K range.

CASH BONUS DISTRIBUTION

BONUS RANGE	PERCENTAGE	COUNT
Less than \$25K	35.29%	18
\$25K - \$74K	21.56%	11
\$75K - \$124K	21.57%	111
\$125K - \$199K	13.72%	7
\$200K+	7.84%	4

Key Insight: Wide variation in bonuses - 19.61% receive minimal bonuses (<\$10K) while 17.65% receive \$100K-\$125K.

COMPENSATION BENCHMARKS (CMO/SVP LEVEL)

BENEFITS PACKAGE ASSESSMENT

BENEFITS RATING	PERCENTAGE	COUNT
None	7.69%	4
Below average	36.54%	19
Average	42.31%	22
Above average	13.46%	7

Key Insight: 44.23% rate benefits as below average or none, indicating potential dissatisfaction.

EQUITY SIGNIFICANCE

EQUITY LEVEL	PERCENTAGE	COUNT
I don't have equity	5.77%	3
Small amount	17.31%	9
Medium amount	32.69%	17
Large amount	44.23%	23

Key Insight: 76.92% of CMO/SVPs have medium to large equity stakes.

AI IN MARKETING PRACTICE

CURRENT USE OF AI TOOLS (Q10)

USAGE LEVEL	PERCENTAGE	COUNT
Experimenting occasionally	9.94%	17
Regular use for specific tasks	56.14%	96
Integrated into daily workflow	22.81%	39
Lead AI implementation or strategy	11.11%	19

Key Insight: 90% are beyond experimentation phase.

HOW AI IS IMPACTING ROLES/TEAMS (Q11 - SELECT UP TO 2)

IMPACT TYPE	PERCENTAGE	COUNT
Increasing productivity and efficiency	79.41%	135
Requiring me to learn new skills	48.24%	82
Eliminating certain tasks I used to do	38.82%	66
Shifting budget from headcount to tools	28.24%	48
Changing what leadership expects from marketing	26.47%	45
Creating concerns about job security	13.53%	23
Opening new career opportunities	12.35%	21

AI'S CAREER AND COMPENSATION IMPACT

IMPACT OF AI SKILLS ON COMPENSATION (Q14)

IMPACT LEVEL	PERCENTAGE	COUNT
Yes – led to promotion or raise explicitly tied to AI	4.71%	8
Yes – contributed indirectly to higher pay	12.94%	22
No	82.35%	140

Key Insight: For most marketers, AI skills have not yet translated into direct compensation increases.

IMPORTANCE OF AI SKILLS IN JOB CHANGES

IMPORTANCE LEVEL	PERCENTAGE	COUNT
Critical – central to why I was hired	4.17%	7
Significant – one of several key differentiators	20.24%	34
Minimal – mentioned but not decisive	23.21%	39
Not relevant / didn't come up	15.48%	26
I haven't changed jobs recently	36.90%	62

Key Insight: For those who changed jobs, AI skills were significant for 24.41% but minimal or irrelevant for 38.69%.

AI'S CAREER AND COMPENSATION IMPACT

EXPECTED COMPENSATION PREMIUM FOR AI SKILLS (Q16)

EXPECTED PREMIUM	PERCENTAGE	COUNT
Yes – significant premium (10%+)	23.53%	40
Yes – moderate premium (5–10%)	34.12%	58
Possibly – small advantage	30.00%	51
Possibly – small advantage	12.35%	21

Key Insight: 57.65% expect a moderate to significant premium for AI skills in the next 1-2 years.

MOST VALUED AI PROFICIENCY (Q17 - SELECT UP TO 2)

PROFICIENCY TYPE	PERCENTAGE	COUNT
Ability to use AI tools to increase productivity or reduce costs	76.22%	125
Ability to apply AI in analytics and customer insights	45.12%	74
Ability to lead AI strategy or integration projects	38.41%	63
Ability to create or manage AI-generated content come up	30.49%	50
Ability to teach or mentor others on AI adoption	15.24%	25

Key Insight: Practical productivity gains are valued far more than strategic or teaching abilities.

JOB SECURITY AND MARKET DYNAMICS

JOB SECURITY COMPARED TO 12 MONTHS AGO (Q18)

SECURITY LEVEL	PERCENTAGE	COUNT
More secure	11.05%	18
About the same	50.30%	85
Less secure	29.59%	50
Significantly less secure	8.95%	16

Key Insight: 39.06% feel less secure than 12 months ago.

PRIMARY CONCERNS ABOUT JOB SECURITY (Q19 - SELECT UP TO 3)

CONCERN	PERCENTAGE	COUNT
Economic uncertainty / layoffs	66.07%	111
Age / experience discrimination	57.74%	97
Increased competition for fewer roles	47.02%	79
Company performance or industry decline	42.26%	71
AI automating parts of my role	16.07%	27
Not concerned about job security	9.52%	16
Lack of technical / AI skills	8.93%	15

Key Insight: Economic concerns and ageism outweigh direct AI automation fears.

JOB SECURITY AND MARKET DYNAMICS

COMPANY HEADCOUNT CHANGES (Q20)

HEADCOUNT CHANGE	PERCENTAGE	COUNT
Reduced marketing headcount	38.10%	64
Kept marketing headcount stable	32.74%	55
Increased marketing headcount	21.43%	36
Shifted budget from headcount to AI tools	5.36%	9
Not sure	2.38%	4

Key Insight: Over a third of companies have reduced marketing headcount in the past 12 months.

HEADCOUNT REDUCTION DUE TO AI (Q21)

AI-RELATED REDUCTION	PERCENTAGE	COUNT
Yes – explicit reduction due to AI	8.43%	14
Possibly (not explicitly stated but suspected)	18.07%	30
No	68.07%	113
Not sure	5.42%	9

Key Insight: 26.5% report explicit or suspected AI-related headcount reductions.

JOB SECURITY AND MARKET DYNAMICS

COMPANY ADAPTATION TO AI (Q22 THAT APPLY)

ADAPTATION TYPE	PERCENTAGE	COUNT
Expanding expectations of existing marketers to include AI skills	65.48%	110
Reducing reliance on external vendors or freelancers	37.50%	63
Reducing headcount in certain functions	22.02%	37
No meaningful change yet	18.45%	31
Adding new roles focused on AI or automation	8.93%	15

Key Insight: Companies are primarily expanding expectations rather than hiring new AI specialists.

WHAT COMPANIES VALUE MOST NOW (Q23 - SELECT UP TO 3)

VALUED ATTRIBUTE	PERCENTAGE	COUNT
Strategic thinking and business impact	68.64%	116
Productivity and efficiency (doing more with less)	63.91%	108
Technical / analytical capabilities	33.14%	56
AI proficiency	30.18%	51
Leadership and people management	29.59%	50
Creative / brand building skills	15.98%	27
Years of experience	14.79%	25
No significant change	8.28%	14

Key Insight: Strategic thinking and efficiency are the top priorities, with AI proficiency ranking fourth.

JOB SECURITY AND MARKET DYNAMICS

LONG-TERM CAREER CONFIDENCE (Q24)

CONFIDENCE LEVEL	PERCENTAGE	COUNT
Very confident – AI creates more opportunities	21.89%	37
Cautiously optimistic – adapting as things evolve	47.93%	81
Uncertain – unclear how AI will affect my role	20.12%	34
Concerned – automation threatens parts of my job	6.51%	11
Actively planning a career pivot outside marketing or automation	3.55%	6

Key Insight: Nearly 70% are confident or cautiously optimistic, but 30% are uncertain or concerned.

AREAS AI WILL MOST DISRUPT (Q25 - SELECT UP TO 3)

MARKETING AREA	PERCENTAGE	COUNT
Content creation / copywriting	78.24%	133
SEO and search marketing	58.24%	99
Marketing operations and automation	40.00%	68
Data analysis and reporting	38.24%	65
Creative and design	28.82%	49
Paid media optimization	23.53%	40
Demand generation / lead scoring	22.94%	39
Product marketing / messaging	12.35%	21

Key Insight: Content creation is seen as the most vulnerable area, followed by SEO.

SKILLS INVESTMENT AND LEARNING

TIME INVESTED IN LEARNING (Q26)

TIME PER WEEK	PERCENTAGE	COUNT
None	10.59%	18
1-2 hours	65.88%	112
3-5 hours	20.00%	34
6-10 hours	2.94%	5
More than 10 hours	0.59%	1

Key Insight: Most marketers are investing modest amounts of time (1-2 hours per week) in learning.

FUNDING FOR PROFESSIONAL DEVELOPMENT (Q27)

FUNDING SOURCE	PERCENTAGE	COUNT
My employer (fully or partially)	78.24%	133
Paying for it myself	58.24%	99
Free resources only	40.00%	68
Not currently investing	38.24%	65

Key Insight: 70.01% are self-funding or relying on free resources for professional development.

SKILLS INVESTMENT AND LEARNING

CURRENT CAREER STRATEGY (Q28)

STRATEGY	PERCENTAGE	COUNT
Keeping options open / exploring	27.54%	46
Broadening skills to become more versatile	22.75%	38
Moving toward leadership / management	20.36%	34
Deepening expertise in my current specialty	17.37%	29
Transitioning to AI-focused marketing roles	8.38%	14
Pivoting toward more technical / analytical roles	3.59%	6

Key Insight: The most common strategy is to keep options open, reflecting uncertainty about the future.

PRIMARY LEARNING METHOD (Q29)

LEARNING METHOD	PERCENTAGE	COUNT
On-the-job experimentation and learning	62.13%	105
Online resources (YouTube, LinkedIn Learning, etc.)	37.87%	64
Mentorship / peer learning communities	17.75%	30
Industry conferences or workshops	16.57%	28
Formal certification programs	4.73%	8
I haven't invested in upskilling recently	1.78%	3

Key Insight: Practical, on-the-job learning is the dominant method for skill development.

PROMPTS → PIPELINE

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