



# IDC FutureScape

Worldwide Chief Marketing Officer  
2025 Predictions





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## About IDC FutureScapes

IDC FutureScape reports are used to shape enterprise IT strategy and planning by providing a basic framework for evaluating IT initiatives in terms of their value to business strategy now and in the foreseeable future.

IDC's FutureScapes are comprised of a set of predictions designed to identify a range of pending issues that CIOs and senior technology professionals will confront within the typical five-year business planning cycle. Each prediction is assessed on the basis of its complexity, organizational impact, and time frame to expected mainstream adoption.

# Redefining the Role of Marketing

## PREDICTION 1

5x

By 2029, all companies will spend up to five times more on LLM optimization than search optimization to influence GenAI systems and raise the priority and ranking of their brands.

IT Impact	Guidance
<p>There will be a greater demand to quickly and easily set up API connections with numerous AI LLMs to feed product and service updates and collect customer data.</p> <p>The large amounts of customer data will require clear data governance processes on storage, management, and accessibility to ensure compliance.</p> <p>Businesses will need storage scalability, computing power, and big data analytics solutions to manage large amounts of data.</p>	<p>Have a robust understanding of how AI LLMs work to determine the unique functions of specific LLMs to optimize performance to marketing goals.</p> <p>Foster connections to understand solutions and receive system update information. Work with vendors to maximize returns on LLM optimization investments.</p> <p>To optimally leverage the amount of customer data to be collected, break down data silos and invest in unified customer data solutions/platforms.</p>

## PREDICTION 2

65%

By 2026, 65% of individuals will search for information and engage in dialogue with brands via GenAI, forcing marketers to build and optimize for humanized digital AI as the primary customer interface.

IT Impact	Guidance
<p>Designing data architecture and integrating enterprise customer data are high priorities. Investing in technologies to create a rich picture of the customer is vital to informing a chatbot response that is contextualized to the user.</p> <p>IT teams will be expected to evaluate the ability of search and knowledge discovery tools to provide appropriate security and governance guardrails.</p>	<p>Gain a deeper understanding of customer intent and journeys. Map customer journeys to segment the audience and understand where and how conversational AI search tools can humanize the process of engaging with specific personas.</p> <p>Develop strategies and digital trust plans for the responsible and ethical use of AI, in which LLMs as a conversational interface will be used.</p>

# Redefining the Role of Marketing

## PREDICTION 3

55%

By 2028, traditional agencies will reduce staff by 55%, migrating execution to limited, AI-enabled contractors and focusing the remaining resources on advanced data governance, AI services, and strategy.

IT Impact	Guidance
<p>IT will face increased responsibility for overseeing a diverse range of AI-enabled gig agencies and AI tool providers. While marketing teams may have traditionally owned these relationships, given their increasing data/technology orientation, IT may need to provide additional support.</p> <p>As agencies shift toward AI-driven models, IT will play a crucial role in comanaging the ownership of AI systems and the related data sets.</p>	<p>Assess and adapt your agency relationships to leverage the capabilities of emerging gig agencies for tactical tasks while maintaining strategic partnerships with larger firms for high-value services. Ensure that your agencies are forward thinking and part of your future-proofed strategy.</p> <p>Upskill your in-house teams (and tools) to leverage new AI capabilities. Ensure that you are able to in-house any functions that may not be available (or desirable) from agencies in the future.</p>

## PREDICTION 4

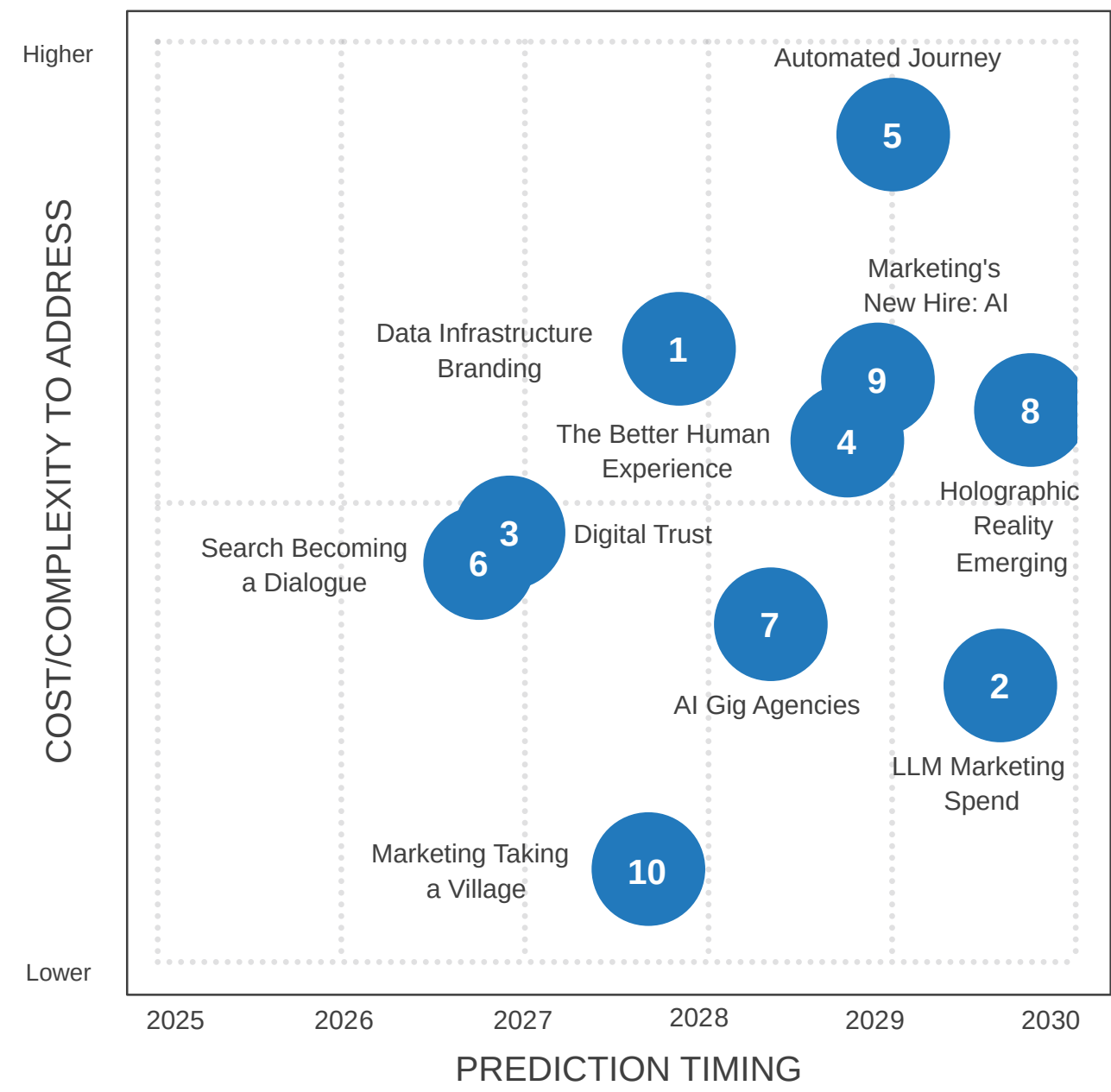
3/5

By 2028, three of five marketing roles or functions will be held by AI workers, shifting humans and their expertise toward strategy, creativity, and ethics and managing a blended human and AI workforce.

IT Impact	Guidance
<p>Data science teams must tackle concept drift with automated model training that will learn from new data sets and actions taken by AI workers.</p> <p>IT must develop frameworks that ensure AI systems are trusted and transparent. Implementing strong AI governance will be crucial in managing data privacy, bias in AI algorithms, and compliance.</p> <p>Organizations will need to allocate resources to build and advance the AI worker system to integrate with existing marketing technology.</p>	<p>The use of AI workers will require a thorough understanding and deployment of the promise and peril of the technology. CMOs must create a road map for prioritizing functions in which AI workers can excel while keeping humans in charge of strategy.</p> <p>Marketing leaders must partner with CIOs and legal to implement policies in which human oversight is required. Organizations will have to extend data and AI governance protocols for transparency, accountability, compliance, and risk mitigation.</p>



# IDC FutureScape Chief Marketing Officer 2025 Predictions



*Note: Marker number refers only to the order the prediction appears in the document and does not indicate rank or importance, unless otherwise noted in the Executive Summary.*  
*Source: IDC, 2024*

## Using AI in Marketing

Marketing’s future is represented by AI-fueled transformation. We only see the tip of the iceberg today, and lying underneath is a world where AI becomes the new operational fabric of marketing and sales, redefining the role of marketing, the people who work within marketing, and the way brands deliver a compelling, engaging customer experience.

IDC predicted last year that it wouldn’t be until 2027 that the majority of Global 2000 marketing organizations would use AI to adaptively deliver omni-channel customer interactions across the journey. Fast-forward a year later, and it is already evident that the pace of change is more like a lion than a whimper. In a recent study to determine which use cases businesses have already adopted, IDC found that 50% of the current use cases were in marketing.

Marketing is not just experimenting but rather implementing AI in marketing operations, content marketing, advertising and creative services, campaign marketing, and web marketing. Not only are marketers implementing AI, but customers and consumers are actively using AI to engage with brands.

## IDC's Guidance

CMOs can leapfrog the technology adoption curve and embrace AI to fuel marketing innovation and business growth with the following advice:

- **Design and build the right system for the experience era.** Technology alone is not the “silver bullet.” Consider the entire system: skills, organizational structure, business processes, new functional areas, and technology required.
- **Note that the old marketing playbook is no longer effective.** Marketing needs to expand and evolve with an increased investment in video, interactive, and conversational content supporting the end-to-end journey.
- **Ensure that customer data platforms are must-have technologies** to abstract customer data out of big data lakes, making the data agile and available quickly to operate at the edge, closest to the customer.
- **Conduct an AI impact assessment and analysis on your organization.** How will AI change the required skills, roles, and organizational structures? Build a strategic human capital plan and invest in upskilling and hiring today.

This eBook was written from research and findings from the IDC research report, [IDC FutureScape: Worldwide Chief Marketing Officer 2025 Predictions](#). **To learn more about predictions helping CMOs redefine the role of marketing read the full FutureScape research report.**



### MORE FUTUREScape EBOOKS

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