B2B MARKETING

Martech Vendor Spotlight Report: **AI**

APRIL 2025



Introduction

When we started building our Martech Vendor Spotlight series, we thought topics such as ABM and lead generation were a bit of a no-brainer considering its impact on the B2B industry. So when the idea of doing an AI edition came about, it was a bit of a no-brainer considering its impacton the world. And we loved the idea of introducing a new theme based on what marketers are focusing on (our Trend Tracker indicates this was a top five priority for client-side marketers).

And as the tech world evolves, so does our series.

Love it or hate it, AI is here to stay. Not only can it be used to automate monotonous tasks, but AI can now be used to shape ROI predictions, analyze campaign performances and help create tailored messaging for your audiences. And while it may seem daunting to sift through all the different platform offerings, we've simplified the work for you so you can assess vendors effortlessly with the information you're actually after.

We decided to break down each AI platform into categories; this included chatbots, content generation, lead scoring, personalization, predictive analytics, and social media. For the purposes of this report, we decided to focus on each platform's main function and categorize it based on this criteria. We also want to acknowledge that these aren't the only categories - AI has and will continue to evolve so we look forward to enhancing this particular theme in further editions.

In addition to the profiles, our report includes a handy checklist marketers can use when deciding on their AI investment. That way, you can avoid investing in technology that doesn't fit your company's requirements or even worse -you don't use the technology at all.

We also interviewed our Propolis AI Expert, Steve Mudd to find out what marketers need to know about AI, as well as how to prove AI's commercial impact. In addition to this report, we highly recommend checking out our Propolis AI Strategy Pack, which outlines the best practices and strategies to take on when incorporating AI to your business - pair this brand new strategy pack with our report, and you'll be championing AI in no time.

We hope you enjoy this report.



Kavita Singh
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