

ISSUE 20250710

**B2B CMOs**

learn **AI** from

**B2C leaders**

POWERED  
BY  
DIGITAL

Vision  
Strategy  
Technology  
Operational Excellence

#stephansteiner  
© stephansteiner.com

# CHALLENGE

# 1

## B2B CMOs lag in AI-driven brand experiences

**77%** in B2B use AI as productivity tools, not brand builder

**82%** of B2B Buyers want B2C-like experiences

**13%** of B2B marketers are open to risk or brave ideas

## Adopt B2C creative AI applications & mindset

**19%** of B2B decision-makers have implemented GenAI use cases

**34%** of B2B marketers use GenAI for brainstorming content ideas

**71%** of B2C brands use AI to enhance personalization

# AI-powered brands build stronger connections

**2x**

faster growth for emotional  
brand leaders

**30%**

reduction of CAC when paired  
with emotional appeal

**96%**

see accelerated production  
timelines with generative AI

# Use AI to scale emotion, not just efficiency

# 4

- Pilot GenAI for brand concept development
- Combine behavioral and sentiment data for deeper insights
- **Balance AI automation with human creativity** for brand lift



THOUGHTS?

**What's driving your  
B2B AI roadmap?**

**CMO vision or  
ops pressure?**

**Share your thoughts below.**