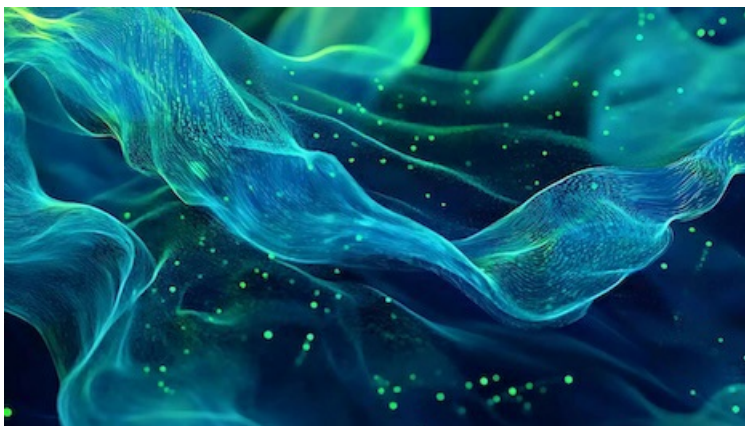SOFTWARE AND TECHNOLOGY

71pc of CMOs plan to invest more than $10M in AI through 2028: BCG

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More than three-quarters of those surveyed are optimistic about the use of the controversial technology. Image credit: BCG

By ZACH JAMES

Confidence in generative artificial intelligence among high-level advertising professionals is rising, according to the latest findings from Boston Consulting Group (BCG).

Revealed in a new report, optimism around the rising technology has reached an all-time high of 80 percent among chief marketing officers. The figure represents a shifting tide in the promotional space, as brands' fears surrounding the use of generative AI subside over time with the program's progression in commercial viability.

"GenAI is rapidly becoming embedded in the marketing function," said Mark Abraham, a managing director and global leader of personalization at BCG, in a statement.

"Even in the current turbulent macroeconomic environment, we're seeing CMOs invest in shifting from isolated pilots to scaled GenAI use cases, enhancing personalization and marketing operations."

Titled "How CMOs Are Scaling GenAI in Turbulent Times," the report details a survey of 200 CMOs from Asia, Europe and North America conducted between April and May 2025.

On the rise
Over the next three years, 71 percent of the CMOs surveyed plan to invest more than $10 million annually in generative AI, up from 57 percent in 2024.

The impending surge in spending coincides with the evolution of the technology beyond previously simplistic imagery and video, leading to increased confidence in its utility among multiple use-cases, including marketing.

% CMOs expressing ...	2023	2024	2025
Optimism	74	78	83
Confidence	71	75	79
Curiosity	63	65	82
Indifference	34	35	27
Worry/anxiety	46	35	23
Rejection	12	18	8

Sources: BCG CMO Surveys on GenAI 2025 (n = 200), 2024 (n = 200), and 2023 (n = 211).

Optimism and confidence among CMOs have risen over time, while rejection and anxiety surrounding the topic have largely subsided. Image credit: BCG

More than half of the participating group expect yearly revenues to rise by 5 percent, driven by generative AI. At the same time, over a third of those surveyed state that the technology has led to better consumer engagement, content quality and advertising volume.

With increased investment given to artificial intelligence, marketing professionals will focus on improving return on investment within advertising divisions through the enhanced personalization made possible by the ever-evolving program.

"In conversations with CMOs, it's clear that GenAI has become a core part of how modern marketing teams operate," said Lauren Wiener, a managing director and global marketing lead at BCG, in a statement.

"What separates the winners is a commitment not just to scaling the technology, but to empowering the people who use it," Ms. Wiener said. "Those CMOs investing in tools and talent are the ones rewriting the playbook."

Luxury applications

In the high-end space, AI is similarly growing in prevalence.

While luxury brands have been hesitant to utilize the technology in recent months (see story), this reluctance extends mostly to the creative craft behind the industry, with customer service and marketing becoming more AI-integrated over time.

The prestige artisanal touches the sector is known for provide a major hurdle for AI's use outside of digital operations and advertising. Image credit: Henley & Partners

The technology is also driving trends across verticals, as it provides an avenue for personalization in advertising previously impossible for brands to harness (see story). This has led several iconic high-end names to embrace the digital service, including British auction house Christie's (see story) and German automaker Mercedes-Benz (see story), among others.