

Top 5 Marketing Predictions for 2026 & Beyond

What Every CMO & Marketing Leader Needs to Know



1

CMOs Will Collapse Legacy Channel Architectures to Enable Streamlined, Agentic One-to-One Interactions

Stat

By 2028, 60% of brands will use agentic AI to facilitate streamlined one-to-one interactions, collapsing channel-technology architectures and redefining customer journeys.

What You Should Do:

- Establish governance now
- Account for total cost of ownership
- Upskill your team to be strategists first, specialists second



2

CMOs Will Shift Budget From Engagement Volume to Content Authenticity Verification

Stat

By 2027, brands will allocate 50% of influencer marketing budgets to content and creator authenticity initiatives to optimize engagement and monetization in AI search environments.

What You Should Do:

- Adopt content labeling conventions
- Invest in signals of authenticity
- Test and adopt new monetization models



3

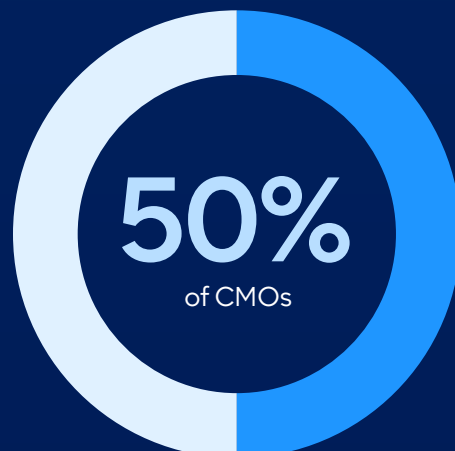
CMOs Will Abandon Rigid Hierarchies for Composable, Self-Reliant AI Ecosystems

Stat

By 2028, 50% of CMOs will shift to fully composable marketing organizational structures, with AI-dependent teams working in self-reliant resource ecosystems.

What You Should Do:

- Make frequent, incremental changes to org structure
- Consolidate and simplify marketing capabilities using composability principles



4

Ambient Smart Devices Will Become the Foundation for Next-Gen Brand Discoverability and Customer Journeys

Stat

By 2028, 30% of consumer brand experiences will be delivered through ambient smart devices, fundamentally reshaping brand engagement strategies.

What You Should Do:

- Optimize content for AI-driven search and new interfaces
- Prioritize investments in AI technologies and IoT infrastructure
- Develop journeys for both human and machine customers



5

CMOs Will Treat GenAI Agents as “Brand Builders” Rather Than “Revenue Generators”

Stat

By 2030, less than 10% of ecommerce revenue will originate from GenAI-powered shopping tools for consumer use due to limited adoption.

What You Should Do:

- Establish consumer trust and focus on high-priority targets
- Prioritize feature development around discovery and research
- Focus messaging on time and attention savings



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