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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.



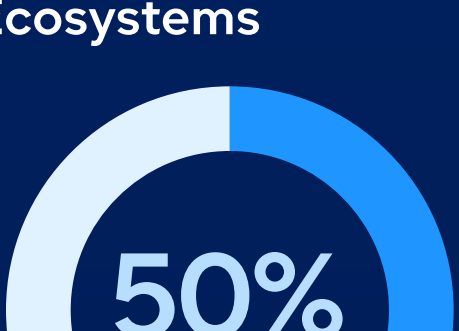
What You Should Do:

- → 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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