

Product Marketing Mission-Critical Priorities (MCPs)



87% of CEOs believe that AI defines the competitive landscape, but only 15% of CEOs perceive that marketing leaders have the savviness with AI that will be needed in 2025 to 2026

45% of product marketing leaders list improving GTM Alignment as a Top 3 objective (for the next 12 months), tied for highest in the survey

107% year over year increase in Reddit URLs appearing in search results, signaling a shift in how demand gen leaders need to enhance solution discovery and authority

54% of product marketing leaders are measured on product adoption/usage, higher than any direct metric associated with customer acquisition or retention

