

# CMO Mission-Critical Priorities (MCPs)

MCPs

## Build an AI-Powered Marketing Organization

**49%** of CMOs report that AI adoption has shifted marketing roles and responsibilities faster than they expected

## Adapt to the New Rules of Customer Engagement

**84%** of consumers and B2B buyers say that using GenAI makes buying faster or easier

## Become a Future-Forward CMO

**65%** of marketing leaders say that advances in AI will dramatically change the role of the CMO in the next 2 years

## Elevate Brand's Role in Transformative Growth

**82%** of leaders say their company's identity will need to significantly change to keep pace with AI's impact on markets

Journey Steps

- Set Your Vision for AI-Powered Marketing
- Identify and Prioritize Agentic Use Cases
- Update Roles and Structure to Support AI integration
- Reprioritize Marketing's Investments in People, Partners and Technology
- Build New Marketing Governance Frameworks

- Assess AI Impact on Customer Behaviors
- Update Customer Journeys and Segmentation
- Reprioritize Channel and Media Investments
- Optimize Marketing Content for Discoverability
- Build Trust with Human Touchpoints

- Define the CMO Role for the AI Era
- Build Your CMO AI Leadership Skills
- Redefine Marketing's Unique Value and Scope
- Prioritize Growth and Innovation Leadership
- Forge Valuable Alliances Across the C-Suite

- Redefine Brand's Role in Business Growth
- Reposition Brand to Internal Stakeholders
- Connect Brand Investments Business Outcomes
- Activate the Brand Consistently
- Prove the Value of Brand Investments