2026 STATE OF AI FOR BUSINESS REPORT

Presented by SMARTERX®

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THE QUIET PART, SAID OUT LOUD

A letter from Paul Roetzer, CEO of SmarterX

Last year, I wrote that wide-scale job disruption from AI was on the horizon, and that we had already been seeing "quiet AI layoffs" for the prior 6 to 12 months. Companies were starting to reduce headcount and slow (or freeze) hiring as they more deeply integrated AI into their operations, and masking the moves under return-to-work policies and natural attrition to avoid the bad PR.

A year later, the quiet part is being said out loud.

Atlassian, the maker of Jira, Confluence, and Trello, recently announced it was cutting roughly 1,600 jobs, about 10% of its global workforce, and explicitly attributed the reductions to preparing for the AI era. **Jack Dorsey** announced that Block was cutting nearly 4,000 employees, close to half its workforce, and named AI as the reason.

These are not isolated headlines. They are the visible edge of a much larger pattern.

In nearly every executive conversation I'm part of these days (across tech and non-tech alike) I'm hearing a version of the same message: flat headcount is the goal, while companies are gearing up for the possibility of 10 to 20% workforce reductions.

The premise in some cases is that AI efficiency gains are already significant enough to need fewer people, but, in most instances, organizations are preparing for the realization of significant productivity gains to come.

That's the backdrop for this year's research. And against that backdrop, two patterns in our data stand out: Both of which, I believe, will define what 2026 looks like inside most organizations.

The first is a striking disconnect about what AI is going to do to jobs.

The vast majority of respondents in this year's survey believe AI will eliminate more jobs than it creates over the next three years. That belief is remarkably consistent. It does not vary meaningfully by role, function, or seniority. CEOs and entry-level employees agree. And yet, when asked about their own role, very few are concerned.

The workforce broadly expects disruption. They just don't think it will happen to them, with just 20% saying they are either somewhat or very concerned about AI's impact on their job.

The second pattern is a pervasive wait-and-see posture, visible on both sides of the equation:

On the individual side, despite real progress in adoption and literacy, there is still plenty of trepidation around AI as a whole. Nearly half the respondents this year say they either feel negative, neutral, or unsure about AI's impact on careers, business, and society at large.

On the organizational side, the hesitation is structural. Most companies are still in piloting mode. Few have a roadmap. Fewer still have the governance foundations in place to scale AI responsibly. And the most common way respondents describe their organization's AI momentum is "inconsistent or siloed." In other words, pockets of adoption with no cohesive plan.

This is not, in my view, a knowledge problem or a budget problem. It is a leadership problem. Too many CEOs are still treating AI as a technical issue to delegate to IT and Legal. But IT and Legal are structured to reduce risk, not

"The workforce broadly expects disruption. They just don't think it will happen to them."

THE QUIET PART, SAID OUT LOUD

A letter from Paul Roetzer, CEO of SmarterX

> *“Too many CEOs are still treating AI as a technical issue to delegate to IT and Legal. But IT and Legal are structured to reduce risk, not drive transformation.”*

drive transformation. When you ask them to lead AI, the predictable result is exactly what the data shows: cautious experimentation that never quite scales.

The workforce notices. And when companies fail to provide approved tools, clear guardrails, and real training, employees do not stop using AI. They use whatever works for them, on their own devices, on their own terms. Inside many organizations, shadow AI is accumulating quietly under leaders who believe they have things under control.

Put the two patterns together, and the picture for near-term AI adoption looks like this: Individuals are racing ahead with AI through personal initiative, but remain conflicted about what AI means for them and their careers. And organizations are advancing through more cautious experimentation, but risk losing the trust of their best AI adopters in the process.

The companies that come through this stronger will not be the ones with the best tools. They will be the ones whose leaders have decided that AI is a business transformation opportunity, not an IT issue — and who are actively investing in AI literacy, governance, and human-centered change management before they are forced to.

If that’s the kind of organization you’re trying to build, this report is for you. The data on the following pages is designed to help you see where organizations actually stand. Use it to benchmark, to make the case internally, and to identify what to prioritize first.

We’ve spent six years studying how AI changes work through our annual State of AI reports, and we’re more convinced than ever that the organizations that get this right will be the ones that move with both urgency and humanity. We’re rooting for you to be one of them, and we’ll keep providing the research, the education, and the support to help you get there.

PAUL ROETZER,
Founder & CEO, SmarterX & Marketing AI Institute

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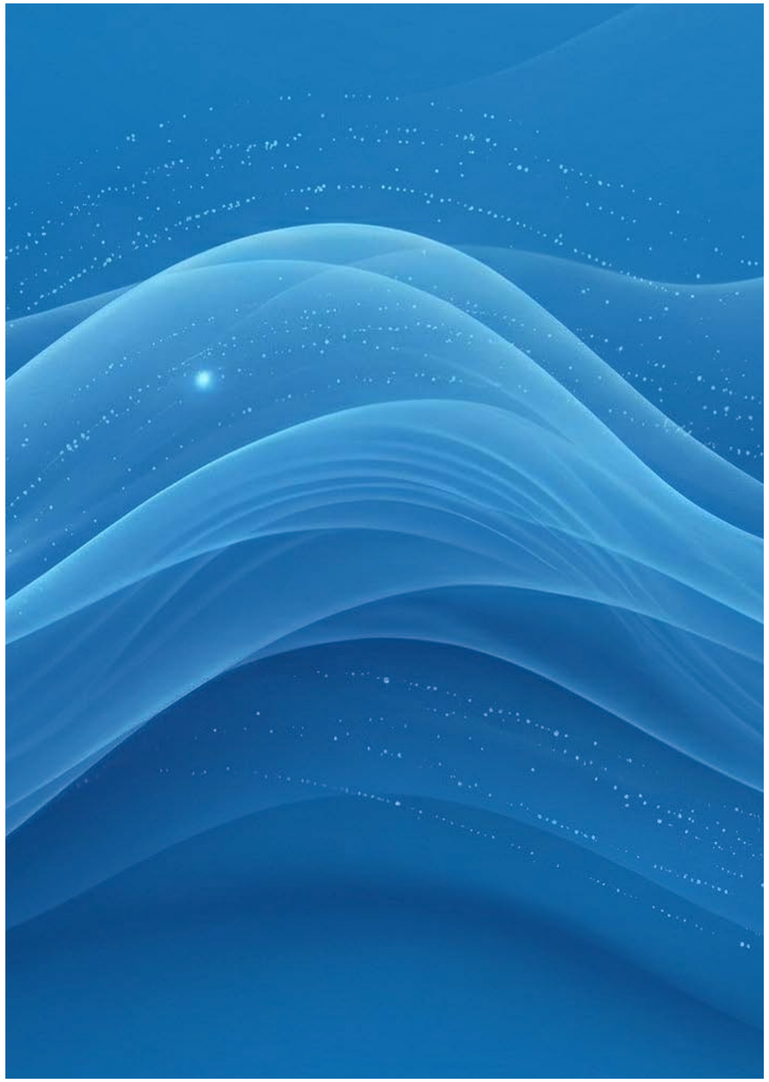
EXECUTIVE SUMMARY

More than 2,100 professionals across roles, functions, and industries responded to 34 questions about AI understanding, adoption, and organizational readiness between February and April 2026.

Two tensions define this year's findings: a pervasive wait-and-see posture (visible among individuals and organizations alike) and a striking disconnect around AI's expected impact on jobs.

EXECUTIVE SUMMARY



01

The workforce expects AI to eliminate more jobs than it creates (by an overwhelming margin).

Seventy-one percent of respondents believe more jobs will be eliminated by AI than created, compared to just 13% who expect net job creation. This belief is remarkably consistent across every role and seniority level. Yet when asked about their own role, only 20% express concern. The disconnect is notable: The workforce broadly expects disruption. They just don't think it will happen to them — a tension that may shape how organizations need to communicate AI's impact going forward.

02

AI is now essential to business success, with near-universal agreement.

Seventy-four percent of respondents say AI is "critically important" or "very important" to their success in the next 12 months, with 39% selecting "critically important" alone. CEOs and founders feel this most intensely: 89% rate AI as critically or very important.

03

The biggest barriers to AI adoption aren't technical, they're human.

Top adoption barriers share a common thread: The pace of change is outrunning people's capacity to absorb it. A lack of education and training (38%) and a lack of awareness or understanding (35%) remain the most-cited barriers to AI adoption. Lack of time (30%) — a new response option this year — landed immediately among the top barriers, alongside fear or mistrust of AI (29%). Taken together, the top four barriers all point in the same direction: Professionals aren't struggling with access to AI tools or budget to buy them. They're struggling with the pace and volume of what they need to learn and integrate, faster than their schedules and their organizations currently allow.

EXECUTIVE SUMMARY

04 **More than half of professionals have moved past experimentation. Individual adoption has tipped.**

Fifty-three percent of respondents say they're in the Integration or Transformation phases of AI adoption, meaning they've moved past testing tools into embedding AI in their workflows or reimagining how they work entirely. Only 12% remain in the earliest Curiosity or Understanding phases. (In our 2025 State of Marketing AI Report, 43% of respondents were in Integration or Transformation, suggesting meaningful forward movement.)

05 **Organizations are falling behind their own employees.**

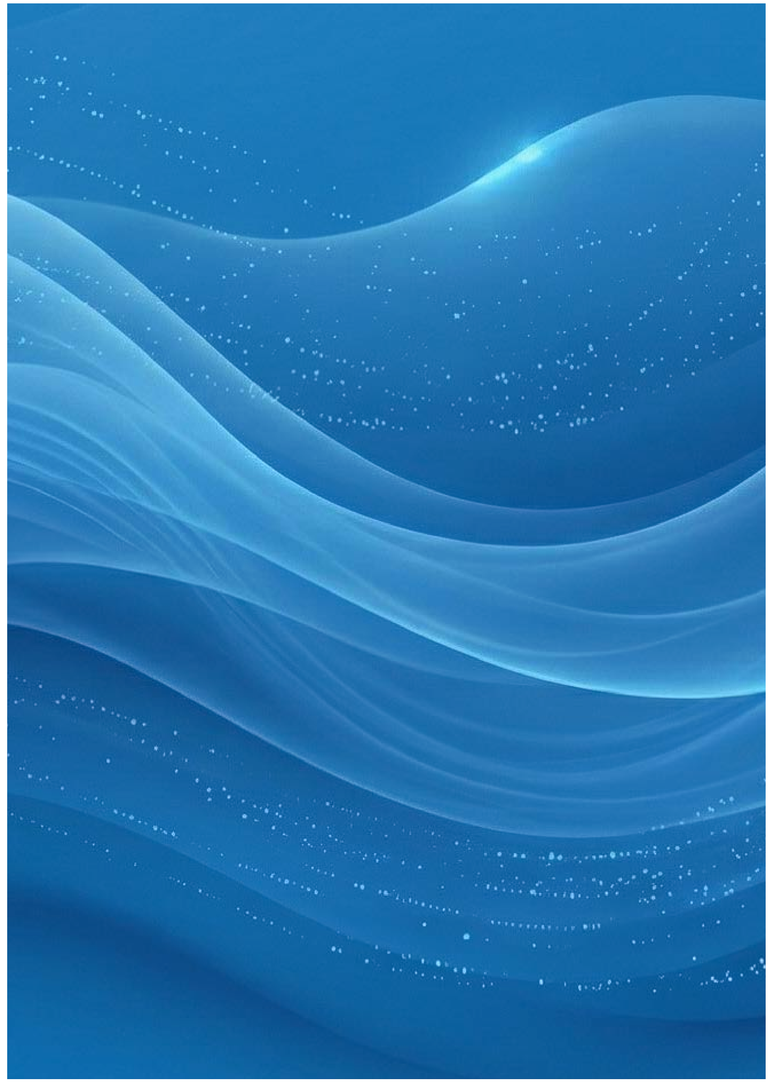
While individuals race ahead, only 25% of organizations have reached the Scaling phase. The largest share (47%) is still in Piloting, and 28% remain in Understanding. Among respondents who are personally in Integration or Transformation, 62% report their organization has not yet reached Scaling, a structural gap between individual capability and organizational infrastructure.

06 **Nearly half the workforce is not yet sold on AI.**

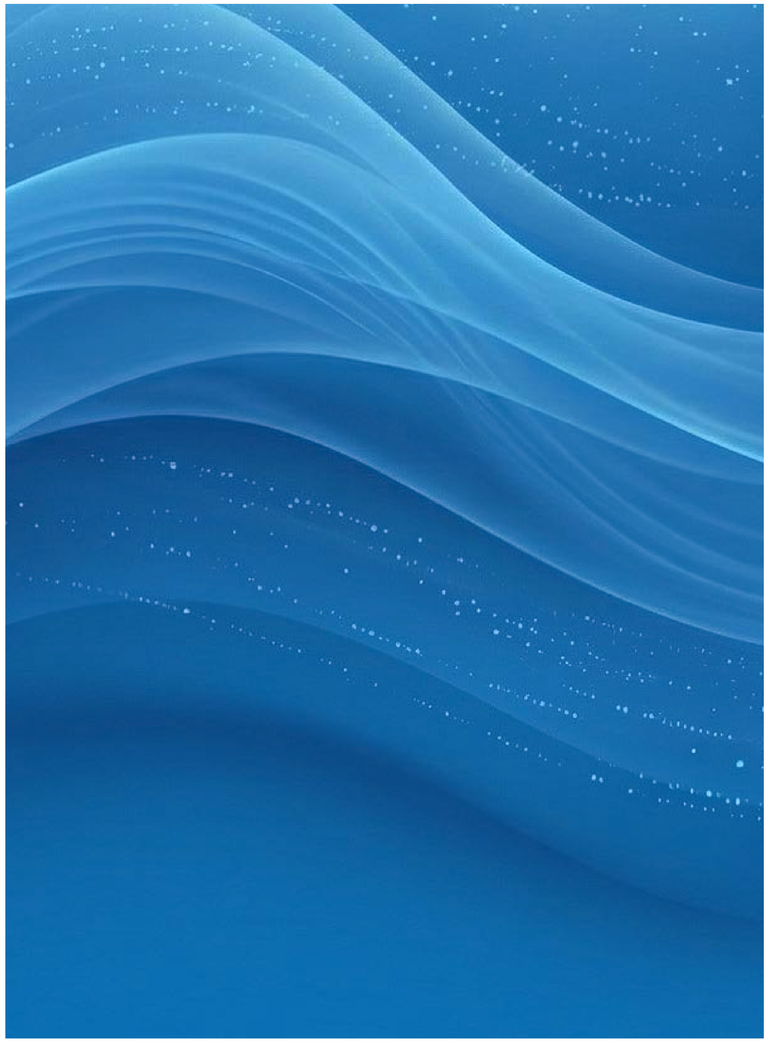
Fifty-two percent of respondents describe their overall sentiment toward AI as positive. But 48% are neutral, negative, or unsure how they feel. This is not a workforce that is fully bought in.

07 **Only 13% of organizations have the governance foundations to scale AI.**

Only 29% have an AI roadmap. Thirty-nine percent have an AI council. Forty-eight percent have generative AI policies. Forty-eight percent have an AI ethics policy. And just 13% have all four foundations in place. A third of respondents (32%) report their organization has none of these.



EXECUTIVE SUMMARY



08

AI training is up sharply but still isn't reaching the majority.

The majority of respondents still lack training: 32% say no training exists, 18% say it's in development, and 3% aren't sure. When asked what AI topics they want to learn, the top answers are integrating AI tools into existing workflows (58%), using AI agents (51%), and building no-code assistants (45%). Prompting (once a hot topic) was mentioned by just 15% of workers. The workforce has moved past fundamentals and is asking for more education around operational AI skills.

09

ChatGPT dominates small firms. Copilot dominates enterprise. The platform war is splitting by company size.

Overall, 59% of respondents say their organization provides ChatGPT. But platform preference depends on company size: Seventy-three percent use ChatGPT at small firms (up to $1M) while the same percentage use Microsoft Copilot at large enterprises ($1B+). Claude (37%) and Gemini (42%) are significant but still trail the leaders.

10

CEOs and founders report being dramatically ahead of everyone else in personal AI adoption.

Sixty-five percent of CEOs/Founders/Presidents are in the Integration or Transformation phases, compared to 53% of Directors and 48% of Managers.

METHODOLOGY

The 2026 State of AI for Business Report uses data collected from a 34-question survey: 23 questions focus on respondents' understanding, adoption, and organizational readiness for AI, and 11 center on demographics and firmographics.

The survey was in the field from February to April 2026. Respondents were not required to answer all questions in order to submit their responses. A total of 2,109 respondents completed at least some part of the survey, with the vast majority (87%) completing the full survey. As a result, some questions may not have a full 2,109 responses. Throughout the report, we clearly indicate the sample size for each question.

In some places, percentages may add up to more than 100%, either due to respondents being allowed to select multiple responses or because we've rounded to whole-number percentages for easier reading.

The survey was primarily promoted via the SmarterX website, newsletter, podcast, and webinars, as well as through channels owned by one of our brands, Marketing AI Institute. Our audience has shown a predisposition to AI education, so respondents may display higher levels of understanding and adoption of AI than the broader industry. Where relevant, we note this sample bias in our analysis.

A NOTE ON PERCENTAGES

Frequently in this report, we reference increases or decreases in percentages when comparing data. "Percentage points" is the language we use when describing the arithmetic difference between two percentages. For example, going from 40% to 44% is an increase of 4 percentage points. Meanwhile, "percent" or "%" is used to describe the relative change from the initial value. For example, going from 40% to 44% is a 10% increase, because the 4 percentage-point increase represents 10% of the initial 40% value.

A NOTE ON YEAR-OVER-YEAR COMPARISONS

This is the first year this survey has been fielded under the "State of AI for Business" title, expanding beyond its prior focus on marketing. Several questions have been reframed to reflect a broader, cross-functional audience. Where comparisons are made to the 2025 State of Marketing AI Report, we note the change in framing and exercise appropriate caution in interpretation. Direct comparisons are only made where question language remained substantively the same.

HOW AI POWERED THIS YEAR'S REPORT

AI played a significant role in producing this year's State of AI for Business Report, and the leap in capability from last year to this year was, once again, striking.

For the 2025 report, we used a combination of frontier models for data analysis, visualization, ideation, and content generation. Those capabilities saved considerable time and produced strong results. But this year, the depth and speed of what was possible moved meaningfully forward, particularly in data analysis, strategic support, and the design of the survey itself.

For the 2026 report, AI was used in the following ways:

Data analysis.

Anthropic's Claude Opus 4.6 reasoning model was used for in-depth, near-instantaneous data analysis, including cross-tabulations, subgroup breakdowns, and correlation analyses across the full dataset of 2,109 respondents. Gemini 3.1 Pro, as part of Gemini for Google Workspace, was also used for data exploration and analysis directly within the working spreadsheet. As in prior years, these models were used to extract insights and ideas that were non-obvious to human analysis or tedious to extract manually.

Data visualization and creative ideation.

Anthropic Claude and Claude Code were used to create data visualizations that informed the final design and representation of data within the report. Frontier models were also used to generate creative ideas for headlines and hooks throughout the report.

Strategic support.

Frontier models were used to provide strategic support by making intelligent recommendations on how to represent the data and which questions to ask of it. This year, AI was also instrumental in the design of the survey itself, as we expanded the survey beyond its marketing-only roots and revised questions, response options, and outreach campaigns to solicit a broader and more diverse pool of respondents.

Content generation.

The previously mentioned frontier models were used to generate copy variations and phrasing for creative inspiration. However, all final copy was heavily edited, rewritten, or originally written by a human.

All AI-generated outputs were created with significant human supervision and review of final outputs. All survey data used with AI tools was anonymized, with personally identifiable information removed before processing.

It bears repeating: the capabilities described above in their current form would have been impossible just a year ago. Last year, we noted the same thing; that basic data analysis, ideation, and content generation were possible and saved considerable time. But the improvements since then have been dramatic.

The initial draft of this report (data analysis, cross-tabulations, and narrative writing) was produced in a single morning. The full process, from survey close to design-ready draft (including human review, editorial revision, and data verification) was compressed from four weeks to one.

That's not a marginal efficiency gain. It's a fundamentally different production model (and one that required significant human judgment at every stage). AI didn't replace the editorial process, but it collapsed the timeline around it.

This year's models handled complex, multi-variable analysis with minimal setup, offered strategic recommendations that shaped the structure of the report, and contributed meaningfully to the design of the research instrument itself. The distance between what was possible in 2025 and what was possible in 2026 is a real-time demonstration of the pace of change this report documents.

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THE RESPONDENTS

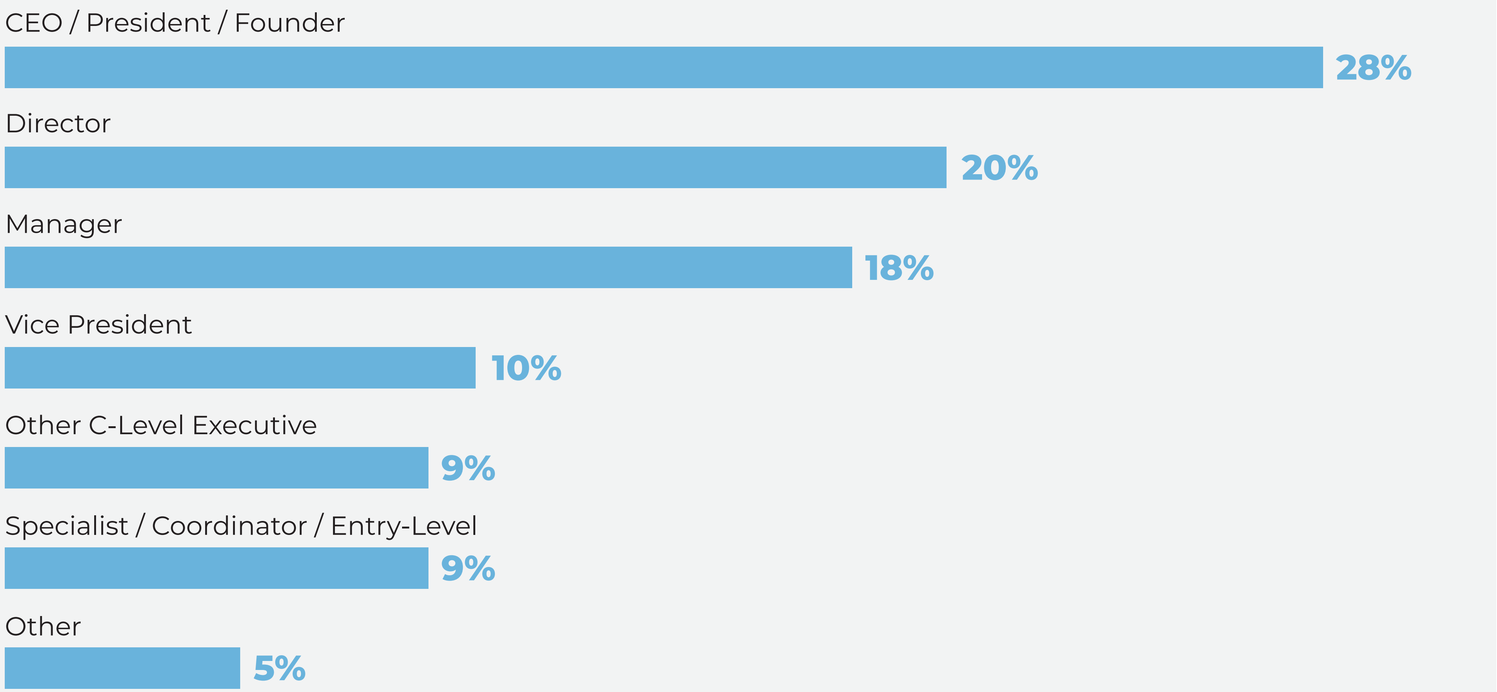
Survey respondents represent a diverse cross-section of roles, functions, industries, and company sizes. This is the broadest respondent base in the survey's history, reflecting its expansion from a marketing-specific audience to a cross-functional business audience.

THE RESPONDENTS

ROLE

The largest share of respondents are CEOs, Presidents, or Founders (28%), followed by Directors (20%) and Managers (18%). Vice Presidents account for 10%, other C-Level Executives for 9%, and Specialists or Entry-Level professionals for 9%. The remaining 5% selected “Other.”

The high proportion of senior leaders (with CEOs, C-suite, and VPs, collectively, comprising 48% of respondents) gives this data set particular weight for understanding how decision-makers view AI’s trajectory.



n = 2,067

48%
of respondents
are senior leaders

THE RESPONDENTS

FUNCTION

Marketing remains the most represented function at 32% of respondents, reflecting the survey's roots. Client Services and Consulting account for 17%, followed by Executive/General Management (13%), Operations (7%), Engineering/IT (6%), and Sales (5%). Data/Analytics, Product, Customer Service, Human Resources, Finance, and Legal/Compliance each represent between 1% and 3%.

Marketing	**32%**
Client Services / Consulting	**17%**
Executive / General Management	**13%**
Other	**7%**
Operations	**7%**
Engineering / IT	**6%**
Sales	**5%**
Data / Analytics	**3%**
Product	**3%**
Customer Service / Customer Success	**2%**
Human Resources / People Ops	**2%**
Finance	**2%**
Legal / Compliance	**1%**

n = 1,971

INDUSTRY

Professional Services (Marketing) leads at 18%, followed by Professional Services (Other) at 14%, Software (10%), Education (9%), Health Care (8%), Finance (6%), and Manufacturing (6%). The remaining categories each represent between 1% and 3%.

Professional Services: Marketing	**18%**
Professional Services: Other	**14%**
Software	**10%**
Education	**9%**
Health Care	**8%**
Other	**8%**
Finance	**6%**
Manufacturing	**6%**
Media & Entertainment	**3%**
Construction	**2%**
Consumer Packaged Goods (CPG)	**2%**
Government	**2%**
Insurance	**2%**
Real Estate	**2%**
Retail	**2%**
Telecommunications	**2%**
Arts	**1%**
Consumer Services	**1%**
Publishing	**1%**
Transportation	**1%**
Travel	**1%**
Hotel	**<1%**
Recreation	**<1%**
Restaurants	**<1%**

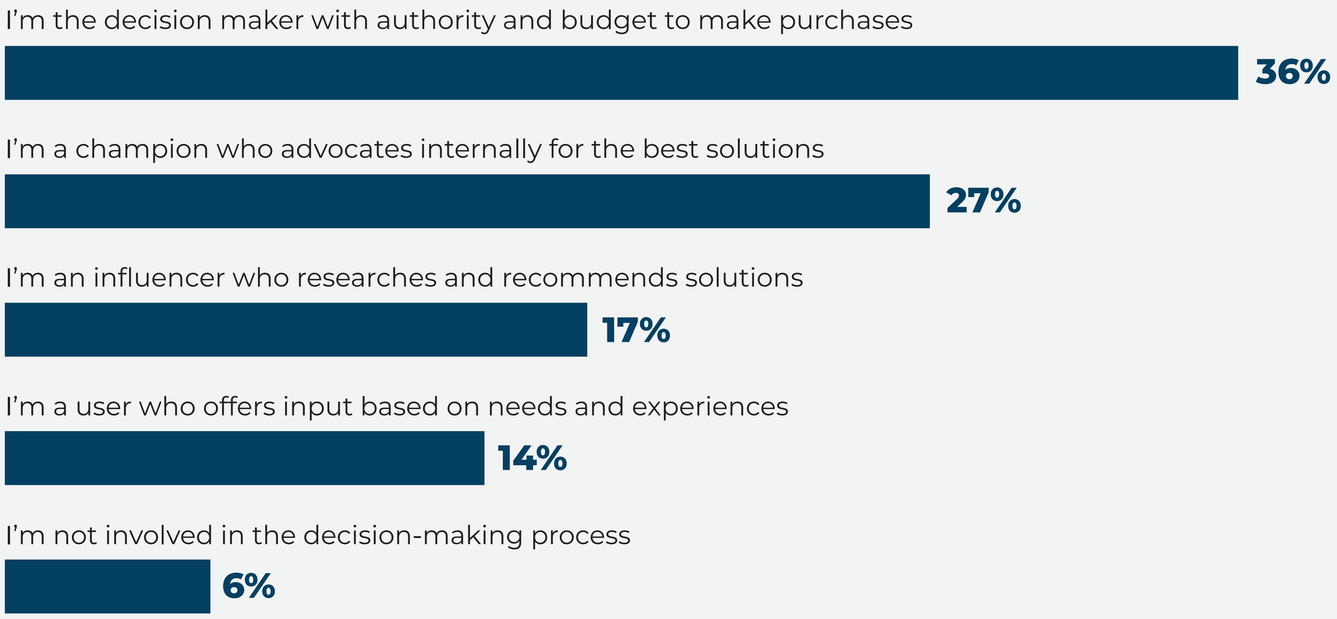
n = 1,990

THE RESPONDENTS

PURCHASING INVOLVEMENT

More than a third of respondents (36%) are decision makers with the authority and budget to purchase AI technology. Another 27% are champions who advocate internally for the best solutions, and 17% are influencers who research and recommend solutions. Fourteen percent are users who offer input, and 6% are not involved in the decision-making process.

The big takeaway: 80% of respondents are either making, championing, or influencing AI technology decisions. This is an audience with skin in the game, not passive observers.

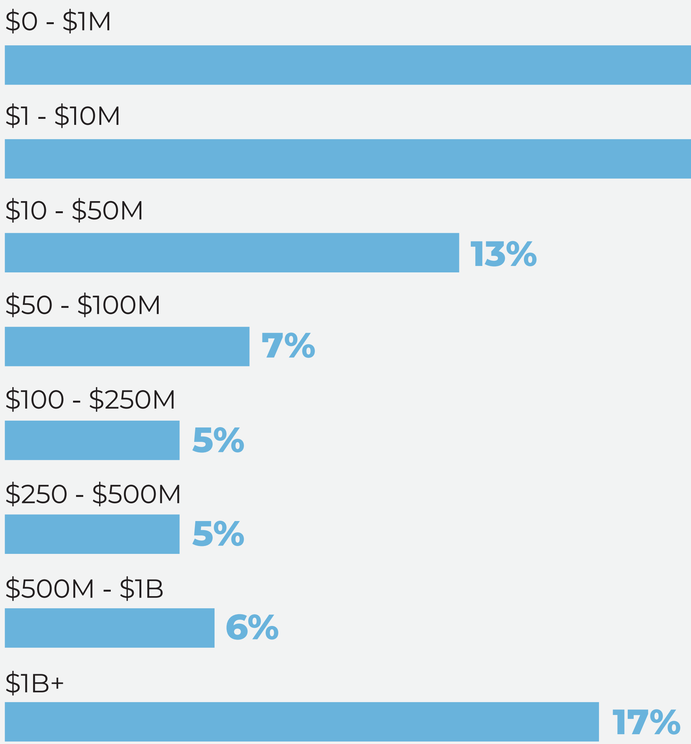


n = 1,998

THE RESPONDENTS

REVENUE

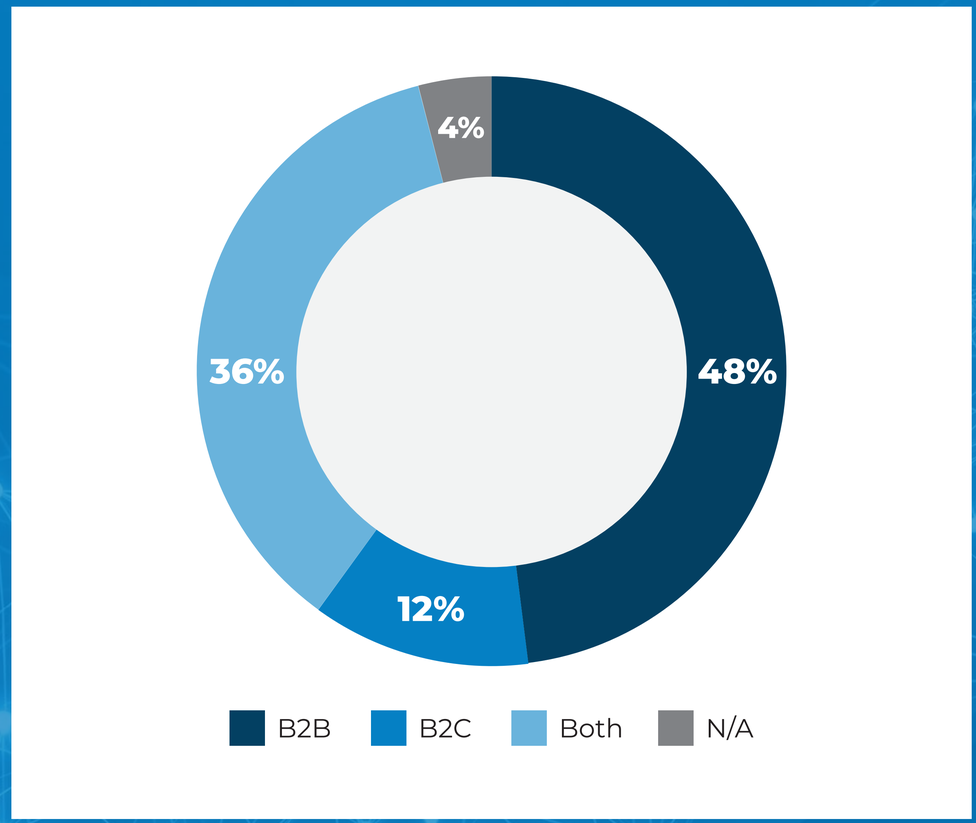
The respondent base spans the full revenue spectrum. Twenty-six percent come from firms with $0–$1M in annual revenue, and 21% from firms with $1–$10M. At the other end, 17% come from organizations with $1B+ in revenue. The middle market ($10M to $1B) accounts for 36% of respondents.



n = 1,916

B2B VS. B2C

The majority of respondents work at B2B organizations (48%), with 36% at companies serving both B2B and B2C markets, and 12% at purely B2C firms.

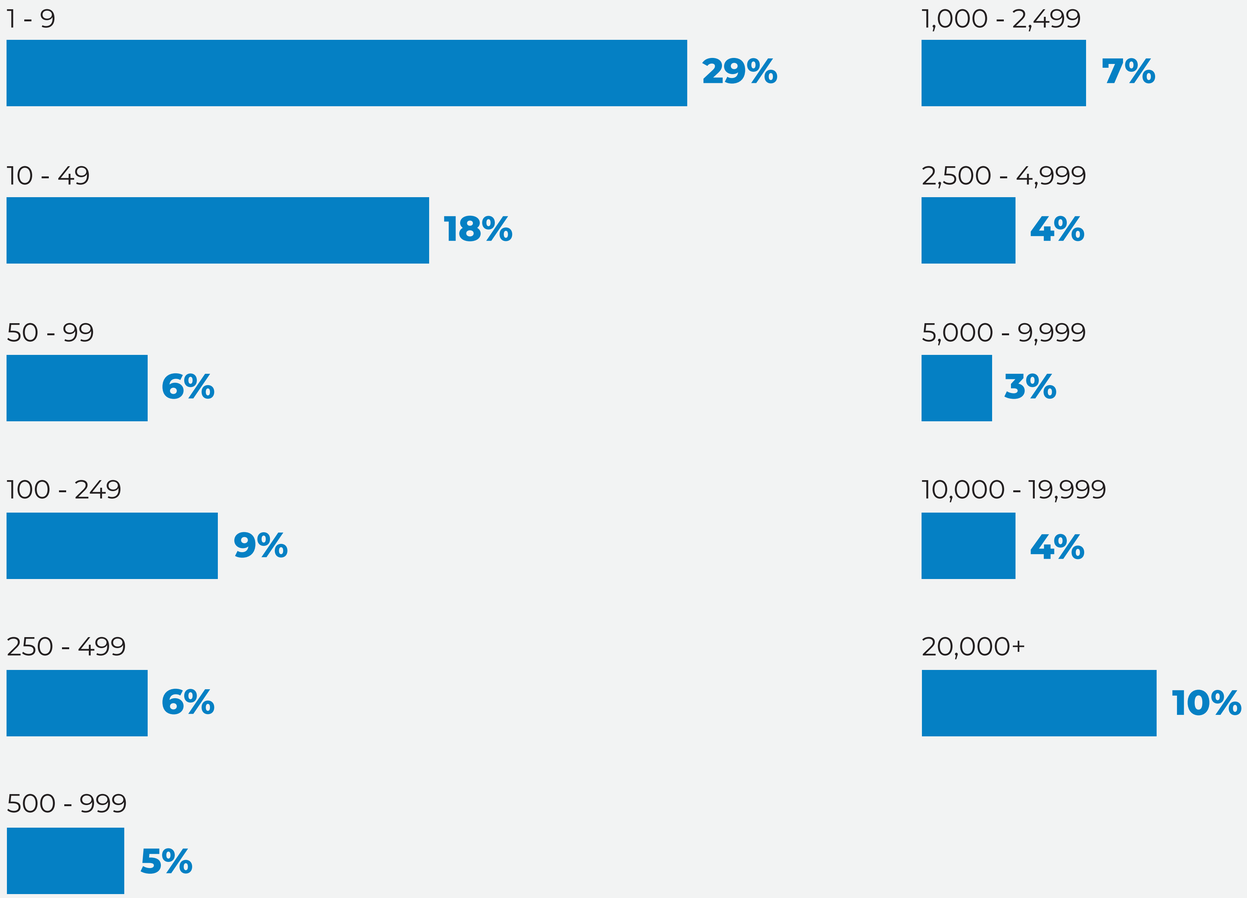


n = 1,876

THE RESPONDENTS

EMPLOYEES

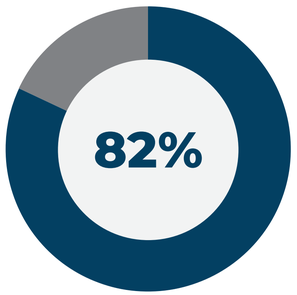
Nearly half of respondents (47%) work at small organizations with fewer than 50 employees. Twenty-one percent work at mid-size firms (50–499 employees). Sixteen percent work at large firms (500–4,999), and 17% at enterprises with 5,000 or more employees.



n = 1,985

COUNTRY

Respondents live in the United States, the United Kingdom, Canada, Australia, and Germany. About 82% of respondents are from the United States.



n = 1,741

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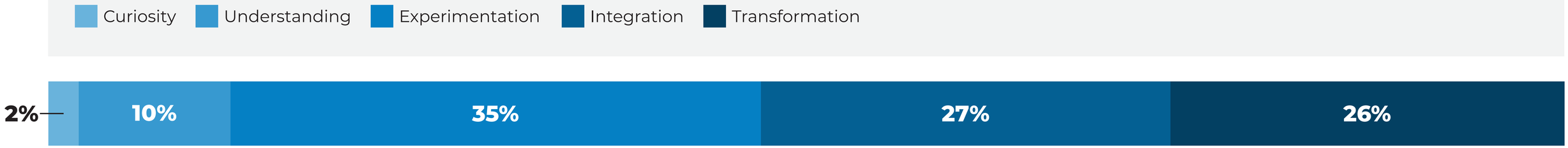
KEY FINDINGS

HOW DO PROFESSIONALS UNDERSTAND AND ADOPT AI?

Over half of respondents have moved beyond experimentation into Integration or Transformation.

How would you classify your understanding and adoption of AI today?



n = 2,039

The individual adoption curve has shifted decisively. More than half of respondents (53%) now say they're in the Integration or Transformation phases, meaning they've moved past testing into actively embedding AI in their work or fundamentally reimagining their roles around it.

Experimentation remains the single largest stage at 35%, but this now represents the middle of the distribution, not the leading edge. Only 12% of respondents remain in the earliest stages of Curiosity or Understanding, down from 17% in the 2025 State of Marketing AI Report.

This shift carries an important implication: The majority of professionals in this audience no longer need to be convinced that AI is relevant. They need organizational infrastructure, training on advanced topics, and a strategy to build on.

CEOs and founders are dramatically ahead.

Sixty-five percent of CEOs/Founders/Presidents report being in the Integration or Transformation phases, with 37% in Transformation alone. That's double the rate of Specialists/Entry-Level professionals (17%) and significantly ahead of every other role.

This confirms a pattern first identified in the 2025 report: The most senior leaders are personally the most advanced AI adopters. The risk is that they may underestimate how far behind the rest of the organization remains.

HOW IMPORTANT IS AI TO THEIR SUCCESS IN THE NEXT YEAR?

Three-quarters of respondents say AI is critically or very important.

How important is AI to the success of your organization over the next 12 months?

n = 2,088

Nearly three out of four respondents (74%) say AI is either “critically important” or “very important” to their business success in the next year. The share rating it “critically important” alone (39%) is the strongest signal of urgency in this year’s data.

The pattern is consistent across roles, but the intensity varies. Among CEOs/Founders/Presidents, 89% say AI is critically or very important, with 57% selecting “critically important.” By contrast, only 23% of Specialists/Entry-Level professionals rate it as “critically important.”

This gap matters. If leaders feel far more urgency about AI than the people doing the work, those same organizations aren’t investing in training or strategy. The result is a directive without a path, urgency without infrastructure.

74%

of respondents say AI is critically important or very important to their business.

WHAT IS THEIR CONFIDENCE IN EVALUATING AI?

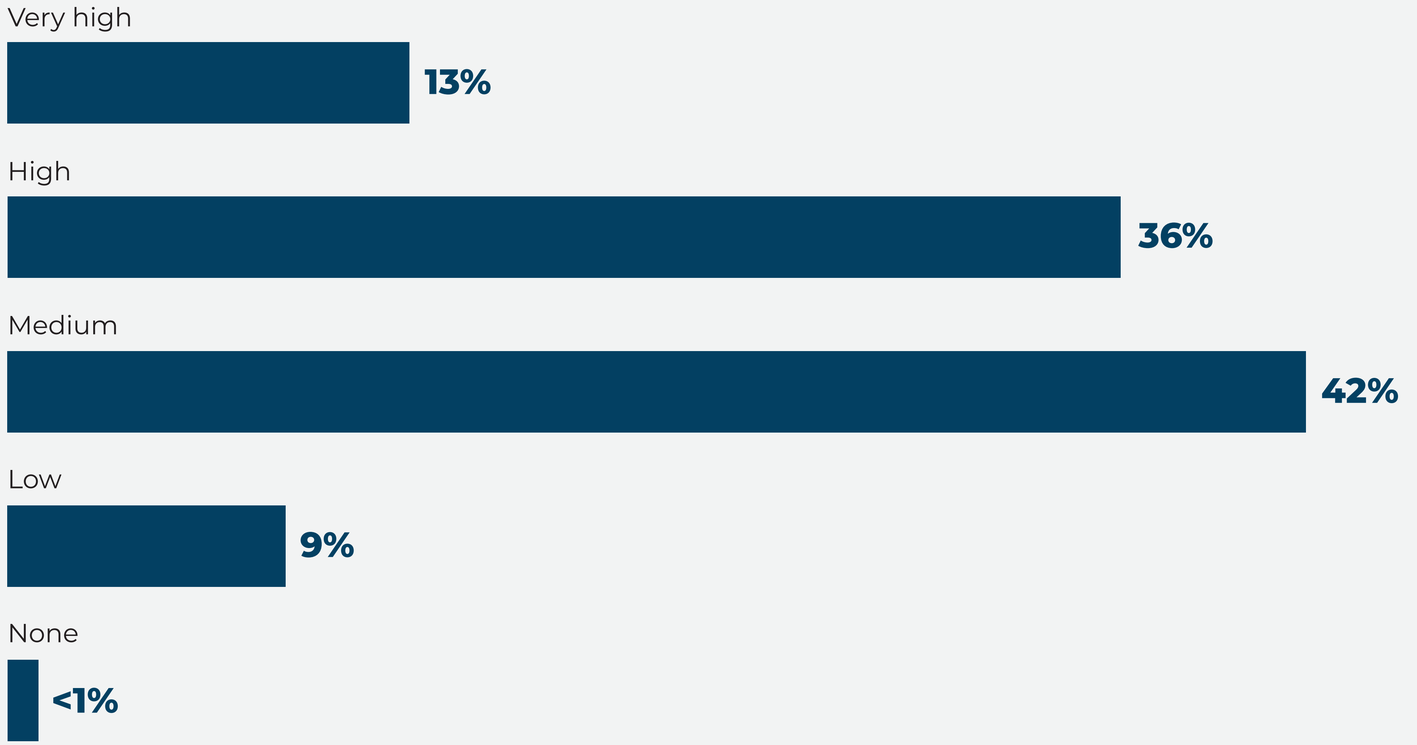
Confidence is rising, but still concentrated at the top.

Nearly half of respondents (49%) rate their confidence in evaluating AI-powered technology as High or Very High, a meaningful increase from 43% who said the same in 2025.

But confidence is not evenly distributed. CEOs/Founders/Presidents lead at 63% reporting High or Very High confidence. Every other role falls below 50%: Directors (46%), Other C-Level Executives (45%), Managers (42%), VPs (42%), and Specialists (37%).

Medium confidence (42%) remains the most common response, which in practical terms means the largest group of professionals still feels only moderately equipped to make AI technology decisions even as they're being asked to make more of them.

How would you rank your confidence evaluating AI-powered technology?

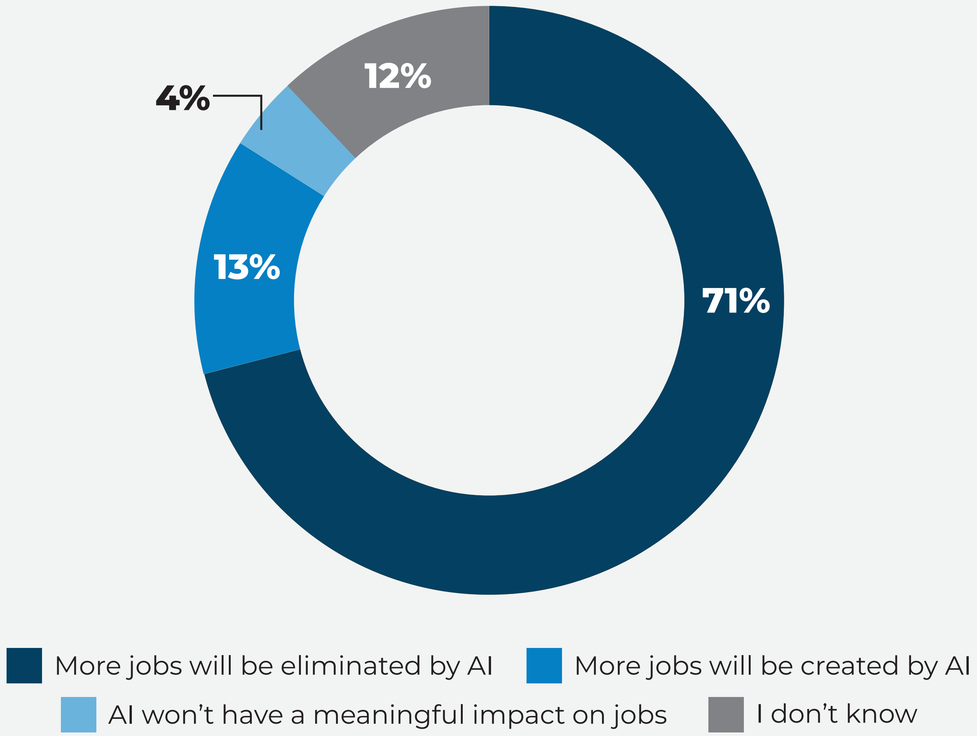


n = 2,047

WHAT DO THEY EXPECT AI TO DO TO JOBS?

An overwhelming majority expects net job elimination — a belief that cuts across every role.

What do you believe the net effect of AI will be on jobs over the next three years?



n = 2,026

This is the starkest finding in this year’s data. Seventy-one percent of respondents believe AI will eliminate more jobs than it creates in the next three years. Only 13% expect net job creation. And 12% say they simply don’t know.

What makes this finding notable is its consistency. The belief that AI will be a net job eliminator does not vary meaningfully by role: CEOs and VPs, 73%; Directors and Managers, 71%; and Specialists, 64%. It does not vary meaningfully by function: Marketing, Engineering, Sales, Operations all converge within a few points of the 71% average.

This consensus matters because it shapes how people feel about their own careers, how they respond to organizational AI initiatives, and how leaders should communicate about transformation. A workforce that believes jobs are at stake is a workforce that needs honesty, not just encouragement.

The year-over-year trendline also shows a notable spike in AI’s job impact: In marketing alone, expecting net job elimination has jumped 17 percentage points, from 53% to 70%. This follows a three-year trend of increasing pessimism, and the single largest jump we’ve seen.

HOW CONCERNED ARE THEY ABOUT AI'S IMPACT ON THEIR OWN ROLE?

Most see a mix of risk and opportunity — but 20% are either somewhat or very concerned.

How concerned are you about AI's impact on your job?

n = 2,066

The largest share of respondents (43%) report a "mixed" view; they see both risks and opportunities in how AI will affect their work. This is a pragmatic middle ground, but it also signals unresolved uncertainty across a wide swath of the workforce.

At the extremes, 19% are not concerned at all, believing AI will enhance rather than threaten their role. Meanwhile, 20% express some degree of active concern: 10% say they're somewhat concerned, and 10% say they're very concerned that AI could significantly impact or replace their role.

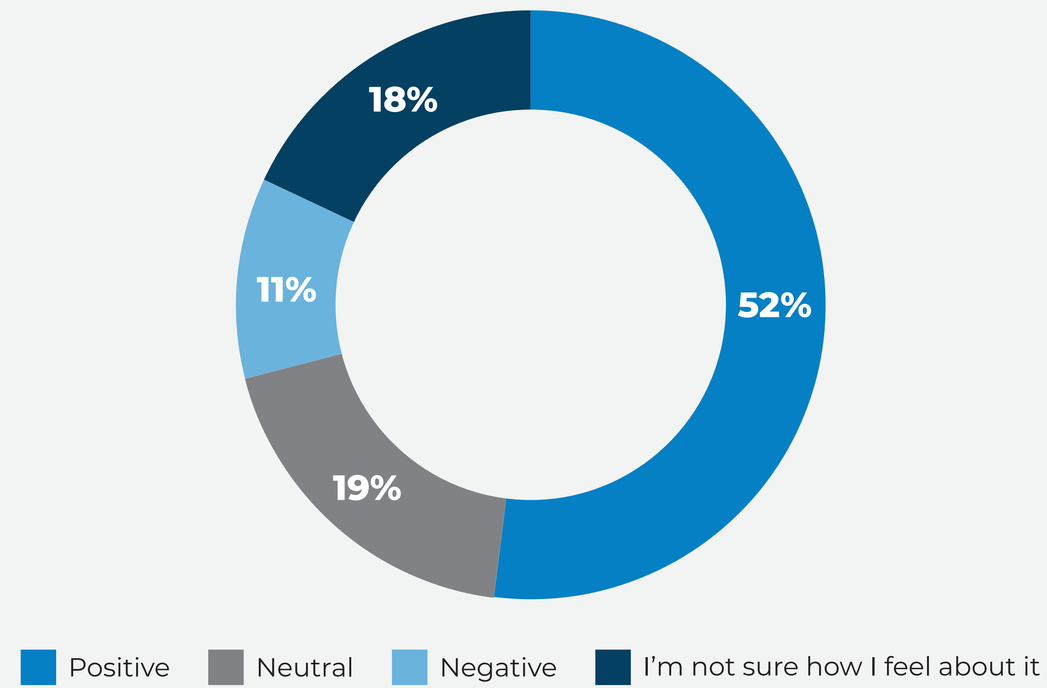
Finance and Engineering professionals are the most concerned.

Among functions, Finance (20% very concerned) and Engineering/IT (15% very concerned) report the highest rates of acute concern about AI's impact on their roles. Marketing (13%) and Product (13%) follow closely. These findings may reflect the fact that many core tasks in these functions (financial analysis, code generation, content creation, product specification) are increasingly automatable by current-generation AI.

HOW DO THEY FEEL ABOUT AI'S IMPACT?

The majority is positive, but a substantial minority is not yet on board.

How do you feel personally about AI and the impact it's having on careers, business, and society?



n = 2,035

Just over half of respondents (52%) say their overall sentiment toward AI is positive. But 48% are not there yet: split between neutral (19%), unsure (18%), and negative (11%).

The sentiment data is more encouraging when broken down by seniority. Among CEOs/Founders/Presidents, 59% report positive sentiment, as do 58% of VPs and 58% of other C-Level Executives. Directors (44%), Managers (50%), and Specialists (43%) are less positive. This mirrors a pattern throughout the data: the most senior leaders are the most personally advanced, the most confident, and the most positive about AI. As a result, they are at risk of misjudging the temperature of their own workforce.

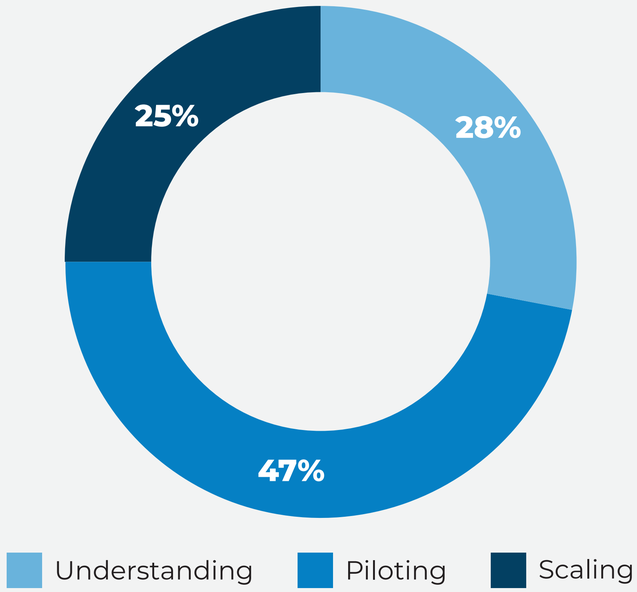
Nearly half the workforce is not yet a believer.

The fact that 48% of respondents in this audience (which skews AI-forward) are not positive about AI's impact on their work, careers, or society is a signal that leaders should not ignore. These are professionals who have been exposed to AI, who work in organizations actively exploring it, and who still feel neutral, uncertain, or negative. If this audience isn't fully on board, the broader workforce is almost certainly further behind.

WHAT IS THEIR ORGANIZATION'S STAGE OF AI TRANSFORMATION?

Nearly half of organizations remain in the Piloting phase. Only one in four has reached Scaling.

Which stage of AI transformation best describes your organization?



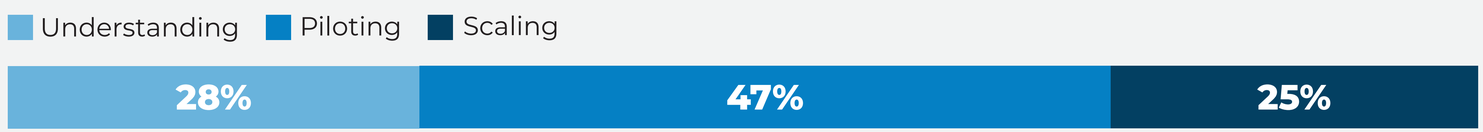
n = 2,087

This is where the gap between individuals and organizations becomes unmistakable.

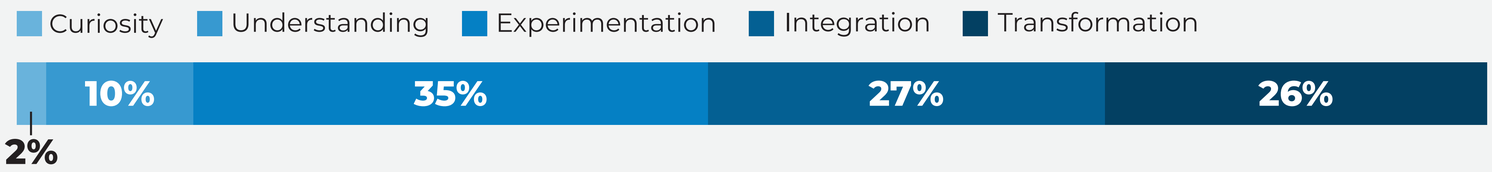
While 53% of individuals say they're in Integration or Transformation, only 25% say their organization has reached the Scaling phase. The largest share (47%) say their organization is still Piloting: prioritizing and running a limited number of pilot projects with narrowly defined use cases. And 28% say their organization is still in Understanding, just learning how AI works and exploring technologies.

The structural implication is significant. The majority of organizations are still treating AI as a project, not a capability. They're running experiments without the infrastructure to turn successful pilots into scaled practices.

ORGANIZATION STAGE *n = 2,087*



INDIVIDUAL ADOPTION *n = 2,039*

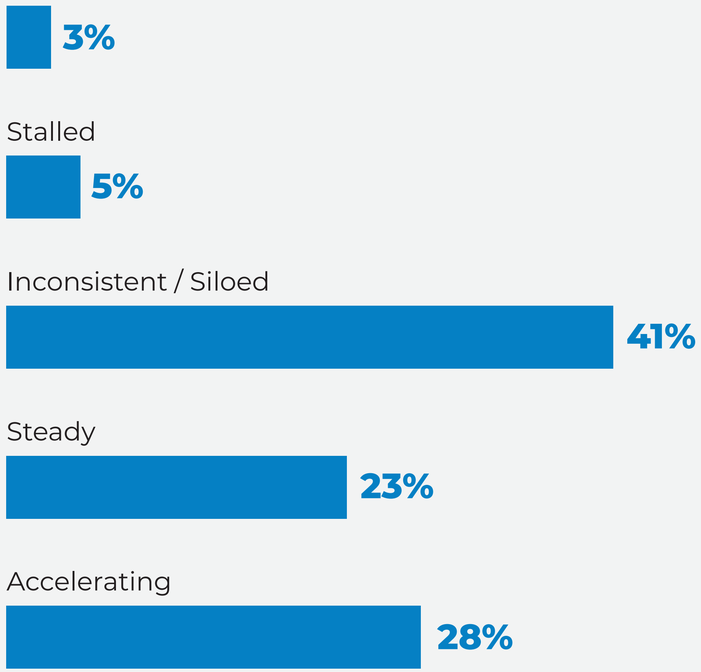


The middle market is stuck. Scaling rates vary dramatically by company size. The smallest firms ($0–$1M revenue: 32% Scaling) and the largest ($1B+: 30% Scaling) are most likely to have reached the Scaling phase. But the middle market (firms with $50M to $500M in revenue) reports Scaling rates of just 14% to 16%. These organizations may face the worst of both worlds: too large for CEO-driven agility, too small for dedicated enterprise AI teams.

HOW WOULD THEY DESCRIBE THEIR ORGANIZATION'S AI MOMENTUM?

Four in ten describe their organization's progress as inconsistent or siloed.

Which statement best describes the current momentum of AI adoption within your organization?



n = 2,000

The single most common description of organizational AI momentum is "Inconsistent / Siloed," chosen by 41% of respondents. **This means four in ten professionals see their organization as having pockets of individual or team-level adoption, but no cohesive, organization-wide progress.**

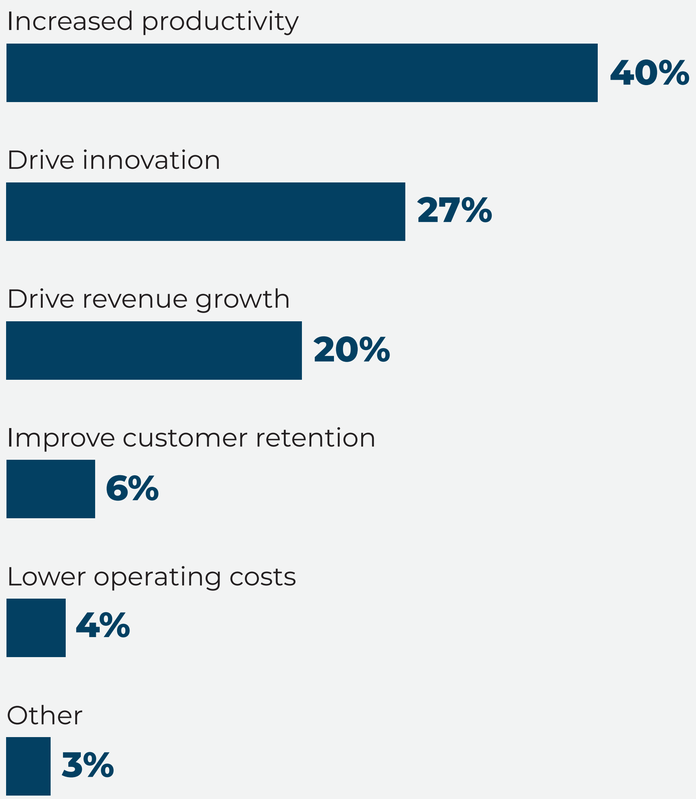
When combined with those who say progress is stalled (5%) or not started (3%), nearly half of all respondents (49%) describe their organization's AI trajectory in negative or fragmented terms. Only 28% say their organization is accelerating.

The momentum data tracks closely with organizational stage. Among organizations in the Understanding phase, 60% describe momentum as Inconsistent/Siloed and another 13% say it's Stalled. Among those in the Scaling phase, 62% say they're Accelerating. Momentum, in other words, is both a reflection of where you are and a predictor of where you're going.

WHAT PRIMARY OUTCOME ARE THEY TRYING TO ACHIEVE WITH AI?

Productivity leads, but CEOs are far more focused on innovation.

What is the primary outcome your organization is interested in achieving with AI?



n = 2,023

Productivity is the top AI objective across the board, cited by 40% of respondents. This makes intuitive sense: getting more output from the same resources is the most immediate and measurable return AI can deliver.

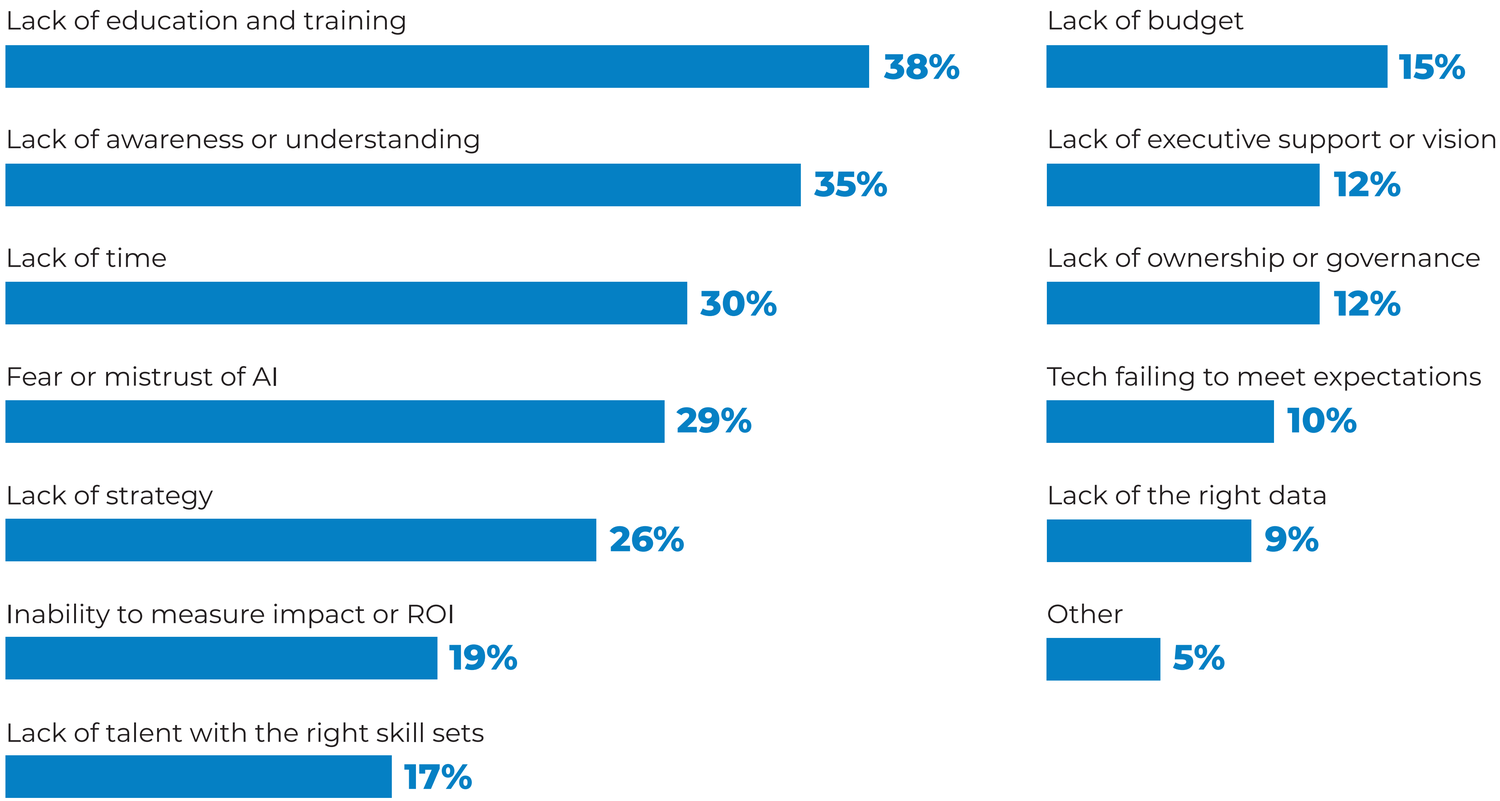
But the data reveals a significant split by seniority. While 48% of Managers and 47% of Specialists cite productivity as their primary outcome, only 32% of CEOs/Founders/Presidents do. Instead, CEOs are far more likely to say their primary outcome is innovation — creating new products, services, or revenue streams — at 39%, nearly double the rate of any non-CEO role.

This divergence suggests that leaders and their teams may be optimizing for different time horizons. Managers and practitioners are focused on near-term efficiency gains. CEOs are thinking about what AI makes possible that wasn't possible before. Both are valid, but they require different strategies, metrics, and support structures.

WHAT BARRIERS TO AI ADOPTION DO THEY FACE?

Education and awareness persist as the top barriers, but time constraints are rising fast.

Which of the following do you consider barriers to the adoption of AI in your organization? Choose up to three.



n = 2,058 (multi-select)

A lack of education and training remains the top barrier to AI adoption, as it has in every year this survey has been published. But the headline number has dropped significantly from 62% in 2025 to 38% in 2026. Lack of awareness or understanding has also declined from 52% to 35%, but remains the second most-cited barrier.

These are meaningful improvements, but several important caveats apply. This year's survey was fielded to a broader, cross-functional audience, not exclusively marketers. The question was also changed from "choose all that apply" to "choose up to three," which may compress percentages across the board by forcing respondents to prioritize. And the barrier options themselves were refined from prior years. Taken together, these changes make direct year-over-year comparisons approximate rather than exact. The declines likely reflect some combination of genuine progress, a shift in respondent composition, and methodological differences.

This year's survey split the prior "lack of resources" option (selected by 41% in 2025) into two distinct categories: "lack of budget" and "lack of time."

WHAT BARRIERS TO AI ADOPTION DO THEY FACE?

Education and awareness persist as the top barriers, but time constraints are rising fast.

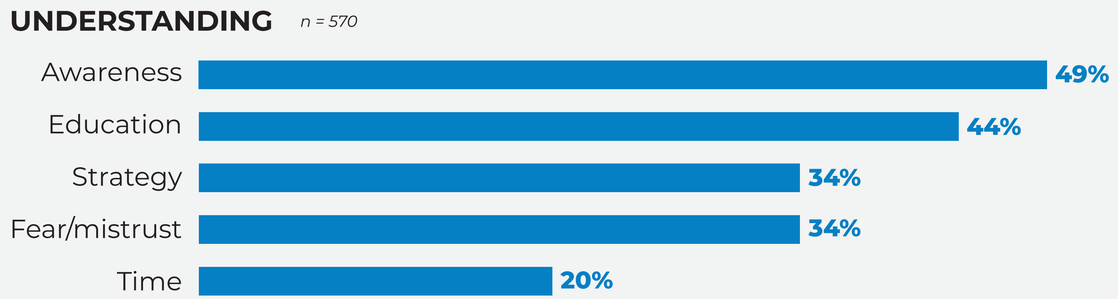
The result is revealing: Lack of time was cited by 30% of respondents; lack of budget by only 15%. The resource constraint, it turns out, is not primarily financial. It's temporal. Professionals are not struggling to get budget approval for AI tools. They're struggling to find the hours to learn, experiment, and integrate AI into their existing workloads.

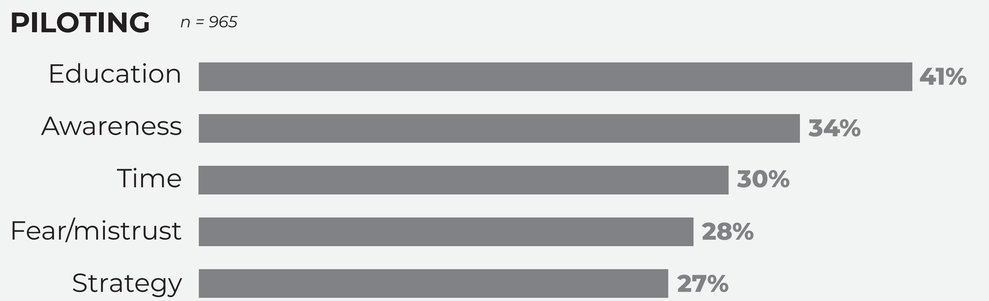
When you step back and look at the top four barriers together (education and training, awareness and understanding, lack of time, and fear or mistrust), a common thread emerges:

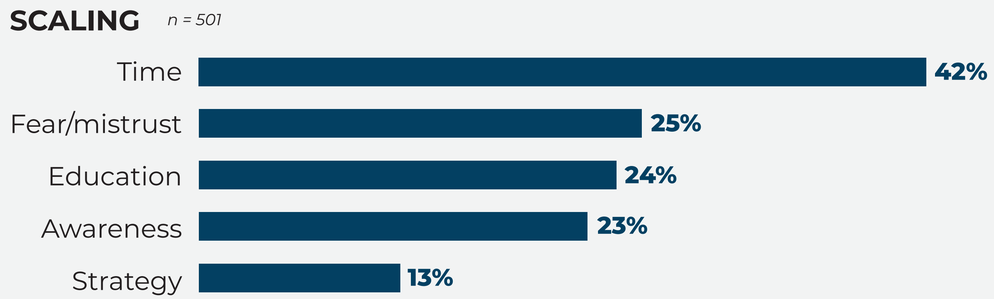
These are not technical barriers or procurement barriers. They are capacity barriers. They describe a workforce that is willing to engage with AI but overwhelmed by the pace and volume of what's required to do it well. The challenge has shifted from 'should we use AI?' to 'how do we give people the time and support to use it effectively?'

Barriers shift as organizations mature. No single barrier dominates across all organizations. The most common three-barrier combination was selected by just 6% of respondents, suggesting that AI adoption challenges are highly contextual; shaped by an organization's stage, size, and structure more than by any universal constraint.

The barrier profile does change significantly by organizational stage. In the Understanding phase, the top barriers are awareness (49%) and education (44%), i.e. classic knowledge gaps. In the Piloting phase, education (41%) and awareness (34%) still lead, but time (30%) has joined them. By the Scaling phase, lack of time has become the #1 barrier at 42%, followed by fear/mistrust (25%) and education (24%). The implication: as organizations advance, the bottleneck shifts from "we don't know" to "we don't have the capacity." (n = 2,039)



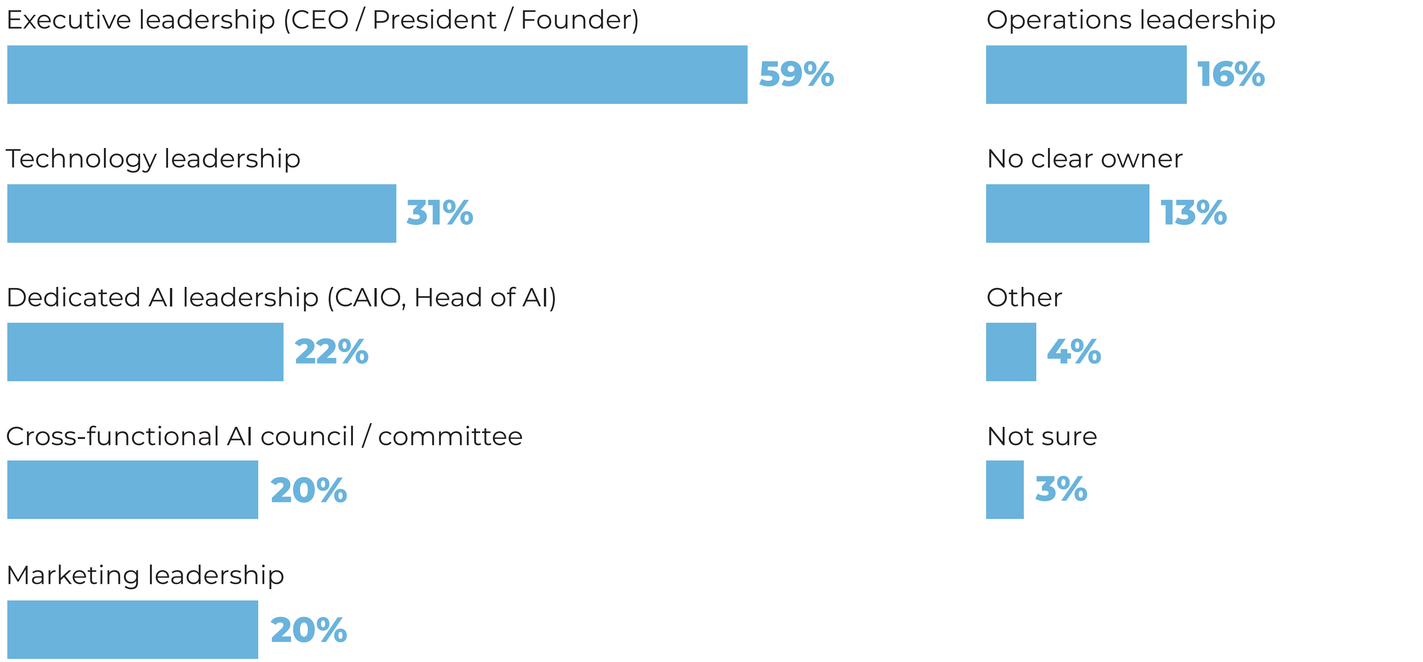




WHO OWNS AI IN THEIR ORGANIZATION?

Executive leadership is the most common owner — but 13% say no one owns it.

Who owns the adoption and integration of AI technology in your organization? Choose all that apply.



n = 2,039 (multi-select)

Executive leadership remains the most commonly cited owner of AI initiatives, at 59%. Technology leadership follows at 31%. Dedicated AI leaders or teams (22%) and AI councils (20%) are less common but growing.

However, 13% of respondents say no one owns AI in their organization. Combined with the 3% who are unsure, roughly one in six professionals works at an organization with no clear AI leadership. For organizations that say AI is important (and 74% of this year's respondents do), the absence of ownership is a structural failure, not a minor gap.

WHICH AI TOOLS DOES THEIR ORGANIZATION PROVIDE?

ChatGPT leads overall, but Copilot dominates at enterprise scale.

ChatGPT is the most widely provided AI platform overall, with 59% of respondents saying their organization offers it. Microsoft Copilot (46%), Google Gemini (42%), and Anthropic Claude (37%) follow.

But the overall numbers mask a dramatic platform shift driven by company size.

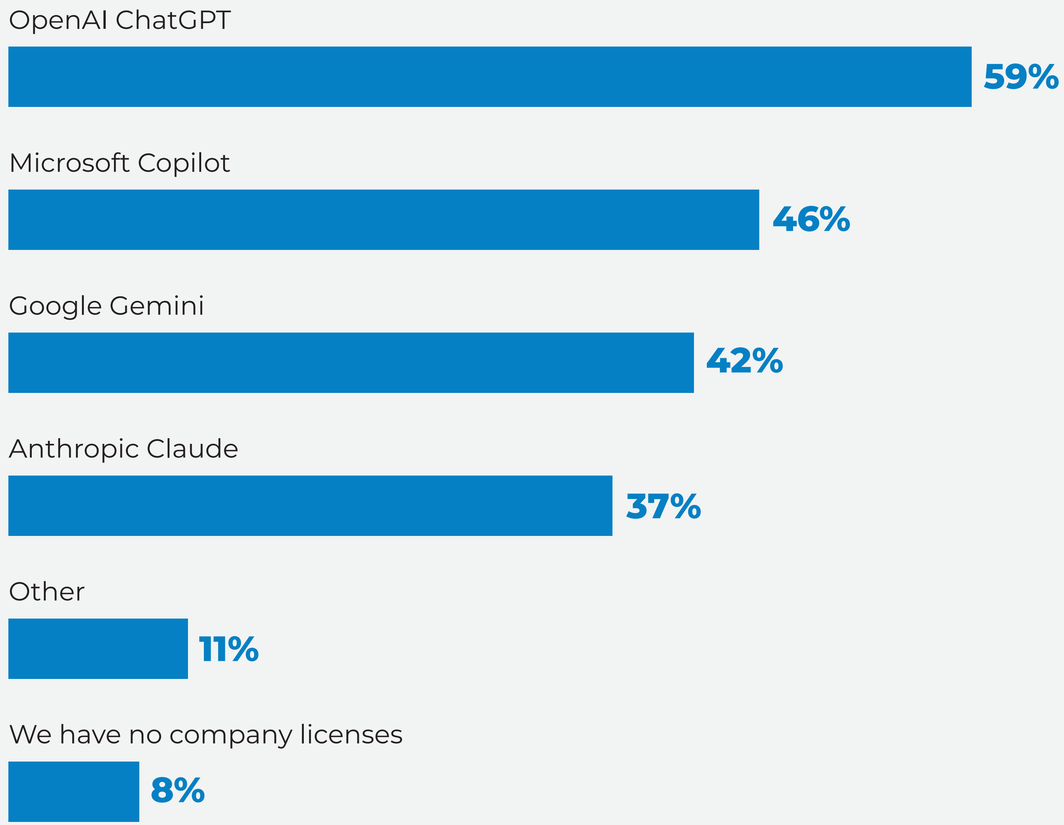
At firms with $0–$1M in revenue, ChatGPT dominates at 73%, with Gemini second at 62% and Claude at 53%. As revenue climbs, a clear transition occurs: ChatGPT steadily declines, and Microsoft Copilot steadily rises. By the time you reach organizations with $500M–$1B in revenue, Copilot leads at 72%, with ChatGPT falling to 37%. At $1B+ firms, Copilot holds at 73% and ChatGPT at 36%.

This pattern reflects Microsoft's enterprise distribution advantage through existing Office 365 and Azure relationships. For organizations evaluating their AI platform strategy, the takeaway is that "which tool is most popular" depends entirely on which market you're in.

Claude and Gemini are small-firm phenomena.

Both Claude (53% at $0–$1M, declining to 14–21% at $500M+) and Gemini (62% at $0–$1M, declining to 22–23% at $500M+) follow a steep downward curve as company size increases. This may reflect the buying behavior of smaller firms, where individual leaders can choose tools without enterprise procurement, versus larger firms where platform decisions are centralized.

Which of the following generative AI productivity platforms does your organization provide you a license to use? Select all that apply.

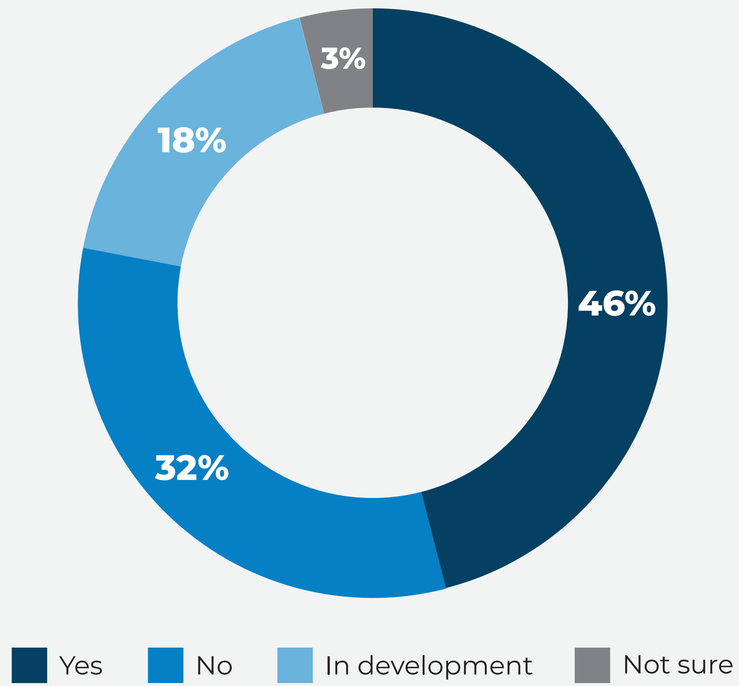


n = 2,045 (multi-select)

DOES THEIR ORGANIZATION OFFER AI EDUCATION AND TRAINING?

Training availability has improved meaningfully, but the majority still functionally lack it.

Does your organization offer any AI-focused education and training?



n = 2,052

Forty-six percent of respondents say their organization offers AI-focused education and training, a notable improvement from 32% who said the same in the 2025 State of Marketing AI Report. This represents a 14-percentage-point increase, suggesting that organizations are beginning to take the training imperative more seriously.

However, the majority still effectively lack training. Thirty-two percent say their organization offers no training, 18% say it's in development, and 3% aren't sure. When combined, 53% of respondents still do not have access to formal AI training from their employer.

AI training scales with company size.

Sixty-six percent of respondents at firms with $1B+ in revenue say their organization offers AI training; the highest rate of any revenue band and far above the rate at the smallest firms (40%). The largest organizations have the resources and the urgency to invest in formal training programs. But even at this scale, one in three respondents still reports a lack of training.

WHAT AI TOPICS DO THEY WANT TRAINING ON?

The workforce has moved past basics — they want integration, agents, and no-code skills.

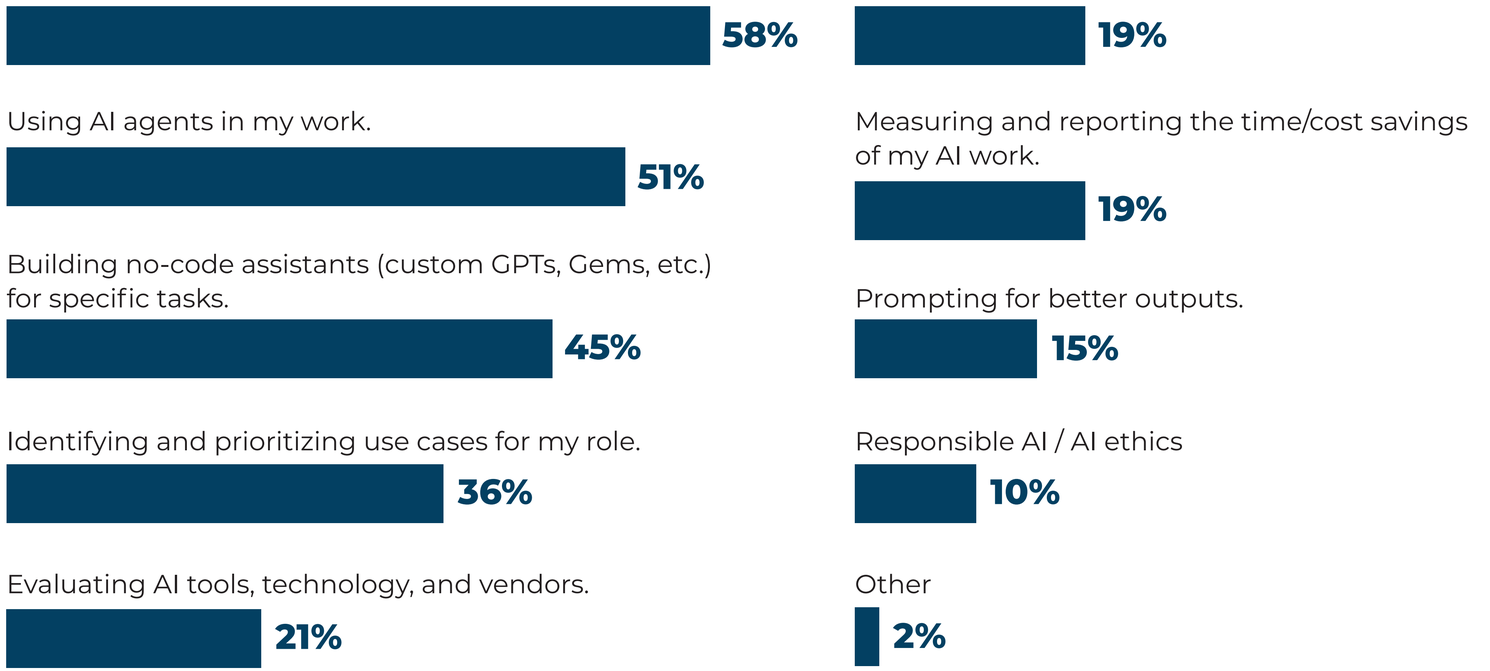
The training demand data tells a clear story about where the workforce has moved and where most training programs have not.

The top three topics are all operational and intermediate-to-advanced: integrating AI into existing workflows (58%), using AI agents (51%), and building no-code assistants (45%). These are practitioners who have already used AI and want to go deeper.

Prompting, once the most-discussed skill in AI literacy, was cited by just 15% of respondents. This doesn't mean prompting doesn't matter; it means the audience has largely moved past it as a standalone training need.

The gap between what people want to learn and what most organizations offer is one of the most addressable problems in this data set. Organizations that redesign their training around integration, agents, and no-code applications, rather than introductory education, will better serve the actual needs of their workforce.

Which AI topics do you most want more training or education on? Choose up to three.

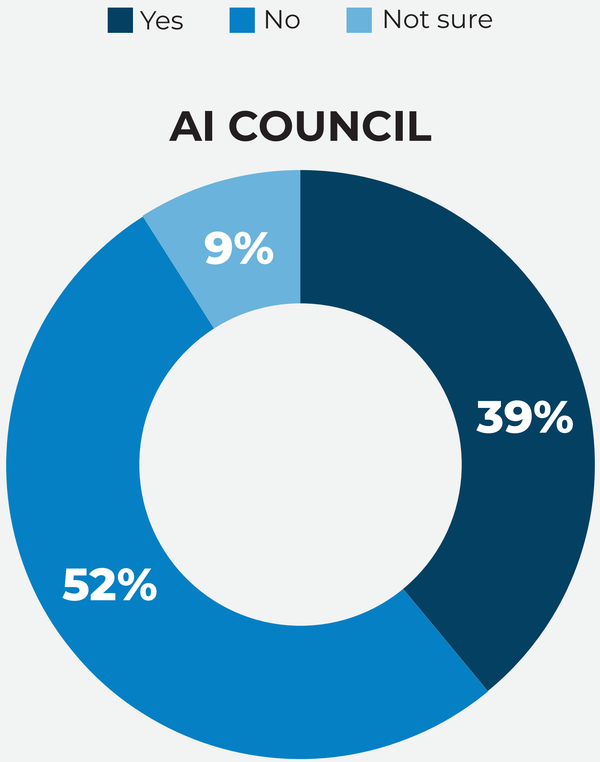


n = 2,058 (multi-select)

DOES THEIR ORGANIZATION HAVE AN AI COUNCIL?

Fewer than four in ten have one — and smaller firms are far less likely.

Does your organization have an AI Council charged with developing policies and practices, and considering the impact of AI on the company?



n = 2,055

Thirty-nine percent of respondents say their organization has an AI council or committee, while 52% say they do not. Nine percent are unsure.

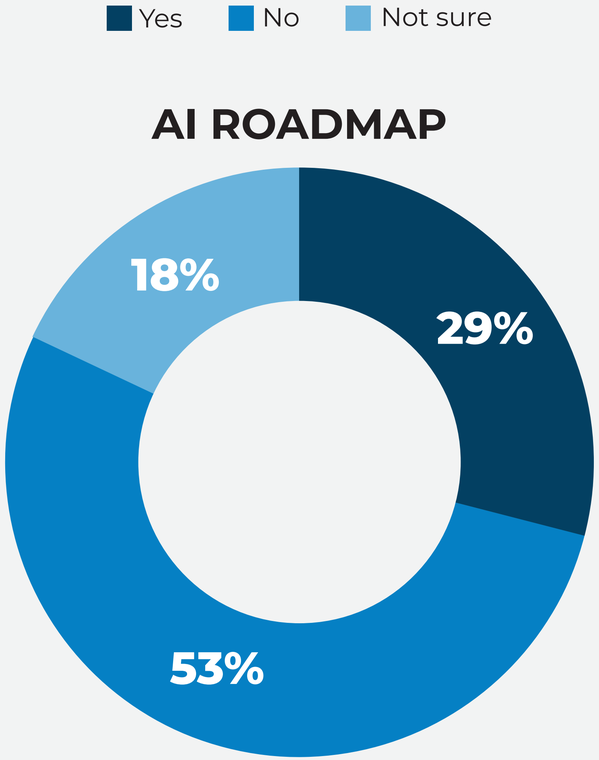
The presence of an AI council correlates strongly with company size. At firms with $1B+ in revenue, 64% have one. At firms with $0–$1M, just 19% do. The middle market shows a gradient: 31% at $1–$10M, 42% at $10–$50M, 46% at $50–$100M, and 51% at $100–$250M.

An AI council serves as the coordination layer that connects experimentation to strategy. Without one, AI adoption remains a grassroots effort, producing pockets of innovation but rarely resulting in the governance, prioritization, or cross-functional alignment needed to scale.

DOES THEIR ORGANIZATION HAVE AN AI ROADMAP?

Fewer than three in ten have one — a critical gap in strategic planning.

Does your organization have an AI roadmap or strategy that prioritizes AI use cases and projects for the next 1 - 2 years?



n = 1,902

Only 29% of respondents say their organization has an AI roadmap or strategy for the next one to two years. More than half (53%) say they do not, and 18% are unsure.

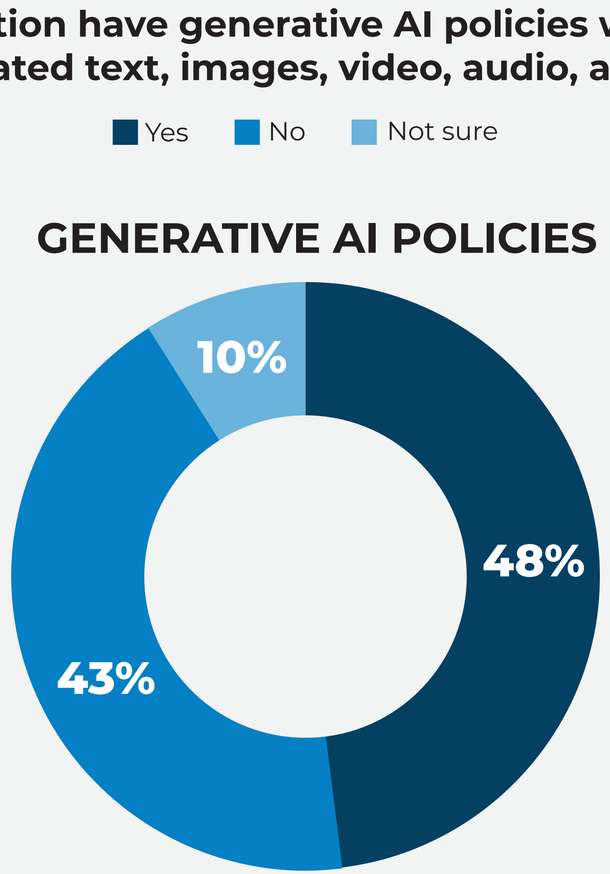
This is arguably the most consequential governance gap in the data. A roadmap is the organizing document that turns AI ambition into sequenced action: It prioritizes use cases, allocates resources, sets timelines, and creates accountability. Without one, organizations default to opportunistic experimentation, which produces activity but not progress.

The roadmap gap is consistent across company sizes. Even at $1B+ firms, only 40% have one. This suggests that the absence of a roadmap is not primarily a resource problem. It's a leadership and prioritization problem.

DOES THEIR ORGANIZATION HAVE GENERATIVE AI POLICIES?

Roughly half have policies — a meaningful improvement, but still not enough.

Does your organization have generative AI policies which guide the use of AI-generated text, images, video, audio, and/or code?



n = 2,026

Forty-eight percent of respondents say their organization has generative AI usage policies, up from approximately 38% in the 2025 report. Forty-three percent say they do not, and 10% are unsure.

The improvement is real but insufficient. In an environment where the majority of professionals are actively using AI, the absence of usage policies creates risks around data privacy, intellectual property, quality control, and brand consistency. Organizations operating without policies aren't avoiding bureaucracy; they're incurring unmanaged risk.

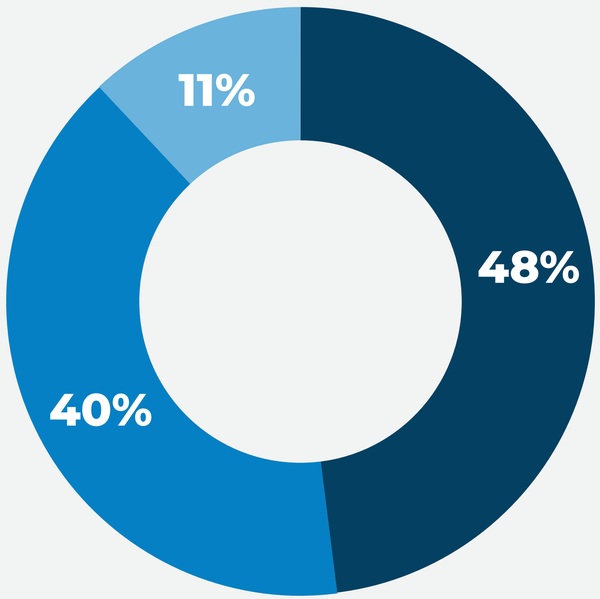
DOES THEIR ORGANIZATION HAVE AN AI ETHICS POLICY?

Nearly half say yes, but the gap remains significant.

Does your organization have an AI ethics policy and/or responsible AI principles—either public-facing or for internal use?

Yes No Not sure

AI ETHICS POLICY



n = 1,999

The ethics policy numbers closely mirror the generative AI policy numbers: 48% say yes, 40% say no, and 11% are unsure. At the largest firms ($1B+), 70% have generative AI policies, but even there, nearly three in ten do not.

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THE GOVERNANCE GAP:

A CROSS-CUT ANALYSIS

One of the most important patterns in this year's data is the relationship between governance infrastructure and organizational progress. Across four governance questions — AI council, AI roadmap, generative AI policies, and AI ethics policy — we can assemble a picture of how prepared organizations actually are to scale AI responsibly.

THE GOVERNANCE GAP: A CROSS-CUT ANALYSIS

Only 13% of organizations have all four governance foundations in place. That means an AI council, an AI roadmap, generative AI policies, and an AI ethics policy. Just 248 of 1,852 respondents work at organizations with this full set of structural supports.

Nearly a third (32%) have none of them. Nearly 600 respondents report that their organization lacks an AI council, a roadmap, generative AI policies, and an AI ethics policy.

These are not optional amenities. They are the minimum structural requirements for moving from individual experimentation to organizational capability. Without them, AI adoption remains ad hoc, ungoverned, and ultimately unscalable.

The data also reveals a strong correlation between governance infrastructure and organizational momentum:

The clearest signal comes from the AI roadmap. Among respondents whose organizations have an AI roadmap, 50% describe their momentum as Accelerating and only 21% as Inconsistent/Siloed. The pattern holds across other governance elements, though less dramatically. Organizations with AI training in place are nearly twice as likely to report Accelerating momentum (37% vs. 21% without). Those with an ethics policy report Accelerating at 34%, compared to 23% without. AI councils and generative AI policies show similar, if slightly smaller, gaps.

The most telling comparison is at the extremes. Among organizations with all four governance foundations in place — a council, a roadmap, policies, and an ethics policy — 50% describe momentum as Accelerating and fewer than 1% report being Stalled or Not Started. Among those with none of these, just 19% are Accelerating, while 46% describe progress as Inconsistent/Siloed and 14% say they are Stalled or have Not Started.

Correlation is not causation, and it's likely that the organizations most committed to AI are also the ones most likely to build governance.

But the practical takeaway is the same either way: if you want to know whether an organization is making real progress with AI, look at whether it has built the structural scaffolding to support it. The organizations that have are moving. The ones that haven't are, overwhelmingly, stuck.

ONLY 13%

of organizations have all four governance foundations in place; 32% have none.

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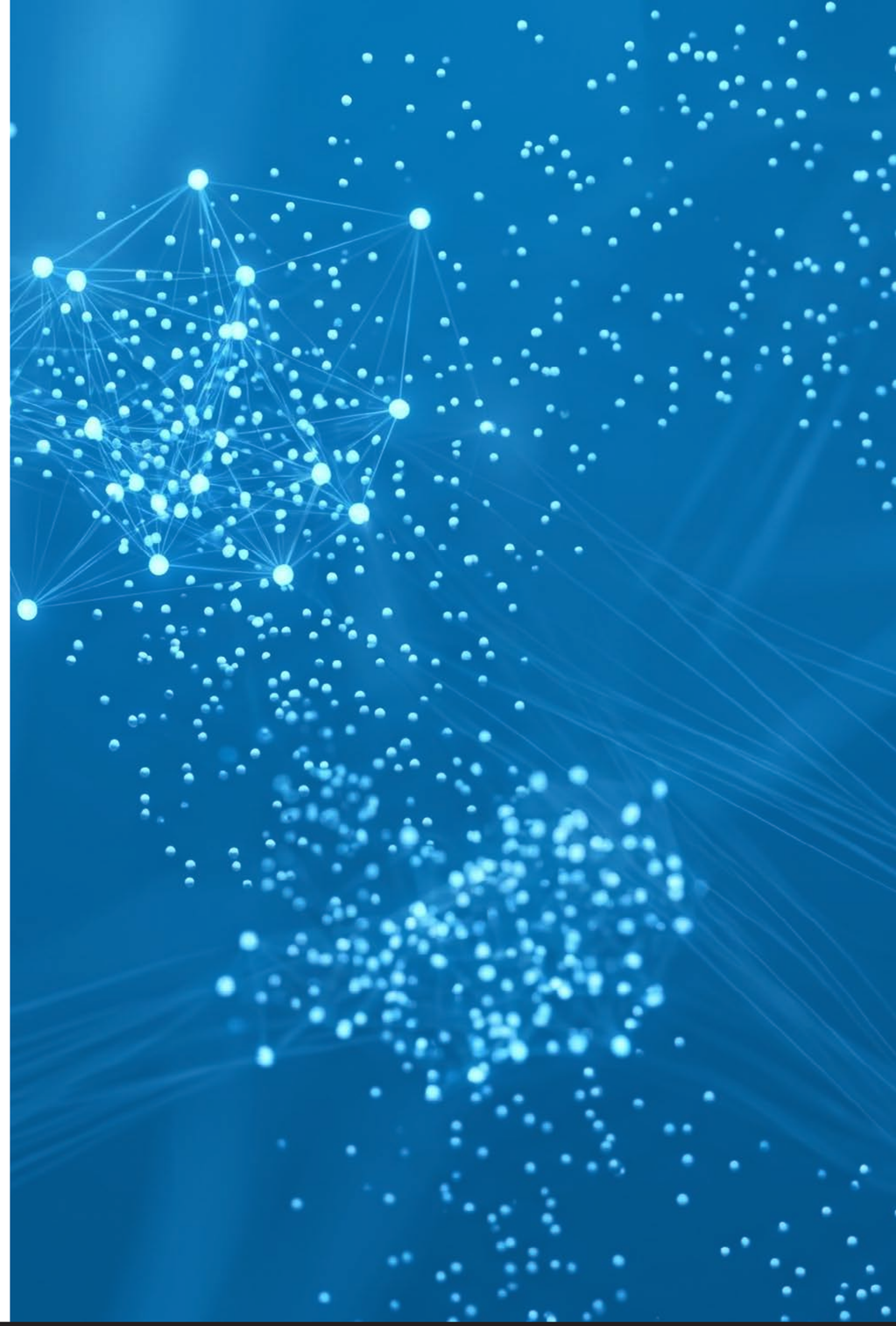
IN THEIR OWN WORDS:

STRUGGLES, CONCERNS, EXCITEMENT, AND TRENDS



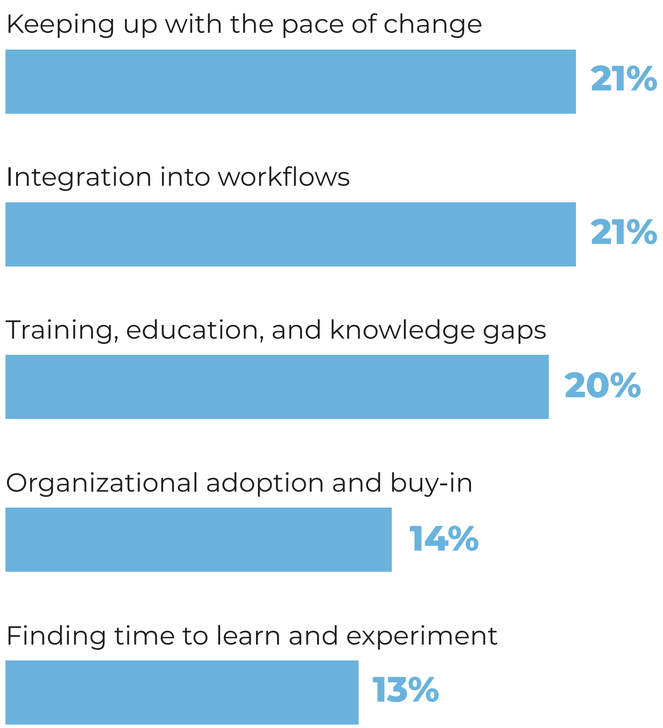
In addition to the structured survey questions, respondents were asked four open-ended questions about their personal experiences with AI. Nearly every respondent answered.

We used AI to code responses by theme and surface the dominant patterns quantitatively, then selected representative quotes to give voice to the patterns the numbers describe.

WHAT IS YOUR BIGGEST STRUGGLE WITH AI RIGHT NOW?

When people describe their struggles in their own words, similar themes appear, but the language reveals something the multiple-choice data cannot: the experience of trying to keep up with AI while doing a full-time job is genuinely overwhelming.

What is your biggest struggle with AI right now? (open-ended)



n = 1,895

Three of the top five themes (keeping up with pace, training/knowledge, and finding time) describe the same fundamental problem from different angles: **people feel they can't absorb what they need to absorb fast enough to keep up**.

This is consistent with the structured barrier data, where education, awareness, and time are the top three barriers, but the open-ended responses make the emotional weight of it more concrete.

WHAT IS YOUR BIGGEST STRUGGLE WITH AI RIGHT NOW?

When people describe their struggles in their own words, similar themes appear, but the language reveals something the multiple-choice data cannot: the experience of trying to keep up with AI while doing a full-time job is genuinely overwhelming.

The organizational adoption theme (14%) adds a dimension not fully captured in the structured data. These aren't complaints about abstract "barriers." They're descriptions of specific interpersonal and institutional friction:

> *"Getting colleagues to try it and trust those of us who use it."*
>
> *"In my organization, using AI has some stigma that we're cutting corners or cheating, which conflicts with the vague leadership messaging of 'you need to use it' by leaders who don't use it themselves. It's difficult to be an adopter that can't feel comfortable sharing how I use it."*
>
> *"Getting field team member buy-in as they view agentic implementation as a threat to their employment."*
>
> *"Corporate controls on consumer tools hampering growth. Internal tools that have been built aren't actually useful. Untrained/unaware people not using it reliably. Organizational success hinges on us figuring it out before our clients do... and we're not."*

The pace-of-change responses are striking in their consistency and their candor:

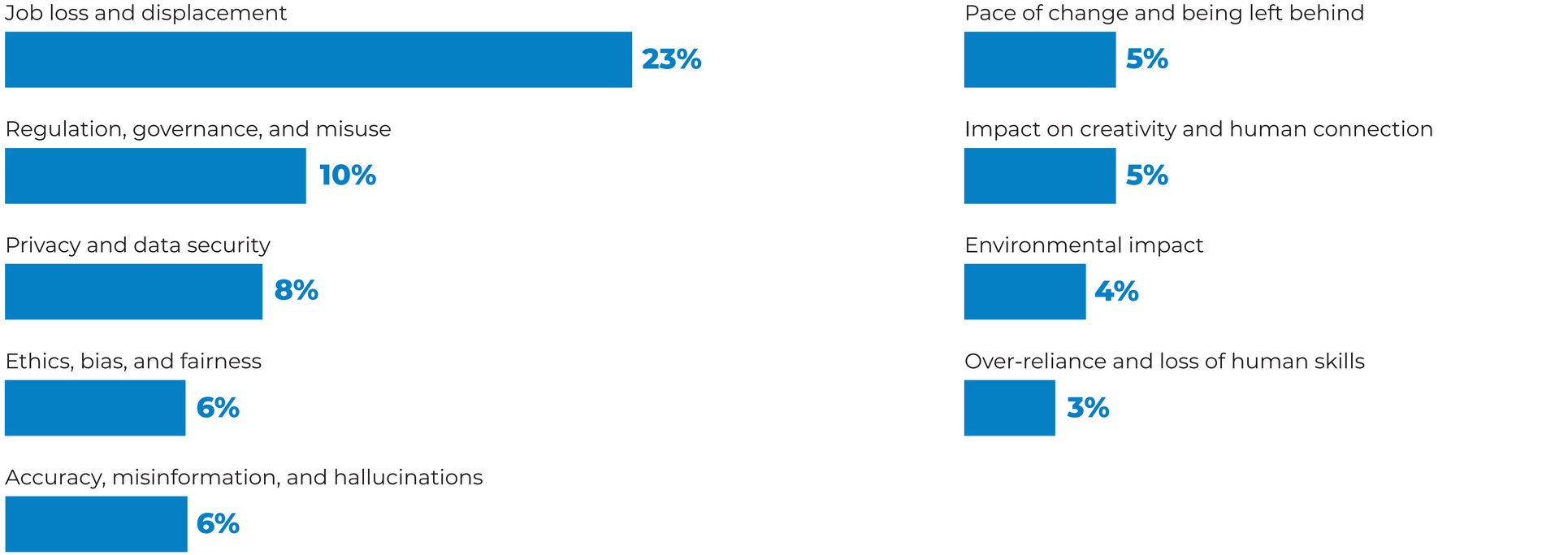
> *"I feel like I'm falling behind every day, even though most would consider me an advanced user. Like MCPs — what are they, and should I be using them? I feel like there's a technical skill gap just like there was in programming."*
>
> *"As a leader, making time to lead, learn, and experiment is hard."*
>
> *"Finding the time to learn new tools. So much is happening so fast that it is hard to keep up."*

The struggle isn't adoption resistance. It's capacity. Across nearly 1,900 open-ended responses, vanishingly few people said their struggle was deciding whether to use AI. The struggles are about how: how to keep up, how to integrate it into real work, how to get their teams on board, how to find the time. This is a workforce that has already decided AI matters. They're struggling with the logistics of making it work.

WHAT CONCERNS YOU MOST ABOUT AI?

If the struggle question reveals operational friction, the concern question reveals deeper anxieties: about jobs, about society, and about what it means to be a professional when AI can do much of what professionals do.

What concerns you most about AI? (open-ended)



n = 1,900

WHAT CONCERNS YOU MOST ABOUT AI?

If the struggle question reveals operational friction, the concern question reveals deeper anxieties: about jobs, about society, and about what it means to be a professional when AI can do much of what professionals do.

Job loss dominates the concern landscape at 23%, and these are not vague or abstract worries. Respondents write about their families, their children's futures, and the societal implications:

> *"How unprepared we will be for the economic and job market shifts that will happen fast. What happens to entry-level workers."*
>
> *"The impact it will have on jobs and how that will skyrocket the growing wealth gap. I think I will be fine as an AI-forward leader in the home services industry, but I fear for what the future holds for my 6- and 8-year-old kids."*
>
> *"I believe society is fundamentally underestimating the impact of AI, is not building the mechanisms to deal with the change, and is fundamentally unprepared for the impact on society."*

A secondary but persistent concern, voiced by respondents across roles, is the fear that AI will erode critical thinking, making people dependent on tools they don't fully understand:

> *"Humans surrendering critical thinking skills, and other humans expecting exponential 'time savings' to equate to lower costs of service."*
>
> *"How folks seem to turn off their brain and just take what AI says without reading the response and thinking about it."*
>
> *"Loss of critical thinking skills and the transfer of institutional knowledge in the wake of entry-level jobs being eliminated."*

There's also a notable subset of responses that express concern not about AI itself, but about leadership's shallow response to it:

> *"At a higher level, ethics and governance. At a tactical level, there is too much hype, too much clutter of information. At an org level — CEOs, CFOs having shallow understanding of the potential of AI: use AI, cut jobs. Real conversations around what kind of AI muscle do we want to build, will AI help enhance the brand or dilute the brand — these discussions are not even on their radar."*
>
> *"AI is both empowering and detrimental at the same time. It will allow people to break boundaries they couldn't before, but leadership is only going to see 'operational savings' through headcount reduction."*

WHAT ARE YOU MOST EXCITED ABOUT WHEN IT COMES TO AI?

The excitement question provides an important counterbalance. Despite the struggles and concerns documented above, the dominant sentiment when people are asked what excites them is unambiguously forward-looking. Professionals are concerned and excited about AI.

What are you most excited about when it comes to AI? (open-ended)

n = 1,911

The same people who fear job loss are excited about productivity. This is the defining tension of the AI moment. Respondents can simultaneously believe that AI will eliminate jobs broadly and be excited about what it unlocks for them personally. This duality should inform how leaders communicate about AI: acknowledge the systemic concern honestly while channeling individual enthusiasm into structured adoption.

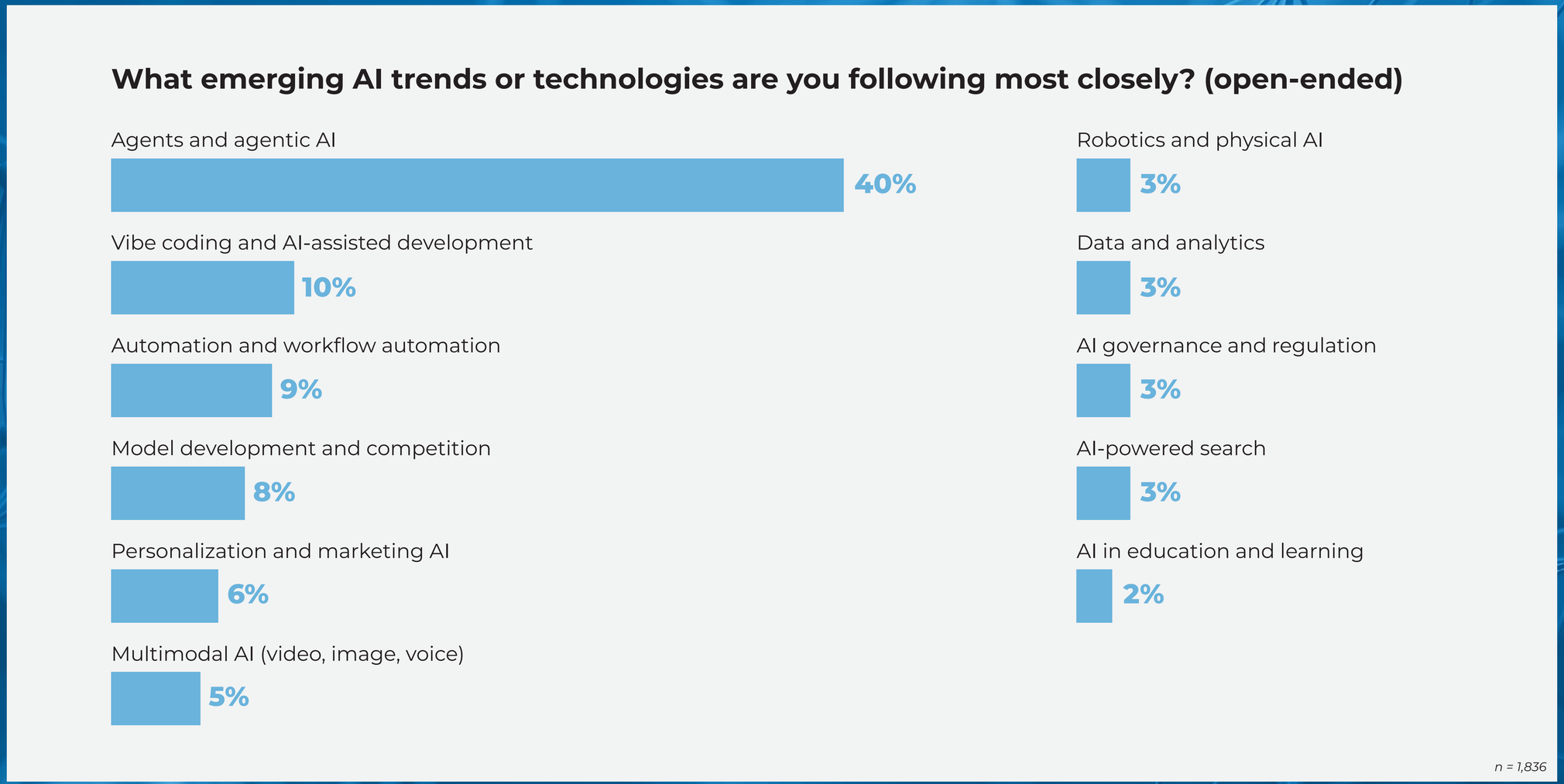
Efficiency and productivity (28%) leads, consistent with the structured data where increasing productivity is the #1 desired outcome. But what comes through in the open-ended responses is that people don't just want to save time; they want to do things they couldn't do before:

> *"Unlocking new opportunities — I'm not a coder, but now I can build cool things (or at least try)."*
>
> *"It's currently uncharted territory, like the early internet — the creativity it already unlocks."*
>
> *"The potential to reimagine everything we do and how we do it."*
>
> *"The benefits are endless when we reimagine a society no longer constrained by the mundane tasks that suffocate creative and strategic thinking. AI will amplify my talent and empower my future."*
>
> *"Creates more of a level playing field and gives me access to build things I couldn't before."*

Healthcare and scientific advancement (12%) is notably high — a reminder that many professionals see AI's potential far beyond their own workflows, and that the excitement about AI is not purely self-interested.

WHAT EMERGING AI TRENDS OR TECHNOLOGIES ARE YOU FOLLOWING MOST CLOSELY?

The trends question provides a real-time snapshot of where professional attention is focused. And the answer is unambiguous: agents.



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Agents dominate. Four in 10 respondents (40%) specifically mentioned agents or agentic AI as the trend they're following most closely. No other topic comes close. This is consistent with the training demand data, where "using AI agents in my work" was the second most-requested training topic at 51%.

Vibe coding (the practice of using AI to generate functional code through natural language prompts) appeared in 10% of responses, a notable figure given that this term barely existed in mainstream professional vocabulary a year ago. Its rapid adoption as a concept signals that the boundary between "AI user" and "AI builder" is blurring faster than most organizations have accounted for.

Respondents described the concept in a range of ways, from the specific term to enthusiasm about Claude Code, no-code tools, and the general ability to build software without traditional development skills.

Model development and competition between labs (8%) reflects a smaller but real current of interest in the evolution of the technology itself: That is, respondents following frontier model releases, the race between OpenAI, Anthropic, and Google, and the tension between open-source and proprietary approaches.

Notably, many more respondents mentioned specific models by name in the context of other trends (describing "agent workflows in Claude" or "coding tools in ChatGPT") than cited the models themselves as the trend to watch. The platforms are becoming infrastructure; what people build on them is what commands attention.

Agents are the next adoption wave — and most organizations aren't ready for it. The convergence of the trends data (40% following agents), the training demand data (51% want agent training), and the governance data (only 48% have any AI policies) creates a clear warning: the technology that professionals are most interested in is also the technology that requires the most governance, and most organizations haven't built the governance for the tools they're already using, let alone for autonomous agents.

FINAL THOUGHTS

This year's data paints a picture that's simultaneously encouraging and alarming.

On the individual side, the story is one of genuine progress. The majority of professionals have moved beyond curiosity and experimentation into active use. They're embedding AI into their workflows. They're confident enough to evaluate tools. They know what they want to learn next, and it's not the basics. Three-quarters say AI is critically or very important to their success. The demand signal is unambiguous.

FINAL THOUGHTS

On the organizational side, the story is one of structural lag. Most organizations are still piloting. Fewer than three in ten have a roadmap. Fewer than four in ten have an AI council. More than half lack generative AI policies. Four in ten describe their momentum as inconsistent or siloed. And the governance foundations needed to scale AI responsibly are in place at only one in eight organizations.

These two stories, of individual progress and organizational stall, create the defining tension of 2026. Professionals are ready. Their organizations are not. And the gap is widening.

For leaders reading this report, the data points to several areas that deserve immediate attention:

- **Close the readiness gap with a roadmap.** The single most impactful step an organization can take right now is to develop an AI roadmap: a prioritized plan for the next 12 to 24 months that sequences use cases, allocates resources, assigns ownership, and creates accountability. Only 29% of organizations have one. The data consistently shows that organizations with roadmaps are further along on every other measure of maturity.

- **Redesign training for where your people actually are.** If your organization offers AI training, audit it against the demand data. People want to learn how to integrate AI into their workflows, how to use agents, and how to build no-code tools. If your training program is still focused on introductory prompting or general AI awareness, it's serving the needs of 2024, not 2026.

- **Don't mistake CEO enthusiasm for organizational readiness.** CEOs and founders are the most advanced individual adopters, the most confident evaluators, and the most positive about AI's trajectory. These are strengths, but they can become blind spots. The data shows significant gaps in confidence, sentiment, and urgency as you move from the C-suite to Directors, Managers, and Specialists. Leaders who assume their personal experience reflects the organization's experience will underinvest in the support their teams need.

- **Take AI sentiment seriously.** Nearly half of respondents are not positive about AI's impact on their careers, business, and/or society. Seventy-one percent believe AI will eliminate more jobs than it creates. These aren't signs of resistance; they're signs of anxiety. Organizations that communicate openly about AI's impact on roles, invest in reskilling, and demonstrate a human-centered approach to transformation will earn the trust and engagement that scaling requires.

- **Build governance now, not later.** Generative AI policies, ethics policies, and an AI council are not bureaucratic overhead; they're the foundation that makes scaled adoption safe and sustainable. Organizations that wait until something goes wrong to build governance will find that the cost of remediation far exceeds the cost of prevention.

The window for building AI-ready organizations is not indefinite. The capabilities available today will be more powerful next year. The competitive advantages of early movers will compound. And the professionals who are already ahead will increasingly gravitate toward organizations that match their ambition.

This is not a report about whether AI matters. Everyone agrees that it does. This is a report about whether organizations are building the infrastructure to make it work: for their people, their customers, and their long-term competitiveness.

The data says most of them are not. Not yet. But the roadmap is clear, and the time to start is now.

ABOUT SMARTERX

SmarterX is an AI research and education firm that empowers leaders to reimagine business models, reinvent industries, and rethink what's possible.

Our goal is to Accelerate AI Literacy for All™ in collaboration with our other brands:

- **AI Academy**, an online education platform. Launched in 2020, **AI Academy** offers foundational course series, department- and industry-specific courses, and ongoing live content experiences.
- **The Artificial Intelligence Show**, our hit podcast, is projected to reach 2M+ annual podcast downloads this year.
- **Marketing AI Institute**, our longest-running brand, hosts the industry-leading Marketing AI Conference (MAICON) every year as well as virtual summits, bootcamps, and workshops.

SmarterX has a database of more than 150,000 contacts and growing. We reach audiences where they are in their AI journey, and build community through a human-centered approach.

Learn more about us at **www.smarterx.ai**

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