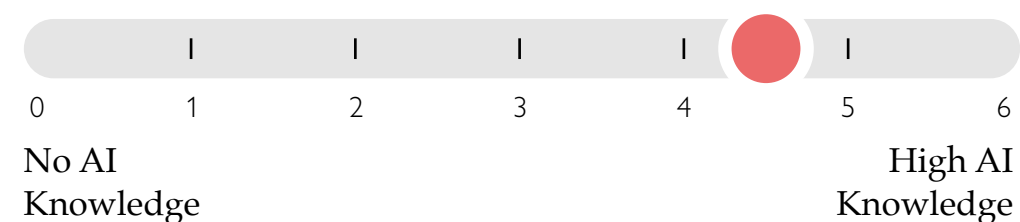


AI Marketing Executive Pulse

AI Know-How and Perception

Good Foundational Understanding

Swiss marketing executives have solid AI knowledge (Ø 4.5/6 on the AI Literacy Scale).

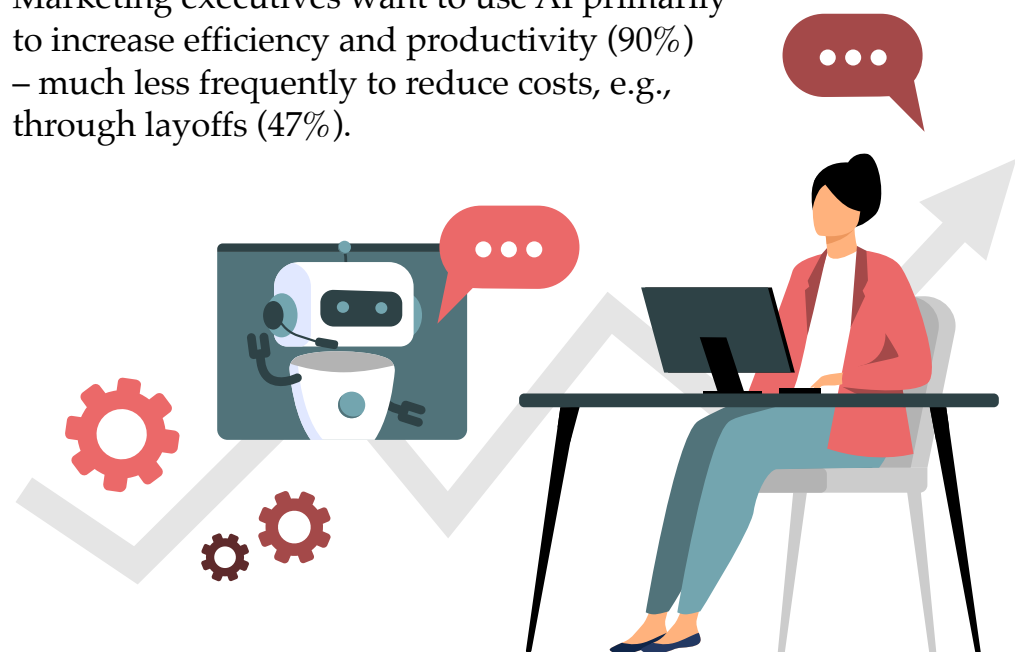


Low Perception of Threat

Almost half (46%) of respondents see no danger in AI for the population. 16% are unsure, and a little over a third (38%) see potential danger.

Motivation to Use AI: Efficiency Over Cost Reduction

Marketing executives want to use AI primarily to increase efficiency and productivity (90%) – much less frequently to reduce costs, e.g., through layoffs (47%).

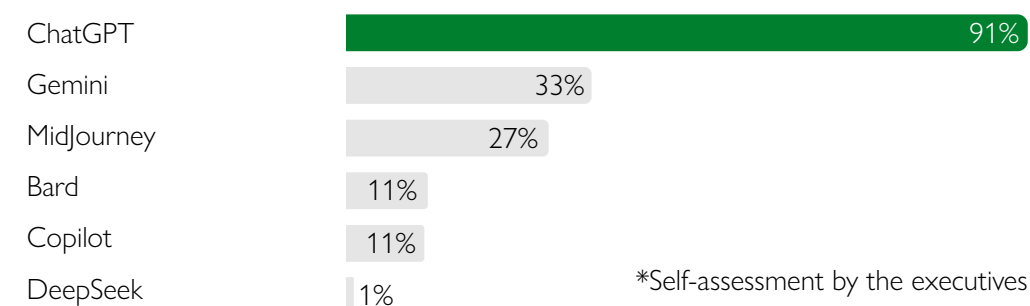


Current Use of AI in Companies

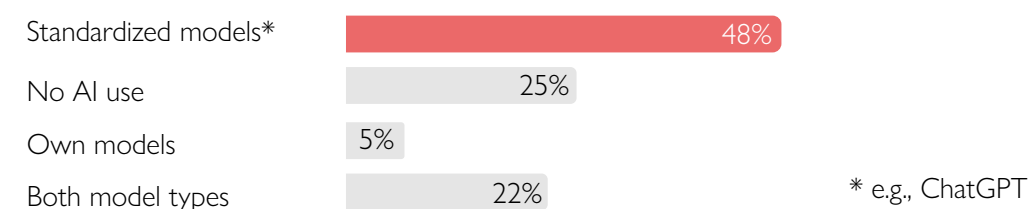
Widespread Use, Limited Depth

Three-quarters of companies use AI, but mainly through external tools such as ChatGPT (over 90%). Only about a quarter use their own models or platforms.

AI Tool Usage in Swiss Companies*



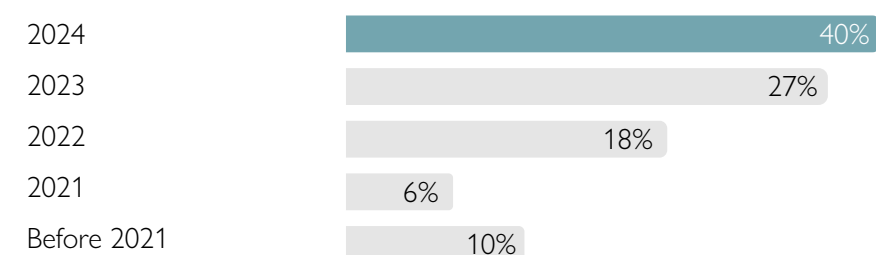
How AI Models Are Used in Swiss Companies



Late Start

40% of companies using AI only started in 2024.

Start of AI Usage in Swiss Companies



Operational Applications Dominate

AI in marketing is mainly accepted in advertising, content creation, and targeting. Strategic use, such as in brand strategy, is less accepted.

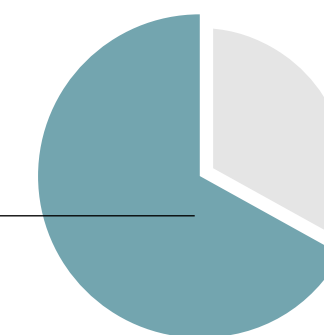
Willingness to Invest and Budget Development

Currently Low Budgets

Over 70% currently invest less than CHF 100,000 per year in AI. Larger companies (50+ employees) already invest higher amounts more often.

Expected Budget Increase

Marketing executives plan to increase their AI budget share by an average of 67% in the next 2–5 years.



Use at the Management Level



Focus on Text

90% use AI for text generation, 40% for images, under 10% for audio or video.

Challenges and Risks

Data Privacy is a Central Risk

74% of executives cite data protection as the biggest concern when using AI.

Perceived Barriers to AI Use



Use of Internal Data Despite Concerns

56% of companies already use AI with internal data.

Types of Data Used with AI



University of St.Gallen

YouGov

Institutes Involved from the University of St. Gallen:

- Institute for Marketing and Customer Insight
- Executive School of Management, Technology and Law
- Institute of Information Systems and Digital Business

Study Design

- Online panel with support from YouGov
- Sample: 325 executives from Switzerland
- Survey period: January 30 to March 21, 2025

Contact: felix.schakols@unisg.ch or <https://imc.unisg.ch/forschung/swiss-consumer-studies/>

Authors: Schakols, F., Hofstetter, R., Blohm, I. (2025) AI Marketing Executive Pulse, University of St. Gallen.