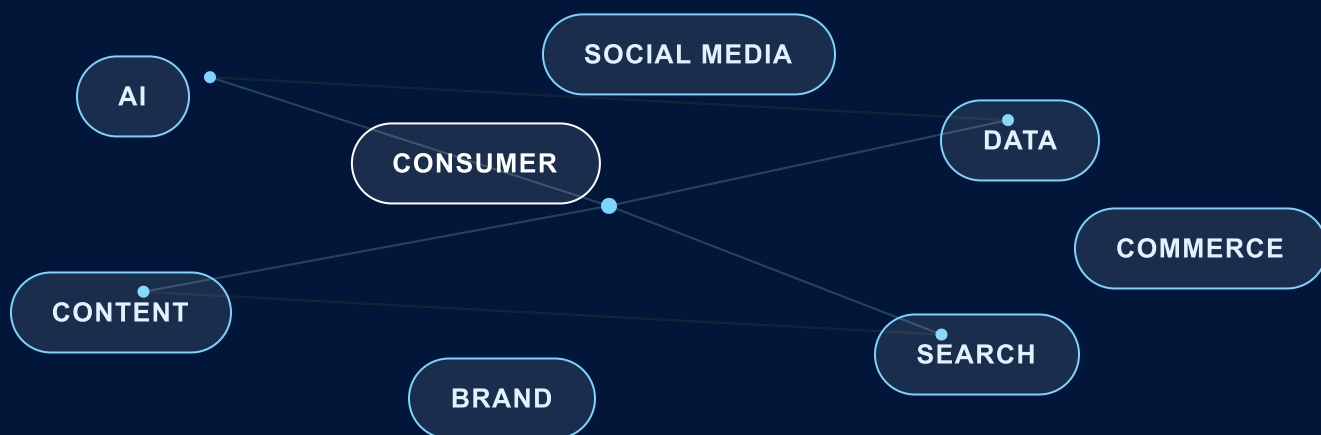


A VISUAL INTELLIGENCE REPORT FOR MODERN MARKETERS.

THE STATE OF MODERN MARKETING 2026

AI, DATA, CONTENT AND THE CHANGING CONSUMER

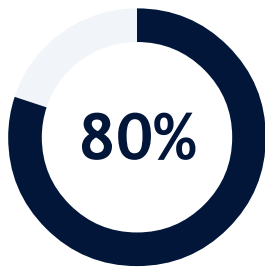


Core Behaviour

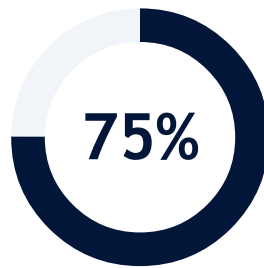
Understanding Human Decisions.

AI ISN'T EXPERIMENTAL ANYMORE

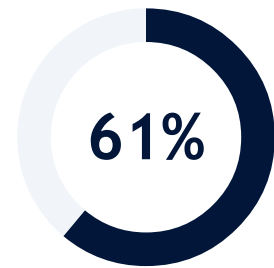
For many marketing teams, AI has already become part of everyday production.



AI for content creation



AI for media production



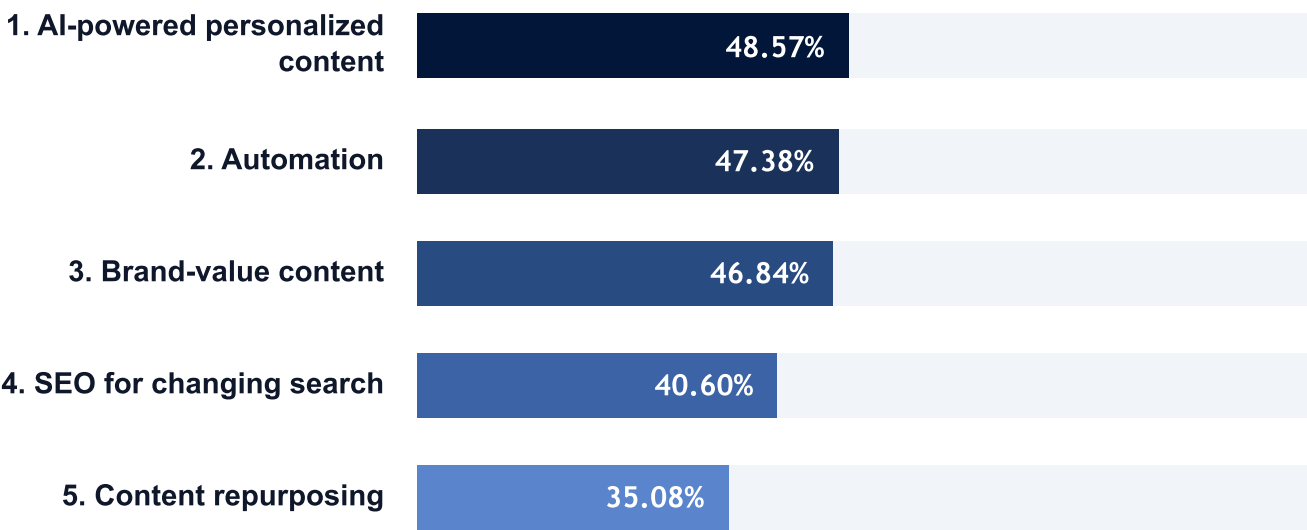
Biggest marketing disruption in 20 years



STRATEGIC INSIGHT

The competitive question is shifting from **“Are we using AI?”** to **“How well are we using it?”**

THE 2026 MARKETING PRIORITY STACK



STRATEGIC INSIGHT

Modern marketing is being shaped by two forces at once:

SCALE THROUGH TECHNOLOGY
and
DIFFERENTIATION THROUGH RELEVANCE

EVERYONE WANTS PERSONALIZATION. FEW HAVE PERFECT DATA.

CONCEPTUAL COMPARISON OF SEPARATELY REPORTED SURVEY MEASURES

93.2%

PERSONALIZATION CREATES RESULTS



65%

HAVE HIGH-QUALITY AUDIENCE DATA



12.6%

USE HYPER-
PERSONALIZATION

MARKETING IS MOVING FROM CAMPAIGNS TO CONVERSATIONS

CUSTOMER EXPECTATION

83%

Expect two-way conversations

MARKETING REALITY

69%

Struggle to respond promptly

78%

Need more personalized
content



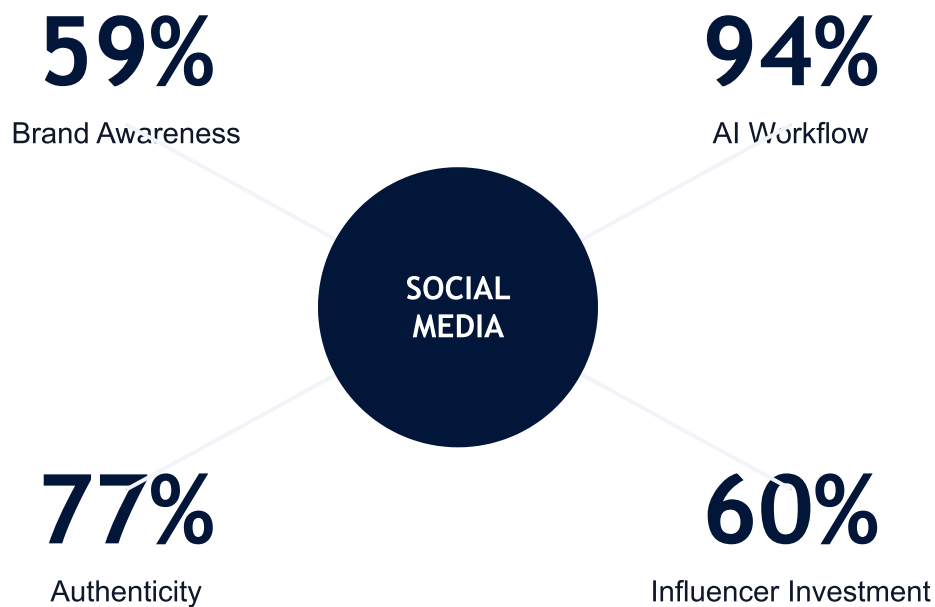
75%

Turning to AI

STRATEGIC INSIGHT

The future of marketing may be less about sending more messages and more about creating responsive experiences.

SOCIAL IS BECOMING MORE HUMAN AND MORE AI AT THE SAME TIME



MORE AI



MORE NEED FOR HUMAN AUTHENTICITY

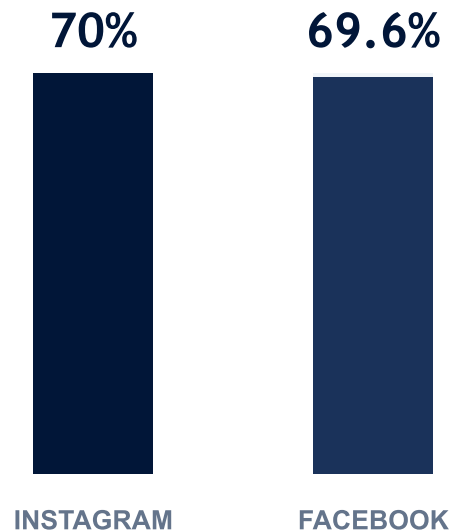
STRATEGIC INSIGHT

AI is increasing the speed of content production.

At the same time, marketers report that authenticity remains highly important.

THE SOCIAL MARKETING LANDSCAPE

PLATFORM ADOPTION



CONTENT APPROACH

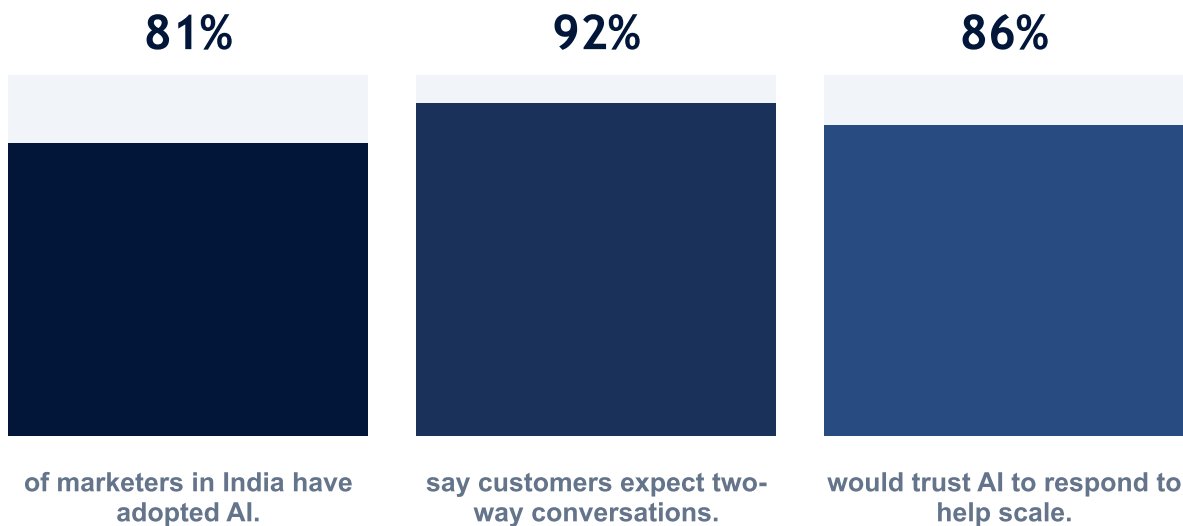


STRATEGIC INSIGHT

The divide is no longer simply organic versus paid.

Modern social strategies combine platforms, creators, commerce, content and increasingly AI-assisted production.

INDIA'S MARKETING AI MOMENT



STRATEGIC INSIGHT

Technology can scale marketing. Understanding people determines whether that scale stays relevant.

The future of marketing is not simply more automated.

It is more intelligent, more contextual, and more human.

Source: Salesforce India, 2026 State of Marketing findings.

Core Behaviour

CORE BEHAVIOUR

Understanding Human Decisions.