



MARKETING AS A GROWTH ENGINE

The Evolving Role of Data, AI, and Leadership

Insights from ABG x Ipsos
November 2025

THE NEW CORE

Performance is no longer a part of marketing; it is marketing.

Powered by AI and advanced analytics, marketing has become the engine of growth

THE EVOLUTION

**Across MENA, marketing is shifting
from digital transformation to
technology transformation**

DEFINING FUTURE MARKETER

41%
of marketers say their
function is strong

THE SKILL SET:

**DATA-LED. ADAPTIVE.
AI-LITERATE**

33%

digital transformation
has completely
reshaped their
marketing

60%

already use analytics
for performance
measurement daily

30%

integrate
AI today

ONE REGION, FOUR DIFFERENT SPEEDS OF TECHNOLOGY TRANSFORMATION

UAE

**The
Accelerator**

KSA

**The
Scaler**

Egypt

**The
Transformer**

Morocco

**The Next-Gen
Tech Hub**

TECH & DATA FLUENCY

1 in 3

of marketers say AI is now a core part of their marketing function

AI & TECHNOLOGY INTEGRATION: FROM DIGITAL TO INTELLIGENCE

3 in 5 marketers are already using AI,
even if they don't realize it yet

30%

use AI for customer
engagement

28%

use AI for
predictive analysis

25%

use AI for
targeting

THE NEW BALANCE

purpose × **performance** = **trust**

1 in 3

see ROI as top
success metric

3 in 10

prioritize sustainability
& purpose

the two are no longer opposites

THE EVOLVING CMO

1 IN 3

CMOs are now part of

**Executive growth
beyond marketing**

**Leading
transformation**

**CSR, sustainability
& reputation**

THE CONFIDENCE PULSE

1 IN 2

**of marketers believe they'll
overcome their biggest challenges
within 12 months**

FINAL FRAME ACROSS THE DOME

3 IN 5

Activate
data-driven
decisions

1 IN 2

Embed
purpose into
performance

1 IN 2

Integrate AI
into daily
workflows

1 IN 3

Redefined
through digital
transformation

THANK YOU

