

**8<sup>TH</sup> ANNUAL**

# STATE OF AGILE MARKETING

**REPORT 2025**



# The Only Way.

I spend at least 15 minutes a day communicating with an AI copy of myself. Although I'm an English major and not a developer, I built this bot myself in less than two hours.

That's just one new thing that's happening in 2025; it's certainly not the only novel part of being a marketer and running a business right now. It's also a thing that would sound slightly crazy if I was saying it five years ago.

But despite the intense newness of these times, there are clear lines of consistency, continuity, and clarity if we take the time to find them. In fact, in the eight years we've been running this report, the data has never been clearer:

***If you want to have a shot at succeeding in marketing right now, you must adopt core Agile practices.***

That's true whether your version of success means logging off at a reasonable hour, effectively leveraging AI tools, proving the value of the marketing function, or differentiating in a crowded market.

Agile not only makes all of those things possible, it may be your only option. I know that's kind of extreme, but hear me out:

- Among the 430 marketers we surveyed, we found exactly zero non-Agile teams who reported a full AI implementation
- 66% of Agile marketers reported lower stress levels thanks to Agile ways of working
- Over 80% believe that Agile will be critical to achieving their 2025 goals

As the CEO of an Agile consulting firm, it feels a little self-serving to declare Agile marketing as "the only way," but the data is speaking louder than ever. Marketers need these tools right now, and they're laying right at our feet. Investing in some basic training and a guided rollout is all it takes to start (we've collected tons of links at the end of this report to guide you). With focus and dedicated effort, you could have your first Agile team up and running in a couple of weeks. From there, it's full steam ahead to efficient use of AI, effective collaboration, improved productivity, and so much more.

2025 is chock full of innovation and change, but we have the tools at hand to manage it. All we have to do is pick them up.



**ANDREA FRYREAR**  
CEO & CO-FOUNDER  
AgileSherpas



# The Big Picture:

## MARKETERS' TOP PRIORITY IS IMPROVING CUSTOMER EXPERIENCE, BUT THEY FACE MAJOR CHALLENGES FROM MARKET CONDITIONS AND BUDGETS.

Overall, marketers are getting squeezed by stakeholders asking them to do more with less in environments that are more competitive and dynamic than ever before.

## FULLY AGILE TEAMS ARE LEADING THE WAY ON AI.

Agile teams stood out as being far more likely to have embraced AI; they're also more likely to see meaningful benefits from doing so.

## TEAMS THAT EMBRACED FULL MARKETING AGILITY ARE 3X MORE LIKELY TO BE EXTREMELY SUCCESSFUL.

These teams reported substantial productivity gains alongside enormous drops in stress.

## MARKETERS WHO FOCUS ON A FEW HIGH-VALUE ACTIVITIES AND HAVE MORE AUTONOMY ARE FAR MORE LIKELY TO SAY THEY ARE "EXTREMELY SUCCESSFUL"

Across the board, teams that implemented Agile mindsets and practices outperformed their less Agile peers.

## DESPITE COMMON ASSUMPTIONS THAT AGILE ISN'T IDEAL FOR HIGHLY REGULATED ENVIRONMENTS, NEARLY ALL FULLY AGILE MARKETERS DISAGREE.

More than 9 in 10 reported that Agile made it easier to meet regulatory requirements.

## AGILE MARKETERS FEEL LESS STRESSED AND MORE CONFIDENT THEY CAN ACHIEVE THEIR GOALS.

For fully Agile teams, 75% reported that Agile reduced their stress, while 91% felt it would help them achieve their 2025 goals.

## MARKETERS LOVE AGILE AND DON'T WANT TO RETURN TO THE WAY THEY USED TO WORK.

96% reported positive experiences with Agile, and 94% said they would not return to working on a non-Agile team.

## FOR DEVELOPING AGILE SKILLS, CERTIFICATIONS AND SELF-PACED VIDEO LEARNING STAND OUT.

92% found certification courses useful, with another 76% saying the same about paid self-paced video learning.

# Inside This Report:

5

## 2025 Marketing Priorities & Challenges

Navigating a highly uncertain year, what are marketers hoping to achieve, and what's keeping them up at night?

9

## AI & Marketing in 2025

AI is on everyone's minds this year, but who's finding success with it and why?

15

## Why the Best Marketing Teams are Fully Agile

Teams can be sort of Agile or fully Agile, but does that make a difference in their ability to perform?

22

## What's Different About the World's Best Marketing Teams

What sets the most successful marketing teams apart from their competitors?

26

## Benefits of Agile Marketing

With so many marketers using Agile ways of working, what benefits are they seeing – and is it worth the investment?

30

## Perceptions of Agile Marketing

Moving the needle on KPIs is one thing, but if that's making marketers miserable, then it's not sustainable. So what do marketers really think about Agile in 2025?

33

## How Marketers Are Developing Agile Skills

Agile may hold enormous benefits for marketers, but how can they develop the skills needed to unlock them?

36

## Where to Go From Here

Looking at this report's findings as a whole, what are the logical next steps for marketers who want to overcome their toughest challenges in 2025?

39

## Demographics & Methodology

We share the demographic information about the marketers surveyed for this report.





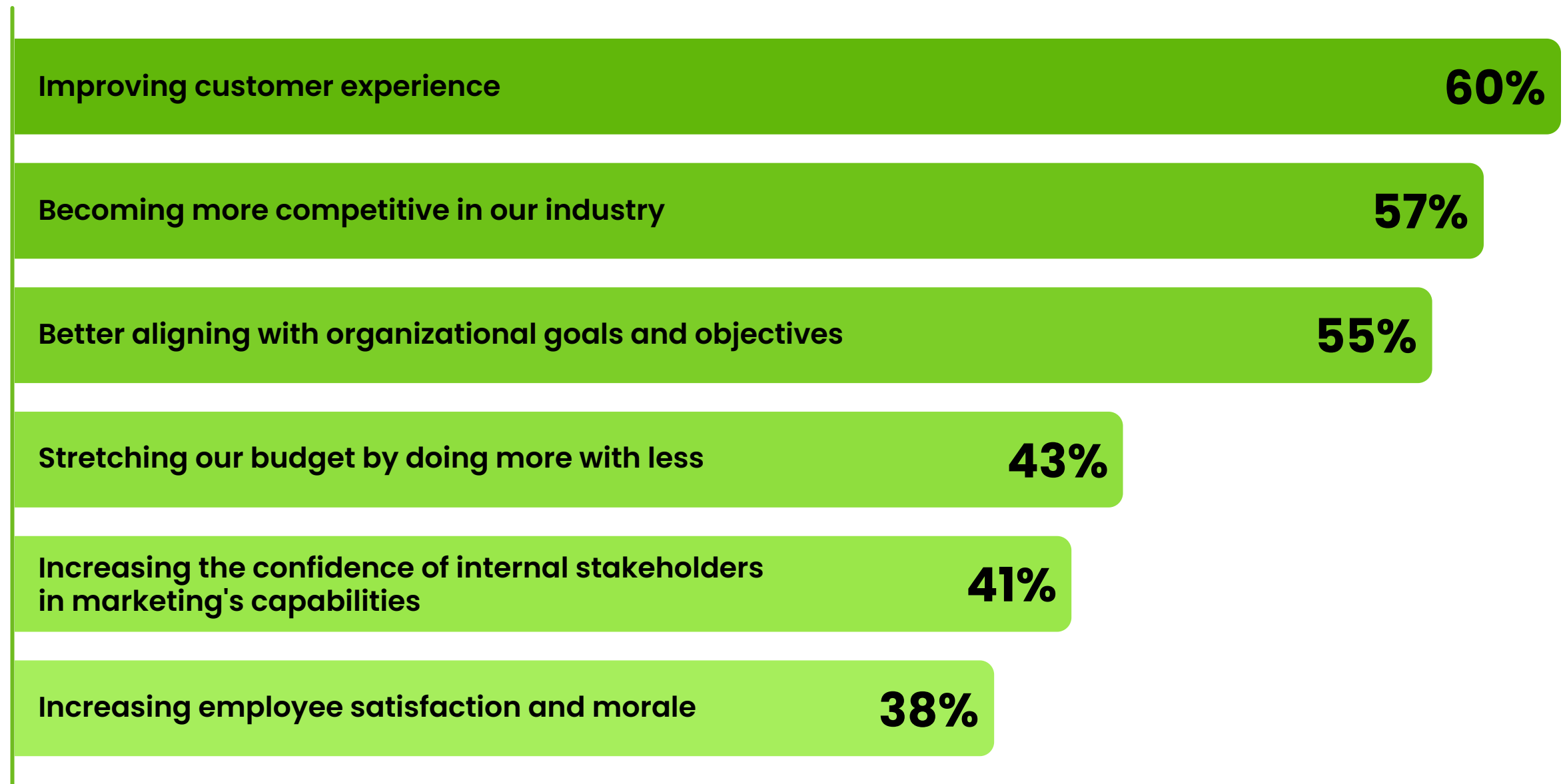


# 2025 Marketing Priorities & Challenges



Which of the following will be a **high priority** for your **marketing team** in 2025?

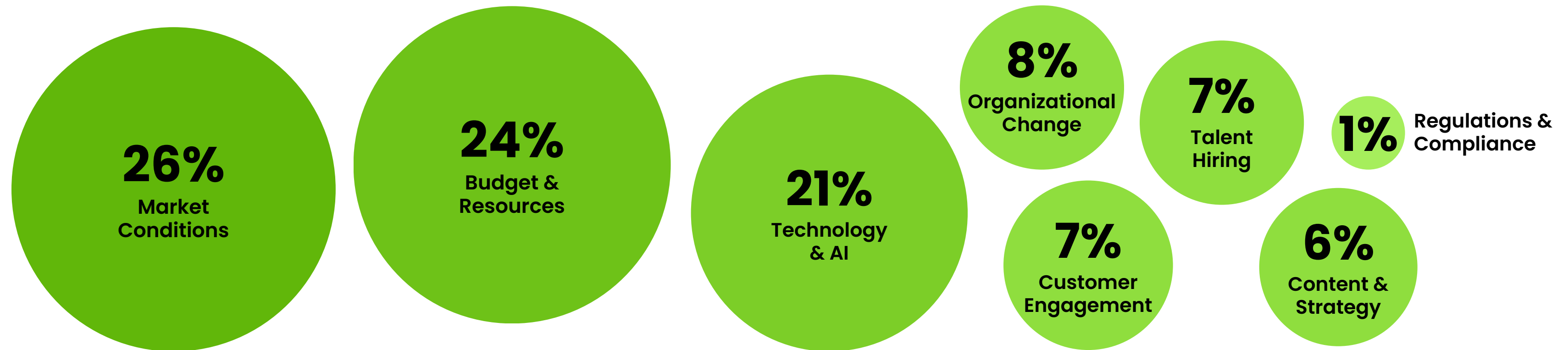
Source: State of Agile Marketing 2025  
by AgileSherpas



Marketers are worried about being more competitive, and they see improving customer experiences as a key way to achieve that goal. For years, marketers have seen that personalization is increasingly in demand.

**But today, AI is making even greater personalization possible at scale, pushing marketers to invest more in this area.**

# Top Marketing Challenges in 2025



Source: State of Agile Marketing 2025 by AgileSherpas

In 2025, marketers may feel that the deck is stacked against them, but their three biggest problems are limited budgets/resources, difficult market conditions, and challenges related to technology and AI. Of course, all three are deeply interconnected.

**AI is one of the keys to doing more with less, and market conditions are effectively driving all the challenges on this list in one way or another.**

Here are some of what our respondents are facing:

“Adapting to **changing culture** & consumer demands, keeping up with the **AI trends** & technological advancements, and **evolving our marketing model**. Furthermore, '**quality**' matters more than ever now.”

“In 2025, the involvement of AI in the use of marketing and advertising is the biggest challenge. **Implementing AI usage in all aspects of marketing** is our priority.”

“The biggest challenge will be to **do more with limited resources** while maintaining a **quality customer experience** and **quickly adapting to market changes**.”

“I think the challenge is to ensure **compliance** while ensuring **personalized and precise marketing** without infringing on **consumer privacy**.”





# **AI & Marketing** **in 2025**





Our data found that **only 17%** of marketers have **fully integrated AI** into their marketing processes.

Does that mean marketers aren't interested in AI?



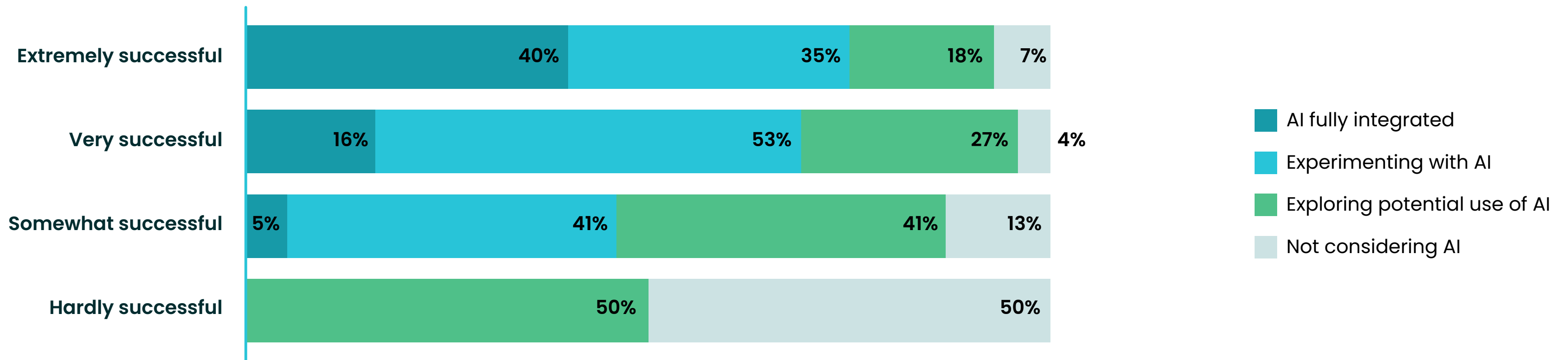
Definitely not, since **only 7%** said **they weren't considering AI** at all.

AI is a major focus for marketers in 2025, and the data shows that it's the right area of concentration.

For our respondents, fully implementing AI strongly corresponded with marketing success. But marketers largely know that already, which is why nearly all of them are at least considering implementing AI into their work. **But those on the leading edge of adoption are already seeing the benefits.**



# AI Adoption Across Levels of Marketing Success

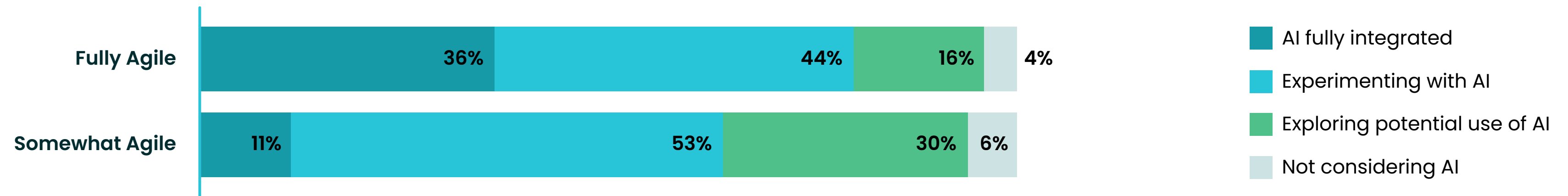


Source: State of Agile Marketing 2025 by AgileSherpas

Looking at marketers who consider themselves extremely successful, 40% have implemented AI. That number drops all the way to 5% when you look at marketers who consider themselves just somewhat successful.

**It's clear that AI implementation strongly correlates with marketing success, but which kinds of teams are most likely to have made inroads into AI? Fully Agile ones.**

# AI Adoption Across Levels of Marketing Agility



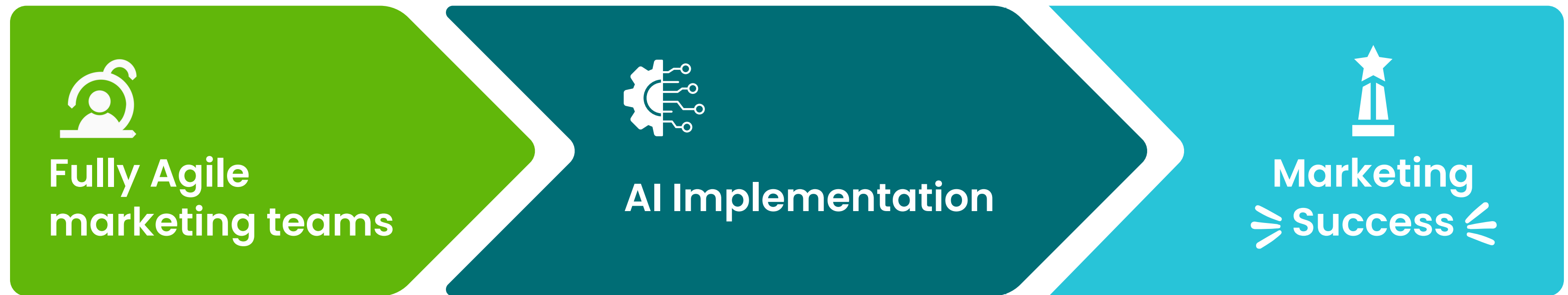
Source: State of Agile Marketing 2025 by AgileSherpas

Our survey **couldn't find a single non-Agile team that had fully implemented AI.** Even the extent of their agility had a major impact:

**Fully Agile teams were more than 3x as likely as somewhat Agile teams to have fully implemented AI.**



So the story here is a clear one:



What makes fully Agile marketing teams so much more likely to implement AI? You'll find a litany of reasons throughout this report, including:



They aren't afraid to **experiment**



They have more **autonomy**

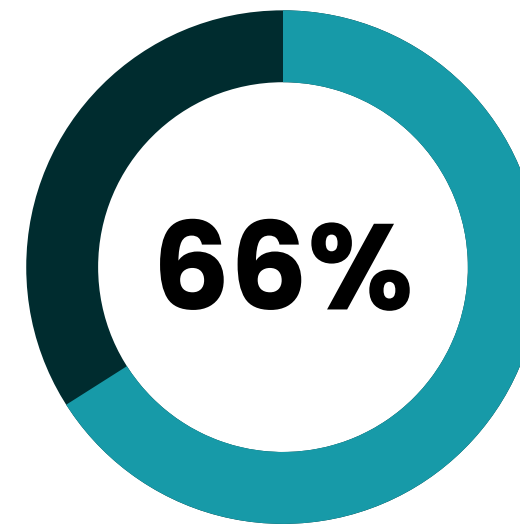


They tend to **focus on a smaller number of high-value activities** instead of spreading themselves thin

**All of this makes AI implementation easier**



But it's not just that Agile makes AI implementation easier; it's also that **AI improves agility.**



of **fully Agile teams** report that **AI** has significantly **enhanced their agility.**

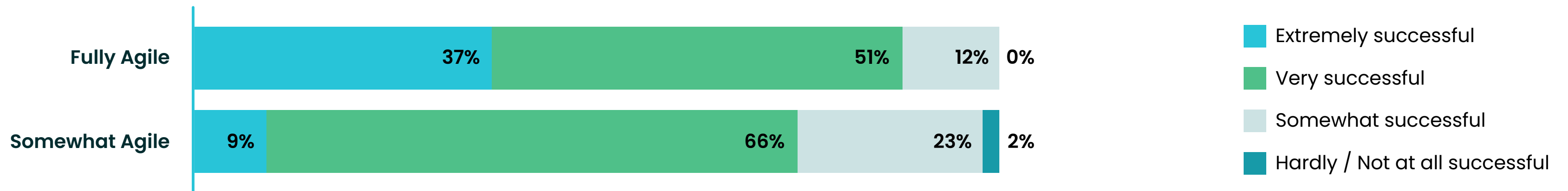
Source: State of Agile Marketing 2025  
by AgileSherpas

# Why the Best Marketing Teams are **Fully Agile**



When we looked at what types of marketing teams considered themselves to be the most successful, the data told a clear story.

## Marketing Success Across Levels of Marketing Agility



Source: State of Agile Marketing 2025 by AgileSherpas

**Fully Agile teams are more than 3x as likely to say they're extremely successful compared to somewhat Agile teams.**

Overall, nearly **9 in 10 fully Agile marketing teams consider themselves extremely or very successful**. But it's worth exploring "success" in more detail. How does full agility really impact the work marketing teams do every day?

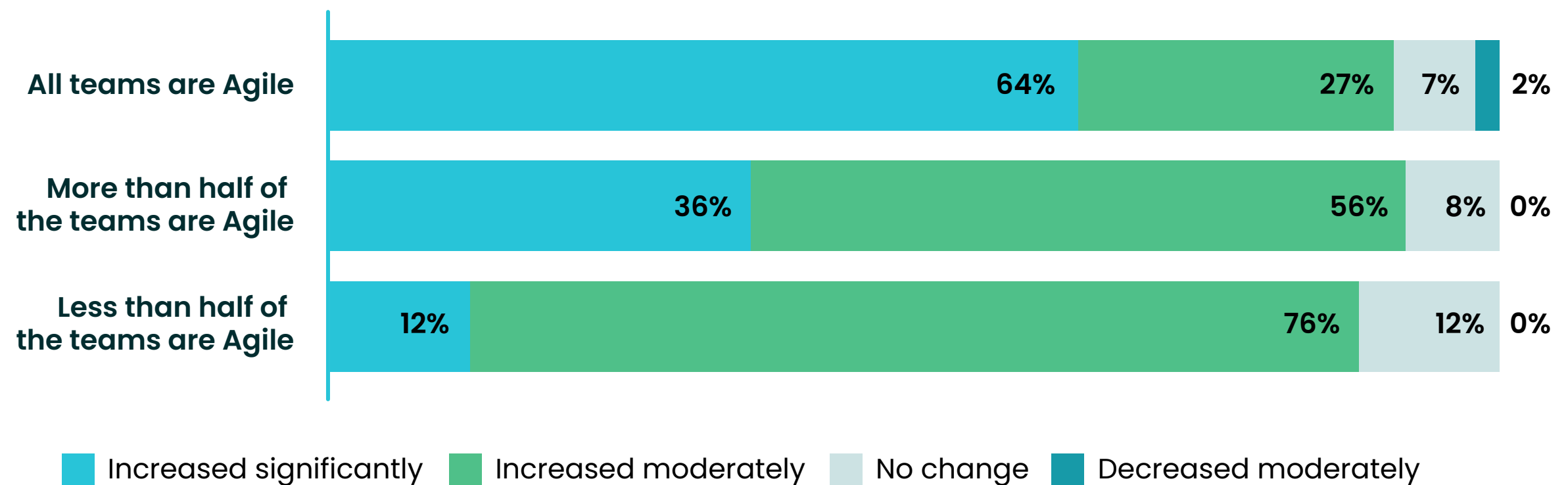


# Impact on Productivity

## By Levels of Marketing Agility



## By Number of Agile Teams



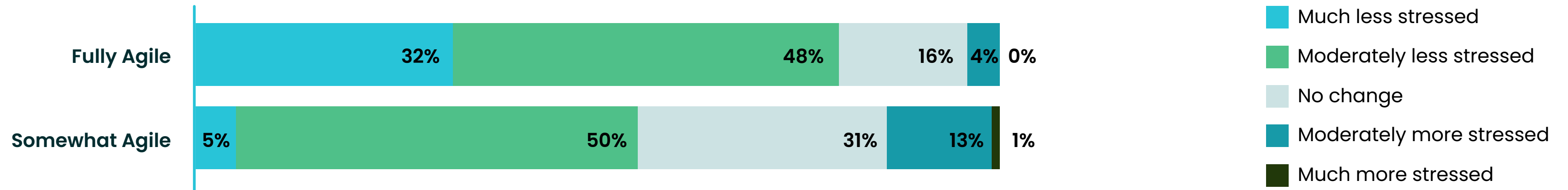
**Fully Agile teams** were more than **3x as likely** to experience **significant productivity gains** compared to somewhat Agile teams.

This applies to organizations where **all teams are Agile** and where marketing is **nearly twice as likely** to experience **significant productivity gains**.

**The data consistently shows that agility enables marketers to do more with less**

(no doubt AI implementation helps as well).

## Impact on Stress/Burnout



Source: State of Agile Marketing 2025 by AgileSherpas

But do Agile marketers feel they're being pushed too hard? Ironically, no.

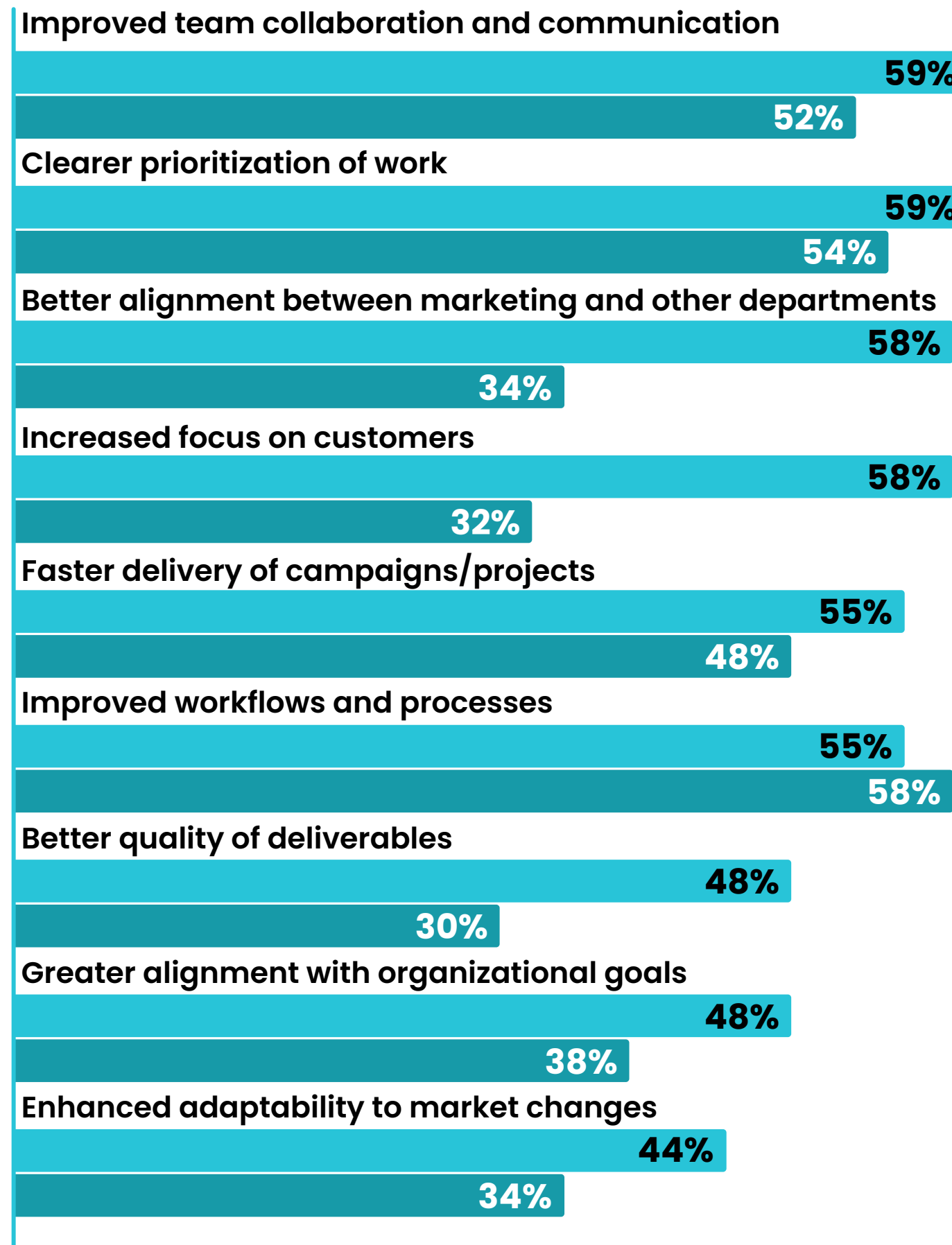
**Fully Agile teams are 6x as likely to say they're much less stressed compared to somewhat Agile teams!**

For organizations feeling squeezed between concerns about productivity and retention, that's welcome news.

For marketers feeling like they're being asked to do more every day, **Agile is simply a game changer.**

# Benefits Experienced by Fully Agile vs. Somewhat Agile Marketing Teams

■ Fully Agile  
■ Somewhat Agile



Overall, fully Agile teams outperform others across many key areas:

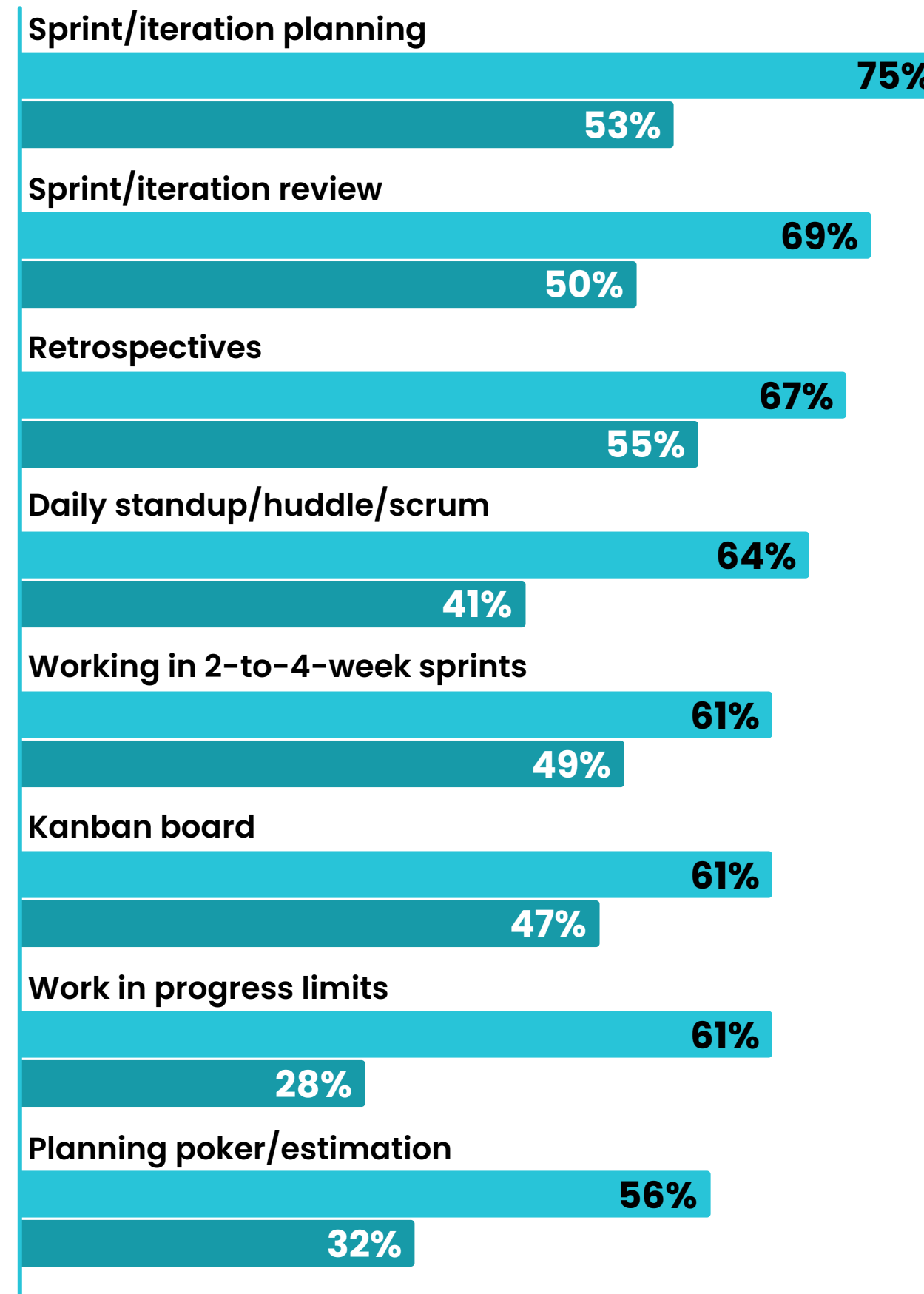
- Better alignment between marketing and other departments
- Focus on customers
- Quality of deliverables
- Alignment with organizational goals.

But what do these “fully Agile” teams actually do differently when it comes to their everyday processes?

Source: State of Agile Marketing 2025  
by AgileSherpas

# Agile Practices used by Fully Agile vs. Somewhat Agile Marketing Teams

■ Fully Agile  
■ Somewhat Agile



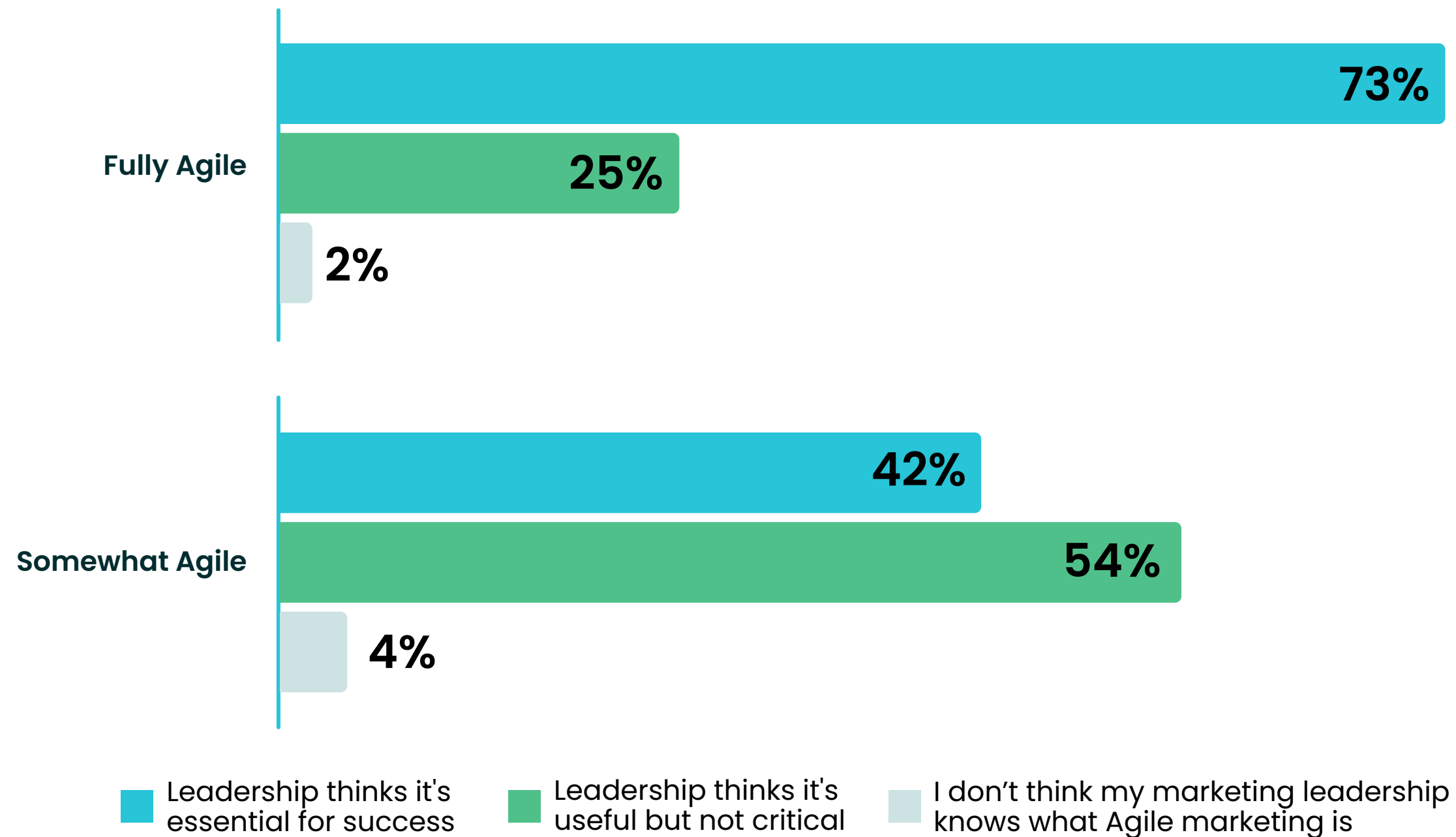
Fully Agile teams are more likely to use sprint/iteration planning, retrospectives, sprint/iteration reviews, 2-4 week sprints, Kanban boards, WIP limits, planning poker/estimation, and daily standup/huddle/scrum.

So, if you want to unlock the extensive benefits of full Agility, implementing practices like these is a great place to start.

Source: State of Agile Marketing 2025  
by AgileSherpas



## Marketing Team Leaders' Opinion About Agile



Source: State of Agile Marketing 2025 by AgileSherpas

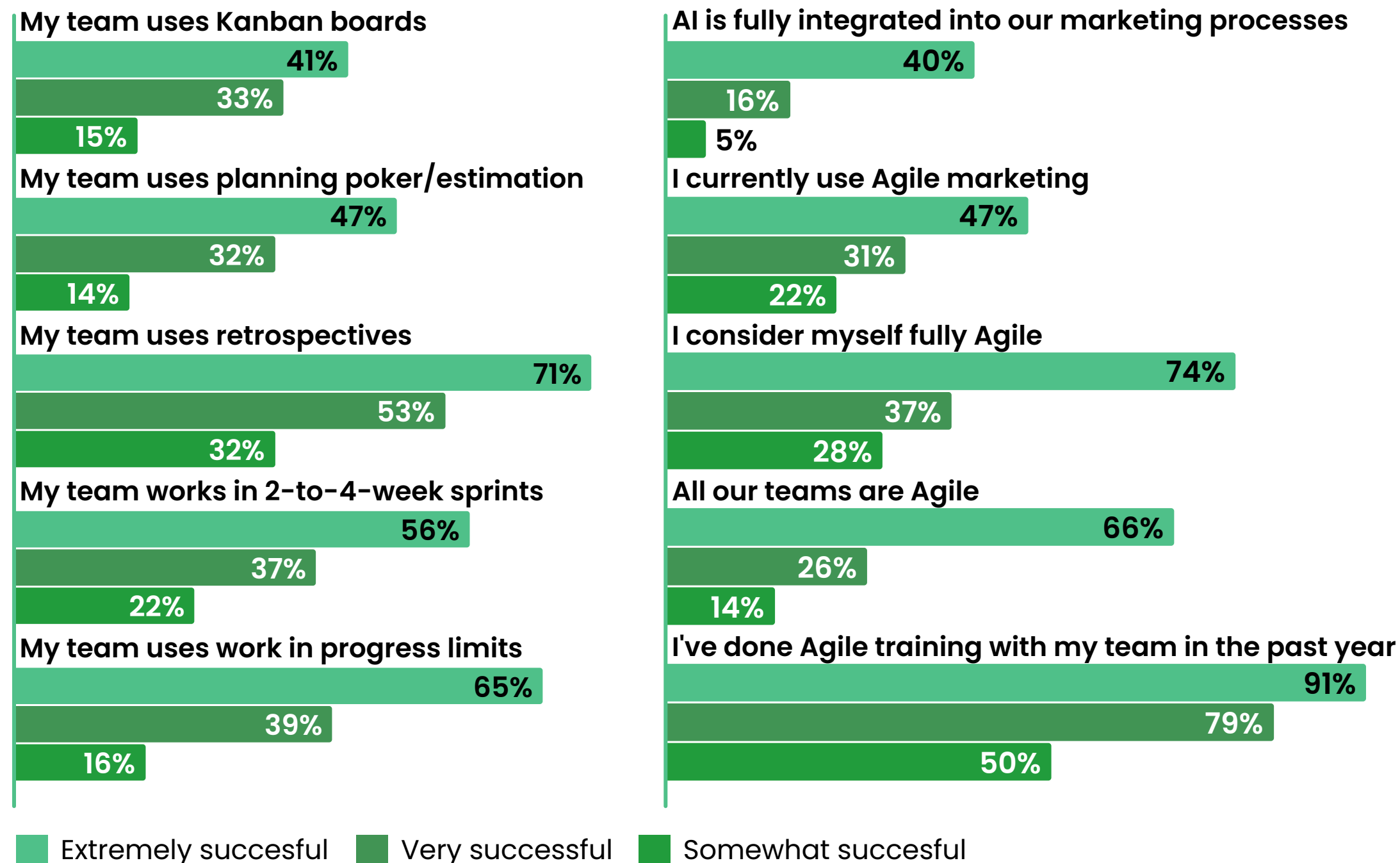
Of course, practices aren't the only thing that differentiates more successful Agile teams; leadership support remains crucial. Unsurprisingly, fully Agile teams are far more likely to have leaders who think Agile is essential.

**That kind of backing is vital to empower teams and help them unlock the full benefits of agility.**

# What's Different About the World's Best Marketing Teams

The previous section laid out why fully Agile teams perform better than their partially Agile counterparts. **But what happens when you look at marketers who rate themselves as extremely successful?** What do they do differently? What practices correspond with marketing success?

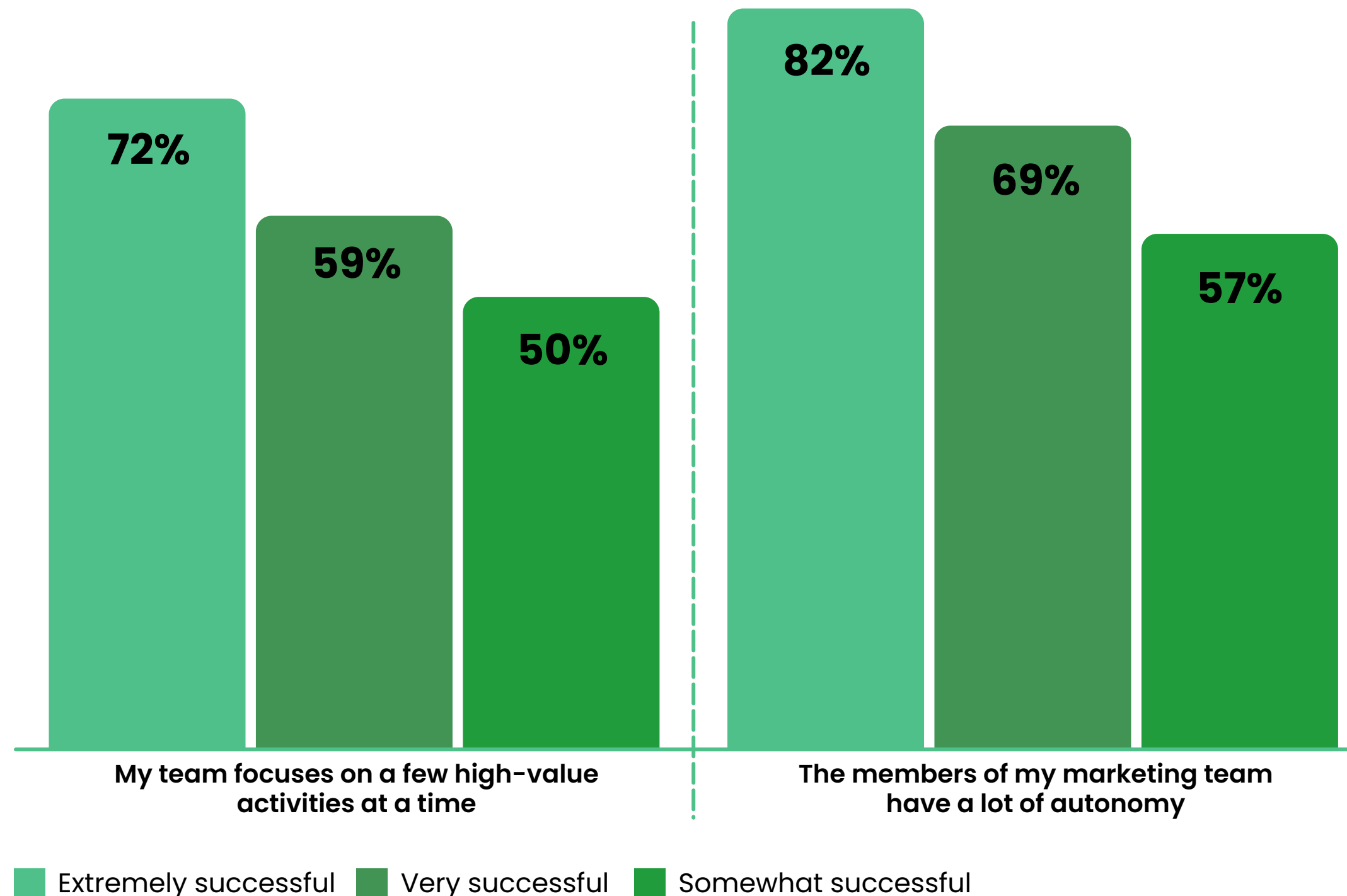
## What Sets **Extremely Successful Marketers** Apart?



The data here shows clear patterns. Highly successful marketers are more likely to use Kanban boards, planning poker/estimation, retrospectives, Work In Progress (WIP) limits, and work in sprints

**If those practices all sound familiar, that's because these are all common ways Agile teams function and are widely used by fully Agile teams.**

## Agile Mindset Across Levels of Marketing Success

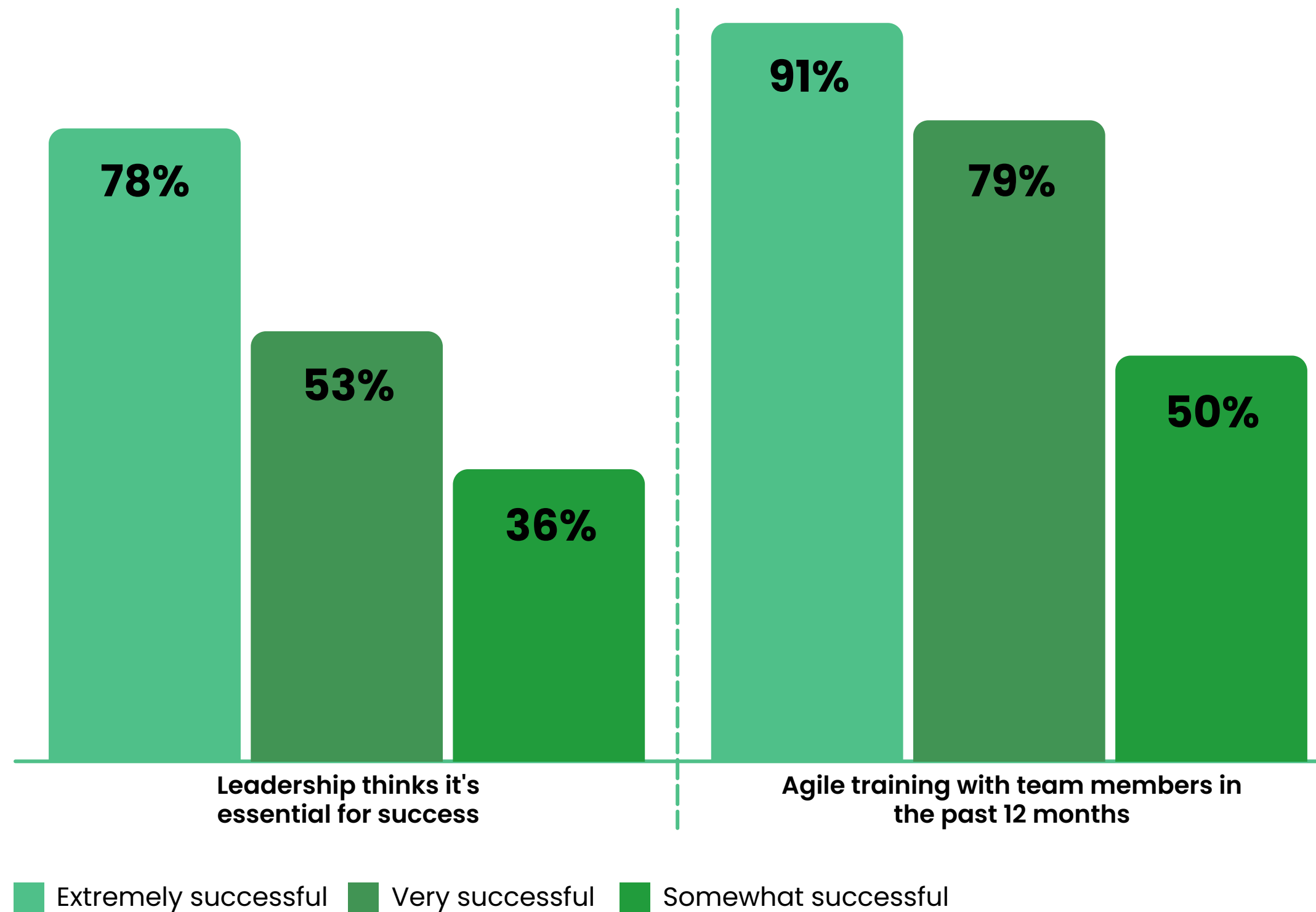


But the Agile connections go beyond simple practices; **successful marketers share a similar mindset.**

They tend to **focus on a few high-value activities at a time** and **have a lot of autonomy**. In other words, the best marketers have the trust and support of their leaders.


Source: State of Agile Marketing 2025 by AgileSherpas

# Organizational Support Across Levels of Marketing Success



That trust and support also tend to include strong **backing for Agile** ways of working and **regular Agile training with their teams**.

So if you're trying to reverse engineer marketing success from this data, it **begins with leadership support & training to develop an Agile mindset before implementing practices like WIP limits, visualization boards, etc.**



# **Benefits of Agile Marketing**





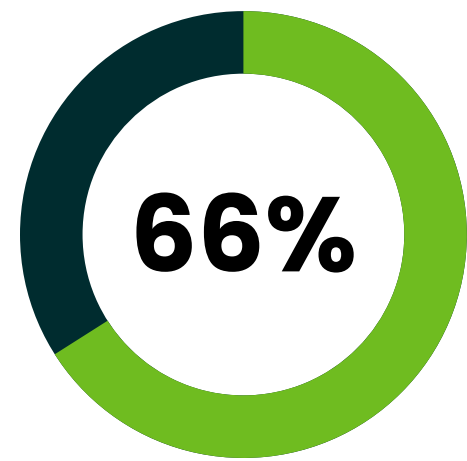
## Which **benefits** did your team experience by using **Agile marketing**?



Most Agile marketers experience improved collaboration and communication, improved workflows and processes, improved prioritization, and faster delivery.

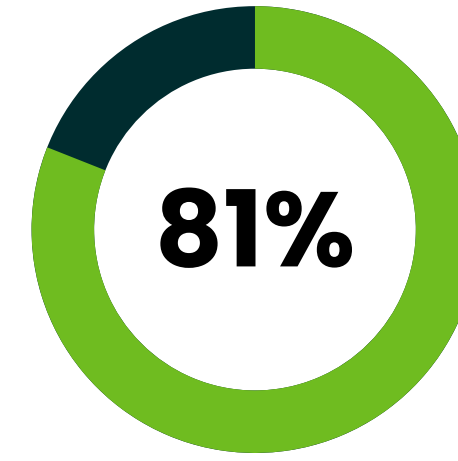
The big pattern here is clarity: Agile marketers know **what work needs to happen and how they should deliver that work.**

Source: State of Agile Marketing 2025  
by AgileSherpas



of **marketers** report that their **stress** has been **reduced thanks to Agile.**

Source: State of Agile Marketing 2025  
by AgileSherpas



of **marketers** believe that **Agile** will be **critical** to achieve their 2025 **goals.**

Source: State of Agile Marketing 2025  
by AgileSherpas

All that clarity has a real impact on how Agile marketers feel. They're less stressed and feel confident in achieving their goals.

The transparency and alignment that Agile brings mean **marketers know that they are having an impact, and that their impact is visible to their stakeholders.**

# Does **Agile marketing** help you **meet regulatory requirements**?



Even in 2025, many still assume that all these Agile benefits don't apply to highly regulated industries like healthcare and financial services. But the data here shows one of the many reasons that's not the case.

**More than 9 in 10 fully Agile marketers feel that Agile actually makes it easier to meet regulatory requirements.**

Source: State of Agile Marketing 2025  
by AgileSherpas



# **Perceptions of Agile Marketing**



This report has found that Agile brings an expansive list of benefits to marketing teams, from lower stress levels to greater productivity. **But what do marketers themselves think about Agile?** Do they see it as essential or something that's just not worth all the hassle?

## How would you describe your **personal experience with Agile marketing?**



## Would you want to **go back to a non-Agile marketing team?**



Source: State of Agile Marketing 2025 by AgileSherpas

Of the hundreds of marketers we surveyed who had experience with Agile, 96% had a positive experience. Not a single respondent reported a negative experience! It's hardly surprising then that 94% do not want to work on a non-Agile team in the future. **For organizations concerned about hiring and retention, this shows just how much appeal Agile has for those who have experienced it.**

We also asked people **why they prefer working on Agile teams**; here are a few of their replies:

“I have **regained work-life balance** using velocity and capacity for prioritization. We have come a long way in **focusing on value and outcomes** rather than a sugar-like addiction to volume, and it's important to me that I am **doing the right work at the right time** and not burning myself out doing it.”

“The clear collaboration and productivity benefits. But the big thing is persuading those new to Agile Marketing that **this is not a thing (or a fad); it's an approach and a way of thinking.**”

“I prefer Agile for a number of reasons. **Agile gives everyone a voice and even gives you a voice to say 'no.'** You can plan and prioritize your work so that you aren't overwhelmed. You can measure and test outcomes to know if something was successful or not. You can scale projects to function properly without overexerting resources.”



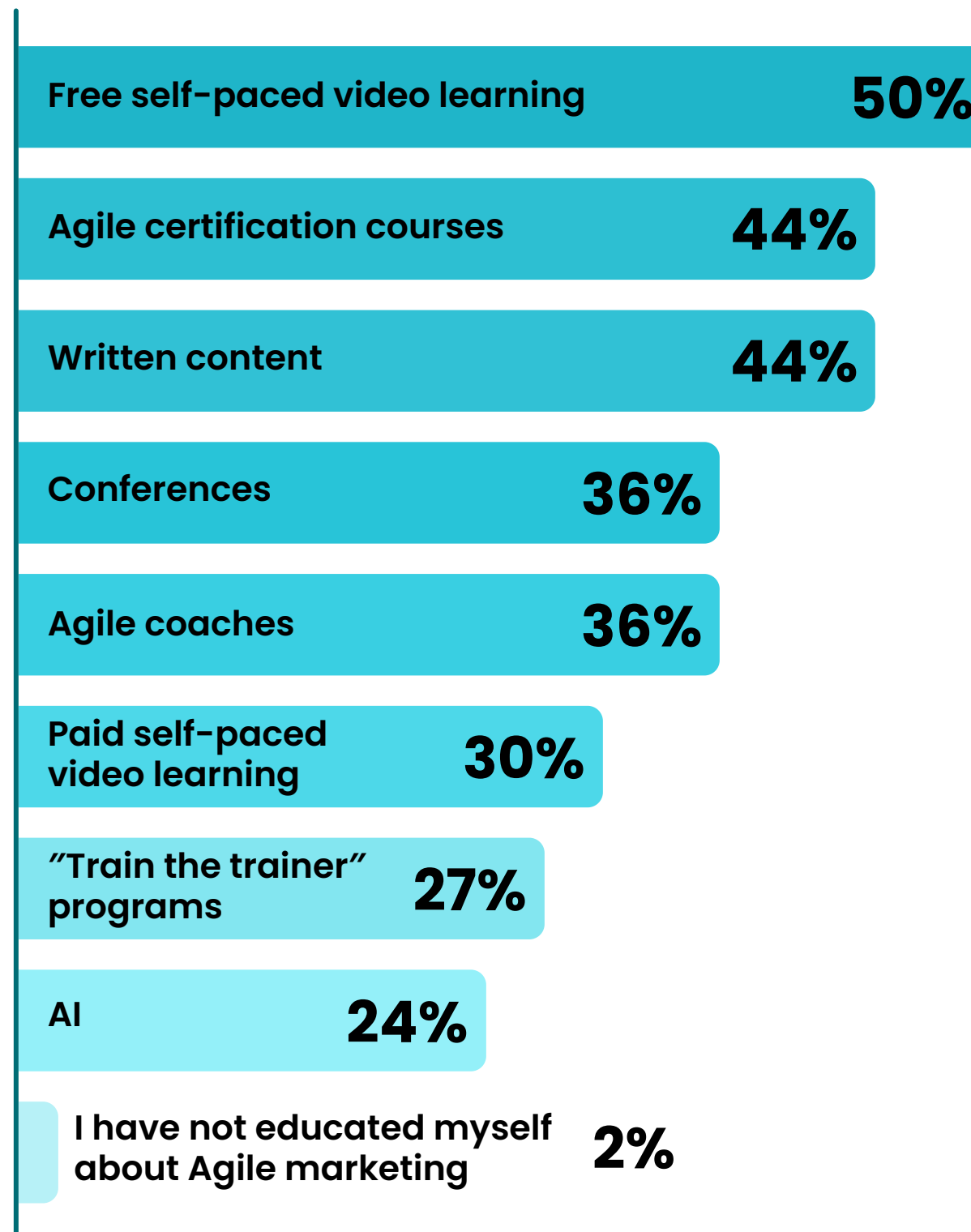


# How Marketers Are Developing **Agile Skills**



This year's data shows why Agile is such a valuable approach for marketers. However, unlocking those benefits requires developing an Agile mindset and skills. **So what are marketers doing to upskill themselves, and what's getting them the best results?**

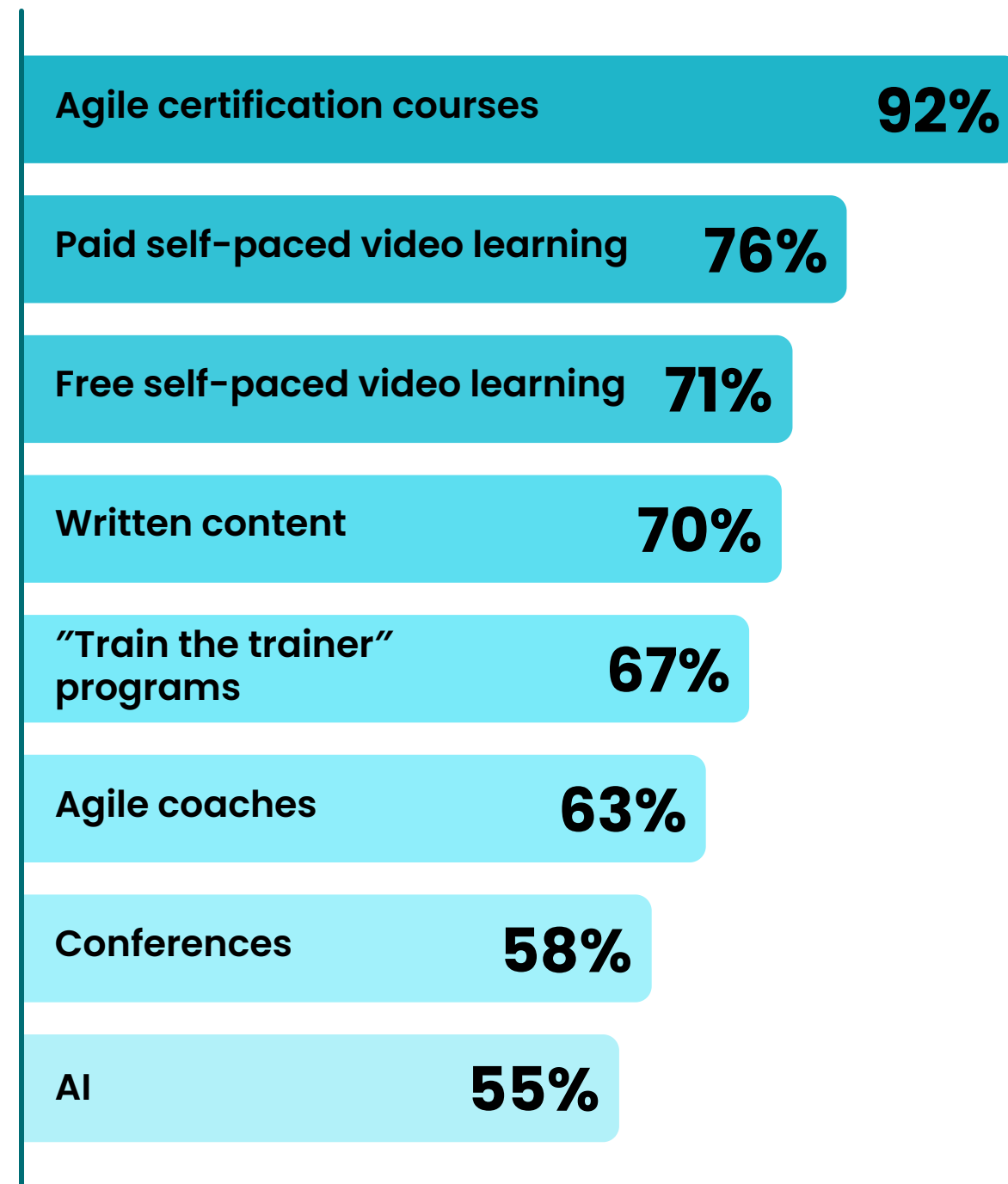
## How have you educated yourself about Agile marketing?



Marketers are clearly using a wide variety of tools to boost their Agile marketing knowledge and skills.

But when we break this data down based on who rated their Agile implementation as "extremely successful," we find strong preferences for **Agile certification courses, paid self-paced video learning, "train the trainer" programs, Agile coaching, and even AI.**

Of those you selected, which have been **valuable to you?**



When we ask more directly about what type of Agile education was the most valuable, we see **a strong preference for certification courses.**

That said, most people who had experience with these Agile education tools found them useful across the board.

Source: State of Agile Marketing 2025  
by AgileSherpas



# **Where to Go** **From Here**



Taking a step back and looking at the thousands of data points we used to compile this survey, a bigger picture comes into focus. **Marketers are more squeezed than ever.** They face reduced budgets, increasing market volatility and competition, and technology like **AI, which is transforming the industry** as much as the internet has in decades past.

But to most marketers, these challenges are hardly a surprise. The bigger question comes with how to tackle them. Luckily, the data told a clear story there as well. We found **strong correlations between being fully Agile, implementing AI, and being successful overall.** Embracing agility enables teams to implement AI and ultimately handle the major challenges faced by all marketers.

When it comes to building up the mindset and skills that enable teams to become Agile, we see strong preferences for **certification courses, self-paced video learning, “train the trainer” courses, and Agile coaching.** Even if your end goal is AI implementation or better customer engagement, the data shows that investing in these kinds of education tools can get you there.



If you're interested in **developing your own Agile abilities**, we encourage you to explore:

## AI WORKSHOPS

**AI Implementation Workshop**  
1.5-day hands-on session to streamline execution & boost AI-powered collaboration.

[Learn more](#)

**AI in Action Workshop**  
3-week program to master AI fundamentals and seamlessly integrate them into marketing.

[Learn more](#)

## AGILESHERPAS MEMBERSHIP

A 12-month roadmap to Agile mastery with expert coaching & AI-powered support—faster results, lower cost.

[Learn more](#)

## AGILE CERTIFICATIONS

**Agile Marketing Fundamentals**  
Master Agile ways of working – the key to unlocking AI success.

[Learn more](#)

**Agile Marketing Leadership**  
Evolve your leadership skills.

[Learn more](#)

## SELF-PACED LEARNING

Learn Agile marketing at your own pace in just 8 hours with our courses on:

[Fundamentals](#)

[Leadership](#)

## AGILE COACHING

Get real-time expert guidance to troubleshoot challenges, foster an Agile mindset & drive adoption.

[Learn more](#)

## TRAIN THE TRAINER COURSES

Become an Agile facilitator & coach, equipping your team for lasting change.

[Learn more](#)

## FREE EDUCATION

**Intro to Agile Marketing**  
60-min course on Agile marketing's essentials.

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**Carabiners Learning Paths**  
Learn efficiently with bite-sized lessons—5 are FREE!

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Want to turn chaos into clarity but unsure where to start? **[Let's talk!](#)**







# **Demographics** **& Methodology**



The 8th annual State of Agile Marketing Report is published by AgileSherpas. This survey of 430 marketers worldwide was fielded from December 2024 through February 2025 via email and social media from AgileSherpas as well as a panel of marketers.

How many years have you worked in marketing?

5 years or fewer	39%
6 to 10 years	29%
11 to 15 years	16%
Over 15 years	16%

Which role below best describes your current marketing position?

Associate/individual contributor	26%
Manager	37%
Director	14%
Vice president/senior vice president	4%
CMO or other executive	4%
Business owner/general manager	4%
Contractor/consultant/freelancer	8%
Other	3%

Where is your company headquartered?

North America	51%
Europe	28%
Latin America	17%
Asia and Pacific	3%

Approximately how many employees does your organization have worldwide?

1-99 employees	34%
100-999 employees	29%
1,000-4,999 employees	14%
5,000+ employees	23%

How many people are on your marketing team?

2-10	62%
11-50	27%
50+	11%

**What is the estimated annual revenue for your company?**

Under 1 million	14%
1 million to 9.9 million	26%
10 million to 99.9 million	22%
100 million to 499.9 million	16%
500 million to 999.9 million	7%
1 billion+	15%

**What best describes your company's focus?**

Business-to-business	23%
Business-to-consumer	36%
Business-to-business-to-consumer	12%
Mix of B2B and B2C	23%
Nonprofit	5%
Government	1%

**Which of the following most closely describes the industry you work in?**

Manufacturing	10%
Business services	17%
Consumer and retail	18%
Banking, financial services, insurance	9%
Healthcare and life sciences	11%
Information technology	9%
Media and entertainment	16%
Other	10%



# ABOUT AgileSherpas

AgileSherpas is the **world's leading Agile training, consulting, and coaching organization for marketers** and other non-technical teams. We guide marketing departments and those around them toward **high performance** by translating successful Agile practices to work outside of software development. This includes working with marketers to apply Agile ways of working towards **AI implementation** and all the benefits it brings.

Our highly-trained coaches take enterprise marketing organizations **from zero to Agile in less than 18 months** using the Marketing Agility Ascension©, our proprietary transformation model proven with **over three thousand marketers** at dozens of enterprises.

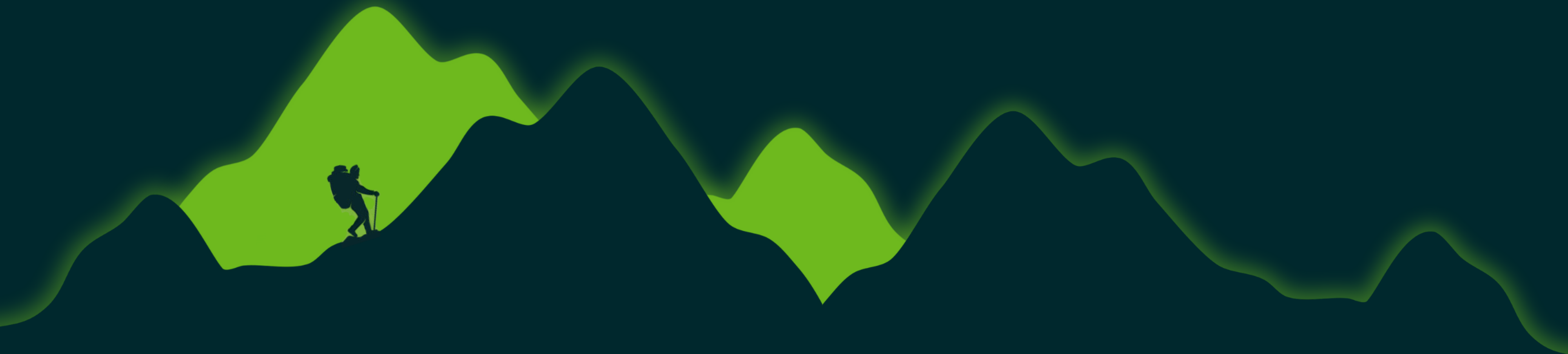
This journey blends AgileSherpas' coaching and consulting expertise with certifications from the International Consortium for Agile (ICAgile) and best-in-class asynchronous elearning solutions so every member of the transforming organization can access **the right knowledge at the right time and in the right format**.

**Start your own ascent toward marketing agility:**

**Visit [AgileSherpas.com](https://AgileSherpas.com)**







Don't climb alone.  
**Bring a Sherpa.**

