



AI in Marketing: Manufacturing Perspective

From Product Excellence to Service Leadership

IN PARTNERSHIP WITH



Shaping the Future of Marketing

Incisiv conducted a comprehensive study of 405 executives across retail, CPG, and manufacturing to understand how AI is transforming marketing operations. The research reveals both significant momentum in AI adoption and clear pathways to value, while highlighting key priorities in scaling, standardization, and cross-functional integration.

The complete report is available here [👉](#).



This companion report focuses specifically on findings from 135 manufacturing executives, providing targeted insights for manufacturing marketing leaders.

From Products to Customer Success

Manufacturing marketing teams are moving beyond product specifications to drive customer success. Every engagement must deliver measurable value: equipment providers optimize performance and reduce downtime, building materials companies improve energy efficiency, and automotive suppliers enable predictive maintenance. This shift demands marketing that can support complex, long-term relationships.

AI transforms this service evolution into consistent value delivery. Consider the potential: Usage data automatically triggers proactive service recommendations, performance metrics shape customized solutions, and customer feedback informs new service development. What traditionally required months of coordination can now happen in real-time.

78%

of manufacturing companies plan to adopt AI across marketing over the next few years.

60%

plan to do so within the next 2 years.

The Integration Imperative

Only 5% of manufacturing organizations have implemented AI company-wide in marketing – the lowest across all industries surveyed. While 37% use AI in some capacity, 26% report purely ad-hoc usage by individual teams – the highest fragmentation rate across industries.

This disconnect has direct business impact. Consider an industrial equipment provider: Marketing teams manually adapt technical content for different customer segments. Sales teams lack data to identify service opportunities. Customer success teams miss chances to communicate new value-added offerings.

Breaking Down Service Barriers

Manufacturers with standardized AI implementation are setting new standards for customer engagement. An equipment provider spots performance patterns that suggest preventive maintenance needs.

Marketing automatically generates relevant service recommendations. Sales teams receive insights that help expand customer relationships. The service advantage compounds across accounts. When every customer interaction is informed by real-time insights, manufacturing teams can proactively address needs while strengthening long-term partnerships.

Beyond Basic Optimization

Manufacturing leads in website optimization (**37%** report full integration) and A/B testing (**36%**), but lags in content creation (**14%**) and team collaboration (**12%**). This imbalance creates specific gaps in areas like service development, account-based marketing, and customer success.

Consider a building materials company: While their website excels at technical specifications, the real opportunity lies in connecting performance data with sustainability consulting, energy optimization, and proactive customer engagement.

The Service Transformation

74% of manufacturers emphasize marketing efficiency improvements – the highest across industries – while only **71%** prioritize personalized interactions (versus **77%** industry average). This reveals a critical pivot point in the service journey.

Leading manufacturers are already showing the way. Industrial equipment providers combine performance monitoring with proactive service recommendations. Building materials companies offer energy efficiency consulting. Automotive suppliers enable predictive fleet maintenance.

When Technology Enables Relationships

41% of manufacturers worry about AI limiting creativity – the lowest across industries. This pragmatic view reflects the focus on customer outcomes, where AI handles complexity so teams can focus on relationship building.

Consider a components manufacturer: When AI manages technical documentation and performance monitoring, marketing teams can focus on developing new service offerings and strengthening customer partnerships. Technical accuracy becomes an automated foundation for deeper engagement.

The next 24 months will determine which manufacturers translate their technical excellence into customer relationships that drive sustained growth. The opportunity isn't just better marketing – it's fundamentally transforming how manufacturers create and capture value.

- **Bridge the Product-Service Gap:** Implement standardized AI tools that connect product marketing with service delivery, enabling consistent customer engagement across the entire relationship lifecycle
- **Move Beyond Website Optimization:** Automate core marketing workflows that support long-term customer relationships – from technical content to account planning to service communications
- **Lead with Customer Success:** Use AI's capabilities to identify and communicate service opportunities that drive customer value, turning technical expertise into lasting relationships



Incisiv is a peer-to-peer executive network and industry insights firm for consumer industry executives navigating digital disruption. Incisiv offers curated executive learning, digital maturity benchmarks, and prescriptive transformation insights to clients across the consumer and technology industry spectrum. [incisiv.com](https://www.incisiv.com)



Avanade is the world's leading expert on Microsoft. Trusted by over 5,000 clients worldwide, we deliver AI-driven solutions that unlock the full potential of people and technology, optimize operations, foster innovation and drive growth.

As Microsoft's Global SI Partner we combine global scale with local expertise in AI, cloud, data analytics, cybersecurity, and ERP to design solutions that prioritize people and drive meaningful impact. We champion diversity, inclusion, and sustainability, ensuring our work benefits society and business. Learn more at www.avanade.com



Microsoft (Nasdaq "MSFT" @microsoft) creates platforms and tools powered by AI to deliver innovative solutions that meet the evolving needs of our customers. The technology company is committed to making AI available broadly and doing so responsibly, with a mission to empower every person and every organization on the planet to achieve more. [microsoft.com](https://www.microsoft.com)



Sitecore is a global leader in digital experience software, trusted by visionary brands like L'Oréal, Microsoft, and United Airlines to power their content lifecycle from content strategy to digital experience delivery. Our composable platform gives marketers and technologists the power to build together at global scale – harnessing content, data, personalization, and AI – to manage digital assets, create engaging content, understand customer intent, and deliver standout experiences across all touchpoints. Discover more at [sitecore.com](https://www.sitecore.com).