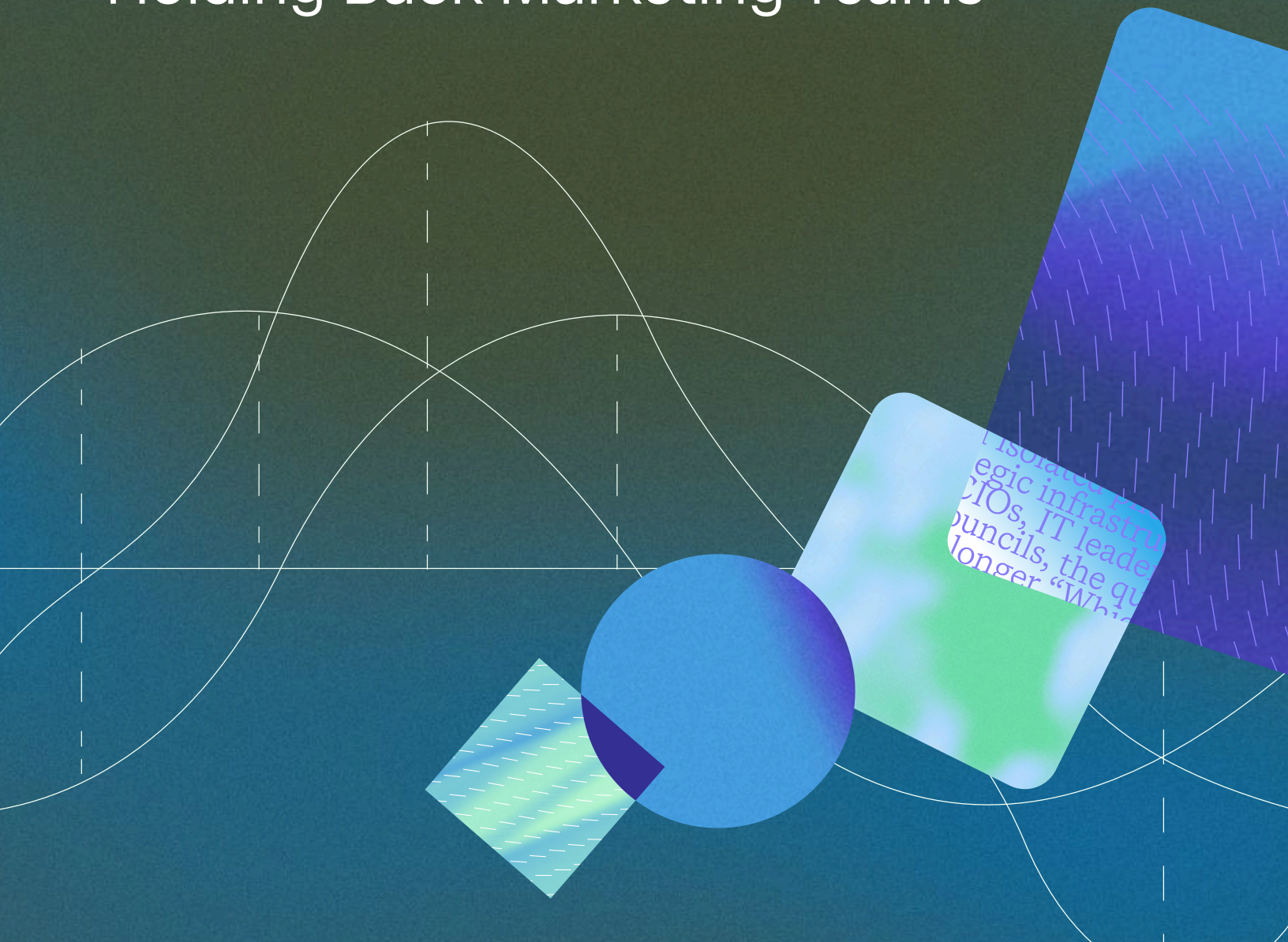


The AI Maturity Report

The Productivity Plateau
Holding Back Marketing Teams



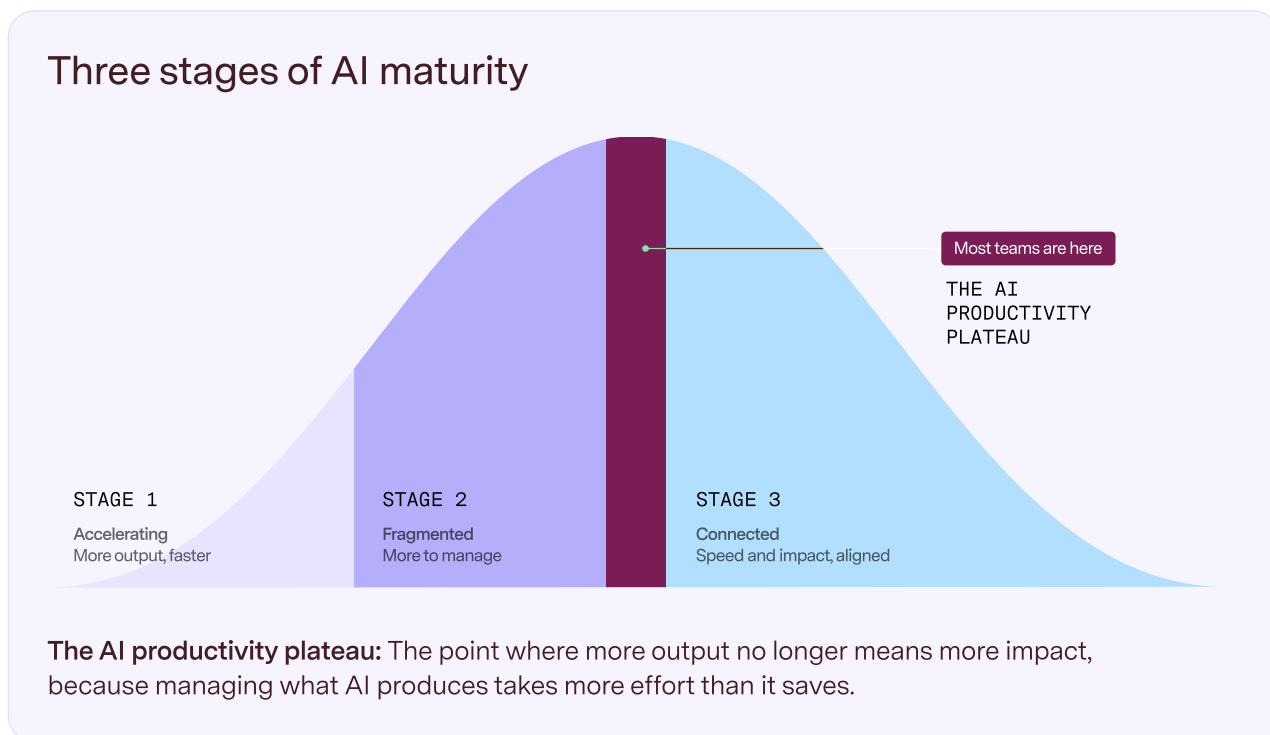


Introduction

When your team adopted AI, the promise was clear: more speed, more productivity, more output. And for many marketing teams, that promise delivered. AI has accelerated drafting, shortened research cycles, and improved velocity.

Then something unexpected happened. The more AI your team used, the more work that appeared on the other side of it. This has created a productivity plateau that is standing in the way of reaching AI maturity.

Understanding why requires looking at how AI maturity actually develops. In stage one, output is accelerating and early gains are real. You're producing more content faster, and routine tasks feel easier. In stage two, AI is spreading across a fragmented tool landscape. As output increases, so does the effort required to manage it. Your team finds themselves reviewing drafts for brand voice, adapting messaging across channels, and piecing together campaign context from tools that weren't designed to talk to one another. The productivity plateau sets in and the promise of AI stays just out of reach.



This report uses data from 1,500+ professionals, including 300+ marketers, to break down why. It shows where the friction lives, why fragmentation is the root cause, and what it takes to reach stage three where work is connected, context carries forward automatically, coherence is built in, and your team gets back to the work only they can do.





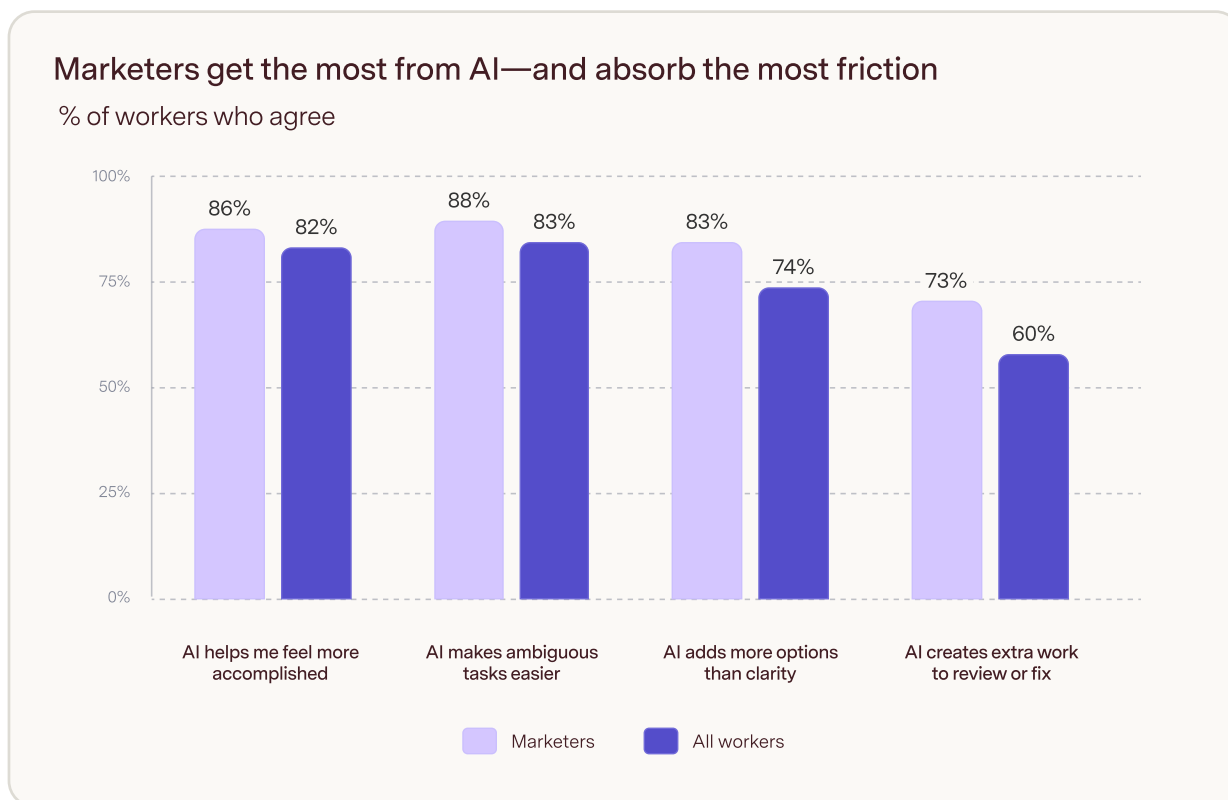
For marketers, AI is delivering —while also demanding more

Ask your team whether AI is delivering value, and the answer is almost certainly yes. Marketers report some of the highest AI impact of any professional function. Eighty-six percent say AI helps them feel more accomplished. Eighty-eight percent say it makes difficult, ambiguous work easier to start—exactly the kind of work that defines a marketer’s day.

This is not a story about AI failing to deliver. It’s a story about what happens after it does.

The same data that shows marketers benefiting most from AI also shows them absorbing the most friction. Seventy-three percent say AI often creates extra work to review or fix. That’s 13 points higher than the broader workforce.

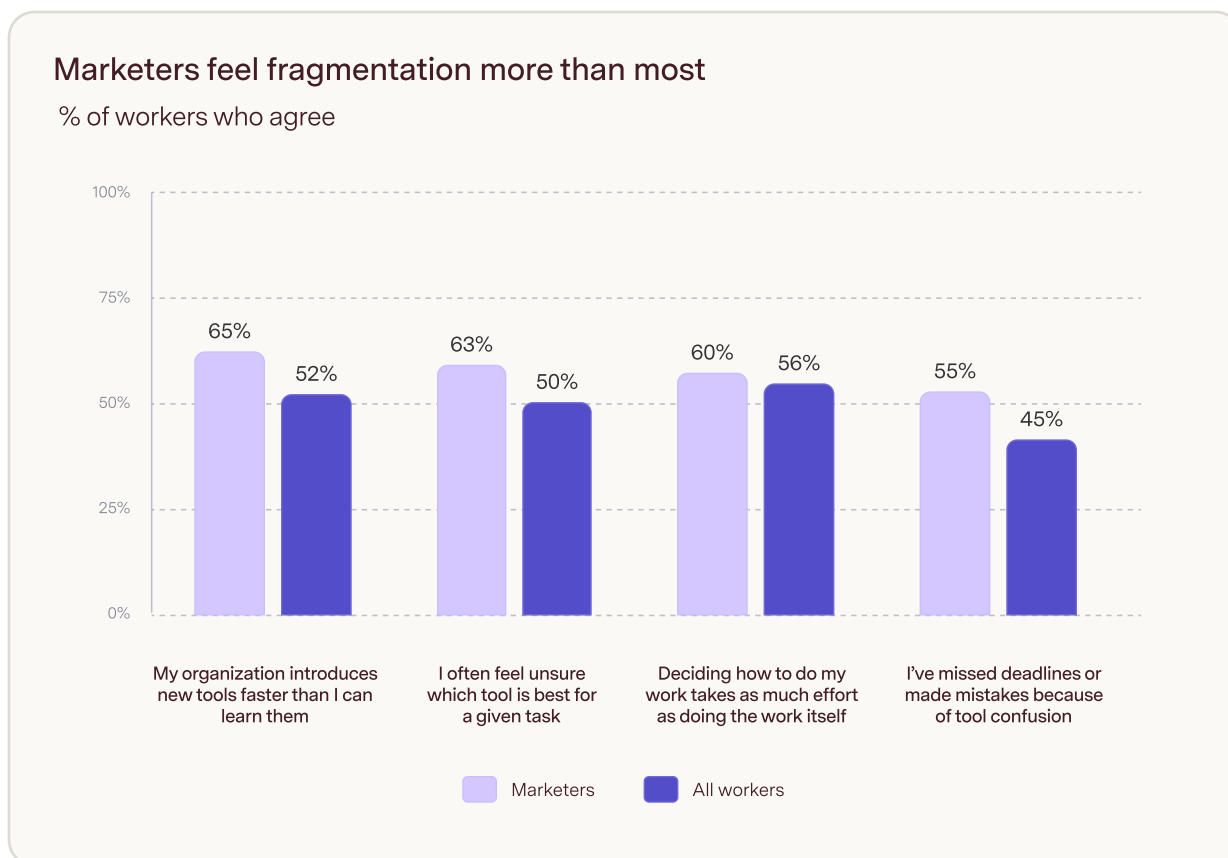
Marketers aren’t getting less productive in the age of AI. They’re getting busier managing what it produces. The question is why, and what it takes to change it.





Tool fragmentation is creating the plateau

The reason marketers absorb more friction than most is structural. Marketing teams move across briefs, creative tools, analytics dashboards, and execution channels. As AI appears across more of these tools, the surface area for misalignment grows. Someone has to connect it all. And that someone is your team.



The data tells us just how acutely marketers feel this. Nearly two-thirds of marketers say their organization introduces new tools faster than they can learn them, and they're often unsure which tool is best for a given task. Sixty percent say their tools feel fragmented rather than part of a unified system. And 55% have missed deadlines or made mistakes because of tool confusion.

Fragmentation isn't just a source of stress. For more than half of marketing teams, it's already affecting the work.





AI amplifies the environment it enters

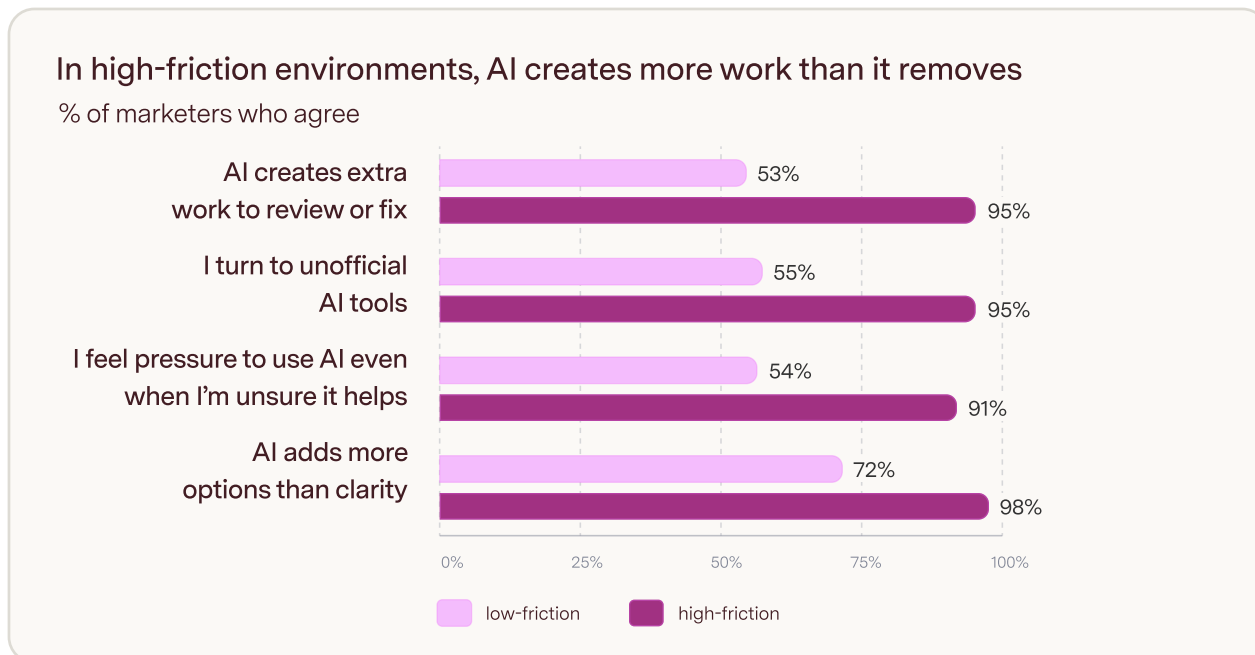
AI doesn't arrive in a vacuum. It enters the environment your team is already working in—and in fragmented environments, that means it inherits the problem rather than solves it.

To understand how fragmentation shapes the AI experience for marketing teams, we segmented marketers into two groups based on their level of decision friction—simply put, how hard it is to figure out which tool to use and how to keep work moving across them. The difference between groups is stark.

Among low-friction marketers, 53% say AI often creates extra work to review or fix. Among high-friction marketers, that number jumps to 95%. The gap is just as sharp on unofficial tool usage: 55% of low-friction marketers turn to unofficial AI tools because they're easier or more effective than company-approved options. Among high-friction marketers, that figure rises to 95%.

These aren't different attitudes toward AI. They're different experiences of it, shaped almost entirely by the environment AI is working inside.

The same AI tools, in the hands of the same marketing function, produce entirely different results depending on whether the systems around them are connected or fragmented.





The workaround economy: How marketing teams adapt

When the tools don't fit the work, marketers don't stop working. They find another way.

Sixty-nine percent of marketers feel pressure to use AI tools at work even when they're not sure they help—14 points higher than the broader workforce. And when company-provided tools don't meet the moment, marketers go looking for ones that do. Seventy-four percent say they turn to unofficial AI tools because they're easier or more effective than approved options. Among those who rely on personal tools, the top reason isn't familiarity or habit; it's that those tools work better with the other tools they already use.

This is the workaround economy. It emerges when official systems don't match how work actually happens, and it's more prevalent in marketing than almost anywhere else in the workforce.

Workarounds reduce friction in the moment. But over time, they fragment data, create blind spots, and make it harder for AI to carry context forward. In that way, the fix compounds the problem.

The pressure to use AI is high, but so is the pressure to work around it

% of marketers who agree

69%

I feel pressure to use AI tools even when I'm not sure they help

74%

I often turn to unofficial AI tools because they're easier or more effective





The path forward:

What AI maturity looks like for marketing

The data in this report isn't a verdict on AI. It's a map, and it points in a clear direction to get marketing teams to the third stage of AI maturity.

In stage three, AI operates within connected workflows grounded in your brand, campaign history, and customer context. Coherence is built-in rather than manually maintained. Your team stops being the integration layer and starts doing the work only they can do: the strategic, creative, judgment-driven work that moves campaigns forward.

The appetite for this is already clear. Ninety percent of marketers say clearer guidance on which tools to use for which tasks would be important in the next year. Ninety-three percent want to spend less time on repetitive work and more time on meaningful work. The ambition is there. The question is whether the infrastructure matches it.

Getting to stage three requires building systems where AI can follow the flow of work, not just generate output at individual steps. That means:

- Embed AI where work already happens**
Stop asking your team to context-switch to get AI help. The highest-value AI works alongside your team in the tools they already use, with the context it needs to be useful from the first prompt.
- Ground AI in your brand and business context**
Generic AI produces generic output. AI grounded in your brand voice, past campaigns, and customer data produces work your team can actually use.
- Connect your workflows, not just your tools**
Integration isn't the goal. Coherence is. The question to ask isn't "Do these tools connect?" but "Does context carry forward when work moves between them?"

The teams that move past the plateau won't be the ones with the most AI. They'll be the ones who built the right conditions for it.





SUPERHUMAN

Superhuman (formerly Grammarly) is the AI productivity platform on a mission to unlock the superhuman potential in everyone.

The Superhuman suite of apps and agents brings AI wherever people work, integrating with over 1 million applications and websites. The company's products include Grammarly's writing assistance, Coda's collaborative workspaces, Mail's inbox management, and Go, the proactive AI assistant that understands context and delivers help automatically.

Founded in 2009, Superhuman empowers over 40 million people, 50,000 organizations, and 3,000 educational institutions worldwide to eliminate busywork and focus on what matters.

Learn more at superhuman.com/solutions/enterprise

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That optimism extends t