



90% of organisations increase AI marketing investments, but only 12% can measure real impact: Comviva Global CMO Survey Report

Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

NEW DELHI, June 5, 2026 /PRNewswire/ - Even as AI adoption accelerates across marketing functions, most organisations are struggling to prove its business value. Ninety percent of organisations increased their AI marketing investment over the past two years. Only twelve percent can prove it worked. This gap between expectation and actual delivery is the defining challenge of the next eighteen months of marketing leadership. Against this backdrop, Comviva has released its Global CMO Survey Report titled "The AI Efficiency Divide: Measuring AI's Real Value Beyond the Hype," examining how marketing leaders are scaling AI while facing pressure to demonstrate tangible outcomes.

The report further underscores gaps in measurement maturity, with only 16% of marketing leaders confident in defending AI investments with clear business evidence, while many continue to rely on approximations. It also reveals limited cost visibility, as 67% of organizations are unable to determine total AI costs and 79% rely on estimates rather than precise measurement, reinforcing the disconnect between investment and measurable impact.

The Accountability Gap No One Planned For

According to the report, a significant disconnect exists between AI deployment and value realization, with most organizations lacking robust measurement frameworks.

What's Blocking AI Measurement?

The report identifies structural barriers that prevent organizations from effectively measuring AI impact.

Rajesh Chandiramani, Chief Executive Officer at Comviva, said, "AI is rapidly moving from experimentation to enterprise-wide adoption, and the industry is entering a phase where accountability and outcomes will define success. Organisations will increasingly focus on connecting AI investments directly to business metrics—whether it is revenue growth, customer lifetime value, or operational

efficiency. The real opportunity lies in building the right measurement frameworks and data foundations that enable this shift. Those who can translate AI from a capability into a consistently measurable business driver will be best positioned to lead in the next phase of digital transformation.â?•

These findings indicate that AI delivers the strongest impact when applied to use cases linked to revenue generation and real-time decision-making.

Where AI Investment Actually Pays Off

Despite these challenges, certain AI use cases are delivering clear returns.

The Real Cost Equation: Revenue Drivers and Hidden Costs

While organizations are beginning to identify where AI drives revenue, they often underestimate its true cost.

This incomplete view risks overstating ROI and misguiding investment decisions.

Why Promising AI Initiatives Still Fail

The report highlights that many AI initiatives fail to scale due to operational gaps.

These gaps suggest that success depends not just on deploying AI, but on operationalizing it effectively across speed, experience, and governance.

Access the full report here â?? CLICK

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