

A photograph of two men in an office environment. The man in the foreground is a young man with a beard and curly hair, wearing a light-colored button-down shirt, smiling and looking down. The man in the background is an older man with glasses and a beard, wearing a blue and yellow patterned cardigan over a white t-shirt, pointing his right index finger towards the foreground man. The background is blurred, showing office shelves and equipment. A large green diagonal shape covers the right side of the image, containing white text.

Sixth edition

The state of sales and marketing report

2024/2025

pipedrive

Foreword

Every year, we at Pipedrive interview salespeople, marketers, founders and leading business experts all over the world to see how they've been doing: What were their successes, trials and what new developments and trends have they noticed?

This year's State of Sales and Marketing report reveals a landscape shaped by shifting work models, growing AI adoption and evolving employee expectations. While performance goals remain high, challenges around workload, satisfaction and emerging technologies continue to redefine the experience of sales and marketing professionals globally.

Sales and marketing teams are navigating a period of transformation, balancing productivity, performance expectations, evolving work environments and rapid technological change. Flexibility, meaningful AI integration and a focus on employee well-being and development will be key to success in the coming years.

We hope the insights in this report spark new ideas and motivate you to tap into the power of AI and cutting-edge technology to drive your business success.

Paulo Cunha, CEO at Pipedrive



Contents

01 Success in sales

02 Work-life balance

03 Work models

04 Employer satisfaction

05 AI implementation

06 AI impact

07 AI concerns

08 Demographics



Success in sales

With the economic downturn, reaching sales goals is becoming increasingly difficult.

pipedrive

What you'll find in this chapter

Key takeaways

1. **There's been a decline in sales performance, and it's becoming increasingly difficult to achieve sales goals.**

In 2024, 57% of salespeople reached their sales targets – 4 percentage points lower than the previous year and 7 points lower than in 2021.

2. **Micro companies are struggling the most.**

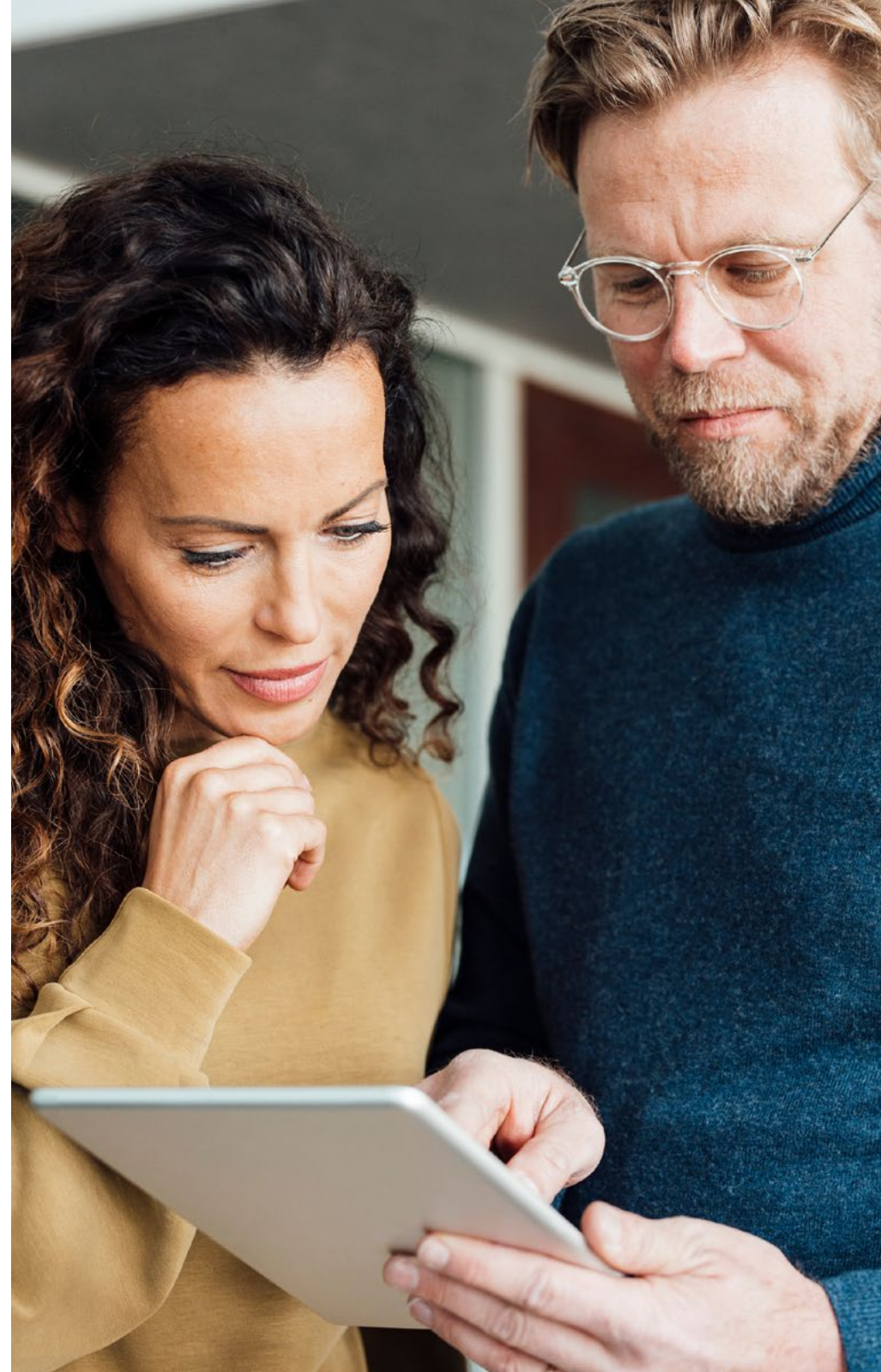
Only 48% of sales professionals in micro companies (1–10 employees) reached their sales goals, while just 54% typically meet their regular sales quota.

3. **Employer satisfaction plays a key role.**

Salespeople who are highly satisfied with their employer are significantly more likely to achieve strong sales performance.

4. **Fully remote work appears to have a slight negative impact on sales performance.**

Those working fully remotely are less likely to meet their sales targets or quotas. Having supportive people around us may be essential to performing at our best.



Sales performance decreases due to economic difficulties

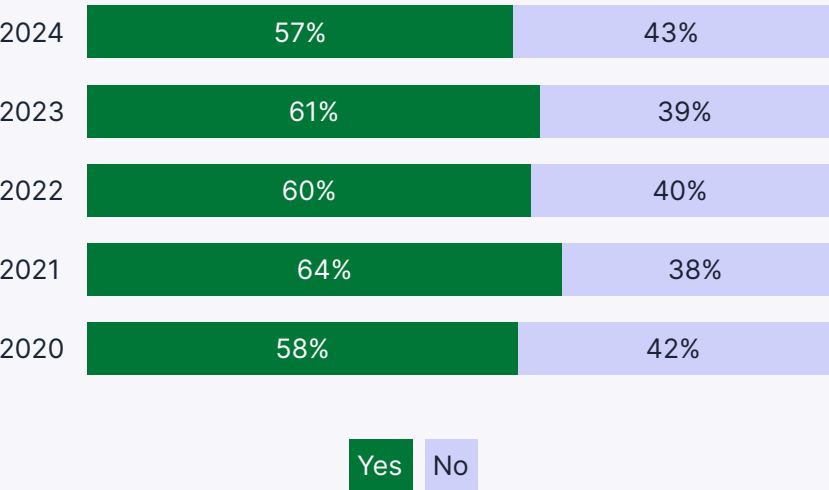
As the global economic situation has become more challenging in recent years, it has gradually impacted sales professionals' ability to reach their goals. **In 2024, just 57% of respondents achieved their personal sales targets** – the lowest figure in the past five years.

Salespeople in smaller companies faced greater difficulties. Only 48% of respondents from micro-sized companies (1–10 employees) met their performance goals. In general, the larger the company, the more easily sales teams seem to achieve their targets.

The recession has had a stronger impact in the US, where only 45% of respondents reached their sales goals. More respondents in Europe and Asia achieved their goals.

Did you reach your personal sales target last year (2024)?

Share of all respondents who have a personal sales target



Work model has a surprising impact on sales goal attainment

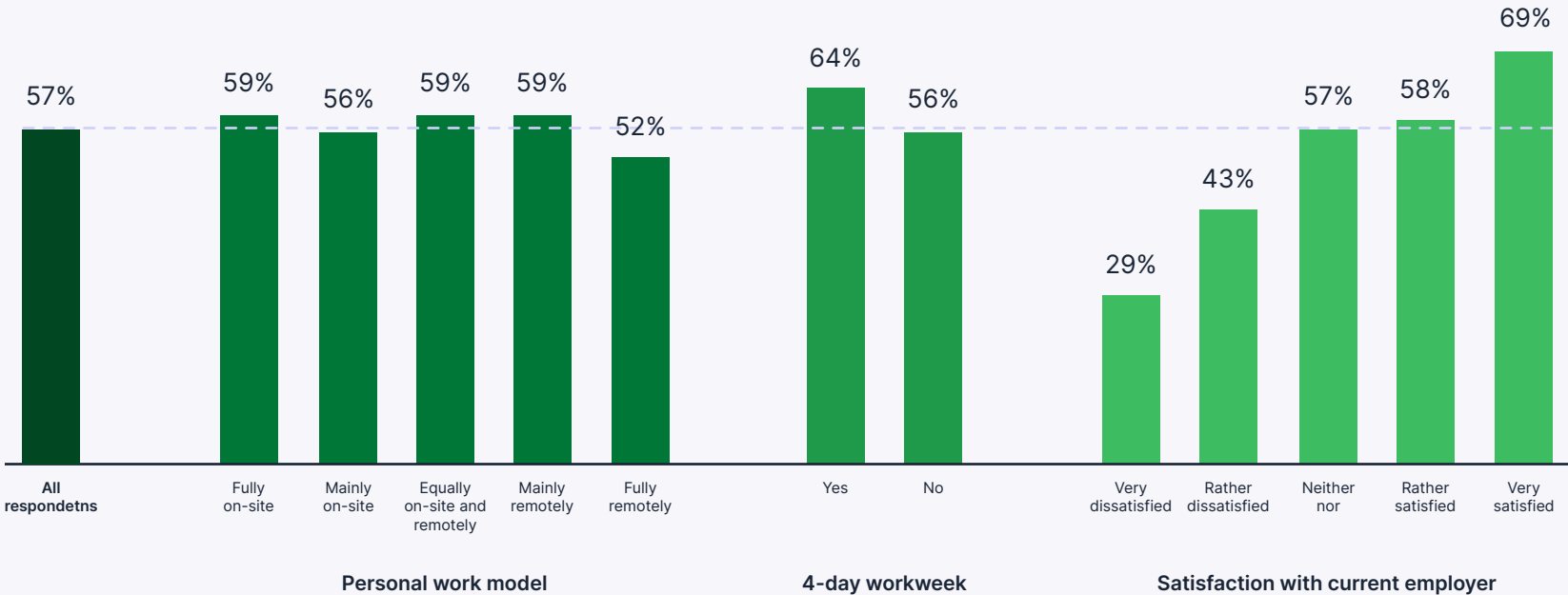
Taking a closer look at the factors which may influence sales goal attainment, work models appear to play a significant role.

Interestingly, **those working fully remotely struggled slightly more**, perhaps because of reduced peer support.

Data also indicates a clear link between employer satisfaction and success in reaching sales targets.

At the same time, **those working under a four-day workweek model appear more successful** at managing their tasks and achieving their goals.

Share of respondents who reached their personal sales target last year: total vs. different segments





Work-life balance

While working additional hours has become increasingly common, it often fails to improve performance and significantly strains work-life balance.

pipedrive

What you'll find in this chapter

Key takeaways

1. Working additional hours has increased, but it hasn't improved sales performance.

75% of respondents report working more hours per week than planned. A notable portion work over 20 extra hours weekly, which on average results in 12-hour workdays.

2. More hours do not equal better results.

Respondents who work overtime are still less likely to achieve their sales goals.

3. An increased need to work extra hours puts additional strain on work-life balance.

Satisfaction with work-life balance has slightly decreased and is closely linked to overtime – the fewer the additional hours, the higher the satisfaction.

4. Work-life balance varies across age groups.

Younger respondents (18–35 years) have managed to structure their lives in a way that minimizes overtime, reporting significantly higher satisfaction with work-life balance.

5. Work model has no significant impact on work-life balance.

There are no notable differences in satisfaction between remote and on-site workers. However, a four-day workweek would significantly improve work-life balance satisfaction.

Working additional hours is widespread

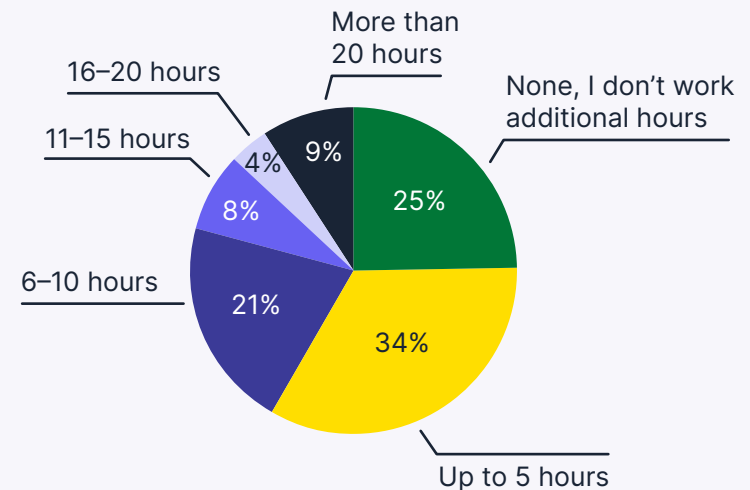
Last year's results already showed that **working extra hours is common and the trend has worsened**.

Only one in four respondents now say they do not work additional hours, a 6 percentage point drop compared to 2024. 13% report working more than 15 extra hours per week, up by 3 percentage points. For some, this means a workweek of up to 60 hours – or even longer in certain countries – and the number of such cases is increasing.

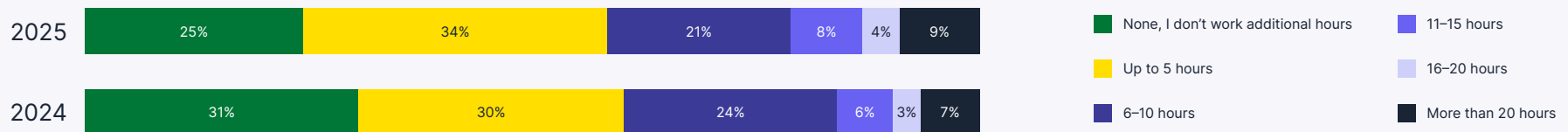
On one hand, there's **hope that new AI tools will reduce workloads**. On the other, the **economic recession** is forcing teams to work harder for the same outcomes.

How many additional hours do you usually work each week?

Share of all respondents (in 2025)



Year-over-year comparison: working additional hours each week

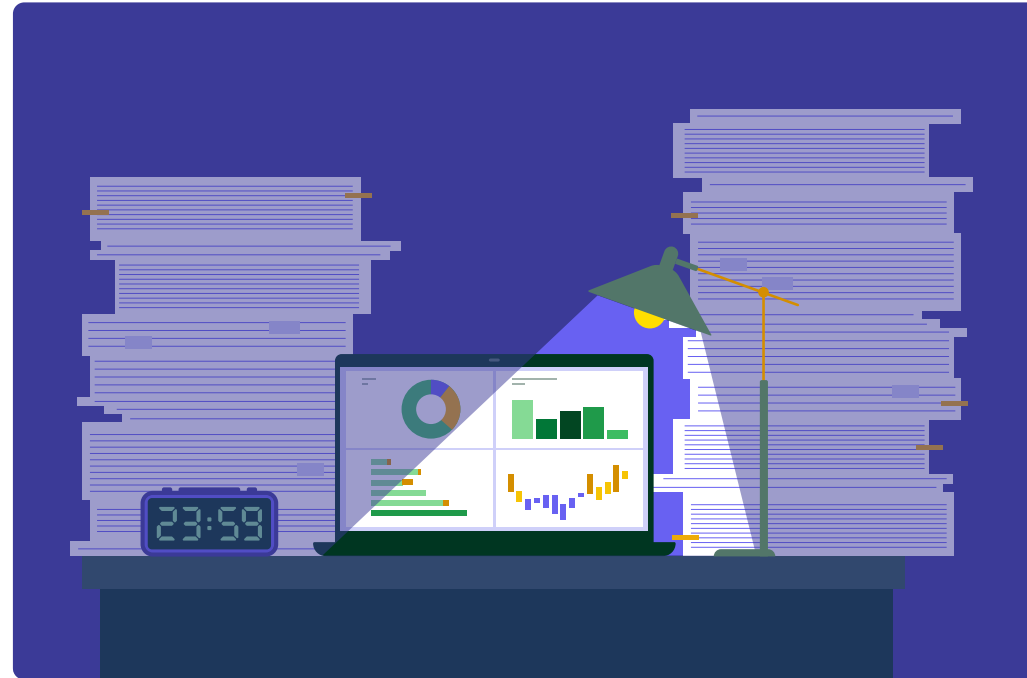


Working additional hours is widespread

“

“There’s a common belief that new technology will lighten the workload and help people achieve more with less. The adoption of AI is no exception here. Despite advancements, working additional hours is widespread, and it’s not necessarily leading to better results. This highlights a deeper truth: technology alone can’t fix burnout. It’s up to leaders to create a work culture that protects well-being, prioritizes work-life balance and ensures that progress doesn’t come at the cost of people.”

Tanya Channing, CPCO at Pipedrive



Younger people are less likely to work overtime

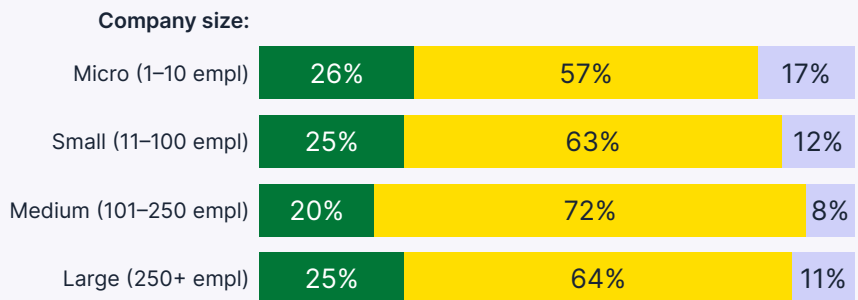
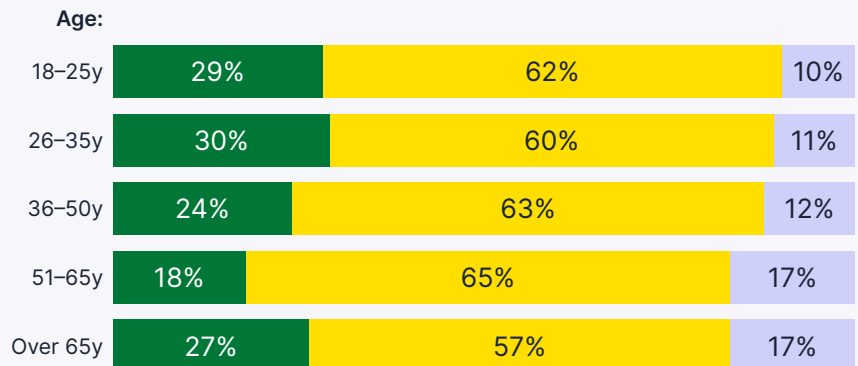
Based on our findings, **younger respondents seem to place greater value on free time**, reflected in their lack of additional hours compared to older respondents.

Marketing professionals present an interesting contrast. Compared to salespeople, a notably higher share **report not working overtime at all**, yet there's also a larger group working more than 15 extra hours per week.*

*For more info, please see appendix, page 58

Working additional hours: results in age segments

■ None ■ Up to 15 hours ■ Over 15 hours



Working additional hours does not equal higher performance

Achieving sales targets and meeting quotas doesn't come easily. It **might require employees to** work more than originally agreed in their contracts.

However, **working extra hours doesn't necessarily improve performance.**

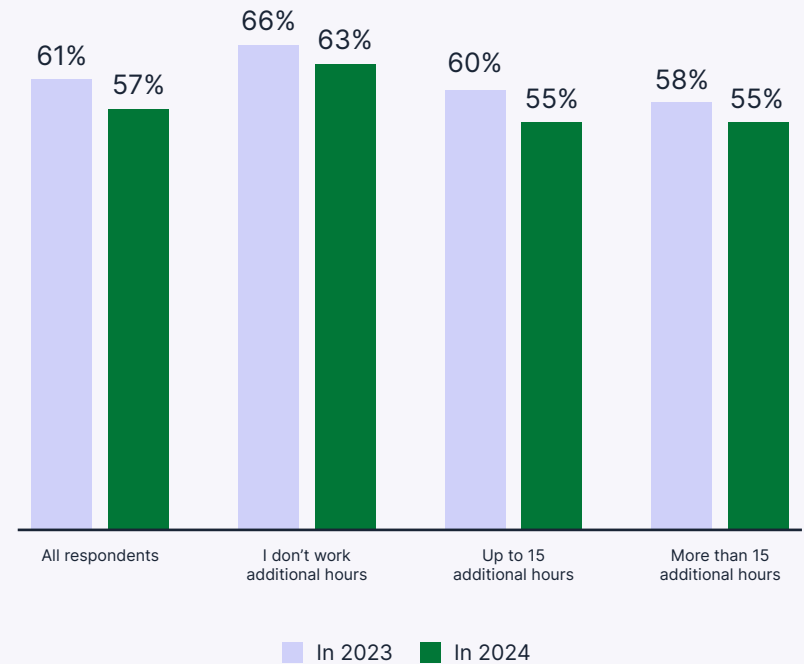
In fact, the data continues to show the opposite: **those who didn't work overtime are actually more likely to have reached their sales goals.**

This raises important questions:

- Why is so much overtime required?
- Is it due to too many manual tasks, limited automation, overly ambitious targets or cultural factors?
- What solutions or tools could help reduce this burden?

Share of respondents who reached their sales target (year-over-year comparison)

Total vs. segments



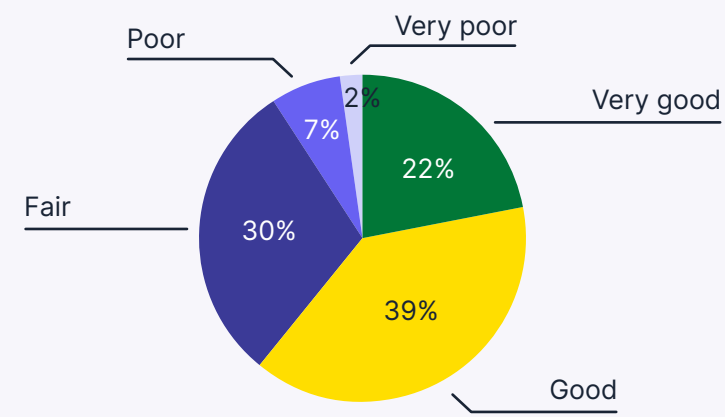
Working additional hours significantly decreases work-life balance

In the same vein, slightly fewer people than last year are happy with their work-life balance.

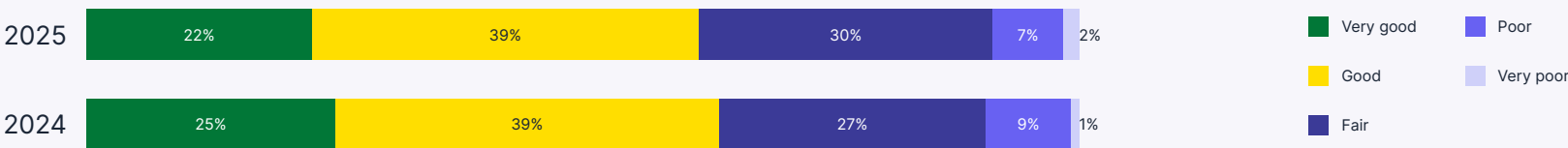
Although a large portion of respondents still rate it as good or even very good, this share has slightly decreased (**from 64% to 61%**). One in 10 respondents feels overwhelmed and unbalanced – a figure that hasn’t increased, but remains a concern for employers.

How would you rate your current work-life balance?

Share of people working in sales, marketing and corporate management



Year-over-year comparison: rating of work-life balance



Generational and role-based differences in work-life balance

Younger respondents have succeeded in creating lifestyles that allow them to be **more satisfied** with their work-life balance.

Marketers are also more satisfied with their work-life balance than sales professionals and business leaders.

Sales and marketing professionals in **micro businesses**, who often struggle the most with reaching targets, also report working more overtime – and consequently have **lower satisfaction levels**.

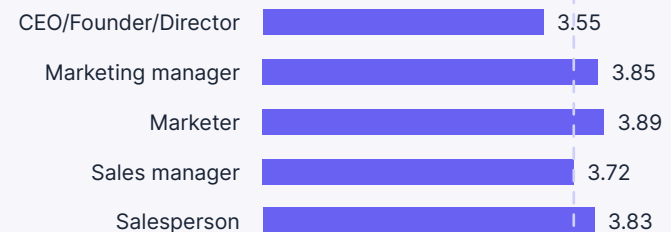
Work-life balance: results in segments

Average ratings on a 5-point scale

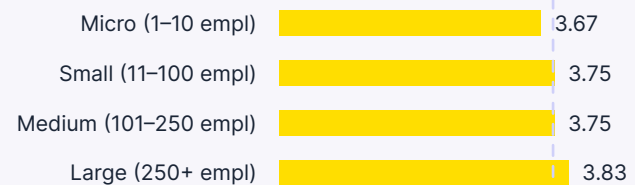
Age:



Job role:



Company size:



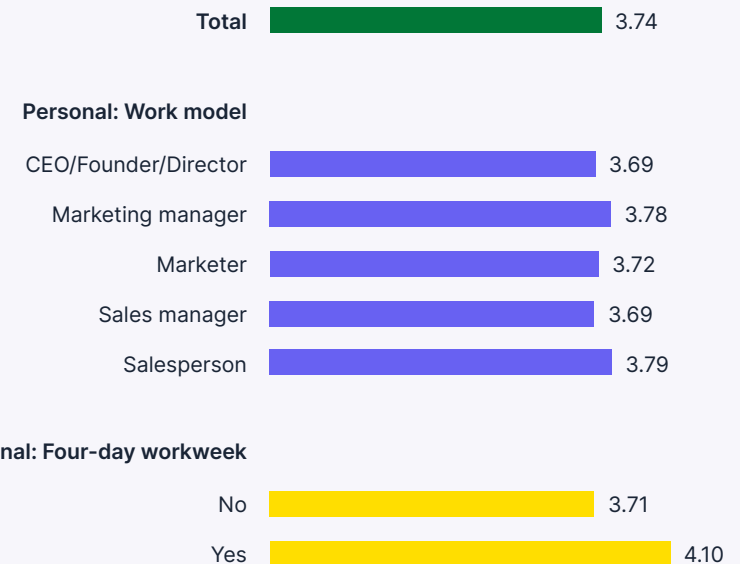
The connection between work models and satisfaction with work-life balance

Interestingly, the **type of work model** (remote or on-site) **does not have a significant impact on work-life balance satisfaction.**

However, those that reported working a **four-day workweek** show the highest amount of satisfaction in this regard. On a five-point scale, with 5.0 being the highest rank, they achieved an astounding 4.10 points on average.

Work-life balance: results in segments

Average ratings on a 5-point scale





Work models

The hybrid work model is the most popular, leading to significantly higher satisfaction compared to fully on-site work. The four-day workweek is no longer a rarity.

pipedrive

What you'll find in this chapter

Key takeaways

1. **Although hybrid work models are most common, the share of fully remote companies is unexpectedly high.**

While 57% of respondents work in companies that use a hybrid model, 20% are already working fully remotely.

2. **However, some companies are asking employees to return to the office.**

5% of companies have requested their employees to spend more time working from the office, with the highest share being among large companies.

3. **Remote work leads to significantly higher satisfaction than fully on-site work.**

The proportion of respondents who are “very satisfied with their work model” is about twice as high among those working mainly or fully remotely compared to those working fully on-site.

4. **Although more companies are offering a four-day workweek, it often applies to only a portion of employees.**

While 18% of companies offer the four-day workweek to at least some staff, only 8% of marketing and sales professionals are able to take advantage of it. Interestingly, 69% of those who do say it has improved their productivity.



Hybrid work models lead the way, while fully remote adoption is unexpectedly high

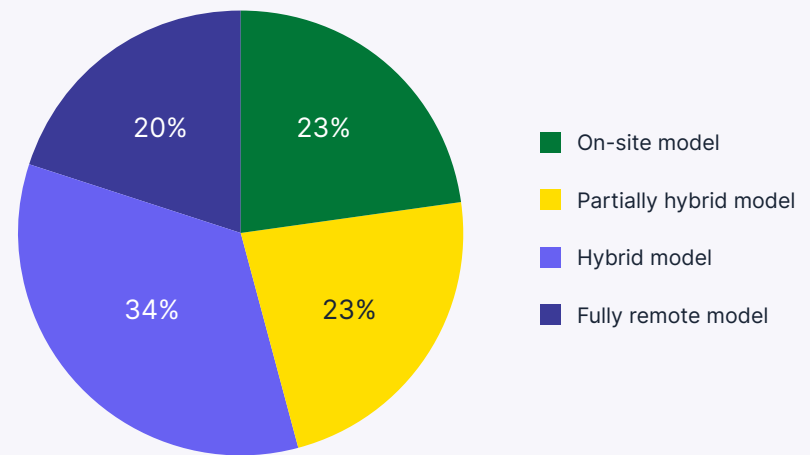
Hybrid work models began gaining popularity during the **Covid-19 pandemic**, when remote work became necessary and companies had to find ways to support employees. As a result, some companies eliminated physical offices entirely, and **a notable share of sales and marketing professionals now work fully remotely.**

Hybrid models remain the most popular, offering numerous benefits to both employees (flexibility, time savings, better focus and more autonomy) and employers (cost savings, higher productivity and satisfaction, plus access to a broader talent pool).

Still, not all companies are willing or able to offer flexible work options. **One in four respondents works in a company that is fully on-site.**

Which work model does your company offer currently?

Share of all respondents



On-site model: All employees work from the physical office.

Partially hybrid model: Some employees can choose where they work from, but some must work from the office.

Hybrid model: All employees can choose between on-site and remote work.

Fully remote model: There is no physical office.

Hybrid work models lead the way, while fully remote adoption is unexpectedly high

“

“The evolution of work models is ultimately a reflection of trust. When people are given the autonomy to work in ways that suit them best, they tend to be more engaged, more productive and more satisfied. It’s not about where people are, but how empowered they feel to do great work. At the same time, in a world that’s becoming more digitized, there’s real value in coming together physically to connect, collaborate and recharge as a team. Every organization should aim to find the right balance for their team – one that supports both independent problem-solving and intentional moments of togetherness.”

Tanya Channing, CPCO at Pipedrive



Roughly every fifth company has adjusted its work model, with some bringing their employees back to the office

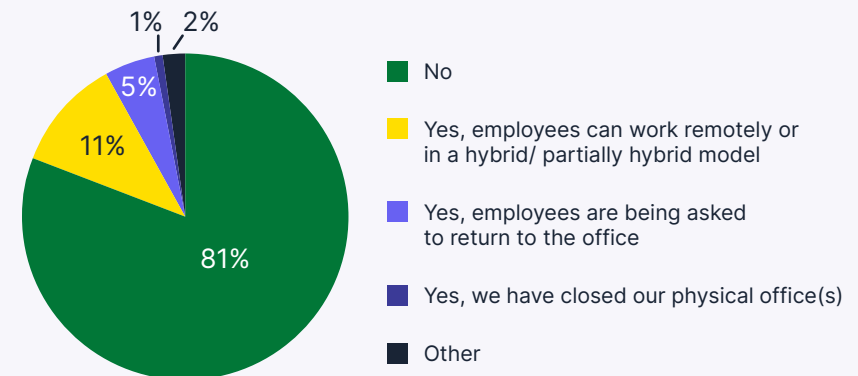
Most companies have maintained the same work model for some time, but **one in five has made changes within the past year**. In half of these cases, the change meant increasing flexibility: switching to a remote or hybrid model.

However, **5% of companies have moved in the opposite direction, asking employees to return to the office** in hopes of boosting performance. This trend is most common among companies with partially hybrid setups, where certain roles are being asked to spend more time in the office.

These recent **changes are more common in medium and large companies**, where remote or hybrid options are already more prevalent. **In 8% of large companies, employees are now being asked to return to the office** – twice the rate seen in micro companies.

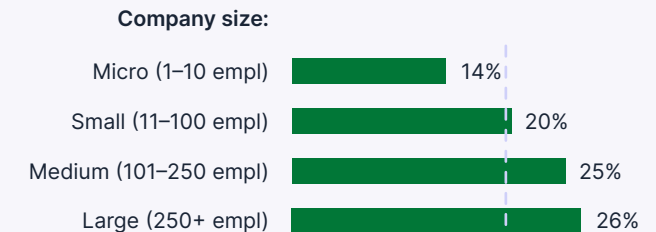
Has your company changed its work model in the last 12 months?

Share of all respondents



Changing work models: results by segments

Share of respondents whose work model has changed in the last 12 months



Not all employees who are offered hybrid options choose to work outside the office

57% of respondents said their employer offers a hybrid work option (to at least some employees).

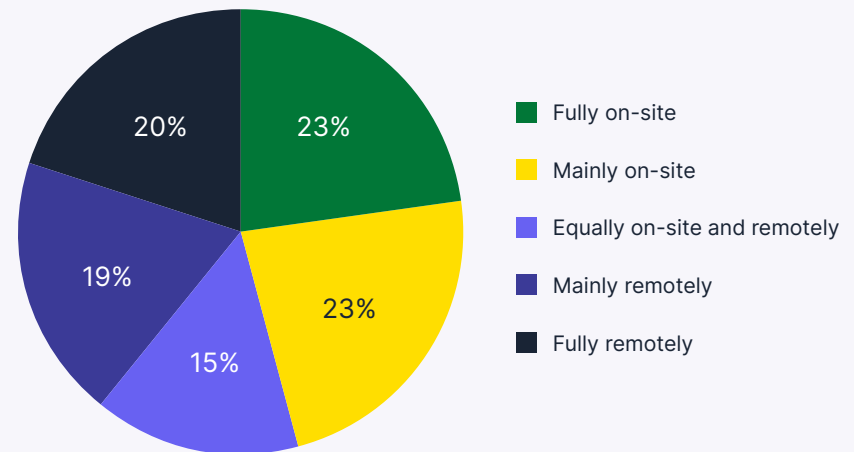
However, not all people working in management, marketing or sales prefer remote work when it's available. In fact, **some even prefer working from the office.**

Overall, **about 46% of marketing and sales professionals work mainly or fully on-site**, while 39% work mainly or fully remotely. The remainder split their time equally between the two. Compared to sales professionals, marketers show a slightly stronger preference for remote work.*

Office-based work tends to decrease with age, with younger respondents more likely to work fully on-site. Older respondents may need more flexibility because of family commitments, preferring remote options.*

Work models: Where do you work from?

Share of all respondents



*For more info, please see appendix, page 59

Does productivity rely on working location? It depends on the person

Although the **largest share of respondents (41%)** say **their work location doesn't impact their productivity**, the majority still feel it makes a difference.

Both work environments (home and office) have strong supporters, with remote work preferred by slightly more respondents (5 percentage points).

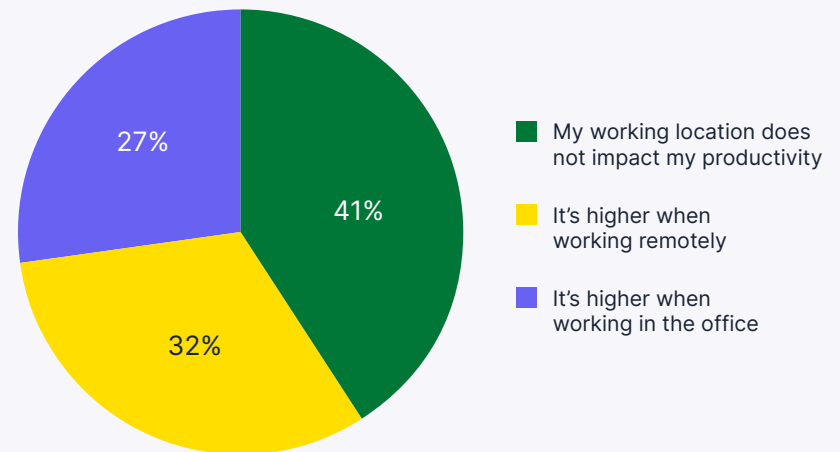
Curiously, those working fully or mainly on-site tend to feel that this is where they're most productive – and the same applies to remote workers.

However, about one-fifth of on-site employees believe they would actually be more productive working remotely. In contrast, only half as many remote workers think they would be more productive in an office.

This data reveals that **different people have different needs**, and what makes them flourish in their job is highly individual.

How does working location affect your productivity?

Share of all respondents

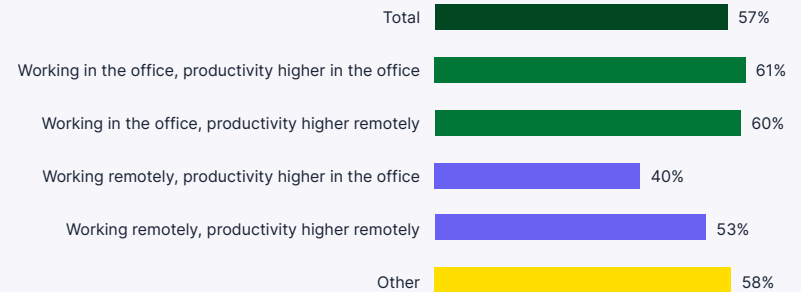


People forced to work remotely, but who feel more productive in the office, hit their goals less frequently

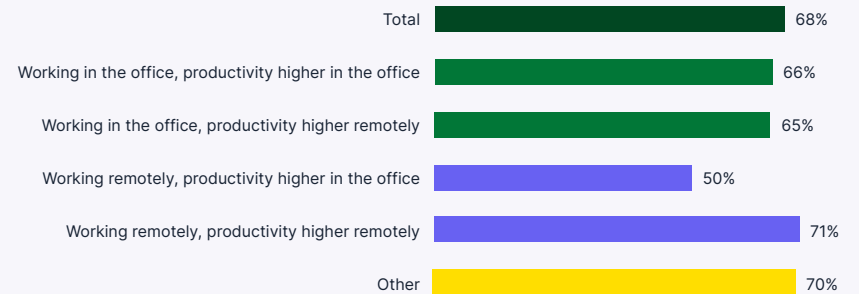
Hitting sales quotas and targets depends on **how productive** the respondent is in their **working environment**.

People working mainly or only remotely, but who feel they'd actually be more productive in the office, are the least likely to hit their goals.

Reaching personal sales target in 2024:



Hitting regular sales quota:



The four-day workweek is growing in popularity and having an impact

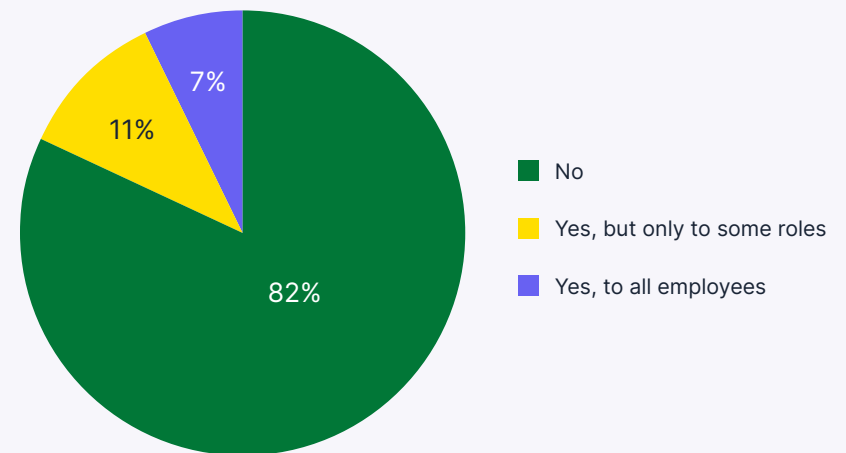
While most companies still operate on a traditional five-day workweek, **a growing number have adopted a four-day model**. 18% of respondents say their company offers this option to at least some employees.

Shortened workweeks are **more common in companies that already embrace hybrid models and value flexibility**. This option is slightly more popular in Germany and some Asian countries, as well as among larger companies and those in construction. Companies in finance and trade are the least likely to offer it.*

Employees working a four-day week report better work-life balance and higher productivity – and **are more likely to achieve their performance goals**.*

Does your company offer a four-day workweek?

Share of all respondents



*For more info, please see appendix, page 60–62

Although more and more companies are offering a four-day workweek option, it's often only available to some employees

Despite growing adoption, **only 8% of marketing and sales professionals currently benefit from the four-day workweek**. This is despite 18% of companies offering the option to at least some employees.

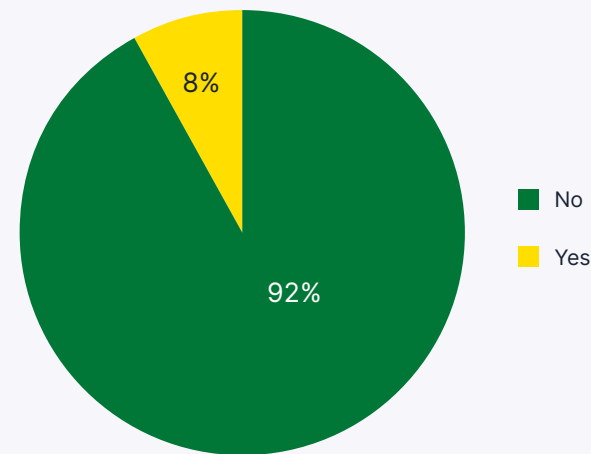
In some organizations, this model is reserved for other roles. Even when available to all, some employees still choose or need to work full-time.*

The **four-day workweek** is slightly **more common among marketers as well as among the youngest and oldest age groups**.*

German companies offer this option more frequently than others (23%). However, only 4% of German marketing and sales professionals report actually benefiting from it.*

Do you personally (always or most of the time) work four days a week?

Share of all respondents



*For more info, please see appendix, page 60–62



Employer satisfaction

Soft factors, like feeling valued, seem to have the strongest impact on general employer satisfaction. Fair salary, good bonuses and work-life balance come into play when choosing a new job.

pipedrive

What you'll find in this chapter

Key takeaways

1. **Employer satisfaction is relatively high.**

84% of sales and marketing professionals are either rather or very satisfied with their employer.

2. **Changes in work models can decrease satisfaction.**

Companies that have recently changed their work models – either by closing physical offices or asking employees to return to the office – show lower satisfaction levels. In the eyes of employees, the ideal setup combines a hybrid model with a four-day workweek.

3. **Feeling valued, having an open and honest work environment, strong leadership and good career opportunities are the most influential factors for overall employer satisfaction.**

While companies are currently performing fairly well across most of these key areas, career opportunities are rated relatively low.

4. **When considering a new job, people prioritize fair pay, a good bonus structure and work-life balance.**

Marketing professionals place greater importance on remote work options, while sales teams value bonuses and career advancement more.



What drives employer satisfaction, and where it falls short

The vast majority of sales and marketing professionals are generally happy with their employer, with **43% reporting very high satisfaction**. However, there are slight variations across different segments.

Younger employees (under 35) tend to be more satisfied. Those aged 36–50 are more critical, particularly when it comes to their work model.

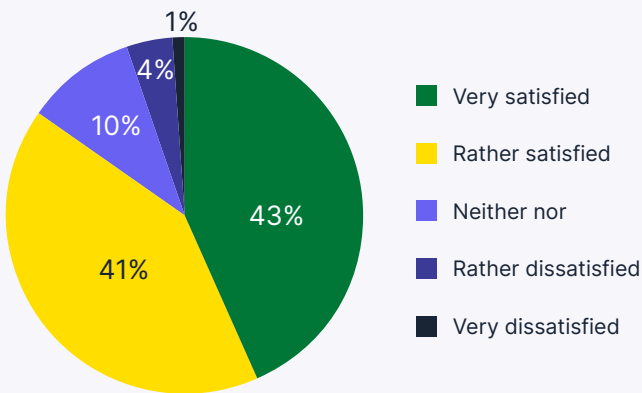
Satisfaction levels are notably lower in companies that have recently changed their work models, either by closing physical offices or requiring employees to return to the workplace.

According to our findings, the ideal setup for most employees would be a hybrid work model combined with a four-day workweek.*

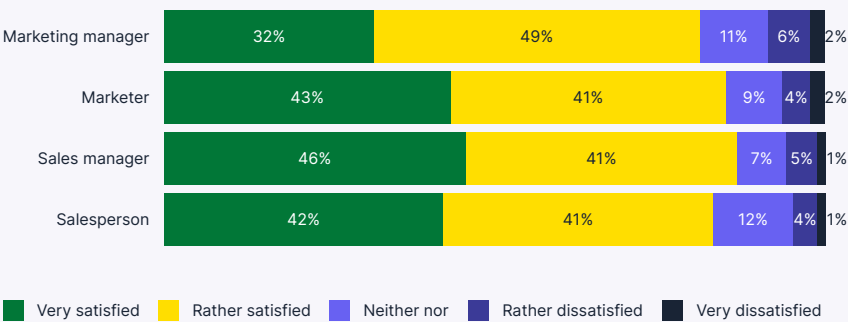
*For more info, please see appendix, page 62–63

How satisfied are you in general with your current employer/company?

Share of people working in marketing or sales (793)



Job satisfaction split according to roles



Employer satisfaction is relatively high

- Sales and marketing professionals report the highest levels of satisfaction with their **colleagues and managers**, the **nature of their own job role** (which is described as motivating and challenging) and their **company's mission**.
- Satisfaction is lowest with **compensation-related aspects** – specifically, base salary and bonuses. Compared to sales professionals, marketers are more satisfied with their **remote work** opportunities. As a result, they also report higher satisfaction with their work-life balance.
- However, slightly different factors have the strongest influence on overall employer satisfaction. These include **feeling valued, having an open and transparent work environment, strong leadership and clear career development opportunities**.

Top 5 aspects marketing and sales people are most satisfied with (by current employer)

1. Supportive colleagues
2. A supportive manager
3. An inspiring company mission
4. A motivating and challenging role
5. An open and honest working atmosphere

Top 5 aspects having the strongest impact on general satisfaction with the current employer

1. Employees are highly valued
2. An open and honest working atmosphere
3. Strong company leadership
4. Career opportunities
5. A motivating and challenging role

Top 5 aspects considered important when applying for a new job

1. Fair base salary
2. Good work-life balance
3. Remote working opportunities
4. Good bonus structure
5. Career opportunities

***For more info, please see appendix, page 63**



AI implementation

AI adoption in sales and marketing is already at a solid level, and most of those who haven't implemented it yet have plans to do so. The most common use case is generating new content.

pipedriven

What you'll find in this chapter

Key takeaways

1. **Most sales and marketing professionals who haven't yet implemented AI into their processes plan to do so soon.**

Currently, 37% of sales professionals and 41% of marketing professionals have already integrated AI into their workflows. Among those who haven't, four in five are considering implementing AI.

2. **Managers are spearheading AI adoption.**

41% of sales managers and 75% of marketing managers have adopted AI, compared to 34% of salespeople and 54% of marketers.

3. **In sales, AI is mainly used for generating new content and summarizing existing materials.**

Communication-related use cases, such as writing emails and other messaging, are the most common, followed by summarizing content (emails, documents, etc.) and preparing sales materials.

4. **In marketing, AI is primarily used for generating new marketing content.**

It supports marketers in creating social media posts, ad copy, blog articles and summarizing content.

5. **AI adoption is highest among medium-sized companies.**

44% of medium-sized companies (101–250 employees) have implemented AI in their sales processes and 61% have adopted it for marketing purposes.



Most salespeople who haven't implemented AI into their sales process plan to do so in the near future

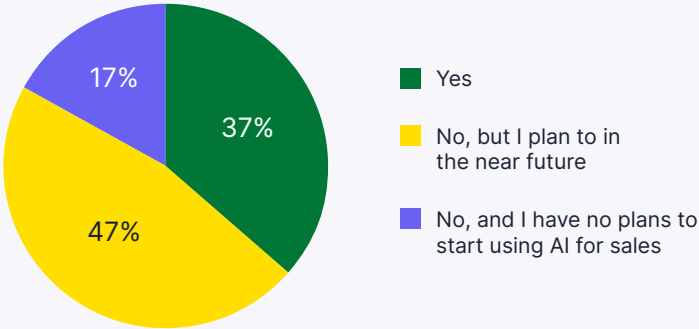
The use of AI-based tools is growing rapidly.

Already, **37% of sales professionals have implemented AI into their processes**, and most of those who haven't are planning to do so.

However, AI hasn't convinced everyone: **17% of sales professionals have no plans to adopt it**. The main reasons are a lack of knowledge and uncertainty about how to integrate AI tools with existing systems.

Have you implemented AI into your sales process?

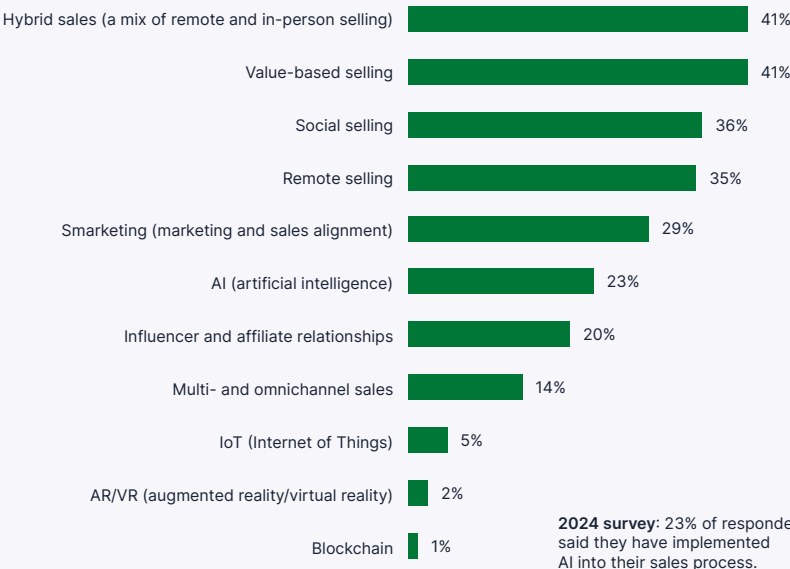
Share of respondents in the following roles: CEO/founder, sales manager, salesperson (total: 967)



Openness to AI is directly related to youth. Sales professionals aged 18–25 are twice as likely to adopt AI tools compared to those aged 65 and older.

2024: Which sales trends or emerging technologies have you implemented in your sales process in the last two years?

% of respondents who implemented changes in sales processes, n=787



2024 survey: 23% of respondents said they have implemented AI into their sales process.

Large companies are the slowest AI adopters

Adoption is highest among medium-sized companies (44%). Large enterprises are moving more slowly (30%), likely due to the complexity of their existing systems, difficult permission procedures and other factors concerning data collection, rules and regulations.*

*For more info, please see appendix, page 64

Segment split: company size and AI adoption

Share of those who have implemented AI into their sales process



“

“AI seems to be everywhere, creating the illusion that everyone is already using it – but the data tells a different story. While conversations around AI are loud, actual implementation at the organizational level remains uneven. Larger organizations, in particular, face significant hurdles: legacy systems, complex internal processes and stricter compliance requirements often slow down adoption. As privacy and security concerns are valid, it’s understandable that larger businesses approach new technologies with caution. Meanwhile, smaller and mid-sized companies tend to be more agile, with simpler structures and faster decision-making, giving them a clear advantage when it comes to experimenting with and integrating AI into their workflows.”

Viktoria Ruubel, CPO at Pipedrive

AI usage in sales: communication-related tasks dominate

Looking at AI usage in sales reveals an evident trend. Most people who have implemented AI into their sales process use it mainly for **communication-related tasks** like creating content (e.g., emails), summarizing existing content (e.g., documents) and preparing sales materials.

On the other hand, **fewer than one in four respondents use AI for more data-related tasks** like pattern analysis, predictive analysis and forecasting.

This shows the **untapped potential of AI usage**, which might be leveraged in the future once users become more familiar with AI's possibilities.

What are you using AI for in your sales process?

Share of respondents in the following roles: CEO/Founder, Sales manager, Salesperson (total: 967)



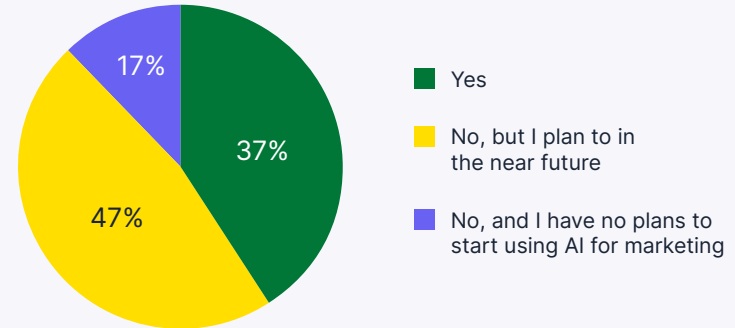
More marketers than salespeople have adopted AI into their processes

The share of companies that have adopted AI tools for marketing (41%) is **slightly higher than for sales (37%)**. As in sales, most companies that haven't yet done so are planning to adopt AI soon.

The segments adopting AI in marketing differ slightly. While the **US and Germany lead in sales-related implementation**, marketers in UK-based companies have shown more openness to AI compared to their sales counterparts.

Have you implemented AI into your marketing process?

Share of respondents in the following roles: CEO/Founder, Marketing manager, Marketer (total: 360)



Generational differences in AI adoption

Generational differences also play a role in AI adoption among the marketers and salespeople we surveyed. In both industries, **young people aged 18–35 show the highest adoption rate of AI** compared to their older peers in the same roles.

“

“While it’s encouraging to see younger professionals leading the way, the real opportunity lies in engaging everyone across the company to grow their confidence and competence in using AI tools. At Pipedrive, we’re building a culture of continuous learning, where employees at all levels are encouraged to experiment, upskill and explore how AI can support their work. Embracing this kind of diversity in learning doesn’t just benefit our teams – it helps us better understand and serve our customers, who also come from a wide range of industries, experiences and comfort levels with new technology.”

Tanya Channing, CPCO at Pipedrive

AI adoption: segment split according to age

Have you implemented AI into your marketing process?



AI adoption: segment split according to age

Have you implemented AI into your sales process?



AI is mainly used for creating new marketing content

Similar to the AI usage patterns we saw among salespeople, marketers also tend to employ the technology for **content creation and other communication-related tasks**.

The top-ranked uses of AI are generating social media posts (62%), ad copy (58%) and blog articles (56%), followed by summarizing content (53%).

Some marketers also engage in more analytical AI uses like keyword research (41%), competitive analysis (29%) and ad optimization (19%), showcasing their willingness to **explore the new technology**.

What are you using AI for in your marketing process?

Share of respondents in the following roles: CEO/Founder, Marketing manager, Marketer (total: 360)





AI impact

AI is primarily seen as a supporting force that helps improve productivity and overall performance. However, the time savings from AI usage are not yet as substantial as one might expect.

What you'll find in this chapter

Key takeaways

1. Time saving is one of the core benefits of AI.

36% of respondents who have implemented AI report saving up to two hours per week. For another third, AI helps save 3–5 hours per week.

2. AI is widely believed to positively impact productivity and employee performance.

74% of respondents who have implemented AI believe it has improved their productivity, while 50% report improvements in overall performance.

3. The impact of AI on sales and marketing teams has been largely positive, with most respondents viewing AI as a helpful support tool.

68% of those using AI in sales or marketing see its role as primarily supportive, helping teams boost productivity and reach their goals. However, some teams have also experienced negative effects, such as downsizing.



There are still more companies that haven't implemented AI into their marketing or sales processes than those who have

Currently, **59% of respondents have not yet implemented AI in their sales or marketing processes**. However, since most of them are open to using AI for business purposes, this share is expected to decline rapidly.

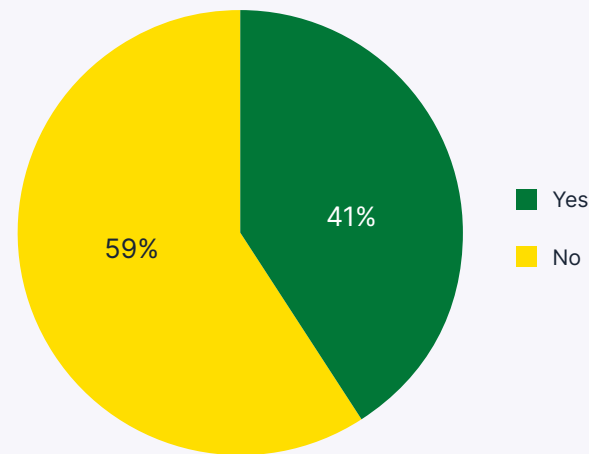


“For sales teams, the conversation around AI is no longer about whether to adopt it, but how soon and how strategically. On one hand, AI opens exciting possibilities: automating repetitive tasks, freeing up time, surfacing smarter insights and allowing teams to focus on building real customer relationships. On the other hand, not embracing AI puts companies at risk of falling behind in a highly competitive landscape. The real value lies in using AI to enhance – not to replace – the human side of sales and in building processes that help teams sell smarter and faster.”

Sean Evers, VP of Sales & Partner at Pipedrive

Have you implemented AI into your sales or marketing process?

Share of all respondents



The use of AI is rapidly gaining popularity, and time saving is one of the core benefits

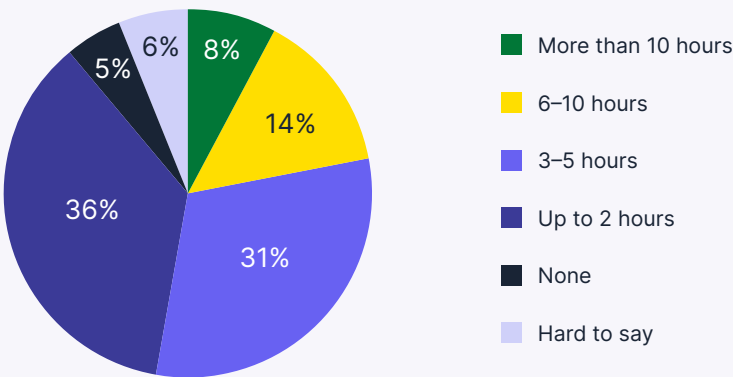
For most users (67%), AI helps save between two and five hours a week.

Marketing professionals primarily use AI for generating new content. It has proven to be particularly effective in this area, with **marketers estimating higher time savings** compared to those in sales roles.

Sales and marketing professionals working in **micro and small businesses (with up to 100 employees)** have **generally implemented AI more successfully** than those in larger companies, reporting greater time savings.*

How much time do you think you save per week using AI?

Share of respondents who have implemented AI into sales or marketing (total: 439)



*For more info, please see appendix, page 65

Respondents believe AI has a positive impact on productivity and overall employee performance

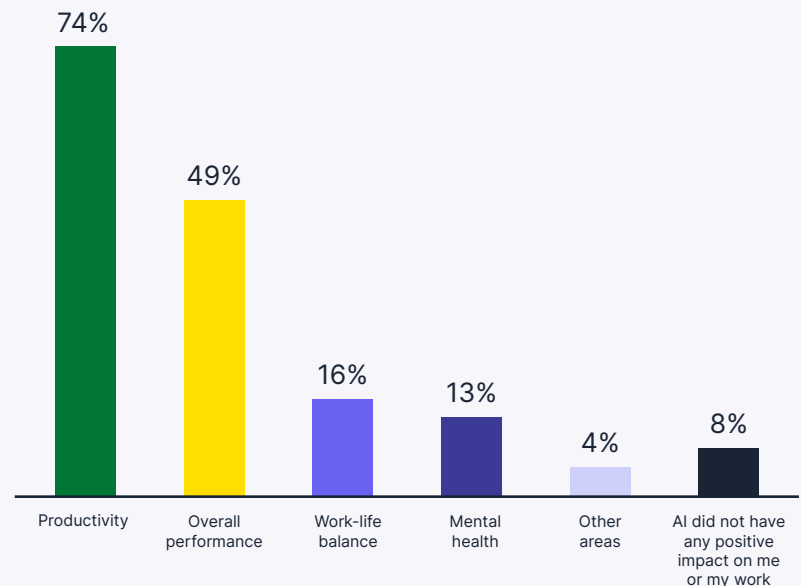
74% of respondents who have implemented AI **believe it has improved their productivity**, even though the actual time saved remains modest.

AI tools are also seen as **contributing to overall performance improvements**, though their impact on work-life balance and mental well-being is currently limited.

Marketing managers are the most active group in adopting **AI into their workflows**. They're also the most optimistic about the productivity benefits of AI tools.

In which areas did AI positively impact you in 2024?

Share of respondents who have implemented AI into sales or marketing (total: 439)



AI impact on sales and marketing teams has been positive – most respondents see AI as a supporting tool

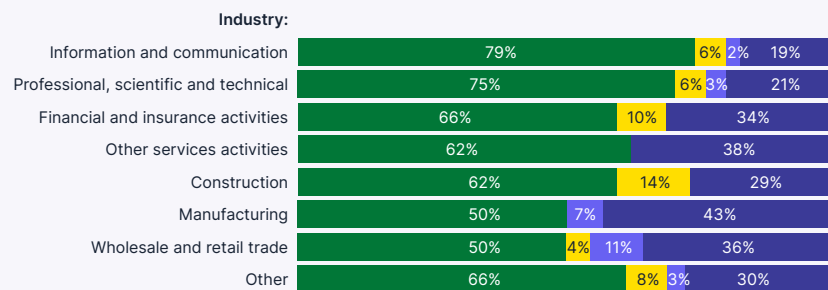
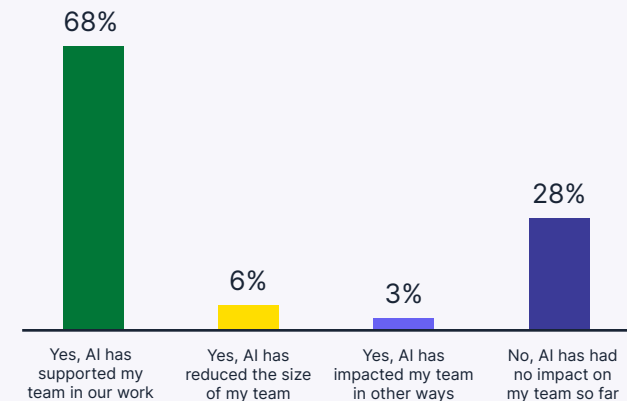
While there were **early concerns** that AI would replace people and eliminate jobs, this **fear seems to have eased**. Today, AI is primarily viewed as a tool that supports rather than replaces human work.

That said, **some teams have experienced negative consequences**, most notably **reduced team sizes**.

Interestingly, companies in the IT/communications and professional services sectors have reported a more noticeable positive impact from AI on team structures than businesses in other industries.

Has AI impacted your team so far?

Share of respondents who have implemented AI into sales or marketing (total: 439)





AI concerns

Main reservations about AI include data privacy, security and distrust in AI outputs. Around 60% of respondents express some apprehension about job displacement. Offering education and training on AI usage could ease these concerns.

What you'll find in this chapter

Key takeaways

1. The biggest concerns about AI relate to data privacy, security and trust in AI outputs.

While 17% of respondents who have implemented AI in sales or marketing report having no concerns, around 35–40% are worried about privacy and security issues and don't fully trust the results produced by AI.

2. Lack of awareness is the biggest barrier to AI adoption.

Respondents who have not yet adopted AI often cite a lack of knowledge about available tools and uncertainty around how to integrate AI into existing systems.

3. Approximately 60% of all respondents have at least some concern about AI replacing people or jobs.

Given the rapid evolution of AI technology, many people are unsure what the future holds. Younger respondents in particular are concerned. Educating employees on how to use AI effectively in their roles could help alleviate their fears.

4. Roughly one in four companies already use AI-based tools instead of customer service representatives.

Although AI bots and automated solutions haven't taken over customer support entirely, 23% of companies already use them. However, about half of these companies have seen that AI-driven support can lead to customer frustration.

Workers are concerned about data privacy, security risks and untruthful AI outputs

To benefit from AI, users often need to input meaningful data, raising understandable concerns – especially since many AI tools are still relatively new. **Doubts about security and privacy are common.**

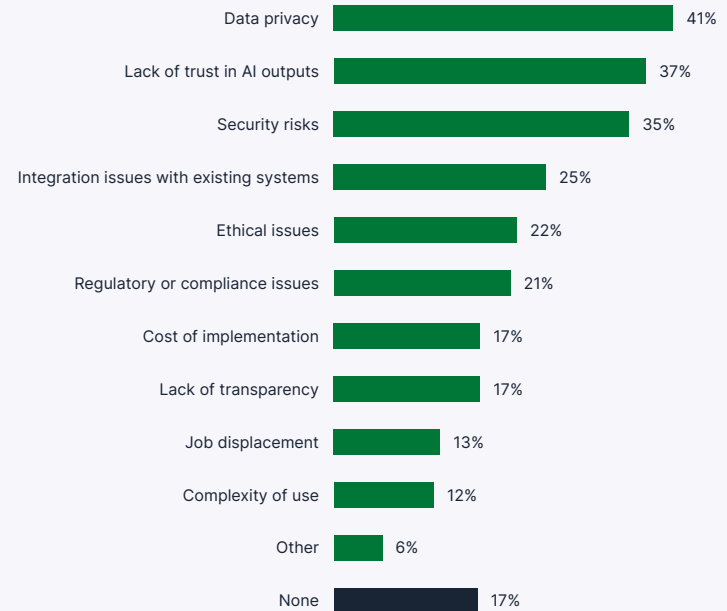
People also **tend to trust human intelligence more than artificial intelligence.** Additionally, since AI is not yet fully reliable, a lack of trust in its outputs remains one of the top concerns.

Another interesting fact is that **13% of respondents** who already use AI **worry about job displacement**, although **only 6% have actually experienced a reduction in team size due to AI.**

17% of the people we surveyed however, **are not concerned at all** about using AI in their work.

What concerns do you have, if any, about using AI in your work?

Share of respondents who have implemented AI into sales or marketing (total: 439)



Lack of knowledge is the main adoption blocker

Respondents who haven't adopted AI cite a **lack of knowledge and uncertainty** as the main blockers.

Many are **unsure of what tools are available** or how to integrate them into their current systems.



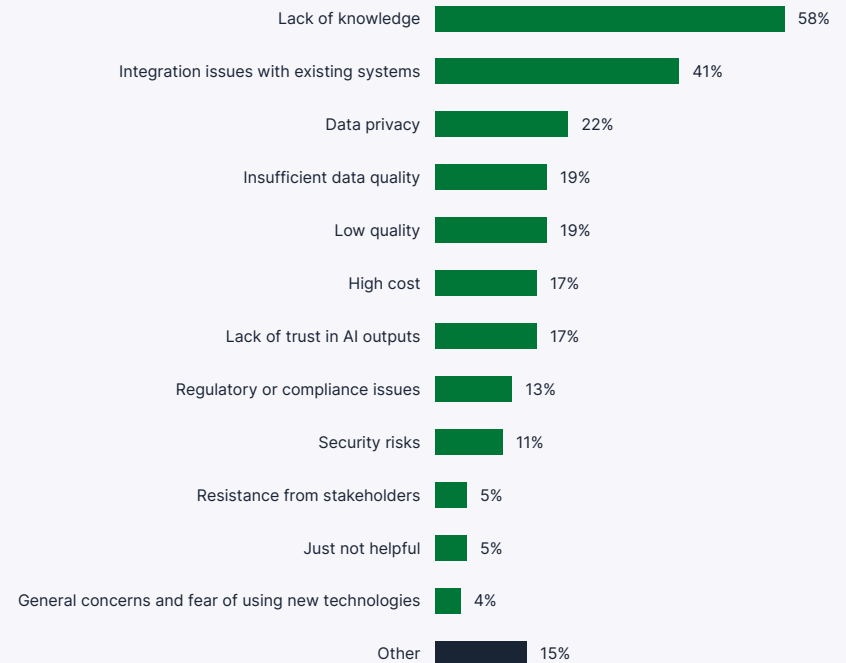
“When it comes to AI adoption, education is everything. The real potential of AI isn't just in automation – it's in unlocking new ways of thinking, solving and creating that teams may not have considered before. That said, it's absolutely right to approach AI thoughtfully, especially when working with customer data or third-party tools. Building awareness around data privacy and integration isn't a blocker – it should be part of building AI readiness right away. To truly harness the benefits, companies need a unified approach on how to align teams, safeguard trust and ensure the adoption of new technologies in a consistent and scalable way.”

Viktoria Ruubel, Chief Product Officer at PipeDrive

For these non-adopters, data privacy is also high on the list of concerns.

What are the main blockers preventing you from adopting AI in your work?

Share of respondents who have not implemented AI into sales or marketing



Around 60% of all respondents have at least some concerns about AI replacing people

Although current company experiences don't support the **fear that AI will lead to widespread job loss**, concern about this issue remains strong. Around **60% of all respondents** express at least some level of worry.

Because **AI tools are still relatively new and rapidly evolving**, it's unclear to many whether AI will remain a supportive tool or eventually be a replacement.

Marketing professionals are slightly more concerned than sales professionals – perhaps because sales relies more on human interaction, which is harder to automate.

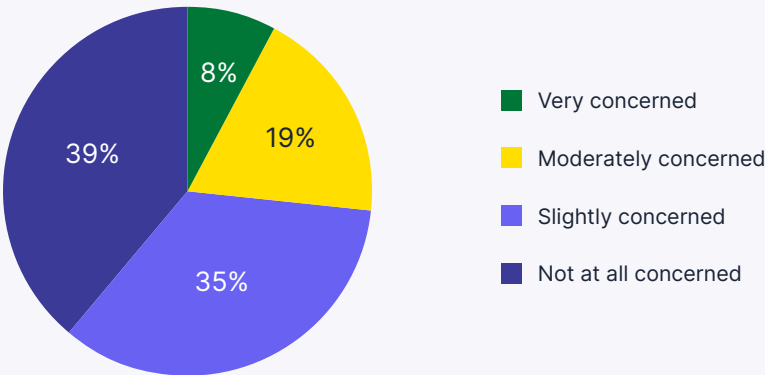
Younger respondents are significantly more concerned than older ones. Many already face challenges entering the job market, and the rise of AI may add to their anxiety.

Respondents in Europe and North America appear less concerned, possibly due to more established experience with AI.*

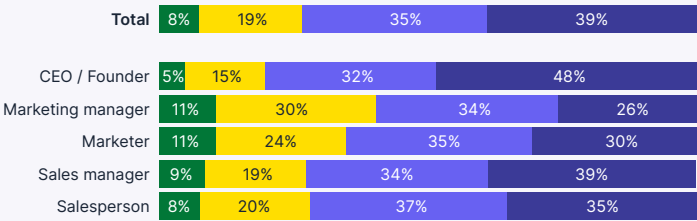
*For more info, please see appendix, page 68

In general, how concerned are you that implementing AI into processes and workflows will result in some people losing their jobs?

Share of all respondents



Concerns about AI: split according to job role



Education around AI can help ease workers' concerns

When thinking about how to address these AI-centred concerns, **companies need to educate their workforce and help employees build confidence.**

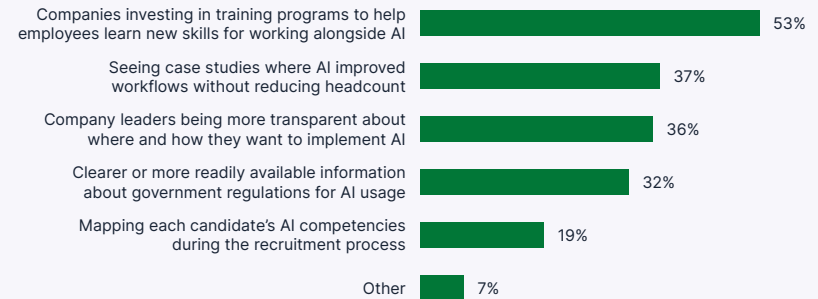
Investing in AI-specific training and education is the preferred way to address these fears. When we asked respondents who expressed moderate to high concern about AI-driven job loss, 53% cited this as the **top measure to alleviate their anxiety.**

The benefits don't stop there. Helping employees understand how to use AI tools effectively can also **improve productivity and reduce uncertainty.**

Above all, **transparency from leadership** about the company's future plans with AI is crucial.

What would make you feel less concerned about people losing their jobs because of AI?

Share of respondents who are rather or very concerned (total: 282)



Almost every fourth company already uses AI-driven solutions instead of customer service representatives

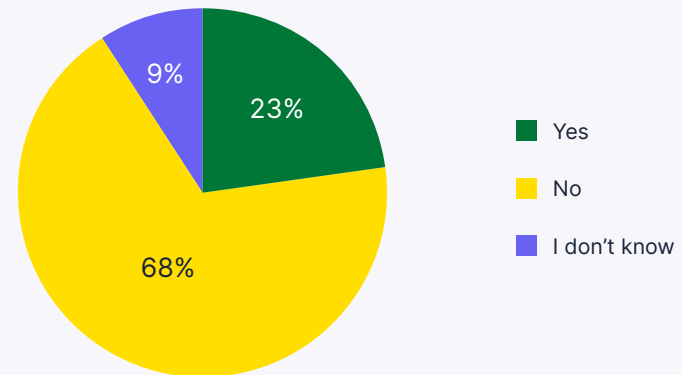
AI-driven solutions such as chatbots and automation are **increasingly being used to support (or partially replace) customer service representatives**, offering benefits like efficiency, cost savings and improved customer experience.

Although AI bots haven't completely replaced human support agents, about **one in four companies already use AI tools in customer communication** – a number that's expected to grow in the future.

Medium and large companies (100+ employees), which typically serve more customers, **have adopted AI solutions at a higher rate** than micro and small businesses.*

Does your company use any AI-driven solutions (chatbots or other automated systems) instead of customer service representatives?

Share of all respondents



*For more info, please see appendix, page 69

AI-driven support can cause frustrations – a hybrid model might be the happy medium

AI-powered customer support solutions receive **mixed reactions**.

About half of the companies using them report no noticeable negative feedback from customers. However, the other half have observed **increased customer frustration and disengagement** when interacting with AI instead of humans.

“

“AI has enormous potential to make customer support faster and more efficient, but it can’t replace the human touch. Customers still expect empathy, context and understanding, especially in complex or emotionally charged situations. That’s where human agents shine. The most effective approach is a hybrid model: letting AI handle the simple, repetitive tasks so people can focus on what they do best – building trust and resolving issues with care.”

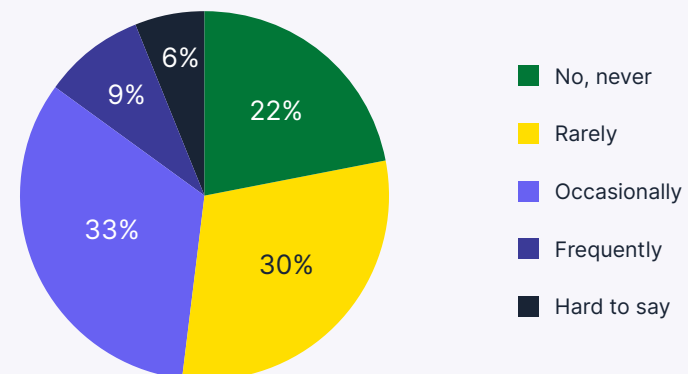
Mara Vicente, VP of Customer Solutions at Pipedrive

While AI chatbots can be powerful tools, they are not suitable for every situation. **Human agents are still essential** – especially for handling complex or emotional issues, high-value customers and escalation cases.

A **hybrid model**, where AI handles simple inquiries and humans take over more nuanced interactions, is often regarded as the most effective approach.

Have you observed customers being more frustrated or disengaged when interacting with AI-driven solutions instead of a real person?

Share of respondents who use AI-driven solutions (total: 246)





Respondent demographics

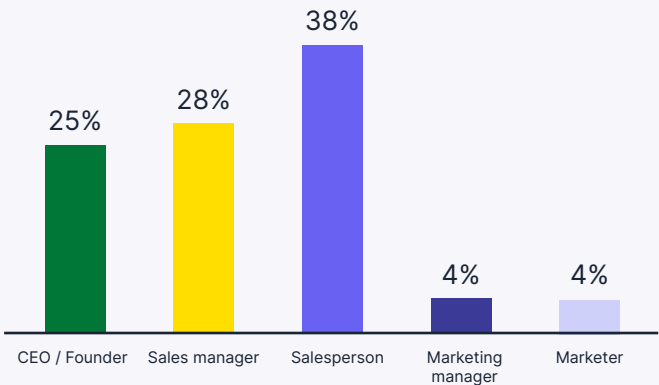
We surveyed 1060 respondents from 82 countries

pipedrive

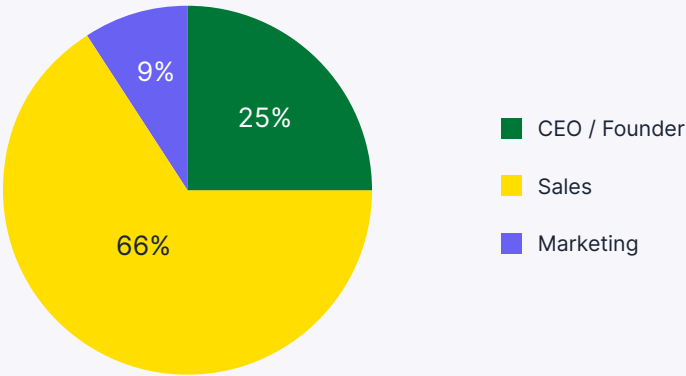
Job role split & age and gender distribution

Number of all respondents: 1060

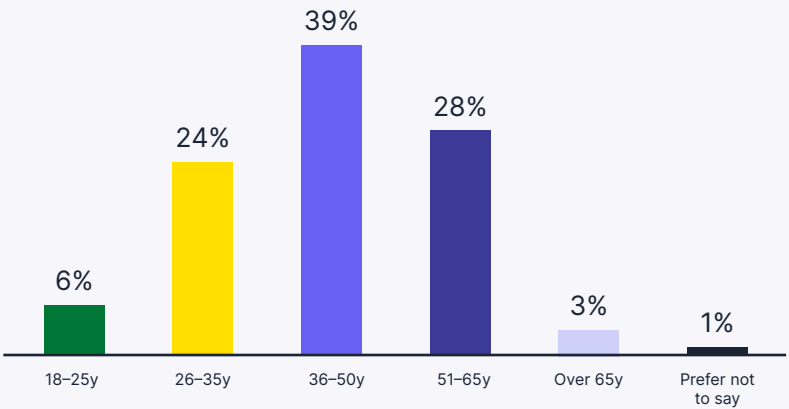
Job role



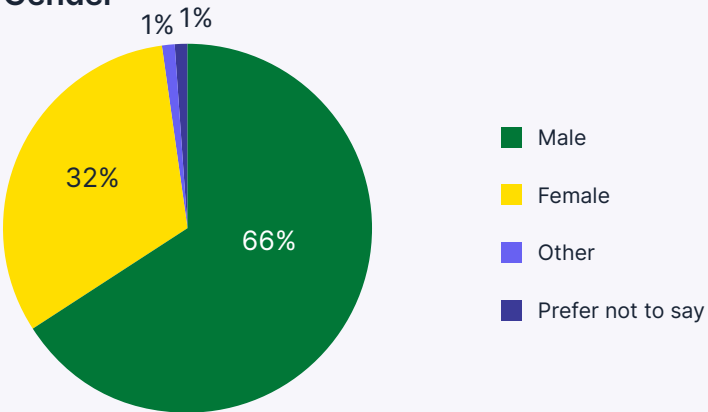
Job role area



Age group



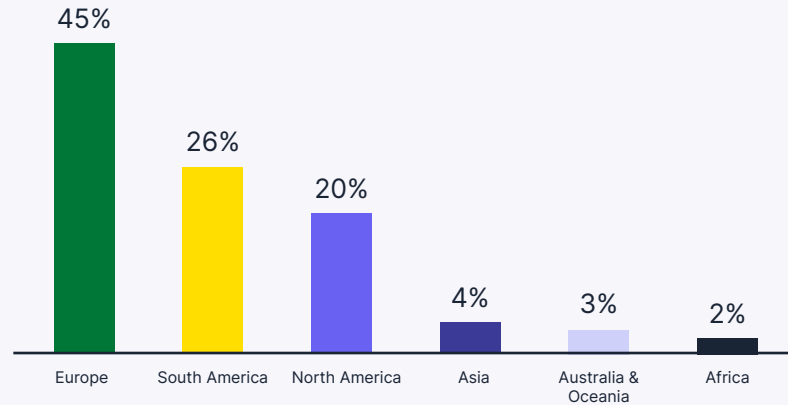
Gender



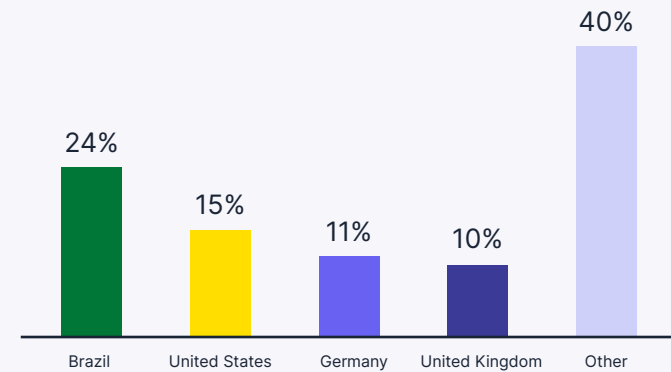
Region and country split & company size split

Number of all respondents: 1060

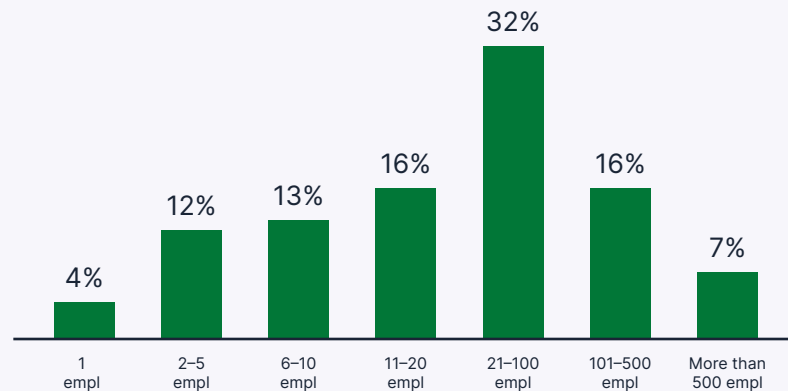
Region



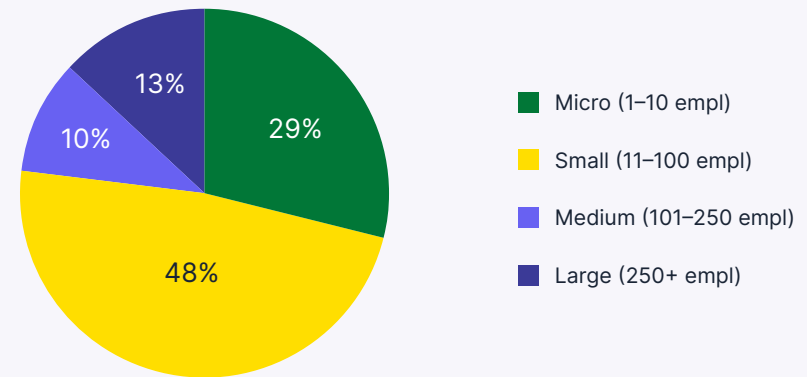
Country of residence



Employee number



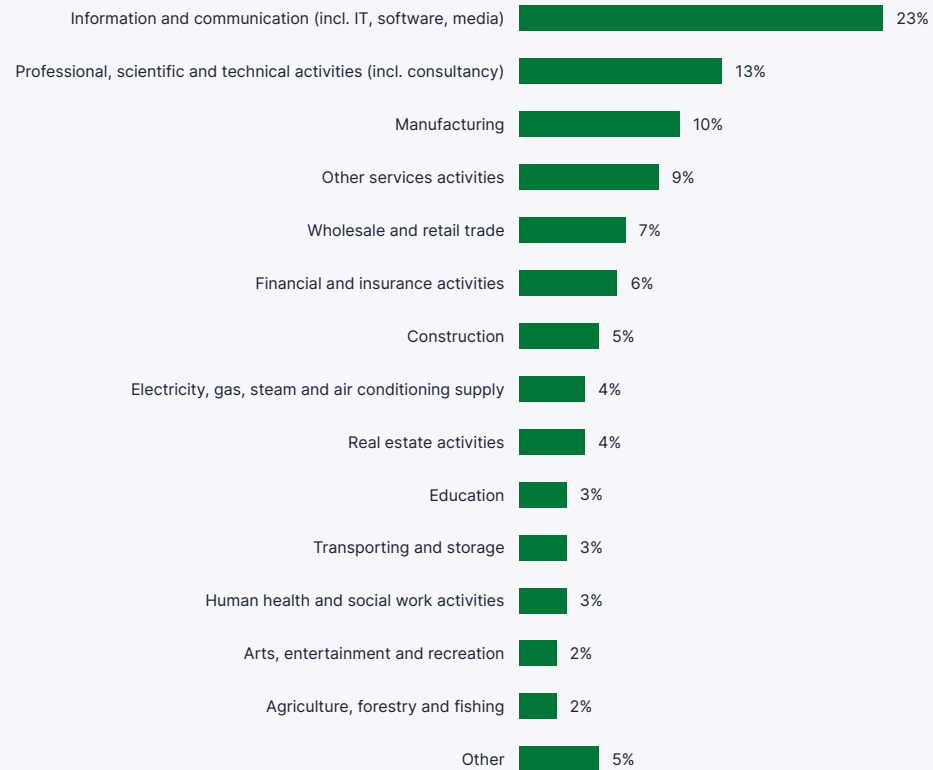
Company size (by employee number)



Industry split

Number of all respondents: 1060

Main industry

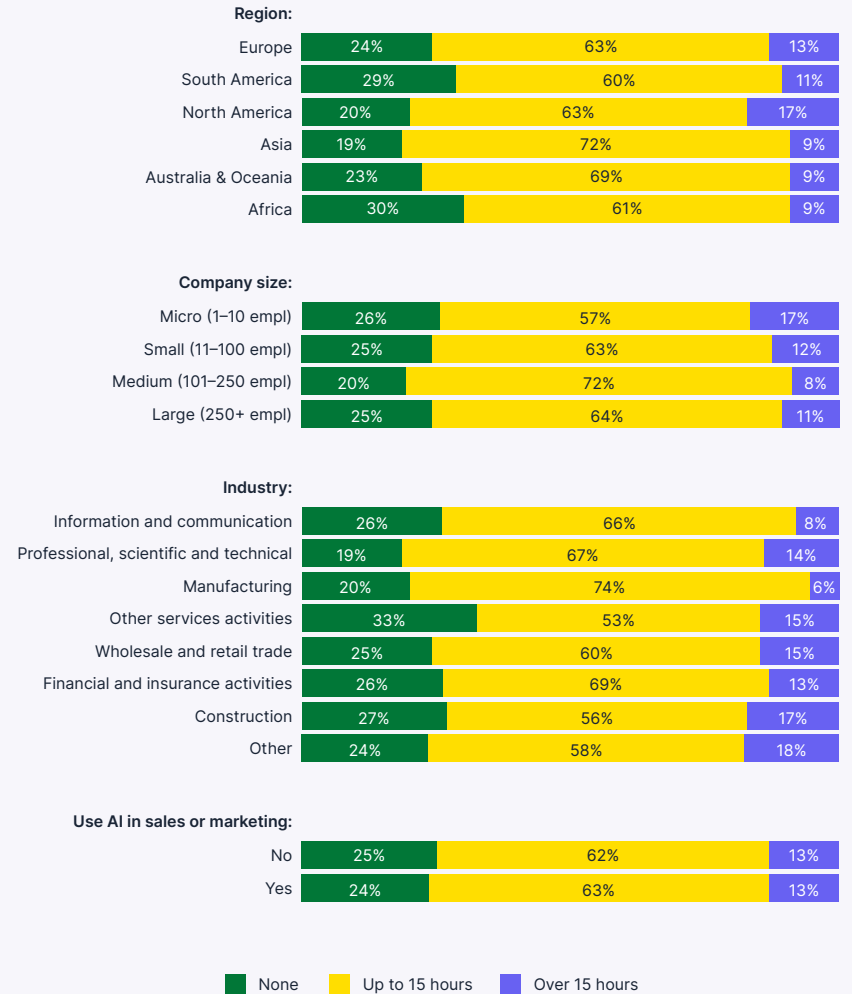
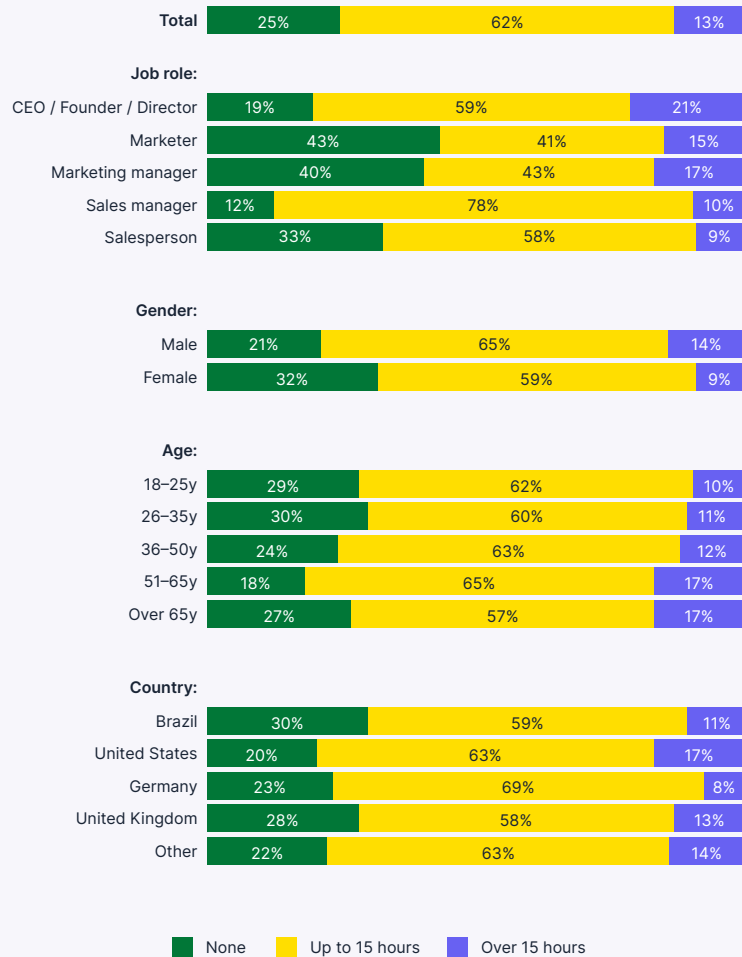




Appendix

pipedrive

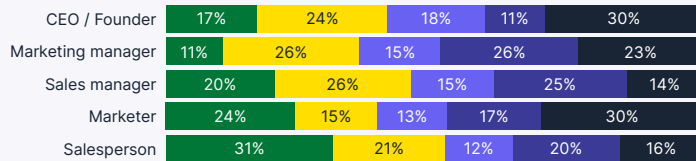
Working additional hours: results by segments



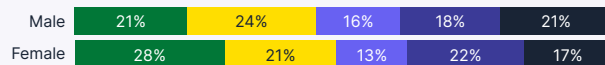
Personal work model: results by segments

Do you personally work...?

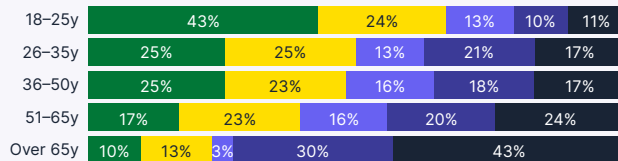
Job role:



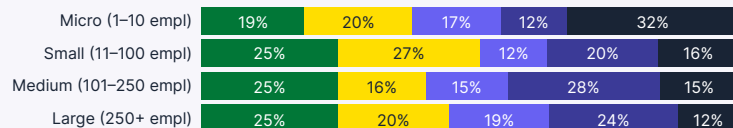
Gender:



Age:

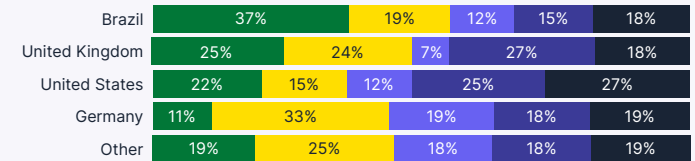


Company size:

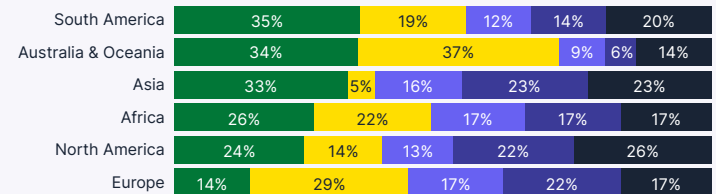


■ Fully on-site
 ■ Mainly on-site
 ■ Equally on-site and remotely
 ■ Mainly remotely
 ■ Fully remotely

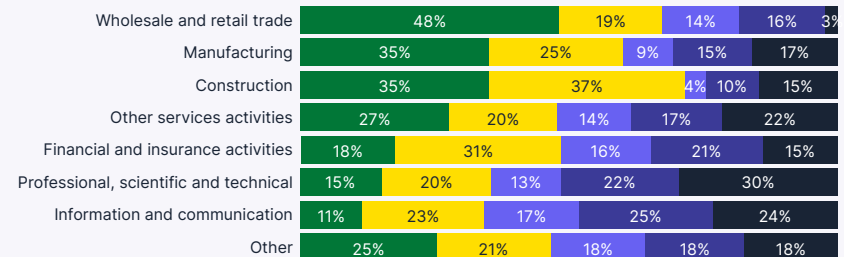
Key country:



Region:



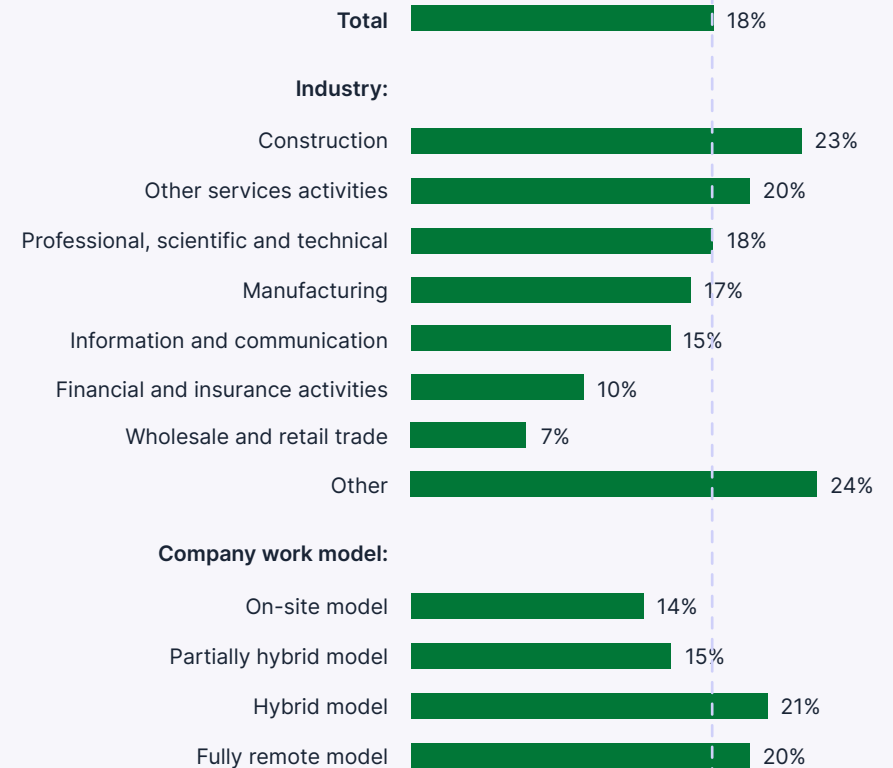
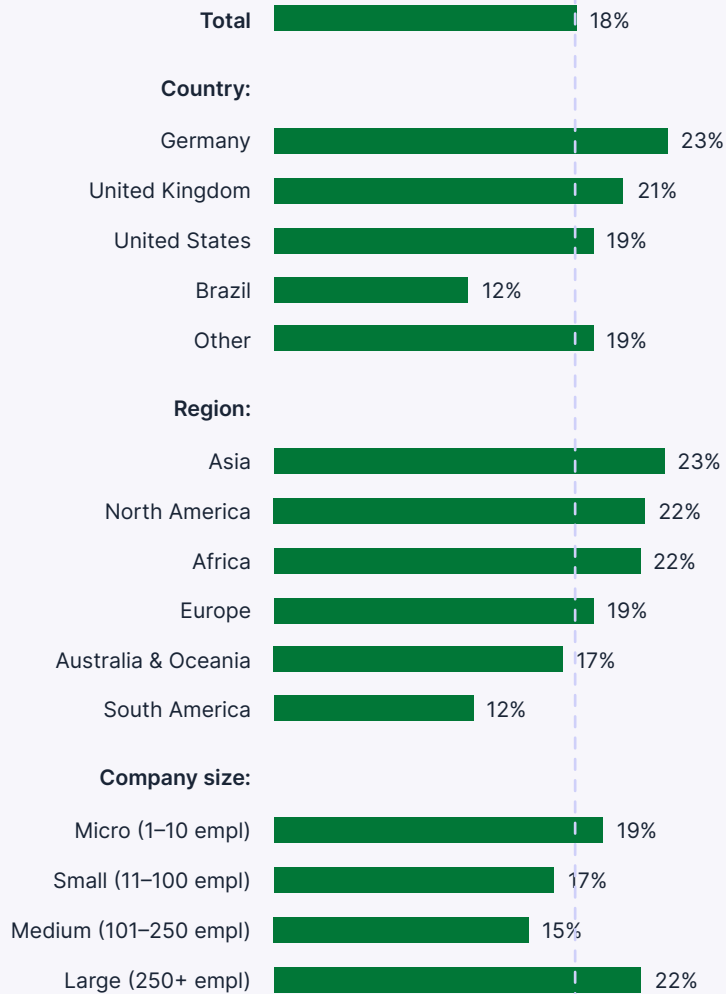
Industry:



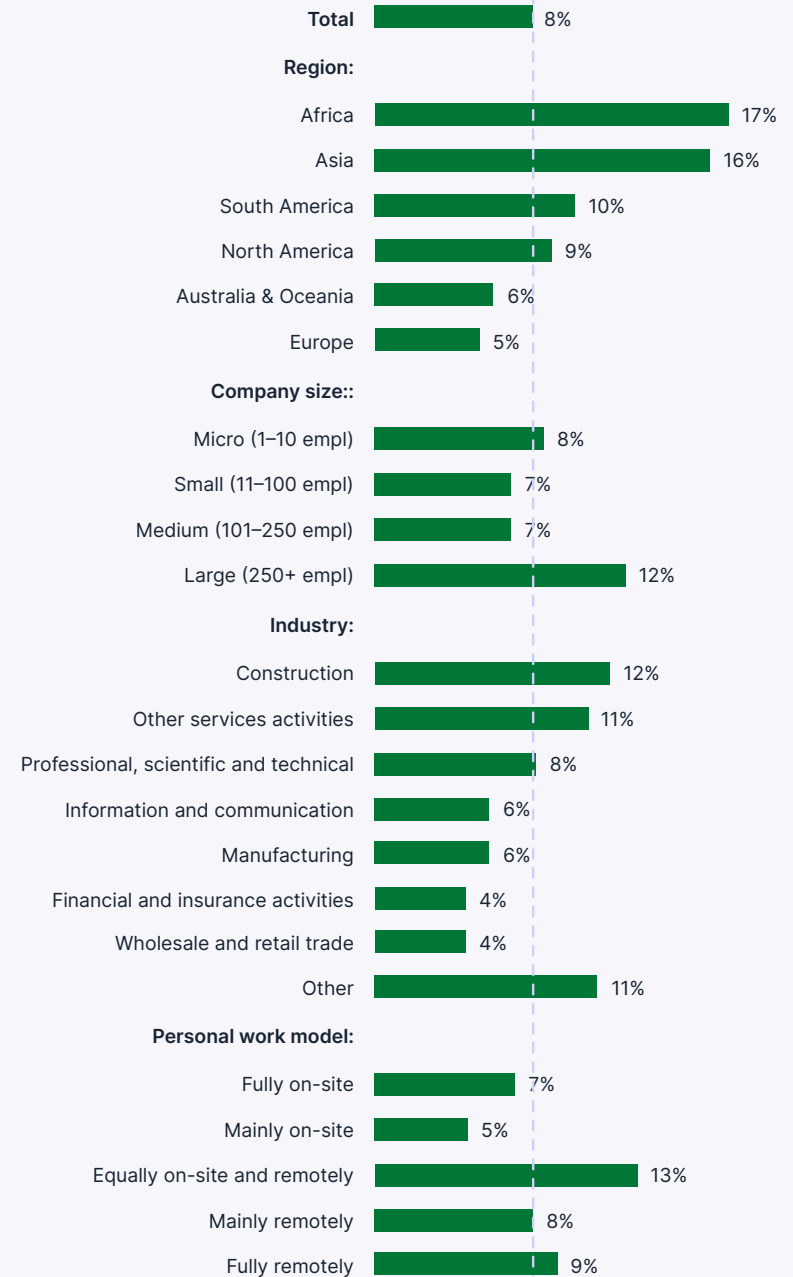
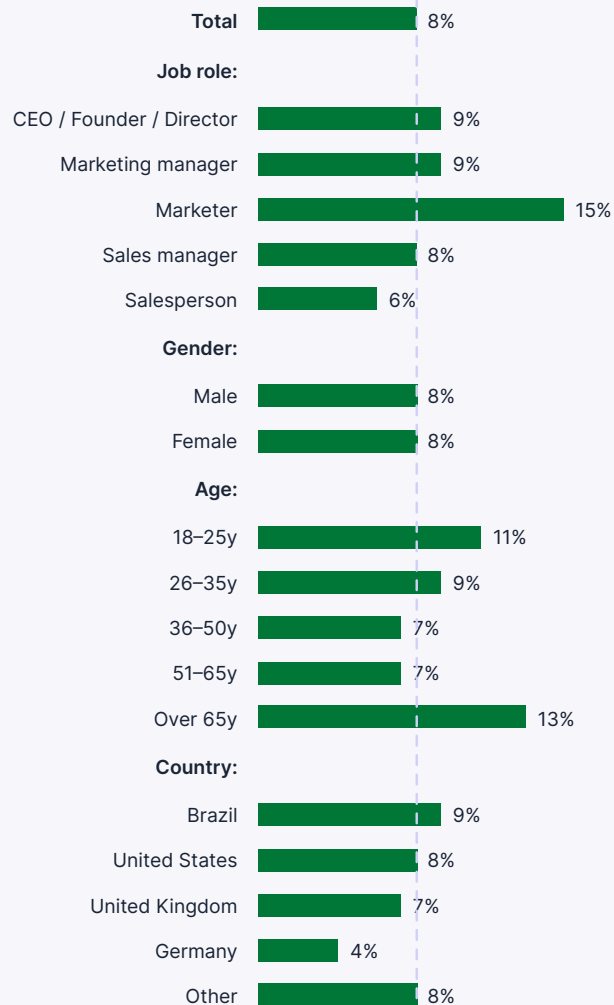
■ Fully on-site
 ■ Mainly on-site
 ■ Equally on-site and remotely
 ■ Mainly remotely
 ■ Fully remotely

Four-day workweek: results by segments

% of companies offering four-day workweek at least to some employees

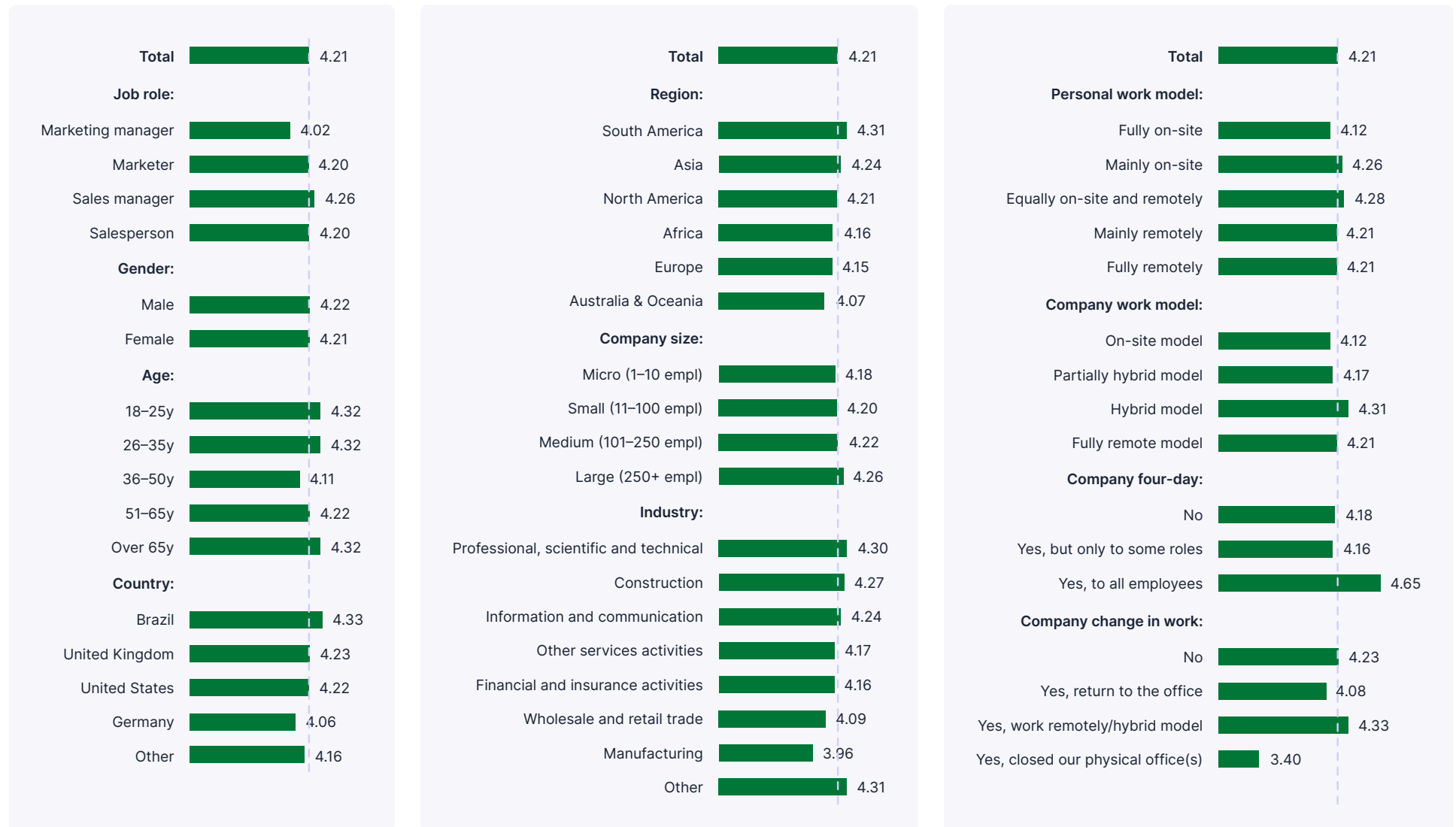


Working four days a week (personally): results by segments



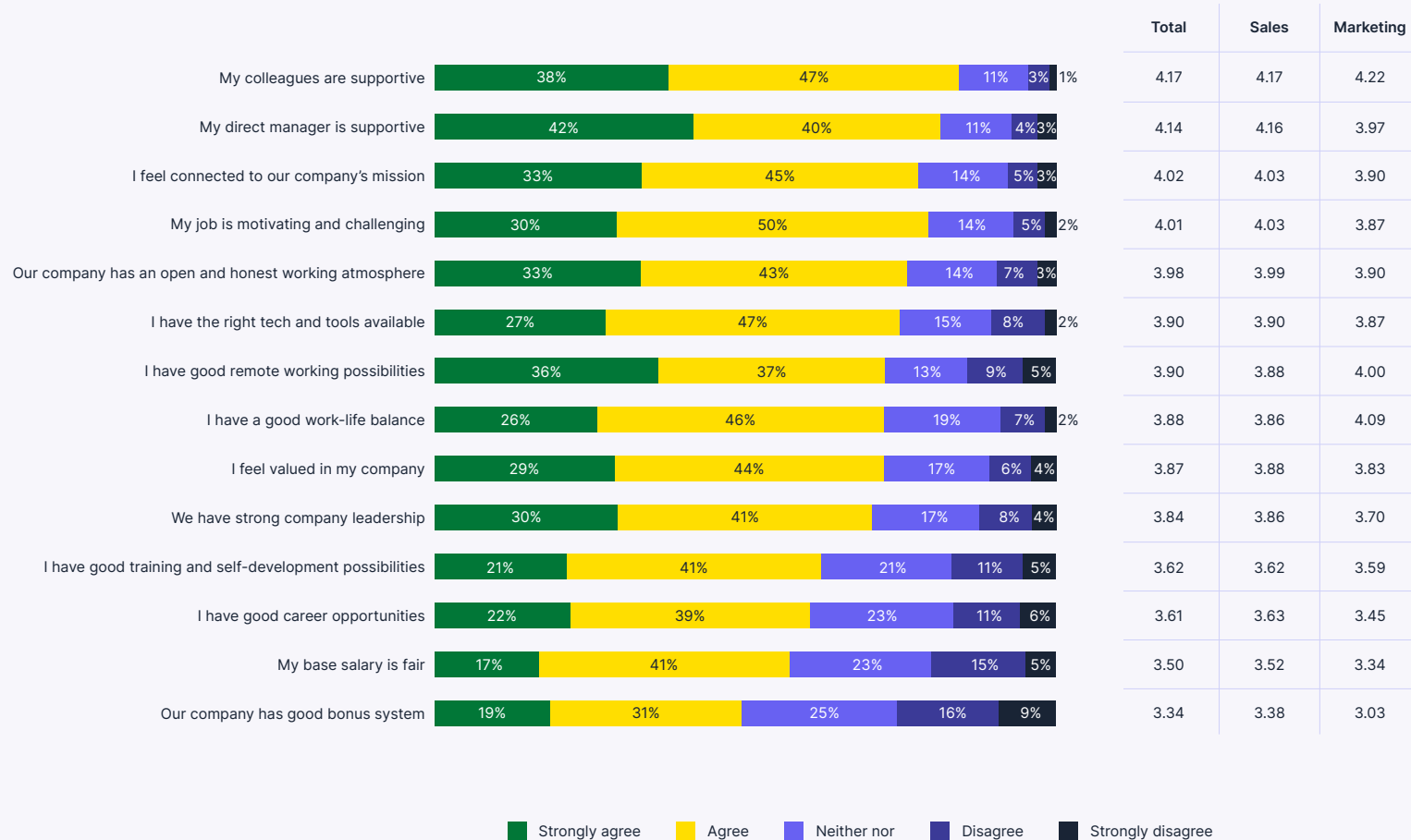
Employer satisfaction: results by segments

How satisfied are you in general with your current employer/company?



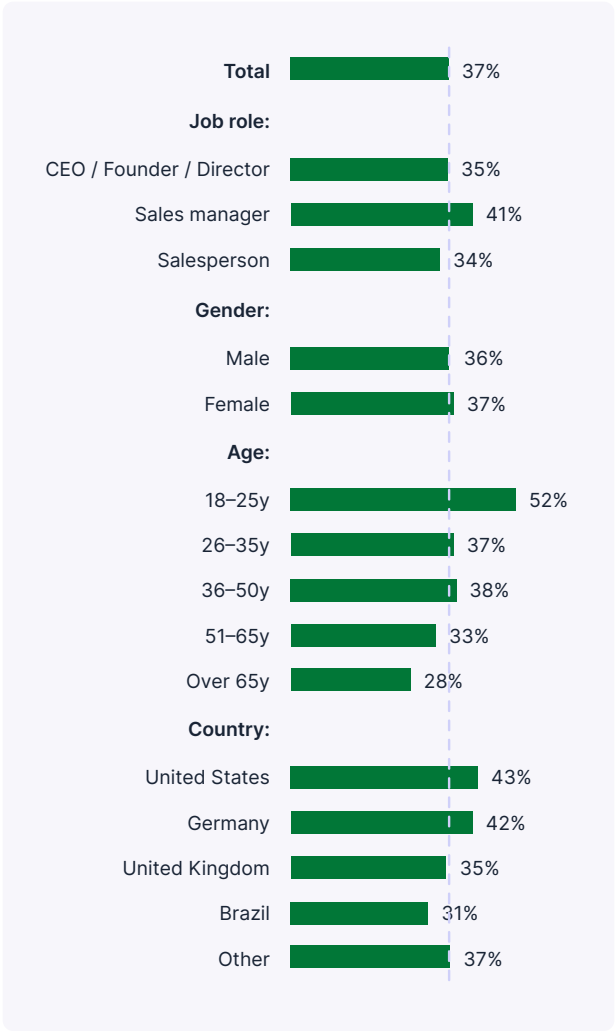
Personal work model: results by segments

Do you personally work...?



Implementing AI into sales process: results by segments

Have you implemented AI into your sales process?

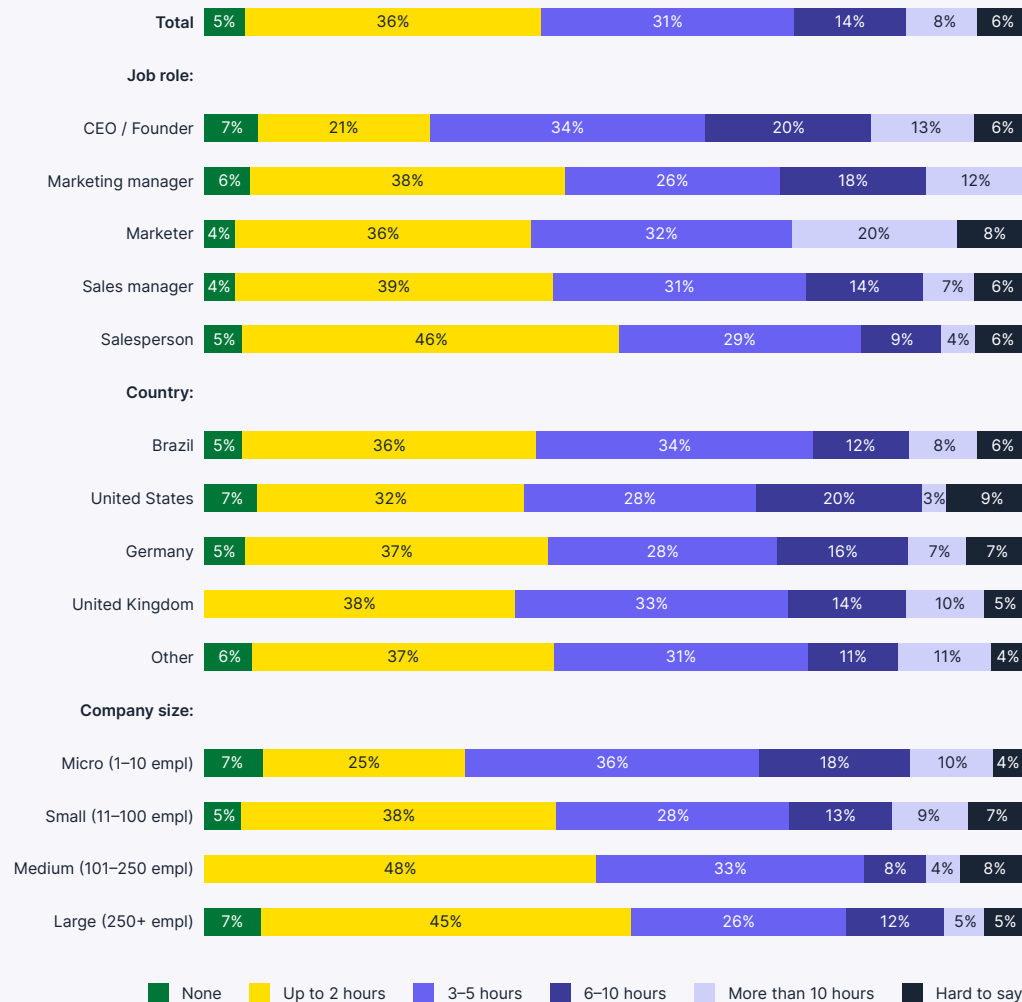


	2024	2025
<10 empl	30%	40%
11-100 empl	21%	35%
>100 empl	17%	36%

Time saved by using AI: results by segments

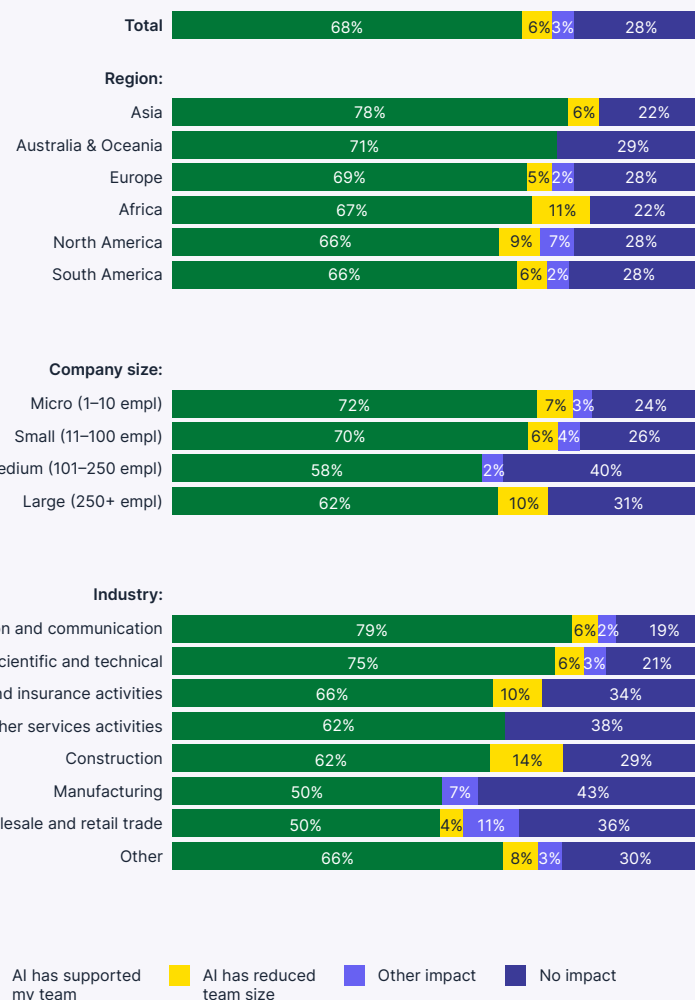
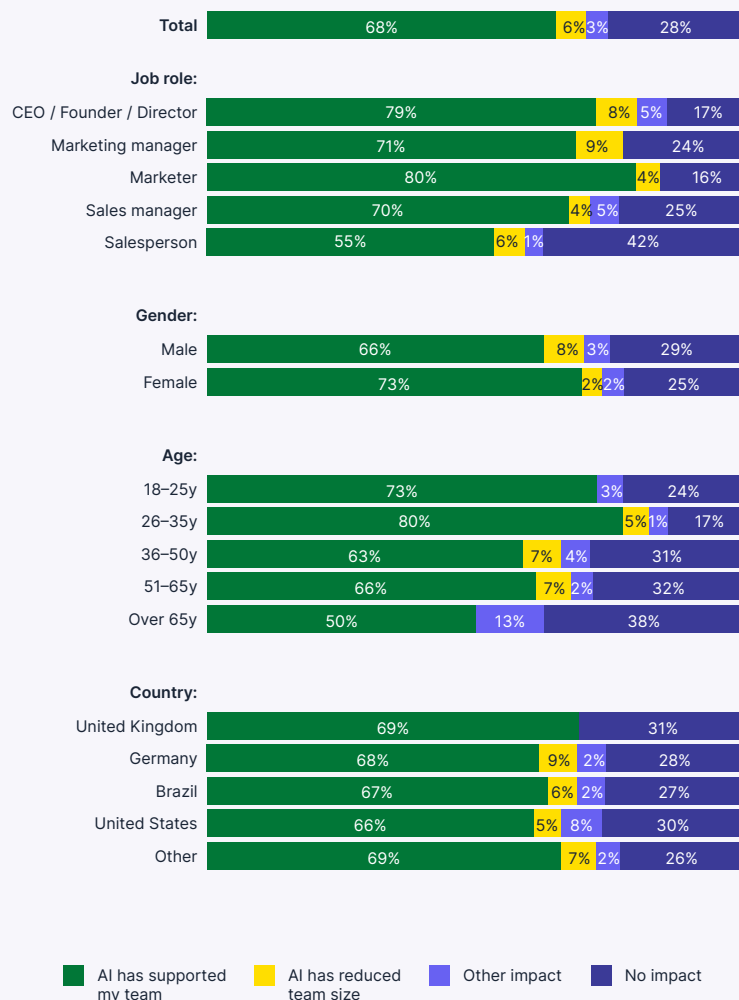
How much time do you think you save per week using AI?

% of respondents who have implemented AI into sales or marketing, n=439



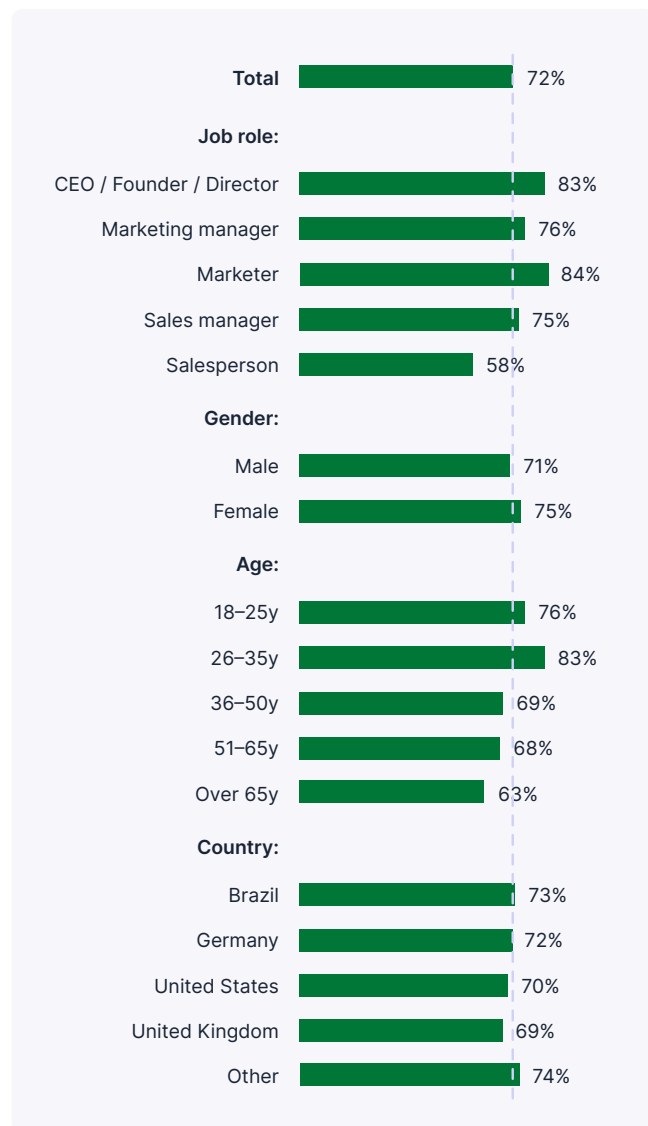
Impact on teams: results by segments

% of respondents who have implemented AI into sales or marketing, n=439 (small samples in some buckets)



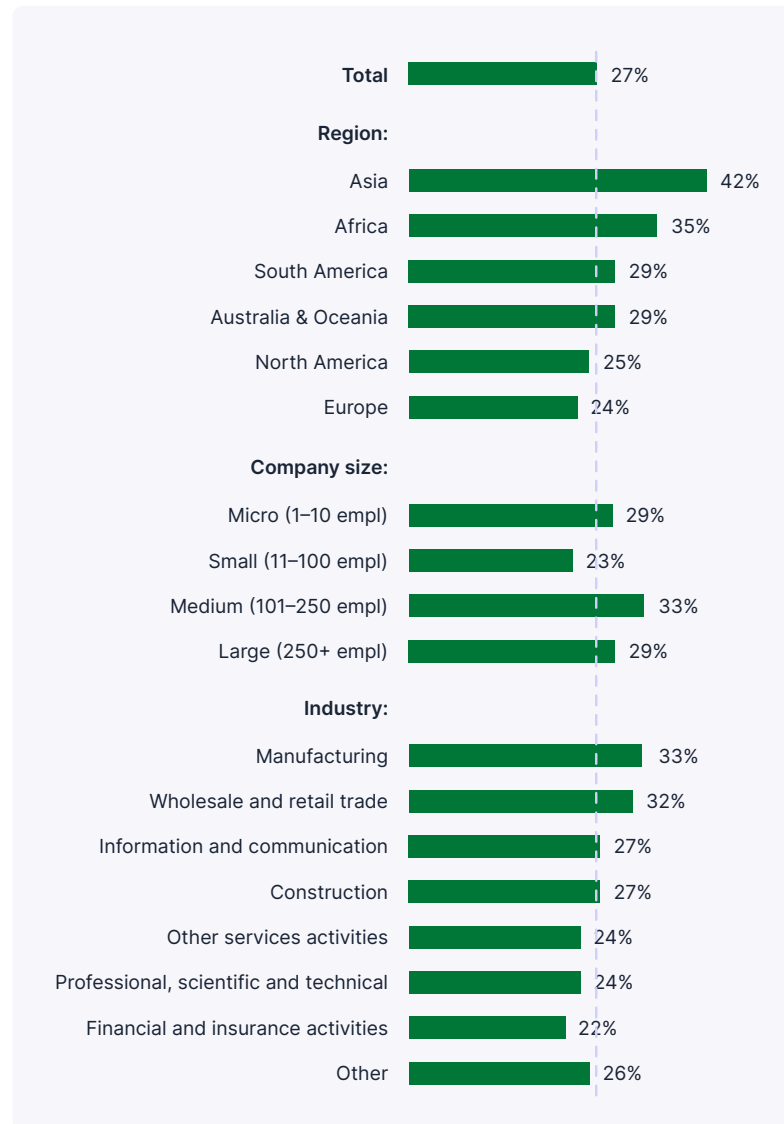
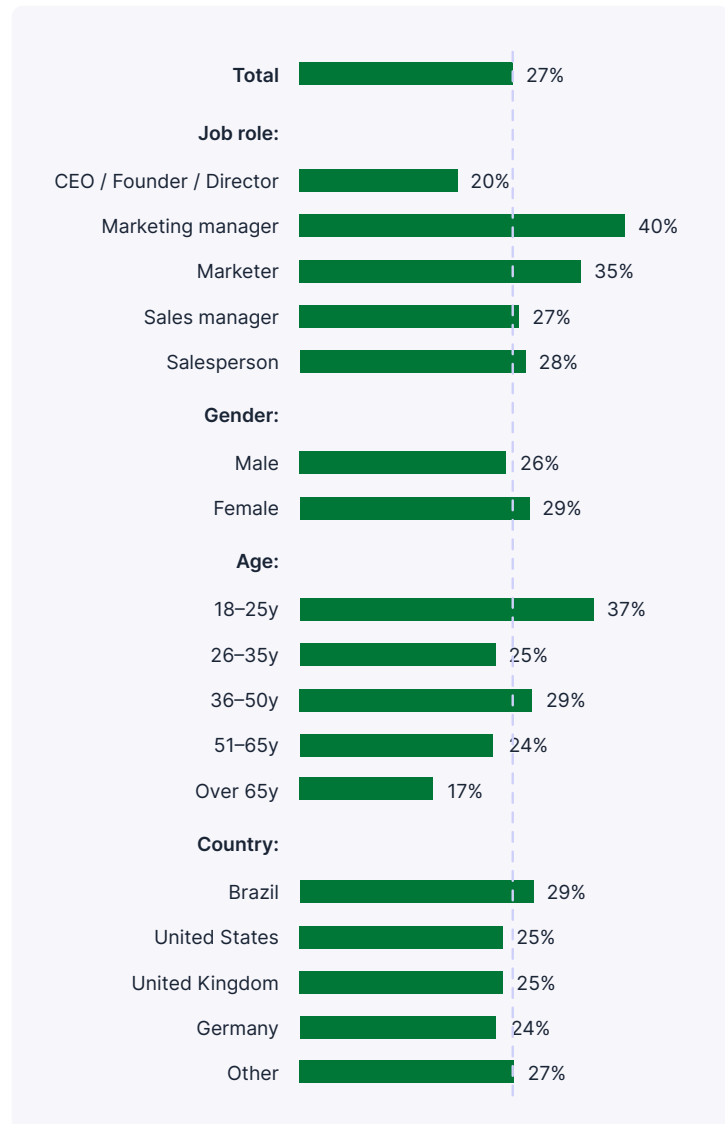
Impact on teams: results by segments

% of respondents who have implemented AI into sales or marketing, n=439 (share of “AI has impacted my team”)
(small samples in some buckets)

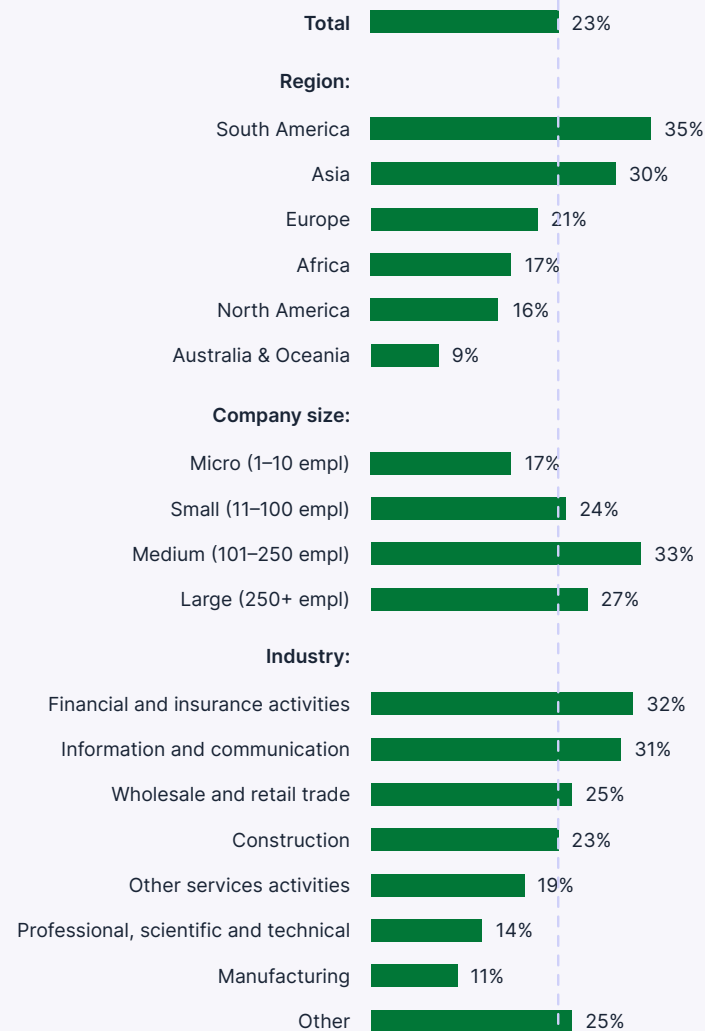
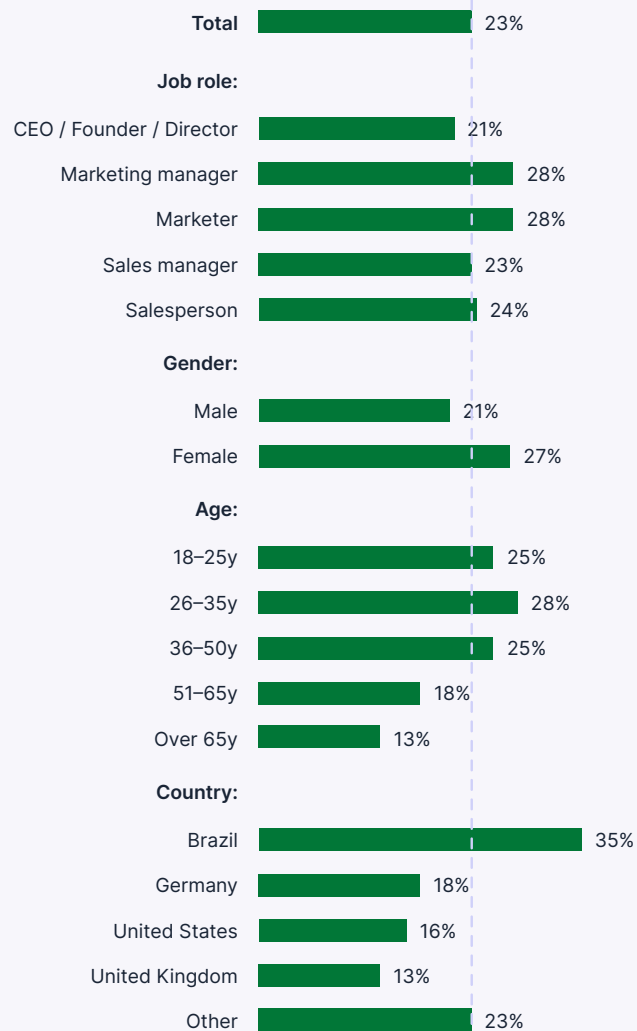


Being concerned about AI replacing people: results by segments

Share of “moderately or very concerned”



AI-driven customer service solutions: results by segments





Want to learn more about how Pipedrive works?

[Try Pipedrive for free for 14 days](#) and see how we can help your business grow

