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Press Release in English

AI Marketing Study Switzerland:

AI Adoption Is Accelerating, but Maturity Remains Uneven

Switzerland, May 2026 – The results of the **AI Marketing Study Switzerland – National Study Dec. 2025–Mar. 2026** are now available, offering key insights into how Swiss marketing professionals are adopting, using and operationalising Artificial Intelligence in their daily work.

A multi-partner initiative

Launched in **December 2025** by **Brandfinity**, in collaboration with **Swiss Marketing, HEG Fribourg, PME Magazine, and M&K (Markt & Kommunikation)**, the study examines the integration of AI within Swiss marketing organisations across key areas such as strategy, data readiness, automation, governance, performance measurement, content creation, SEO, personalisation and customer experience.

The **AI Marketing Study Switzerland** was conducted by a consortium combining:

- academic rigor
- industry expertise
- media reach
- methodological credibility

This collaborative approach ensures that the analysis is both methodologically robust and representative of Swiss market realities, providing a balanced and credible benchmark for the marketing community.

Launch and purpose

Designed as a strategic information and benchmarking tool for the profession, the study provides a factual and comparative overview of AI adoption in Switzerland.

Its objective is to help marketing and sales leaders better understand their organisation's AI maturity and navigate technological acceleration with objective, transparent and comparable data.

Target audience and participation

The study was designed for **marketing and sales leaders across Switzerland**, including C-level profiles and senior decision-makers.

Participation was voluntary and anonymous. In return, participants receive a confidential and comparative assessment of their organisation's AI maturity level, enabling them to position themselves objectively against Swiss companies of similar size and operating within the same sector.

Approximately **200 marketing and sales leaders** from French-speaking, German-speaking and Italian-speaking Switzerland contributed to the study, reinforcing the relevance and representativeness of the findings for the Swiss marketing community.

What does it measure?

The study measures several key dimensions of AI adoption, including:

- AI adoption levels across marketing teams
- volume of AI-generated content by sector
- time savings achieved through AI and automation
- automation maturity within marketing processes
- sector-specific AI usage patterns
- practical challenges and operational barriers
- data readiness, governance and reliability
- AI use in SEO, GEO, personalisation, advertising and customer support

Publication and results

Dashboard – results

Live dashboard is available on the page > <https://brandfinity.ch/en/ai-marketing-study-switzerland/>

Detailed Analyses (links to pages)

English

Detailed Analyses in English is available on the page > <https://brandfinity.ch/en/ai-marketing-study-switzerland/>

French

Detailed Analyses in French is available on the page > <https://brandfinity.ch/the-ai-marketing-study-switzerland/>

Detailed Analyses in German is available on the page >
<https://brandfinity.ch/de/the-ai-marketing-study-switzerland/>

Key interpretation

The profile of participants suggests that the AI Marketing Study Switzerland reflects the reality of organisations where marketing teams often need to do more with limited resources. The strong presence of companies with fewer than 250 employees and marketing teams of 1 to 5 people may help explain several key findings from the study:

- AI is widely used in daily marketing work because it provides immediate productivity support.
- Content creation is one of the most visible use cases because it can be adopted quickly without complex infrastructure.
- Governance, training, data hygiene, and workflow redesign are less mature because they require more structure, time, and internal resources.
- AI is often used as a practical assistant rather than as part of a fully integrated transformation strategy.

Key takeaways

The participant profile shows that the study is strongly anchored in the Swiss SME and mid-market reality.

With 77% of respondents coming from companies with fewer than 250 employees and 73% working in marketing teams of 1 to 5 people, the results reflect a market where AI adoption is often driven by practical needs: saving time, increasing productivity, supporting content creation, improving visibility, and helping teams manage broader responsibilities.

This makes the findings especially valuable for understanding how AI is really being adopted in day-to-day marketing operations in Switzerland- not only by large companies, but also by the smaller and mid-sized organisations that form a major part of the Swiss business landscape.

AI Marketing content creation

AI Marketing content creation is widely used in Switzerland, but most organisations are still using it as a support tool rather than allowing it to produce the majority of their content.

Nearly four out of five respondents reporting regular use of AI. However, adoption is not uniform. German-speaking Switzerland and the education sector appear to be leading in daily usage, while Italian-speaking Switzerland and the automotive sector show more moderate adoption levels.

This confirms that AI maturity in Switzerland is progressing, but remains uneven depending on the linguistic region and the industry.

The fact that 68% of respondents generate between 10% and 60% of their content with AI shows that AI has become part of everyday content workflows. However, the low share of respondents producing more than 91% of their content with AI suggests that full automation remains exceptional.

The productivity impact

The productivity impact is also becoming visible, with a significant share of respondents reporting weekly time savings. However, the fact that 49% still do not measure these gains shows that many companies are still at an early stage of AI performance management.

Swiss companies are adopting AI for content creation pragmatically: they use it to accelerate production, support teams, and increase efficiency, while still keeping a strong human role in quality control, brand consistency, and strategic decision-making.

Data hygiene remains one of the main challenges

The data confirms that data hygiene remains one of the main challenges for AI maturity in Swiss marketing.

AI automation, dashboards and reporting

Many organisations are already experimenting with AI automation and reporting, but their data foundations are not always ready to support scalable AI use. Fragmented customer data, limited standardisation, unclear data-sharing rules and low levels of reliability audits create important barriers.

At the same time, the results also show signs of progress: some companies have already started to automate reporting, unify customer data and define rules around AI usage.

The next stage of maturity will depend on the ability to build stronger data foundations: clean CRM data, normalised fields, connected customer touchpoints, clear governance rules, automated data flows and regular reliability checks.

Without this foundation, AI can support isolated tasks. With it, AI can become a strategic layer for customer experience, decision-making and marketing performance.

AI usage and AI governance and next steps

The data shows a clear maturity gap between AI usage and AI governance.

Swiss marketing teams are already using AI, seeing its impact, and beginning to redesign workflows around it. However, formal training, management supervision, and structured governance are not yet fully established.

This suggests that the next stage of AI maturity will not only be about using more tools. It will depend on the ability of organisations to build a proper framework around AI usage, including:

- recurring training
- shared internal practices
- management supervision
- verification processes
- workflow redesign
- clear governance rules

As we see, AI is already influencing creativity, productivity, and strategic focus in Swiss marketing teams. The challenge now is to transform this momentum into a structured, reliable, and scalable operating model.

A/B testing, advertising optimisation, personalisation, and autonomous customer support remain at an earlier stage of maturity.

AI adoption is still uneven across marketing and customer experience activities.

While AI is increasingly used for content production and daily team support, more advanced applications such as A/B testing, advertising optimisation,

personalisation, and autonomous customer support remain at an earlier stage of maturity.

The gap is particularly visible in personalisation: although AI has strong potential to improve customer relevance and engagement, only a small share of respondents currently report measurable impact.

This suggests that the next phase of AI maturity will depend less on experimenting with tools and more on building the foundations required for scalable AI use: clean data, connected CRM systems, clear testing frameworks, automation workflows, governance, and reliable performance measurement.

AI data optimisation

Regarding AI data optimisation, the data shows that 61% of respondents are already adapting their SEO approach for AI-powered search visibility, which confirms that GEO and AI search optimisation are becoming important topics for Swiss marketing teams.

However, only 19% apply these optimisations systematically. This gap shows that the next step for many companies will be to move from experimentation to structured implementation, with clear processes, content guidelines, measurement indicators and regular optimisation routines.

Overall, AI search optimisation appears to be an emerging but still immature practice in Switzerland.

The opportunity is clear: companies that structure their content early for AI engines may gain a visibility advantage as user search behaviour continues to evolve.

Summary conclusion

The AI Marketing Study Switzerland shows that AI adoption is already well underway in Swiss marketing teams. AI is no longer only an experimental topic: it is increasingly used in daily work, especially for content creation, productivity support, SEO assistance and operational efficiency.

However, the study also reveals an important maturity gap. Many organisations use AI regularly, but they have not yet fully structured the foundations needed to scale it in a reliable and strategic way. Data hygiene, governance, training, workflow redesign, AI performance measurement and management supervision remain underdeveloped in many companies.

This means that the next stage of AI maturity in Switzerland will not depend only on using more AI tools. It will depend on how well organisations can integrate AI into their operating model, connect it to clean and reliable data, define clear usage rules, measure its impact, and ensure that human expertise remains central to quality, creativity and decision-making.

In short, Swiss marketing teams are moving from AI experimentation toward AI operationalisation.

The challenge now is to transform everyday AI usage into a structured, measurable and scalable approach.

Next steps materials

Form with downloadable next steps materials for AI Maturity is available on the bottom of the page > <https://brandfinity.ch/en/ai-marketing-study-switzerland/>