

The next era of marketing: **AI video trends for 2026**

Survey report

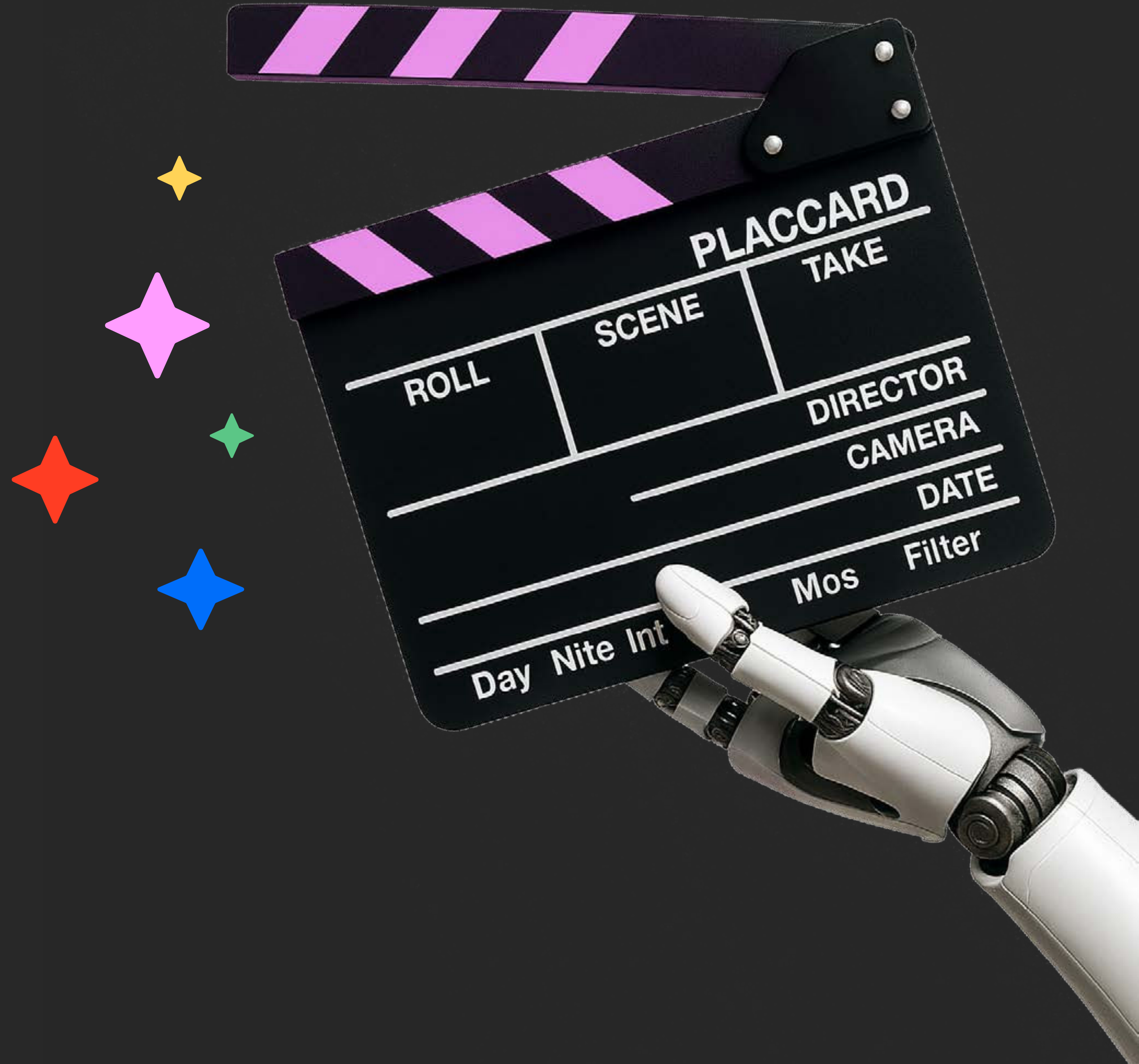




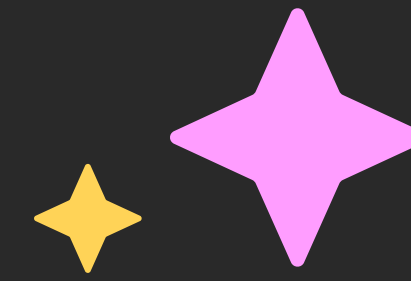
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Introduction and key findings



Introduction



2025 has been a year of both acceleration and exhaustion for marketing teams. AI went from experimental to fully mainstream, embedded in daily workflows across nearly every function. Video has become an essential medium, powering everything from webinars and product demos to customer hubs. Yet with this momentum came new challenges: content demand surged, scale became both the top goal and the biggest burden, and siloed systems made it harder for teams to work in sync. Teams are increasing production and automation, but they are not necessarily becoming more connected or more efficient.

This report is not about AI as a trend. It is about how marketing teams evolve when every channel is intelligent, and every stakeholder depends on shared data to move faster. It's about how engagement is no longer a vanity metric, but a true indicator of ROI. Understanding these dynamics is essential for unlocking efficiency, alignment, and impact across the entire marketing and revenue engine.

Our goal was to surface both the progress and the pain points: the areas where video and personalization are performing well and the structural blockers, such as fragmented data, disconnected tools, and operational drag, that still limit scale. These barriers are preventing teams from reaching true one-to-one personalization, from realizing the full ROI potential of video, and from achieving the seamless cross-functional workflows that modern marketing requires.

Methodology

To get more insight into the state of AI in marketing today, we commissioned a survey of 300 full-time employees, with 30% of respondents working in Tech, 30% in Financial Services, and 30% in healthcare. The remaining 10% were split across Retail, Manufacturing, Utilities, Transportation, Energy, and Professional Services. All respondents work in companies with more than 1,000 employees, and all hold positions of Director level or above. Titles include CMO, CRO, CXO, Lead Generation, Content Marketing, Product Marketing, Customer Marketing, Brand, Creative, Sales, Customer Success, Customer Education & Training, and Compliance & Risk Officers for regulated industries. Respondents were also screened for those who work in companies that host at least one webinar each month.

This report was administered online by Global Surveyz Research, a global research firm. The respondents were recruited through a global B2B research panel, invited via email to complete the survey, with all responses collected during September 2025. The average amount of time spent on the survey was 5 minutes and 40 seconds. The order of the answers in most of the non-numerical questions was randomized to prevent order bias.

Key findings

1

99% of marketers are using AI. Only 1% say it's fully integrated.

AI adoption has become universal, but true orchestration across systems is still rare. The 2026 opportunity is moving from “AI features” to AI frameworks, which allow AI to show greater benefit cross-functionally, business-wide.

2

Video dominates, but most teams stop mid-funnel.

56% rank video in their top three formats, yet its use remains uneven across the customer journey. Most teams rely on video for top- and mid-funnel touchpoints (58% and 62%), but only 22% use it post-purchase, and just 28% use it across all stages. This gap shows that while video is proven and powerful, it's still under-leveraged for retention and advocacy..

3

Demand for video content is rising. Teams can't keep up.

69% of organizations report growth in video demand, yet teams may struggle to keep pace. Every respondent cites scaling challenges, with long approval cycles, high costs, and limited expertise as the most common barriers.

4

Personalization drives growth, but teams are not yet mature.

68% of marketers report that personalization has a significant or highly significant impact on growth, yet 99% of respondents are still only able to personalize at the persona or segment level. No teams report achieving true one-to-one scale. The payoff is clear, but the operational maturity is not.



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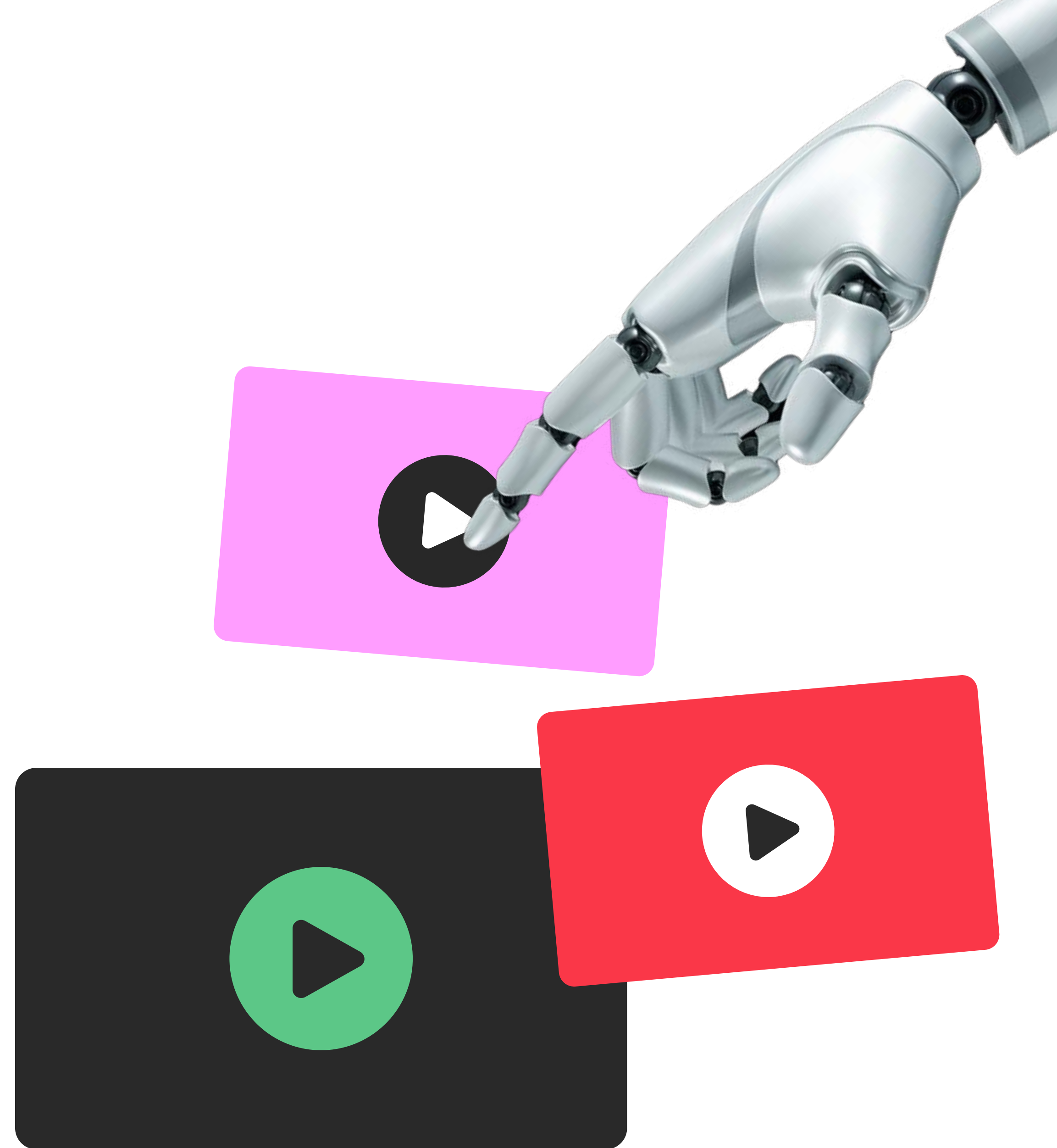
What's blocking personalization? 62% of marketers blame fragmented data.

Personalization at scale is constrained primarily by fragmented data. Compliance and governance concerns follow closely at 5%, underscoring the need for secure and well-structured enterprise-grade data environments. The organizations that solve these gaps will be the ones to see gains.

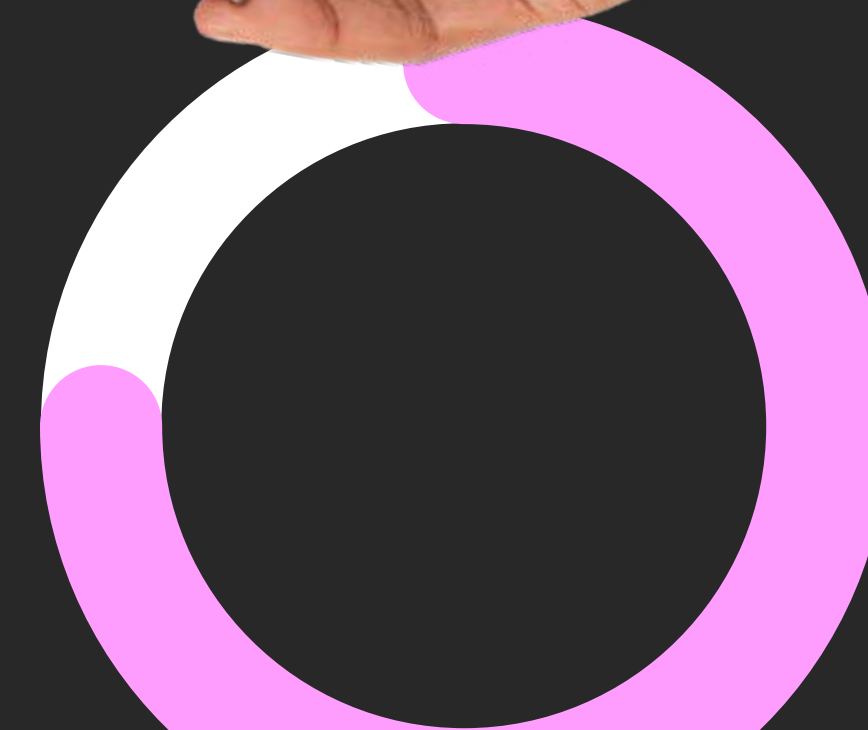
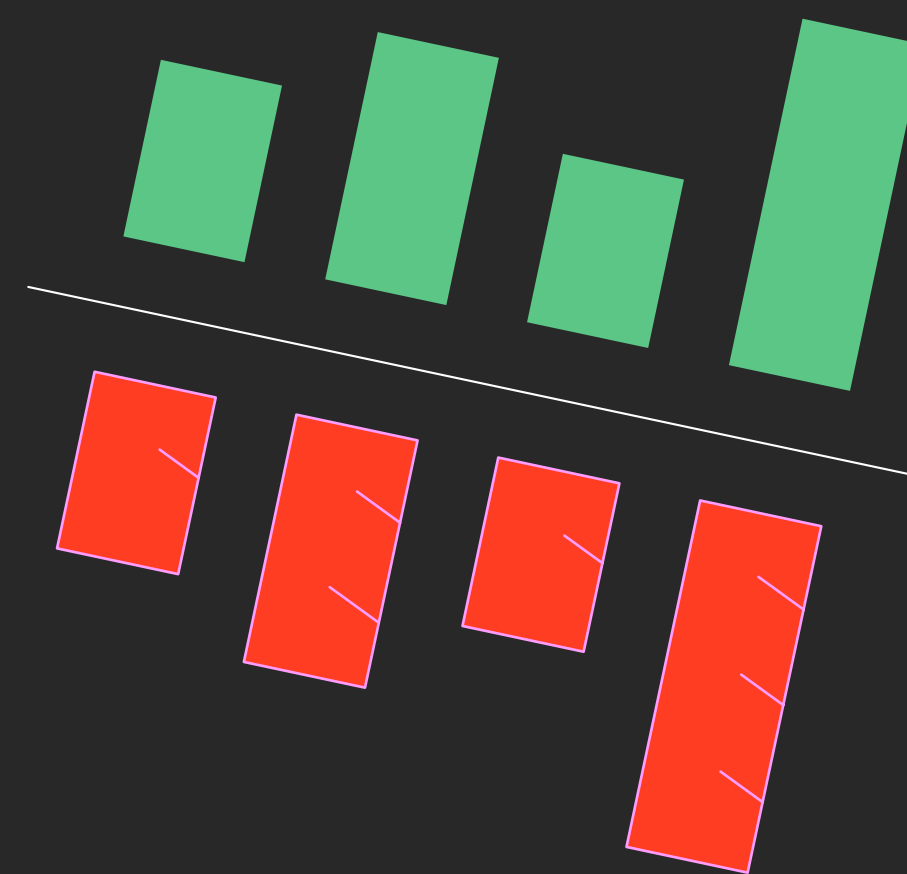
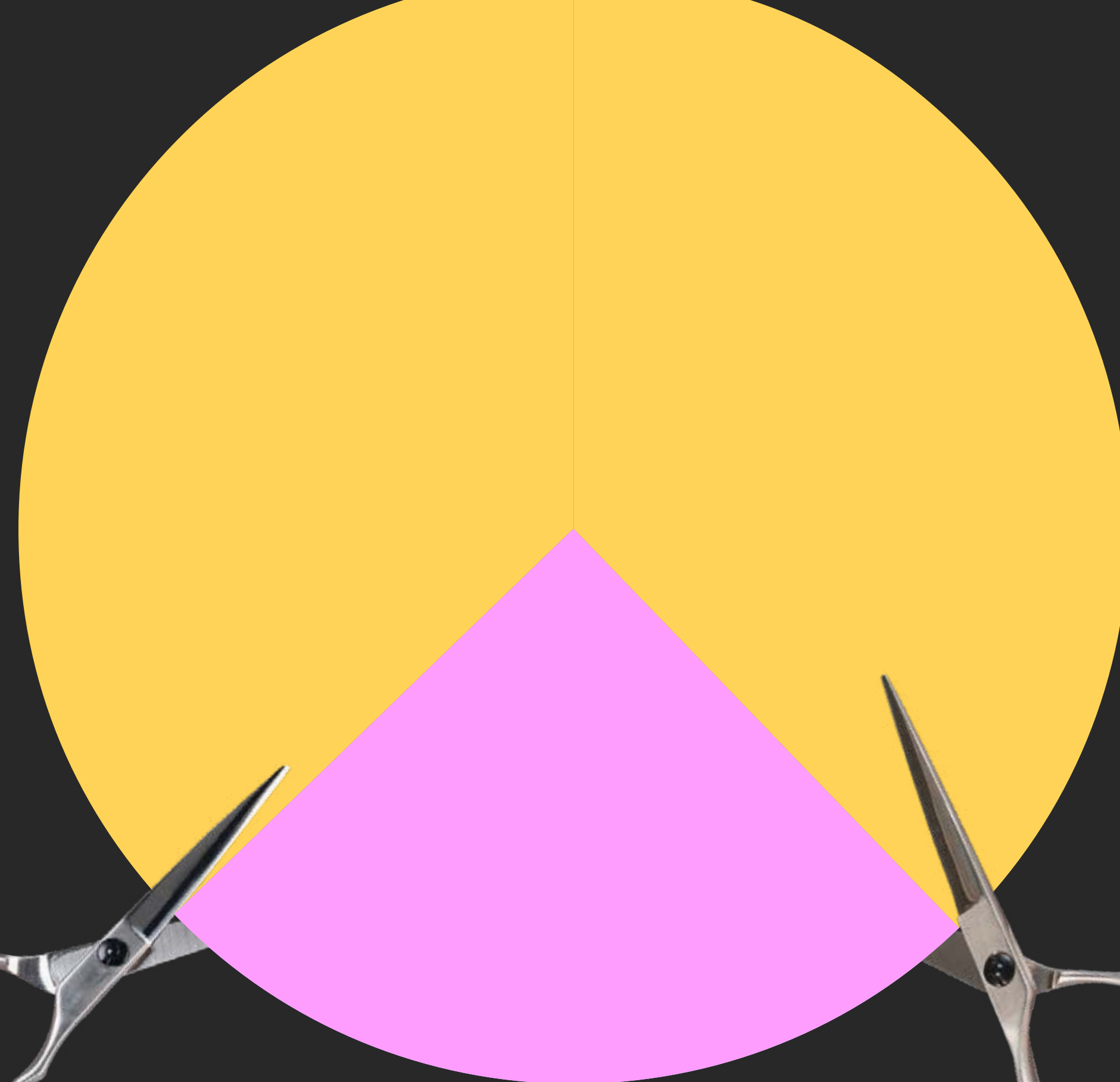
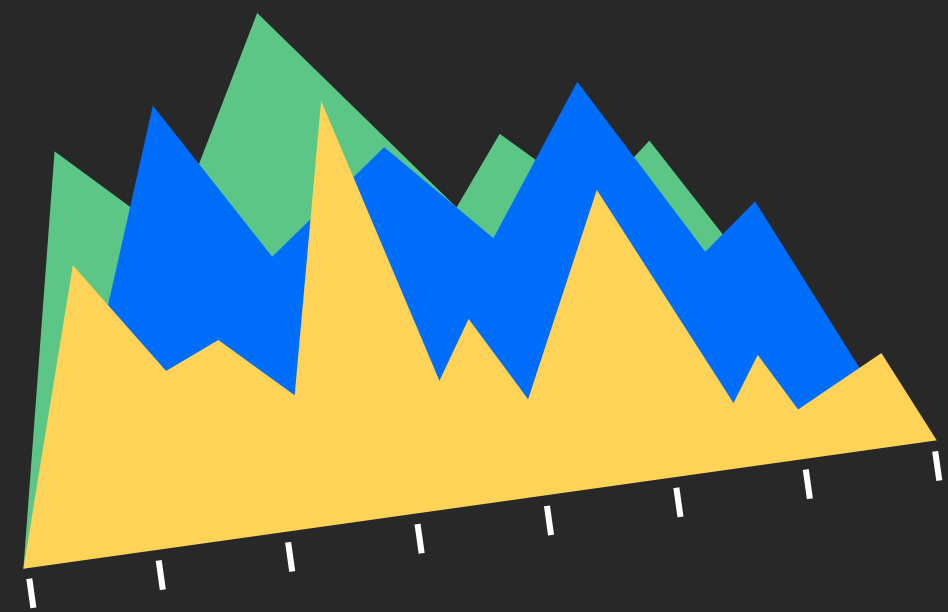
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Video has become a true driver of ROI.

Marketers no longer view video as just an awareness play; it's now a core driver of performance. Engagement leads at 33%, with another 22% crediting video for stronger sales enablement, proving its value deeper along the funnel. Another 22% point to personalization benefits, which shows how video is helping teams tailor messages and move buyers closer to a decision.



Survey report findings



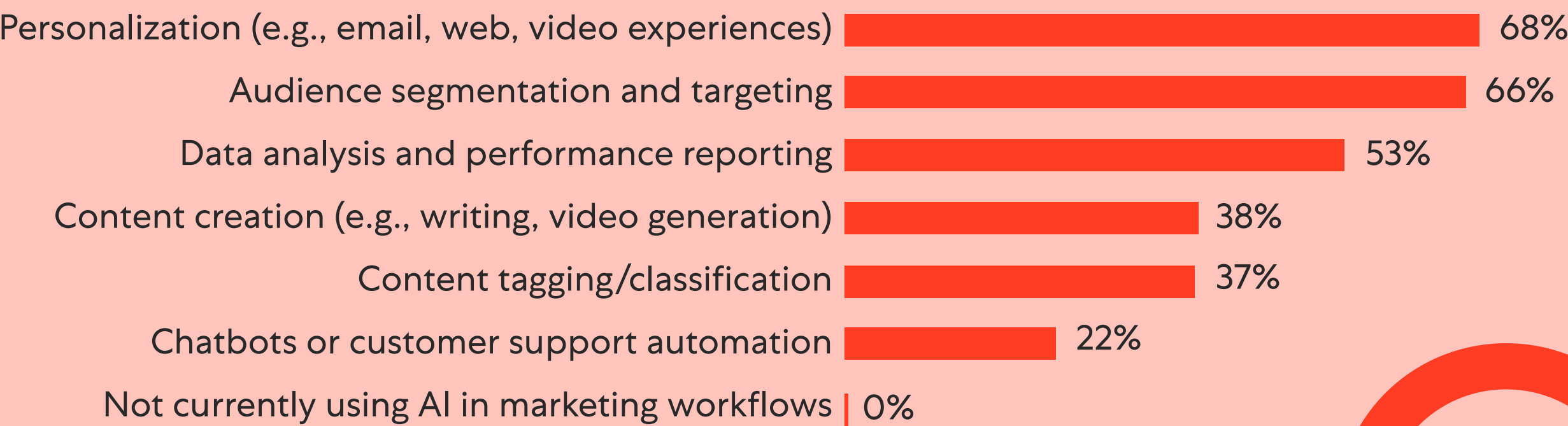
AI adoption is universal in marketing workflows

Every respondent in our survey reports using AI in their marketing workflows, showing just how widely Artificial Intelligence has become part of everyday operations, and how much trust marketers have come to put in these tools. The most common uses lean toward upstream planning and optimizing operations, with personalization (68%), segmentation, and targeting (66%) leading the pack.

Content-focused tasks are picking up steam but remain a step behind, which is surprising considering that generative AI is the earliest and best-known use of AI. 38% use AI for content creation, and 37% use it for tagging and classification. It's clear that AI isn't a side project anymore, it's being used by all teams in some capacity in their marketing workflow.

This widespread decline underscores an important shift: financial marketers can no longer rely on the same playbook to reach and engage with their audiences.

Figure 1.
Current AI use cases across marketing workflows



* Question allowed more than one answer and as a result, percentages will add up to more than 100%

AI integration is still immature

Nearly every team in our survey (99%) says their AI tools are at least somewhat integrated into their broader marketing stack. But only 1% feel their AI tools are “very well” integrated, and the same 99% agree that their AI tools still operate in silos. In other words, AI is clearly in use, but it hasn’t yet become a true foundational layer or changed the business tech stack.

Most teams are still in the middle of their integration journey: AI is helping, but it’s not deeply woven into the systems and workflows that drive marketing at scale. There’s a clear opportunity here: the organizations that push beyond light adoption and build deeper, more seamless AI integration will gain a meaningful competitive edge.

Figure 2.

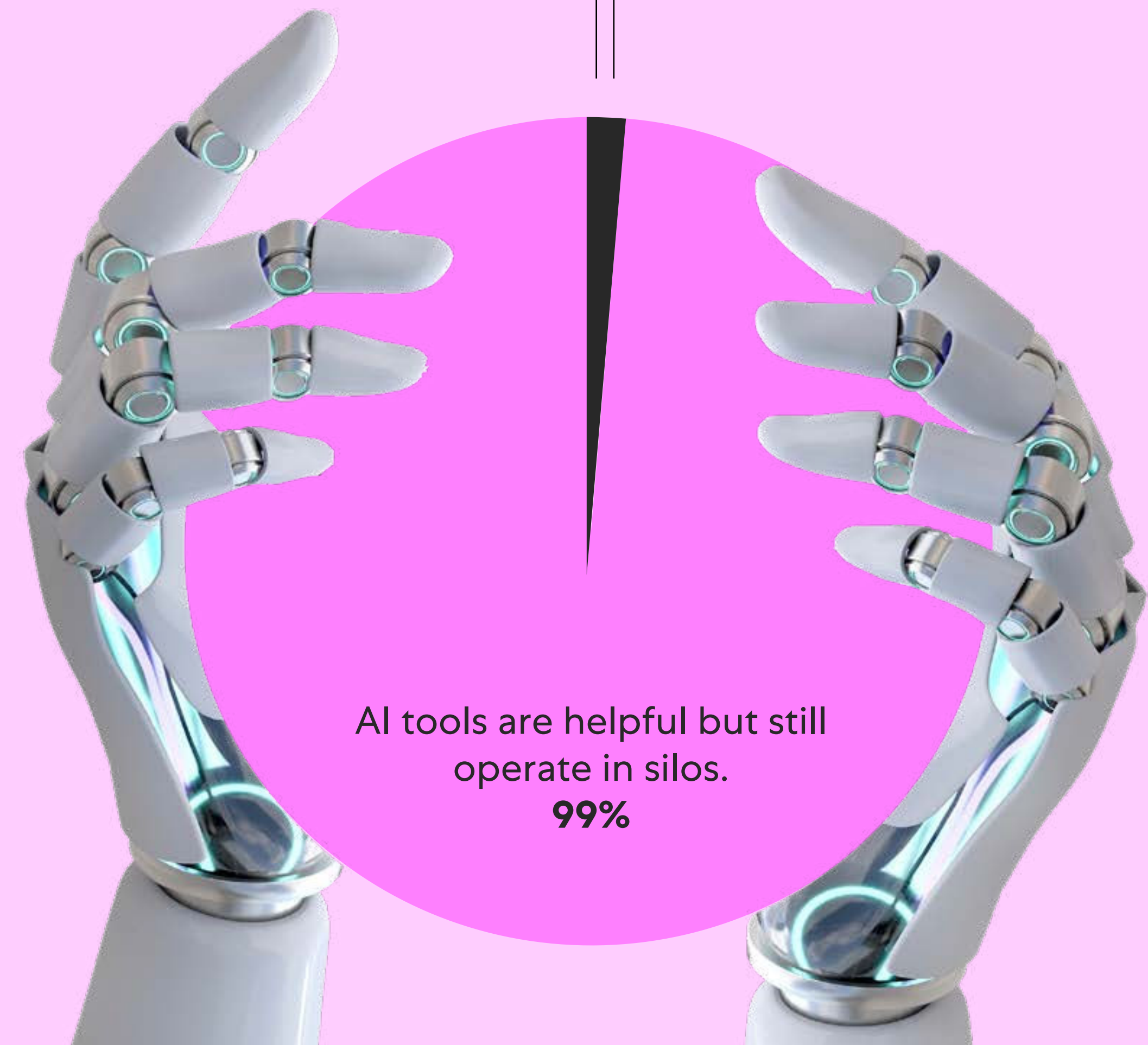
Degree of AI integration with broader marketing tools and systems

Low - AI tools are disconnected or require manual workarounds

0.0%

Full - AI outputs connect directly to CRM, MAP, and content workflows

1%



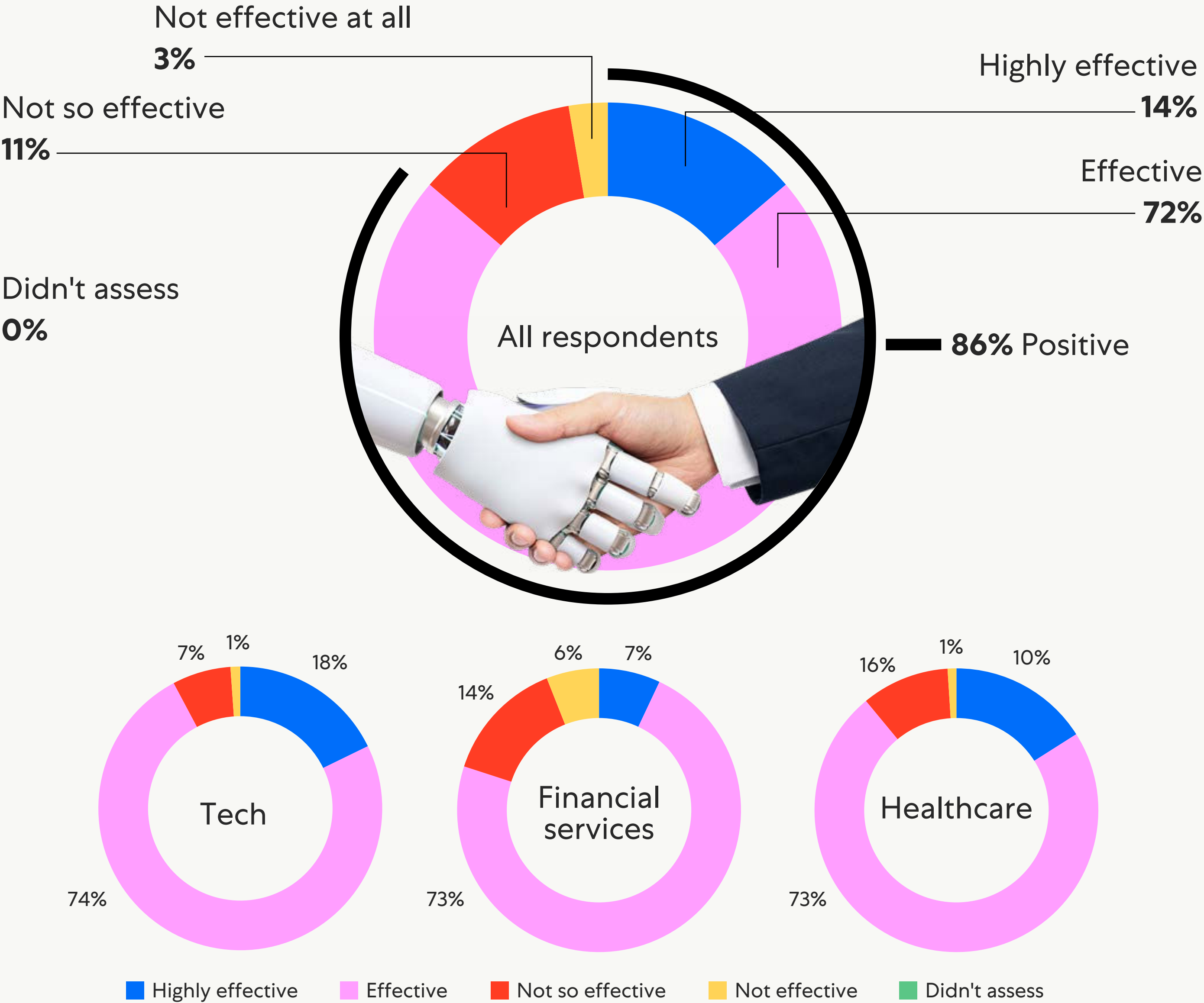
In AI we trust - but there are significant differences across industries.

We can see that marketers are overwhelmingly using AI, but how well is it actually working? Overall, confidence is strong: 86% feel positively about the performance of AI in their current workflows. Still, the level of trust varies meaningfully by industry.

This gap isn't about whether marketers believe in AI. It's about how well their organizations can deploy it in a governed, consistent, and data-rich environment. Tech teams are the most confident, with 92% rating AI as highly effective or effective. That confidence dips slightly in financial services (87%) and in healthcare (89%), where strict regulatory and compliance needs make AI adoption more complex.

The takeaway: marketers generally see AI delivering real value, but highly regulated industries need enterprise-grade AI, secure, compliant, and built to handle sensitive data, to fully unlock its potential.

Figure 3.
Perceived effectiveness of AI in current marketing workflows by industry



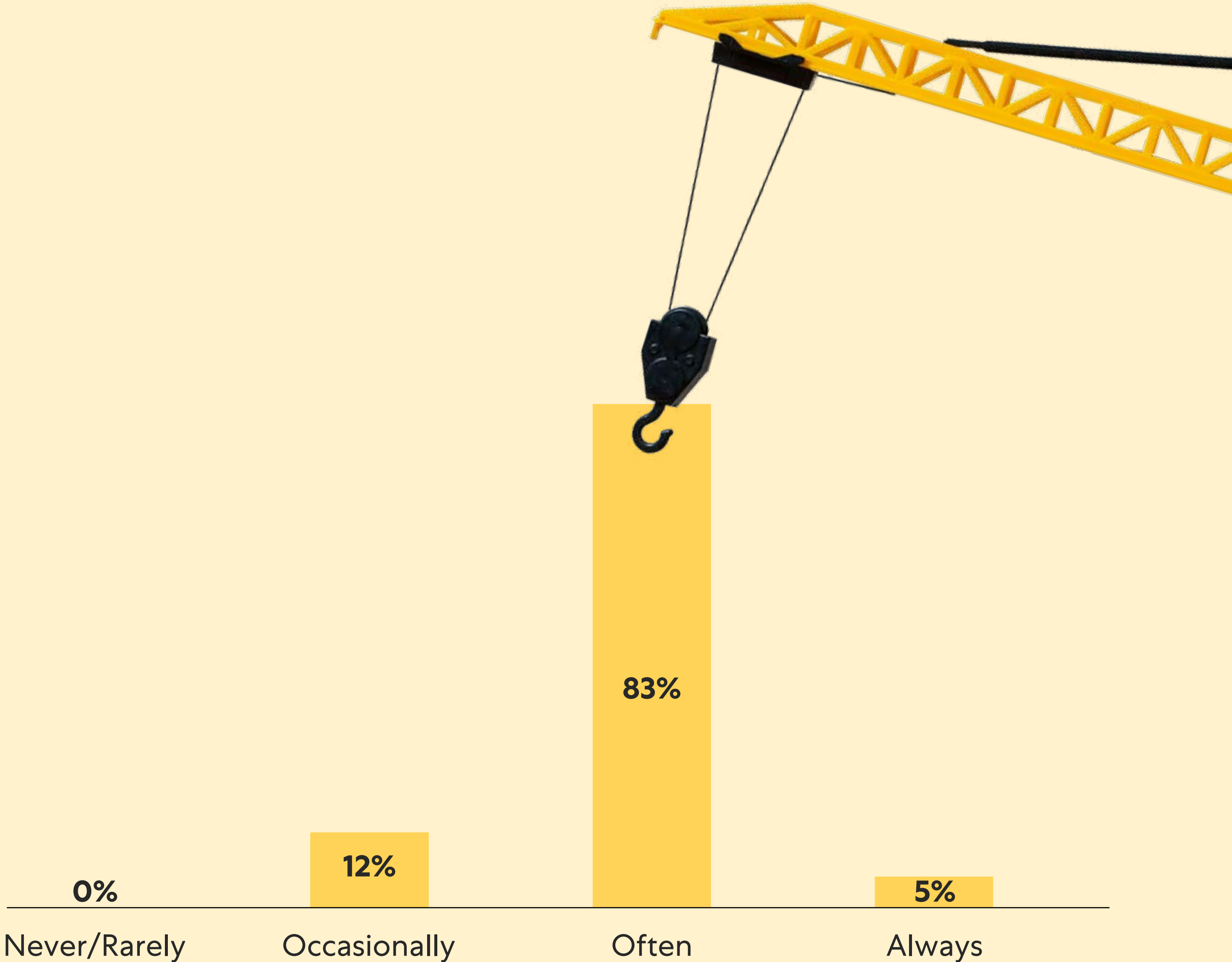
Sales and Customer Success teams are regularly leveraging engagement data in their daily work

For years, there’s been a noticeable gap between the rich engagement data generated by Marketing and the ability of Sales to put that information to work. That’s beginning to change. Sales and Customer Success teams are now tapping into marketing engagement signals much more consistently, turning what was once a siloed dataset into a shared, cross-organizational asset.

83% say they often use information like video views, event participation and clicks, showing a shift as marketing data becomes closer to the revenue-generating arm of the business.

It’s crucial to recognize that this engagement data is already being leveraged by Sales teams. Far more than just a vanity metric, high-quality indicators like video engagement don’t just show interest, they offer real visibility into a customer’s readiness to convert and help create tighter alignment across Marketing, Sales, and CS.

Figure 4.
Use of marketing content engagement data (video views, event participation, clicks) by Sales and Customer Success teams



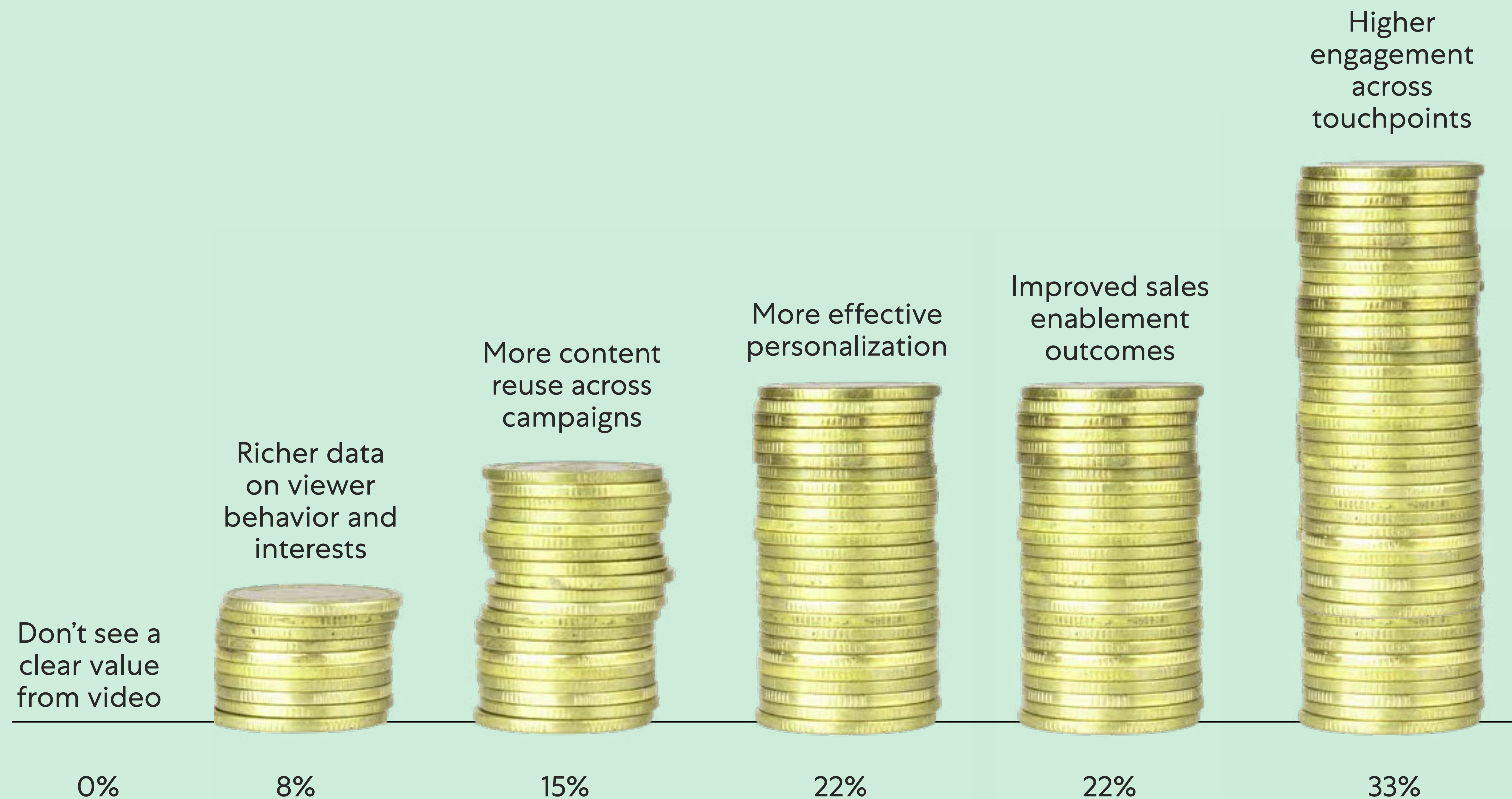
Video engages - and it also impacts sales revenue

Marketers are clear about video's standout role: its biggest benefit is driving stronger engagement (33%). But just behind that, they point to outcomes that tie directly to revenue, including better sales enablement (22%) and more effective personalization (22%).

The key takeaway here is that video isn't just a fun or awareness tool, it's increasingly tied to conversion and revenue. Because of this, marketing operations directly impact sales outcomes: when video is used for demos, product explainers, webinars, education, and customer engagement, it becomes a bridge between Marketing and Sales success.

The takeaway: teams that expand video into product education, customer engagement, and late stage selling motions have a clear opportunity to influence deals more directly. Video isn't just engaging; it's becoming one of the most effective ways to guide buyers toward a decision.

Figure 5.
Primary benefit of video within marketing and sales strategy



Top, middle or bottom of the funnel. How is video being used across the customer journey?

When it comes to video, most marketers lean heavily on video in the early and middle stages of the funnel. 58% use video for top-of-funnel efforts, and 62% use it to support mid-funnel education and consideration. But usage drops off sharply once customers move deeper into the journey. Only 35% say they use video for bottom-of-funnel activities, and just 22% use video for post-purchase activities.

This data uncovers a clear gap: while video engagement is beneficial to Sales teams, it's not being deployed at the bottom of the funnel. There's meaningful opportunity for teams to expand video into later-stage interactions where it can reinforce value, drive conversions, and strengthen customer relationships.

Figure 6.

Extent of video use across the customer journey

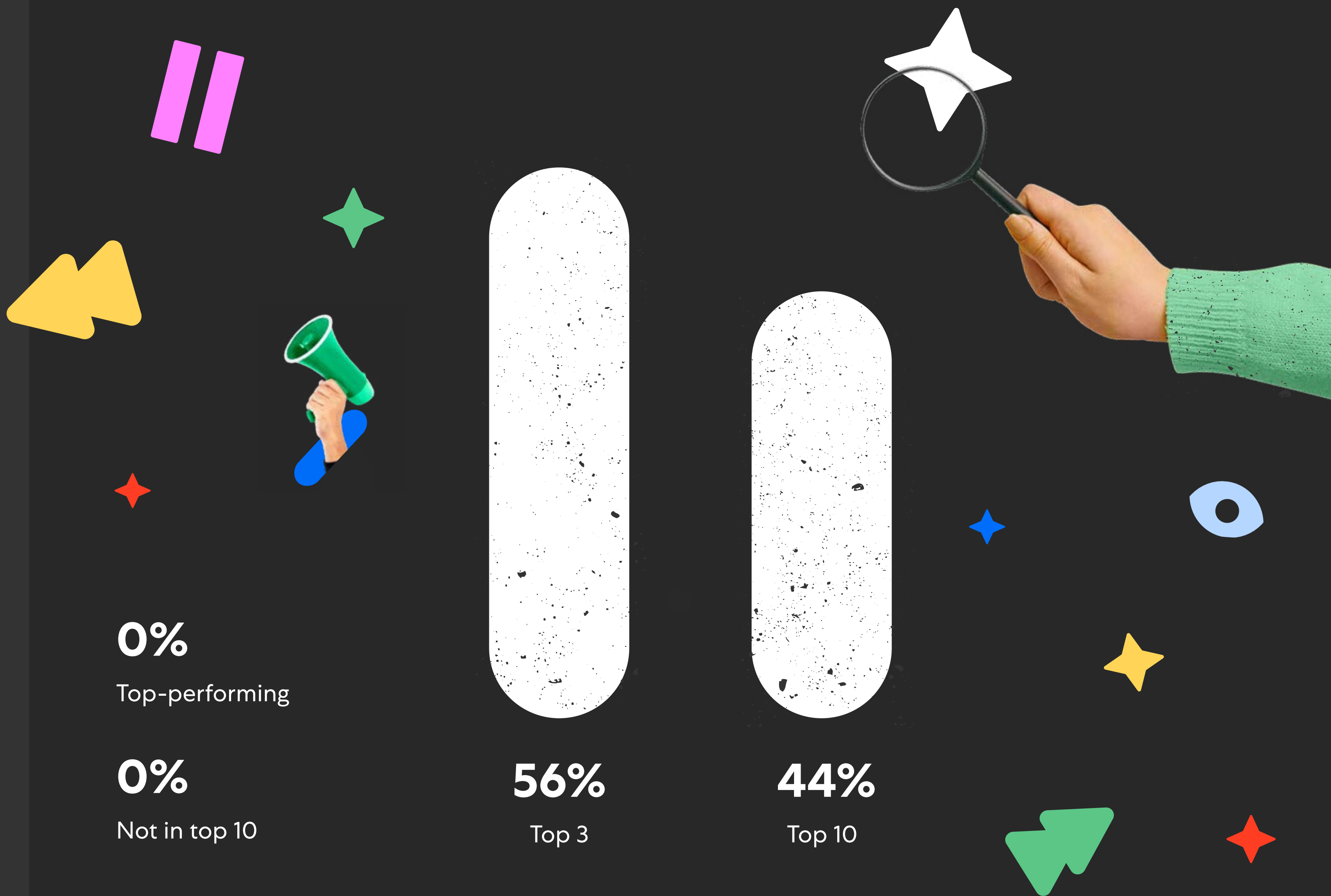


Video content is a core element of Marketing

Video is a top-tier format: 100% of respondents place video in their top 10 marketing mediums, with 56% ranking it in their top three.

Video is not a niche medium or channel, it's widely recognized as a dependable, core element of the marketing experience for customers and prospects.

Figure 7.
Current performance rating of video as a format within the organization



Demand for marketing video content over the past 12 months is trending upwards

Demand for video is rising significantly across the industry, with marketers tasked with creating more video content than ever.

69% of marketers say that their organization produces more video content than 12 months ago, and just 2% report a decrease. Video is not a temporary spike, it's a stable long-term expectation in businesses, or a revenue and engagement generation engine which is receiving increased investment and attention.

Figure 8.

Change in organizational demand for marketing video content over the past 12 months

0%

Significantly decreased (-30%)

0%

Significantly increased(+30%)

2%

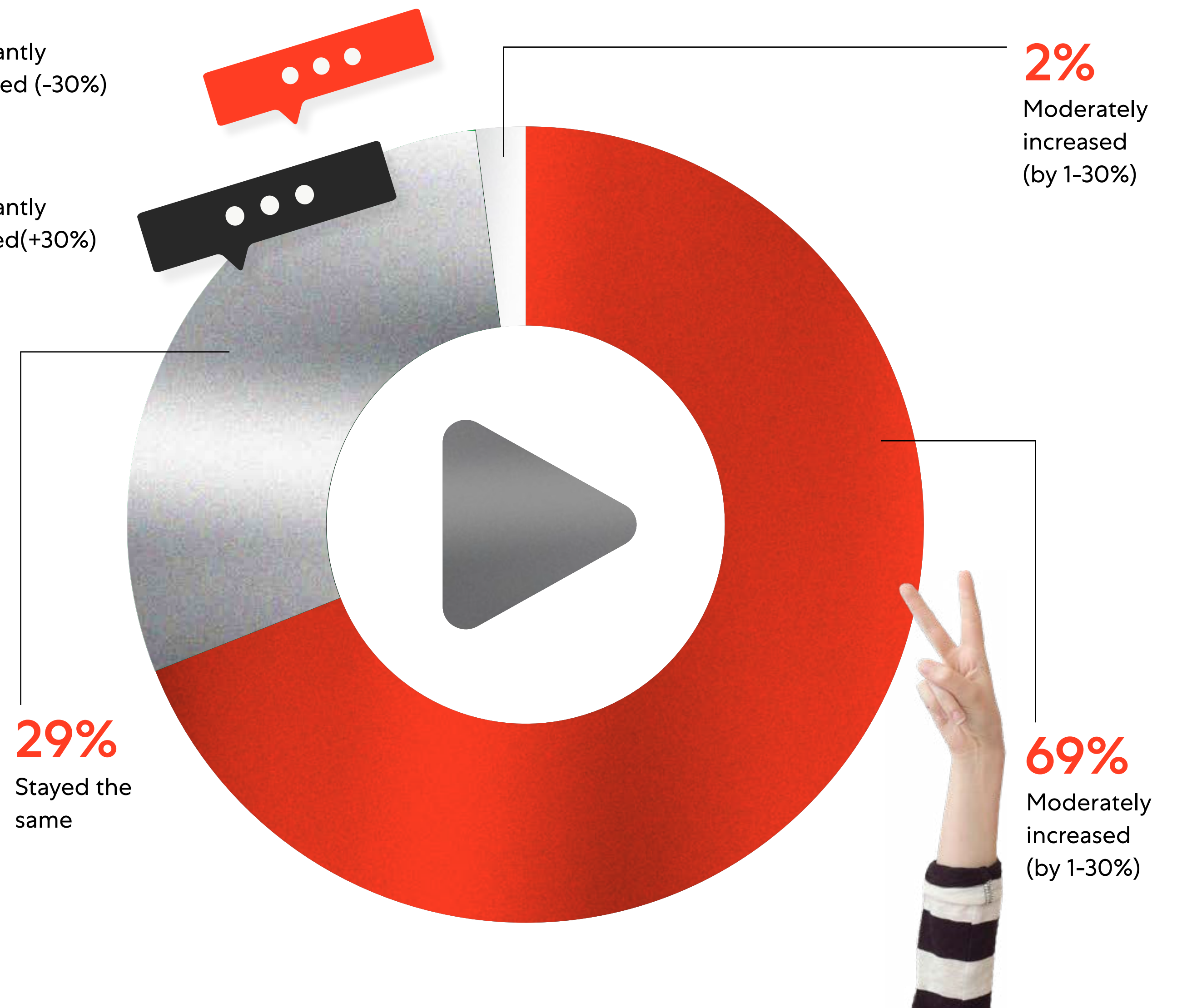
Moderately increased (by 1-30%)

29%

Stayed the same

69%

Moderately increased (by 1-30%)



How are organizations supporting the need for video at scale?

As demand for video content continues to grow, most organizations are meeting the pressure by adding people and tightening collaboration. Nearly four in five teams (79%) report working on better cross-team coordination, while 65% have been given larger budgets and 61% have added headcount. Automation is part of the picture (34%), but it's noticeably less of a priority.

This trend shows that organizations are scaling video primarily through people and process, not technology. Many teams are still relying on manual workflows rather than modernizing their production and distribution systems.

Diving deeper into increasing headcount also tells an interesting story. Tech companies are making the biggest investment, with 71% increasing staff to keep up with demand. Financial services (63%) and healthcare (45%) trail behind, suggesting different levels of confidence, or perhaps readiness, to bet on video as a long-term growth driver. Tech's higher investment signals a stronger commitment: they see rising video demand not as a temporary spike, but as a structural shift that requires more hands and deeper resources. It could also relate to fewer guardrails and an easier time innovating and growing, while regulated industries are more cautious.

Figure 9.
Support received to meet increased video content demands

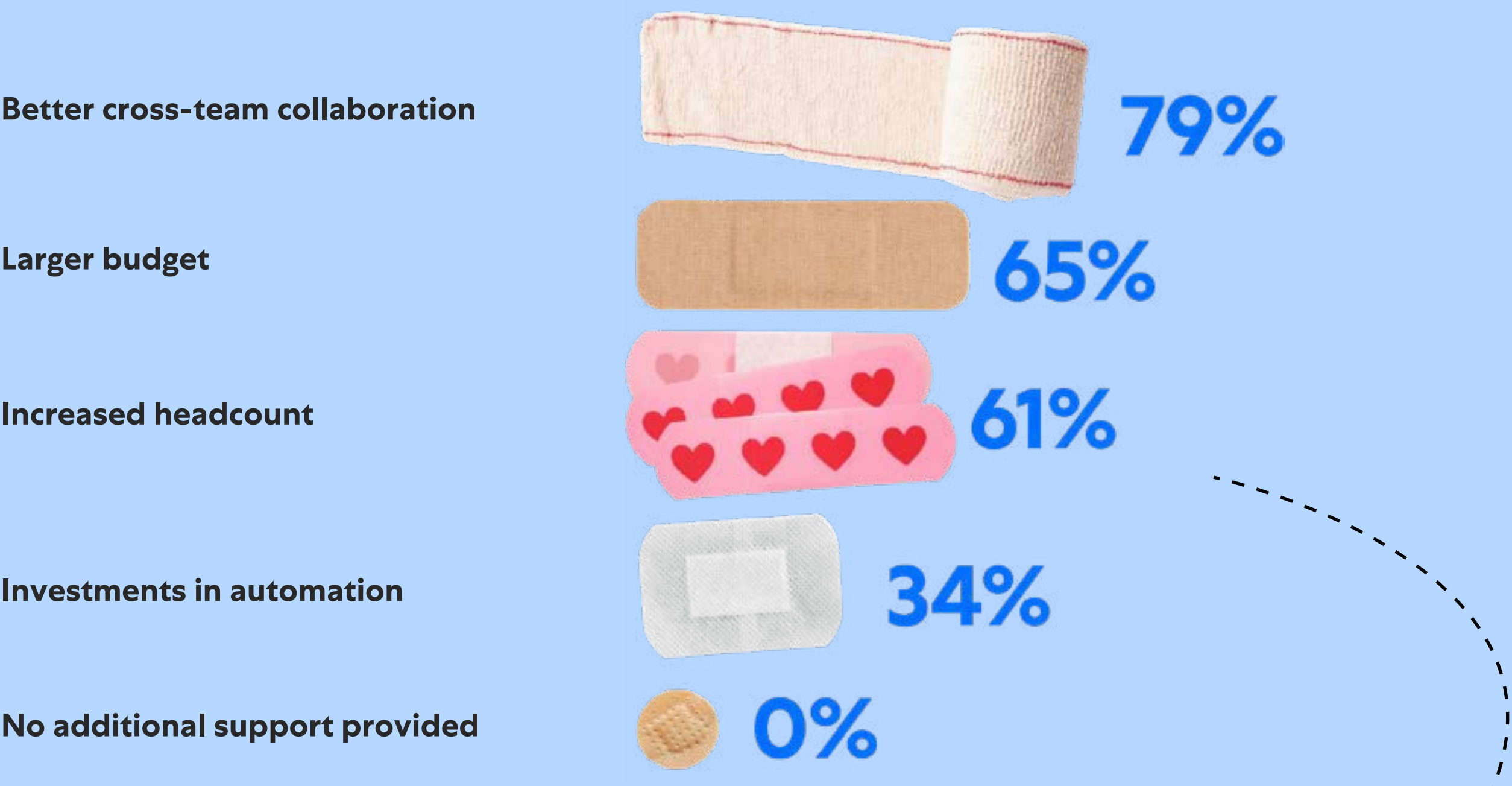


Figure 10.
Increased headcount by industry



* Question allowed more than one answer and as a result, percentages will add up to more than 100%

Scaling video content creation is hitting a wall due to operational challenges

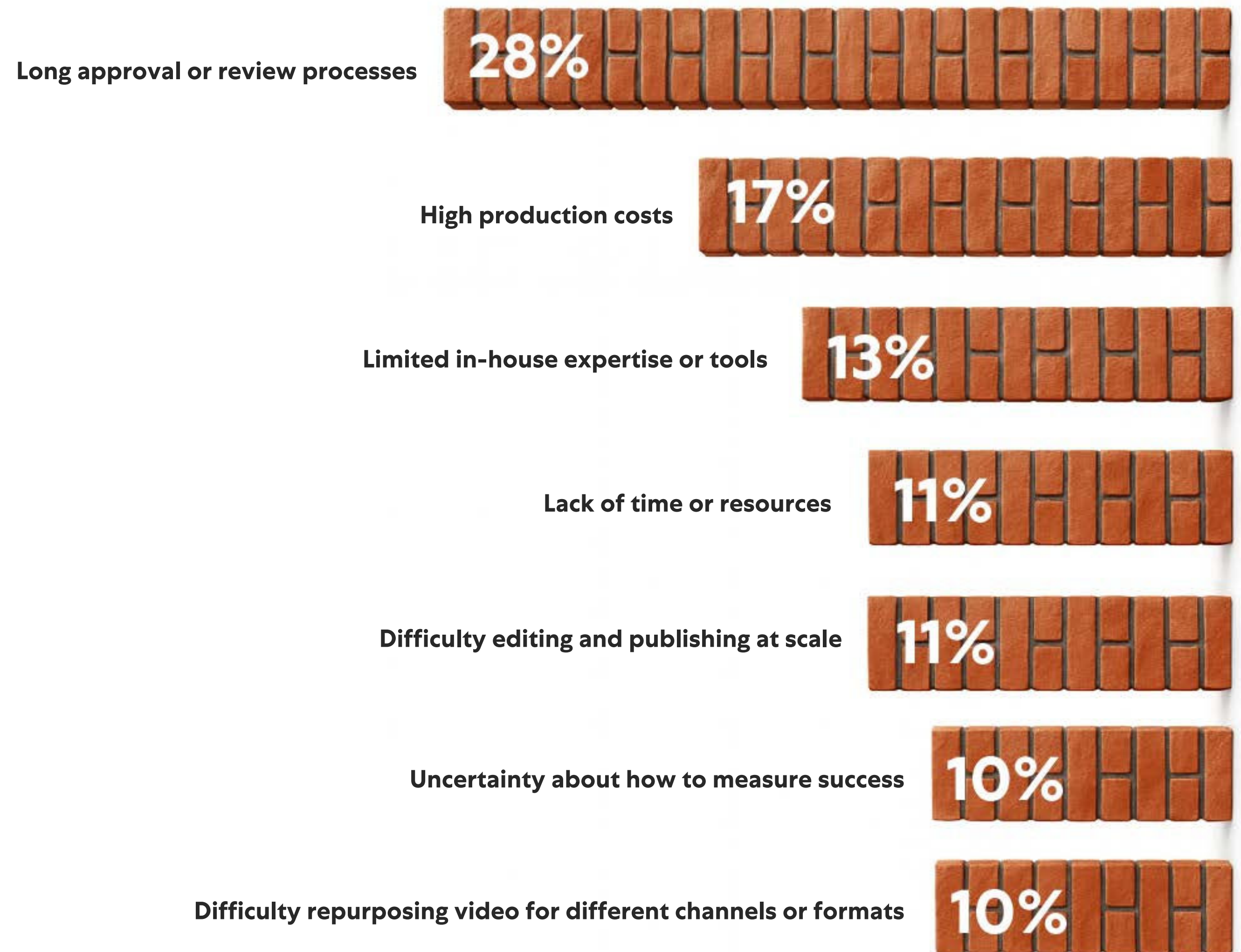
Scaling video is overwhelmingly an operational challenge, not a creative one. The biggest barrier marketers cite is slow approval and review cycles (28%), followed by high production costs (17%) and limited in-house expertise or tools (13%). In other words, teams aren't struggling with ideas or demand: they're struggling with workflows, capacity, and process complexity.

As video volume grows, those bottlenecks become even more noticeable. The low adoption of automation we saw earlier reinforces this: the biggest blocker to scaling video isn't the content itself, it's the way the work gets done.

Without modernized workflows, the only way to scale is by adding more time or more people, and that model simply won't hold as demand keeps rising year after year.

Figure 11.

Main challenges to scaling video content creation



Don't face major challenges 0

True 1:1 personalization is still a challenge for marketers

Most teams say they're personalizing, but the reality is that personalization is still happening at a fairly basic level. Half of respondents rely on persona- or segment-based approaches, and 49% focus only on high-value audiences. The most advanced tiers, namely true one-to-one at scale or a blend of one-to-one and segment-level personalization sit at 0%. In short, almost no one has achieved real 1:1 personalization today.

Marketers have the building blocks, but they're hitting a ceiling. This gap is exactly where generative and proactive video, alongside agentic AI, can unlock the next leap. A key part of this evolution is the rise of AI-driven avatars, allowing video to adapt in real time, speak directly to each viewer, and be generated at scale. These capabilities represent a new frontier and forge a path for teams to finally break out of mid-level personalization.

Figure 12.
Current level of personalization delivered by the team

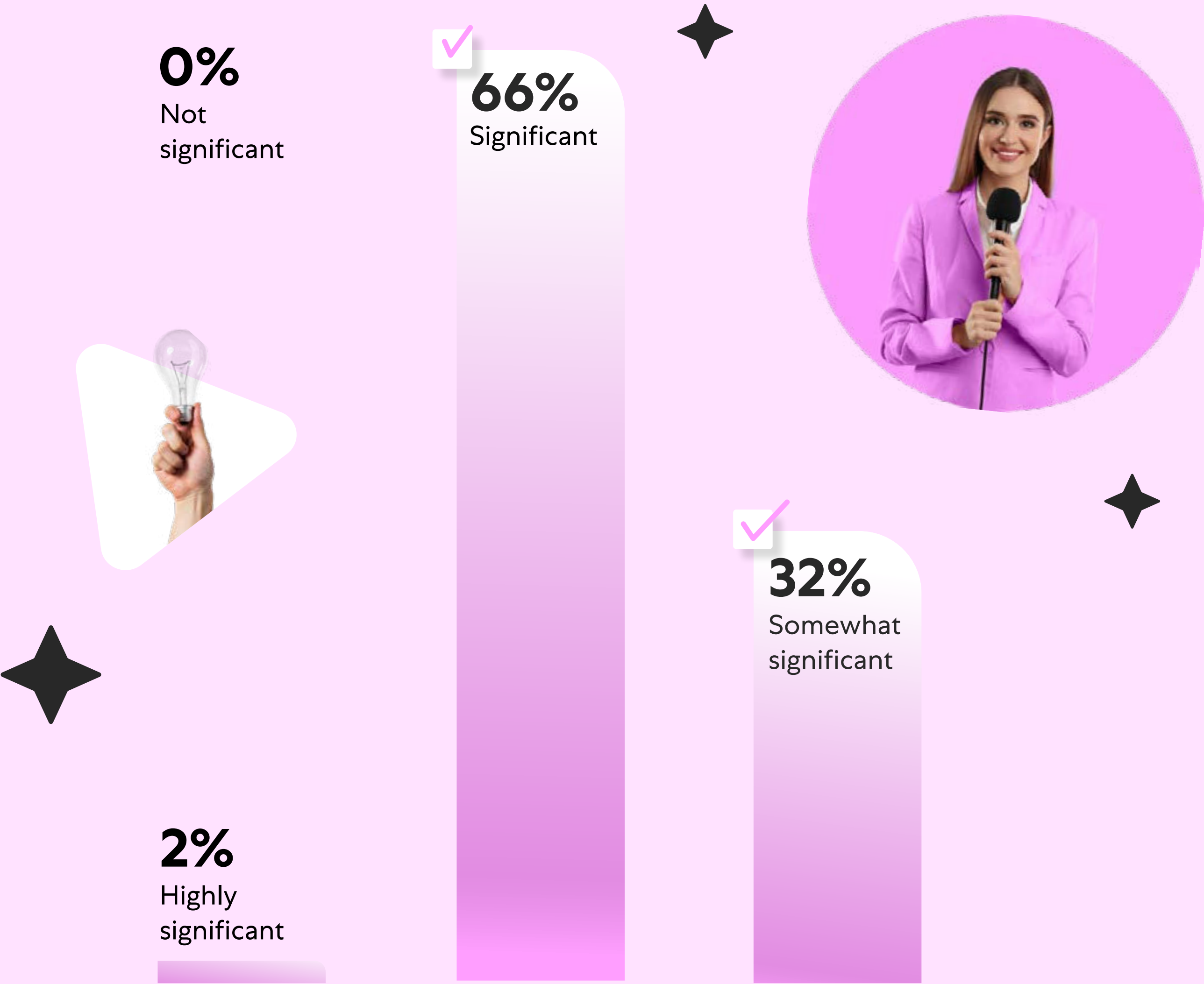


Personalized content leads to clear organizational gains

Even though most organizations are operating at mid-level personalization, the impact is already unmistakable. 68% of marketers report a top-tier growth effect, and the remaining 32% also see a somewhat significant positive impact. No one reports no impact at all. In other words, personalization is working, and working reliably.

The link is even stronger for teams using AI to power their personalization efforts, who report higher ROI overall. The takeaway is simple: the returns are there, and the data validates deeper investment in dynamic, AI-driven personalization engines.

Figure 13.
Impact of personalized content and campaigns on organizational growth

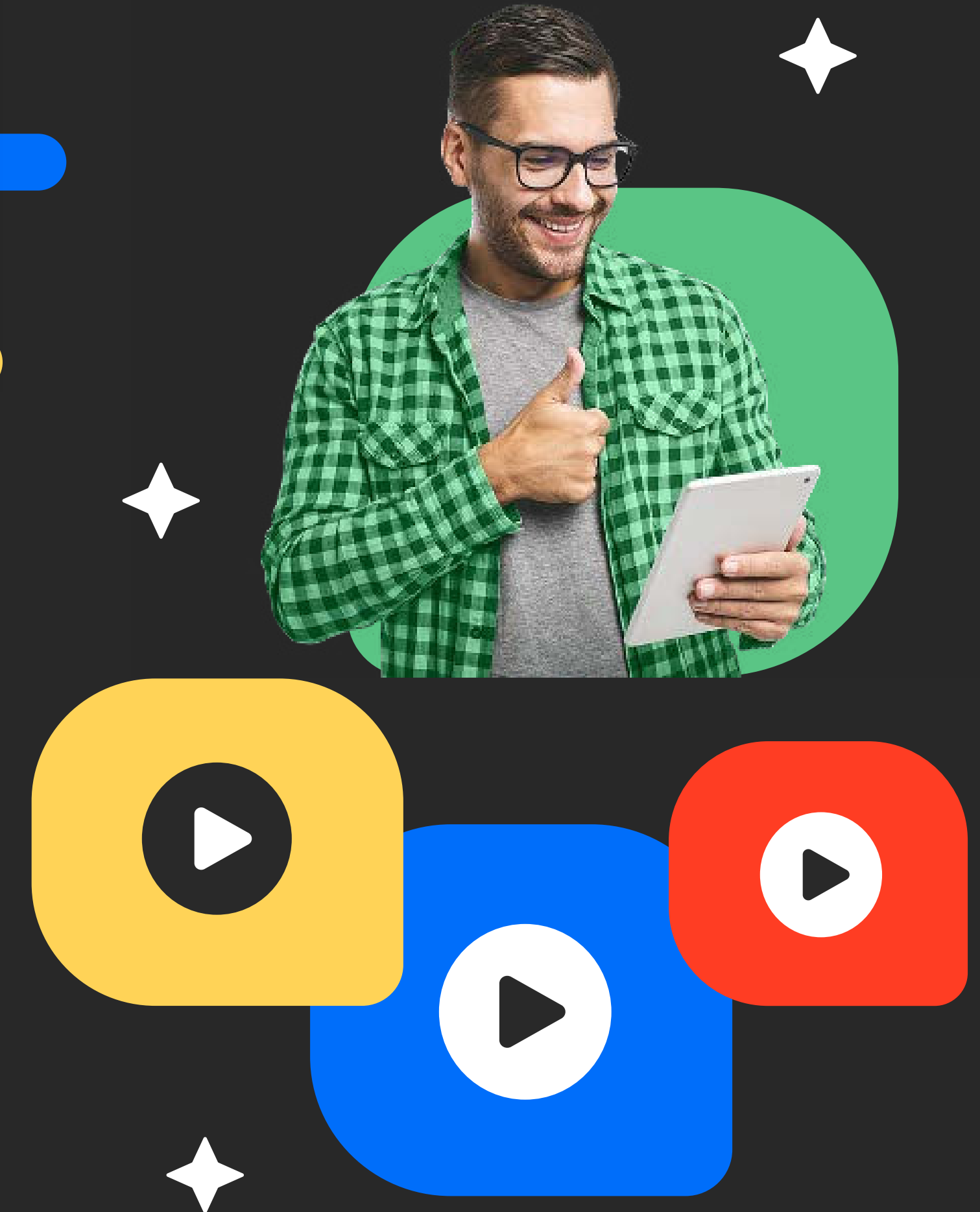
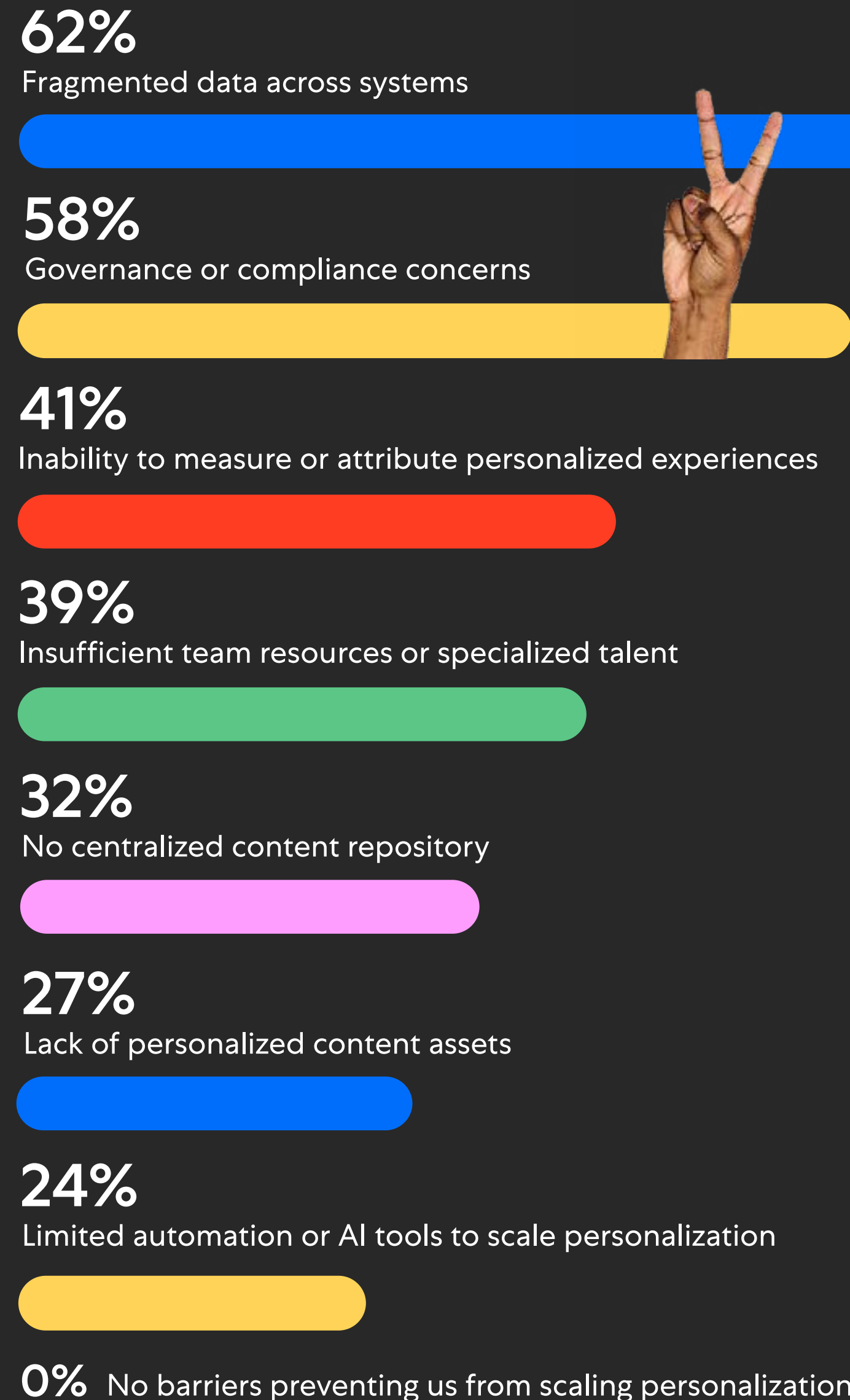


Data silos are the most significant barrier to scaling personalization today

What's holding marketing teams back from personalizing in a deeper, more meaningful way? Again, the top barrier is not a creative one, it's operational, with fragmented data across systems cited by 62% of respondents as their main barrier to success. Systems are simply not integrated to enable the usage of data for personalization at scale, and a unified data environment is a pre-condition for personalization in marketing teams.

This challenge is followed by compliance concerns at 58%, underlining the need for an enterprise-grade AI system in terms of security and governance.

Figure 14.
Biggest barriers to scaling personalization today



*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Demographics



Figure 15.
Country

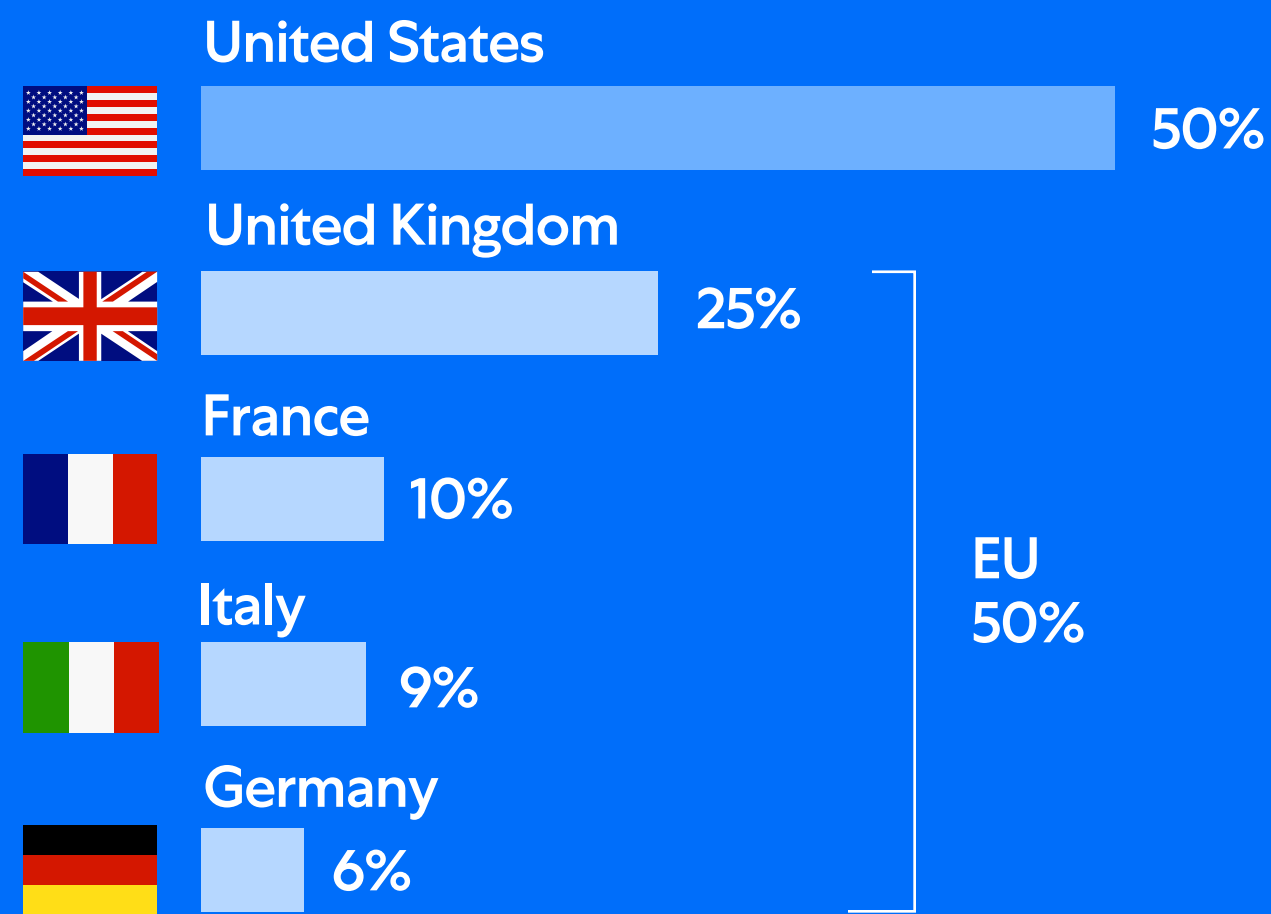


Figure 16.
Industry

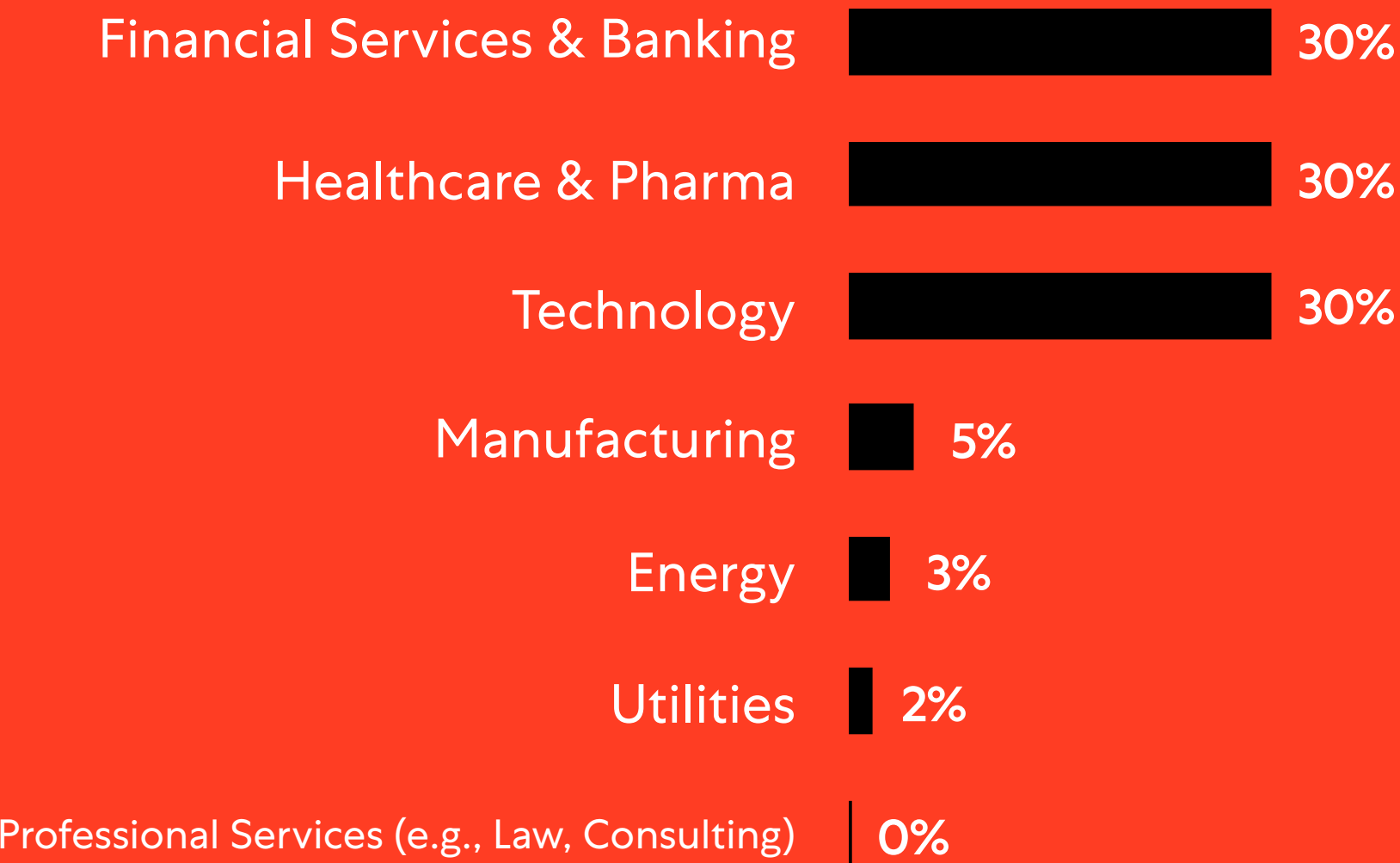


Figure 17.
Company size

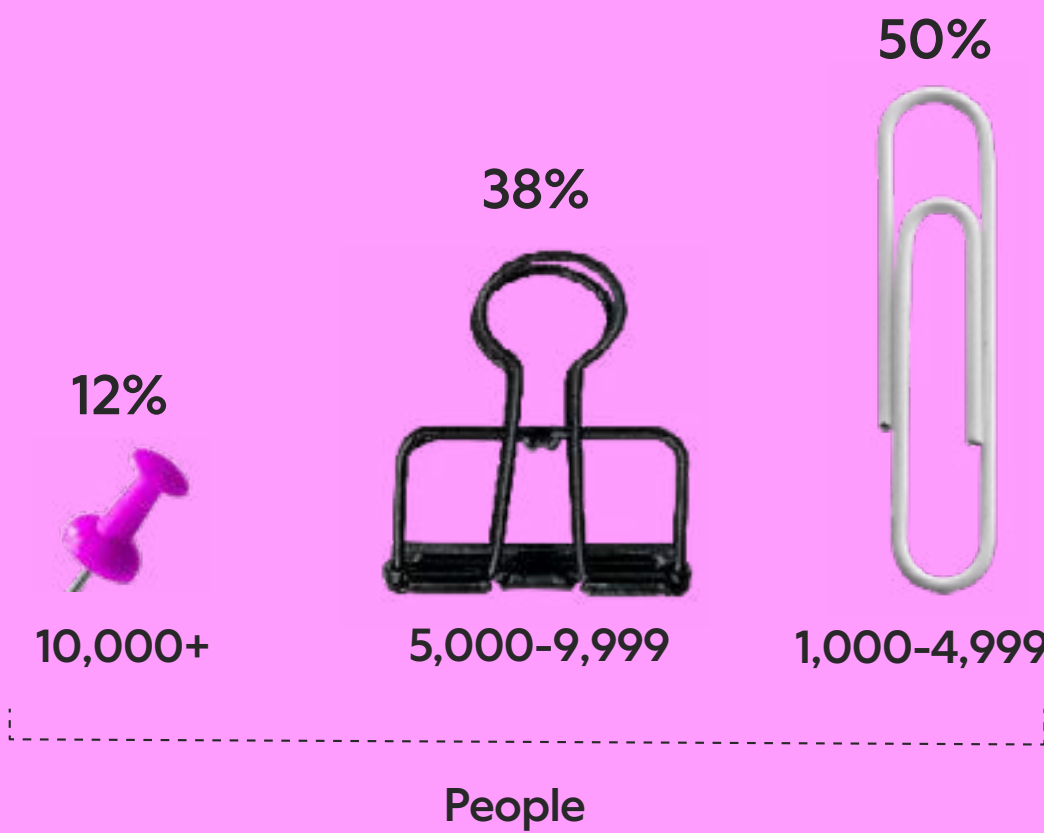


Figure 18.
Role



Figure 19.
Seniority

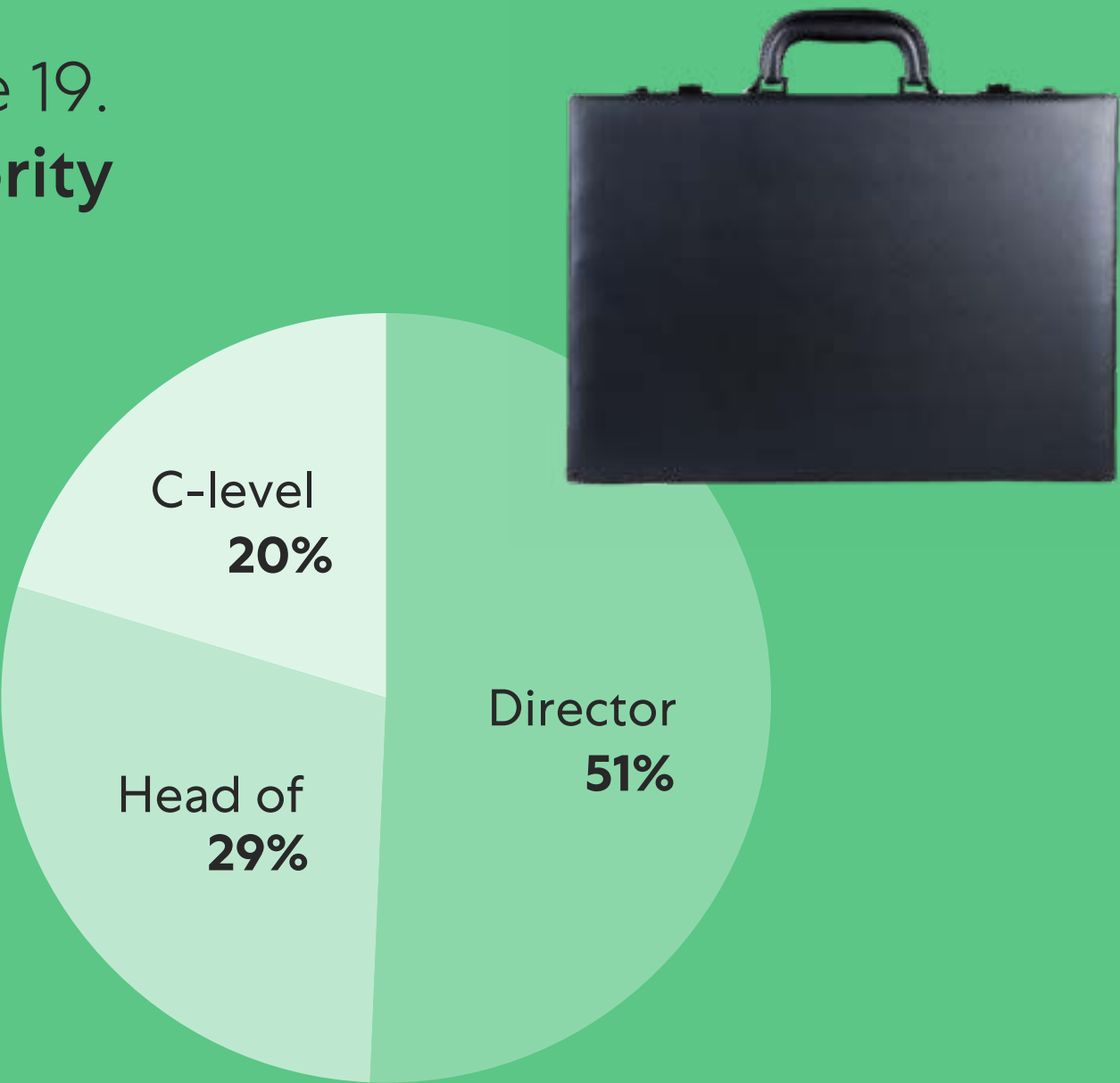
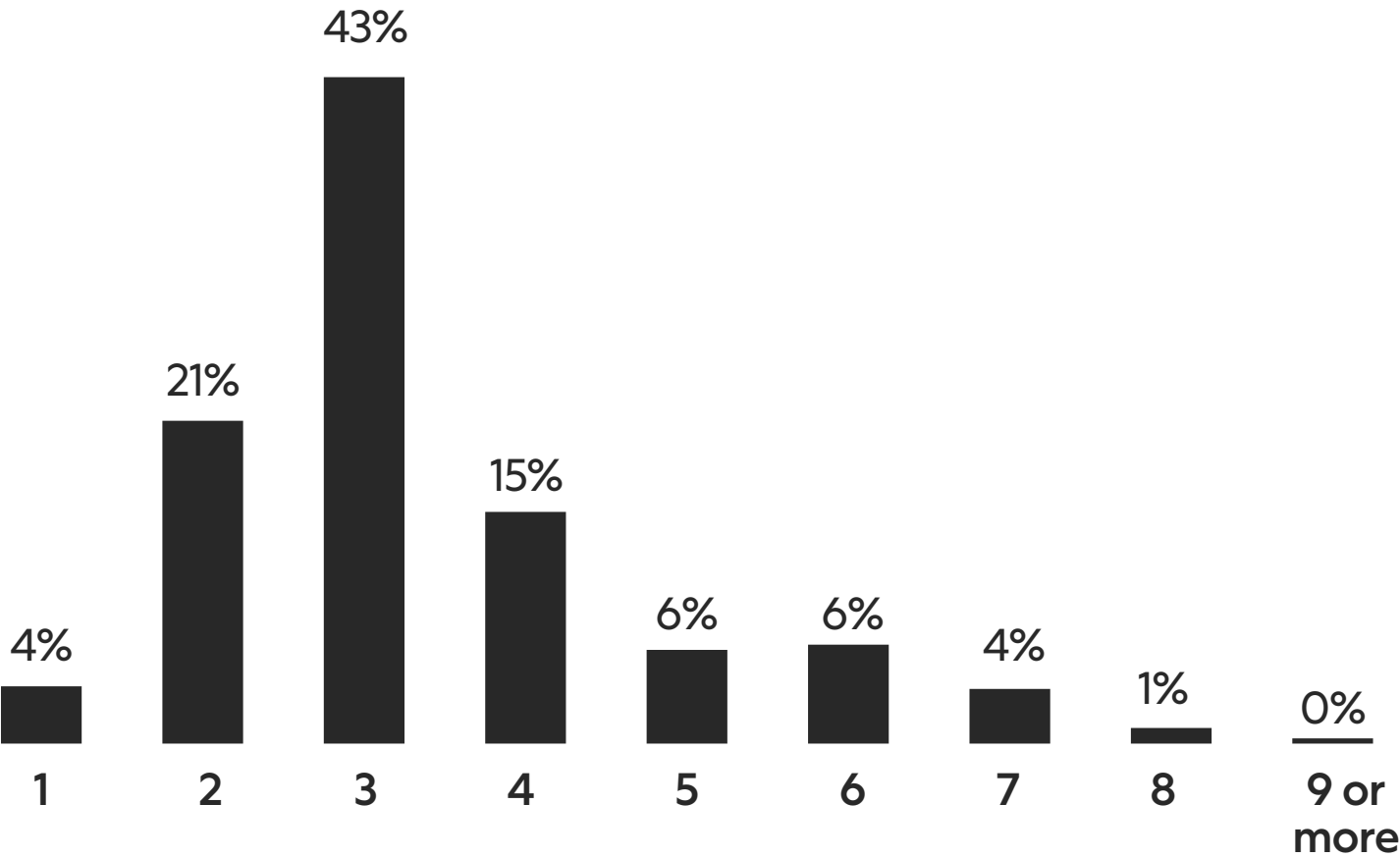


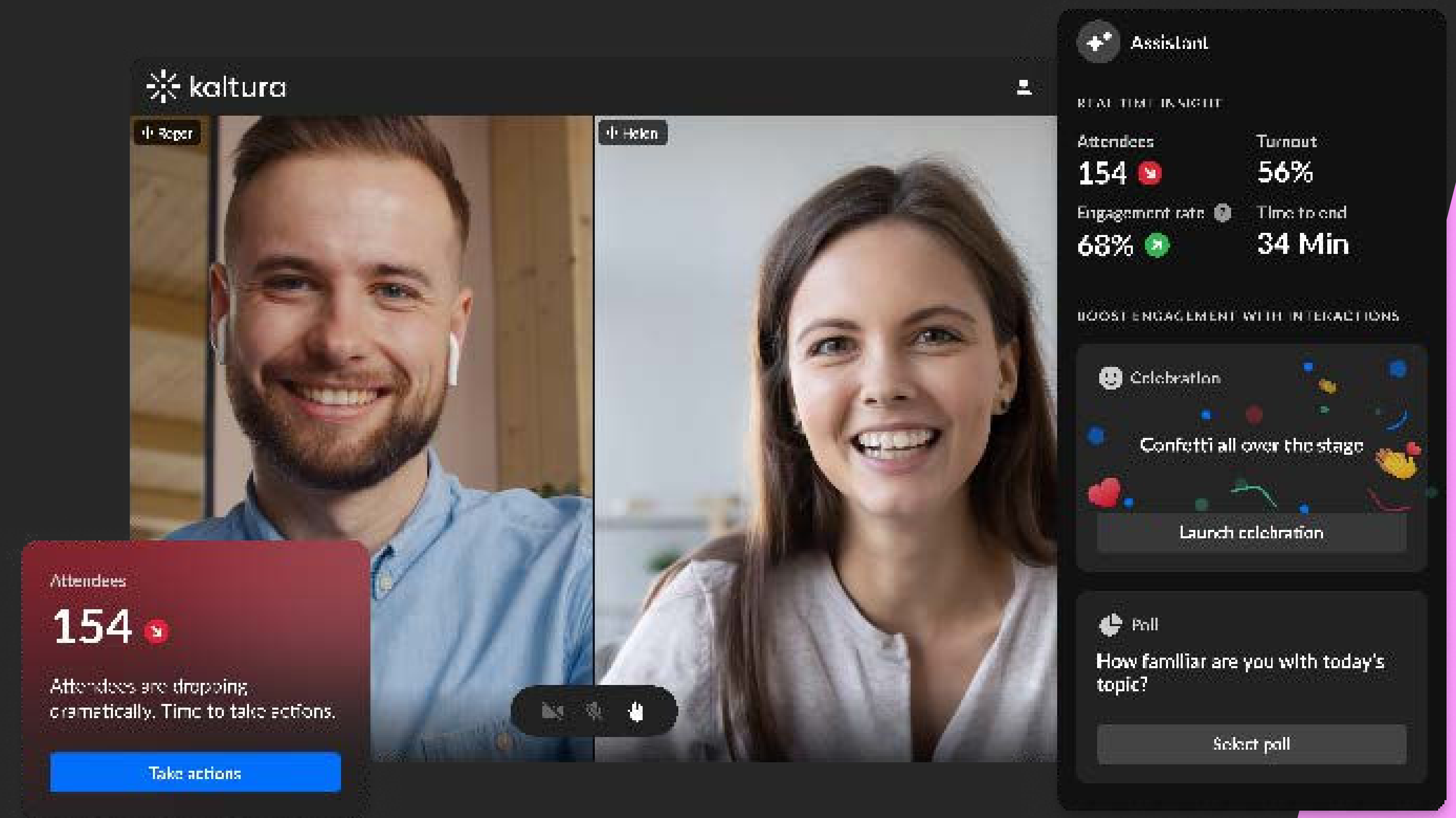
Figure 20.
Webinars held (Last month)



About Kaltura

Kaltura is the AI Video Experience Cloud powering the next generation of intelligent, real-time customer and employee interactions. Built on a unified, enterprise-grade cloud infrastructure, Kaltura embeds AI directly into the video layer, transforming video from a passive asset into an active, adaptive participant in every workflow. With agentic video capabilities, AI assistants, and real-time avatars, organizations can deliver hyper-personalized experiences across marketing, sales, learning, and communications at scale.

Kaltura's platform consolidates video management, live events and on-demand viewing, analytics, and automation into one connected system, addressing the operational challenges highlighted in this report, from rising content demand and partial AI adoption to fragmented data and inefficient workflows. Global enterprises rely on Kaltura to modernize how they engage audiences, unify their video stack, and bring intelligence and presence into every touchpoint.



Schedule a demo



www.kaltura.com

