



The State of AI Readiness

**From an experiment to
a baseline expectation**

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Revenue Enablement's AI Revolution

Professionals in the revenue enablement space don't see AI merely as a way to automate tasks or workflows. They view it as a critical booster of efficiency – and they believe that learning to take full advantage of AI has become an imperative for businesses seeking to maximize the efficiency of revenue teams.

In a nutshell, this summarizes the key takeaways from Mediafly's 2025 State of AI Readiness Survey. The survey polled sales, marketing and revenue enablement pros about how they are using AI in their jobs today, where they believe it is headed tomorrow and which challenges remain for unlocking AI's full value.

Read on for a detailed look at the survey findings – as well as what they reveal about the need for businesses to embrace AI as a way of supercharging revenue enablement teams by integrating AI-powered capabilities into revenue tools.

AI Adoption is Happening Now

When it comes to leveraging generative and agentic AI technology, revenue teams are no longer in the talking or planning stages.

A majority

61%

are either actively deploying AI solutions or experimenting with them.

How would you describe your organization's current approach to AI?

We're actively deploying AI solutions across departments

32.25%

We're experimenting with pilots and proofs of concept

29.41%

We're starting to explore but haven't implemented anything yet

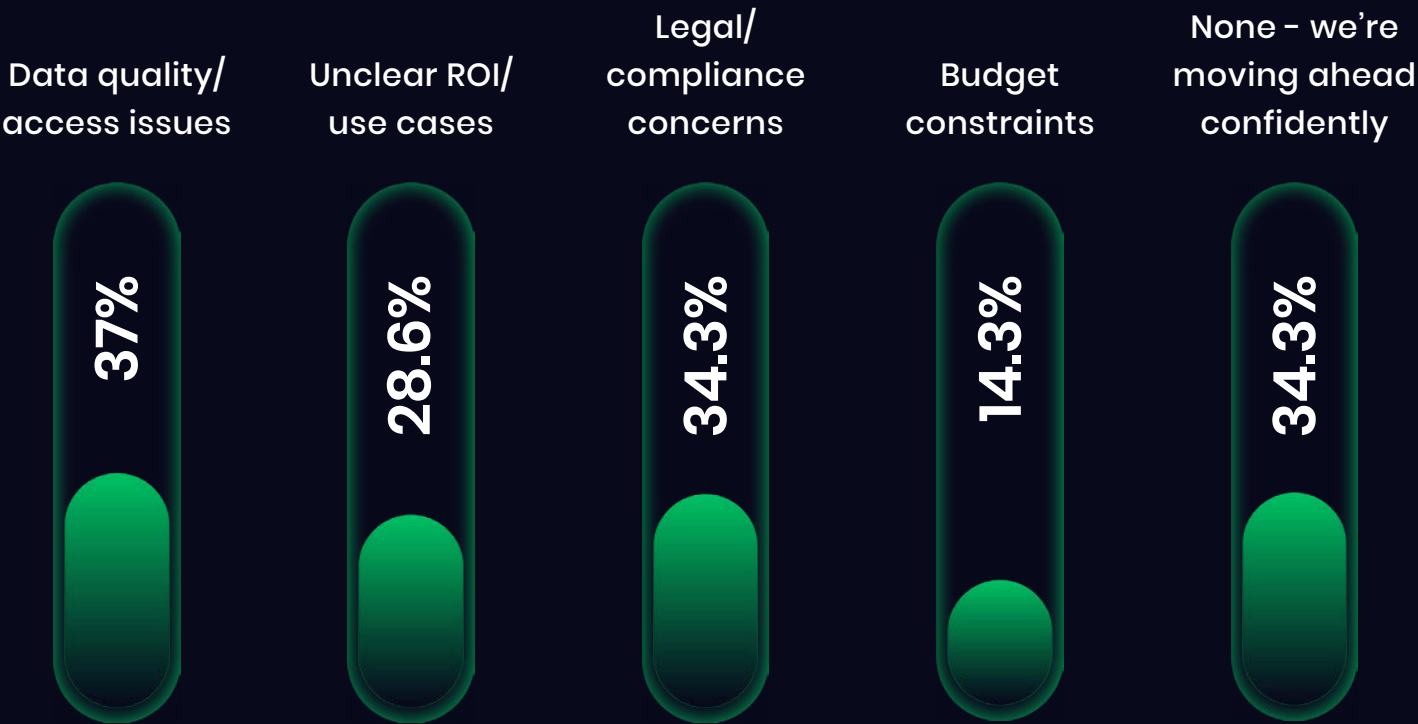
26.47%

We have no current AI initiatives or plans

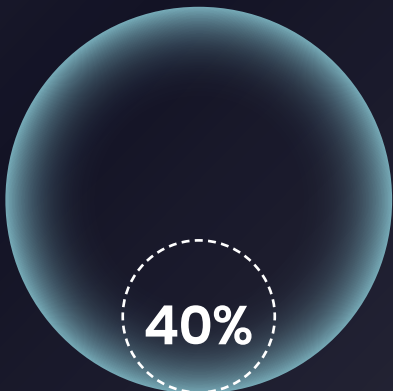
11.76%

What's more, although considerations like compliance and data privacy are presenting challenges for some organizations as they move to adopt AI, they impact only a minority of teams, and are hardly show-stoppers.

What, if any, barriers are making it harder to widely roll out AI tools at your organization?



Lack of skills and expertise remains a major roadblock to AI adoption. 40% of respondents cite it as the main barrier, over data quality or lack of clear use cases.



Taken together, these findings make clear that the typical business has already begun integrating AI into its revenue operations. Using AI in this domain is no longer cutting-edge. It has become a prerequisite for any organization aiming to keep revenue enablement efficient and scalable.

“For everyone in the workforce, the ability to use AI is becoming a baseline expectation.”

Miles Nurse

CPO, Mediafly



26%

of respondents cited this use case as a goal for adopting AI, making it twice as prevalent as other common objectives (like content generation and intelligent search).

Top AI Use Cases in Revenue Enablement

As for what revenue leaders and teams aim to do using AI, the top priority is clear: **Boosting efficiency.**

What goals does your company hope to achieve with AI?

26%

Improve sales/marketing efficiency

11.43%

Content generation
(e.g. copywriting, visuals)

11.4%

Intelligent search or recommendations

8.6%

Automate repetitive tasks

8.6%

Gain insights from data

8.6%

Workflow automation

5.7%

Conversational AI (e.g. chatbots)

2.9%

Personalize customer experiences

17%

Unsure/Not applicable

This data underscores the role that AI is poised to play in boosting the speed and scalability of revenue enablement. By enabling dramatic reductions in manual work, AI will help teams work faster and achieve more.



There is a massive compression happening in revenue enablement in terms of what companies are expected to do. AI is critical for helping them rise to the occasion.

Miles Nurse

CPO, Mediafly

AI's Impact on Revenue Enablement Jobs

While AI is clearly changing the way revenue teams work, most professionals in this space do not believe it's a threat to their jobs. They do, however, see a clear need to learn to use AI capabilities in order to remain effective in their positions.

Which statements do you agree with?

51.6%

I need to improve my AI skills to stay competitive in the job market

16%

AI is reducing opportunities in my field

13%

I'm worried that AI might replace my job

19.4%

I feel anxious about the future of work because of AI

42%

AI highlights the importance of unique human skills

53%

AI is helping me do my job better

26%

I believe that AI will help create more jobs in the future

51.6%

I believe improving my AI skills will open better job opportunities

48.4%

AI gives me more time to focus on meaningful work

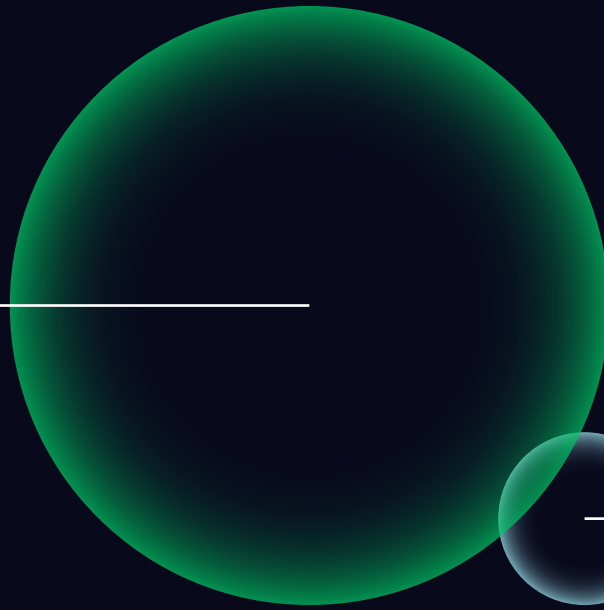
33.5%

I'm excited about using AI to advance my career

22.6%

I trust AI to support my decision-making

50%



13%

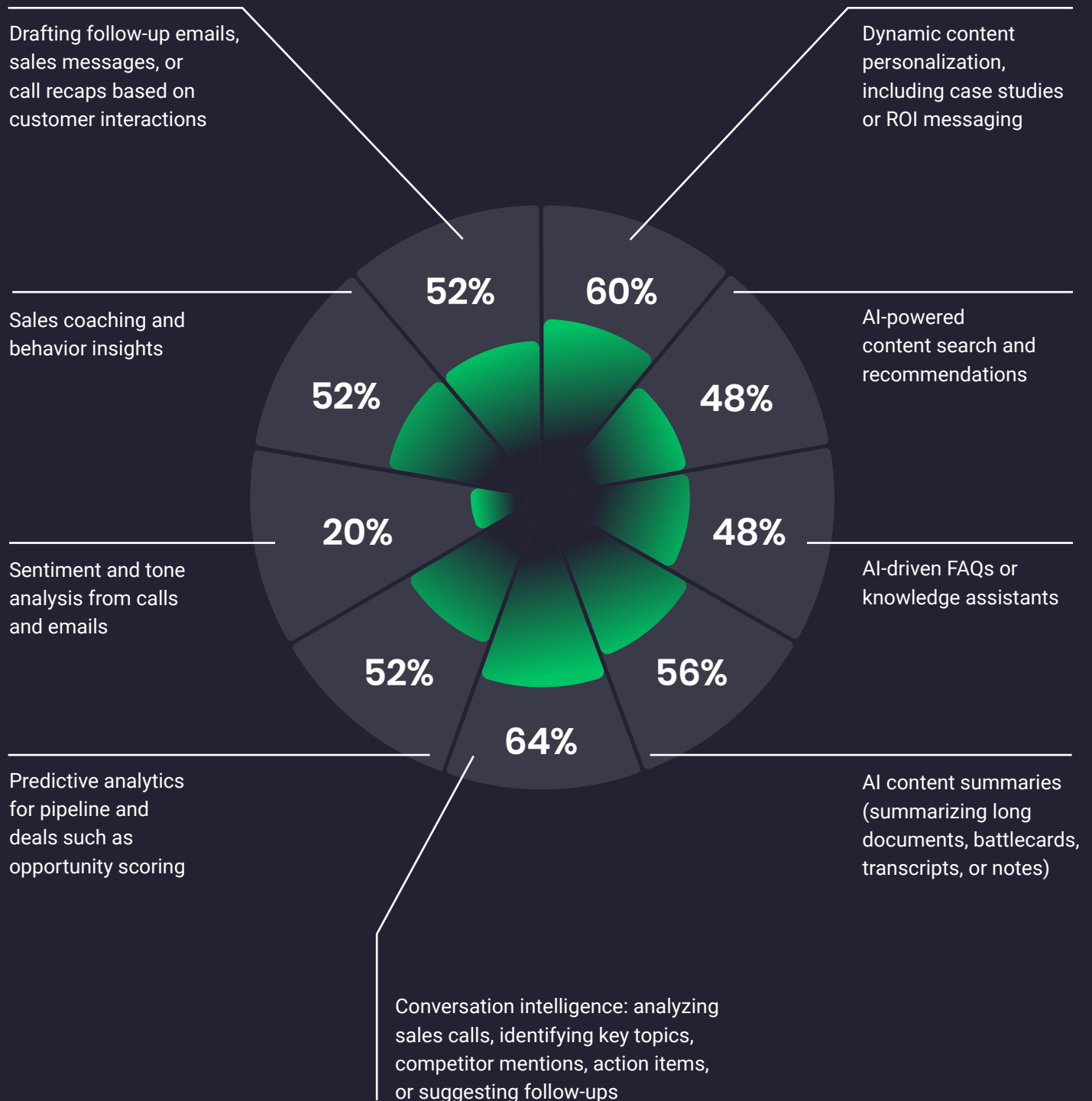
- Respondents who say that AI helps them do their job better
- Respondents who worry that AI will replace their job

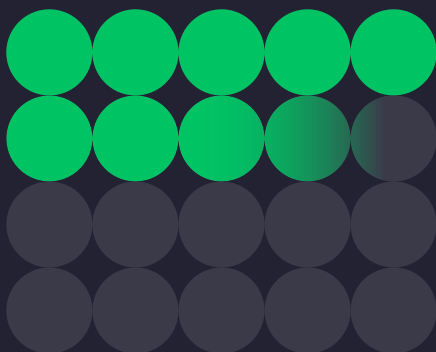
The takeaway for professionals in sales, marketing and revenue enablement is clear: Those that find AI tools and learn to leverage them effectively will sprint ahead, while those who fail to keep pace with AI-powered innovation risk falling behind.

The AI Features Revenue Teams Need

Asked which types of AI-driven features they need in revenue enablement tools, respondents pointed to a variety of capabilities, with conversational intelligence and dynamic content personalization topping the list.

What AI tools do you find critical in Revenue Enablement software?





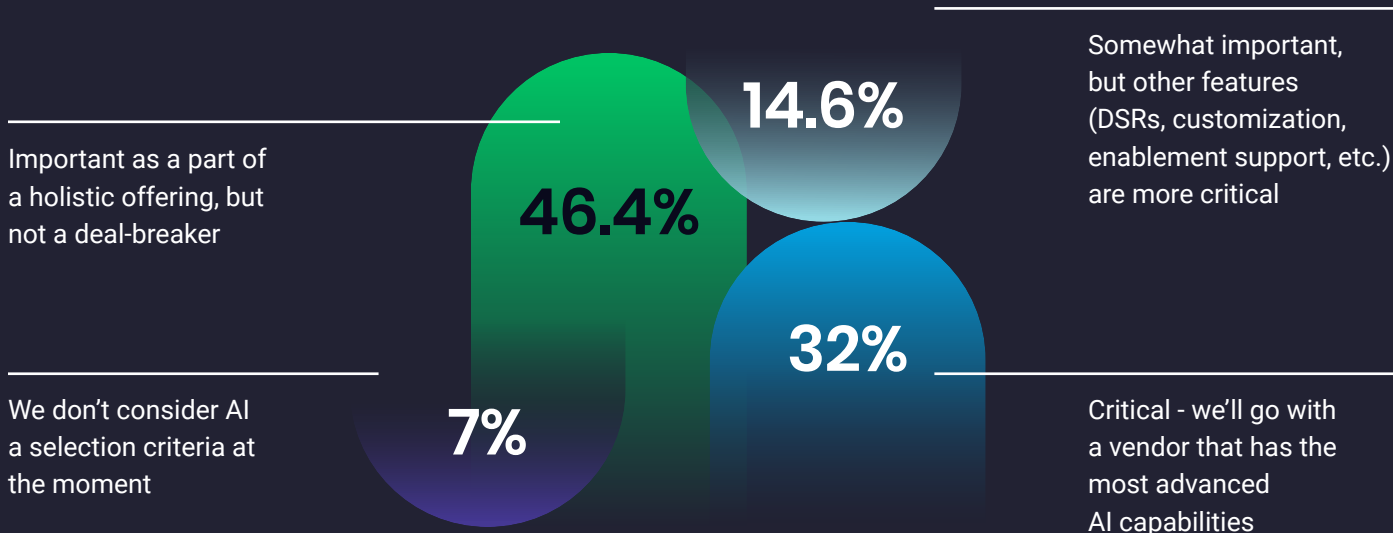
A majority **46%** also indicated that it's important to choose a holistic revenue enablement platform that combines AI features with other capabilities– a reminder that AI alone is not sufficient for maximizing the efficiency or effectiveness of revenue engines.

“To integrate AI effectively into broader processes, revenue teams need a unified experience – a digital concierge or command center – that unifies the various tools and features they work with.”

Miles Nurse

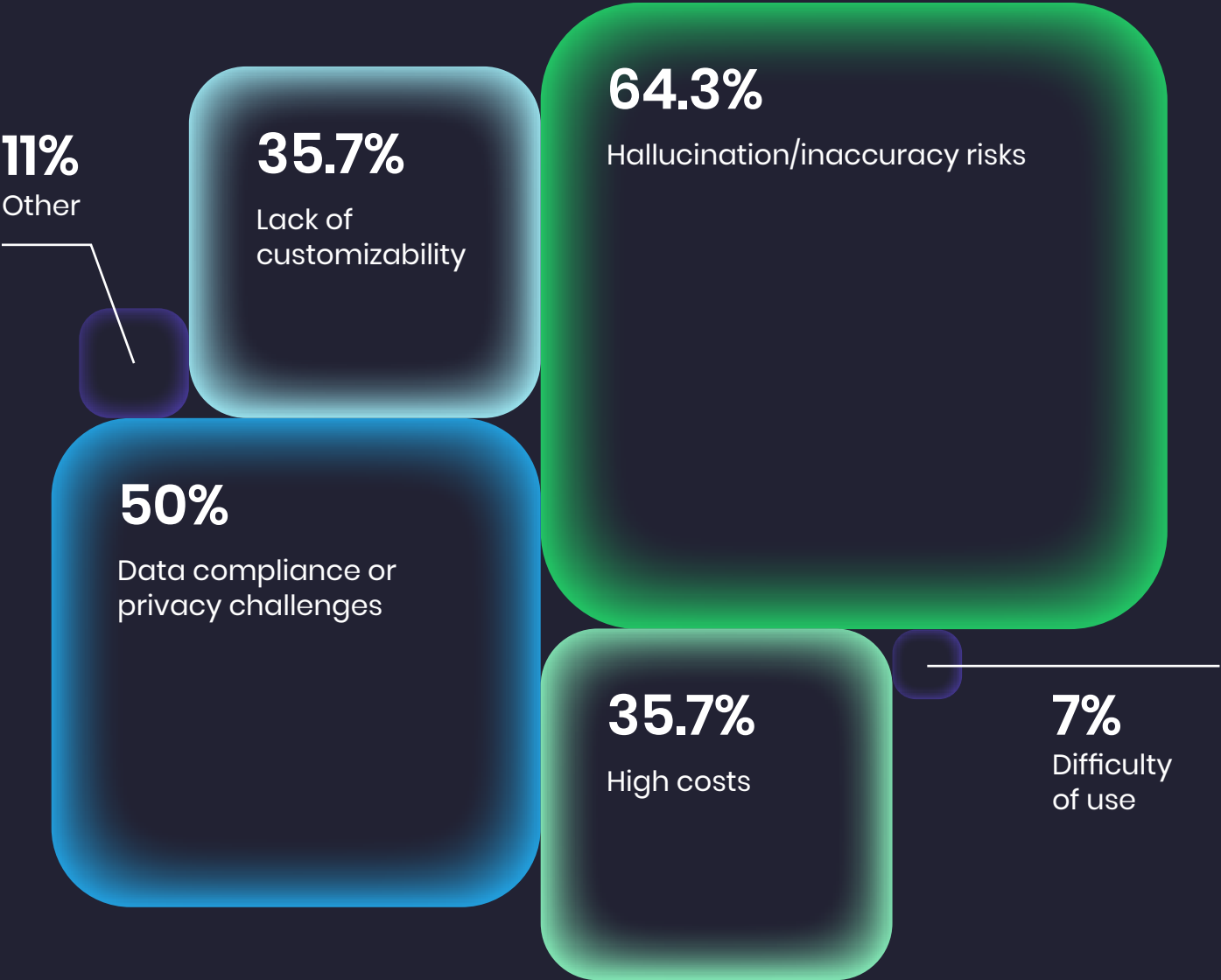
CPO, Mediafly

How important are AI features in choosing a revenue enablement tool?



And, when asked which challenges in AI-powered revenue enablement tools might hamper their ability to use AI in the ways they would like, respondents were most likely to cite hallucination and data compliance risks.

Which of the following concerns do you have about the use of AI features in Revenue Enablement software?





60%

Accuracy is a major concern for respondents – but it’s not a reason to avoid AI

“For enterprises, the biggest challenge around agentic AI is compliance, and how AI tools will use their data – which is why it’s critical to evaluate the security posture and track record of AI software vendors.”

Miles Nurse

CPO, Mediafly

Conclusion: AI as the “Killer Feature” for Revenue Enablement Success

The major takeaway from the survey results is simple: In the revenue enablement space, AI is no longer a nice-to-have asset. It’s a critical enabler of success – and it’s poised to become increasingly vital as more and more revenue teams move AI projects from the experimentation to production stages.

That said, the survey also makes clear that it’s important to assess AI capabilities in revenue enablement software carefully. Effective solutions must keep risks like hallucination and data compliance in check. They must also deliver the specific types

of features that revenue teams need to work effectively, and they must integrate them into a comprehensive set of revenue enablement tools that can address all use cases – including those where humans need to remain “in the loop.”

AI agents can dramatically reduce manual work, but many agentic workflows due to compliance requirements. In addition, any interaction that requires a human-to-human connection – a crucial component of many revenue enablement goals – can’t be driven by AI technology alone, although it can certainly help.

Methodology

This pulse survey was conducted independently by Mediafly in June-July 2025 among leaders in Sales, Marketing, and Revenue Enablement across North America, EMEA and APAC. Respondents represented companies at various stages of AI adoption, all actively using revenue enablement software. Approximately one-third are current Mediafly clients. The survey was anonymous, with an option to provide contact details for early access to results.



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