

# Top-10-AI-Whitepaper and -Studies Overview 2026

Study   Publisher   Survey   Basis	B2C   B2B	Objectives and answers	Market
<b><a href="#">Rethink Research - The practical compass for AI-powered market research</a></b> StatistaPlus & mediaresearch42 Dr. Sandra Gärtner   04-2026   Whitepaper about how to apply AI in market research	B2B	The paper provides practical guidance and implementation tips – ranging from secure AI strategies and efficient workflows to specific prompt templates – and highlights the role of market researchers as guardians of data quality and architects of trust.	DACH
<b><a href="#">Marketing Trends 2026: Diese fünf KI-Trends dominieren die Agenda der Marketers</a></b> marketing-BÖRSE mit Horizont, DMEXCO, BVDW   12/2025–01/2026   n=2.599 Marketing professionals, making this the survey with the highest number of participants in the DACH region	B2B/B2C	“AI in marketing” ranks by far as the number one topic of current relevance in the marketing-BÖRSE survey. This short article highlights the five specific AI topics that dominate the top 10 marketing agenda from 80 trends/channels	DACH
<b><a href="#">2025 State of Marketing AI Report</a></b> Marketing AI Institute & SmarterX   02–04/2025   n=1.882 CMOs	B2B	How mature are marketing teams when it comes to AI? Which tools, implementation phases, training gaps and governance models characterise current practice?	global (US-Focus)
<b><a href="#">AI Agents Trends 2026</a></b> Google Cloud   2025   Qualitative and quantitative data: Google Cloud/DeepMind interviews, including n=3,466 interviews with enterprise decision-makers from “The ROI of AI 2025 report”, customer case studies, NotebookLM/AI Studio analysis	B2B/B2C	How does AI deliver measurable marketing ROI? Key insights for business leaders: AI agent strategies for 2026 and beyond, real-world use cases, technical resources, customer stories – how agents orchestrate workflows	global
<b><a href="#">AI and Digital Trends Report 2026</a></b> Adobe   2026   n=5.000 Managers + consumers	B2B/B2C	How is AI transforming customer journeys? Generative AI vs. agentic AI, personalisation, omnichannel, governance challenges, consumer expectations	global
<b><a href="#">AI Agents Trends 2026</a></b> Google Cloud   2025   n=3.466 enterprise decision-makers	B2B/B2C	How does AI deliver measurable marketing returns? A comparison of generative vs. agentic AI, content production, support automation and impact on revenue	global
<b><a href="#">The Impact of AI on Digital Advertising Report 2025</a></b> Interactive Advertising Bureau (IAB) bzw. IAB Europe   09/2025   n=95 Companies	B2B	How do companies use AI in advertising? Tools, governance models, opportunities and risks, best practices from Europe	Europe
<b><a href="#">KI im Marketing – Welle 6</a></b> Kaiserscholle   2026   Ongoing trend survey (n=210 marketing managers): their assessment of the importance and use of AI in marketing, as well as their awareness, acceptance and attitudes towards trends such as AI agents and the EU AI Act	B2B	Study Wave 6: Between high usage, scepticism towards AI agents and a lack of clarity regarding AI legislation: Which AI tools and use cases dominate marketing in the DACH region? Current trends, practical applications, the marketer’s perspective	DACH
<b><a href="#">KI-Studie 2025: Generative Künstliche Intelligenz und Sicherheit</a></b> TÜV-Verband   2025   Representative population: How widespread is generative AI in everyday life? Frequency of use, perception of risks (deepfakes, data protection), need for regulation	B2C	Two out of three people in Germany use ChatGPT and other AI tools. However, many lack guidance on how to deal with risks such as deepfakes or data misuse. The ChatGPT Study 2025 highlights where regulation and public education need to focus now.	DE
<b><a href="#">Creative talent: has AI knocked humans out?</a></b> Université de Montréal   01/2026   Comparison: 100,000 people vs. leading generative AI models	B2C	Can AI beat human creativity? A large-scale evaluation of creative output, marketing content and design quality – where humans and machines come out on top	global

Source: <https://www.research42.de/top-10-KI-studien-sandra-gaertner/en/> | The Top 10 AI Usage Studies and White Papers in Marketing | As of March 2026 | Editor: Dr Sandra Gärtner, mediaresearch42

This is a compilation of studies relevant to the topic of AI in marketing, as identified by the author, made available free of charge

Clicking on the respective study titles links to the study results and/or further freely available information – if the link no longer works, the world’s best search engine: Ecosia helps ;-)