StackAdapt

How marketers can find the right balance when implementing AI solutions

AI adoption in APAC is accelerating but many businesses say they are unsure who should own it internally

AI APPETITE VS. READINESS

92%

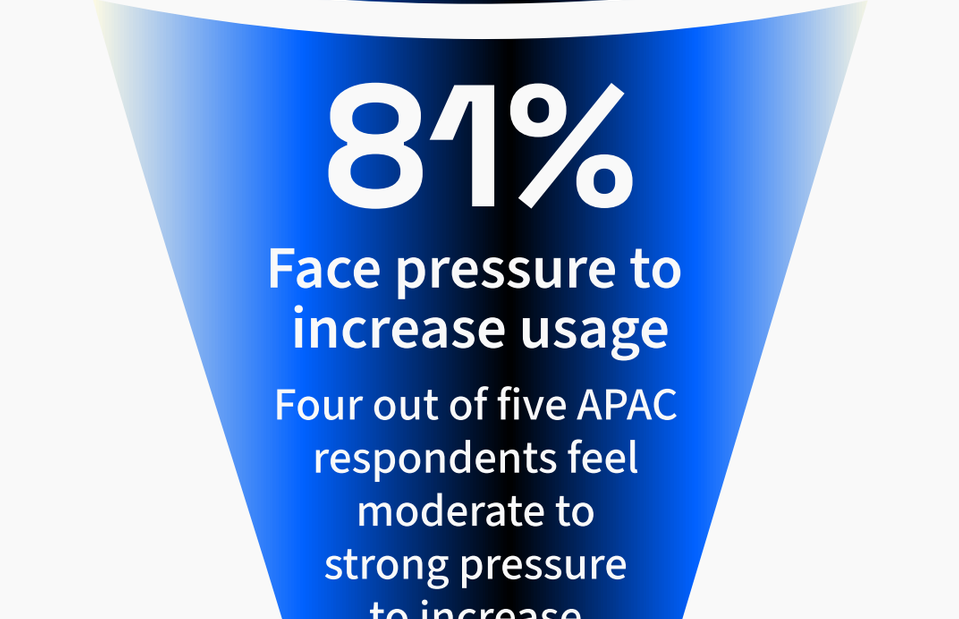
AI adoption

APAC leads the world in AI adoption, with nearly all organisations surveyed using AI tools to improve their marketing or advertising workflows.

81%

Face pressure to increase usage

Four out of five APAC respondents feel moderate to strong pressure to increase AI usage.



67%

AI apprehension

The majority of APAC marketers feel that their leadership is highly ambitious about AI uptake, but their organisations aren't ready for it.

WHAT'S HOLDING BUSINESSES BACK

Ownership confusion

50%

With adoption happening quickly, half of the teams surveyed say there is confusion over who is responsible for deploying and governing AI tools, making delegation difficult.

Non-integrated systems

Over 40% of teams cite CRM or first-party data that is not integrated with buying platforms as a barrier to AI integration.

41%



WHOSE RESPONSIBILITY IS IT?

66%

Collective team accountability

Most APAC organisations see AI issues as a shared team problem, not just a single stakeholder's.

15%

Individual responsibility

Only a small fraction of APAC teams attribute AI failures to a single operator, pointing to a strong preference for shared governance models.

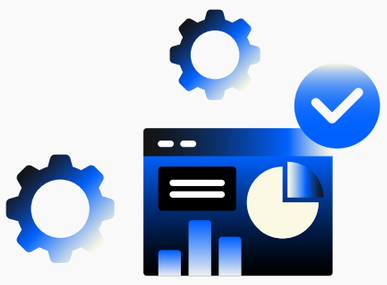


IT HAS TO BE RELEVANT

52.9%

Generic AI doesn't cut it

AI suggestions get ignored when they don't offer meaningful insights or are irrelevant for specific campaigns



Context is the key

To be trusted in APAC, AI must move beyond platform-level suggestions to provide specific campaign rationale and KPI-aligned insights.