

Steal this Deck!

India's Growth Edge

Insights from The 2025 B2B
Marketing Edge: India Edition

“2025 is the Year
to Watch India.”

--The Trade Desk's ***The Current***



India's marketers aren't following global trends: they're defining them

Marketing's role in India is expanding — from execution to strategy. This shift signals growing influence, accountability, and leadership at the core of business growth.

93% of Indian marketers took on new responsibilities — the highest globally

India: 93%

Global Avg: 79%

97% have a positive outlook on success

India: 97%

Global Avg: 52%

The future of B2B marketing is young — and it's in India

A young, future-ready talent pool

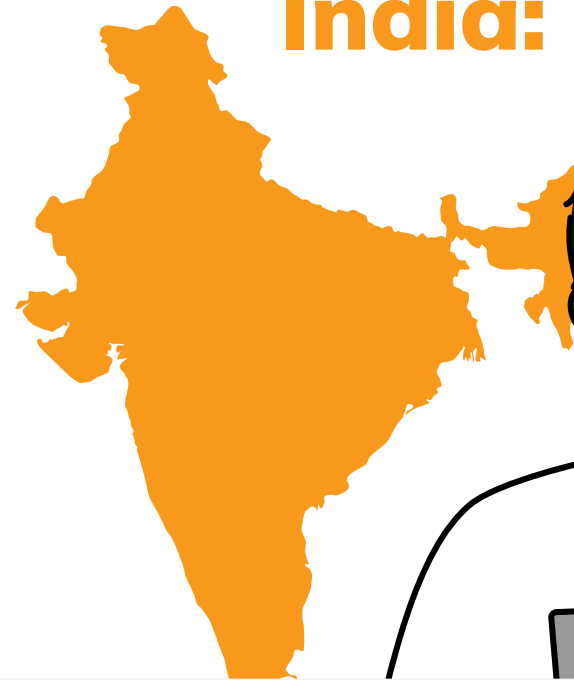
22% of India's marketers are 18–28 — the most digitally fluent cohort globally.



USA: 9%



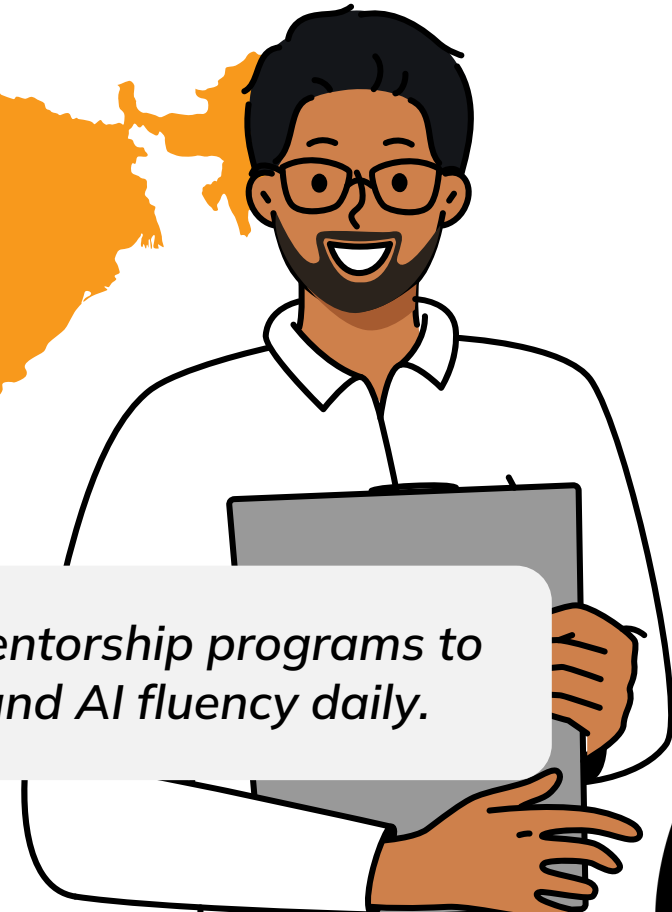
UK: 14%



India: 22%

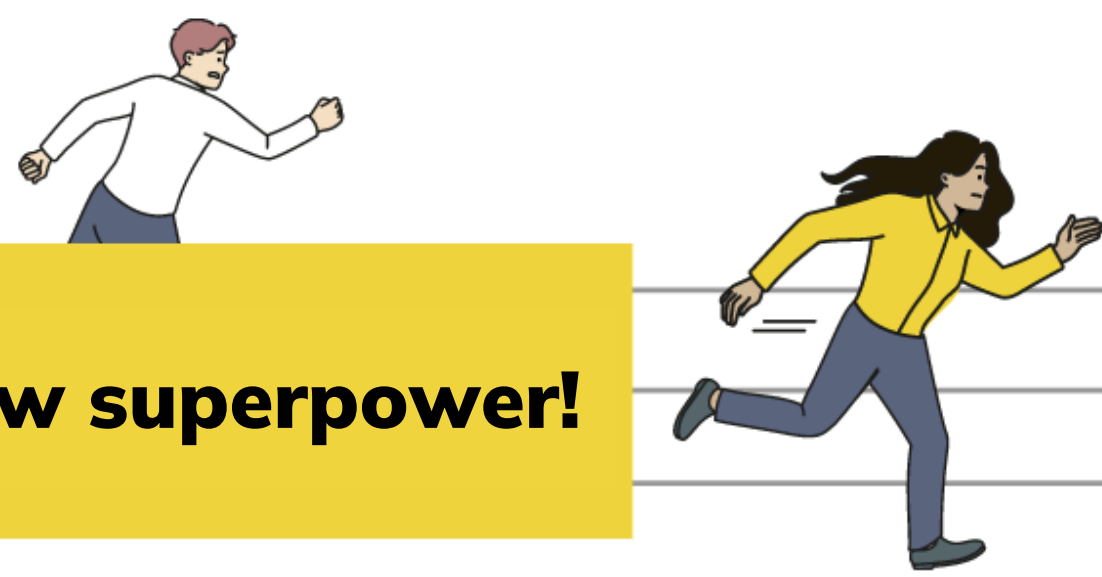


TIP: Tap into next-gen marketers. Create reverse mentorship programs to learn from younger team members who live digital and AI fluency daily.



Marketers in India are 3× more likely to launch campaigns in under 30 days

Fast-moving teams are learning, testing, and optimizing faster — and growing their pipeline along the way



Speed is India's new superpower!



STEAL THIS MOVE! Streamline creative approvals and pre-test formats so teams can launch, learn, and optimize faster.

Data confidence drives performance

In India, data confidence correlates directly with higher performance. Marketers who trust their insights make faster, smarter, and more measurable decisions.

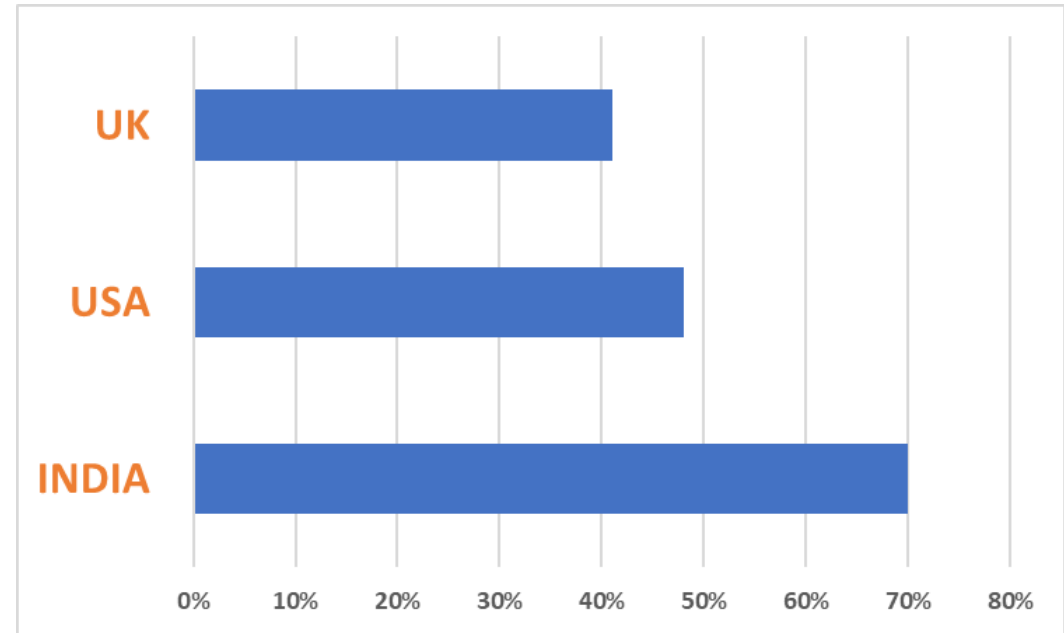


 **TIP:** Audit your data regularly — clean, enrich, and unify to turn insight into impact.

AI is already transforming marketing in India

India is embracing AI as a force multiplier — improving productivity, personalization, and performance measurement across the funnel.

7 in 10 Indian marketers report AI saves time and improves efficiency

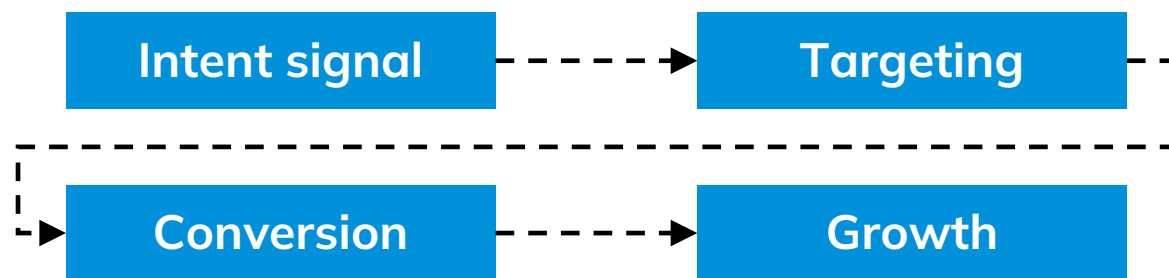


STEAL THIS MOVE! *Start with small wins — use AI to automate reporting, repurpose content, or analyze performance patterns.*

Intent data is driving smarter engagement



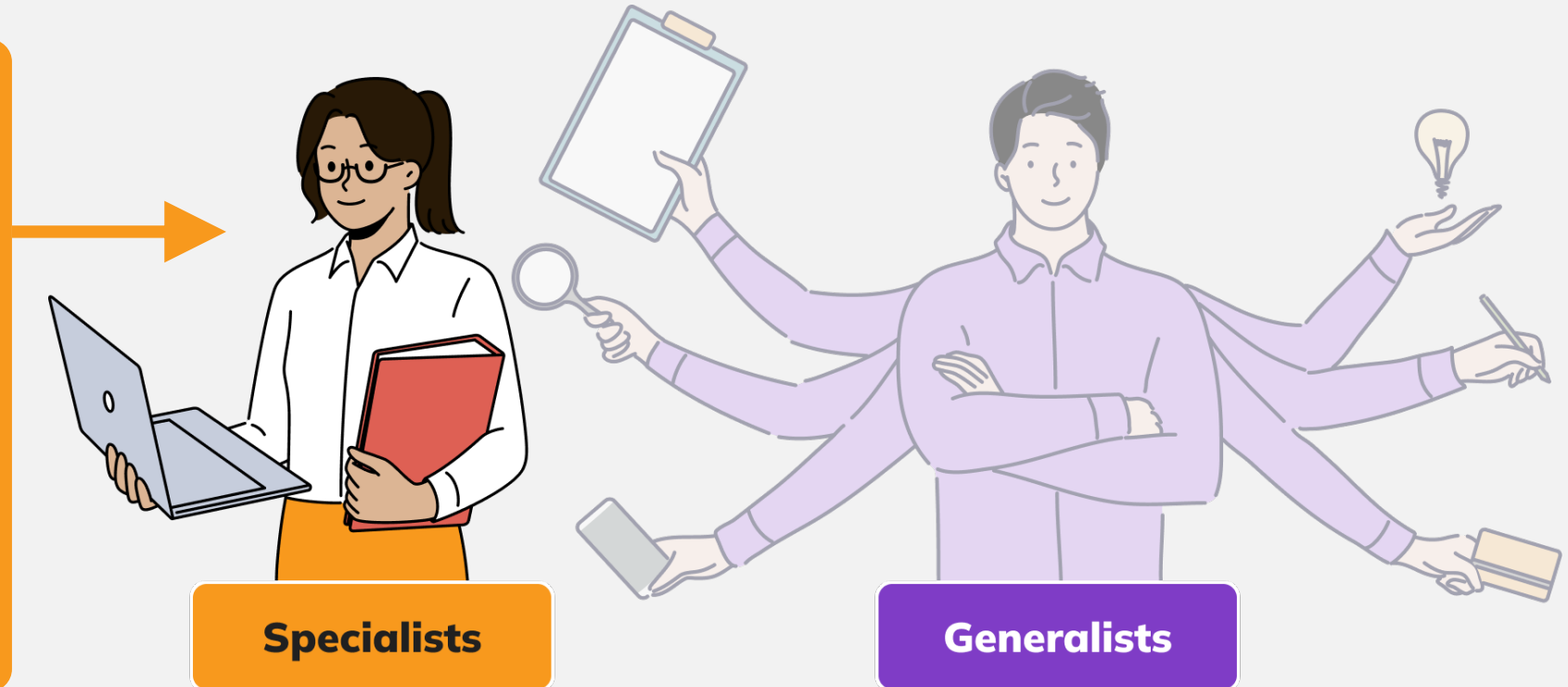
Indian marketers are expanding how they apply intent data — not just for ABM, but for email, search, and programmatic campaigns that reach in-market buyers earlier.



 **TIP:** Blend intent data with first-party insights to identify buying groups before competitors do.

FOCUS WINS: Specialists outperform generalists

85% of specialists have taken on new responsibilities, and they outperform generalists in achieving pipeline goals.



India's marketers are showing that deep expertise and focus drive faster, measurable impact — especially in data, analytics, and AI.

India's B2B marketing momentum is setting the pace globally

India leads in optimism, agility, and AI integration among surveyed regions.

With a young workforce, a culture of innovation, and a data-first mindset, India is emerging as the benchmark for modern B2B marketing excellence.



Agility • Innovation • Data • Confidence



STEAL THIS MOVE! Share your success stories — global marketers are learning from India's example!

Plan smarter. Grow faster. Lead the Edge.

India's B2B marketers are redefining what's possible — blending agility, data confidence, and AI innovation to drive measurable results.

Anteriad is proud to celebrate this momentum and share insights from The 2025 B2B Marketing Edge that showcase how India's marketing community is shaping the future of growth.

Stay tuned — the India Edition is coming soon, and it's all about you.

 **Contact us today about accelerating growth!**



Anteriad