

# The 2025 B2B Marketing Edge: India Edition



How India's B2B Marketers  
Are Powering Growth

Anteriad & Ascend2 | ©2025 Anteriad, LLC

“2025 is the  
Year to  
Watch India.”

— The Current, Published by The Trade Desk





India is experiencing incredible momentum and B2B marketers are right at the center of it. The Current named India as the “market to watch” in 2025, and our research backs it up.

India stood out across all the regions in Anteriad’s 2025 B2B Marketing Edge survey for its rapid growth, innovative use of AI and data, and forward-thinking marketing practices. The message is clear: B2B marketers in India aren’t just keeping up with change, they are leading it.

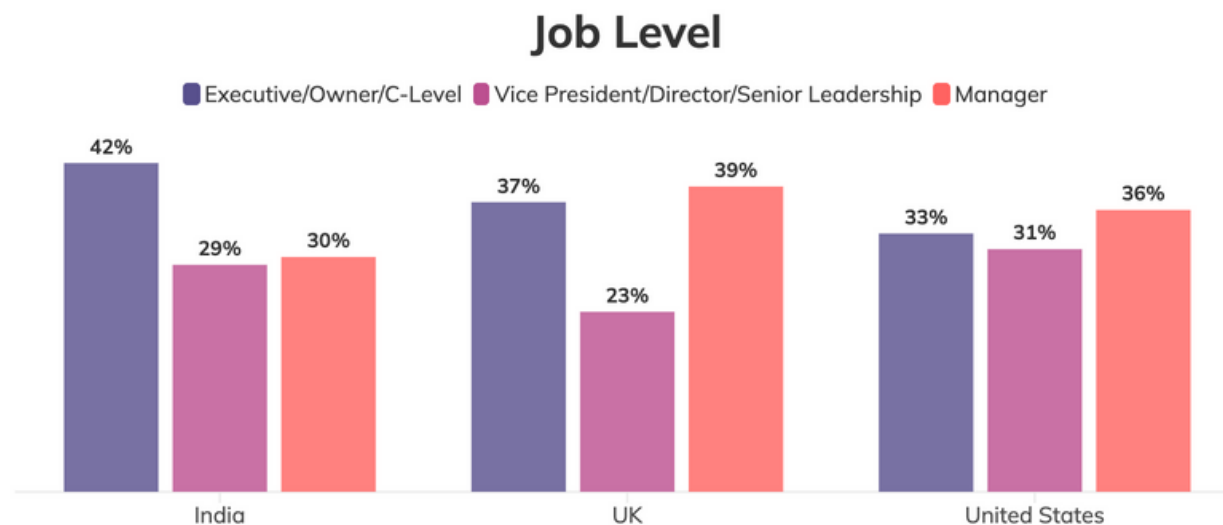
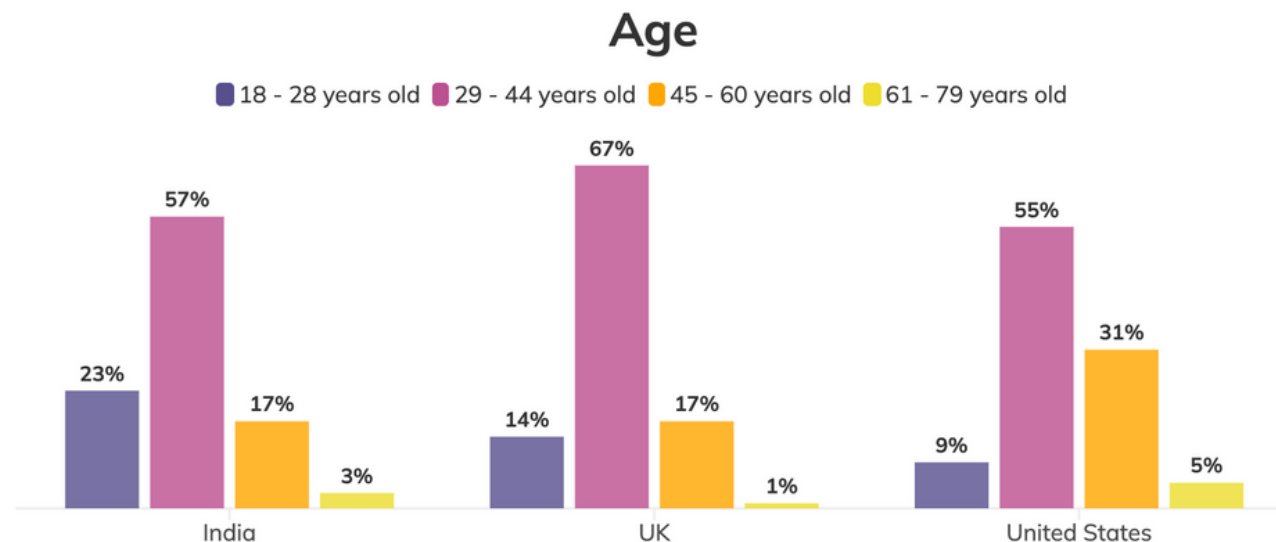


# Survey Results: Snapshot of B2B Marketers in India

Despite being the youngest talent pool in our study, India's B2B marketers are operating at the same level as their more experienced counterparts in the US and UK, managing similar-sized organizations and regional portfolios.



Anteriad & Ascend2 | ©2025 Anteriad, LLC



# India's B2B Marketers are in Growth Mode

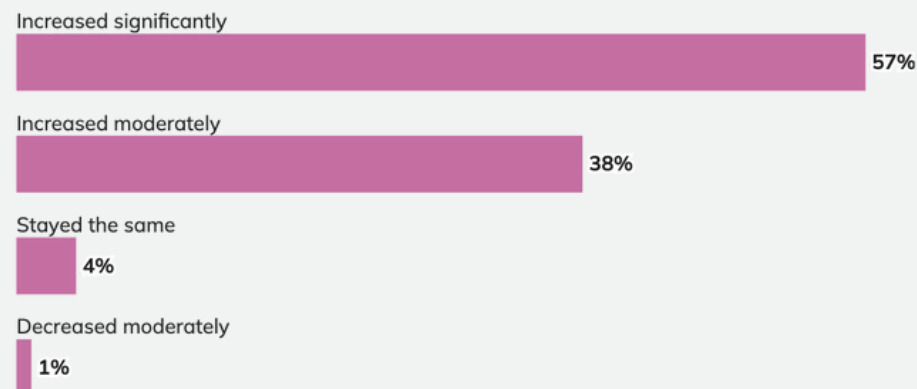
While similarities exist across markets, India's marketers are outpacing their peers when it comes to growth. Over half (57%) reported a significant increase in revenue, compared to 34% for the US and 24% for the UK.

They are also stepping up in scale. Nearly all B2B marketers in India (93%) have taken on new responsibilities in the last year, far surpassing 74% in the US and 73% in the UK. Top new responsibilities include “managing, optimizing and adopting marketing technology” and “driving revenue growth through marketing initiatives,” proof that this community is both strategic and hands-on.

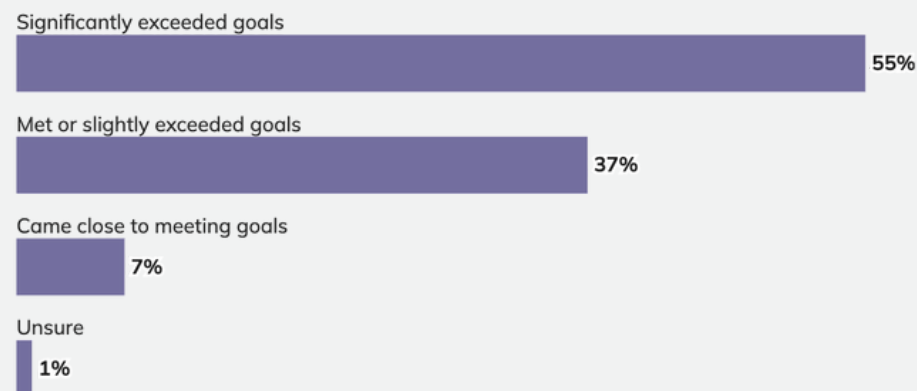
Even as B2B marketers in India have taken on new responsibilities, they are more likely than their peers in the US and UK to be marketing specialists (50% of respondents) compared to those in the US (40%) and the UK (30%).

B2B marketers in India were also most likely to say that they significantly exceeded their pipeline goals.

Which best describes the change in revenue at your organization in the last year?



To what extent were you able to achieve pipeline growth goals in the last year?



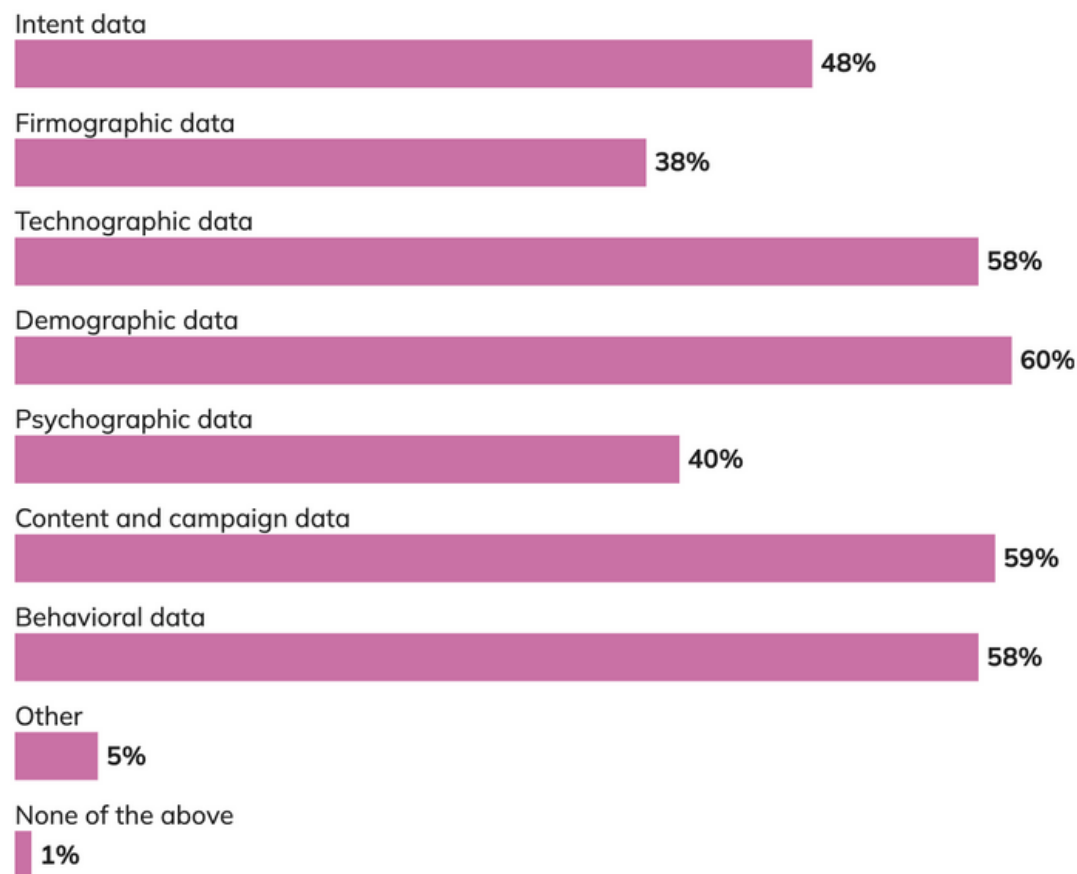
# Ready for Success with Data, AI, and Strategy

B2B marketers in India are not taking their positive momentum for granted. They're doubling down on data-driven strategies, AI-powered efficiency, and strategic experimentation to sustain growth.

## Data: Turning Insight into Action

When it comes to data, India's marketers are going deeper. They're more likely to leverage advanced data types like intent and behavioral data. B2B survey respondents from India also use data across multiple channels, especially search and social, not just their websites.

Which of the following are you currently utilizing when targeting audiences?

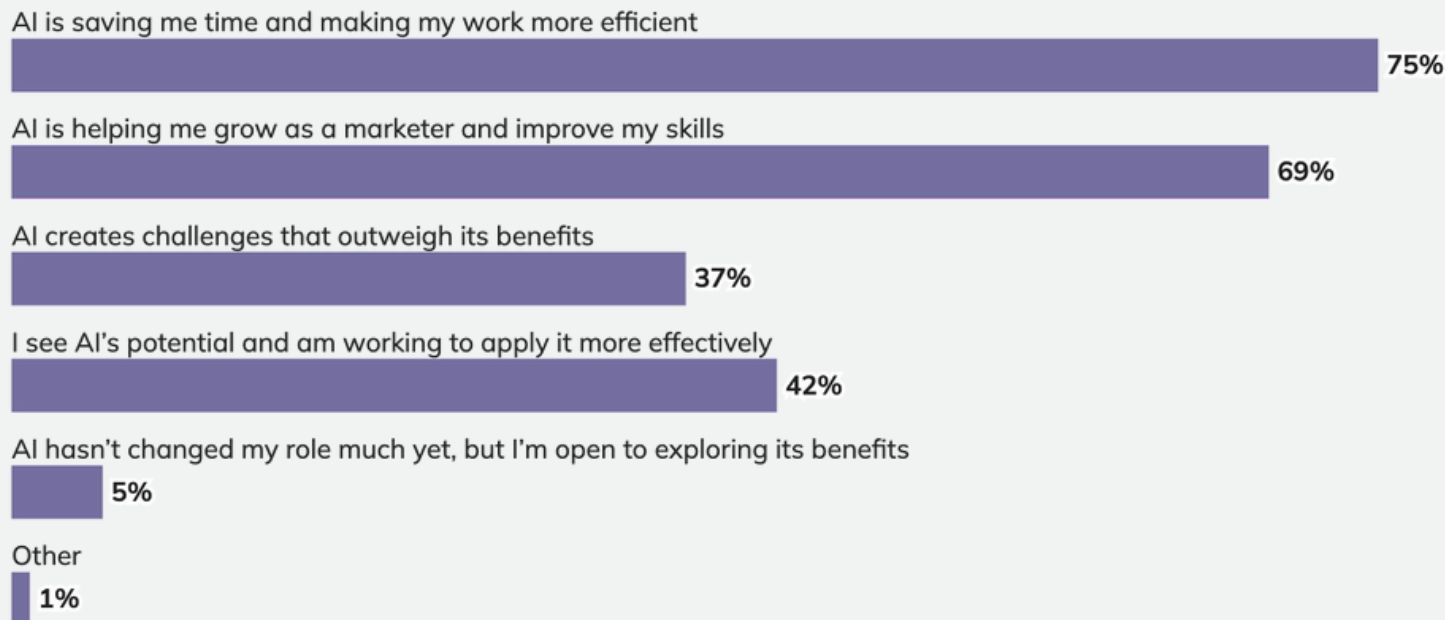


# AI: Powering Productivity and Precision

AI isn't just a buzzword in India, it's a productivity engine. More B2B marketers here report measurable benefits from time savings to helping them grow as a marketer compared to their counterparts in the US or UK.

If given extra budget, most would invest further in AI, automation, or martech tools, signaling a commitment to building sustainable, tech-enabled growth.

## How has AI affected your day-to-day responsibilities?

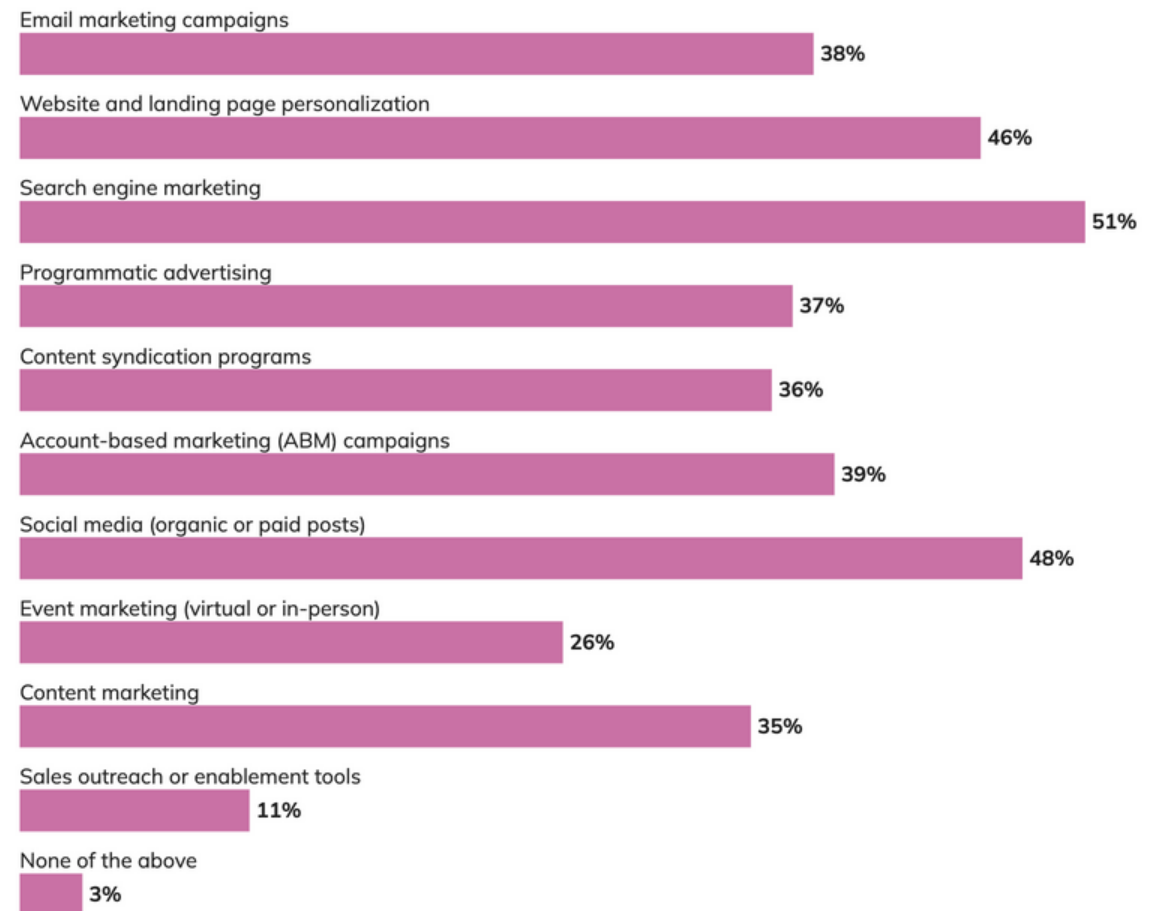


# Strategy: Testing, Partnering, and Scaling

With so much change and innovation in B2B marketing, it's important for marketers to have a strategic plan for testing new things so they can be agile, stay ahead of the competition, and find ways to improve business outcomes. A testing culture is more common for B2B marketers in India, where 56% said that a large or significant portion of their budget and time was dedicated to testing compared to 30% in the UK and 40% in the US. This culture of experimentation fuels continuous improvement.

They also recognize the power of partnership. Indian marketers are more likely to work with external experts across key capabilities like search and social media, two channels ranked as most impactful for achieving goals.

## Do you outsource or partner with a vendor for any of the following?





## Building a B2B Marketing Machine

India's B2B marketers are doing more than just riding a growth wave, they are engineering it. Their ability to embrace innovation, harness data and AI, and test continuously is fueling sustained success.

By combining strategic focus with smart partnerships, they're creating a true B2B marketing machine, one built for resilience, adaptability, and measurable impact.

Marketers worldwide can learn from India's example: move fast, trust your data, and make innovation your advantage.

**Start your growth today!**

[anteriad.com/contact](https://anteriad.com/contact)

### About this data:

Based on The 2025 B2B Marketing Edge study of 466 B2B marketers, this India Edition focuses on the 115 India-based respondents and how their approaches to data, AI, and agility compare with global peers. Research was conducted by Anteriad and Ascend2 in February 2025 among companies with 250+ employees.



Anteriad & Ascend2 | ©2025 Anteriad, LLC