



AI Brand Leader Report

AI Marketing Automation Platforms

itbrandpulse.com



Executive Summary

The March 2026 AI Marketing Automation Platforms Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.



AI Marketing Automation Platforms enable organizations to orchestrate, automate, and optimize customer engagement across channels throughout the buyer journey.

These platforms combine campaign management, lead nurturing, segmentation, scoring, and analytics with AI-driven capabilities such as predictive targeting, journey orchestration, content personalization, and next-best-action recommendations. As the category evolves, marketing automation is shifting from rule-based workflows to intelligent, adaptive systems that dynamically respond to customer behavior and intent in real time.

The survey results reveal a competitive, multi-dimensional market without a single dominant leader across all categories. HubSpot Marketing Hub was voted Market Leader (30.83%) and Human Empowerment Leader (35.25%), while Adobe Marketo Engage leads Intelligence & Innovation (27.97%), ActiveCampaign leads Creativity & Expression (35.81%), and Salesforce Marketing Cloud leads Accuracy & Trust (32.40%).

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Brand Leadership Defined



Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

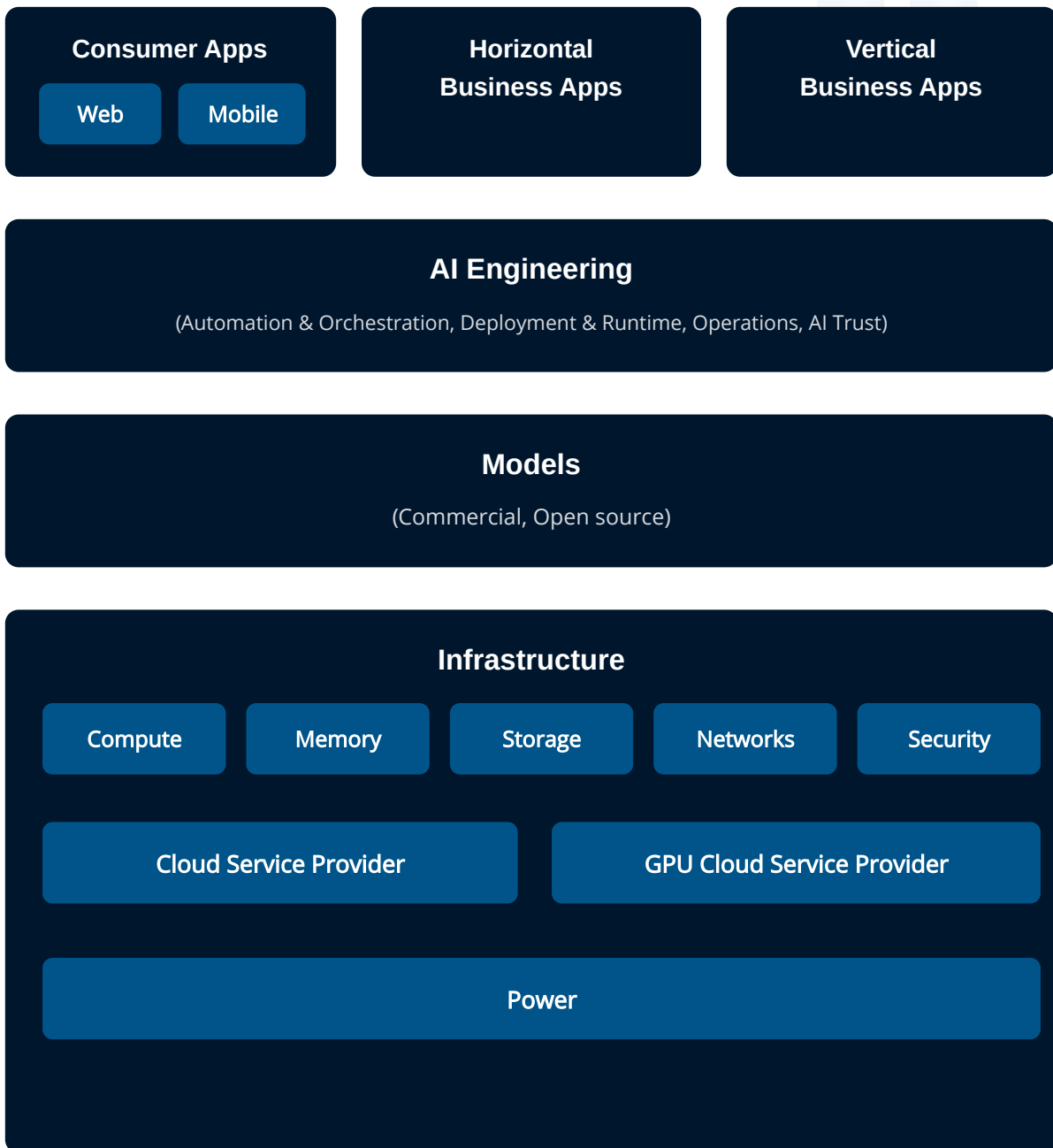


Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

AI Product Taxonomy

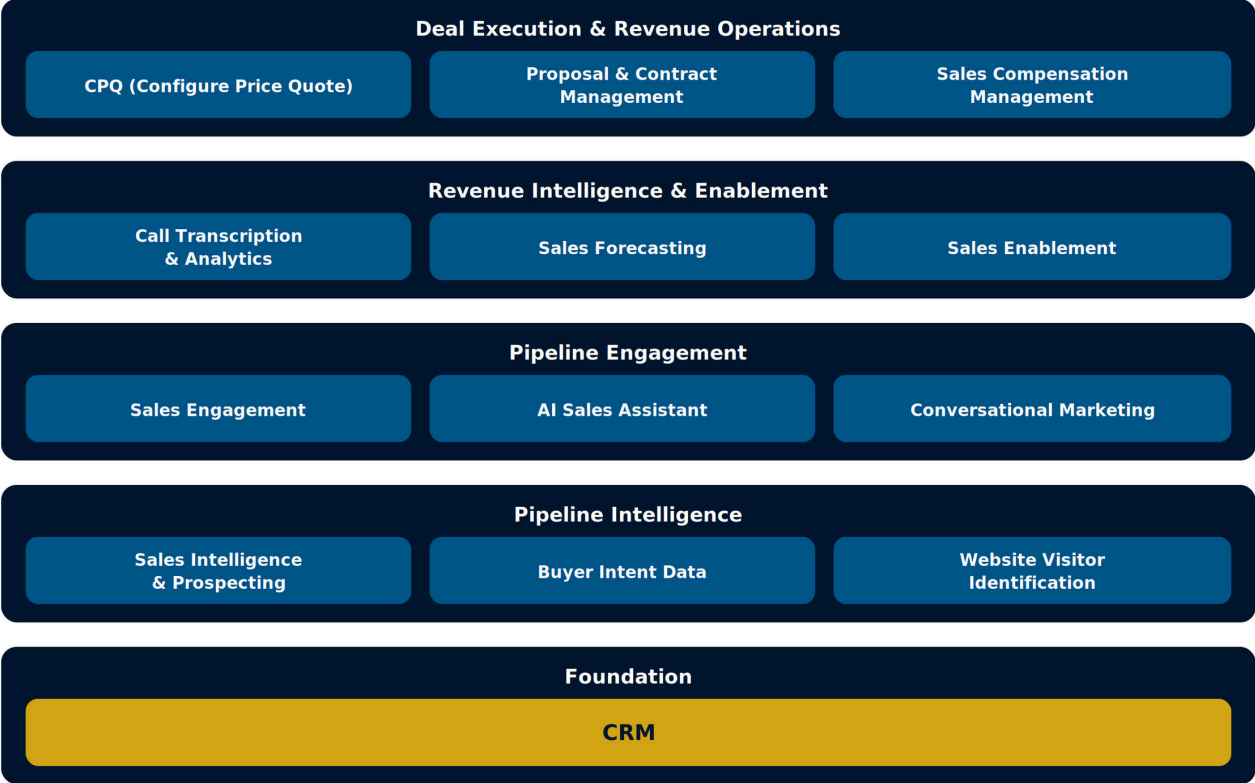
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



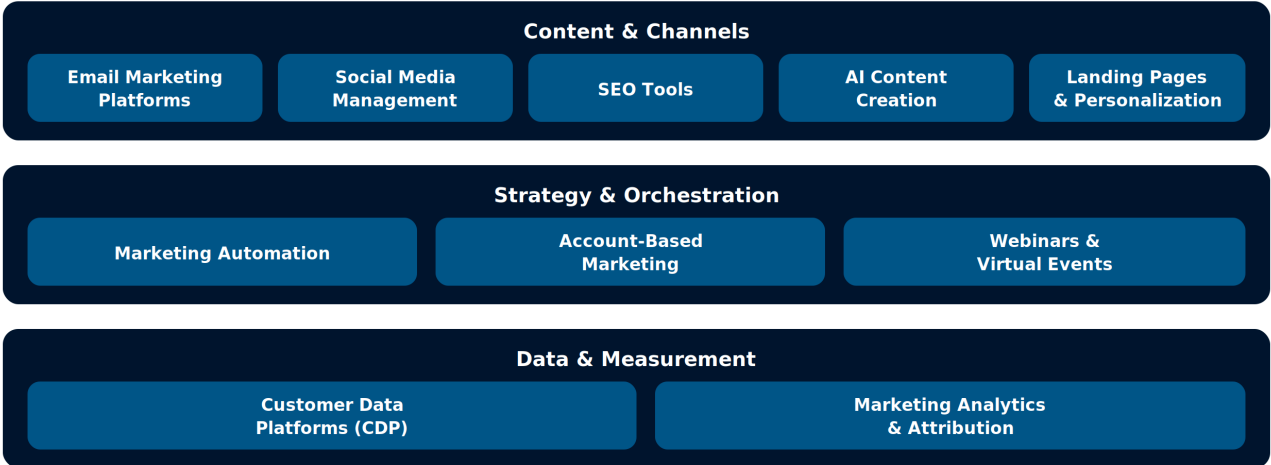
AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

AI Sales Products



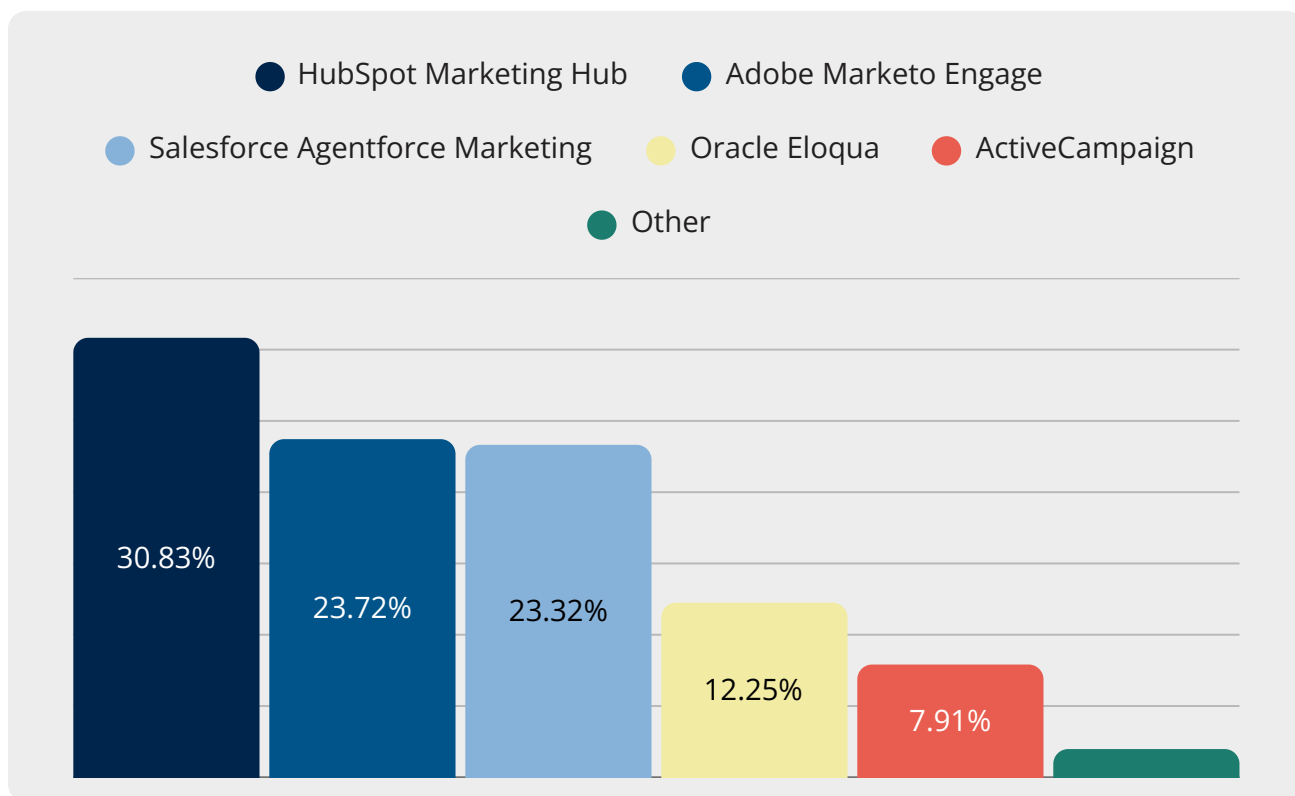
AI Marketing Products



AI Marketing Automation Platforms



HubSpot Marketing Hub leads the Market category with 30.83% of votes, followed closely by Adobe Marketo Engage (23.72%) and Salesforce Agentforce Marketing (23.32%). The spread between first and second is 7.11 points, indicating a clear but not dominant leadership position. This clustering at the top suggests a highly competitive category with three strong contenders rather than a single runaway leader.

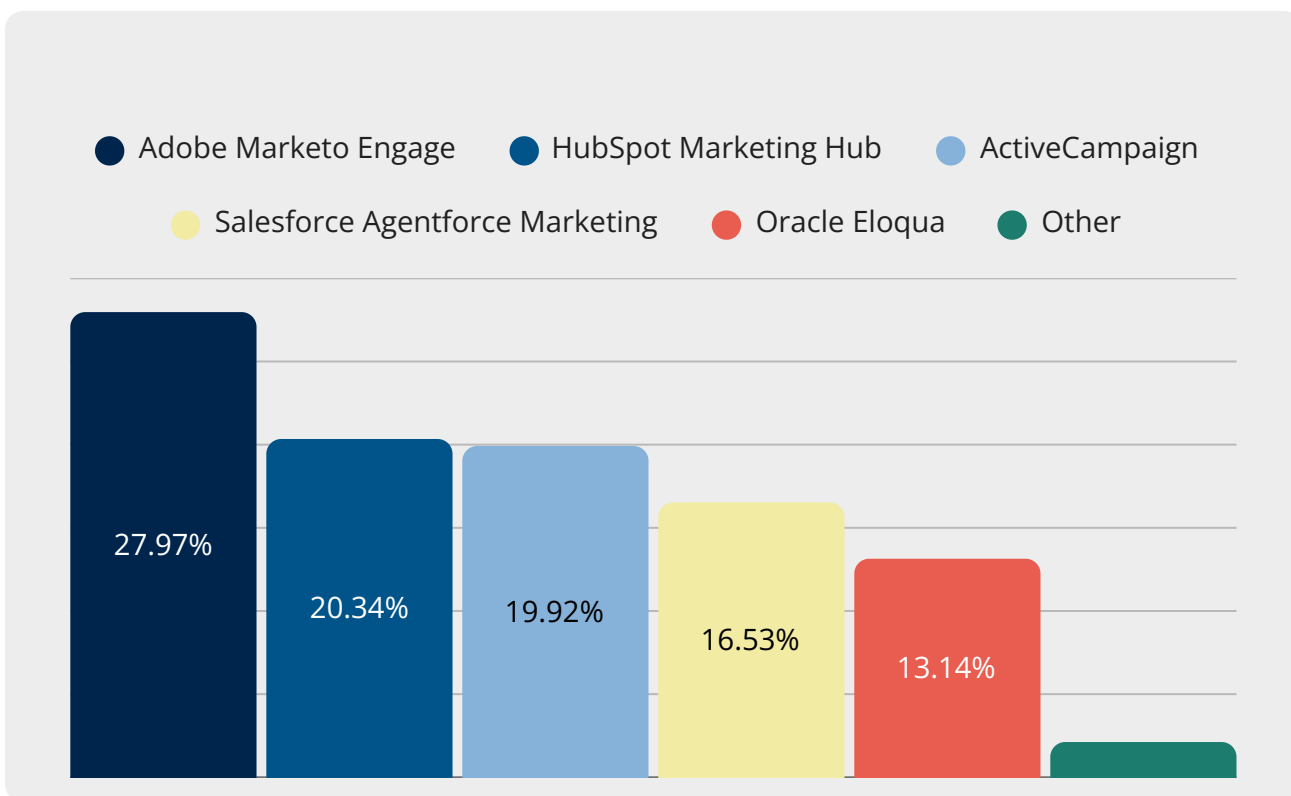


Voting likely reflects broad HubSpot adoption, integrated CRM ecosystem, and reputation for usability and rapid time-to-value. It has successfully positioned itself as an all-in-one marketing platform accessible to a wide range of organizations. The narrow margin over Marketo and Salesforce indicates buyers consider more specialized or deeply integrated platforms depending on their scale and complexity requirements.

AI Marketing Automation Platforms



Adobe Marketo Engage leads Intelligence & Innovation with 27.97% of votes, followed by HubSpot (20.34%) and ActiveCampaign (19.92%). The 7.63-point lead signals a strong perception that Marketo remains at the forefront of innovation in marketing automation, particularly in complex, enterprise-grade use cases.



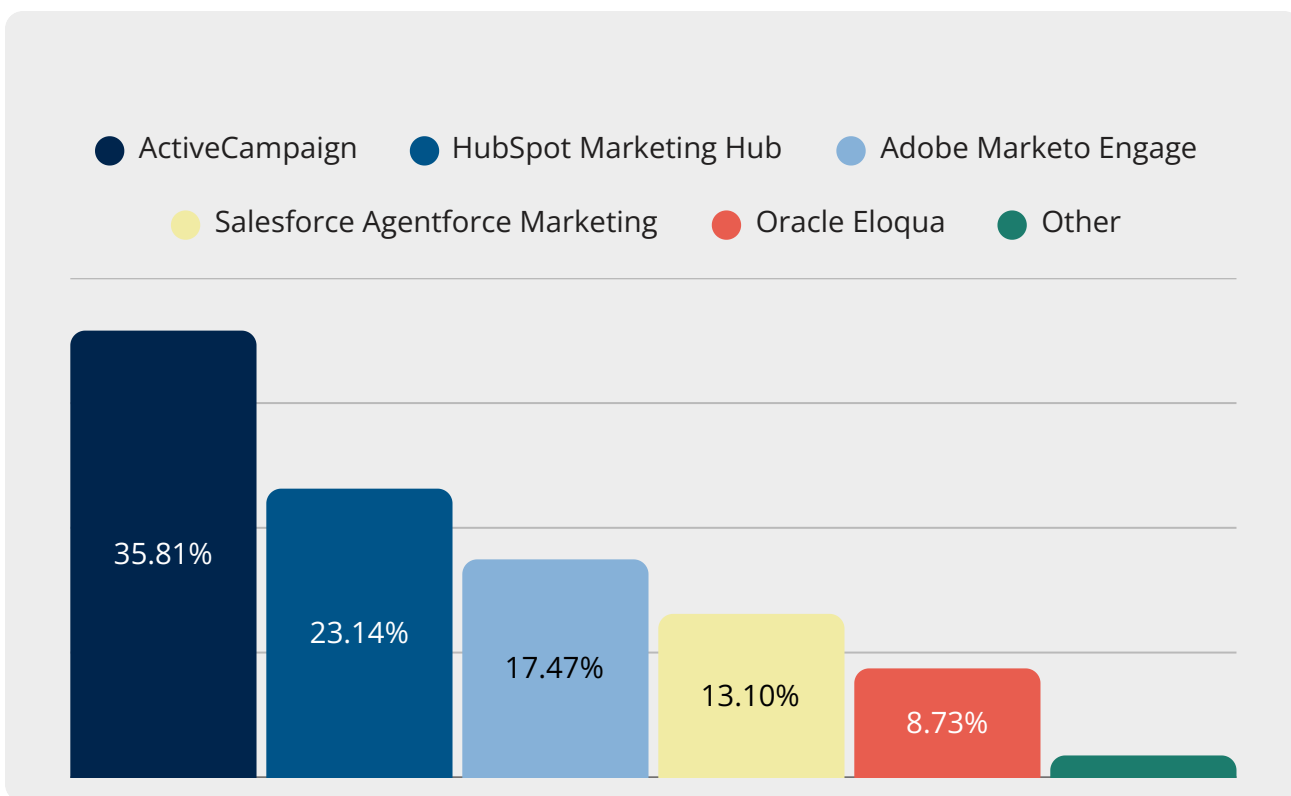
Marketo's innovation leadership likely stems from its advanced capabilities in lead scoring, account-based marketing integration, predictive analytics, and AI-driven campaign optimization. Its ability to support sophisticated, multi-touch customer journeys at scale resonates with organizations seeking deeper automation and intelligence. Marketo ranks second for Market Leader, indicating that innovation leadership isn't translating into market leadership.



AI Marketing Automation Platforms



ActiveCampaign leads Creativity & Expression with 35.81% of votes, followed by HubSpot (23.14%) and Adobe Marketo Engage (17.47%). The 12.67-point spread is one of the largest in the dataset, highlighting ActiveCampaign's strong differentiation in enabling marketers to design and execute dynamic, personalized campaigns.



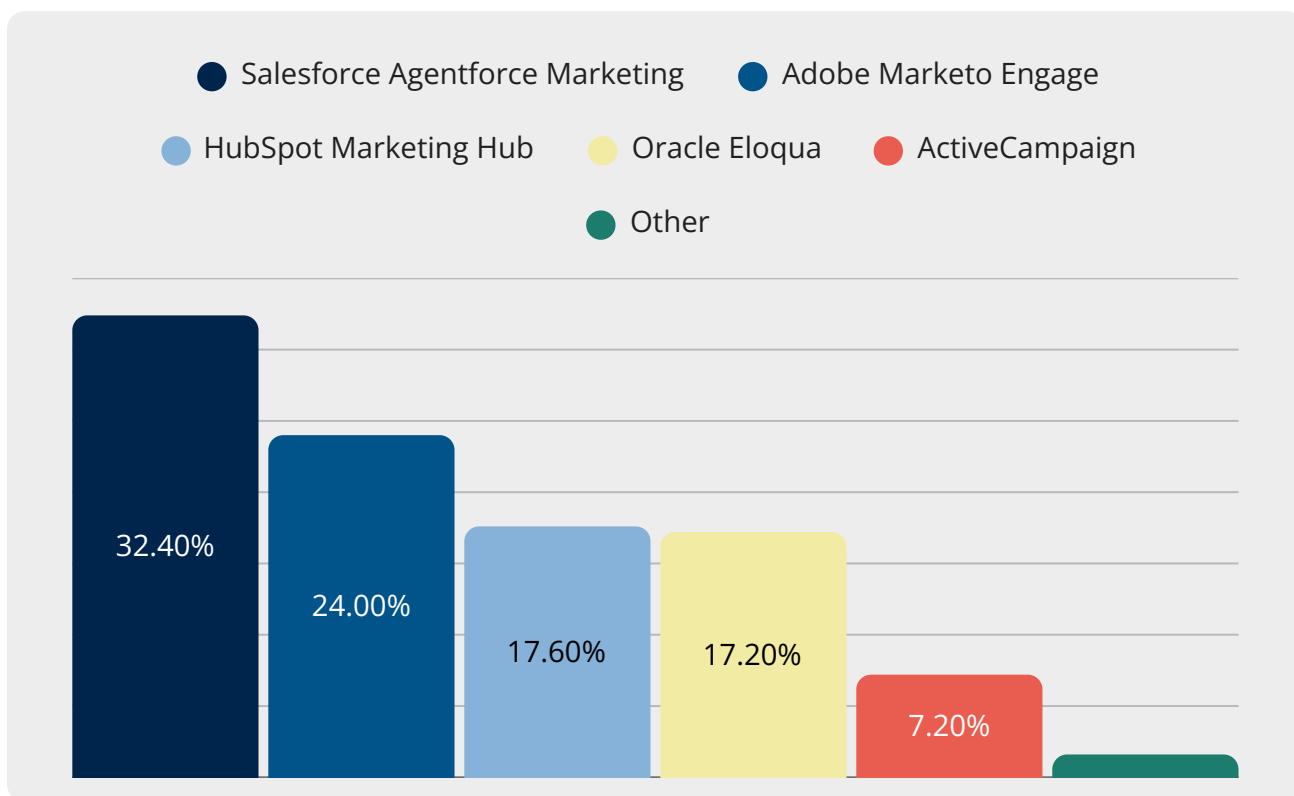
Active Campaign ➤

Perceptions of ActiveCampaign leadership likely reflect its strengths in automation workflows, conditional logic, and flexible campaign design. It empowers marketers to build highly customized customer journeys that adapt to user behavior. Platforms that excel in campaign flexibility and creative execution often lead in this category, even if they are not the most widely adopted.

AI Marketing Automation Platforms



Salesforce Agentforce Marketing leads Accuracy & Trust with 32.40% of votes, followed by Adobe Marketo Engage (24.00%) and HubSpot (17.60%). The 8.40-point lead over second place indicates a strong perception that Salesforce provides the most reliable and enterprise-grade marketing automation capabilities.



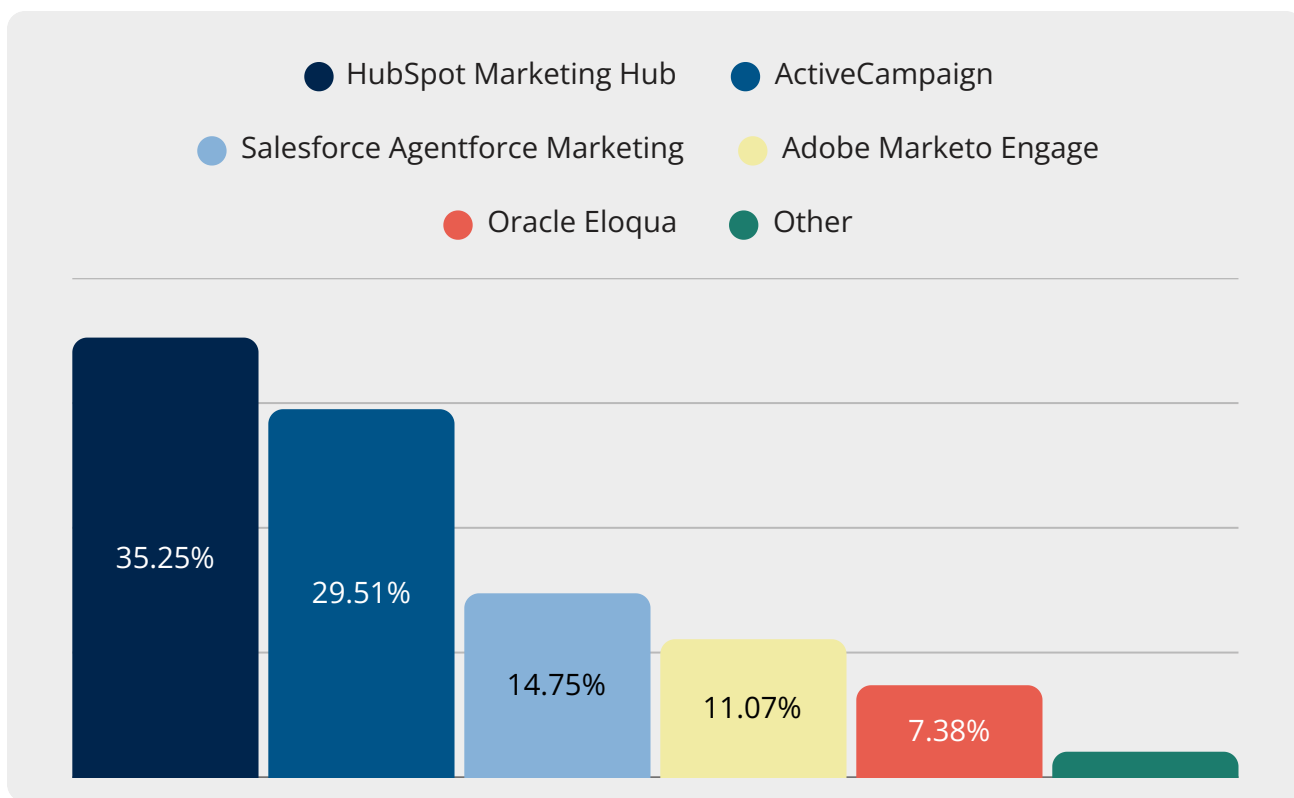
agentforce
marketing

Voting likely reflects Salesforce's deep integration with CRM data, robust infrastructure, and enterprise governance features. Its ability to manage large-scale, complex marketing operations with high levels of data accuracy and compliance makes it a trusted choice for larger organizations. Salesforce ranks third for Market Leader, underscoring that trust and reliability are key differentiators in enterprise environments.

AI Marketing Automation Platforms



HubSpot Marketing Hub leads Human Empowerment with 35.25% of votes, followed by ActiveCampaign (29.51%). The 5.74-point spread indicates a competitive but clear lead, reinforcing HubSpot's reputation for usability and accessibility.



Perceptions of HubSpot leadership likely stems from its intuitive interface, integrated workflows, and strong focus on enabling marketers to execute campaigns without heavy technical dependence. The correlation with Market leadership is strong as HubSpot leads both categories. This suggests that ease of use and empowerment are key drivers of adoption of this type product.

Looking Forward



Predictions

1. Marketing Automation Platforms will evolve into “AI Customer Journey Orchestration Platforms.”

Future taxonomy will expand beyond automation into real-time journey orchestration, introducing new categories such as Journey Intelligence Leader and Real-Time Engagement Leader.

2. AI-driven decisioning will replace rule-based workflows as the core capability.

Brand Leader voting will increasingly reward platforms that dynamically adapt campaigns based on real-time data, predictive models, and next-best-action recommendations.

3. The market will split between enterprise orchestration platforms and accessible growth platforms.

Salesforce and Adobe will dominate enterprise-scale automation, while HubSpot and ActiveCampaign will lead in usability and mid-market adoption, driving future Brand Leader reports to segment voting by enterprise vs. growth-focused platforms.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

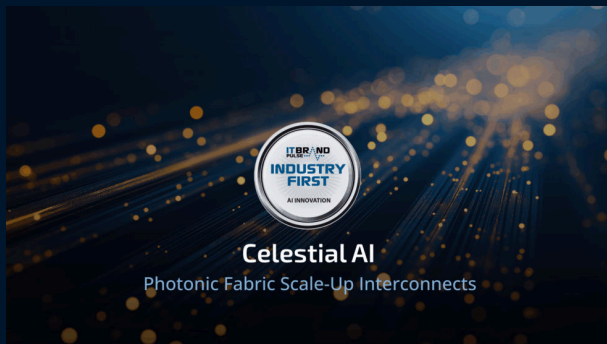




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



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