

Redefining Creative Workflows in the AI Era

How Organizations Are Transforming Content Creation to Deliver Business Value

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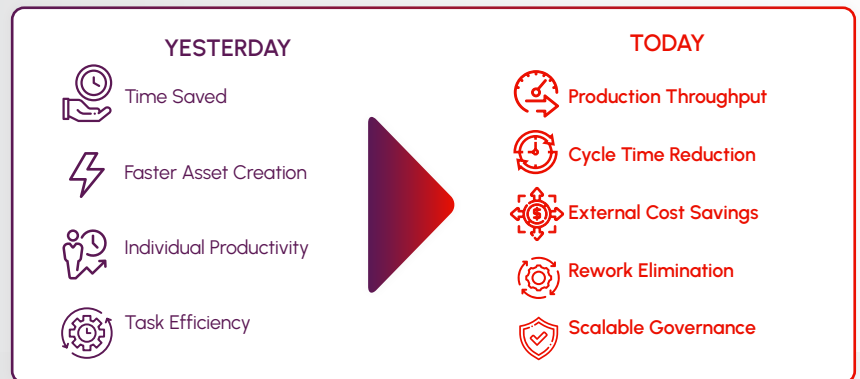
of enterprise buyers rank Generative AI as their #1 technology priority

Organizations are investing heavily in AI, but most aren't capturing the full financial return.

THE PROBLEM

The gap between AI potential and business value.

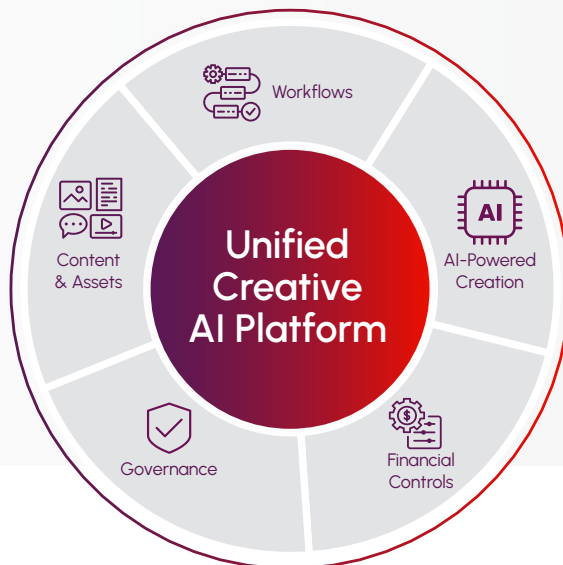
Fragmented tools limit AI's impact. That gap is redefining creative ROI from task-level productivity to outcomes.



THE SOLUTION

A unified platform closes the gap.

AI delivers more consistent, organization-wide returns when creative tools, workflows, governance, and financial controls are centralized within a single platform.



REAL RESULTS



\$50,000 Saved
Creating content internally instead of outsourcing



Weeks → 3 Days
Faster production cycle with integrated workflows

"We were able to do it in three days, versus several weeks."

— Paul Lampert, SVP of Collaboration and Innovation at Stagwell

Redefining creative workflows is how organizations turn AI investment into lasting business value.

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