

2024 Digital Trends Content Creation and Management in Focus



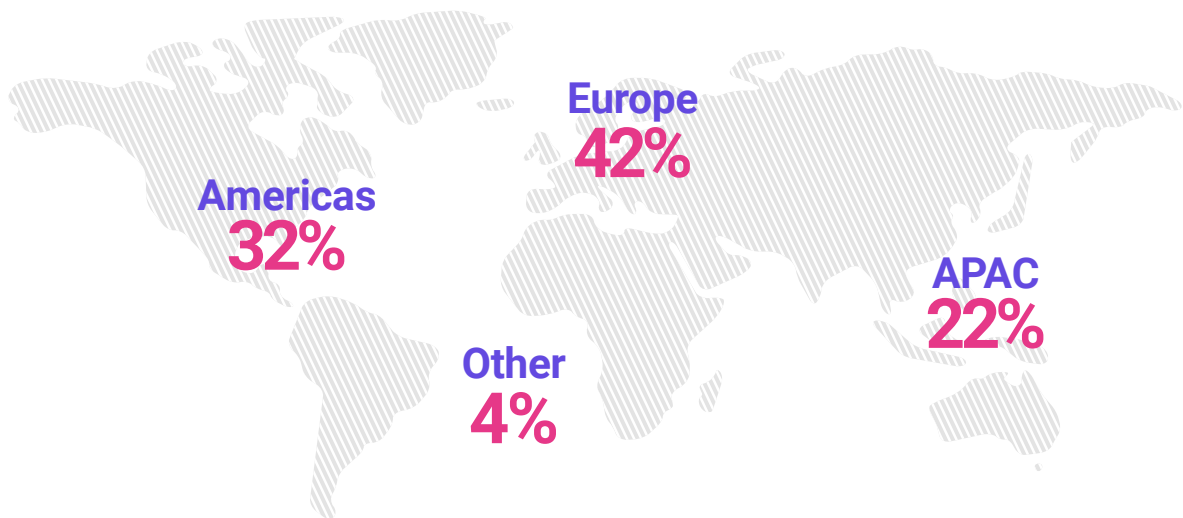
INTRODUCTION

Foreword

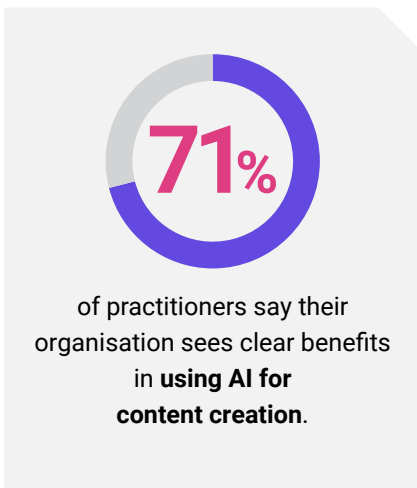
- This *2024 Digital Trends—Content Creation and Management in Focus* report from Adobe and Econsultancy zeroes in on how organisations are approaching the need to generate and deliver content against increasing demand for more connected experiences at every digital touchpoint in the customer journey.
- It is a companion to the *Adobe 2024 Digital Trends* report, now in its 14th year. This year's report reveals how digital experiences are still not living up to customer expectations, despite brands having more data than ever about their customers.
- Here, we spotlight how Market Leaders—those organisations that significantly outperformed their sector in 2023—are adapting their content management strategies to remove bottlenecks, reduce delivery times, and adopt new technologies such as generative AI.



Global reach—marketers and CX professionals

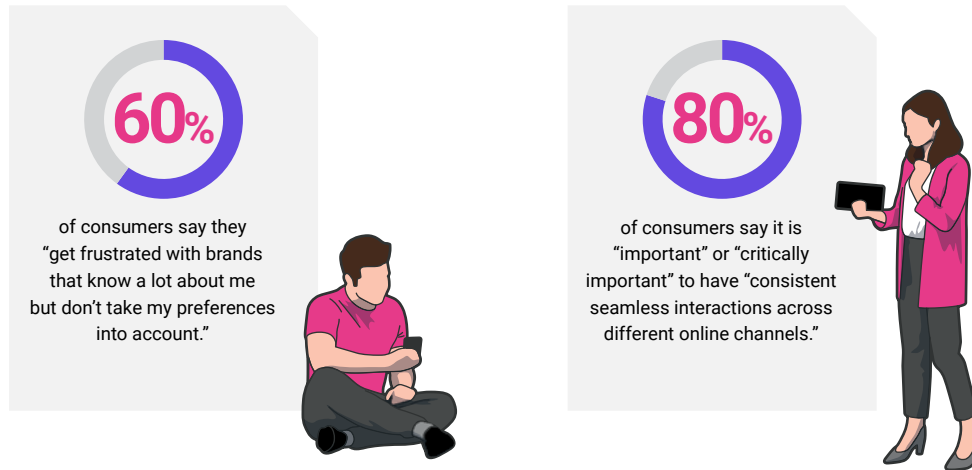


Key insights



Customers expect connected and personal digital experiences.

Buyers value experiences that reflect their interests, lifestyles, and purchase behaviours. In fact, 60% of consumers get frustrated with brands that know a lot about them but do not take their preferences into account. Moreover, seamless experiences across all digital channels are crucial, with 80% of consumers rating this as “important” or “critically important.” It is clear that connected and personal interactions across digital channels are not only expected, they are required for a positive customer experience.



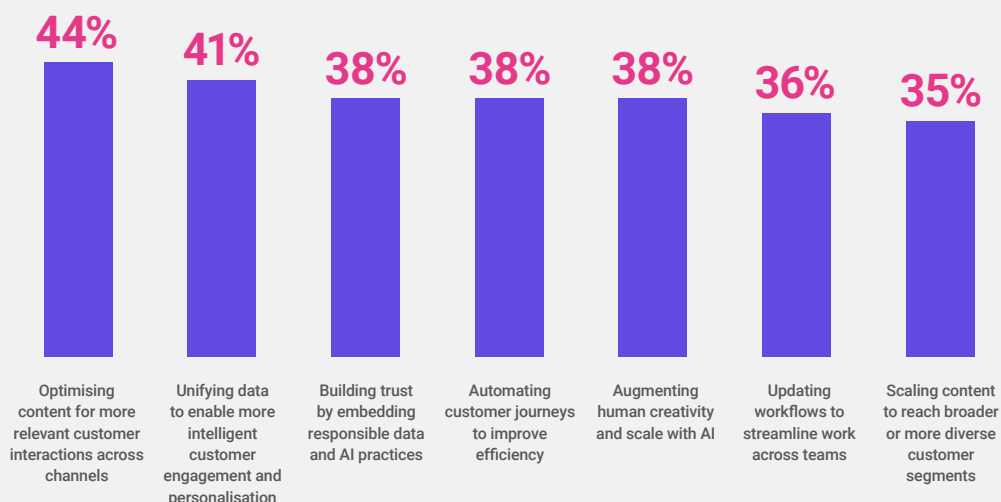
To engage and convert customers, content must be relevant, not random. Every interaction must reflect their specific needs and be in sync with where they are on the customer journey.

Senior executives view cross-channel optimisation as the most powerful CX improvement (selected by 44%) they can make to drive business success this year.

Market Leaders—those that significantly outperformed their sector last year—excel at content personalisation across channels. Almost three-quarters (71%) of these senior executives rate their approach as “above average” or “best in class” compared to just 42% of their counterparts among Market Followers—those whose organisations underperformed or merely kept pace with their sector.

And, to achieve greater personalisation, there will also be an emphasis on unifying data, which is highlighted as an improvement area by 41% of senior executives overall.

Digital CX improvements senior executives believe will have the biggest impact on their business in 2024

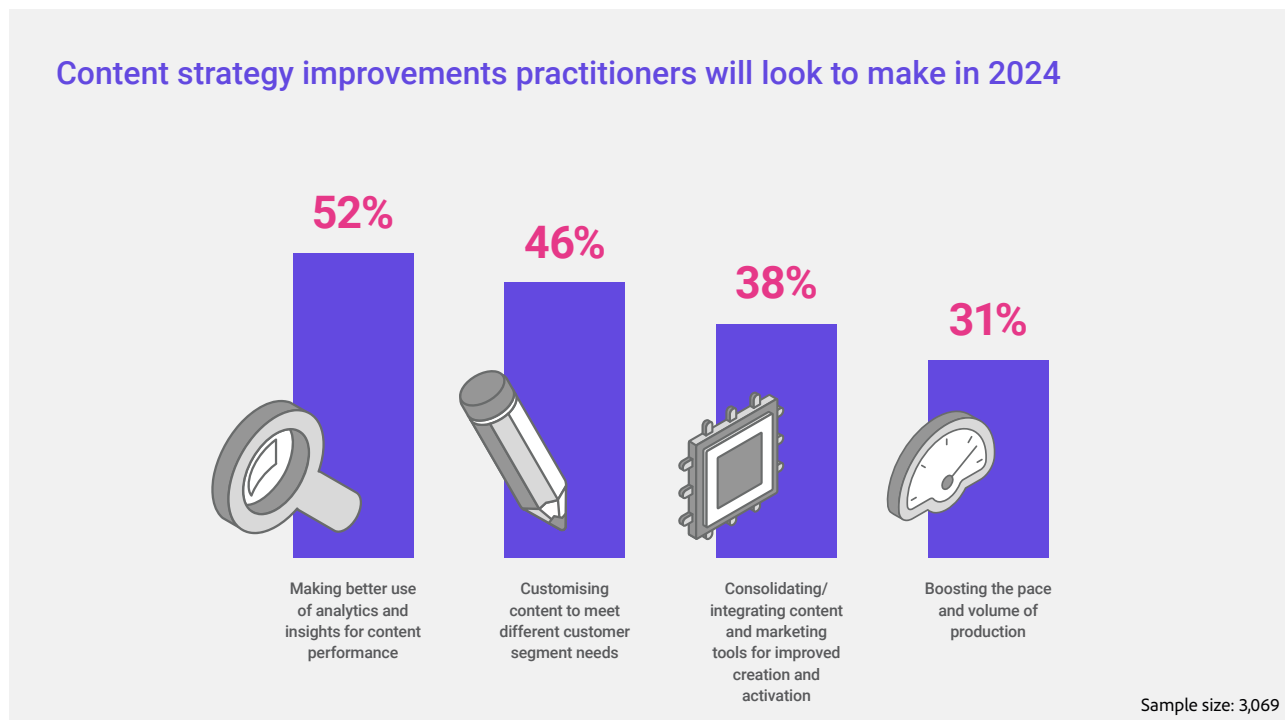


Sample size: 2,298

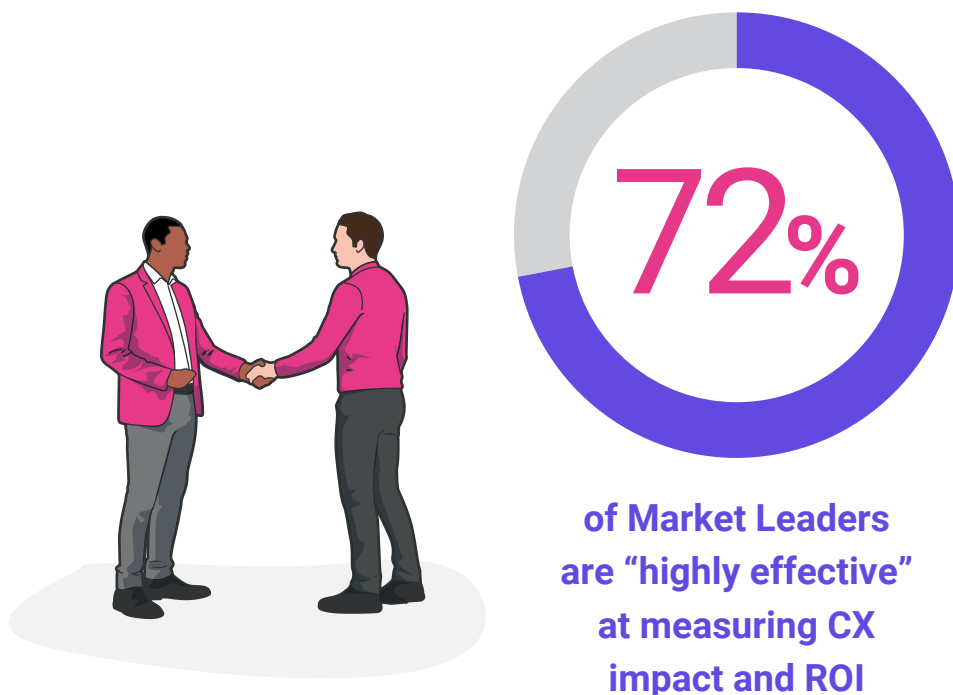
With an increasing demand for digital content, organisations are streamlining processes and ramping up performance measurement to drive ROI.

Customising content for different customer segments is high on the agenda of CX improvements to be made in 2024 (46%), but that means more content, more tools, and more effort. Facing pressure to demonstrate a return on investment (ROI), marketers are looking to consolidate their content toolkits (38%) and boost the pace and volume of production (31%).

More than anything, however, they will be prioritising making better use of analytics and insights to measure content performance (52%).



Market Leaders excel at CX optimisation, with 72% of these senior executives rating their organisation as “highly effective” at measuring CX impact and ROI, compared to 43% of Market Followers.



Generative AI will lead the charge in maximising ROI for content creation efforts.

Content creation and management is seen by senior executives as the number one use case (41%) for generative AI. This technology will empower marketers to create content faster, while reducing the burden on creative teams of performing routine tasks like customising content for new formats, audiences, and regions. However, organisations see many opportunities beyond this.

Beside content creation, generative AI has the potential to speed up workflows, improve content performance, and, crucially, improve campaign testing. That means in a hyper-personalised world, marketers can be confident they are serving the right content to the right customers at the right time, ultimately leading to high-performing content and increased ROI.

How Market Leading organisations will use generative AI to expedite content creation and drive ROI

Create faster

70%

expect to leverage generative AI for idea creation and concepting.



Eliminate bottlenecks

45%

plan to streamline creative workflows and asset production using generative AI.

Boost performance

61%

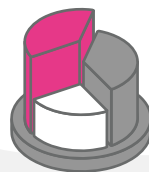
anticipate employing it for metadata enhancement, such as tagging assets, enriching alternative text, and optimising SEO.



Test campaigns

40%

believe a key use case will be in optimising campaign performance through testing and analysis.



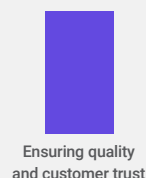
Practitioners; sample size: 1,713

Breaking the barriers of generative AI.

While generative AI helps marketing and CX professionals fast-track asset production, care is still needed for quality assurance. Over half of organisations (57%) say that ensuring quality and customer trust is a significant challenge when managing AI-generated content. This suggests that many organisations will be reluctant to use generative AI without human input. These organisations also recognise that implementing generative AI into their processes will require employees to develop new skills and new ways of working.

Top challenges practitioners face in managing AI-generated content in 2024

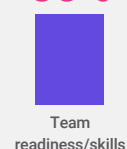
57%



54%



50%



35%



Sample size: 2,400

Conclusions and recommendations

The use of more sophisticated marketing technology has given brands the opportunity to deliver personalised experiences at every customer touchpoint. However, this has triggered an explosion of content, and organisations are discovering that they need to rethink their content supply chains.

The insights from this report point to three key areas where generative AI offers tangible and accessible business benefits:

- **Optimising and scaling content.** Concepting, adapting content, and versioning represent low-risk, high-return use cases for ROI, provided employees remain in control. And senior executives are on board, voting this the top use case for generative AI.
- **Streamlining production.** Market Leaders plan to use generative AI behind the scenes to eliminate bottlenecks and streamline creative workflows.
- **Testing and performance.** With the proliferation of digital assets, generative AI enables more efficient and effective content testing at scale, empowering marketers to confidently deliver high-performing, personalised content that maximises ROI.

For more insights from *2024 Digital Trends*, read the report [here](#).

Learn more about scaling the creation, delivery, and measurement of content with generative AI using [Adobe's content supply chain solutions](#).

Case Study: Sunbelt Rentals

Sunbelt Rentals transforms its sales model into a multichannel B2B experience with Adobe Experience Cloud.



“Authors create content in hours instead of weeks, without needing support from developers or IT resources. This drives a much faster time to market for content, giving customers the experience they expect.”

Tyler Stafford
Senior Director of Product
Management, Sunbelt Rentals

Adobe × ● **Econsultancy**

© MMXXIV Econsultancy / Adobe

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.