2025
AI and Digital Trends

Content Creation and Management

Foreword

This **Adobe AI and Digital Trends in Content Creation and Management** report explores how marketing organizations are under pressure to transform their content supply chains — the end-to-end process from content planning and creation to measurement and optimization — to meet growing demand for tailored, real-time customer experiences. We examine how generative AI is sharpening the focus on content and its value to the business, and how practitioners can leverage AI to deliver on expectations.

Key findings

Two out of three consumer brands aren't giving customers the right content at the right moment.

Customers don't just appreciate personalized content — they expect it. As Figure 1 below shows, 71% of consumers say it's "important" or "critical" for brands to anticipate their needs, providing relevant information and offers exactly when they want them. Even more telling, 78% expect a seamless experience at every touchpoint.

As a result, organizations are under pressure to transform their approach to personalization. Whether it's email, social media, or digital advertising, content needs to recognize each customer's preferences and history, tell a consistent story across channels, and feel relevant as customers navigate their journey.

Right now, most brands are falling short. Only a third (34%) of consumers say the brands they interact with provide timely and relevant offers or communications, and just 45% say brands create a consistent experience across channels. The gap is real — and so is the opportunity.

71%
of consumers say it's "important" or "critical" for brands to anticipate their needs
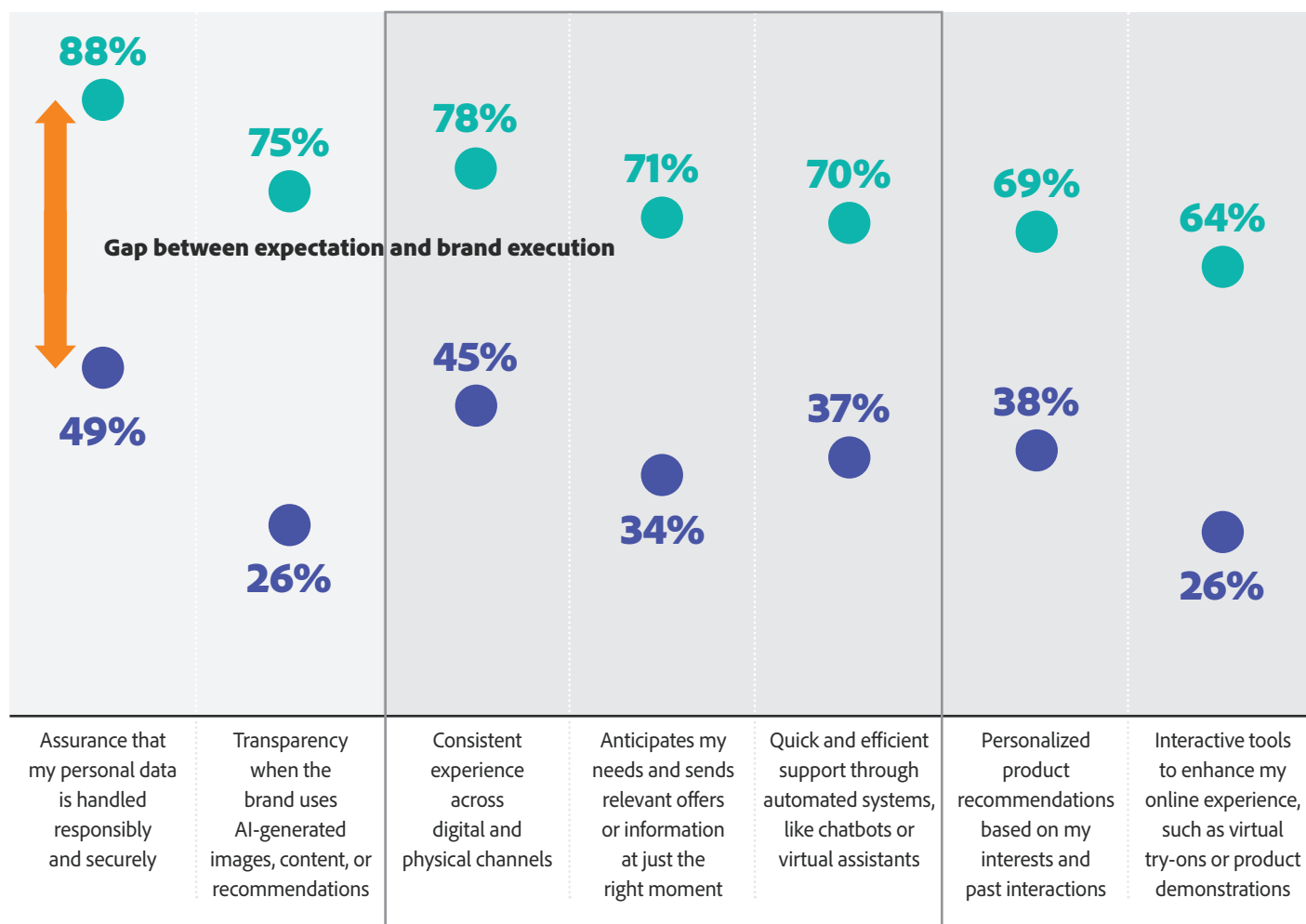
78%
expect a seamless experience at every touchpoint

34%
of consumers say the brands they interact with provide timely and relevant offers or communications

Figure1: The gap between customer expectation and brand execution
(% of consumers rating important/critical vs. % of brands that deliver effectively)

─○─ Customer expectation (% consumers rate important/critical)

─○─ Brand execution (% say brand delivers effectively)

88%	**75%**	**78%**	**71%**	**70%**	**69%**	**64%**
49%	**26%**	**45%**	**34%**	**37%**	**38%**	**26%**
Assurance that my personal data is handled responsibly and securely	Transparency when the brand uses AI-generated images, content, or recommendations	Consistent experience across digital and physical channels	Anticipates my needs and sends relevant offers or information at just the right moment	Quick and efficient support through automated systems, like chatbots or virtual assistants	Personalized product recommendations based on my interests and past interactions	Interactive tools to enhance my online experience, such as virtual try-ons or product demonstrations

Gap between expectation and brand execution

Base: 8,301 consumers

The pressure is on to scale content and maximize its impact.

Customer expectations are shaped by exceptional experiences, not those that are functional but uninspiring. AI and content analytics are raising the bar on what exceptional looks like, however, giving marketers the power to create content that is underpinned by precise insights about customer preferences, and informed by AI-driven optimization. There is a real risk that the gap between standout experiences and those that are average will widen further unless organizations up their content game.

This year will be pivotal for content creation, production, and activation. Organizations are preparing for a surge in content demand and output as generative AI boosts their ability to personalize experiences and adapt existing assets for use in different markets or channels. Senior executives are highly attuned to the opportunities this brings, with almost 9 out of 10 expecting a boost to the velocity and flow of content in the months ahead.

86%

of senior executives expect significant improvements in the speed and volume of content production in 2025 as a result of generative AI

81%

of senior executives say AI is placing CX organizations under increasing pressure to drive more business value
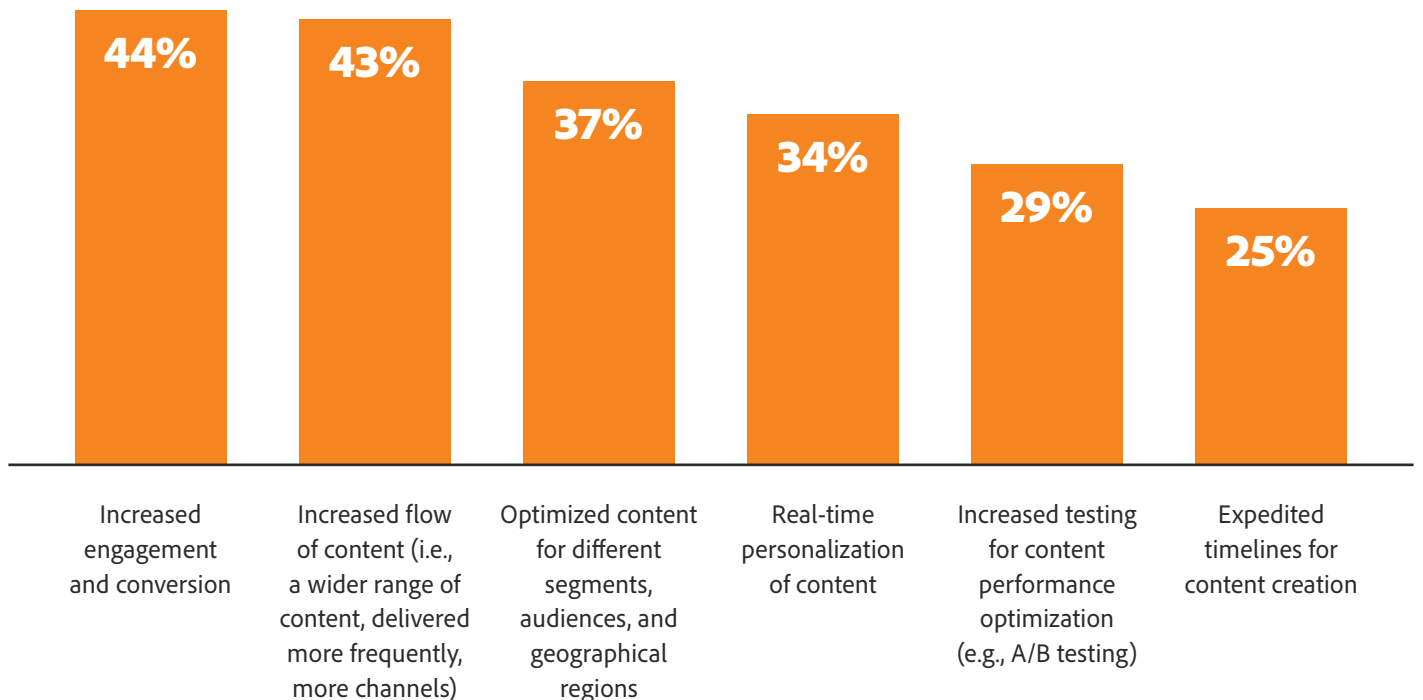
Practitioners are under pressure too, but they understand that simply creating more content isn't the key to increasing customer engagement. Content needs to work harder — delivering what customers need in the moment while staying aligned with brand values.

As Michael Dobell, EVP Innovation at Monks, explains:

"We're in a golden era of content. High-quality content is more abundant than ever, spanning countless channels. The challenge of our time lies in managing and delivering it effectively. Success will hinge on mastering volume and variance, with brand standing as the ultimate differentiator."

Customers are using an increasing number of channels, but omnichannel doesn't just mean more content. Each channel has its own unique requirements, and content must be tailored to each touchpoint and channel. So while 43% of practitioners say their marketing organizations are being pushed to increase the flow and range of content (Figure 2), 37% are also being tasked with optimizing content for segments, audiences, or regions — ensuring engagement feels anything but generic.

Figure 2: Compared to 2024, which of the following will your marketing organization be under greater pressure to deliver in 2025?

44%	43%	37%	34%	29%	25%
Increased engagement and conversion	Increased flow of content (i.e., a wider range of content, delivered more frequently, more channels)	Optimized content for different segments, audiences, and geographical regions	Real-time personalization of content	Increased testing for content performance optimization (e.g., A/B testing)	Expedited timelines for content creation

Base: 1,998 practitioners

How generative AI is transforming content into experiences.

Last year, Adobe Digital Trends identified content creation as one of the most accessible use cases for piloting generative AI in marketing and CX — and marketing organizations have acted on it.

Today, two-thirds are testing or actively using generative AI for ideation and concept creation. While half (49%) are still piloting or evaluating its effectiveness, 14% have implemented solutions with proven ROI, as Figure 3 shows.

Many are pushing further, embedding generative AI deeper into the content supply chain. According to practitioners, 64% of marketing organizations have pilot or working solutions in place to analyze customer interactions — setting the stage for smarter A/B testing and content optimization.

Meanwhile, 63% of organizations use or are piloting AI-powered personalization, leveraging real-time data to refine content to provide dynamic, in-the-moment experiences. This capability will allow them to deliver more relevant recommendations, offers, and digital ads that feel increasingly personal, no matter the channel or touchpoint.

Figure 3: Use cases for generative AI

Legend: ■ Not using in this area ■ Informal testing ■ Piloting ■ In use but still evaluating ■ In use and already seeing ROI

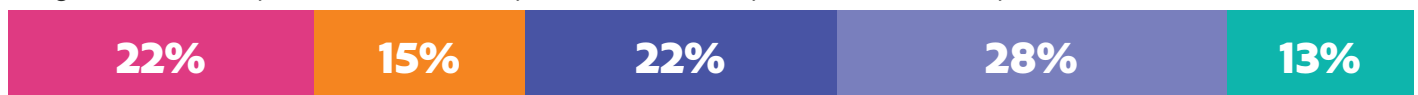**Analyzing data and customer interactions to uncover AI-driven insights**

Not using in this area	Informal testing	Piloting	In use but still evaluating	In use and already seeing ROI
19%	17%	21%	28%	15%

Generating ideas and creative concepts (e.g., brainstorming, content ideation, rough drafts)

Not using in this area	Informal testing	Piloting	In use but still evaluating	In use and already seeing ROI
18%	19%	22%	27%	14%

Automating processes and streamlining workflows (e.g., tagging assets, assigning tasks, brand reviews)

Not using in this area	Informal testing	Piloting	In use but still evaluating	In use and already seeing ROI
18%	17%	24%	28%	13%

Using real-time data to personalize customer experiences across multiple channels and touchpoints

Not using in this area	Informal testing	Piloting	In use but still evaluating	In use and already seeing ROI
22%	15%	22%	28%	13%

Creating engaging videos quickly and efficiently (e.g., for social media, digital ads, product demos)

Not using in this area	Informal testing	Piloting	In use but still evaluating	In use and already seeing ROI
25%	16%	20%	25%	14%

Creating photoshoots (e.g., for product shots and creative content)

Not using in this area	Informal testing	Piloting	In use but still evaluating	In use and already seeing ROI
29%	15%	19%	24%	13%

Base: 1,997 practitioners

Moving from pilot to proof demands organizational change.

Organizations clearly believe that generative AI has the potential to transform their content's impact. So why are so many still stuck testing tools and solutions?

Foremost in executives' minds is the responsible use of AI — protecting both their customers and their brand. Among those in the more advanced stages of adoption (piloting or actively using AI), 51% cite ethical concerns and brand reputation as barriers to scaling, while 48% point to governance, privacy, and compliance. But AI adoption isn't just a technical or regulatory challenge — 45% say organizational roadblocks are holding them back and acknowledge the need to build stronger employee support to successfully implement AI-driven solutions.

**Figure 4: Barriers to scaling generative AI in marketing and CX
(organizations piloting or with working solutions)**

Balancing AI-driven personalization with ethical concerns and brand reputation

51%

Governance, compliance, and data privacy concerns

48%

Managing change and fostering a culture of support for AI among employees

45%

Uncertainty in how generative AI will change consumer behavior in the future

43%

Difficulty identifying specific, high-impact use cases for generative AI

39%

Siloed customer data, limiting AI effectiveness

39%

Difficulty securing budget and justifying investment for AI scaling

39%

Base: 872 senior executives

Organizations with proven ROI stand out because they show deeper commitment to investing in the frameworks and processes needed to transition to an AI-enabled CX model. These super-users are nearly twice as likely to have established change management programs to help employees upskill and integrate AI into their workflows (59% versus 31% of those still in the pilot phase).

Likewise, 70% have built regulatory compliance and AI governance frameworks (compared to just 39% still in the pilot phase).

Executives are counting on AI-driven engagement to fuel growth.

Executives have a clear incentive to overcome these challenges and scale generative AI — the promise of growth driven by engagement and loyalty. AI and predictive analytics will empower marketing organizations to scale content by repurposing existing content for new channels and audiences, and — crucially — optimizing that content to maximize impact.

Senior executives have made this connection, with 65% forecasting that AI and predictive analytics will be major levers for customer retention and value, fueling growth in 2025 (Figure 5). Almost as many (61%) draw a line between more personalized experiences and growth. And that, inevitably, comes back to more tailored content delivered in the moment across a broader range of channels.

Figure 5: Marketing and technology initiatives expected to contribute to growth in 2025

Leveraging AI and predictive analytics to increase customer retention and loyalty

65%

Boosting customer engagement with more personalized experiences

61%

Driving efficiency and velocity by automating the customer journey

59%

Accelerating marketing with increased flow of content

53%

Unifying data to deliver a consistent customer experience

50%

Optimizing digital spend

48%

Base: 1,272 senior executives

Conclusions and recommendations

Customers expect a lot from content — relevant offers tailored to their needs, delivered at the right time, and consistently across touchpoints. However, most organizations fall short, creating a significant gap between expectation and experience.

With generative AI and analytics paving the way for hyper-personalized experiences in real time, organizations have an opportunity to close this gap and build deeper connections with customers. But that's also ramping up pressure on marketing teams, CX practitioners, and creatives to produce more content, faster, and optimized for audiences, channels, and markets.

Executives are sharpening their focus on content — for good reason. They know that engagement and personalization are key to customer loyalty, retention, and ultimately growth.

To make the most of generative AI and integrate it effectively into the content supply chain, marketing and CX professionals should:

- **Act now to gain a competitive advantage.** Content creation has reached an inflection point with brands that fully embrace generative AI poised to pull ahead from competitors, while simultaneously redefining customer expectations. Marketers need to move beyond pilots and trials and scale proven AI-driven solutions to stay ahead.

- **Use generative AI to dial up impact and flow.** Generative AI turbocharges the flow of content by repurposing and adapting existing content across channels and audiences, for example. But AI-powered tools also give vital insights into how different visuals, copy, and elements resonate with customers, allowing users to optimize performance and boost customer impact.

- **Build a solid base for transformation.** To successfully scale generative AI, organizations need to establish frameworks to ensure compliance, manage customer expectations, and protect the brand. They need the metrics in place to prove ROI, but, above all, they need creatives and marketers on board as they prepare for organizational change.

Learn how to transform your content supply chain with Adobe.

Case Study: Deloitte

Deloitte's network comprises over 140 regional firms, each operating independently and creating its own content to connect with local customers. Deloitte wanted to use its scale to better advantage, giving regional firms access to ready-made content already in use around the business, freeing up time for local teams to focus more on client work. The challenge was to maintain each regional firm's autonomy, while making sure they adhered to brand standards.

That required looking at all stages of its digital content lifecycle — from how Deloitte plans and produces content to delivering and optimizing it through websites.

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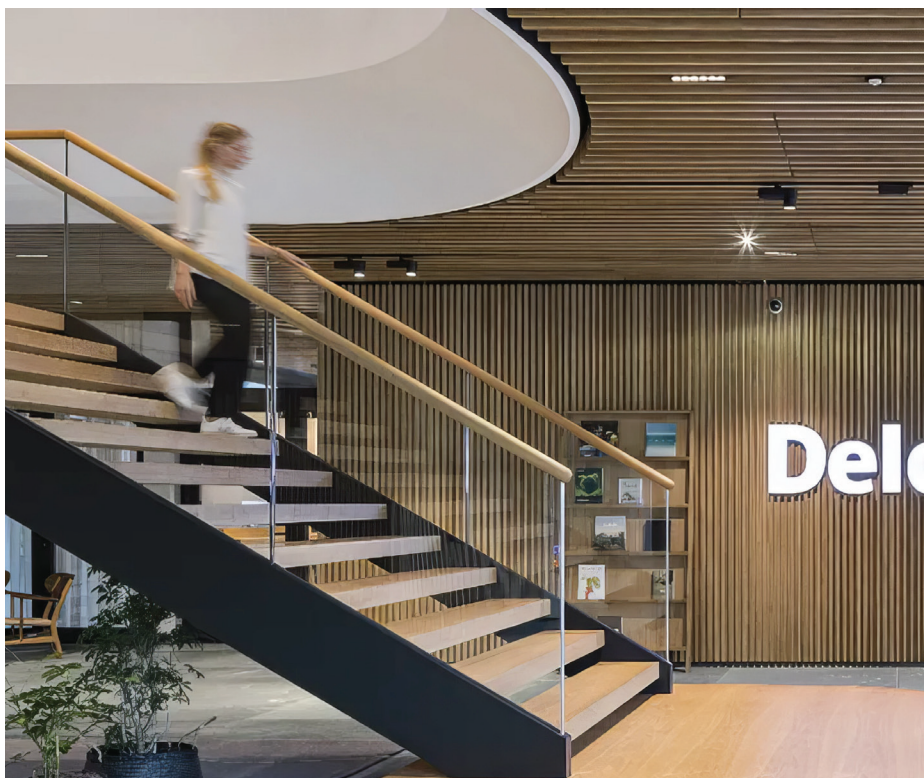
"Focusing on the content supply chain isn't just about delivering content faster and more efficiently. It's about creating and activating content that engages people on an individual level. With Adobe, we use technology to learn, improve, and respond to our clients."

Helen Wallace
Creative Director, Deloitte Digital

Read the full case study

About the research

The **Adobe 2025 AI and Digital Trends** research captured the views of 3,400 qualified respondents, including 3,270 client-side executives and 130 agency executives.

- 39% were senior executives (SVP/EVP/senior directors and above)

- 61% were practitioners (including CX professionals and marketing practitioners)

Participants were drawn from a wide range of sectors including retail (24%), B2B tech (23%), financial services (20%), healthcare (17%), and media and entertainment (10%).

We also gathered insights from 8,301 consumers aged 18+ and representative by age and gender. Respondents were screened to ensure recent engagement with digital communications across a range of sectors.

Both surveys covered Europe, North America, and Asia Pacific. The research was carried out independently by Econsultancy between November and December 2024. All respondents were pre-qualified and contributed anonymously via online surveys.