



state of content

report

2023



We surveyed **1200+** marketing and creative professionals from various functional and executive roles within the tech and consumer goods industries. The insights we gathered will help you leverage content's mission-critical role in navigating 2023's uncertain waters successfully. [Check out the highlights.](#)

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Tech and consumer goods companies are investing in content creation, management, and distribution in 2023 to meet business goals and reduce costs. Content investments help maintain brand visibility, deliver value, build trust, and secure new keyword ranking and traffic.

Failure to invest in content could disrupt brand momentum, risk losing customers, and impact profits.



# 69%

of marketers worldwide consider investments in content creation, management, and distribution a tactical decision to safeguard their finances during uncertain times.

*“It’s no longer okay to say that digital transformation is around the corner.*

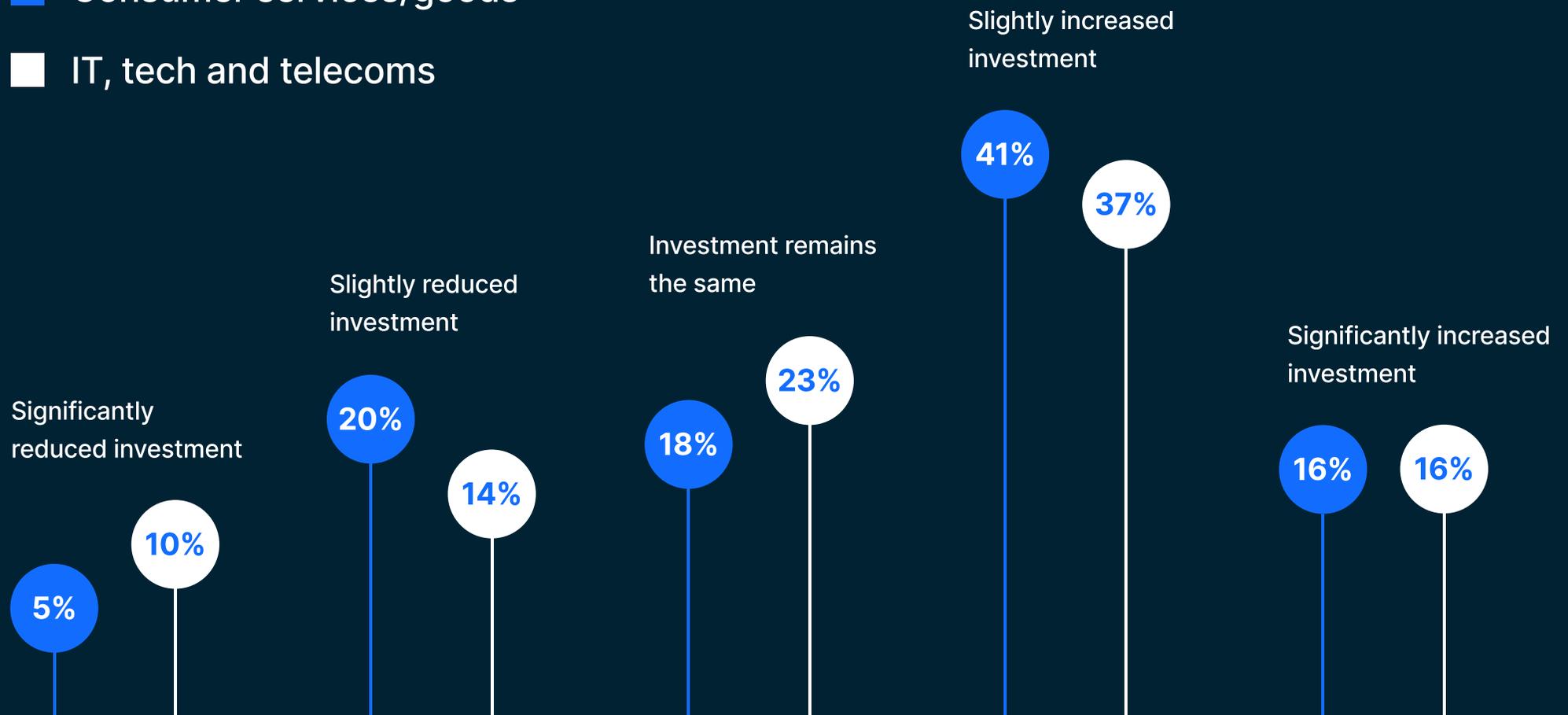
*The digital reality is what we are living and teams are starting to look in the mirror and not love what they see.”*

— Scott Brinker, Editor at [Chiefmartech.com](https://chiefmartech.com)

# Has the down economy affected your organization's investment in content?

■ Consumer services/goods

■ IT, tech and telecoms





66%

of respondents regularly use more than 11 channels for their marketing and promotional activities.

*“We've learned how to go to market and promote our brand across all our platforms including socials, e-commerce platforms, and email marketing. We use Bynder to host our assets and share them as needed.”*

— Leena Jain, CMO at Humanscale

In 2023, [having a connected ecosystem is paramount for businesses.](#) Most companies are planning to invest in consolidating their martech stack to keep up with the needs of the current marketplace. Their objective is to enhance efficiency, maximize the impact of content, and reduce costs while eliminating silos.

# 83%

of marketers plan to find cost efficiencies by consolidating technology systems and/or reducing agency spend.

# Which of the following technologies will you invest in in 2023?



- CMS** Content Management System
- DAM** Digital Asset Management
- PIM** Product Information Management
- Integrations** Integrations with existing tech stack
- E-com** E-commerce platforms



To succeed in 2023, brands plan to focus on content and consolidate their martech stack around digital asset management (DAM) to streamline workflows, scale up content creation, and distribute content across channels and platforms.

[Read the full report](#) for more insights or

[Schedule a demo](#) with one of our experts.