Content Matters: Al Trends 2023 Report

The state of gen AI-use cases and spending by business and industry.

2023 was the year of the generative AI takeover. Or was it?

We're still not quite at the tipping point where artificial intelligence tools are basic, everyday commodities, but they're clearly reshaping how we work and content.

Earlier this year, in our Martech Trends 2023 Report, we learned only 3% surveyed said they don't use AI or don't know how their team uses AI.

Now, from media and publishing to Finserv and the public sector, we've taken a closer look at the state of AI adoption. Explore what a select group of marketers and content creators told us: how often and how they're using AI, and how much they're budgeting for their AI toolkits.