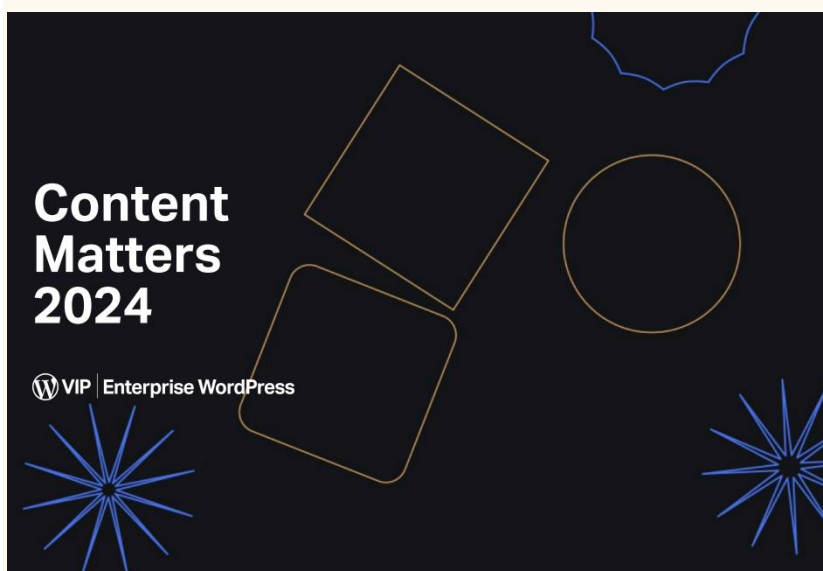


# Content Matters 2024



Are you ready to elevate your content strategy and stay ahead of the curve? The Content Matters 2024 Report is an essential resource for both IT and Marketing professionals looking to optimize their content management practices and drive business growth. We surveyed 1,000+ content and media professionals to understand how they're using content, analytics, and AI to drive business, retain customers, and prepare for the death of the third-party cookie. Here's what we learned.

## **Download the report to get:**

**Cutting-Edge Insights:** Unveil the latest trends in content technology, strategy, and management, shaping the future of the industry.

**Actionable Data:** Access deep, data-driven insights to make informed decisions that enhance your content performance and ROI.

**Expert Perspectives:** Learn from industry leaders and experts to refine your approach and stay competitive in a rapidly evolving landscape.

## **What You'll Learn:**

**Emerging Trends and Technologies:** Discover the high demand for quality content amidst tighter budgets and how emerging technologies are shaping the future.

**Analytics and Performance:** Understand the critical role of data analytics in content creation and performance measurement, even as 74% of organizations struggle to fully grasp their content's impact.

**AI Integration:** Explore the balance between AI tools and human expertise in content strategy, and how organizations are navigating budget constraints while integrating AI.

**Navigating the End of Third-Party Cookies:** Prepare for the impending retirement of third-party cookies with strategies to leverage first-party data, enhance user engagement, and ensure compliance