

2025 Content Marketing Trends Report



New research to future-proof your strategy





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An Inflection Point for Global Marketing Strategy and Operations

Last year, we said Marketing was changing faster now than at any time since the dawn of digital marketing. If anything, the pace of change has only sped up.

Stunning AI capabilities, game-changing privacy requirements, evolving buyer preferences and expectations to do more with less are happening all at once. Using amalgamated data from over 1 million users in 55 countries, as well as third-party research, IntelligenceBank brings you real-world insights into the present and future of marketing.

The data in this report applies to Marketing teams across virtually all industries – retail, travel, hospitality, banking, tech, government, food and beverage and many more. While the opportunities for Marketing teams to differentiate are clear, the risks are less apparent - and the chances of falling behind never greater.

Brands that adapt now will be well-poised to rule their respective markets now and in the future.





10 Key Content Marketing Trends

- 1 Content Creation Skyrocketing.** Content creation rose **49%** year-over-year, with no end in sight. (*IntelligenceBank*)
- 2 Face Recognition within Marketing Tech Going Mainstream.** With increased accuracy and product maturity, face recognition within content platforms to help identify and manage talent within images saw **7X** increases in 2024, with larger gains set for 2025. (*IntelligenceBank*)
- 3 AI-Assisted Creation Has Gone Mainstream.** **78%** of marketers use generative AI weekly, with **20%** using it daily. (*American Marketing Institute*)
- 4 Better Technology Needed.** Just **26%** of marketers feel they have the right technology to manage content. (*Content Marketing Institute*)
- 5 Video Creation Soars.** **39%** more videos were created year-over-year. (*IntelligenceBank*)
- 6 Short-Form Video Content Craze Spreads to B2B.** After years of crazy growth in TikTok and elsewhere, business networking platform LinkedIn saw video uploads increase **34%** year-over-year. (*LinkedIn*)
- 7 Content Compliance Takes Center Stage.** With government agencies now using AI to monitor public content, fear of public scrutiny and crippling fines drove more companies to adopt compliance tech. (*IntelligenceBank*)
- 8 AI Content Guidelines Taking Shape.** Media, governments and private enterprise are in the process of solidifying policies around 'synthetic' content with a focus on authenticity, transparency and privacy. (*IntelligenceBank*)
- 9 AI Personalization Shapes Content Creation.** From Instagram to Netflix, Marketing teams must create more niche content to meet audience expectations and capitalize on AI's ability to auto-serve messaging.
- 10 SEO Content Impacted by Major Google Updates, while Gen AI Hasn't Disrupted Traditional Search.** Algorithmic updates from search giant Google shakes up rankings in response to the widespread usage of generative AI. Yet so far, generative AI search is additive to traditional search, not a replacement. Barring a game-changing event, expect Google search to continue to post modest growth in 2025.



TREND

Marketing Content Creation Rises 49% as Brands Race to Meet Shifting Buyer Demands

Marketers using IntelligenceBank uploaded a whopping 2 million assets last year.

This may come as a surprise given Gartner reported marketing budgets decreased from 11.0% of company revenues in 2020 to 7.7% in 2024. (EMARKETER). While budgets are no doubt under increased scrutiny, investment into content creation is increasing across many sectors.

Examples of leading indicators and industry predictions include:

- **93%** of brands reported that they'll either increase their creator budgets or increase the role of creators in their overall strategy. (*LTK*)
- **80%** of marketers reported ROI of AI exceeded their expectations in 2024. (*Invoca.ai*)
- **91%** said they will have a dedicated budget for AI tools, a **5%** increase over last year. (*Invoca.ai*)
- **95%** of marketers plan to increase AI investments next year. (*MarTech*)

Best Practices

Brands should focus on optimizing content efficiency, ensuring relevance, and driving measurable impact.

- **Brands Must Either Add Value or Be Entertaining.** One of the drivers of increased content creation is the ease of which it can be produced. While generative AI and design tools that don't require high level design or production skills help scale content, each piece must not only be on brand but have a reason to be. In other words, don't churn out content just because you can. Dumping a ton of unplanned content will lead to brand dilution, audience fatigue, and ultimately a lack of engagement. By all means scale, but make sure your content is relevant, authentic, and valuable.
- **Brands Must Streamline Content Production Processes:** With the rise in inventory, it's essential for brands to optimize their workflows. Lack of resources is listed as the number one issue cited by marketers (*Sparktoro*). That means they need to implement content management systems that centralize assets, streamline approval processes, and allows for easy collaboration and approval processes across teams. They also need to make brand guidelines super accessible and template what they can (social media posts, blog articles, etc.) to ensure multiple team members can maintain brand consistency.
- **Brands Must Build for Voice-Based Search.** Headlines declaring the death of SEO have been around since the 2000s. First, paid search was seen to be killing it off. Then, mobile phones with apps were poised to destroy online search. Next, it was ChatGPT. Surprise: according to Forbes, 1 billion voice searches are now conducted globally every month, increasing the need for answer-based website content.
- **Brands Must Leverage AI and Automation for Efficiency.** There are many functions within the content production process that can leverage AI and automation software to help meet content demands without sacrificing quality. The list is exhaustive, but examples include, using AI to locate assets or people within assets fast, using generative AI to create preliminary drafts or repurpose content for different channels (e.g., turning blog posts into social media snippets, or summarizing reports for emails) and approving work via tools trained to know brand and legal rules.
- **Brands Must Ensure Cross Channel Consistency.** Ensure content is optimized for each platform while keeping the messaging aligned. (e.g., editing down a long form LinkedIn video for short-form videos for TikTok).
- **Brands Must Measure and Adjust:** As content creation intensifies, measuring its impact is essential to ensure that efforts are aligned with business goals. This means tracking performance by regularly monitoring metrics such as engagement rates, conversions, usage rates and ultimately return on investment (ROI) to gauge content performance.



TREND

AI-Assisted Marketing Workflows Increase Productivity

According to Gartner, 80% of creative talent will use generative AI daily by 2026. But the use of AI is not restricted to content creation. Businesses will streamline operations by integrating centralized workflows that utilize automation and AI functionalities across the entire process. There is a move away from multiple stand alone solutions (known as 'Frankenstacks'), to single end-to-end platforms that use AI and automation to help plan, execute, measure and manage marketing content. These workflows not only boost productivity but enhance visibility, audit trails and collaboration.

Key stats supporting this trend:

- AI auto-tag generation on creative assets is up **7X** YoY. Given the average marketing team uploads more than **5,000** assets per year this advancement saves thousands of hours. (*IntelligenceBank*)
- **79%** of B2B marketing managers report increased AI marketing spending. (*Content Marketing Institute*)
- **69%** of marketers believe that those in the profession who use AI will replace those who don't. (*SOCi Inc*)
- Marketers save **3h/piece** of content and **2.5h/day** overall with AI tools. (*Synthesia*)
- **69.1%** of marketers have incorporated AI into their operations. (*Influencer Marketing Hub*)
- **68%** of companies noticed a content marketing ROI growth since using AI. (*Synthesia*)

Best Practices

- **Ensure Security.** Enterprise level security is a must when sharing any business-critical information with any AI system. You need to ensure Large Language Models (LLMs) are private to ensure sensitive data is kept in house.
- **Use AI and Automation to Reduce Repetitive and Low Value Tasks.** Updating revised content across channels, resizing artwork, searching for files, content review tracking, requests for assets and logos are all time consuming tasks that do not need to be done manually.
- **Use Object or Theme Recognition to Increase Productivity.** Auto-tagging media assets and images is critical to quickly organizing digital assets and team productivity. This includes auto-detection of content, places, things and more.
- **Use Facial Recognition to Increase Productivity and Reduce Liability.** Deploying facial recognition within a digital asset management platform helps marketers:
 - **Talent Rights.** Quickly identify photos that need to be removed from public content, saving hours over manual searches while reducing risk.
 - **Company Leadership Changes.** Locate company leadership photos that need to be updated or changed website content.
- **Use AI to Power Approvals.** Legal and brand risk detection can be automated across all your marketing channels. Custom risk detection capabilities powered by AI, with ready-to-go industry rule libraries, and your own risk rules help find legal and brand risks faster and more accurately than manual review.
- **Use AI for Automated Video Transcription and Closed-captioning.** Videos aren't just for social media platforms. Transcriptions can be effectively leveraged for web-based content as well.
- **Employ an AI-First Content Ideation Policy.** Often, generative AI tools can be just as effective as a team brainstorming session (and faster).
- **Data Analysis.** AI search allows marketers to upload truly huge PDF documents and ask questions, fast-tracking the understanding and analysis of highly detailed information.



TREND

Content Technology Spending Increases

Along with the buzz of AI and automation is a trend toward a single source of truth for all things brand and marketing. In other words, a platform where all digital assets, requests, schedules and operations happen. A recent survey by Invoca found 90% of respondents will dedicate budgets to MarTech in 2025. (*Invoca*) This uptake is being driven by both increases in content production and the need to manage it.

Content production has been on the rise since 2021 and is a trend that is forecast to continue. The industry was valued at \$32.28 billion in 2024 and is estimated to grow at a CAGR of 13.9% from 2025 to 2030. (*Grandview*). Businesses are becoming increasingly aware that legacy marketing ops systems cannot cope with the sheer level of inventory being produced and of the benefits gained from breaking down silos between departments to build transparency and collaboration. So while brands are prioritizing investments in content marketing technology to enable them to scale to meet evolving consumer expectations, at the same time they are improving internal efficiencies.

They are increasingly turning to software purpose-built for content creation and creative asset file management, or 'Digital Asset Management' (DAM) systems managed from one central location. Workflows boost collaboration and produce approved content faster with briefs and intake forms, proofing tools and approval workflows all managed from kanban boards, while DAMs allow team members to find and share creative assets and brand guidelines quickly and easily, with full visibility and control over how they're used.

- In 2024, companies spent **19.9%** of marketing budgets on MarTech. This is expected to grow to **23.5%** in one year and to **30.9%** in five years. (*CMO Survey*)
- Approximately **62%** of marketing activities use MarTech tools, up from **58.4%** just one year ago. (*CMO Survey*)
- Forrester's 'Global Martech Software Forecast, 2023 To 2027', predicted worldwide spending on marketing technology to surpass **\$215b** by 2027, implying a **13.3%** annual growth rate. (*Forrester*)
- **30%** of enterprise companies use creative templates to accelerate content workflow. (*IntelligenceBank*)

A Case Where MarTech Brings Accuracy at Scale

Tabcorp, one of the largest gambling and entertainment companies in the world, must balance a high volume of marketing content productivity with strict regulatory compliance guidelines. Doing both fast is no easy feat. But using IntelligenceBank, Tabcorp was able to create 9,500 digital assets in 10 weeks within the Spring Racing season with just a handful of graphic designers – and without a single error.

Tabcorp Spring Racing Carnival Campaign in Numbers

6

Graphic Designers

9,500

Assets

10

Weeks

0

Errors



What used to take up to 7 to 10 days
now takes 20 minutes

– Chris Yates | Senior Manager & Marketing Operations
Tabcorp



Additional ways that digital asset management, marketing operations technology and brand management software save marketing teams time include:

- Reducing asset duplication and production
- Routing content requests through a centralized intake form
- One centralized area for asset access for internal and external partners
- Standardized creative briefs
- Streamlined content approvals

Best Practices

- **Group and Centralize as Many Functions as Possible in One Platform.** No one piece of software can do everything, yet consolidating the core content process into one platform that seamlessly connects to specialist apps such as Adobe, socials and WordPress decreases time lost by context switching.
- **Leverage Cross-functional Collaboration Tools.** Use a platform that facilitates collaboration across departments and external partners. This includes enabling real-time commenting, feedback, and task assignment. A centralized platform that allows marketing, legal, compliance, and creative teams to work together reduces the risk of errors, miscommunication, and delays.
- **Track Performance and Optimize Content Strategies.** As MarTech budgets increase, investing in analytics tools to track the performance of content is crucial. Use data to continuously optimize campaigns and content strategies. Analytics will help identify which content is performing well and which areas need improvement.
- **Ensure Scalability for Future Growth.** Scalable software solutions allow businesses to add new users, functionalities, and integrations as needed. This ensures that content operations remain efficient and agile as demand increases.



TREND

Short Form Video Content Creation Skyrockets

There is no question, video is a ubiquitous marketing tool. It is accessible across every platform, including print media sites, as it's an effective way to share stories that engage audiences. While video is nothing new, its recent popularity can be seen by activity on the IntelligenceBank platform. Over the last 24 months, Marketing teams have uploaded 47% of all video content on the platform since its inception in 2009.

Further testament to this trend is, Microsoft's Head of Content and Integrated Marketing's recent comment that 61% of marketers say their organization will increase investment in videos in 2025. Video content leads marketers' priorities followed by thought leadership content (52%), AI for content optimization/performance (40%), paid advertising (40%), AI for content creation (39%), in-person events (35%), webinars (32%), building an online community (27%), digital events (21%), and audio content (20%). (*Content Marketer*)

While audiences fluctuate between long and short form video, short form (15 to 60 seconds long) is an absolute necessity. This is due to decreasing attention spans and the fast paced nature of online consumption. Short form video is effective as it forces brands to be single minded and direct and can be a great way to present digestible segments from longer form videos. Research shows this 'snackable' content can retain the attention of 50% of audiences. (*Kajabi*)

The threat of a TikTok ban in the United States drove many creators to double-down on their YouTube investment, and the platform continues to be the primary beneficiary of TikTok fears.

- Short-form video is now the number one content marketing format, with most marketers saying it offers them higher ROI than any other format. (*HubSpot*)
- YouTube's popularity is still climbing with ad revenue on track to break the **\$10b** milestone within the next two years. YoY growth is predicted to reach **16%** in 2026. (*EMARKETER*)
- There is a boom In-App video advertising which will capture over **30%** of overall US mobile ad spend. (*EMARKETER*)
- Video marketing can help increase brand awareness by **54%**, and lead to **66%** more qualified leads. (*Jammy Digital*)
- Video content on LinkedIn is shared **20x** more than any other post. (*LinkedIn*)
- In 2019, the average user spent 27 minutes and 24 seconds on TikTok. In 2024 that number more than doubled **+113%** reaching an estimated 58 minutes and 24 seconds. (*Exploding Topics*)

AI-Created Video Will Become More Commonplace

AI tools for video creation became mainstream in 2024. Software like Runway, Synthesia and Vyond enable brands to generate and edit quality productions at a fraction of the time taken by traditional methods. While not yet a replacement for high-end, truly resonant entertainment, videos that once cost thousands of dollars and took weeks to complete can now be completed in hours.



Best Practices

- **Get on Board with New Platform Offerings to Generate Interaction.** E.g., YouTube Shorts, Instagram Reels and TikTok interactive tools (e.g., polls and live streaming) to engage viewers. Regularly analyze metrics to refine content strategies based on what resonates most in each niche.
- **Be Ethical.** Using AI to create videos raises ethical concerns around misinformation, copyright infringement, and the potential for deepfakes, which can mislead audiences and violate intellectual property rights.
- **Leverage AI-Powered Video Transcription Into Web Content.** When possible, turn webinar and podcast transcriptions into web content to drive more eyeballs to your website.
- **Establish Trust by Disclosing AI-Based Video.** According to iStock, 98% of consumers agree that authentic images and videos are pivotal in establishing trust. This year, businesses should focus on visual storytelling that emphasizes relatability with visual narratives that feel real and true. If you're using avatars that look like humans, consider disclosing their use up front.
- **Don't Wait for AI Video Regulations.** According to Gartner, 60% of CMOs will adopt measures such as content authenticity technology, enhanced monitoring, and brand-endorsed user-generated content to protect their brands from widespread deception unleashed by generative AI.
- **Optimize Video Length for Each Channel and Audience.** According to Piktochart research, these is is how long videos for major social channels should be:
 - ☐ **TikTok:** 10 to 15 seconds
 - ☐ **YouTube:** 5 to 15 minutes
 - ☐ **Facebook:** 30 to 90 seconds
 - ☐ **Instagram video length:** 30 to 45 seconds
 - ☐ **LinkedIn video length:** 30 seconds to 5 minutes



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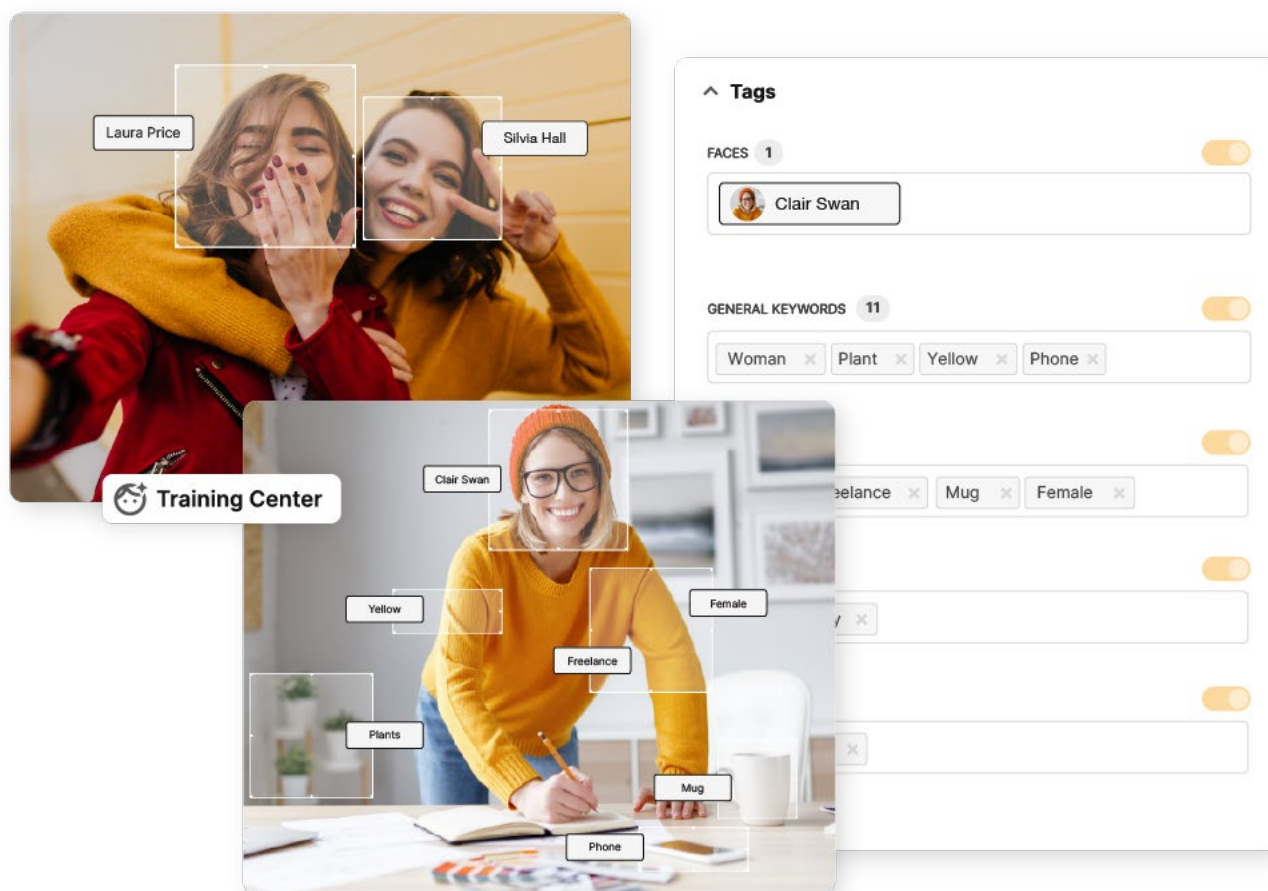
TREND

Increased Use of Facial Recognition and AI Auto-tagging to Help Manage Content

The average Marketing team created more than 5,000 assets last year (*IntelligenceBank*). Within those assets are potentially hundreds of images with human faces. Managing these assets every time talent usage rights expire or your team experiences leadership changes is a challenge.

There has been an uptick in Marketing teams using facial recognition to identify faces in images by automatically adding their names as searchable keyword tags. Its popularity is twofold: firstly it's a huge time saver (no more manual tags), and secondly, it avoids legal action and fines resulting from inadvertently using an unauthorized image.

Complimenting this is the increased usage of auto-tagging images. When images are uploaded into a platform like IntelligenceBank, auto-tags automatically identify characteristics such as the setting, the items visualized in the images and more. These tags are incredibly useful when looking for similar images in the future, saving hours of search time.





TREND

Content Marketing Workflow Reports Gain Traction

Increasingly, Marketing teams using IntelligenceBank exponentially increased their usage of advanced reporting around workflow metrics to gain improvements around campaign go to market. These enable leaders to visualize marketing workflows, identify process bottlenecks and areas for improvement. Without content workflow reporting, such as IntelligenceBank's Smart Reports; improving productivity can be a difficult task.

A few benchmarks from our analysis of customer data across industries:

- **165,000** approvals were requested.
- **92%** of marketing assets submitted for approval in 2024 were approved.
- **81** - percentage of approved.

Best Practices

Top Nine Content Workflow Reports

To ensure your campaign go to market process is as efficient as possible the following creative brief and approval reports are critical to monitor and approve upon over time.

- **Approval requests.** Understand the number and types of approval requests being made.
- **Approval status.** Understand the proportion of approvals that are currently approved, pending or declined.
- **Time to approval.** Understand how many days it takes for different types of content to be approved.
- **On time workflows.** Understand the percentage of workflows that are completed on time.
- **Types of brief.** Understand the volume of different types of briefs that are being submitted.
- **Logins by month.** Understand who is logging in to the platform and following correct processes.
- **Most viewed pages.** Understand which pages in the platform are visited by your team the most.
- **Briefs that include Automated Disclaimers.** Percentage of briefs that link to automated disclaimers.



TREND

AI Assisted Creation Has Gone Mainstream

While we were all enchanted by the possibilities of generative AI over the past two years, 2025 is expected to see a far broader, practical mainstream adoption across all marketing content. Gartner estimates that by 2025, 30% of outbound marketing messages will be created by generative AI. According to Chief Marketer, 62% of use cases are copy related and 44% are image and video related. This ability to scale brings obvious ROI, but it also increases compliance risks. AI can produce large volumes of content quickly, but without proper oversight, unintentional breaches may occur. This challenge is heightened by expanding regulatory mandates, geographic variations, increased content volumes, and tight deadlines, making thorough reviews more difficult to maintain.

Key stats supporting this trend:

- **78%** of marketers use generative AI weekly, with 20% using it daily (*American Marketing Association*)
- Generative AI use among business leaders that found the number of weekly users jumped from **37%** in 2023 to **73%** in 2024. (*Wharton University of Pennsylvania*)
- Generative AI market size is expected to show an annual growth rate (CAGR 2025-2030) of **41%**, resulting in a market volume of US\$356.10b by 2030. (*Statista*)
- **50%** of marketers use generative AI to create content such as blogs, emails and social posts and **41%** used it to brainstorm content ideas. (*SurveyMonkey*)
- International Data Corporation (IDC) estimates that generative AI Will Increase Marketing Productivity More Than **40%** by 2029. (*IDC*)

Best Practices

- **Develop Clear Guidelines for AI Use.** Establish clear and standardized processes for content creation that does not breach company privacy policies. Ensure that all AI-generated material aligns with your brand's voice, tone, and compliance standards.
- **Adopt a Pro-Active Approach.** To navigate the compliance risks associated with AI-assisted content creation, marketing teams should adopt a proactive approach to oversight and risk management.
- **Integrate AI Compliance Monitoring.** Leverage AI-powered compliance review solutions that can automatically detect and flag potential compliance and brand related misfires within generated content.
- **Maintain Human Oversight.** While AI can assist in content ideation and speed, human expertise is still essential to maintain authenticity and credibility. Ensure research is not solely taken from sites like ChatGPT and Perplexity. Have compliance officers or legal teams involved in the review process, especially for content targeting sensitive industries such as finance, healthcare, or insurance, where regulations are more stringent.
- **Train AI Models on Compliance Standards.** Continually refine AI models to understand and recognize compliance issues by training them with updated guidelines, industry regulations, and company-specific rules. The more the AI learns, the more it can assist in creating content that is not only creative but compliant.



TREND

AI Personalization is Shaping Content Creation

Personalization has been a trend amongst fast growing companies for some time. In 2021 McKinsey reported they generated 40% more revenue from personalization than slower-growing competitor. The success is largely attributed to more relevant information being communicated in a more personable manner rather than being treated like a number. AI personalization is revolutionizing how content is created, tailored, and delivered to audiences. Gone are the days of one-size-fits-all messaging. AI is enabling hyper-targeted, individualized content experiences that resonate with consumers on a deeper level.

Key stats supporting this trend:

- **77%** of customers feel frustrated by irrelevant promotional notifications. (*Segment*)
- Over three-quarters of customers (**76%**) say personalized messages are crucial for brand consideration. (*McKinsey*)
- **80%** of businesses report increased consumer spending (averaging **38%** more) when their experiences are personalized. (*Twilio/Segment*)
- **65%** of marketers report better open rates with segmented emails. (*HubSpot*)

Best Practices

- **Dynamic Content Customization.** AI can analyze vast amounts of consumer data—such as browsing behavior, purchase history, demographics, and even sentiment analysis—to create content that is dynamically tailored to individual preferences. This allows marketers to produce personalized landing pages, emails, ads, and product recommendations in real time, increasing engagement and conversion rates.
- **Predictive Content Creation.** AI tools can predict the type of content that will appeal to specific segments based on previous interactions and historical data. By using machine learning algorithms, marketers can proactively generate content that speaks directly to the needs and interests of different customer personas, ensuring the right message reaches the right person at the right time.
- **Enhanced User Engagement through Chatbots and Virtual Assistants.** AI-powered chatbots and virtual assistants are taking personalization to new heights by engaging users in real-time. These AI tools can provide tailored responses, recommend relevant content, and help guide users through the customer journey. By interacting with users in a personalized way, they enhance the overall content experience and build stronger relationships with customers.
- **Content Optimization Based on Real-Time Feedback.** AI can continually analyze how users interact with content, including which headlines attract attention, which images drive clicks, and which calls to action convert the best. With this data, AI can automatically optimize content across various channels, adjusting messaging, visuals, and delivery methods for maximum impact. This data-driven approach to content creation ensures that marketing materials are always relevant and effective.
- **Scaling Personalization ... at Scale.** One of the most powerful aspects of AI is its ability to scale personalization across large audiences. While personalized content traditionally required significant manual effort, AI can automate the process, generating thousands of unique pieces of content for different audience segments. This ensures that no matter how large the customer base, each individual receives tailored messaging, making the marketing effort feel more intimate and engaging.
- **Cross-Channel Consistency.** AI tools help maintain consistent, personalized messaging across multiple touchpoints, including email, social media, websites, and mobile apps. By centralizing data and insights, AI ensures that personalized content remains cohesive across channels, giving customers a seamless experience as they move between devices and platforms.



TREND

Government Regulators Leverage AI to Monitor Advertising Compliance

As content continues to scale - particularly digital content generated with the assistance of AI - government regulators are themselves increasingly turning to detect wrongdoing. In the UK, the Advertising Standards Authority (ASA) has been at the forefront of this shift, utilizing AI to monitor digital ads for misleading claims, inappropriate content, and violations of advertising codes. This trend reflects a broader global movement toward AI-driven regulatory enforcement, where technology is used to keep pace with the rapid proliferation of digital content.

AI-Powered Monitoring and Enforcement

The ASA's use of AI tools allows it to scan millions of online ads in real time, identifying potential breaches of advertising rules. These tools analyze text and images to flag ads that may be deceptive, harmful, or non-compliant with industry standards. For example, AI can detect misleading health claims in pharmaceutical ads, inappropriate targeting of children, or the use of banned imagery in gambling ads. By automating the detection process, regulators can respond more swiftly and efficiently to violations with fewer breaches going unnoticed.

Fines and Penalties

The adoption of AI in regulatory monitoring has already led to significant enforcement actions. In 2024, the ASA issued fines totaling over £2 million to companies found in breach of advertising rules, many of which were identified through AI-powered systems. One notable case involved a major e-commerce platform fined £500,000 for using misleading discount claims, which were flagged by AI algorithms analyzing the platform's ad campaigns. Similarly, a health supplement company was penalized £300,000 for making unsubstantiated claims about its products, detected through AI text analysis.

Global Implications

The UK is not alone in this trend. Regulatory bodies in the European Union, the United States, and Australia are also exploring AI-driven solutions to monitor advertising compliance. For instance, the Federal Trade Commission (FTC) in the U.S. has begun piloting AI tools to detect deceptive advertising practices, particularly in the areas of weight loss products and financial services. In Australia, the Australian Competition and Consumer Commission (ACCC) has implemented AI systems to monitor social media influencers for undisclosed sponsored content.

Best Practices

To avoid penalties and maintain compliance, marketers must adapt to this new regulatory landscape. Key strategies include:

- **Proactive Compliance Audits.** Regularly review advertising content to ensure it meets regulatory standards. Use AI tools internally to identify potential risks before campaigns go live.
- **Transparency in Claims.** Avoid exaggerated or unsubstantiated claims in ads. Ensure all promotional content is backed by credible evidence.
- **Stay Informed on Regulations.** Keep up-to-date with evolving advertising standards and regulatory guidelines in each market where you operate.
- **Leverage AI for Self-Monitoring.** Implement AI-powered compliance tools to monitor your own campaigns, ensuring they align with legal and ethical standards.
- **Collaborate with Regulators.** Engage with regulatory bodies to understand their expectations and demonstrate a commitment to ethical advertising practices.



The Future of AI in Advertising Regulation

As AI technology continues to advance, its role in advertising regulation will only grow. Regulators are expected to expand their use of AI to monitor emerging platforms, such as virtual reality and the metaverse, where advertising practices are still evolving. For marketers, this underscores the importance of deploying AI not only for creativity and efficiency but also for ensuring their campaigns meet the highest standards of integrity and transparency.

Marketing regulation is a rapidly changing environment, brands that prioritize compliance and adopt AI-driven solutions for self-regulation will be in a better position to avoid costly penalties and reputational damage.

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TREND

Major Google Updates Upend Search Rankings, While Gen AI Was Additive, Not Disruptive

Heading into 2024, SEO marketers everywhere wondered two things:

1. How much would rising antitrust chatter against Google impact market share?
2. How much would Gen AI search disrupt traditional search?

The answer to both questions was nearly zero. The biggest shakeup was actually in Google's March update, which seemed designed specifically to target marketers using generative AI or similar means to create mass quantities of low-quality content.

Antitrust Implications in 2025

Although the stakes continue to get higher for Google's monopoly on search, it's unclear whether anything will actually be enforced. Even if rulings don't go Google's way in 2025, it's likely that unwinding Google's grip on everything from web browsers to mobile devices will take years to execute.

Gen AI Search vs Google

More interestingly, generative AI search has so far not made a dent in Google's dominance. One reason is because for many searches, Google is actually displaying generative AI search, with sources on the side – meaning searchers get the best of both worlds in a single interface. Nevertheless, research from Sonata Insights/Datos found that AI platform users didn't give up on their old methods: 99% continued to use traditional search engines. In fact, Google's share of the combined desktop and mobile web traffic for the properties remained essentially the same between May 2023 and May 2024. Time will tell whether the trend will continue in 2025, but so far, the lack of trustworthiness of generative AI searches don't have people jumping ship.

Major Impact from Google Updates

A series of big algorithm updates from search giant Google had a major impact in 2024, and we can continue to see more shakeups in 2025. Notably, MarTech leader HubSpot saw its organic search traffic plummet by 80% starting in March 2024, which – perhaps not coincidentally – is about the same time of the Google update. While all Google updates seem aimed to deprioritize low-quality search results, this one seemed specifically to target those who are using automation to generate low-quality or unoriginal content at scale with the goal of manipulating search rankings. However, the March 2024 update seemed aimed specifically at content created through generative AI with the explicit goal of generating traffic. The update focused “on this abusive behavior — producing content at scale to boost search ranking — whether automation, humans or a combination are involved. This will allow us to take action on more types of content with little to no value created at scale, like pages that pretend to have answers to popular searches but fail to deliver helpful content.”

Outlook for 2025

1. **Focus on creating high-quality content using human beings with specific expertise.** Go deep with this content, as expansive, authoritative copy and media will be rewarded.
2. **Focus on video.** YouTube is still the world's largest search engine and shows no sign of abating. When TikTok first appeared on the brink of going dark in the United States, creators flocked to YouTube and were rewarded. Expect more of the same in 2025.
3. **Seek Information on Generative AI Search Sources Relative to Audiences.** While there's no consensus on how various AI search engines are compiling their data and results, patterns are emerging. The best search marketers can do is find out which generative AI search engines their customers are using, and then seek out which sites those engines are deriving their answers from. But because the generative AI search wars will be fought over many years, it's far too early to put all your eggs in one basket.



How Companies Demonstrate Marketing Compliance

With so many regulations to consider across industries, it's nearly impossible to manage marketing workflow in a spreadsheet and be simultaneously productive and compliant. Using a system of record like IntelligenceBank, brands can demonstrate marketing compliance through a combination of proactive approval measures, content automation and reporting.

These are a few of the ways IntelligenceBank customers use the platform to help ensure marketing compliance.

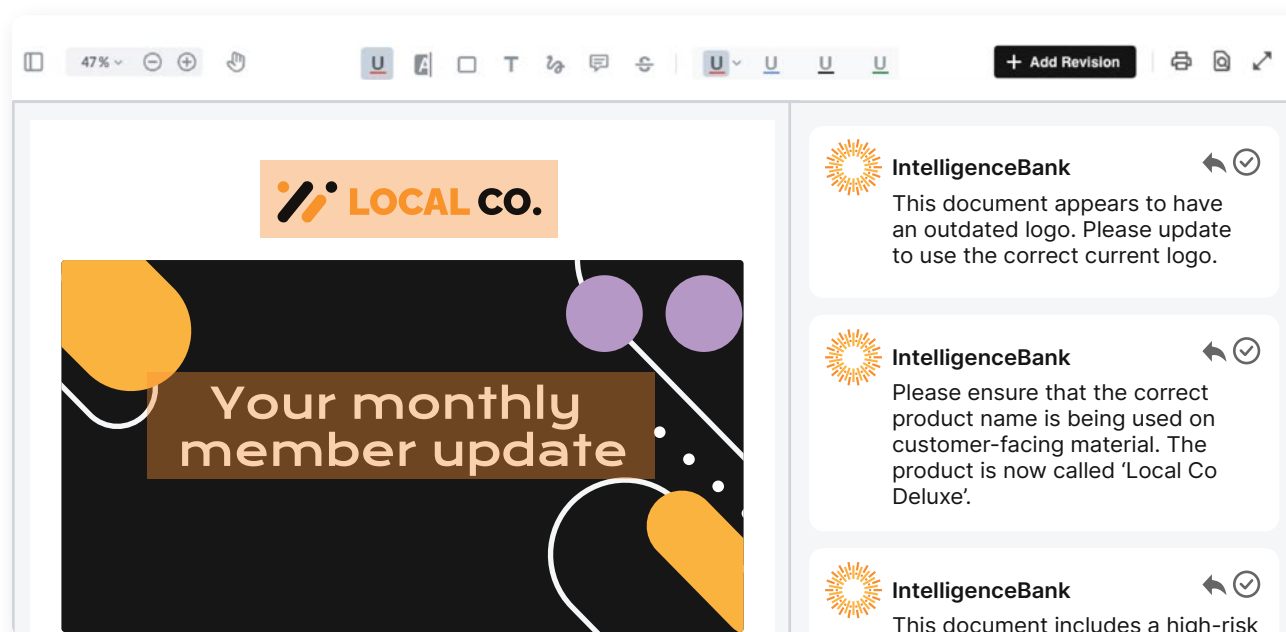
Using AI to Find and Fix Compliance Risks – Early and Fast

IntelligenceBank's AI-powered reviews identify non-compliant content in marketing documents, collateral and web pages faster and more accurately than any manual review. Reviews identify risks based on a brand's own custom rules, or ready-to-go rule books aligned to common industry regulations. When risk is detected, suggested fixes can be recommended in real-time.



IntelligenceBank helped reduce marketing compliance reviews to two minutes per document.

– Rebecca Henderson | Head of Marketing, Product & Dealer Performance
Angle Auto Finance





Automating and Standardizing Disclaimers

IntelligenceBank's Disclaimer Engine reduces the risk associated with marketing errors by standardizing legally approved disclaimer language. This tool enables the generation of legally approved disclaimers, aligning with criteria established in collaboration with your Legal team.

- Eliminate the need for individual Legal review and approval of disclaimers for each creative asset; instead, gain efficiency by approving disclaimer rules at the commencement of a campaign.
- Enhance production speed by automatically incorporating disclaimers into every artwork piece within a campaign.
- Establish a comprehensive database of approved disclaimers and employ Creative Templates to swiftly integrate disclaimers into creative content.
- Address space constraints on digital banners with ease.
- Establish rules that automatically adapt the length of a disclaimer based on the channel in which it will be utilized.



Compliance is a component that sits on top of creativity and brand building. Using the IntelligenceBank platform allows you to support both.

– Euan Ferguson | Marketing Operations & Planning
Medibank



LOCAL CO.

Talk to a home loan expert today

Owner Occupier with Principal & Interest Premier Variable Package. \$395 annual package fee. T&Cs and exclusions apply.

^ Home Loan Campaign

Does the ad mention a product?

☒ Yes
☐ No

What product is mentioned in the ad?

☒ Home loan
☐ Car loan
☐ Credit card

Does the ad mention interest rates?

☒ Yes
☐ No

What type of interest rate?

☒ Fixed
☐ Variable

Is there a special offer or discount?

☒ Yes
☐ No

What is the offer?

☒ Interest rate discount
☐ Application fee discount
☐ Discounted credit card
☐ Discounted insurance
☐ Cashback

Does the ad mention insurance?

☐ Yes
☒ No

Generate disclaimer

Owner Occupier with Principal & Interest Premier Variable Package. \$395 annual package fee. T&Cs and exclusions apply.



Tracking Critical Content Reviews and Updates

The Content & Collateral Tracker ensures that critical information – pricing, product information, interest rates and more – are updated regularly and do not pose a compliance threat.

The products make it easy to assign webpages, documents, promotional material and other assets to specific reviewers, set review cycles, and get alerted when a review is due. Marketers can then collaborate with colleagues to make changes and upload the latest approved version to be reviewed again. A dashboard empowers team members to monitor progress and activity.

Review Status
Completed

Review Cycle
90 Days

Reviewer: Jen Delgado

Reviewer Completion Date: 9 July 2025

☒ **Review Completion Statement:** I acknowledge I have reviewed the assets according to compliance requirements

LOCAL BANK
Home Loans
Product information brochure

Unlock the door to your dream home with our tailored home loan solutions! At LocalBank, we understand the significance of finding the perfect space to call your own. Whether you're a first-time buyer, upgrading to a larger residence, or refinancing your current mortgage, our comprehensive range of home loan solutions is here to help you achieve your goals.

Best Practices

- Each asset is named and tagged with a review cycle time period (eg 30/60/365 days).
- 30 days before each asset is up for review, an email alert is sent.
- The asset is reviewed and shared with other collaborators for input.
- Updates are made and the version is approved.
- The asset is then updated in the IntelligenceBank DAM as a new version of the asset and a new review cycle is started.
- A full record of the asset review and approval is kept for future reference, especially if audited.



Streamlined Content Approval Workflows

All too often, content that requires approval – especially from legal or compliance teams – ends up in email or other tools. Highly productive and compliant teams use a streamlined approval process such as the one in IntelligenceBank.

Customers using the workflow approvals tool are empowered to streamline their processes and gain enhanced visibility throughout the approval lifecycle. By transitioning creative approval requests away from email and onto a dedicated platform, users maintain a comprehensive record of all actions taken. The platform allows customers to configure approval workflows to align with their unique needs, supporting single, multi-stage, or conditional approvals.

Automation capabilities enable the implementation of workflows based on personalized conditions such as campaign type, stage, budget, or risk level. Users can customize approver roles and timelines, ensuring flexibility and control.

Access to approval history for any asset is simplified, eliminating the need to search through old emails. With a detailed record at their fingertips, customers can confidently review approver details, comments, and approval dates for any asset or brief. This approach not only expedites the approval process but also provides insights into potential bottlenecks.

Constant monitoring of individual and team performance, coupled with detailed reports, empowers users to identify and address issues efficiently while recognizing top performers.

Time to approve

Item	Item type	Time to approve
Couple_sitting_by_window	Image	2 hours
Report	Brief	6 hours
happy_couple_banking	Video	2 days

Staged Campaign Approval

Staged Approvers

- Marketing Approver x Product x
- Legal Approver x
- Compliance Approver x

Comments

Can you please approve this image selection?

Required by

July 23

Approvals

Approval	Item Type	Name	Reviewer(s)	Status
Staged Approval	Graphic	Social Post July	Marketing, Legal	Approved
Feedback	Video	Demo Video	Marketing	Pending
Asset Approval	Image	Young girl banking	Legal	Declined

Approved x Time to approve: 1 Day, 3 hours

93% Briefs Approved

LOCAL co.

Talk to a home loan expert today

“

A lack of a central source of truth saw time wasted with email chains, trying to find files and chasing marked up creative that was never actioned. We can already see an immediate reduction in complexity and confusion when it comes to content creation.

– Emily Price | Creative Services Manager
Jupiter Asset Management

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Maintaining Auditable Activity Visibility and History

Maintaining an audit trail is essential – and something that is nearly impossible to do in a spreadsheet or multiple systems you might use for asset storage, workflow and creative development.

IntelligenceBank maintains a complete audit trail of actions within the platform marketers use for workflow, markup, revision history, approvals, distribution and more, helping teams easily comply with banking and advertising regulatory requirements.

Such insights make it possible to remove blockers, optimize slow processes and also praise colleagues who are helping their peers get content out the door fast – legal and brand approved.

Standardized Creative Templates

Necessary compliance regulations can lead to decreased productivity. That's why most IntelligenceBank customers use standardized creative templates. Empowering users to produce brand-approved content at scale, the standardized content templates offer a streamlined process for creating multiple variations of assets. With the ability to automatically integrate disclaimers, approved imagery, product names, and locations into collateral through user-friendly drop-down lists, customers gain enhanced visibility and control over the content production process.

In addition, the product enables a broad spectrum of individuals to become content creators. Users can create templates, determine editable elements, and establish locked-down components, allowing anyone to generate their own brand-approved assets. This approach democratizes content creation, fostering a sense of empowerment among diverse users.

By facilitating small-scale design edits for a wider audience, the product provides more time for creative professionals to focus on impactful and meaningful work. This shift away from repetitive and time-consuming tasks allows the creative team to dedicate their efforts to endeavors that hold the utmost significance.



Using AI to Help Manage Talent or Content Usage Expiration Rights

An important aspect of modern marketing in any industry is removing marketing content in which talent rights have expired or when internal advisors or executives are featured in marketing content, ensuring these people are still employed at the company. Integrating object recognition and face recognition into the same platform you use for marketing workflow and approvals such as IntelligenceBank can save untold hours.

For example, imagine a team member needs to explore whether an individual or a license image has been used across various mediums such as web pages, videos on various social platforms and more. A manual search might take hours or days. However, using object recognition tags and face recognition tags (auto-tagged using AI upon upload) makes the process of locating those assets incredibly easy.

Thank you

