

2026

Content Marketing Trends Report

Presented by IntelligenceBank



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OVERVIEW



Each year, we bring you our annual content trends report, revealing what content marketing teams are investing in, where they're distributing it and how they're getting it to market on-brand and legal approved.

The report is based on amalgamated data from approximately 1 million users in 55 countries, as well as third-party research, which is cited throughout.

The findings and predictions are a good barometer not only for how your team stacks up against your peers, but also to understand the risks and possible solutions associated with the current era of AI-assisted content production.



KEY FINDINGS AT A GLANCE



The jury is out as to whether AI is delivering the value it promised at an enterprise level. But when it comes to marketing, the AI-driven content boom is in full swing and the proof is in the data.

CONTENT VOLUME & DATA GROWTH

+85%

more marketing **content**
produced year-over-year
(IntelligenceBank)

+68%

more marketing **data**
generated year-over-year
(IntelligenceBank)

2x

growth in **video creation** vs.
all other formats
(LinkedIn)

AI ADOPTION & PRODUCTIVITY

54-85%

of marketers now use **AI in content creation** daily, depending on industry
(allaboutai)

87%

report **higher productivity**
from AI tools
(Content Marketing Institute)

32%

increase in AI-assisted content compliance reviews
(IntelligenceBank)

TEAM STRUCTURE & RESOURCING

67%

of marketing teams **added headcount** in 2025
(IntelligenceBank)

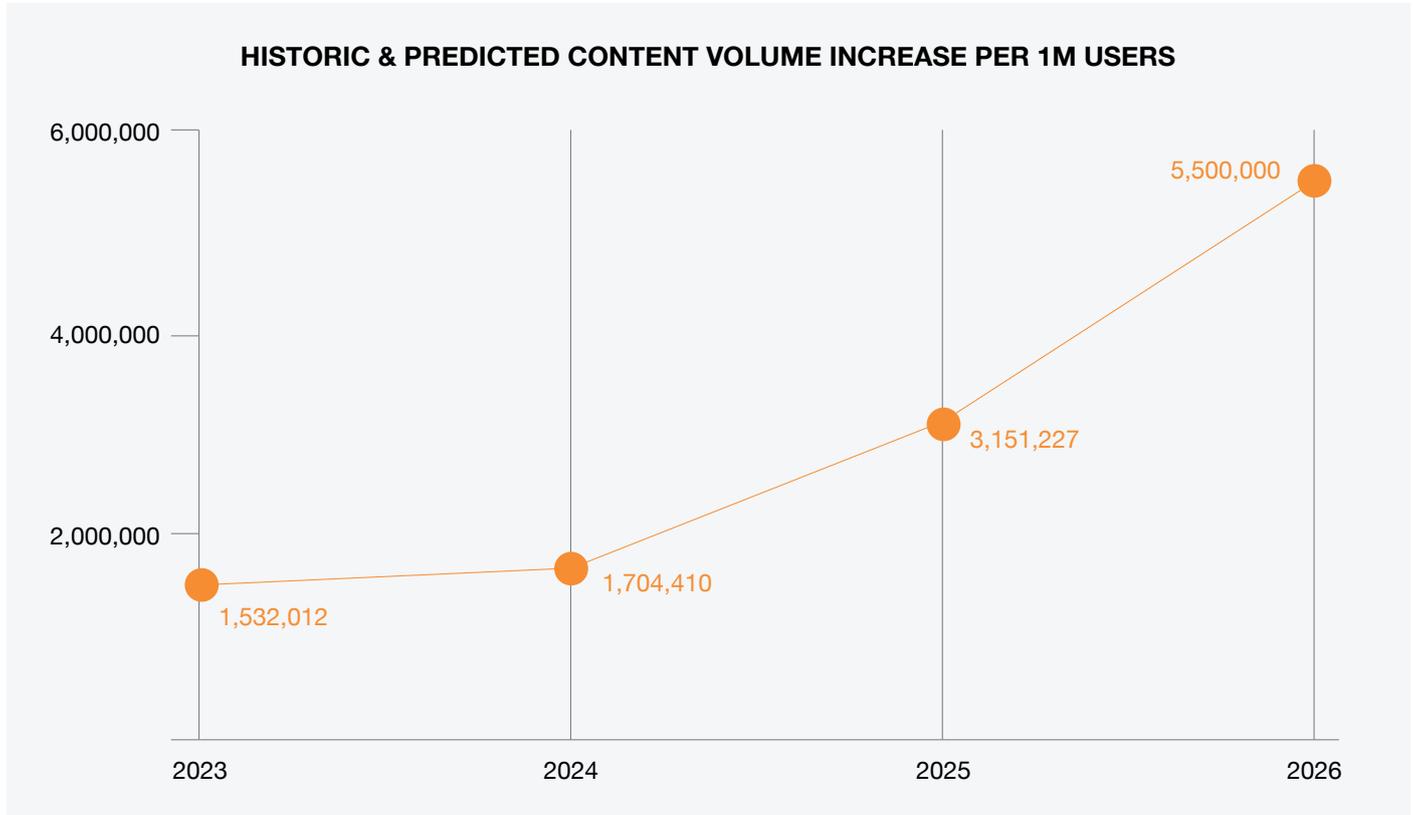
REGULATORY ENVIRONMENT

48 U.S. States

now have laws governing deepfake or **synthetic media** content
(Compliance Hub)



End-to-End AI-Assisted Content Workflows Unlock Major Productivity Gains in 2026



For the last three years, all signs pointed to marketing teams becoming increasingly productive through a variety of AI-assisted automations. News headlines may have hyperfocused on LLM-assisted copy creation and AI video slop, but those use cases only scratch the surface of what marketing teams are really doing. Content production growth of 85% year-over-year was the result of mass-adoption of many AI functions that saved time in aggregate, including the following:

- SEO Analysis
 - 41% of marketing teams use LLMs for “analyzing search patterns, recommending keywords, optimizing content for search engines and predicting ranking improvements”. (*Content Marketing Institute*)
- Digital Asset Management Searchability
 - 44% of marketing teams use AI-generated face recognition to apply metadata to images, compared to just 33% in 2024, making it faster to find images of specific individuals. (*IntelligenceBank*)
 - 91% of marketing teams use AI-generated content autotagging (which uses object recognition to auto-label marketing assets), versus just 7% in 2025. (*IntelligenceBank*)



- Digital Image Transformation
 - Automated image transformation such as focal point editing is empowering non-designers to instantly resize images. (*IntelligenceBank*)
- AI Audio and Video Generation
 - Instead of reshooting or re-recording videos or podcasts when lines are flubbed or missed, marketing teams are using AI-powered video editors to recreate or fix voice or visual scenes. (*IntelligenceBank*)

In its report on how AI will transform Marketing, Boston Consulting Group advised CMOs to “focus on redesigning end-to-end workflows where AI disruption is likely to be greatest and most rapid.” We agree and are already seeing the change in motion. The most progressive IntelligenceBank customers are unifying their AI content workflows in a single end-to-end Digital Asset Management (DAM) content solution for:

1. **Conception.** Create content and campaign briefs
2. **Assignment & Task Management.** Assign content creation and editing tasks and milestones from the brief (occasionally through integrations with task management platforms).
3. **Real-Time Content Compliance Checks.** Use AI-assisted content compliance guardrails (such as WordPress plugins) to ensure the resulting content is within brand and regulatory guidelines during the process of creation. Templated disclaimers save time and keep disclosures within guidelines.
4. **Risk Reviews & Approvals.** Send to content compliance reviewers for approval, who use AI-assisted tools to review quickly and reduce errors
5. **Metadata Application.** Use AI to auto-tag the resulting content with metadata (objects, names, themes), transcribe video and audio and edit or templatize to enhance future searchability.
6. **Share & Publish.** Push from the DAM to websites, internal communications systems and elsewhere.
7. **Archive & Organize.** Securely archive final, approved assets and all associated versions, briefs usage and compliance records in the DAM as the single source of truth for future search, repurposing and audit trails.



Marketing Reaches “Peak Video” in 2026 While Testing Global Compliance Boundaries

Our 2025 report highlighted how video was already the preferred medium on Instagram, Facebook and other platforms. So how much video content was made specifically by marketing teams in 2025? It’s impossible to say for sure, but a good barometer is the LinkedIn platform, where the vast majority of videos are made by companies instead of individual creators. LinkedIn’s reveal that video engagement was up by 32% on the platform, while content creators delivered 2X more videos than any other form of content, speaks volumes for the short video medium in a business context.

It comes at the same time that AI video technology platforms such as Sora, HeyGen, Synthesia AI, Google Veo and Runway are enabling companies to create both videos the public never knows are AI-created as well as “AI slop.”

It’s no coincidence that the increased capabilities of these platforms come at the same time that Merriam-Webster named “slop” its word of the year. Public backlash for video that degrades overall media quality is at a tipping point. Perhaps the most high-profile example is McDonald’s AI-generated Christmas ad, which was widely criticized for its visuals and tone.

It’s safe to say that AI-generated video creation and editing won’t disappear, but brands will be increasingly careful to ensure they meet minimum quality standards, especially when humans are depicted in such videos. As AI video editing tools become increasingly powerful, it’s likely that the general public won’t be able to tell when AI has been used to create or edit videos. Use of AI-assisted video editing on platforms like Descript, which does an excellent job of filling in gaps or fixing errors of real humans on camera, is widespread.

Business video growth will no longer be limited by technology. It may instead be limited by compliance requirements.

Along with public tolerance testing low-quality AI video creation, more than 48 U.S. states have enacted laws addressing deepfakes or synthetic media content, including non-consensual intimate deepfakes, political deepfakes and false or misleading contents. Look for such legislation to increase, thereby slowing the growth of AI-assisted video creation while increasing quality and compliance.

Outside the U.S., many countries are considering stepping up regulations related to AI video. Perhaps the most interesting is Denmark, which is reportedly considering or passing laws treating a person’s bodily likeness as protected, giving individuals rights to demand takedown of AI-generated replicas of their face or voice without consent.

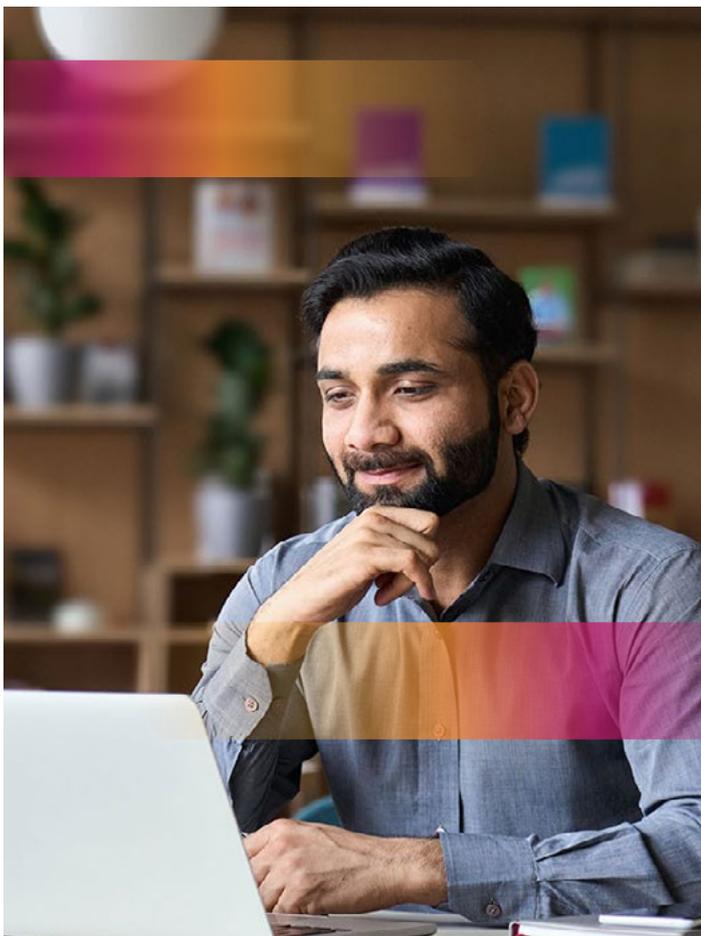


Government Regulators Expand AI-Assisted Content Monitoring

In our 2025 report, we highlighted how government bodies, most notably the UK's Advertising Standards Authority (ASA), the U.S. Federal Trade Commission (FTC) and Australia's ACCC, were beginning to use AI to scan digital ads for misleading claims, undisclosed influencer activity and non-compliant marketing practices. Regulators were experimenting with AI tools to keep up with soaring content volume, especially as AI-assisted content creation began to proliferate across social platforms, ecommerce and regulated industries.

We noted that the ASA was among the first to adopt AI monitoring at scale, scanning millions of ads and issuing notable fines based on algorithmically detected violations. At the time, these efforts were early but signaled the beginning of a shift toward automated, proactive regulatory enforcement.

We've seen that accelerate into mainstream regulatory infrastructure.



The U.S. Food and Drug Administration (FDA) has publicly acknowledged the use of AI-assisted monitoring to oversee direct-to-consumer (DTC) pharmaceutical advertising across digital platforms, including social media and algorithm-targeted campaigns. These tools are designed to flag risky or misleading claims, dark ads and even influencer and chatbot content for potential violations of FDA advertising standards.

Governments Are Formalizing AI-Powered Compliance Monitoring Across Agencies

Public-sector research and regulatory strategy briefs note a broader trend: governments are increasingly deploying AI to automate compliance monitoring, reduce manual review backlogs and detect anomalies or violations earlier in regulatory workflows. This goes beyond advertising into general real-time oversight and enforcement across multiple sectors.



Right-Sized Marketing Teams Will Have Outsized Influence in 2026

Given all the headlines about AI replacing workers coming into 2025, it comes as a pleasant surprise that 67% of marketing teams using the IntelligenceBank platform added headcount in 2025. However, don't expect most marketing teams to get much bigger. For the past three decades, the tech sector has been at the forefront of every major business trend, including the adoption of ecommerce, cloud technology and AI. The same is true for staffing. At least 184,000 global tech jobs were cut in 2025, with 50,184 directly related to AI efficiencies (Silicon Valley Business Journal). Included in that number were marketing jobs as global giants such as Disney, TikTok and Dentsu, with some estimates that the entry-level marketing roles, which are the easiest to automate, making up as much as 15% of the cuts. Expect the trend to spread into other industries throughout 2026.

*The teams that win in 2026 won't be the biggest.
They'll be the most intelligently enabled.*

So what will reverse the trend? The adoption of AI and the understanding that CMOs may be best-positioned to build out an agentic workforce responsible for content creation, compliance and engagement. As the Boston Consulting Group observed, Marketing leaders who embrace AI for end-to-end workflows can transform their entire operating model in ways that were previously impossible. For example, marketing teams that own or assist with email lead response and outbound prospecting are transforming the old way of engagement by using AI for nearly instantaneous lead response without the pain of writing every single response by hand, often saving hundreds of hours across the organization.

Marketing organizations have been arguably the most progressive AI adopters across the enterprise, as the eye-popping content volume data demonstrates. Plenty of greenfield lies ahead, as just one-third of companies have rolled out agents at scale and the 2025 Marketing Technology Landscape now includes over 15,000 solutions with AI-powered tools leading the expansion (*Demand Gen Report*).



AI-Generated Creative Ads Finally Take Off

Consistently generating brand-compliant copywriting with AI remains a difficult and risky proposition, given that LLMs still seem to hallucinate or go rogue fairly often. The thought, then, of creating brand-compliance advertising has seemed like a non-starter.

Still, marketing agency Amra & Elma report that nearly nine out of ten advertisers have plans to use generative AI in their video ad strategies and by 2026, AI-generated video could appear in 40% of all ads.

What will bridge this gap between intent and safe execution? The emergence of a new category of tools that thread governance into the creative process. Solutions like Adobe GenStudio for Performance Marketing exemplify this shift. They don't just generate ad variants from uploaded brand assets; they're designed to operate within a framework of brand and compliance rules. Adobe's partnership with IntelligenceBank enables brands to automate compliance reviews of content created in GenStudio is just one example of this. Adobe has additional partners focused on brand compliance as well.

AI-generated ads will take off in 2026 not simply because the core generative technology may become more reliable, but because it is being developed in parallel with compliance review systems that mitigate the traditional risks, giving marketers more confidence to scale.



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ABOUT INTELLIGENCEBANK

IntelligenceBank is the AI-powered digital asset management, marketing compliance and marketing workflow platform that helps marketing teams create and manage more approved content, faster.

For more on how IntelligenceBank transforms content operations, visit IntelligenceBank.com