



Public relations contact

Emma Wilkinson
Adobe
emmaw@adobe.com

Adobe Digital Trends Report Finds Leading Brands Are Investing in Content Creation and Workflow Improvements to Succeed in 2023

- In global survey, 89% of senior executives say customer demand for content has significantly increased
- Content workflow management has become a top 2023 priority for 41% of senior executives
- Nearly three-quarters (73%) are focusing on immediate needs and challenges, including near-term enhancement of processes and technologies

London, UK. – February 13th, 2023 – Today, Adobe released the 2023 Digital Trends Report, its 13th annual deep dive into brand marketing and IT priorities for the year ahead. The global survey of more than 9,000 executives, practitioners, and agency employees also explores the technology investments and strategies that set industry leaders apart from the competition.

This year's report reveals that leading brands have prioritised investments in the speed, scale and efficiency of their content creation capabilities and workflows to build stronger customer relationships and succeed in 2023. In parallel, they are enhancing their existing marketing processes and technologies to make the most of their investments and ensure they seize every opportunity throughout the year.

Content Creation at Scale

According to the research, 89% of senior executives say demand for content has significantly increased. Yet despite this seemingly insatiable appetite from customers – who now crave dynamic digital experiences across a growing range of channels – only a minority of brands rate themselves as “good” at creating and delivering content.

Industry leaders are therefore rethinking and streamlining their content supply chains, which cover content campaign planning, creation, delivery, and data analysis. Efficiency and cost-reduction are the focus: 62% of senior executives say they have already made their content processes more efficient.

“Delivering content-rich, personalised experiences has never been more important, as great content drives deeper connections with customers, which is critical to both short-term sales and long-term loyalty in today's climate,” said Alvaro Del Pozo, Vice President of International Marketing at Adobe. “At a time when brands need to reach more people across more channels, the wealth of content required is huge. Content supply chains have become the lifeblood of marketing organisations, and leaders are rightfully investing in ways to breathe new life into their approaches.”

Workflow Emerges as a Top Priority

Historically, efforts to accelerate content creation have come at the cost of employee time and freedom. Almost half (44%) of marketing practitioners cite a lack of time to be creative as a barrier to delivering excellent customer experiences. In addition:

- Only one-third (33%) of practitioners rate their organisations as ‘good’ or ‘very good’ at planning, scoping, prioritising, and assigning content to achieve measurable outcomes.
- Crucially, 43% cite workflow issues as a critical barrier holding back their marketing organisations.

To address this issue and strengthen their content machines in 2023, leading brands have prioritised workflow management and digital collaboration across their content teams.

- Two in five (41%) senior executives have made work and work management a top technology priority in 2023.
- Nearly as many (39%) have prioritised streamlining or automating collaboration processes so their teams can work faster and better.
- And 38% have prioritised using workflow automation to improve marketing and customer experience process efficiency.

Enhancing Current Technologies

Investments in content and creative workflows reflect how leaders are prioritising improving processes and technologies to enable success in the current economic climate. Leaders are also focusing on technologies they own; roughly half (48%) plan to maximise the value of existing marketing and data technologies this year.

Some brands' future planning may be suffering due to economic concerns: 76% of agency executives said their clients are focused on short-term metrics and revenue goals, and 73% of senior brand executives report that emphasising immediate needs has come at the cost of longer-term planning and strategy. Encouragingly, this focus on immediate needs is not universal; some respondents said they are looking ahead at new digital platforms and forms of engagement, with 22% indicating their organisations are learning about marketing in the metaverse.

To download the Adobe Digital Trends 2023 report, click [here](#).

About the Adobe Digital Trends Report

The Adobe Digital Trends Report is a global survey produced in collaboration with Econsultancy that explores how leading organisations are using cutting-edge technologies to empower individuals, transform their business, and connect with their customers. Now in its 13th year, the report draws comparisons between industry leaders and laggards to unearth the strategies, technologies, and issues brands must focus on to succeed and stand out.

Methodology

The 2023 Digital Trends Report is based on an online survey fielded between September and November 2022 to select Econsultancy and Adobe lists. Our findings represent responses from 9,247 qualified respondents. Industry 'leaders' and 'laggards' are defined based on brands' responses to a survey question relating to their company's relative performance in 2022 versus sector competitors. This focus on leaders and laggards allows Adobe and Econsultancy to uncover what differentiates commercially successful organisations from their competitors.

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