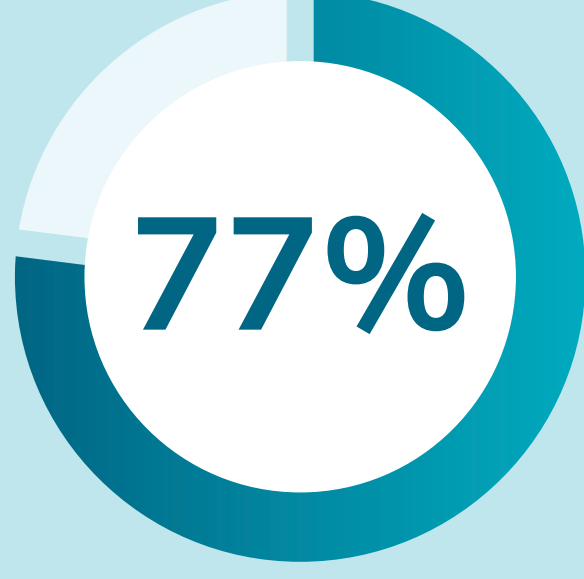


The State of Digital Content in 2025



Production demands are higher than ever for content and creative teams.



77% of teams expect their content volume to grow in 2025, trending up from 72% last year

Content and creative teams' top priority is content quality and relevance...

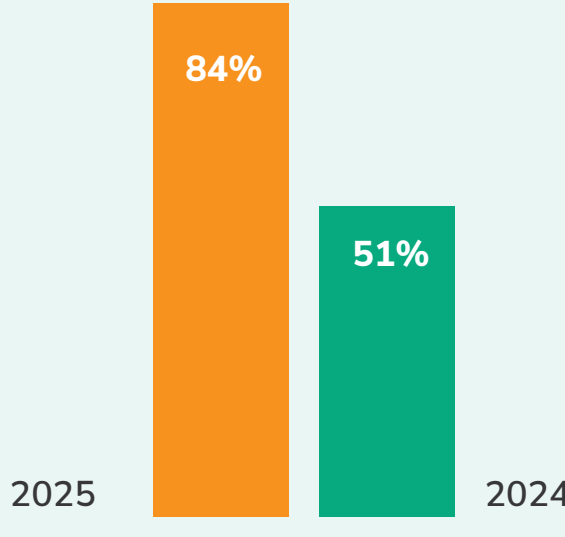


50% are prioritizing improving content quality and relevance, a shift from improving customer experience in 2024

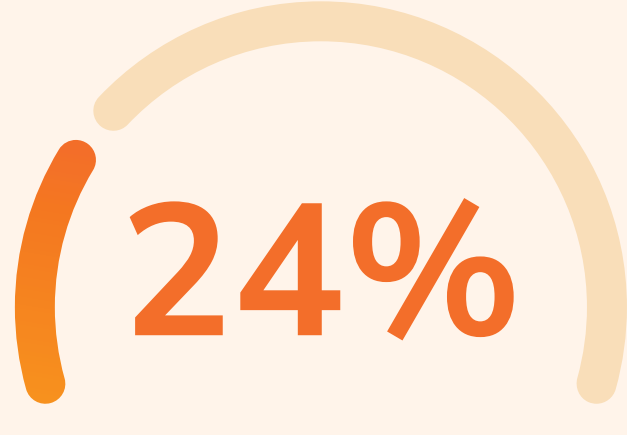
...and ways to boost collaboration to improve content ROI.



84% say boosting collaboration is important, trending up from 51% seeking to improve efficiency and collaboration in 2024



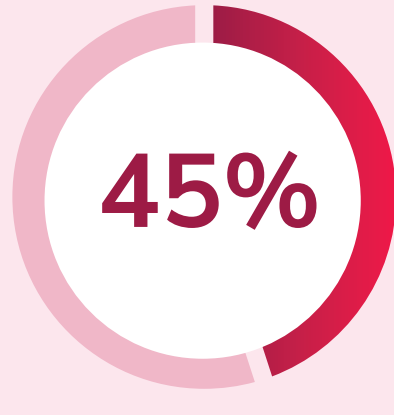
Many teams are struggling to maximize content ROI.



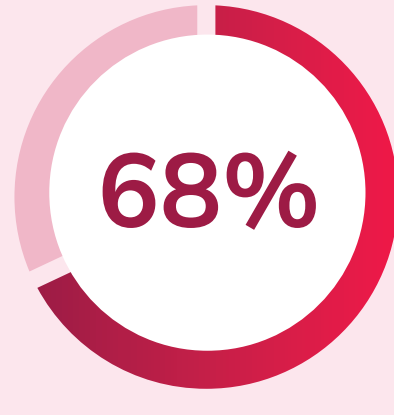
Nearly 1/4 say they lack the tools and expertise to maximize content ROI



Inefficient workflows are holding teams back.

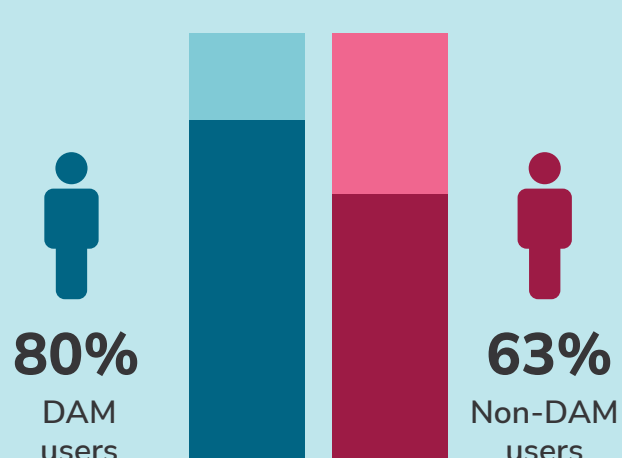


45% report productivity losses caused by workflow inefficiencies



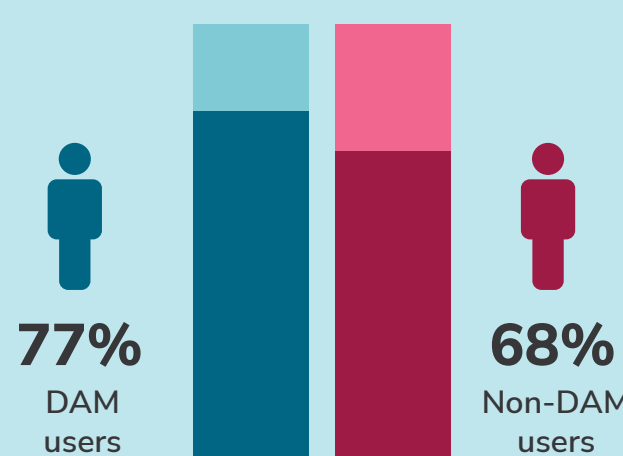
68% spend 3+ hours weekly searching for assets

DAM users report stronger results.



80% see higher ROI compared to 63% of non-DAM users

77% find collaboration easy versus 68% non-DAM users



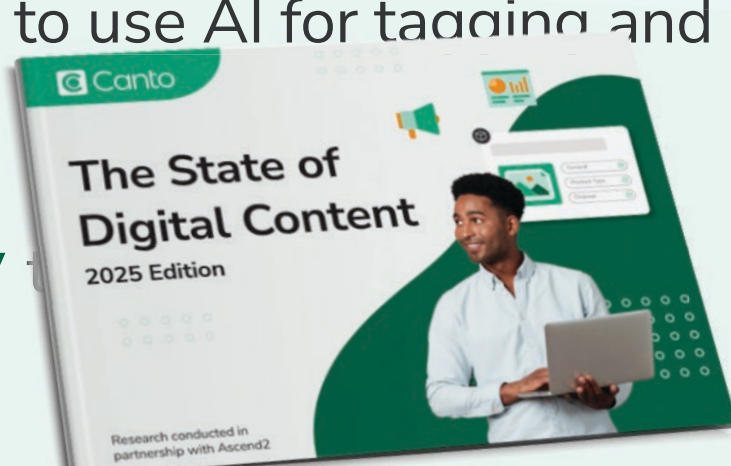
Top-performing teams focused on content ROI....



...are **1.7x more likely** to use AI for tagging and organization



...are **1.5x more likely** content discovery



...use **DAM + PIM together** for streamlined workflows and consistent branding

Ready to up your 2025 content game?

Get more content insights from Canto's State of Digital Content 2025 report.

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