

Content Intelligence - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Content Intelligence Market size is estimated at USD 1.55 billion in 2024, and is expected to reach USD 5.62 billion by 2029, growing at a CAGR of 29.38% during the forecast period (2024-2029).

The growth of the internet and the adoption of digital transformation technologies across the industry are leading to the generation of an enormous volume of data. For instance, WordPress, a popular content management system (CMS) platform that powers 35.2% of all sites on the web, reports as of March 2020, each month, it generates over 409 million people viewing 20 billion pages with 70 million new posts.

Key Highlights

-Also, research conducted by Adobe Inc states that the average person spends around 7.8 hours daily interacting with digital content, with teenagers reporting 11.1 hours daily. Furthermore, there also has been a trend with users demanding more personalized content.

-Modern marketers are starting to appreciate the importance and value of delivering useful content to capitalize on the growing digital content market amidst the competition, thereby content marketing strategies such as inbound marketing have become a dominant force.

-Furthermore, content marketing has been experiencing various transformations over the last few years. The shift towards marketing analytics to increase automation is leading the evolution of content marketing strategies leveraging advanced technologies, thereby initiating the demand for content intelligence.

-Content Intelligence offers content marketers the data essential to understand the audience and help them strategize and prove higher ROI. It enables marketers to gain valuable insights from the volume of data generated that allows them to derive data-driven decisions to create more effective content while justifying the decisions and managing upwards effectively.

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-Essentially, Content intelligence is powered by technologies such as machine learning, natural language processing, AI, and big data that enable it to conduct repetitive tasks efficiently and effectively while ensuring the information is analyzed accurately, thereby helping marketers to hyper-personalize the content while ensuring greater traffic, engagement, leads, and retention.

-For instance, Concured, a CI tool, utilizes AI to predict subjects that grab the most internet attention and suggest what the content should be written about next. Additionally, it correlates social engagements from platforms like Twitter and Facebook from the original content against the topic to translate into a topic score, thereby providing the end-users opportunity for new content creation. Furthermore, it relies on deep-learning algorithms to provide trends.

Content Intelligence Market Trends

Emerging Trends of Content Intelligence Across Industries

- Amidst the growth of internet traffic, marketers are now considering content strategies, such as personalization, as it allows organizations to look beyond traditional content marketing strategies based on users' location and demographics to advanced information, like their behavior and social media activity. It leverages tools like content intelligence, thereby driving the market's growth. For instance, media streaming platforms such as Youtube, Amazon Prime, and Netflix actively use content personalization to increase user engagement.
- As with the growth of CRM platforms such as Salesforce Desk and Zoho CRM across the industry to help manage customer relationships efficiently and effectively, added businesses considering implementing technologies such as AI into such platforms drive the potential growth of the content intelligence market.
- For instance, the Content IQ extracts the content generated through incoming communication, integrates relevant information to the downstream processes, and provides it to the consumer-facing system; this quick turnaround of content to actionable data provides the staff comprehensive insights while still communicating with the customer. Additionally, given access to unstructured data, such as chatbots and email, organizations would provide personalized services to their customers.
- Also, integrating content intelligence with business intelligence would allow organizations to enhance their business decisions further to identify trends, opportunities, and optimization by leveraging content intelligence potential to analyze existing business content from contracts, communications, and emails, among others.
- Furthermore, content intelligence would also help analyze risk as it makes early tracking of documentation and its content possible added with intelligent insights with the given data for a better overview of completion of the set help organizations to comply with regulations and thereby prevent fraud.

North America Holds Major Market Share

- North America holds a significant share owing to the presence of major vendors, such as Adobe Inc. and Scoop: it, OpenText Corporation, Atomic Reach Inc., and Vennli Inc.
- Moreover, a report published by Interactive Advertising Bureau and PricewaterhouseCoopers states that US digital ad spending has exceeded USD 100 billion, which suggests the potential growth of market intelligence platforms such as content intelligence.
- Furthermore, the region is considered to have healthy growth in terms of active social media users, content makers, and smartphone penetration. For instance, Facebook reported around 248 million monthly active users in the United States and Canada. It suggests growth in the volume of data generated in the region, which platforms like content intelligence can leverage to drive insights about trends, thereby elevating the market's growth.
- Additionally, the recent global COVID-19 outbreak, the announcement of lockdowns, and work from home for the working professional increased the demand for the internet. Media houses reported a growth of 50-70% worldwide, with the US-California

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reporting a change of 46.5%; this instance leveraged the development of content intelligence as it allowed organizations to strategize their content amid the pandemic further and drive the market's growth.

Content Intelligence Industry Overview

The content intelligence market is moderately fragmented and consists of several major players, including Adobe Inc and Scoop. It, and OpenText Corporation. The vendors are enhancing their reach, leveraging strategic collaborative initiatives and acquisitions as a competitive advantage to capture market share.

In February 2023, Adobe Experience Cloud includes additional AI features for personalizing digital encounters. Adobe Sensei GenAI is a new copilot for marketers and other customer experience teams to leverage across many Adobe Experience Cloud applications for several use cases, like asset creation and personalization across the customer journey.

In March 2023, IBM and Adobe collaborated to help marketing and creative firms optimize their content supply chains. The content supply chain creates, manages, reviews, deploys, and analyzes the content by linking people, processes, tools, insights, and working methods into a unified workflow and providing stakeholders with end-to-end visibility.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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