2026 B2B SaaS Content and Website **Performance Benchmarks**

January 2026

Survey Methodology

- Benchmarker (in partnership with Contentful) conducted a survey of 321 respondents who lead or serve in content marketing, brand marketing and demand generation roles at B2B SaaS companies in North America.

- The goal of the survey was to establish benchmarks for B2B SaaS content marketing publishing, performance and practices, and gain insight into how they vary by company size, performance, funding and GTM motion.

- The survey was conducted in December 2025.

- The companies surveyed came from a range of categories including employee size, growth rates, annual revenue and business performance

- Results of the survey are anonymized, aggregated and segmented by company type to provide the most relevant comparison data to B2B SaaS companies.

Foreword from the CMO of Contentful

Content marketing has never been more visible—or more questioned.

Teams are publishing faster than ever. AI is everywhere. Tech stacks are growing more complex by the quarter. And yet, many CMOs are still being asked the same question in the boardroom: How does content actually drive growth?

I see this tension constantly across my own teams. Content is pulling its weight across the funnel, but the way we measure it, structure teams around it, and explain its impact hasn't kept pace. Too often, content is treated solely as output instead of infrastructure.

That's why we partnered with Benchmarker on this research.

What I appreciate about Benchmarker's work is the rigor. It brings objectivity to questions I know many of us are actively wrestling with: where content truly delivers value, how high-performing teams are organized, and how AI is changing the work without replacing the people behind it.

What stood out to me most in the findings wasn't a single trend, but the consistency. The teams that outperform don't just create more content. They create better content. They treat content as a system, one that scales with the business, supports the full buyer journey, and adapts as new technologies emerge.

That belief has long guided how we think about content at Contentful, and this research reinforced it in a meaningful way.

My hope is that these insights help you gauge where you are today, challenge a few assumptions, and feel more confident about where to focus next. Not just to do more, but to do the work that actually moves your business forward.

The next era of content won't be louder or faster. It will be clearer, and far more intentional.

— Elizabeth Maxson Martinet, Chief Marketing Officer Contentful

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Executive Summary

Key findings from our research

- **Most companies are producing the same amount of content**
  Above ~$50M in revenue, most B2B SaaS companies publish at similar volumes: 11–20 blog posts per quarter, 51–100 social posts, and 3–5 webinars. High performers do not publish meaningfully more than peers.
  However, low performers are far more likely to publish 0–5 blogs, skip formats entirely, or fall below minimum cadence — clear evidence that there is a floor for content consistency, even if volume no longer differentiates upside.

- **Distribution is the differentiator**
  Social content is cited most often as the top driver of business impact (32%), followed by video (21%), far ahead of blogs (11%) or webinars (15%). High-performing teams also invest more consistently in amplification, allocating ~19% of content effort to paid channels, compared to ~11% among low performers, reinforcing that reach is engineered, not accidental.

- **High performers balance the full funnel — especially for enterprise**
  On average, teams allocate 31% of content to awareness, but high performers distribute content more evenly across awareness (≈30%), consideration (24%), decision (25%), and post-purchase (21%). Enterprise-focused companies skew even further toward decision-stage (24%) and post-purchase (19%) content, showing that content teams now own influence at the moment of purchase — not just discovery.

- **AI didn't replace content outsourcing**
  Nearly 47% of companies outsource 26–50% of content production, making hybrid models the norm. Fully in-house content models nearly disappear above $100M in revenue. Smaller companies are the exception, often relying more heavily on AI, but the data shows that AI has not eliminated agencies or contractors as companies scale.

- **Measurement maturity correlates with performance**
  While 75% of teams still rely on engagement metrics, leading companies are far more likely to track direct conversions (59%) and pipeline influenced (54%). Low performers lag significantly, with only ~39% measuring pipeline influence, reinforcing that content performance improves when teams tie output to business outcomes.

- **AI investment shifts from generating to automating**
  AI is used most heavily in ideation, writing, and editing, where ~65–70% of teams report moderate-to-heavy usage. Looking ahead, 70–85% of companies plan to increase investment in AI overall, with the largest "significant increase" in workflow automation (21%) and strong growth in AI analytics (53% planning moderate-to-significant increases) — signaling a move from generation to decision intelligence.

Content Creation

Content publishing frequency

Q: How many of each of the following content assets are you producing in a quarter? N=321 (Answers are the median range)

BLOG POSTS
11-20

WEBINARS
3-5

Whitepapers
2−3

Social media posts
51-100

Short videos
11-20

Long videos
3-5

Podcasts
5-8

- Most B2B SaaS companies publish content at a steady, repeatable pace each quarter: **weekly blogs, monthly webinars and whitepapers, frequent video, and near-daily social posts**.

- Companies below $50M in annual revenue publish less frequently, but above that, companies tend to publish at similar volumes, showing

- Companies selling to **enterprise customers** also produce more blogs, videos, webinars, and whitepapers, reflecting longer sales cycles and more complex buying decisions.

- **High-growth and high-performing companies** generally as the same frequencies as everyone else. Quality is the differentiator over quantity.

- **Low-growth and low-performing companies** are much more likely to publish very little or skip entire formats altogether.

- Access complete data on pages 33-38

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Content distribution by journey stage

Q: Roughly how much content do you create for each stage of the buyer's journey (indicate by percentage, must total 100 %) N= 321

31%

Awareness

(top of the funnel)

25%

Consideration

(middle of the funnel)

24%

Decision

(bottom of the funnel)

20%

Post-purchase

(after the sale)
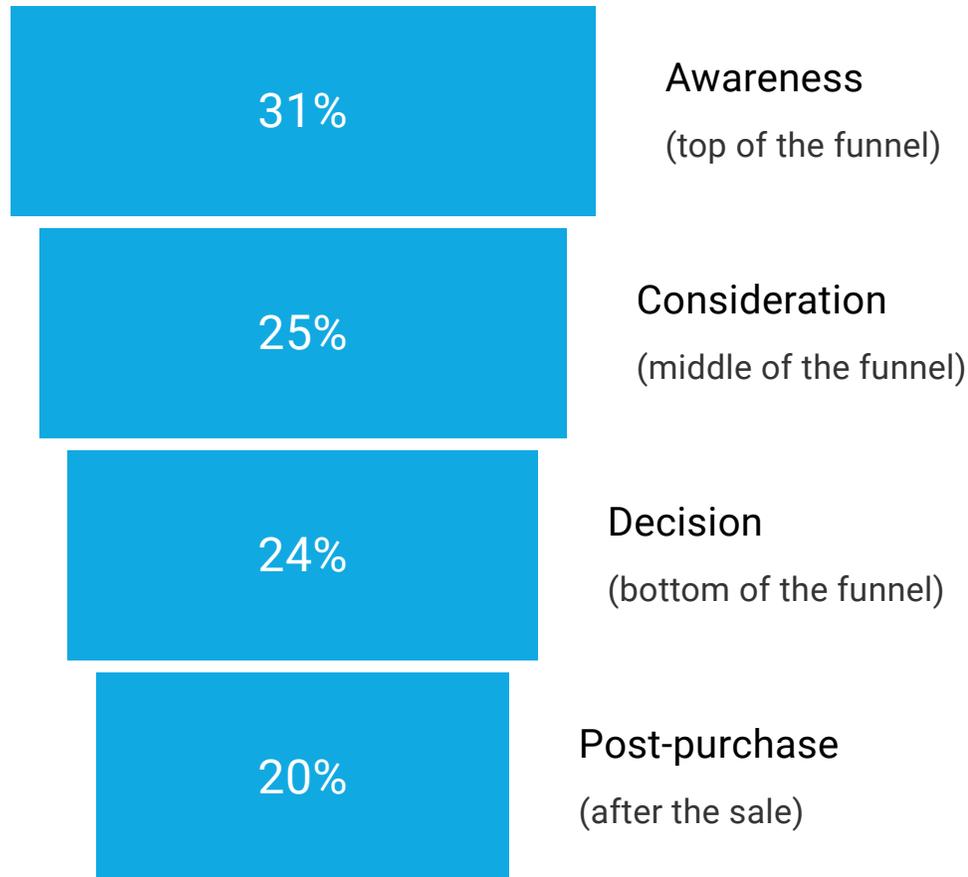
- On average, teams slightly overweight the **top of the funnel**: **31% of content is awareness-focused**, vs **25% consideration**, **24% decision**, and **20% post-purchase**.

- Low performers allocate **39% to awareness**, far more than any other stage, suggesting heavy top-of-funnel output without enough depth to convert or retain buyers.

- High performers distribute content more evenly: **~30% awareness, 24% consideration, 25% decision, 21% post-purchase**, indicating a more intentional full-funnel strategy.

- Enterprise sellers devote **more to decision (24%) and post-purchase (18%)** than SMB-focused teams, reflecting longer sales cycles and higher emphasis on enablement and retention.

- High-growth companies allocate **more to decision-stage content (25%)** than low-growth peers (23%), reinforcing that growth correlates with helping buyers make the final call.

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Content Performance

Content performance by asset

Q: On average, how well does each content asset perform in a quarter? N=321 (Answers are median ranges)

BLOG POST VIEWS
1001-2500

WEBINAR REGISTRATIONS
251-500

WHITEPAPER DOWNLOADS
251-500

VIDEO VIEWS
1001-2500

- Most B2B SaaS content now lands in a narrow performance range—**~1,000–2,500 views per blog or video and ~250–500 registrations/downloads per webinar or whitepaper**.

- Bigger companies don't get dramatically better results on every asset, but they are much more likely to produce content that occasionally breaks past **2,500 views or 500 registrations.**

- **Enterprise-focused, public, and PE-backed companies** more often reach the highest performance bands, while **sales-led teams** more often stay below the overall averages.

- High-growth and high-performing companies hit similar "typical" results as everyone else, but **low performers are far more likely to stay under 500 views or 100 registrations**.

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Conversion rate by webpage type

Q: What is your average website conversion rate (percentage of visitors who take an action to become known, e.g., fill out a form or provide an email address) for each page type? N=321

Home page	Pricing Page	Resource/Blog Page	Demo/Contact Page
1-2.9%	1-2.9%	3-4.9%	3-4.9%

- Most companies cluster at **1–2.9% median homepage conversion**, with even high-growth and high-performing companies rarely exceeding **3–4.9%**, showing that homepage conversion is structurally capped and not a primary growth lever.

- Demo and contact pages show the **widest performance gap**, with some companies converting at **5–9.9%**, especially among **high-growth, product-led, and public companies**, making this the clearest place where execution drives outsized gains.

- Pricing pages consistently outperform homepages, with **high performers hitting 5–9.9% at the 75th percentile**, suggesting pricing pages are high-intent assets that reward clarity, trust, and friction reduction.

- While median conversion sits around **3–4.9%**, top performers push **5–9.9%**, indicating that content pages can convert meaningfully—but only when paired with strong contextual CTAs and audience relevance.

- Access complete data on pages 44-47

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Publishing time spent per channel

Q: Please indicate how your content team allocates its time and resources across the following content channels N=321

- Teams spend the largest share of time on owned content (26%), reinforcing that websites, blogs, and email remain the operational core of B2B content.

- High-growth and high-performing teams invest consistently in paid content (19%), while low performers fall well below that level (~11%). While high-performers aren't spending more , there is a level beyond which paid support shouldn't drop.

- Enterprise-focused companies balance owned (24%), earned (21%), social (20%), and sales content (16%), signaling maturity and less reliance on any single channel.

- Sub-$50M companies spend **31% on owned** and **23% on social**, reflecting reach-building and brand creation over sales enablement.

- Even high performers allocate only ~17% to sales content, which shows that this typically falls outside the content marketing team's domain.

- Access complete data on page 48

Creating content for owned channels (website, blog, email)
26%

Creating content for social channels (organic LinkedIn, YouTube, etc.)
20%

Creating content for paid channels (ads, syndication, sponsorships)
19%

Creating content for earned channels (PR, backlinks, guest posts)
19%

Creating content for sales channels (e.g., selling decks, BDR outreach copy etc.)
16%

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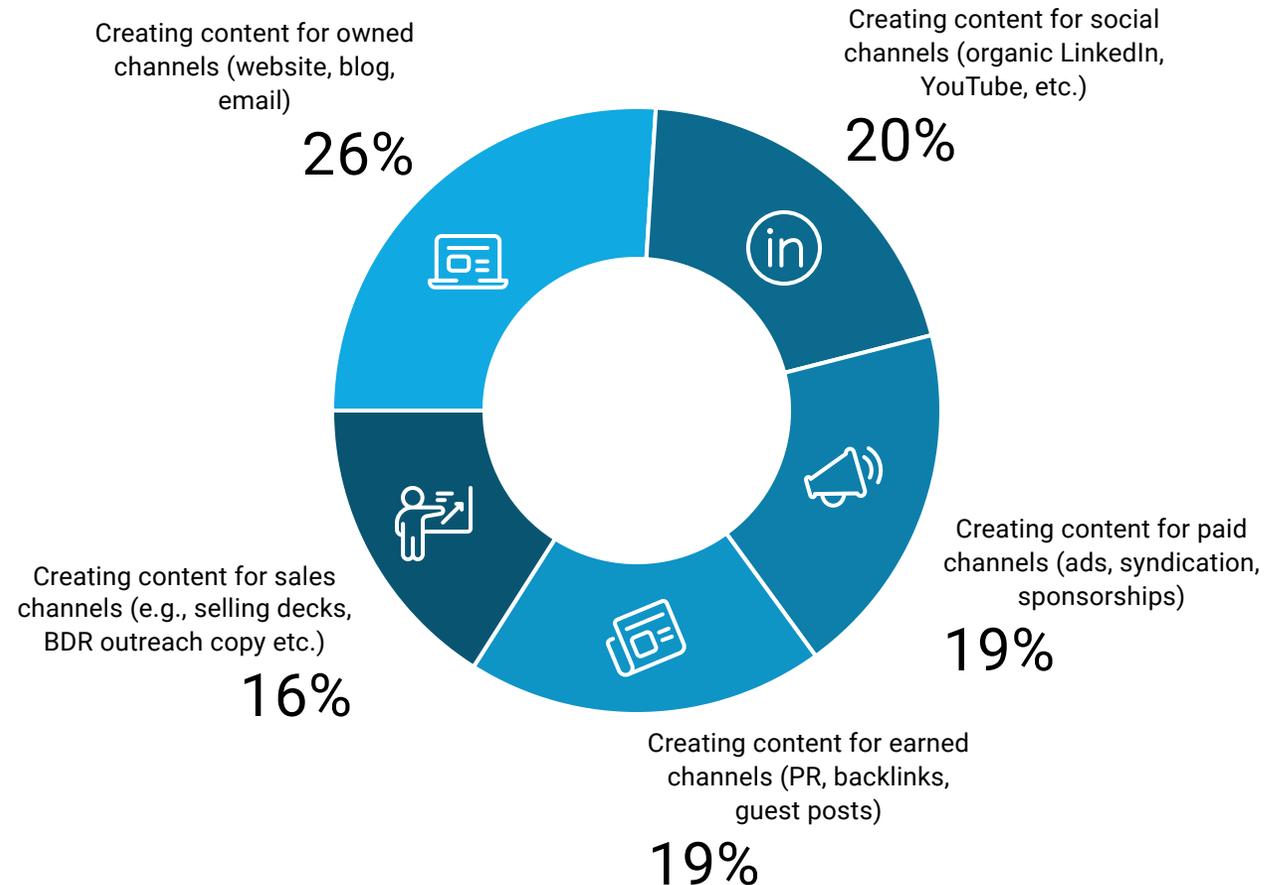
Top sources of web traffic

Q: What are your top three web traffic sources? N=321

Source	Value
Paid search	55
Organic search	45
Paid social	44
Organic social	40
Direct traffic	40
Referral / partner content	40
Syndication / content networks	18
ChatGPT/LLMs	8
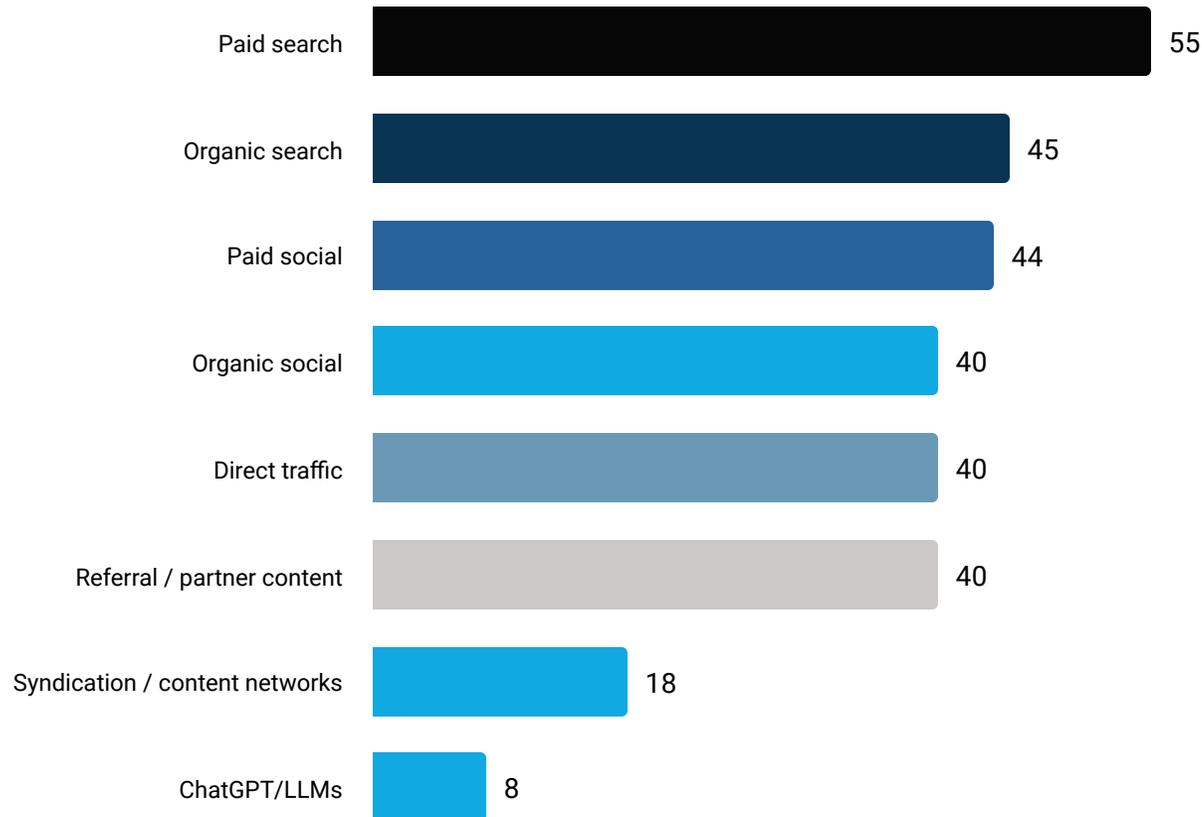
- Paid search (55%) and organic search (45%) are the two most common traffic sources across nearly every segment, reinforcing search as the primary way buyers find and return to B2B SaaS brands.

- High-growth companies rely more on organic search (51%) than low-growth companies (38%), suggesting sustainable growth comes from compounding content and SEO—not simply buying traffic.

- Most companies cluster around similar paid search traffic percentages (low-to-mid 50s). Low performers lag sharply (33%), indicating underinvestment hurts performance, but higher spend alone doesn't create it.

- Referral and partner traffic rises to 46–52% among mid-market and enterprise companies, showing ecosystems and integrations become increasingly important growth drivers as deal sizes grow.

- Only 8% of respondents cite ChatGPT/LLMs as a top traffic source overall, though the share jumps to 17–20% among $250M+ companies—signaling that GEO is still in it's early days, although that could change quickly.

- Access complete data on page 49

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Top metrics for content performance

Q. How do you measure the business impact of content? (Choose all that apply) N=321

Engagement metrics (views/downloads/time spent) — **75%**

Brand awareness/Share of voice — **67%**

Direct conversions or signups — **59%**

Leads or pipeline influenced — **54%**

Attribution models (e.g. first touch/multi touch) — **33%**

We don't currently measure the business impact of content — **1%**
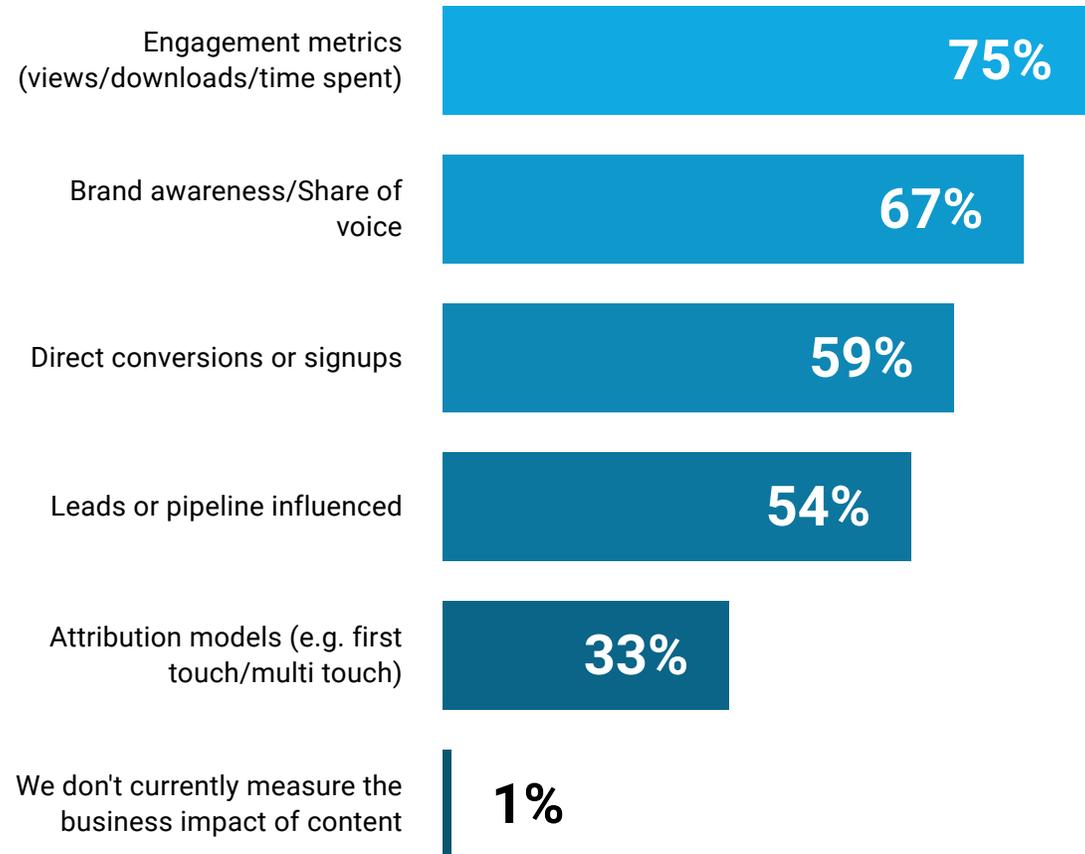
- Engagement metrics (75%) and brand awareness (67%) are the most common measures—used far more than pipeline influence (54%) or direct conversions (59%). Content is still judged primarily on attention, not business outcomes.

- Among $500M–$999M companies, **80% measure pipeline influence** and **70% measure direct conversions**, compared to mid-40% ranges at smaller firms—showing that scale brings stronger pressure to tie content to growth.

- High-growth teams track **direct conversions (59%)**, **pipeline (52%)**, and **brand metrics (66%)** in parallel, suggesting success comes from balancing short-term revenue signals with long-term brand impact—not choosing one.

- Low performers trail high performers in measuring pipeline (38% vs. 54%) and direct conversions (48% vs. 57%), indicating that **weaker measurement discipline correlates with weaker outcomes**.

- Only 33% use attribution models, even among high performers (34%) and enterprise teams (38%), reinforcing that content's role in revenue is acknowledged—but structured measurement isn't ubiquitous.

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Formats that drive the most business impact

Q: Which content format drives the most business impact? N=321

- **Social content is cited most often as driving business impact (32%)**, well ahead of any single long-form format, indicating that visibility and distribution still dominate perceived impact for most teams.

- Smaller companies (0–$49M) overwhelmingly point to **social content (56%)**, while companies above **$250M spread impact across social, webinars, and case studies**, suggesting impact becomes more diversified as teams mature.

- **Enterprise-focused teams shift away from social (21%) toward webinars/events (24%) and case studies (19%)**, reflecting the need for trust, education, and live engagement in complex buying decisions.

- **Sales-led and hybrid teams rate social content highest (36% and 34%)**, while **product-led teams show a more balanced mix**, with videos (23%) and whitepapers (16%) playing a larger role.

- **High performers are more evenly distributed across formats**, while **low performers over-index on social content (52%) and videos (33%)**, suggesting reliance on reach without sufficient depth.

- Across all segments, **email newsletters remain consistently low (≈4–9%)**, indicating they are viewed more as retention or support channels than primary business drivers.

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Social content — 32%
Videos — 16%
Webinars — 15%
Case Studies — 13%
Blog posts — 11%
Newsletters — 4%

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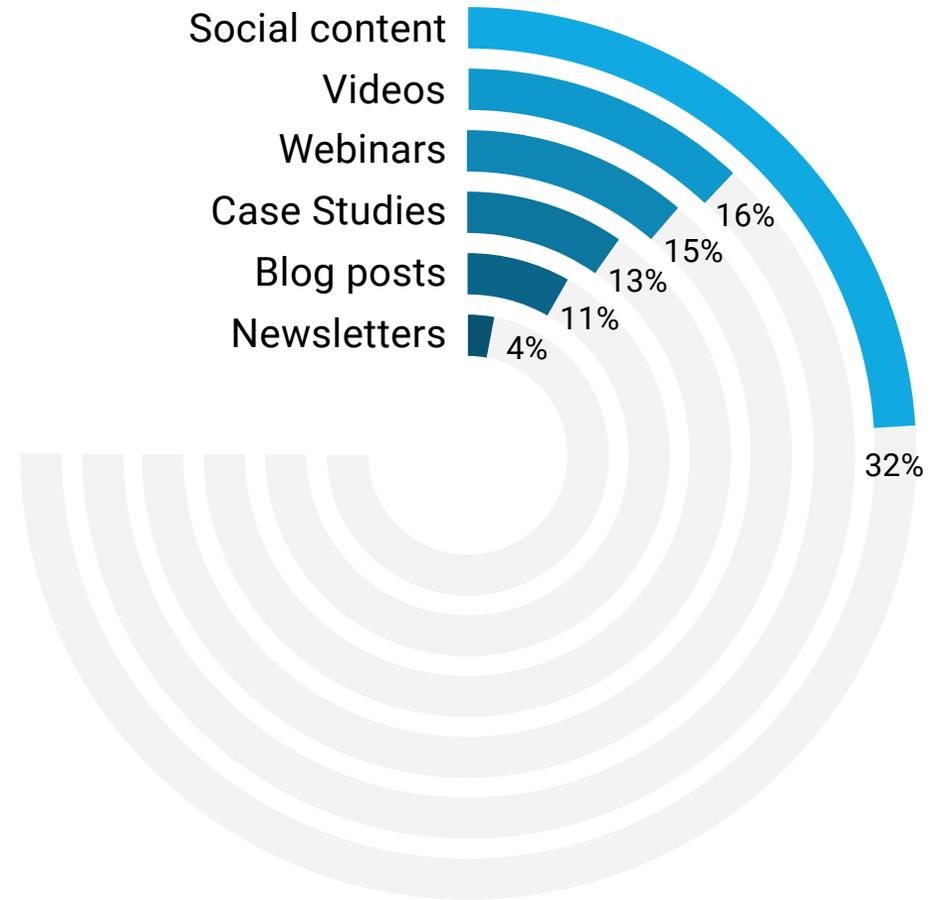
Organization and Teams

Leadership reporting structure

Q: Who does the Head of Content (or equivalent content lead) report to? N=321

- **Content most often reports to the CMO (36%)**, but nearly two-thirds of teams place content elsewhere—signaling that content's role is still structurally fragmented.

- As companies scale, **content increasingly rolls up to the CMO (55% at $500M–$999M)**, while smaller companies rely more on **CEO/founder oversight (21% at <$49M)** due to lean orgs and unclear ownership.

- In the $100M–$249M range, **33% of content teams report into Demand Gen**, the highest of any segment, reflecting pressure to justify content through pipeline during scale-up years.

- Enterprise-focused companies are **more likely to centralize content under the CMO (45%)** and less likely to route it through Brand or Product Marketing, suggesting tighter executive alignment.

- High-performing companies tend to place content inside a **clear, specialized marketing function (Brand/Corporate Marketing)**, where goals, processes, and success metrics are well defined.

- Lower-performing companies are more likely to have content report **directly to the CEO (19%)**, which usually happens when the function is still informal, reactive, or lacks clear ownership.

- Access complete data on page 52

Category	Value
Chief Marketing Officer	36
VP/Head of Brand or Corporate Marketing	22
VP/Head of Product Marketing	17
VP/Head of Demand Gen	15
CEO/Founder	7
Chief Revenue Officer	3
Other	1

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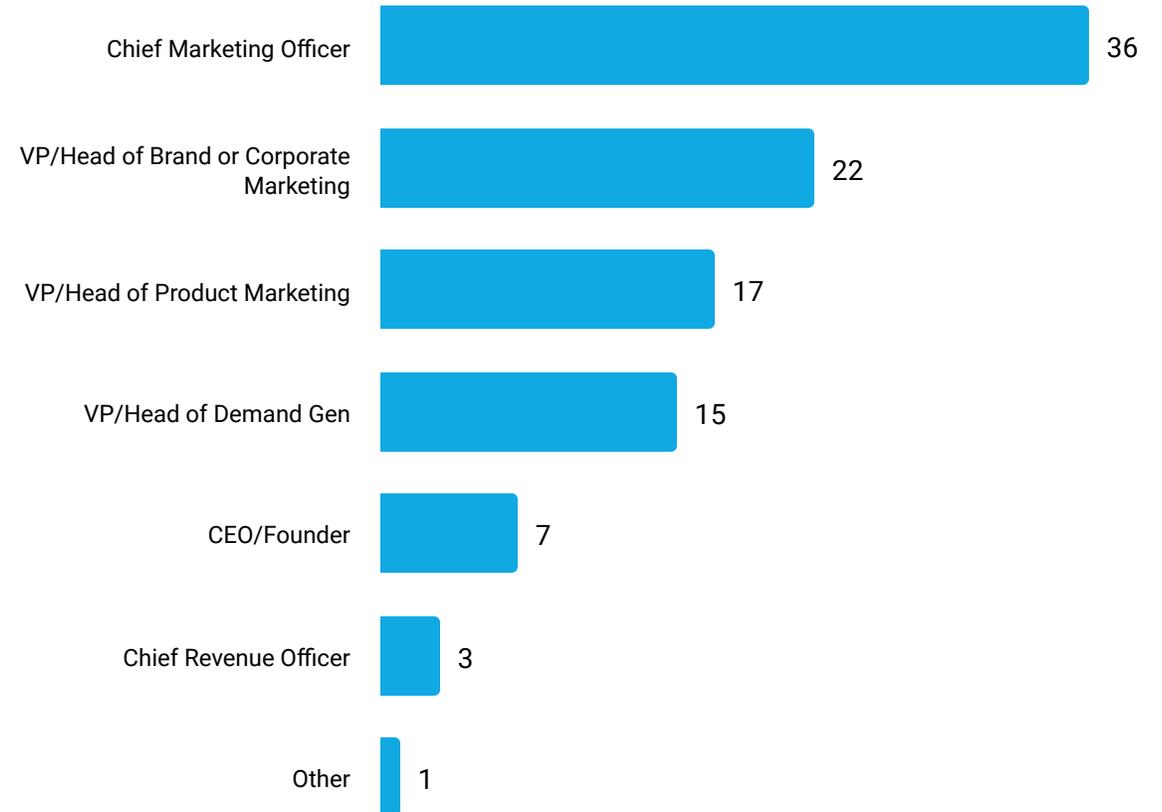
Outsourcing of content creation

Q: What percentage of your content production is handled externally (agencies, freelancers, contractors)? N=321

None — 7

A little (1-25%) — 24

Some (26-50%) — 47

A lot (51-75%) — 20

Almost all of it (76-100%) — 2
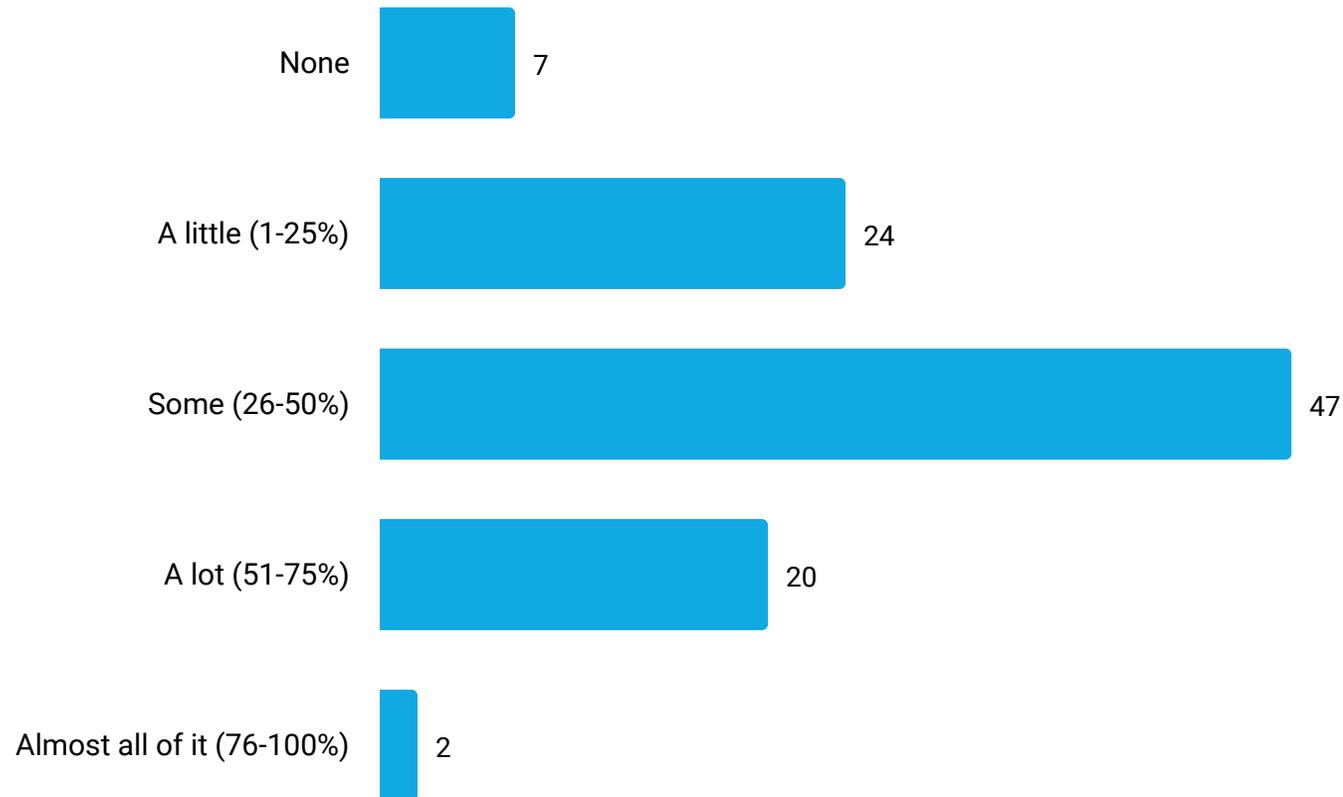
- Nearly **half of all teams outsource 26–50% of content (47%)**, making hybrid in-house + external models the clear norm in B2B SaaS.

- Very small companies are the outlier: **23% of sub-$50M teams keep all content in-house**, while companies above $50M overwhelmingly rely on **external support for at least a quarter of production**.

- As companies grow, full in-house models nearly disappear (**2–6% above $100M**), replaced by **26–50% outsourced models**, reflecting the need to scale output without scaling headcount.

- Enterprise-focused teams are more likely to outsource heavily (**52% outsource 26–50%**), suggesting specialization and production depth matter more than internal control at higher deal sizes.

- High-growth companies are **less likely to be fully in-house (5%) and more likely to outsource 26–50% (52%)**, while low-growth companies cluster more at lighter outsourcing levels.

- Access complete data on page 53

AI and Technology Usage

Usage of AI in content tasks

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

Task	76–100%	51–75%	26–50%	1–25%	0%
Content ideation and brief creation	7%	21%	41%	25%	7%
Writing / drafting long-form content	7%	21%	41%	25%	7%
Content personalization / dynamic delivery	5%	25%	37%	26%	7%
Editing, summarizing, or repurposing content	6%	24%	36%	28%	5%
Keyword research / SEO planning	4%	26%	36%	28%	5%
Content performance analysis / reporting	7%	23%	35%	26%	9%
Content strategy development (roadmaps, themes, etc.)	6%	21%	37%	27%	9%
Visual or multimedia content creation	5%	22%	35%	31%	7%
Audience or topic research	2%	13%	38%	40%	6%

Legend:
- 76−100% (Primarily AI-Driven)
- 51−75% (Heavy Use)
- 26−50% (Moderate Use)
- 1−25% (Light Use)
- 0% (Not Used)

- AI now shows up across every major content task, but teams use it mainly as support, not replacement. Across all activities, **roughly 60−70% of teams use AI for at least 26% of the work**, while primarily AI-driven usage (76−100%) stays rare at just 2−7%.

- Content ideation, writing and editing all show **about two-thirds of teams using AI at moderate or heavy levels (26−75%)**, reflecting efficiency gains in repeatable tasks.

- AI is relatively less used on audience research, likely pointing to the difficulty of accessing and analyzing reliable customer data sources in LLMs.

- High-growth companies show **greater moderate-to-heavy AI usage (26−75%) across nearly every task**, while low-growth companies are more likely to sit at light usage or non-use.

- Low performers are **far more likely to either not use AI at all (up to 38%) or rely on it very lightly**, while high performers cluster around **balanced, moderate use**, not extremes.

- Access complete data on pages 54-63

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The content technology stack

Q: Which of the following tools or systems are part of your core content technology stack? For each tool included in your stack, please indicate if you are using its AI features N=321

Tool	Using the platform	Using the platform's AI features
AI Writing / Editing (E.g., ChatGPT, Claude, Jasper, Grammarly)	77	61
Analytics & Reporting (E.g., Google Analytics (GA4), Looker, Tableau)	77	50
Marketing Automation (E.g., HubSpot, Marketo, Pardot)	76	48
SEO / Optimization (E.g., Ahrefs, Semrush, Clearscope, MarketMuse)	70	43
CMS / Content Platform (E.g., WordPress, Contentful, Webflow)	72	29
Project / Content Ops (E.g., Asana, Airtable, Notion, Monday.com)	63	37
Platform-Native AI (E.g., HubSpot AI, Notion AI, Salesforce Einstein)	60	34
DAM / Asset Management (E.g., Bynder, Brandfolder)	57	26

● Using the platform ● Using the platform's AI features

- Most B2B SaaS teams have **robust content stacks (5.5 tools on average)**, but **AI features are used far less consistently**, indicating adoption lags capability.

- AI is most actively used in **AI writing/editing (61%) and analytics/reporting (50%)**, reinforcing that teams trust AI most where outputs are fast, reversible, and efficiency-driven.

- Despite broad adoption, **CMS platforms (72% included) see only 29% AI feature usage**, and **DAM tools only 26%**, suggesting AI embedded in core systems is under-utilized.

- Larger companies (>$500M) run **larger stacks (6.3 tools)** and are more likely to activate AI in marketing automation (68%) and platform-native AI (61%), reflecting better enablement and governance.

- High-growth teams don't have meaningfully bigger stacks—but they **use AI features more consistently**, especially in **SEO, ops, and automation**, while low-growth teams under-activate what they own.

- Low performers run **the smallest stacks (4.4 tools)** yet rely heavily on **standalone AI writing tools (80%)**, suggesting AI is being used as a substitute for systems, not an amplifier of them.

- Access complete data on pages 64-65

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AI investments in 2026

Q: How do you expect your organization's investment in the following types of AI tools to change over the next 12 months?

Tool	Increase Significantly (51%+)	Increase Moderately (26–50%)	Increase Slightly (1–25%)	No Change	Decrease Investment
AI SEO / optimization tools (e.g., Clearscope, MarketMuse)	16%	41%	29%	14%	0%
AI workflow automation / integrations (e.g., Zapier, Notion AI, HubSpot AI)	21%	34%	32%	11%	1%
AI analytics / insight tools (e.g., Looker AI, Amplitude, custom LLMs)	21%	32%	31%	14%	1%
AI visual / multimedia creation (e.g., Midjourney, Runway, Synthesia)	19%	30%	33%	17%	1%
AI writing / content generation (e.g., ChatGPT, Jasper, Writer)	11%	34%	40%	12%	2%
AI editing / grammar tools (e.g., Grammarly, Writer, DeepL)	15%	26%	38%	19%	1%
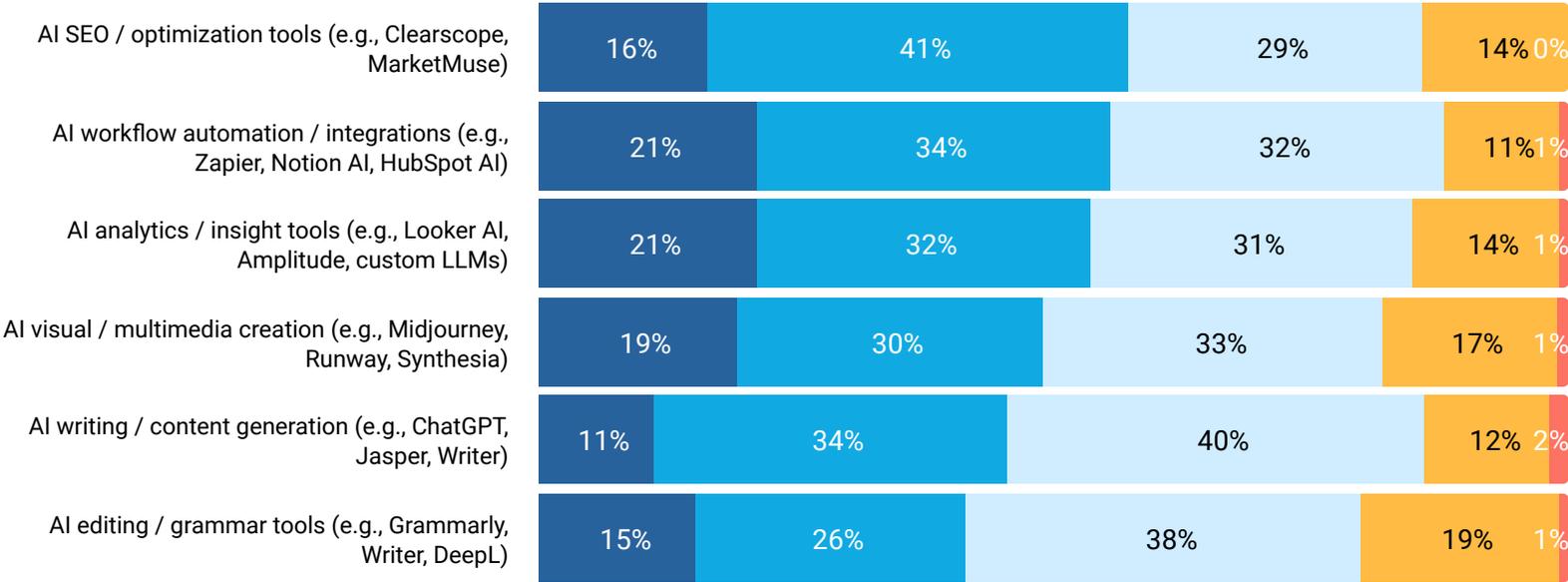
Legend:
- Increase Significantly(51%+)
- Increase Moderately(26−50%)
- Increase Slightly(1−25%)
- No Change
- Decrease Investment

- Across every AI category, **70–85% of teams plan to increase spend**, signaling that AI is becoming part of the baseline marketing stack in 2026.

- AI writing is **already mature and still growing**: **85% plan to increase investment**, but most increases are incremental, suggesting this category is moving from adoption to optimization.

- Workflow automation has the **highest "significant increase" intent (21%)**, indicating that teams see the next productivity gains coming from connecting systems, not generating more content.

- AI analytics shows one of the **strongest future bets**, with **53% planning moderate-to-significant increases** and especially aggressive expansion among $500M+ companies—pointing to a shift from creation to decision intelligence.

- High performers favor **analytics, automation, and SEO AI**, while low performers skew toward **basic content generation**, reinforcing what AI maturity will look like in 2026.

- Access complete data on pages 66-71

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Key Takeaways

Key Insights for Marketing Leaders

- **Consistency matters more than hero output**
  Most teams publish 6–20 blog posts per quarter, and performance flattens beyond that. The data doesn't reward teams for flooding the market — it rewards teams that show up reliably, quarter after quarter.

- **Content has crossed the revenue threshold and even if measurement hasn't caught up**
  Three-quarters of teams still rely on engagement metrics, but more than half now tie content to pipeline or conversions. Content has moved into the revenue conversation but some teams are still building out the measurement muscle.

- **Content teams work best when highly visible and scaled with help**
  High-performing teams usually sit content under the CMO or Brand, not buried in demand or scattered across functions. They also outsource aggressively, with 25–50%+ of production handled externally, to maintain pace without burning out internal teams.

- **Strong teams don't starve distribution**
  High performers produce more and support that output with paid, partner, and social distribution. Paid isn't a crutch — it's a multiplier. Teams that underperform tend to under-invest here, not over-invest.

- **AI accelerates execution, but advantage comes from activation, not adoption**
  Most teams use AI to write faster, but high performers go further, applying AI to strategy and performance analysis and turning on AI features inside tools they already use. The winners don't just have access to AI, they do better at operationalizing it.

- **Top-of-funnel still wins attention, but impact comes from "decision" assets**
  Social and video dominate awareness, but high performers back them up with webinars, case studies, and decision-stage assets. Reach gets you seen; depth gets you chosen.

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The Benchmarker CMO Checklist

If you're doing this, you're doing better than most B2B SaaS CMOs...

✓ **Publishing and performing better than the benchmarks**

You're likely producing enough content, but if you're below the minimum benchmarks in volume and performance, this is the first place to start improving things.

✓ **Creating enough content for every part of the funnel**

High performing companies don't overweight the top-of-the-funnel, they produce high quality content to help customers engage at all stages of the buying journey

✓ **Measuring the impact of content effectively**

Top companies measure awareness and engagement, but they also find ways to tie content performance to revenue and pipeline influence.

✓ **Amplifying content through paid channels and partnerships**

Virality rarely happens organically, the best traveled content is supported through paid channels and sharing partnerships.

✓ **Investing in the right AI features for 2026**

The next phase of AI investment will be in automation and data analysis, but also utilizing more AI features in existing tools

✓ **Using external help for producing content**

The best companies scale content production with agencies or contractors, it specializes expertise, keeps overheads low and eases the pressure to produce on internal teams

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Research Demographics

Survey Respondents Demographics

By Annual Revenue

Annual Revenue 0 - $49M
16%

Annual Revenue $1B - $5B
21%

Annual Revenue $50 - $99M
21%

Annual Revenue $500M - $999M
12%

Annual Revenue $250M - $499M
17%

Annual Revenue $100M - $249M
13%

By Funding Source

Venture Capital Funded
24%

Public Companies
14%

Other
9%

Private Equity Funded
52%

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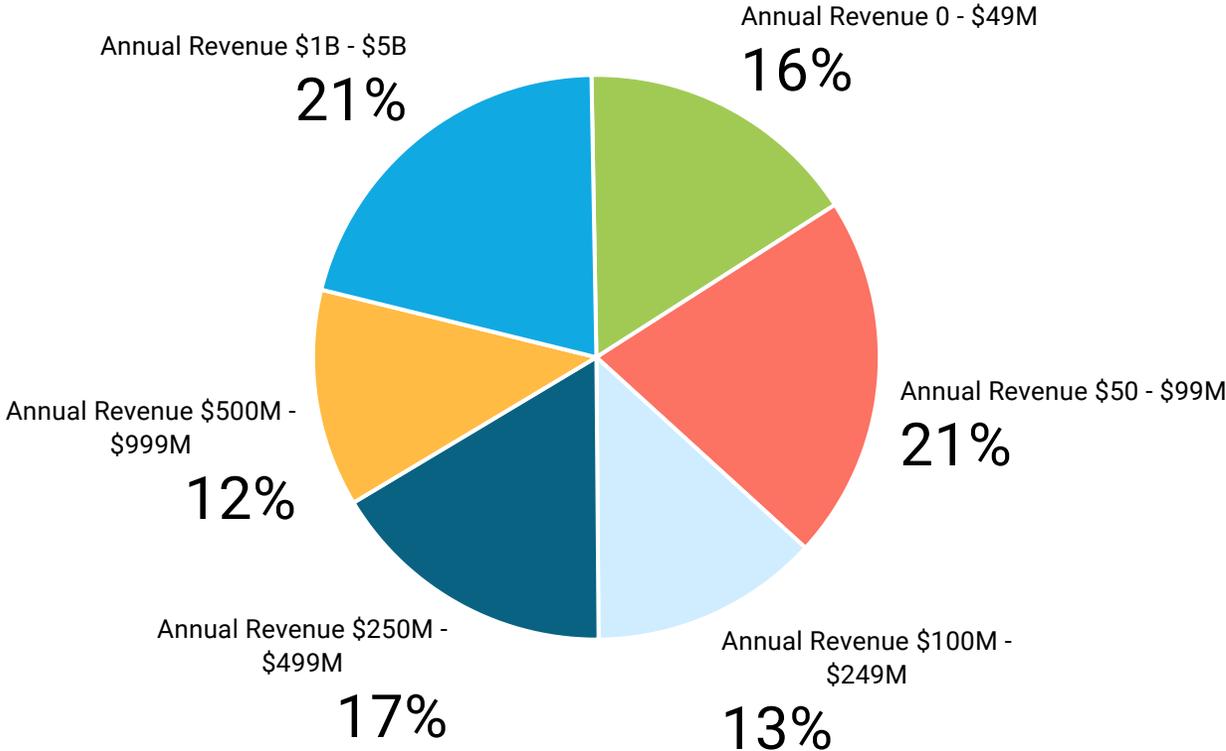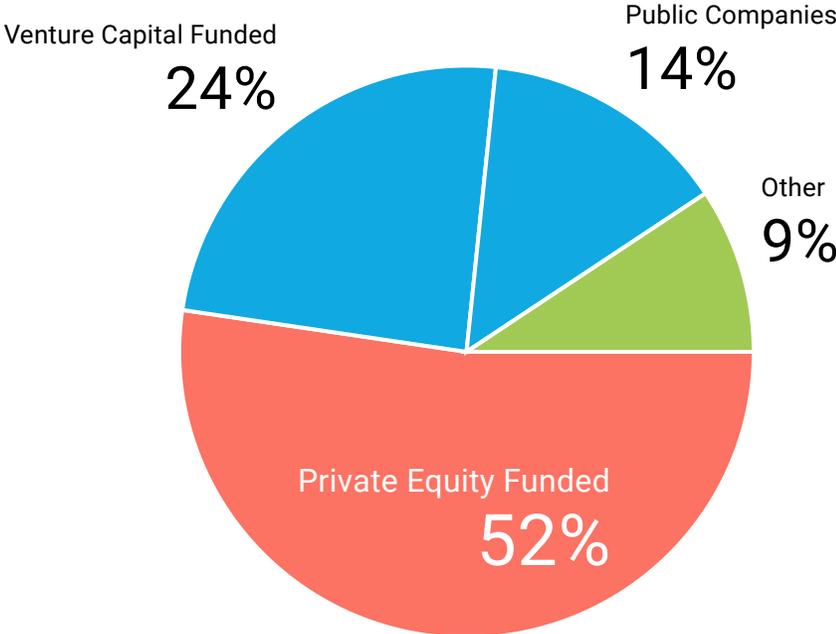
Survey Respondents Demographics

By Customer Size

Bar chart values:
- 173
- 293
- 95

(x-axis: 0, 50, 100, 150, 200, 250, 300, 350)
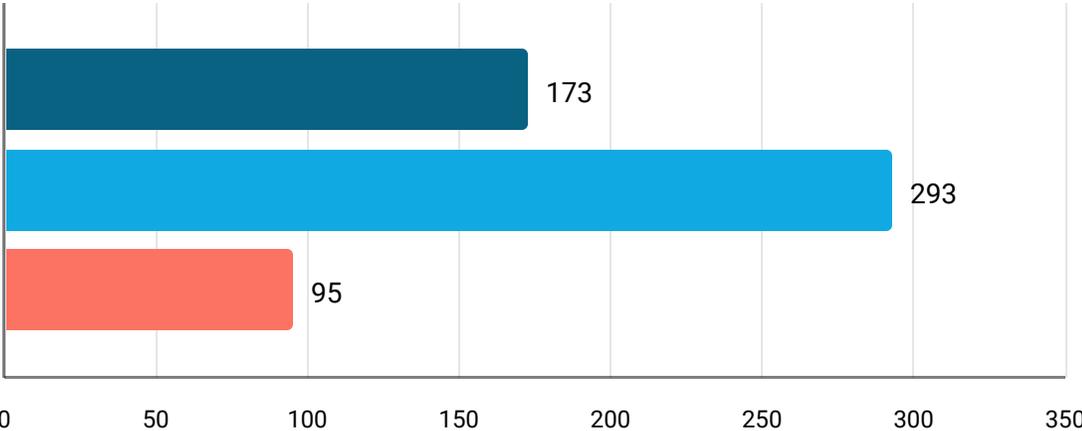
● Selling to SMBs ($1M - $10M Annual Revenue)

● Selling to Mid-Market Businesses (Annual Revenue $10M - $500M)

● Selling to Enterprises Businesses (Annual Revenue greater than $500M)

By Growth Motion

Product-led growth
24%

Sales-led growth
19%

Hybrid sales and product-led growth
57%
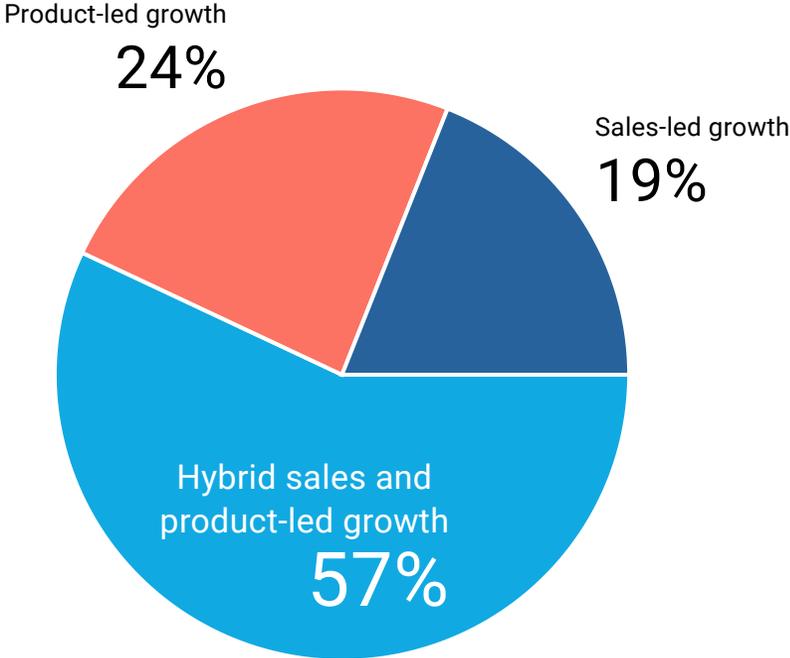
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Survey Respondents Business Performance

Q: How much did your company grow this past year? N=321

Flat to negative	5%
1 -10%	25%
11 - 20%	**Median** 30%
21-30%	21%
31 - 40%	14%
41 - 60%	4%
61-100%	0%
More than 100	1%
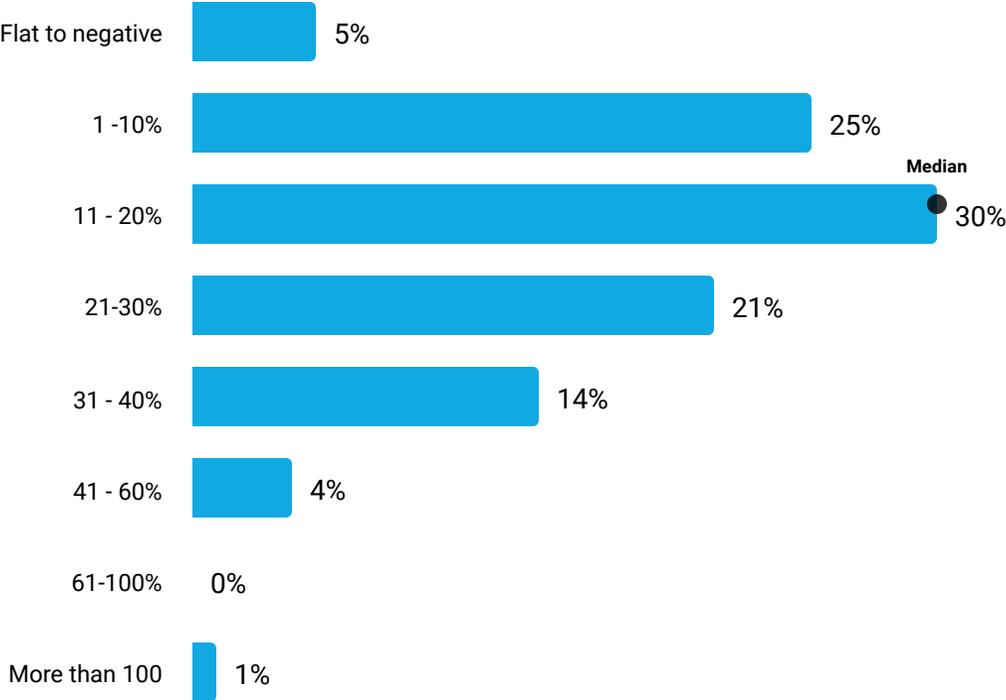
Q: How would you describe your company's business performance in the past year? N=321

Did not meet our revenue/growth targets
24%

Exceeded our revenue/growth targets
35%

Met our revenue/growth targets
41%
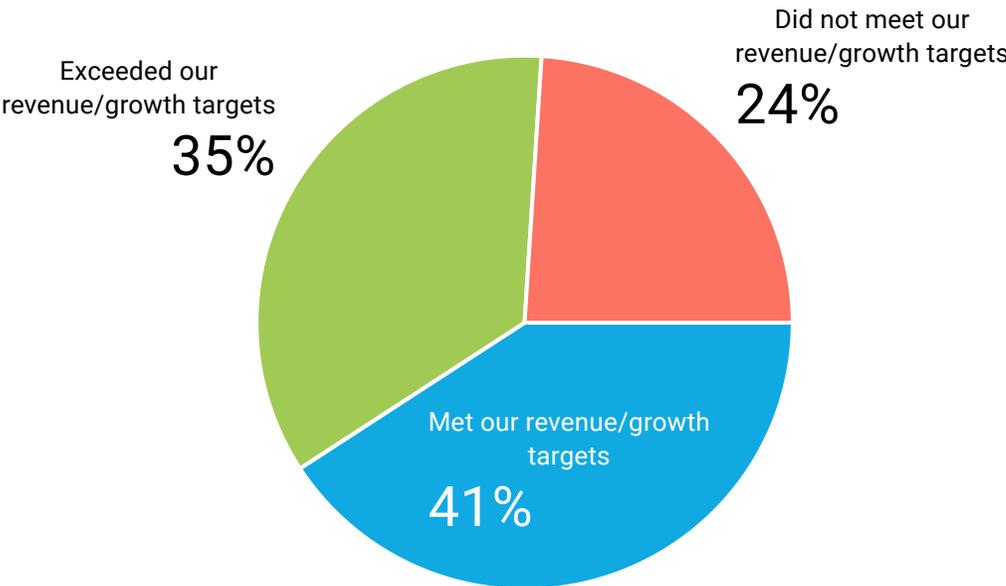
The Research Partners

About Benchmarker

Benchmarker is a San Francisco Bay Area-based research and advisory service that delivers marketing performance and spending benchmarks data to B2B software companies.

Marketers can use Benchmarker's data and research to assess, improve and validate their marketing performance. They can also compare themselves to companies of the same size, revenue and go-to-market motion to get the most accurate and relevant benchmark data.

Learn more about subscribing to Benchmarker at www.benchmarkerdata.com

About Contentful

Contentful is a leading digital experience platform that helps modern businesses meet the growing demand for engaging, personalized content at scale.

By blending composability with native AI capabilities, Contentful enables dynamic personalization, automated content delivery, and real-time experimentation, powering next-generation digital experiences across brands, regions, and channels for more than 4,200 organizations worldwide.

For more information, visit www.contentful.com.

About The Author

Benchmarker Founder and Chief Analyst Omar Akhtar has been publishing research and advising businesses on what good marketing looks like for the last decade. Through surveys, expert interviews and case studies, he has published leading industry reports on content strategy, marketing excellence, the state of digital transformation and data strategy.

He currently also leads content marketing at UserTesting.

Omar was formerly the head of research and an associate partner at Altimeter, a Prophet company, where he published research and advised businesses on content strategy, marketing technology and marketing excellence.

Former clients including Microsoft, Salesforce, Adobe, Netflix, Autodesk, Cigna, Zebra Technologies, Marriott International, UPS and the American Red Cross.

As a former journalist, Omar was a writer for Fortune Magazine, and the editor-in-chief of the marketing tech site The Hub. Omar is the co-author of the best-selling book "Winning Through Platforms - How To Succeed When Everyone Has One" a playbook on how to transform and win as a platform business.

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APPENDIX

Complete Survey Benchmark Data

Download this Data

As a subscriber to Benchmarker, you can filter and download all the data in this report from our benchmarks database at
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The Benchmarker Data Portal

Find every marketing benchmark for B2B tech. Choose a metric category, and filter the benchmarks by any company type you like

FILTERS AVAILABLE

| All B2B SaaS | Annual Revenue $100M - $250M | Annual Revenue $1B - $5B | Annual Revenue $250M - $499M | Annual Revenue $500M - $999M |

| Annual Revenue $50M-$99M | Annual Revenue 0 - $10M | Annual Revenue 0 - $49M | All VC funding | Private equity funded | Public company |

| Product-led growth | Sales + product led growth | Sales-led growth | Selling to enterprise businesses | Selling to mid-market businesses | Selling to SMBs |

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ALL CATEGORIES

- Budgets and Spending
- Content Marketing
- Display Ads
- Email Marketing
- Lead Generation
- LinkedIn

Metric	Category	Company Type	Low	Mid	High	Last
Percentage of annual revenue allocated to marketing	Budgets and Spending	All B2B SaaS	7-9%	10-12%	15-17%	Feb-2
Percentage of marketing programs budget allocated to website design/optimization/maintena	Budgets and Spending	Annual Revenue 0 - $49M	10	15	20	Feb-2
Percentage of marketing resources allocated to post-purchase marketing	Budgets and Spending	Annual Revenue $100M - $250M	7	15	20	Feb-2
Annual amount spent on display ads	Budgets and Spending	Selling to mid-market businesses	$500K to <$1M	$500K to <$1M	$1M to <$2.5M	Feb-2

Benchmarker

Number of blog posts produced per quarter

Q: How many of each of the following content assets are you producing in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	6−10	11−20	11−20
Annual Revenue 0−$49M	0−5	6−10	11−20
Annual Revenue $50M−$99M	6−10	11−20	11−20
Annual Revenue $100M−$249M	6−10	11−20	11−20
Annual Revenue $250M−$499M	6−10	11−20	20+
Annual Revenue $500M−$999M	11−20	11−20	20+
Annual Revenue $1B - $5B	11−20	11−20	20+
Selling to SMBs	6−10	11−20	11−20
Selling to mid-market businesses	6−10	11−20	11−20
Selling to enterprise businesses	11−20	11−20	20+
All VC funding	6−10	11−20	11−20
Public company	6−10	11−20	11−20
Private equity funded	6−10	11−20	20+
Sales-led growth	0−5	6−10	11−20
Product-led growth	6−10	11−20	11−20
Sales + product led growth	6−10	11−20	20+
High growth	6−10	11−20	11−20
Low growth	6−10	11−20	20+
High performers	6−10	11−20	11−20
Low performers	0−5	6−10	11−20

Number of webinars produced per quarter

Q: How many of each of the following content assets are you producing in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	1–2	3–5	3–5
Annual Revenue 0–$49M	0	1–2	3–5
Annual Revenue $50M–$99M	1–2	3–5	3–5
Annual Revenue $100M–$249M	1–2	3–5	3–5
Annual Revenue $250M–$499M	1–2	3–5	3–5
Annual Revenue $500M–$999M	1–2	3–5	3–5
Annual Revenue $1B - $5B	3–5	3–5	6+
Selling to SMBs	1–2	3–5	3–5
Selling to mid-market businesses	1–2	3–5	3–5
Selling to enterprise businesses	3–5	3–5	6+
All VC funding	1–2	3–5	3–5
Public company	1–2	3–5	6+
Private equity funded	1–2	3–5	3–5
Sales-led growth	1–2	1–2	3–5
Product-led growth	1–2	3–5	3–5
Sales + product led growth	1–2	3–5	3–5
High growth	1–2	3–5	3–5
Low growth	1–2	3–5	3–5
High performers	1–2	3–5	3–5
Low performers	0	1–2	3–5

Benchmarker

Number of whitepapers produced per quarter

Q: How many of each of the following content assets are you producing in a quarter? N=321

All B2B SaaS	1	2–3	2–3
Annual Revenue 0–$49M	1	1	2–3
Annual Revenue $50M–$99M	1	2–3	2–3
Annual Revenue $100M–$249M	2–3	2–3	2–3
Annual Revenue $250M–$499M	2–3	2–3	4+
Annual Revenue $500M–$999M	2–3	2–3	2–3
Annual Revenue $1B - $5B	2–3	2–3	4+
Selling to SMBs	1	2–3	2–3
Selling to mid-market businesses	2–3	2–3	2–3
Selling to enterprise businesses	2–3	2–3	4+
All VC funding	2–3	2–3	2–3
Public company	1	2–3	2–3
Private equity funded	2–3	2–3	4+
Sales-led growth	1	2–3	2–3
Product-led growth	1	2–3	2–3
Sales + product led growth	2–3	2–3	4+
High growth	2–3	2–3	2–3
Low growth	1	2–3	2–3
High performers	2–3	2–3	2–3
Low performers	0	1	2–3

Benchmarker

Number of short videos (<2mins) produced per quarter

Q: How many of each of the following content assets are you producing in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	6–10	11–20	20+
Annual Revenue 0–$49M	6–10	11–20	20+
Annual Revenue $50M–$99M	6–10	11–20	11–20
Annual Revenue $100M–$249M	6–10	11–20	20+
Annual Revenue $250M–$499M	6–10	11–20	20+
Annual Revenue $500M–$999M	6–10	11–20	20+
Annual Revenue $1B - $5B	11–20	11–20	20+
Selling to SMBs	6–10	11–20	20+
Selling to mid-market businesses	6–10	11–20	20+
Selling to enterprise businesses	11–20	11–20	20+
All VC funding	11–20	11–20	20+
Public company	6–10	11–20	20+
Private equity funded	6–10	11–20	20+
Sales-led growth	6–10	11–20	20+
Product-led growth	6–10	11–20	11–20
Sales + product led growth	6–10	11–20	20+
High growth	6–10	11–20	20+
Low growth	6–10	11–20	20+
High performers	6–10	11–20	20+
Low performers	6–10	11–20	20+

Benchmarker

Number of social media posts produced per quarter

Q: How many of each of the following content assets are you producing in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	20−50	51−100	51−100
Annual Revenue 0−$49M	20−50	51−100	51−100
Annual Revenue $50M−$99M	20−50	51−100	51−100
Annual Revenue $100M−$249M	20−50	51−100	51−100
Annual Revenue $250M−$499M	51−100	51−100	51−100
Annual Revenue $500M−$999M	51−100	51−100	100+
Annual Revenue $1B - $5B	51−100	51−100	100+
Selling to SMBs	20−50	51−100	51−100
Selling to mid-market businesses	20−50	51−100	51−100
Selling to enterprise businesses	51−100	51−100	100+
All VC funding	20−50	51−100	100+
Public company	51−100	51−100	100+
Private equity funded	20−50	51−100	51−100
Sales-led growth	20−50	51−100	100+
Product-led growth	20−50	51−100	51−100
Sales + product led growth	20−50	51−100	51−100
High growth	20−50	51−100	51−100
Low growth	20−50	51−100	100+
High performers	20−50	51−100	100+
Low performers	20−50	51−100	100+

Number of podcasts produced per quarter

Q: How many of each of the following content assets are you producing in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	1-4	5-8	9-12
Annual Revenue 0−$49M	1-4	1-4	5-8
Annual Revenue $50M−$99M	1-4	5-8	9-12
Annual Revenue $100M−$249M	1-4	5-8	9-12
Annual Revenue $250M−$499M	1-4	5-8	9-12
Annual Revenue $500M−$999M	5-8	9-12	9-12
Annual Revenue $1B - $5B	5-8	9-12	9-12
Selling to SMBs	1-4	5-8	9-12
Selling to mid-market businesses	1-4	5-8	9-12
Selling to enterprise businesses	5-8	9-12	9-12
All VC funding	1-4	5-8	9-12
Public company	5-8	5-8	9-12
Private equity funded	5-8	5-8	9-12
Sales-led growth	1-4	5-8	5-8
Product-led growth	1-4	5-8	9-12
Sales + product led growth	1-4	5-8	9-12
High growth	5-8	5-8	9-12
Low growth	1-4	5-8	9-12
High performers	5-8	5-8	9-12
Low performers	1-4	1-4	5-8

Benchmarker

Average number of blog post views in a quarter

Q: On average, how well does each content asset perform in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	500−1,000	1,001−2,500	1,001−2,500
Annual Revenue 0−$49M	<500	500−1,000	1,001−2,500
Annual Revenue $50M−$99M	500−1,000	1,001−2,500	1,001−2,500
Annual Revenue $100M−$249M	500−1,000	1,001−2,500	1,001−2,500
Annual Revenue $250M−$499M	1,001−2,500	1,001−2,500	1,001−2,500
Annual Revenue $500M−$999M	500−1,000	1,001−2,500	2,501+
Annual Revenue $1B - $5B	1,001−2,500	1,001−2,500	2,501+
Selling to SMBs	500−1,000	1,001−2,500	1,001−2,500
Selling to mid-market businesses	500−1,000	1,001−2,500	1,001−2,500
Selling to enterprise businesses	1,001−2,500	1,001−2,500	2,501+
All VC funding	500−1,000	1,001−2,500	1,001−2,500
Public company	500−1,000	1,001−2,500	2,501+
Private equity funded	500−1,000	1,001−2,500	1,001−2,500
Sales-led growth	500−1,000	500−1,000	1,001−2,500
Product-led growth	500−1,000	1,001−2,500	1,001−2,500
Sales + product led growth	500−1,000	1,001−2,500	1,001−2,500
High growth	500−1,000	1,001−2,500	1,001−2,500
Low growth	500−1,000	1,001−2,500	1,001−2,500
High performers	500−1,000	1,001−2,500	1,001−2,500
Low performers	<500	500−1,000	500−1,000

Benchmarker

Average number of webinar registrations

Q: On average, how well does each content asset perform in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	100–250	251–500	251–500
Annual Revenue 0–$49M	<100	100–250	100–250
Annual Revenue $50M–$99M	100–250	100–250	251–500
Annual Revenue $100M–$249M	100–250	100–250	251–500
Annual Revenue $250M–$499M	100–250	251–500	251–500
Annual Revenue $500M–$999M	100–250	251–500	251–500
Annual Revenue $1B - $5B	100–250	251–500	500+
Selling to SMBs	100–250	100–250	251–500
Selling to mid-market businesses	100–250	251–500	251–500
Selling to enterprise businesses	100–250	251–500	500+
All VC funding	100–250	100–250	251–500
Public company	100–250	251–500	251–500
Private equity funded	100–250	251–500	251–500
Sales-led growth	<100	100–250	251–500
Product-led growth	100–250	100–250	251–500
Sales + product led growth	100–250	251–500	251–500
High growth	100–250	251–500	251–500
Low growth	100–250	251–500	251–500
High performers	100–250	251–500	251–500
Low performers	<100	<100	100–250

Average number of whitepaper/gated asset downloads in a quarter

Q: On average, how well does each content asset perform in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	100–250	251–500	251–500
Annual Revenue 0–$49M	<100	<100	100–250
Annual Revenue $50M–$99M	100–250	251–500	251–500
Annual Revenue $100M–$249M	100–250	100–250	251–500
Annual Revenue $250M–$499M	100–250	251–500	251–500
Annual Revenue $500M–$999M	100–250	251–500	251–500
Annual Revenue $1B - $5B	100–250	251–500	500+
Selling to SMBs	<100	100–250	251–500
Selling to mid-market businesses	100–250	251–500	251–500
Selling to enterprise businesses	100–250	251–500	500+
All VC funding	100–250	251–500	251–500
Public company	100–250	251–500	500+
Private equity funded	100–250	251–500	251–500
Sales-led growth	<100	100–250	251–500
Product-led growth	100–250	251–500	251–500
Sales + product led growth	100–250	251–500	251–500
High growth	100–250	251–500	251–500
Low growth	<100	100–250	251–500
High performers	100–250	100–250	251–500
Low performers	<100	<100	100–250

Benchmarker

Average number of video views in a quarter

Q: On average, how well does each content asset perform in a quarter? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	500−1,000	1,001−2,500	2,501+
Annual Revenue 0−$49M	<500	1,001−2,500	2,501+
Annual Revenue $50M−$99M	500−1,000	1,001−2,500	1,001−2,500
Annual Revenue $100M−$249M	500−1,000	1,001−2,500	2,501+
Annual Revenue $250M−$499M	1,001−2,500	1,001−2,500	2,501+
Annual Revenue $500M−$999M	1,001−2,500	1,001−2,500	2,501+
Annual Revenue $1B - $5B	1,001−2,500	1,001−2,500	2,501+
Selling to SMBs	500−1,000	1,001−2,500	2,501+
Selling to mid-market businesses	500−1,000	1,001−2,500	2,501+
Selling to enterprise businesses	1,001−2,500	1,001−2,500	2,501+
All VC funding	500−1,000	1,001−2,500	2,501+
Public company	1,001−2,500	2,501+	2,501+
Private equity funded	500−1,000	1,001−2,500	2,501+
Sales-led growth	500−1,000	1,001−2,500	2,501+
Product-led growth	500−1,000	1,001−2,500	2,501+
Sales + product led growth	1,001−2,500	1,001−2,500	2,501+
High growth	500−1,000	1,001−2,500	2,501+
Low growth	500−1,000	1,001−2,500	2,501+
High performers	500−1,000	1,001−2,500	2,501+
Low performers	<500	1,001−2,500	2,501+

Benchmarker

Content distribution by stages in the funnel

Q: Roughly how much content do you create for each stage of the buyer's journey (indicate by percentage, must total 100%) N= 321

COMPANY TYPE	Awareness (top of the funnel)	Consideration (middle of the funnel)	Decision (bottom of the funnel)	Post-purchase (after the sale)
All B2B SaaS	30.95	25.29	23.88	19.88
Annual Revenue 0−$49M	34.31	25.88	20.46	19.35
Annual Revenue $50M−$99M	29.72	25.10	24.07	21.10
Annual Revenue $100M−$249M	29.36	23.71	25.33	21.60
Annual Revenue $250M−$499M	26.62	24.11	26.26	23.00
Annual Revenue $500M−$999M	33.23	28.43	23.28	15.08
Annual Revenue $1B - $5B	32.63	25.06	23.91	18.40
Selling to SMBs	29.50	26.08	24.05	20.37
Selling to mid-market businesses	30.39	25.47	24.08	20.06
Selling to enterprise businesses	32.39	25.49	23.98	18.14
All VC funding	30.38	25.49	23.28	20.85
Public company	33.04	24.09	26.42	16.44
Private equity funded	28.67	26.04	24.14	21.15
Sales-led growth	34.28	24.31	22.18	19.23
Product-led growth	28.13	23.71	27.03	21.13
Sales + product led growth	31.02	26.28	23.13	19.57
High growth	28.70	25.66	25.29	20.34
Low growth	32.44	25.04	22.95	19.58
High performers	29.95	24.41	24.92	20.71
Low performers	39.05	25.05	17.62	18.29

Home page conversion rate

Q: What is your average website conversion rate (percentage of visitors who take an action to become known, e.g., fill out a form or provide an email address) for each page type? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	100–250	251–500	251–500
Annual Revenue 0–$49M	<100	<100	100–250
Annual Revenue $50M–$99M	100–250	251–500	251–500
Annual Revenue $100M–$249M	100–250	100–250	251–500
Annual Revenue $250M–$499M	100–250	251–500	251–500
Annual Revenue $500M–$999M	100–250	251–500	251–500
Annual Revenue $1B - $5B	100–250	251–500	500+
Selling to SMBs	<100	100–250	251–500
Selling to mid-market businesses	100–250	251–500	251–500
Selling to enterprise businesses	100–250	251–500	500+
All VC funding	100–250	251–500	251–500
Public company	100–250	251–500	500+
Private equity funded	100–250	251–500	251–500
Sales-led growth	<100	100–250	251–500
Product-led growth	100–250	251–500	251–500
Sales + product led growth	100–250	251–500	251–500
High growth	100–250	251–500	251–500
Low growth	<100	100–250	251–500
High performers	100–250	100–250	251–500
Low performers	<100	<100	100–250

Benchmarker

Demo/contact page conversion rate

Q: What is your average website conversion rate (percentage of visitors who take an action to become known, e.g., fill out a form or provide an email address) for each page type? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	100–250	251–500	251–500
Annual Revenue 0–$49M	<100	<100	100–250
Annual Revenue $50M–$99M	100–250	251–500	251–500
Annual Revenue $100M–$249M	100–250	100–250	251–500
Annual Revenue $250M–$499M	100–250	251–500	251–500
Annual Revenue $500M–$999M	100–250	251–500	251–500
Annual Revenue $1B - $5B	100–250	251–500	500+
Selling to SMBs	<100	100–250	251–500
Selling to mid-market businesses	100–250	251–500	251–500
Selling to enterprise businesses	100–250	251–500	500+
All VC funding	100–250	251–500	251–500
Public company	100–250	251–500	500+
Private equity funded	100–250	251–500	251–500
Sales-led growth	<100	100–250	251–500
Product-led growth	100–250	251–500	251–500
Sales + product led growth	100–250	251–500	251–500
High growth	100–250	251–500	251–500
Low growth	<100	100–250	251–500
High performers	100–250	100–250	251–500
Low performers	<100	<100	100–250

Benchmarker

Pricing page conversion rate

Q: What is your average website conversion rate (percentage of visitors who take an action to become known, e.g., fill out a form or provide an email address) for each page type? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	100−250	251−500	251−500
Annual Revenue 0−$49M	<100	<100	100−250
Annual Revenue $50M−$99M	100−250	251−500	251−500
Annual Revenue $100M−$249M	100−250	100−250	251−500
Annual Revenue $250M−$499M	100−250	251−500	251−500
Annual Revenue $500M−$999M	100−250	251−500	251−500
Annual Revenue $1B - $5B	100−250	251−500	500+
Selling to SMBs	<100	100−250	251−500
Selling to mid-market businesses	100−250	251−500	251−500
Selling to enterprise businesses	100−250	251−500	500+
All VC funding	100−250	251−500	251−500
Public company	100−250	251−500	500+
Private equity funded	100−250	251−500	251−500
Sales-led growth	<100	100−250	251−500
Product-led growth	100−250	251−500	251−500
Sales + product led growth	100−250	251−500	251−500
High growth	100−250	251−500	251−500
Low growth	<100	100−250	251−500
High performers	100−250	100−250	251−500
Low performers	<100	<100	100−250

Benchmarker

Resource/blog page conversion rate

Q: What is your average website conversion rate (percentage of visitors who take an action to become known, e.g., fill out a form or provide an email address) for each page type? N=321

COMPANY TYPE	25th percentile	50th percentile	75th percentile
All B2B SaaS	100−250	251−500	251−500
Annual Revenue 0−$49M	<100	<100	100−250
Annual Revenue $50M−$99M	100−250	251−500	251−500
Annual Revenue $100M−$249M	100−250	100−250	251−500
Annual Revenue $250M−$499M	100−250	251−500	251−500
Annual Revenue $500M−$999M	100−250	251−500	251−500
Annual Revenue $1B - $5B	100−250	251−500	500+
Selling to SMBs	<100	100−250	251−500
Selling to mid-market businesses	100−250	251−500	251−500
Selling to enterprise businesses	100−250	251−500	500+
All VC funding	100−250	251−500	251−500
Public company	100−250	251−500	500+
Private equity funded	100−250	251−500	251−500
Sales-led growth	<100	100−250	251−500
Product-led growth	100−250	251−500	251−500
Sales + product led growth	100−250	251−500	251−500
High growth	100−250	251−500	251−500
Low growth	<100	100−250	251−500
High performers	100−250	100−250	251−500
Low performers	<100	<100	100−250

Benchmarker

Content creation by channel

Q: Please indicate how your content team allocates its time and resources across the following content channels (indicate by percentage, must total 100%)
N=321

	Creating content for owned channels	Creating content for earned channels	Creating content for paid channels	Creating content for social channels	Creating content for sales channels
All B2B SaaS	25.69	19.15	18.58	20.34	16.25
Annual Revenue 0–$49M	30.77	15.98	17.21	23.48	12.56
Annual Revenue $50M–$99M	24.43	18.28	20.15	20.91	16.22
Annual Revenue $100M–$249M	21.14	20.36	20.79	21.00	16.71
Annual Revenue $250M–$499M	23.74	19.40	18.64	18.89	19.34
Annual Revenue $500M–$999M	31.38	20.43	16.10	17.35	14.75
Annual Revenue $1B - $5B	24.01	20.76	18.10	19.84	17.28
Selling to SMBs	25.14	17.79	19.17	21.52	16.38
Selling to mid-market businesses	24.86	19.23	19.15	20.07	16.68
Selling to enterprise businesses	24.02	21.15	18.75	19.99	16.09
All VC funding	23.81	19.37	19.69	21.36	15.77
Public company	21.67	19.80	18.49	22.11	17.93
Private equity funded	26.29	19.99	18.77	18.79	16.16
Sales-led growth	28.66	17.02	17.77	22.20	14.36
Product-led growth	23.60	19.31	18.49	20.30	18.30
Sales + product led growth	25.58	19.79	18.88	19.73	16.01
High growth	25.16	20.80	18.02	18.80	17.21
Low growth	26.04	18.05	18.94	21.36	15.61
High performers	25.01	20.20	18.41	19.61	16.77
Low performers	31.86	15.95	11.29	28.29	12.62

Top web traffic sources

Q: What are your top three web traffic sources? N=321

	Organic search	Paid search	Organic social	Paid social	Direct traffic	Referral / partner content	Syndication / content networks	ChatGPT/LLMs
All B2B SaaS	45%	55%	40%	44%	40%	40%	18%	8%
Annual Revenue 0−$49M	46%	42%	37%	48%	54%	38%	12%	2%
Annual Revenue $50M−$99M	42%	63%	34%	43%	43%	52%	13%	0%
Annual Revenue $100M−$249M	43%	52%	48%	40%	45%	52%	14%	0%
Annual Revenue $250M−$499M	49%	53%	47%	55%	25%	25%	21%	17%
Annual Revenue $500M−$999M	55%	63%	33%	35%	38%	28%	28%	20%
Annual Revenue $1B - $5B	42%	54%	40%	42%	34%	43%	22%	12%
Selling to SMBs	45%	57%	40%	49%	43%	43%	16%	3%
Selling to mid-market businesses	46%	55%	40%	44%	36%	41%	19%	9%
Selling to enterprise businesses	44%	55%	39%	37%	34%	46%	29%	12%
All VC funding	56%	59%	28%	45%	32%	47%	24%	5%
Public company	42%	51%	42%	44%	36%	49%	20%	13%
Private equity funded	42%	55%	43%	43%	44%	33%	14%	10%
Sales-led growth	39%	51%	48%	33%	57%	36%	16%	5%
Product-led growth	36%	48%	51%	53%	38%	34%	18%	9%
Sales + product led growth	51%	58%	32%	44%	34%	45%	19%	9%
High growth	38%	55%	45%	41%	34%	42%	20%	10%
Low growth	51%	54%	36%	46%	43%	39%	17%	7%
High performers	44%	50%	40%	44%	40%	40%	20%	10%
Low performers	43%	33%	48%	62%	48%	19%	29%	5%

Top metrics to measure the business impact of content

Q. How do you measure the business impact of content? (Choose all that apply) N=321

	Leads or pipeline influenced	Direct conversions or sign-ups	Engagement metrics (views, downloads, time on page)	Brand awareness / share of voice	Attribution models (e.g., first/last touch, multi-touch)	We don't currently measure the business impact of content
All B2B SaaS	54%	59%	75%	67%	33%	1%
Annual Revenue 0–$49M	48%	52%	69%	54%	17%	6%
Annual Revenue $50M–$99M	45%	54%	70%	67%	31%	0%
Annual Revenue $100M–$249M	45%	57%	76%	64%	43%	0%
Annual Revenue $250M–$499M	45%	62%	72%	68%	43%	0%
Annual Revenue $500M–$999M	80%	70%	88%	83%	33%	0%
Annual Revenue $1B - $5B	63%	61%	79%	69%	34%	0%
Selling to SMBs	57%	55%	77%	71%	28%	1%
Selling to mid-market businesses	54%	59%	77%	69%	36%	0%
Selling to enterprise businesses	67%	66%	84%	75%	38%	0%
All VC funding	55%	55%	78%	78%	29%	0%
Public company	58%	56%	76%	58%	31%	0%
Private equity funded	51%	63%	77%	65%	39%	1%
Sales-led growth	56%	48%	72%	59%	20%	3%
Product-led growth	43%	62%	69%	51%	34%	0%
Sales + product led growth	57%	61%	79%	77%	38%	1%
High growth	52%	59%	73%	66%	28%	1%
Low growth	54%	59%	76%	67%	37%	1%
High performers	54%	57%	69%	64%	34%	2%
Low performers	38%	48%	67%	43%	24%	5%

Benchmarker

Content that drives the most business impact

Q: Which content format drives the most business impact? N=321

	Blog posts	Case studies	Whitepapers/eBooks	Webinars/events	Videos	Social content	Email newsletters
All B2B SaaS	11%	13%	8%	15%	16%	32%	4%
Annual Revenue 0−$49M	6%	6%	2%	6%	19%	56%	6%
Annual Revenue $50M−$99M	13%	9%	12%	15%	21%	28%	1%
Annual Revenue $100M−$249M	10%	10%	14%	10%	7%	43%	7%
Annual Revenue $250M−$499M	13%	19%	6%	19%	11%	25%	8%
Annual Revenue $500M−$999M	5%	20%	5%	35%	10%	23%	3%
Annual Revenue $1B - $5B	15%	18%	10%	12%	21%	21%	3%
Selling to SMBs	9%	13%	7%	9%	15%	43%	5%
Selling to mid-market businesses	12%	14%	9%	16%	16%	29%	4%
Selling to enterprise businesses	13%	19%	9%	24%	12%	21%	2%
All VC funding	9%	21%	9%	8%	12%	40%	3%
Public company	2%	11%	11%	13%	27%	27%	9%
Private equity funded	15%	12%	9%	20%	14%	26%	3%
Sales-led growth	7%	16%	5%	11%	20%	36%	5%
Product-led growth	13%	5%	16%	16%	23%	22%	5%
Sales + product led growth	11%	16%	7%	16%	11%	34%	4%
High growth	13%	13%	13%	16%	18%	22%	5%
Low growth	9%	13%	6%	15%	15%	38%	4%
High performers	18%	11%	8%	15%	15%	29%	5%
Low performers	0%	5%	0%	5%	33%	52%	5%

Benchmarker

Content leadership reporting structure

Q: Who does the Head of Content (or equivalent content lead) report to? N=321

	Chief Marketing Officer (CMO)	VP / Head of Demand Generation	VP / Head of Brand or Corporate Marketing	VP / Head of Product Marketing	Chief Revenue Officer (CRO)	CEO / Founder	Other
All B2B SaaS	36%	14%	22%	17%	3%	7%	1%
Annual Revenue 0–$49M	31%	12%	15%	17%	2%	21%	2%
Annual Revenue $50M–$99M	27%	16%	25%	22%	1%	7%	0%
Annual Revenue $100M–$249M	19%	33%	21%	21%	0%	5%	0%
Annual Revenue $250M–$499M	42%	17%	25%	13%	2%	2%	0%
Annual Revenue $500M–$999M	55%	3%	20%	18%	0%	5%	0%
Annual Revenue $1B - $5B	42%	7%	22%	13%	10%	3%	1%
Selling to SMBs	32%	17%	18%	20%	0%	12%	1%
Selling to mid-market businesses	37%	16%	20%	17%	3%	6%	0%
Selling to enterprise businesses	45%	12%	15%	16%	7%	4%	1%
All VC funding	32%	15%	28%	18%	0%	6%	0%
Public company	42%	4%	16%	18%	13%	4%	2%
Private equity funded	34%	17%	22%	18%	2%	7%	0%
Sales-led growth	31%	10%	23%	23%	3%	8%	2%
Product-led growth	26%	14%	29%	23%	8%	0%	0%
Sales + product led growth	41%	16%	19%	13%	1%	10%	1%
High growth	30%	11%	23%	22%	5%	9%	0%
Low growth	39%	17%	21%	15%	2%	6%	1%
High performers	34%	15%	32%	11%	2%	6%	0%
Low performers	29%	0%	24%	24%	0%	19%	5%

External content production/outsourcing

Q: What percentage of your content production is handled externally (agencies, freelancers, contractors)? N=321

	0% (all in-house)	1–25%	26–50%	51–75%	76–100%
All B2B SaaS	7%	24%	47%	20%	2%
Annual Revenue 0–$49M	23%	29%	17%	19%	12%
Annual Revenue $50M–$99M	3%	22%	58%	16%	0%
Annual Revenue $100M–$249M	2%	33%	57%	7%	0%
Annual Revenue $250M–$499M	2%	26%	47%	25%	0%
Annual Revenue $500M–$999M	3%	15%	60%	20%	3%
Annual Revenue $1B - $5B	6%	21%	43%	30%	0%
Selling to SMBs	7%	29%	46%	14%	3%
Selling to mid-market businesses	4%	23%	50%	22%	1%
Selling to enterprise businesses	4%	21%	52%	22%	1%
All VC funding	4%	21%	58%	17%	1%
Public company	4%	24%	47%	24%	0%
Private equity funded	4%	26%	47%	23%	1%
Sales-led growth	15%	30%	36%	13%	7%
Product-led growth	3%	25%	39%	34%	0%
Sales + product led growth	5%	22%	54%	17%	2%
High growth	5%	11%	52%	30%	2%
Low growth	8%	33%	43%	13%	3%
High performers	5%	21%	50%	23%	1%
Low performers	29%	24%	24%	10%	14%

Benchmarker

AI Usage by content task - Audience or topic research

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1–25% (Light Use)	26–50% (Moderate Use)	51–75% (Heavy Use)	76–100% (Primarily AI-Driven)
All B2B SaaS	6%	40%	38%	13%	2%
Annual Revenue 0–$49M	15%	42%	25%	12%	6%
Annual Revenue $50M–$99M	6%	48%	36%	10%	0%
Annual Revenue $100M–$249M	2%	36%	40%	21%	0%
Annual Revenue $250M–$499M	2%	51%	34%	11%	2%
Annual Revenue $500M–$999M	5%	25%	48%	15%	8%
Annual Revenue $1B - $5B	4%	36%	46%	13%	0%
Selling to SMBs	7%	39%	37%	16%	2%
Selling to mid-market businesses	4%	40%	40%	14%	2%
Selling to enterprise businesses	3%	38%	43%	13%	3%
All VC funding	0%	38%	37%	19%	5%
Public company	11%	38%	36%	13%	2%
Private equity funded	4%	39%	43%	13%	1%
Sales-led growth	15%	39%	33%	10%	3%
Product-led growth	6%	34%	39%	21%	0%
Sales + product led growth	3%	44%	39%	11%	3%
High growth	2%	34%	45%	16%	3%
Low growth	8%	45%	33%	12%	2%
High performers	5%	38%	43%	11%	4%
Low performers	24%	29%	19%	24%	5%

Benchmarker

AI Usage by Content Task - Keyword research / SEO planning

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1−25% (Light Use)	26−50% (Moderate Use)	51−75% (Heavy Use)	76−100% (Primarily AI-Driven)
All B2B SaaS	5%	28%	36%	26%	4%
Annual Revenue 0−$49M	13%	31%	37%	15%	4%
Annual Revenue $50M−$99M	9%	33%	33%	24%	1%
Annual Revenue $100M−$249M	2%	31%	45%	14%	7%
Annual Revenue $250M−$499M	2%	19%	40%	34%	6%
Annual Revenue $500M−$999M	0%	20%	45%	25%	10%
Annual Revenue $1B - $5B	1%	30%	27%	40%	1%
Selling to SMBs	7%	27%	36%	24%	5%
Selling to mid-market businesses	3%	26%	38%	29%	4%
Selling to enterprise businesses	2%	27%	38%	29%	3%
All VC funding	5%	18%	42%	28%	6%
Public company	7%	38%	20%	33%	2%
Private equity funded	2%	27%	39%	27%	5%
Sales-led growth	10%	33%	31%	25%	2%
Product-led growth	4%	34%	36%	17%	9%
Sales + product led growth	4%	23%	38%	31%	3%
High growth	2%	27%	37%	29%	5%
Low growth	7%	28%	36%	25%	4%
High performers	5%	29%	28%	32%	6%
Low performers	19%	33%	29%	14%	5%

Benchmarker

AI Usage by Content Task - Content ideation and brief creation

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1–25% (Light Use)	26–50% (Moderate Use)	51–75% (Heavy Use)	76–100% (Primarily AI-Driven)
All B2B SaaS	7%	29%	34%	27%	3%
Annual Revenue 0−$49M	13%	29%	33%	19%	6%
Annual Revenue $50M−$99M	6%	31%	39%	24%	0%
Annual Revenue $100M−$249M	10%	26%	24%	33%	7%
Annual Revenue $250M−$499M	4%	28%	42%	26%	0%
Annual Revenue $500M−$999M	5%	35%	30%	25%	5%
Annual Revenue $1B - $5B	4%	25%	33%	33%	4%
Selling to SMBs	10%	28%	32%	26%	3%
Selling to mid-market businesses	5%	28%	35%	29%	3%
Selling to enterprise businesses	4%	22%	34%	37%	3%
All VC funding	4%	27%	38%	28%	3%
Public company	11%	29%	38%	20%	2%
Private equity funded	5%	31%	31%	29%	4%
Sales-led growth	16%	26%	28%	26%	3%
Product-led growth	6%	30%	39%	22%	3%
Sales + product led growth	4%	30%	34%	29%	4%
High growth	7%	25%	33%	30%	5%
Low growth	7%	32%	35%	24%	3%
High performers	6%	29%	31%	31%	4%
Low performers	29%	24%	29%	14%	5%

Benchmarker

AI Usage by Content Task - Writing / drafting long-form content

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1−25% (Light Use)	26−50% (Moderate Use)	51−75% (Heavy Use)	76−100% (Primarily AI-Driven)
All B2B SaaS	7%	25%	41%	21%	7%
Annual Revenue 0−$49M	12%	29%	35%	21%	4%
Annual Revenue $50M−$99M	9%	25%	43%	16%	6%
Annual Revenue $100M−$249M	5%	29%	45%	14%	7%
Annual Revenue $250M−$499M	4%	30%	36%	28%	2%
Annual Revenue $500M−$999M	3%	18%	50%	20%	10%
Annual Revenue $1B - $5B	6%	19%	40%	24%	10%
Selling to SMBs	9%	24%	36%	23%	9%
Selling to mid-market businesses	4%	25%	41%	23%	7%
Selling to enterprise businesses	5%	22%	37%	28%	7%
All VC funding	3%	28%	49%	13%	8%
Public company	9%	38%	22%	20%	11%
Private equity funded	4%	20%	45%	26%	6%
Sales-led growth	15%	25%	36%	21%	3%
Product-led growth	1%	29%	36%	27%	6%
Sales + product led growth	6%	23%	45%	18%	8%
High growth	6%	16%	48%	22%	8%
Low growth	7%	31%	36%	20%	6%
High performers	5%	25%	41%	21%	8%
Low performers	29%	19%	33%	10%	10%

Benchmarker

AI Usage by Content Task - Editing,summarizing or repurposing content

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1−25% (Light Use)	26−50% (Moderate Use)	51−75% (Heavy Use)	76−100% (Primarily AI-Driven)
All B2B SaaS	5%	28%	36%	24%	6%
Annual Revenue 0−$49M	8%	40%	19%	25%	8%
Annual Revenue $50M−$99M	6%	31%	43%	18%	1%
Annual Revenue $100M−$249M	2%	33%	31%	24%	10%
Annual Revenue $250M−$499M	6%	19%	42%	34%	0%
Annual Revenue $500M−$999M	0%	23%	40%	28%	10%
Annual Revenue $1B - $5B	4%	24%	40%	21%	10%
Selling to SMBs	7%	29%	31%	24%	9%
Selling to mid-market businesses	3%	27%	38%	26%	6%
Selling to enterprise businesses	5%	18%	44%	23%	9%
All VC funding	1%	29%	32%	28%	9%
Public company	11%	27%	33%	22%	7%
Private equity funded	3%	26%	42%	24%	5%
Sales-led growth	11%	26%	26%	28%	8%
Product-led growth	3%	27%	43%	25%	3%
Sales + product led growth	3%	30%	37%	23%	7%
High growth	2%	30%	39%	21%	7%
Low growth	6%	27%	35%	26%	6%
High performers	5%	28%	36%	23%	8%
Low performers	24%	33%	19%	24%	0%

Benchmarker

AI Usage by Content Task - Visual or multimedia content creation

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1−25% (Light Use)	26−50% (Moderate Use)	51−75% (Heavy Use)	76−100% (Primarily AI-Driven)
All B2B SaaS	7%	31%	35%	22%	5%
Annual Revenue 0−$49M	15%	27%	40%	15%	2%
Annual Revenue $50M−$99M	6%	40%	34%	16%	3%
Annual Revenue $100M−$249M	10%	24%	33%	24%	10%
Annual Revenue $250M−$499M	6%	34%	36%	21%	4%
Annual Revenue $500M−$999M	3%	20%	38%	28%	13%
Annual Revenue $1B - $5B	3%	33%	30%	30%	4%
Selling to SMBs	11%	30%	34%	18%	6%
Selling to mid-market businesses	4%	31%	36%	24%	6%
Selling to enterprise businesses	6%	24%	32%	28%	9%
All VC funding	3%	21%	53%	21%	4%
Public company	13%	38%	18%	27%	4%
Private equity funded	5%	30%	33%	24%	7%
Sales-led growth	15%	44%	30%	7%	5%
Product-led growth	4%	30%	36%	27%	3%
Sales + product led growth	5%	27%	36%	25%	7%
High growth	4%	26%	36%	25%	9%
Low growth	9%	34%	34%	20%	3%
High performers	5%	31%	34%	20%	10%
Low performers	29%	33%	29%	10%	0%

Benchmarker

AI Usage by Content Task - Content personalization / dynamic delivery

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1–25% (Light Use)	26–50% (Moderate Use)	51–75% (Heavy Use)	76–100% (Primarily AI-Driven)
All B2B SaaS	7%	26%	37%	25%	5%
Annual Revenue 0–$49M	19%	29%	27%	15%	10%
Annual Revenue $50M–$99M	3%	34%	33%	25%	4%
Annual Revenue $100M–$249M	7%	17%	43%	31%	2%
Annual Revenue $250M–$499M	6%	32%	32%	28%	2%
Annual Revenue $500M–$999M	3%	18%	55%	18%	8%
Annual Revenue $1B - $5B	7%	22%	37%	28%	4%
Selling to SMBs	9%	28%	32%	25%	6%
Selling to mid-market businesses	5%	26%	38%	26%	5%
Selling to enterprise businesses	8%	20%	40%	25%	6%
All VC funding	3%	29%	32%	26%	10%
Public company	18%	27%	27%	27%	2%
Private equity funded	4%	21%	45%	26%	4%
Sales-led growth	21%	20%	43%	13%	3%
Product-led growth	4%	30%	39%	23%	4%
Sales + product led growth	4%	27%	34%	29%	6%
High growth	4%	26%	40%	24%	6%
Low growth	10%	26%	35%	25%	4%
High performers	6%	24%	37%	24%	8%
Low performers	29%	33%	14%	24%	0%

Benchmarker

AI Usage by Content Task - Content performance analysis / reporting

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1–25% (Light Use)	26–50% (Moderate Use)	51–75% (Heavy Use)	76–100% (Primarily AI-Driven)
All B2B SaaS	9%	26%	35%	23%	7%
Annual Revenue 0–$49M	25%	31%	17%	21%	6%
Annual Revenue $50M–$99M	9%	30%	36%	19%	6%
Annual Revenue $100M–$249M	5%	38%	31%	17%	10%
Annual Revenue $250M–$499M	4%	23%	40%	28%	6%
Annual Revenue $500M–$999M	0%	13%	45%	38%	5%
Annual Revenue $1B - $5B	7%	24%	42%	18%	9%
Selling to SMBs	12%	28%	31%	22%	8%
Selling to mid-market businesses	6%	26%	37%	23%	8%
Selling to enterprise businesses	5%	19%	40%	27%	8%
All VC funding	1%	17%	42%	28%	12%
Public company	18%	24%	27%	22%	9%
Private equity funded	4%	30%	38%	23%	5%
Sales-led growth	21%	38%	25%	16%	0%
Product-led growth	6%	25%	31%	27%	10%
Sales + product led growth	5%	23%	40%	23%	8%
High growth	5%	25%	38%	24%	8%
Low growth	11%	27%	34%	22%	6%
High performers	5%	37%	31%	17%	11%
Low performers	38%	0%	29%	24%	10%

AI Usage by Content Task - Content strategy development (roadmaps, themes, etc.)

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1–25% (Light Use)	26–50% (Moderate Use)	51–75% (Heavy Use)	76–100% (Primarily AI-Driven)
All B2B SaaS	9%	27%	37%	21%	6%
Annual Revenue 0–$49M	23%	31%	25%	13%	8%
Annual Revenue $50M–$99M	9%	33%	34%	16%	7%
Annual Revenue $100M–$249M	7%	31%	38%	21%	2%
Annual Revenue $250M–$499M	4%	25%	47%	19%	6%
Annual Revenue $500M–$999M	0%	23%	25%	38%	15%
Annual Revenue $1B - $5B	7%	21%	48%	24%	0%
Selling to SMBs	10%	29%	38%	19%	4%
Selling to mid-market businesses	6%	28%	38%	22%	6%
Selling to enterprise businesses	6%	21%	38%	29%	5%
All VC funding	6%	35%	29%	21%	9%
Public company	16%	24%	42%	13%	4%
Private equity funded	5%	22%	42%	26%	5%
Sales-led growth	23%	28%	33%	10%	7%
Product-led growth	6%	21%	47%	16%	10%
Sales + product led growth	5%	30%	34%	27%	4%
High growth	6%	20%	40%	27%	8%
Low growth	10%	32%	35%	18%	5%
High performers	7%	27%	35%	24%	7%
Low performers	29%	19%	24%	14%	14%

Benchmarker

AI Usage by Content Task - Content strategy development (roadmaps, themes, etc.)

Q: For each of the following tasks, indicate approximately what percentage of the work is done using AI. N=321

	0% (Not Used)	1–25% (Light Use)	26–50% (Moderate Use)	51–75% (Heavy Use)	76–100% (Primarily AI-Driven)
All B2B SaaS	9%	27%	37%	21%	6%
Annual Revenue 0–$49M	23%	31%	25%	13%	8%
Annual Revenue $50M–$99M	9%	33%	34%	16%	7%
Annual Revenue $100M–$249M	7%	31%	38%	21%	2%
Annual Revenue $250M–$499M	4%	25%	47%	19%	6%
Annual Revenue $500M–$999M	0%	23%	25%	38%	15%
Annual Revenue $1B - $5B	7%	21%	48%	24%	0%
Selling to SMBs	10%	29%	38%	19%	4%
Selling to mid-market businesses	6%	28%	38%	22%	6%
Selling to enterprise businesses	6%	21%	38%	29%	5%
All VC funding	6%	35%	29%	21%	9%
Public company	16%	24%	42%	13%	4%
Private equity funded	5%	22%	42%	26%	5%
Sales-led growth	23%	28%	33%	10%	7%
Product-led growth	6%	21%	47%	16%	10%
Sales + product led growth	5%	30%	34%	27%	4%
High growth	6%	20%	40%	27%	8%
Low growth	10%	32%	35%	18%	5%
High performers	7%	27%	35%	24%	7%
Low performers	29%	19%	24%	14%	14%

Content Technology Stack

Q: Which of the following tools or systems are part of your core content technology stack? For each tool included in your stack, please indicate if you are using its AI features N=321

	CMS / Content Platform (E.g., WordPress, Contentful)	Marketing Automation (E.g., HubSpot, Marketo)	SEO / Optimization (E.g., Ahrefs, Semrush)	Analytics & Reporting (E.g., Google Analytics)	Project / Content Ops (E.g., Asana, Airtable)	DAM / Asset Management (E.g., Bynder, Brandfolder)	AI Writing / Editing (E.g., ChatGPT, Writer)	Platform-Native AI (E.g., HubSpot AI, Salesforce Einstein)
All B2B SaaS	72%	76%	70%	77%	63%	57%	77%	60%
Annual Revenue 0−$49M	79%	75%	71%	77%	54%	56%	77%	46%
Annual Revenue $50M−$99M	57%	76%	61%	69%	69%	52%	79%	57%
Annual Revenue $100M−$249M	74%	71%	60%	76%	48%	64%	76%	60%
Annual Revenue $250M−$499M	70%	77%	85%	81%	66%	62%	79%	72%
Annual Revenue $500M−$999M	80%	93%	88%	85%	70%	63%	88%	70%
Annual Revenue $1B - $5B	78%	67%	63%	79%	67%	51%	67%	60%
Selling to SMBs	69%	73%	72%	77%	54%	51%	81%	52%
Selling to mid-market businesses	72%	77%	70%	77%	63%	58%	77%	60%
Selling to enterprise businesses	86%	76%	75%	85%	74%	63%	77%	67%
All VC funding	76%	79%	64%	82%	64%	54%	88%	62%
Public company	76%	69%	73%	87%	78%	64%	71%	67%
Private equity funded	70%	75%	73%	71%	61%	57%	74%	63%
Sales-led growth	74%	79%	66%	77%	62%	48%	80%	59%
Product-led growth	64%	66%	62%	69%	58%	49%	70%	65%
Sales + product led growth	75%	79%	75%	81%	65%	63%	79%	58%
High growth	65%	75%	68%	77%	68%	61%	72%	60%
Low growth	77%	76%	72%	78%	60%	54%	80%	60%
High performers	72%	78%	75%	73%	73%	64%	75%	63%
Low performers	67%	62%	62%	62%	33%	24%	81%	48%

Benchmarker

Content Technology Stack - Using AI features

Q: Which of the following tools or systems are part of your core content technology stack? For each tool included in your stack, please indicate if you are using its AI features N=321

	CMS / Content Platform (E.g., WordPress, Contentful)	Marketing Automation (E.g., HubSpot, Marketo)	SEO / Optimization (E.g., Ahrefs, Semrush)	Analytics & Reporting (E.g., Google Analytics)	Project / Content Ops (E.g., Asana, Airtable)	DAM / Asset Management (E.g., Bynder, Brandfolder)	AI Writing / Editing (E.g., ChatGPT, Writer)	Platform-Native AI (E.g., HubSpot AI, Salesforce Einstein)
All B2B SaaS	29%	48%	43%	50%	37%	26%	61%	34%
Annual Revenue 0−$49M	40%	45%	35%	45%	20%	15%	75%	30%
Annual Revenue $50M−$99M	27%	47%	37%	38%	50%	27%	53%	35%
Annual Revenue $100M−$249M	38%	46%	44%	56%	26%	36%	62%	23%
Annual Revenue $250M−$499M	26%	43%	57%	57%	41%	22%	67%	35%
Annual Revenue $500M−$999M	18%	68%	58%	58%	39%	34%	66%	61%
Annual Revenue $1B - $5B	26%	41%	34%	52%	39%	23%	52%	26%
Selling to SMBs	36%	48%	47%	56%	29%	20%	72%	29%
Selling to mid-market businesses	29%	48%	43%	51%	39%	27%	60%	34%
Selling to enterprise businesses	25%	52%	40%	57%	48%	37%	57%	40%
All VC funding	36%	59%	39%	55%	43%	26%	68%	49%
Public company	26%	32%	42%	42%	42%	26%	50%	32%
Private equity funded	25%	45%	46%	50%	36%	28%	60%	30%
Sales-led growth	35%	52%	37%	37%	35%	20%	65%	37%
Product-led growth	24%	33%	39%	45%	30%	16%	55%	27%
Sales + product led growth	29%	52%	46%	56%	41%	31%	63%	36%
High growth	22%	38%	34%	50%	40%	28%	50%	33%
Low growth	34%	54%	49%	51%	36%	24%	69%	35%
High performers	30%	46%	45%	39%	42%	30%	51%	31%
Low performers	27%	40%	33%	40%	20%	7%	80%	27%

Benchmarker

AI Investment in 2026 - AI writing / content generation (e.g., ChatGPT, Jasper, Writer)

Q: How do you expect your organization's investment in the following types of AI tools to change over the next 12 months?

	Decrease Investment	No Change	Increase Slightly(1−25%)	Increase Moderately(26−50%)	Increase Significantly(51%+)	Not Applicable / Don't Use
All B2B SaaS	2%	12%	40%	34%	11%	1%
Annual Revenue 0−$49M	6%	21%	35%	25%	12%	2%
Annual Revenue $50M−$99M	1%	13%	52%	25%	7%	0%
Annual Revenue $100M−$249M	2%	14%	40%	33%	7%	2%
Annual Revenue $250M−$499M	0%	9%	45%	32%	13%	0%
Annual Revenue $500M−$999M	0%	5%	30%	43%	23%	0%
Annual Revenue $1B - $5B	3%	10%	31%	46%	9%	0%
Selling to SMBs	2%	14%	41%	27%	15%	1%
Selling to mid-market businesses	2%	11%	41%	35%	11%	0%
Selling to enterprise businesses	3%	6%	27%	51%	12%	1%
All VC funding	0%	4%	47%	32%	17%	0%
Public company	4%	22%	36%	27%	9%	2%
Private equity funded	1%	13%	35%	40%	11%	0%
Sales-led growth	0%	16%	36%	33%	13%	2%
Product-led growth	3%	16%	43%	31%	8%	0%
Sales + product led growth	3%	10%	39%	36%	12%	1%
High growth	2%	9%	37%	38%	13%	0%
Low growth	2%	15%	41%	31%	10%	1%
High performers	2%	6%	39%	37%	17%	0%
Low performers	10%	33%	24%	24%	5%	5%

AI Investment in 2026 - AI SEO / optimization tools (e.g., Clearscope, MarketMuse)

Q: How do you expect your organization's investment in the following types of AI tools to change over the next 12 months?

	Decrease Investment	No Change	Increase Slightly(1−25%)	Increase Moderately(26−50%)	Increase Significantly(51%+)	Not Applicable / Don't Use
All B2B SaaS	0%	14%	28%	40%	16%	1%
Annual Revenue 0−$49M	2%	31%	31%	19%	12%	6%
Annual Revenue $50M−$99M	0%	16%	25%	49%	9%	0%
Annual Revenue $100M−$249M	0%	7%	36%	38%	19%	0%
Annual Revenue $250M−$499M	0%	11%	26%	42%	21%	0%
Annual Revenue $500M−$999M	0%	10%	25%	43%	23%	0%
Annual Revenue $1B - $5B	0%	7%	27%	46%	18%	1%
Selling to SMBs	1%	16%	22%	41%	18%	2%
Selling to mid-market businesses	0%	12%	29%	43%	16%	0%
Selling to enterprise businesses	0%	9%	25%	49%	15%	1%
All VC funding	0%	12%	14%	58%	17%	0%
Public company	0%	11%	36%	24%	27%	2%
Private equity funded	1%	11%	33%	41%	14%	0%
Sales-led growth	0%	18%	28%	31%	18%	5%
Product-led growth	0%	18%	27%	32%	21%	1%
Sales + product led growth	1%	11%	28%	46%	14%	0%
High growth	0%	11%	27%	38%	24%	1%
Low growth	1%	16%	29%	42%	11%	2%
High performers	0%	11%	28%	37%	22%	2%
Low performers	5%	29%	19%	33%	10%	5%

Benchmarker

AI Investment in 2026 - AI editing / grammar tools (e.g., Grammarly, Writer, DeepL)

Q: How do you expect your organization's investment in the following types of AI tools to change over the next 12 months?

	Decrease Investment	No Change	Increase Slightly(1−25%)	Increase Moderately(26−50%)	Increase Significantly(51%+)	Not Applicable / Don't Use
All B2B SaaS	1%	19%	38%	26%	15%	1%
Annual Revenue 0−$49M	2%	27%	29%	29%	10%	4%
Annual Revenue $50M−$99M	0%	21%	39%	30%	10%	0%
Annual Revenue $100M−$249M	0%	14%	45%	24%	17%	0%
Annual Revenue $250M−$499M	2%	23%	42%	23%	11%	0%
Annual Revenue $500M−$999M	3%	10%	38%	30%	18%	3%
Annual Revenue $1B - $5B	1%	15%	36%	24%	22%	1%
Selling to SMBs	1%	19%	39%	25%	14%	2%
Selling to mid-market businesses	1%	17%	38%	27%	15%	1%
Selling to enterprise businesses	1%	15%	44%	17%	22%	1%
All VC funding	0%	12%	41%	31%	17%	0%
Public company	4%	20%	33%	27%	13%	2%
Private equity funded	1%	20%	37%	25%	16%	1%
Sales-led growth	0%	28%	28%	25%	16%	3%
Product-led growth	3%	21%	23%	35%	17%	1%
Sales + product led growth	1%	15%	47%	23%	13%	1%
High growth	2%	16%	32%	31%	19%	1%
Low growth	1%	21%	41%	23%	12%	2%
High performers	1%	13%	37%	29%	18%	2%
Low performers	10%	48%	14%	19%	5%	5%

AI Investment in 2026 - AI visual / multimedia creation (e.g., Midjourney, Runway, Synthesia)

Q: How do you expect your organization's investment in the following types of AI tools to change over the next 12 months?

	Decrease Investment	No Change	Increase Slightly(1-25%)	Increase Moderately(26-50%)	Increase Significantly(51%+)	Not Applicable / Don't Use
All B2B SaaS	1%	15%	29%	36%	17%	2%
Annual Revenue 0-$49M	4%	17%	35%	29%	10%	6%
Annual Revenue $50M-$99M	0%	21%	33%	36%	9%	1%
Annual Revenue $100M-$249M	2%	17%	31%	29%	19%	2%
Annual Revenue $250M-$499M	2%	17%	32%	36%	13%	0%
Annual Revenue $500M-$999M	0%	3%	15%	55%	28%	0%
Annual Revenue $1B - $5B	0%	10%	27%	37%	24%	1%
Selling to SMBs	1%	17%	29%	33%	17%	3%
Selling to mid-market businesses	1%	13%	30%	38%	17%	1%
Selling to enterprise businesses	0%	13%	18%	40%	27%	2%
All VC funding	0%	10%	32%	40%	17%	1%
Public company	2%	20%	29%	22%	22%	4%
Private equity funded	2%	14%	27%	40%	17%	1%
Sales-led growth	2%	18%	33%	36%	8%	3%
Product-led growth	1%	16%	31%	35%	16%	1%
Sales + product led growth	1%	13%	27%	37%	20%	2%
High growth	0%	10%	27%	42%	20%	0%
Low growth	2%	18%	31%	33%	14%	3%
High performers	0%	12%	31%	34%	22%	1%
Low performers	10%	29%	19%	33%	5%	5%

AI Investment in 2026 - AI analytics / insight tools (e.g., Looker AI, Amplitude, custom LLMs)

Q: How do you expect your organization's investment in the following types of AI tools to change over the next 12 months?

	Decrease Investment	No Change	Increase Slightly(1–25%)	Increase Moderately(26–50%)	Increase Significantly(51%+)	Not Applicable / Don't Use
All B2B SaaS	1%	14%	31%	32%	21%	1%
Annual Revenue 0–$49M	2%	17%	35%	35%	6%	6%
Annual Revenue $50M–$99M	0%	21%	34%	36%	9%	0%
Annual Revenue $100M–$249M	0%	19%	31%	29%	21%	0%
Annual Revenue $250M–$499M	0%	11%	38%	28%	23%	0%
Annual Revenue $500M–$999M	3%	8%	15%	30%	43%	3%
Annual Revenue $1B - $5B	0%	7%	30%	34%	28%	0%
Selling to SMBs	1%	14%	31%	33%	18%	2%
Selling to mid-market businesses	0%	13%	32%	33%	22%	0%
Selling to enterprise businesses	0%	9%	25%	34%	32%	0%
All VC funding	0%	8%	26%	44%	23%	0%
Public company	2%	18%	36%	18%	27%	0%
Private equity funded	1%	14%	33%	32%	21%	1%
Sales-led growth	0%	18%	30%	34%	15%	3%
Product-led growth	1%	12%	30%	36%	19%	1%
Sales + product led growth	1%	14%	32%	30%	23%	1%
High growth	1%	16%	28%	30%	23%	2%
Low growth	1%	12%	33%	34%	19%	1%
High performers	1%	14%	30%	31%	24%	2%
Low performers	5%	24%	29%	29%	10%	5%

Benchmarker

AI Investment in 2026 - AI workflow automation / integrations (e.g., Zapier, Notion AI, HubSpot AI)

Q: How do you expect your organization's investment in the following types of AI tools to change over the next 12 months?

	Decrease Investment	No Change	Increase Slightly(1–25%)	Increase Moderately(26–50%)	Increase Significantly(51%+)	Not Applicable / Don't Use
All B2B SaaS	1%	11%	32%	34%	21%	2%
Annual Revenue 0–$49M	2%	21%	25%	27%	17%	8%
Annual Revenue $50M–$99M	0%	18%	36%	36%	9%	1%
Annual Revenue $100M–$249M	2%	5%	33%	48%	12%	0%
Annual Revenue $250M–$499M	0%	9%	42%	30%	19%	0%
Annual Revenue $500M–$999M	0%	3%	20%	35%	43%	0%
Annual Revenue $1B - $5B	0%	7%	31%	33%	28%	0%
Selling to SMBs	1%	13%	29%	36%	18%	2%
Selling to mid-market businesses	0%	10%	33%	35%	21%	1%
Selling to enterprise businesses	0%	6%	24%	40%	29%	0%
All VC funding	0%	9%	31%	32%	27%	1%
Public company	2%	16%	29%	22%	31%	0%
Private equity funded	1%	10%	33%	39%	17%	1%
Sales-led growth	0%	15%	34%	26%	20%	5%
Product-led growth	0%	13%	38%	31%	17%	1%
Sales + product led growth	1%	9%	28%	38%	22%	1%
High growth	0%	6%	26%	41%	26%	1%
Low growth	1%	15%	36%	30%	17%	2%
High performers	0%	11%	30%	35%	24%	1%
Low performers	5%	33%	14%	10%	33%	5%