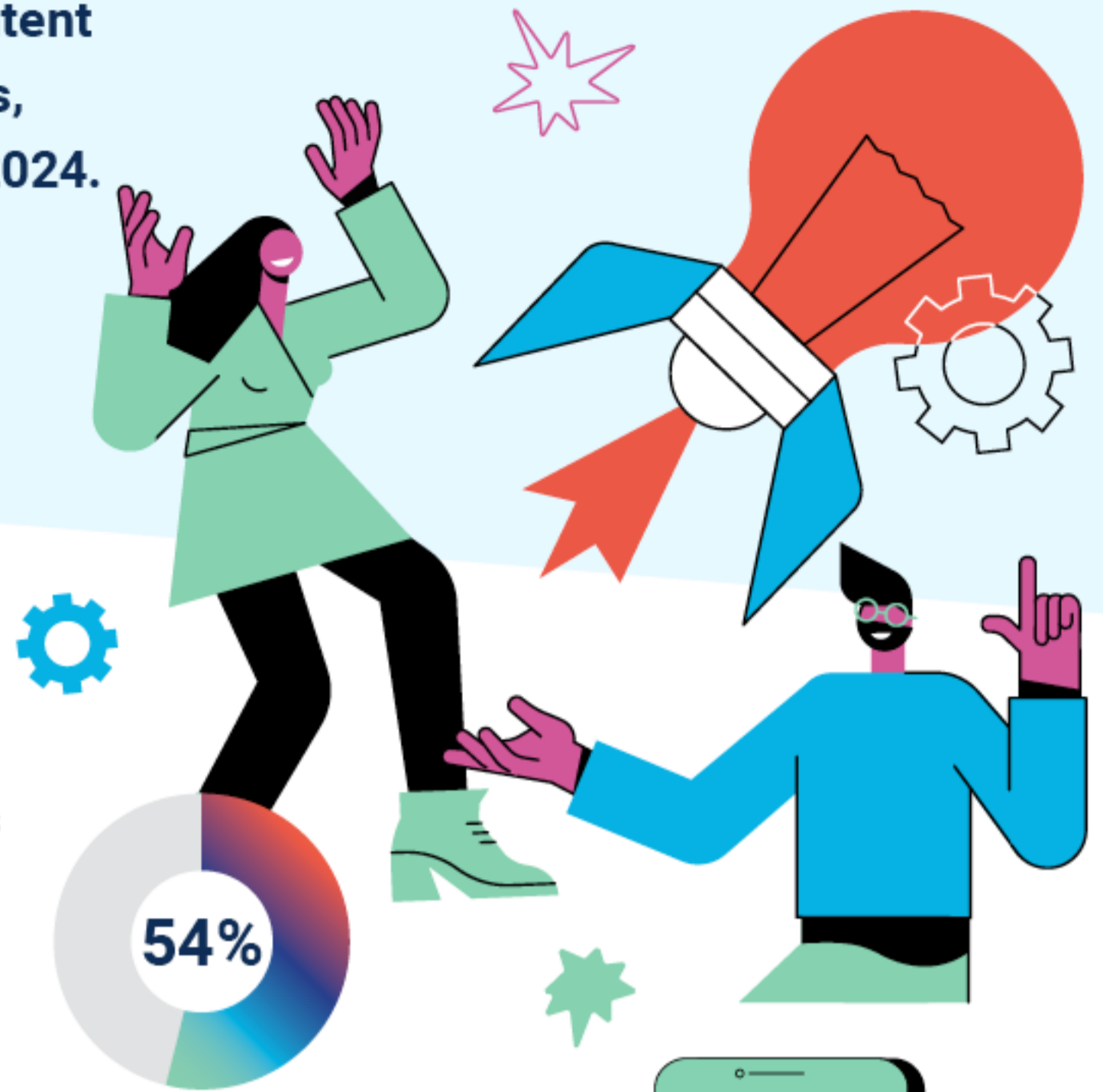
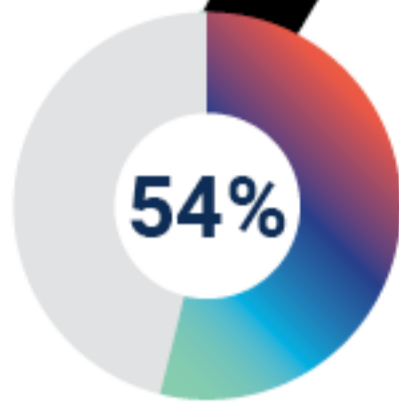


TrendCandy surveyed 800 B2B content marketing leaders about their plans, worries, goals, failures and wins in 2024. Here are some key takeaways:

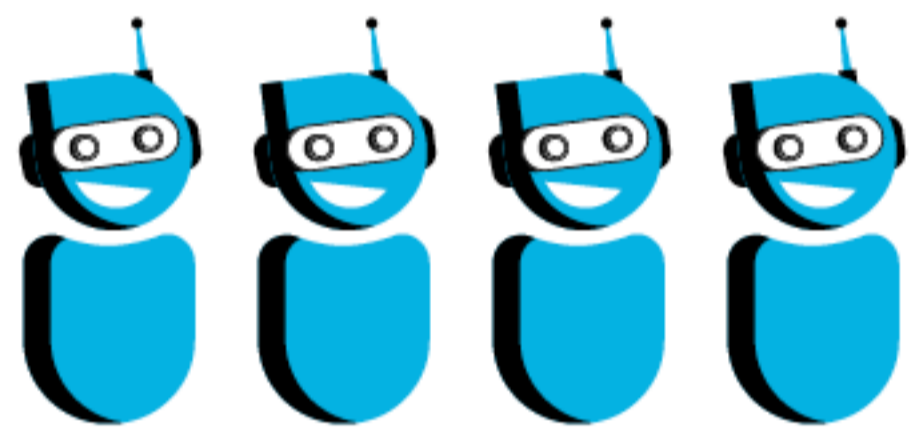
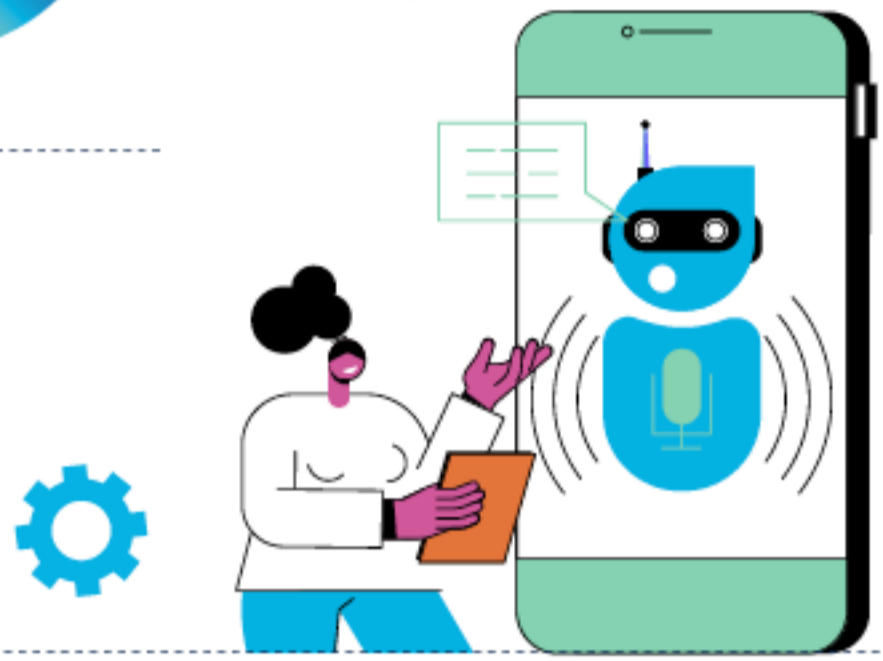


SURVEY HEADLINES

1 **54%** of B2B Marketing Leaders believe **buyers can sense when content is AI created vs human created**, and that reflects poorly on the brand



2 More B2B Marketing Leaders today are focused on **how to get positively mentioned by ChatGPT** than by Google rankings



10 **64%** of B2B Marketing Leaders worry their **AI-generated content looks the same as everyone else's AI-generated content**

3 Content leaders who have been using AI-generated content over the last 6 months are **2.1 times less likely** to have hit their KPIs in the past 6 months



4 Average B2B CTA conversion rates by channel:



5 The top 3 B2B marketing actions for positive ROI in 2024 are:



Webinars



Physical events



Digital events

TrendCandy creates original survey data that you turn into thought leadership content campaigns. Learn more at www.trendcandy.io or text 801-209-4879

