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The State of AI ✨ in Content Marketing

The State of AI
in Content Marketing

Generative AI models like ChatGPT and Gemini allow companies to create and publish vast volumes of written content, virtually for free.

Traditionally, large-scale content marketing involved complex and expensive editorial workflows, large in-house content teams, and networks of freelance writers — generative AI promises to change the unit economics of content creation entirely.

Google is apparently agnostic to the use of AI in creating helpful content, but with the search engine's toughening stance on "scaled content", it's hard to understand how risky AI content really is.

We created this research report to understand how generative AI is changing content marketing and SEO. We surveyed marketing and SEO professionals from around the world to understand:

— How common AI content creation really is.
— How real marketing teams use generative AI in SEO and content marketing.
— How AI content performs relative to human content.
— How teams think about and mitigate the risks of AI content.
— How spending on AI solutions and content has changed.

Methodology

This report is based on 879 survey responses collected between December 2024 and February 2025. Where noted, Ahrefs data was used to provide additional context and analysis.

The survey was open to all respondents. The most common respondent location was the US; the most common seniority was mid-level (e.g. team lead or manager); and the most common role type was in-house.

As the data shows, most of the respondents use AI in their content marketing, so when we've drawn comparisons between AI users and non-users, the sample size for non-AI users is necessarily smaller than for AI users.

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Subscribe to our email newsletter to hear about upcoming surveys.

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Key takeaways

AI use for content marketing is extremely prevalent

87% of respondents use AI to help create content.

AI use allows companies to publish 47% more content each month

The median monthly publishing frequency using AI was 17 articles, compared to 12 for those not using AI.

On average, companies using AI grew 5% faster than those not using AI

With median year-over-year growth of an estimated 29% for AI users and 24% for non-AI users.

ChatGPT is the most common AI model for content creation

Used by 44% of respondents, followed by Gemini (15%) and Claude (10%). In total, 94 distinct AI tools were referenced.

97% of companies edit and review AI content

Only 4% of respondents publish "pure" AI-generated content. 80% of respondents manually review AI content for accuracy.

AI is used primarily to create blog post content (87%)

Followed by website copy and landing pages (64%), and social media posts (63%).

Key takeaways

Lack of accuracy was the biggest barrier to adopting AI in content marketing (60%)

The biggest perceived risk of using AI content was sharing misinformation (62%).

Most people (65%) regard human-written content as better quality than AI-generated content

But most respondents believe that they perform the same in organic search (34%).

AI-generated content was reported to be more slightly likely to receive a manual penalty from Google

But slightly less likely to be negatively affected by a Google algorithm update.

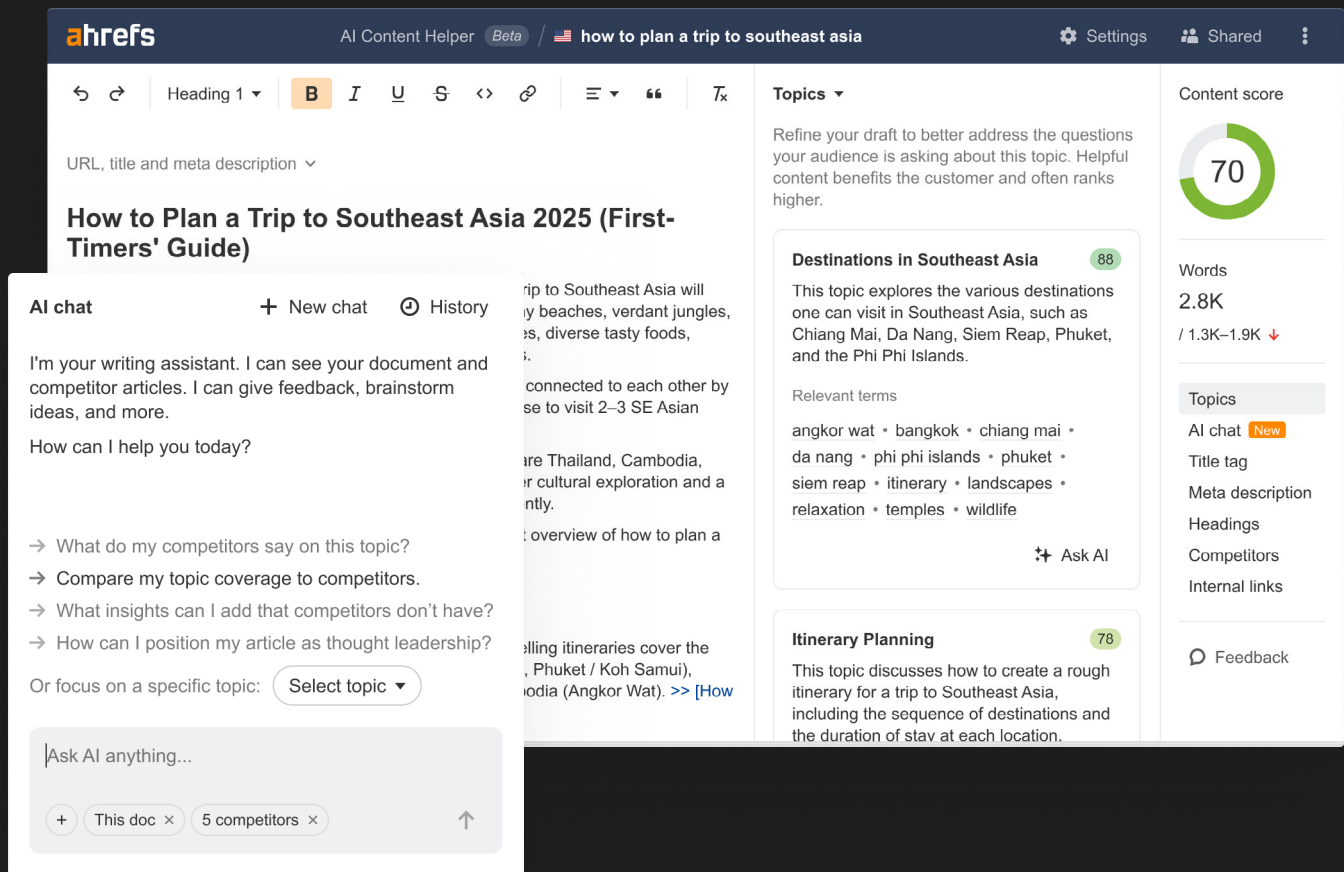## Human-written content costs 4.7× more than AI-generated content

But there is almost no difference between total content marketing spend between AI and non-AI strategies.

51% of companies plan to increase their spend on AI content

While just 6% plan to decrease spending.

We've built a content tool that uses AI in all the right ways.

AI Content Helper marries human creativity with AI efficiency and Ahrefs' competitor intelligence.

It's designed to help content and SEO teams scale their content production and improve their search rankings—without sacrificing human creativity and skill.

Learn more

AI content usage

How is generative AI used in
content marketing?
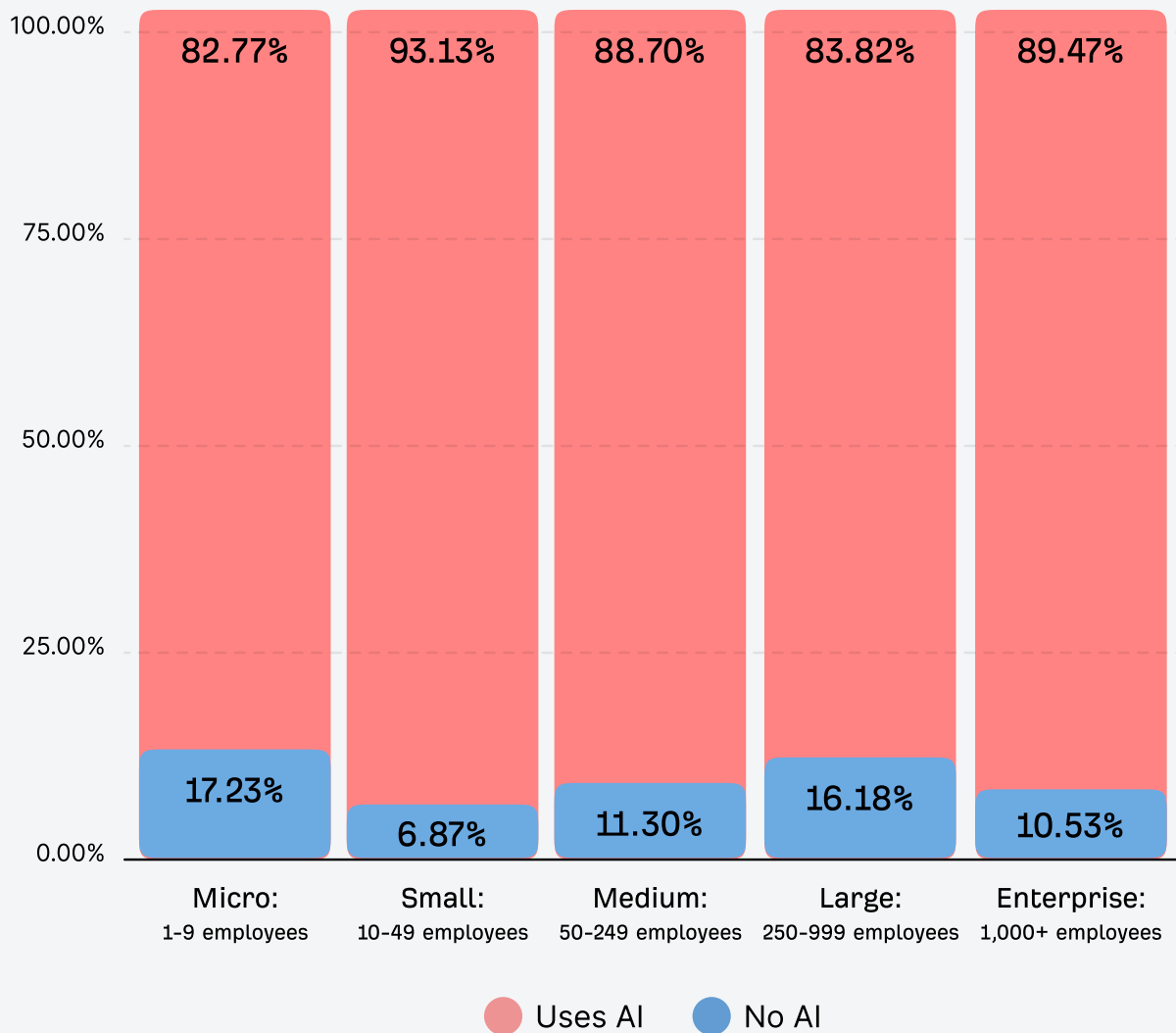
87% of respondents use AI to help create content

Out of 879 responses, 769 (87%) reported using AI to create or help create content. 111 reported that they did not use AI (13%).
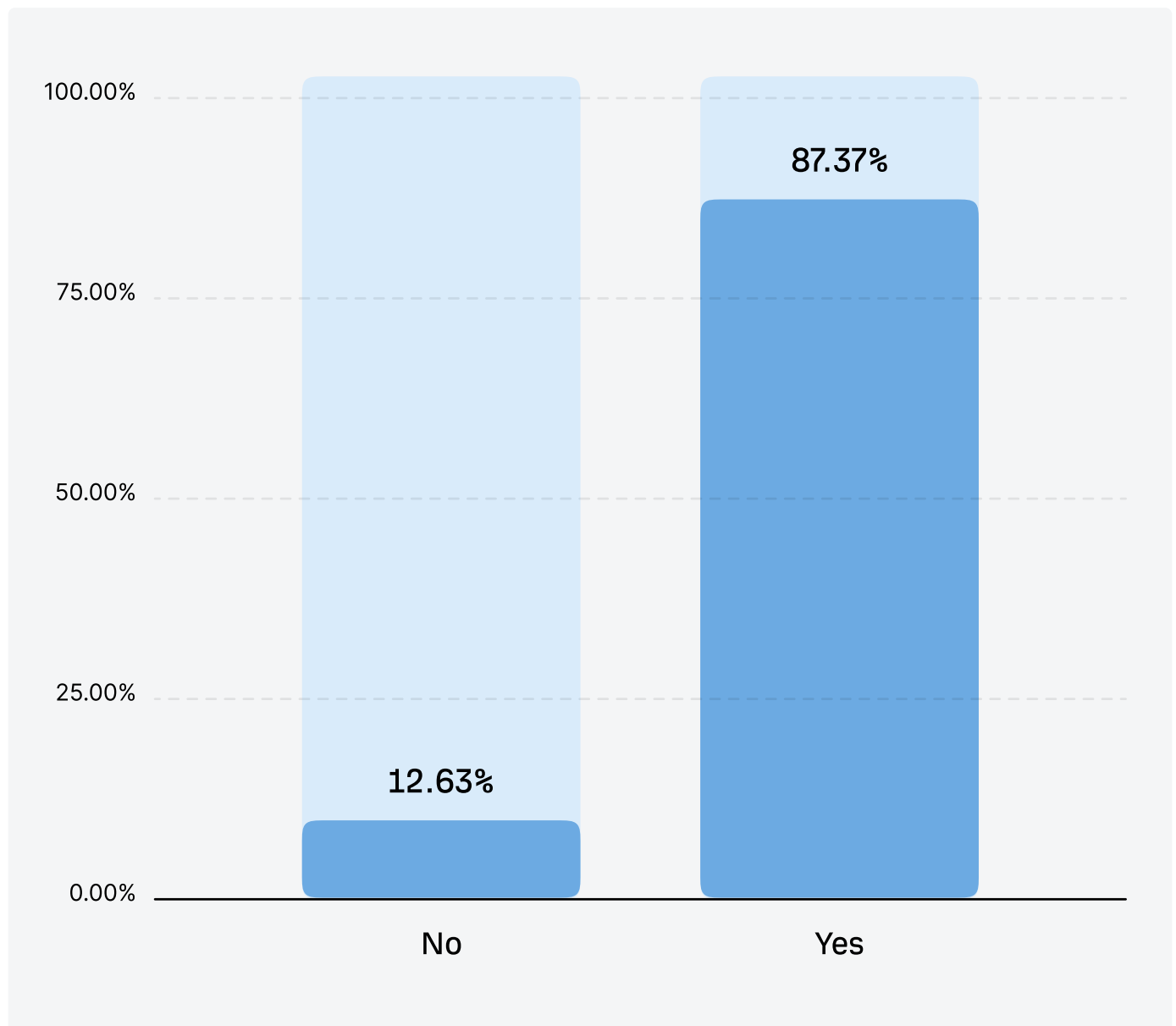
Q: Do you use AI to create or help with creating content?

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AI content use by company size

AI use was most prevalent at small (10–49 employees) and enterprise (1,000+ employees) companies, and least common at micro (1–9 employees) companies:

	Micro: 1-9 employees	Small: 10-49 employees	Medium: 50-249 employees	Large: 250-999 employees	Enterprise: 1,000+ employees
Uses AI	82.77%	93.13%	88.70%	83.82%	89.47%
No AI	17.23%	6.87%	11.30%	16.18%	10.53%

● Uses AI ● No AI

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AI use by marketing team size

AI use was most common in marketing teams of 2–10 people, but even at large marketing teams of over 100 people, 89% of respondents said that they used AI:

	Just me	2-5 people	6-10 people	11-25 people	26-50 people	51-100 people	100+ people
AI	80.95%	90.24%	91.87%	90.00%	85.29%	82.61%	89.47%
No AI	19.05%	9.76%	8.13%	10.00%	14.71%	17.39%	10.53%

● AI   ● No AI

> **"** We're finding that organizations of all sizes are extremely interested in leveraging AI in their marketing initiatives. In fact, smaller organizations have the benefit of being more nimble and fast-paced with their integrations.
>
> **Chris Long**
> VP of Marketing, Go Fish

> **"** At the enterprise level, there is a higher level of concern around data sharing within LLMs. Several clients of ours have explicitly forbid sharing of company information with LLMs due to concerns of how it may eventually be used.
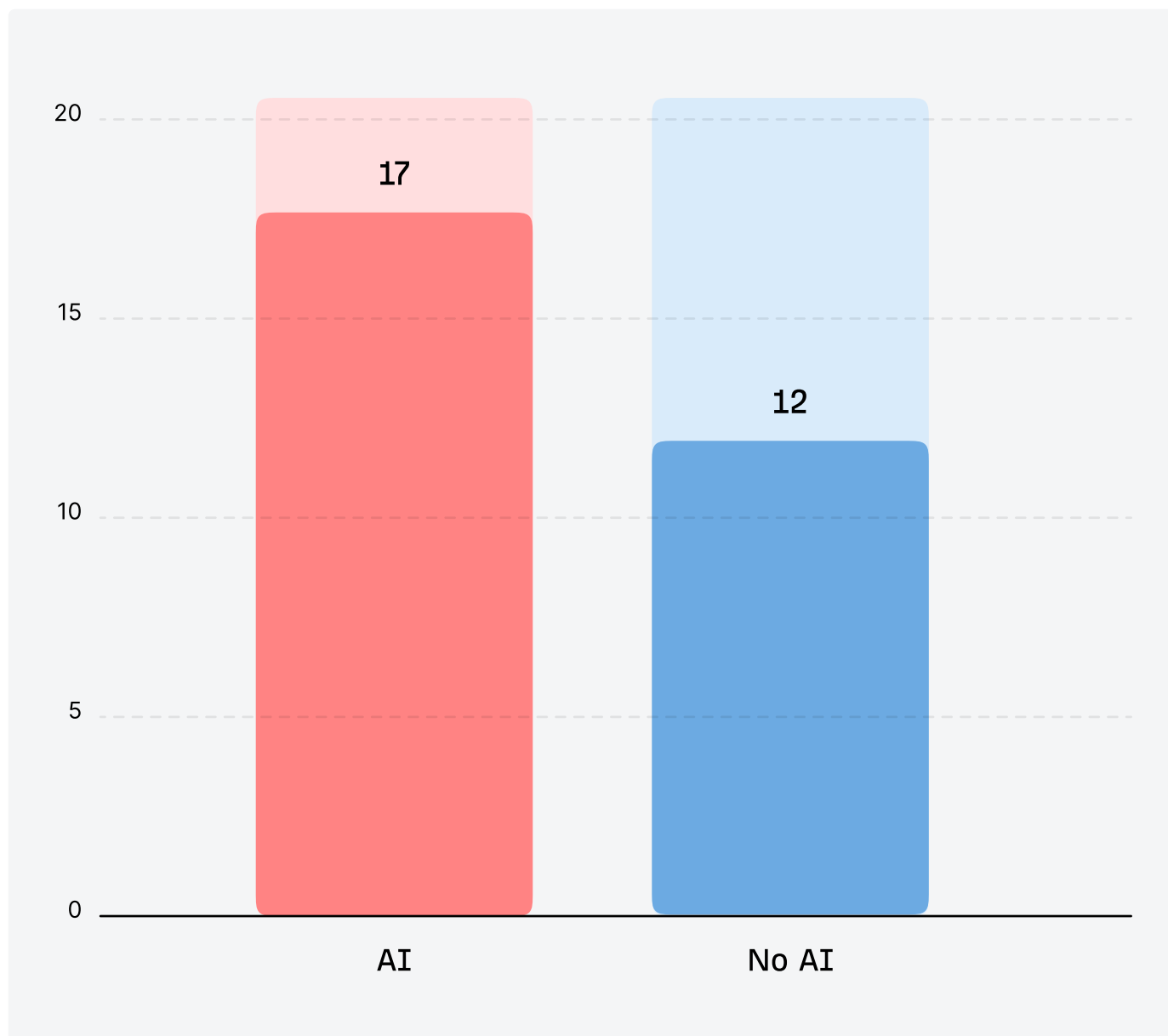>
> **Ross Hudgens**
> CEO, Siege Media

People using AI publish 42% more content per month than those not using AI

The median publishing frequency for companies using AI was 17 articles per month. For companies not using AI, that fell to 12 articles per month:

20			
	17		
15			12
10			
5			
0	AI		No AI

Median monthly publishing frequency

Company size can also impact publishing frequency, so it's helpful to look at the difference in publishing frequency by company size. Here, the medians suggest that AI is having the biggest impact on micro (1–9 employee) and small (10–49 employee) companies, while enterprise companies actually publish more without AI workflows:
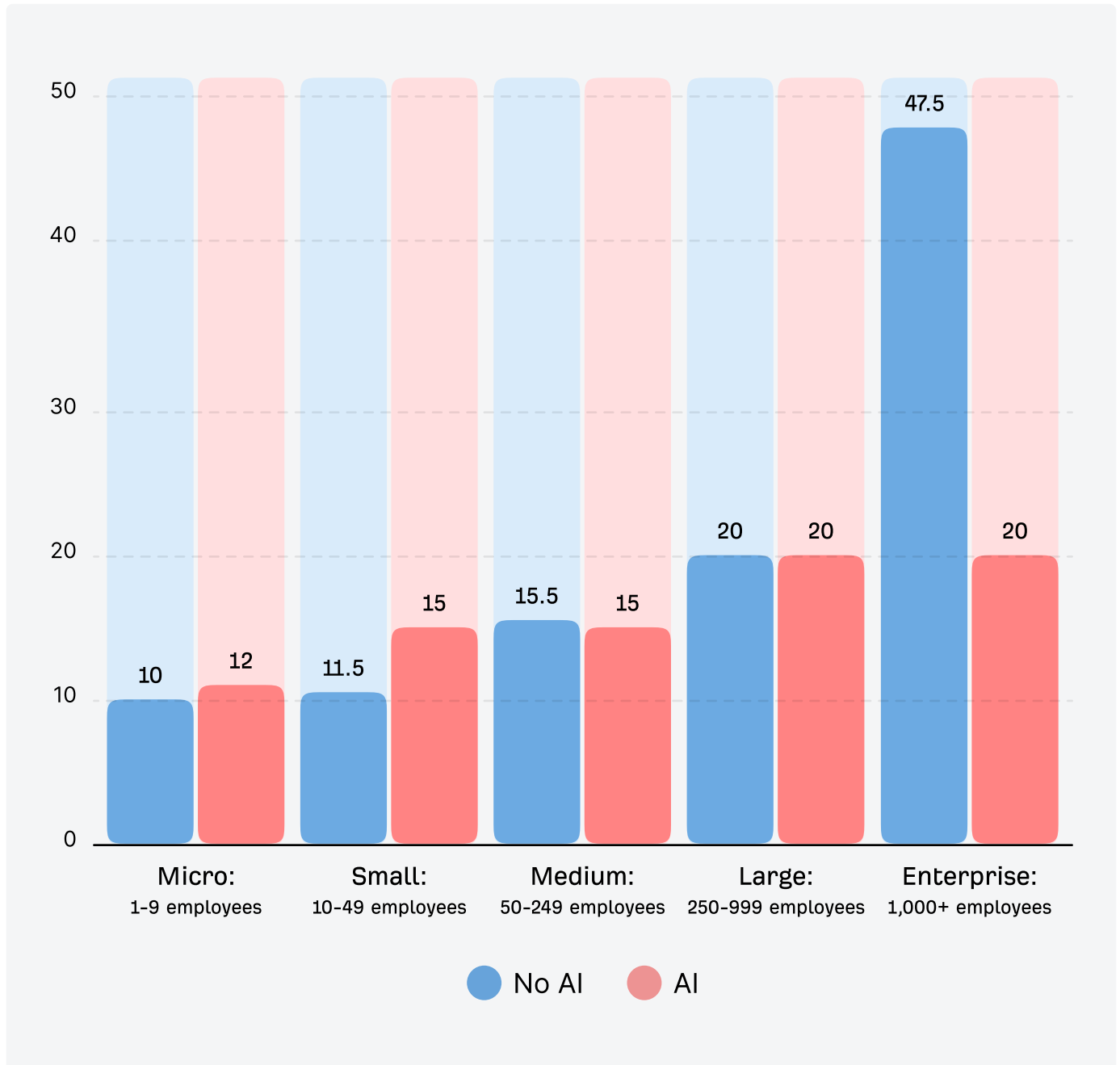

Median publishing frequency by company size

Here's how publication frequency was distributed among the responses. Although extreme publication frequencies were reported even for non-AI users, these extreme values were much more common among AI users, with multiple companies using AI to help publish 100, 150, or even 250 pieces of content per month:

	Minimum	First quartile	Median	Third quartile	Maximum
No AI	0	4.5	12	40	2500
AI	0	7	17	35	10000

Here's a histogram showing the distribution of publishing frequencies, with the 1% most extreme outlier values excluded for legibility:
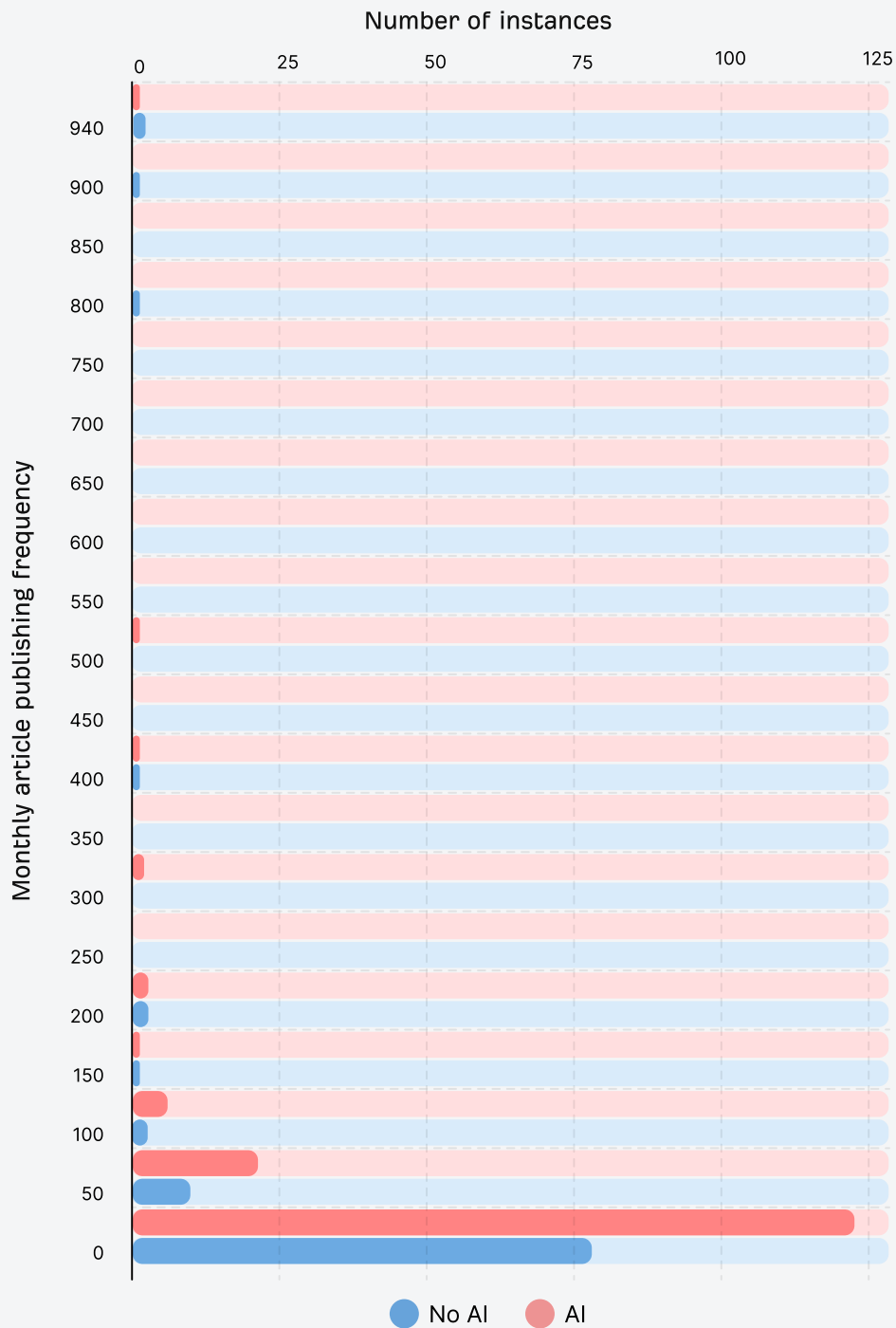
Q: Roughly how many pieces of content do you publish in an average month?

> Content writers can easily double or triple the amount of marketing content they're creating by using AI tools. AI-assisted writing is particularly helpful for multi-channel campaigns that require creating different content formats for different channels.

Andrew Bolis
AI & Marketing Consultant

> AI isn't replacing human creativity in content marketing—it's amplifying it by allowing teams to do more. The most successful organizations aren't choosing between AI and human talent, but are combining both to create more content that resonates with their audience. This hybrid approach is what we've been using at Campfire Labs to find a competitive advantage.

Cassandra Naji
CEO, Campfire labs

> In an AI-dominant world, the scale of content will grow exponentially. From a cost standpoint, search engines will have to be more judicious about how they allocate spend on each site's crawl resources—a.k.a. crawl budget. The expectation that large sites are better than small sites will have to change.
>
> Don't just write content because you can. Don't create a programmatic scaled SEO effort if there's no real user reason to have scaled pages.
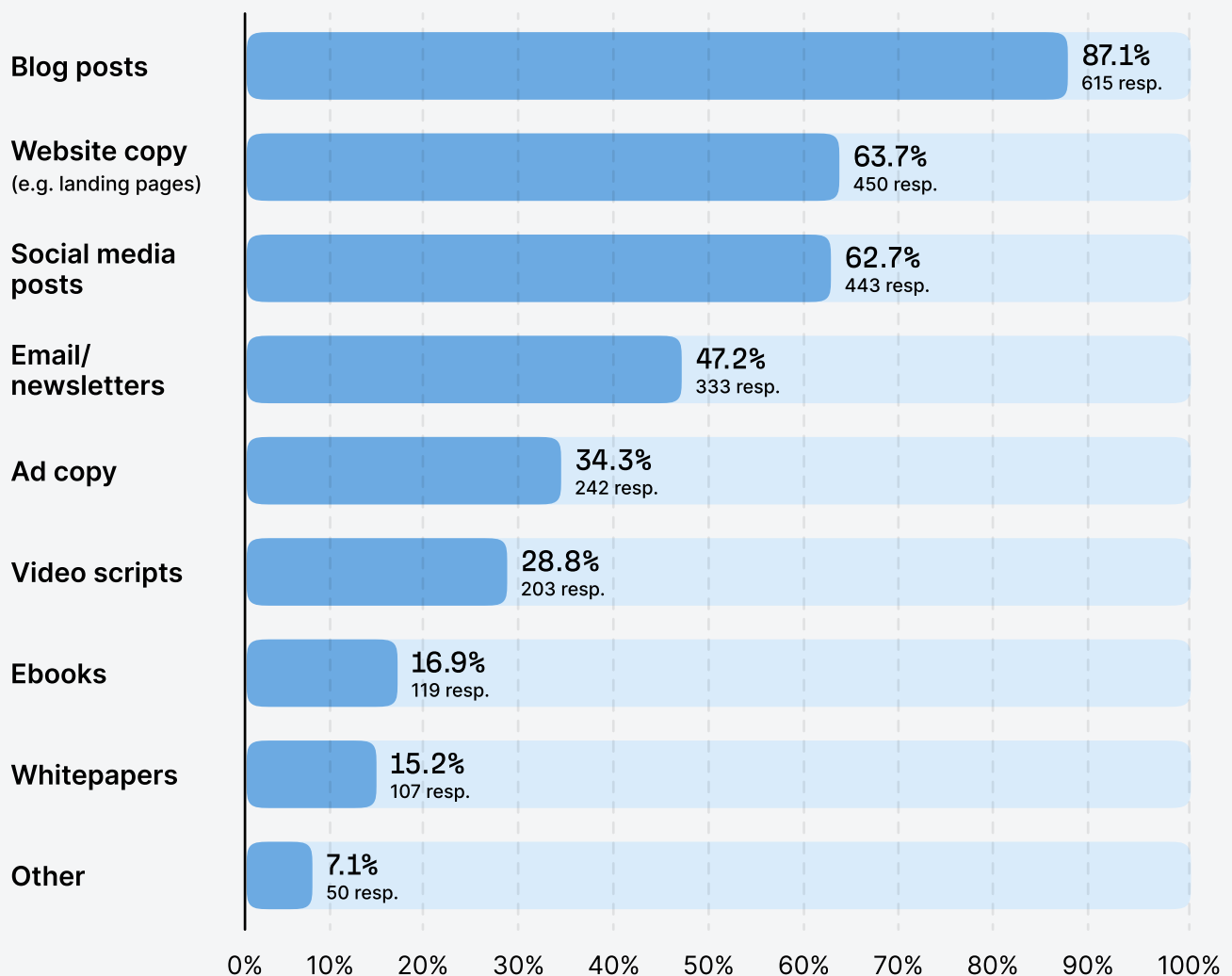
Eli Schwartz
Strategic SEO & Growth Advisor

Blog content is the most common type of content created by AI

Blog posts were the most common content type created by AI (87% of respondents), followed by website copy and landing pages (64%), and social media posts (63%).

Whitepapers (15%) and ebooks (17%) were the least common content formats created by AI.

Blog posts	87.1% / 615 resp.
Website copy (e.g. landing pages)	63.7% / 450 resp.
Social media posts	62.7% / 443 resp.
Email/ newsletters	47.2% / 333 resp.
Ad copy	34.3% / 242 resp.
Video scripts	28.8% / 203 resp.
Ebooks	16.9% / 119 resp.
Whitepapers	15.2% / 107 resp.
Other	7.1% / 50 resp.

" Generating blog content is—for the vast majority of companies— the least challenging content type on their domain. Hardly any branding exercise takes place on blog content. Usually, no one is concerned about maintaining a brand's tone on the blog. Instead, they're most often focused on publishing content "to rank". It's content that requires minimal expert input (or, at least, used to). Pretty much, keywords and a title and you can get going. It's content that keeps on giving: It can be promoted on social, newsletters etc. And it's content that, if it ranks, it will keep on bringing new visitors and potential customers."

"On the other hand, website copy, social posts or newsletter copy require you to be you. You can't de-prioritize branding here, and getting it right with AI is often a challenge.

Erika Varangouli
Head of Branded Content, Riverside.fm

" AI does a fantastic job creating informational content—how to's, definitions, and simple explainers. The real trick today is working out where skilled human writers need to add extra personality, storytelling, and first-hand experience to make informational content more credible.

Ryan Law
Director of Content Marketing, Ahrefs

Brainstorming, outlining, and updating are the most common AI-assisted tasks

When asked how AI was used in different parts of the content marketing and SEO workflow, 76% of respondents said that they used AI to brainstorm topic ideas. 73% reported that they used AI for creating content outlines, and 67% said they used it for improving their content.

At the other end of the spectrum, creating images (19%), localizing or translating content (22%), and keyword clustering (23%) were the least popular use cases.

Task	Percentage	Responses
Brainstorming topic ideas	75.7%	582 resp.
Creating content outlines	73.2%	563 resp.
Improving content	66.6%	512 resp.
Editing/rewriting content	62.5%	481 resp.
Crafting/optimizing headlines	52.8%	406 resp.
Creating content briefs	45.8%	352 resp.
Creating content from scratch	43.8%	337 resp.
Optimizing content from scratch	35.9%	276 resp.
Proofreading	35.4%	272 resp.
Data analysis	28.1%	216 resp.
Keyword clustering	22.8%	175 resp.
Localising or translating content	22.1%	170 resp.
Creating images	19.2%	148 resp.
Other	2.7%	21 resp.

> AI is great for ideation, research, and planning. It can drastically improve the time to complete SEO tasks that previously had to be done manually.

Connor Gillivan
Founder & Owner, TrioSEO

> With many AI tools offering web search and deep research features, it's much faster and easier to research, outline and write longform content like blog posts and in-depth articles. That's the beauty of AI-powered writing, AI helps you across every stage of the writing process, from conducting initial research to making final editing.

Andrew Bolis
AI & Marketing Consultant

> If you're not using AI at the start and the end of your content creation process, you're missing out. Brainstorming, coming up with different angles, and then proofreading or structural editing are things that LLMs are pretty good at.

> But I am very sceptical with what 'optimizing content for organic search' means. If it means providing keywords and asking it to incorporate them in your content, I think you'll be in for a nasty surprise at some point. The biggest optimization you can get from AI is for logic and readability. Sure, provide relevant queries and keywords at the start. But focus on optimizing the structure, covering gaps your competitors don't, formatting content appropriately and more.

Erika Varangouli
Head of Branded Content, Riverside.fm

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ChatGPT is used by 44% of respondents

ChatGPT was the most common AI tool used for content creation, by a significant margin. 44% of respondents reported using ChatGPT, followed by Gemini at 15%, and Claude at 10%.
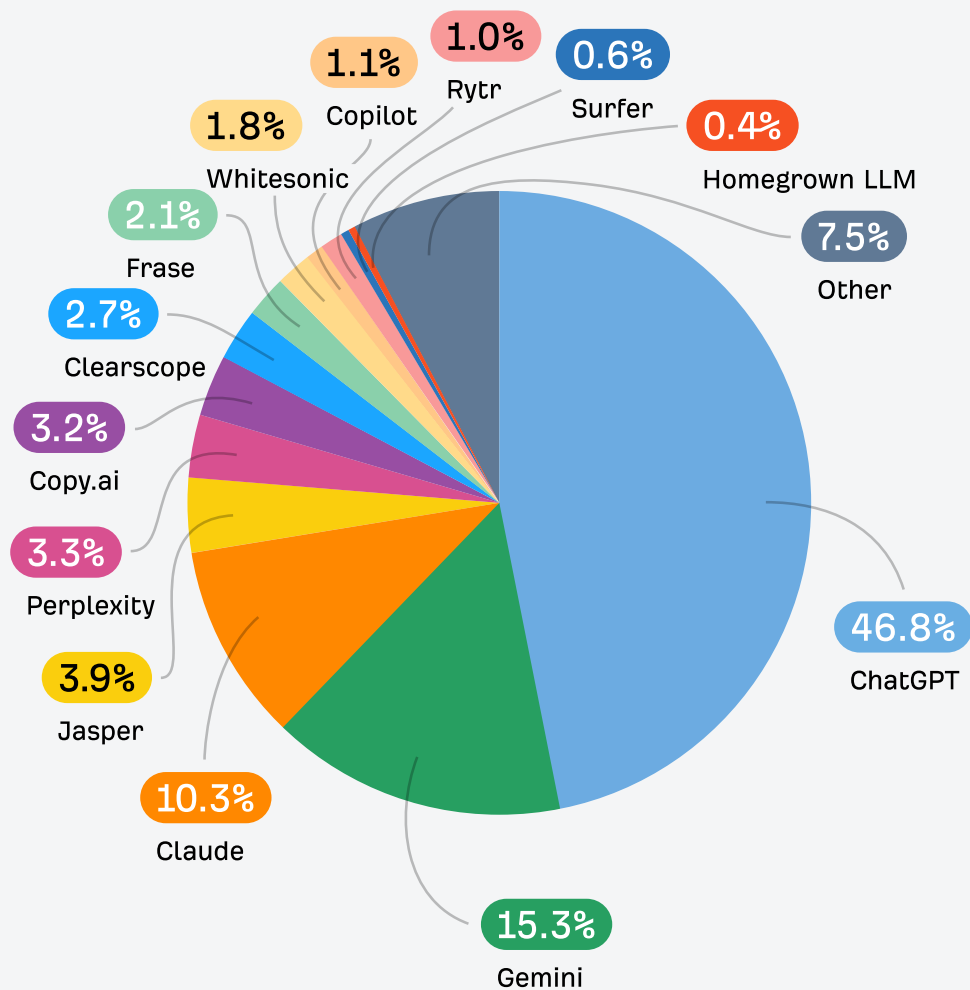
Q: Which AI tool do you use to create content?

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In total, 94 different tools were mentioned in the survey.
These are the 20 most popular tools mentioned:

AI model/tool	Count
ChatGPT	667
Gemini	218
Claude	146
Jasper	55
Perplexity	47
Copy.ai	45
Clearscope	39
Frase	30
Writesonic	26
Copilot	15
Rytr	14
Surfer	8
Writer	5
Neuron Writer	5
Lex	5
Homegrown LLM	5
Grammarly	4
Notebook LM	3
Koala	3
Grok	2
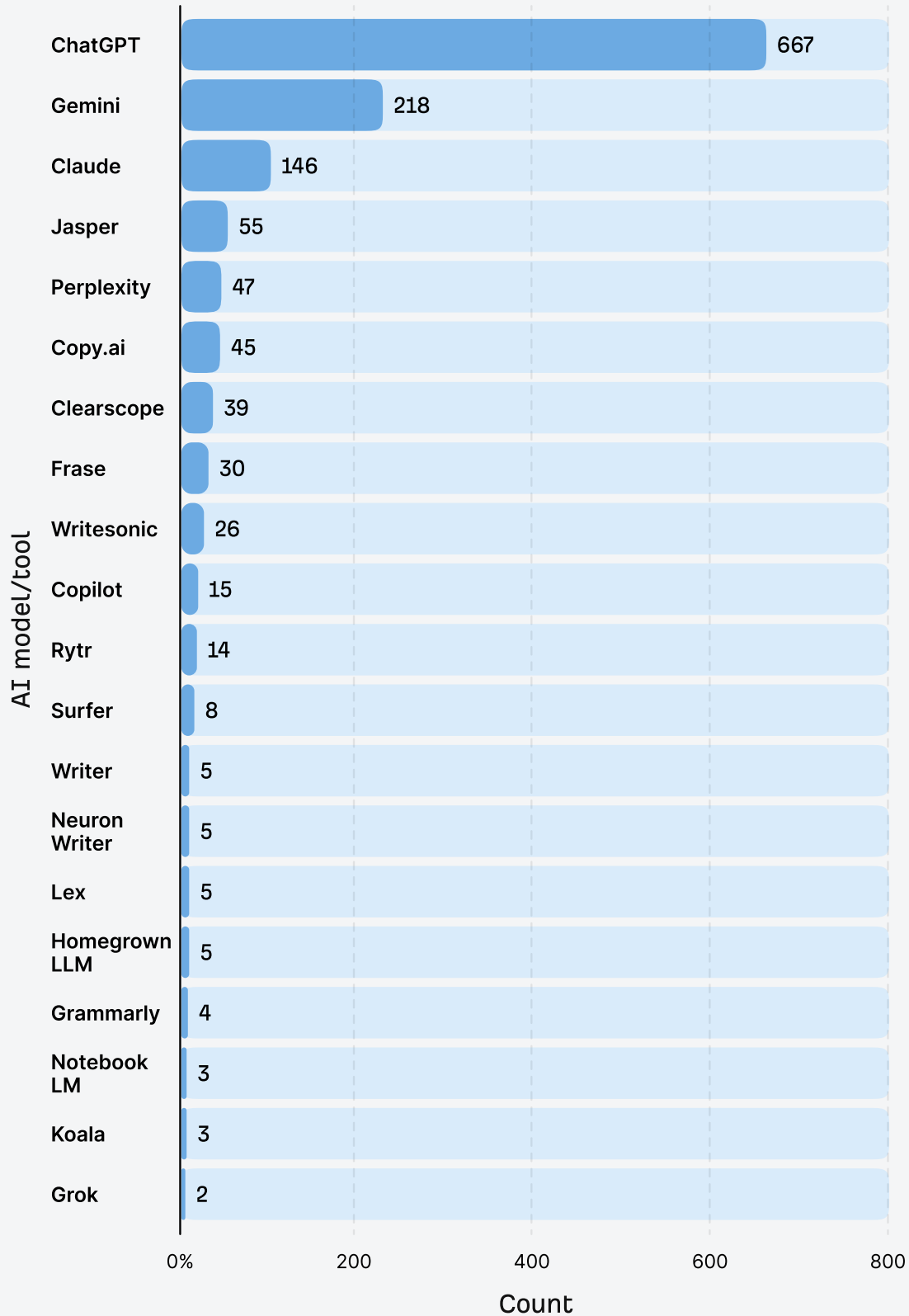
Most people use LLMs, and not LLM wrappers

77% of the AI tools listed by respondents fall into the "LLM" category: that is, they are specific LLM models or model providers, like Claude from Anthrophic or gpt-4o from OpenAI. Only 23% of the listed tools are considered "wrappers": software tools that use one or several LLM models with additional features added, like Surfer SEO or Jasper.
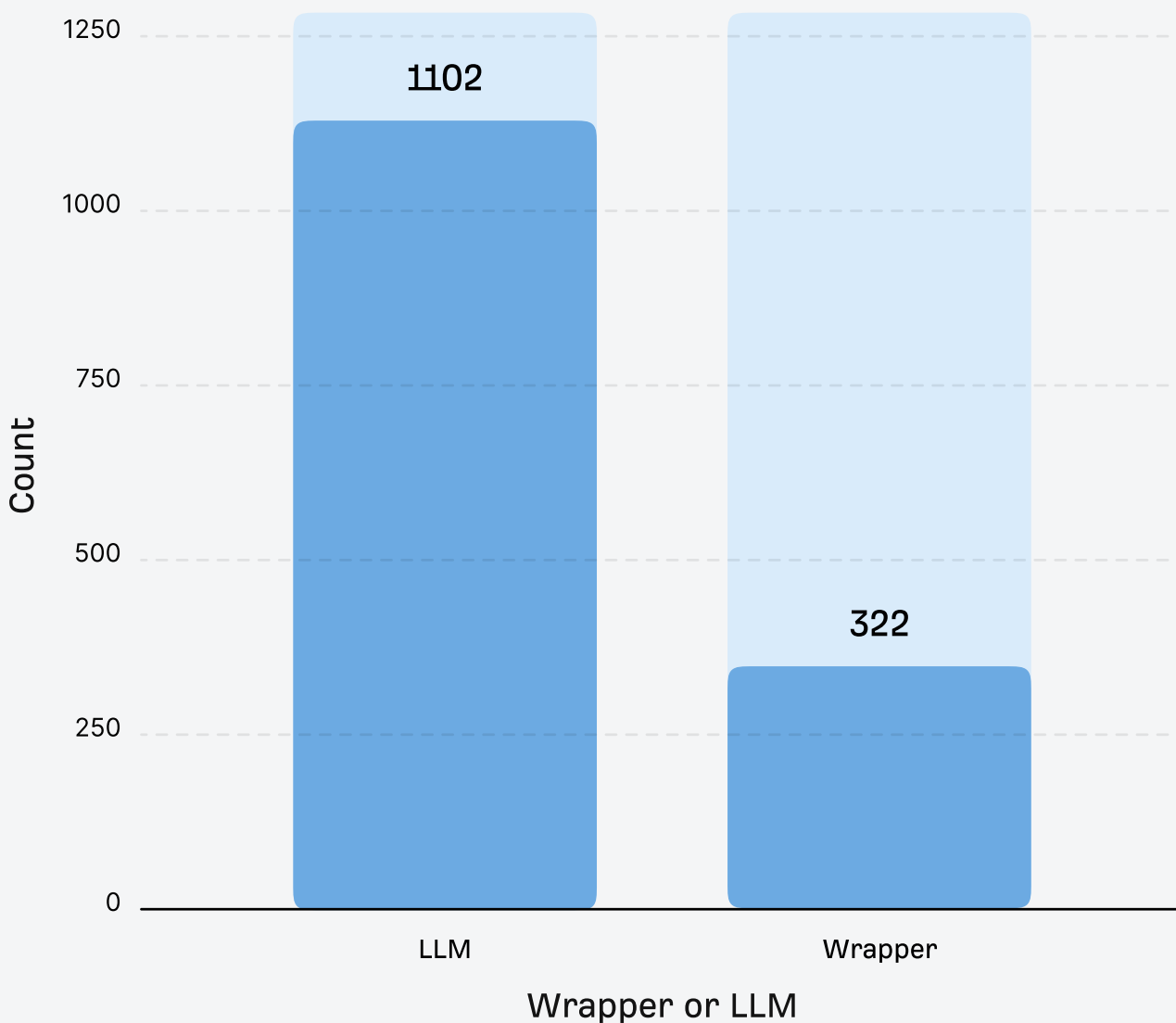
Count of LLMs versus LLM wrappers

> While ChatGPT is a popular tool for content creation, the quality of the content it generates will vary depending on the model you're using and the quality of the prompts you're providing. Based on my own usage, I find that Claude, Gemini and Perlexity sometimes generate better quality content even when using simple prompts. So if you're not happy with ChatGPT's output, I recommend trying those other tools.

Andrew Bolis
AI & Marketing Consultant

> I've tried a dozen different AI content creation tools, and I keep coming back to Claude and ChatGPT.
>
> With LLM providers like OpenAI and Anthropic in a race to deploy new models and new features, most companies seem well served by using LLM models themselves, with little need for specialised wrappers.
>
> Now with AI agents and systems like n8n, the next frontier is working out how to combine these models and API calls together into multi-stage workflows. It's now possible to create very sophisticated workflows using just the basic LLM models.

Ryan Law
Director of Content Marketing, Ahrefs

84% of respondents do not disclose AI use

Of those companies that use AI, only 16% choose to disclose the use of AI in their content. The remaining 84% choose not to disclose AI use:

15.89% **84.11%**

0% 25% 50% 75% 100%

● Yes, openly disclose ● No, don't disclose
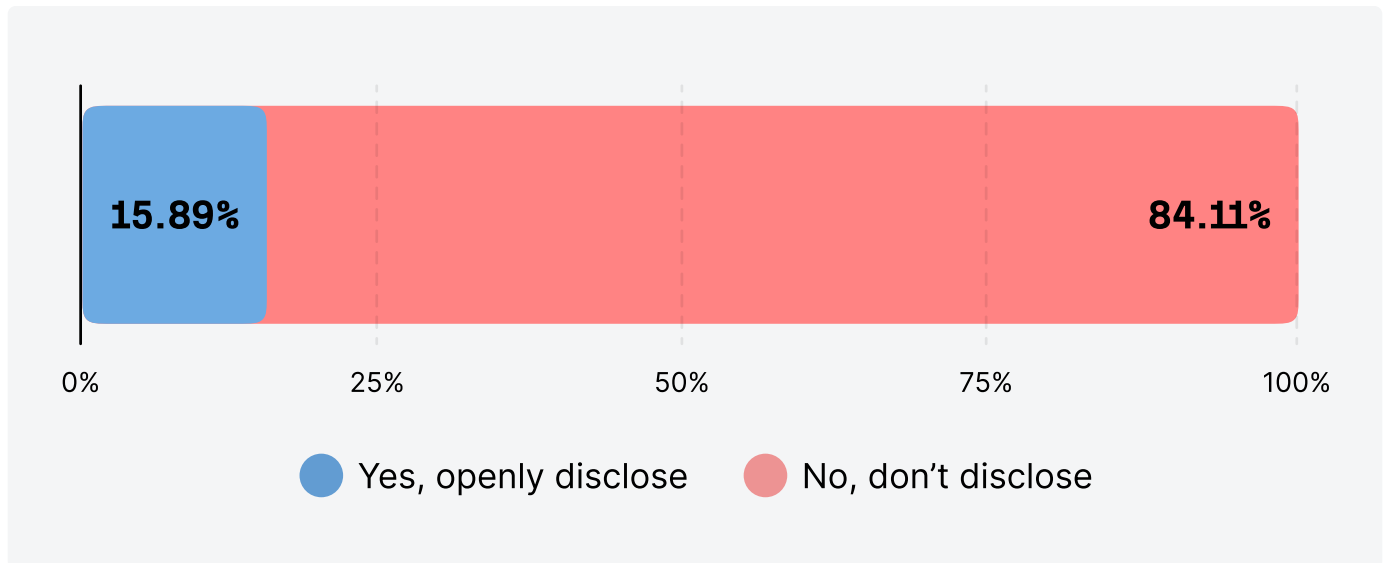
Q: Do you disclose AI content to website visitors?

Disclosure was most common at micro (1—9 employees) and enterprise (1,000+ employees) companies:

Micro
1-9 employees — 22.68% | 77.32%

Small
10-49 employees — 12.90% | 87.10%

Medium
50-249 employees — 10.19% | 89.89%

Large
250-999 employees — 12.28% | 87.72%

Enterprise
1000+ employees — 14.71% | 85.29%

0%   25%   50%   75%   100%

● Yes, openly disclose   ● No, don't disclose
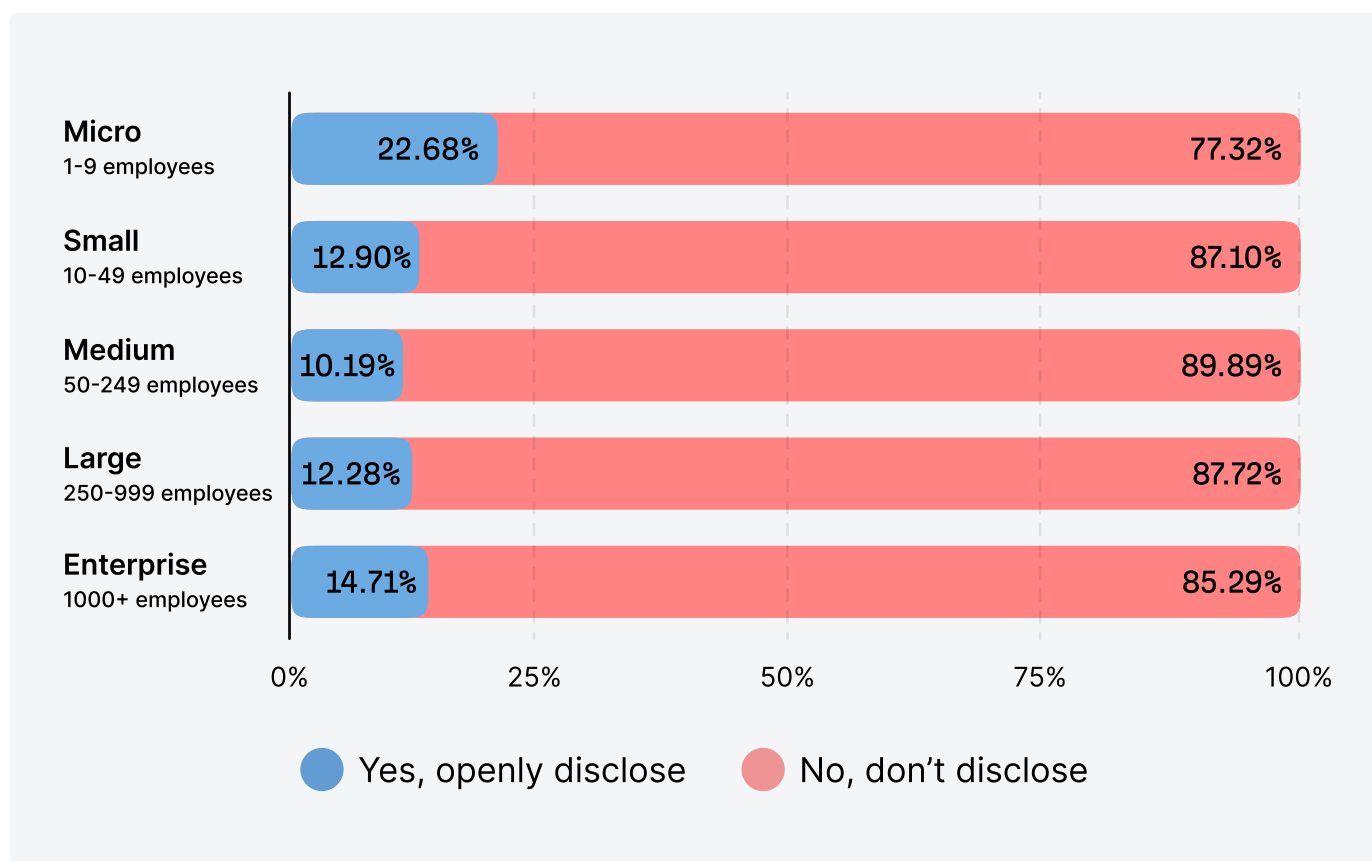
Q: Do you disclose AI content to website visitors?

The companies that are the heaviest users of AI content are also the most likely to disclose its use:
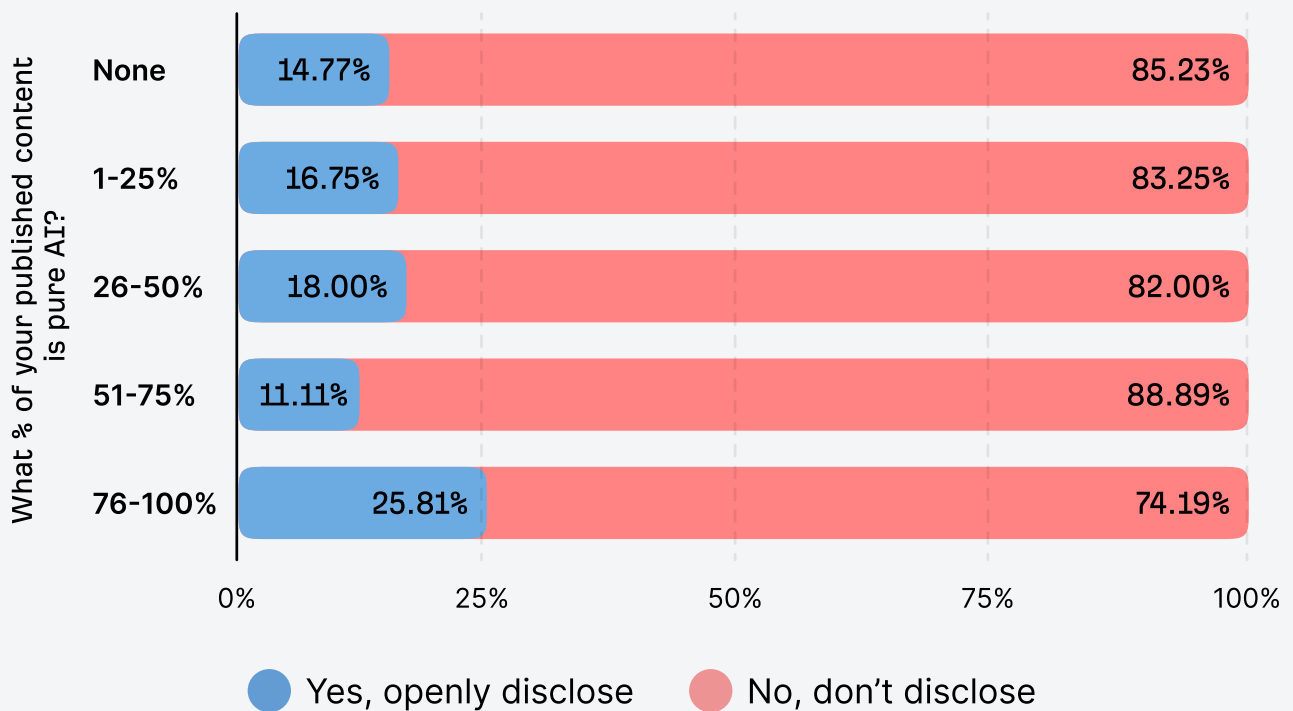
Disclosure by AI content use

Only 4% of respondents publish primarily "pure" AI content

Only 4% of respondents reported that over 75% of the content they published was pure AI content, without any editing or additional input.
In contrast, 50% of respondents reported that none of the content they published was pure AI content.
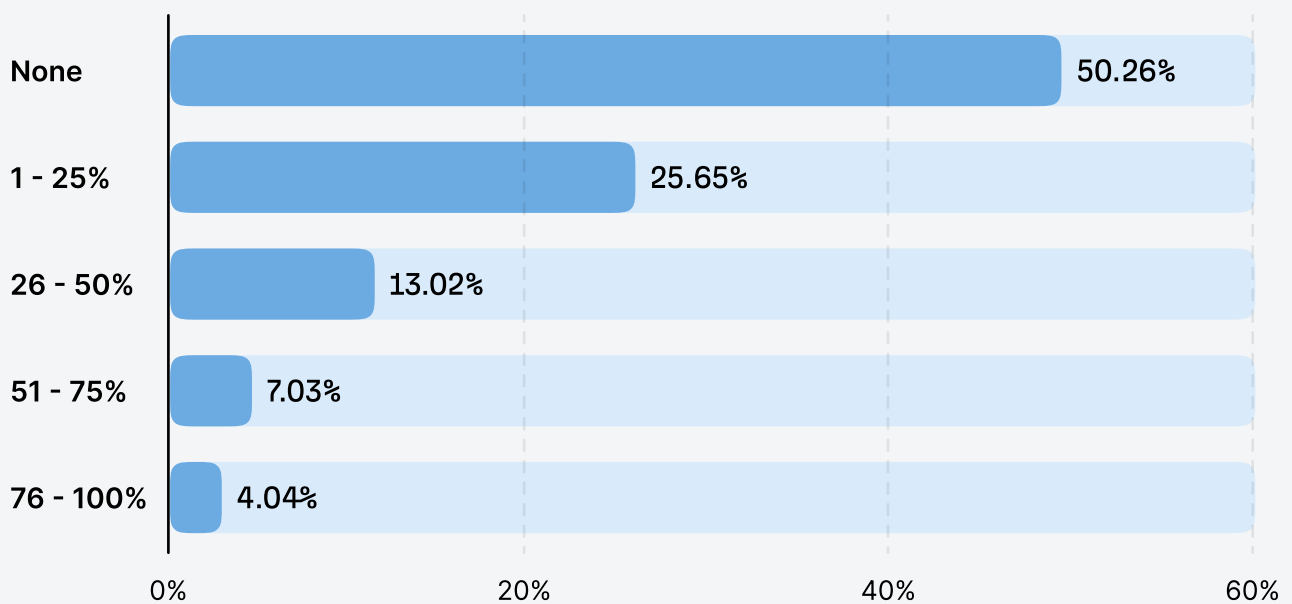
What percentage of the content you publish is pure AI?

" While there's a temptation to use the outputs of AI directly on your site's content, marketers need to resist this. We've seen from the March 2024 core update just how damaging AI-only content can be. Instead marketers can utilize AI for initial outputs—but have their teams review the content to actually make it useful for users.

Chris Long
VP of Marketing, Go Fish Digital

" It's extremely dangerous to publish strictly AI written content. While Google says they don't take a stance against AI content, it's very clear that solely AI written content is detected by Google and the site and content is eventually punished for it. There's plenty of research and examples of this happening.

Connor Gillivan
Founder & Owner, TrioSEO

80% of respondents manually review AI content for accuracy

97% of respondents have some kind of review process for AI content. Manual review was the most common method (80%), followed by working with subject matter experts (35%), and working with an editor (30%). 14% of respondents ask AI to review AI content for accuracy.

I check it myself manually	**80.4%** 618 resp.
I work with subject matter experts	**34.7%** 267 resp.
I have an editor	**30.4%** 234 resp.
I ask AI to do it for me	**14.2%** 109 resp.
I don't check quality	**2.9%** 22 resp.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
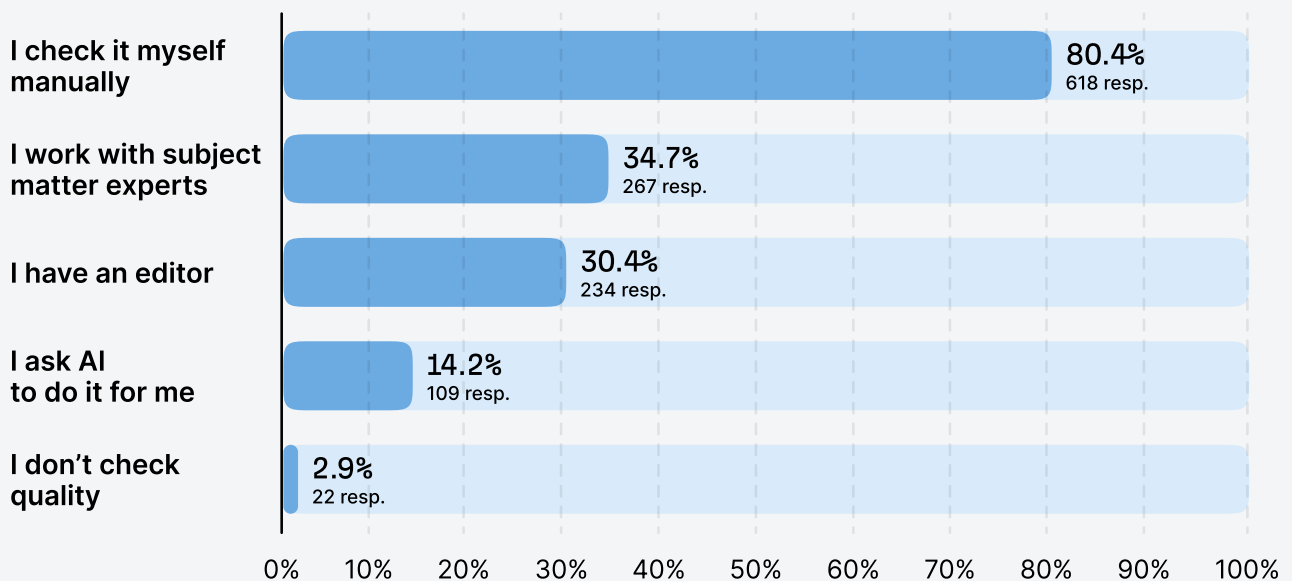
> " Hallucination is a fact of life for LLMs, but the growing use of RAG and grounding—using third-party resources to check and validate LLM output—is starting to eat away at this problem. It will never be perfect, but neither is human-written content.
>
> **Ryan Law**
> Director of Content Marketing, Ahrefs

Create content that's better for readers and better for rankings.

AI Content Helper improves content rankings *without* sacrificing quality.

Unlike other tools, you can't 'game' our score by stuffing more keywords. This makes for better, more valuable content that's more closely aligned with what both readers and Google want.

In our small-scale study, AI Content Helper showed the biggest positive correlation between content scores and SERP positions.

Learn more

AI content performance

How does AI-generated content perform compared to human-written content?

AI and non-AI content strategies are regarded as equally effective

There was almost no difference in the self-reported efficacy of respondents' content strategies. AI users reported an average score of 6.4/10, while non-AI users reported an average of 6.3.

Here's how the responses were distributed. Of note, the most extreme ratings (0 and 10 out of 10) were both more prevalent among non-AI users. The modal score for AI users was 7, slightly lower than the modal score for non-AI users, at 8:
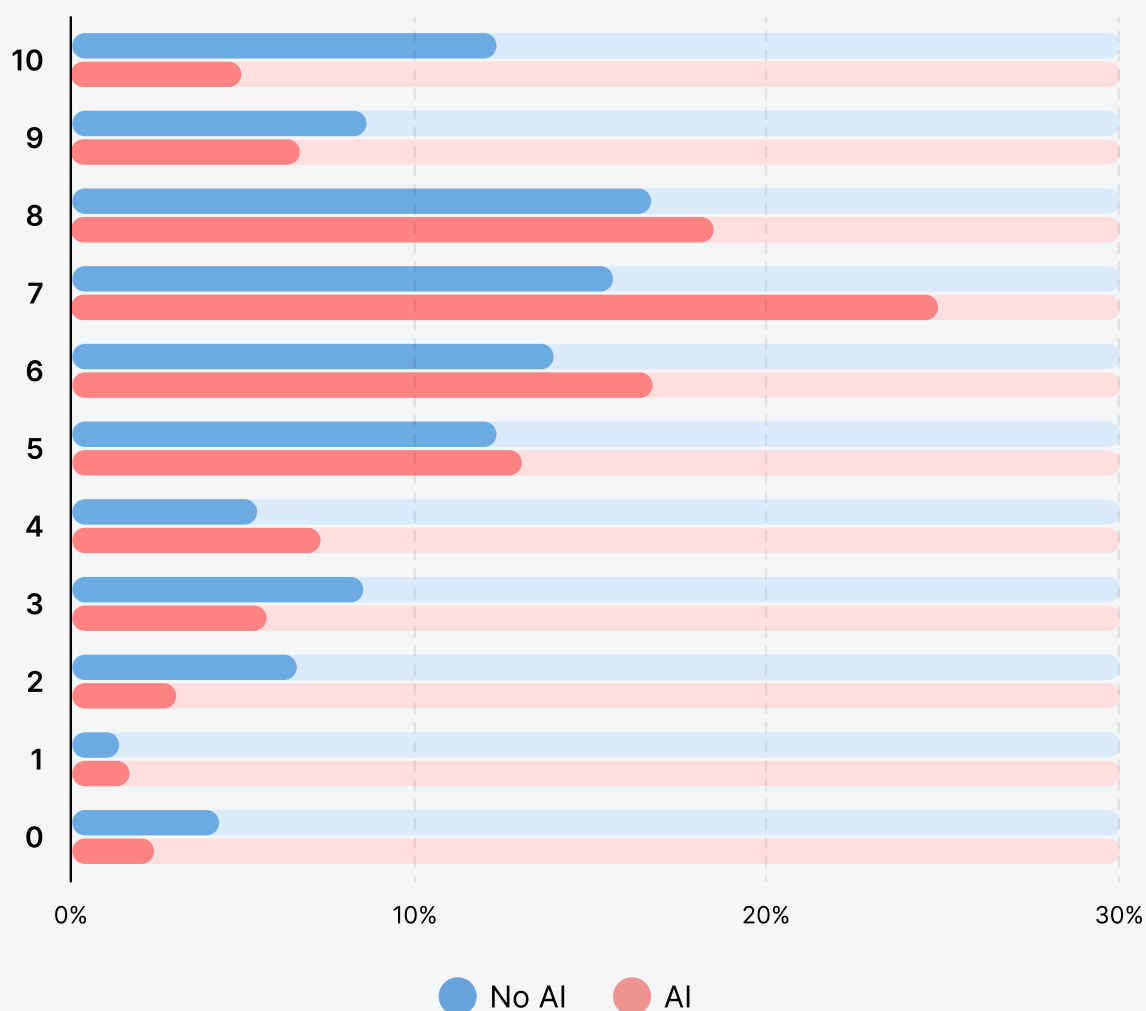
How would you rate the effectiveness of your content marketing strategy overall? (0-10)

Similar results came from asking respondents to rate the effectiveness of their content marketing strategy in attracting organic search traffic. For AI users, the average score was 6.1/10, compared to a slightly higher average of 6.5 for AI users.

Looking at the distribution of these responses, the modal score for AI users was 8, lower than the modal score of 10 for non-AI users:
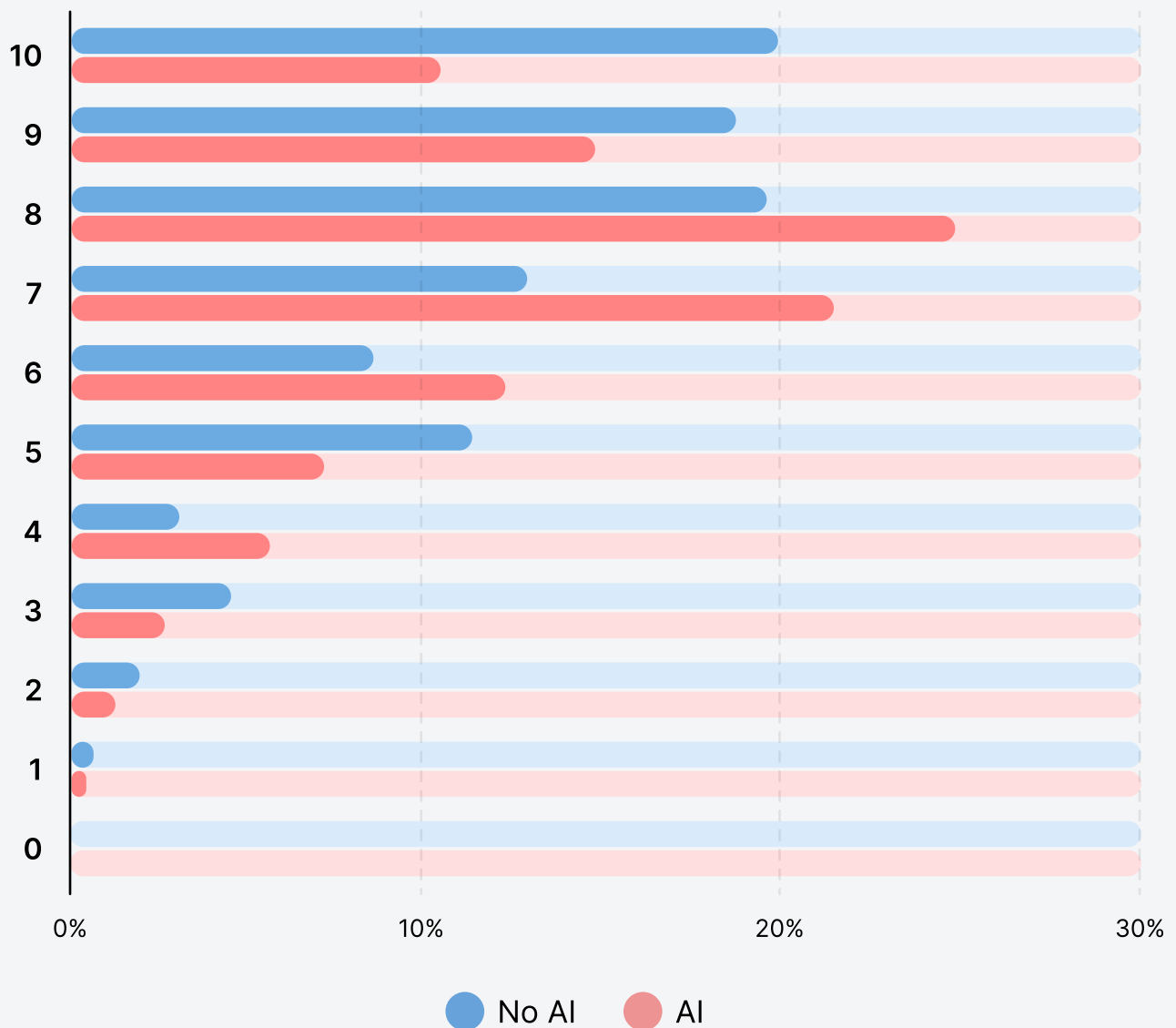
Q: How would you rate the effectiveness of your content marketing strategy in attracting organic traffic?

65% of respondents believe human content is better quality than AI content

Most people believe that human-written content is better quality than AI content.

A total of 65% of respondents reported that human-written content was better quality than AI content, with 29% reporting that it was "slightly better" and 36% reporting that it was "way better".

14% of respondents reported that AI content was better quality (6% "slightly better", 9% "way better"), while 21% reported that they were "roughly the same" quality:
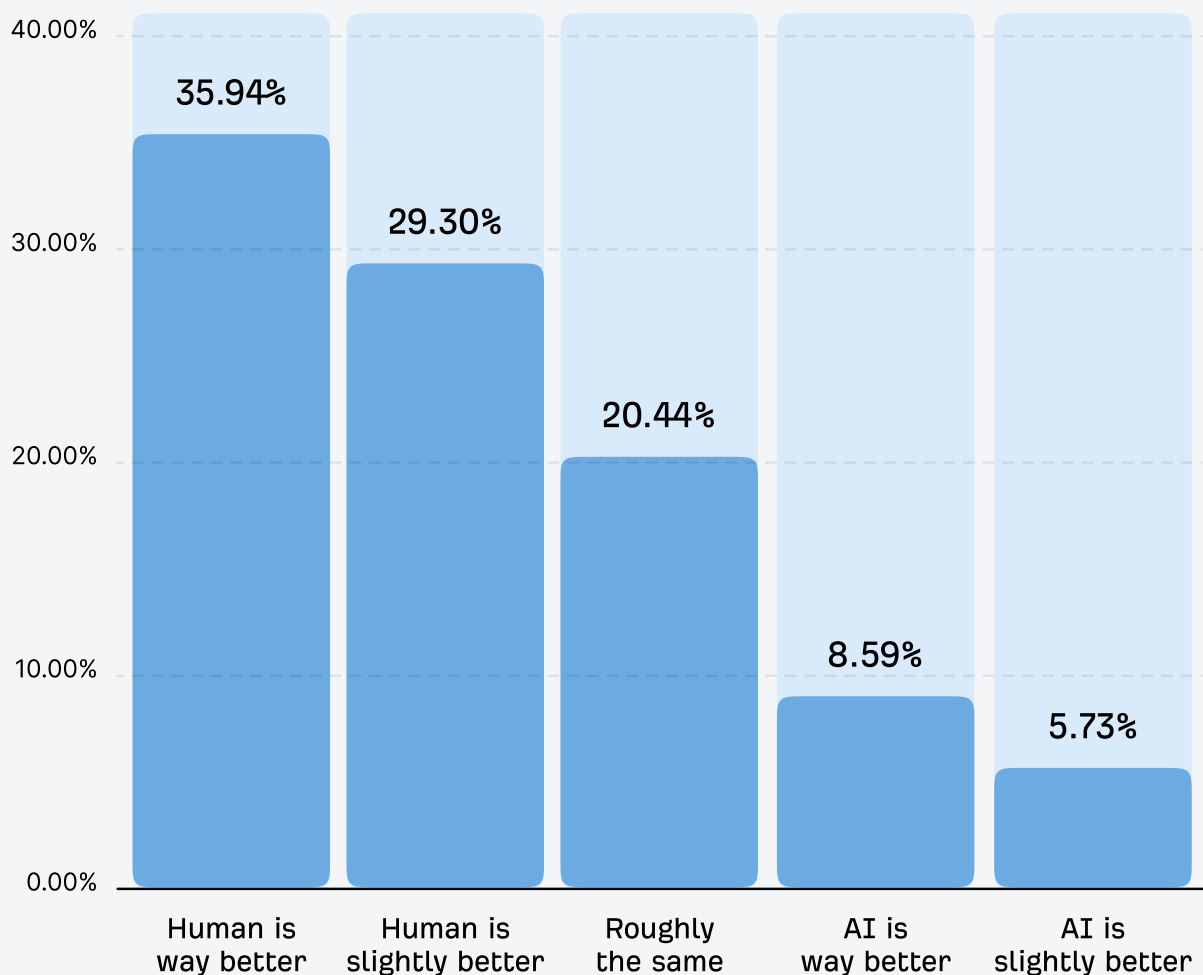
" I've tested the majority of "AI writing tools" out there on the market and they struggle to compare to human written content. This is the case especially when it comes to content that requires subject matter expertise. While AI writing may evolve over the years, it's still in the stone age in comparison to what a top level writer can produce.

Connor Gillivan
Founder & Owner, TrioSEO

" From my experience, the average AI output is usually more consistent, logical and well-structured than the average human-written article. But crucially, there is still a big gulf between the quality of the best human-written content and AI outputs. For now, skilled human writers still have a sizeable edge.

Ryan Law
Director of Content Marketing, Ahrefs

Most people think that AI content and human content rank roughly the same

Although most respondents believe human-written content is better quality, they were less confident in human-written content's ability to outrank AI content.

Most respondents reported that they either "rank roughly the same" (34%) or else they didn't know (32%). 23% believed that human-written content ranks better, compared to 11% reporting that AI-written content ranks better.

40.00%	
30.00%	
20.00%	
10.00%	
0.00%	

34.24% — Rank roughly the same
31.64% — Don't know
22.79% — Human ranks better/AI ranks worse
11.33% — AI ranks better/Human ranks worse
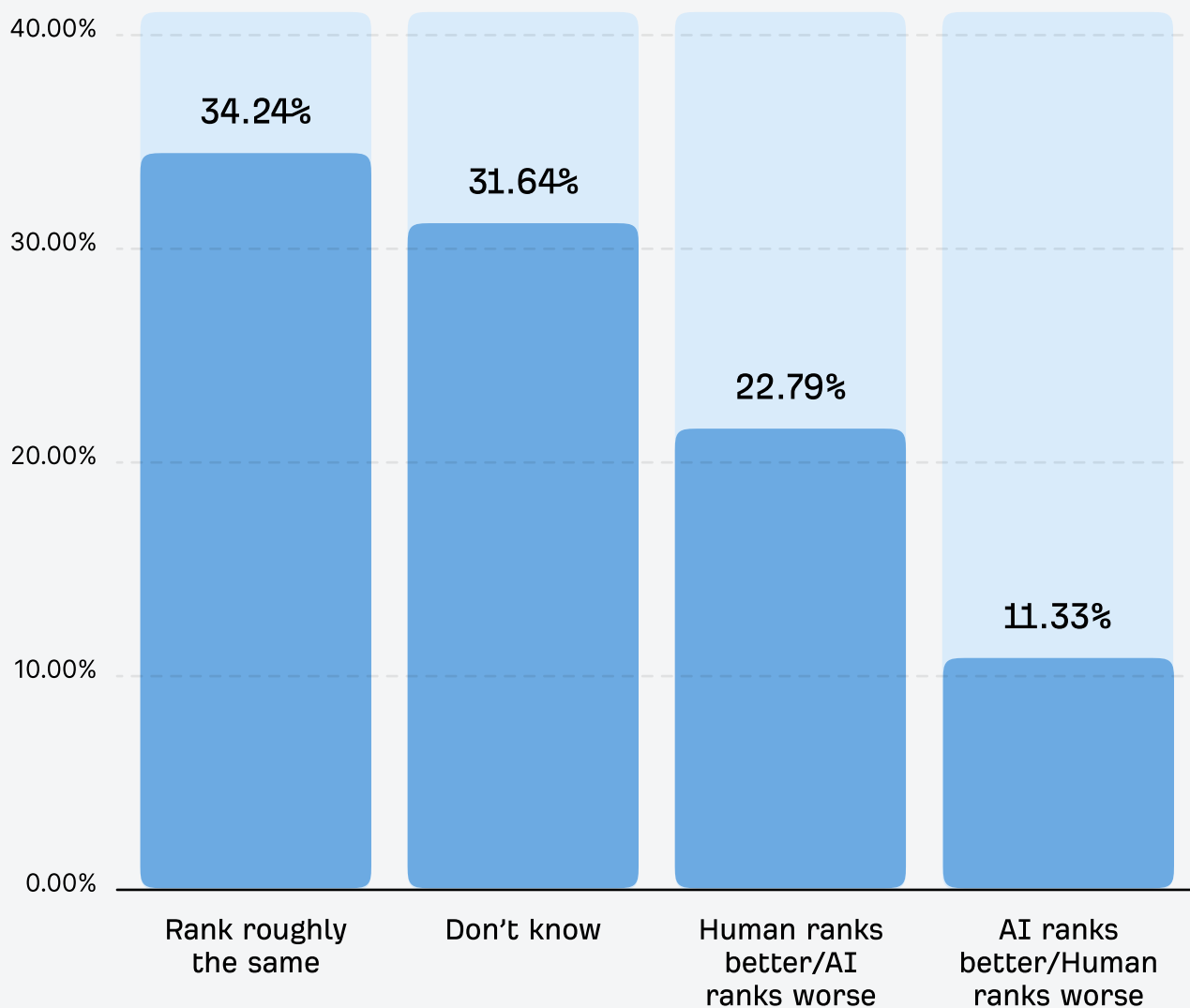
" It's important to look at this data over a 12 month period. AI written content may start to rank initially and gain traction, but in my experience, Google eventually figures out that the site is abusing AI content writing and traffic for the site plummets.

Connor Gillivan
Founder & Owner, TrioSEO

" A reminder that here, we don't have the test of time yet in many cases. Much of this content is fresh, at a time when Google is reshuffling its SERPs, algorithms and even pushes manual penalties aggressively after many years. So just a let's-wait-before-we-make-up-our-minds-on-this moment is needed.

It could also be a result of transitioning to AI-generated from human-written content that wasn't great to begin with. For example, your typical "SEO content" people (and Google) used to love and put out but after a point stopped working. In this scenario, maybe AI content doesn't perform better, but the initial threshold was low to begin with. (And in this comparison, at least AI content has cost less and was produced faster.)
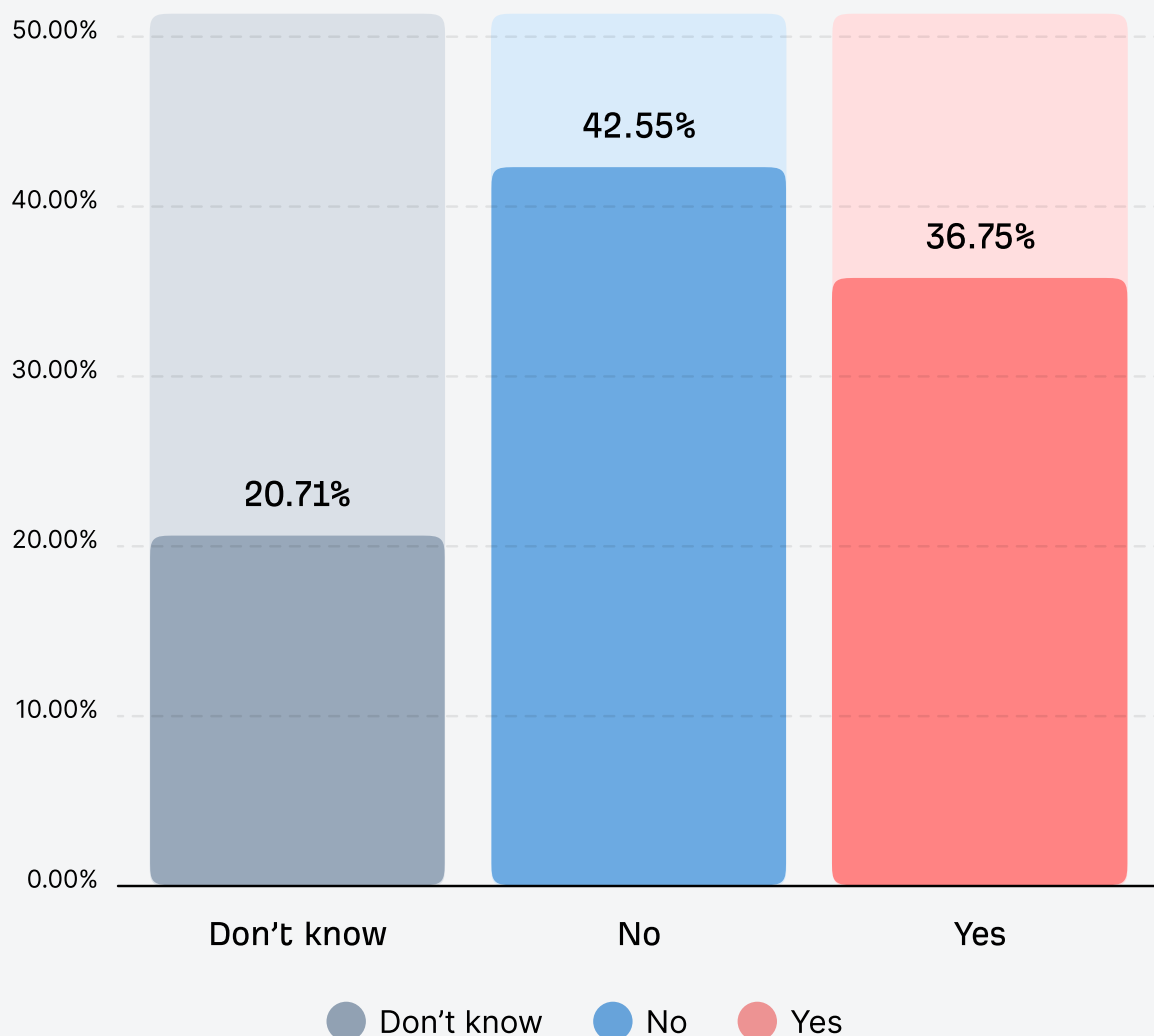
Erika Varangouli
Head of Branded Content, Riverside.fm

Human content was 4% more likely to be negatively affected by a Google update compared to AI content

37% of respondents reported being negatively impacted by a Google algorithm update in the past year:

Q: Have you been negatively impacted by a Google update in the past 12 months?

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Segmenting the responses by AI use, companies who did not use AI were 4% more likely to be negatively impacted by an algorithm update than those who did use AI (40% vs 36%):
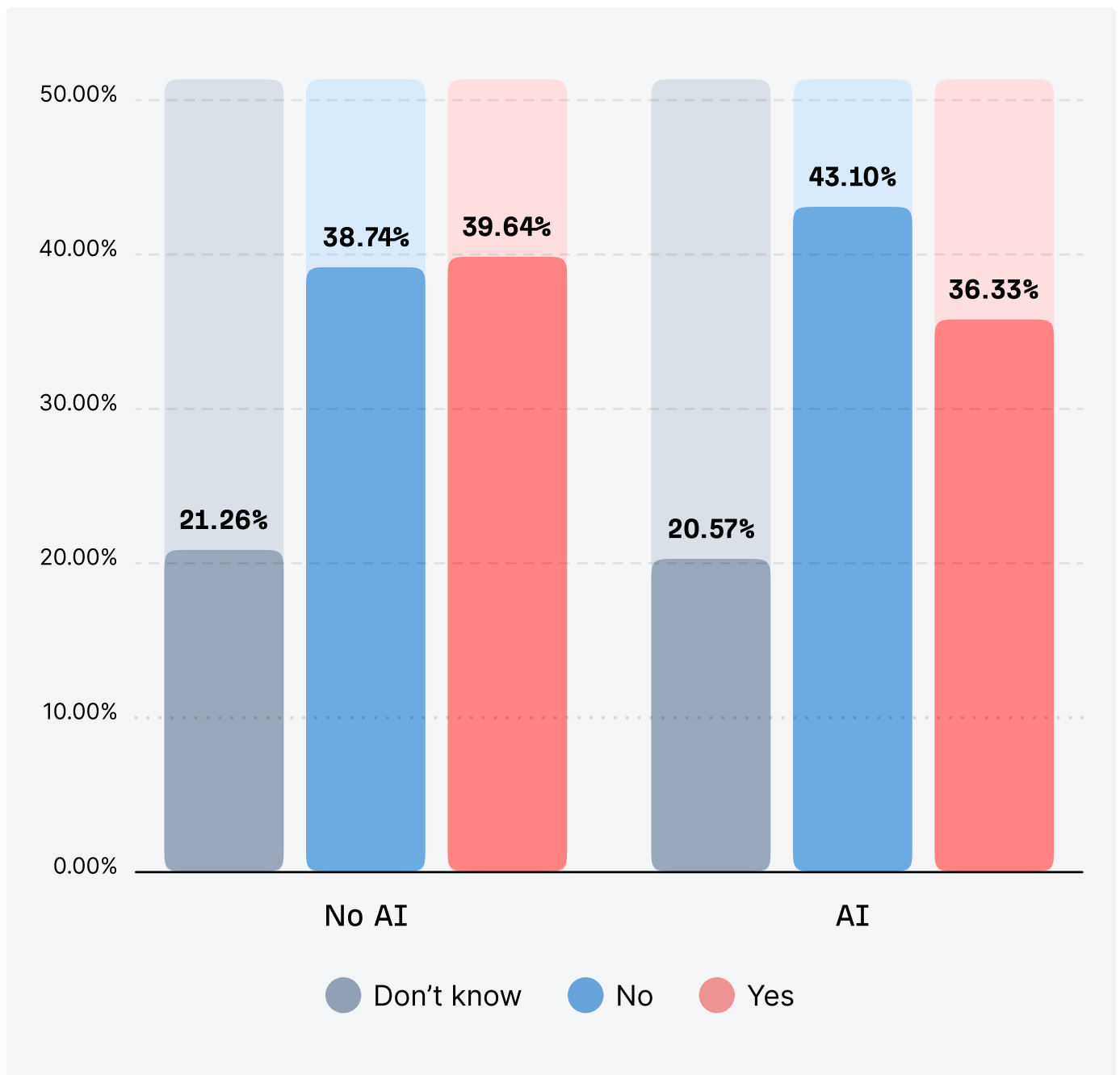
Q: Have you been negatively impacted by a Google update in the past 12 months?

"" Many people believe that there's a huge risk from AI content, but the truth is that prior to the popularization of AI, many sites were using terribly written content produced by non-native English speaking freelancers. Google and other search engines aren't necessarily opposed to AI as the means to create content, but they are pretty explicit in that all content whether created by humans or algorithms should be useful and helpful for the end user and not just be search engine content.

Eli Schwartz
Strategic SEO & Growth Advisor

"" Arguably, many people don't detect algorithmic impact correctly. In the last 12 months beyond confirmed updates the impact of AIOs, forums promotion, and SERP volatility have impacted massively domains' performance.

Erika Varangouli
Head of Branded Content, Riverside.fm

Websites using AI content grew 5% faster than websites not using AI

To add extra context to these figures, we used the Ahrefs API to look at the estimated organic traffic growth for each respondent's domain between January 2024 and January 2025.

In this simple analysis, websites that reported using AI content saw a median year-over-year growth rate of 29.08%, compared to a median of 24.21% for sites that didn't use AI. The trend was positive for both segments, but AI content users (with their increased publishing frequency) seemed to experience stronger growth.

	Minimum	First quartile	Median	Third quartile	Maximum
No AI	-65.87%	-1.87%	24.21%	59.66%	454.00%
AI	-100.00%	-5.85%	29.08%	119.79%	2988.00%

Here's a histogram of growth rates with the top 5% most extreme outlier values excluded for legibility:
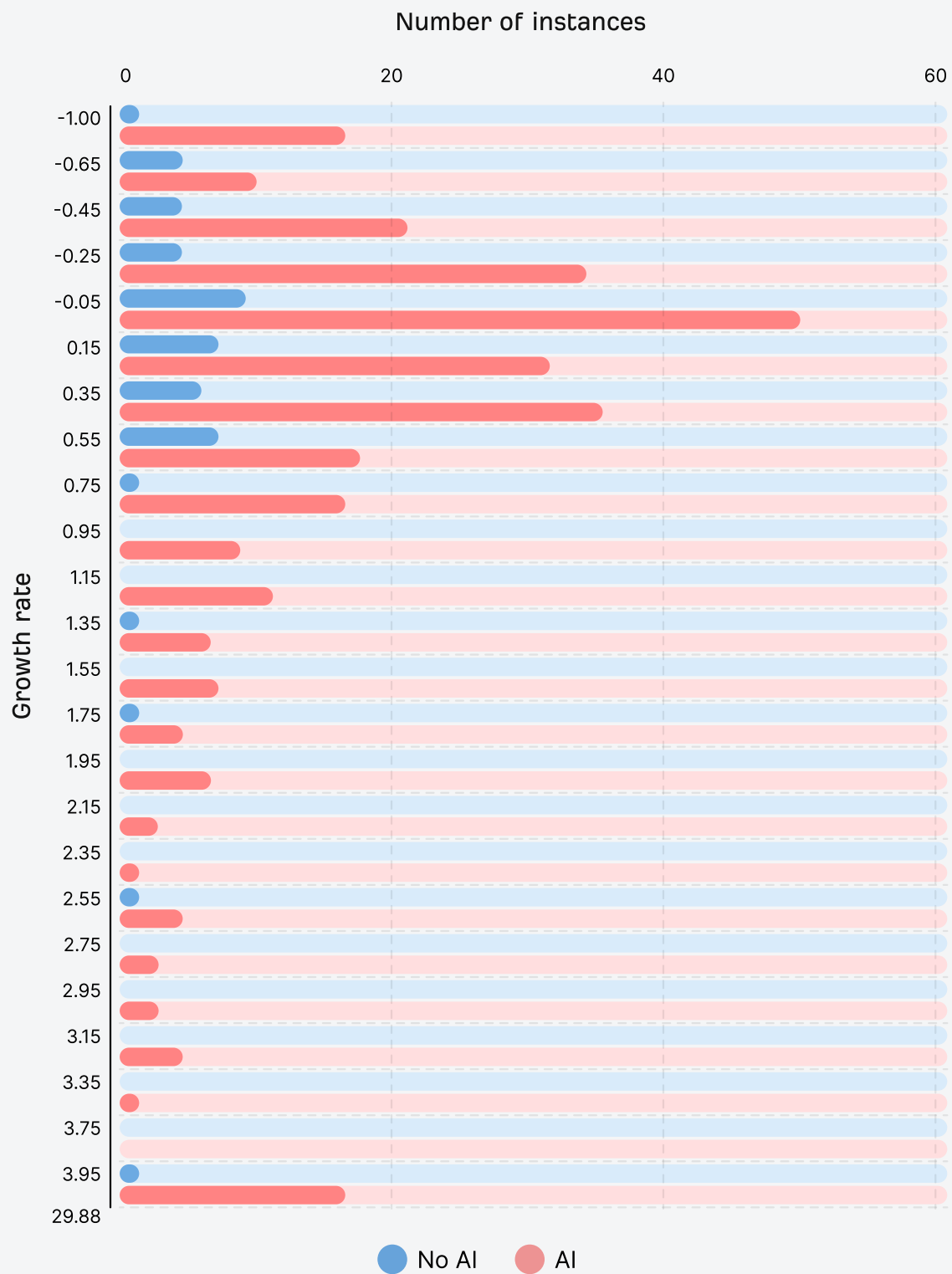
Year over year change in estimated organic traffic

" About 'AI generated content' performing the same as AI gener-
ated despite being lower quality... I would add a 'so far' here. It's
clear that quality, uniqueness, and real experience is something
that Google have openly shared that they're looking to reward, and
the AI generated content that don't follow these standards will be
definitely have a harder time ranking in the future.

The key for leveraging AI for content, should be to use AI to accel-
erate content production workflows, rather than replacing humans;
avoiding 'AI content on autopilot' without comprehensive human
expert edition.

In fact AI could be used to integrate data and insights in content
generated at scale, helping to make the content more meaningful
and useful for example, rather than just raw content production
too. Creativity and the addition of an expert layer and validation
will become key in the next few months.

Aleyda Solis
Founder & International SEO Consultant, Orainti

" This data gap is telling—is significantly more content production
actually doing that much more for these companies? It may feel
good, but it's barely creating more performance.

My hunch is that the sweet spot comes from people that are
slightly more productive on a volume basis, but are still heavily em-
phasizing quality over volume.

Ross Hudgens
CEO, Siege Media

AI content was (slightly) more likely to receive a manual penalty than human content

4% of AI users reported receiving a manual penalty from Google in the past year, compared to 3% of non-AI content users.

No AI
- 10.81% Don't know
- 86.49% No
- 2.70% Yes

AI
- 12.37% Don't know
- 83.85% No
- 3.78% Yes

Legend:
- Don't know
- No
- Yes
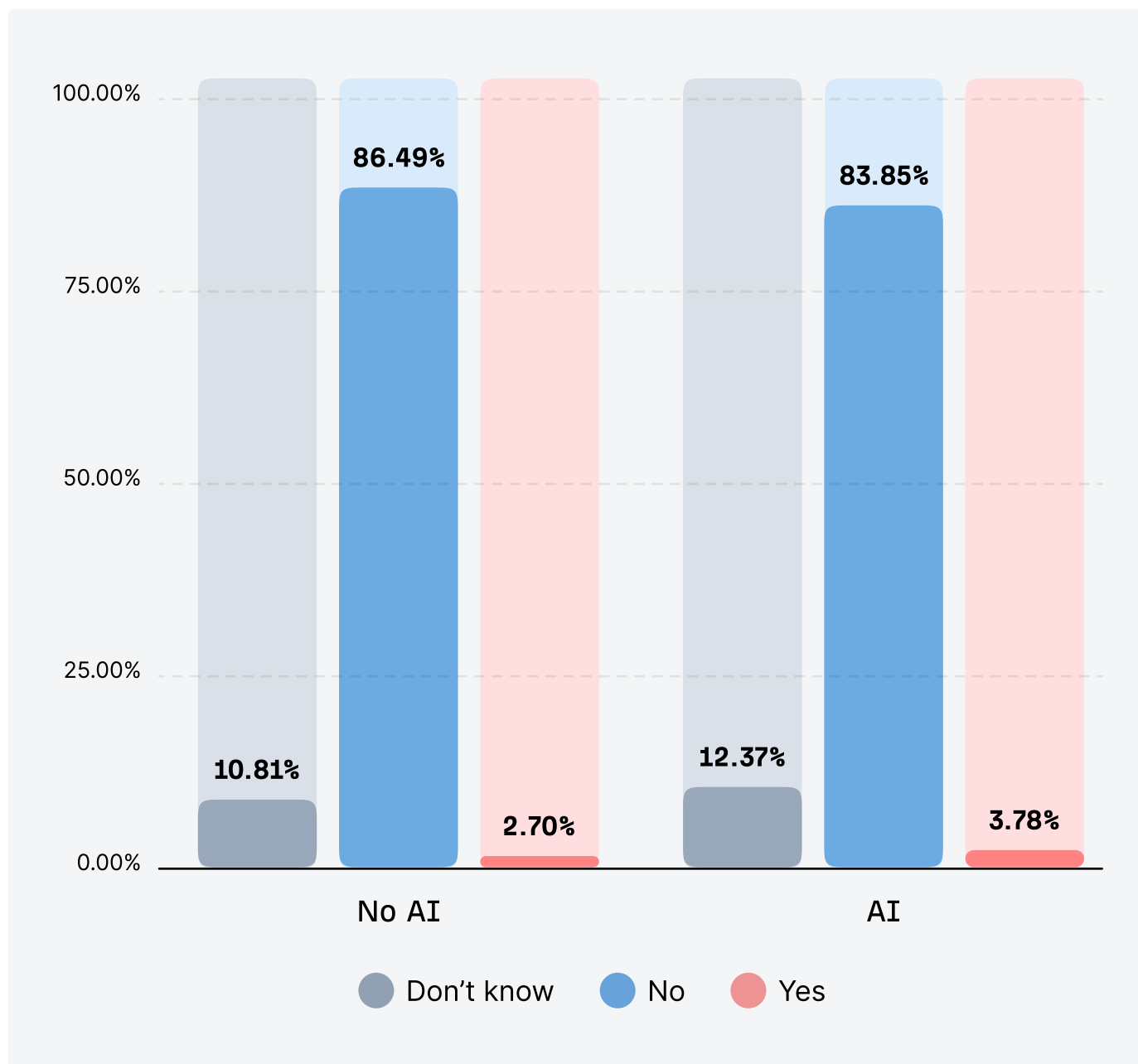
Q: Have you received a manual Google penalty in the last 12 months?

"Lack of accuracy" is the biggest barrier to AI use

The most popular reason for rejecting AI use was a concern about the accuracy of AI-generated content (60%), followed by plagiarism concerns (57%), and bias contained within AI content (36%).

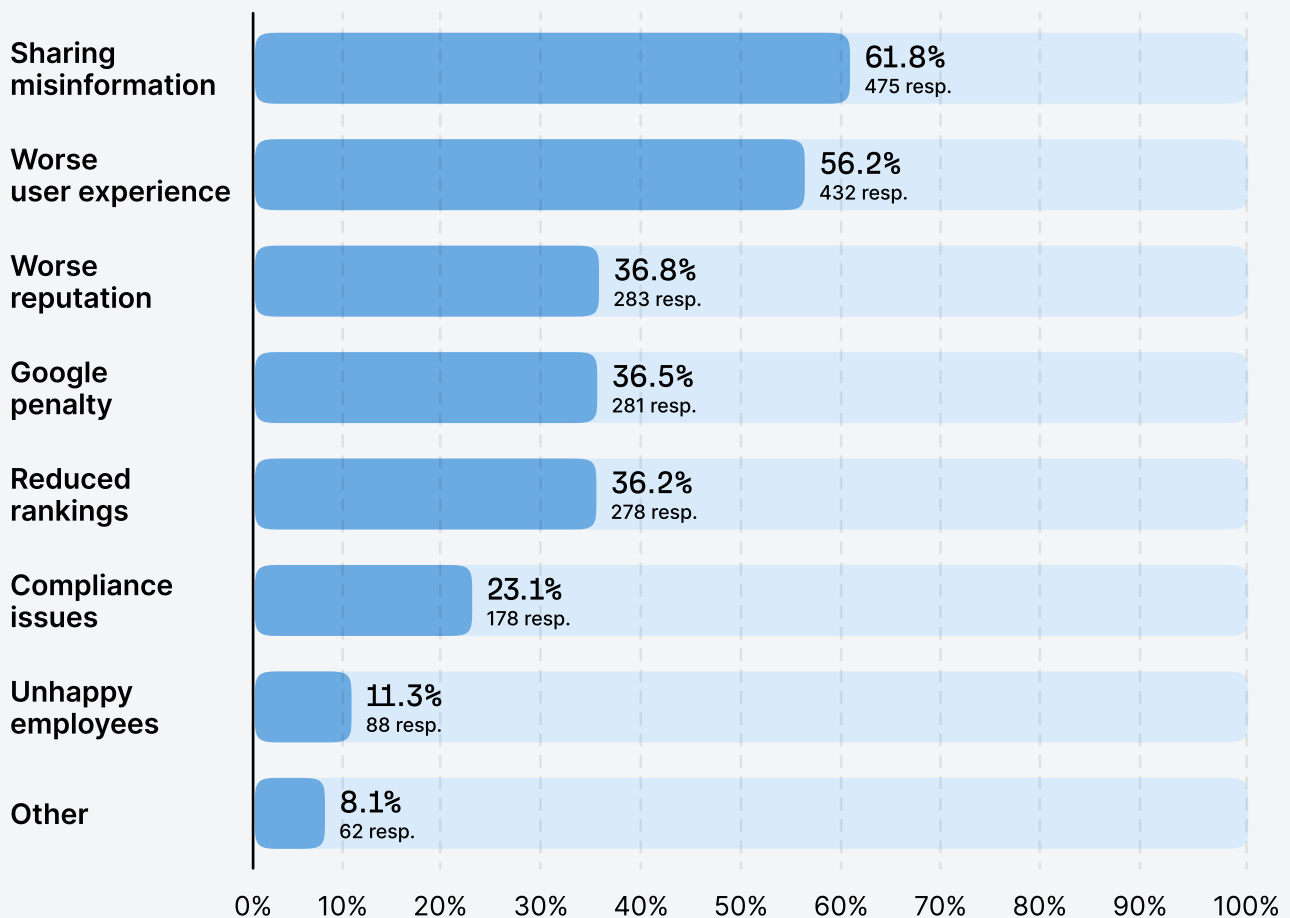|	
I'm concerned about the accuracy of AI-generated content	**60.0%** 60 resp.
I'm concerned about the potential for plagiarism or lack of originality	**57.0%** 57 resp.
I'm concerned about biases in AI-generated content	**36.0%** 36 resp.
I'm concerned about maintaining a consistent brand voice	**35.0%** 35 resp.
I'm concerned about the ethical implications of using AI	**35.0%** 35 resp.
I'm concerned about how customers might perceive AI content	**32.0%** 32 resp.
I'm concerned about compliance with legal or industry regulations	**21.0%** 21 resp.
My company doesn't allow it	**18.0%** 18 resp.
I'm concerned about becoming too reliant on AI tools	**17.0%** 17 resp.
I'm concerned about not knowing how to use AI effectively	**13.0%** 13 resp.
I'm concerned about the costs and whether AI will deliver ROI	**8.0%** 8 resp.
Other	**15.0%** 15 resp.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Misinformation is perceived as the greatest risk of AI content

The biggest perceived risks of using AI content were sharing misinformation (62%), creating a worse user experience (56%), and worsening the company's reputation (37%). 37% of respondents were also concerned with the risk of receiving a Google penalty.

Category	Value
Sharing misinformation	**61.8%** 475 resp.
Worse user experience	**56.2%** 432 resp.
Worse reputation	**36.8%** 283 resp.
Google penalty	**36.5%** 281 resp.
Reduced rankings	**36.2%** 278 resp.
Compliance issues	**23.1%** 178 resp.
Unhappy employees	**11.3%** 88 resp.
Other	**8.1%** 62 resp.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Q: What do you view as the biggest risks of publishing AI content?

AI content spend

How much are companies spending on AI
content, and how is their spend changing?

Human blog posts cost 4.7× more than AI blog posts

When asked about the average cost of a single blog post, 87% of AI users reported a cost of $0–100, compared to 39% of non-AI users.

11% of non-AI users reported spending greater than $1,000 per blog post, compared to just 2% of AI users. 4% of non-AI users report spending greater than $5,000 per blog post.

We used the midpoints for each range to calculate an approximate weighted average cost. For AI, this average cost was $131; for human-created content, $611, or 4.7× greater.
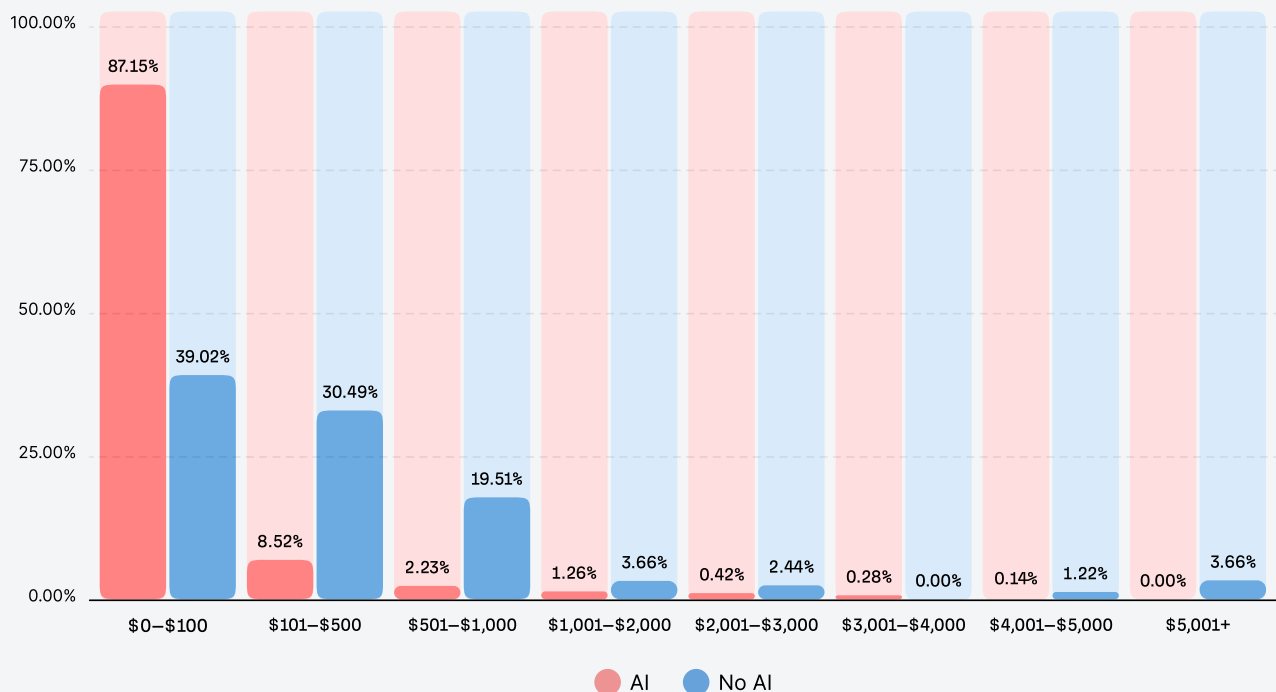

Q: How much do you pay for the average blog post?

| How much do you pay for the average blog post?	AI	No AI
$0–$100	87.15%	39.02%
$101–$500	8.52%	30.49%
$501–$1,000	2.23%	19.51%
$1,001–$2,000	1.26%	3.66%
$2,001–$3,000	0.42%	2.44%
$3,001–$4,000	0.28%	0.00%
$4,001–$5,000	0.14%	1.22%
$5,001+	0.00%	3.66%

There is almost no difference in total content spend between AI and non-AI users

The average monthly spend on content marketing was almost the same in the AI and non-AI segments: $2,475 and $2,442, respectively.
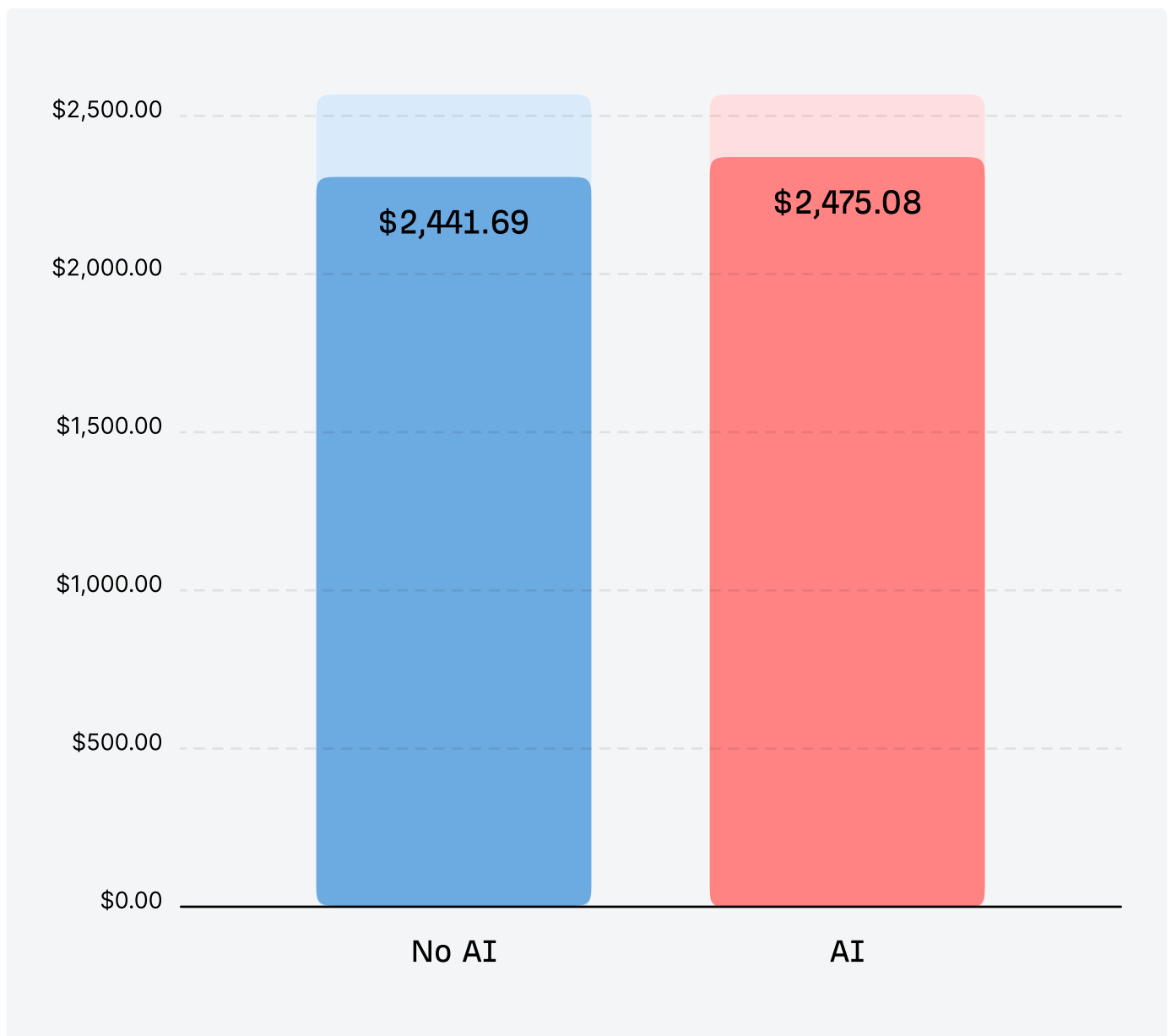
Q: In USD, roughly how much do you spend on content in an average month?

Segmenting the data further by company size, AI use seems to correlate with reduced spend for the smallest (micro) and largest (enterprise) companies, but with increased spend for other company sizes. The data suggests that AI use is not simply correlated with reduced spend across the board.
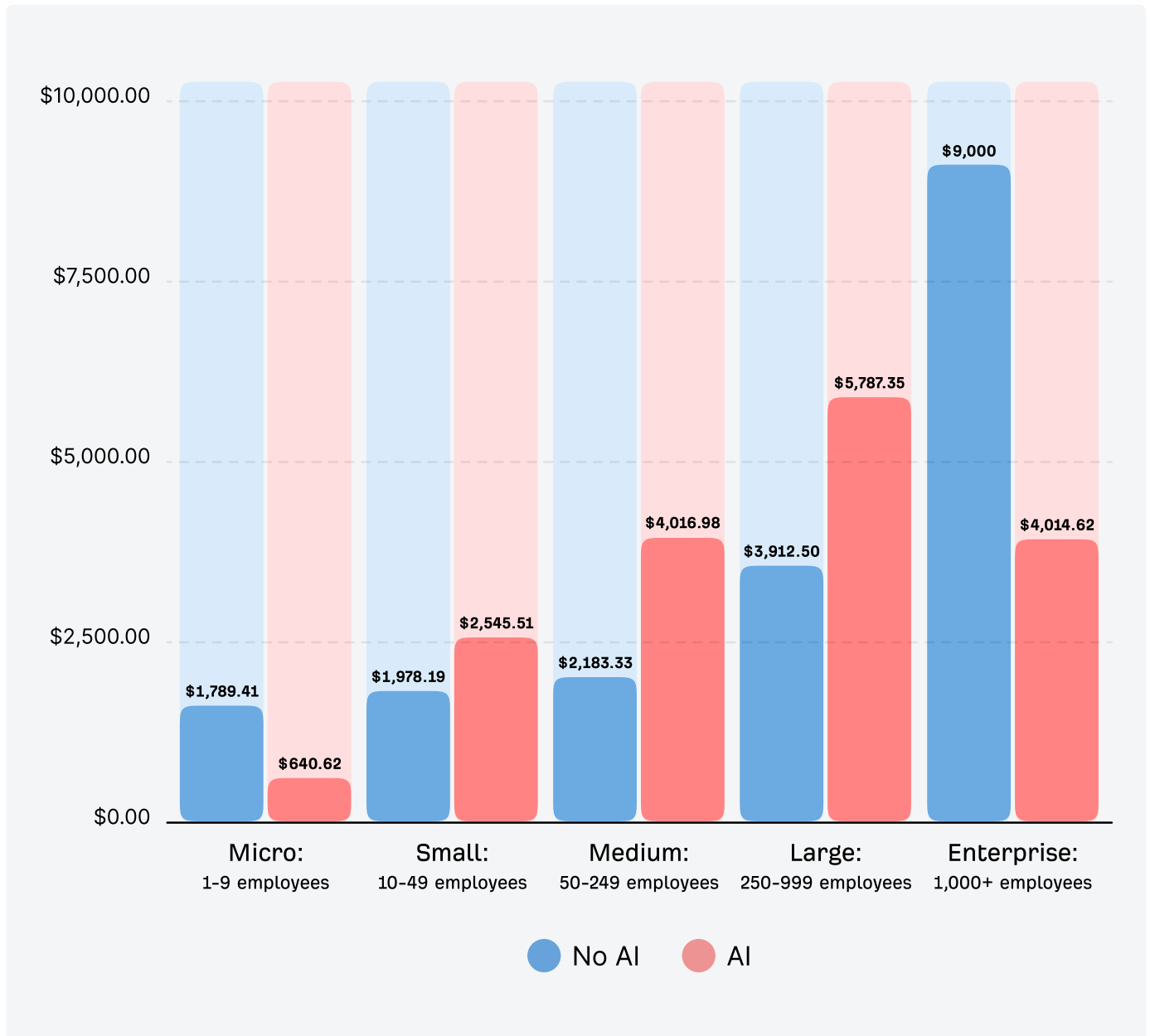
Q: In USD, roughly how much do you spend on content in an average month?

" It's interesting that companies using AI aren't necessarily spending less—they're producing more with the same budget. Even though we're still in a tough budgetary environment, companies are still investing to shift from the constant struggle of creation to focusing on strategy, audience insights, and measuring actual business impact. We've seen the same at Campfire—the efficiencies AI has created has allowed us to experiment more and more quickly (e.g., AB testing ad copy at scale), and we've actually invested more in our own content in Q1 because we feel there are economies of scale to AI use that we couldn't generate before.

Cassandra Naji
CEO, Campfire Labs

" One way to read this data: content budgets are similar across AI and non-AI-using companies. Instead of using AI as a justification for increasing spend, AI is instead being used to make the same budget go further, creating more content for the same total cost.
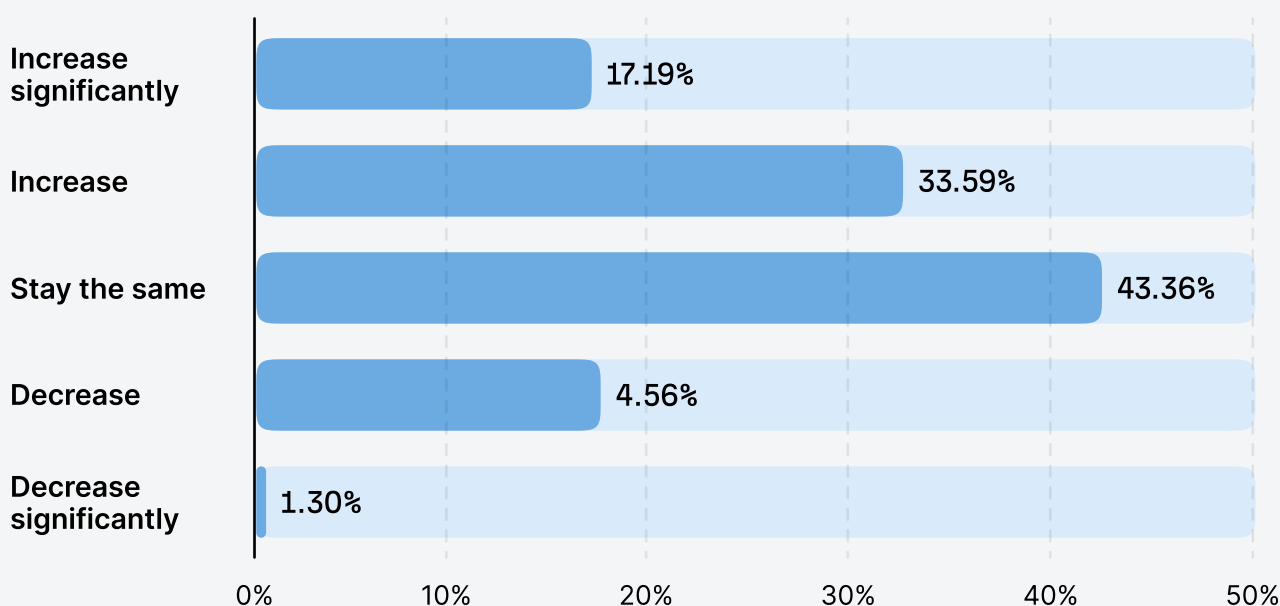
Ryan Law
Director of Content Marketing, Ahrefs

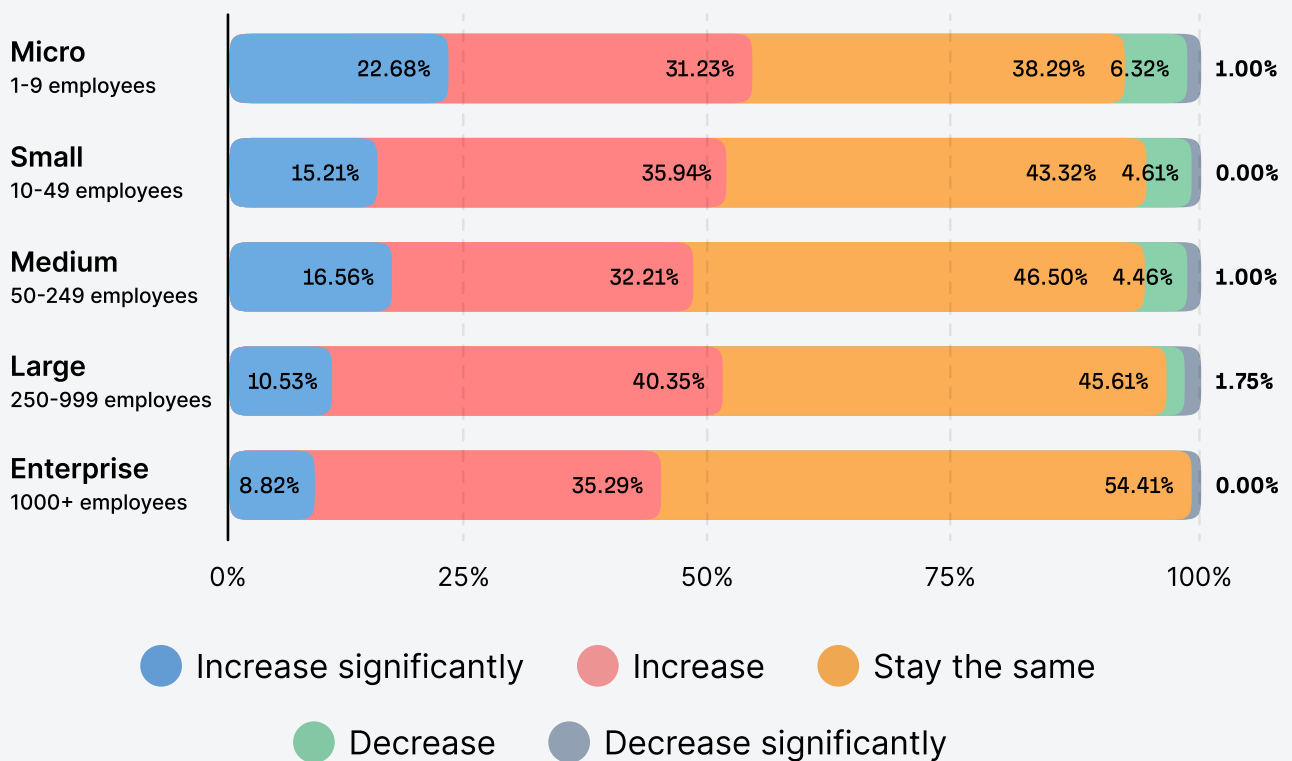# 51% of companies plan to increase spend on AI content

Over half of respondents plan to increase spend on AI content in the next year (17% "increase significantly" and 34% "increase").

43% plan to keep their spend the same, while just 6% plan to decrease spending (5% "decrease" and 1% "decrease significantly").

Q: Do you plan to increase or decrease spending on AI content in the next 12 months?

Grouping data by company size, micro (1–9 employee) companies are the most likely to increase their spend, while enterprises (1,000+ employees) are the least likely to decrease their spend:


Micro
1-9 employees — 22.68% | 31.23% | 38.29% | 6.32% | **1.00%**

Small
10-49 employees — 15.21% | 35.94% | 43.32% | 4.61% | **0.00%**

Medium
50-249 employees — 16.56% | 32.21% | 46.50% | 4.46% | **1.00%**

Large
250-999 employees — 10.53% | 40.35% | 45.61% | **1.75%**

Enterprise
1000+ employees — 8.82% | 35.29% | 54.41% | **0.00%**

0%   25%   50%   75%   100%

● Increase significantly ● Increase ● Stay the same

● Decrease ● Decrease significantly

Q: Do you plan to increase or decrease spending on AI content in the next 12 months?

Companies spend an average of $188 per month on AI tools

When asked about expenditure on AI tools, 47% of respondents reported spending $1–100 on AI tools per month, with 15% spending $101–250.

Using the midpoints of each range to calculate, we can calculate an estimated weighted average spend of $188 per month.
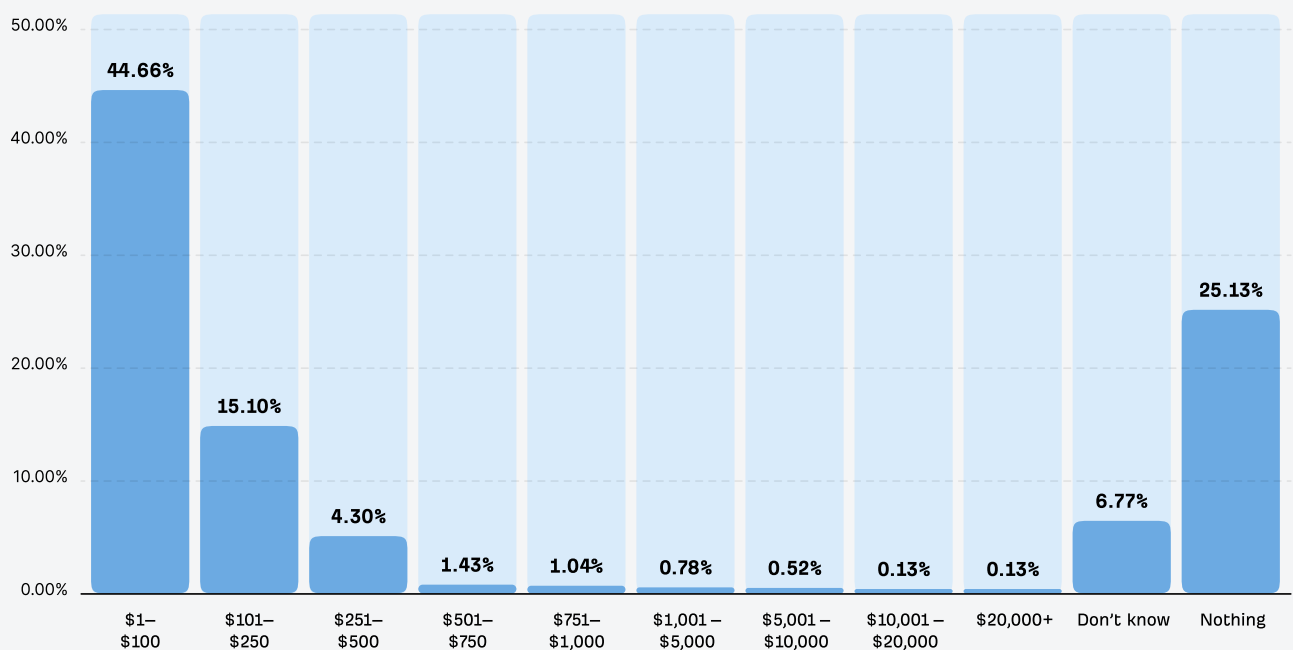

How much do you spend on AI tools per month?

38% of respondents are saving money on writers

38% of respondents reported reducing their expenditure on writers and freelance writers as a result of adopting AI, with 45% reporting no saving.

The most commonly reported savings fell into the $1–500 and $501–1,000 range. Using the midpoints of each range we can calculate an estimated weighted average saving of $603.
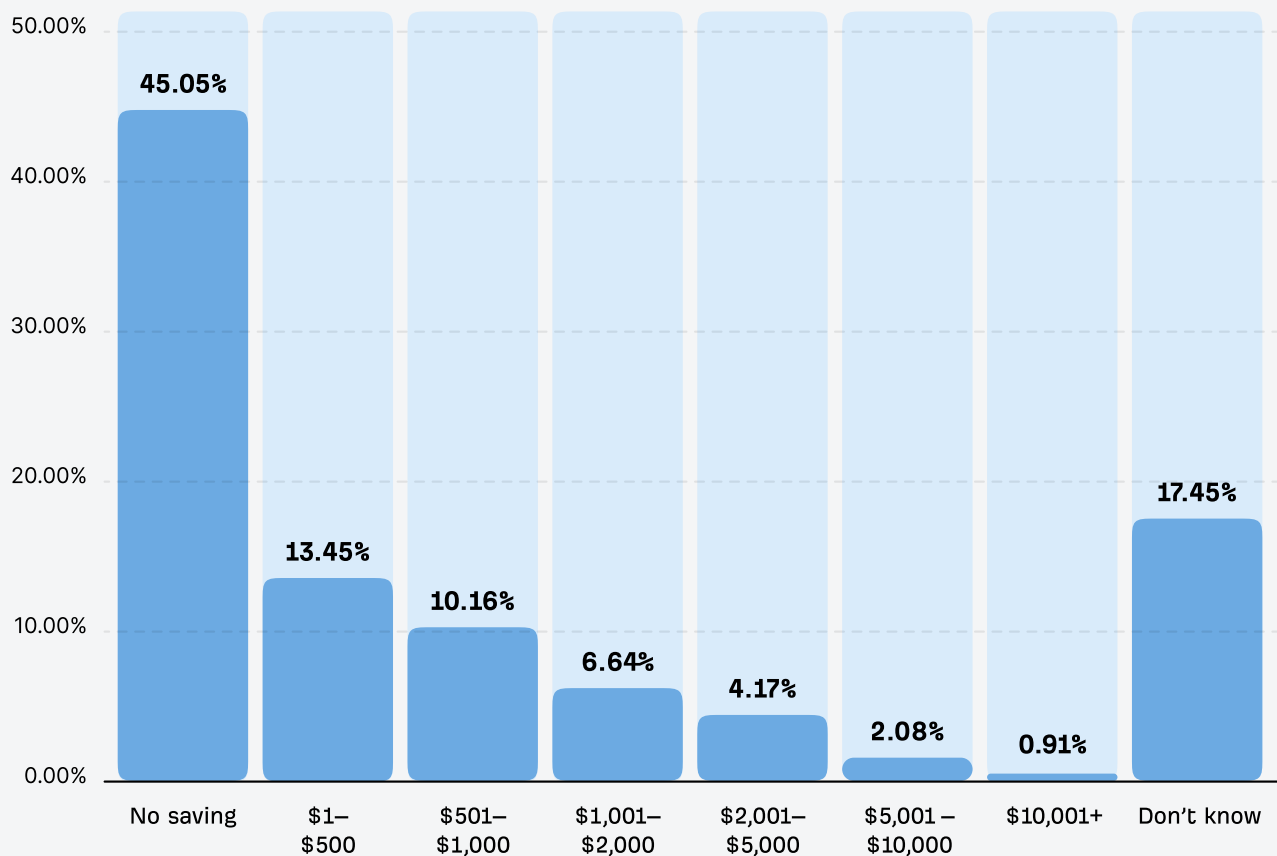
Q: How much are you saving per month on writers/freelancers since adopting AI?

AI is not here to replace content teams—it's here to make them more efficient, creative, and strategic.

The brands that invest in AI training now will have a clear competitive edge, producing high-quality content faster while maintaining authenticity and brand voice.

Anna York
Senior Digital Marketing Consulting

There is a lot of hype around AI's ability to replace skilled writers and engineers, but in reality, it's the skilled writers and engineers who use AI to improve the quality and output of their work.

Ryan Law
Director of Content Marketing, Ahrefs

38% of respondents are saving money on writers

Final thoughts

Our research suggests that AI use is widespread in content marketing, across companies and marketing teams of all sizes. Generative AI allows companies to reduce the marginal cost of content creation and increase their publishing frequency, allowing the same budget to stretch further.

With most respondents believing that AI content can rank as effectively as human-written content, this increased publication frequency may allow companies using AI to grow their organic traffic at a greater rate than those avoiding AI use in any form.

While many companies are concerned with a lack of accuracy and the perpetuation of bias and misinformation from AI content, most companies have established processes for reviewing AI-generated content. Our data also suggests that the risks of being adversely affected by a Google algorithm update or receiving a manual penalty are relatively low for AI content.

As a result, most companies plan to either maintain or increase their spend on AI content in the next year.

Go from idea to top-ranking article—in minutes.

How to Plan a Trip to Southeast Asia 2025 (First-Timers' Guide)

Longing for an exotic couple's/family vacation? A 10–30-day trip to Southeast Asia will fulfill your dreams for a tropical travel experience with its sunny beaches, verdant jungles, adorable elephants, charming old towns, dynamic metropolises, diverse tasty foods, traditional floating markets, and mysterious temple complexes.

Southeast Asia consists of 11 countries. They're conveniently connected to each other by 1–3-hour flights. More than 95% of couples and families choose to visit 2–3 SE Asian countries in one trip.

The five most popular destinations for the SE Asia first-timer are Thailand, Cambodia, Vietnam, Singapore, and Indonesia (mainly Bali). For a deeper cultural exploration and a longer trip, Myanmar and Laos come onto the list most frequently.

Spend 5–10 minutes on the following 6 steps to get an instant overview of how to plan a worry-free trip to Southeast Asia.

1. Choose Where to Go

Among all our couples' and family clients' choices, the best-selling itineraries cover the Southeast Asia travel hubs of Thailand (Bangkok, Chiang Mai, Phuket / Koh Samui), Vietnam (Halong Bay, Hanoi, Hoi An, Ho Chi Minh) and Cambodia (Angkor Wat). >>How to Plan a 3-Week Thailand, Cambodia, and Vietnam Tour

Topics ▾

Refine your draft to better address the questions your audience is asking about this topic. Helpful content benefits the customer and often ranks higher.

Best Time to Visit `98`

This topic explores the best times to visit Southeast Asia, considering factors like the rainy and dry seasons.

Relevant terms

air quality • burning season • cool season • dry season • festival time • humidity • mild temperatures • monsoon season • peak holiday season • rainy season • temperature variations • wet season

View details ›

Budgeting and Costs `68`

This topic discusses the expected travel costs and budgeting strategies for different types of travelers in Southeast Asia, from backpackers to upscale tourists.

Relevant terms

Content score

55

Words
2.7K
/ 1.8K-6.2K ✓

Topics
Chat
Title tag
Meta description
Headings
Competitors
Internal links

Feedback

AI Content Helper is a content optimization tool designed to boost content relevance and keyword rankings.

For any target keyword, AI Content Helper grades your content against the main topics covered by the top-ranking articles, making it easy to spot and fill in the content gaps.

AI Content Helper's features include:

AI writing assistant. Ask a state-of-the-art AI writing copilot to write paragraphs, fill content gaps, and edit and improve your article content.

Ask AI anything...

(+) (This doc ✕) (5 competitors ✕)

Content scoring. Score the search optimization of your content (and your competitors) from 0—100, and get actionable recommendations for improving optimization for your target keyword.

67

Topic optimization. Use AI to identify "topic gaps": missing information to add to your article to help readers answer their questions and Google rank your content.

Intent identification. Many SERPs contain multiple intents, so AI Content Helper lets you pick the exact articles you want to compare with.

Competitor insights. See content scores, word counts, referring domains, and more for your competitors' articles, along with the full HTML of each competing page—perfect for seeing how the top-ranking articles are written.

Brand Kit. Stay on-brand and personalize every page to your exact requirements. Use Brand Kit to save key brand details like company voice, customer persona, and writing style.

Coming soon

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May 2025