

B2B MARKETING

AI Content Risk

How governance readiness is
shaping enterprise marketing risk

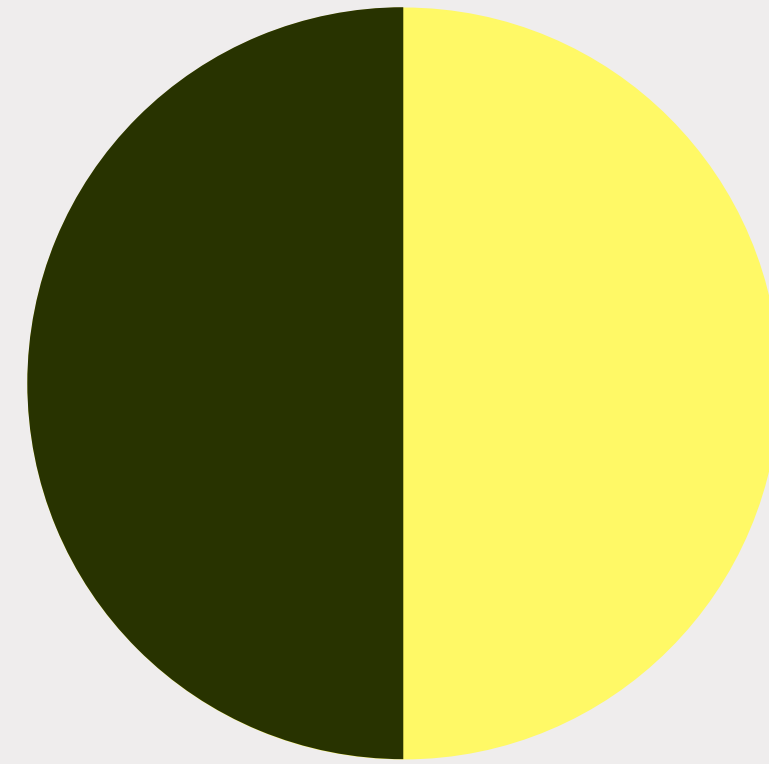
Stensul

Executive Summary

B2B marketing has historically relied on structured workflows, multi-stakeholder approvals, and rigorous review processes to manage risk. However, new research suggests that AI adoption is advancing faster than the governance infrastructure designed to oversee it.

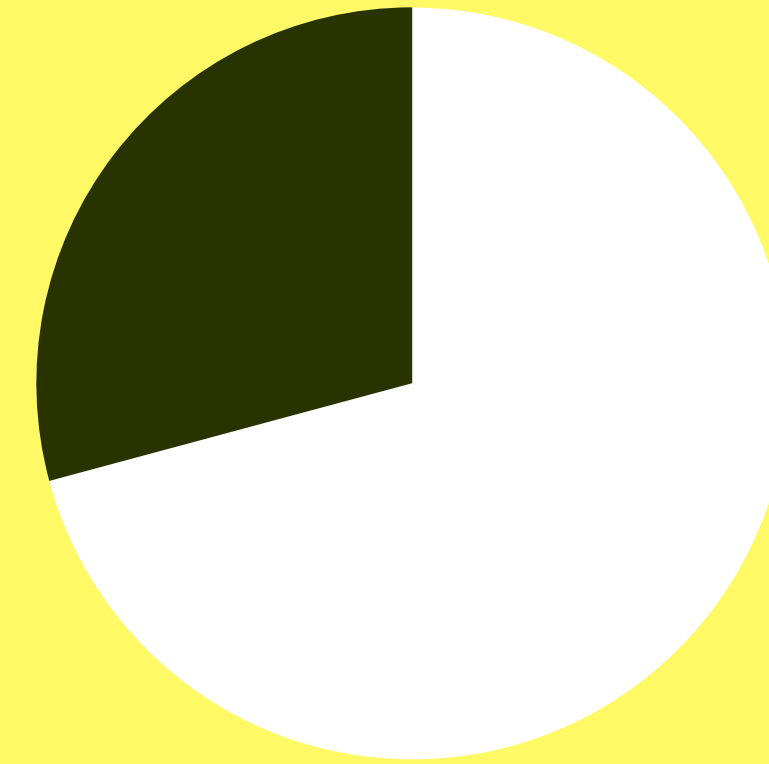
The findings show that existing controls often operate reactively. B2B organizations are 15% more likely than average to send campaigns with errors, and teams frequently add additional review steps only after issues occur. As AI accelerates campaign production, the data suggests that governance processes have not yet evolved to match the pace of adoption.

50%



of B2B organizations cite a lack of human oversight as their top concern about AI in marketing, the highest of any segment.

35%



Report that their governance policies are operationally ready for safe implementation.

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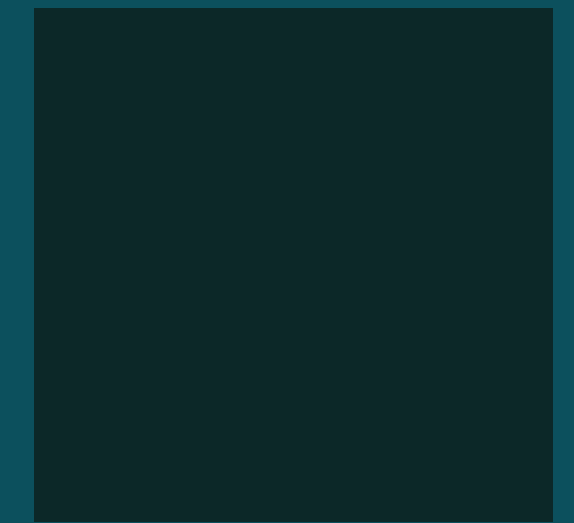
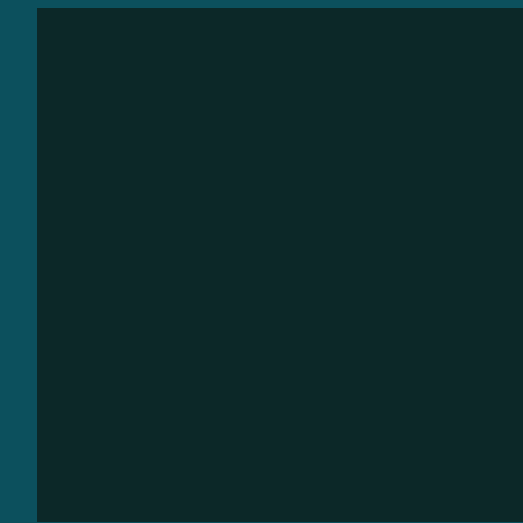
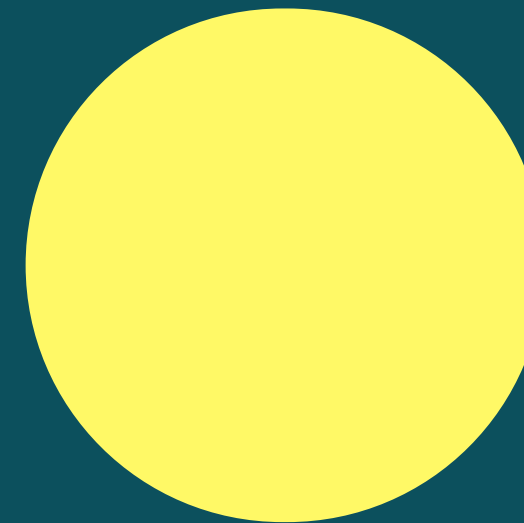
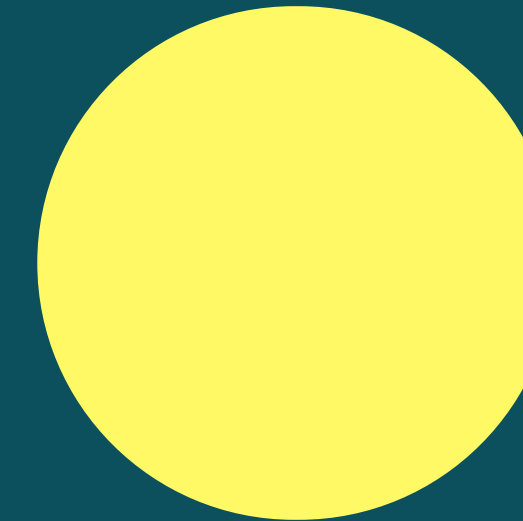
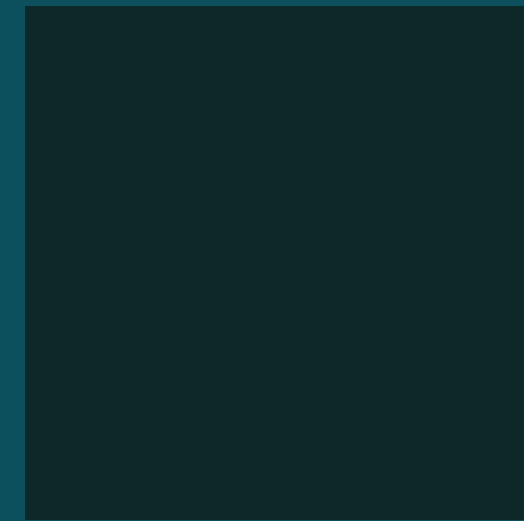
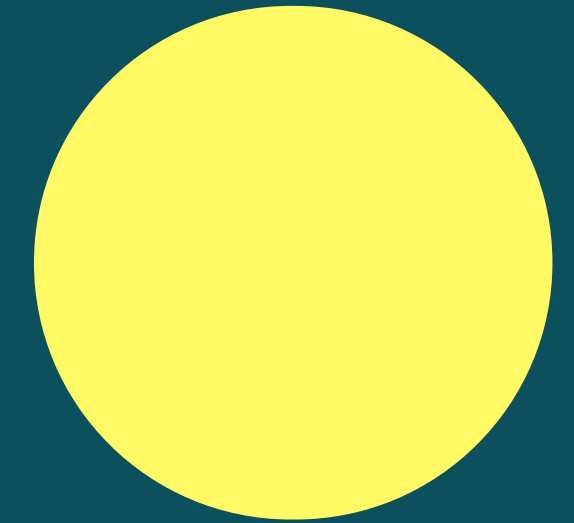
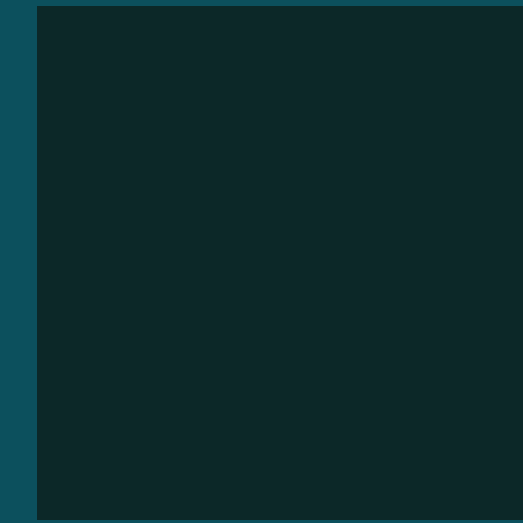
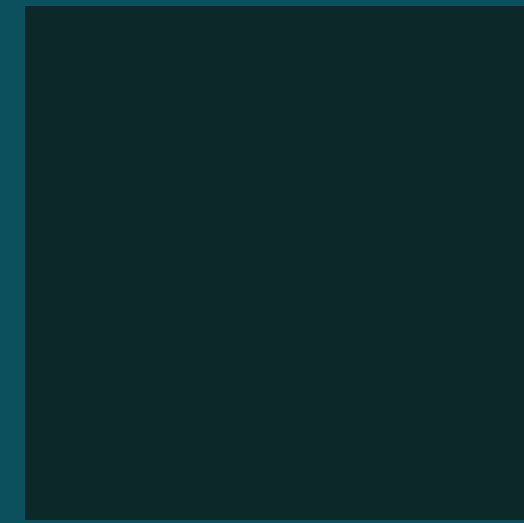
Methodology

Stensul B2B AI Content Risk is based on a quantitative survey of 321 economic buyers of marketing technology solutions. (U.S. n=269; U.K. n=52)

Conducted by Datalily, the study surveyed marketing professionals across B2B, B2C, and mixed-model organizations representing a range of company sizes, industries, and team structures.

All findings in this report reflect B2B-specific data unless otherwise noted as overall market averages. Financial impact data is reported at the overall market level due to limited segment-specific breakdowns in the source data. All percentages are rounded to the nearest whole number.

This report covers AI use in marketing campaign creation specifically and does not address broader AI or technology governance practices. The research was conducted in 2025.



1

Lack of human oversight is **B2B's #1** AI content concern

The concern B2B marketers rank highest isn't hallucinations, regulatory violations, or data security — it's the absence of humans in the loop. For organizations where relationships are long-cycle and high-trust, AI-generated content reaching a buyer without adequate review is the sharpest risk.

This concern ranks 7 points above the overall average, showcasing a signal: B2B teams understand the exposure but have not yet built the governance infrastructure to systematically address it. Awareness without a structural response is not governance.

Top concern about AI in marketing campaign creation: lack of human insight

50%
B2B organizations

43%
Overall average

2

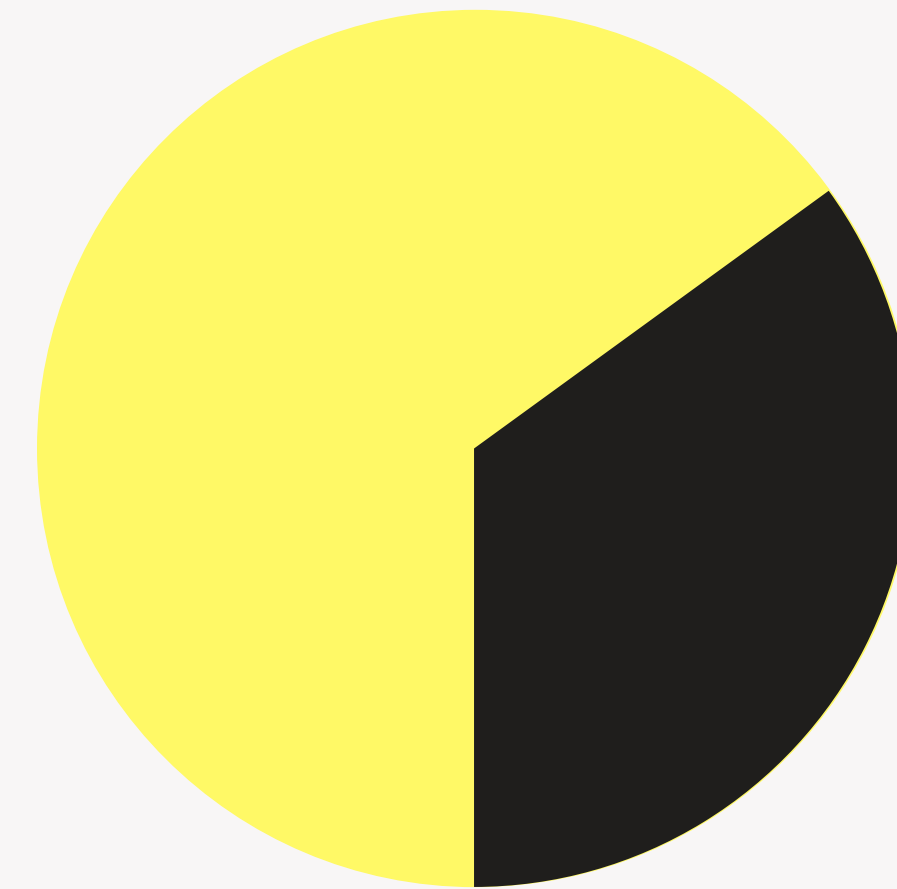
Governance policies exist but aren't operationally ready

Having a governance policy and being operationally ready to use AI safely are two different things. The 7-point gap between policy ownership and readiness means the majority of B2B organizations have frameworks that are aspirational rather than actionable.

With AI adoption accelerating, a policy that exists on paper but hasn't been operationalized offers limited real-world protection.

AI governance:

Policy coverage vs. implementation readiness



35%
Ready for safe
implementation



42%
Have comprehensive
policies

3

B2B organizations send **more** campaigns with errors than average

B2B organizations send more campaigns with errors than their counterparts, reinforcing the need for governance policies that aren't just on paper, but operationally ready.

The primary consequence when errors occur is increased internal scrutiny and review processes (52%) — a reactive outcome, not a preventive one.

Teams are adding review steps after errors surface rather than building oversight into the content creation process from the start.

Campaigns sent with errors in the past year (1-10 instances)

46%
B2B organizations

40%
Overall average

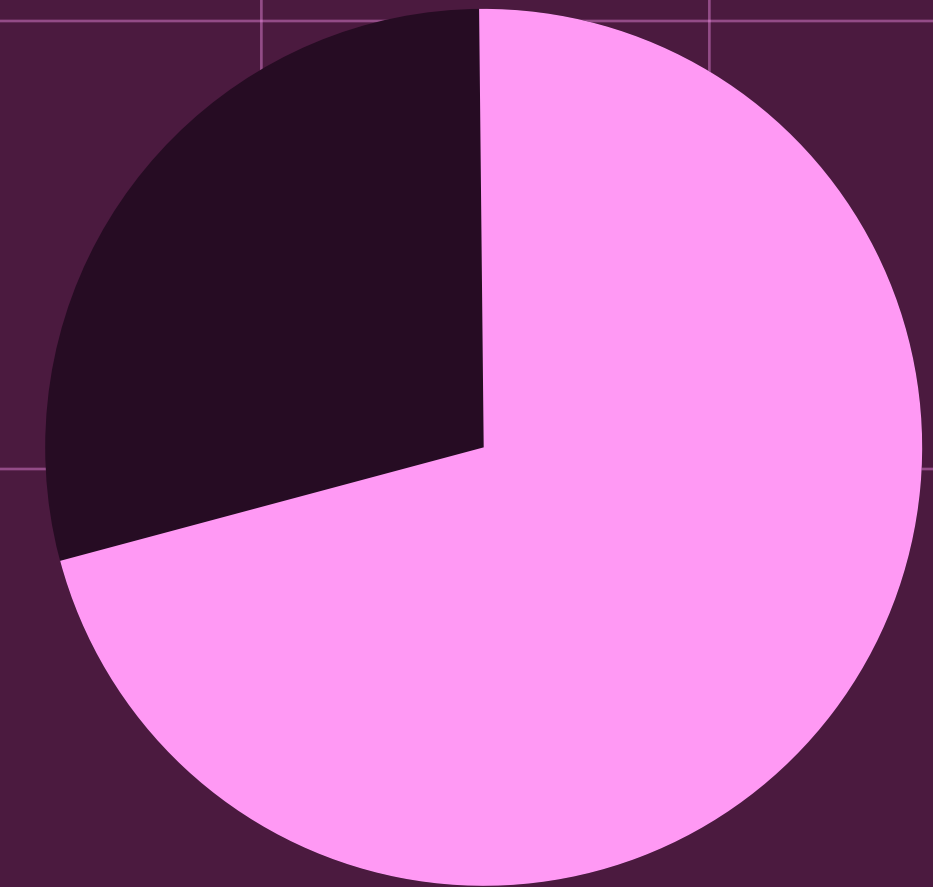
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Approval cycles are reactive bottlenecks, not proactive control

50%
B2B organizations

42%
Overall average

B2B organizations cite multiple approval rounds as a campaign bottleneck — 8 points higher than the average



71%
of organizations with
2+ week timelines cite compliance/
legal review as the key driver

Risk managed at the compliance review stage is both harder and more expensive to resolve than risk managed at the point of content creation.

5

Financial exposure scales sharply with error frequency

More errors don't just increase risk. They multiply cost. Among companies experiencing up to 50 campaign errors per year, 36% report \$501K–\$1M in annual losses — compared to just 9% of companies overall. That's a four-fold increase in financial exposure driven almost entirely by error volume.

As error rates rise, so does the cost of fixing them, from lost deals and damaged relationships to the operational burden of reactive reviews. Governance investment that prevents errors upstream is significantly less expensive than managing the fallout downstream.

Estimated annual financial impact of campaign errors, by error frequency

36%

**High Error Frequency:
41–50 errors/year**

Companies reporting \$501K–\$1M in losses

9%

Overall average

Companies reporting \$501K–\$1M in losses

About Stensul

Stensul is the Governed Creation™ Platform for enterprise marketing teams creating campaigns at scale.



Built for complex, regulated, and multi-brand organizations, Stensul embeds governance directly into the creation process so teams can work faster without compromising brand or compliance.



Native AI capabilities like email generation, text regeneration, and Smart Duplicate operate inside brand guardrails and approval workflows, so speed doesn't introduce risk. With Bring Your Own Key (BYO Key), teams can connect their own LLM and keep AI inference inside their own environment.



\$

Marketers
reduce campaign
creation time
by up to

90%

with AI-assisted creation,
real-time collaboration,
built-in guardrails, and
seamless integrations in one,
connected platform.