

B2C MARKETING

AI Content Risk

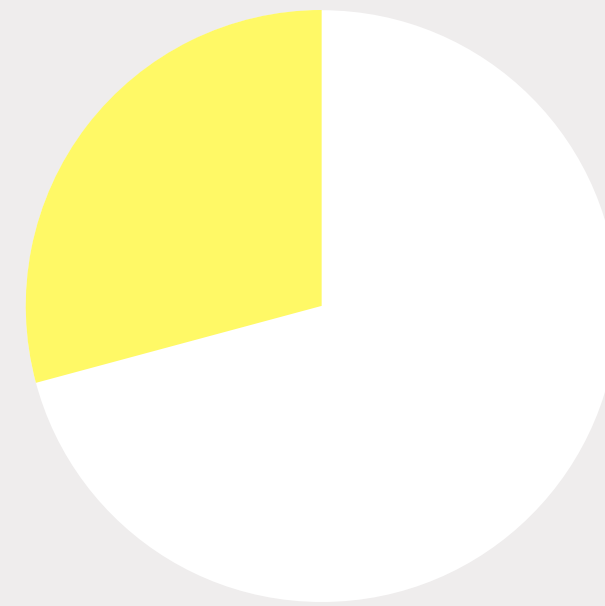
How speed, scale, and governance gaps
are reshaping campaign risk

Executive Summary

B2C marketing operates at a pace and scale that makes it uniquely exposed to AI content risk. High campaign volumes, fast approval cycles, and direct consumer relationships create a compounding dynamic: when AI-generated content fails, it fails quickly, visibly, and often at scale.

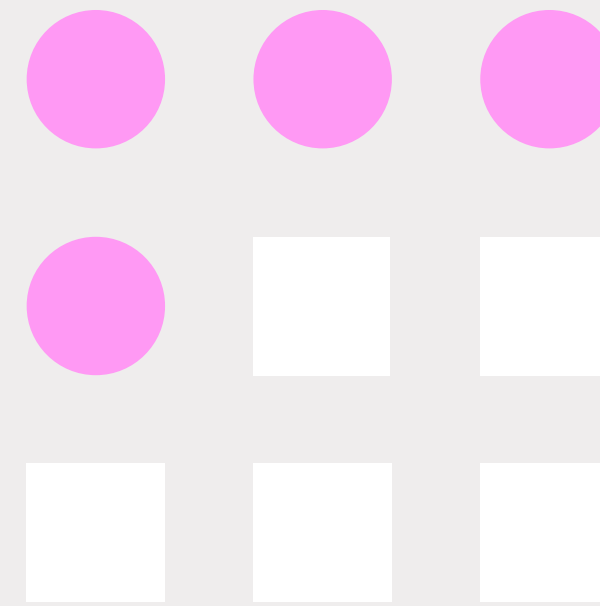
As AI accelerates campaign creation, the findings suggest that for many B2C teams, oversight infrastructure has not evolved at the same pace.

29%



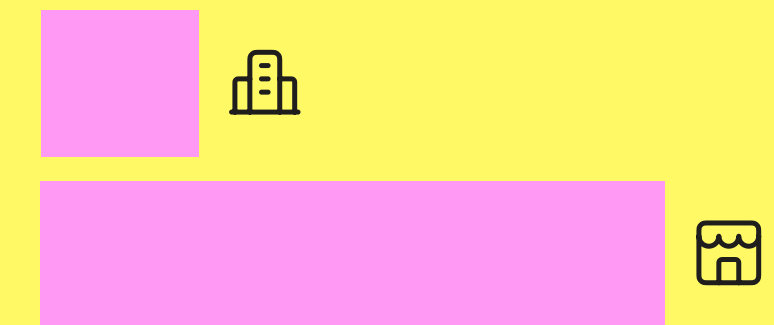
of B2C organizations say their AI policies are ready for safe implementation

+33%



More than a third report that AI adoption has actively increased their brand and compliance risk

4x



B2C teams are four times more likely than B2B counterparts to send 51 to 100 campaigns per month, which means every governance gap gets multiplied across more consumer touchpoints.

The data in this report tells a clear story. B2C organizations have the lowest governance readiness of any business model segment.

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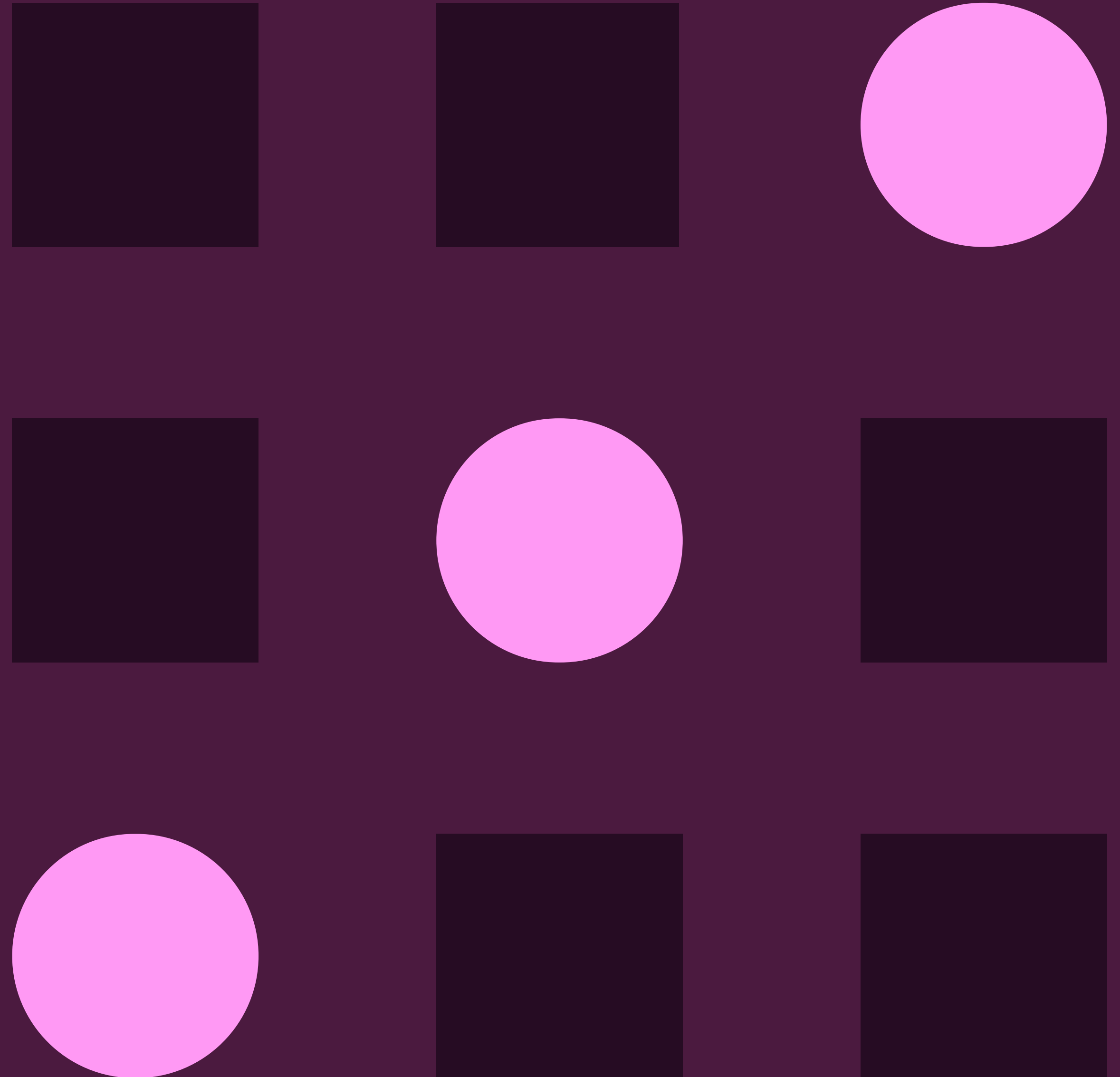
Methodology

Stensul B2C 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 B2C-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

AI adoption is actively increasing risk for B2C organizations

More than a third of B2C organizations say AI has made them more exposed to risk, not less. The higher-volume, faster-cycle nature of B2C campaigns leaves less time for review at every stage of the process.

In B2C organizations, AI adoption is outpacing the governance infrastructure needed to keep it safe. AI is not inherently risky — but AI deployed without oversight in a high-volume, consumer-facing environment is.

AI adoption has somewhat increased brand and compliance risk

37%

B2C organizations

somewhat increased (highest of any segment)

33%

Overall average

somewhat increased

2

B2C has the lowest AI governance readiness of any segment

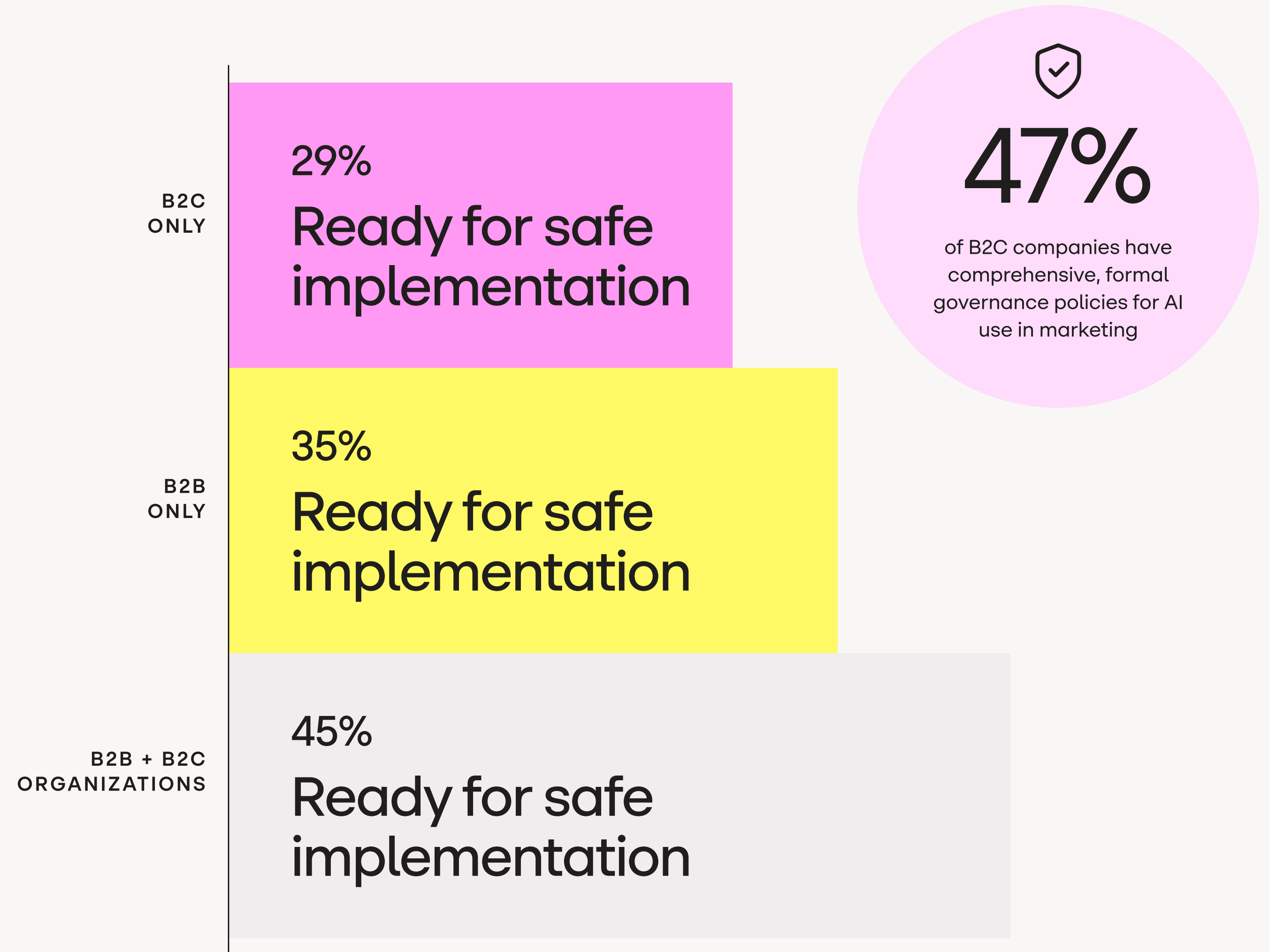
The 18-point gap between policy coverage (47%) and implementation readiness (29%) is the widest of any segment in the study.

Having a governance policy and being operationally ready to implement AI safely are two different things. For B2C organizations, the gap between them is the widest in the market.

In a segment where campaigns move fast and consumer exposure is direct, an aspirational policy offers limited protection. The readiness gap is where risk lives.

AI governance:

Policy Coverage vs. Implementation readiness

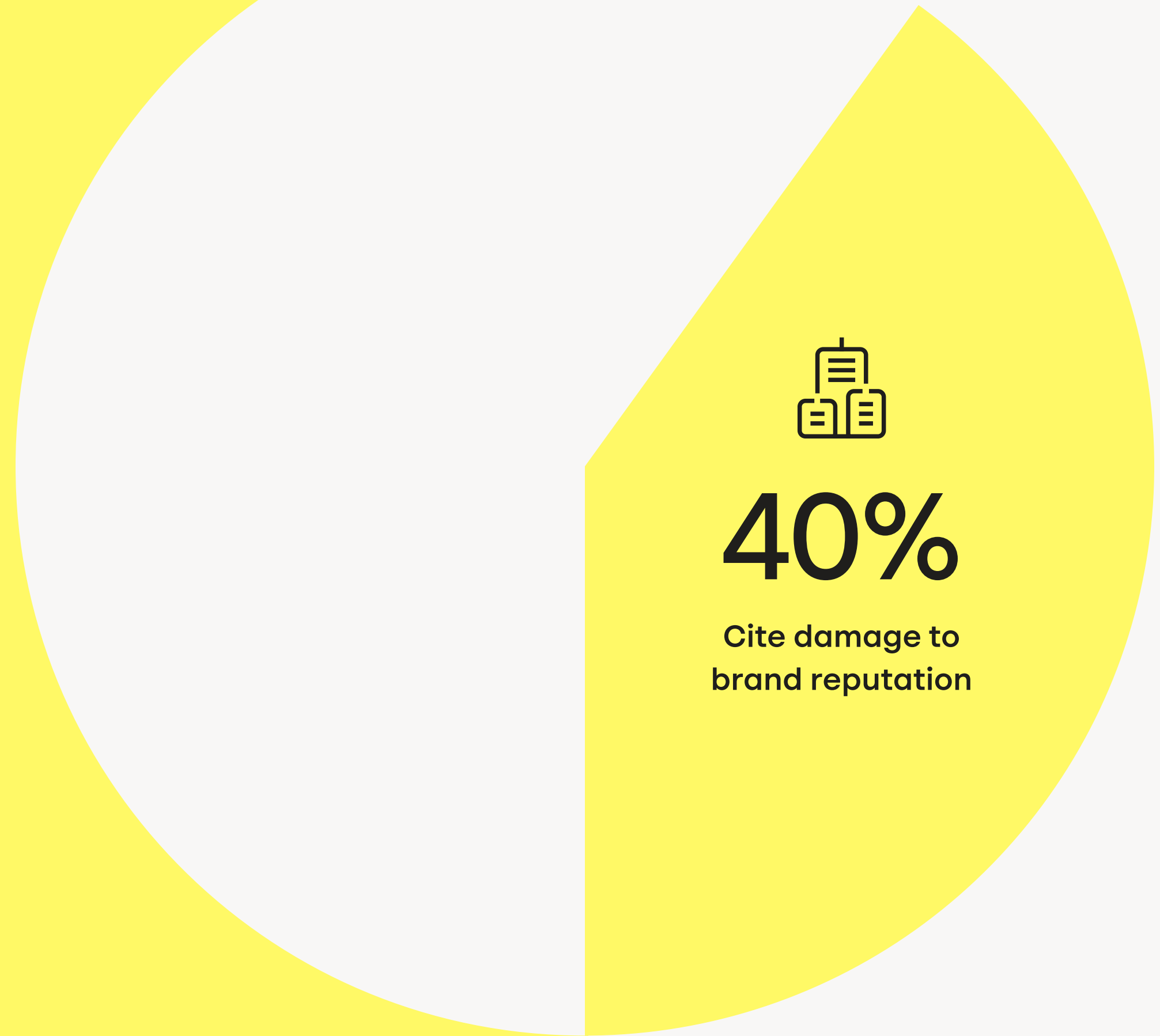


3

When errors occur, B2C brands pay with their reputation

When errors occur, the damage is consumer-facing and immediate. B2C organizations are more likely than any other segment to cite brand reputation damage as the primary consequence of campaign errors.

The faster the approval cycle and the higher the volume, the more exposure there is for errors to reach consumers unchecked.



Primary consequence of campaign errors

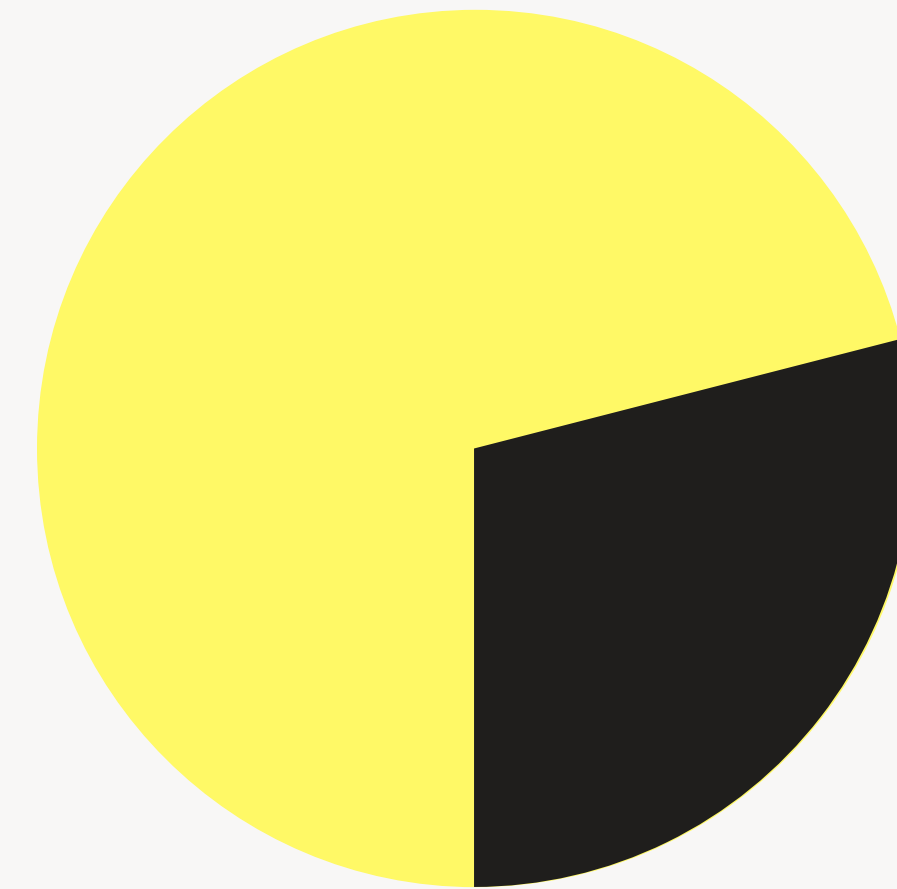
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B2C's 2026 roadmap is accelerating the problem, not solving it

The data reveals a compounding problem: B2C organizations are investing in the capabilities that generate more content, faster — while underinvesting in the governance infrastructure needed to manage it safely.

Improving efficiency without improving governance doesn't reduce AI content risk; it scales it. B2C organizations are building the infrastructure to move faster in 2026 while leaving the oversight gap intact.

B2C top marketing technology priorities for 2026



29%

Strengthening governance and compliance: not among B2C's top priorities



42%

B2C #1 priority: improving campaign creation efficiency

5

B2C sends more campaigns, amplifying AI content risk

Volume is not just an operational metric. It's also a risk multiplier. B2C organizations sending 51–100 campaigns monthly have proportionally more touchpoints at which AI-generated content can reach consumers without adequate review.

B2B sends lower campaign volumes, reducing the aggregate surface area for AI content risk. However, errors that occur are more likely to affect key accounts and relationships.

Organizations sending 51–100 campaigns per month

26%
B2C organizations

6%
B2B organizations

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.