

The Global Speed-to-Market Benchmark Report

Global data on the speed-to-market gap: Where organizations lose time, revenue, and competitive ground — and what it takes to keep up.



Executive Summary

SLOW IS THE NEW RISK.

Only **22.5%** of teams feel they consistently deliver at the speed the market demands — yet **56%** of executives rate speed-to-market as very important or mission-critical to growth.



HALF THE MARKET IS ALREADY BEHIND.

Nearly half of GTM teams believe their competitors move faster than they do. In a market moving faster than ever, that perception isn't just demoralizing — it's a competitive threat.

APPROVALS ARE KILLING MOMENTUM.

The single largest bottleneck in the GTM process isn't resourcing or strategy — it's sign-off. Over **50%** of GTM professionals cite the approval process as their biggest efficiency killer, with more than half of teams enduring three or more rounds of content revision and nearly one in five going through five or more.

DEVELOPERS ARE DOING THE WRONG WORK.

38% of marketing and digital teams require developer support for most or every campaign. Over a third of developers spend **25–50%** of their time on GTM campaign support — and **42%** say tech platform limitations make that support harder than it should be. That's not a people problem. It's a tooling problem.

THE TECH STACK IS THE SILENT BOTTLENECK.

Technology is the common thread running through every major point of GTM friction. Over **50%** of developers say their current CMS only somewhat supports sufficient speed-to-market. For the system at the heart of content delivery, that gap is critical.

SLOW GTM ISN'T JUST A REVENUE RISK — IT'S A TALENT RISK.

Lost revenue (**22%**), missed opportunities (**18%**), and reduced marketing effectiveness (**15%**) are the top-cited costs of slow delivery. But the damage runs deeper: **58%** of developers are considering quitting because of inadequate, outdated tech stacks.

LEADERSHIP URGENCY ISN'T TRANSLATING INTO ACTION.

Only **36.5%** of respondents believe senior leadership is doing enough to support and improve GTM speed — despite most executives acknowledging it as mission-critical. The gap between intent and investment is where competitive ground is quietly lost.

POST-LAUNCH REWORK IS DRAINING FORWARD MOMENTUM.

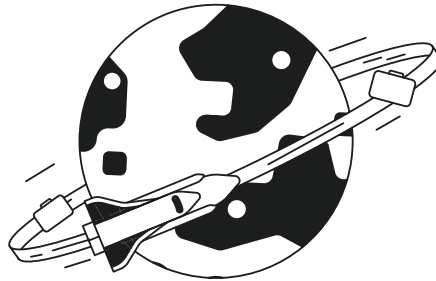
Post-launch fixes affect **79%** of teams at least some of the time. Every hour spent firefighting a live error is an hour not spent on the next launch — and the brand damage is immediate.

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The speed imperative: Why GTM velocity is business critical



The need for speed has always existed. Being first to market with a great idea, product, or campaign has always been a competitive advantage. What has changed — dramatically, and in a relatively short span of time — is that in today’s market, being slow has become a liability.

KEY DEFINITIONS:

- **Go-to-market:**
How a company launches a product or campaign.
- **Speed-to-market:**
How fast the process takes from ideation to launch.

The new pace of business: Redefining market responsiveness

The pressure on teams to maximize speed-to-market is not just an internal KPI. It’s a direct response to a global shift in buyer and market behavior, driven by rampant tech innovation, the proliferation and growth of digital channels, and always-on access to a colossal volume of online content and interaction. Technology — particularly social media and AI — has redefined how, where, and how quickly audiences expect to be reached and what they see.

“ AI hasn’t just accelerated individual tasks. It has raised the baseline for what “fast” looks like across the entire customer journey. Buyers now expect personalization at scale, real-time relevance, and seamless experiences that feel effortless.

Matthew Flanagan, Digital Experience Sales Lead at ELEVATE Digital

1. **Audiences expect more, instantly:** Consumers have been conditioned by high-quality, personalized, omnichannel digital experiences. That standard now applies to every brand interaction — and is expected by [71%](#) of audiences.
2. **The competitive field has never been wider:** Content is universally accessible — anyone can create and distribute it. This means more content, more often, and more competition for attention. Brands are no longer just competing with each other, but with millions of individual creators.
3. **The attention economy waits for no one:** Digital and social media channels have given brands unprecedented reach and unprecedented competition for user attention. The same platforms that offer access to millions of potential customers are also where those customers are most distracted, impatient, and empowered to move on. Brands have seconds to make an impression before the scroll continues.
4. **Markets move faster than most internal processes:** Trends and content now last days, not months. For brands to leverage a cultural moment or be part of the conversation, brands need to create and deliver high-quality, omnichannel content quickly.

“ The market rewards first movers with attention, and attention is the scarcest resource in digital. But speed without quality is just noise. The real advantage goes to teams that can move fast while maintaining brand consistency, compliance, and personalization at scale.

Matt Yonan, Senior Digital Strategist at RDA

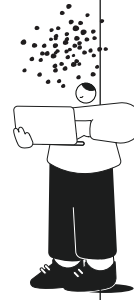
The AI amplifier: A new baseline for speed to market

The pressures outlined above — instant audience expectations, relentless competition for attention, and fleeting cultural moments — have only intensified with AI. By enabling teams to create, personalize, and distribute content faster and at scale, AI has raised the bar for what “fast enough” means.

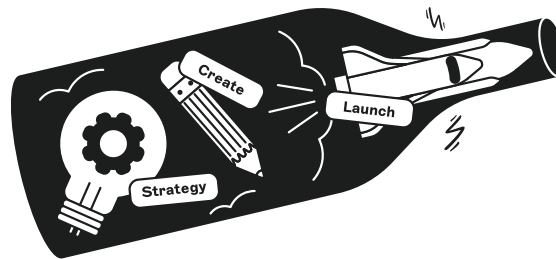
Tasks that once took days — content creation, campaign variants, localized assets, personalized messaging — can now be executed in hours at a scale most teams could never have sustained on their own. AI has also leveled the playing field to a certain extent. Small teams can now compete alongside larger, better-resourced organizations, because every organization has access to the same AI-driven velocity. The advantage of size has reduced while the advantage of speed has grown.

But AI is also a reminder of something broader. Speed-to-market is not just about how fast content is made — **it is about how quickly organizations can respond to shifts in technology and audience behavior**, and actually deliver on best practice when it changes.

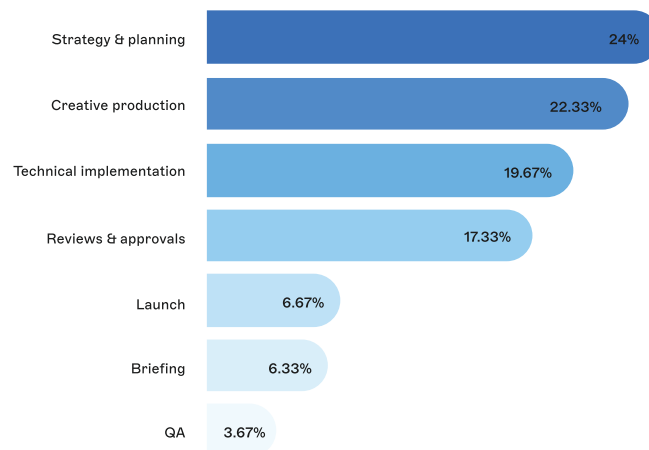
[AI search](#) is a prime example. Traditional search is losing ground as audiences migrate to AI search engines that deliver answers in one take, [with zero clicks](#). Best practice has shifted accordingly: visibility now requires content that is current, well-structured, and easy for AI systems to read and surface. The brands that can respond to that shift quickly — updating, restructuring, and publishing without friction — stay visible. Those whose workflows and technology make that difficult fall behind, not because they don't know what the new standard is, but because their systems won't let them deliver it. This is a speed-to-market gap worth closing.



The speed-to-market bottleneck: Where teams slow down



This section dives into data gathered from the Storyblok Global Speed-To-Market Benchmark Survey. The survey set out to analyze the typical go-to-market process to identify where teams are gaining ground and where they're losing steam.



Which stage of GTM process takes the longest

The good news is that for most teams, there are quick wins and clear solutions to be found at every step of the GTM process — allowing them to build a speed-to-market machine capable of meeting today's digital demands. The first step is to identify and address the most common points of friction. Here's what our survey found.

STEP 1

Strategy and planning

The highest proportion of respondents (24%) cited strategy and planning as the most time-consuming stage of the go-to-market process. This is not a surprising result as research, ideation, strategy development, internal discussions and presentations, and project planning all take significant time — typically involving multiple stakeholders across multiple teams. The ethos is that the **time invested upfront makes everything smoother further down the production line** and ensures the final results align with business goals and team capabilities.

On the other hand, issues at the strategy stage can cascade into every subsequent step. Unclear direction at the outset risks rework, additional review cycles, and misaligned output later in the process — all of which can jeopardize deadlines and overall outcomes. So while the strategy and planning stage is cited as the longest step in the GTM process, this is not a red flag — it's a reminder of its importance. This stage is the multiplier: getting it right saves time, while getting it wrong can cost a lot more.

STEP 2

Creative and content production

The second most time-consuming step is creative and content production (22%), which is expected given the resource and review-intensive nature of this work. Creating high-quality, impactful work takes time — and it should. This isn't a stage to optimize purely for speed, at the expense of creativity or quality. However, high workloads — cited by over 30% of survey respondents — are adding pressure on creative and content teams already managing multiple projects simultaneously. This is no doubt contributing to delays as teams scramble to accommodate new requests.

What's notable is that, as discussed earlier, this is the stage where AI was expected to deliver arguably the greatest efficiency gains. Yet the data suggests those gains are not fully materializing. This puts teams at a crossroads: **either AI tools are not delivering, or teams are not leveraging them effectively.**

This gap highlights an opportunity to rethink how we use AI in processes and how well we train and adopt AI tooling into our workflows to gain the speed-to-market benefits that it can offer. AI should not replace human creativity or quality control, but it can reduce repetitive tasks, accelerate early-stage production, and streamline iteration. Used effectively, it enables teams to focus their time where it matters most — on producing high-quality creative work — while still improving overall speed-to-market.



HOW AI-READY IS YOUR CONTENT TEAM?

Before you can unlock AI's full potential, you need to know where you're starting from. Our AI Readiness Assessment shows you where AI is already adding value, and where to focus next — with personalized results and recommendations in under 15 minutes.

[Start the Assessment](#)

STEP 3

Technical implementation and development

When new campaign assets require custom development, landing pages need technical resource to build, and content updates require a developer to implement, the entire GTM process then depends on one thing: developer availability. Over 19% of teams cite technical implementation as the most time-consuming stage — a sign that complex technology and specialist dependencies could be slowing the GTM process.

Among developer respondents, over a third cited spending 25-50% of their time supporting GTM campaigns, and **a further 42% say that tech platform limitations make supporting those requests more complex than they should be, often or very often.** This data suggests it's less a developer performance issue and more a tech stack one.

The complexity, rigidity, or sluggishness of your tech tools can directly impact speed-to-market. The more challenging they are, the more time it takes to create, update, fix, and publish anything — and this could be exactly why this step sits in the top three of most time-intensive. If this sounds familiar, it's likely time for a tech stack audit. Identifying and replacing tools that slow your team down, and investing in modern, flexible offerings, can save significant time and cost in the long term.

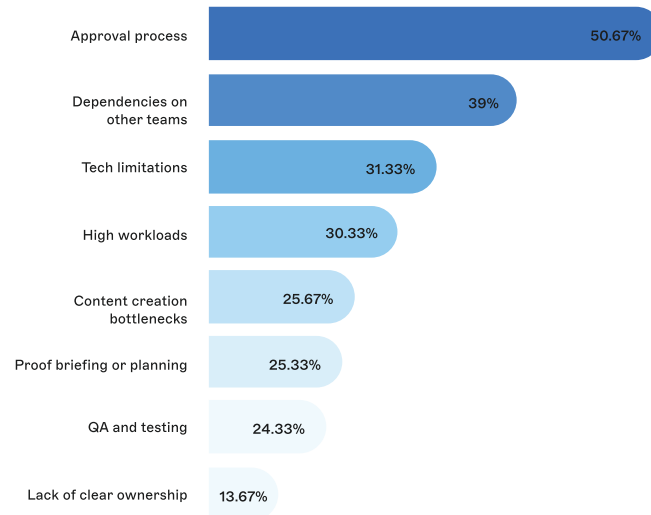


LEARN MORE

One of the most important platforms to scrutinize is your content management system (CMS) — the system at the heart of content-driven GTM workflows. Yet **over 50% of developers say their current CMS only somewhat supports speedy go-to-market.** For a tool so central to delivery speed, that gap is hard to ignore.

The biggest bottlenecks in the go-to-market process

Now let's dive even deeper into what's specifically causing holdups in many teams' go-to-market processes, going beyond the stages and into the specifics of which actions (or inactions) are slowing teams down today.



What are the biggest causes of delay in your GTM process

①

APPROVAL PROCESS

Ask GTM professionals what slows them down most, and the answer is consistent: approvals. **Over 50% of GTM professionals cite the approval process as their efficiency kryptonite** — making it the single largest bottleneck in the go-to-market workflow, and one of the most familiar GTM frustrations.

Approval cycles can easily add significant time to any process due to poor structure, unclear ownership, and incremental growth with new stakeholders being introduced. For many teams, feedback arrives across tools, documents, and meetings with no single source of truth, making it difficult to know what has been agreed, what is still open, and who has the final call. The result is a process that encourages inefficiency — **more than half of teams have three or more rounds of content revision, and nearly one in five go through five or more**. For some high-priority work or regulated industry content, multiple review rounds may be necessary, but for the majority of teams, there are benefits to be gained from firming up approval processes. Setting approval ownership upfront, establishing firm deadlines, and using a central source of truth on review materials can go a long way in increasing speed-to-market from this one step alone.



QUICK TECH TIP

Approval rounds frequently feature content at the center, and when reviewers can see exactly what something will look like and leave comments directly in one tool, feedback loops get shorter. A content management system (CMS) with a built-in WYSIWYG visual editor and in-app commenting keeps everything in one place, streamlining approval processes with trackable input and sign off.

2

CROSS-TEAM DEPENDENCIES

When marketing cannot move without developers, and developers are weighed down by campaign and content support, neither team operates efficiently. **38% of marketing and digital teams require developer support for most or every campaign.** This overreliance on developers is a clear sign that the tech stack involved isn't built for today's pace and market.

The solution is not simply giving non-technical teams free rein across the entire tech stack. It is about ensuring that the tasks which can and should be owned by marketing or other GTM teams — publishing content, updating pages, launching campaigns — do not require a developer ticket to complete. When that boundary is supported with better tooling, developers get back to high-value development work, and GTM teams get back to moving at the speed the business needs, scalably.

This process typically begins with a thorough audit of where developer time is actually going. If a significant portion is absorbed by campaign publishing, content updates, and post-launch bugs, that is a tooling problem that requires investment into a CMS and tech stack that empowers non-technical teams to execute independently.



Content operations. Strategy and creative get the attention, but the actual bottleneck is usually the handoff between content creation, review, and publishing across channels. When your CMS forces linear workflows or requires developer involvement for every change, you've built delay into the foundation.

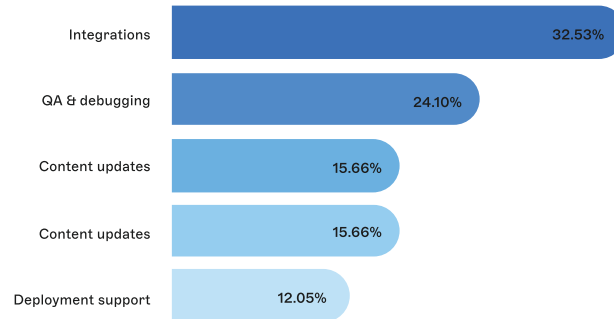
Matt Yonan, Senior Digital Strategist at RDA

3

TECHNOLOGY LIMITATIONS

Across the bottlenecks slowing GTM teams down, technology is a recurring thread — and the data in this section reinforces that. Almost a third of GTM teams cite tech limitations as a main contributor to slow delivery, with deployment processes

(39.33%), tool integration complexity (25%), and fragmented or outdated tools (14%) identified as the root issues. In a nutshell, mostly routine, repetitive work that more effective tooling could automate or streamline.



Which marketing-related tasks take up most developer time

What makes tech limitations particularly damaging is how they can often go unnoticed or deprioritized. Missed deadlines get flagged. Approval delays are escalated. **But tech limitations accumulate quietly in the background — shaping what teams can and cannot do.** Developers and IT teams often spend time building workarounds or wrestling with rigid, outdated systems just to get campaigns out the door, slowing everything down. Addressing this requires the same first step as tackling cross-team dependencies: an honest audit of where technology adds friction and investing in necessary replacements or optimizations where possible.



QUICK TECH TIP

If you're battling your tech with every launch, consider a [composable-first tech stack](#). Building with connected, best-of-breed tools that integrate cleanly and a headless CMS that decouples content from presentation to provide each team with the autonomy they need to deliver great work. It's more flexible, easier to update, and built to adapt as technology and audience behavior evolve.

④

POST-LAUNCH REWORK

Post-launch fixes affect 79% of teams at least some of the time, and the impact extends beyond just the hours required for the rework. When an asset goes live with errors, **the domino effect is immediate**: audiences encounter a broken experience, brand perception takes a hit, results are compromised before the campaign has had a fair chance, and developers are pulled away from planned work to firefight instead.

Every hour spent on post-launch debugging is an hour of forward momentum lost

— and unlike a delayed launch, the damage is live. Early investment in better staging environments, production-accurate preview tools, and quality assurance processes can help catch and resolve issues early — or, better yet, prevent them from happening in the first place. The teams that build this into their workflow do not just ship cleaner work — they protect their results, their reputation, and their people’s time.



QUICK TECH TIP

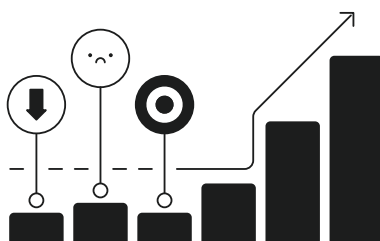
If post-launch rework sounds all too familiar, consider going headless. A [headless CMS](#) decouples content from code, which means updates to pages, campaigns, or content can be made and previewed independently — without touching the underlying codebase. That separation reduces the risk of one change unexpectedly breaking another, meaning what goes live is exactly what was reviewed and signed off.

The common denominator process

Mapped across all the leading points of friction in the GTM process of hundreds of global teams, one pattern is consistent: **technology is the connective tissue that either helps or derails everything else.**

Process, governance, and collaboration are all vitally important, and investing in each is essential for any team serious about GTM efficiency. But even the best-run teams hit a ceiling if their underlying tech stack is working against them. If publishing a landing page requires a developer, every content update becomes a deployment event, or editors can’t preview work with confidence before it goes live — speed-to-market is always going to be limited, regardless of what else a team gets right. Having a modern, flexible, well-integrated tech stack is emerging as a foundational component to unlocking true operational efficiency that can keep up with modern audiences.

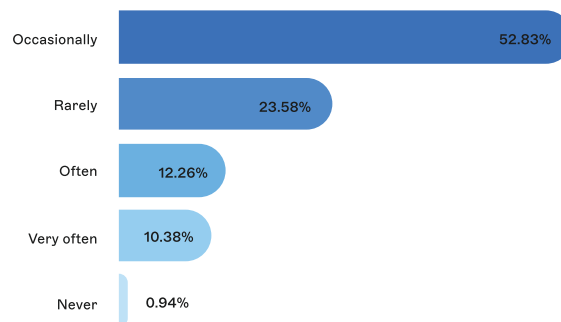
The cost of slow go-to-market delivery



This section quantifies what slow go-to-market processes are costing organizations: in revenue, in competitive position, and in team morale.

Lost revenue, efficiency, and opportunity

Our survey data identified **lost revenue (22%)**, **missed opportunities (18%)**, and **reduced marketing effectiveness (15%)** as the three biggest risks of slow go-to-market — as reported by the teams experiencing it firsthand today. Risks that are heightened by the frequency with which most GTM teams' results are impacted by delays: very often (10%), often (12%), and occasionally (52%).



How often do go-to-market delays impact results

These findings point to a compounding problem. In a market that moves fast, a slow pipeline does not just inconvenience teams — it actively undermines business results. Without efficient processes to support speed-to-market, brands risk missing their market opportunity, leaving the door open for a competitor to move in first. And the external evidence supports this: [Gartner research](#) found that of the 45% of product launches that are delayed, 20% on average fail to meet their internal targets.

Team frustration, disengagement, and retention risk

When great ideas stall in approval cycles and campaigns miss their moment, it is not just financial results that suffer — it is the people behind them. Frustration builds, morale reduces, and the gap between what a team is capable of and what the process allows them to deliver can become a source of quiet, persistent disengagement.

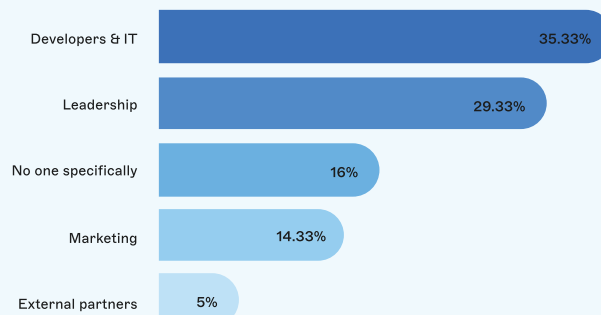
This is a problem exacerbated by awareness of competitor teams' performance. **15% of GTM professionals believe competitors can launch campaigns much faster than their own team** — and a further 33% believe competitors deliver at least slightly faster. That means nearly half of GTM teams are operating with the nagging sense that they are already behind. Over time, that perception is corrosive as it can be a real challenge to sustain motivation and creative ambition when the process can't support them.

As we've seen in the previous data analysis, technology is at the root of most GTM delays, and when teams are consistently held back by the tools they use, frustration tends to brew.

58% of developers are considering quitting their jobs because of inadequate, outdated tech stacks. A sentiment echoed by the [Stack Overflow Developer Survey](#), which identified tools that underdeliver on their promise as among the top sources of developer frustration. In summary, slow systems, outdated tooling, and slow GTM processes are a real retention risk. But it's a problem with a clear solution: investing in modern, best-of-breed tooling built for today's world.

Who gets the blame for GTM delays?

Turns out developers and IT get most of the heat.



Who tends to get the blame when campaigns launch late

Competitive disadvantage

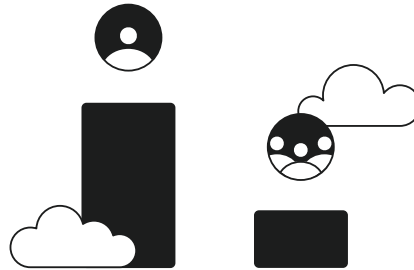
The data tells a clear story: nearly half of GTM professionals believe their competitors move faster than they do, yet **only 22.5% of teams feel they consistently deliver at the speed the market demands.** That gap is where competitive ground is lost.

Rather than speed alone, market responsiveness is the true advantage. The brands winning today are not simply moving fast; they are building the workflows, governance, and tools that allow them to move fast and deliver work they are proud of. The goal is for GTM teams to launch with confidence, at the moment it matters, rather than losing time bogged down by inefficient tech, processes, and additional workload.

“ Slowness doesn't just cost revenue. It erodes confidence. Internally, teams lose trust in the process. Externally, competitors capture the attention your brand should have owned. In today's market, the window for first-mover advantage is narrower than ever, and the cost of a missed launch isn't just a delayed quarter. It's compounding opportunity loss. Elevate Digital has seen organizations spend 18 months building something that launched into a market that had already moved on.

Matthew Flanagan, Digital Experience Sales Lead at ELEVATE Digital

The leadership alignment gap



From the data gathered, another gap has emerged — and this time it's not directly tech-related. This gap is between how urgently senior leadership considers speed-to-market and the resources being provided to support that urgency.

Only 36.5% of respondents believe senior leadership is doing enough to support and improve go-to-market speed and processes. 46% cited somewhat — suggesting partial acknowledgment without sufficient action — while 17% say not really, or not at all.

This finding sits alongside the fact that **56% of executives in this same survey rate speed to market as very important or mission-critical to growth**. This indicates that the appetite for enhanced speed-to-market is there, but it's not being translated into investment in tooling, governance, and process infrastructure to achieve it. At least not consistently or at the pace the market requires.

The good news is that the appetite is there. When senior leadership already recognizes speed-to-market as mission-critical, the case for investment is easier to make — it's a matter of translating conviction into action.

Where do we go from here: The road to achieving the global speed-to-market benchmark

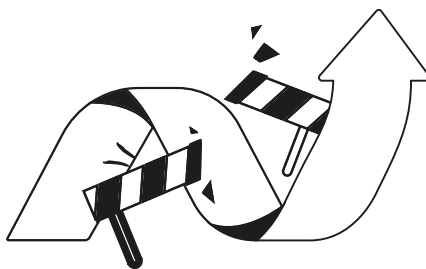
The data in this report has mapped the problem in detail — where teams are losing time, what it is costing them, and why the constraints are often structural in both tech and process rather than personal. This final section is about what to do with that picture.

There is a path forward — even for those teams that feel stuck in sluggish GTM systems. Here's the way forward to speed-to-market:

1

CONDUCT A THOROUGH REVIEW OF YOUR CURRENT GTM PROCESS

Before accelerating, you need a clear view of where you are today. Map your entire go-to-market workflow from ideation to launch — including every handoff, approval, tool, and dependency. The goal is not just to understand the process at a high level, but to identify exactly where time is being lost.



Consider asking yourself the following questions to kickstart analysis:

1. How many rounds of approval does content typically go through — and who has the authority to make the final call at each stage?
2. What percentage of developer time goes to marketing support rather than product work?
3. Can marketing teams publish and update campaign content without required technical support?
4. How often are post-launch issues fixed — and what is causing them most often?
5. Does your current tech stack support the speed your GTM strategy requires?

This review should be both qualitative and quantitative. Combine stakeholder feedback with performance data to pinpoint friction points with precision.

2

IDENTIFY HIGH-IMPACT FIXES (AND QUICK WINS)

With your audit complete, start improving on the biggest bottlenecks identified in your review and prioritize fixes based on impact and effort. From this report data, these likely include:

1. **Fixing approval processes before investing in new tools:** The number one cause of delays in this survey — cited by more than half of all respondents — requires no technology investment to begin addressing. Define who has final sign-off, provide firm review windows, and reduce the number of review stakeholders to only those who are absolutely necessary. These are governance and process decisions that can be made and implemented immediately — and they create the conditions for every subsequent technology investment to have its greatest impact.

2. **Reduce your developer time drains:** Review every point in the GTM process where technical or developer teams are required, and evaluate whether these areas are candidates for automation, platform changes, or process redesign. The goal is to reserve developer involvement for genuinely technical work — not publishing a landing page.
3. **Give marketing teams genuine self-service capabilities:** The test is not whether marketers have access to a CMS; it is whether the platform supports them in executing routine campaign tasks autonomously, such as page creation, content updates, asset management, and campaign publishing. If your current CMS doesn't, the platform is the bottleneck, and investing in one that empowers non-technical teams is one of the highest leverage changes available to any organization serious about speed.
4. **Invest in preview confidence to eliminate post-launch rework:** Shifting quality assurance earlier in the workflow — through production-accurate preview environments and robust staging infrastructure — removes the post-launch fix cycle that drains team capacity. Teams that build this into their workflow do not just ship cleaner work — they protect their results, their reputation, and their people's time.

③

TURN THAT LEADERSHIP URGENCY INTO SUSTAINED INVESTMENT

The data shows that leadership already recognizes the importance of speed-to-market — **the missing piece is consistent execution**. This involves prioritizing and supporting:

- Modern, flexible technology that removes bottlenecks rather than introducing them
- Process optimization that scales with the business
- Cross-functional alignment to reduce friction between teams
- Ongoing enablement and training, particularly around AI and new tools

“ The organizations winning right now aren't just launching quickly. They're launching in a way that drives real usage, real behavior change, and real outcomes. Speed to market only creates growth when it's paired with readiness. The right people prepared, the right processes embedded, and the right measures in place from day one.

Matthew Flanagan, Digital Experience Sales Lead at ELEVATE Digital

Speed-to-market is not a one-time initiative; it's a constant work in progress, especially as tech continues to evolve. Organizations that treat it as a strategic priority, rather than a reactive fix, are the ones that build lasting competitive advantage.

Additional resources:

Get up to speed on the right stack

If you want to dive deeper into one of the most critical bottlenecks impacting speed-to-market today — tech — the resources below are helpful.

FURTHER READING

- [Unlock Content Collaboration and Agility with a Headless CMS for Marketers, Developers, and Digital Teams](#)
- [How to Improve Your AI Readiness](#)
- [The Marketer's Guide to Navigating the Era of Constant Change](#)
- [The Case for Headless CMS: How Forward-Looking IT Leaders Are Solving CMS Pain Points](#)
- [The Cost of Doing Nothing: How Legacy Tech Dulls Your Competitive Edge](#)

TEAMS WHO'VE UNLOCKED SPEED-TO-MARKET WITH STORYBLOK

- [Reachbird: From Static to #InfluencerReady: Reachbird's Website Transformation](#)
- [Cavu: Mission Control: How CAVU Migrated 11,280 Pages Across Five Brands with Zero Developer Turbulence](#)
- [Octopus Energy's Tentacles of Innovation For Faster Time-To-Market](#)

About Storyblok

Storyblok is a headless CMS that enables marketers and developers to create with joy and succeed in the AI-driven content era. It empowers you to deliver structured and consistent content everywhere: websites, apps, AI search, and beyond.

Marketers get a visual editor with reusable components, in-context preview, and workflows to launch fast and stay on brand. Developers have freedom to use their favorite frameworks and integrate with anything through the API-first platform. Brands get one source of truth for content that is accurate, flexible, and measurable.

Get Joyful. 

**See how Storyblok can revolutionize
your content at storyblok.com.**

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