

# AND, TRENDS 2026

Corporate communication  
in Latin America

# SUMMARY

<b>1</b>	Introduction	3
<b>2</b>	Profile of the responding companies	4
<b>3</b>	Strategic communication objectives for 2026	7
<b>4</b>	Investment priorities	9
<b>5</b>	Main challenges for 2026	14
<b>6</b>	Data and Intelligence in Communication	17
<b>7</b>	Opportunities in the Use of Data	26
<b>8</b>	Technology, AI and Automation	28
<b>9</b>	Highlights and Main trends	29

# AND, TRENDS 2026

## Corporate communication in Latin America

### Introduction

Corporate communication in Latin America is going through a strategic inflection point. Between the 2025 edition and this second edition of AND, Trends, what was once a trend has begun to solidify as practice, and what was once a challenge has become an investment priority.

This is not a one-off market analysis. It is an ongoing observation that AND, ALL maintains on the practices, dilemmas, and speculations of communication professionals throughout the region. If in 2025 we identified the intention to increase the use of data, in 2026 we see companies effectively investing in tools, teams, and methodologies. If automation was once a promise, now it is a pervasive reality.

But not everything has changed. Some challenges persist with impressive resilience: the difficulty in measuring results, the lack of specialized resources, and the fragility in the integration between areas. And a new paradox emerges: there has never been so much willingness to invest in data and technology, but there is still a lack of clarity about what to do with it.

This edition of AND, Trends reflects this ambiguous scenario. On one hand, communication is gaining maturity, investments, and strategic relevance within organizations. On the other, it continues to strive for structure, executive recognition, and the ability to prove its value in business terms.

Looking ahead to 2026 now means recognizing that communication has ceased to be a support tool and has become the central axis: of reputation, growth, and competitive intelligence. Companies that understand this will not only communicate better, but will also make more informed decisions.

# REGARDING AND, TRENDS

The research Communication Trends in Latin America - Trends 2026 - aims to map the main priorities, challenges, and internal barriers faced by companies in the region in 2026. Through it, we also seek to explore the use of data in corporate communication. It is a tool for understanding market demands and designing innovative strategies.

Trends 2026 is promoted by AND,ALL - Reputation and Influence and its extensive network of affiliated agencies spread across 18 countries in Latin America.

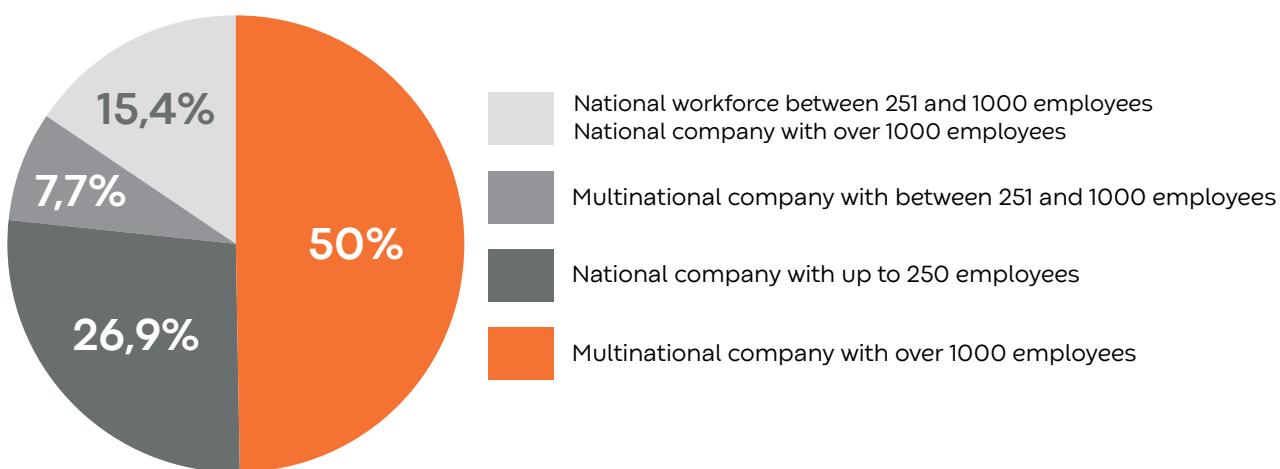
The questionnaire was answered by clients of the network, both national and multinational companies, between November and December 2025, with greater representation from Argentina, Brazil, and Mexico, as well as Ecuador and Paraguay. The sample included sectoral diversity, with companies from: technology, manufacturing, financial services, infrastructure, consulting, agriculture, education, consumer goods, entertainment, and other sectors.

Regarding the structure of the communication areas, the 2026 edition maintains the same representation of small teams as in 2025, with a predominance of teams of up to five people.

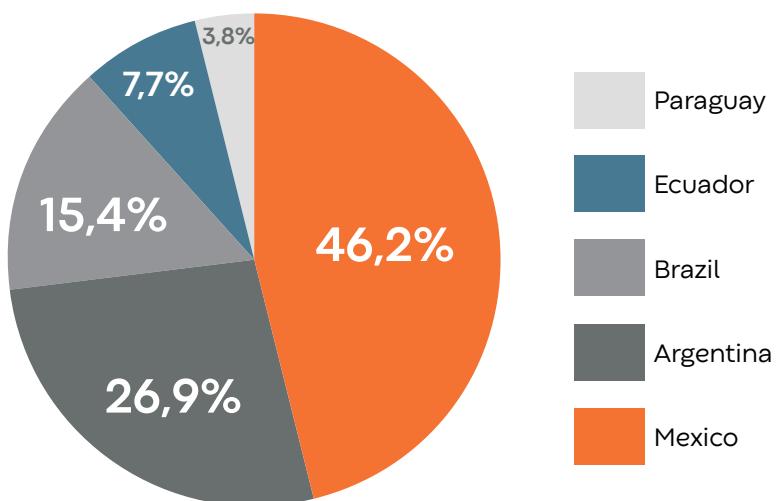
Taken together, the profile of the responding companies reveals a corporate communication ecosystem marked by a diversity of contexts, levels of maturity, and operational capabilities. The combination of medium and large-sized organizations, a significant presence in strategic Latin American markets, predominantly small communication structures, and highly heterogeneous budgets helps explain the plurality of challenges and priorities captured by the research.

This selection reinforces the representativeness of the sample and provides a solid basis for interpreting, in the following chapters, how different organizational realities influence strategic decisions, operational models, and expectations regarding corporate communication in the region.

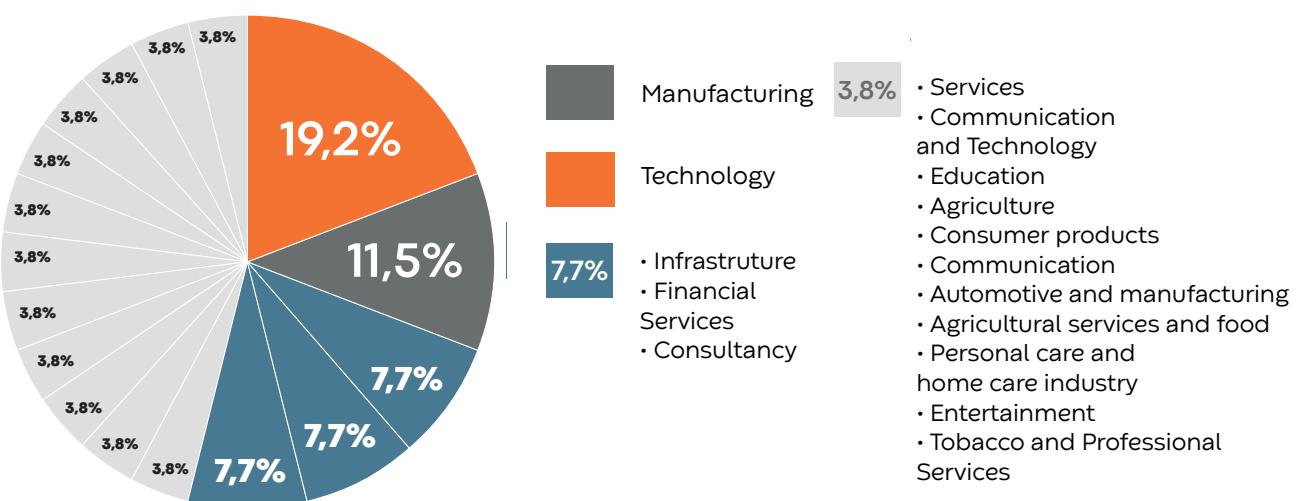
What is the size of your company?



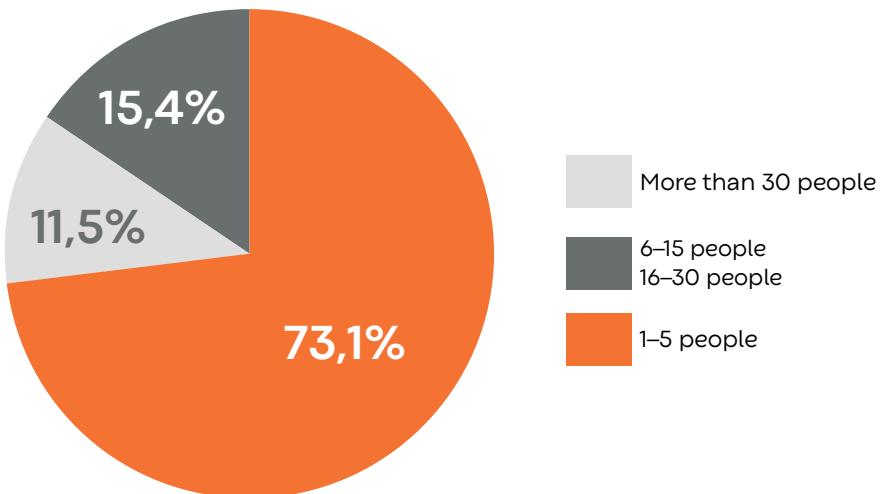
Which country do you operate in?



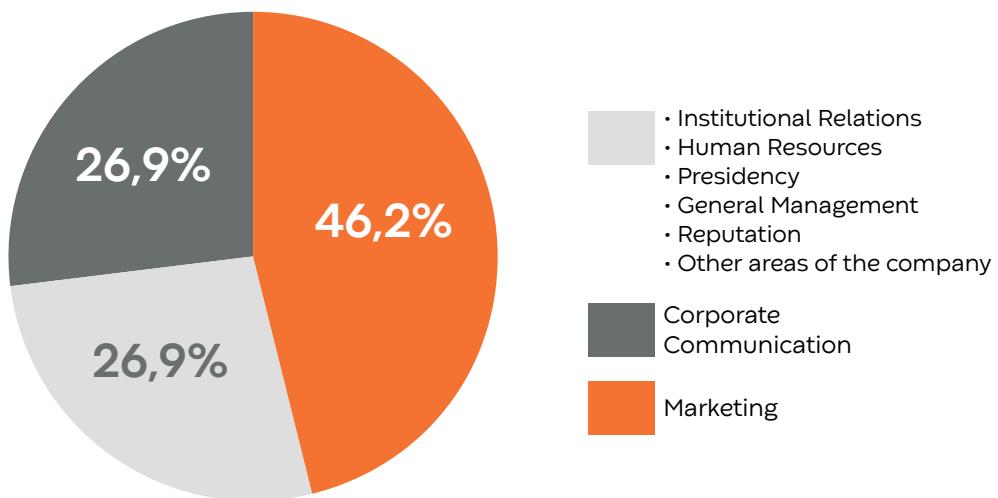
Industry/Segment:



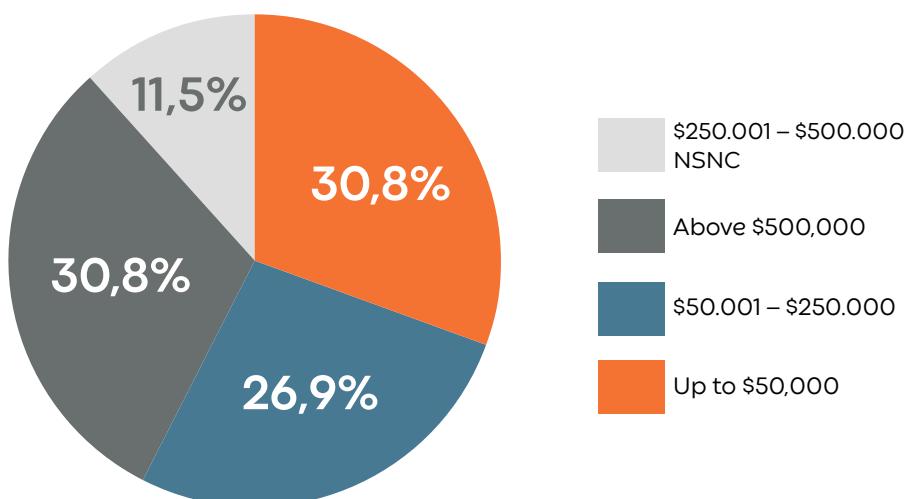
What is the size of the communications team?



To which department is the communication structure linked?



What is the annual budget range allocated to communication (US\$)?

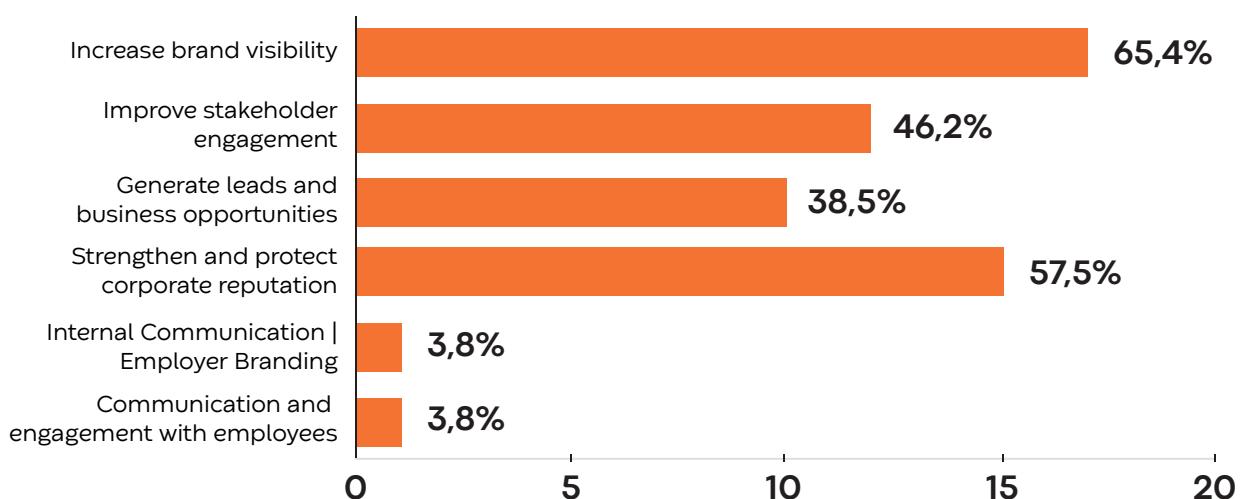


# STRATEGIC COMMUNICATION OBJECTIVES FOR 2026

## Branding continues to outperform lead generation

By 2026, a clear reorganization of communication objectives is observed. What in 2025 still appeared as a balance between lead generation and reputation building gives way to a more consistent movement towards stakeholder engagement, which triples in relevance, while direct conversion loses centrality. This data signals an important strategic shift: communication is now conceived as an instrument for long-term relationship building and trust-building, ceasing to act primarily as tactical support for immediate commercial goals.

### What are the main objectives of your communication strategy in 2026?



## Brand visibility: the first pillar

With 65% of mentions, increasing brand visibility remains the primary objective. But it's important to contextualize: visibility isn't just about volume of exposure, but about a qualified presence in the right places, with the right messages, for the right audiences. The visibility of 2026 is segmented, data-driven, and linked to business objectives.

## Strengthening and protection of corporate reputation in a volatile scenario

With a significant mention of 58% according to research, protecting and strengthening corporate reputation is becoming the second most important strategic priority for companies.

The continued growth in the objective of strengthening and protecting corporate reputation indicates a more sophisticated understanding of the business environment. Companies are demonstrating greater sensitivity to reputational risks, public exposure, and pressure from multiple stakeholders. Reputation is no longer just an institutional attribute but is becoming a shielding mechanism, capable of preserving value, credibility, and legitimacy in more unstable contexts that are attentive to the coherence between discourse and practice.

## Expanding the agenda: new topics come into focus

The 2026 edition reveals the significant, though limited, emergence of themes that were not prominent in the previous year. Among these, **Internal Communication and Employer Branding** gain space, signaling a growing concern with the internal audience and with the organizations' ability to attract, engage, and retain talent. This movement reflects a more competitive job market, in which communication also assumes a strategic role in managing culture, belonging, and employee experience.

The 2026 scenario outlines a decidedly more institutional, deeply relational, and firmly long-term value-oriented horizon for corporate communication. Contemporary organizations are demonstrating a strategic shift away from an exclusive focus on immediate results and a significantly greater attention to how they are perceived by their stakeholders, the depth and quality of the dialogues they establish, and the non-negotiable solidity of their reputation.

In this context, communication ceases to operate merely as support and becomes a strategic pillar, playing a central role in sustaining trust, strengthening engagement, and contributing to the company's legitimacy in a global business environment that is becoming more complex, volatile and demanding every day.

Finally, the long-term outlook reflects the understanding that reputation is one of an organization's most valuable and sensitive assets. Strategic communication for 2026 works to protect and enhance this value, proactively mitigating reputational risks, managing crises transparently, and using each interaction as an opportunity to solidify the narrative of sustainable and enduring value that the organization aims to deliver to society.

# INVESTMENT PRIORITIES

## Where are the resources going?

If the objectives indicate "where we want to go" in the future of an organization, investments serve as the map and the fuel that reveal "how we intend to get there" in a strategic and efficient manner. And the data points to three predominant pillars to support growth and relevance in 2026: digital, content, and data.



**Digital** is no longer an alternative channel, but the main one. *habitat* of the audience and the business ecosystem. Investing in digital means modernizing technological infrastructure, improving user experience (UX), optimizing presence on emerging platforms, and ensuring that the company operates with the agility and scalability required by the digital economy. This encompasses everything from adopting AI and automation solutions to consolidating a *mobile-first* culture in all interactions.



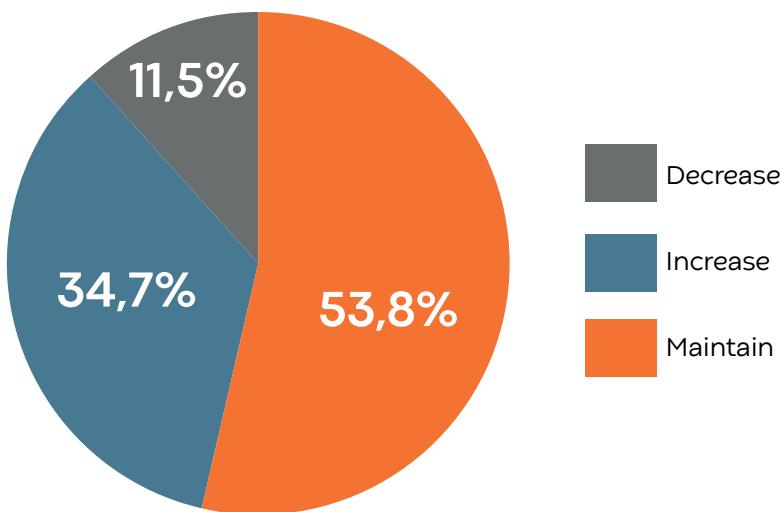
**Content** is the vehicle through which value is communicated, authority is built, and community is engaged. The investment here will be focused on creating relevant, authentic, and high-quality material that addresses the pain points and interests of the target audience at each stage of the buying journey, whether in text, video, audio, or interactive formats. Effective content is that which educates, inspires, and converts, positioning us as thought leaders in the respective sector.



Finally, **data** is the critical element that transforms intent into precision. Companies indicate an intention to invest more in tools and expertise for data collection, processing, analysis, and strategic application. This data will fuel business intelligence, enabling decisions guided by concrete insights, personalization of customer experiences at scale, and rigorous measurement of Return on Investment (ROI) across all digital and content initiatives. It is through data that we can calibrate efforts with greater accuracy, increasing impact and efficiency, ensuring that the "how" consistently leads us to the desired "where."

## Investment Trends in Communication for 2026: Stability with Cautious Optimism

Do you plan to increase, maintain, or decrease your investment in communication in the coming year?



The business sentiment regarding the evolution of their total communication budget can be classified as stable with a notably positive bias. The segmented data indicates the following investment intentions:



**Maintenance of the budget (53.8%):** more than half of the companies plan to maintain the levels of investment in communication practiced in the previous year. This robust percentage points to a scenario of prudent and consolidated financial planning in which organizations prefer to ensure the effectiveness of current strategies before making major changes. This is not about stagnation, but about resource management focused on optimizing and ensuring the sustainability of existing communication programs.



**Increase of investment (34.7%):** in an unequivocal sign of confidence in the market and the effectiveness of communication as a growth driver, more than a third of respondents indicate an intention to expand their spending. In the 2025 edition, 26.3% of participants indicated an increase in investments, therefore, an 8 pp growth. This group is clearly capitalizing on momentum, seeking to explore new avenues of action, innovate in channels, or increase the frequency and impact of their campaigns. Growth in this segment is the driving force pulling the market upwards.



**Decrease of the budget (11.5%):** only a minority of companies project cuts in their communication budgets. In the previous edition of the survey, this group represented more than 20% of respondents. This data is especially relevant, as it suggests that communication is seen, in most cases, not as a cost to be cut in times of uncertainty, but rather as an essential strategic investment for maintaining brand and market share.

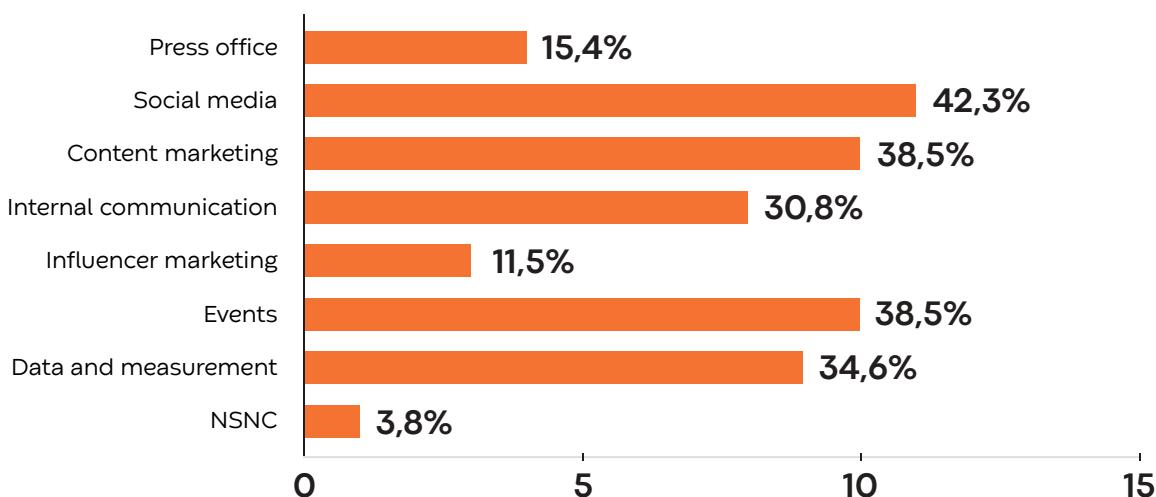
## The optimism of pragmatism

The investment outlook for 2026 paints a picture moderate optimism, firmly grounded in pragmatism and resilience. With almost 90% of companies indicating that they will maintain or increase their investments in communication, the scenario is one of constant modernization.

However, it is the contingent of companies planning to increase their budgets that reveals the true space for growth and investment in new areas of operation in 2026. This concentrated optimism suggests that market *players* see concrete opportunities for return on investment (ROI) in communication, whether through the adoption of emerging technologies (such as AI in content production), the intensification of strategies in digital media, or the restructuring of their presence in traditional channels. In short, there are signs of market resilience in 2026, with an appetite to test and value innovations and higher-impact strategies.

Advances in communication will not come from an indiscriminate expansion of budgets, but rather from a strategic and surgical reallocation of resources. The top priorities are efficiency, the relevance of the message, and, above all, the ability to measure results. Success will be defined by companies' ability to integrate digital and content as value drivers, take control of their narratives, and balance investment in human capital with proven performance.

### In which areas does your company plan to allocate more resources in 2026?



## Social media leads by a wide margin

The consolidation of social networks transcends mere presence and establishes itself as the fundamental pillar of any communication and marketing strategy. This movement is no longer about maintaining a profile, but about orchestrating robust digital ecosystems. The emphasis is clear:



- **From presence to purpose:** the focus shifts from "isolated presence" to a strategic planning that integrates the brand's narrative across multiple platforms. Content must be authentic, proprietary, and capable of building an engaged community over time.



- **The age of measurement:** the increasing adoption of **data and metrics** attests to the maturity of digital. Success is not measured by superficial likes or views, but by the ability to generate consistent value, track the customer journey, and prove the Return on Investment (ROI) of content initiatives.



- **Consistent value generation:** companies are investing in the creation of long-term communication assets, such as *white papers, podcasts, specialized newsletters*, and in-depth videos, which establish the brand as a thought leader and reliable source of information, ensuring continuous relevance.

## Redefinition of the role of press relations

The market signals a reduction in the intention to invest in press relations in the classic format, suggesting a reconfiguration of the mix of exposure and relationship with the media. Organizations are seeking greater autonomy and control over their messages, which drive the reallocation of resources:



- **Narrative control:** there is a strategic redirection of resources to owned channels and proprietary narratives. The company assumes the role of its own publisher, using blogs, content hubs, and social platforms to communicate directly with its audience, minimizing filters and potential distortions



- **Direct experiences:** the search for greater control and tangible results raises the priority of direct experiences with audiences, such as exclusive events, roadshows, interactive webinars, and brand activations. These actions allow for deeper engagement and immediate feedback collection.



- **From paid media to owned media:** the dependence on paid media from traditional press relations is balanced by the appreciation of owned media, which offers greater predictability and alignment with business objectives.

## Strategic Balance: People and Performance

The 2026 scenario is marked by a **dual strategic movement** that combines humanization and efficiency:



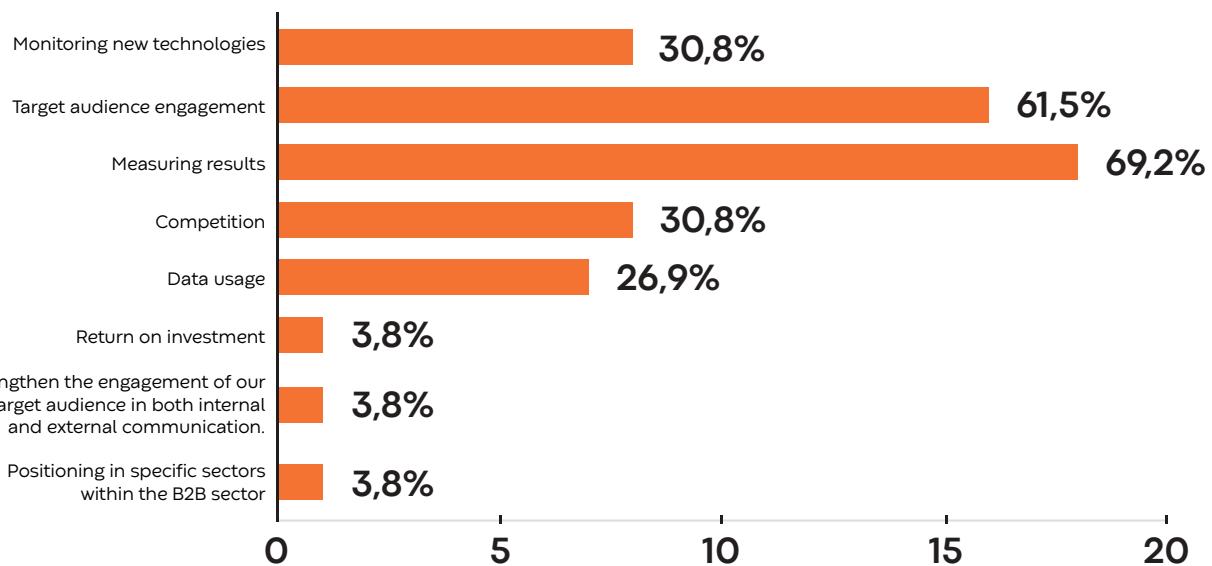
- **Valuing the internal asset:** the notable growth of **Internal Communication** initiatives reflects the consolidation of the internal public as the most important strategic asset. Internal communication evolves to become a tool for engagement, talent retention, and cultural alignment, fundamental for the brand's external performance.
- **The rise of impact proof:** the robust entry of "**Data and Measurement**" into the top ten investment priorities demonstrates the increasing pressure for accountability. Communication and marketing areas are demanded to prove, clearly and rigorously, the impact, efficiency, and financial return of every action taken.



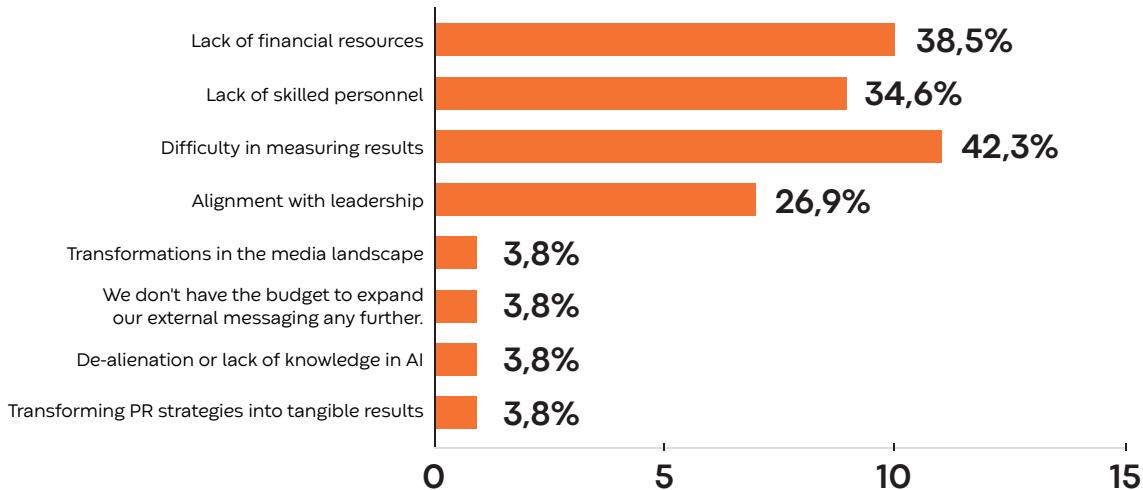
# MAIN CHALLENGES FOR 2026

## What keeps communication leaders up at night the most?

### What are the biggest communication challenges for 2026?



### What is the biggest obstacle to the success of communication initiatives today?



For the year 2026, Results Measurement emerges as the main strategic challenge, cited by 69.2% of respondents. What in 2025 was perceived mainly as an internal operational limitation is now transforming into direct pressure on communication leadership. The need to demonstrate ROI to the board is no longer desirable but a growing expectation. The fact that "difficulty in measuring results" also appears as the biggest obstacle to success (42.3%) reveals a critical paradox: companies recognize the importance of measurement, but still lack the processes, tools, and analytical models capable of supporting this delivery.

This isn't the only interesting correlation we can make with this data. Below, we've outlined the key strategic insights related to this year's challenges.

### **Insight #1 The paradox between budget and expectation**

The data reveals a structural tension. Although the lack of financial resources remains the main practical obstacle (38.5%), the relevance of challenges that demand greater investment, such as monitoring new technologies (30.8%), is simultaneously growing. In 2025, attention was focused on the execution of external communication. In 2026, the requirement evolves: communication is expected to be more technological, data-driven, and measurable, but largely operating with budgets similar to the previous year.

### **Insight #2 The shortage of skilled talent**

The lack of specialized personnel is increasing significantly, cited by 34.6% of respondents. When this data is analyzed in conjunction with the challenges of data use (26.9%) and new technologies (30.8%), it becomes clear that the problem is not only quantitative but also qualitative. The market lacks professionals capable of operating at the intersection of communication, technology, and data analysis. Organizations desire more sophisticated communication but find it difficult to hire (or financially support) the profiles necessary to enable this transition.

### **Insight #3 From visibility to real engagement**

If in 2025 the main objective was to broaden recognition, in 2026 the challenge shifts to the effective engagement of audiences, as indicated by 61.5% of respondents. This data signals a maturation of the debate: reach, by itself, is no longer sufficient. The challenge of alignment with leadership (26.9%) reinforces that external engagement depends, first and foremost, on internal coherence. For a significant portion of companies, communication still faces barriers to strategic validation within the organization itself.

## Insight #4 From reputation to tactical operation

Another relevant change lies in the nature of the challenges. In 2025, corporate reputation played a central role as an image concern. In 2026, the obstacles will become more technical and operational, with emphasis on competence (30.8%) and data usage (26.9%).

## Insight #5 The mismatch between data and resource allocation

Although measuring results is the biggest stated challenge, the Data and Measurement area receives less investment intent (34.6%) than execution areas such as Social Networks (42.3%). This trend reveals a strategic risk: companies continue to prioritize channels and production, while underinvesting in the intelligence needed to solve their main structural pain point.

## Insight #6 Social media and the engagement crisis

Social media remains the primary destination for resources in 2026, but it faces the second biggest challenge of the year: generating real engagement (61.5%). The scenario points to saturation, and simply being present no longer guarantees attention. In this context, the growth in investment in Content Marketing (38.5%) emerges as a response to the perception that only more relevant, consistent, and well-structured narratives can break through the barrier of disinterest.

## Insight #7 The return to events and internal communication

Faced with the difficulty of differentiating themselves in the digital environment, reflected in the competency challenge (30.8%), companies are seeking complementary alternatives. Events are gaining strength (38.5%) as a space for direct connection and deeper experiences. In parallel, internal communication is growing, directly addressing the obstacle of a lack of specialized talent. If the market does not offer enough professionals, the strategy becomes engaging, developing, and retaining those already within the company.

## Insight #8 Stable budgets, growing technological ambitions

With 53.8% of companies projecting budget maintenance while simultaneously recognizing the monitoring of new technologies as a growing challenge, the scenario of "doing more with the same" is consolidating. Since technology implies tools, licenses, and specialization, budgetary rigidity tends to reinforce the obstacle of a lack of financial resources, creating a cycle of high expectations with limited execution capacity.

### In summary...

The 2026 picture reveals a market transitioning from intuition-driven communication to evidence-driven communication. However, this evolution is occurring asymmetrically. Investment is advancing primarily in production (networks, content, and events), while the infrastructure for intelligence, measurement, and specialized talent remains under-resourced compared to the size of the challenges declared by the organizations themselves.

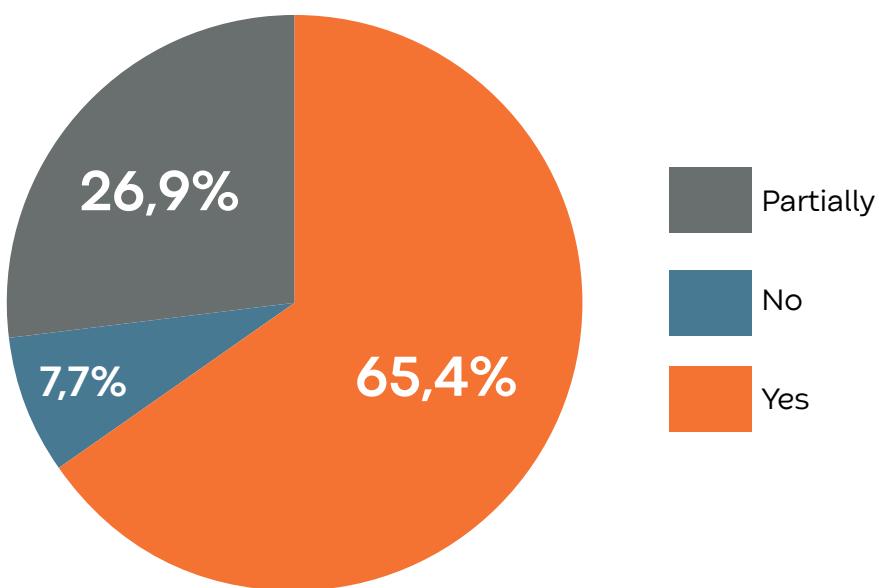
# DATA AND INTELLIGENCE IN COMMUNICATION

## Using data and intelligence: from intent to operational maturity

This analysis delves into how data and intelligence are being incorporated into strategic decisions, connecting the discourse on data use with the operational practices observed in 2025 and 2026. The comparison reveals not only evolution, but also adjustments in perception and limits of maturity.

### The paradox of data adoption

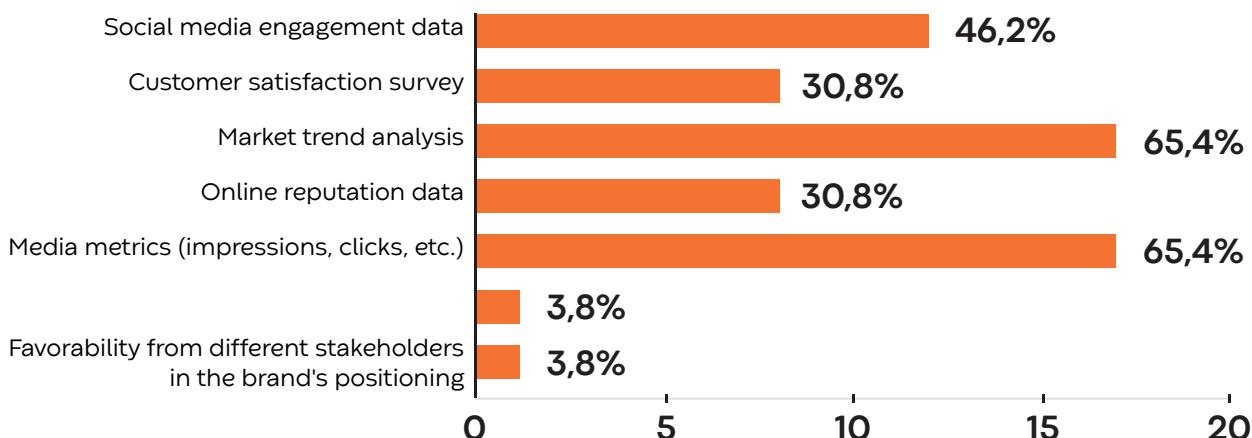
Does your company use data to make strategic communication decisions?



The data shows a significant shift in managers' self-perception. In 2025, 72.2% of companies categorically stated that they adopted data as a basis for strategic decisions. In 2026, this percentage drops to 65.4%, while a significant portion (26.9%) admits to only partial use. This movement does not indicate a loss of importance of data, but rather a more realistic view. As the complexity of operations grows, organizations recognize that they still do not control all variables, migrating from a binary logic to a hybrid decision-making model.

## The acceleration in the analysis of media trends and metrics

### What types of data are most commonly used in communication decisions?



The pressure to anticipate scenarios and justify investments has driven a clear expansion in the types of data monitored. Market trend analysis, for example, has almost doubled in relevance. This data indicates a shift in approach: organizations are no longer focusing solely on their own indicators, but are now monitoring broader market movements and the competitive landscape.

Meanwhile, media metrics (such as impressions and clicks) are consolidating as a technical pillar, an increase of more than 50% compared to the previous year. The centrality of these indicators reinforces the growing search for measurement and proof of results.

### Online reputation: from discourse to measurement

Online reputation is no longer a peripheral issue, with the number of mentions doubling compared to 2025. This progress is directly connected to the strategic objective of strengthening and protecting corporate reputation. The implicit message is clear: you can't protect what you don't measure. Reputation is beginning to be treated as a monitorable asset, and not just as an abstract perception.

### Engagement and satisfaction: the pursuit of quality

Engagement data is gaining relevance, with growth of around 50% compared to the previous edition. In a context where audience engagement is among the biggest challenges, social media metrics are ceasing to be vanity indicators and are becoming warning signs about the vitality of brand narratives.

Customer satisfaction surveys have also evolved, jumping 60% compared to 2025. This trend suggests a gradual shift in focus from volume and reach to a more qualified listening to the audiences that already have a relationship with the brand.

### **The root of strategic incoherence**

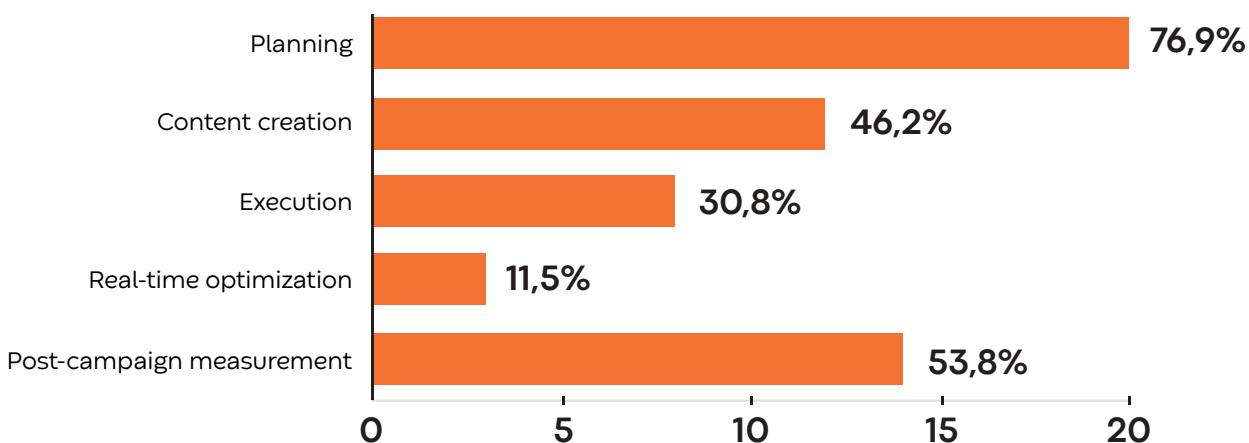
The intersection of this data with the main obstacles of the study reveals a structural contradiction. Although 65.4% of companies claim to use data in their decisions, the difficulty in measuring results remains the biggest obstacle, cited by 42.3% of respondents. The scenario indicates that many organizations possess abundant data (clicks, media metrics, trends), but still lack the analytical intelligence to transform it into clear evidence of impact and value. The result is an environment rich in information, but poor in actionable knowledge.

### **Application of data in communication processes**

The analysis of data application throughout the process reveals a significant shift in maturity. Data ceases to play a reactive role and begins to structure decisions from the initial stages of strategy to impact assessment.

### **From the rearview mirror to the compass: data in planning**

**In which stages of the process is data most often used?**

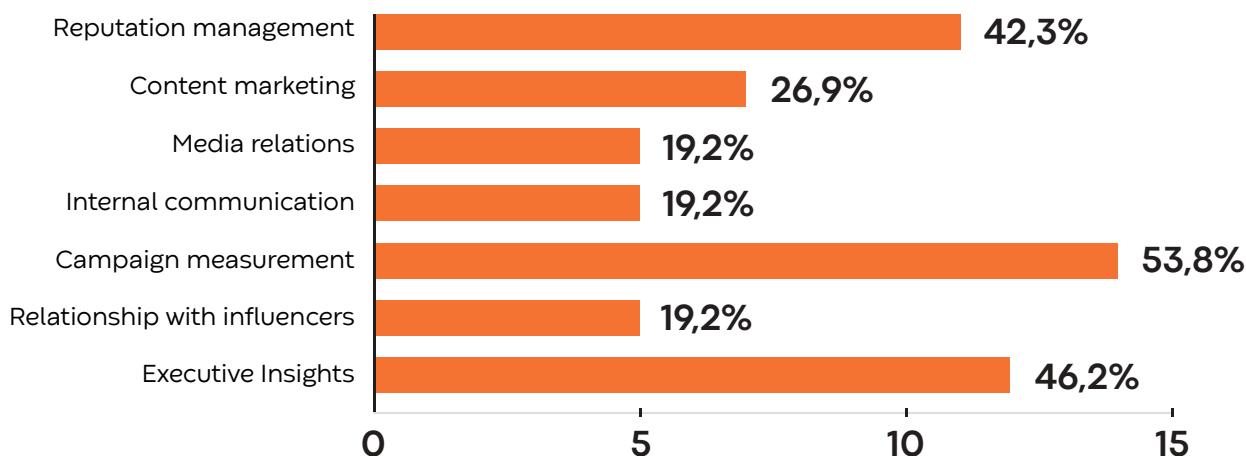


In 2026, data use will be significantly concentrated in the planning phase, cited by 76.9% of companies. This data indicates a break from the logic of exclusively retrospective use, where indicators serve only to explain past results. Post-

campaign measurement remains relevant (53.8%), but it takes on a different function: informing future decisions and adjusting strategic paths, instead of merely justifying deliverables already achieved.

## Where data has the biggest impact: reputation and execution

### Which areas of communication are most impacted by the use of data?



The comparison between the two years highlights a clear reallocation of the impact of data. Reputation management, which in 2025 was among the areas least influenced by analytical intelligence, registers a significant leap in 2026 and becomes one of the most impacted areas. This movement confirms the transition of reputation from an intangible concept to an asset monitored by technical indicators and trackable over time.

Campaign measurement remains the most impacted area, further increasing its relevance compared to the previous year. In parallel, the impact of data on executive perspectives is gaining prominence. For the first time, analytical intelligence is reaching the level of senior leadership, influencing business decisions and ceasing to be a resource restricted to operational areas.

## The loss of centrality of the relationship with the media

While some areas advance, others lose prominence. Media relations, which in 2025 appeared among the areas most impacted by data, shows a significant decline in 2026. This data suggests a shift in the role of analytical intelligence: less focus on supporting the placement of articles and more emphasis on integrated brand management, the performance of owned channels, and building direct value for the business.

## Alignment between challenges and data usage

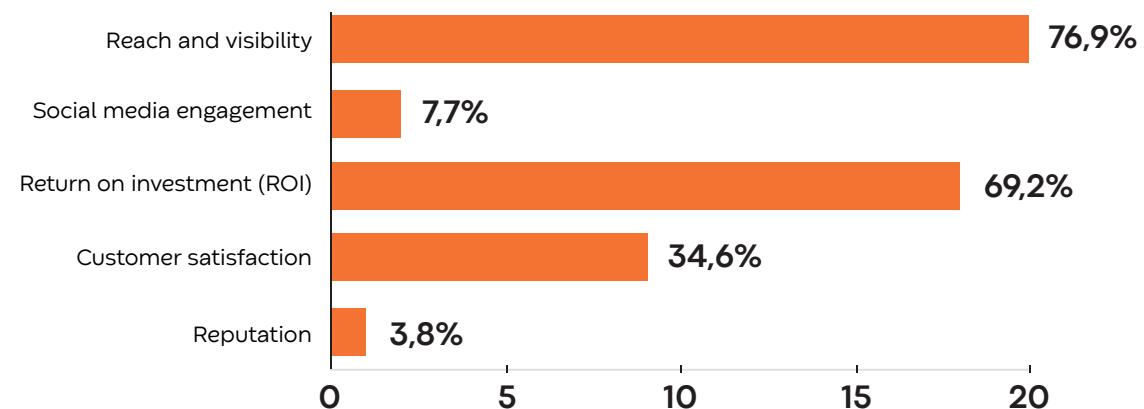
The data shows consistency between the main challenges identified and the areas that most absorb analytical intelligence. Measuring results, identified as the biggest challenge of the period, explains why campaign measurement is consolidating as the main application of data. Similarly, the growth in the use of data in content creation directly addresses the difficulty of generating engagement, indicating an effort to make narratives more relevant and evidence-driven.

## Strategic optimism and budget constraints

Although a significant portion of companies indicate an intention to increase investments, most projects only maintain their budget. This scenario creates a point of concern: as the use of data becomes more sophisticated and transversal — encompassing planning, creation, and measurement — budgetary constraints may compromise the depth and quality of the analyses required by this new stage of maturity.

## Success metrics: what really matters to the market

### Which metrics are most important to your company?



## The centrality of reach and visibility

Reach and visibility remain the dominant metrics in both periods analyzed. In 2025, they led with 13 mentions, and in 2026, they advanced even more significantly,

reaching 20 mentions, equivalent to 76.9% of respondents. This data indicates that, despite the expansion of the debate on qualitative metrics and data intelligence, the market continues to prioritize exposure as the first sign of success. Being present before the largest possible number of people remains the basis for legitimizing communication strategies.

### **The intensification of pressure for ROI**

The growing importance of Return on Investment is one of the most striking trends of the period. From the second most cited metric in 2025, with 11 mentions, ROI jumps to 18 mentions in 2026, reaching 69.2% of respondents. This increase reflects a context of greater budgetary rigor, in which communication needs to demonstrate direct economic impact to sustain investments and justify their relevance to senior leadership.

### **The decline in social engagement as a key indicator**

One of the most significant changes is the abrupt decline in social media engagement as a priority metric. In 2025, likes, comments, and interactions were on par with customer satisfaction. By 2026, only a residual minority considers social engagement a central indicator of success. This movement suggests a reclassification of these metrics as vanity metrics, which, while useful for tactical analysis, are losing ground to metrics more associated with impact and business value.

### **The resilience of customer satisfaction**

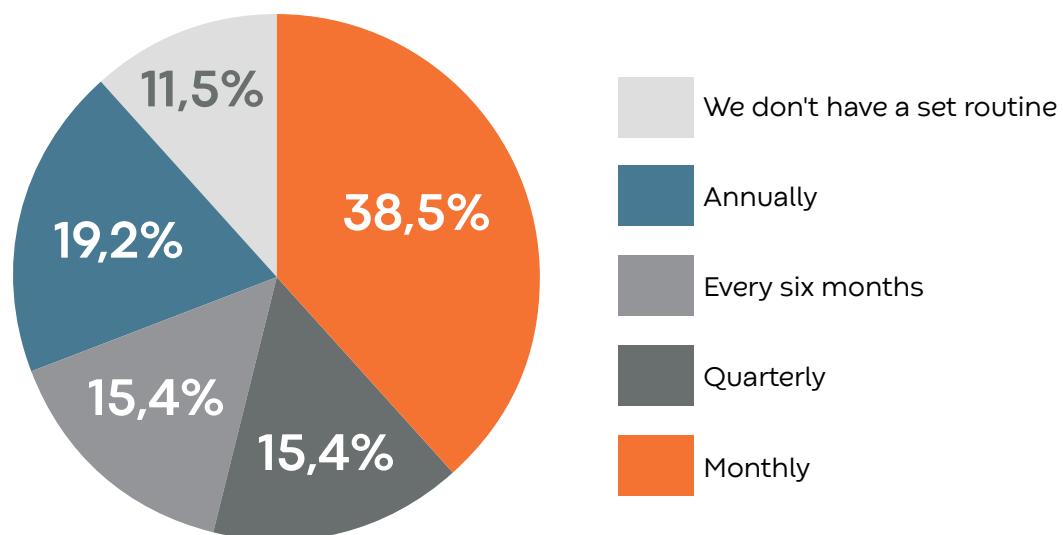
In contrast to the decline in social engagement, customer satisfaction remains stable and relevant over the two years. The indicator maintains the same volume of mentions in 2026, consolidating itself as a metric perceived as more reliable for evaluating brand health and the quality of the relationship with its audiences. Although it has not grown at the same rate as ROI, its permanence reveals a recognition of the value of customer experience and perception in the long term.

### **Reputation: the blind spot of measurement**

Perhaps the most revealing data point is the low utilization of reputation as a performance metric. Despite "reputation" appearing frequently as a strategic objective, it is almost never mentioned as a priority Key Performance Indicator (KPI). This contrast exposes a significant blind spot: companies want to build and protect their reputation, but have not yet systematically incorporated it into their evaluation models. In practice, more transactional and short-term metrics continue to occupy the space that could be filled by more structural reputational indicators.

## Strategy review frequency

How often is your strategy reviewed based on data and metrics?



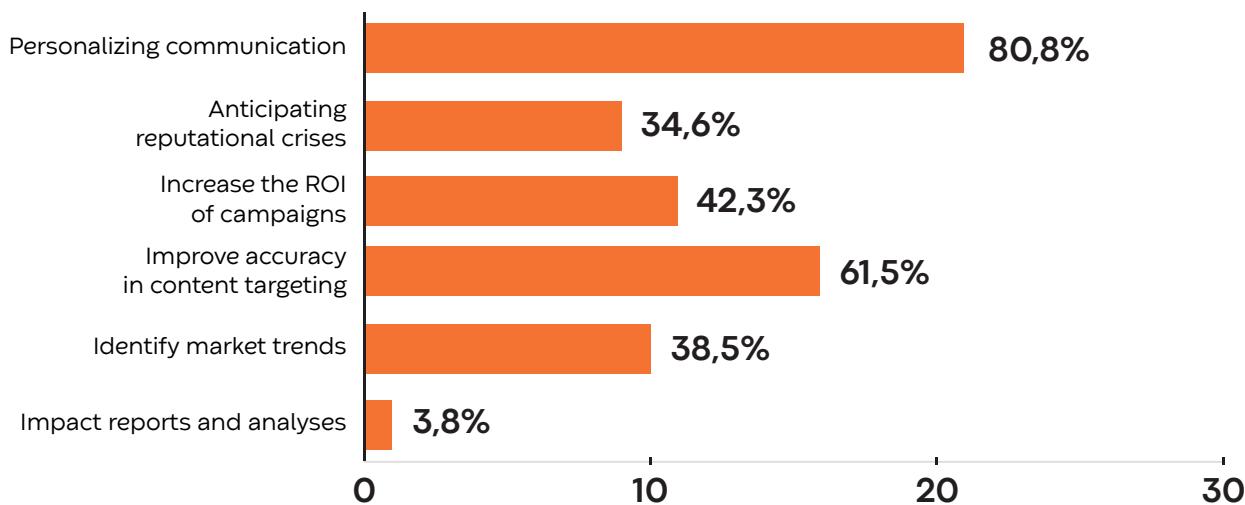
The chart shows a clear predominance of frequent reviews, particularly monthly, which accounts for 38.5% of responses. This data suggests that a significant portion of organizations have already incorporated data and metrics as recurring input for decision-making, indicating greater operational maturity and a focus on continuous adjustments.

Next, annual (19.2%), quarterly (15.4%), and semi-annual (15.4%) reviews appear, forming a significant group of companies that work with longer evaluation cycles. This behavior may indicate more rigid planning structures, less availability of real-time data, or a strategic vision more oriented towards fixed milestones.

Finally, 11.5% say they do not have a defined routine, which points to a still incipient level of analytical governance. This group tends to react more to specific demands than to operate with structured monitoring and optimization processes.

## Where data generates value: perceived opportunities for 2026

What are the biggest opportunities in the use of data?



### 1 Personalization as a strategic horizon

Personalization emerges as the main opportunity for 2026, cited by 80.8% of respondents. Although it already held a prominent position in 2025, the significant increase indicates a more sophisticated ambition. The objective is no longer communication at scale but rather communication in context, using data to deliver more relevant, timely messages aligned with the individual interests of the audiences.

### 2 Content segmentation at scale

The growing expectation surrounding precision in segmentation confirms the maturation of data usage. The leap compared to the previous year signals that companies see analytical intelligence as a direct way to reduce waste, avoid budget dispersion, and focus efforts on audiences with greater potential for response. Segmentation is ceasing to be tactical and becoming a structural component of content strategy.

### 3 Data as a lever for financial return

The opportunity to increase campaign ROI gains relevance in line with the scenario of more stringent budgets. Data is now perceived not only as a diagnostic tool, but as an active tool for optimizing investment and maximizing return. Communication is becoming even closer to the logic of economic efficiency and generating measurable value.

## 4 Data intelligence as a prevention mechanism

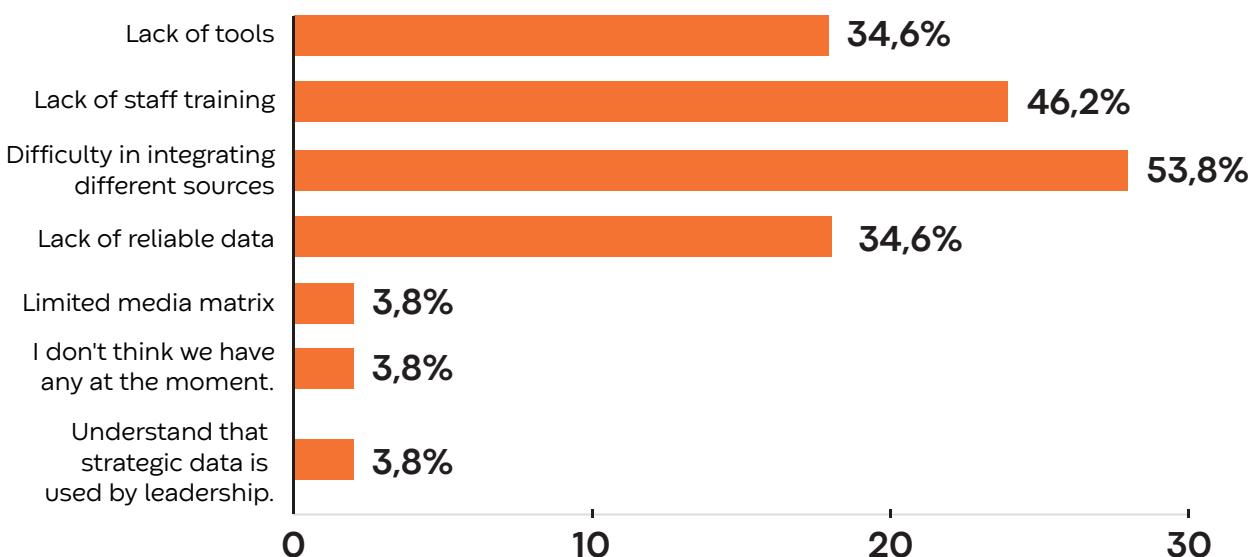
Anticipating reputational crises is gaining traction as one of the most relevant opportunities associated with the use of data. This movement reflects a shift in mindset: instead of reacting to crises that have already arisen, companies are beginning to see analytical intelligence as an early warning system capable of protecting reputational assets before damage materializes.

## 5 Trends as a continuous strategic radar

Identifying market trends has remained consistently relevant over the past two years. This point reinforces the role of data as a tool for interpreting the landscape, allowing organizations to adjust their positioning, narratives, and strategies before changes become entrenched. More than predicting the future, it's about reducing the risk of obsolescence in highly competitive environments.

### Barriers to analytical maturity: where the strategy stalls

What are the main obstacles to the effective use of data?

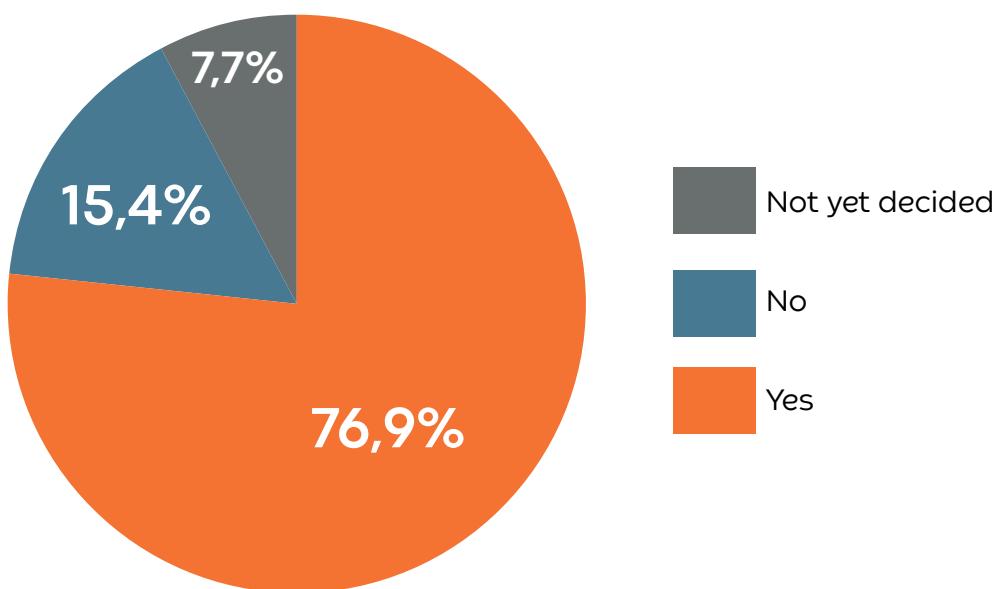


The set of barriers points to a clear diagnosis: the market has advanced in the adoption of technology, but has not yet consolidated the human and structural foundations of data intelligence. Training, integration, and information quality currently form the tripod that limits the transformation of communication into a fully evidence-driven function.

For the use of data to evolve from one *slogan* for a corporate market to gain a real competitive advantage, it urgently needs to reallocate resources and prioritize building a solid analytical infrastructure. The next step is not to ask "if" we will use data, but rather "how" we will unlock the value opportunities that this intelligence promises to deliver.

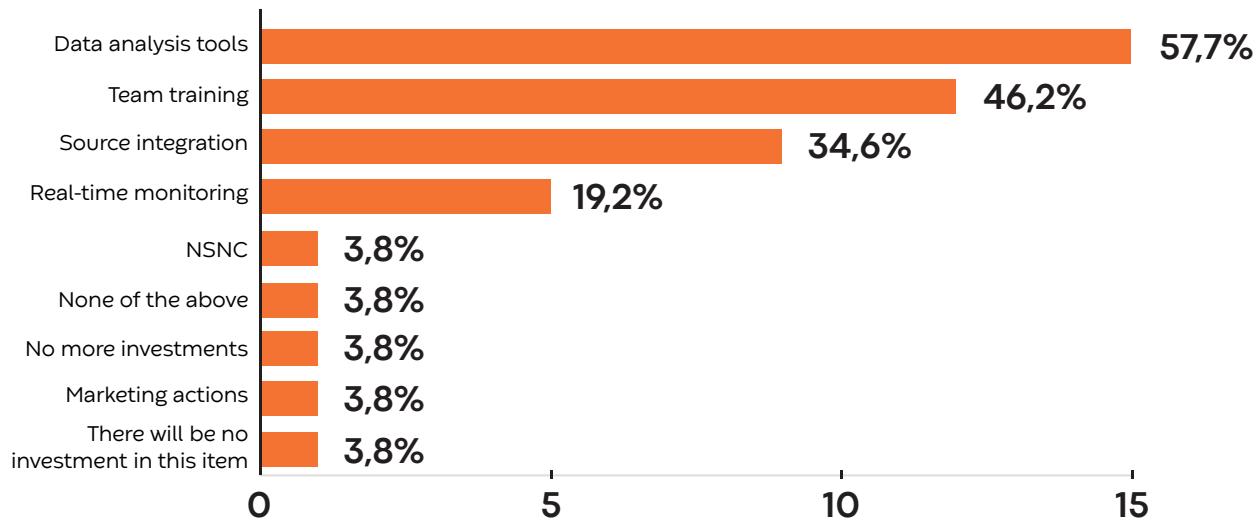
# OPPORTUNITIES IN THE USE OF DATA

Does your company plan to increase its data usage by 2026?



The increased use of data appears to be a consensus among respondents. Most companies not only already use data in their decisions, but intend to intensify this practice. By 2025, two-thirds of companies indicated they would increase the use of data in their communication strategies. This year, that percentage grew by 17 percentage points. This data signals that communication is moving towards an increasingly evidence-based model, with less tolerance for intuitive or poorly substantiated decisions.

As in the previous cycle, the largest share of the budget allocated to intelligence remains concentrated on analytical tools. This movement indicates a continuation of a strategy that prioritizes technological infrastructure as the basis for the area's evolution. While necessary, this focus reinforces the importance of ensuring that investments in software are aligned with the real capacity for use and value extraction.

**In which areas do you intend to invest more?**

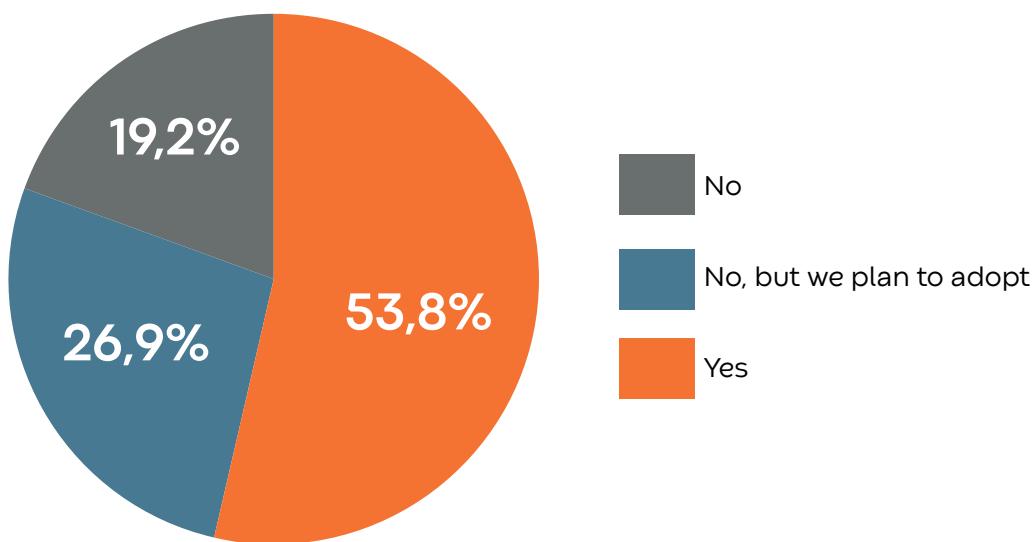
One of the most relevant changes for 2026 is the explicit emphasis on team training. The surge in investment in training represents a maturing of the strategic vision: companies recognize that technology, in isolation, does not solve the challenges of analysis, interpretation, and decision-making. Directing resources towards people directly addresses the previous diagnosis of a lack of skills as one of the main bottlenecks in the market.

The intention to invest in data source integration reflects an attempt to overcome the technical fragmentation that limits intelligence generation. By seeking to consolidate different databases into a unified view, companies demonstrate a more systemic understanding of data use. Conversely, real-time monitoring is attracting less investment, suggesting a more cautious approach to solutions that require greater operational maturity and ongoing costs.

The contrast between the two years highlights a clear transition. If in 2025 the focus was on technology acquisition, in 2026 the movement shifts towards education, integration, and the qualified use of already available systems. The market is beginning to understand that the true value of data lies not in the tool itself, but in the combination of skilled people, connected systems, and decisions guided by strategic objectives and measurable returns.

# TECHNOLOGY, AI AND AUTOMATION

Does your company already invest or plan to invest in AI/automation for communication?



The graph indicates that the **AI and automation are already a reality for most responding companies**. **53.8% say they already invest** in these technologies, demonstrating a concrete movement towards incorporating solutions focused on efficiency, scale, and optimization of communication processes.

Furthermore, **26.9% are not yet investing, but plan to adopt**, forming a significant contingent that recognizes the strategic value of AI, even though it is in the evaluation phase, undergoing internal structuring, or overcoming barriers such as budget, training, or governance.

On the other hand, **19.2% say they do not invest nor plan to invest**. These signals a segment of the market that remains more conservative or that has not yet perceived clear gains in the application of AI and automation to communication.

Taken in isolation, the research reveals a high **degree of openness to technological innovation** with over 80% of companies already adopting or considering using AI and automation. The existence of a resistant group points to inequalities in digital maturity and challenges in translating technological potential into perceived business value.

# HIGHLIGHTS AND MAIN TRENDS

The consolidated data analysis reveals a market undergoing accelerated transformation, marked by important strategic advances, but also by structural tensions that limit the maturity of corporate communication in Latin America.

## 1 Measuring results at the heart of strategic pressure

Measuring results is consolidating itself as the main challenge for 2026, cited by 69.2% of respondents. What was considered a technical limitation in 2025 is now a direct demand on communication leadership. Proving impact, value, and return is no longer a differentiator but a basic requirement to support decisions, budget, and relevance with senior management.

## 2 The mismatch between data and resource allocation

Despite measurement being the biggest pain point identified, the Data and Measurement area continues to receive less investment than execution areas, such as Social Networks. This misalignment exposes a structural risk: companies expand production and presence, but continue to underinvest in the intelligence needed to solve the very problem that most concerns them. Volume grows faster than analytical capacity.

## 3 Branding and relationship building transcend transactional logic

Communication objectives are undergoing a clear reorganization. Lead generation is losing centrality, while stakeholder engagement and long-term trust building are gaining strength. Communication is moving away from a purely tactical role and assuming a more institutional function, oriented towards reputation, relationships, and brand legitimacy in increasingly exposed and vigilant environments.

## 4 The end of vanity metrics

One of the most striking changes in the study is the abrupt decline in social media engagement as a key success metric. Likes and comments are no longer seen as relevant indicators, making way for more "hard" metrics such as Reach and ROI. The market demonstrates greater maturity by abandoning superficial performance signals and prioritizing metrics associated with scale and economic return.

**5****Data leaves the rearview mirror and enters strategic planning**

The use of data is likely to take on a more structuring role in planning and decision-making. They cease to serve merely as post-campaign reports and begin to guide planning from the very origin of strategies. Furthermore, the increased use of data for Executive Insights indicates that communication is finally reaching the boardroom with numbers connected to the business, and not just marketing metrics.

**6****The blackout of human intelligence**

While technology has advanced, human capital has not kept pace. The lack of skilled teams is experiencing the greatest growth among obstacles, becoming one of the main hurdles for 2026. This data reveals a side effect of the race for tools: companies invested in technology, but now face a shortage of professionals capable of extracting strategic value from these systems.

**7****Stable budget, increasing technical requirements**

Even with the increased demands for data usage, new technologies, and more sophisticated metrics, most companies choose to maintain their 2026 budget. This paradox creates a scenario of pressure: more sophistication, more proof of value, and more efficiency are expected, without a proportional expansion of financial resources.

**8****A resilient market, driven by investors**

Despite the restrictions, 34.6% of companies indicate an intention to increase their investments in communication. This group acts as a driving force in the market, betting on innovation, expansion of strategic fronts, and greater impact of actions. This data reinforces that, even in a cautious environment, communication continues to be perceived as a relevant lever for growth and differentiation.

**9****AI: from promise to strategic reality**

The adoption of Artificial Intelligence and automation in corporate communication in Latin America has moved past being an incipient trend to consolidate itself as an operational reality and a strategic priority.

**AND, Trends 2026** reveals a sector undergoing a decisive transition. Communication is moving towards a more strategic model, driven by data, reputation, and long-term value. However, this evolution is occurring amidst clear tensions between ambition and operational capacity. The next leap in maturity will not come from increased volume, but from correcting misalignments: investing in intelligence, empowering people, and connecting data to real business decisions.

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