

# STATE OF DIGITAL TRUST 2024

Today's highly mobile and connected economy is powered by digital trust. As organizations pursue digital transformation, they urgently need to prioritize enterprise-wide trust to achieve their goals and prepare for future market opportunities, legislation and regulatory compliance.

In 2024, ISACA conducted its third-annual State of Digital Trust survey. The report, available at [www.isaca.org/state-of-digital-trust](https://www.isaca.org/state-of-digital-trust), shares data from 5,870 respondents and timely advice from industry leaders.

Survey results show several concerning gaps related to digital trust, especially as AI becomes part of daily routines. Immediate attention to trust is needed before organizations find themselves behind—or removed from—the curve.



## KEY TAKEAWAYS FROM THE State of Digital Trust 2024 survey include:

**82%**

say in five years digital trust will be more important, yet **ONLY 20% ARE INCREASING BUDGETS** for digital trust

This is an alarming gap, especially with the growth of disruptive technologies such as AI.

**27%**

say **INCREASED REVENUE** is a benefit of digital trust

Organizations may be leaving revenue on the table by not prioritizing digital trust.

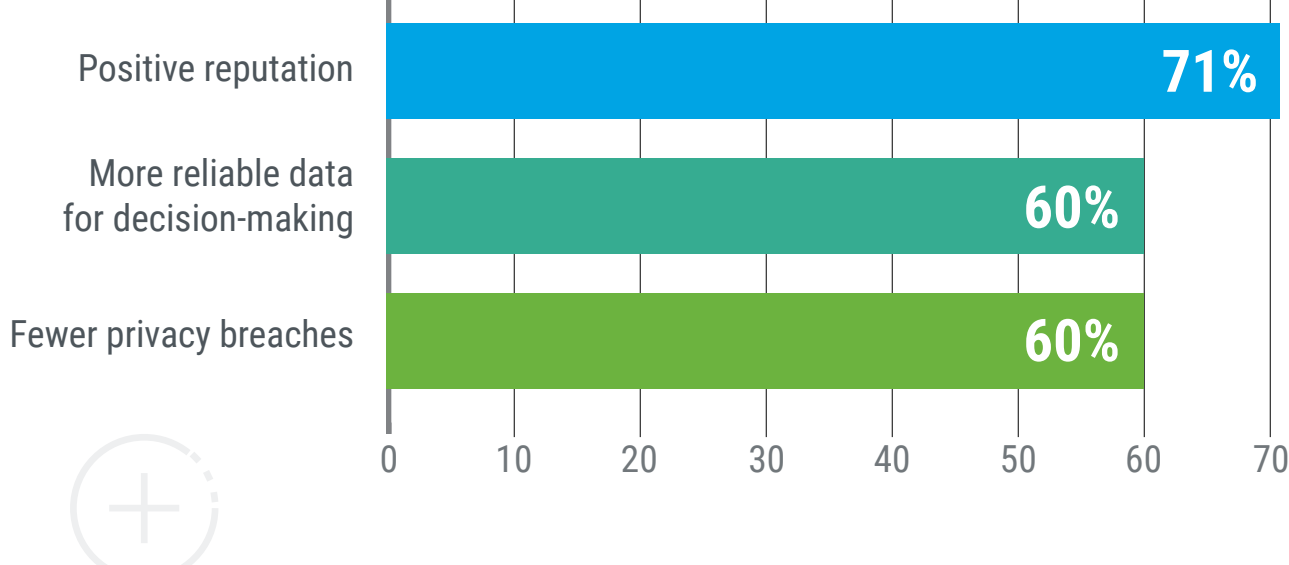
**78%**

agree that digital trust is **IMPORTANT TO DIGITAL TRANSFORMATION**

**ONLY 23%**

say their organization measures digital trust maturity, **EVEN THOUGH 81% AGREE** that demonstrating a commitment to digital trust can lead to success

## TOP THREE Digital Trust-related Benefits



**ORGANIZATIONS  
LACK CONFIDENCE**

**52%**

are confident in the digital trustworthiness of their organization.



**MORE TRAINING  
IS REQUIRED**

**53%**

say lack of skills and training is the top obstacle to achieving digital trust.

## EXPERT INSIGHTS



“With the explosive growth of AI, enterprises need to incorporate security, privacy and reliability under a digital trust umbrella.”

- **Meghan Maneval**,  
Vice President of Product Strategy and Evangelism, RiskOptics

“Improving digital trust presents a significant opportunity to increase revenue.”

- **Rolf von Roessing**, Partner/CEO, FORFA Consulting AG



“Digital trust is instrumental in building relationships to mitigate adverse consequences when unavoidable incidents occur.”

- **Matt Chiodi**, Chief Trust Officer, Cerby