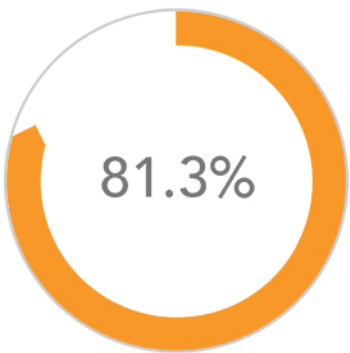


The Global Review of Data-Driven Marketing and Advertising 2015

Insights

This year nearly 3,000 marketers, service providers and other global industry participants lent their insights to help us understand how that practice is changing amidst a constant stream of technological, macroeconomic and media change.

Data Matters... More



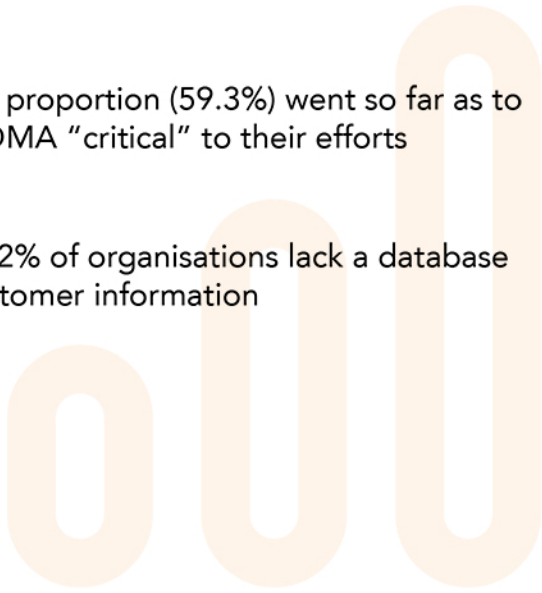
described data as "important" to their efforts



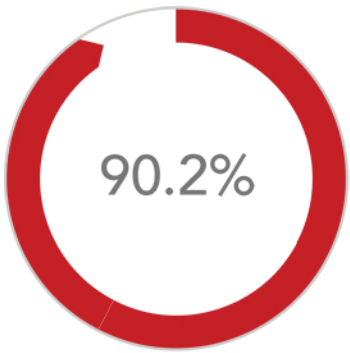
A large proportion (59.3%) went so far as to call DDMA "critical" to their efforts



Only 8.2% of organisations lack a database for customer information



The Customer is King



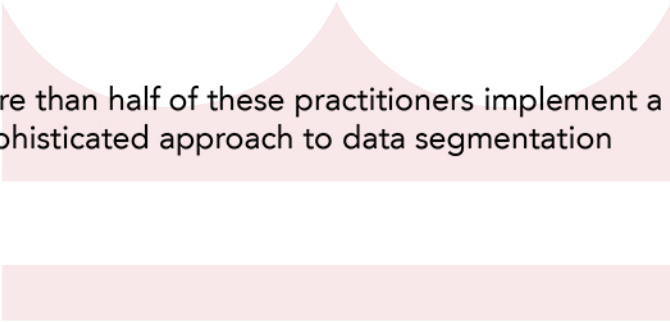
say they're focused on deploying predictive analytics and segmentation



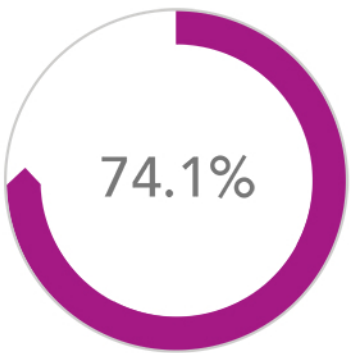
In 2014 43.8% of panelists had a focus on improving this part of their organisation



More than half of these practitioners implement a sophisticated approach to data segmentation



The Bull Market Remains



remain confident in DDMA and its potential for future growth



Optimism has tempered slightly from last year, when 77.4% of panelists expressed similar enthusiasm.

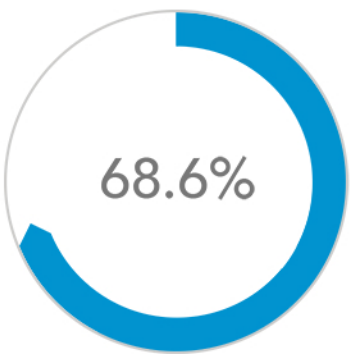


The top three drivers for investment in DDMA were:

1. Desire to be customer-centric
2. Desire to align with consumer media preferences
3. Availability of marketing technology



Funds Flow to DDMA



expect their DDMA budgets will increase further



Which channels have seen the most significant increase of budget in 2015?

1. Social media management/content
2. Web content
3. Search
4. Digital Display
5. Mobile



Which channels are expected to see the most significant increase of budget in 2016?

1. Mobile
2. Social media management/content
3. Web content
4. Digital display
5. Search

