

The Global Review of Data-Driven Marketing and Advertising

January 2017

This year nearly 3,000 marketers, service providers and other global industry participants lent their insights to help us understand how the practice of Data-Driven Marketing and Advertising (DDMA) is changing amidst a constant stream of technological, macroeconomic and media change.

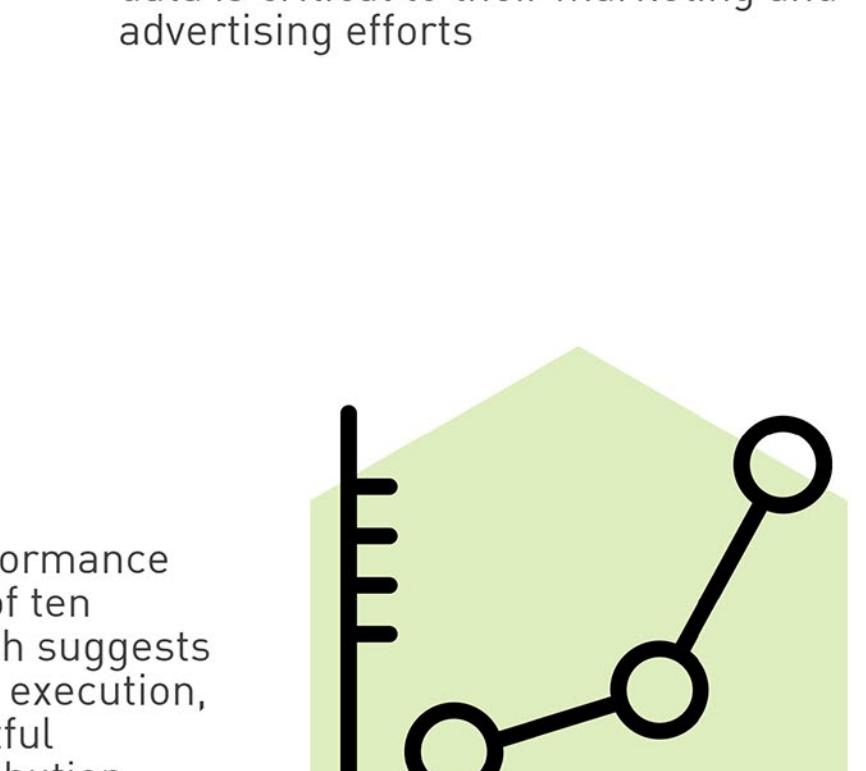


Panel composition



- Marketer/Advertiser : 41.1%
- Publisher/Media : 5.9%
- Provider of marketing services : 30.6%
- Developer of advertising & marketing technology : 6.6%
- Other : 15.8%

Panelists from marketing and advertising practices across 18 global markets were surveyed



Data has become an essential marketing asset.

A clear majority (79.6%) of global survey respondents said customer data is critical to their marketing and advertising efforts



DDMA works.

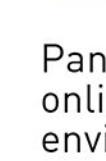
Over the last year, performance improved across nine of ten tracked channels, which suggests improved planning and execution, as well as more insightful measurement and attribution techniques



63.7% of panelists' organisations purchase 3rd party data to support targeted campaigns

89.6% of panelists' organisations segment data

82% of panelists' organisations measure campaign results across multiple channels



How do practitioners derive greater value from DDMA?

Advancing DDMA begins with how marketers do business.



DDMA practitioners said that improving their organisations' internal processes would do the most to advance their DDMA efforts.



Panelists see great potential in the ability to link offline and online information to better engage with customers across environments - but relatively few have begun experimenting with available opportunities.



Nevertheless, 44.3% of panelists said that heightened regulation of data would represent the most threatening potential hindrance to their DDMA efforts.