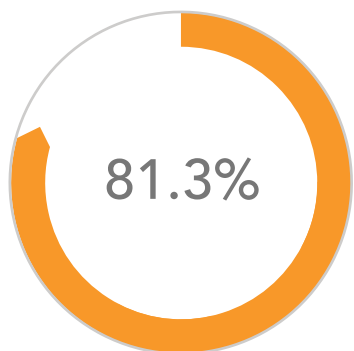


Insights From The Global Review of Data-Driven Marketing and Advertising 2015

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

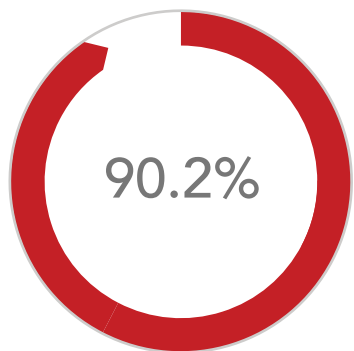


described data as "important" to their efforts

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

o|| Only 8.2% of organisations lack a database for customer information

The Customer is King

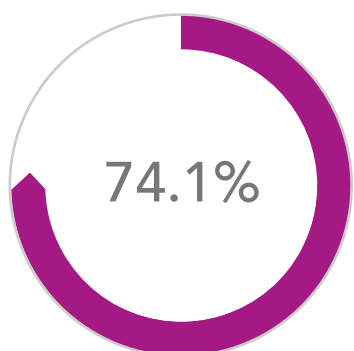


say they're focused on deploying predictive analytics and segmentation

👑 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



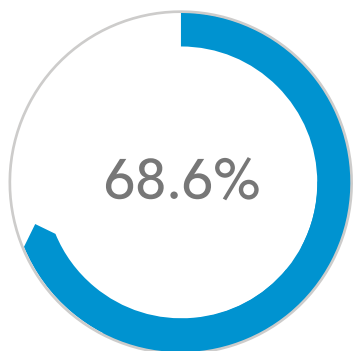
remain confident in DDMA and its potential for future growth

🐂 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