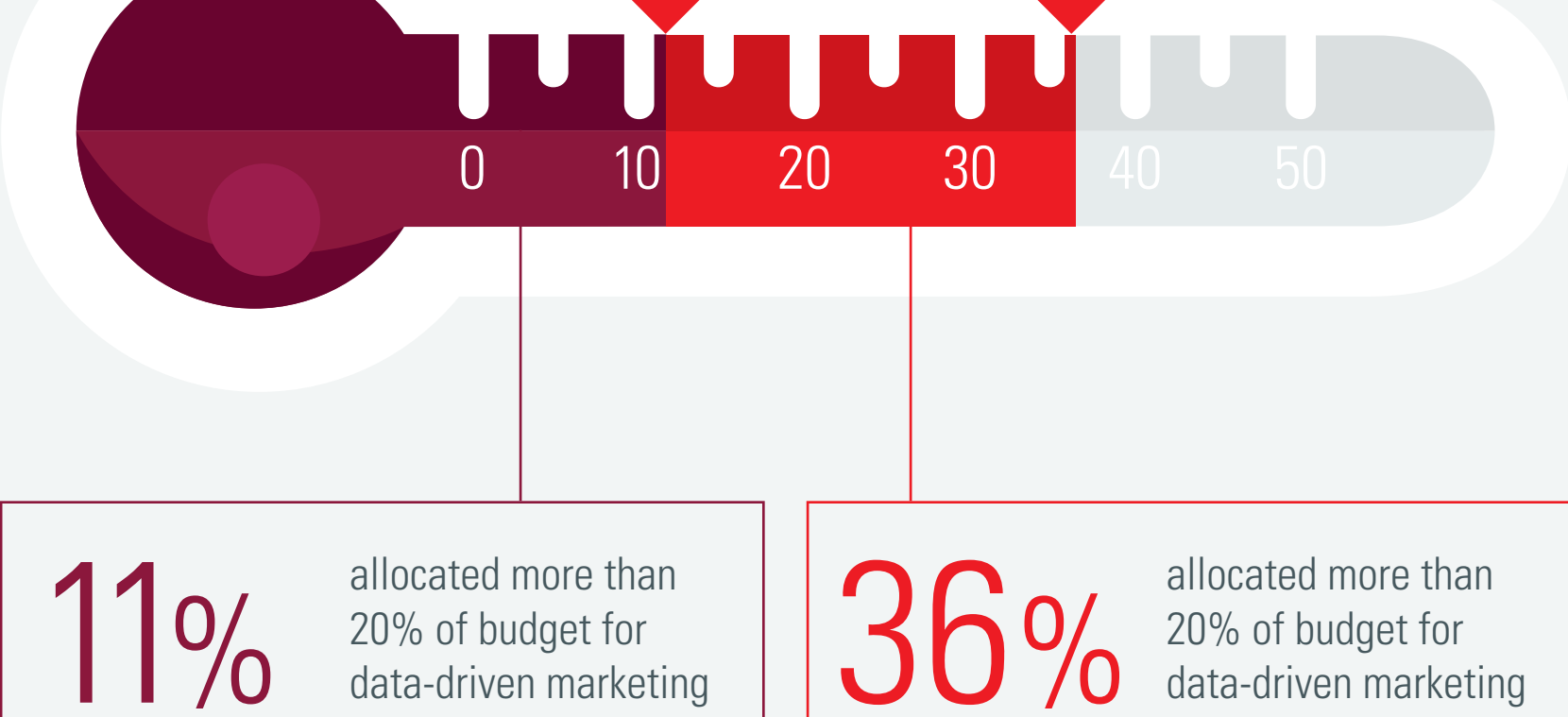


DATA DRIVEN MARKETING IS HEATING UP



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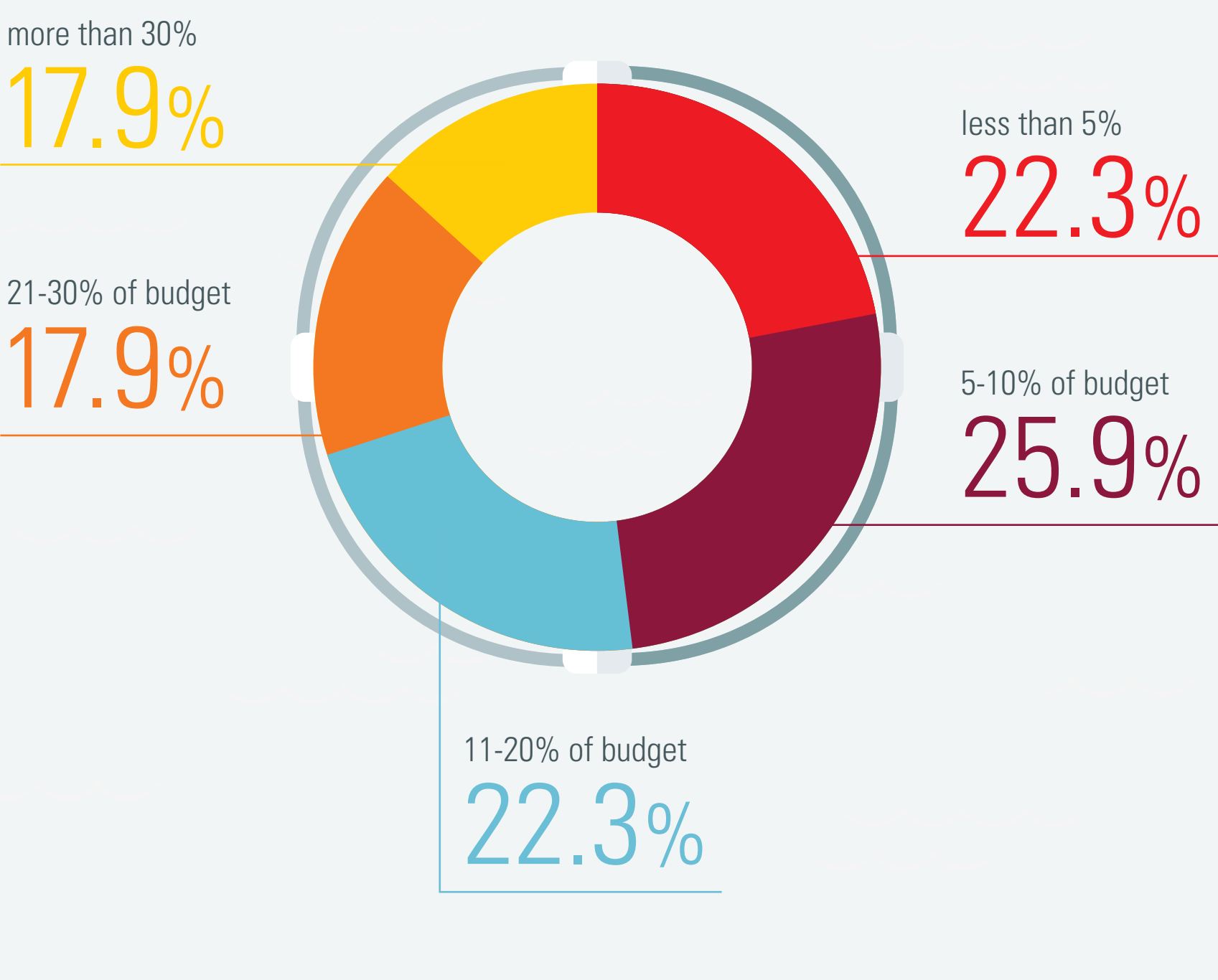
say their digital marketing is driven by data



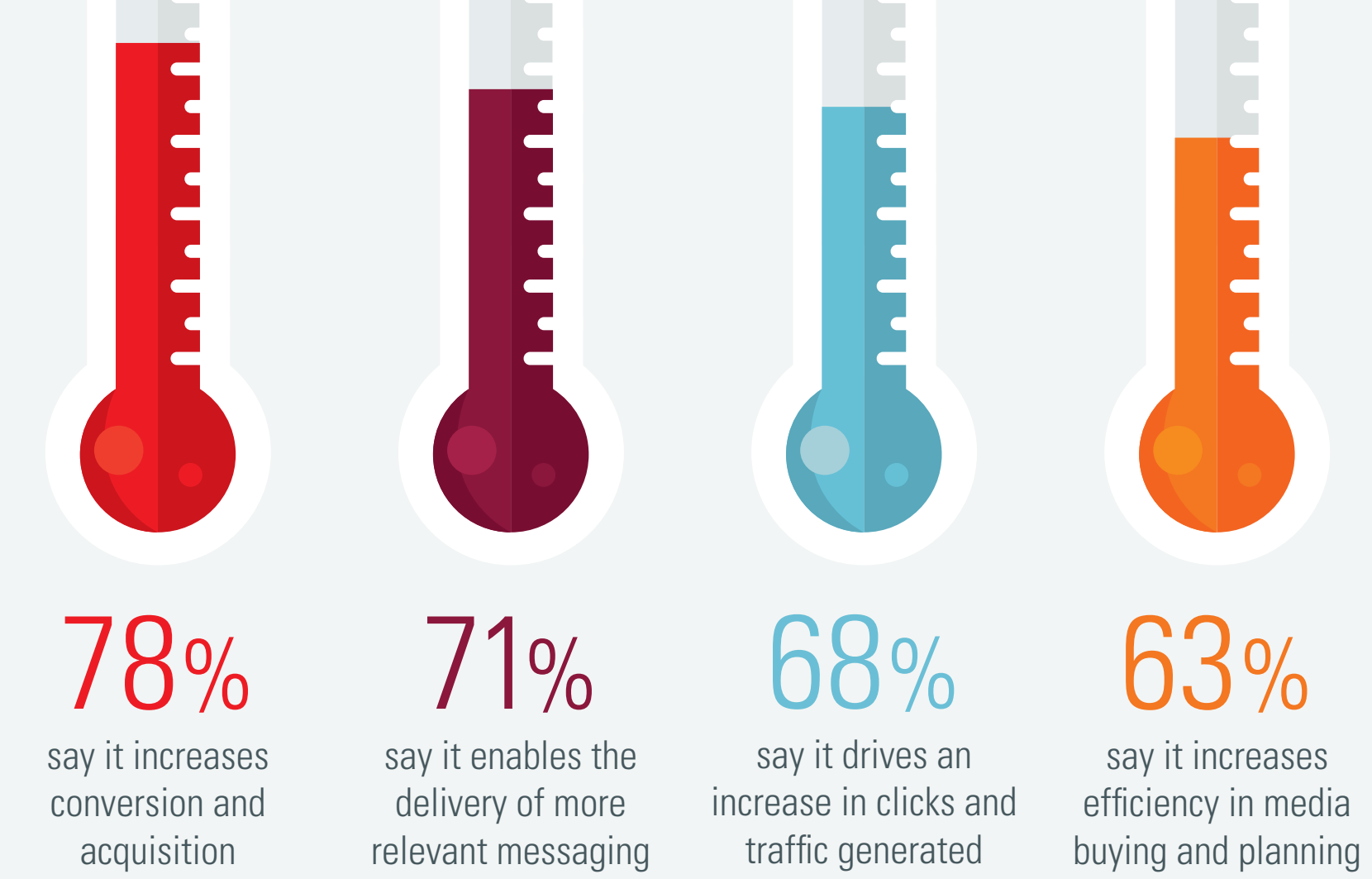
11% allocated more than 20% of budget for data-driven marketing

36% allocated more than 20% of budget for data-driven marketing

What percentage of marketing budgets are allocated to data-driven initiatives?



Marketing with data makes an impact



Data across the marketing organization



Analytics on the rise

Ranking the most relevant cross-channel / cross-platform opportunities in 2013:



The importance of display is melting fast

Display (banner) opportunities were indicated to be only the 7th-most relevant

Marketing to a mobile world

Mobile may be top of mind for advertisers, but it remains untapped in both targeting and data usage. The mobile channel continues to grow in "time spent" but lags in share of marketing budgets.

