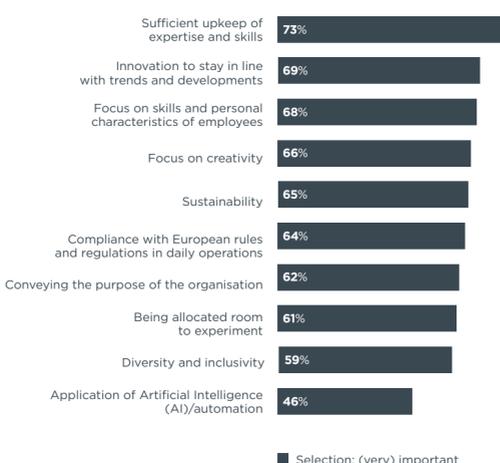


2023 DDMA BAROMETER THE MARKETING TEAM OF THE FUTURE

AI IS A HYPE FOR NOW, NOT YET BEING IMPLEMENTED WITHIN MARKETING TEAMS

Question: To what extent do the following topics play a role within your organisation in terms of data-driven marketing?

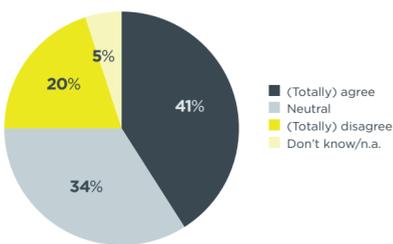


Question: To what extent do the following topics play a role within your organisation in terms of data-driven marketing?



Question: To what extent do the following statements apply to your organisation?

Statement: New technology (such as ChatGPT or other free tools) will result in the disappearance of certain jobs and expertise from marketing teams

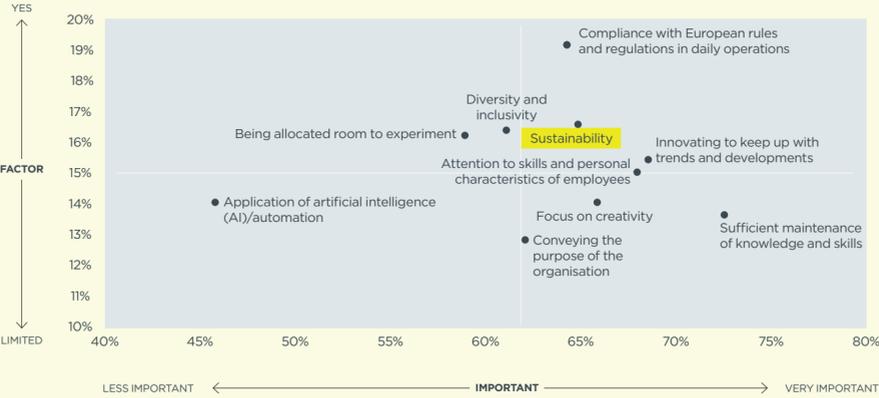


There is division about the impact of AI. Only 30% of small organisations expect impact on jobs and expertise, compared to 43% for SMEs and 45% for larger-scale organisations

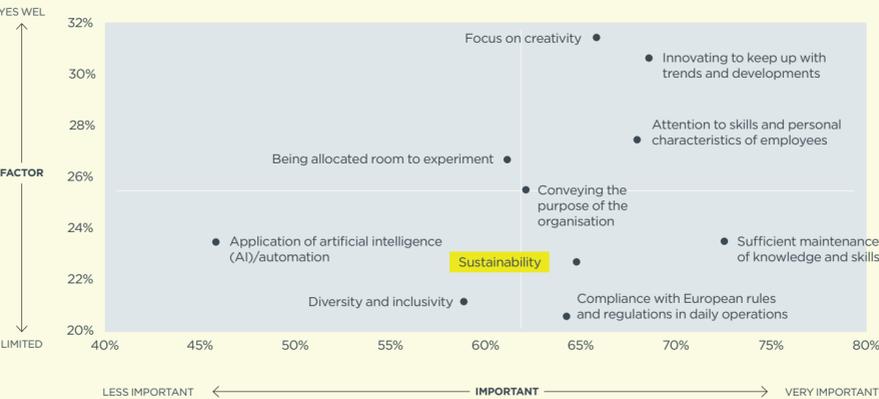


MARKETING TEAMS AWARE OF THE IMPORTANCE OF SUSTAINABILITY, BUT REMAIN RELUCTANT

Selection: Is a factor within the organisation, but not within the marketing-related teams, compared to selection: (very) important



Selectie: Speelt vooral binnen de marketing-gerelateerde teams t.o.v. selectie: (heel) belangrijk

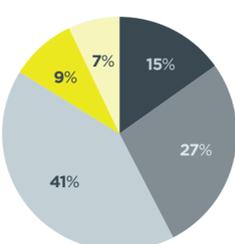
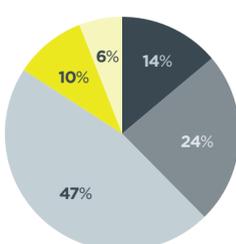


SUFFICIENT UPKEEP OF EXPERTISE AND SKILLS IS TOP OF MIND, BUT REMAINS A CHALLENGE

Question: To what extent do the following topics play a role within your organisation in terms of data-driven marketing?

Topic: Sufficient upkeep of knowledge and skills

Topic: Focus on skills and personal characteristics of employees



■ Is a factor within the organisation, but not within marketing-related teams
■ Is mainly a factor within the marketing-related teams
■ Is both a factor within the organisation and the marketing-related teams
■ Is not a factor
■ Don't know



2 out of 3 organisations (66%) of the sector representation operate in a fully agile manner or utilise a number of agile principles

MARKETERS SEE FEW FUNDAMENTAL CHANGES WITHIN THE PROFESSION

Question: Which jobs do you expect to become (more) important for marketing related activities in your organisation?



40% of large-scale organisations (500+ employees) and 17% of small and SMEs (1-500 employees)

Important jobs in the future

- AI SPECIALIST
- DATA ANALYST
- DIGITAL MARKETING SPECIALIST
- SOCIAL JOBS

RESEARCH ACCOUNTABILITY

The 2023 DDMA Barometer: Marketing team of the future is a quantitative survey conducted in collaboration with research agency GfK, among 506 Dutch people working in the marketing sector, selected on the basis of the question "Are the activities you perform in your current position largely marketing related?". In addition, 71 respondents from DDMA's supporters participated. The stated results are only based on the research target group (n=506), unless explicitly stated.

ABOUT DDMA

The DDMA is the largest trade association for data-driven marketing, sales and service. We are a network of advertisers, non-profits, publishers, agencies and tech providers that use data in an innovative and responsible way to interact with consumers. Through knowledge and advice, we help our members to work in a data-driven and customer-oriented manner, to develop a vision on data use, and to deal with legal changes. We also give our members a voice in The Hague and Brussels and professionalize the sector by developing self-regulation. For all DDMA studies, go to: ddma.nl/kennisbank