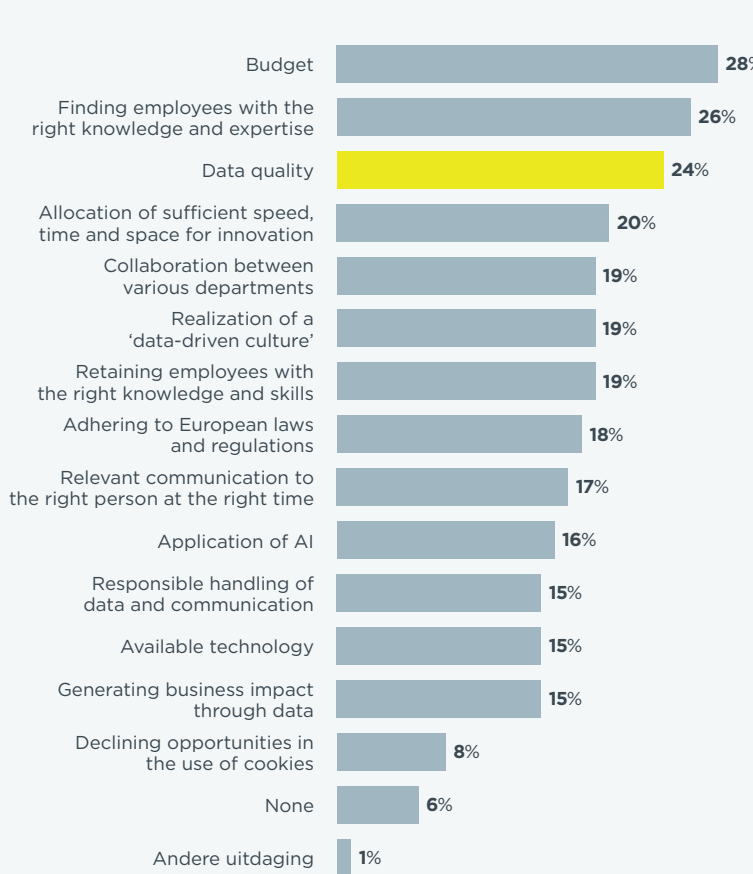


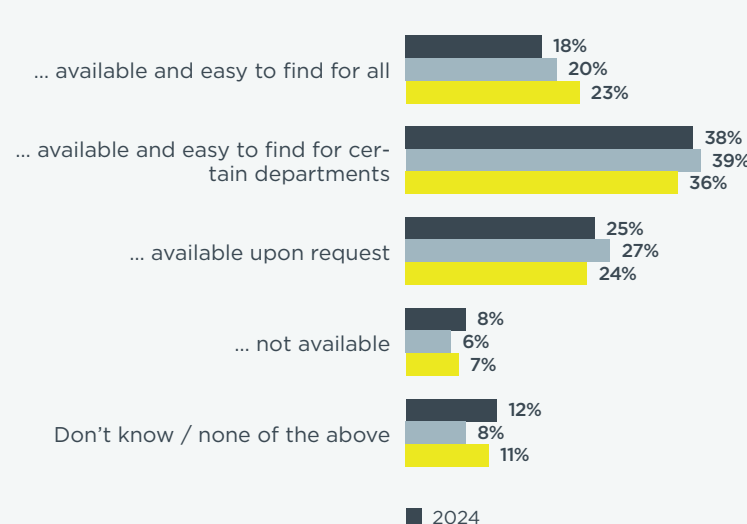
Data-driven work in the marketing sector hampered by challenges to data quality...

... and there is no discernible development regarding the availability and discoverability of data and insights

What are the greatest challenges within your organization where data-driven marketing is concerned? (total named in top 3)



The following questions pertain to the accessibility and implementation of data and insights within your organization. Data and insights are...

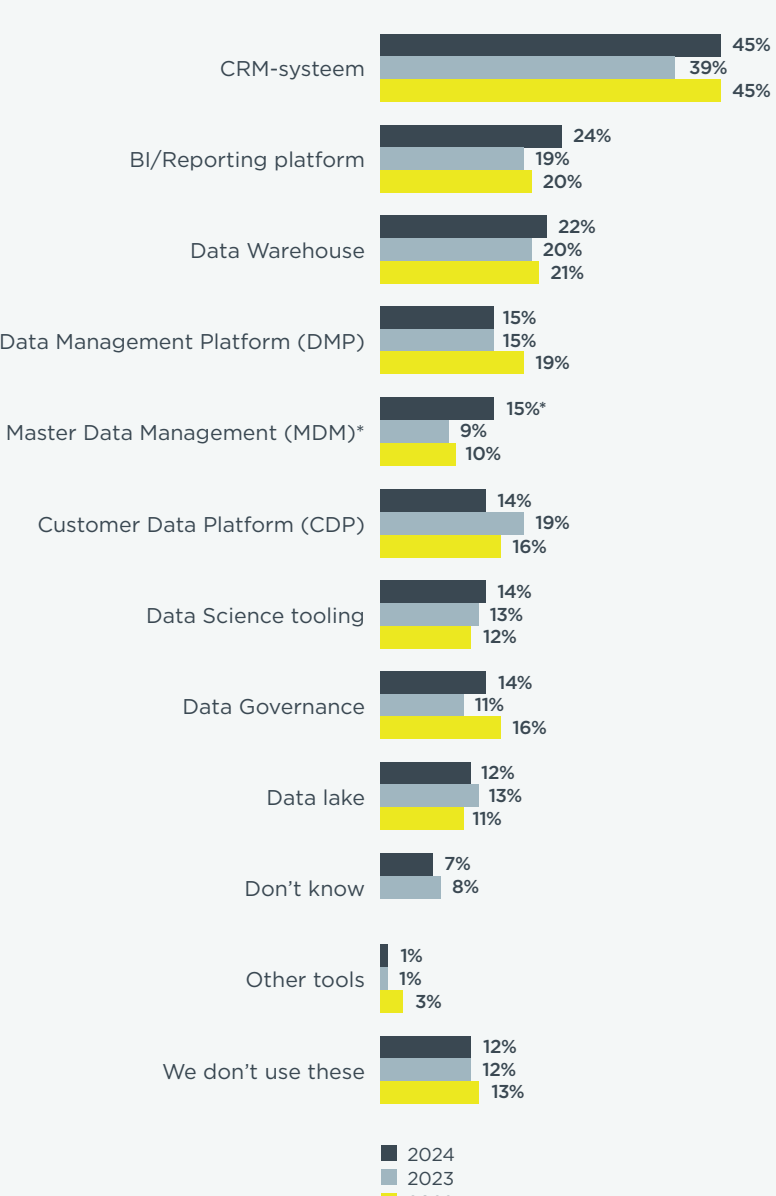


No significant differences for 2024 compared to 2023 and 2022

Logically, the use of data tooling does not display any change over time

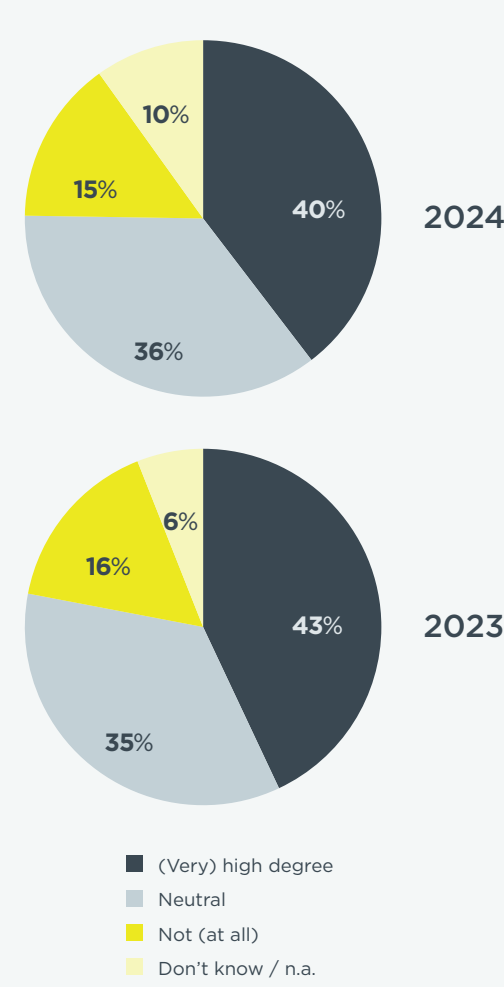
And there are opportunities for collaborating with marketing-related teams

Which technology or platforms does your organization utilize?



* = significant difference for 2024 compared to 2023
Selection: knowledge of the technology utilized (n=433 2023 and n=360 2022)

To which degree are data and insights implemented by teams that deal with marketing-related activities?

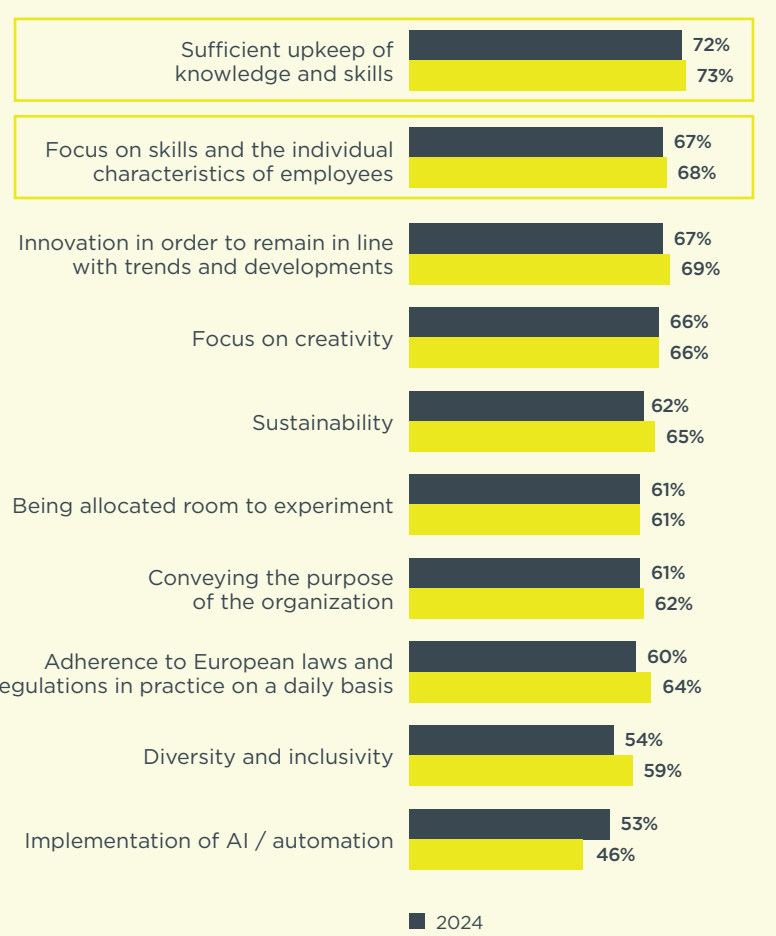


No significant differences for 2024 compared to 2023

Focusing on employees remains the most important theme for the future of the marketing profession

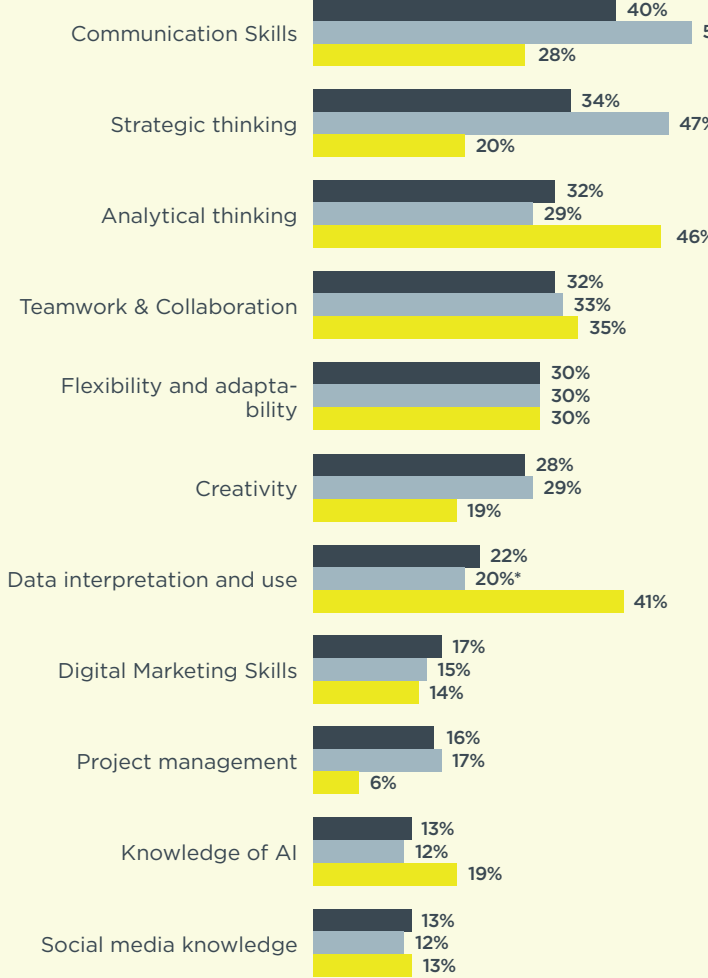
Labor shortages and rapid technological developments explain the relevance of soft skills

And, looking ahead, to what extent do you expect these matters to become (more) important within the profession of marketing?



No significant differences 2024 compared to 2023

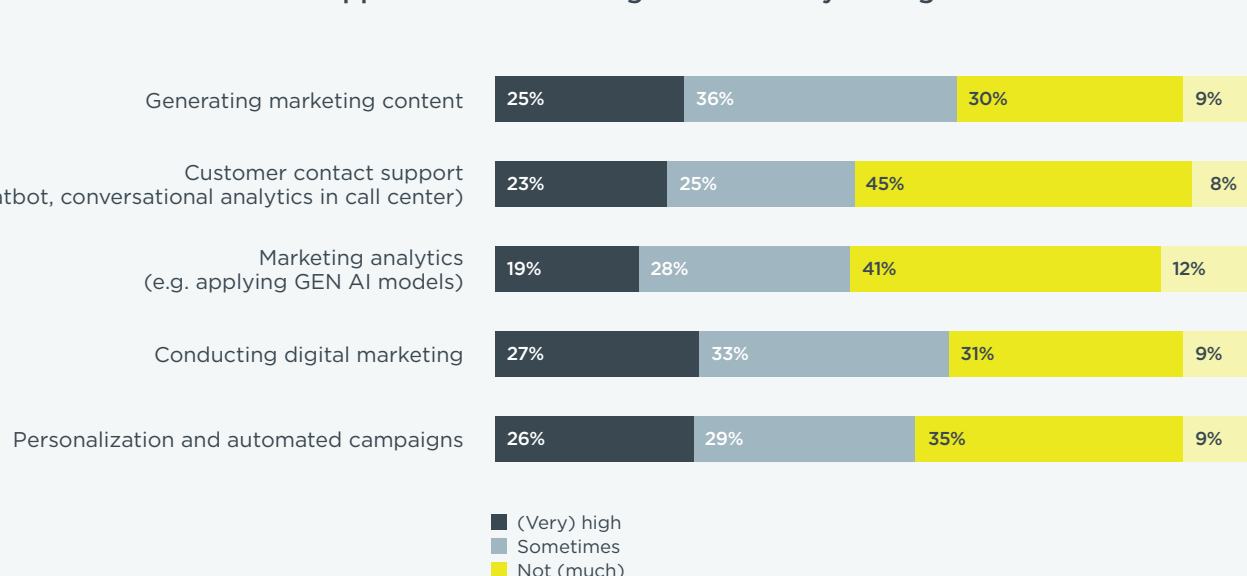
What do you feel are the most valuable skills to have in your position? (total mentioned in top 3)



* = significant difference between the business side and the byte side of organizations

The low-threshold application of AI exposes a fundamental data quality problem

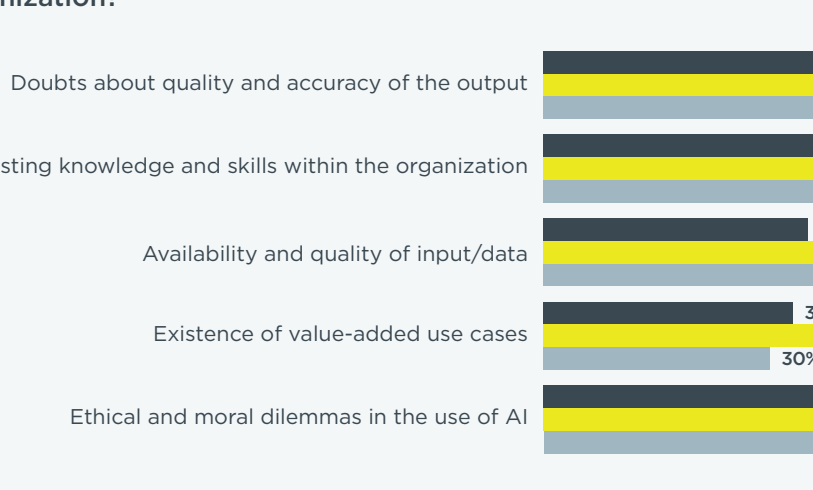
To what extent is AI applied in the following areas within your organization?



(Very) high
Sometimes
Not (much)
Don't know

Partly due to a lack of knowledge and expertise of the (im)possibilities of AI

For the points mentioned below, can you indicate to what extent these form an obstacle to the application of AI within your organization?



Selection: Reasonably + very obstructive
* = significant difference between DDMA participants and sector representation

RESEARCH ACCOUNTABILITY

The DDMA Data-Driven Marketing Survey (DDMO) was conducted in collaboration with research agency GfK, among 520 Dutch people working in the marketing sector, who answered positively to the question whether they mainly perform marketing-related activities. In addition, 88 Dutch participants from the DDMA constituency participated. The results mentioned are only based on the target group (n=520), except where this is explicitly indicated.

ABOUT DDMA

DDMA is the largest trade association for marketing and data. We are a network of more than 360 brands, non-profit organizations, publishers, agencies and tech suppliers looking to use data successfully and responsibly for marketing purposes. We interpret developments in the field of technology, regulations and ethics, and bring together marketers, data specialists and lawyers to help them grow in their profession. We also promote self-regulation and are a discussion partner with policymakers and regulators.

Do you have any questions or comments about this study? If so, please send an e-mail to info@ddma.nl