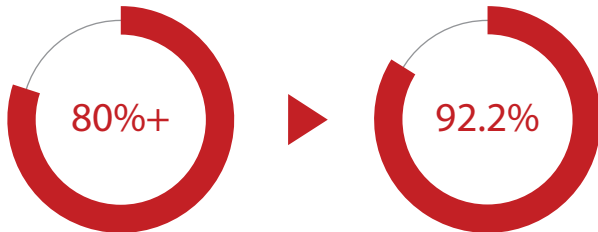




# The Global Review of Data-Driven Marketing and Advertising

## 6 Global data and customer insights

### Data matters



80% said that data is important to their advertising and marketing efforts.

92.2% believe it will play an important role in the future.

### It's all about customers



52.7% believe the demand for customer centric communications is the great driver of budgets.

47.1% said limited budget was a restriction to delivering on customer centric communications.

### Borders matter less

When asked to assess the role of data between 1 and 5 all countries ranged between 4.73 and 4.08.

CRITICAL ROLE>



When asked to assess whether data is growing more important all countries ranged between 4.85 and 4.43.



### The big data challenge



43.4% believe expanded budgets will provide a solution.

42.1% said better talent would address issues.



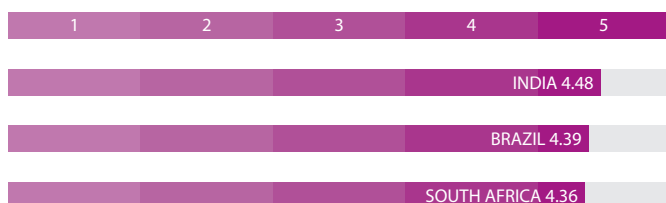
support better organizational structure.



### It's a bull market

77.4% said they're confident in data driven marketing and advertising and its continued growth.

EXTREME CONFIDENCE>



### Marketing budgets are on the rise

63.2% reported an increased spend on data-driven marketing and advertising over the last year – with another 10% (73.5% of the panel) expecting that budgets will rise yet again over the next year.

