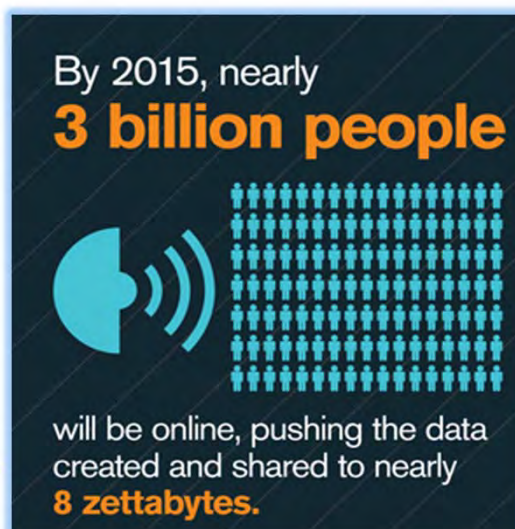


A technology challenge.

A marketing responsibility.



 **DMA** Advancing and Protecting  
Responsible Data-Driven Marketing

## Mega Trends for Data-Driven Marketers

- » Visualization & Multi Media Approaches
- » Content Curation & Aggregation
- » Mobile. Mobile. Mobile.
- » Storytelling drives Nurturing & Engagement experiences
- » Customization across channels
- » Serialization (with MicroPublishing / MicroPayments and Digital Subscriptions)

Source: *The 2013 DMA StatBook*

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Responsible Data-Driven Marketing

## People of all ages respond to ads

WHICH OF THE FOLLOWING HAVE INFLUENCED YOU TO PURCHASE A PRODUCT OR SERVICE IN THE PAST 12 MONTHS?

(BASE: US ONLINE CONSUMERS, AGE 15 AND OLDER)

	Overall	15-17	18-24	25-34	35-44	45-54	55-64	65 Plus
A commercial on television	53%	59	51	59	57	59	40	45
An advertisement in a newspaper	32%	28	15	23	31	43	46	47
An advertisement in a magazine	30%	37	24	26	28	38	31	32
An infomercial on television	18%	16	20	17	16	16	21	16
A banner or other advertisement on a website	18%	19	18	22	16	18	14	13
An advertisement on the radio	16%	12	12	18	15	22	14	11
An advertisement on a billboard	8%	9	11	12	5	7	5	3
A video advertisement on YouTube (commercial, ad played prior to start of your video, etc.)	8%	22	16	8	5	6	5	1

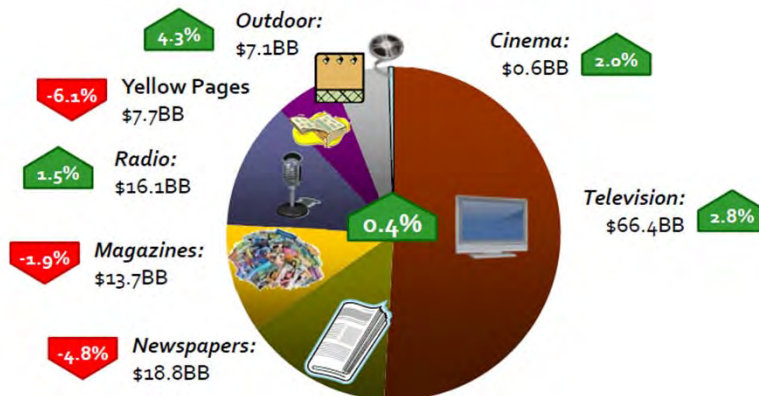
Source: ExactTarget, "2012 Channel Preferences Survey."

Source: The 2013 DMA StatBook



## 33% Media Spending is on Print

2013 U.S. "Measured Media" Spending: \$130.4BB



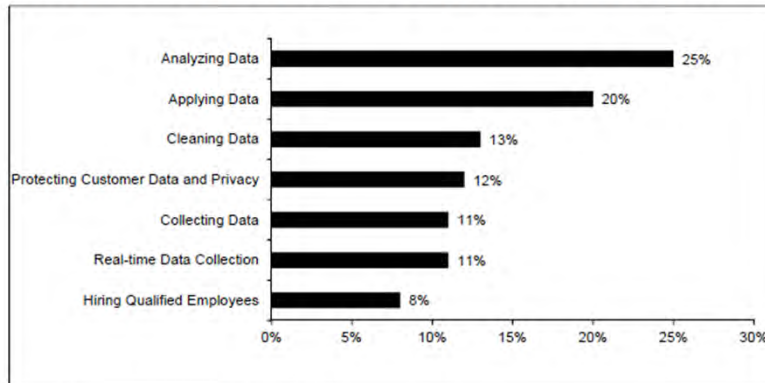
Source: Winterberry Group analysis of multiple sources  
 Note: Arrows reflect expected percentage change in spend, by channel, from 2012 levels



Source: The Winterberry Group

## Biggest Challenges in 2013

**BIGGEST CHALLENGES TO BE FACED BY MARKETERS IN 2013 AS IT RELATES TO THE USE OF DATA**



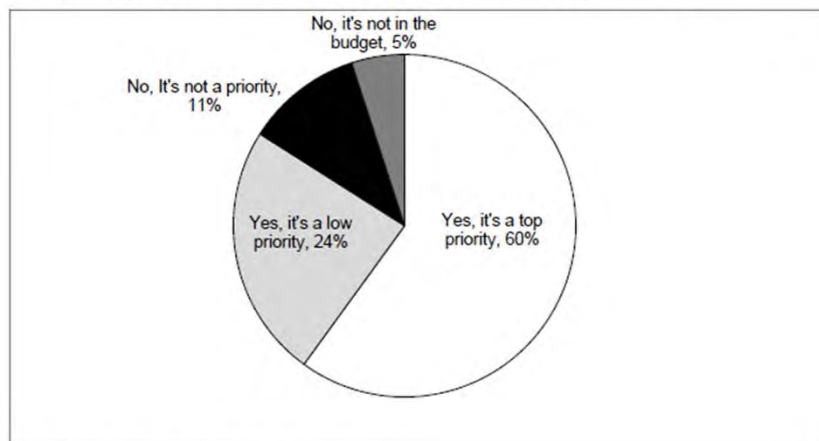
Source: Infogroup, "Data-Rich and Insight-Poor," 2013.

Source: *The 2013 DMA StatBook*



## Data Protection a Priority

**WILL ADDITIONAL STEPS BE TAKEN TO PROTECT CUSTOMER DATA AND PRIVACY IN 2013?**



Source: Infogroup, "Data-Rich and Insight-Poor," 2013.

Source: *The 2013 DMA StatBook*



## Stewardship.

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With great power, comes  
great responsibility.

- Uncle Ben

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The image shows a woman in a white shirt pointing at a flowchart on a screen. The flowchart consists of five rectangular boxes connected by arrows. One box is at the top left, one at the top right, one in the middle right, one at the bottom left, and one at the bottom right. Arrows indicate a flow: from the top left box to the top right box, from the top right box to the middle right box, from the middle right box to the bottom right box, from the bottom right box to the bottom left box, and from the bottom left box to the top left box. There is also a vertical double-headed arrow between the top left and bottom left boxes.

**We are all  
DATA-DRIVEN MARKETERS  
now.**



**Think:**  
About all the ways data-driven marketing benefits the economy.

**8.7% GDP**  
**\$168 mm**  
**52.7%**  
**\$2 trillion**  
**9.2 mm jobs.**

**Think:**

**About all the ways data-driven  
marketing benefits consumers.**

**Imagine a world  
without  
Data Driven Marketing**

**KEEP  
CALM  
AND  
LOVE  
DATA**

Sign the pledge at  
[www.the-dma.org/ddmi](http://www.the-dma.org/ddmi)



**“Not much. Roger and I are just sitting around, letting ourselves be targeted by advertisers.”**

Thank you! Stephanie Miller, DMA  
[smiller@the-dma.org](mailto:smiller@the-dma.org) @stephanieSAM



Advancing and Protecting  
Responsible Data-Driven Marketing