

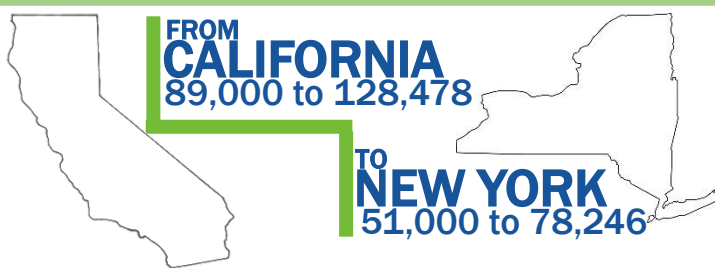
The U.S. Data-Driven Marketing Economy (DDME) is a Growth and Jobs Catalyst for the U.S. Economy

\$202B

in revenue for the U.S. economy

966K

American jobs



Every U.S. State Gained DDME Jobs Between 2012 and 2014

DDME Fuels Startups and Small Businesses



SMALL BUSINESSES

CONSUMERS



...And Expands Consumer Choices and Exposure to Best Offers



S



T



E



M

DDME Generates High-Value STEM jobs in the U.S.

Misinformed regulation restricting the responsible use of data would put at risk:



REVENUE TO U.S. ECONOMY



AMERICAN JOBS



BENEFITS TO U.S. CONSUMERS



WHAT'S AT STAKE

THE VALUE OF -DATA 2015

Insight, Innovation & Efficiency in the U.S. Economy

READ THE FULL STUDY AT:
TheDMA.org/ValueOfData
#ValueOfData



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