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

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

Commissioned by:

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