



# STATISTICAL FACT BOOK

THE ULTIMATE SOURCE FOR  
DATA-DRIVEN MARKETING INSIGHT

# 40<sup>th</sup> edition

## ABOUT THE DATA & MARKETING ASSOCIATION

Founded in 1917 and driving the data and marketing agenda for a full century, the Data & Marketing Association (“DMA”) champions deeper consumer engagement and business value through the innovative and responsible use of data-driven marketing. The Data & Marketing Association’s brand-leading membership is made up of over 1,400 organizations that are today’s innovative tech and data firms, marketers, agencies, service providers and media companies. By representing the entire marketing ecosystem—demand side and supply side—and engaging more than 100,000 industry professionals annually, the Data & Marketing Association is uniquely positioned to convene and guide the industry to bring win/win solutions to the market, and ensure that innovative and disruptive marketing technology and techniques can be quickly applied for ROI.

The Data & Marketing Association advances the data-driven marketing industry and serves its members through four principal pillars of leadership: advocating for marketers’ ability to responsibly gather and refine detailed data to identify and fulfill customer needs and interests; innovating to bring solutions forward to the data & marketing ecosystem’s most vexing challenges; educating today’s members of the data & marketing ecosystem to grow and lead marketing organizations in the ever-increasing omnichannel world; and connecting industry participants to stay current, learn best practices and gain access to emerging solutions through &THEN – the largest global event for data-driven marketing – and the Data & Marketing Association’s portfolio of other live events.

For more information, please visit [theDMA.org](http://theDMA.org).

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## FOREWORD

DEAR DATA & MARKETING ASSOCIATION MEMBERS, INDUSTRY LEADERS AND EXECUTIVES, ANALYSTS, ECONOMISTS, AND MEMBERS OF THE MEDIA,

The Data & Marketing Association is composed of members who seek to maximize efficiency and convenience for their customers. We're centered on developing 1:1 customer relationships at scale by developing and using technology to transform data into actionable insight. The Data & Marketing Association sits at the center of data-driven marketing and advertising, and is the only marketing and advertising association that represents and has members from all sectors of the ecosystem.

Across this industry, the best companies are responsibly using data to determine what consumers want and need, and then employing data-informed design and storytelling to truthfully communicate how they can fulfill those wants and needs. The Data & Marketing Association's Statistical Fact Book assembles critical benchmarks from across the data and marketing ecosystem, giving marketers and their business partners a view of the ever-changing landscape. With the sheer amount of data from a near-infinite combination of media, devices, platforms, and channels, the assembled intelligence in this report will help marketers guide their investments over the coming year.

The Data & Marketing Association's 2018 Statistical Fact Book is part of a complete portfolio of business intelligence resources for the Data & Marketing Association members and the industry. Here are several other the Data & Marketing Association business insight resources and research that can advance your goals in 2018:

**COMPETITIVE BENCHMARKING:** The Data & Marketing Association's 2017 Response Rate Report is another important piece of research that allows marketers and their business partners to compare and contrast current initiatives or build a case for embarking on a new one. The ability to generate results is what determines if emerging technology is a flash in the pan or a new marketing mainstay. With the power of data to drive efficient targeting and placement, the importance of these numbers will only continue to grow, saving marketers money on their marketing spend.

**TRACKING INDUSTRY INNOVATION:** THE STATE OF DATA 2017, developed in partnership with the Winterberry Group and IAB, analyzes the investments of the nation's leading commercial data providers and measures how the data-driven marketing industry is growing and thriving. The research demonstrates that modern marketers are strategically investing in solutions to ensure their third-party data is not only ethical and secure but also effective and accurate.

**INVESTING FOR GROWTH:** The Data & Marketing Association's Business Review (DBR) takes a keen look at the concerns of data and marketing leaders. Regular interval pulse-taking is vital, as it can foretell critical growth segments developing within the marketing ecosystem. With unique topics, these twice-a-year reports provide top-level overviews as well as deep dives into the issues marketers are working to tackle within their businesses, such as cross-device identity, measurement, and attribution and the role of agencies in data-driven marketing.

Further expertise can be found at the Data & Marketing Association's nationwide events, which are developed, designed, and endorsed by the world's best brands. This year, the Data & Marketing Association will host events in Chicago, New Orleans, Atlanta, Las Vegas, and Washington, DC. I encourage you to join your fellow data-inspired marketers in advancing your business and marketing efforts.

Today, the responsible use of data and technology is foundational to all of marketing as organizations endeavor to enhance customer experiences by establishing 1:1 customer relationships based on truth, results, and trust — at scale. At the Data & Marketing Association, our membership is a broad and deep pool of data and marketing scientists and technologists, data-informed storytellers and designers, and data-driven marketing practitioners who perpetually challenge the status quo by seeking improvements and driving innovative marketing techniques, all in the interest of better serving the needs and interests of their customers. Join us as we help each other advance our individual careers, drive growth at our organizations, and improve the data-driven marketing ecosystem!



**Thomas J. Benton**

The Data & Marketing Association, CEO

# INTRODUCTION

## GETTING PERSONAL WITH DATA

DEAR DATA & MARKETING ASSOCIATION MEMBERS, INDUSTRY LEADERS AND EXECUTIVES, ANALYSTS, ECONOMISTS, AND MEMBERS OF THE MEDIA,

**CREATING VALUE THROUGH PERSONALIZATION AND RELEVANCE** is taking on increasing importance, despite increasing challenges. The challenge lies in the growing difficulty of identifying customers across multiplying devices within the household. Compounding this challenge is the inability to properly attribute responses to the marketing initiative that drove the customer to engage.

According to the Data & Marketing Association's Structured Innovation program, the average individual engages with three devices per day, and the average home has seven or more connected devices. These numbers are sure to increase as virtual reality headsets, gaming consoles, and addressable TV all provide opportunities for customers to engage and respond to marketing offers. However, only 7.1% of marketers are satisfied with their current attribution efforts, as reported in this year's edition of the Statistical Fact Book. This inability to properly measure is frustrating marketers and hampering the ability to accurately invest in martech and ad tech initiatives.

Despite the challenges and lack of accuracy, investment is up in technology, with the most recent Brinker map showing an increase of 39% to over 5,380 marketing technology companies. Investment is strong in data as well. A recent the Data & Marketing Association /IAB "State of Data" study shows **\$20 BILLION+ BEING INVESTED IN THIRD-PARTY AUDIENCE DATA AND DATA ACTIVATION SOLUTIONS, WITH MORE THAN HALF BEING DIRECTED TOWARD HYGIENE, HOSTING, AND ANALYTICS** — all of this to improve the understanding of the customer in order to deliver more personal and relevant messages in the hopes of providing increased value. Addressing these issues, the Data & Marketing Association has launched over 20 new educational programs in the last 18 months, including new certificates in data, omnichannel and digital marketing, and the customer journey. The Data & Marketing Association's newest certificate in leveraging data to drive ROI-producing customer insights is the result of a robust

collaboration with digital educators at Marist College, combined with the unique perspective on data that only the Data & Marketing Association can provide. This approach to marketing education is unique to the Data & Marketing Association and is a direct result of the breadth of companies and today's leading minds that make up the Data & Marketing Association membership – from Tech to Publishing to Agencies and Brands. No other marketing association supports such a diverse membership, and therefore no other association can deliver such a diverse and relevant perspective.

On the horizon for 2018 are **ARTIFICIAL INTELLIGENCE, BLOCKCHAIN, AND EXTENDED REALITY**, joining an expanded array of devices connected by the Internet of Things. With every device is an exponential expansion of data creating opportunities for greater connectivity and personalization for customers and brands alike. However, by mid-year 2018, marketers around the globe will face compliance with the General Data Protection Regulation (GDPR) and further growing regulation that may severely hamper the ability to elevate customer personalization.

The Statistical Fact Book, long known as the “Definitive Source of Marketing Benchmarks,” is designed to assist marketers as they navigate the challenges presented by massive upticks in the volume and velocity of data. The 2018 edition of the Statistical Fact Book contains close to 300 pages of over 350 charts, stats and figures of the latest marketing data, conveniently organized by channel. One early chart sourced from the Data & Marketing Association and Winterberry Group Business Report quantifies that over 62 percent of organizations have increased the priority of leveraging cross-device ID solutions. This increase in priority reaffirms the direction that the Data & Marketing Association has taken with Structured Innovation programs on identity and attribution as well as new education programs.

The Data & Marketing Association will continue to provide the resources marketers need to turn data into actionable insights and ultimately increase ROI by elevating customer value and retention.



Neil O'Keefe

The Data & Marketing Association, SVP, Marketing & Content

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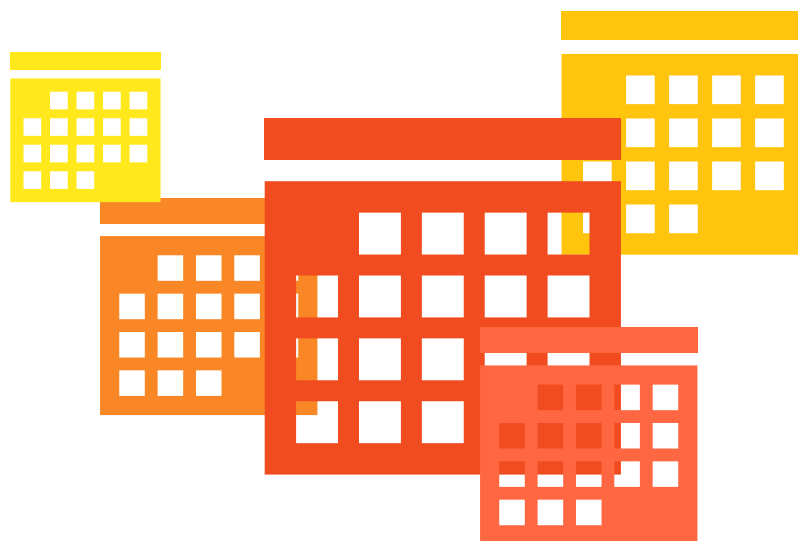


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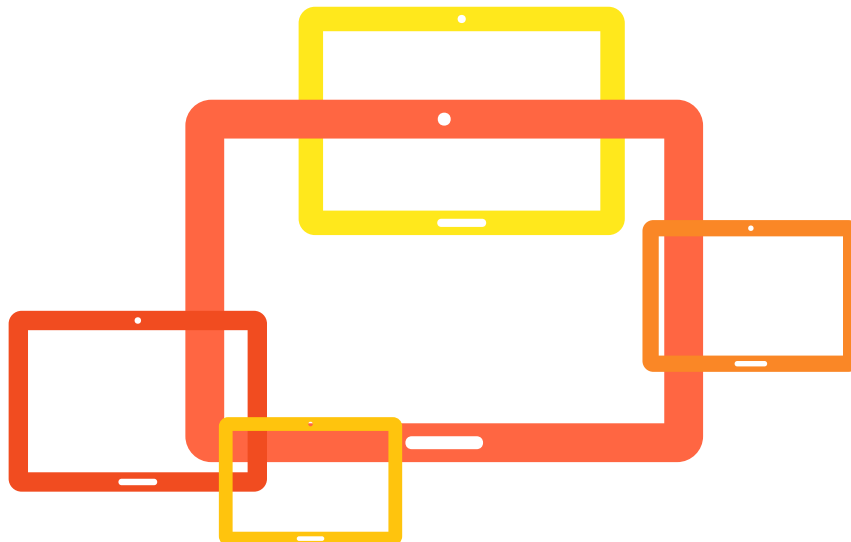
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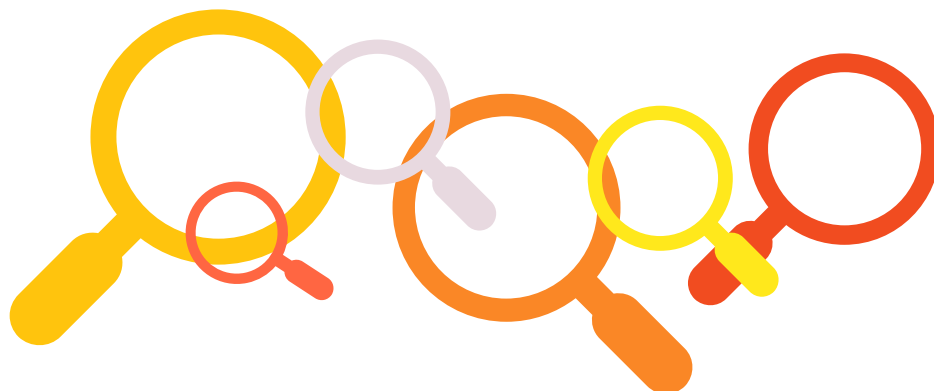


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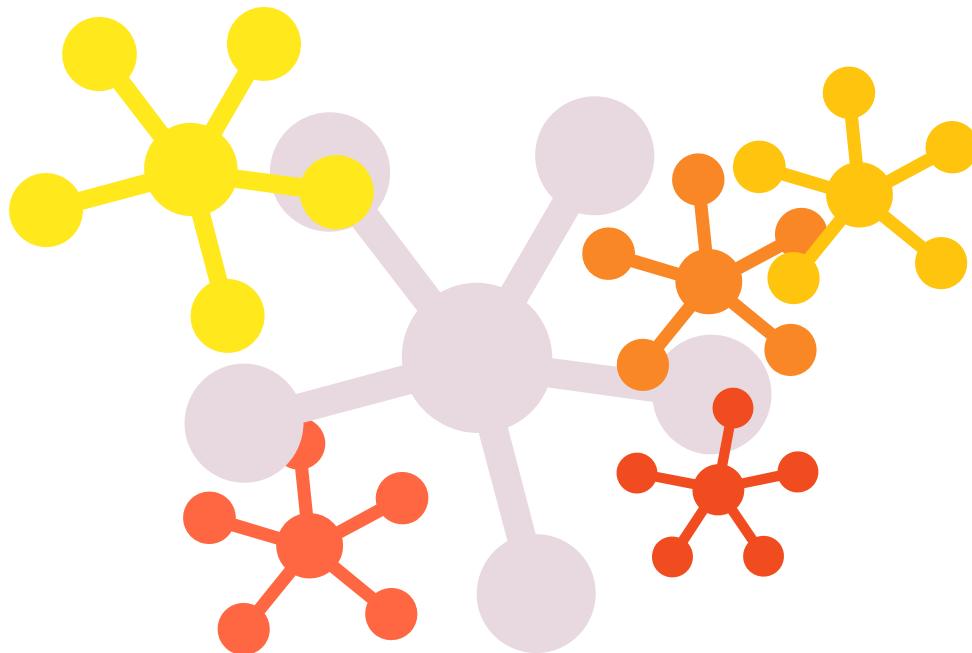
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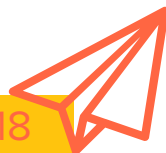
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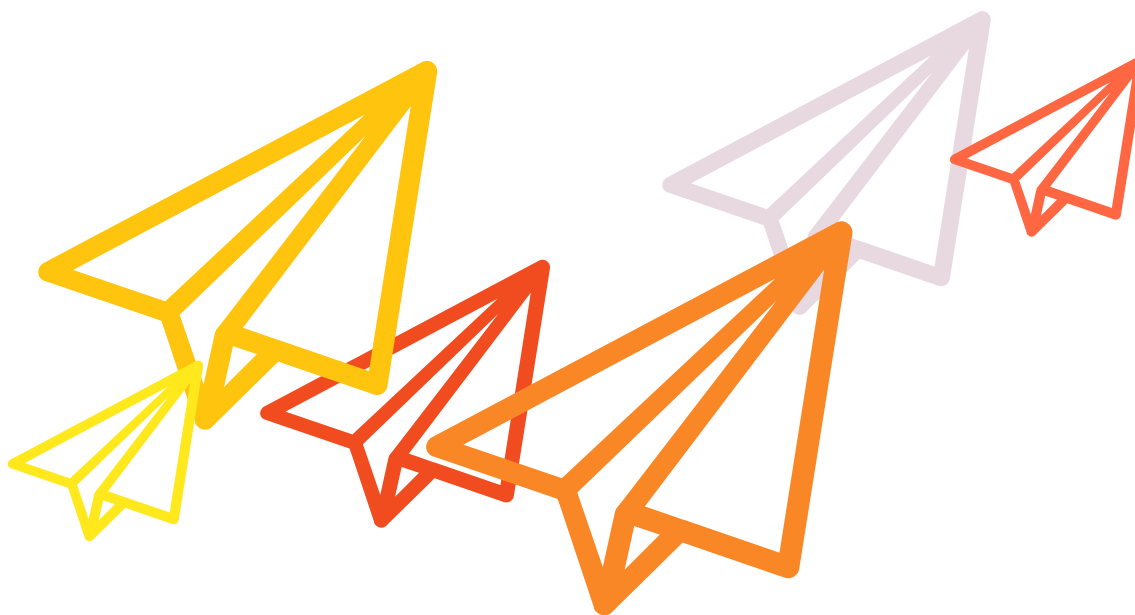
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