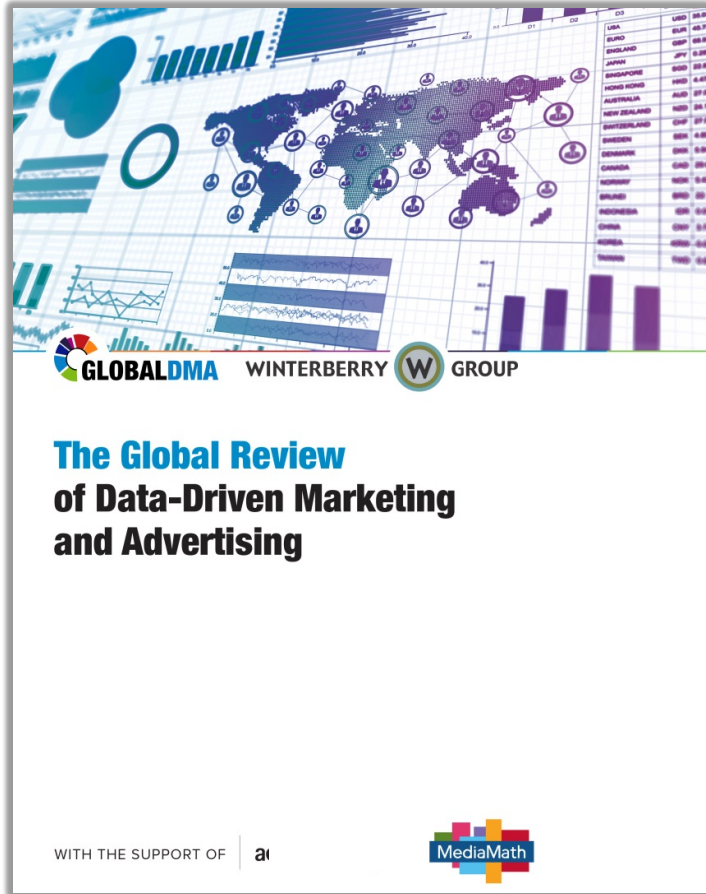


# Résultats de l'étude globale du Data-Driven Marketing and Advertising dans le Monde



Cecile Delettre, Board member Adetem, International coordinator

avec les associations marketing françaises : Adetem, CMD, SNCD, réunies par le label French Marketers lors des missions à l'étranger comme à la DMA et la participation de Emarketing.fr et Ensemble B2B



Et les autres participants dans le monde :



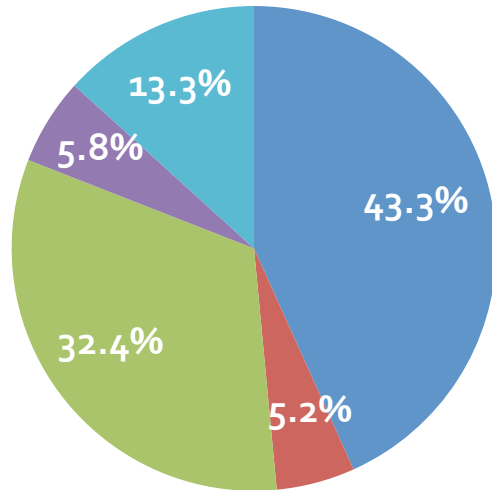
French Marketers : @CecileDELETTRE [cecile.delettre@adetem.net](mailto:cecile.delettre@adetem.net)



# Le panel : 3,000 Marketers et publicitaires dans le monde de tous secteurs

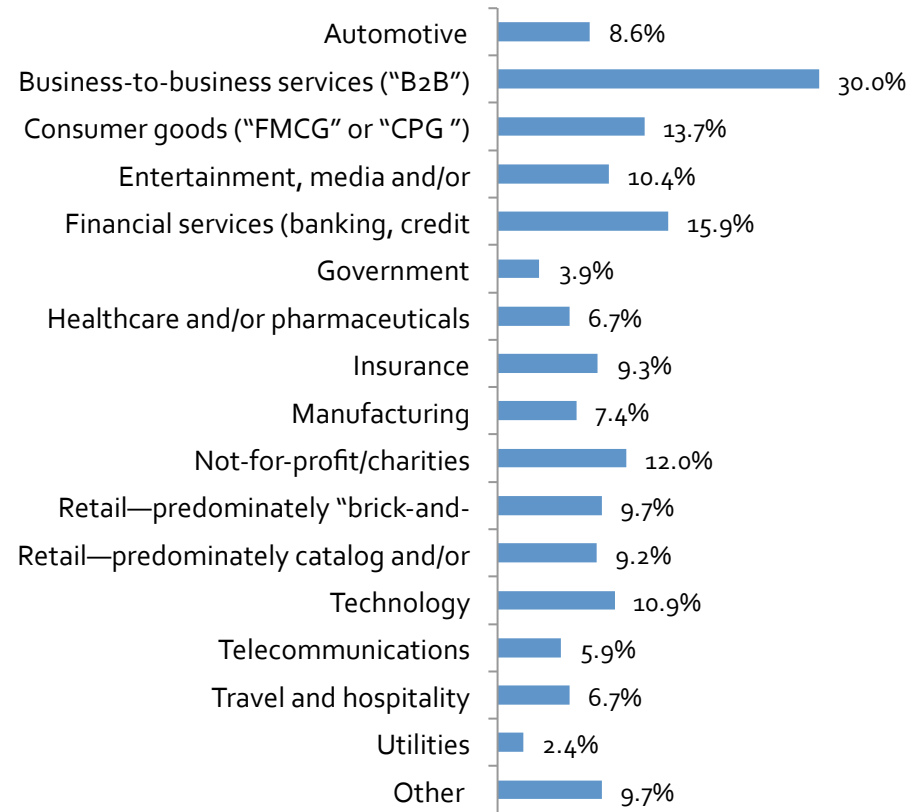
N = 2,938 Panelists

*Quel est le principal rôle/business focus?*



- Marketer/advertiser
- Publisher/media (focused on selling advertising)
- Provider of marketing services (including data and agency services)
- Developer of advertising and marketing technology
- Other

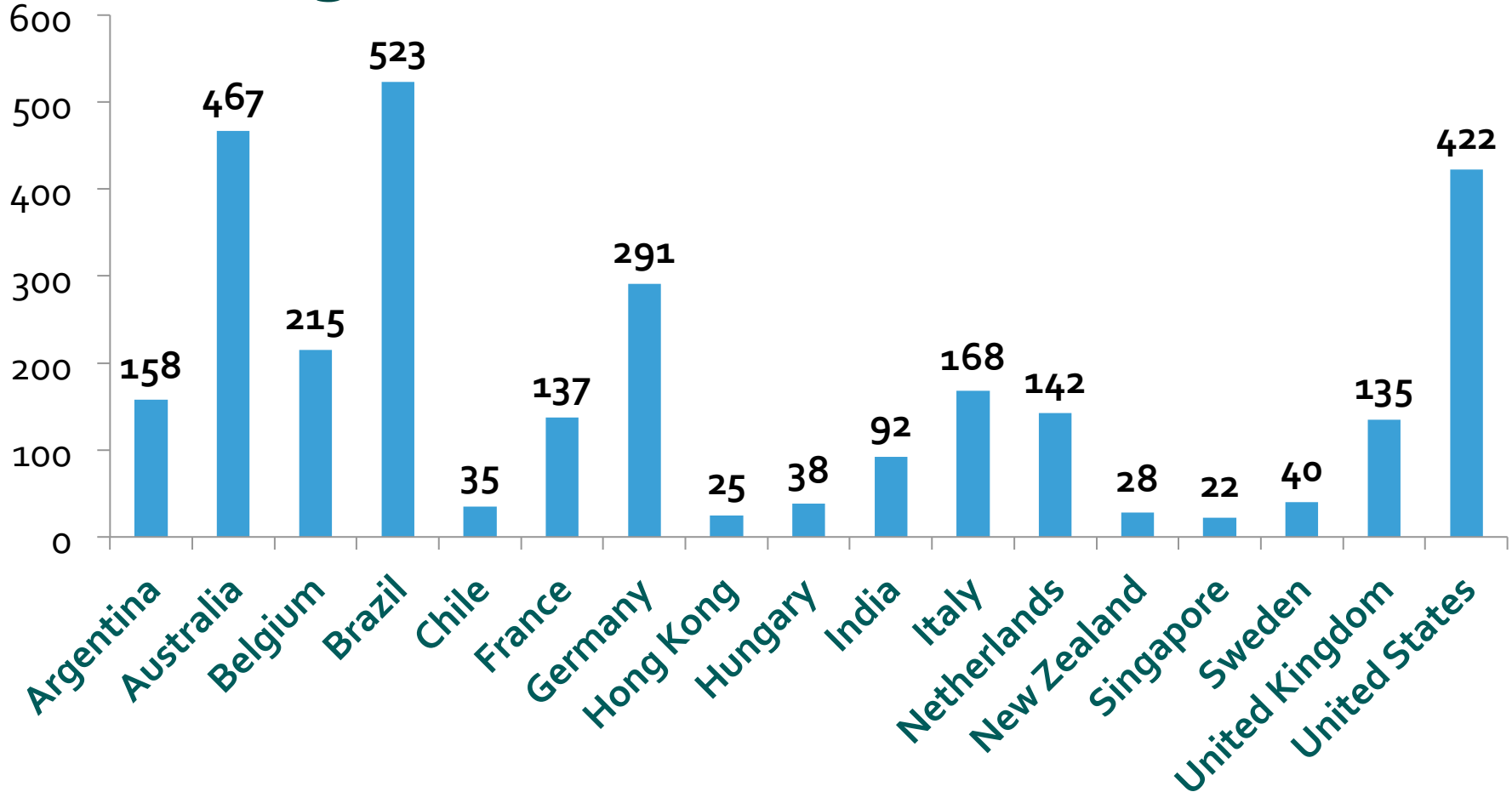
*Within which of the following vertical markets are your professional efforts most intensively concentrated?*



*Pas plus de 3 réponses possibles*

French Marketers : @CecileDELETTRE [cecile.delette@adetem.net](mailto:cecile.delette@adetem.net)

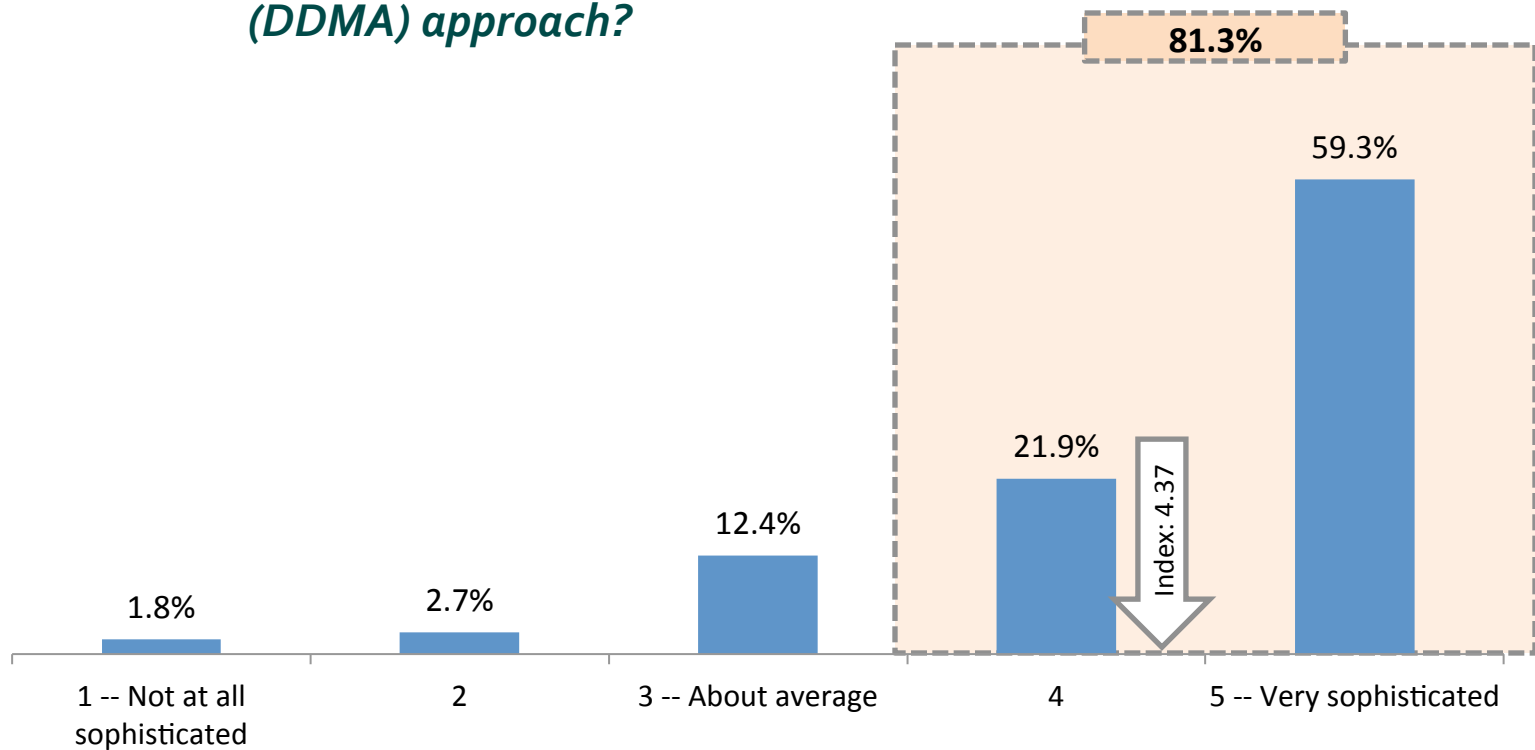
# Participation par pays à l'étude Data Driven marketing



French Marketers : @CecileDELETTRE [cecile.delette@adetem.net](mailto:cecile.delette@adetem.net)

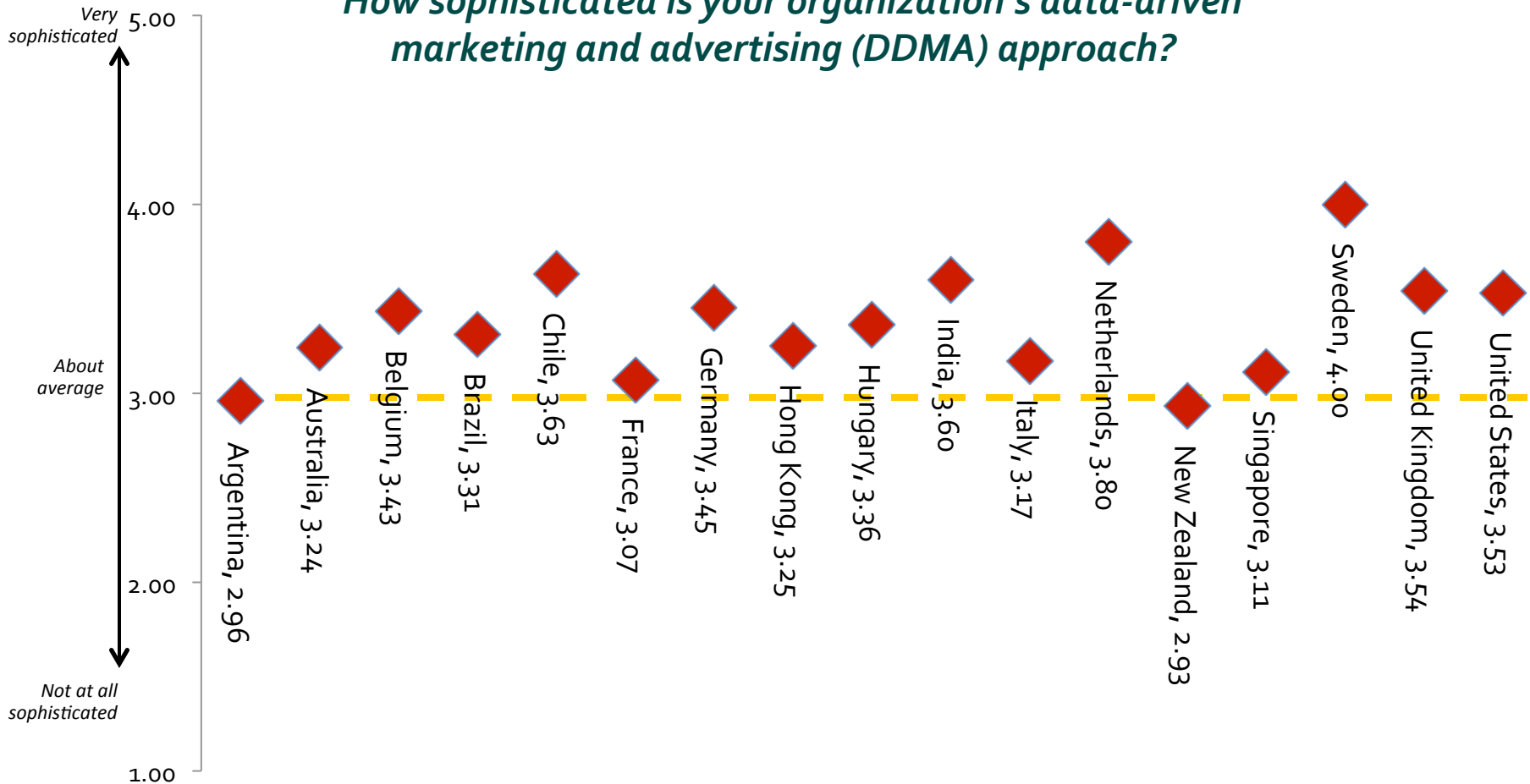
# La majorité des répondants décrivent leur organisation comme très avancée dans le data-driven marketing

*"How sophisticated is your organization's data-driven marketing and advertising (DDMA) approach?"*



# ...cependant les point de vue sur l' avancement dans le Data Driven marketing, divergent par pays et en France

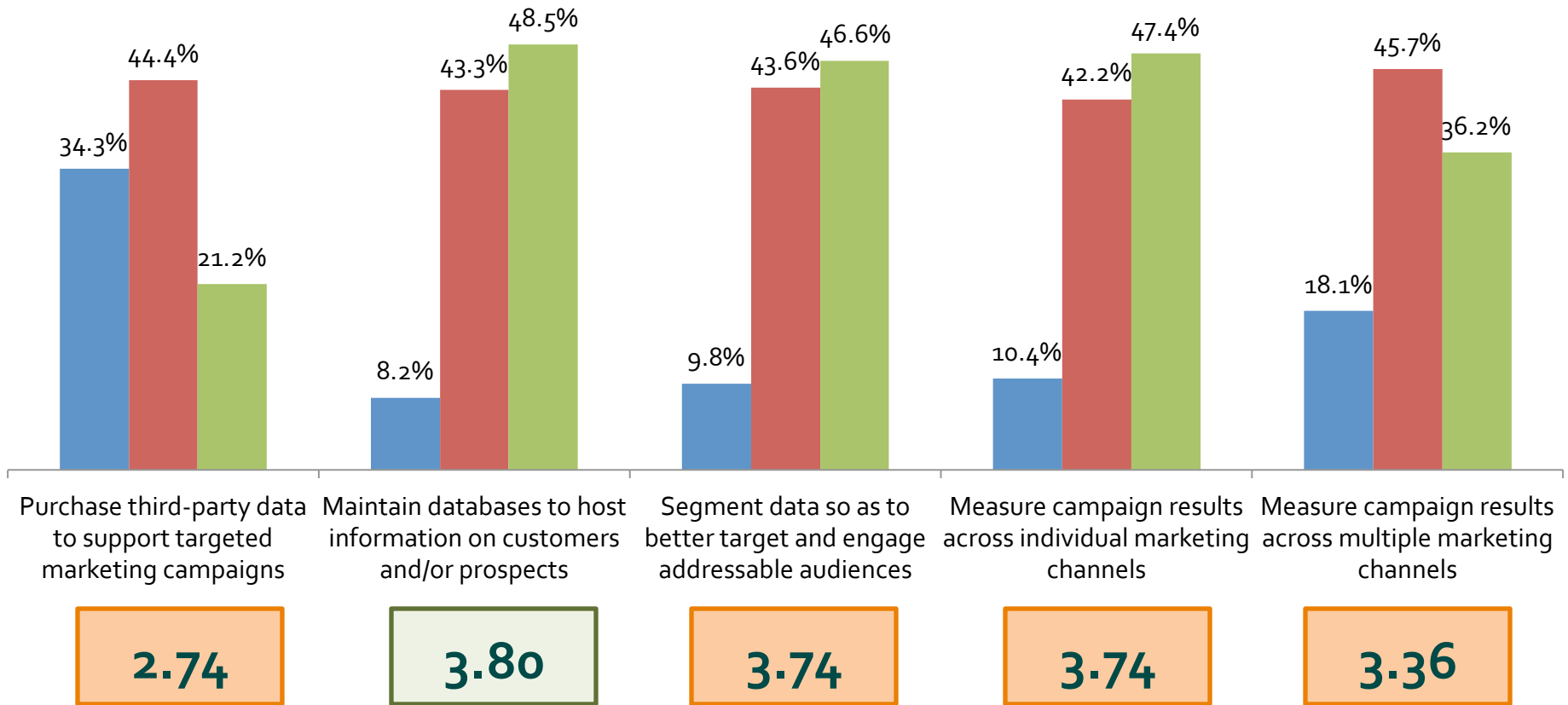
*"How sophisticated is your organization's data-driven marketing and advertising (DDMA) approach?"*



# Priorités du "Data-Driven"

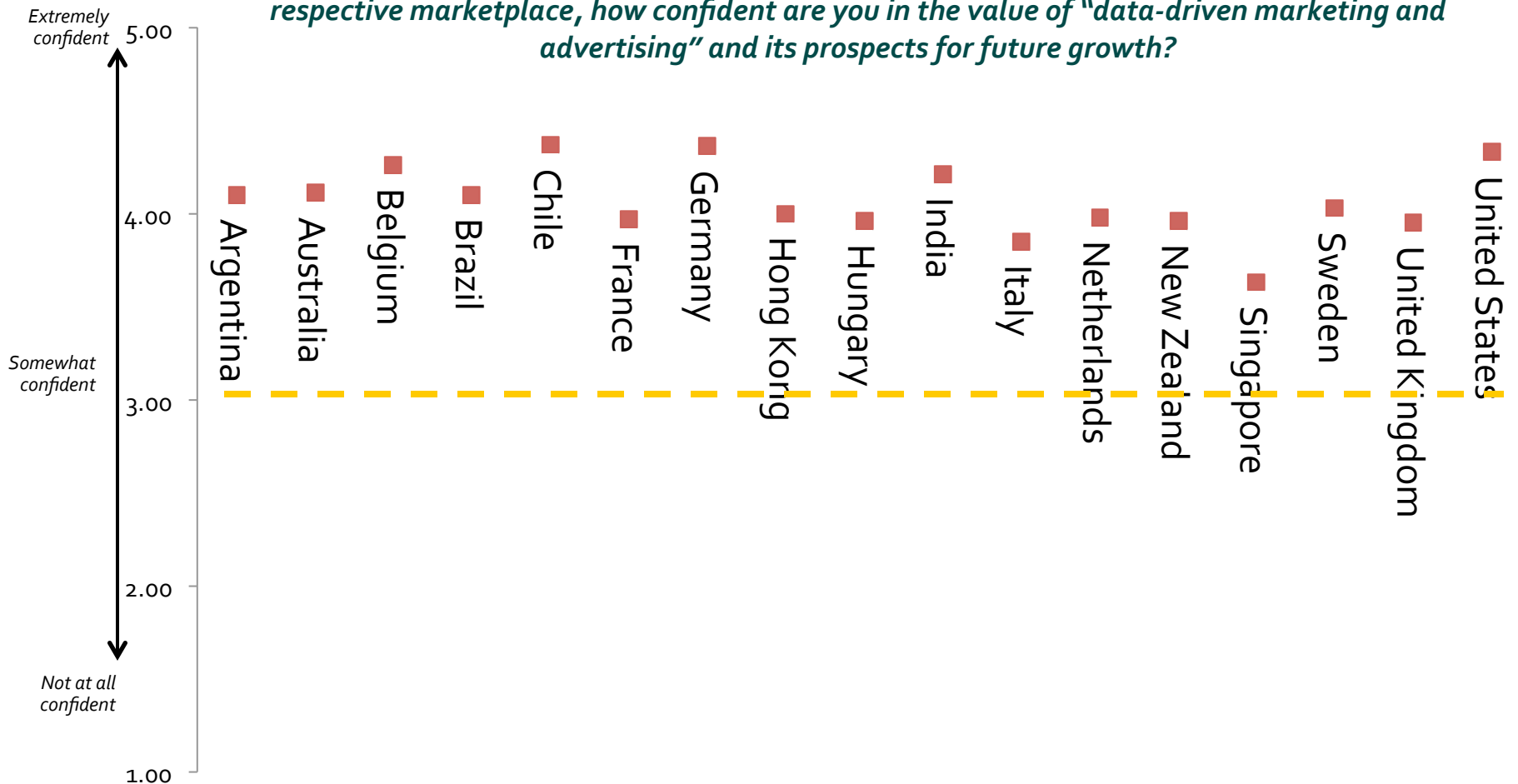
*"A quel point est-ce que votre organisation pratique chacune des choses suivantes chaque jour?"*

■ Not at all   ■ To Some Extent   ■ Sophisticated Practitioner

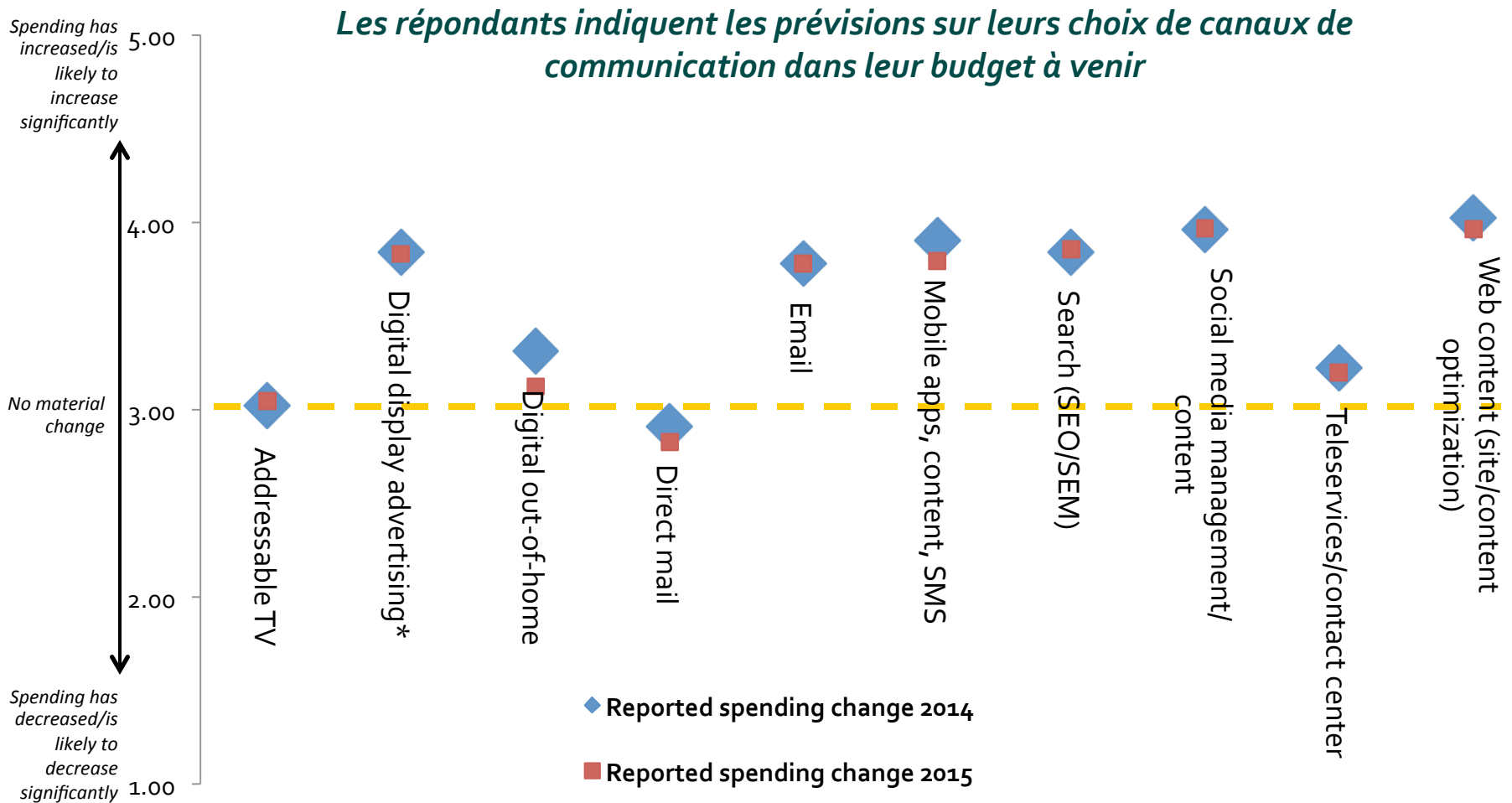


# La confiance dans le Data Driven Marketing est la meilleure en Belgique et en Allemagne

*Thinking in general about your current business activities and conditions within your respective marketplace, how confident are you in the value of "data-driven marketing and advertising" and its prospects for future growth?*

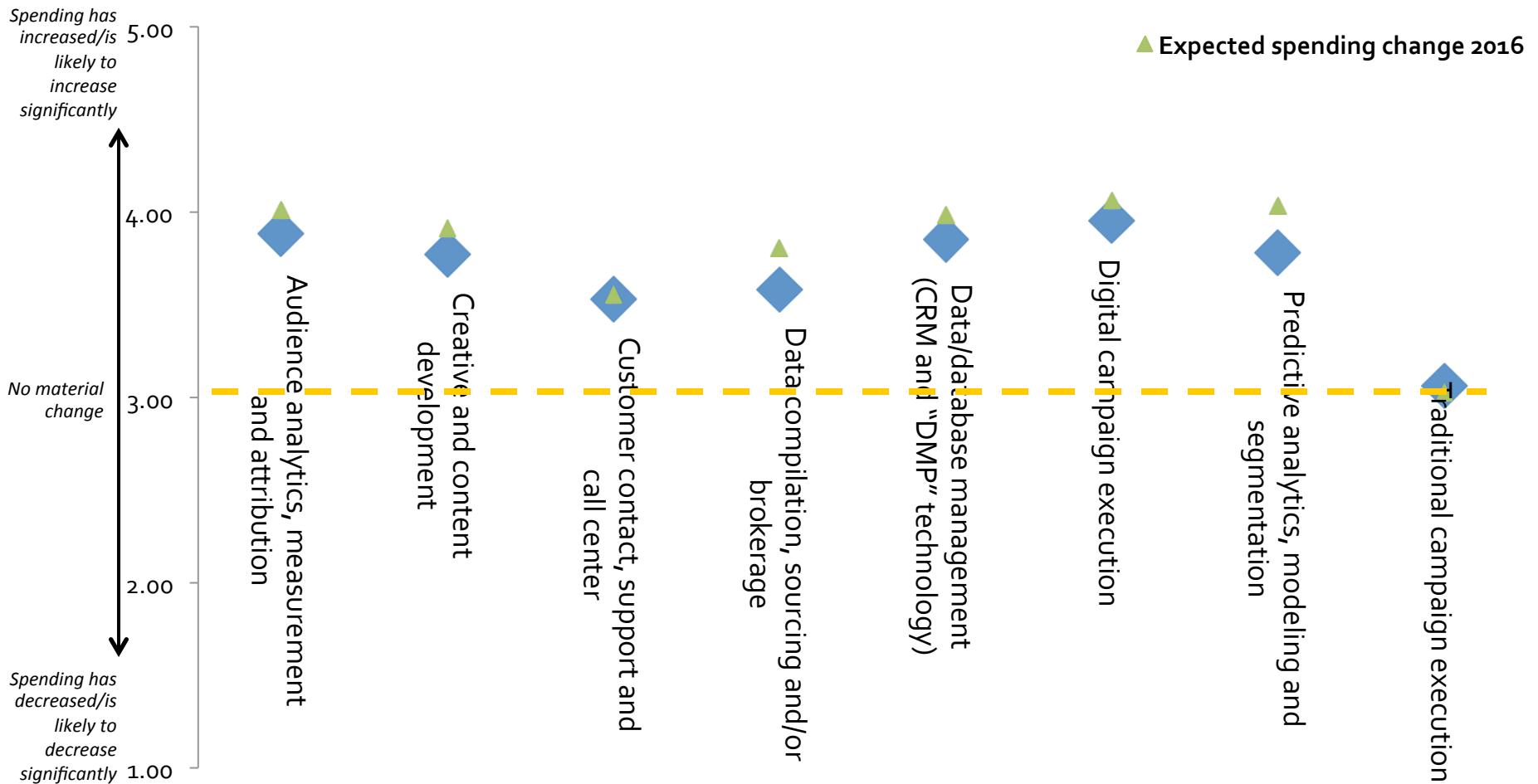


# Les prévisions de dépenses par canal de communication : digital, mobile, direct, social



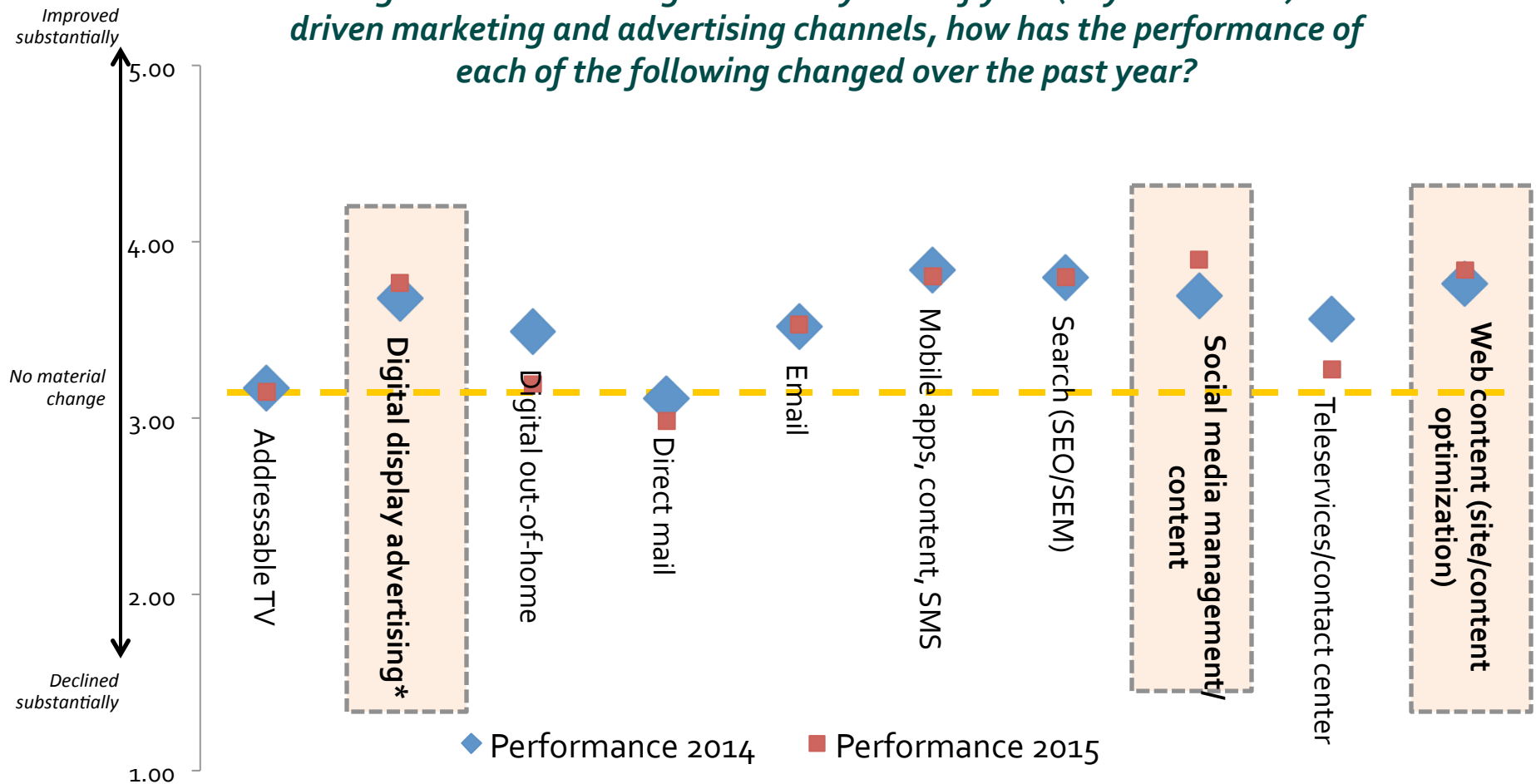


# Les prévisions de dépenses par besoin



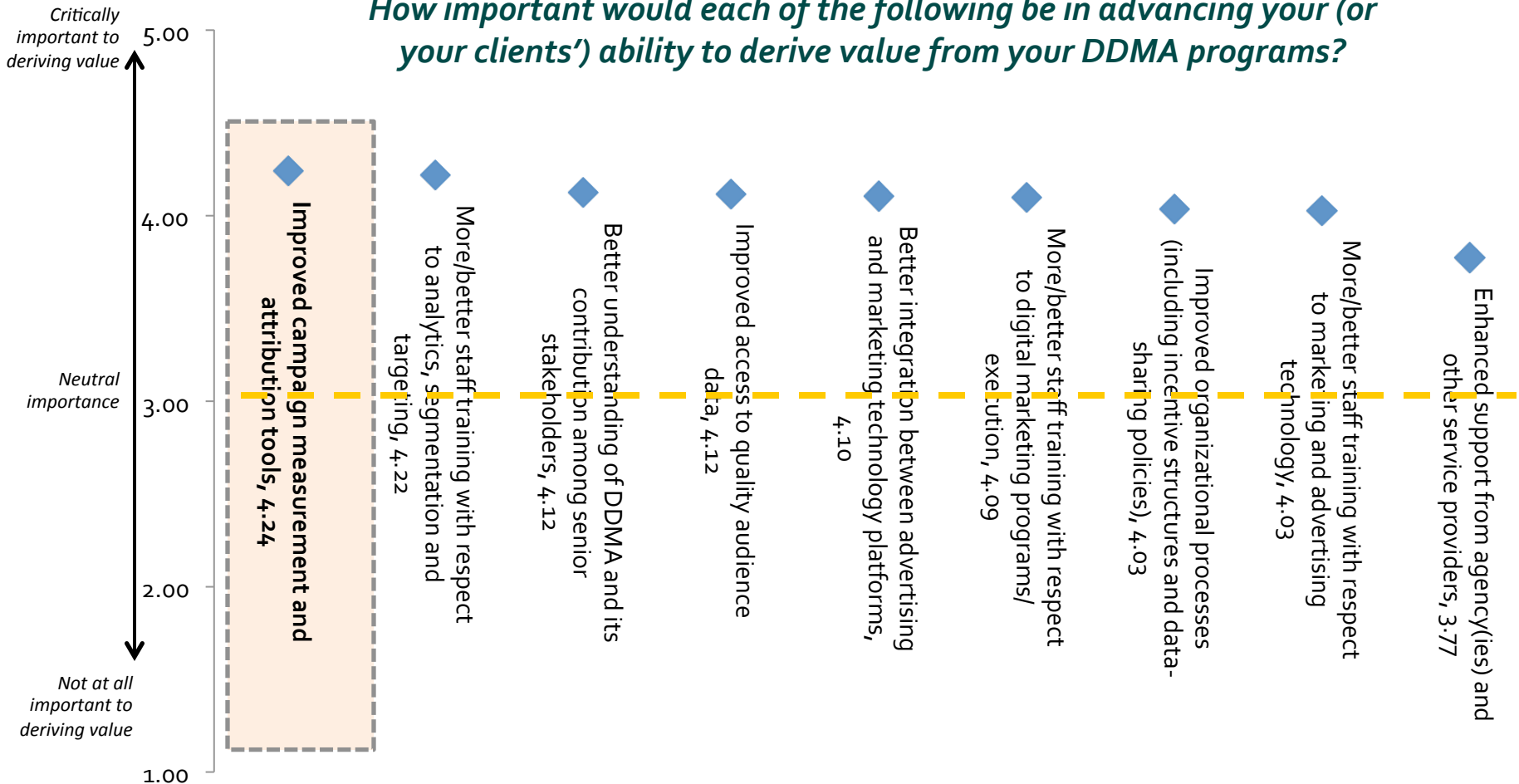
# Digital Display, Social Media et Web Content génèrent le plus de performances et de gains

*Thinking about the results generated by each of your (or your clients') data-driven marketing and advertising channels, how has the performance of each of the following changed over the past year?*



# Le premier besoin du Data driven Marketing : Mesurer l'attribution, le résultat et le ROI

How important would each of the following be in advancing your (or your clients') ability to derive value from your DDMA programs?



# Etude complète accessible à partir du 10.12.2015 auprès :

- des associations : Adetem, CMD, SNCD, et des partenaires de diffusion de l'étude : Emarketing.fr et Ensemble B2B
- de French Marketers

Facebook : French Marketers

Twitter : @FrenchMkters

Contact :

Cécile DELETTRE @CecileDELETTRE

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Founder & International coordinator French Marketers

Member of Board ADETEM - Executive member Global DMA

