



Apteco

# Key highlights from the Data Trends Report 2023

How marketers are using new technologies, campaigning methods and data trends to overcome economic uncertainty

## Eyes on the prize

**28%**

cite engagement as their most common campaign objective.

Followed by acquisition with

**24%**

and retention from

**22%**

to

**14%**

Conversions has fallen from

**28%**

to

**16%**



**In volatile economic times, marketers focus on engaging and acquiring customers.**

## What's preventing them from achieving their goals?

MarTech delivers many benefits – helping everything from targeting and planning to execution and analysis. **But there are also obstacles to success.**

**24%**

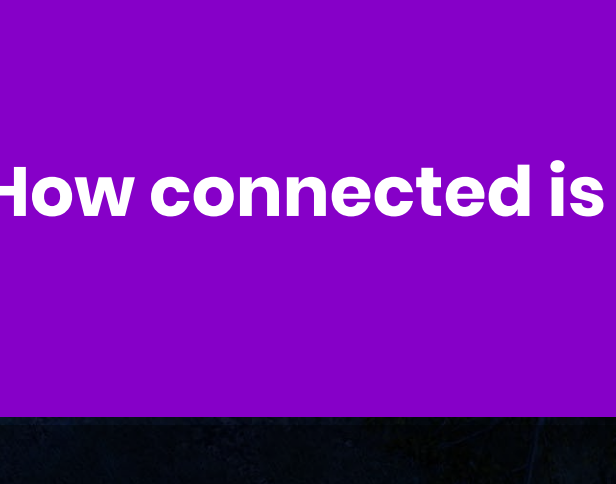
cite data quality as a challenge, down from

**41% last year.**

**15%**

mention interoperability with other tools, up from

**9% last year.**



## How connected is your MarTech stack?

### Mapping the customer journey

**54%**

of respondents say their most important challenge is analysing the **customer journey**.

**33%**

Real-time marketing and Customer Data Platforms are additional challenges.

**29%**

Customer analytics will help:



Identify relevant cross- and up-sell potentials



Translate these insights into compelling campaigns

## New campaigning opportunities on social platforms?

The social platforms marketers use today are different to those they would like to use in the future.



**Marketplaces** are considered one of the biggest growth areas in digital advertising.

Retail media already represents

**10.7%**

of global ad spending<sup>1</sup>.

It's forecasted that this figure will grow to

**60%**

by 2027<sup>2</sup>.

Our report shows that it's early days for marketplaces and retail media:



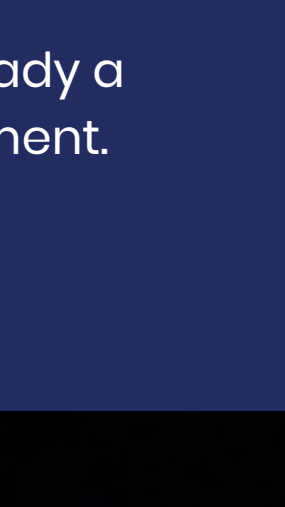
**49%**

don't know if they're investing.



**27%**

say they're not investing yet.



**10%**

say it's a growing area.



**7%**

invest a little.



**3%**

say it's already a big investment.

## What about personalisation and trigger campaigns?

**1%**

said that web personalisation is fundamental to them.

**17%**

said they already use some personalised web content elements.

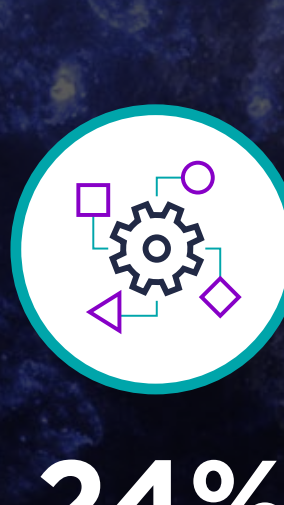
**38%** the biggest group, said they wish they could employ web personalisation tactics but don't yet.

**Trigger campaigns** are a great way to deliver timely, relevant messages, but respondents told us they aren't widely used.



**6%**

said trigger campaigns are fundamental.



**24%**

said they use some form of trigger campaigns.



**44%**

the largest group, said they wish they could trigger campaigns.



**Get the full picture by downloading your free copy of the Data Trends Report 2023.**

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