

Dr. Ralf E. Strauss Chairman of the Board APPM Conference 2024



The European Marketing Agenda 2024 Incorporates Almost 1,300 Completed Answers

Almost 8, 000 CMOs, senior marketing executives and marketing board members surveyed via the European marketing associations within EMC

Topic Areas:

- Key topics 2024
- Biggest challenges / barriers
- Customer Experience Mgmt.
- AI
- Sustainability

In total 1,287 full answers



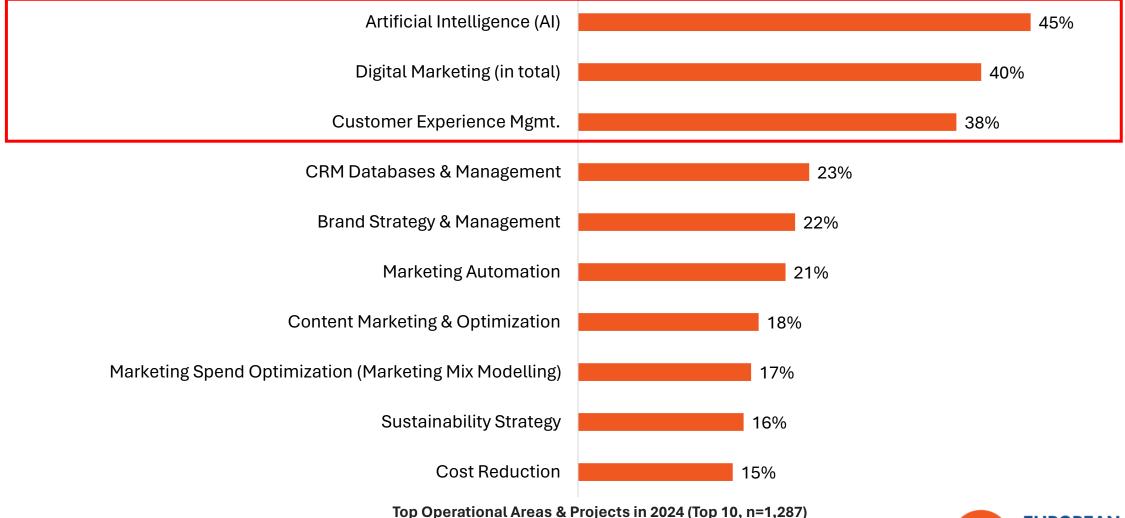
Brand Management, Marketing Operations and Digitalisation (MarTech) Continue To Be Top-of-Mind



Source: European Marketing Agenda 2024

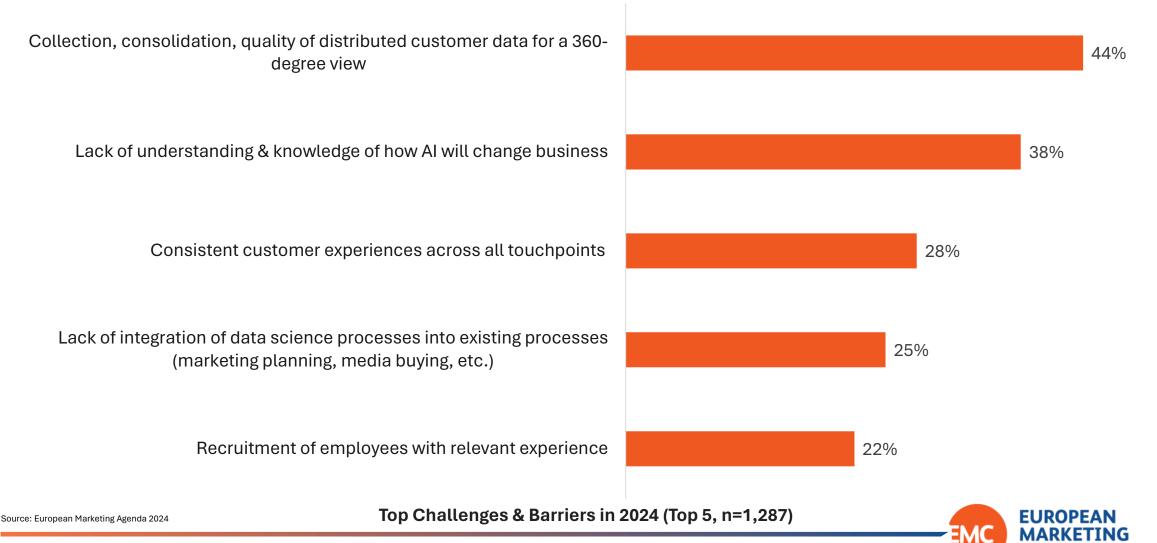
EUROPEAN
MARKETING
CONFEDERATION

AI Climbs From Zero (in 2023) To Hero ... Followed By Digital Marketing And Customer Experience Mgmt.





Consolidation of Data And Knowledge Gaps Are Considered As Top Challenges



Only One Quarter ... Has A Complete Customer Journey (Outside-in) And Data Strategy

Have found the right methods & collaboration models in requirements management.

Have the right data strategy in place to use all acquired data in a targetoriented way.

Know the contribution of marketing to business success and can optimise in near-time (promptly) based on data

Have achieved the right level of personalization (user segmentation, personalized messages at different touchpoints).

Our technology processes are integrated so we can consistently guide the user across all touchpoints

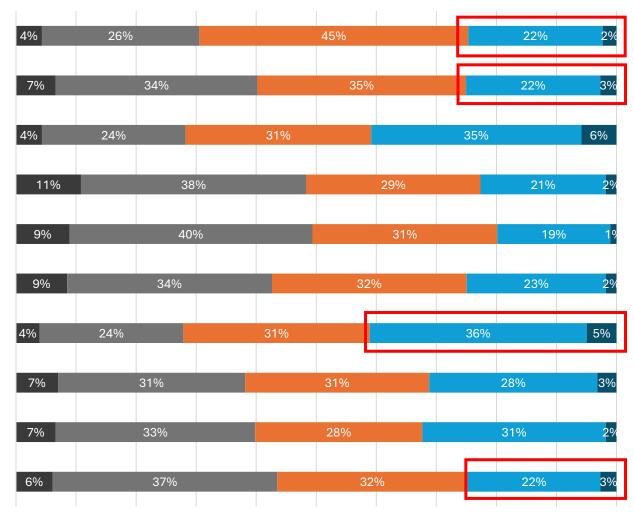
Have a complete end-to-end view of the user across all touchpoints.

Have a documented target picture at the level of processes & organization.

Have a documented target picture at the technology management level.

Have documented target picture on the level of data management.

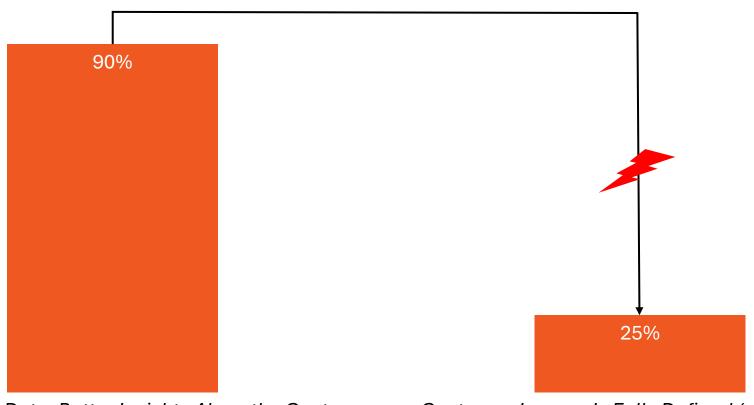
Our customer journey is fully defined in macro & micro processes, documented user models, entire customer journey is mapped.



Source: European Marketing Agenda 2024

■ Strongly disagree
■ Disagree
■ Neither disagree nor agree
■ Agree
■ Strongly agree

The Strategic Objectives Often Remain A "Wishful Thinking"

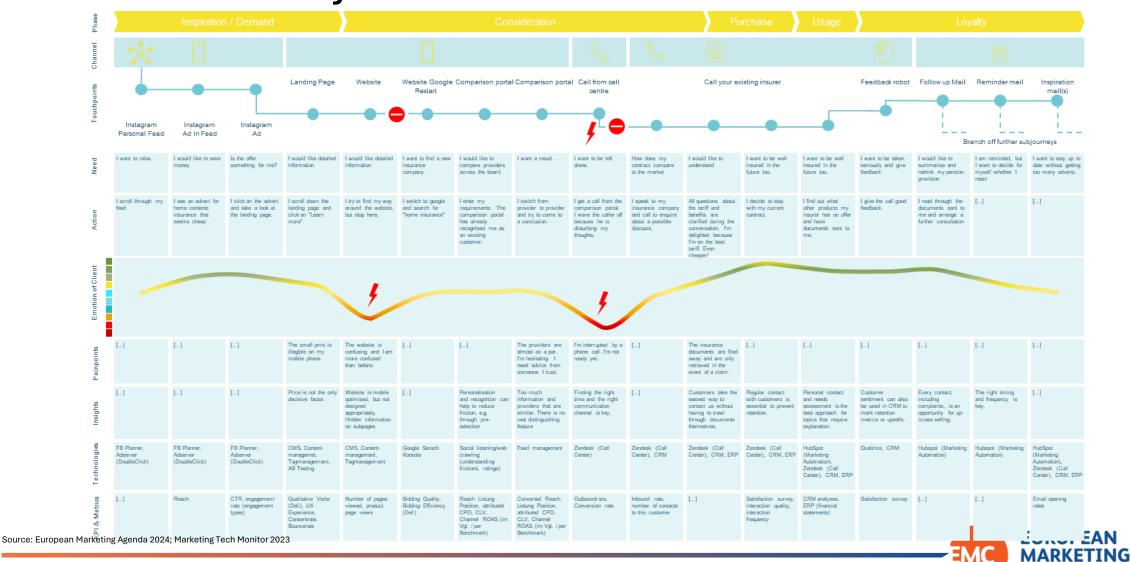


More Customer Data, Better Insights Along the Customer Journey, Personalisation (as Objectives)

Customer Journey Is Fully Defined (as Readiness)

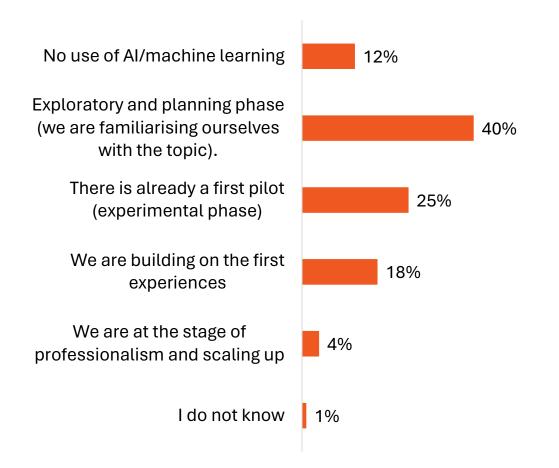


A Detailed Analyse Based On Data Reveals Pitfalls In The Customer Journey

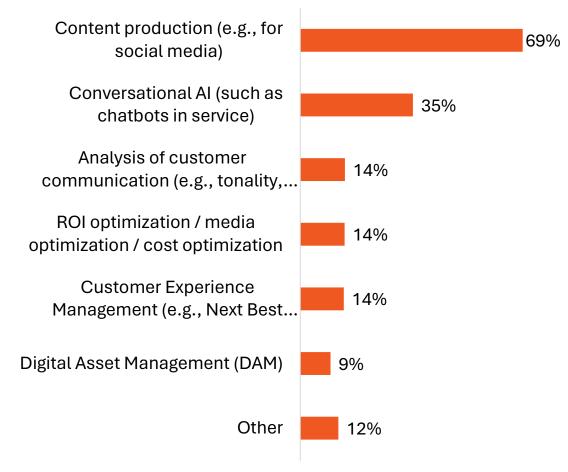


CONFEDERATION

AI is Mostly In Planning Phase ... And In Content Production As GenAI



Use Of Artificial Intelligence (n=1,287)



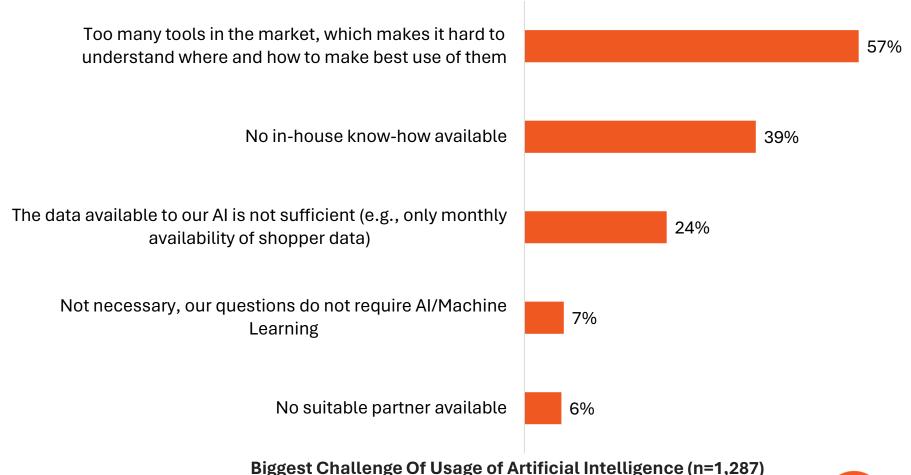
Areas Of Use Of Artificial Intelligence (n=1,287)







... The Biggest Challenge Is Still: Too Many Tools ... And No Inhouse Know-how



Sad To Say ... The Degree of Readiness In Sustainability Is Still In 1st Infancy

Sustainability has already changed the usage of marketing tactics and activities, e.g., the inclusion of events, trade fairs, or printed materials

We would sacrifice revenue and profit for reaching sustainability goals

Sustainability in our organization focuses primarily on the redesign of our products and product development processes

We need to align our marketing activities and processes to our sustainability goals

Sustainability is fully embedded across our company and specifically in our marketing strategy



Source: European Marketing Agenda 2024

■ Strongly disagree

Disagree

■ Neither disagree nor agree

Agree

■ Strongly agree

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