

European Marketing Agenda 2024 ... AI Takes Over

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

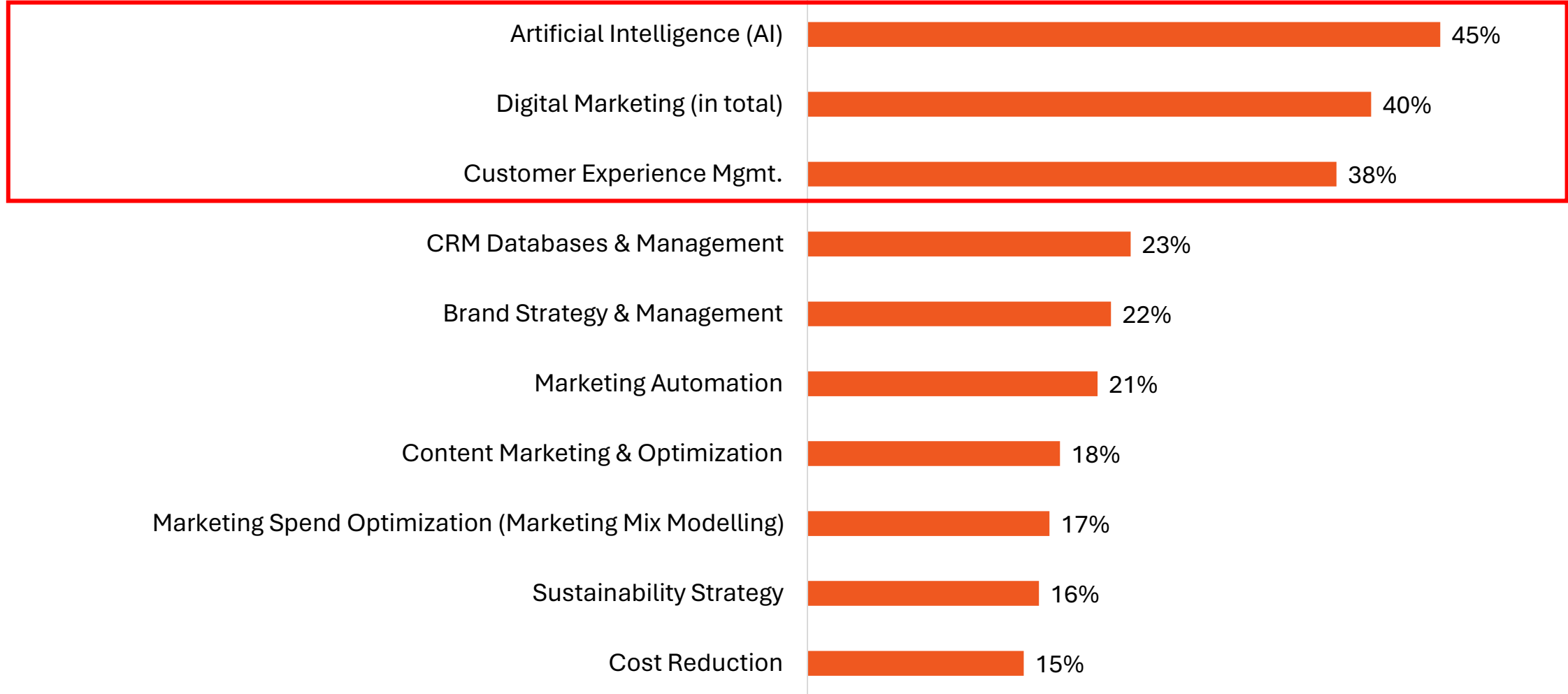
Brand Management, Marketing Operations and Digitalisation (MarTech) Continue To Be Top-of-Mind



Overall Strategic Focus in 2024 (Top 10, n=1,287)

Source: European Marketing Agenda 2024

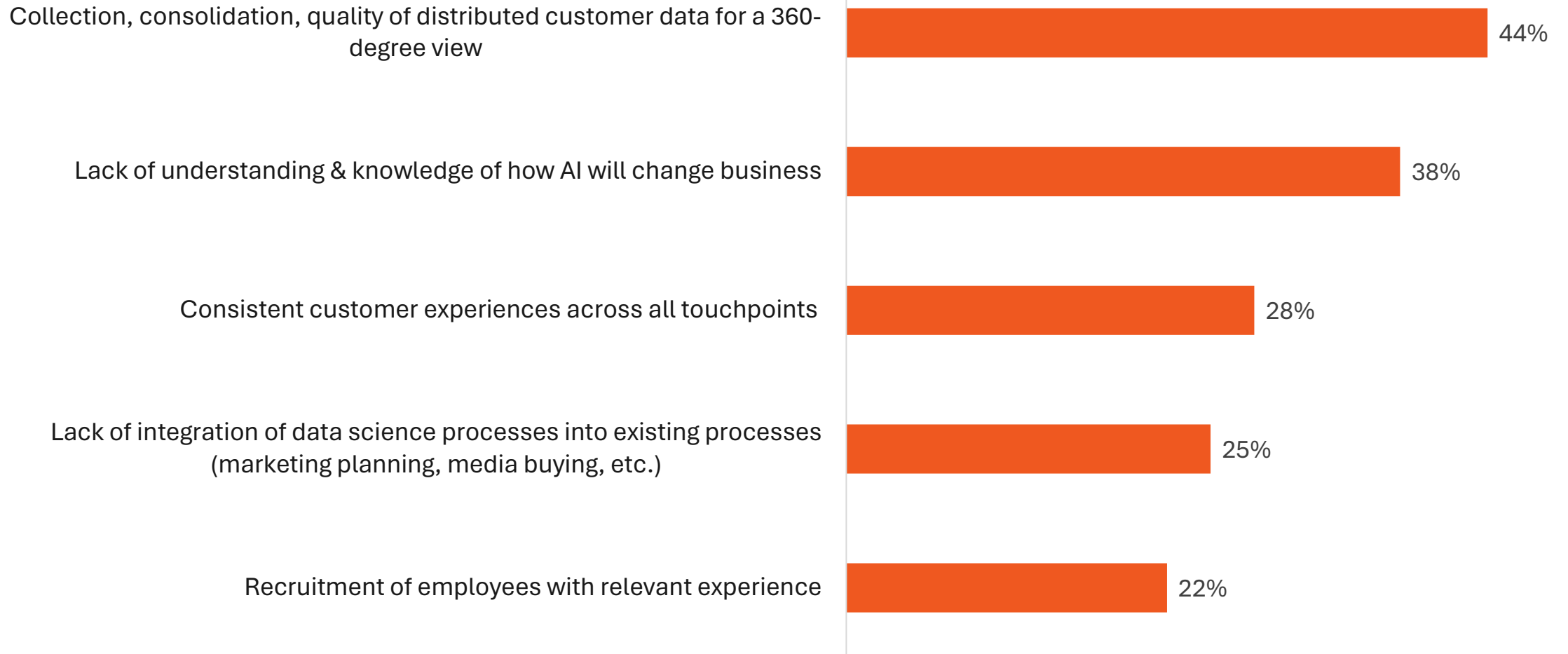
AI Climbs From Zero (in 2023) To Hero ... Followed By Digital Marketing And Customer Experience Mgmt.



Top Operational Areas & Projects in 2024 (Top 10, n=1,287)

Source: European Marketing Agenda 2024

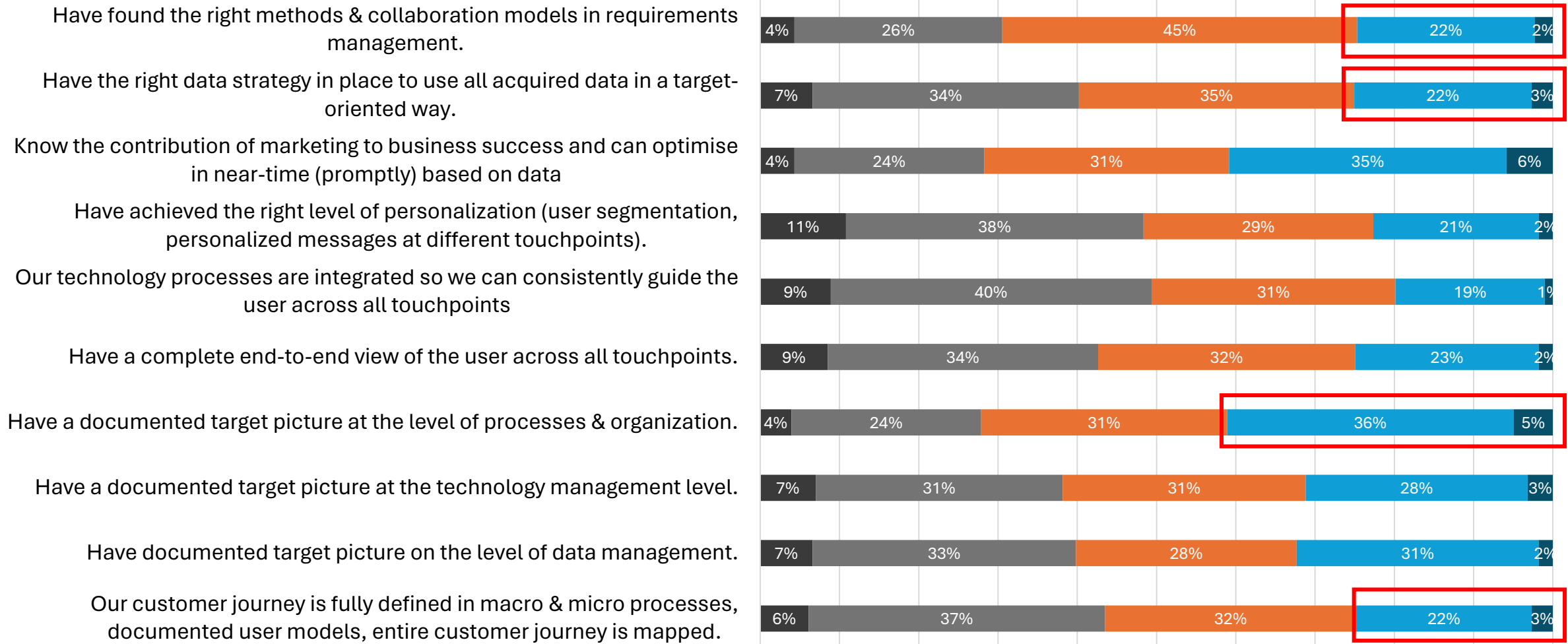
Consolidation of Data And Knowledge Gaps Are Considered As Top Challenges



Top Challenges & Barriers in 2024 (Top 5, n=1,287)

Source: European Marketing Agenda 2024

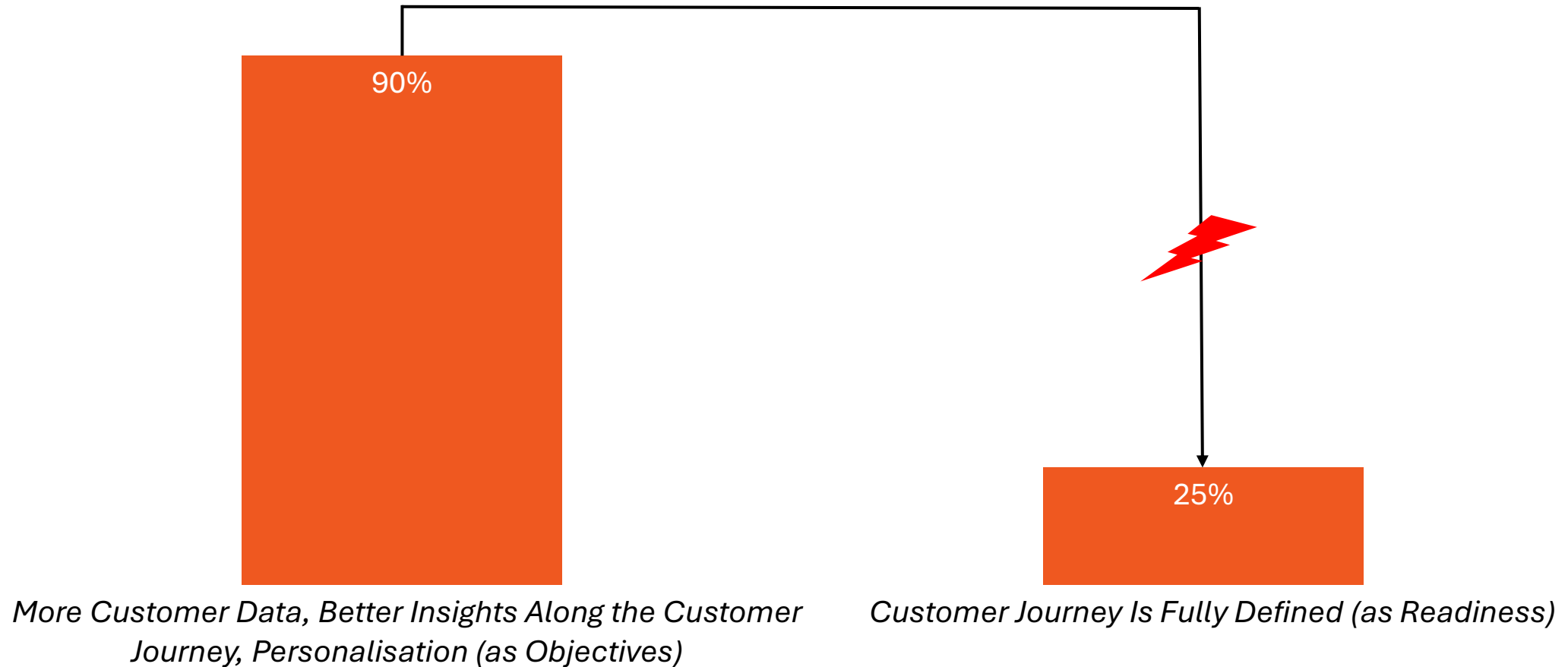
Only One Quarter ... Has A Complete Customer Journey (Outside-in) And Data Strategy



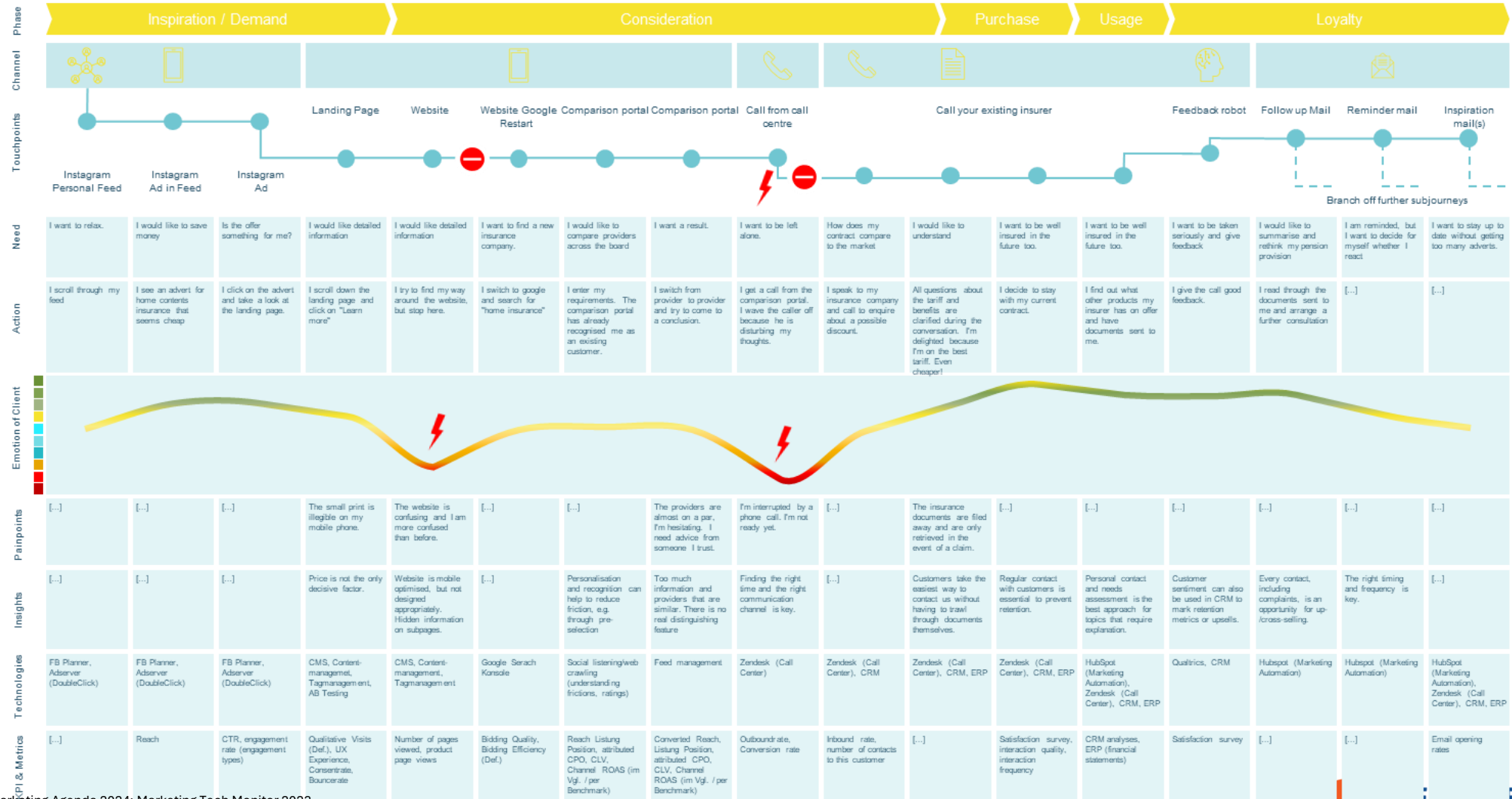
Source: European Marketing Agenda 2024

Strongly disagree
 Disagree
 Neither disagree nor agree
 Agree
 Strongly agree

The Strategic Objectives Often Remain A “Wishful Thinking”

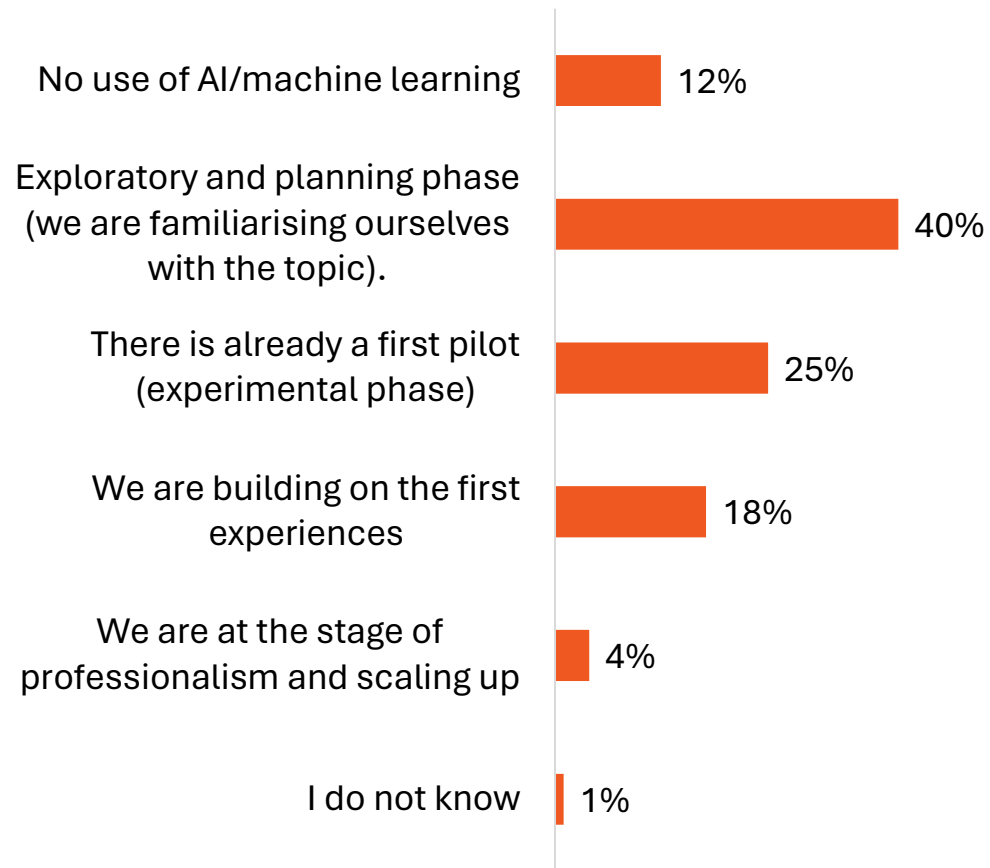


A Detailed Analyse Based On Data Reveals Pitfalls In The Customer Journey

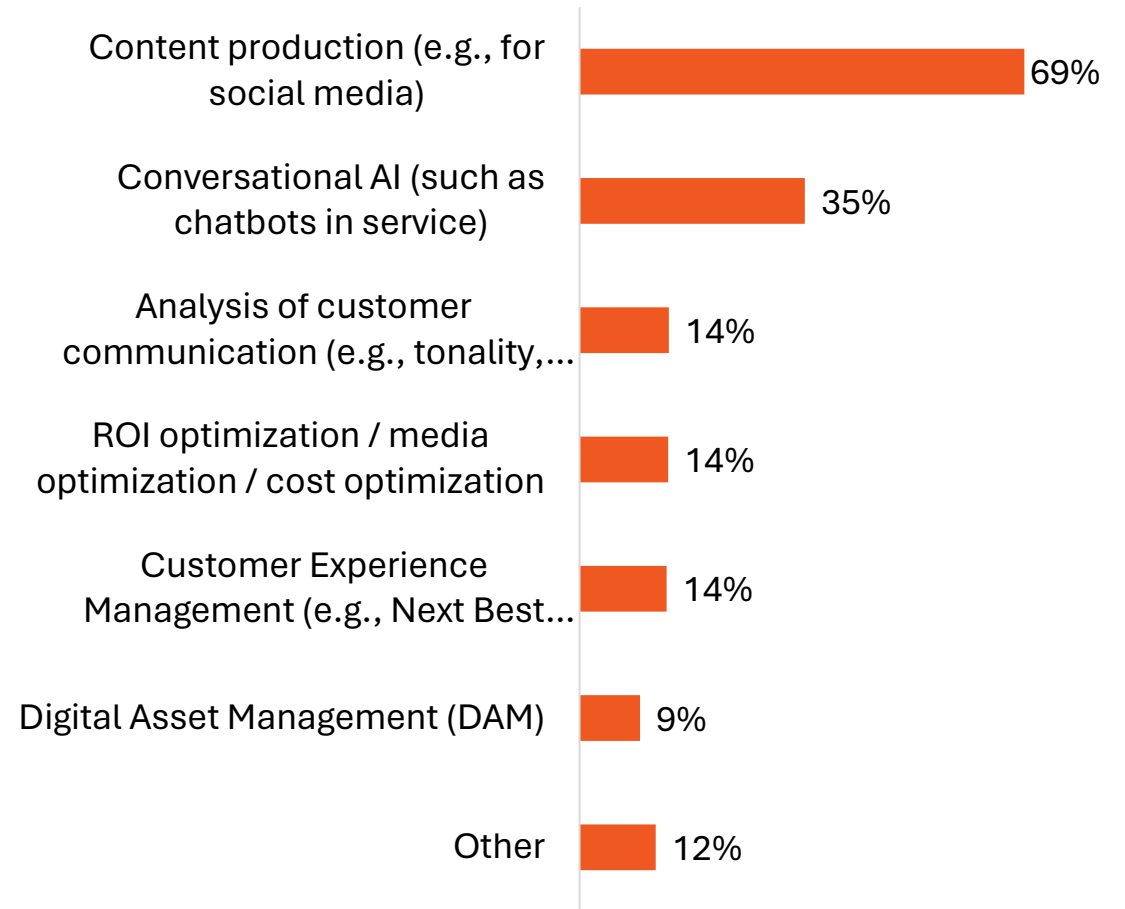


Source: European Marketing Agenda 2024; Marketing Tech Monitor 2023

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



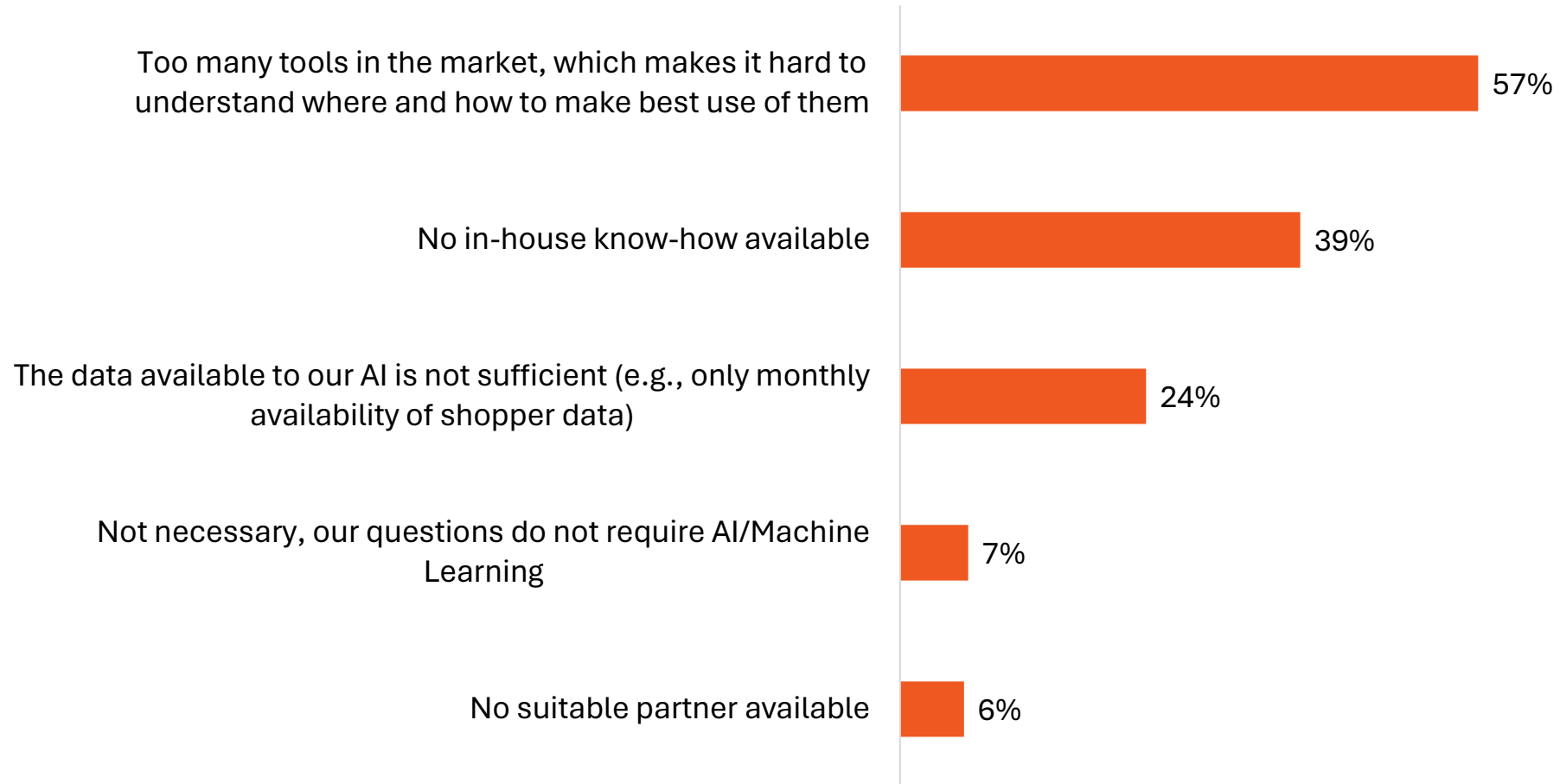
Use Of Artificial Intelligence (n=1,287)



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



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



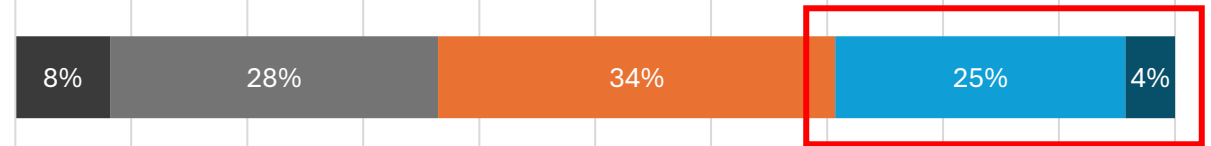
Biggest Challenge Of Usage of Artificial Intelligence (n=1,287)

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

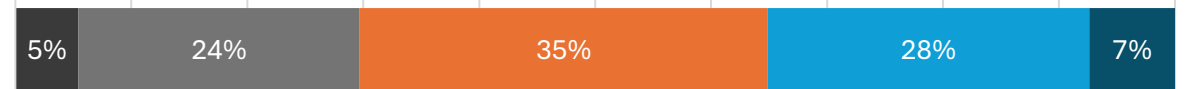
Sustainability has already changed the usage of marketing tactics and activities, e.g., the inclusion of events, trade fairs, or printed materials



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



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

Source: European Marketing Agenda 2024