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01 AUDIENCE

180.5K

unique monthly visitors

77%

of subscribers are manager-level or above

100%

of Fortune 100 Companies read Marketing Dive

MARKETINGDIVE

222,400

SUBSCRIBERS

You'll find Marketing Dive's news and insights in the inbox of notable subscribers, like:

- Global CMO, Mercer
- CMO, Pepsi Lipton
- CMO, eBay
- CMO - US/Mexico, PricewaterhouseCoopers
- CMO, OkCupid
- CMO, Ohio State
- CMO, Retail Partner Portfolio, Citi
- EVP Marketing, Walmart Canada
- VP Strategy, Coca-Cola
- VP Global Branding - Strategy, Design & Brand Management, AT&T

02 TOP-PERFORMING CONTENT

Between the furor surrounding generative AI, crumbling cookies and mounting privacy concerns, and the rallying cry for today's brands to be socially responsible, transformation is defining the marketing landscape in 2023. While these circumstances present many new challenges, today's marketing leaders are leaning in to clear hurdles and develop future-forward campaigns, reinvent data collection and personalization strategies, and promote a brighter, more inclusive future. Let's take a look at what our leaders have been focused on most.

Top 5 topics

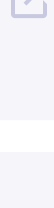
- Brand strategy
- Creative
- Video
- Social media
- Mobile

Top 10 Marketing Dive stories

Amazon Prime embraces mustaches in global campaign with Olivia Wilde



9 marketing trends to watch as 2023 tests transformation bets



FanDuel deepfakes young Charles Barkley into new spot



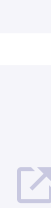
ChatGPT might change advertising — but it won't revolutionize it



Chipotle embraces viral TikTok trend with new menu item



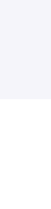
Dove pushes for legislation to protect kids' self-esteem from social media



Martha Stewart uses Tito's vodka around the house for 'DIY January'



Ryan Reynolds reads from AI-generated script in new Mint Mobile ad



Coke asks consumers to generate art with new AI platform



Miller Lite converts sexist beer ads into fertilizer with help from Ilana Glazer



03 TRENDS

The next wave of tech

- Generative AI (ChatGPT; misinformation concerns; deepfakes)
- Marketing automation software
- Augmented reality; virtual reality; metaverse

Social responsibility

- Inclusivity; combating racism/sexism/LGBTQ+-phobia
- Body positivity movement/promoting self-esteem
- Sustainability; transparency; philanthropy

Crumbling cookies & privacy concerns

- Third-party cookie deprecation
- Rise of first-party data
- Personalization while remaining compliant

Generational shifts

- Vying to capture Gen Z's attention
- Rise of TikTok and influencer marketing
- Achieving modernization without alienating previous generations

Our readers spent nearly 2x as long on these stories than the average story:

- [Agency in-housing debate resurfaces, with fresh shades of nuance](#)
- [Disney+ launches ad-supported tier with 100+ advertisers](#)

All things AI

To say that the arrival of generative AI is rattling the marketing landscape would be an understatement. Today's marketing leaders are glued to how generative AI is revolutionizing their ability to craft copy, produce designs, scale campaigns, create more personalized experiences, automate, and beyond — with more brands by the minute hitting the market with their AI-led campaigns.

But all this revolution doesn't come without its fair share of issues. ChatGPT has sparked big-picture concerns around AI like misinformation, biases, copyright, and data misuse, with Italy being the first Western country to ban ChatGPT due to privacy concerns. The mood is marked by eagerness and trepidation all at once, as marketing leaders everywhere experiment with AI to see just what this next wave of tech can do.

A brave new world

In 2023, consumers are demanding more social responsibility from brands than ever before. Spurred on by Gen Z's emphasis on social activism, gone are the days where brands could get away with staying silent. Instead, today's marketing leaders are being called upon to create brands that are inclusive, ethical, and sustainable.

In the realm of inclusivity, campaigns everywhere are emphasizing diversity, body positivity, and tackling long-standing issues of racism, sexism, and LGBTQ+-phobia. But not every consumer is ready for a brave new world, leaving many of today's marketing leaders to make a choice: take a stand and risk alienating certain cohorts, or stay silent and risk losing younger generations for good.

Privacy & personalization

In the wake of enhanced privacy regulations, the slow fizzle of the third-party cookie has sent modern marketing for a tailspin. Because cookies have been historically relied upon for tracking, re-targeting, and personalization efforts, today's marketers must get creative with capturing first- and zero-party data to achieve similar results.

Strategies like surveys, subscriptions, incentives, and interactive tools/calculators are all being implemented to gather data with consent. Coupled with the latest advancements in marketing automation technology and AI, marketing leaders are fast-adapting to deliver hyper-personalized experiences while remaining in compliance.

04 MARKETING INSIGHTS

Nurture this audience by reflecting the content preferences of over 222,400 Marketing Dive subscribers in your strategy:

Content Characteristics

- Forward-thinking
- Inspiring
- Opinionated
- Data-driven
- Hyper-current

Content Types

- Insights on overarching trends via trendlines and infographics
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Help them outdo one another

Marketing leaders are in a never-ending battle to be the first to break new ground and one-up their competitors with game-changing campaigns. Help them stay creative with inspiring best-in-class looks at how leading brands in the space are pioneering — especially those harnessing emerging AI or taking a stand on hot-button issues in a unique way. And nearly equally as important: show them brand faux pas and campaign flops so they can steer clear of making similar mistakes.

Give them a roadmap for change

Between generative AI, cookie deprecation/privacy compliance, and increased demand for social responsibility, the marketing landscape in 2023 is transforming by the day. Help today's marketing leaders navigate these shifts with authoritative how-tos, guides, campaign round-ups, and case studies. This is a data-centric audience, so always back your insights up with facts, figures, and predictive models to earn this audience's trust.

Address the measurement conundrum

Demonstrating ROI has long-been one of marketing's biggest challenges. And as the digital marketing landscape becomes more fragmented — and privacy regulations grow increasingly stringent — this issue is only becoming more complex. Help this audience tackle this conundrum head on with measurement approaches, guidance, models, and calculators designed to easily track, measure, and optimize the myriad of marketing efforts across divisions. If you can help this audience demonstrate how all of the minutiae ladders up to big-picture ROI and business goals, you'll earn major brownie points and win their favor.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

