

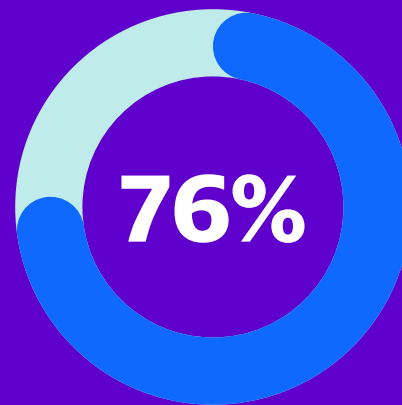
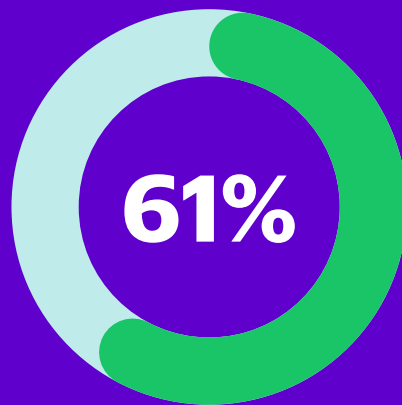
# Yahoo Singapore Digital Marketers Pulse



Source: Yahoo Singapore Digital Marketers Pulse, October 2024

# Performance vs. Brand-building

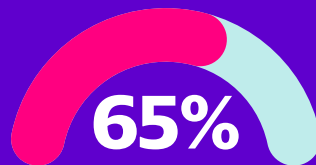
Focused on performance marketing this year



Said campaign performance & efficiency were a top industry challenge

In 2025:

Will focus on campaign performance & efficiency

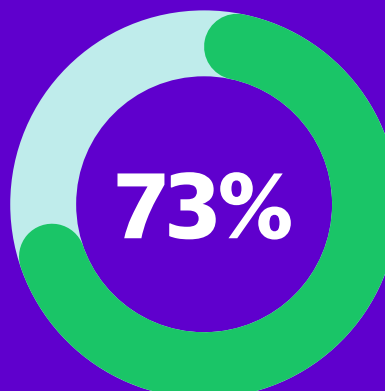
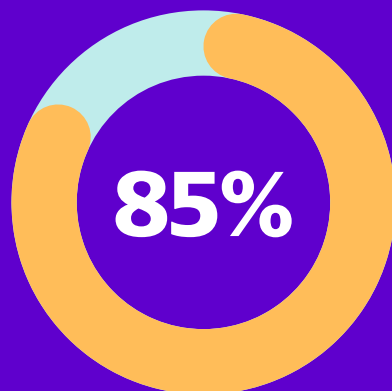


Will focus on brand-building efforts

# Data ambitions vs. Reality

There is a gap between attitudes and practices when it comes to data.

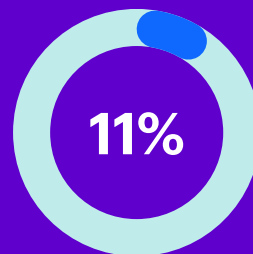
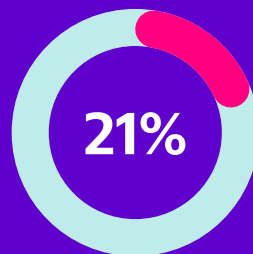
Said they wanted more data-driven marketing



Said they were concerned about data privacy, signal loss, identity constraints

Only...

Fully utilise online first-party data

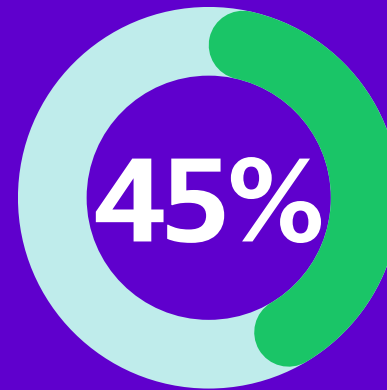
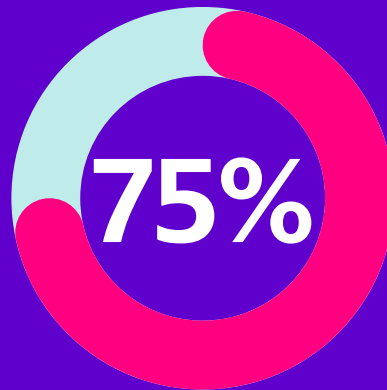


Use offline customer data to its full potential

for omnichannel targeting and measurement

# AI and machine learning

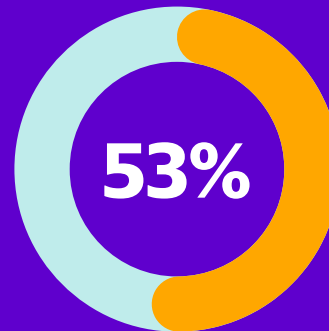
Are eager to harness AI and machine learning solutions



Identified AI as a priority in 2025

Marketers' top use cases for AI:

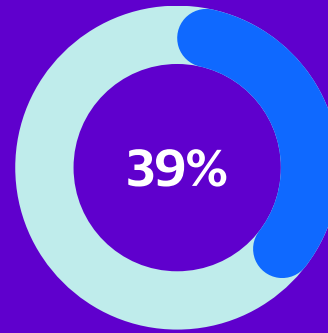
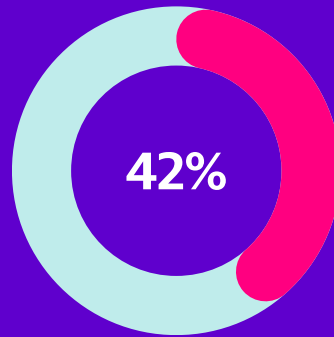
Predictive analysis



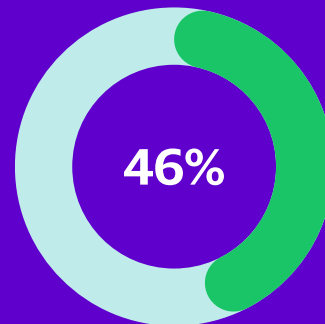
Campaign optimisation

# Are Singapore marketers omnichannel?

Would like to adopt omnichannel campaigns



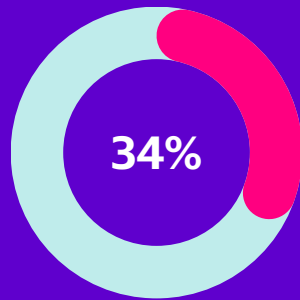
Said mobile was their preferred channel



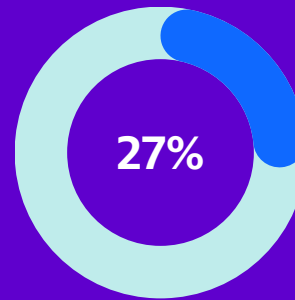
Said omnichannel or cross-channel capabilities were important when selecting ad platforms

# Open Web vs. Walled Gardens

Increased their spend on **open web platforms**



Increased their spend on **walled gardens**

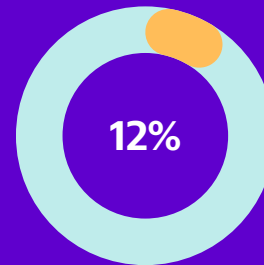


Marketers did not spend any of their budgets on:

**Walled gardens**



**Open web platforms**



# Yahoo Singapore Digital Marketers Pulse

## Methodology

The **Yahoo Digital Marketers Pulse** was conducted in October 2024 to understand the attitudes and outlook of digital marketing and advertising professionals in Singapore.

The quantitative survey was administered to **181 respondents** who work in the **marketing and advertising sector** in Singapore.