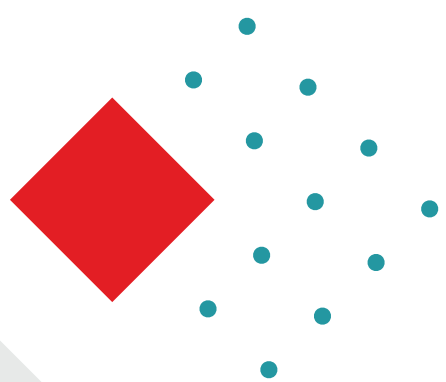


2021

TREND STUDY

DIGITAL ANALYTICS & MARKETING ACTIVATION



Trakken

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MOIN

For the sixth time now, we are publishing the trend study, in which we analyze the current and now established topics of digital analytics. For the past four years, we have been analyzing the trends in conversion optimization as well. And because we don't stagnate, we have expanded the concept again this year and are now looking at the entire field of digital analytics and marketing activation.

This study is intended to identify industry trends, which is why we consider it important to ask the same questions about digital analytics and conversion optimization on an annual basis. In addition, we also aim to reflect the changes in our fast-moving industry and to integrate as comprehensively as possible all related areas that are closely connected with digital analytics and conversion optimization. The result, a completely new structure of the study with a handful of new questions, while retaining the previous core questions. The chapters now cover all relevant areas from data collection, monitoring, data storage and enrichment to activation. In addition to the answers to previous and new questions, which we always present in year-on-year comparisons where possible, we surveyed self-assessments in the respective areas. With the help of the generated insights, we are able to present a comprehensive picture of the industry, which at the same time makes it possible to determine one's own position as an industry player.

Of course, none of this would have been possible without the numerous responses from the study participants. We would like to express our sincere thanks to them!

With this in mind, we hope you enjoy reading our 2021 Trend Study.

Your Trakken Team

2 Analysis approach

Aim of the trend study

As part of the 2021 trend study, we surveyed the top issues relating to digital analytics and marketing activation in German-speaking countries and other European countries. We were particularly interested in how the study participants work, **which issues are of particular importance today and in the future, and what challenges do they perceive**. Conducting the trend study repeatedly makes it possible to map changes in the results over time. The simultaneous inquiry of new questions ensures that new aspects of digital analysis and marketing activation are also taken into account.

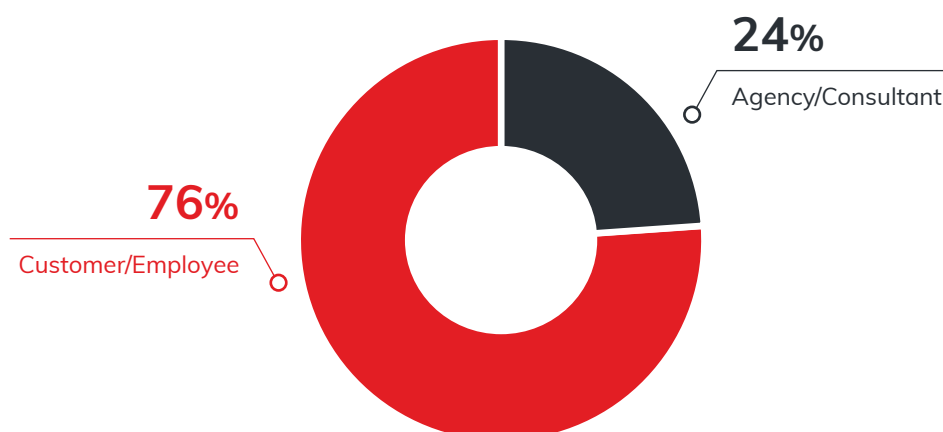
Survey method

The data collection of the online survey took place from January 11 to 24, 2021. We asked both open and closed questions, which were clustered according to the topics of **Data Collection, Reporting & Steering, Data Storage, Data Enrichment** and **Activation**. In addition, a sentiment survey was conducted to determine how the companies feel they are positioned with regard to each of these topics. The following results are based on the survey and show a well-founded picture of the Digital Analytics & Marketing Activation area.

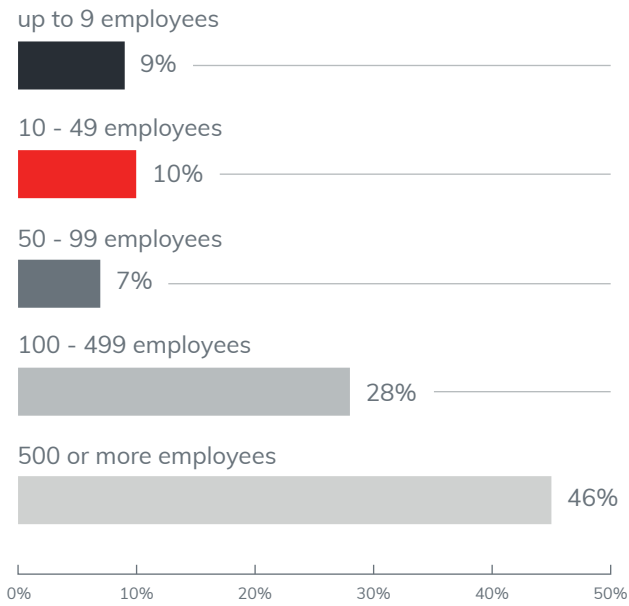
Companies surveyed

The survey took place across all industries and the companies surveyed reflect a very diverse picture. The survey was predominantly conducted in the **eCommerce, media/content, IT service provider** and **retail sectors**. In terms of company role, around three quarters of respondents work on the **company or customer side**, while the remaining quarter of respondents work as consultants or in an agency. In terms of company size, 73% of the companies surveyed employ 100 people or more - so **players from medium-sized and large companies** dominate. Finally, the distribution of participation per country shows that respondents from Germany (79%), Switzerland (7%) and Austria (4%) in particular took part in the survey.

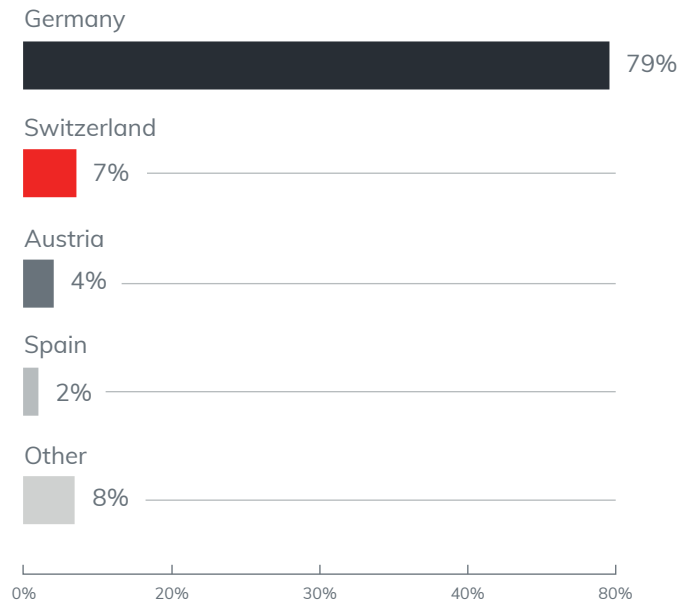
- ▶ Which of the following options best describes your company or your role?



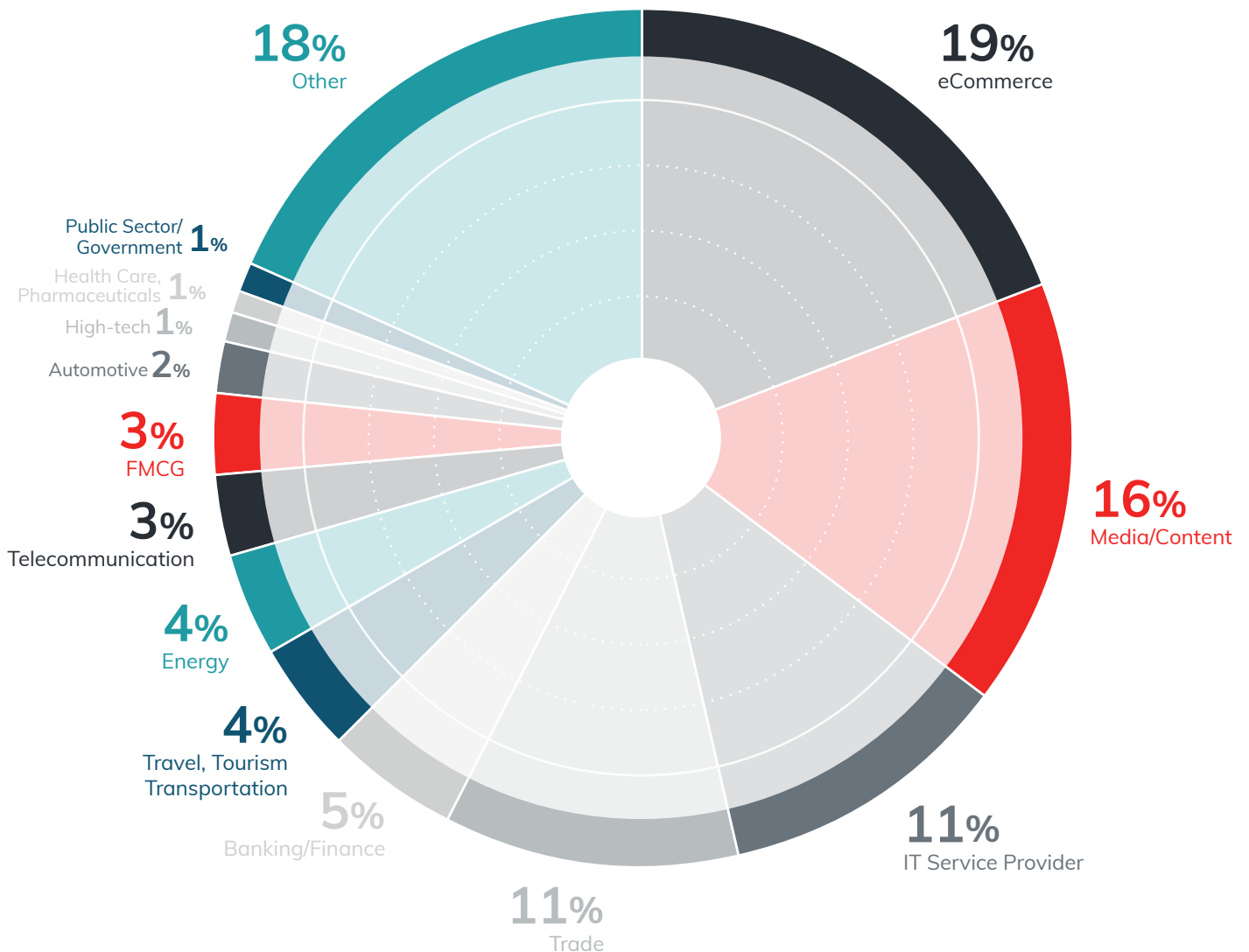
Company size



In which country do you work?



My company belongs to the following sector:



3 Overview of results & respondents' self-assessment

The Digital Analytics & Marketing Activation trend study is being published for the sixth time this year, and where possible, all results have been compared with those of previous years. What is new this year is the structure and, along with it, a handful of new questions.

This year's survey once again reveals a diverse range of participants: the industries involved are a colorful mix, with many respondents coming from eCommerce, media/content, IT service providers or retail. In addition, around three quarters of respondents work in-house and are part of an in-house team. Regarding company size, many industry players from medium-sized and large companies are represented - especially from Germany, as well from Switzerland, Austria and Spain.

FIRST PARTY DATA COLLECTION

(COLLECTING DATA)

First-party data collection forms the basis for all further data analysis and control of the digital business. **Google tools** continue to dominate the use of the survey participants: Google Analytics in the free or paid version is used by 57% and 59% of all respondents, respectively, and Google Optimize by 61% of all respondents, far ahead of the other tools for Digital Analytics and Conversion Optimization. In tracking, companies primarily track their own **websites** (100%) and **mobile websites** (79%) as well as **apps** (49%). In 2021, further companies have modified their tracking settings due to the decision of the European Court of Justice relating to no cookie storage rules without active consent, which means that a total of 87% of all companies surveyed have now done so. The solution of explicit consent repeatedly dominates in two-thirds of the companies.

STEERING & REPORTING

(MONITORING DATA)

Reporting and steering describes the continuous and complete monitoring of all digital touchpoints (on- and offsite) by means of functional and well-visualized dashboards. Marketing performance management via attribution modeling is part of this area as well. For in-depth analysis of the collected data, most companies use **digital analytics tools** (93%) and **spreadsheet tools** (76%). There has been considerable year-on-year growth in the use of **BigData tools** (47%). **BI tools** for analyses are also used by 42% of respondents, with Power BI (44%) and Tableau (27%) predominating here. When it comes to communicating KPIs, the preferred tools are **data visualization tools** (76%) and **Excel or Google Spreadsheets** (70%) as well as **PowerPoint or Google Presentations** (68%). The decision on the allocation of the marketing budget is a topic of great importance in companies. This decision is based on historical, non-data-driven empirical values in just under half of the companies surveyed. Only 35% use advanced rule-based and 23% data-driven attribution models for budget allocation.

DATA STORAGE

(CONNECTING ALL DATA)

With the multitude of data repositories, bringing together and working with different data tables is an essential area for a holistic view. Two-thirds of companies work with digital analytics data in three or more tools simultaneously. **Digital analytics tool interface** remains heavily used, but the increasing trend of previous years has been interrupted in 2021 (65% in 2021 versus 84% in 2020). There is instead more work taking place in **data visualization tools** (77%) or via exported reports in **Excel or Google Spreadsheets** (74%). Furthermore, 39% of companies already have a **data warehouse for marketing data**, with more than 5 marketing-relevant data sources connected to it in 50% of cases.

DATA ENRICHMENT

(ENHANCING DATA)

Data enrichment refers to the enrichment and analysis of existing data points using mathematical models. This includes various prediction models and the recognition of user behavior patterns. More than half of all companies already analyze their digital analytics data together with other internal or external data. In most cases, this involves **transaction data, advertising data and/or CRM data**. Three quarters of the companies also carry out **complex modeling and forecasting** based on digital analytics data. The focus here is on customer segmentation, attribution and forecasting of most important KPIs.

ACTIVATION

(ACTIVATING DATA ON- AND OFFLINE)

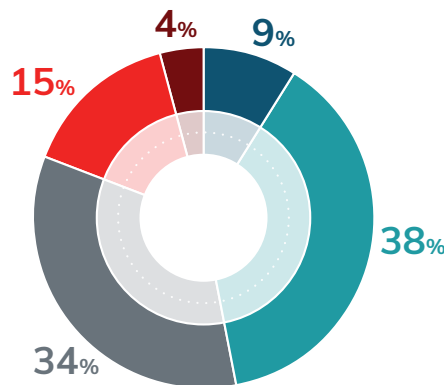
The area of data activation describes the use and thus the generation of added value from the previously collected, stored and enriched data. This includes A/B tests, recommendation engines, and the increase of marketing efficiency via remarketing, similar audience targeting, or the personalization of advertising materials. The majority of the companies surveyed use the digital analytics data collected to **analyze user behavior** and to **implement online marketing measures**. In addition, this data forms the basis for the **conception of A/B tests** for over 90% of the respondents. Furthermore, best practices (53%), mouse tracking or heat maps (41%) and online surveys (31%) are used for this purpose as well. A/B testing is mostly carried out as client-side (44%) or as both client- and server-side (32%) A/B testing. Digital analytics data is also used in **advertising tools**. The dominant use cases here are remarketing (85%), finding new, valuable users (47%), and personalizing advertising materials (47%).

OUTLOOK 2021

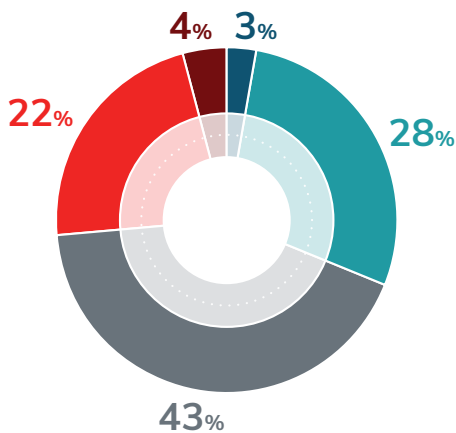
Companies cited **data privacy**, the **customer journey**, and **report automation and distribution** as the three most frequently high-priority issues this year. The top three challenges perceived are data privacy, data quality, and turning information into action. More specifically, with regard to digital analytics, 63% of respondents plan to **merge app and web tracking** in 2021, and 54% of respondents plan to **implement server-side tracking**. With regard to conversion optimization, in 2021 work will primarily be carried out on the topics of **user experience** (74%), **personalization** (59%) and **landing page testing** (52%). 53% of the companies surveyed plan to increase their budget for digital analytics and conversion optimization, while 43% plan to keep it the same as in the previous year. However, for over half of all companies, the share of the total marketing budget still remains below 10%.

- ▶ How much do you agree to the following statement: With regard to the following area, my company is very advanced.

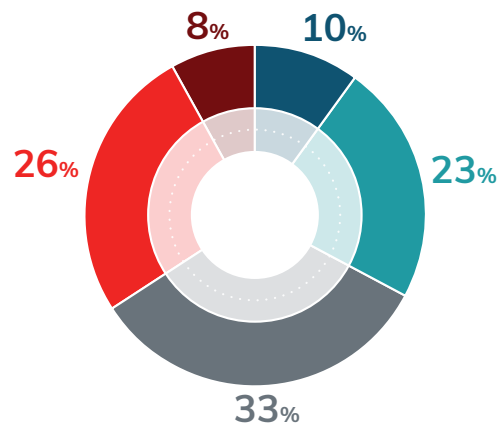
FIRST PARTY DATA COLLECTION
(COLLECTING DATA)



REPORTING & STEERING
(MONITORING DATA)

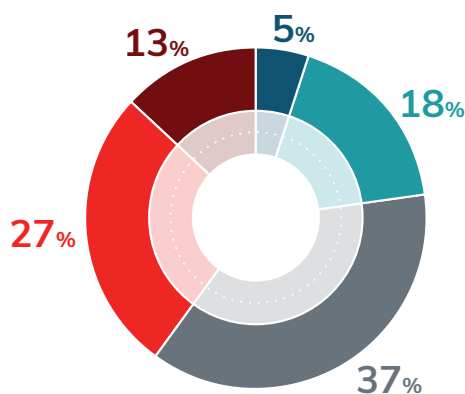


DATA STORAGE
(CONNECTING ALL DATA)

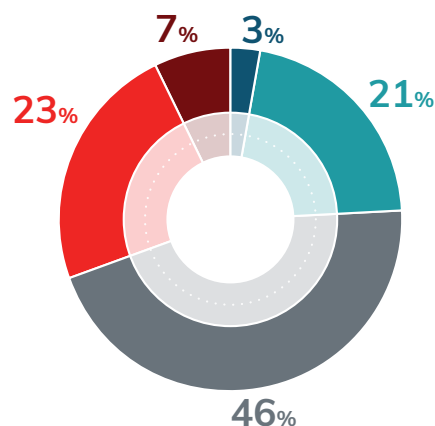


■ Strongly Agree
 ■ Agree
 ■ Neither Agree nor Disagree
 ■ Disagree
 ■ Strongly Disagree

DATA ENRICHMENT (ENHANCING DATA)



ACTIVATION (ACTIVATING DATA ON- AND OFFLINE)



■ Strongly Agree
 ■ Agree
 ■ Neither Agree nor Disagree
 ■ Disagree
 ■ Strongly Disagree

In each topic area of the study, participants were asked to rank their level of agreement regarding the statement as to whether their company is in the best position in the respective area. The summary of agreement per area does not reveal any details, but it does help to identify those areas where the respondents' self-assessment is more likely to be positive or more likely to be negative.

Overall, most companies see themselves as being most strongly positioned in the area of **First Party Data Collection**. The general setup of digital analytics and conversion optimization is for the most part complete, and companies have a grip on the issues surrounding data protection. The assessment for the **Reporting & Steering** area is slightly weaker, where, in addition to the use of attribution models, this study primarily considers the tools used for deeper analysis and the communication of KPIs. The assessment regarding **Data Storage** is very ambivalent. Work with digital analytics data takes place in several tools simultaneously, with 39% of all companies already having a data warehouse for marketing data. However, the result makes it clear that there is still room for improvement, at least in part, at some companies. The area of **Data Enrichment** has the lowest score in the self-assessment. More internal or external data could be taken into account more frequently when evaluating digital analytics data for usage. Moreover, complex modeling and forecasting could be carried out. After all, data collection and analysis alone are not enough; success also depends on the activation of the generated insights. In the area of **Activation**, only one in four companies considers itself to be well positioned. Although, it is certainly above all optimizations with regard to diverse usage scenarios in Digital Analytics, Conversion Optimization and Advertising that is being targeted here.

Do you prefer your data raw?



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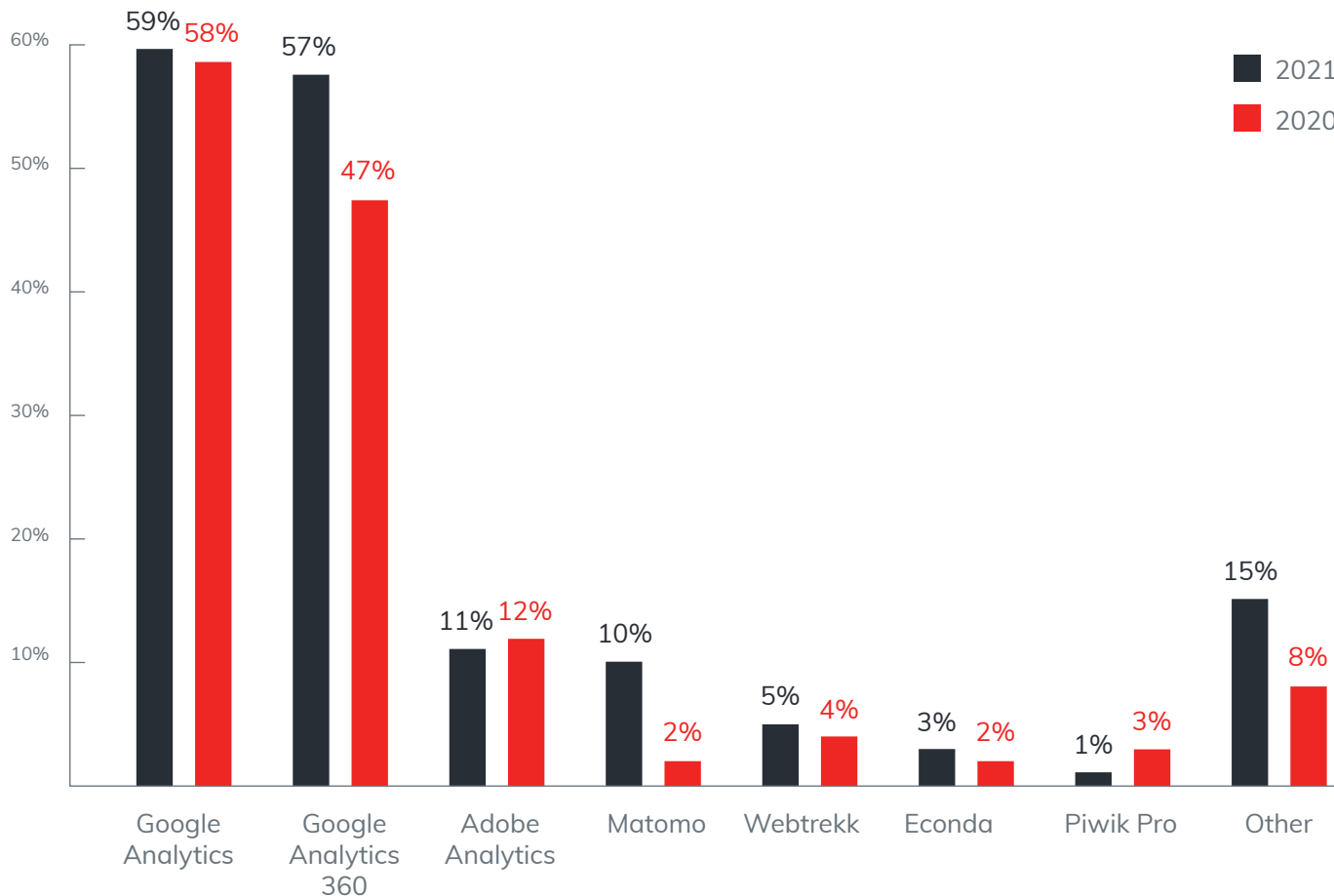
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4 - RESULTS IN DETAIL

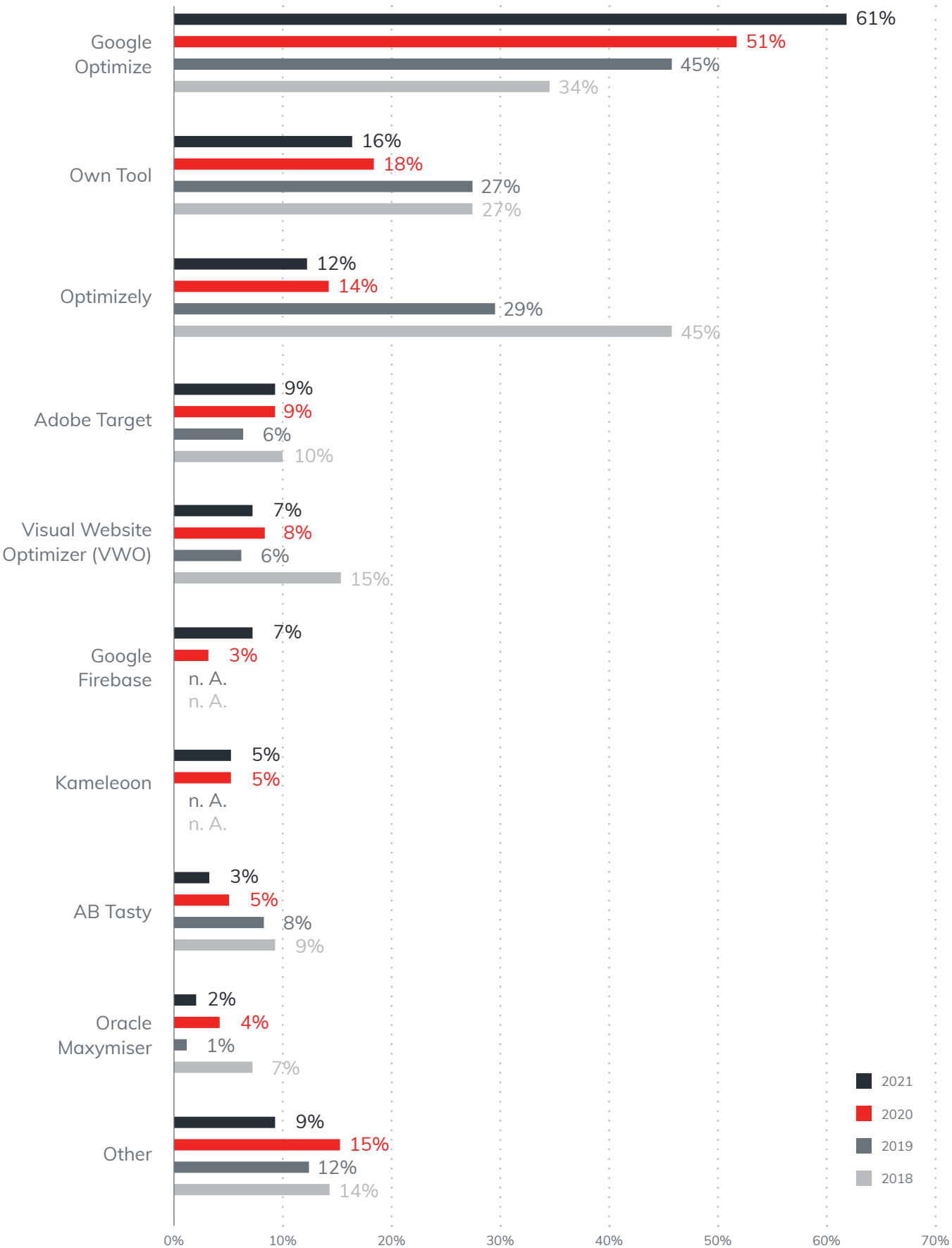
4.1 First Party Data Collection (Collecting Data)

► Which Digital Analytics tool(s) are you using?

There are various options when it comes to choosing a digital analytics tool. Among the companies surveyed, the most frequently used tools are the free version **Google Analytics** (59%) and the paid version **Google Analytics 360** (57%). **Thus, the market leader remains by far the first choice for the digital analytics tool.** The tools, Adobe Analytics (11%), Matomo (10%) and Webtrekk (5%) follow from far behind. This distribution largely reflects that of the previous year. A stronger change in usage can be seen in the tools Google Analytics 360 (plus 10% points) and Matomo (plus 8% points). The survey also shows that the tools with a low proportionate use are generally used as additional tools alongside Google Analytics and Google Analytics 360. A total of 41% of the study participants stated that they use two or more tools simultaneously in their digital analysis.



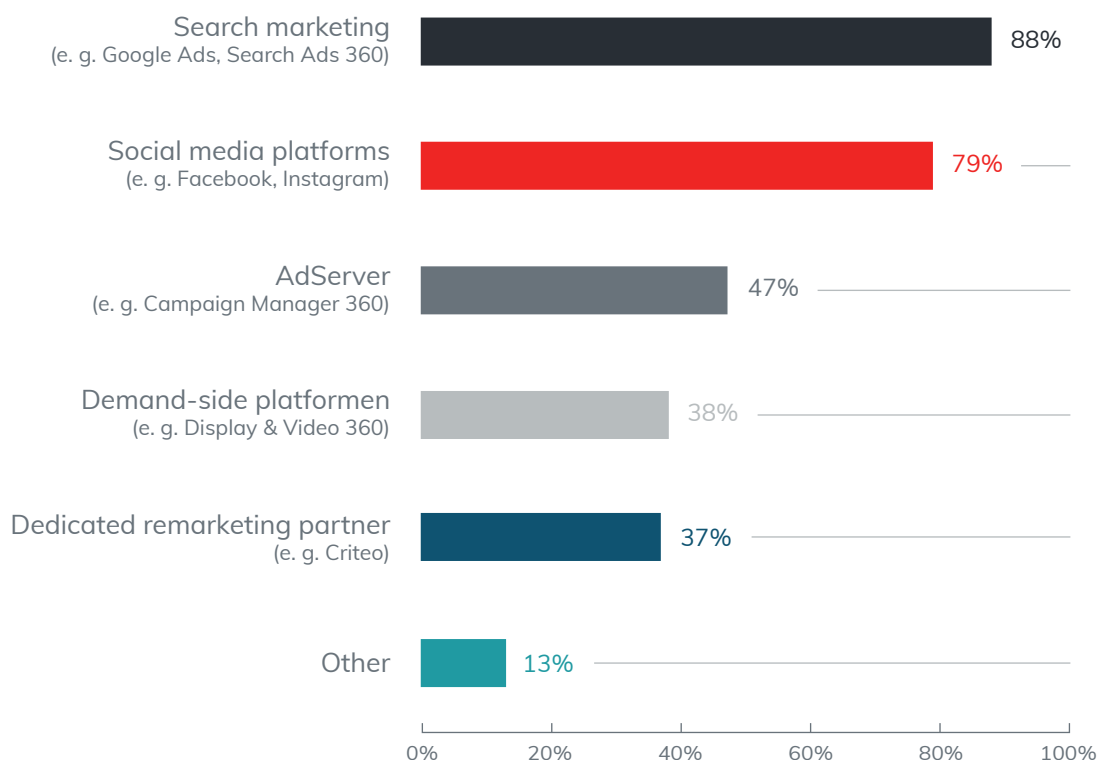
► Which tools do you use to run your A/B tests?



When it comes to choosing a tool to conduct A/B tests, **Google Optimize** is by far the favorite for 61% of respondents. The second most frequently used tool is the company's own (16%), followed by Optimizely (12%). All the other tools are used by only less than 10% of the companies: Adobe Target (9%), Visual Website Optimizer (VWO) (7%), Google Firebase (7%), Kameleoon (5%), AB Tasty (3%) and Oracle Maxymiser (1%). Comparing usage over the past few years reveals that **many companies have switched from their own solutions, Optimizely and AB Tasty to Google Optimize**. While Google Optimize was only used by just over a third of respondents in 2018, this year, it is already over 60%. By contrast, Optimizely now has a share of only 12% instead of 45% usage by companies in 2018.

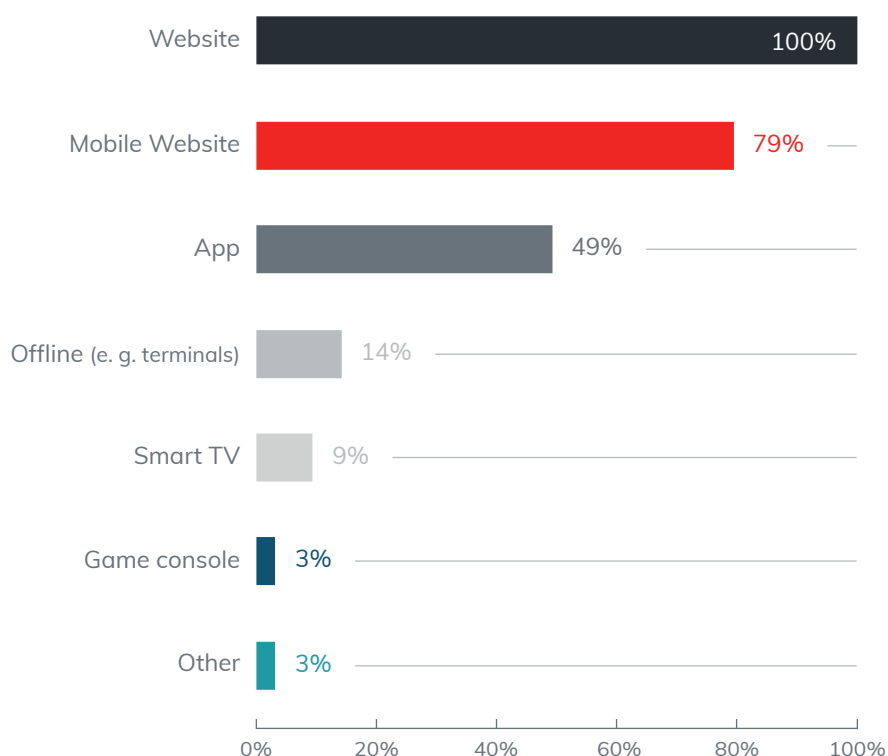
► Which conversion tracker or audience pixel provider are you using?

When it comes to conversion trackers and audience pixel providers, the focus of the companies surveyed is clearly on **search marketing** (e.g., Google Ads/Search Ads 360) (88%) and **social media platforms** (e.g., Facebook/Instagram) (79%). More than three quarters of the companies surveyed focus on these two platforms. Supplementary ad servers (e.g. Campaign Manager 360) (47%), demand-side platforms (e.g. Display & Video 360) (38%) and dedicated remarketing partners (e.g. Criteo) (37%) are frequently used. The survey also reveals that 82% of companies rely on at least two providers or platforms to track user behavior.



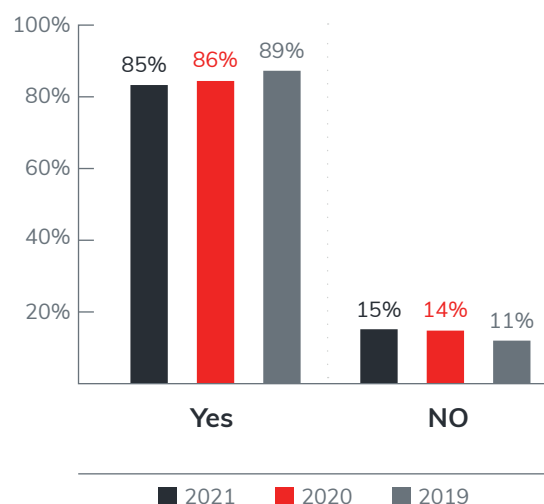
► Which touchpoints do you cover with your tracking?

With the current tracking setup, the companies surveyed most frequently analyze **websites** (100%) and **mobile websites** (79%). In addition, about half of the respondents use **app tracking**. The other touchpoints, namely offline touchpoints (e.g., terminals), smart TVs, and game consoles, only account for a small percentage of tracking. The analysis also shows that 84% of all respondents track at least one other touchpoint in addition to their own website.



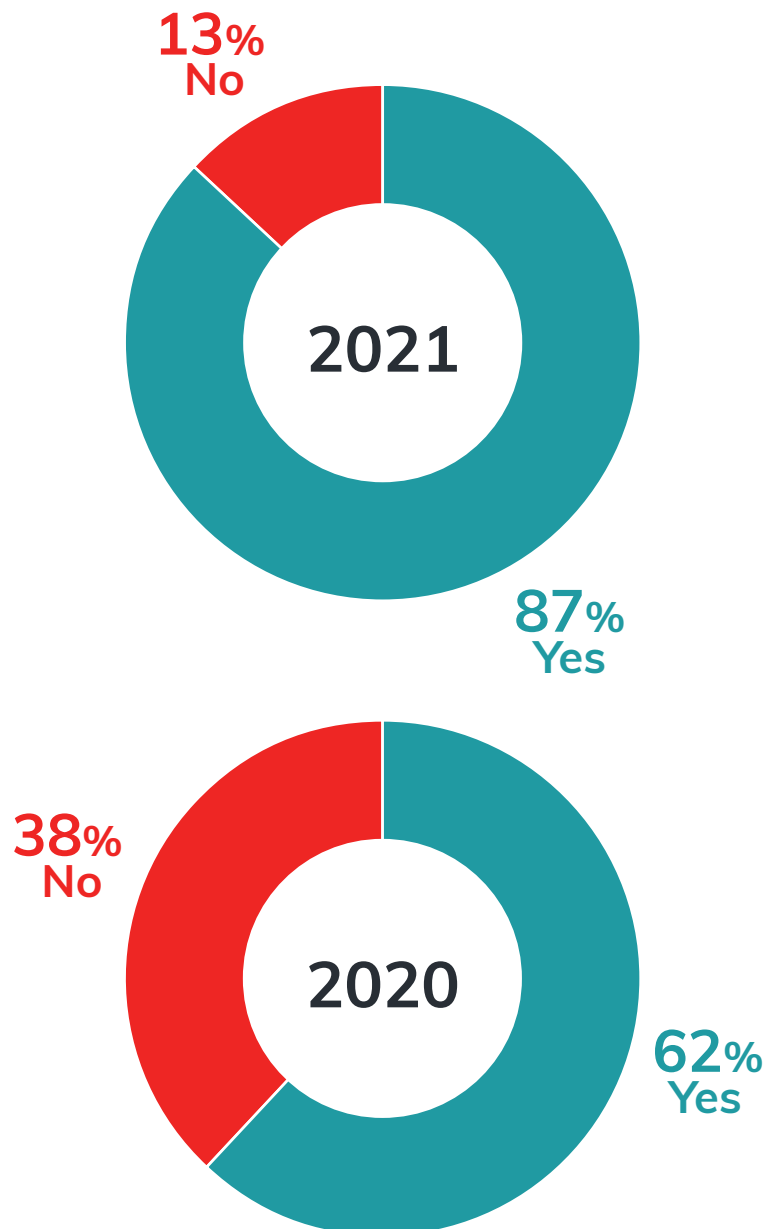
► Do you use tag management systems to scale marketing and analytics pixels?

The survey shows that **85% of the companies use tag management systems to scale marketing and analytics pixels**. This gives them a variety of benefits, such as a reduction in dependency on IT resources and the ability to quickly and effectively implement tags independent of sprint cycles. The comparison of results over the past years shows a slightly negative trend.



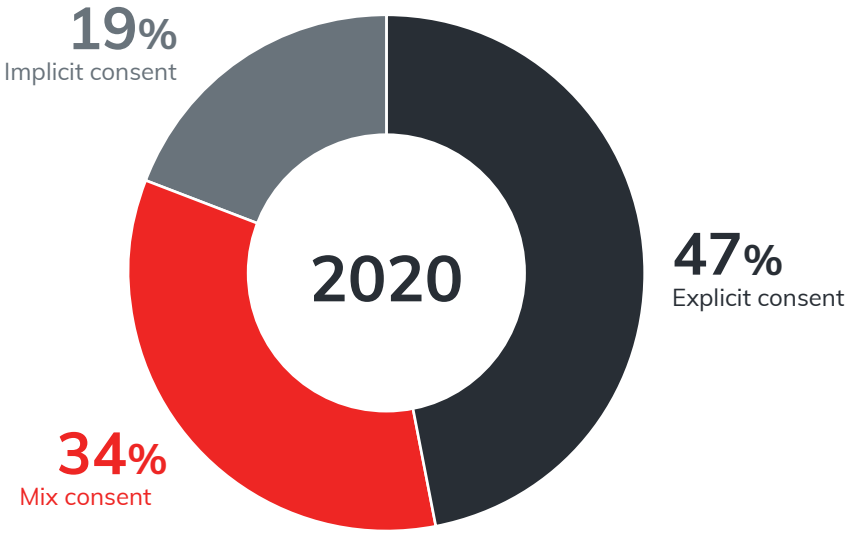
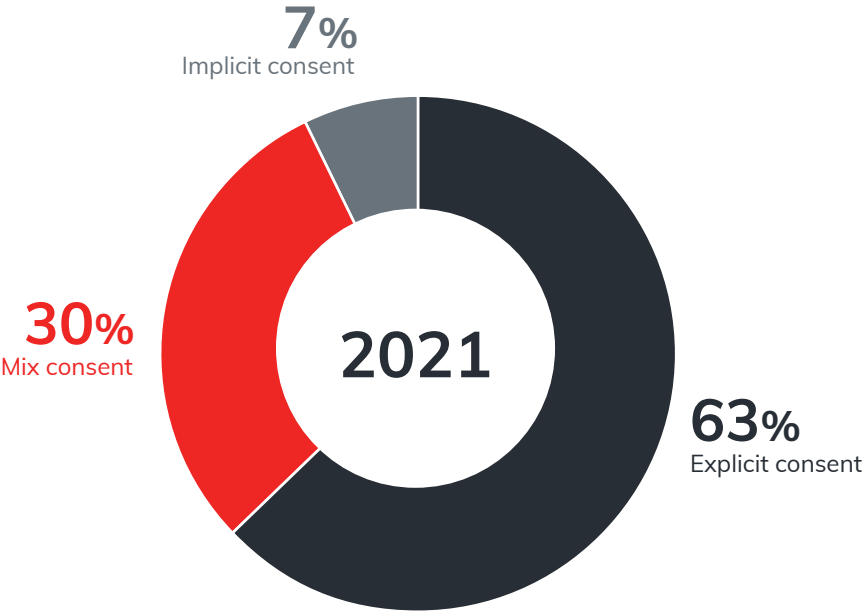
- ▶ Have you adjusted your tracking setup due to the European Court of Justice (EJC) Planet49 judgment (i.e. no cookie storage without active consent)?

In 2019, the European Court of Justice (ECJ) ruled that **no cookie storage might take place without the explicit consent of the user**. Furthermore, the ECJ ruled that no pre-selection might be made for the user. The ECJ justified the decision by stating that the privacy of users must be protected, as well as creating more transparency and giving users the power to decide how their personal data is used. As a result, many companies were forced to adapt the tracking setup of their website (and applications). The Trend Study first addressed this issue in 2020, with 62% of companies surveyed having made an adjustment. This year (2021), **87% of companies** surveyed said they had already **adjusted their website tracking setup in accordance with the requirements**. This is an increase of 25% points compared to the previous year.



► In what way did you adjust your tracking setup?

In addition to the question of whether an adjustment of the tracking setup has taken place as part of the new cookie policy, knowing in what form this adjustment has taken place is pertinent. This year, **63%** of companies stated that they had **implemented explicit consent on their website**, which represents an increase of 16 percentage points compared to the previous year (2020: 47%). By implementing explicit consent, no tracking is possible without the user's consent to allow cookies. The second most common choice among the companies surveyed was a **mix consent 30%**, where first-party tracking is enabled by default and third-party tracking remains disabled until consent is obtained. Fewer and fewer of the companies surveyed opt not to use implicit consent where tracking remains enabled by default: 7% of all respondents in 2021 versus 19% in 2020.

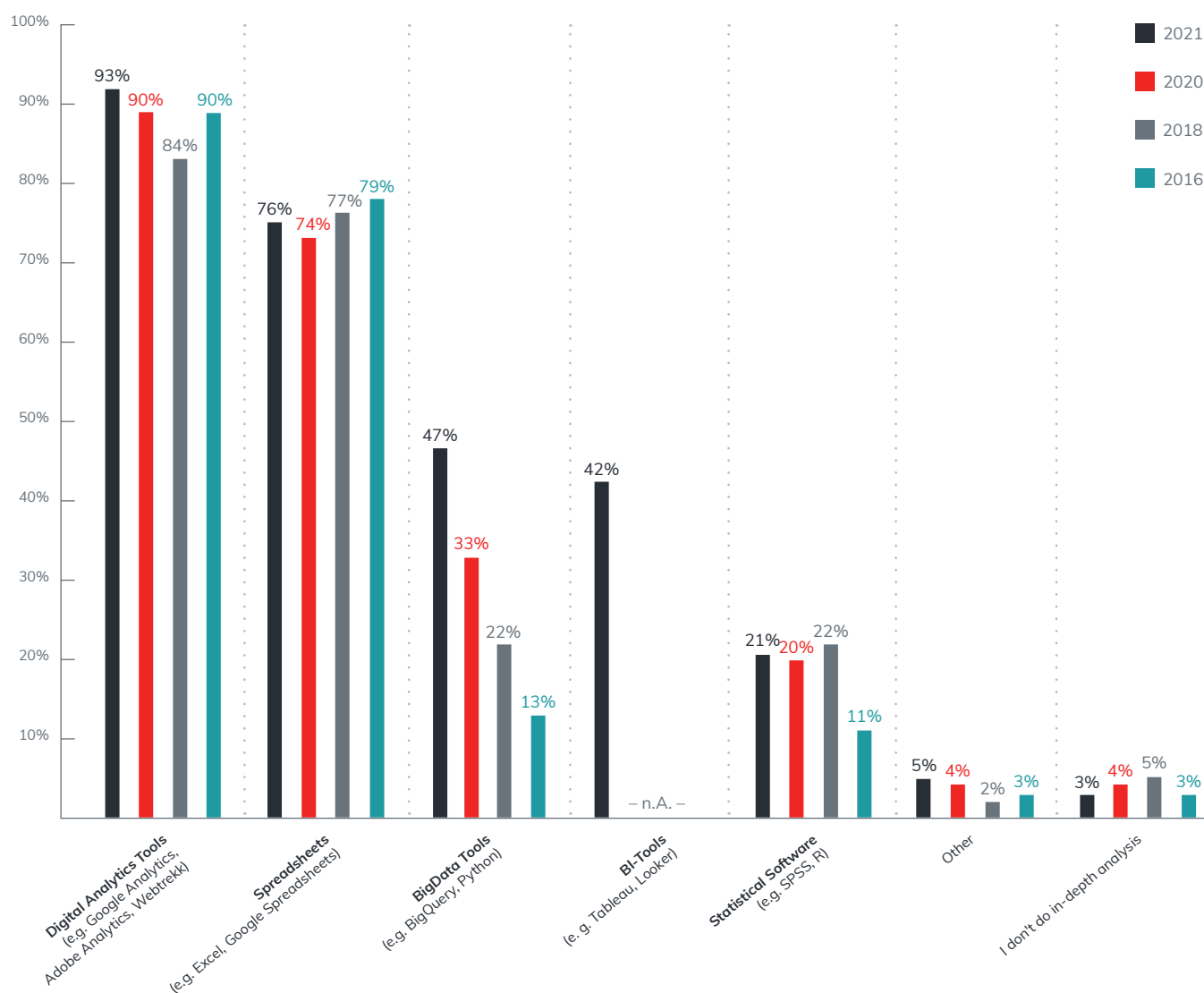


4 - RESULTS IN DETAIL

4.2 Reporting & Steering (Monitoring Data)

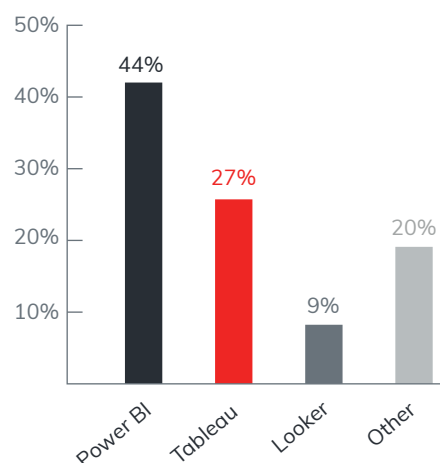
► Which tools do you use for in-depth analyses?

With regard to the tools used for more in-depth analyses of the data collected, things are relatively constant compared to the previous year. Almost all of the companies surveyed (97%) stated that they use various tools to analyze their data. **Digital analytics tools**, such as Google Analytics or Adobe Analytics (93%), and spreadsheets, such as **Excel and Google Spreadsheets** (76%), are the most commonly used, with the latter often used in conjunction with digital analytics tools. Year-on-year, these percentages are slightly increasing or constant. **BigData tools**, such as BigQuery and Python (47%), and **BI tools**, such as Tableau or Looker, (42%) are used by more than 40% of respondents as well. The consistently strong year-on-year increase in the use of BigData tools is noteworthy. While in 2016 only 13% of all companies used them to perform in-depth analyses, in 2021 this figure is close to half of all companies. In contrast, the use of statistics tools, e.g., SPSS and R, remains constant compared to the past three years at a good 20% in each case.



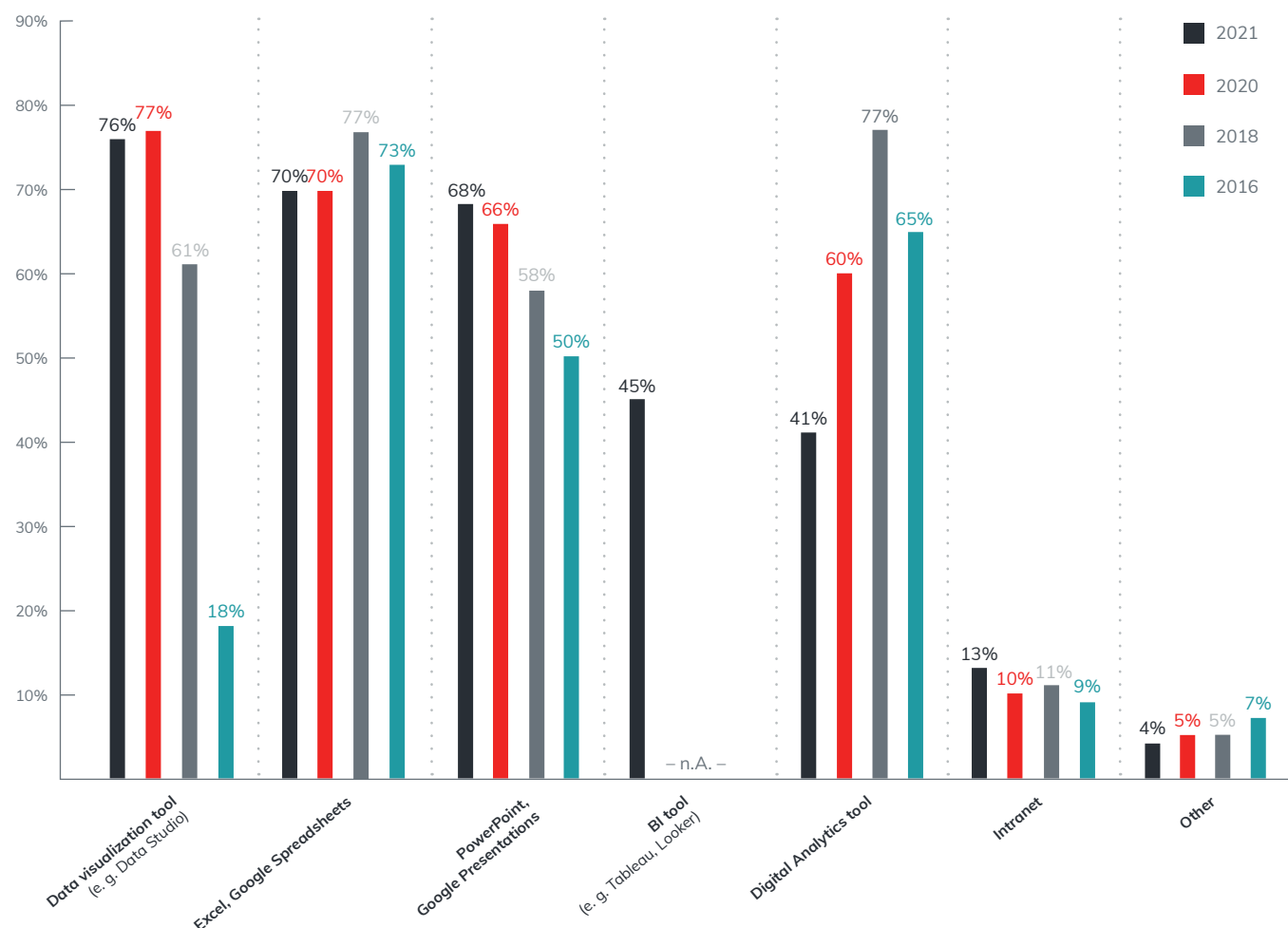
► Which BI tool do you use?

A deeper look into the use of business intelligence tools shows that 44% of the companies that have a BI tool in use, use **Power BI**. **Tableau** follows at a slight gap with 27% and **Looker** with 9%. Other vendors include tools from Qlik and MicroStrategy.



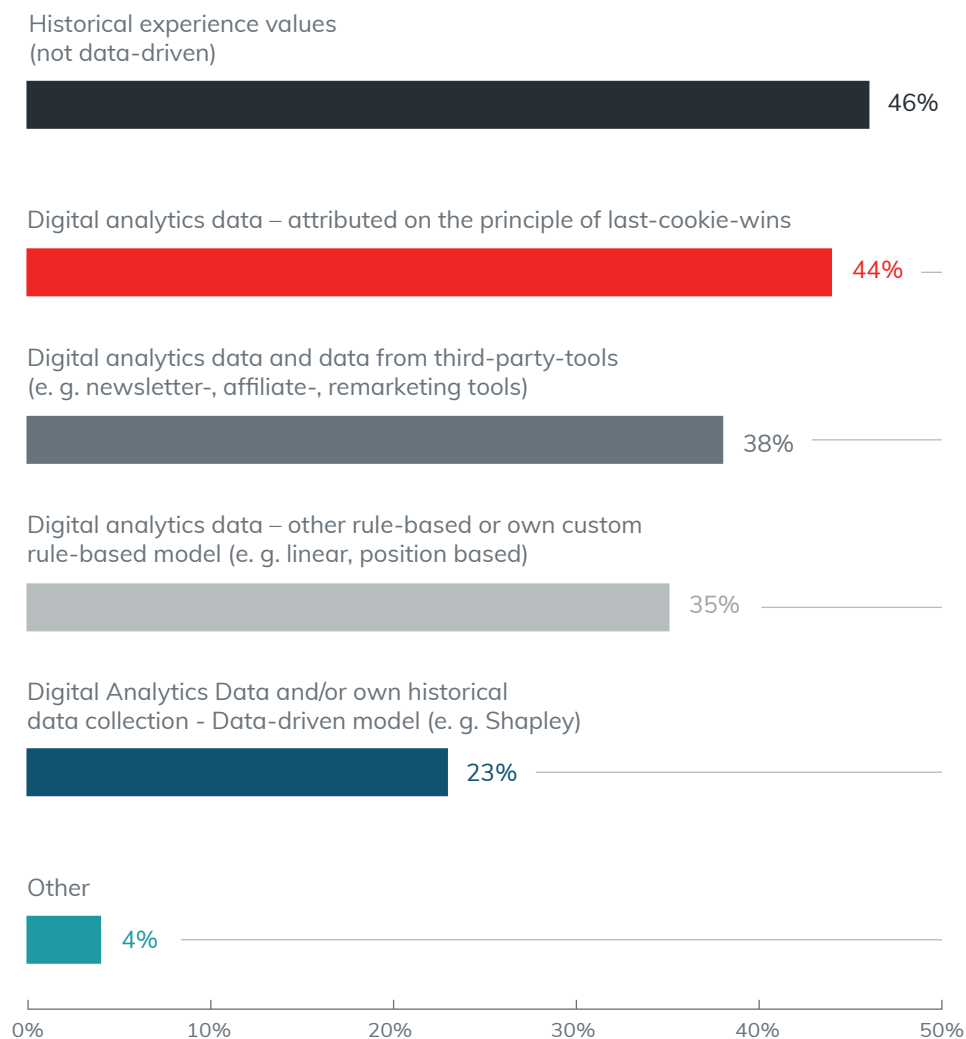
► How do you communicate KPIs?

As far as the distribution of KPIs is concerned, the use of **data visualization** tools has become more and more prominent in recent years: While 76% of companies use data visualization tools today, only 18% did so 5 years ago (2016). **Excel or Google Spreadsheets** are used by 70% of respondents for KPI communication, which is similar to the previous year's figures. A constant increase in use is seen for **PowerPoint or Google Presentations** (68% in 2021 vs. 50% in 2016). BI tools (e.g., Looker) were offered as a response option for the first time this year, with 45% of respondents indicating they use them for communication. Digital analytics tools saw another sharp decline, now by 19% points. In 2021, only 41% of companies use the tool for the distribution of KPIs.



► Which method do you base your current digital marketing budget allocation on?

Nearly half of all companies rely on **experience values that are not data-driven** to allocate their digital marketing budgets. Furthermore, 44% of the companies use the **classic rule-based attribution model „last-cookie-wins“**. For optimized allocation, e.g., for intra-channel attribution, 38% of the companies use data from digital analytics tools and third-party tools. About 35% of the respondents use **other or advanced rule-based models**. Not even one in four of the companies surveyed (23%) base their budget allocation on data-driven attribution models, such as Shapley Value.

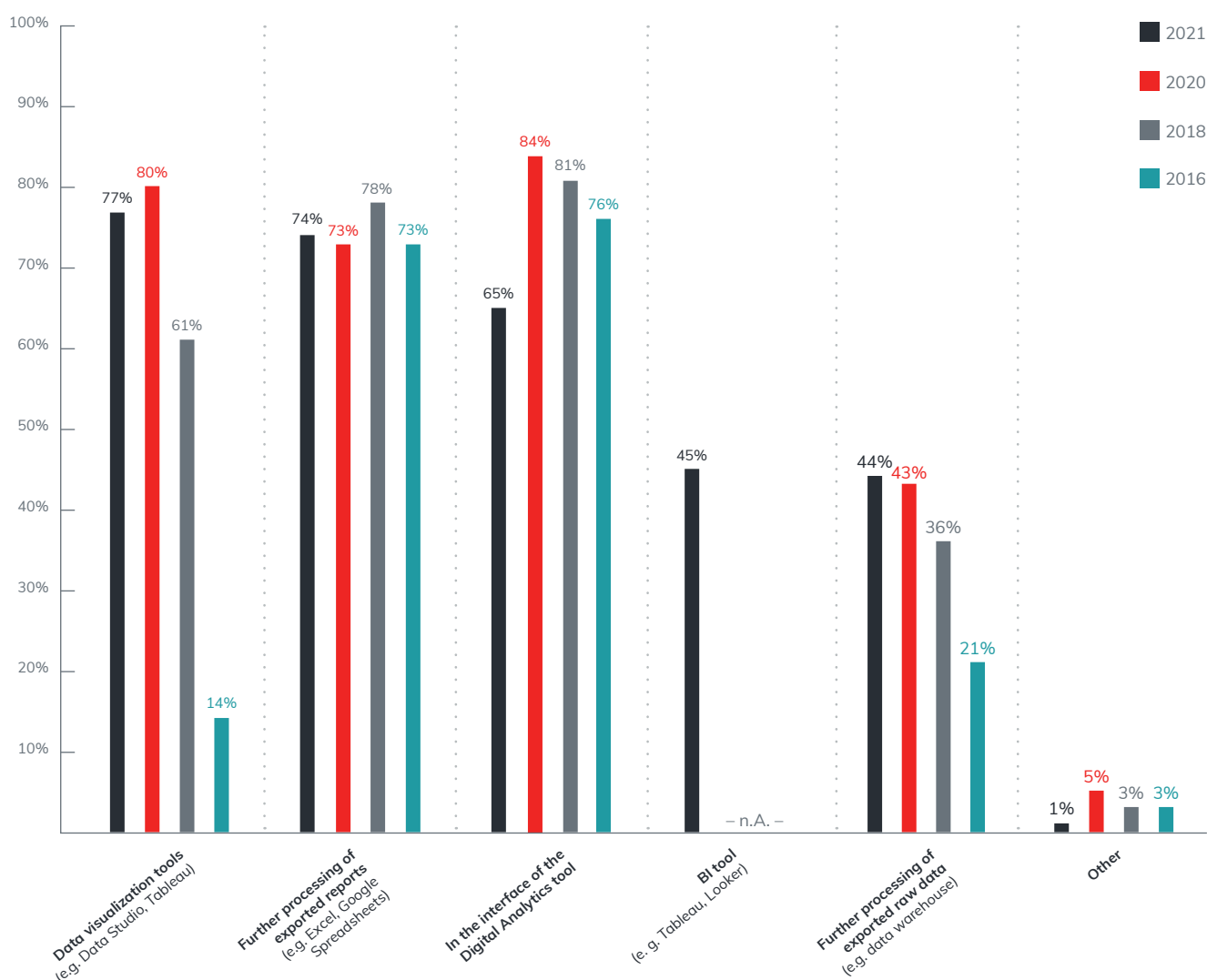


4 - RESULTS IN DETAIL

4.3 Data Storage (Connecting All Data)

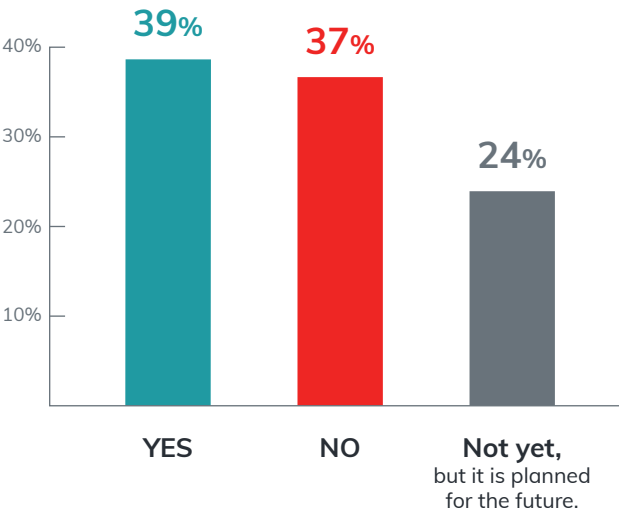
► In which scenarios do you work with your Digital Analytics data?

The tools offered for Digital Analytics are diverse; companies usually use several at the same time. Among them, 34% stated that they use one or two tools. 66% of respondents work with three or more tools simultaneously. The choice of the appropriate tool varies depending on the user and recipient group. 77% of respondents work with **data visualization tools**, such as Data Studio, making their digital analytics data easily accessible. As in previous years, the further **processing of exported reports**, e.g., in Excel or Google Spreadsheets, remains the preferred option. Two-thirds of all respondents still work in the **interface of the digital analytics tool** itself, but this proportion has declined since last year (2020: 84%). On the other hand, BI tools such as Tableau or Looker are attracting more and more attention, with 45% of respondents already using them. The further processing of exported raw data is continuing its slightly increasing trend this year and now accounts for 44%.



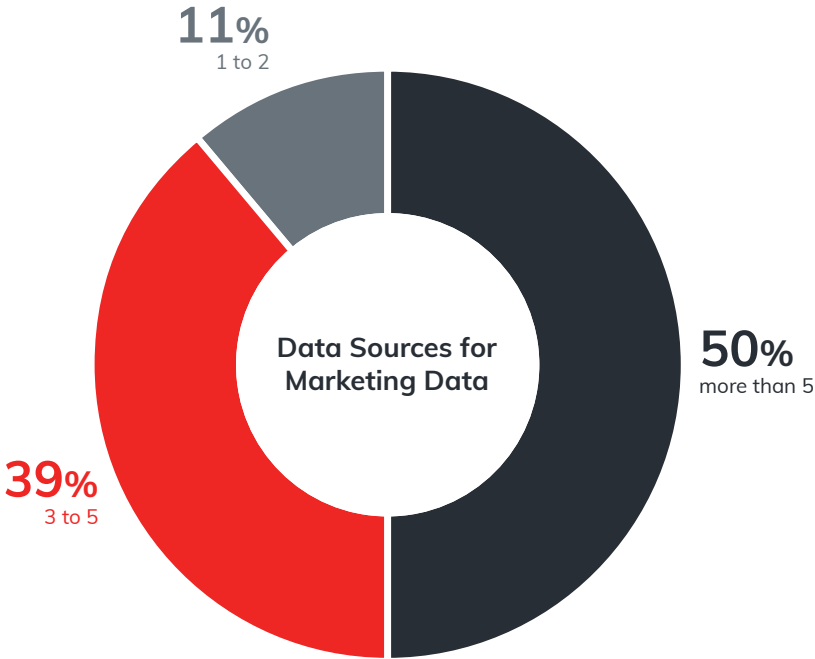
▶ Do you have a data warehouse for marketing data?

The survey shows that **39% of the companies** have a **data warehouse for their marketing data** and 61% of the respondents do not yet have one. At the same time, 24% of the study participants make it clear that they do not yet have one, but are planning to do so in the future.



▶ How many data sources for marketing data are connected to your data warehouse?

Half of the companies that use a data warehouse have **more than 5 data sources for marketing data** connected to it. 39% have between 3 and 5 sources connected and 11% of respondents with a data warehouse have only 1 to 2 data sources connected.

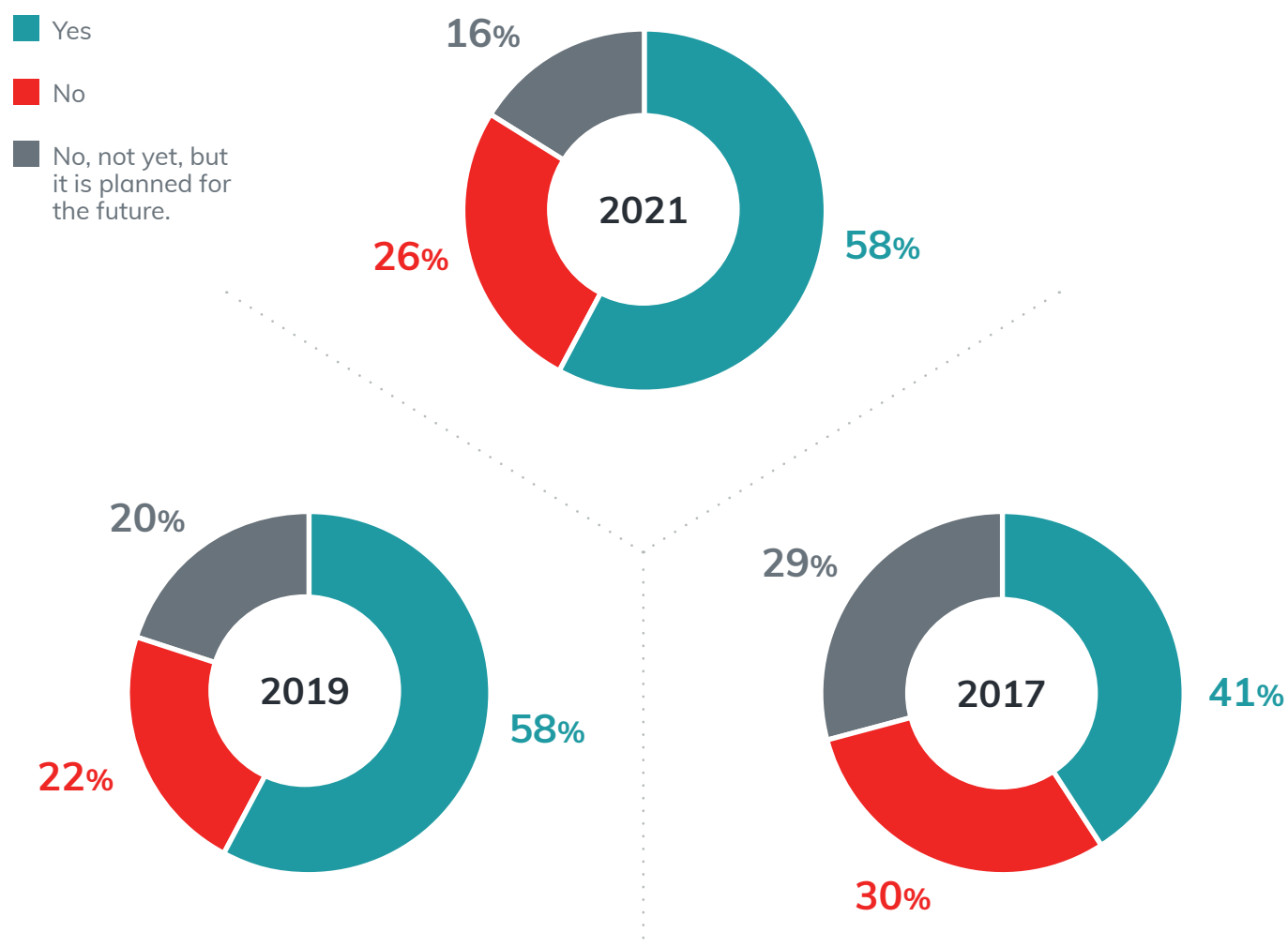


4 - RESULTS IN DETAIL

4.4 Data Enrichment (Enhancing Data)

- Do you analyze the Digital Analytics data in combination with other internal or external data (e.g. offline sales data, competitor data)?

A whopping **58% of the companies surveyed already analyze their Digital Analytics data** together with other **internal or external company data** they collect, such as offline sales data or competitor data. The remaining 42% of survey participants still analyze their analytics data in isolation, with 16% of this group planning to analyze analytics data in conjunction with other data in the future. A look at the year-on-year results shows that this distribution has been more or less stable since 2019. Looking at the years 2017, 2019 and 2021, there is an increase in the proportion of those who consider different data in their analyses.



Awaken your inner Tracking Tiger



Digital Analytics Consultant, Data Engineer or Tiger awake?

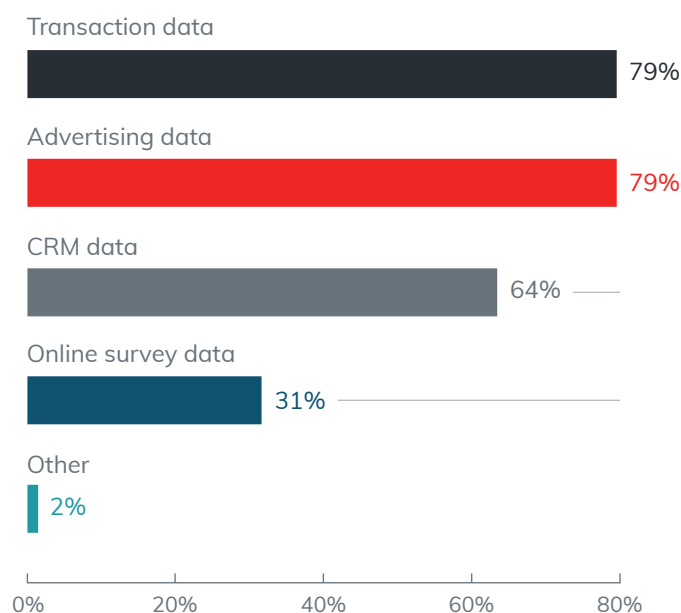
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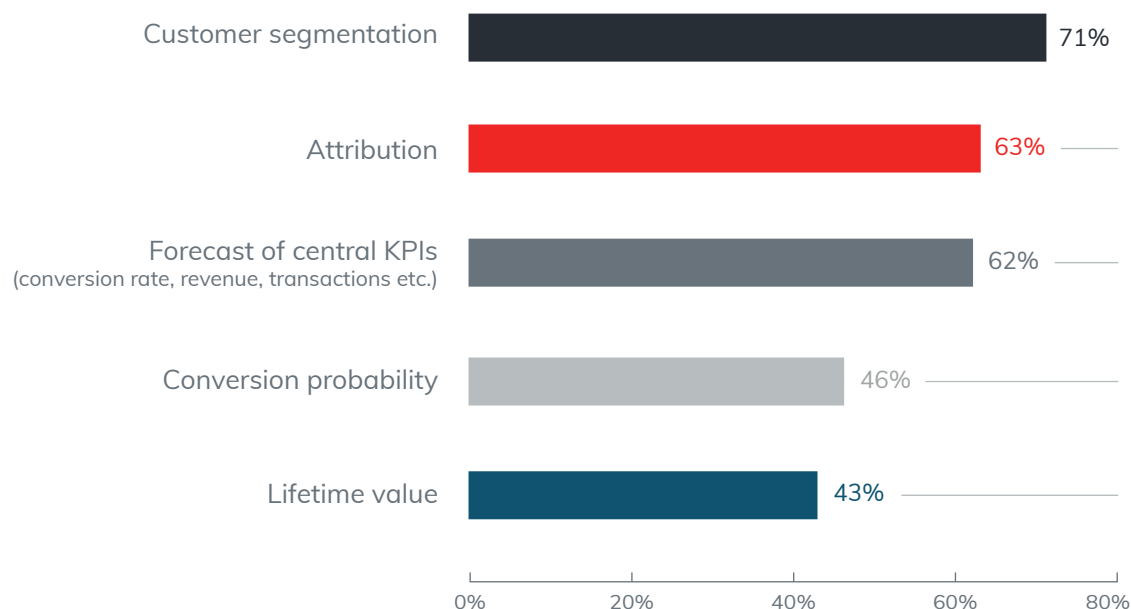
► What data do you analyze along with the data from Digital Analytics?

Those respondents who analyze their digital analytics data together with other data were asked about the nature of this data. The analysis shows that more than two-thirds of the companies analyze digital analytics data along with **transaction data** (79%) and **advertising data** (79%). 64% of companies also combine **CRM data** in their analyses. Online surveys (31%) are the least frequently included in the analysis.



► Which of the following complex modelling and predictions have you conducted in 2020 based on Digital Analytics data?

Digital analytics data is available in large quantities and at very short notice - this is a good prerequisite for complex modeling and forecasting. Just under a quarter of all companies surveyed do not yet use the opportunities and benefits of complex evaluations. The remaining companies, i.e., three quarters of all companies, focus most frequently on the topics of **customer segmentation** (71%), **attribution** (63%) and **forecasts of central KPIs** (e.g., conversion rate, revenue, transactions) (62%) when it comes to complex modeling. Complex topics such as conversion probability (46%) and lifetime value (43%) take the second place.

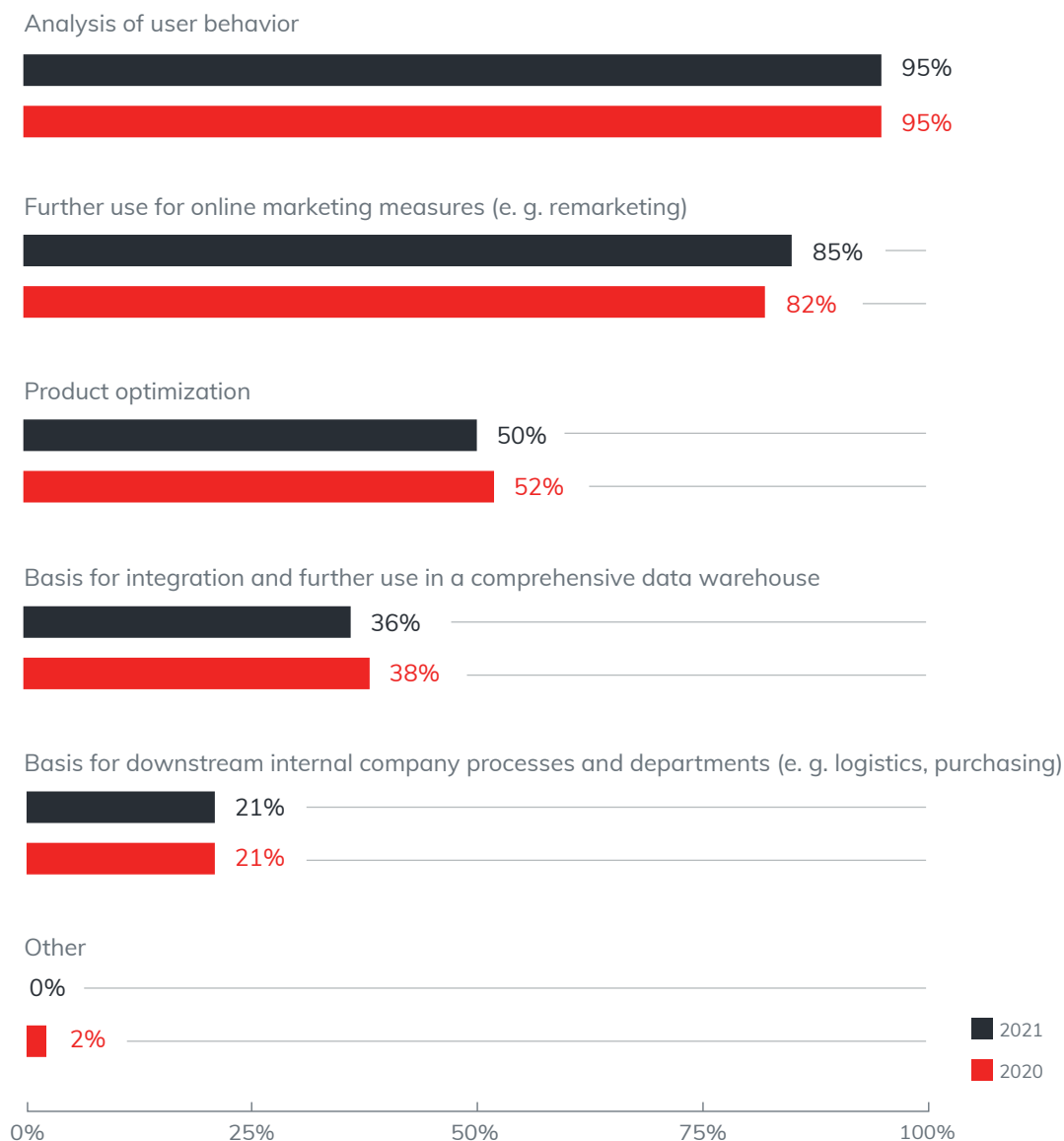


4 - RESULTS IN DETAIL

4.5 Activation (Activating Data On- and Offline)

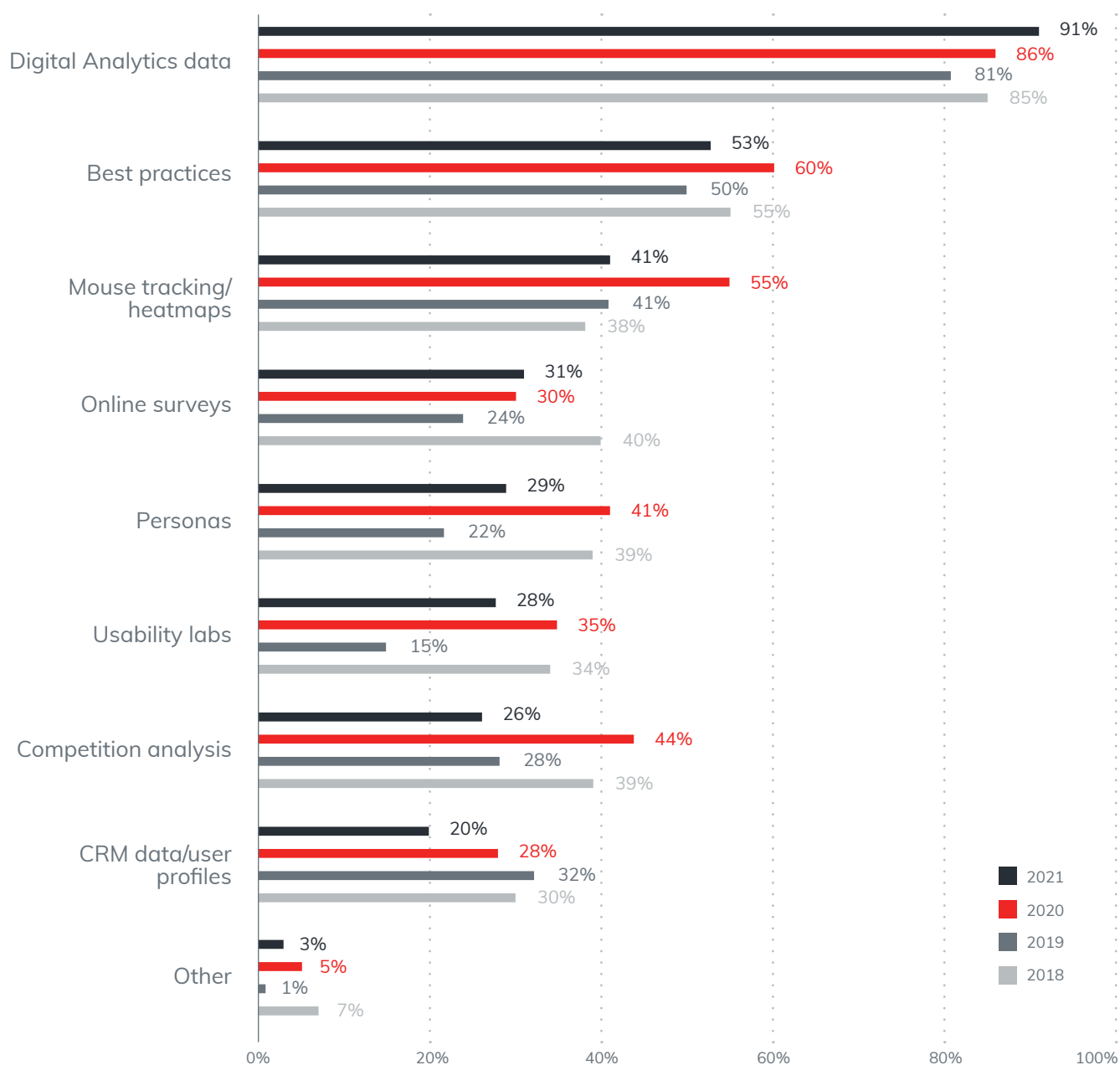
► How does your company utilize its Digital Analytics data?

As in the previous year, almost all companies (95%) use the digital analytics data collected to **analyze user behavior**. Furthermore, 85% of respondents state that they use the data for online marketing measures such as remarketing. Only half of all companies use the data for **product optimization**, and a good one-third use it as the basis for **integration and further use in a comprehensive data warehouse**. Digital analytics data forms the basis for downstream internal processes and areas (e.g., logistics, purchasing) for only one in five companies. A look at the results from the previous year reveals no major changes - the proportions of the usage scenarios described are virtually unchanged.



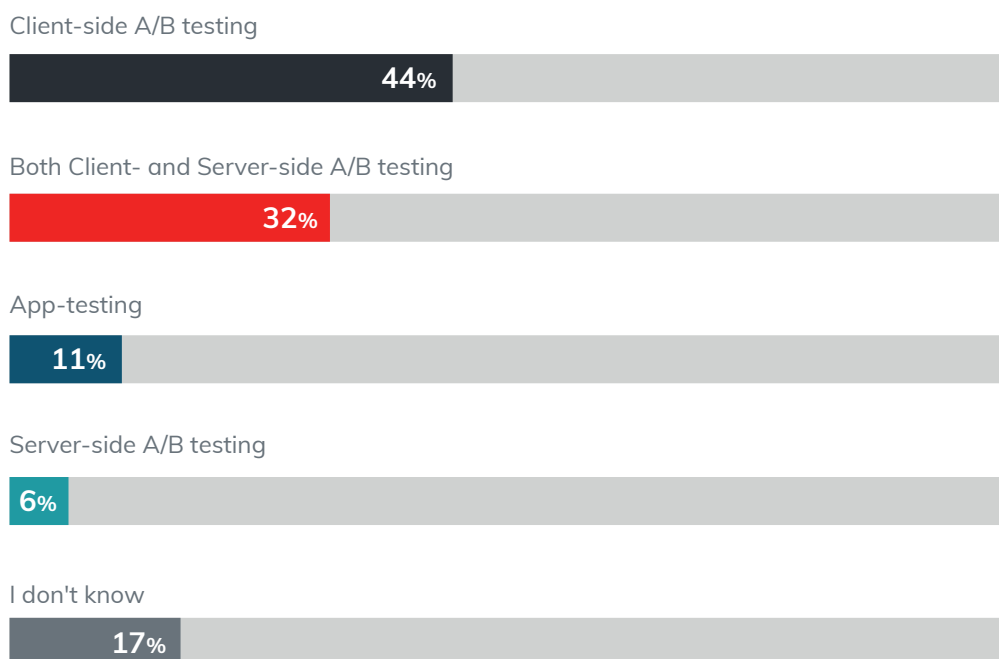
► Which data sources do you use for the design of your A/B tests?

Almost two-thirds of the companies surveyed use between two and four data sources to design their A/B tests. **Digital analytics data** leads the way with 91%. With the help of **best practices** 53% of the companies surveyed set up their tests, followed by **mouse tracking or heatmap tools** (41%). Online surveys (31%), personas (29%), usability labs (28%), competitor analyses (26%) and CRM data or user profiles (20%) are less relevant for the design. The year-on-year comparison **shows a continuous increase** since 2018 on a very high level regarding the use of Digital Analytics data. Furthermore, the only data source that has gained relevance compared to 2020 and 2018 is online surveys. All other sources for the design of A/B tests are more or less constant in terms of usage year-on-year (e.g., best practices) or are subject to strong annual fluctuations (e.g., personas, usability labs, competitor analyses).



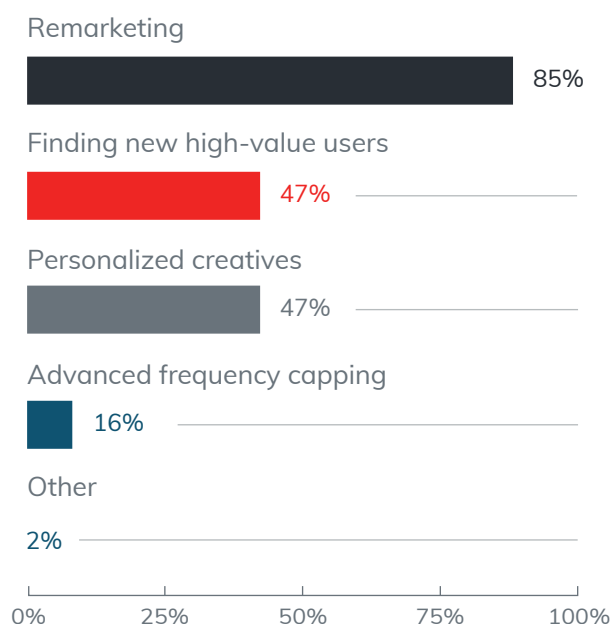
► How do you implement your A/B testing?

When it comes to A/B testing, the options available are client-side and server-side testing. **44% of respondents is performing client-side testing exclusively** and only 6% is performing server-side testing exclusively. Approximately one-third of the companies, report using both options. In addition, 11% of the study participants state that they perform app testing.



► How do you utilize generated data in Advertising tools?

The data collected from digital analytics tools and the results generated from analyses based on them, can be used in advertising tools in a variety of ways. The most common use case among the respondents is **remarketing** (85%). Furthermore, almost half of the companies use the data to **find new valuable users** (47%) and to **personalize advertising materials** (47%). Advanced Frequency Capping is a less frequently implemented use case (16%).

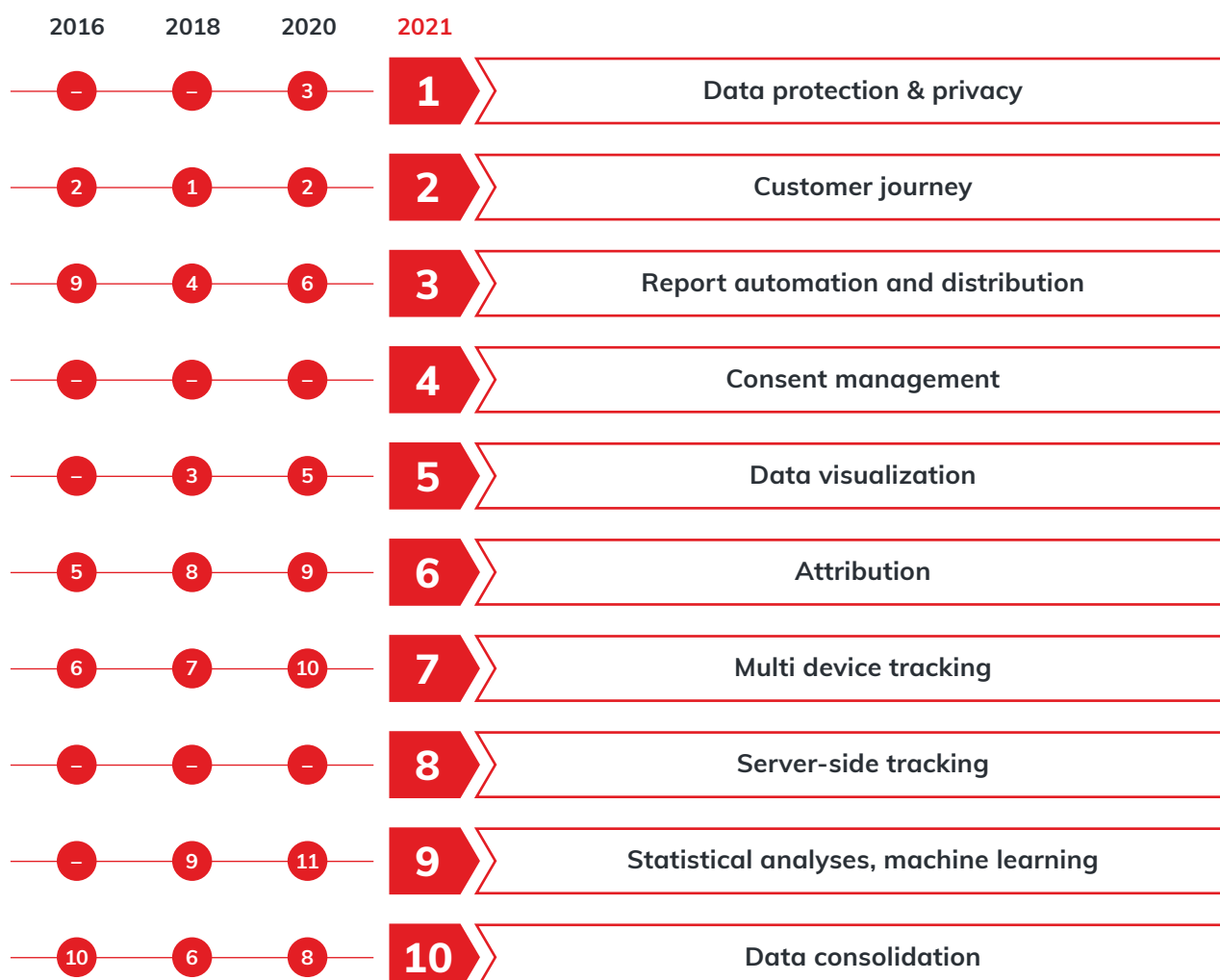


4 - RESULTS IN DETAIL

4.6 Outlook 2021

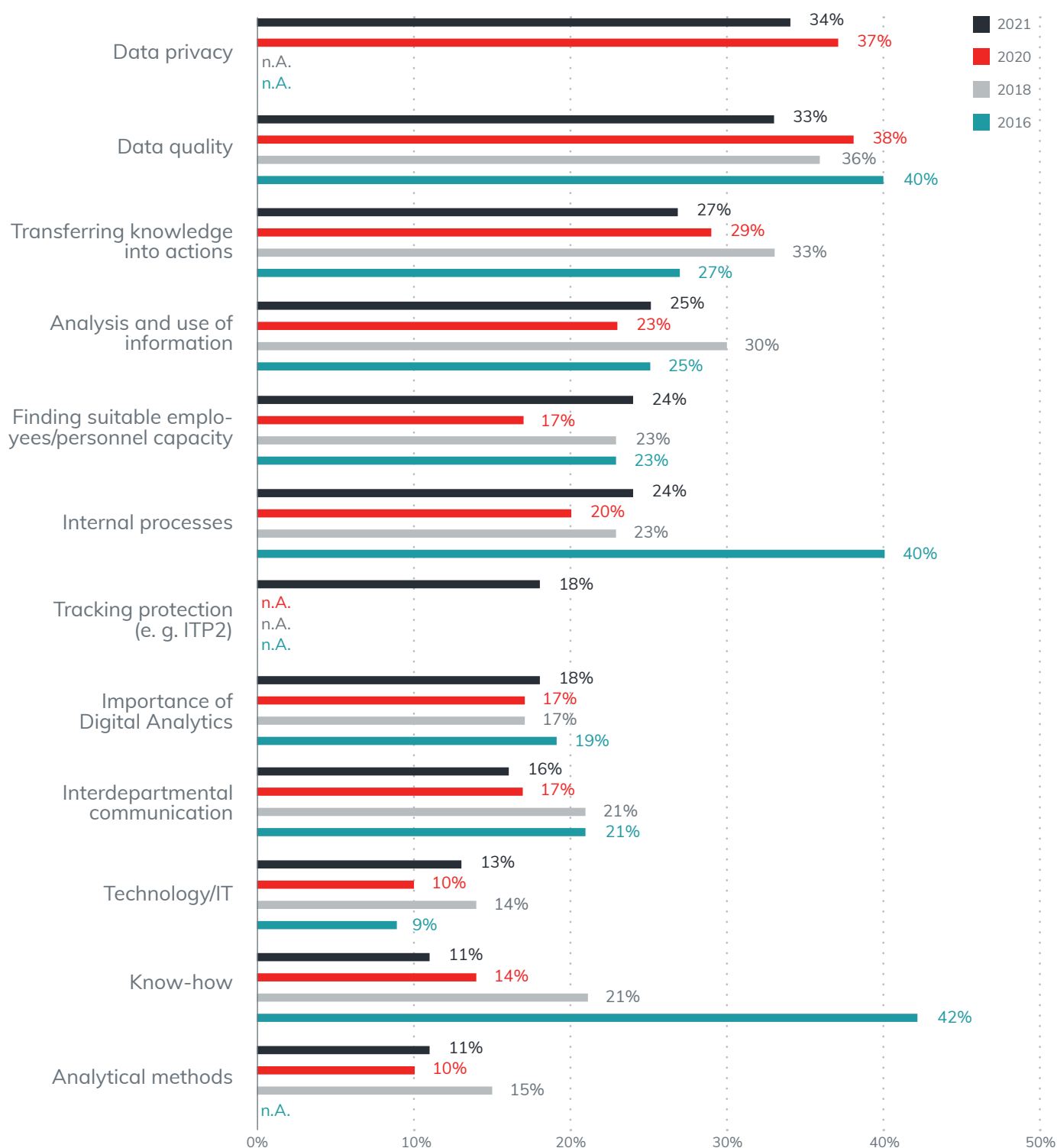
► How strongly do you prioritize the following topics in 2021?

When considering priorities in 2021, there is a continuing trend for **data protection compliance** and related measures receiving the full attention of companies. In recent years, this topic has become increasingly important. The **customer journey** continues to be one of the most prioritized topics - it remains in second place in 2021. The area of **report automation and distribution** is becoming increasingly important for companies - the trend of previous years continues. In 2021, automated reports are ranked third. For the first time this year, respondents were asked about **consent management**, which immediately made it into the top four and thus received a high level of attention from the companies surveyed. Due to its topicality, it will be interesting to observe the development in the coming years. **Data visualization** is closely linked to the topic of reporting and ranked fifth among the prioritized topics this year. The topics of attribution, multi-device tracking, server-side tracking, statistical analyses and machine learning, as well as data consolidation, continue to be highly relevant. The year-on-year comparison clearly shows that the topics mentioned from rank 6 onwards are more or less in focus depending on the year. However, they were almost always among the top 10.



► What are the three biggest Digital Analytics challenges for your company in 2021?

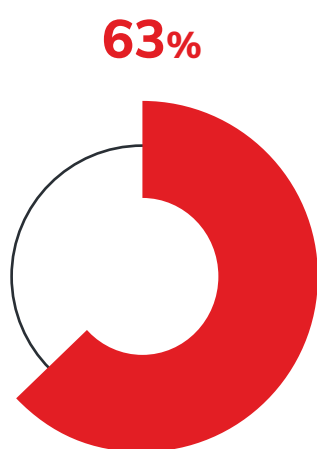
Companies in the survey identified **data protection and GDPR-compliant tracking** (34%), **data quality** (33%), and **putting data and information into action** (27%) as the three biggest challenges for 2021. In addition, around a quarter of the companies consider the **evaluation and use of information** (25%), **finding suitable employees** (24%) and **internal processes** (24%) to be among the greatest challenges. For the first time this year, tracking protection (e.g., ITP2) was addressed, and 18% of the companies surveyed see this as a challenge. A similar number of respondents rate the importance of digital analytics (18%) and interdepartmental communication (16%) as a challenge. Slightly fewer, but still more than 10% of all survey participants also mention technology/IT (13%), know-how (11%) and analysis methods (11%).



A comparison of the distribution over the past few years makes it clear that the 12 biggest challenges mentioned here remain unchanged. Although there are slight upward and downward movements in each year, the only really **major changes can be seen in the topics of internal processes and know-how**. However, even on a smaller scale, it can be positively assessed that the efforts in the companies are worthwhile: e.g., in the topics of data protection, data quality, putting data into actions, interdepartmental communication or even analysis processes.

► What adjustments regarding tracking are you planning to implement in 2021?

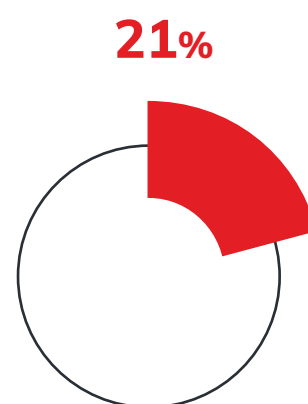
When asked what tracking adjustments the companies surveyed are planning in 2021, two favorites clearly emerged. On the one hand, 63% of respondents would like to **merge app and web tracking, e.g., by migrating to Google Analytics 4**. On the other hand, 54% of respondents would like to implement **server-side tracking, e.g., with the help of Google Tag Manager**. Only about one in five plans to expand tracking to include new touch-points such as offline touchpoints, smart TV or game consoles.



Merging app and
web tracking
(e. g. migration to
Google Analytics 4)



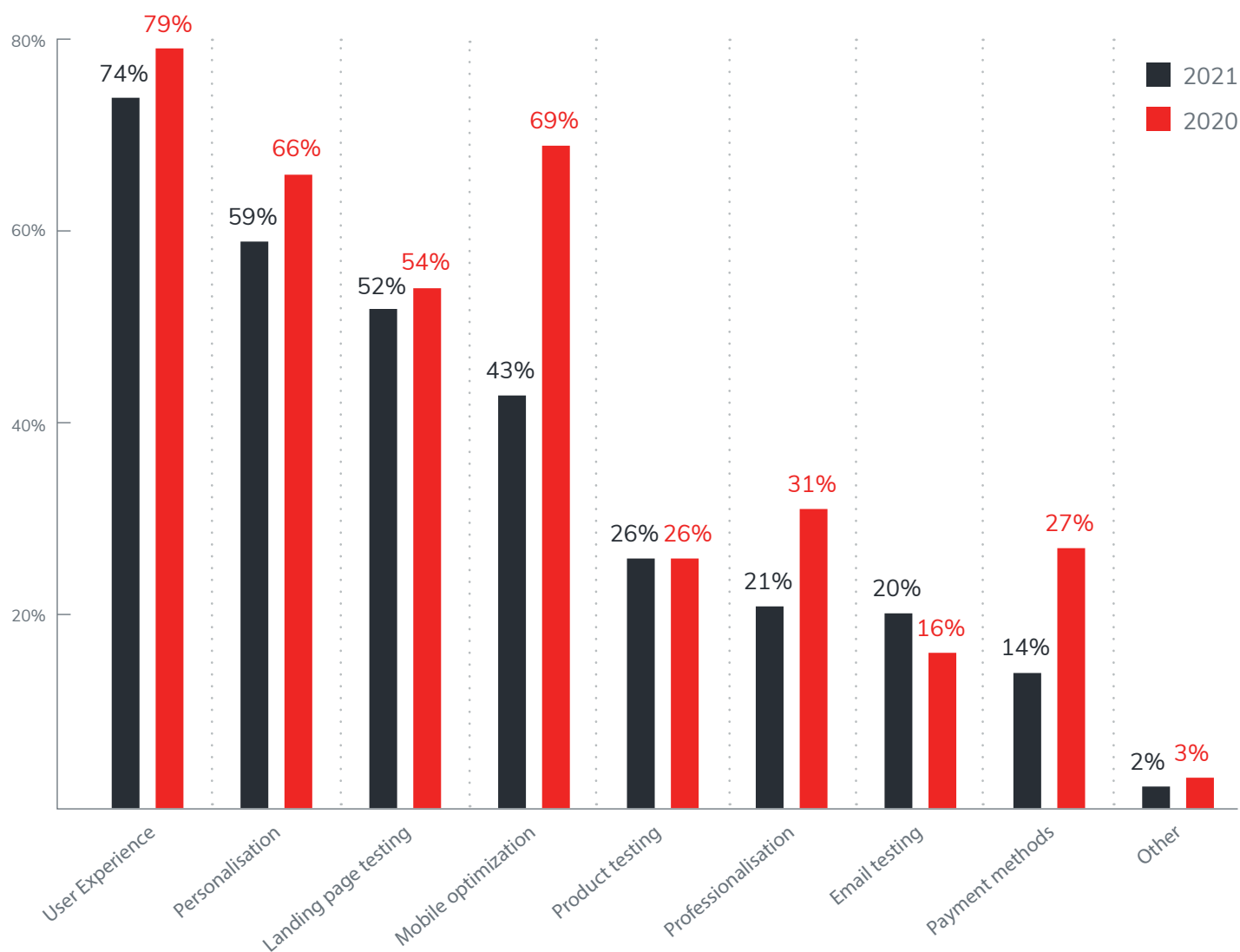
Server-side tracking
(e. g. via Google
Tag Manager)



Expansion to include
new touchpoints
(e. g. offline, smart TV,
game consoles)

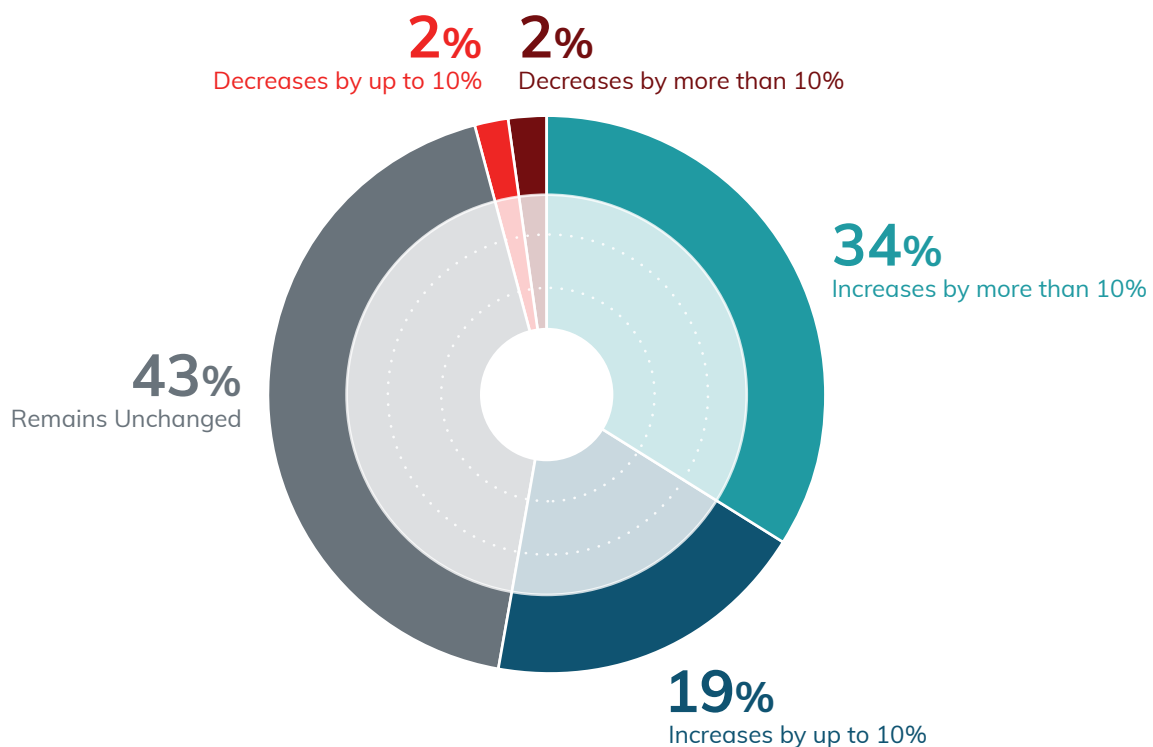
► Which of the following Conversion Optimization projects, topics and questions are you planning for in 2021?

The trend from previous years continues with regard to the projects, topics and issues relating to conversion optimization that the surveyed companies will be working on in 2021: **user experience** (74%) is the most important topic for the respondents. Well, this year again, more than half of the respondents are also working on the topics of **personalization** (59%) and **landing page testing** (52%). 43% of the companies consider mobile optimization to be an issue, which means that it has lost a great deal of relevance compared to last year. Product testing (26%), professionalization (21%) and email testing (20%) are also on this year's agenda for at least one in five companies. The year-on-year comparison of the less frequently mentioned topics shows movement particularly in professionalization and payment methods: both have become less important.



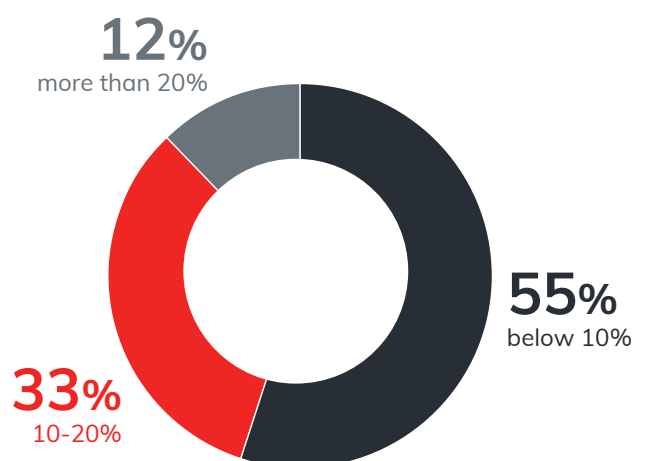
► How will your company's 2021 Digital Analytics & Conversion Optimization budget change compared to the prior year?

For 43% of the companies surveyed, the **digital analytics & conversion optimization budget will remain the same compared to 2020**. For a good third of the companies (34%), a budget increase of more than 10% is planned. For another 19%, it will increase by up to 10%. In the survey, only a small proportion indicate a **decreasing budget** of up to 10% (2%) or more than 10% (2%). The high proportion of companies with increasing or at least constant budgets for digital analysis and conversion optimization can be seen as a positive signal of their importance within companies.



► What percentage of the marketing budget will be allocated to Digital Analytics & Conversion Optimization in 2021?

A survey of the proportion of the total marketing budget allocated to digital analytics and conversion optimization reveals that **only a small proportion of the marketing budget is allocated to these two areas**. For just over half of the companies, less than 10% of the marketing budget is available for Digital Analytics and Conversion Optimization. For a third of respondents, this share lies between 10% and 20%. The budget takes up more than 20% of the total marketing budget for only 12% of all respondents.



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