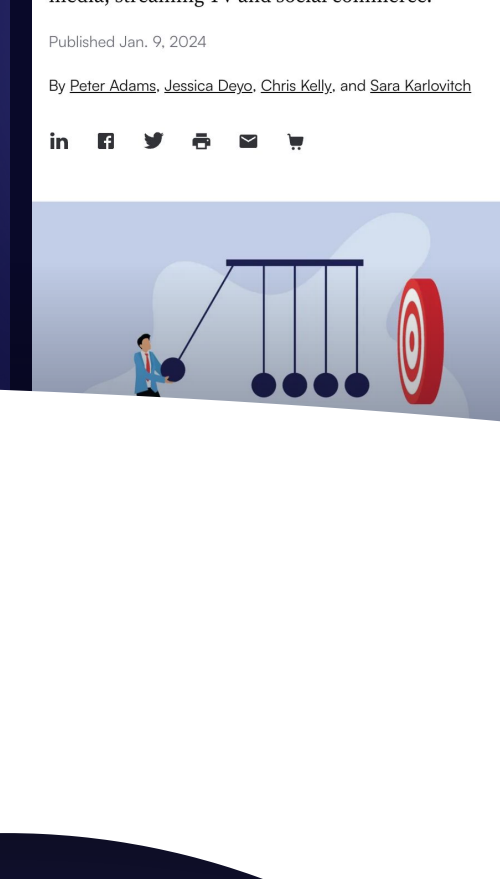


Marketing Dive is a news publication designed specifically for marketing leaders overseeing the business of marketing & advertising. Across marketing technology, advertising creative, social media, video marketing, analytics, and more, our journalists cover the news and trends shaping the marketing & advertising industry.




01 Audience

201K
unique monthly visitors

78%
of subscribers are manager-level or above

98%
of Fortune 100 companies read Marketing Dive



317,500

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02 Top-performing content

After making it through a better-than-expected economic climate, marketing leaders remain cautiously optimistic as 2024 unfolds. The mood is marked by experimentation as leaders navigate cookie loss, grapple with transformative technologies like AI, and explore creative ways to stand out and reach customers in a landscape that's never been more saturated. As consumers continually seek out brands that operate with authenticity, sustainability, ethics, and inclusion, brands are under pressure to take stances on hot-button issues to generate and preserve loyalty. Let's take a look at what marketing leaders have been focused on most.

Top 5 topics

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

Top 10 Marketing Dive stories

8 predictions for 2024 as marketing seeks a new normal	Inside the creator marketing trends expected to go viral in 2024
Why Coca-Cola turned to 'The Bear' to bring together its family of brands	Campaign Trail: CeraVe got weeds with Michael Cera to win the Super Bowl
Coke keeps innovation rolling with new permanent flavor, TikTok Shop exclusive	McDonald's brings anime fandom to life for immersive global campaign
What marketers can expect as Google rolls out conversational AI in search ads	Google loses in local search to Instagram, TikTok among Gen Z
How Burger King's AI-generated Whoppers reflect the brand's heritage	How generative AI could solve the cookie deprecation puzzle in 2024

Keywords resonating right now

generative AI

marketing to Gen Z

cookie deprecation

social commerce

video marketing

influencer economy

purpose-driven marketing

content personalization

03 Trend analysis

Meeting demands for transparency & privacy

- Heated debate surrounding AI ethics, misuse, and data collection as regulators and brands lag to create policies and guidelines
- Reinvention via zero- and first-party data to prepare for full deprecation of third-party cookies
- Elimination of programmatic waste, made-for-advertising sites, and more becomes priority as media transparency evolves

Keeping up with culture

- Excitement around engagement opportunities as interest in sports grows globally (women's sports, Super Bowl, 2024 Olympics, Formula 1, etc.)
- Heightened geopolitical tensions, fiery social climate, and election year pushes marketers to be nimble and more cautious; re-strategize messaging, advertising, and more closely guard brand safety
- Meeting audiences' increased appetite for more casual, unhinged, comical content amid socio-economic turmoil

Matching a fast-transforming media landscape

- Social media platforms ditch roots of 'friends & family' spaces; transform into full-blown entertainment + e-commerce network
- Increase in AI-centered brand campaigns and internal use of AI for optimization (hyper-personalization, data analysis, editing, etc.); continued disputes over quality and ethics
- Disruptor brands threaten legacy marketers more than ever before due to their agility, risk-taking, and the younger generation's lack of brand affinity

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

- What marketers can expect as Google rolls out conversational AI in search ads
- Claire's assembles 'Gen Alpha' influencer group to guide creativity

Piecing together the AI puzzle

Tech giants and agency holding companies have made big investments in AI, but the lines of where AI creativity should stop and human creativity should reign are being constantly reconsidered and redrawn.

studioID tip

The best marketing leaders will use AI to streamline campaign planning, scale with ease, and spur innovation — while the worst will use it to cut corners and unethically snatch competitor traffic. Help marketing leaders understand where AI excels in delivering targeted, personalized experiences with efficiency, and where it fails, dilutes creativity, and violates ethics.

Cookies crumbling

As third-party cookies slowly but surely deprecate, marketers will need to harness zero- and first-party data to continue to accurately reach their customers with digital ads and measure success.

studioID tip

After years of reliance on third-party cookies, marketing leaders must reinvent to find new ways to target their audiences. Guide marketers in this quest by helping brands deliver exemplary content to users in exchange for their data. Explore the most successful avenues, like offering something of value such as rewards, educational content, access to exclusive offers, or personalized support.

Social commerce revolution

When paired with social commerce, creators and the brands they're partnering with are demonstrating meaningful impact across every stage of the consumer decision funnel.

studioID tip

As advertisers plan to allocate more of their 2024 budgets to creator/influencer content on social media networks and beyond, they'll seek expertise to create high-impact campaigns that capitalize on the authenticity and targeting that specific creator content offers. Help them in this endeavor with best-in-class approaches, as well as analysis of failed tactics so they can make the most of every dollar invested.

04 Marketing insights

Nurture this audience by reflecting the content preferences of over 317,500 Marketing Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

Take a pragmatic approach to AI

Generative AI is creating new possibilities for marketing leaders — but the media frenzy makes it hard to separate the substance from the hot air.

studioID tip

As AI-mania hits a fever pitch, there's an endless drove of content out there overly glorifying AI, or damning its existence entirely. In these early days, marketing leaders need even-keeled, realistic assessments of the technology's current sweet spots, limitations/cautions, and actual ROI. They're also after instructionals that will help them close the skills gap and effectively train their teams to make the best use of it. Remember: this is an incredibly bloated topic, so if you're going to add to the noise, make sure you're taking a fresh perspective or offering new intel.

Help them find new ways to reach customers

The marketing playbook has changed — and those who don't adapt will be left on the bench.

studioID tip

The demise of cookies and the rapid growth of generative AI represents a paradigm shift for brands and marketers. Encourage them to experiment with new strategies such as collecting first-party data with consent, contextual advertising, and partnerships with publishers who have robust data from their website forms, customer reviews, and surveys.

Aid them in being authentic and purpose-driven

Consumers are more perceptive and scrutinious than ever. They're choosing brands who are authentic, align with their own values, and take an active role in solving societal issues.

studioID tip

Help marketing leaders lean into creative work that underscores their brand's value and purpose. With a flood of indistinguishable AI content filling up the web, it may be time for some brands to get weird and go off-script (in their own, brand-safe way) to stand out. Similarly, help them effectively illustrate the societal causes they stand for, and how they're making the world a better place.

studio / ID



How are you resonating with this audience?
Contact us for more details about how to apply these insights to your marketing program.

