Marketers struggle to reinvent themselves.

Companies need more digital talent.

- 47% of marketers want to adopt new technologies once they become mainstream.
- 38% believe data analysts are most needed.
- 36% of companies are looking to hire mobile marketers.

Companies are doing significantly more digital marketing than last year.

- 63% of marketers report increased social activity.
- 51% report increased digital data analytics.
- 46% report increased digital ad spending.
- 44% report increased mobile app and campaign activity.

Personalization, social, and mobile are increasing in importance.

- 63% of marketers believe personalization is most important to their company's marketing moving forward.
- 33% of marketers believe mobile is important.
- 21% of marketers believe social is important.

The bottom line: Future marketers need to take more risks.

- 65% of marketers say they are more comfortable adopting new technologies once they become mainstream.
- 54% of marketers believe the ideal marketer should take more risks, and 45% hope to take more risks in the future.

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