

WORKING IN DIGITAL ADVERTISING

AN INFOGRAPHIC



DIGITAL ADVERTISING WHY IT MATTERS



A

ESSENTIAL TO THE ECONOMY
Digital ad spend was €48 billion in 2017*

B

GROWS STEADILY
Digital ad spend grew 11.5% in 2017*

C

CREATES JOBS
Supported 6 million indirect jobs in 2016**

*IAB Europe AdEx Benchmark 2017 Report - <https://www.iabeurope.eu/research-thought-leadership/iab-europe-report-adex-benchmark-2017-digital-ad-spend-in-europe/>

**The Economic Contribution of Digital Advertising in Europe - HIS Markit Study - <https://www.iabeurope.eu/policy/data-protection/research-report-the-economic-contribution-of-online-advertising-in-europe/>

THE NEXT GENERATION OF TALENT WHY GRADUATES AND MAJORS ARE KEY

1

INTIMATE WITH THE INDUSTRY

Gen Y and Gen Z are digital natives, familiar with the latest technologies and gadgets

3

GREAT DEMAND

4.3 Billion people now use the Internet* creating a huge demand for digitally-savvy individuals



KNOW WHAT THEY WANT

They have expectations that shape the industry and are aware of areas that need improvement

2

4

OPEN TO THE 'NEW'

They can easily adapt and embrace new technologies, and are adept at dynamic learning in modern environments

*World Internet Users and 2019 Population Stats - <https://www.internetworldstats.com/stats.htm>

WE WANT YOU. YOU WANT US TOO. THE BENEFITS OF WORKING IN DIGITAL

YOU ARE #REALLYNEEDED

Particularly if you put a bit of effort into it. [Take that course](#), get trained, apply. The industry could sure use your talents. Get in touch with your [local IAB!](#)

NOT YOUR AVERAGE 9-2-5

Digital advertising is constantly evolving, shifting, and new technologies crop up every day. Get bored easily? You won't here!

NOT A CREATIVE? NO WORRIES!

Computer science, technology, business, mathematics, and even psychology or geography are all eligible fields, as long as you follow some specialised courses.



SHOW ME THE MONEY!

If you got that reference you're probably not Gen Z. Jk! Entry positions are in the \$45K range for creatives and double that for something like analytics*. Not bad, eh?

FLEXIBILITY

Train at your own pace, improve and learn from the comfort of your futon ☺ or with your peers in a classroom. Working from home is also a thing.

VERSATILITY

The beauty of working in digital marketing is that you are not bound to one field. You can always pivot and opportunities abound.

*2019 Creative & Marketing Salary Guide - <https://www.roberthalf.com/salary-guide/creative-and-marketing>

WHAT'S NEXT HERE'S WHAT WE RECOMMEND

GET IN TOUCH

Contact your [local IAB](#) to learn about training opportunities.

GET INFORMED

Learn what is expected of you. [The IAB Europe report](#) on the needs of employers and employees in digital is a good start.



BUILD YOUR PROFILE

Get trainings under your belt, update your CV, build your online presence.

STAY UP TO DATE

Attend industry events, webinars, and learn about trends, developments, and tomorrow's buzzwords. Some are [here](#).

CONTACT



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