

WORKING IN DIGITAL ADVERTISING

AN INFOGRAPHIC



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DIGITAL ADVERTISING WHY IT MATTERS



- A** **ESSENTIAL TO THE ECONOMY**
Digital ad spend was €55.1 billion in 2018*
- B** **GROWS STEADILY**
Digital ad spend grew 13.9% in 2018*
- C** **CREATES JOBS**
Supported 6 million indirect jobs in 2016**

*IAB Europe AdEx Benchmark 2018 Report - <https://www.iabeurope.eu/research-thought-leadership/iab-europe-report-adex-benchmark-2018-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
- 2 KNOW WHAT THEY WANT**
They have expectations that shape the industry and are aware of areas that need improvement
- 3 GREAT DEMAND**
4.3 Billion people now use the Internet* creating a huge demand for digitally-savvy individuals
- 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](#).

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