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Avoiding the Digital Backslide

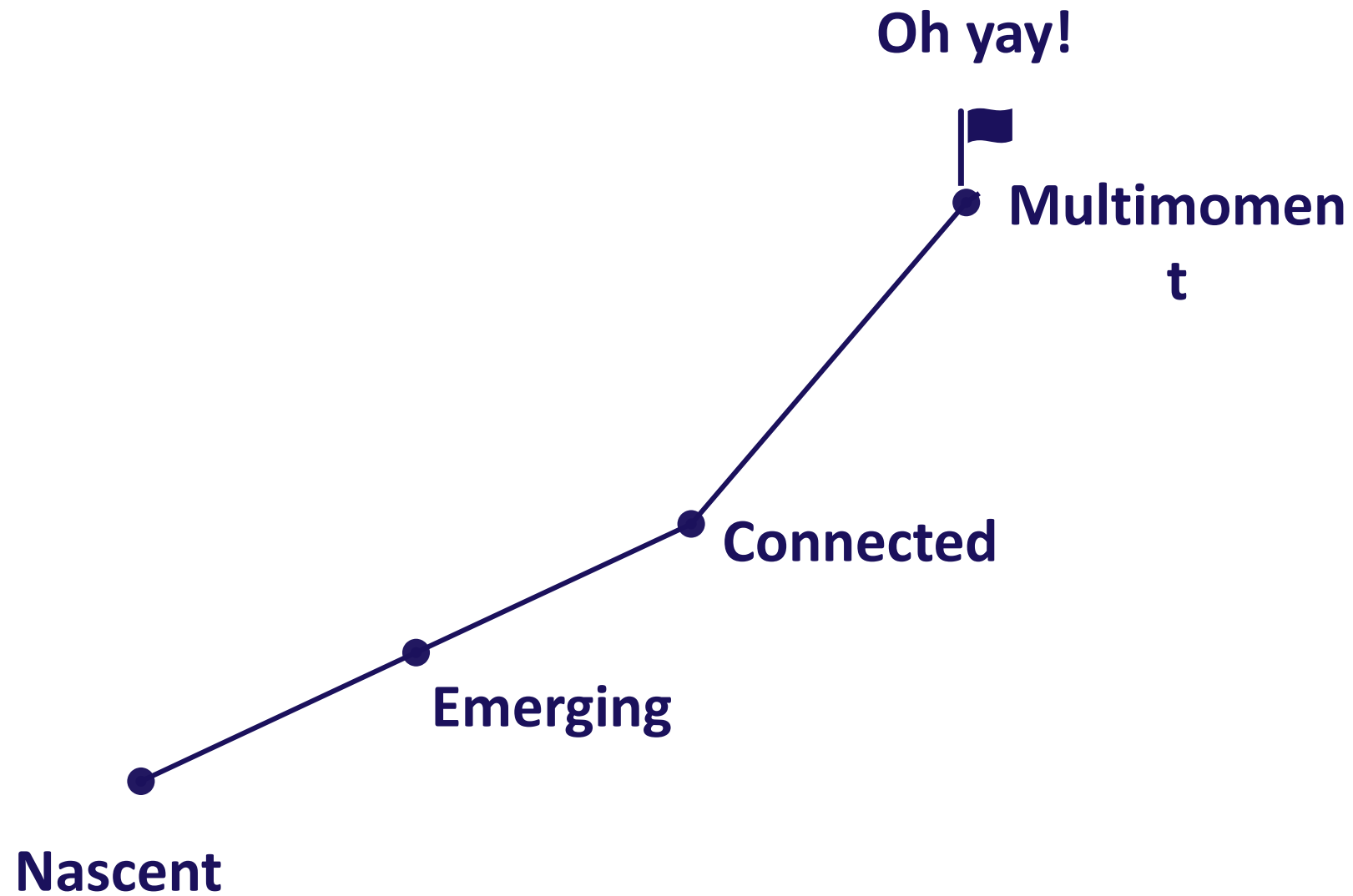
Understanding and Overcoming Maturity Regression in Digital Marketing





**Getting to the
top means
your only half
way there.**



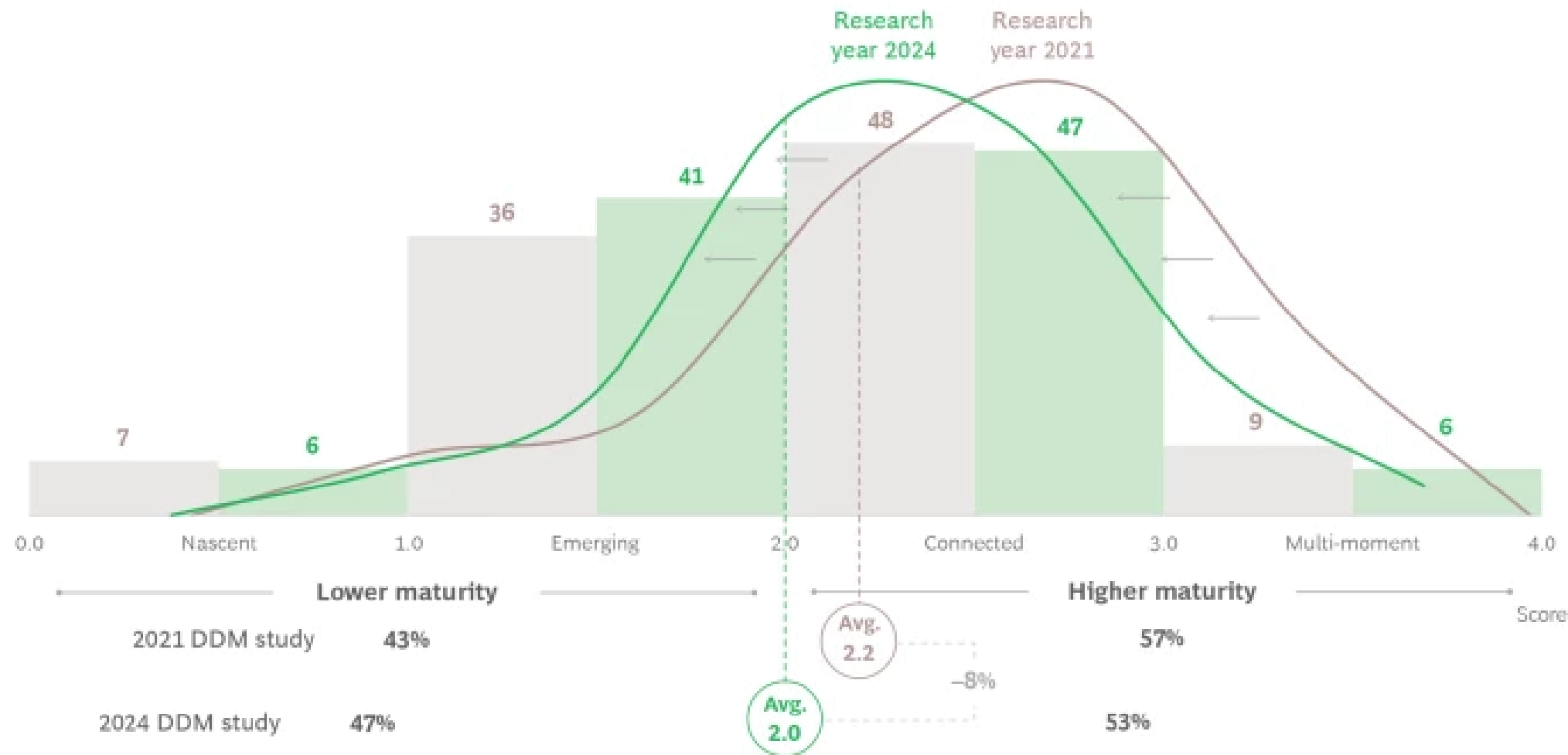


The key enablers of digital marketing continue to evolve, driving maturity regression in brands that stay still.



Maturity Regression

Distribution of participating brands (%)



Source: BCG x Google research, 2021 and 2024.

Note: N = 106.

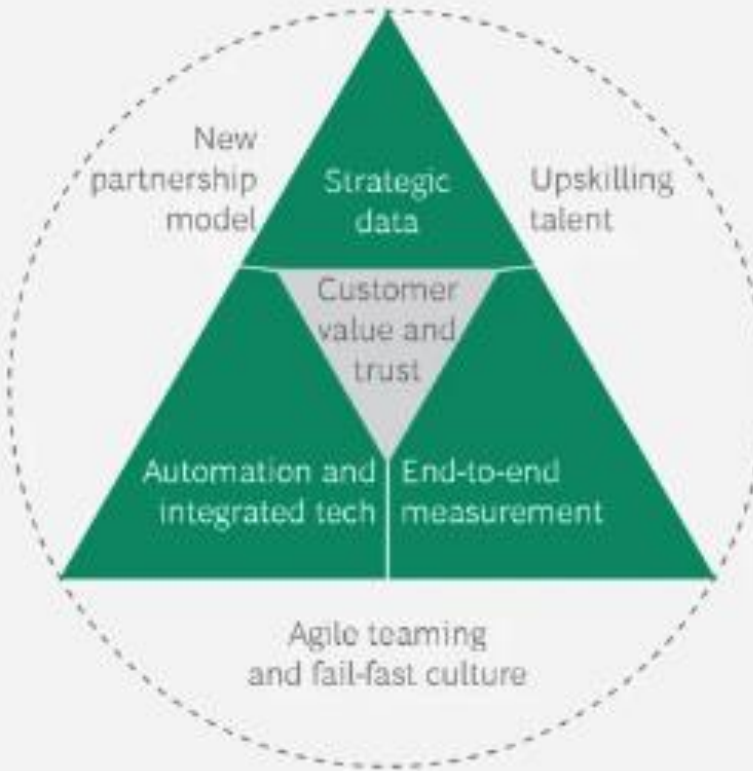


Continuing evolution of key enablers

2018 Establishment of the foundations of digital marketing



2021 Acceleration of marketing to benefit from digital efficiency



2024 Enablement of long-term strategic vision via AI and tech



Tennyson's *Ulysses*:

***"One equal temper of heroic hearts,
Made weak by time and fate, but strong in will
To strive, to seek, to find, and not to yield."***



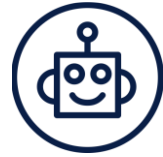
Why?



Complacency



Innovation fatigue



Failure to integrate AI

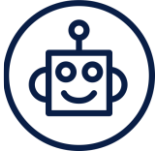


Data misuse

Preventing Maturity Regression



Transformation-first mindset



AI integration



Agile Marketing & Building training muscles



Cross-functional collaboration



Leadership buy-in



Rewards and motivation



"To strive, to seek, to find, and not to yield."



Thank you.

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