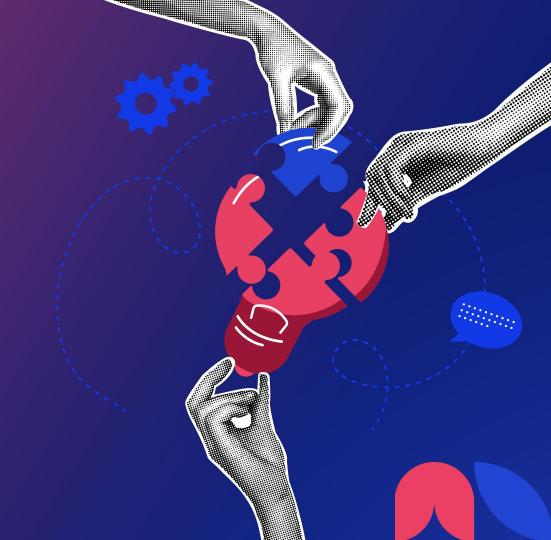
aditech & *tyroo*PRESENT 5TH EDITION OF

DRIVERS OF GROWTH SURVEY

Strategic priorities for CMOs in 2025





DRIVERS OF GROWTH SURVEY 2025

The 5th edition of this annual survey aims to understand how **Marketing Leaders** across various industries in India are rethinking and reimagining their priorities, capabilities, processes, and technologies as they prepare for 2025.

ad:tech surveyed senior marketing leaders in India to understand how they are handling inflation, geopolitical tensions, and economic uncertainty and planning for business growth in 2025.

This survey dives deep into the strategies and innovations they are adopting to drive business growth. It provides a comprehensive look at key areas of investment, budget allocations, emerging technologies, and the alignment of marketing strategies with evolving consumer and market dynamics.

FOREWORD

Welcome to the 5th edition of our "Drivers of Growth" report, a powerful reflection of the rapid transformation and innovation shaping marketing in India. This year, we've had the privilege of gathering insights from over 70 marketing leaders, representing a diverse spectrum of industries, from established giants to the agile pioneers shaping tomorrow's markets.

As we look towards 2025, one truth remains clear: India's economic resilience is a powerful force. Despite the swirling currents of global uncertainty, India stands poised to maintain its position as a leading growth engine. This optimism is anchored in the robust foundations of domestic consumption, strategic infrastructure investments, the accelerating digital revolution, and a steadfast commitment to manufacturing excellence.

However, this promising outlook is not without its challenges. Maintaining growth momentum

in the face of global economic headwinds and potential domestic fluctuations requires strategic foresight and adaptability. This report sheds light on these challenges, providing a nuanced understanding of the landscape marketers must navigate.

In 2025, performance is taking center stage. Marketers are prioritizing stability and profitability, focusing on strategies that deliver tangible results. Customer acquisition and retention, coupled with a relentless pursuit of enhancing the customer experience, remain paramount. Innovation continues to be a driving force, with increased investment in Martech and emerging technologies like Artificial Intelligence, Social Commerce, and Connected TV.

This report is more than just a compilation of trends; it's a strategic compass designed to guide you through the complexities of the 2025 marketing landscape. We hope the

insights shared within these pages will empower you to make informed decisions, drive growth, and unlock new opportunities in the vibrant Indian market.

We extend our sincere gratitude to all the marketing leaders who contributed their valuable perspectives to this report. We believe their collective wisdom will serve as an invaluable resource for marketers across India.



JASWANT SINGH

Country Managing Director, ad:tech

FOREWORD

Marketing in 2025 isn't evolving—it's transforming. This 5th edition of our Drivers of Growth Report, created through countless hours of conversation with over 70 marketing leaders, reveals a landscape that has fundamentally shifted.

What stands out is how the gap in innovative marketing between marketing giants and nimble newcomers is reducing. Digital Native brands and Financial Services companies have emerged as formidable spenders, wielding sophisticated tools once reserved for corporate behemoths. They're not just participating—they're pioneering approaches that rest all try to emulate. This democratization has created unprecedented opportunities for brands that move with purpose and precision.

India maintains its position as a growth powerhouse, yet marketers have traded blind optimism for clear-eyed pragmatism. The 85% of leaders citing performance marketing's direct impact on their bottom line tells only part of the story—behind that figure lies a deeper

commitment to measurable outcomes that transcends any single channel or approach.

The Connected TV landscape is particularly fascinating. Despite massive consumer adoption, marketing investment remains surprisingly modest. This imbalance creates a rare strategic opportunity—a channel with mainstream reach but niche-level engagement opportunities for those willing to master its unique demands.

At Tyroo, we've spent years building solutions specifically designed for this new reality. Our partnerships with brands across APAC have taught us that attribution isn't just a measurement challenge—it's the fundamental bridge between strategy and execution. Through continuous innovation and deep regional expertise, we've developed tools that transform data complexity into competitive advantage for brands of every size.

As you explore this report, you'll discover how the most successful marketers in our region are

navigating this transformed landscape — balancing the science of performance with the art of meaningful connection. I offer my sincere gratitude to our contributors and to ad:tech for their collaboration in crafting this essential resource.

Here's to embracing the transformation that lies ahead—with confidence, clarity, and the courage to lead.



SIDDHARTH PURI
Co-founder and CEO, tyroo

IN THIS REPORT

- The Macroeconomic Forecasts
- Attribution
- Marketing Spends& Priorities
- Performance Marketing
- Influencer Marketing
- Social Media
- CTV
- Retail Media
- Martech Investments& Priorities
- Emerging Technologies
- GenAI/AI
- Conversational Commerce

KEY INSIGHTS

2025

Business growth is expected to fluctuate over the next few years. Despite an expected decline in business revenues early in 2025, the majority of marketers (72%) remain optimistic about the economic outlook, believing it will foster business growth in the latter part of the year.

In keeping with the macroeconomic challenges, marketers are increasing investment in media efficiency and ROI-driven strategies to extract maximum value from every advertising spend.

Martech, therefore, becomes a marketer's best ally, enabling them to drive efficiencies through data mining, personalization, and enhanced customer experiences. Al and Generative Al are the leading technologies empowering marketers to achieve these goals.



KEY INSIGHTS

2025

- Media channels which are expected to see an increase in investment in 2025 include social media, video ads and search.
- 80% marketers believe that Retail Media directly contributes to their Bottom Line.
- 78.5% marketers believe performance marketing delivers on their revenue Growth.
- Almost 45% of marketers plan to increase CTV spends in 2025.

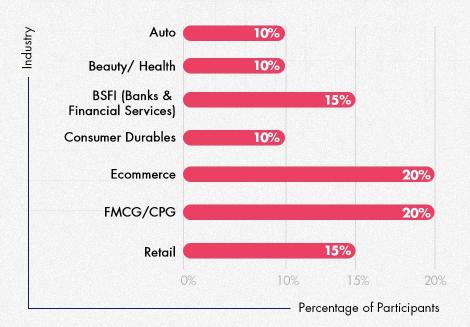
- Analytics and Attribution remains top marketing priority.
- Performance Marketing continues to take lead in Media Planning over Branding in 2025.
- 42% of the total digital marketing budget is expected to be allocated to social media.
- Brands are increasingly favouring smaller, niche creators who have deeper connections with their followers, resulting in better trust.

PROFILE OF

PARTICIPATING MARKETERS

70+ senior marketing leaders from diverse industries participated in the 5th annual Drivers of Growth Survey, offering valuable perspectives on the challenges and priorities shaping the marketing world. Their collective insights provide a glimpse into the strategies and decisions driving marketing success today.

INDUSTRY BREAKDOWN





MARKETERS' OPTIMISM

FOR THE COMING YEAR

72% of marketers expect a good economic environment.

India's growth story remains strong, continuing as one of the fastest-growing economies. This optimism is reflected in brand growth.



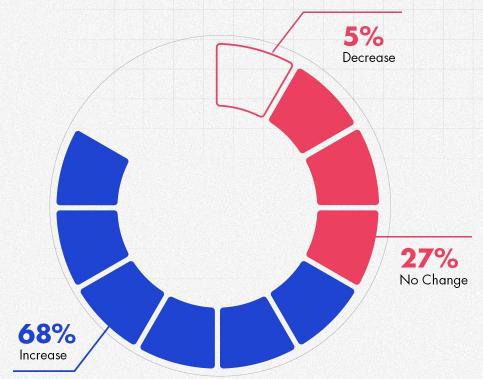
BUSINESS GROWTH

IN 2025

68%

MARKETERS ANTICIPATE A MODERATE BUSINESS GROWTH IN 2025.

The decline in optimism from 2024 (92%) can be attributed to various challenges (both economic and consumer based), as explored in the following sections.



MARKETERS' TOP PRIORITIES FOR 2025



Focus on Media Efficiency & ROI - Amid economic challenges and tighter budgets, marketers are prioritizing better media buying strategies to maximize the impact of their advertising spend through data-driven decision-making, Al-powered optimization, and advanced attribution modeling.



Customer Experience as a Key Driver - With marketers focusing on improving the customer journey, seamless and hyper-personalized experiences are seen as critical for enhancing customer satisfaction, retention, and brand loyalty.



Balancing Acquisition & Retention - Marketers are emphasizing customer acquisition and retention, recognizing their foundational role in long-term business success.



Shifting Toward Revenue Growth & Profitability - While short-term performance remains crucial, marketers are prioritizing overall revenue growth. CMOs are now P&L owners, driving both immediate returns and long-term brand equity. This shift reflects a bullish outlook on sustainable, top-line growth.

INDUSTRY CHALLENGES

MARKETERS ANTICIPATE

As the marketing landscape continues to evolve, in 2025, marketers will grapple with mounting challenges in an increasingly complex and fragmented ecosystem. **Key concerns include:**

Accurately
measuring and
attributing marketing
spend across
multiple channels
remains a significant
hurdle, impacting
ROI optimization.

With shifting consumer behaviors and increased competition, maintaining loyalty and meaningful connections is more challenging than ever.

The rapid
expansion of
media channels
complicates
audience targeting
and engagement
strategies.

The rise of new-age marketplaces, quick commerce, and messaging apps demands fresh, adaptive marketing approaches.

The growing sophistication of marketing technologies requires seamless integration to maximize efficiency.

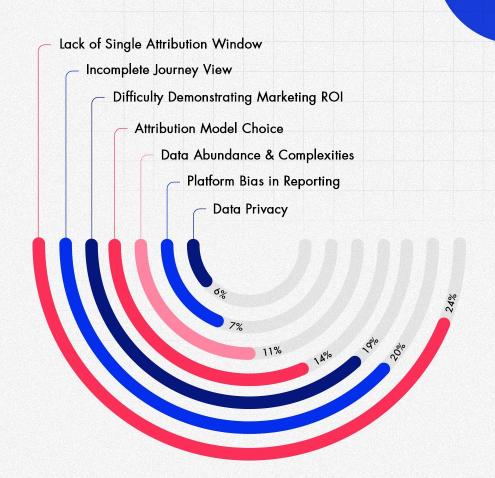
To drive efficiency and maintain a competitive edge, marketers must harness the power of Martech and seamlessly integrate AI and GenAI into their strategic frameworks. These advanced technologies will enable real-time data processing, predictive analytics, and hyper-personalization at scale—enhancing attribution accuracy.



TOP CHALLENGES

IN MEDIA ATTRIBUTION

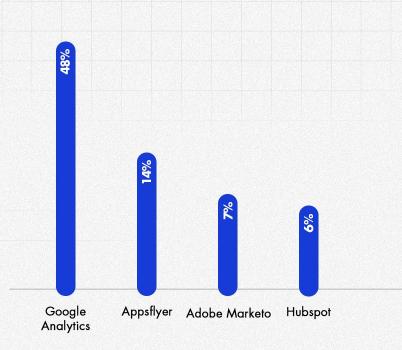
A single view dashboard for attributing ROI from campaigns across multiple channels and platforms is the clear loud ask of the day.



PREFERRED TOOLS FOR ATTRIBUTION

The top 3 tools that marketers are using for attribution are:

- Google Analytics (48%)
 The dominant choice valued for its ease of use, deep integration, and comprehensive tracking capabilities.
- 2 Appsflyer (14%)
 A preferred tool among mobile-first marketers, offering advanced app attribution and analytics.
- 3 Adobe Marketo (7%)
 Primarily used for marketing automation, with limited adoption for attribution purposes.



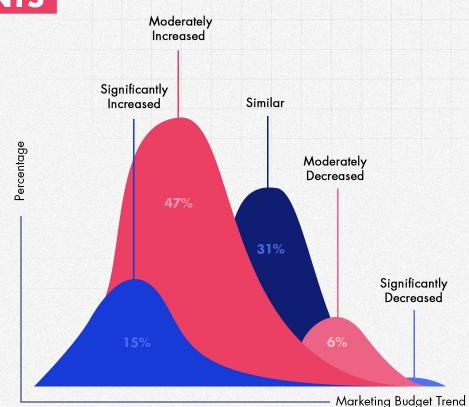
SECTION 3 MARKETING SPENDS & **PRIORITIES**

MARKETING INVESTMENTS

CONTINUE TO GROW IN 2025

With cautious optimism about growth, marketers plan to increase marketing investments only in moderate amounts.

Marketing complexities and economic headwinds contribute to these investment decisions.



CHANGES IN MEDIA SPENDS ACROSS CHANNELS 2024 VS. 2025

While investment in digital channels has surged, some traditional channels like TV, Print, Audio have seen the sharpest decline.

With inflation and economic uncertainties, brands are being more cautious with their budgets, yet they continue to demand equal or better business outcomes.

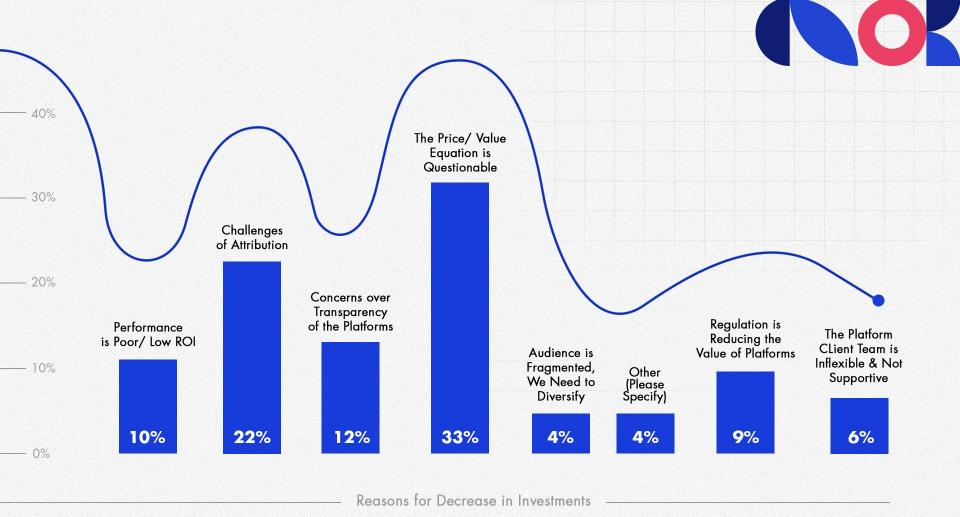
This has driven a stronger focus on measurable, high-ROI solutions such as Digital, Search, and Influencer Marketing. Martech, analytics, and Al-driven strategies are playing a crucial role in optimizing spending and maximizing returns. All and GenAl, in particular, are emerging as key enablers, empowering marketers with advanced data analysis, user profiling, personalized messaging, and performance tracking. As a result, investments in marketing technology are set to grow significantly in 2025.

PRICE SENSITIVITIES DRIVING CAUTIOUS MEDIA SPENDS

Marketers expect a decline in investment across certain digital platforms, believing that costs outweigh the returns.

Attribution challenges make it difficult to measure campaign effectiveness, further driving caution. Low ROI and poor performance are key factors behind budget cuts, as brands prioritize measurable impact. Concerns over transparency, evolving regulations, and unclear pricing structures add to the hesitation.

These insights highlight the need for more cost-efficient, transparent, and value-driven digital platforms to justify continued media investments.

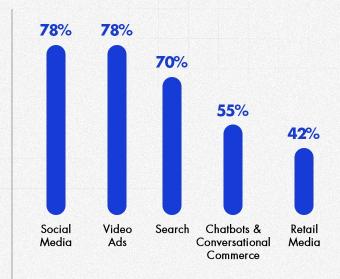


MEDIA CHANNELS WITH MAJOR INCREASE

IN SPENDS

Marketers are increasing spends on high-engagement, performance-driven channels, with social media, video advertising, and search emerging as the biggest beneficiaries of increased budgets. This reflects a push toward digital engagement, automation, and personalized consumer interactions.

As a result, marketing strategies in 2025 will be highly calculated, ensuring maximum returns with minimal wastage.

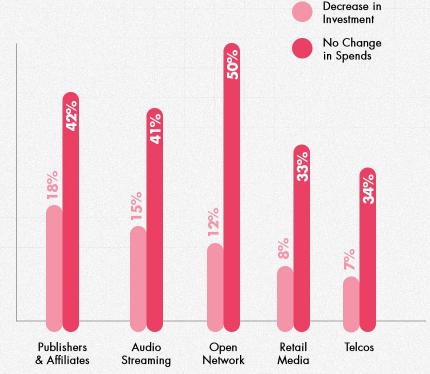


Increase in Investment

MEDIA CHANNELS WITH SLIGHT DECREASE

IN SPENDS

While traditional affiliate marketing shows signs of decline in certain segments, it has evolved into a more comprehensive partner marketing ecosystem representing a strategic expansion beyond conventional affiliate approaches, incorporating content creators, influencers, quick delivery apps, fintech apps, and other distribution channels into a cohesive strategy.



PERFORMANCE MARKETING



3.1

PERFORMANCE MARKETING

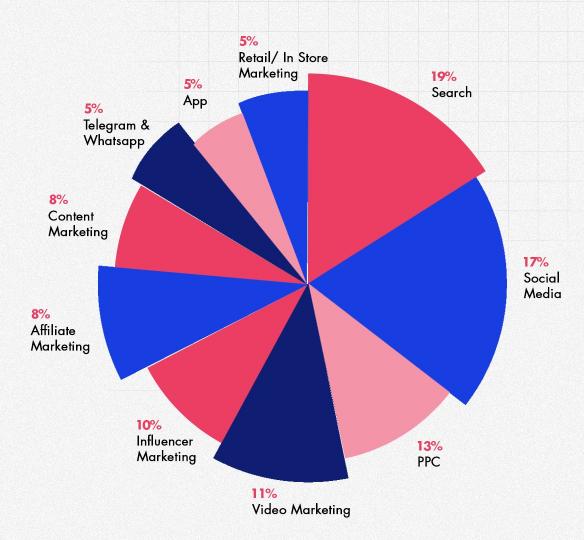
CONTINUES TO TAKE A LEAD IN MEDIA PLANNING IN 2025



SEARCH & SOCIAL CONTINUE TO LEAD THE GAME IN

PERFORMANCE

MARKETING





BREAKDOWN OF AFFILIATE MARKETING SPENDS

ACROSS KEY CHANNELS

Marketers are prioritizing **Social Sellers** and **Ad Networks** for their high engagement and measurable impact. This shows the growing influence of peer-driven commerce and algorithm-optimized ads, offering brands greater flexibility, scalability, and real-time performance insights.

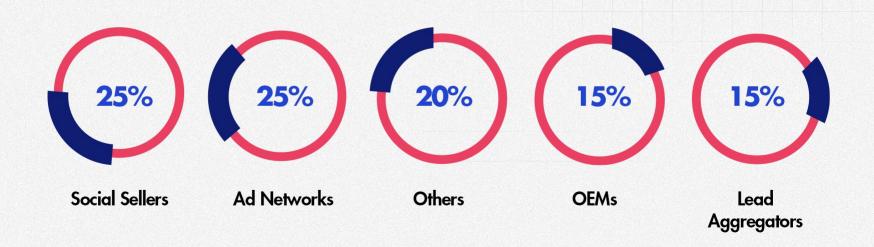
Balanced Investment: Companies are splitting focus between personalization through social sellers and mass audience through ad networks, suggesting a strategy that combines trust-building with scale.

Opportunity in Diversity: A lot of focus has been to find niche affiliates that cater to a small but high-intent audience. This enables businesses to investigate untapped or growing affiliates, gaining a competitive edge through incremental audience.

Specialization Matters: OEMs and Lead Aggregators have shown that tailored campaigns can deliver value for various tech and services focussed industries.

BREAKDOWN OF AFFILIATE MARKETING SPENDS

ACROSS KEY CHANNELS



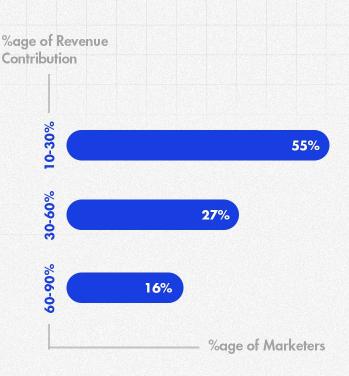
85% MARKETERS BELIEVE PERFORMANCE MARKETING

DIRECTLY IMPACTS BOTTOM LINES

Marketers are moderately reliant on performance marketing, indicating that while it is a key channel, its impact on overall revenue remains controlled and strategic alongside other marketing efforts.

This reflects a broader trend where businesses are prioritizing measurable, high-ROI channels but are also being cautious about over-investment due to rising acquisition costs and market saturation.

As privacy regulations and platform algorithms evolve, marketers are increasingly optimizing budgets to balance efficiency with sustainability, ensuring that performance marketing remains a controlled yet impactful component of their overall strategy.



INFLUENCER MARKETING

3.2

SPENDS ON INFLUENCER MARKETING

With 11% of digital marketing budgets allocated to influencer marketing, brands are recognizing its growing impact on consumer trust and engagement.

Brands are increasingly experimenting with micro and niche creators who have deeper connections with their followers, and access to vernacular audience.



MICRO INFLUENCERS GAINING TRACTION

Marketers are investing 29% of the total Influencer Marketing budget in Micro Influencers.

Instagram remains the go-to for short-form content and brand collaborations, while YouTube excels in in social Media.

However, YouTube Shorts has been driving new user growth for advertisers while the format is being used by all categories of influencers alike.

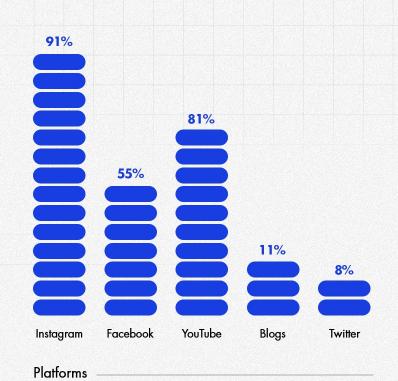


TOP PLATFORMS

FOR INFLUENCER MARKETING

Instagram, YouTube, and Facebook continue to dominate as the top platforms for influencer marketing, driven by their vast user base, visual appeal, and strong engagement potential.

Instagram remains the go-to for short-form content and brand collaborations, while YouTube excels in long-form storytelling and product deep-dives, making it a preferred choice for high-intent audiences. Facebook, though evolving, still offers value through community-driven content and targeted amplification.



SOCIAL MEDIA



3.3

42% DIGITAL BUDGETS DIRECTED TO SOCIAL MEDIA

With 42% of digital marketing budgets allocated to social media, brands are reinforcing its role as a critical driver of engagement, brand visibility, and customer acquisition.

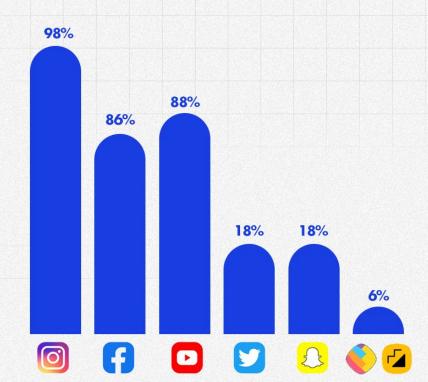
This substantial investment showcased at the growing reliance on platforms like Instagram, Facebook, LinkedIn, and emerging short-form video apps, where consumers actively interact with brands.



TOP SOCIAL MEDIA PLATFORMS

With 2 billion monthly active users and an increasingly dominant role in content marketing, Instagram has solidified its position as the leading platform.

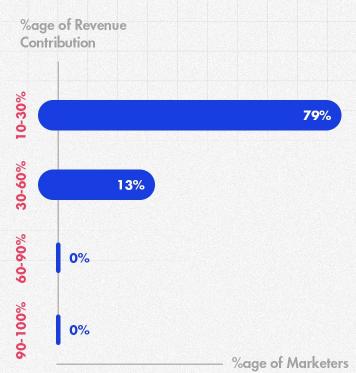
Its highly visual format, dynamic content ecosystem, and unparalleled engagement rates make it the go-to choice for brands aiming to foster authentic connections, drive consumer action, and maximize brand visibility in an ever-evolving digital world.



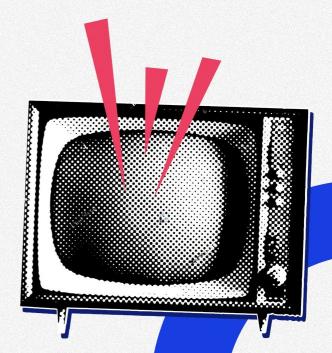
REVENUE GENERATED VIA SOCIAL MEDIA

Most businesses generate up to 30% of their revenue through social media, with a smaller segment seeing a higher contribution.

While direct sales from social platforms vary, they play a key role in marketing, brand awareness, and lead generation. The data highlights the value of a multi-channel strategy for sustained growth.



CONNECTED TELEVISION (CTV)



3.4

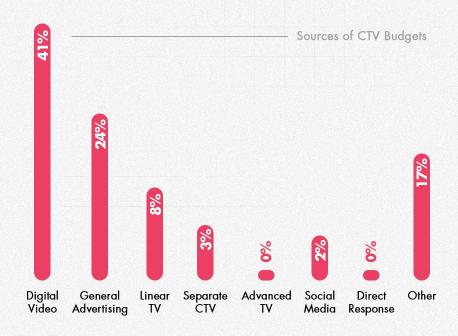
CTV TRENDS

- India's television landscape is rapidly evolving, fueled by the exponential growth of Connected TV (CTV) adoption.
- In just three years, CTV households have surged from 5 million in 2020 to 32 million in 2023, with projections suggesting this number will exceed 60 million by 2025.
- As more viewers shift to digital platforms, 65% of Indian internet users now consume ad-supported video content, while 64% engage with addressable TV services, signaling a significant change in viewing habits.
- Advertisers have taken notice, with CTV now accounting for 12.6% of total TV ad revenue, firmly establishing India as one of the fastest-growing markets for digital-first television advertising.

VIDEO CHANNELS SHARING MARKETING BUDGETS WITH CTV

CTV's share of budget in the overall digital share seems to be rising with each year, with an increase in spends expected even this year as per our survey.

Marketers are seeing more and more value in the ecosystem. It seems as if CTV is sharing video budgets with multiple platforms, given the rise of integrated media solutions and improving multi-channel attribution systems.

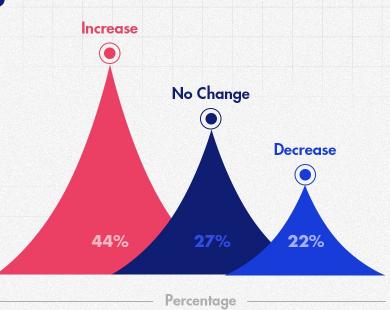


CTV BUDGET TRENDS:

WHAT'S CHANGING IN 2025 FROM 2024?

In 2025, **43.86**% of respondents plan to increase their CTV budgets, signaling strong growth in digital advertising. 26.855% expect no change, indicating stability in spending. 21.995% foresee a decrease, suggesting a more cautious approach or reevaluation.

The overall trend is toward increased investment in CTV, with some businesses maintaining their current budgets.



RETAIL MEDIA

3.5



RETAIL MEDIA

- Retail media has grown rapidly, driven by e-commerce expansion and first-party data advantages. In 2023, global retail media ad spend reached \$120 billion, up from \$88 billion in 2022, and is projected to hit \$179.5 billion by 2025, growing at an annual rate of 15.4%. Major retailers like Amazon, Walmart, and Target have built billion-dollar ad businesses, fueling this surge.
- In parallel, India's Quick Commerce industry has seen remarkable growth, with GMV soaring 280% from \$0.5 billion in FY22 to \$3.3 billion in FY24.
- As per our survey, investments in Quick Commerce (63%) and Retail Media (44%) have significantly increased compared to other media channels.

Sources: MediaNews4u, Times of India

RETAIL MEDIA'S SHARE IN 2025 MEDIA BUDGET

23% of the total media budget is expected to be invested in retail media by top marketers in 2025, a 36% jump since 2020 showcasing the heightened focus on performance-driven channels, the expansion of retail media networks, and the need for more precise audience targeting.

This could be due to the increasing influence of e-commerce-driven advertising, the rising importance of first-party data, and the need for brands to connect with consumers at the point of purchase.

As retail media networks continue to expand and offer more sophisticated targeting and measurement capabilities, marketers are prioritizing these platforms to drive higher ROI and enhance their omnichannel strategies.



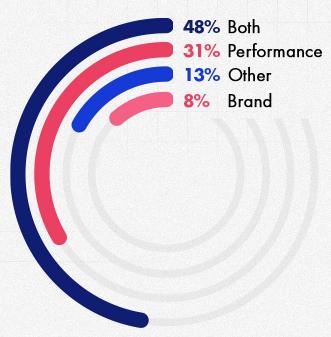
RETAIL MEDIA'S DUAL ROLE BRANDING +

PERFORMANCE

Retail media serves a dual purpose in media planning, with 48.4% of marketers leveraging it for both branding and performance.

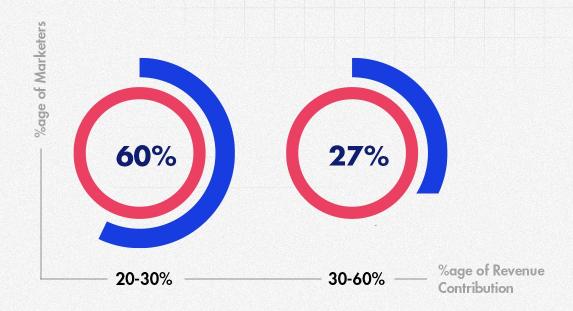
A significant 30.7% prioritize retail media for performance-driven campaigns, emphasizing its role in conversions and measurable ROI.

In contrast, only 7.7% use it exclusively for branding, indicating that while brand awareness is important, most marketers see retail media as a more results-oriented channel.



80% MARKETERS BELIEVE THAT RETAIL MEDIA DIRECTLY CONTRIBUTES TO THEIR BOTTOM LINE

60% of marketers believe that retail media contributes 20-30% of their total revenue, while 27% say it accounts for 30-60% of their earnings.





CAUTIOUS MARKETERS LOWER EXPERIMENTAL SPENDS

11% of the Marketing Budget is allocated for Martech and other innovations in 2025, which has decreased from 26% in 2024.







TOP PRIORITY IN MARTECH

In 2025, Martech priorities are heavily focused on data, analytics, and performance optimization.

67%

The top priority is Marketing Analytics, Performance & Attribution, highlighting the need for data-driven decision-making. 50%

Audience/Marketing Data and Data Enhancement follows closely, emphasizing the importance of clean, enriched data. 36%

Video Marketing is gaining traction as a key engagement tool.

36%

Optimization,
Personalization
& Testing remain
crucial for
improving
customer
experiences.

31%

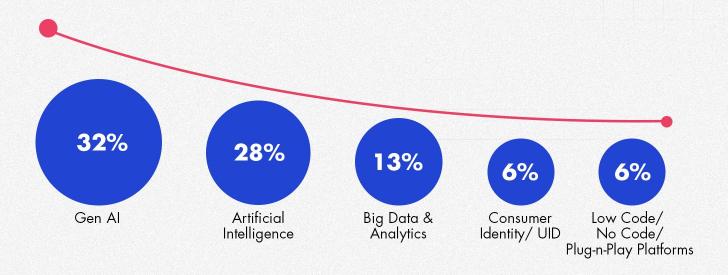
Lastly, Content Marketing continues to be a strategic focus, reinforcing the need for high-quality storytelling and brand engagement.

EMERGING TECHNOLOGIES



INVESTMENTS IN EMERGING TECHNOLOGY

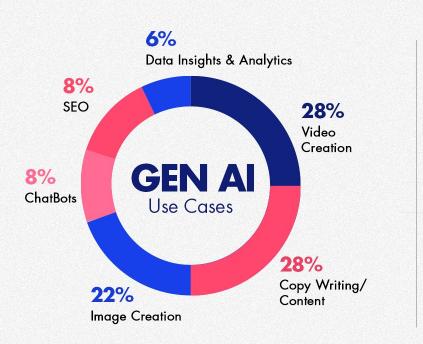
While there is cautious investment expected throughout the year, investment in GenAl and Artificial Intelligence continue to rise addressing the need for better efficiency in marketing investments.

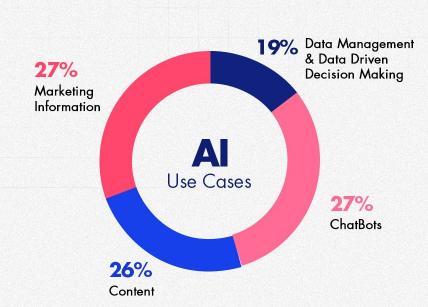


GEN AI/ AI

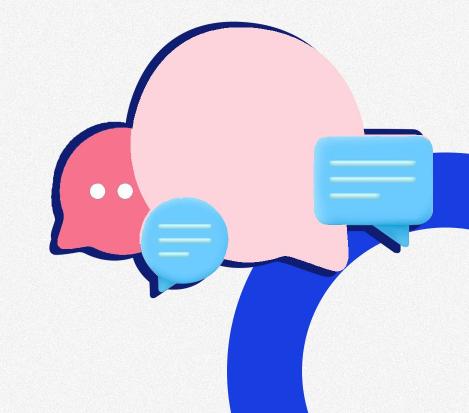


HOW MARKETERS ARE LEVERAGING GEN AI AND AI





CONVERSATIONAL COMMERCE



4.1.2

CUSTOMER RETENTION BECOMES CRUCIAL AMIDST PRICE-SENSITIVE ACQUISITIONS

The global conversational commerce market has experienced rapid expansion, growing from \$7.06 billion in 2023 to \$8.17 billion in 2024, and is projected to reach \$20.25 billion by 2030.

A substantial 71% of customers now expect companies to offer real-time communication through conversational marketing bots, highlighting the increasing demand for immediate and personalized interactions.

Businesses implementing conversational commerce strategies have reported a 10% increase in revenue within the first six months, underscoring the effectiveness of personalized, real-time customer engagement in driving sale.

Top retention channels include mediums for personalized communication and direct marketing messaging (CPaaS).



FOR CONVERSATIONAL COMMERCE IN 2025

7.5% of the Marketing Budget is allocated to Conversational Commerce.

It is revolutionizing customer engagement, driving real time interactions through chatbots and messaging platforms.

While WhatsApp dominates with 72.2% adoption, making it the go-to platform for Marketers who prioritize better reach and efficiency, Yellow.ai, Webengage, Gupshup, Bobble.ai and Sinch have also made it to the list of preferred partners because of the customised services that they offer over and above basic WhatsApp messaging.



ABOUT US...

adⁱtech

ad:tech is India's largest Digital Marketing conference and exhibition. For more than 14 years, ad:tech is where the marketing, technology, and media communities come together to share new ways of thinking, and build & network strong partnerships.

Learn more about us at https://newdelhi.ad-tech.com/

tyroo

Tyroo is a leading APAC-based ad tech platform driving brand growth across Asia.

Tyroo aids businesses in scaling through versatile advertising channels, formats, and audience targeting, utilizing efficient no-code and low-code solutions. Tyroo's data-driven, partner-focused approach has successfully facilitated market entry and growth for brands and global media enterprises throughout APAC.

Learn more about us at www.tyroo.com

PLEASE REACH OUT TO US FOR MORE INFORMATION