



Some of the In Marketing We Trust team at Trusted Conf in Cambodia.

# 2023 Retrospective: A Year of Resilience and Innovation

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## Our Year In Numbers

As we reflect on In Marketing We Trust's remarkable journey through 2023, we begin by delving into the story told by our numbers. These figures go beyond mere statistics; they embody the milestones of our journey, symbolise our successes, and stand as a testament to our steadfast dedication to excellence in the ever-evolving realm of digital marketing.

- **\$307,794,724 in Attributable Revenue Generated:** A clear indicator of our marketing strategies' tangible impact on our client's financial success.
- **529,270 URLs Optimised:** Demonstrating our relentless focus on enhancing online presence and user experience.
- **Over 70 Million Site Visits Generated:** Our expertise in driving significant digital traffic and engagement.
- **687 Paid Media Campaigns Activated:** Showcasing our innovative and targeted approach in paid advertising.
- **17 Billion Rows of Data Collected and Analysed:** Emphasising our data-centric methodology in crafting data-driven marketing strategies.
- **2.4 Billion Events Tracked for Reporting:** Illustrating our meticulous attention to analytics and performance metrics.
- **More Than 16,000 Pieces of Content Created:** Highlighting our capability in producing diverse and engaging content at scale.
- **17 New Products Taken to Market:** Signifying our commitment to innovation and expanding our suite of marketing solutions.
- **132 Google Analytics 4 Properties Implemented:** Adapting swiftly to new technological advancements in analytics.
- **Over 100 Marketing Professionals Trained in GA4:** Contributing to the broader marketing community by enhancing skillsets in cutting-edge tools.
- **Over 50 Global Events:** Cementing our role as a thought leader and active participant in the global marketing arena.
- **11,728 Hours of Admin Saved Through 140,739 Automations:** Quantifying the operational efficiency and time savings achieved through our innovative approaches.
- **62 People Hired:** Expanding our team with new talent, enriching our culture and capabilities.
- **1,702 Team One-to-Ones:** Fostering a culture of growth, communication, and continuous learning.
- **16,632 Coffees Consumed:** A nod to the fuel that powered our creativity and productivity throughout the year.

In a year marked by economic flux and technological disruption, In Marketing We Trust emerged as a beacon of resilience and innovation. The journey through 2023 was a blend of strategic growth, pivotal achievements, and adaptation to a rapidly evolving marketing landscape. This review delves into our significant milestones, underscoring our commitment to excellence and agility in a dynamic industry.

## Strategic Milestones and Industry Recognition

The year saw us achieve significant industry recognition, notably in AFR's Top 10 Most Innovative Media and Marketing companies. This accolade reflects our groundbreaking approach in an ever-changing market. Furthermore, our strategic rebranding and website revamp garnered extensive attention, evidenced by increased coverage from renowned publications like B&T, Mumbrella, and Campaign Brief.

## Client-Centric Successes

In 2023, In Marketing We Trust focused on steering our clients through challenging economic conditions and a landscape marked by rapid technological change. Our efforts yielded remarkable outcomes, with over 70 million website visits and generating nearly \$310 million in attributable revenue. We created over 16,000 pieces of content in nine languages, demonstrating our ability to connect with and engage diverse global audiences effectively.

## A Decade of Growth and Relationship Building

Celebrating our tenth year in business, 2023, was as much about reflecting on our past as it was forging our future. We've maintained a ten-year relationship with our earliest client and first team member, demonstrating our unwavering commitment to digital marketing expertise and our vibrant and inclusive culture.

## Global Expansion and Impact

This year marked a substantial expansion of our international presence. We extended our services to over 11 different countries, harnessing the strengths of our multi-national team fluent in 9 languages. A pivotal highlight was bringing our team together in Cambodia for the seventh annual Trusted Conf, symbolising our commitment to global collaboration and shared learning. Our participation in over 50 industry events worldwide, including notable conferences like SXSW in Austin and Sydney, further underscores our expanding global footprint and dedication to being at the forefront of industry trends and developments.

## Team Expansion and Cultural Alignment

In 2023, we significantly expanded our team, adding 62 new members globally. This growth underscores our people-first philosophy and the challenge of finding top-tier digital marketing talent. Our People & Culture team conducted a global search, focusing on recruiting individuals who bring exceptional digital expertise and align with our unique cultural ethos. This meticulous selection process reinforces our commitment to assembling the perfect team dedicated to achieving remarkable marketing results for our clients.

## Operational Efficiency Through Innovation

In keeping with our engineering mindset, 2023 saw us trigger 140,739 automations across our operational system. The strategic deployment, a blend of our creative thinking, data expertise, and technology, resulted in a significant time-saving of over 11,728 hours. The rationale behind this move was to free up our digital marketing experts to focus on their primary strength - driving marketing results for our clients. This approach to operational efficiency is not just a procedural enhancement; it's a testament to our dedication to finding innovative ways to bolster the value we deliver to our clients.

## Adapting to Industry Changes

The marketing landscape of 2023 underwent profound transformations, with significant changes in analytics, data privacy, and technology. A key development was the industry-wide shift to Google Analytics 4 in July. While bringing new advantages, this transition also introduced complexities in data analytics. In Marketing We Trust responded to these challenges, implementing 132 GA4 property implementations for our clients. Recognising the need for expertise in GA4's advanced features, we conducted extensive training for over 100 marketing professionals, ensuring they were well-equipped to use Google Analytics 4 effectively.

Parallel to these educational initiatives, our team demonstrated exceptional skill in managing the collection and reporting of 2.4 billion events throughout the year, further cementing our capability to navigate and excel in a rapidly evolving digital marketing environment.

## A final Thought

2023 has been a year where In Marketing We Trust not only weathered the challenges but also harnessed them to fuel our growth and innovation. As we prepare for 2024, we are well-positioned to leverage the ongoing changes in the marketing industry for continuous development and to deliver enhanced value to our clients. Our success this year is a testament to our dedicated team and the enduring trust of our clients, setting the stage for a promising and collaborative future.

- Deepika Rodrigo** Managing Director at Nibble Digital 1 мес. ...  
Congrats team In Marketing We Trust, very impressive!  
Нравится · Ответить
- Fergus Stoddart** Communications, Marketing, Business Growth, Commercialisation, Start Ups, Climate Tech 1 мес. ...  
Congrats fella  
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- Rubina Carlson** Global B2B Marketer | Marketing Manager @ 90 Seconds | Creating Video Anywhere | Also Organiser of Largest Marketing ... 1 мес. ...  
Seriously impressive stats! Hope you're all celebrating! 🎉  
Нравится · Ответить | 1 реакция
- El Ph.** Talent Acquisition Specialist at In Marketing We Trust | Unearthing APAC's top marketing talents for the agency | Recruitin... 1 мес. ...  
What a year!  
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