



DIGITAL ANALYTICS IN 2025 AND IN THE FUTURE

Mikko Piippo | MeasureCamp Copenhagen 2025

**Are we prepared for
the future or not? Do
we even know what
2026 will look like?**

DATA COLLECTION FOR THIS PRESENTATION

Respondents

- MeasureSlack
 - MeasureCamp Organisers Slack
 - Direct messages to some of my LinkedIn connections
-
- Mostly based in EU, a huge majority has a senior role

**What the #%€# is
digital analytics
anyway?**

**Marketers saying “We
don’t need analytics
anymore.”**

OUR FUTURE IS FRAGMENTED AND UNCLEAR, BUT WE BELIEVE WE STILL DO HAVE A FUTURE.

Unclear, it's been splitting into marketing, product and customer data analytics for a while now and it's yet to be seen how AI will impact this

"Web analyst" doesn't exist anymore, if you can just pull reports from GA4 or setup simple tags in GTM you're not gonna be here for long. It's becoming more technical and more marketing focus (MMM) to create real value.

It's becoming less clear what 'digital analytics' actually involves.

It felt like 10 years ago there was a lot less variation between what we all did, and aimed to do. Now it feels like we're expected to be business experts, strategy experts, coding experts, data experts, visualisation experts, privacy experts, reporting experts, and communication experts. It's no longer sustainable for a single person to do all those things.

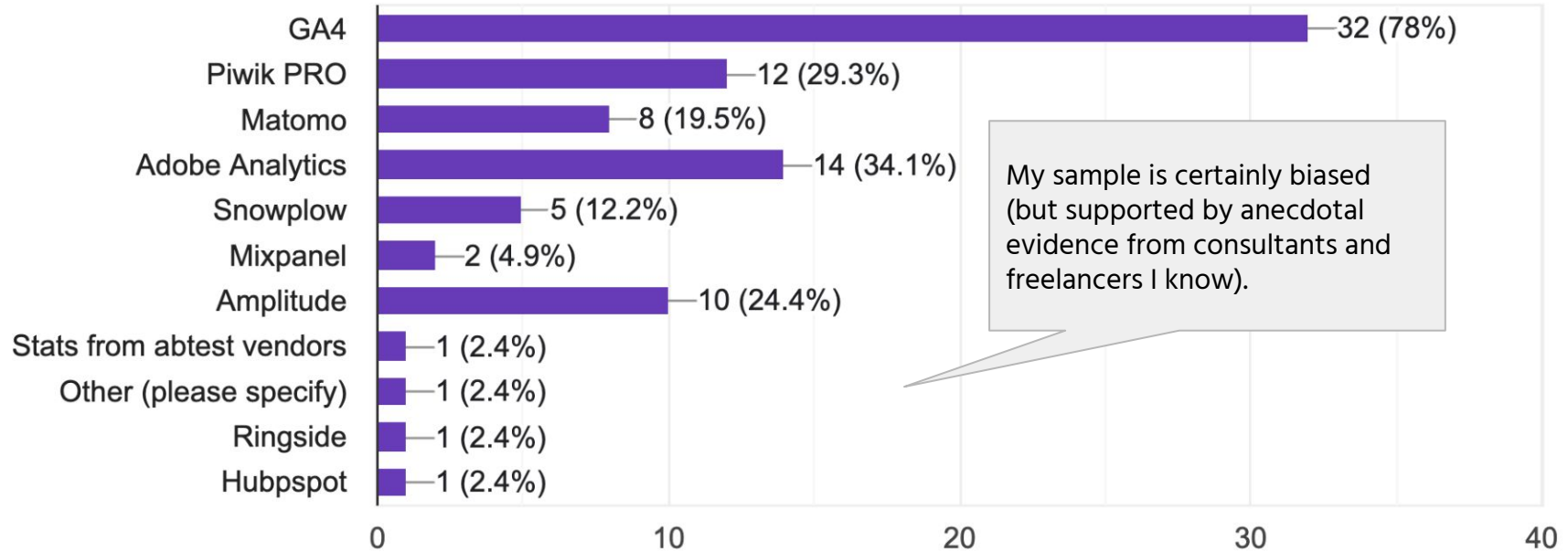
Fragmented

I can say that it is similar to other professions, everything will be more technical and the "need to know" will be a bit different.

FOUR OUT OF FIVE USE GA4, BUT OTHER TOOLS ARE MUCH MORE IMPORTANT THAN FIVE YEARS AGO.

Which analytics platforms are you currently using? (Select all that apply)

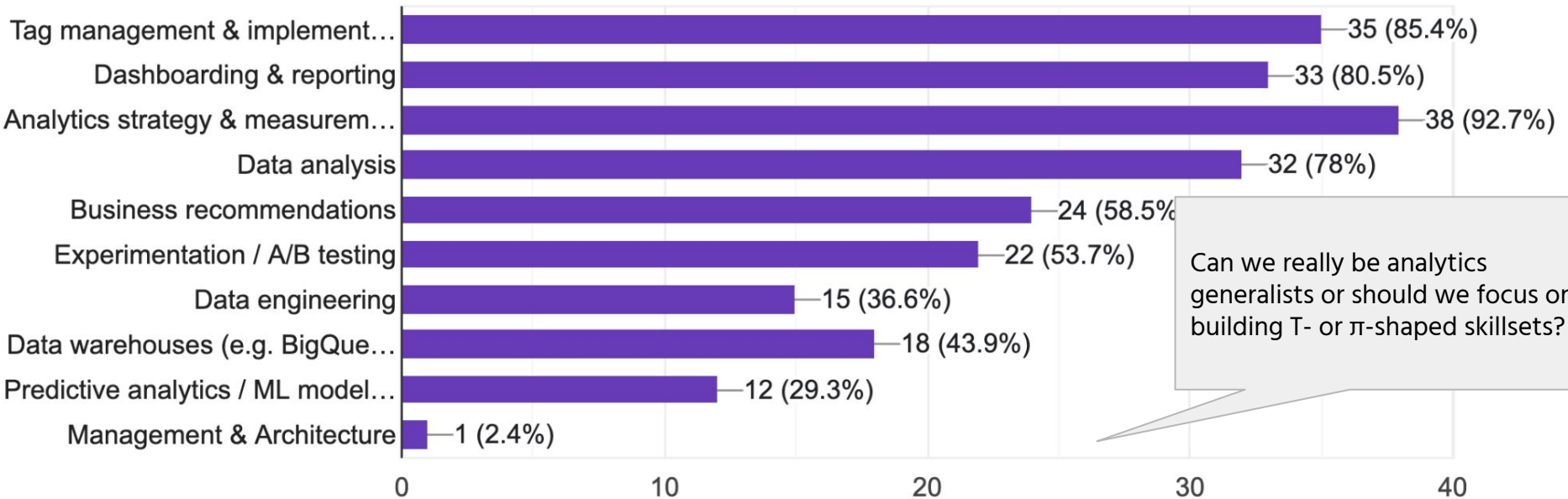
41 responses



AND MOST OF US DO TOO MANY DIFFERENT THINGS TO BE REALLY GOOD IN EVERYTHING WE DO.

What areas does your current analytics work cover? (Select all that apply)

41 responses

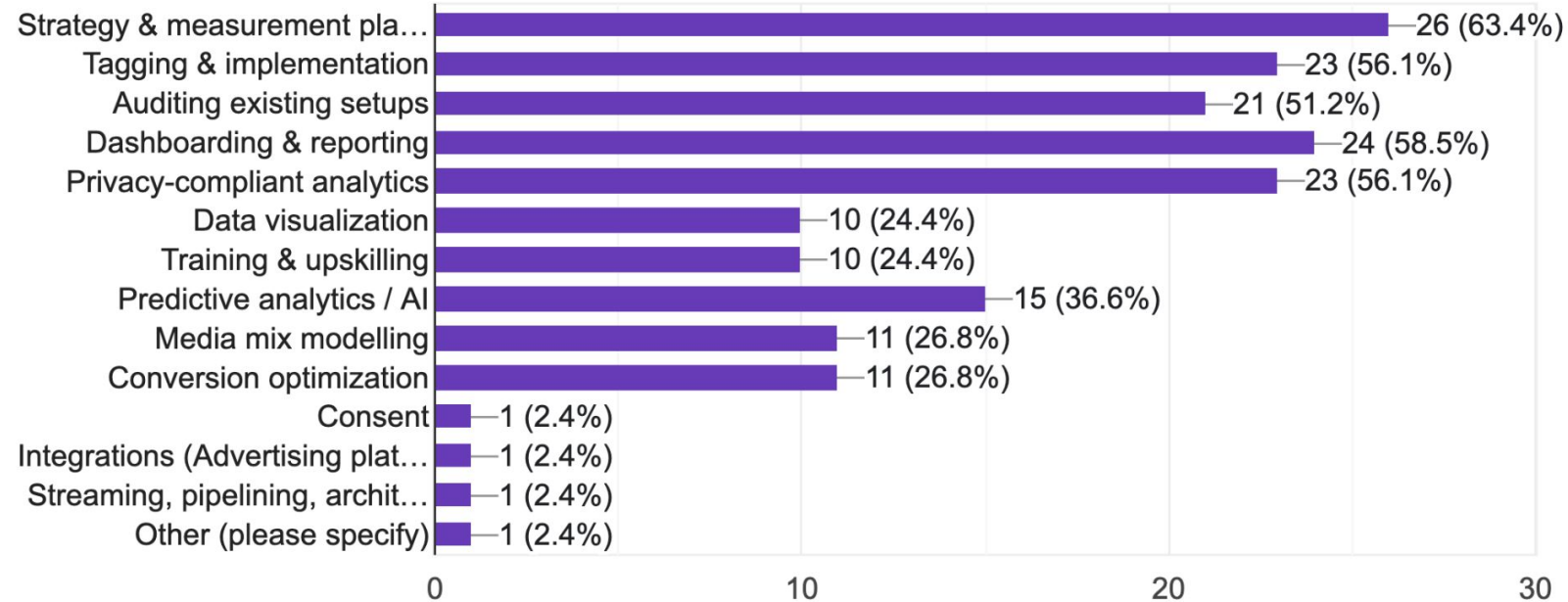


Can we really be analytics generalists or should we focus on building T- or π -shaped skillsets?

TAG MANAGEMENT AND DASHBOARDS ARE THE BREAD AND BUTTER, INTEREST IN PRIVACY GROWING.

Which types of analytics services are most in demand in 2025?

41 responses



AI IS THE HOTTEST TOPIC AND SHINIEST NEW THING WITH 25 MENTIONS.

Common subtopics

- AI-powered analysis (e.g. anomaly detection, classification, pattern recognition)
- LLMs (Large Language Models) and AI assistants
- AI integrations in tools and workflows
- Predictive analytics & machine learning
- Using AI to improve services and reporting

FOLLOWED BY ATTRIBUTION AND MMM AFTER COOKIE APOCALYPSE.

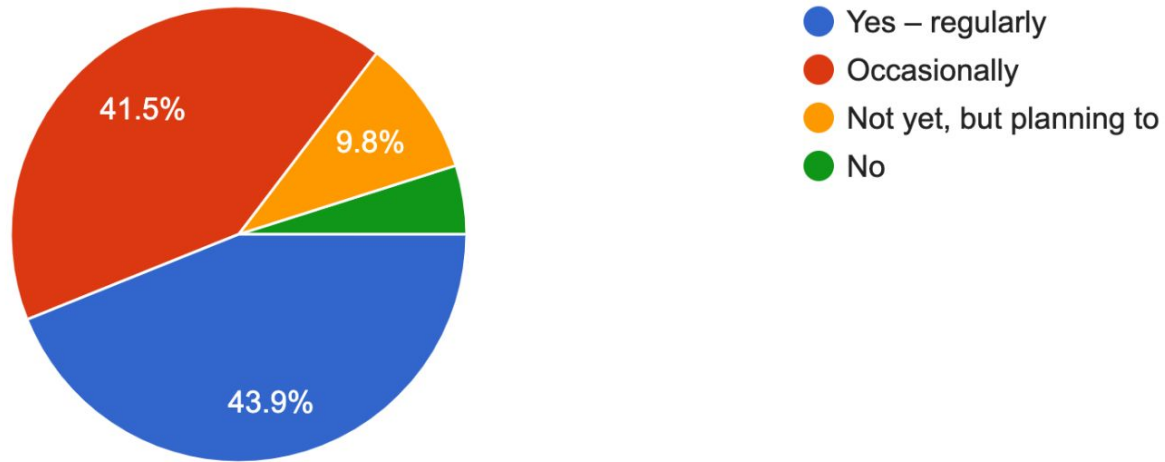
Media/marketing mix modelling and attribution for smarter budget allocation

- Custom attribution models
- MMM as a response to cookie loss and privacy
- "Causal" MMMs and smarter budget allocation

5 % of us didn't use AI tools in only three months ago.

Are you already using generative AI tools in your analytics work?

41 responses



WHAT EXACTLY DO WE USE GEN AI FOR?

Coding & Debugging Support (mentioned by > 50 %)

Mentioned by over half of respondents. Common tasks:

- Writing and debugging scripts (GTM, GA4, SQL, AppScript, etc.)
- Generating and reviewing code (including regex, tagging, APIs)
- Assisting with unfamiliar languages and documentation
- Quick prototyping and automation

Insight Generation & Analysis

- Getting initial insights or hypotheses from data
- Summarizing data sets
- Validating assumptions or getting second opinions
- Top-level or anomaly-driven analysis
- Market research or exploration of new ideas

ONE RESPONDENT SUMMARISED IT ALL...

In the last couple of months I have used ChatGPT to support on tasks that typically take me a significant amount of time. For example:

- Writing a Google Sheets AppScript to pull data from an API and add to a sheet
- Writing Google Ads scripts to add UTM parameters to URLs
- Writing/editing scripts for Google Tag Manager
- Creating regex
- Supporting with written summaries of work and/or data e.g. telling it what I know, giving it data, asking it to summarise what I have already seen
- Writing strong slide headings and summaries

It's made me much more efficient - and next steps are to do more with the data.

“REMOVE ALL THE MONKEY WORK AND ALLOW ME TO DO MORE STRATEGIC THINKING”

Automation of Repetitive Tasks

- Strongly recurring theme across responses
- Includes automating reporting, data hygiene, QA, checks, and tagging
- Goal: *free up time for strategic work*

Analysis & Insights

- AI that not only analyzes but *explains anomalies*, finds trends, and delivers actionable insights
- Predictive capabilities: “What happens if we change X on our site?”
- “Provide weekly predictions of the next most impactful marketing task”

Conversational & Exploratory Interfaces

- Desire for chat-style or voice-driven UIs to interact with documentation, dashboards, and analyses
- Also includes tools that help with exploratory data analysis and hypothesis generation

“EVERYBODY IS AN ANALYST NOW... BASED ON WRONG DATA INTERPRETATIONS”

Hallucinations and Inaccuracy

- Widespread worry about AI generating wrong or misleading outputs
- Frequent issues: hallucinated facts, incorrect GA4 advice, shallow insights

Over-reliance Without Critical Thinking

- People blindly trusting outputs without validating
- Risk of reinforcing bias and making bad decisions
- Junior users may lack the skill to judge quality

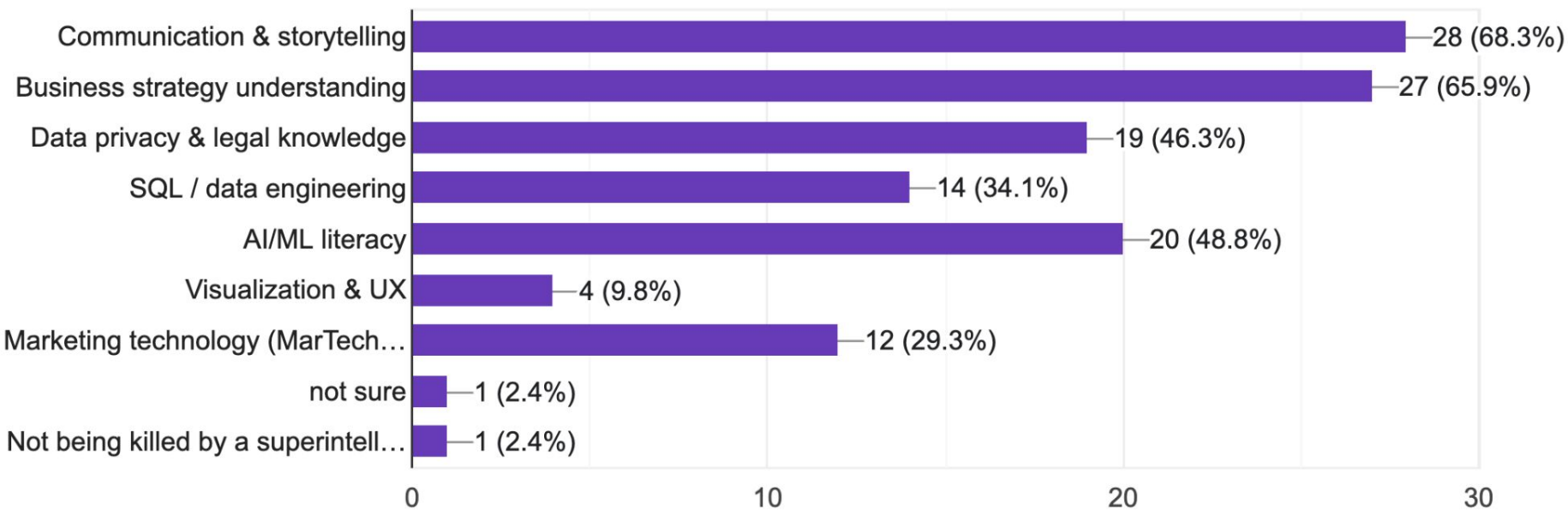
Lack of Real Use Cases / Hype Over Substance

- AI seen as a shiny trend rather than a solution
- Organizations chasing AI features without clear needs or KPIs

IMPORTANCE OF NON-TECH SKILLS IS UNDERSTOOD BY ANALYTICS PROFESSIONALS

What skills will become more important for analytics professionals by 2026?

41 responses



BUT MOST OF US PLAN TO LEARN EVEN MORE TECH SKILLS...

AI & Prompt Engineering

- Many plan to dive deeper into generative AI tools, prompt engineering, AI agents, and automation
- Learning to integrate AI into workflows, marketing, and analysis
- “More focus on leveraging AI”, “AI courses and coding with APIs”

Coding & Technical Skills

- Python, SQL, JavaScript, Pandas, BigQuery, Dataflow, APIs
Emphasis on data engineering and automation
- “Get better at advanced SQL querying, start python/pandas”, “More data engineering and utilizing AI”

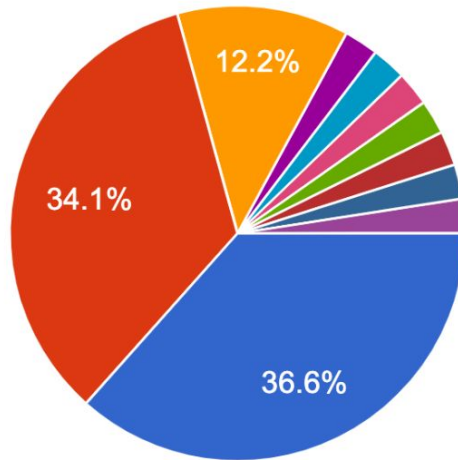
Learning by Doing

- Many value hands-on experience, client work, or building things
- “Learning by doing,” “on-the-job,” “as dictated by client needs”

OUR ROLE MIGHT EVOLVE TO SOMETHING MORE STRATEGIC... OR EVEN MORE TECHNICAL?

Do you believe the role of digital analyst is evolving into something new?

41 responses

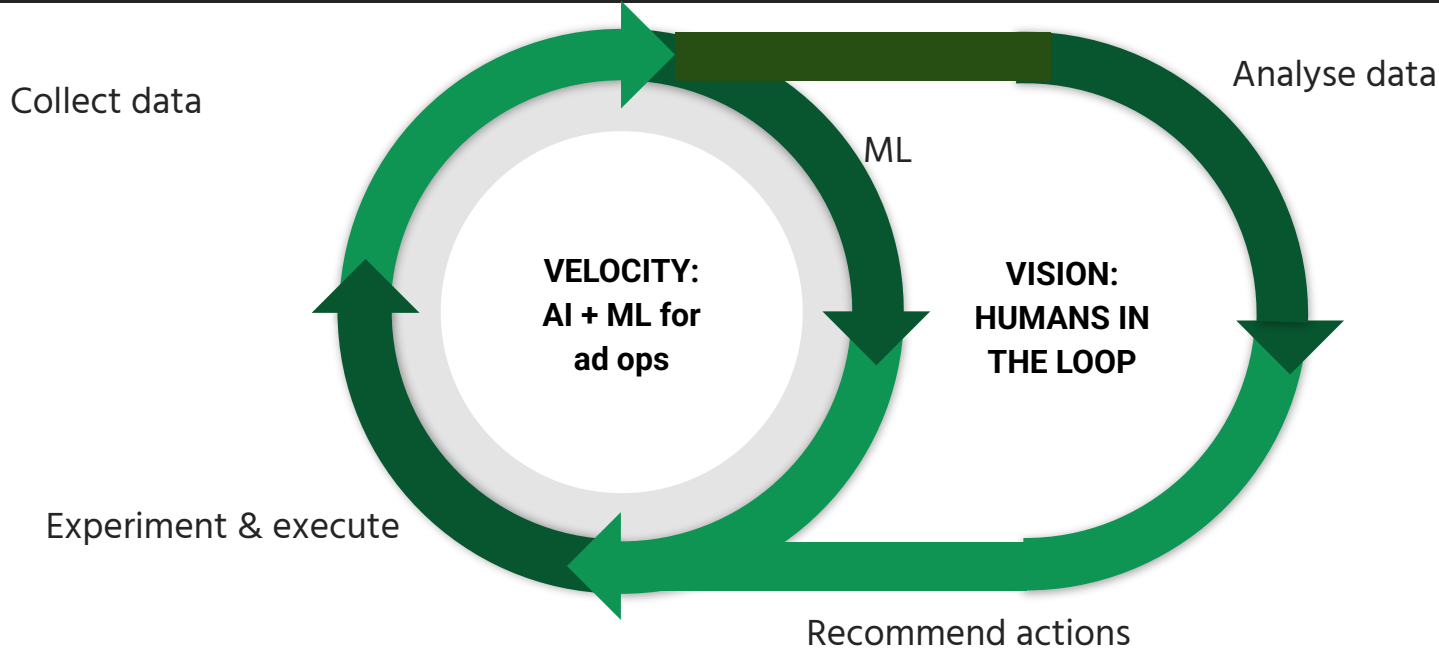


- Yes – it's becoming more strategic
- Yes – more technical
- Yes – it's merging with marketing/UX
- No – it's staying mostly the same
- Yes, it's redoing is division between st...
- Yes, diverging into several different roles
- becoming more business and result or...
- Other (please specify)

**AI will disrupt
analytics. We should
rethink our roles.**

**Vision and velocity =
(CARE)²**

Vision and velocity - a double-loop model of digital analytics by Mikko Piippo



Fully automated marketing, analytics and personalisation processes based on ML.

Analysis and recommendations for human decision makers who set the goals for optimisation (also for AI) and create processes.

How to map our skills and roles to this model - and choose our own story in analytics?

