



Grey Matter | Intelligent Recruitment

Impact of COVID-19

on the digital, marketing,
media & technology sectors



Industry Breakdown



Adtech
17.5%



Martech
22.5%



Fintech
10%



AI/ML
2.5%



B2C
7.5%



Agency
12.5%



Brand
7.5%



Publisher
7.5%



Other SaaS Technologies
12.5%

The information in this report has been gathered via a survey, sent in December 2020, to professionals working across the digital, marketing, media and technology sectors.

Impact on Businesses

{ Revenue }

38%

said their company's revenue grew in 2020, while **62%** said their revenue had decreased }

{ Hiring }

74%

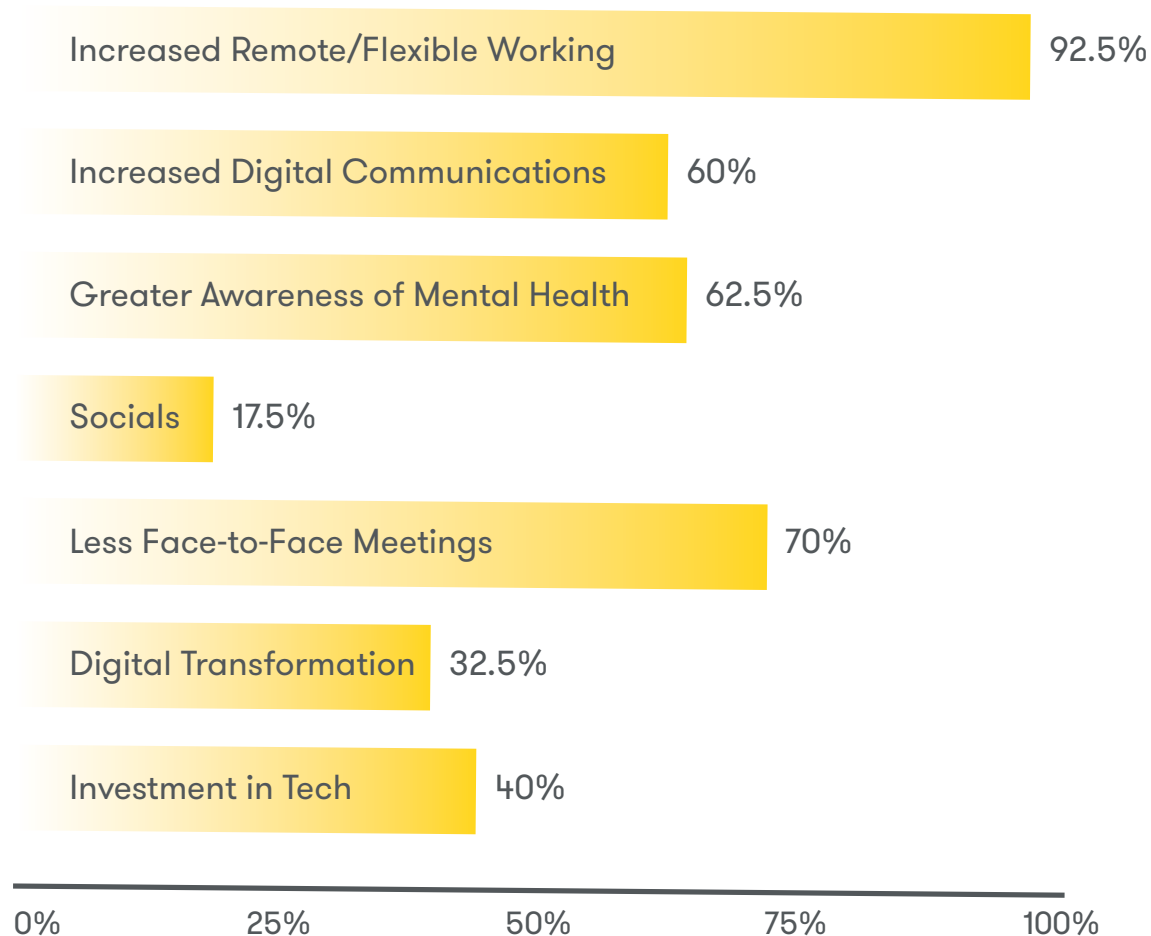
of businesses had a freeze on hiring at some point in 2020. Only **26%** focused on consistent growth last year }

{ Employees }

32%

were made redundant, **28%** we asked by their employer to take a pay cut, and **40%** were put on furlough }

Business Changes



Hiring & Growth

{ 40% } of companies were hiring into their teams in Q4, 2020

{ 75% } of companies were actively planning on hiring in 2021

{ 5% } of companies were unlikely to hire new staff in 2021

{ 5% } of companies were definitely not hiring new staff in 2021

{ 20% } of companies were unsure about their hiring plans