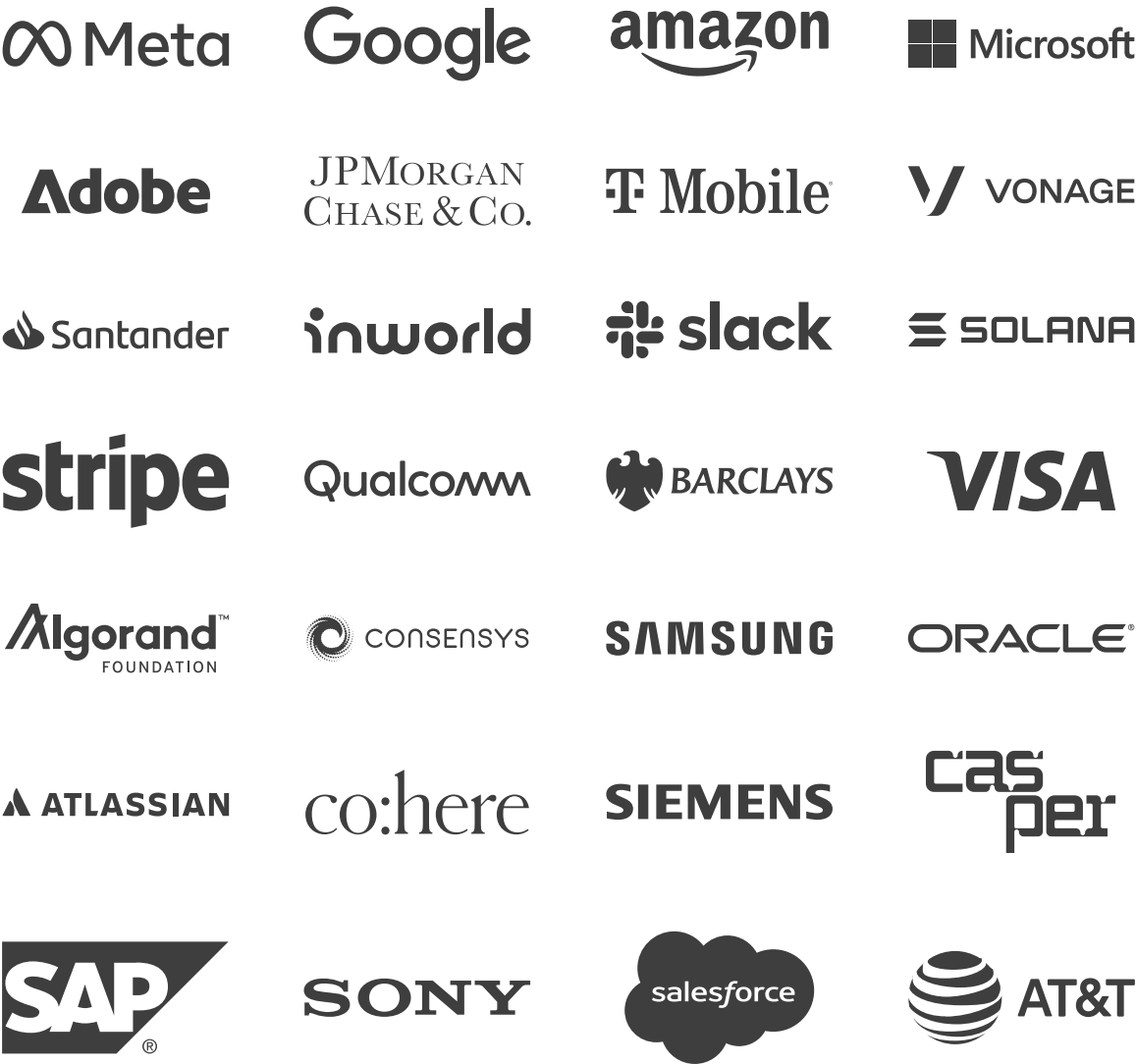# Developer Marketing Insights Report

H1 2025

Catchy

About Catchy

The Leading Developer Marketing Agency

Catchy is the leading marketing partner for technical products and platforms. We help technology companies go to market with clarity, connect with technical audiences, and build ecosystems that scale. From developer engagement to platform growth, we deliver the strategy, content, and programs that drive real adoption. Trusted by global leaders and fast-growing startups alike.

Meta	Google	amazon	Microsoft
Adobe	JPMorgan Chase & Co.	T Mobile	VONAGE
Santander	inworld	slack	SOLANA
stripe	Qualcomm	BARCLAYS	VISA
Algorand FOUNDATION	CONSENSYS	SAMSUNG	ORACLE
ATLASSIAN	co:here	SIEMENS	casper
SAP	SONY	salesforce	AT&T

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Introduction

Whether we're circling back to something, creating synergy, or looking at the 30,000-foot view, the business world has a funny way of twisting phrases until they lose most of their meaning. Ever since the Dutch East India Company issued the first stock certificate in 1606, we've come up with a lot of ways to say nothing in pursuit of shareholder value. By now, we've heard all the cliches and have our own lists of triggering buzzwords.

For me, "insights" is one of the worst.

In today's world, we've decided that everything is an insight. From the most basic statistic to the results of an A/B test, we've started taking simple observations and passing them off as revolutionary. At the risk of sounding like an old man yelling at the clouds, this trend has only accelerated in the era of AI. It's become all too easy to let ChatGPT do the research, and then move on before analyzing the results.

This bums me out, because insights are the most important developer marketing ingredients.

A real insight is an underlying human truth about how technologists think, feel, and act. While they're informed by the what (observations, reporting, and data), they're truly uncovered by exploring the why (research, thinking, and connecting dots). It's only once you've gotten into the gritty exploration of why something is happening that you start to uncover these previously unarticulated human truths that help us reach developers on a deeper level.

When people ask us what the secret sauce is at Catchy, the answer is simple: our insights. We have the unique ability to examine an audience, a journey, or a market, and make sense of what we see. Addressing the what, the why, and the humans in the equation.

With that in mind, please join us for the 100% human-written *H1 2025 Developer Marketing Insights Report*. We hope you'll have as much fun reading it as we did writing it.

Cheers,
Gary

Sources and Methodology

Insights come from the ability to take data points from different sources and identify the underlying connections that make them interesting. As such, we draw data from a number of primary and secondary sources to inform our findings. These include:

1. **Anonymized Campaign Data:** Catchy works with a cross-section of the biggest technology companies in the world to run developer marketing programs across every stage of the journey. This gives us a wealth of primary data from the marketing activity we manage throughout the year, which we anonymize for analysis.

2. **Competitive Analysis and Benchmarking:** Our proprietary Developer Marketing Framework has given us an objective, long-running database of competitive benchmarking data on the top developer marketing programs. As we refresh this database throughout the year, the key findings are also used to support insight development for this report.

3. **Developer Research Reports:** The developer marketing world is full of brilliant organizations that conduct their own primary research and surveys. We review each of these reports to validate their findings against our own. Key reports referenced in this document include:

   a. Developer Marketing Alliance: State of Developer Marketing Report
   b. SlashData: State of the Developer Nation Report
   c. DevRel.Agency: State of DevRel Report
   d. Stack Overflow: Annual Developer Survey

All other reports and data sources are cited individually where applicable.

Contributors

As a specialized agency, every single person who works at Catchy is a subject matter expert on developer marketing. From our strategists to our designers, working with technical audiences is what we do day in and day out.

We'd like to thank the following team members for contributing to the H1 2025 Developer Marketing Insights Report:

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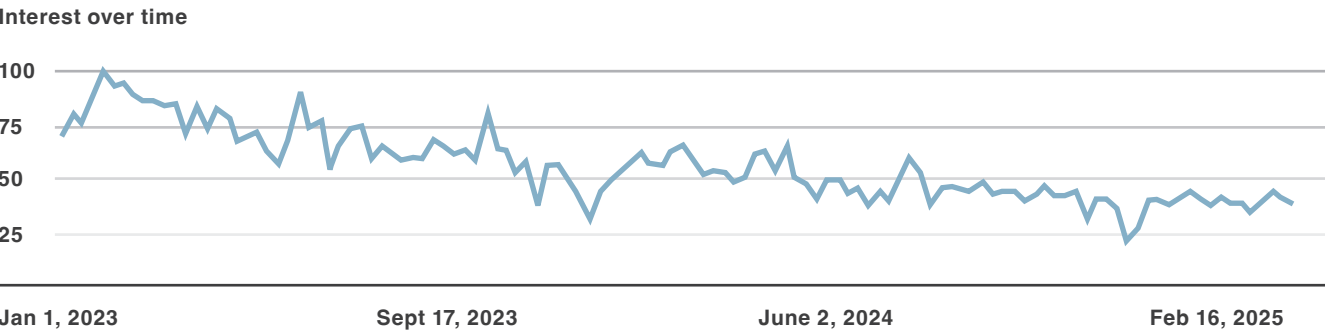
Stack Overflow Is Dead

Gary Gonzalez, *CEO*

It all started with a provocatively titled post on the front page of Hacker News on July 24th, 2023: *The Fall of Stack Overflow*[1]. In his now-famous blog post, Ayhan Ç provided a snapshot of data showing a sharp decline in both traffic (-35%) and site usage (-50%) after the release of ChatGPT. A number of subsequent articles came out in the following year from developers such as Nick Hodges (*The Rise and Fall of Stack Overflow*[2]), expanding on Ayhan's initial findings. The leading theories seemed to be centered around two key factors colliding at the same time: ChatGPT becoming the preferred place for developers to find answers to their questions, and a toxic culture that made using the site unappealing to new users.

Stack Overflow has been a mainstay of our paid media plans for developer awareness and demand generation over the past decade, which raised the question of whether the site was losing relevance in our media planning.

The Data

When unpacking this one, there are a few interesting data points we can look at:

1. According to the *Stack Overflow 2024 Developer Survey*[3], over 82% of developers use ChatGPT as part of their workflow. That's a pretty significant number for a tool that's only existed for two years.

2. Google Search Trends[4] gives us another interesting view, showing interest in Stack Overflow dropping from an all-time high of 100 in January 2023 to 38 as of this report's writing in April of 2025.

Interest over time

Jan 1, 2023	Sept 17, 2023	June 2, 2024	Feb 16, 2025

3. Finally, we have our own cross-client campaign results from H2 2024. With enough volume to indicate statistical significance, we're seeing Stack Overflow as our most expensive CPC by a factor of four and our least effective channel in terms of CTR by a staggering factor of 20.

	Spend	Imp.	Clicks	CTR	CPC
Video	$251,510.26	20,043,198 174,759 274,447		1.06%	$0.92
Search	$62,478.69	24,402,143	11,969	6.81%	$5.22
Display (GDN)	$143,854.08	14,617,098	266,236	1.02%	$0.54
Stack Overflow	$137,478.44		6,126	0.05%	$22.44

The Analysis

While the question of whether Stack Overflow is truly dead as a community for developers is better answered by the users of the site, I can confidently say that we've lost faith in it as an effective part of the marketing mix for demand generation. Using ChatGPT or Copilot (both of which draw from Stack Overflow's pages) seems to be a faster, easier, and less painful way for developers to find the answers they're looking for online. We've always preached that developers are drawn to the path of least resistance. For now, it seems like that road circumnavigates Stack Overflow, and has made it obsolete in media planning.

Google Display Has Closed the Gap

Allie Barner, *Senior Digital Marketing Manager*

Stack Overflow may not be the performance driver it used to be, but that doesn't mean we should throw the banner ads out with the metaphorical bath water. Google Display Network (GDN) and the associated display ads that we've typically used for awareness in the past have been showing increasing effectiveness in driving qualified developers to landing pages and down the funnel.

The Data

Looking at last month's data for a developer demand generation campaign further validates the finding we saw in the previous section. In this campaign, GDN has been both our most cost-effective demand generation tool and our highest volume driver.

	Spend	Imp.	Clicks	CTR	CPC	Unique Visitors
Video	$5,415.64	1,324,831	1,119	0.08%	$4.84	509
Search	$6,612.46	195,624	10,095	5.16%	$0.66	6,675
Display (GDN)	$9,083.89	1,185,216	17,986	1.52%	$0.51	14,790
Stack Overflow	$8,023.28	939,009	694	0.07%	$11.56	316

Beyond that, we're finding that the developer audience on GDN is four times more likely to click on a display ad on their phone vs. on their computer. CTR on mobile is 1.62% vs. 0.44% on desktop, which is helping us optimize campaigns and landing pages for mobile users moving forward.

The Analysis

In the past, we've heard a narrative that the only way to reach highly qualified technical audiences is via premium ad placements. The data we're seeing in recent campaigns, however, is indicating that the traffic we're getting via GDN is just as strong (if not stronger) than placements like Stack Overflow in terms of page views, page views per visit, and bounce rates. This indicates a strong improvement in the quality of traffic that we're getting via affordable display marketing.

Our theory is that developers have become a bit more "ad-agnostic." Online behavior seems to indicate that they are more interested in the contents of an ad than in the context in which they are seeing it. A good ad is going to perform well regardless of where it is seen, and it looks like GDN's targeting capabilities have gotten strong enough that we can reach qualified developers wherever they may be.

	Page Views	Page Views per Visit	Avg. Time Spent per Visit	Bounce rate
Video	635	1.15	03:50	65.61%
Search	10,984	1.57	01:09	38.57%
Display (GDN)	18,844	1.21	01:37	64.01%
Stack Overflow	372	1.18	02:44	78.32%

Ethical Transparency as a Differentiator

Julia High, *Senior Copywriter*

Imagine this. You've got a great software tool with clear benefits for developers. You've consistently applied all the general principles associated with successful developer marketing, but you're still not seeing much growth in your audience. Most devs are still choosing a competitor's product. You know you need to do something to differentiate your product from your competitor's, but what?

Have you considered talking about ethics?

While your ethical principles may not differentiate your product, transparency around ethics can make a huge impact on the perception of your brand as a whole.

The Data

Developers often have well-developed and deep-seated stances on the ethical decision-making that is part of their job (see, for example, the *IEEE Software Engineering Code of Ethics*[5]). The importance of ethics to developers is particularly apparent now, as many AI innovation leaders grapple with user privacy, data security, and data provenance.

If you follow the news, you've undoubtedly heard about recent consumer boycotts of brands like Target, Walmart, and Amazon, driven by customer concerns about shifting business ethics. Developers also have a history of abandoning brands based on changes in the perceived organizational ethics. For example, Heroku experienced a dramatic decrease in developer goodwill after eliminating all free services in 2022 (*Heroku Announces Plans to Eliminate Free Plans, Blaming 'Fraud and Abuse'*[6]). Unity experienced developer backlash in 2023 when they changed their pricing structure, charging more successful game developers per-install fees in addition to existing annual licensing fees (*Game Devs Boycott Unity Ads Over Controversial Fees*[7]). And while developers are generally in favor of open source, Marak Squires' deliberate sabotage of faker.js and colors.js in protest against uncompensated use by large corporations sparked substantial debate about the sustainability of volunteer-maintained resources (*Developer Sabotages Code to Protest Corporations*[8]).

The Analysis

Consider how demographics are shifting among developers, and what implications this has for how your company's ethics might resonate with your audience. While it remains a strongly male-dominated field, the proportion of women in the developer community has more than doubled in the past 5 years, from 9% in 2020 to 22.3% in 2025 (*Developer Nation Pulse Report*[9]). LGBTQIA representation is increasing in the tech industry, particularly among game developers (*Women and Non-Binary Devs Now Make Up One-Third of Game Developers*[9]).

Consider which ethical domains are most relevant to the developer audience you are trying to reach. Open source, data security, user privacy, climate impact, fairness in market practices, DEI strategy, and more may all resonate with your target audience.

Consider whether you are ready for ethical transparency. Developers are famously marketing-averse, so providing misleading information about your company's ethics in hopes of attracting a developer audience is highly likely to backfire.

The Rise of Orchestration in Enterprise Developer Marketing

Tom Williams, *Partner*

For years, developer marketing has been anchored in the idea of a linear journey: discover, evaluate, learn, build, scale, and advocate. These linear journeys have typically centered around a single user persona with little variation.

In some contexts, that still holds. Solo founders build products fast, and small teams ship prototypes—these developers still own the full journey, end-to-end. However, in enterprise developer marketing, we're seeing a structural shift. The path to adoption is no longer linear—it's orchestrated.

What Orchestration Looks Like
Instead of one person moving stage by stage along a linear journey, we're seeing multiple roles engage at different times, on different surfaces:

- A developer might explore the sandbox.
- A tech lead validates API structure or performance.
- An architect joins a webinar to assess integration fit.
- A PM compiles evaluation notes into a recommendation.
- Compliance reviews security and data handling docs.
- A C-level exec prompts an LLM to compare options before final sign-off.

These are not handoffs—they're overlapping signals across a distributed decision network.

The Data

In enterprises, technology adoption isn't a solo act. According to a recent survey of 800+ Technology Buyers, over 80% of B2B technology purchases involve four or more stakeholders, with 29% involving 8–12 people (*2024 B2B Tech Buyer Behavior Stats & Trends*[10]). And get this: an astonishing 11% of B2B technology purchases involve more than 20 decision-makers in the process!

This aligns with SWZD's 2025 analysis, which highlights the growing complexity of tech buying committees, where IT decision-makers prioritize technical compatibility and compliance, while business decision-makers weigh cost, strategy, and long-term value (*Building Trust with Tech Buyers Throughout Their Digital Journey: Decision-Making*[11]).

Meanwhile, the *State of DevRel Report 2024*[12] shows that DevRel professionals collaborate weekly with Product (39%), Engineering (39%), and Marketing (35%), and even daily with key internal partners across those functions. This signals deep cross-functional entanglement in product evaluation and adoption. These patterns reflect a broader transformation: to drive enterprise adoption, developer marketing must shift from targeting isolated users to enabling confidence and consensus across a distributed, asynchronous buying group, each with distinct user needs and content preferences.

The Analysis

This shift toward orchestration doesn't replace the traditional developer journey - it expands and complicates it. In enterprise contexts, what once looked like a clear, sequential funnel now functions more like a constellation of influence. Multiple roles enter and exit the process on their own timelines, each with distinct goals, blockers, and information needs. Developers still matter - but they're no longer the sole actors. Instead, they're part of a distributed decision-making network where product managers, architects, compliance leads, and executives all bring their own evaluation criteria and success metrics.

At Catchy, this has led to a fundamental change in approach. Mapping a linear journey is no longer enough. Instead, we've been working to identify the influence surfaces—moments where key roles engage, question, compare, or advocate—and design content and interactions that meet them there. The goal is no longer just to nurture a singular developer from awareness to adoption, but to enable collective progress across a cross-functional group. For selling to enterprises, this means shifting from monolithic content to role-aware storytelling, from predictable nurture sequences to adaptive, influence-driven engagement.

Orchestration, then, is not just a new structural reality—it's a strategic imperative. In an enterprise landscape defined by complexity and consensus, the marketers who design for distributed influence won't just enable adoption, they'll accelerate it.

# Developer Experience is Always Product First

DJ Weidner, *Director of Strategy*

When marketing developer products, we tend to spend a lot of time and resources on messaging. We know developers like information, so we desperately want to provide them with as much of it as possible. Not to mention that messaging is one of the places where we get to do what we love most as marketing professionals—be creative.

While the creative aspects of developers' marketing are important, they can't come at the expense of good Developer Experience (DX). The single most important thing we need to do when we engage with developers is get them to the tool or product as quickly as possible, with as few clicks as possible. While this broadly falls into the camp of Digital Marketing 101, our desire to make campaigns fun and informational can sometimes get in the way of the fundamentals of good DX.

The Data

One of the most interesting tools we have to support this narrative is a click heatmapping, for example, this one from a campaign landing page that we've been driving users to for our clients at Qualcomm.
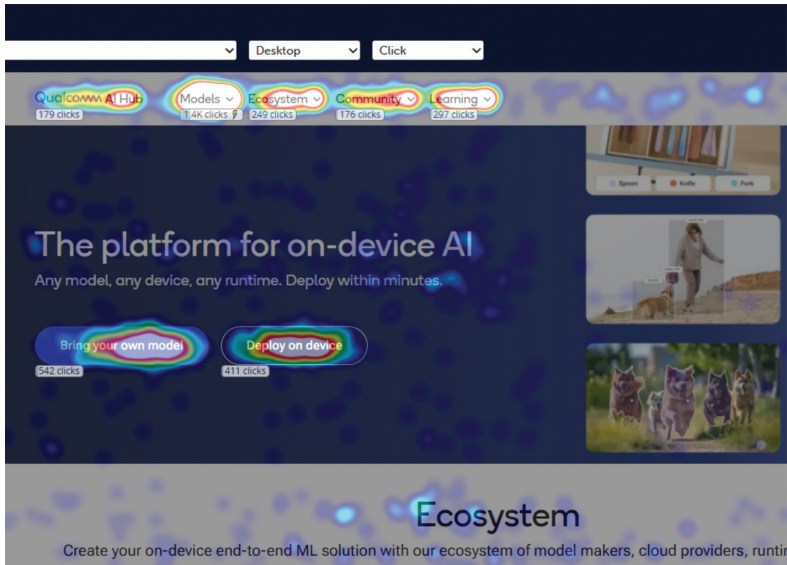
Various creative ads have been used to get our audience here, but once they make it to the landing page, the heat map clearly shows that the majority of clicks are overwhelmingly on the "AI Models Supported." Our audience goes straight for the product information.

The Analysis

While creative, inspiring, and fun campaigns still have a place in the developer marketing ecosystem, we have to remember that the developer journey is unique. Good DX is always product-first and product-driven. Creativity is a wrapper that's used upfront to bring developers in, and later down the funnel, after you let them see the product for themselves.

In other words, if developers are contractors at the hardware store looking for hammers, you need to first show them the hammers. Once they have a hammer in their hands, then you can tell them what's unique, interesting, or distinct about it. Get them to the product first, then tell them why it's unique, special, or cool.

# Feeling the Heat: Developer Productivity in the AI Era

Ziwei Chen, *Senior Strategist*

There's a growing tension around developer productivity, and AI is right in the middle of it.

In theory, AI should make developers faster. That's the prevailing assumption among executives, and it's driving a new wave of productivity mandates. But on the ground, developers are feeling the opposite: rising expectations that are outpacing real-world results.

The Data

According to the *HackerRank 2025 Developer Skills Report*[13], 67% of developers sensed the increasing pressure to deliver faster due to AI, while 84% of engineering leaders have already raised the bar. This 17-point gap reveals a widening misalignment: While leadership sees acceleration, developers are experiencing compression—tighter timelines, more options and information to consume, and growing pressure to perform.

17-point gap reveals a widening misalignment

% of developers sensed the increasing pressure to deliver faster due to AI

% of engineering leaders have already raised the bar
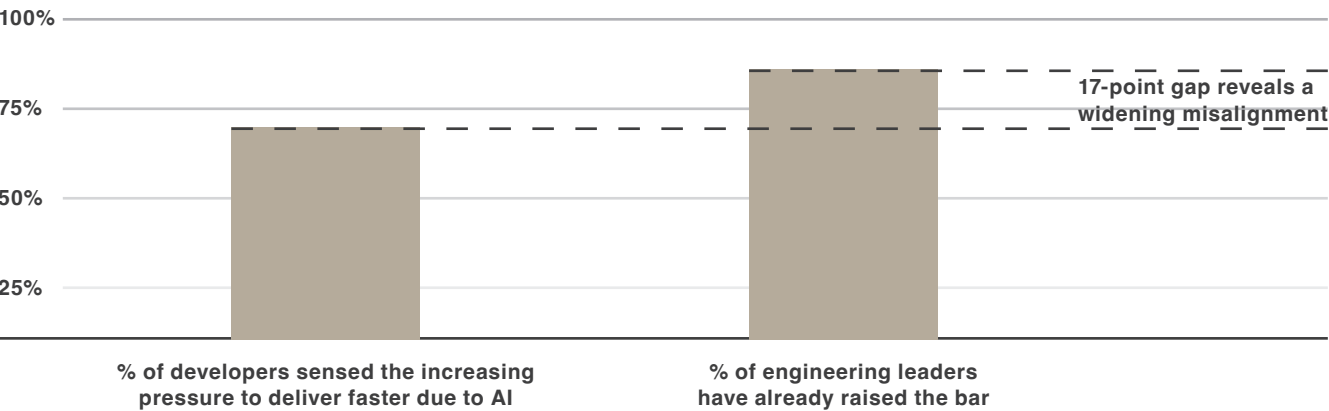
This has a direct impact on tooling evaluation and selection. According to the *SlashData Assisted Coding Tools Market Landscape Report Q1 2025*[14], the top two considerations for AI-assisted coding tools are ease of use (applying/rejecting recommendations) and speed of code suggestions. While this data specifically highlights AI-assisted coding tools, the underlying insight—productivity as the north star—applies across the entire developer experience.

The Analysis

This disconnect isn't just a management issue—it's a developer marketing opportunity.

In a landscape defined by AI-driven disruption, the most effective developer marketing focuses on the real developer experience, not just the AI hype. Brands that acknowledge this gap will build trust, and products that help close it will win loyalty.

Developer marketers must move past generic "AI-powered" messaging and speak directly to developer pain points. Highlighting how your product minimizes complexity and lightens their load isn't just good copy—it's relief and enablement for an audience under pressure.

This is the moment to show developers you understand their world—and are here to make it easier.

Your Most Insightful Audience Data Is Trapped in Silos

Andrew Gordon, *Content Strategist*

The science behind developer marketing has always come from culling developer insight. Surveys, focus groups, user tests, and interviews (with stakeholders and SMEs) create a framework for building developer marketing campaigns. Combining this with traditional analytics, such as clicks, bounce rates, and page views, leads to the sketch of what you think your developer audience needs and cares about, and ultimately informs the type of content your marketing team produces.

A more insightful litmus test for how developers feel about your tool, platform, and/or developer resources might not be so easy for your marketing team to find. Insights such as GitHub pull requests, support tickets, frequent topics on Discord, Slack, and Reddit threads, and conversations between the DevRel team and real developers tell the real story. This data and insight reveal what developers are doing, what they like, what they'd like to see, and how they're solving problems[15].

However, marketing content producers do not often have access to (or even know about the existence of) some of the data sources within your organization because access is siloed within departments or disciplines. Your product team traditionally tracks GitHub pull requests, the support team has a record of support tickets, the DevRel team catalogs input direct from developers, your engineering team likely monitors forum activity, and your data analysts are tracking user behavior patterns.

The Data

From the *State of DevRel Report 2024*[16]:

- Proving impact with data and metrics (60.7%) remained the top challenge for Developer Relations.
- Recommendations for overcoming DevRel challenges include:
  - "Learning how to engage with your cross-functional stakeholders is key to the role's success...not talked about enough."
  - "Data-driven DevRel with metrics that matter to stakeholders."

The Analysis

To enhance the impact of your developer marketing content, begin by raising awareness of the existence and value of data beyond traditional analytics and discovery. You can break down these silos and tap into the unique insights that each team is collecting through cross-disciplinary work sessions, or creating frequent touch points between your marketing team and those who interface directly with developers.

We have seen clients bake cross-disciplinary insight into marketing initiatives by incorporating a constructive co-discovery exercise into the ideation phase of new projects. This type of exercise addresses the challenge of siloed insights before it begins by providing a platform for different teams to share information that is uniquely visible to them. More broadly, this helps all stakeholders align on overall messages and marketing goals for reaching their target developer audience.

For ongoing and mid-stream projects, our clients are succeeding by scheduling recurring cross-functional insight syncs, where the developer marketing team can discuss campaign strategy and performance with representatives of DevRel, Product, Engineering, and Support teams. This provides a forum for directly discussing trends, questions, and pain points, and helps make campaign messaging and goals more nimble and impactful.

Tooling is frequently used to strengthen and simplify the process of sharing siloed insights as well. Tools as simple as a shared dashboard, or an internal Slack or Teams thread, make it easy to regularly discover and discuss buried insights. More sophisticated tools, such as our proprietary social listening platform, Developer Signal Hub, can provide a customizable way to aggregate developer conversations and community engagement across platforms. The following examples demonstrate how Developer Signal Hub bubbles siloed trends and sentiments to the surface, enhancing our team's understanding of developer audiences:

- Meta Open Source: Although Meta had developed several popular open source projects, many developers were unaware of the company's involvement in the open source space. Using Developer Signal Hub, we uncovered this gap in awareness by culling developer sentiment from Reddit, GitHub, Stack Overflow, and X. Synthesizing these siloed insights informed a strategic recommendation to strengthen brand association across the entire Meta Open Source portfolio by repositioning Meta as a visible contributor to open source.
- Slack API: Developer Signal Hub uncovered unmet resource needs amid growing interest from new developers exploring Slack API. Using the consolidated sentiment from GitHub, Stack Overflow, Reddit, and X, our team uncovered unmet developer interest in onboarding support and community visibility. These findings informed our developer marketing recommendations to amplify developer-contributed projects, engage in real-time support conversations, and tailor resources to guide first-time builders.
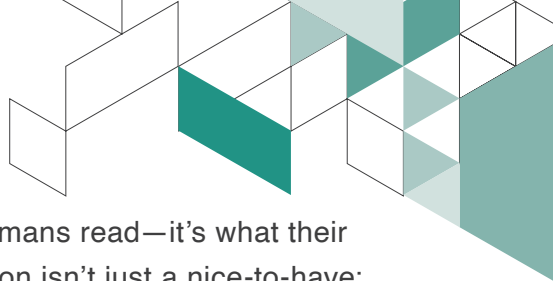
The Future of Documentation Is Machine-First

Kyle Tyacke, *Director of Technology*

The way developers interact with your content has fundamentally changed. They're not just using AI tools to generate code—they're using them to explore, learn, and troubleshoot. Instead of combing through documentation line by line or Googling for error messages, developers now ask AI copilots, ChatGPT-style assistants, and IDE-integrated tools to do the heavy lifting for them.

But here's the catch: those tools are only as effective as the content they can access. If your documentation isn't structured in a way AI can easily parse, chunk, and retrieve, it becomes invisible. Worse, it can be misinterpreted. And when an AI gives the wrong answer, your product takes the hit.

So the question becomes: Are your docs AI-readable, indexable, and discoverable? If not, developers won't just miss them, they may never even know they exist.

The Data

The *2024 Stack Overflow Developer Survey* revealed something big: 76% of developers reported using or planning to use AI tools in their development process, up from 70% in 2023. This statistic set the tone for the year: AI wasn't just part of the dev stack; it was becoming the default interface.

It wasn't a one-off. In the same timeframe, the *2024 SlashData State of the Developer Nation Report* found that 59% of developers were using AI tools, indicating a significant shift in how developers approach problem-solving and coding tasks.

And developers are getting comfortable with this shift. The *2024 Stack Overflow Developer Survey* found that among developers using AI tools, 82% use them for writing code, and 30.9% use them for learning about code, which includes tasks like researching and understanding how things work. These figures highlight a broadening use of AI tools beyond generation and into troubleshooting and learning contexts. As the SlashData report echoes, these tools are becoming a primary interface, not a novelty. When the AI can access the right context, meaning well-structured, relevant, and up-to-date documentation, it accelerates onboarding and increases developer confidence. When it can't, it leaves users frustrated or misinformed.

This reality reframes documentation: it's no longer just something humans read—it's what their AI assistant reads to help them. Structuring it for machine consumption isn't just a nice-to-have; it's what allows your product to show up in the places developers increasingly live.

The stakes are higher than ever. According to *Postman's 2023 State of the API Report*[18], 52% of respondents said lack of documentation was the biggest problem when consuming APIs. AI agents aren't making that better on their own—they're just making it more obvious.

The Analysis

The rise of AI copilots has quietly upended how developers experience documentation. We used to obsess over SEO and navigational UX—today, it's about whether an LLM can find, interpret, and regurgitate your content accurately.

Documentation isn't just for humans anymore. It's for machines that serve humans. And that means content teams need to start thinking like platform engineers.

Instead of a single set of docs for all users, we're entering a dual-output world:

- One version optimized for human reading (visually formatted, hyperlinked, browsable)
- One version optimized for LLM parsing (plain-text, semantically structured, minimal noise)

We're already seeing frameworks emerge to bridge the gap—like llms.txt, a machine-readable file that provides clean, simplified versions of your docs for AI tools to ingest; front-matter metadata, which gives context such as title, description, and tags in a structured way at the top of each doc; and structured Q&A-style knowledge units, which present content in a format that aligns with the way developers naturally ask questions. Adopting these frameworks in your docs and page content isn't just a best practice; it's quickly becoming table stakes for AI discoverability.

The companies that figured this out early are already seeing benefits: fewer support tickets, better search accuracy, and higher product satisfaction. AI copilots don't need to be perfect—they just need to answer questions accurately 80% of the time. And that accuracy depends almost entirely on the quality and structure of your docs.

Here's the bottom line: if your docs can't be indexed, chunked, and retrieved by an LLM, they don't exist in a developer's flow. To win in this new era of AI-augmented development, treat your documentation like an API. Build it with a clear structure, test it with prompts, and monitor what gets answered—and what doesn't.

You're Gonna Get Mail (Again)

Jade Mitchell, *Senior Copywriter*

It sounds like a joke at first—sending physical mail to digital-first developers. But look a little closer, and you'll see the comeback is very real. Over the last 18 months, direct mail has quietly reinserted itself into the B2D marketing stack. And in a world where inboxes are overloaded, banner ads are ignored, and email is back to being background noise, it's starting to make a lot of sense.

We started asking questions after noticing a paradox: developers don't like being marketed to... but they love swag. Every dev event ends the same way: swag tables cleared out, sticker packs gone in an hour, and hoodies vanishing like limited-edition drops. So what gives? The answer lies in two trends converging: a growing backlash to digital overload, and a new generation of personalization tech that's making physical mail actually... smart.

We're in the middle of a generational flip. Gen Z and younger millennials have lived their whole lives online. To them, getting something in the mail—with their name on it—isn't old-fashioned, it's novel. Combine that with a post-COVID craving for human connection, and direct mail starts to feel like a breath of fresh air.

At least 70% of consumers say they trust direct mail when making a purchase (*Direct Marketing Chart: How much different age groups trust direct mail*[19]). Particularly when the content is relevant, the timing is appropriate, and the delivery mechanism is sophisticated, direct mail can be an investment that communicates value back to the reader.

The Data

Digital ads have been running into a wall for years. Banner blindness—the automatic filtering-out of anything that looks like an ad—has been building since the 2000s.

Back in 2013, Infolinks reported that 86% of users ignore banners, and the click-through rate was just 0.06% (*Beating Banner Blindness: What the Online Advertising Industry Can Do to Make Display Matter Again*[20]). A decade later, nothing's changed. A 2024 eye-tracking study from the Nielsen Norman Group confirmed that even when people are told to look for ads, they still miss them (*Banner Blindness Revisited: Users Dodge Ads on Mobile and Desktop*[21]). That's not just digital fatigue—that's complete exhaustion.

Meanwhile, direct mail is quietly outperforming everything. According to Postalytics, open rates for direct mail range from 80–90%, and those pieces hang around for an average of 17 days—almost long enough to earn a space on the fridge (*48 Direct Mail Statistics Marketers Should Know in 2024*[22]).

According to WARC's *Driving Effectiveness with Direct Mail: Making a Physical Impact in a Digital World*[23]:

- 84% of 15–24-year-olds have scanned a QR code on a direct mailer.
- 42% searched for the brand online after receiving one.
- 35% of campaigns that included direct mail saw a performance lift, compared to a UK average of 23%.

It's getting faster operationally, too. PostcardMania data shows that between 2021 and 2023, design approval and delivery speeds improved by 12% and 13%, respectively. In July 2023, they hit a new record: 33% faster than 2021's average (*PostcardMania Reduces Direct Mail Delivery Timeline by 33% Following Tech Advancements and VP Promotion*[23]).

In the company's 2023 analysis of 114,373 leads that converted to sales, postcard-generated leads brought in 600% more revenue per lead than digital sources (*263 Direct Mail Statistics You Should Know in 2025*[25]).

The Analysis

Email still has its place. It's cheap, easy to scale, and more targeted than it was in the spammy days of the early 2000s. But it's also crowded. Today's email open rates average 20–30%, which feels generous when your inbox space is at a premium (*Average Email Open Rate by Industry: A Data-Driven Study*[26]).

No tactic is a silver bullet—but direct mail is finally worth taking seriously again. When it's done well—highly personalized, smartly integrated, and tied to the broader campaign experience—it has the power to stand out in a way digital doesn't. In a world of infinite scroll, sometimes a physical touchpoint is the one thing that actually gets noticed.

Class Is in Session

Client Services Team

Developers don't just want to be told; they want to be taught. Learning isn't a side benefit—it's the hook.

Structured training courses and workshops offer a compelling way to generate leads and boost engagement. Developers are natural learners, and these formats offer a clear path for progression and a deeper hands-on learning experience.

For brands tackling more complex topics like designing scalable architectures, fine-tuning machine learning models, or navigating secure authentication flows, an instructor-led course offers clear advantages. It provides a structured path, real-time interaction, and expert feedback. It also offers something self-paced can't: the chance to connect with peers, hear their questions, and benefit from shared experiences.

The Data

We saw this approach work firsthand for one of our clients. To drive engagement and ultimately, product adoption, they incorporated structured, instructor-led learning formats into their content roadmap.

The complexity of the topics required more than just passive content; it needed active teaching. By creating a space for developers to ask questions, share ideas, and build confidence together, they turned education into momentum.

The result? The instructor-led content generated 17 times more leads, achieved a 97% lower CPL, drove deeper engagement, and surfaced valuable developer feedback to inform future decisions.

The Analysis

These learning environments resonate with developers because they reflect how developers naturally work: iteratively, methodically, and collaboratively.

- Structure: A clear roadmap for building from concept to implementation.
- Support: Real-time access to guidance that helps remove roadblocks.
- Social Learning: Exposure to peer challenges, shared solutions, and new perspectives.

The key is to offer developers meaningful learning experiences, not just messages. This approach builds trust, accelerates skill-building, and makes the learning experience feel practical, not promotional. For brands trying to reach developers, teaching with them is far more effective than talking at them.

AI Talent Isn't Just a Trend—It's a Business Decision

Jay Nolan, *Video Producer*

I was slumped over the dolly cart, weighed down by clothes so wet you'd think I had walked out of a lake. The camera operator was hunched on the dolly stool beside me, also dripping. The camera was safe in a waterproof casing, but we both kept checking it nervously for something to do. It was almost 7 AM, and the rain had been constant since I'd walked onto set at 3 AM. We listened to it patter and pool, and finally pour again and again over the roof of the pop-up tent that we huddled under.

I checked the radar on my phone. No gap was forecasted in the clouds. "Are we waiting for this to clear up?" I asked doubtfully. "Nah," the camera operator replied without looking up, "waiting on actors." We would wait in the rain another hour and a half for the actors to leave their trailer.

I've shot hundreds of interviews, talking heads, fireside chats, and explainer videos, generating thousands of hours of footage of people looking into a camera. Time and again throughout my 18-year film career, talent (the actors) can be the biggest challenge on a project. Gear can break, but be replaced, crew can come down sick, but can recommend a friend to fill in. Talent are singular —they are very difficult to replace. And anything difficult to replace can be a bottleneck or cost more money in the long run.

Note: This is said with all the respect due to artists and individuals doing a very challenging job. It's tough being on camera for hours, carrying the weight of the film's success and responsibility for delivering powerful messaging.

The Data

Let's be clear—for any company that wants to communicate both internally to its employees and externally to its customers, the effort of creating video is worth it:

- Companies using video grow revenue 49% faster than those that don't (*YAN's Video Marketing Statistics*[27]).

- Landing pages with video see a 34% higher conversion rate compared to those with static content (*Pardon the Interruption: The Impact of Video Marketing*[28]).
- Videos reach 92% of all internet users globally (*Share of internet users watching online videos every month from 1st quarter 2022 to 3rd quarter 2024*[29]).
- Short-form videos (under 3 minutes) are preferred by over 70% of consumers (*20+ Short Form Video Statistics Of 2025*[30]).
- 95% of consumers retain information better when they watch a video compared to reading text (*The Psychology of Video: Why Video Makes People More Likely to Buy*[31]).
- Consumers prefer video content for learning about products and making purchasing decisions (*Embracing the era of video-first marketing: 5 undeniable consumer stats*[32]).

As a company, the numbers back it up: you need video. And putting a human face on your video increases engagement. It can depend on your topic, of course—explaining complex or theoretical concepts can sometimes be done better with graphical representation, but human faces build connection. Studies show that seeing a face (even briefly) can increase trust and engagement. People feel like they're interacting with someone, not just watching a screen. This is why YouTube thumbnails often include people's faces with enlarged eyes and exaggerated expressions: they will statistically receive more clicks than thumbnails without.

With AI-generated characters, we are at the cusp of a new era of "talking head" videos that will be faster and easier to make. With an account or tool subscription, companies can generate AI "actors" who will not get tired, grow old, post heinous things on social media, get sick, or cause continuity errors. They will be a fraction of the cost, require a fraction of the crew or team to create, and take a fraction of the time to move from ideation to completed deliverable.

But companies, especially those communicating with developers, need to be extremely cautious if they plan to utilize this AI tech today. According to a study by iProov 99.9% of people failed to consistently identify deepfakes, even when they were specifically instructed to look for them (*Most Consumers Can't Identify AI-Generated Fakes*[33]). However, there is significant risk in relying on AI Actors to communicate:

- Authenticity matters: Developers value transparency and technical credibility. If they sense something is being hidden or "smoothed over," trust drops.
- AI-generated faces in videos are often associated with spammy or low-effort content, especially on platforms like YouTube or TikTok.
- If the character is presented as a real person but isn't, that can feel deceptive.

The Analysis

So while AI Actors in AI-generated video might seem like a quick and cost-effective solution, it must be approached with intention and caution. Leaning into transparency, making the character a support and not the main show, providing sources, and emphasizing personality will go a long way to ensuring that developers not only stay to watch, but find value and build trust in your videos.

At Catchy, we won't just be churning out AI-generated videos. We craft communication strategies that connect with real people, even in a world that's rapidly becoming automated. AI-generated video won't always be the answer—there will continue to be the need for lights, cameras, and action. But as AI tools continue to improve, we continue to evaluate them as solutions to client needs. As we explore new AI workflows, we're focused on helping you strike the right balance: combining the speed and flexibility of modern tools with the human insight and nuance that truly moves your audience.

Because, whether it's a soggy 3 AM shoot or a pixel-perfect AI avatar, great storytelling still makes all the difference.

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