MMA's Decoding AI for Marketers Training

Registration Analytics Report

As of March 29, 2026 • Total Unique Registrations: 1,727 (159 duplicate submissions removed)

1. Top 25 Companies by Registration Count

#	Company	Count	% of Total
1	Citigroup, Inc.	145	8.4%
2	Morgan Stanley	84	4.9%
3	AT&T Communications	67	3.9%
4	Advocate Health	56	3.2%
5	Catalyst Brands	43	2.5%
6	Marriott International	38	2.2%
7	Kellanova	36	2.1%
8	Choice Hotels	32	1.9%
9	Ibotta, Inc.	30	1.7%
10	Kroger	29	1.7%
11	The Home Depot	25	1.4%
12	Yahoo	24	1.4%
13	Paramount Streaming	23	1.3%
14	AT&T	20	1.2%
15	Bealls, Inc.	19	1.1%
16	The Campbell's Company	19	1.1%
17	Novartis Pharmaceuticals USA	19	1.1%
18	Mayo Clinic	18	1.0%
19	Celtra	17	1.0%
20	Mastercard	17	1.0%
21	MMA Global	17	1.0%
22	DraftKings	16	0.9%
23	Adobe	16	0.9%
24	Wpromote	14	0.8%
25	Campbell's	14	0.8%

Note: Citigroup and Citi / AT&T; and AT&T; Communications appear as separate entries; combined they would rank even higher.

2. Top 25 Job Titles

#	Job Title	Count	% of Total
1	Marketing Manager	28	1.6%
2	Marketing	22	1.3%
3	Vice President	19	1.1%
4	Director	18	1.0%
5	Manager	15	0.9%
6	Senior Marketing Manager	14	0.8%
7	Brand Manager	14	0.8%
8	VP	11	0.6%
9	SVP	10	0.6%
10	Executive Director	10	0.6%
11	Program Manager	9	0.5%
12	Marketing Director	9	0.5%
13	Integrated Marketing Manager	8	0.5%
14	Media Manager	8	0.5%
15	Project Manager	8	0.5%
16	Account Executive	7	0.4%
17	Creative Director	7	0.4%
18	Lead Product Marketing	7	0.4%
19	Associate	7	0.4%
20	Account Manager	7	0.4%
21	Strategist Marketing & Communications Senior	7	0.4%
22	Marketing Specialist	7	0.4%
23	CMO	7	0.4%
24	Senior Brand Manager	7	0.4%
25	Executive Assistant	6	0.3%

3. Registrations by Job Function

Titles were classified into functional categories using keyword analysis across all 1,727 unique registrations.

#	Job Function	Count	% of Total
1	Brand & Marketing	540	31.3%
2	Other / Not Specified	208	12.0%
3	Executive / Leadership	194	11.2%
4	Analytics, Data & Insights	167	9.7%
5	Media & Advertising	148	8.6%
6	Operations & Project Management	116	6.7%
7	Product & Technology	95	5.5%
8	Sales & Business Development	95	5.5%
9	Creative & Design	84	4.9%
10	Strategy & Consulting	80	4.6%

4. Registrations by Seniority Level

Seniority was inferred from title keywords (e.g., C-Suite, VP, Director, Manager, Individual Contributor).

#	Seniority Level	Count	% of Total
1	Manager Level	600	34.7%
2	Director Level	336	19.5%
3	Individual Contributor	334	19.3%
4	Other / Not Specified	189	10.9%
5	VP Level	166	9.6%
6	C-Suite / Executive	102	5.9%