Devs vs. Marketers:

Just How Different Are They?

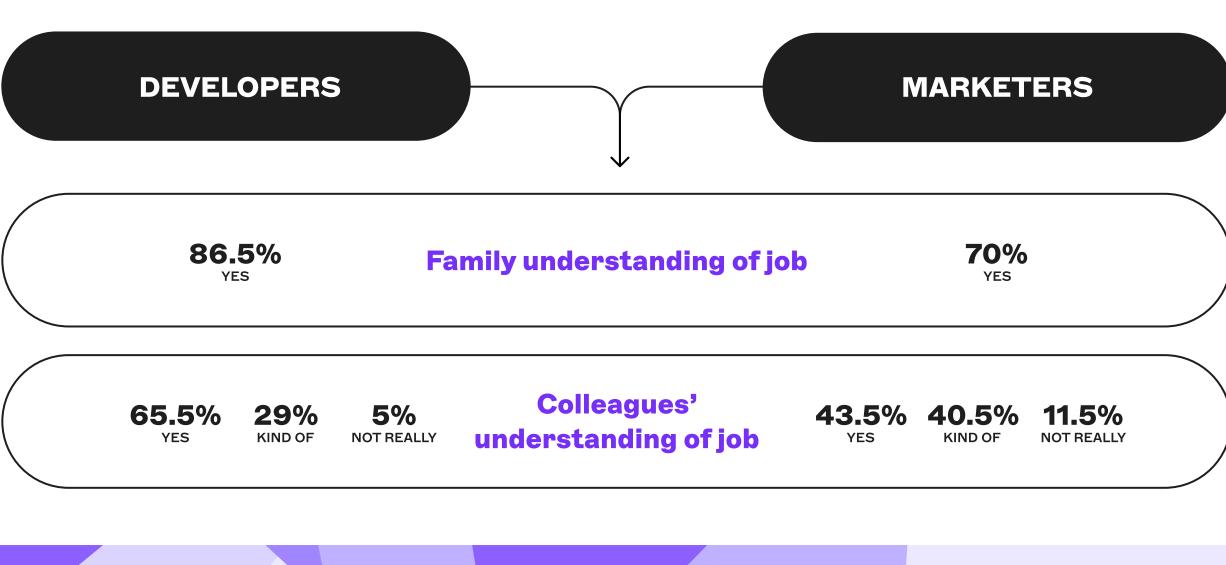
Are we so different after all? Well, maybe not. 400 senior developers and marketers spill the tea on how they work, problem solve, disconnect, and eat their chicken wings. The one thing we can all agree on? A four-day workweek sounds pretty great.



Work habits & productivity

DEVELOPERS		MARKETERS
16.5% 15.5% 14% classical LO-FI HIPHOP	Go-to listening while working	16% 14% 16% ROCK PODCASTS HIPHOP
24.5% LATE EVENINGS	Most productive time of day	35% EARLY MORNINGS
35.5% 34% GOOGLE IT ASKAI	Google vs. Al for problem solving	33% 25.5% GOOGLE IT ASKAI
39.5% 32.5% ₂₋₅ ₆₋₁₅	Number of tabs open	42.5% 30% 6-15
64% 10% <30 MINUTES +2 HOURS	Slack response time	68.5% 2% +2 HOURS
68% ENJOY	Attitude to meetings	33% ENJOY
27% PRODUCTIVE	Meeting productivity levels	46.5% PRODUCTIVE

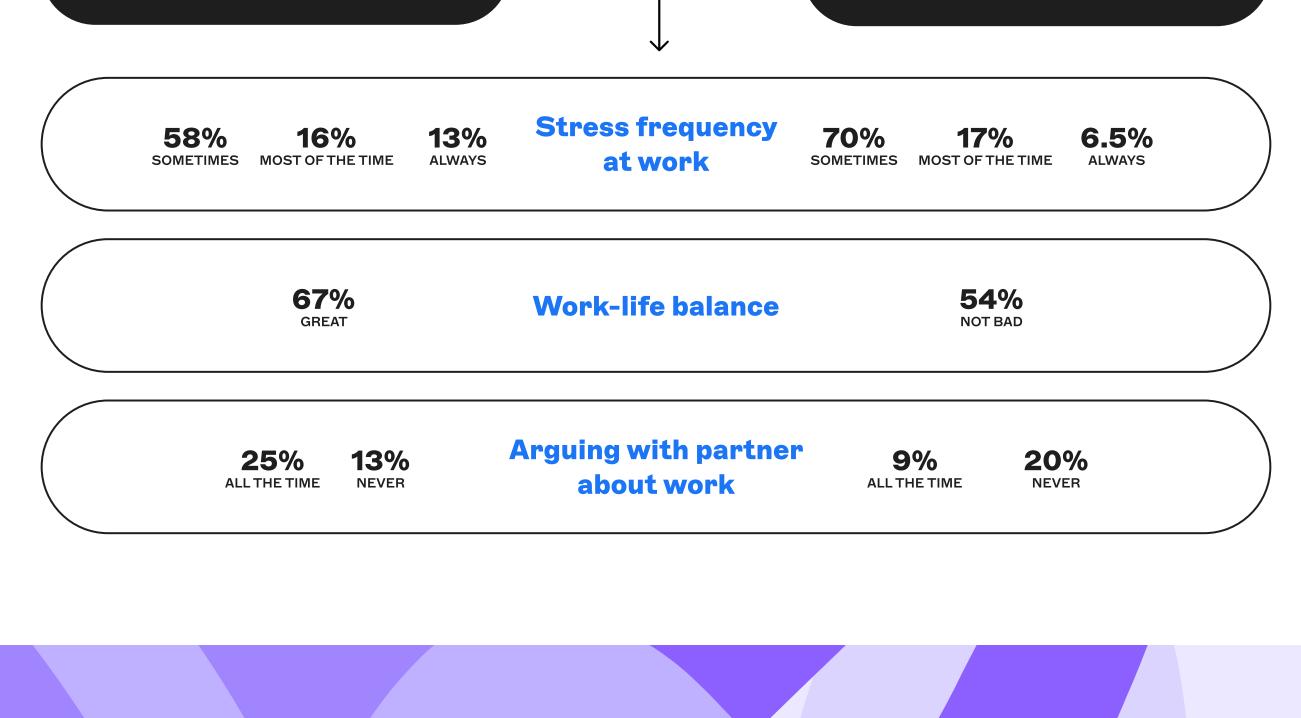
Are developers or marketers more understood?



MARKETERS **DEVELOPERS**

Who's nailing the

work-life balance?



Take summer vacation

MARKETERS

MARKETERS

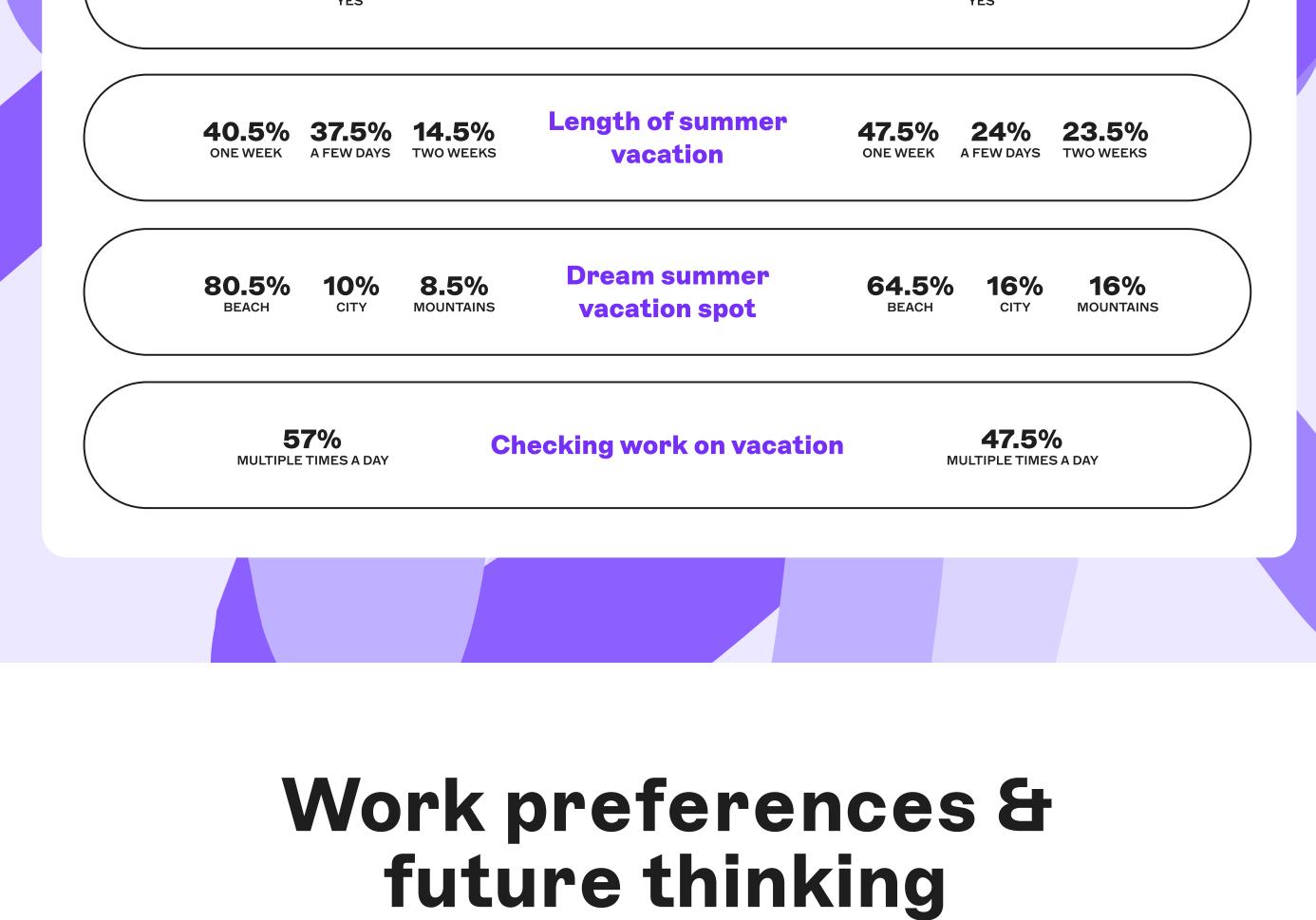
72%

DEVELOPERS

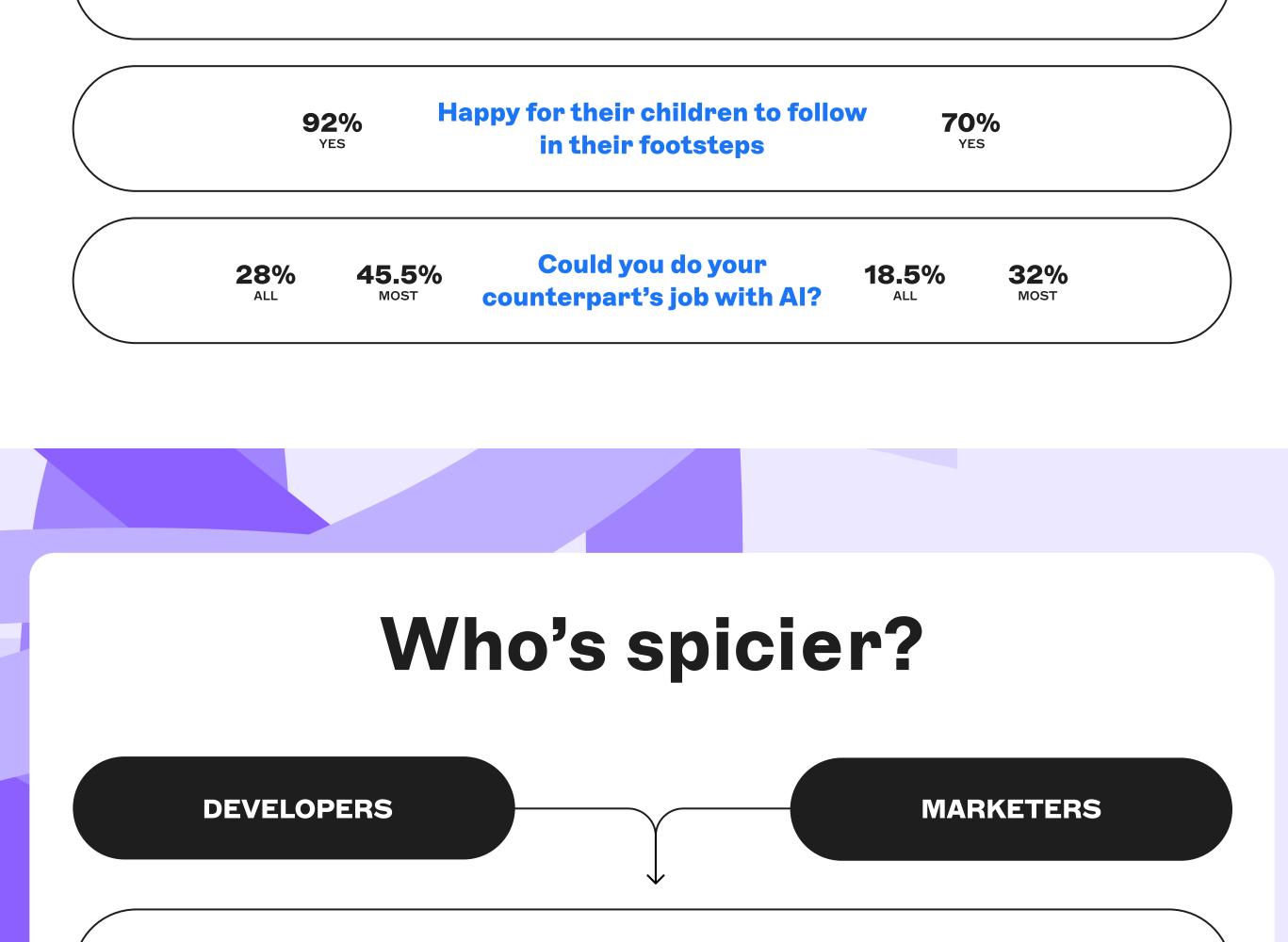
DEVELOPERS

88%

Time-off & disconnecting



68% **75%** Support for four-day work week YES PLEASE 77.5% 94% Would you choose your job again?



Want more data

Chicken wing spice levels

facing developers today. Workplace issues, health, hobbies, salaries, and plenty more, this year's report has the numbers on it all.

community is back — the State of Devs 2025

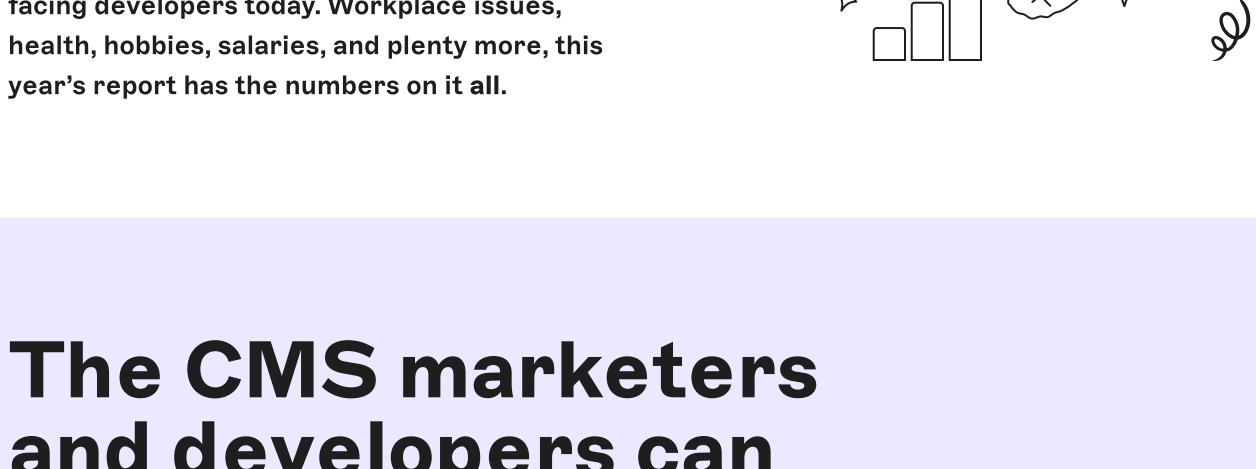
49.5%

on devs?

The ultimate home of data on the dev

takes on the biggest non-code questions

41%



32%

45%

HOT OR VERY HOT

and developers can agree on Devs and marketers work closely, but they work differently — even if only slightly. And your content management system (CMS) is where those differences meet in action. A CMS that works for both teams isn't just

convenient — it's essential for delivering the

best user experiences today. Storyblok is the

headless CMS built by devs and loved by

everyone. Try it out for yourself for free.

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