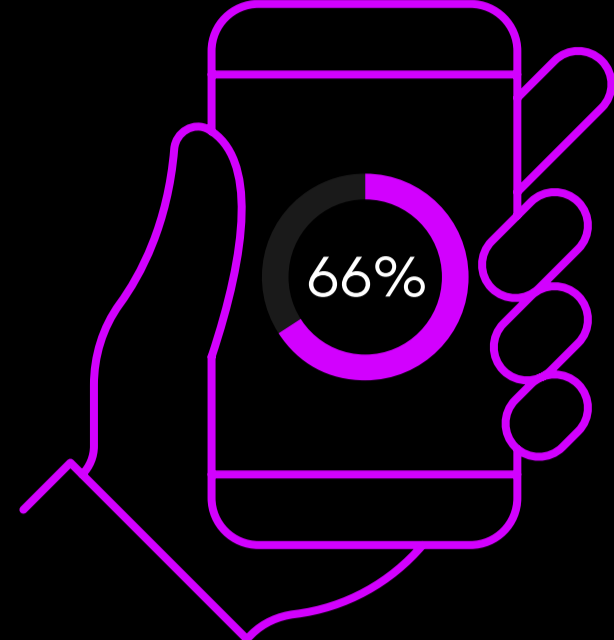


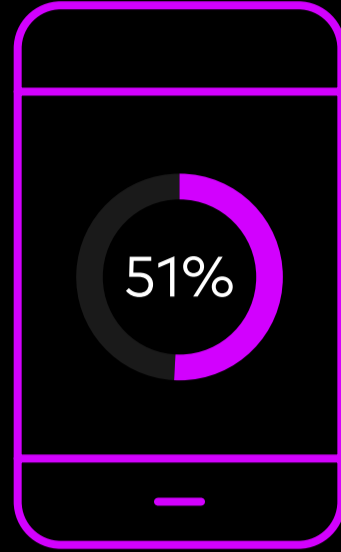
Digital marketing trends for 2022

The global digital advertising and marketing industry was valued at \$350 billion in 2020 and is expected to reach \$768 billion by 2026.¹

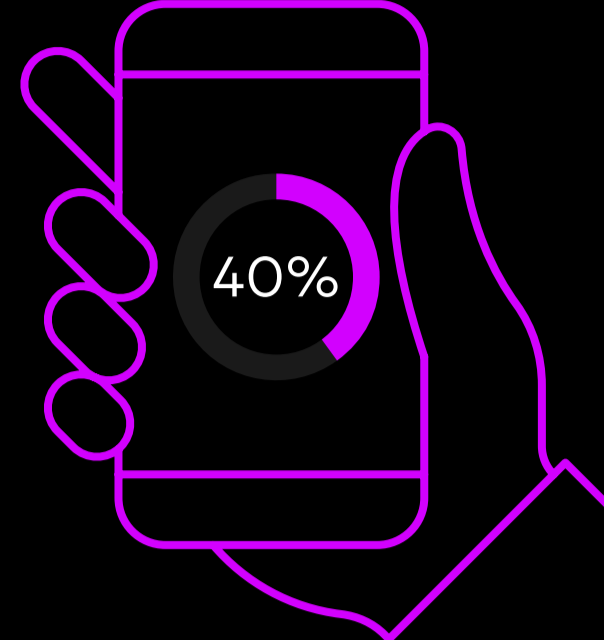
Key Statistics



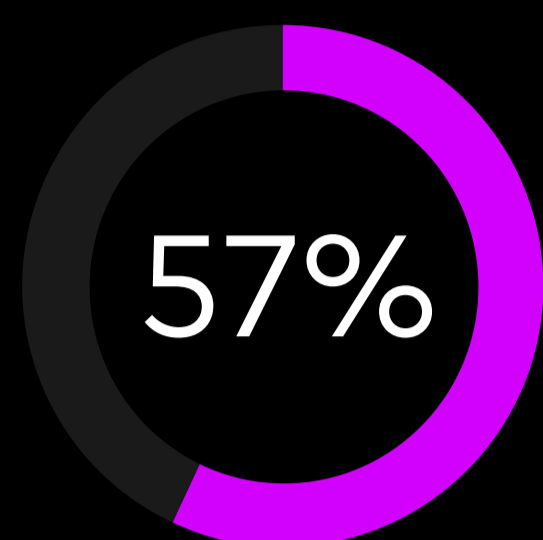
More than 66% of the world have access to a mobile phone.²



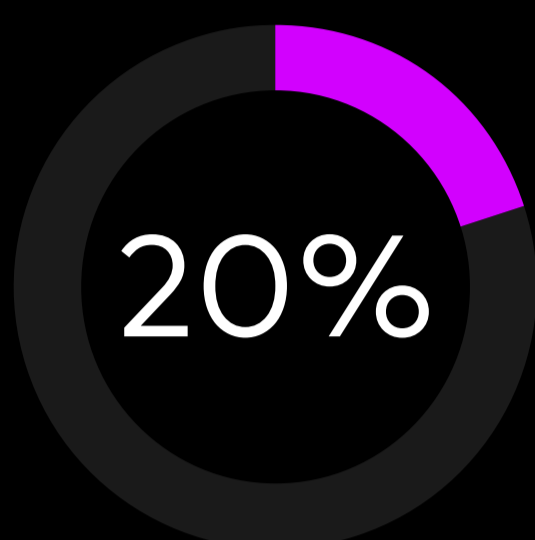
51% of consumers worldwide make use of mobile devices to identify new brands and items on the market.³



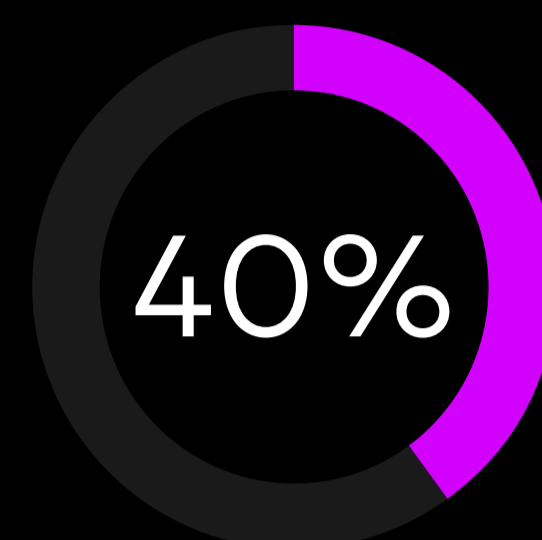
More than 40% of online transactions were performed on a mobile device over the last four months.³



57% of the world's population uses social media. The average daily usage is 2 hours and 27 minutes.²



20% of all internet searches are voice-based and 40% of adults use voice search daily.⁴



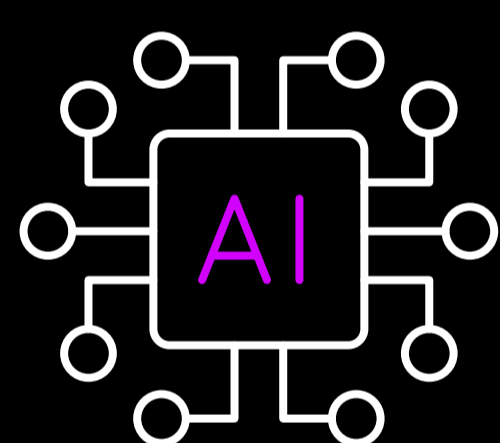
Over 40% of consumers worldwide use conversational marketing tools including chatbots, personalised emails and virtual selling assistants for purchases.⁵

Key market trends



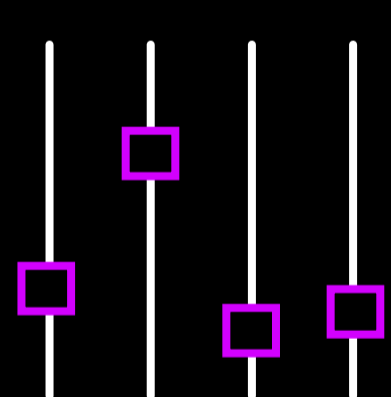
Meeting customers in a cookie less world

The phasing out of third-party cookies is leading marketing leaders to use first-party data in combination with digitalization to continue their strategic initiatives. In fact, 61% of high-growth brands globally are shifting to a first-party data strategy.⁶



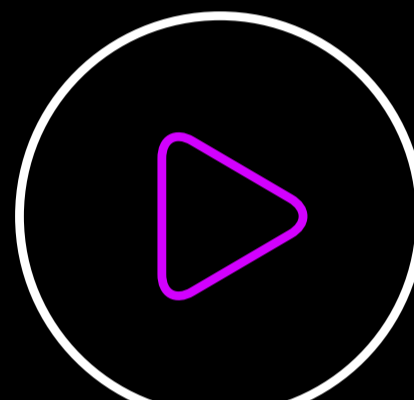
Leveraging artificial intelligence (AI) within the customer experience.

Brand are combining AI and customer service to deliver a true end-to-end experience. 79% of contact center leaders plan to invest in greater AI capabilities in the next two years.⁶



Building a human-first data experience.

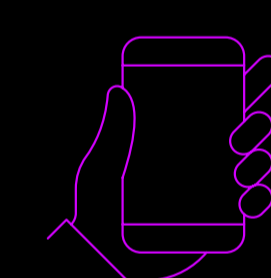
Marketing leaders are utilizing customer data to offer a personalized online journey and products recommendations. With 60% of consumers saying they are likely to become repeat buyers after a personalized shopping experience, and 70% of them happy with personalization if brands are using first-party data.⁷



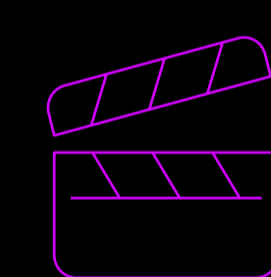
The domination of video content

72% of consumers prefer to learn about a product or service through videos.⁸ Video content offers a convenient way for customers to educate themselves about a product or service. In fact, in 2022, 82% of all consumer internet traffic will come from online video.⁸

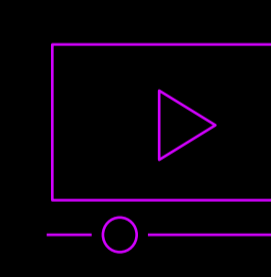
Top 4 types of video content for 2022



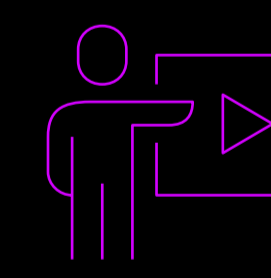
1. Livestreams on mobile



2. Short-form videos

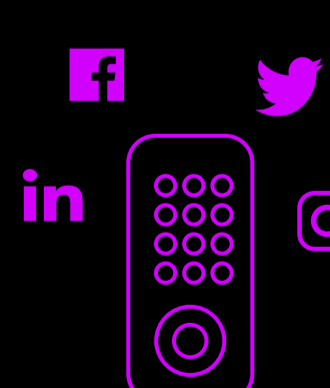


3. User-generated video content



4. Interactive AR content
(such as try in your home or try on clothing or make up)

Consumer preferences and expectations



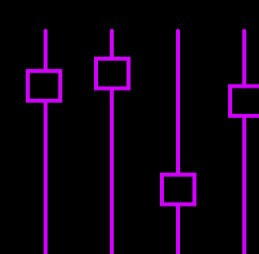
66% of consumers globally prefer to engage with brands digitally across several channels.⁹



73% of global consumers find it easier to interact with brands with a digital presence.⁹



AI in marketing is on the rise - 60% of internet users have already interacted with an AI chatbot for solving queries across multiple apps and websites.¹⁰



80% of consumers say they are more likely to do business with a company if it offers them personalized experiences.¹⁰