

2019

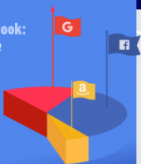
# Top 10 Trends in Digital Advertising

The digital advertising industry continues its exciting journey through new ad formats, breaking news, and shifting ad budgets. These 10 digital advertising trends indicate new possibilities, persistent challenges, and ongoing turf wars among major industry players.

1

**Google & Facebook:**  
50% of all online ad spend

**Amazon:**  
4% of ad spend and growing



**The Opportunity:**

Connect the dots across different channels and seek out an independent view of the entire customer journey.

2

Over **one billion Stories** shared daily across Facebook, Instagram, and WhatsApp



**The Opportunity:**

Experiment with engaging creative using the rich, immersive Instagram Stories ad format.

3

171 m

**171.3 million** U.S. mobile messaging app users by 2022



**The Opportunity:**

Brands can have asynchronous conversations—where they can pop in and out of the app—at various points along the customer journey (for example, when a user abandons the shopping cart).

28 COUNTRIES impacted by GDPR



Over **28 major countries** impacted by GDPR

CCPA coming to California in January 2020

**The Opportunity:**

Brands should strive to create meaningful, engaging, and relevant advertising and marketing experiences for customers and prospects.

5

SEARCH

+ SOCIAL = x2

People clicking both a **SEARCH & SOCIAL** ad leads to a **2x higher conversion rate**

**The Opportunity:**

Keep mining search and other types of data to stay competitive. Use search intent to uncover valuable insights across channels, and take advantage of specific terms and user behaviors to fuel ongoing, cross-channel brand strategies and tactics.

6

Candidates spent over **\$256 million** in the 2018 midterms

By some estimates, **60%** of every digital ad dollar went to social



**The Opportunity:**

The 2020 presidential election will bring another digital ad frenzy. To break through the noise, be diligent about using data and understanding which channels have the most impact. Maximize spend accordingly.

7

Amazon became **third-largest** digital ad platform in 2018



**The Opportunity:**

As eCommerce rises as an advertising channel, expect to see other giants like eBay and Walmart mimicking Amazon's success to turn their own websites into advertising channels.

8

Over **50%** of consumers own a smart speaker and use it daily

Amazon fields an average of **130 million questions a day** via "Alexa"

**Visual search** is poised to take search to an entirely new level



**The Opportunity:**

Approach voice and visual as completely different from traditional search. Understand the value of the query and determine how to rise to the top.

9

Google's responsive search ads now offer advertisers **15 headlines** and **4 description lines**



**The Opportunity:**

Ramp up the creative ingenuity. The rise of ML/AI in advertising will open up new doors for marketers to focus on their customer, deliver relevant and engaging ads, and spend more time thinking about what goals really matter.

10

**62%** of marketers plan to **grow their influencer marketing budgets**

**61%** of influencers said they had **more sponsored partnership opportunities** in 2017 than in 2016.



**The Opportunity:**

Expect to see influencer marketing being incorporated into broader cross-channel campaigns and strategies. Implement better attribution models for this fairly new form of engagement.

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- <sup>2</sup> Facebook Q3 2018 earnings call.
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- <sup>4</sup> What Countries are Affected by the GDPR?, HIPAA Journal.
- <sup>5</sup> The Multiplier Effect of Integrating Search & Social Advertising, Marin Software.
- <sup>6</sup> Political Ad Spend Campaign Mini-Report, Matrix.
- <sup>7</sup> Political campaigns boost investment in social media ads, Indianapolis Business Journal.
- <sup>8</sup> Voice Engine Optimization, Chatmeter.
- <sup>9</sup> Influencer Marketing is Still Influential, eMarketer.