DIGILANT

CONSUMER TRENDS PLAYBOOK

2021

INTRODUCTION

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2021 Consumer Trends

Last year, we learned that consumer behavior can change in a blink, and marketers and advertisers need to change almost as fast. This playbook will provide the trends and tactics to help you learn how to keep up.

Owing to the COVID-19 pandemic, consumers are facing a period of transformation that impacts the way they behave and connect with brands, forcing them to reevaluate their spending, values, and expectations of the brand they buy.

For some time now, we've been moving towards a digital-first world, where physical and virtual interactions with brands are inseparable. But today, it has never been so vital for marketers and advertisers to push ahead or risk playing catch up. Virtually overnight stay-at-home orders drove consumers online for shopping and entertainment, setting new baselines around the customer experience.

The road to recovery begins this year. At Digilant, we pride ourselves on helping marketers and advertisers better understand the audiences they want to reach and on providing omnichannel game plans that drive real results. We hope you find this guide useful as you charge ahead in 2021.

- The Digilant Team
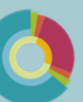
MACRO TRENDS

1

Health and wellbeing move to the forefront

The pandemic has driven consumers towards an even greater sense of wellbeing. Consumers are in search of a well-being experience through an entirely new lens, seeking total integration into nearly all aspects of their lives.

2

Physical and virtual are inseparable

Consumers have come to expect integrated experiences whether they are in-store or online. With integrated experiences comes the continued rise of "retail-tainment," gamification, streaming services, and digital content consumption.

3

Cautious consumption raises expectations

Consumers are evaluating the brands with a fresh perspective that includes brand ethics, privacy and security measures, corporate responsibility, and hygiene protocols.

4

Revenge spending is here

Loosening stay-at-home orders and the greater availability of vaccinations has triggered consumers to return to spending. For some, spending includes more accessible indulgences like apparel and alcohol while others are returning to splurging on luxury goods.

5

A thrifty mindset endures for many

Just as revenge spending is on the rise, there is also a continued desire or need among many consumers to keep their wallets closed tightly. This trend spans not only low-income consumers, but mid-to-high income consumers who want to continue to build a financial safety net.

MACRO TRENDS

1

70% of consumers are taking specific actions to improve their health and wellness.

Prosper Insights and Analytics, 2020

2

83% of customers expect flexible shipping and fulfillment options such as buy-online-pick-up-in-store.

Salesforce, 2020

3

73% of consumers are willing to share more personal information with companies that are transparent about data usage.

Accenture Interactive, 2020

4

If consumption habits return to normal after COVID-19, consumer spending could rise approximately $1 trillion annually.

JP Morgan, The Return of Consumer Spending, 2021

5

62% of US consumers reported actively cutting back on spending in Q1 2021.

The Conference Board® Global Consumer Confidence Survey, 2021
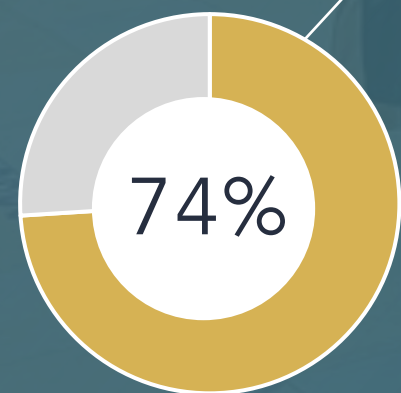
INDUSTRY TRENDS & RECOMMENDATIONS

TRAVEL

INTRO

Statista reports that in 2021 travel marketers are expected to spend over $3.74 billion across digital channels alone. Travel brands focus heavily on the category's transactional dimensions — price, reviews, loyalty perks. With brands like Trivago, JetBlue, and Hyatt spending as much as $65 million a year, this leaves no white space for brands who can't or don't want to outspend the competition.

So how can travel brands cut through the clutter in a category where you can't simply buy your way to success? Our approach is to help travel brands connect with customers begins with a proven formula that combines a data-driven planning discipline with flawless execution across programmatic, search, social, and beyond.
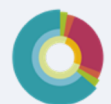
CONSUMERS ARE READY TO TRAVEL, BUT WITH HIGHER EXPECATIONS

Percentage of U.S. adults who have plans to travel recreationally in the next 12 months.

	Total	18-29	30-44	45-64	65+
Domestic	43%	41%	49%	45%	36%
International	14%	18%	19%	13%	8%

■ Domestic ■ International

SOURCE | YouGov

74% of global travelers plan to take at least one overnight domestic leisure trip in 2021.
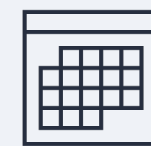
SOURCE | TripAdvisor, Traveler Trends to Watch Out For in 2021
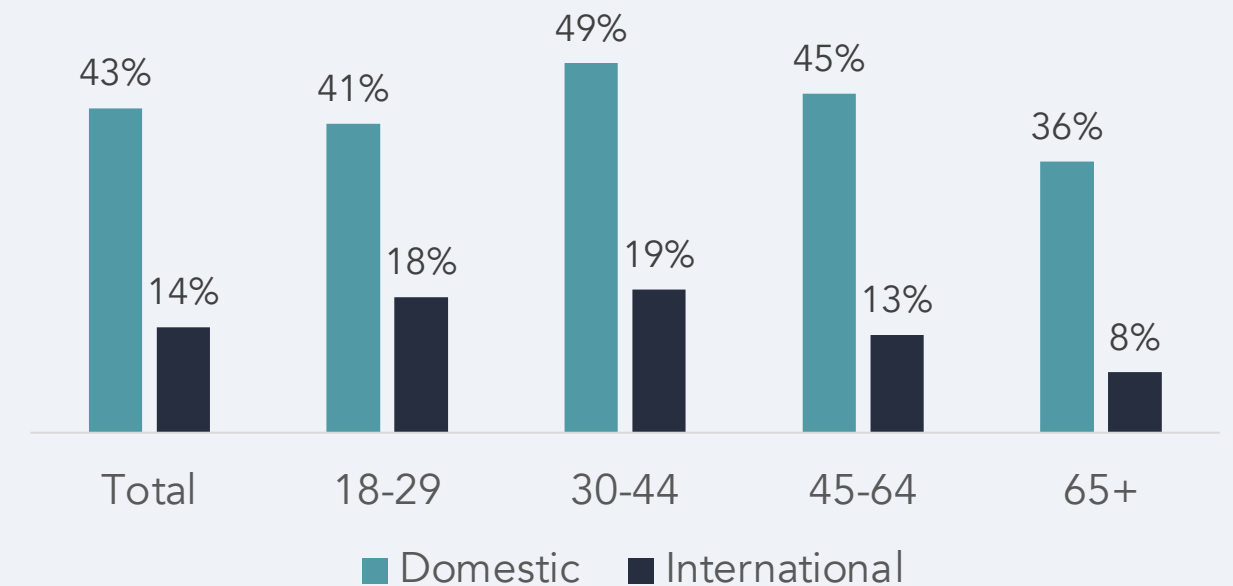
57% of traveler's rank cleanliness/hygiene as the top factor in selecting which airlines to fly and which hotels to book — outranking cost.
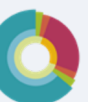
SOURCE | YouGov PLC for Honeywell

62% of travelers looking for local getaways on TripAdvisor were planning to check-in less than 30 days out.

SOURCE | TripAdvisor, Traveler Trends to Watch Out For in 2021

SOCIAL MEDIA IS A DESTINATION FOR INSPIRATION AND RESEARCH

Percentage of people who have made plans to visit a certain location after seeing user-generated photos on social media.

56%
46%
52%

Millennials   Gen Z   All Consumers
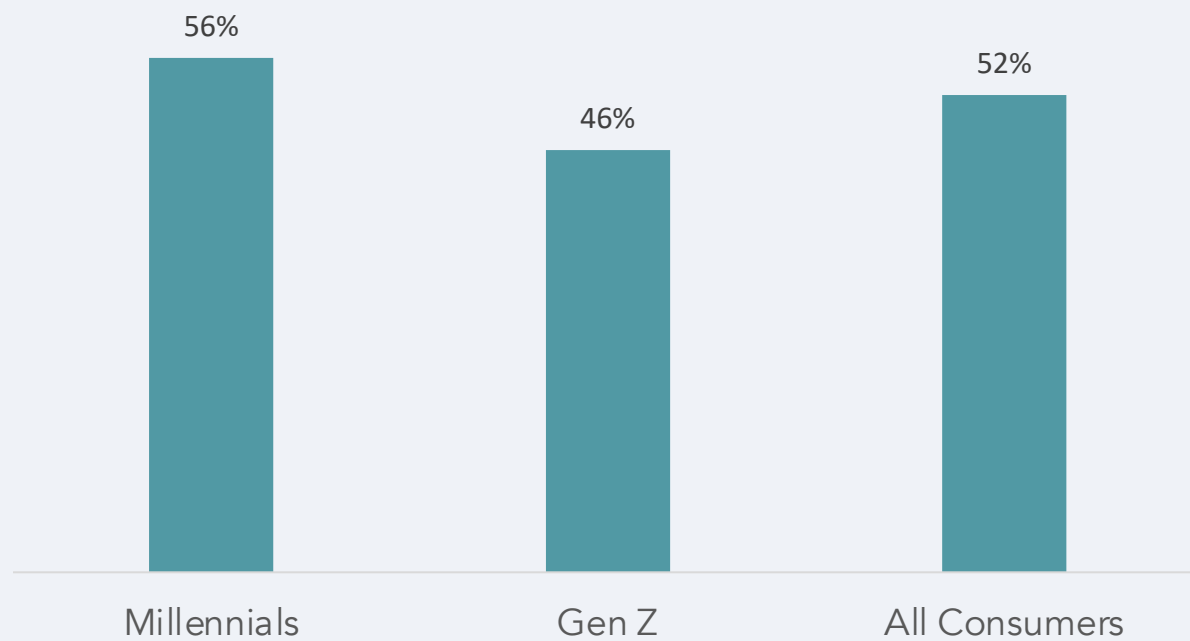
SOURCE: Stackla, Influencing Travel: How to Turn Lookers into Bookers

60%
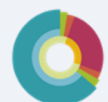of people use social media to choose their travel destinations.

66%
of travelers will spend more time reading reviews in 2021.

74%
of travelers will spend more time choosing a destination this year.

SOURCE I TripAdvisor, Traveler Trends to Watch Out For in 2021

GENERATING AWARENESS AMONGST TRAVELERS: KEY TACTICS

APP OWNERSHIP

Tap into verified, deterministic mobile audiences classified along dimensions of life stage, interest and activity, and intent based on app ownership behaviors.

BEHAVIORAL TARGETING

Leverage web search, purchase history, mobile app ownership, and web visit data to create deliver brand messaging to consumers who have shown the most interest in your brand.

WEATHER TRIGGERING

Deliver ads based on real-time weather conditions. For indoor attractions, weather triggering can draw more visitors in when it is raining or cold temperatures. For outdoor attractions, promote attendance on sunny and warm weather days.

LOCATION BASED

Create custom location-based audiences by setting a specific radius that can be targeted on display or mobile devices. This gives marketers the ability to target people who are currently or have previously traveled to a specific destination.

LOOK-A-LIKE

Target new prospects that look & behave more like your most valuable customers.

PRIVATE MARKETPLACE

PMPs give advertisers access to inventory before it becomes available in the open marketplace.

CREDIT CARD DATA

Keep your brand top of mind with travelers who frequently visit your area.

DRIVING CONSIDERATION & CONVERSIONS AMONGST TRAVELERS: KEY TACTICS

CRM TARGETING

Onboard first-party CRM data to target and customize ads to known travelers.

DYNAMIC CREATIVE OPTIMIZATION

DCO is a technology that creates personalized ads based on data about the viewer in-the-moment when ads are served. Because the creative is continually tested it is often outperforms static display ads.

PAID SOCIAL

Leverage social to reach new prospects and encourage website and landing page visits.

ADAPTIVE SEGMENTATION

Develop custom segments based on observed behaviors to reach the most qualified audience segment(s).

PAID SEARCH BROAD MATCH

Broad Match is the keyword match type that allows you to reach the widest audience via search. When using Broad Match, your ads are eligible to appear whenever a user searches any word in your key phrase, in any order.

SITE RETARGETING

Use pixel-based retargeting to reach consumers who have previously visited or engaged with our website, researched booking, and/or requested information as they're continuing their travel planning.
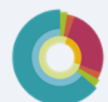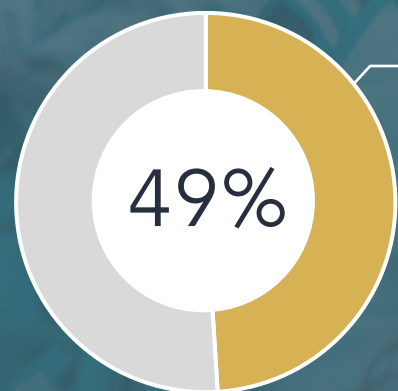
EDUCATION

From primary levels through graduate degree programs and continuing education courses, educational institutions are working to expand and diversify their student bodies. With advancements in technology, schools no longer are restricted by proximity bias. Schools can now target students from across the United States, if not the world.

This expansive pool brings about greater competition. As students grow savvier with researching and understanding which school will best meet their educational interests, schools need to find a way to stand out amongst the competition.

Digilant's omnichannel marketing solutions provide schools the ability to improve touchpoints with prospective students – from initial brand awareness to the application process, all the way through to enrollment.
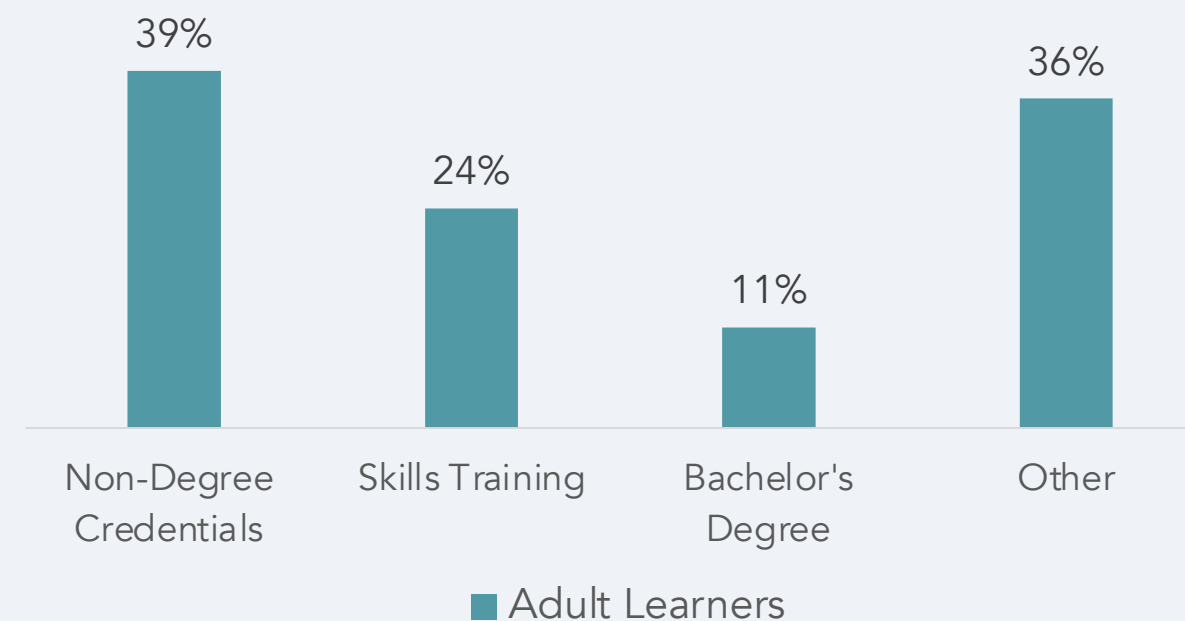
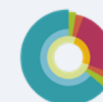# COVID-19 HAS IMPACTED PROGRAM AND LEARNING PREFERENCES

49%

Almost half of remote learners anticipate enrolling in online courses after their campuses return to normal operations.

Since the pandemic began, adult learners are opting for quicker, less expensive options.

39%
24%
11%
36%

Non-Degree Credentials
Skills Training
Bachelor's Degree
Other

■ Adult Learners

DIGITAL CHANNELS LEAD THE CHARGE IN ENGAGING STUDENTS

The rate of high school seniors taking virtual college tours grew by 228% in 2020 after the COVID-19 outbreak as compared to 2019.

228% GROWTH STUDENTS TAKING VIRTUAL COLLEGE TOURS

SOURCE: EAB

27%

of prospective teen students cited YouTube videos as a major influence in making an enrollment decision.

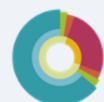SOURCE ImStoner and TargetX, Digital Admissions Survey

>90%

of teens preferred to receive information from colleges through email rather than any other medium.

SOURCE | ICEF Monitor

63%

of students use social media to research a college they are interested in and 60% have followed or liked a college they are considering.

SOURCE | The Social Admissions Report, 2017

GENERATING AWARENESS AMONGST EDUCATION: KEY TACTICS

AUDIO

Utilize audio to reach your target audience while they are actively listening to thousands of pureplay streamed music/audio services, streamed terrestrials, and podcasts.

BEHAVIORAL TARGETING

Leverage web search, purchase history, mobile app ownership, and web visit data to deliver brand messaging to consumers who have shown interest in your brand. We can tap into Match Media Group's data to target 71 million dating app and web users (50% of which fall between ages 18-34).

CONTEXTUAL TARGETING

Deliver ads to contextually relevant placements through pre-determined content categories.

DIGILANT PREMIUM

Privileged access to 1,000+ publishers that are all verified with the ability to layer custom audience targeting.

LOCATION TARGETING

Our geo-technology allows us to create custom locations by setting a specific radius, such as college fairs, where we can target on display and mobile devices.

DRIVING CONSIDERATION & CONVERSIONS AMONGST EDUCATION: KEY TACTICS

CRM TARGETING

Onboard first-party CRM data to target and customize ads to prospective students.

SOCIAL PREDICT

Utilize real-time social monitoring technology to discover the way people are discussing topics across 50,000 digital channels, including social media, blogs and publications. Our Peer39 partnership allows us to target segments related to education such as online education.

ADAPTIVE SEGMENTATION

Develop custom segments based on observed behaviors to reach the most qualified audience segment(s).

ALGORITHMIC OPTIMIZER

Customize Digilant's buying algorithm towards your primary goals for certain campaigns such as clicks or conversions.

SITE RETARGETING

Deliver ads to users who have previously visited your website and/or landing page qualified through number of pages visited, recency, and frequency.
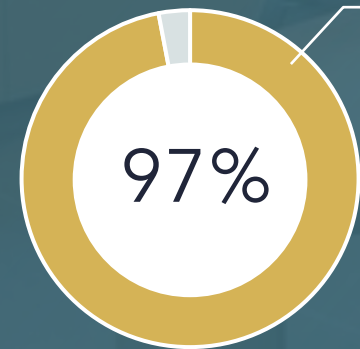
B2B

INTRO

B2B companies have historically looked at digital channels as simply an entry point for commercial orders. However, consumers - whether making a B2C or B2B purchase - now look to find, interact, converse, browse, and shop for products and services via digital channels. B2B brands need to ensure their digital assets create an omnichannel, end-to-end customer experience, so as not to miss out on consumer interests.

At Digilant, we understand that brands are faced with growing challenges as digital channels diversify and consumers grow savvier. A well-executed and targeted B2B digital advertising campaign will ensure timely and effective touchpoints with consumers as they move through the longer sales funnel that B2B brands face.

As an experienced B2B omnichannel media partner, our team of experts lean into industry research, uncovering new and effective strategies on behalf of our clients that ensure their campaigns are built to thrive in today's market.
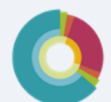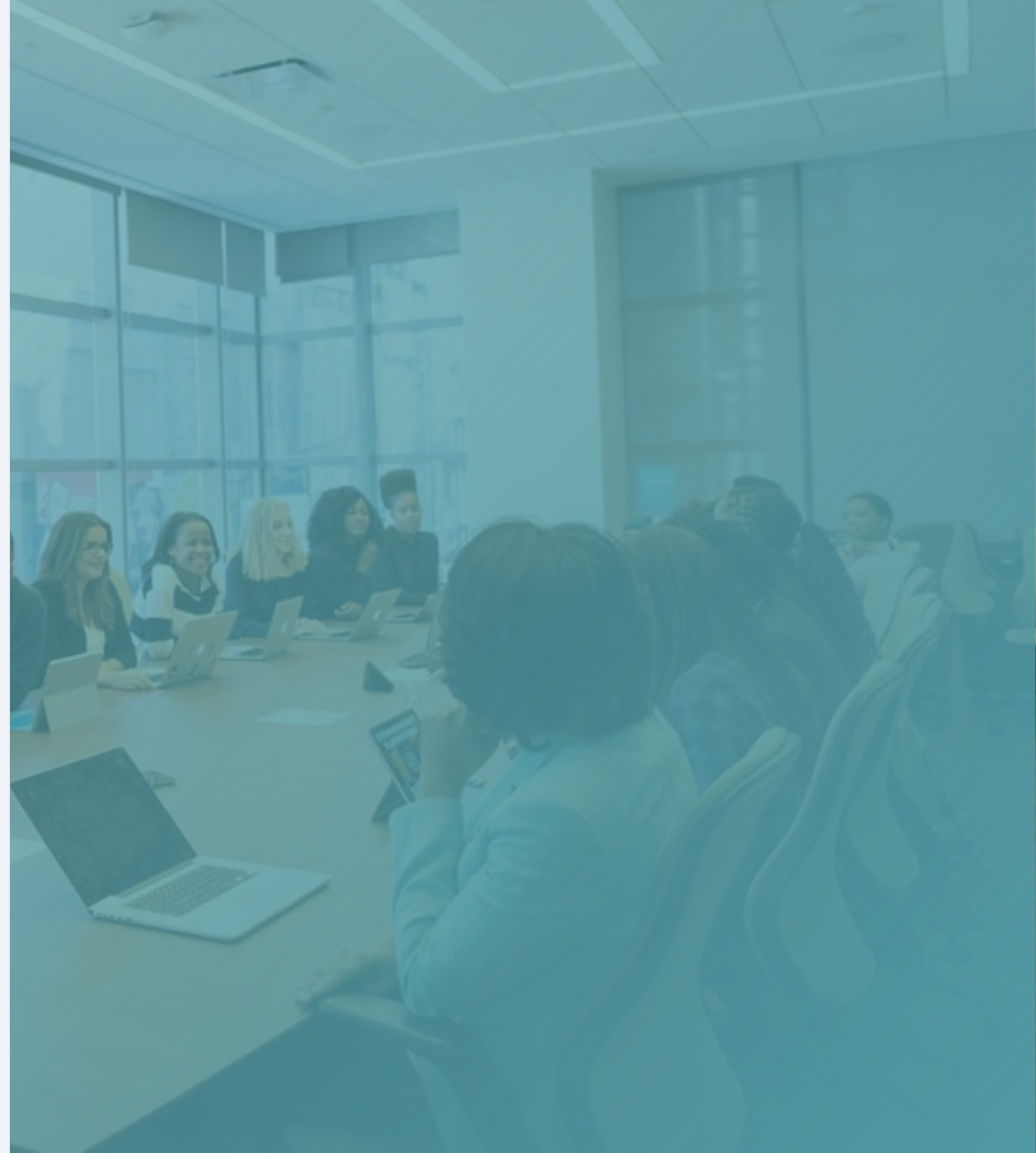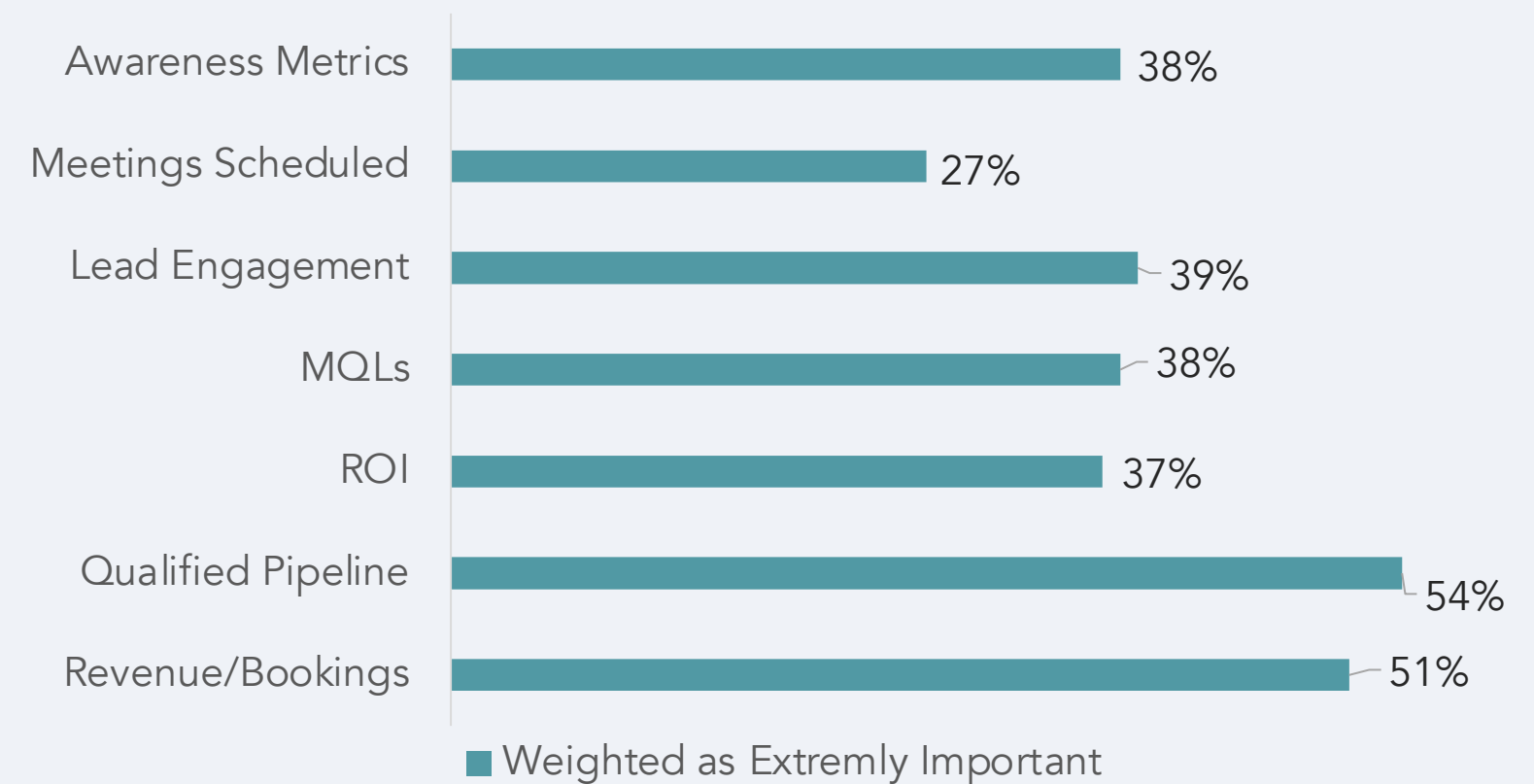
B2B MARKETERS ARE EMBRACING TARGETED OUTREACH

How Does B2B Marketing Get Measured? Primary Ways B2B Marketers Measure their Advertising Efforts

Metric	Weighted as Extremely Important
Awareness Metrics	38%
Meetings Scheduled	27%
Lead Engagement	39%
MQLs	38%
ROI	37%
Qualified Pipeline	54%
Revenue/Bookings	51%

■ Weighted as Extremly Important

97% of B2B marketers used LinkedIn as part of their content marketing efforts.

50% of B2B marketers worldwide are actively trying to find new ways to tell their brand story.

92% of B2B marketers now have an ABM program, and 68% of them use automation.
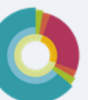
FORMATS LIKE SOCIAL AND AUDIO ARE INFLUENCING BUYERS

84%

of C-level and VP-level buyers are influenced by social media when making B2B purchases.

SOURCE: IDC, Social Buying Study

27%

of professionals follow other business professional on social media.

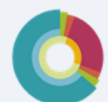SOURCE | MarketingProfs, Social Data's Influence on B2B Buyers,

29%

of business decision makers are more likely to consider podcast ads and sponsored content a good source of brand discovery than the average adult.
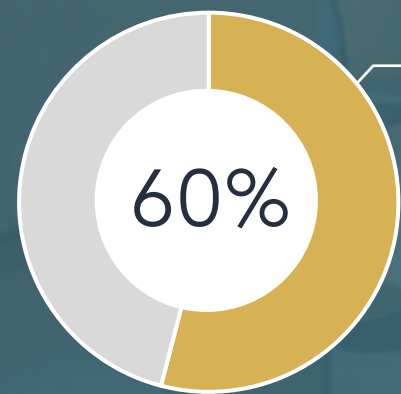
SOURCE | Spotify, B2B Marketing Trends

40%

increase in B2B content consumption after the COVID-19 outbreak.

SOURCE | Pathfactory, B2B Content Trends

MILLENNIALS ARE MAKING THEIR MARK ON BUSINESS DECISIONS

60% of all B2B technology buyers in 2021 are millennials (age 25 – 39).

SOURCE | TrustRadius, New B2B Buying Process 2021
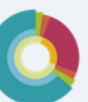
Gen Z and Millennial buyers are

~2X

more likely to discover a B2B product by searching online as compared with older generations.

SOURCE | TrustRadius, New B2B Buying Process 2021

80%

of B2B purchasing decisions are based on "direct or indirect customer experience," only 20% are based on price or actual product or service.

SOURCE | Google, B2B Buying Trends For 2021

GENERATING AWARENESS AMONGST BUSINESS PROFESSIONALS: KEY TACTICS

ACCOUNT BASED MARKETING (ABM)

Leverage a dedicated customer or prospect list to home in on target audiences using B2B data and more.

BEHAVIORAL TARGETING

Leverage custom segments to find your target audience online and reach them when they are most receptive to your message.

APP OWNERSHIP

Verified, deterministic mobile audiences classified along dimensions of life stage, interest and activity, and intent based on app ownership behaviors.

LOCATION BASED

Use geo-technology to create custom locations by setting a specific radius, such as trade shows, where we can target on display and mobile devices.

LOOK-A-LIKE

Target new prospects that look & behave more like your most valuable customers.

CONTEXTUAL TARGETING

Deliver ads to contextually relevant placements through pre-determined content categories.

DIGILANT PREMIUM

Privileged access to 1,000+ publishers that are all 100% verified with the ability to layer custom audience targeting.

DRIVING CONSIDERATION & CONVERSIONS AMONGST BUSINESS PROFESSIONALS: KEY TACTICS

CRM TARGETING

Onboard first-party CRM data to target and customize ads to current, prospective, and lapsed customers.

SEARCH ENGINE+

Enhances the performance of programmatic campaigns by unlocking quality URLs that rank highest in Google search and uncovering relevant ad placement that competitors are not reaching. Also utilize this for competitive conquesting.

PAGE INDEX

Custom whitelisting solution curates a customized network of sites and pages that are meaningful to the brand and overall objectives.

ADAPTIVE SEGMENTATION

Develop custom segments based on observed behaviors to reach the most qualified audience segment(s).

ALGORITHMIC OPTIMIZER

Customize your buying algorithm towards your primary goals for certain campaigns such as clicks or conversions.

SITE RETARGETING

Use pixel-based retargeting to reach consumers who have previously visited or engaged with our website, researched the brand, and/or use the store locator or added an item to their cart but didn't check out.
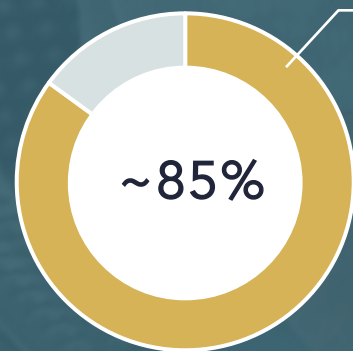
HEALTHCARE AND PHARMA

At Digilant we reject the notion that healthcare is a "low-interest" category. It's an elusive one. Consumers spend a lot on it. You can't always see or touch it. Even when consumers don't need care, they perceive that they end up paying a lot for it.

When healthcare companies entrust Digilant with their brands, we set out to amplify their message to help build consumer trust. Through our strategic approach to omnichannel marketing, we present their products and services in the right context online and with approachable messaging and creative. We bring messages of wellness and safety to the palm of their hands via mobile screens and to comfort of their couches via smart TVs.

The best healthcare brands find opportunity in risk; we find it at the intersection of data and insights, the perfect channel mix, and creative strategy that moves the needle. Because healthcare is only "low-interest" if your media partner lets it be.
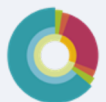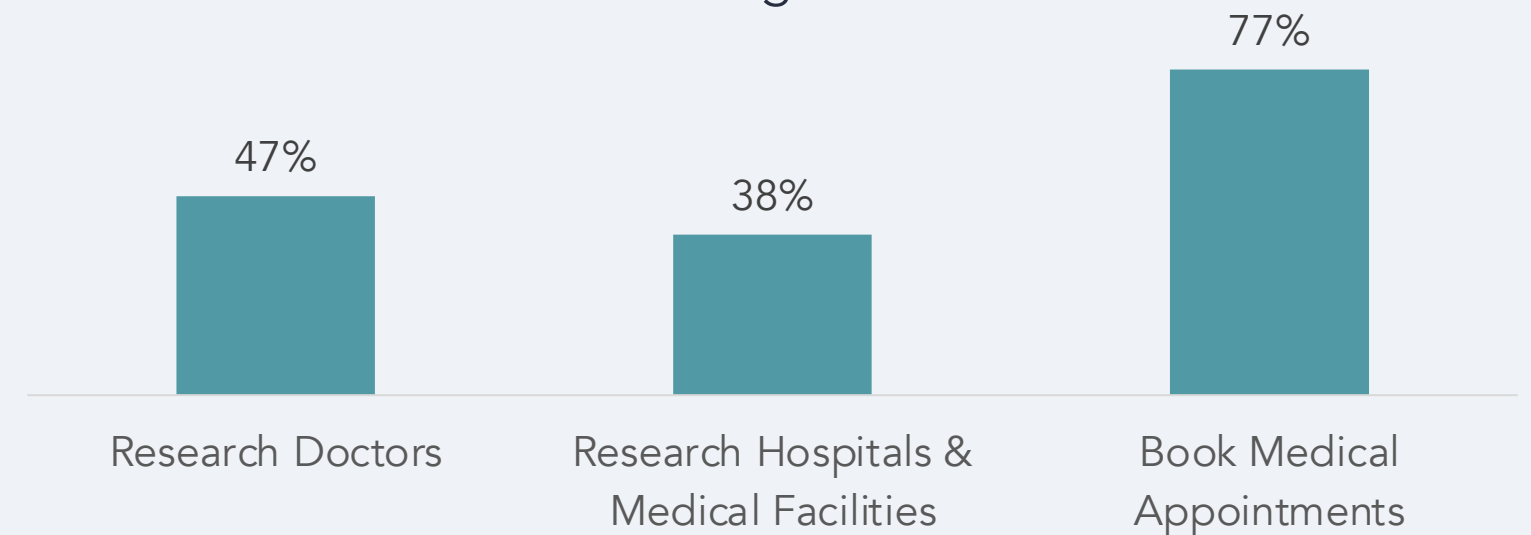
COVID-19 HAS SHAPED A DIGITAL HEALTHCARE WORLD FOR THE FUTURE

Consumers are going online to obtain medical information for the following reasons:

77%

47%

38%

Research Doctors

Research Hospitals & Medical Facilities

Book Medical Appointments

~85%

of patients have used telehealth. Prior to the spread of COVID-19 only 10% had.
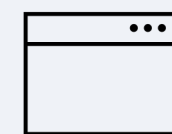
1 in 20

of all Google searches are for health-related information.
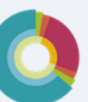
77%

of consumers use online reviews as the first step in finding a new physician.

HEALTHCARE IS SHIFTING DIGITAL AND SO ARE THE ADVERTISING DOLLARS

In 2021, pharma and healthcare digital ad spend in expected to grow by 18% to reach $11.25 billion.

76% of patients say they'll continue to use telemedicine in some capacity after the pandemic.

SOURCE | Amwell, Physician and Consumer Survey

Breakdown:

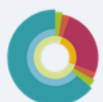Where are healthcare advertisers investing their ad budgets?

55.6% on search

42.4% on display

57.5% on mobile

42.5% on desktop

SOURCE | eMarkter, Health Care Ad Spend

GENERATING AWARENESS FOR HEALTHCARE & PHARMA: KEY TACTICS

BEHAVIORAL TARGETING

Leverage web search, purchase history, mobile app ownership, and web visit data to create deliver brand messaging to consumers who have shown the most interest in your brand.

CONTEXTUAL TARGETING

Deliver ads to contextually relevant placements through pre-determined content categories.

APP OWNERSHIP

verified, deterministic mobile audiences classified along dimensions of life stage, interest & activity, & intent based on app ownership behaviors.

LOCATION BASED

Create custom location-based audiences by setting a specific radius that can be targeted on display or mobile devices. This gives marketers the ability to target people who are currently or have previously traveled to a specific location.

LOOK-A-LIKE

Target new prospects that look & behave more like your most valuable customers.

WEATHER TRIGGERING

Deliver ads based on real-time weather conditions. For additional exposure, leverage weather triggering ads around peak cold and flu season.

DIGILANT PREMIUM

Privileged access to 1,000+ publishers that are all 100% verified with the ability to layer custom audience targeting.

DIGITAL OUT-OF-HOME

Reach your audience at the most impactful moments in their day across large format digital screens.

DRIVING CONSIDERATION & CONVERSIONS FOR HEALTHCARE & PHARMA: KEY TACTICS

PRECISE AUDIENCE TARGETING

Tap into highly precise audiences in a HIPAA compliant way through our partnership with Lasso.
Example audiences include:
Patients taking X Medication
Patients with X Condition
Patients with X Insurance
Patients getting X Procedure
Patients getting X Test

SOCIAL PREDICT

Social Predict segments use real-time social monitoring technology to discover the way people are discussing topics across 50,000 digital channels, including social media, blogs and publications. Our partnership with Peer39 allows us to target segments related to healthcare and pharma such as condition types, competitor names, symptoms, and more.

ADAPTIVE SEGMENTATION

Develop custom segments based on observed behaviors to reach the most qualified audience segment(s).

ALGORITHMIC OPTIMIZER

Customize your buying algorithm towards your primary goals for certain campaigns such as clicks or conversions.
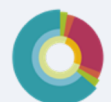
E-COMMERCE

INTRO

Over the past 20 years, e-commerce has steadily risen in size and reach, but the coronavirus outbreak exponentially accelerated the shift toward online shopping. As consumers continue to stay home, brands have been forced to quickly pivot their strategies to make it easier for consumers to shop safely. For brands that relied solely on their brick-and-mortar locations (or leaned heavily on this outlet) this required a quick change to meet consumers with what they want: online shopping, delivery, and buy online and pick up in-store purchase options.

Although the steep increase in e-commerce sales is due to the circumstantial stay-at-home orders, experts are confident that consumers will continue to lean on e-commerce buying means, long after the pandemic. It's estimated that 95% of purchases will be made online by 2040.

With growing competition and flooded online marketplaces, brands need to act quickly and implement strategic omnichannel advertising campaigns to ensure they remain top of mind with consumers. Without as much face-to-face interaction, consumers will look to brands they can trust and that meets their needs, which is why having an always-on omnichannel advertising strategy is essential.

COVID-19 HAS PROPELLED E-COMMERCE AND THE GROWTH ISN'T SLOWING DOWN

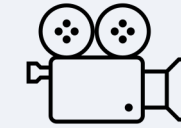In 2020, total e-commerce sales jumped 32.4%, year over year, reaching a whopping $791.7 billion.

SOURCE | eMarketer 2021

10%

of all retail sales is accounted for by online shopping. By the end of the year, that number is expected to reach 15%.

SOURCE | Kinsta, Ecommerce Statistics for 2021

73%

of consumers are more likely to make a purchase if they can watch a video explaining a product or service beforehand.
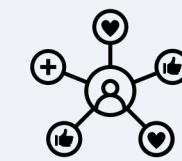
SOURCE | Animoto, Online and Mobile Video Study

70%

of digital shopping carts are abandoned. As consumers gravitate towards online shopping, a retargeting tactic is essential to keep consumers attention.

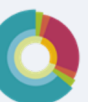**SOURCE** | Statista, Shopping Cart Abandonment Study, 2020

74%

of consumers rely on their social networks to make purchasing decisions. Additionally, 56% of users that follow brands on social media do so to view products.

SOURCE | ODM Group

CONSUMERS HAVE SPECIFIC PREFERENCES WHEN IT COMES TO ONLINE SHOPPING

Millennials and Gen Xers are the biggest online shoppers, with **67%** and **56%**, respectively, preferring to shop online versus in a brick-and-mortar store.

But then again, it isn't just these two groups opting for online shopping. As more people, across all age groups, browse and buy online, it's essential to meet them where they are, with information and solutions that they want.

SOURCE | Kinsta, Ecommerce Statistics for 2021

69%
of online shoppers want more reviews from e-commerce sites. In fact, 77% of consumers read reviews before making a purchase.
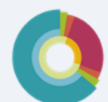
42%
of customers want more testimonials from e-commerce sites.

46%
of consumers want product comparisons from e-commerce sites.

SOURCE | BigCommerce, eCommerce Trends 2021

GENERATING AWARENESS AMONGST E-COMMERCE SHOPPERS: KEY TACTICS

BEHAVIORAL TARGETING

Leverage web search, purchase history, mobile app ownership, and web visit data to create deliver brand messaging to consumers who have shown the most interest in your brand.

CONTEXTUAL TARGETING

Deliver ads to contextually relevant placements through pre-determined content categories.

APP OWNERSHIP

verified, deterministic mobile audiences classified along dimensions of life stage, interest & activity, & intent based on app ownership behaviors.

LOCATION BASED

Create custom location-based audiences by setting a specific radius that can be targeted on display or mobile devices. This gives marketers the ability to target people who are currently or have previously traveled to a specific destination, specifically competitors.

DIGILANT PREMIUM

Privileged access to 1,000+ publishers that are all 100% verified with the ability to layer custom audience targeting.

DRIVING CONSIDERATION & CONVERSIONS AMONGST E-COMMERCE SHOPPERS: KEY TACTICS

CRM TARGETING

Onboard first-party CRM data to target and customize ads to current, prospective, and lapsed customers.

NATIVE

Native ads match the surrounding content, so users naturally absorb the message. Ads are aligned with relevant content to keep the brand top of mind.

PAGE INDEX

Use a custom whitelist that curates a customized network of sites and pages that are meaningful to the brand and overall objectives.

PAID SOCIAL

Leverage social to reach new prospects and encourage website and landing page visits.

SEARCH ENGINE+

Enhance the performance of programmatic campaigns by unlocking quality URLs that rank highest in Google search and uncovering relevant ad placement that competitors are not reaching. Also utilize this for competitive conquesting.

ADAPTIVE SEGMENTATION

Develop custom segments based on observed behaviors to reach the most qualified audience segment(s).

ALGORITHMIC OPTIMIZER

Customize your buying algorithm towards your primary goals for certain campaigns such as clicks or conversions.

PAID SEARCH

Google Shopping Ads

Increase sales by using high touch Google shopping ads .

SITE RETARGETING

Use pixel-based retargeting to reach consumers who have previously visited or engaged with our website, researched booking, and/or requested information as they're continuing their travel planning.

AMAZON WALMART ADS

Reach shoppers with sponsored brand and product ads and with display ads within the Amazon.com and Walmart.com platforms.

CONSUMER PACKAGED GOODS

INTRO

How consumers buy is changing rapidly. Can CPG brands keep up?

Traditionally CPG brands have relied on distribution and retail partners to own the last touch before consumers make a purchase. As a result, legacy brands have been stunted with a fragmented or shallow understanding of consumer behaviors and preferences.

In recent years, the traditional path to purchase has become diluted. Emerging CPG brands are adopting direct-to-consumer sales models with fully owned online and offline sales channels. In other cases, emerging brands are defining themselves as "digital-first" brands that bypass an offline presence to focus solely on an online presence. The benefit? Complete control of the brand, the customer experience, and perhaps above all – the customer data.

But what if your brand doesn't have full ownership of the customer journey? What if the lion's share of your sales are made on retail shelves and racks? It's not too late to make investments in better understanding the final touches, both online and offline, along the customer journey.
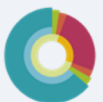
AN INFLECTION POINT FOR CPG: DIGITAL SPENDING IS UP AND LOYALTY HAS CHANGED

47%
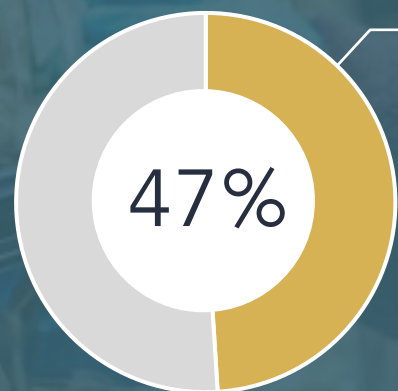
almost half of U.S. consumers tried new CPG brands or categories during the pandemic. 12% of whom said they became fans of the new brands and will continue to buy them.

SOURCE | NCSolutions, Consumer Study, 2021

51%

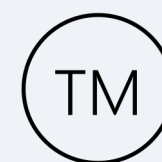of the U.S. population is expected to be digital grocery buyers by 2022.

SOURCE | eMarketer, 2021

48%

of Gen Z say they use four or more beauty brands.

SOURCE | Coefficient Capital and The New Consumer, 2021 Report

70%

of consumers believe retail branded products are of equal quality to more familiar, comparable consumer brands.
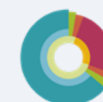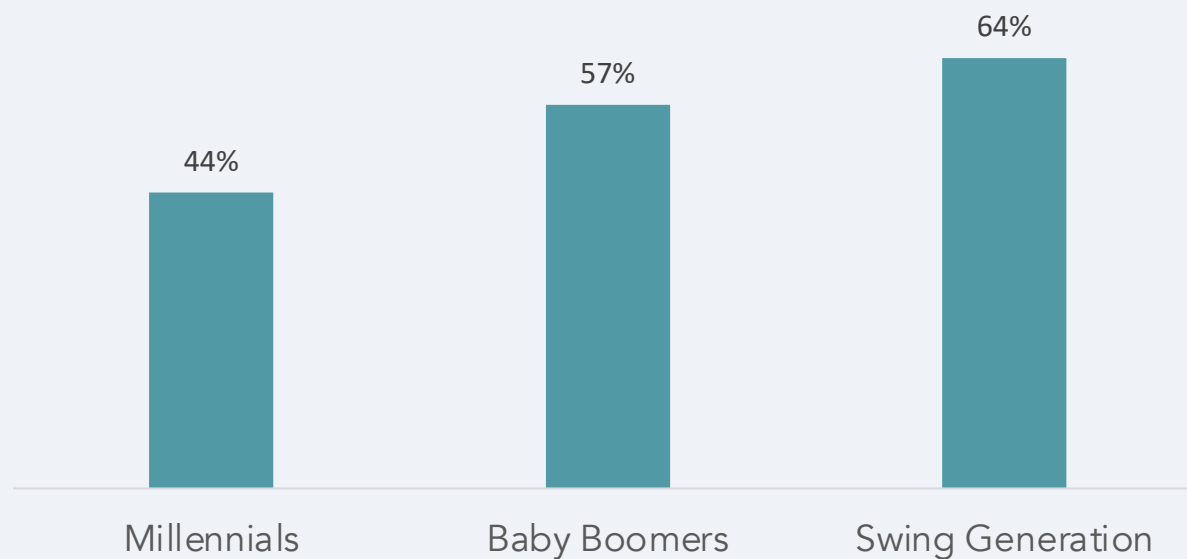
SOURCE | STIBO Systems, 2021

90%

of consumers say convenience determines where they shop.

SOURCE | National Retail Federation

CONSUMERS ARE TURNING TO HEALTH AND SELF-CARE

Self-care spans many generations

- Millennials — 44%
- Baby Boomers — 57%
- Swing Generation — 64%

SOURCE | ADS Marketweek, 2020

204%

increase in oat milk purchases during COVID-19, which made oat milk the fastest-growing food item during the pandemic.

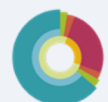**SOURCE** | Coefficient Capital and The New Consumer, 2021 Report

51%

of consumers have tried plant-based meat. 63% of those are repeat users.

SOURCE | International Food Information Council, 2020

1/3rd

of consumers have increased their self-care behavior during the past year.

SOURCE | ADS Marketweek, 2020

GENERATING AWARENESS AMONGST CPG: KEY TACTICS

BEHAVIORAL TARGETING

Leverage web search, purchase history, mobile app ownership, and web visit data to create deliver brand messaging to consumers who have shown the most interest in your brand.

CONTEXTUAL TARGETING

Deliver ads to contextually relevant placements through pre-determined content categories.

APP OWNERSHIP

verified, deterministic mobile audiences classified along dimensions of life stage, interest & activity, & intent based on app ownership behaviors.

LOCATION BASED

Create custom location-based audiences by setting a specific radius that can be targeted on display or mobile devices. This gives marketers the ability to target people who are currently or have previously visited a specific destination.

DIGILANT PREMIUM

Privileged access to 1,000+ publishers that are all 100% verified with the ability to layer custom audience targeting.

DRIVING CONSIDERATION & CONVERSIONS AMONGST CPG: KEY TACTICS

CRM TARGETING
Onboard first-party CRM data to target and customize ads to shoppers .

NATIVE
Use native ads that match surrounding content, so users naturally absorb the message. Ads are aligned with relevant content to keep the brand top of mind.

PAID SOCIAL
Leverage social to reach new prospects and encourage trial

SEARCH ENGINE+
Enhance the performance of programmatic campaigns by unlocking quality URLs that rank highest in Google search and uncovering relevant ad placement that competitors are not reaching. Also utilize this for competitive conquesting.

ADAPTIVE SEGMENTATION
Develop custom segments based on observed behaviors to reach the most qualified audience segment(s).

ALGORITHMIC OPTIMIZER
Customize your buying algorithm towards your primary goals for certain campaigns such as clicks or conversions.

PAID SEARCH
Google Shopping Ads

Increase sales by using high touch Google shopping ads .

SITE RETARGETING
Use pixel-based retargeting to reach consumers who have previously visited or engaged with our website, researched booking, and/or requested information as they're continuing their travel planning.

AMAZON WALMART ADS
Reach shoppers with sponsored brand and product ads and with display ads within the Amazon.com and Walmart.com platforms.

AUTOMOTIVE

INTRO

The automotive industry, like many others, is facing a digital transformation. With companies like CarFax, Car Gurus, Cars.com, and even Tesla entering the playing field as digital-first car buying platforms, traditional dealerships have new competitors on the horizon. Even if consumers prefer to stick with the conventional buying route, they are researching, comparing models, and browsing for cars online more than ever.

Throughout the entire car-buying journey, which lasts about four months for the average car buyer, consumers spend 59% of that time researching online. In a recent study, consumers stated that throughout this buying process, online advertisements were the most persuasive method for influencing buying - more so than traditional TV, radio, and newspaper. While they're researching and browsing, brands need to stay top of mind with timely, strategic omnichannel advertising campaigns.

In 2021, experts predict a 7-10% increase in car sales. As auto-industry advertisers, it's essential to stand out from the competition with seamless omnichannel customer buying journeys. Digilant's media execution expertise across the auto industry ensures flawless performance across programmatic, search, social, and beyond.
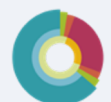
PURCHASE CONSIDERATION AND PREFERENCES ARE CHANGING
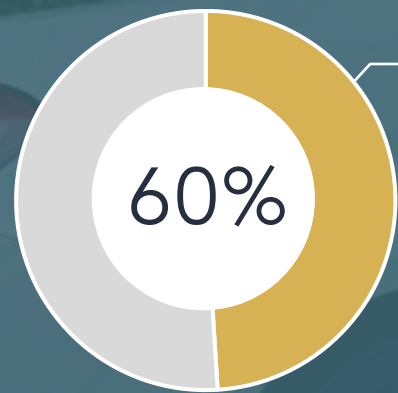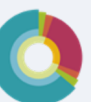
60% of car buyers reported the pandemic influenced their decision to purchase a vehicle, with more than 50% buying sooner than originally planned.

SOURCE: Cars.com, Consumer Survey, 2021

Most preferred way to acquire next vehicle

71%
12%
17%

In-Person   Partially Virtual   Fully Virtual
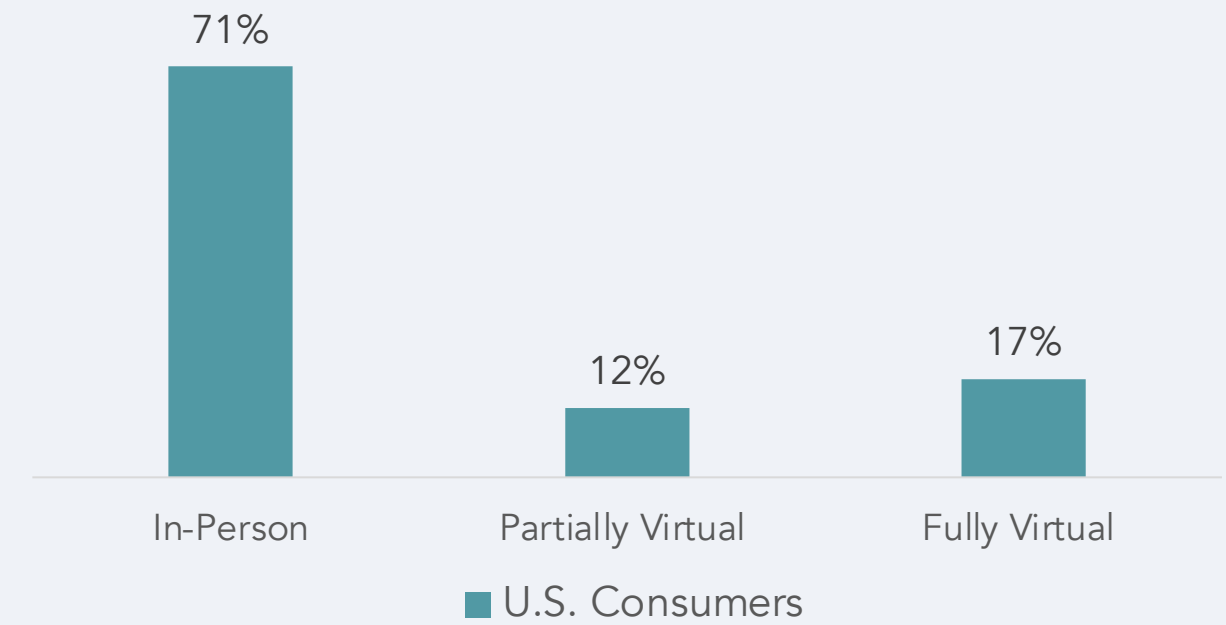
■ U.S. Consumers

SOURCE: Deloitte, 2021 Global Automotive Consumer Study

THE RETURN OF AUTO SALES CREATES OPPORTUNITY

Marketers have an opportunity to win the hearts and wallets of consumers by tapping into increased auto demand and the fact that only 1 in 3 potential car buyers know the exact vehicle they want to buy at the get-go.

31% of people who don't own a car plan to buy one in the first six months of 2021, and, of those, 45% are millennials.

SOURCE: LocaliQ, Automotive Marketing Trends 2021

8-10%

growth in auto sales is expected in 2021 as compared to 2020.

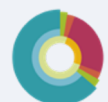**SOURCE:** Cox Automotive, 2021

32 million

in used vehicle sales is expected for 2021, up 1% from last year.

SOURCE: Cox Automotive, 2021

33%

of time spent doing auto research happens on a mobile device.

SOURCE: J.D. Power, Autoshopper Study)

GENERATING AWARENESS AMONGST AUTOMOTIVE: KEY TACTICS

BEHAVIORAL TARGETING

Leverage web search, purchase history, mobile app ownership, and web visit data to create deliver brand messaging to consumers who have shown the most interest in your brand.

Sample data partners: Edmunds, CarGurus, and Semasio

CONTEXTUAL TARGETING

Deliver ads to contextually relevant placements through pre-determined content categories.

APP OWNERSHIP

Use verified, deterministic mobile audiences classified along dimensions of life stage, interest & activity, & intent based on app ownership behaviors.

LOCATION BASED

Create custom location-based audiences by setting a specific radius that can be targeted on display or mobile devices. This gives marketers the ability to target people who are currently or have previously visited a specific destination, like a competitor.

DIGILANT PREMIUM

Privileged access to 1,000+ publishers that are all 100% verified with the ability to layer custom audience targeting.

LOOK-A-LIKE

Target new prospects that look & behave more like your most valuable customers.

DRIVING CONSIDERATION & CONVERSIONS AMONGST AUTOMOTIVE: KEY TACTICS

CRM TARGETING

Onboard first-party CRM data to target and customize ads to your desired audience.

SEARCH ENGINE+

Enhance the performance of programmatic campaigns by unlocking quality URLs that rank highest in Google search and uncovering relevant ad placement that competitors are not reaching. Also utilize this for competitive conquesting.

PAID SOCIAL

Leverage social to reach new prospects and encourage visitation/sales

ADAPTIVE SEGMENTATION

Develop custom segments based on observed behaviors to reach the most qualified audience segment(s).

ALGORITHMIC OPTIMIZER

Customize your buying algorithm towards your primary goals for certain campaigns such as clicks or conversions.

SITE RETARGETING

Use pixel-based retargeting to reach consumers who have previously visited or engaged with our website, researched the brand, and/or use the store locator or added an item to their cart but didn't check out.

NON-PROFIT

INTRO

As many in-person fundraising and volunteer opportunities are on stand-by amidst the COVID-19 pandemic, non-profit organizations have been challenged to continue to drive donations and community involvement. In conjunction with the challenges that organizations are experiencing, there is another long-standing hurdle non-profits face: strict media budgets.

Balancing the need for continued impressions, brand awareness, and action by donors, with tighter budgets and more pressure, requires a nimble and tactically driven digital media strategy. At Digilant, we embrace these challenges as an opportunity to lean into the data, strategize as a team of media experts, and create streamlined omnichannel advertising campaigns that drive the results.

But we understand the work doesn't stop there. Non-profit marketers need to justify their media spend more than any other industry, which is why at Digilant, we offer custom-built, automated marketing analytics tools. With over 140 connectors, we can quickly integrate advertising, media, social, e-commerce, and website platforms so you can visualize and report on performance in one place.
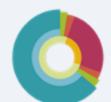
DONATIONS ARE EXPECTED TO KEEP PACE WITH 2020

Female donors are more likely to make a donation because of social media marketing, while male donors are more likely to give because of email messages.

SOURCE | Global Trends in Giving Report, 2019

12.1%

growth in online giving in the past year.

SOURCE | DoubleTheDonation, 2021 Report

56%

of U.S. households engaged in charitable giving during the pandemic.

SOURCE | Indiana University's Women's Philanthropy Institute, 2021 Report
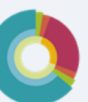
40%

of online monthly giving revenue grew as recurring donation options become increasingly popular with online donors.
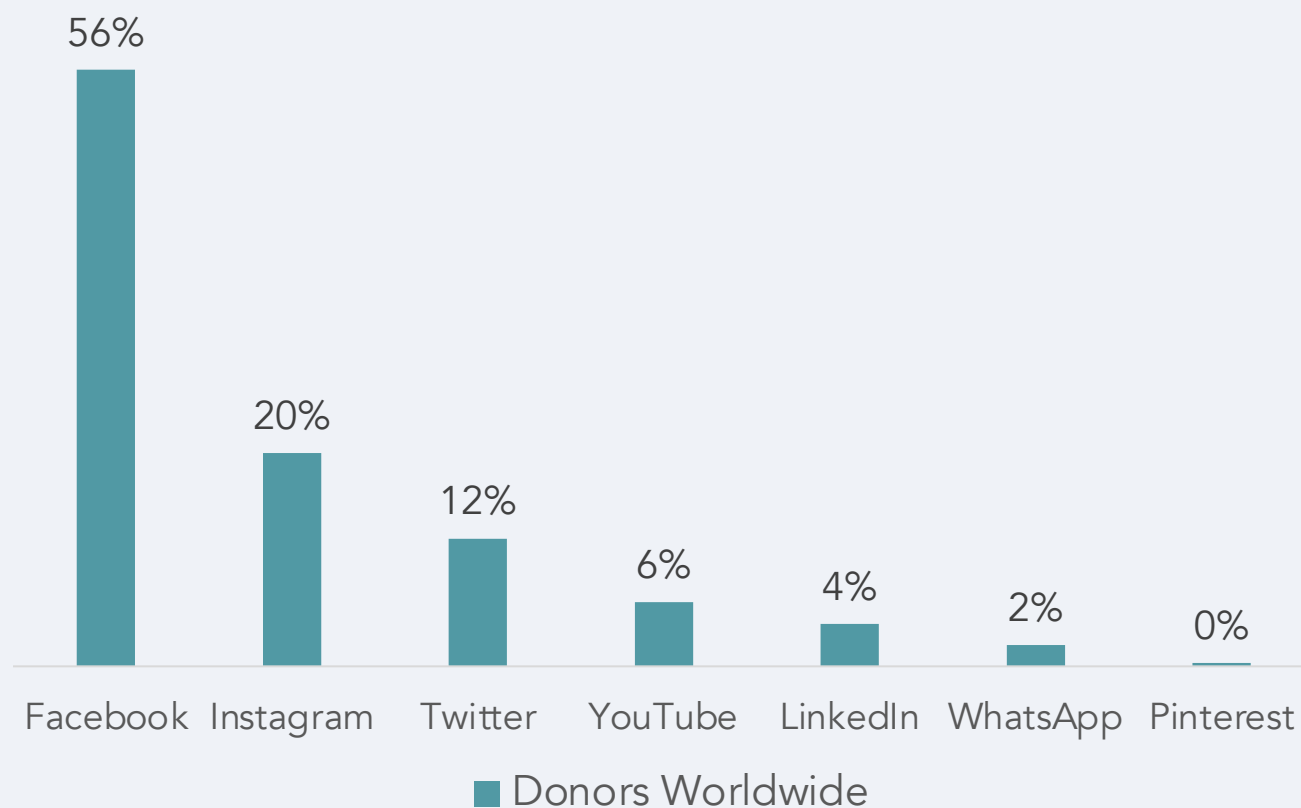
SOURCE | DoubleTheDonation, 2021 Report

34%

#GivingTuesday was record-breaking in 2020, with an 34% increase in dollars raised.

SOURCE | Charity Navigator, 2021 Report

SOCIAL AND VIDEO MOVES THE NEEDLE FOR DONATIONS

Facebook is the top social medium for inspiring charity giving.

56%
20%
12%
6%
4%
2%
0%

Facebook   Instagram   Twitter   YouTube   LinkedIn   WhatsApp   Pinterest

■ Donors Worldwide

SOURCE: NP Source, 2020

57%

of people who watch a video for a non-profit donate.
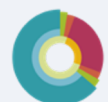
SOURCE: Google

79%

of donors reported that online video ads were the most useful online media marketing they saw.

SOURCE: Smart Insights, Video Marketing Stats, 2020

39%

of people who watch a video lookup the organization within a day of viewing it.

SOURCE: Google

GENERATING AWARENESS AMONGST NON-PROFITS: KEY TACTICS

BEHAVIORAL TARGETING

Leverage web search, purchase history, mobile app ownership, and web visit data to create deliver brand messaging to consumers who have shown the most interest in your brand.

CONTEXTUAL TARGETING

Deliver ads to contextually relevant placements through pre-determined content categories.

APP OWNERSHIP

Verified, deterministic mobile audiences classified along dimensions of life stage, interest & activity, & intent based on app ownership behaviors.

LOCATION BASED

Create custom location-based audiences by setting a specific radius that can be targeted on display or mobile devices.

DIGILANT PREMIUM

Privileged access to 1,000+ publishers that are all 100% verified with the ability to layer custom audience targeting.

DRIVING CONSIDERATION & CONVERSIONS AMONGST NON-PROFITS: KEY TACTICS

CRM TARGETING
Onboard first-party CRM data to target and customize ads to current, prospective and lapsed donors.

NATIVE
Use native ads that match surrounding content, so users naturally absorb the message. Ads are aligned with relevant content to keep the brand top of mind.

PAID SOCIAL
Leverage social to reach new prospects and encourage website and landing page traffic.

PAGE INDEX
Use custom whitelists to curates a customized network of sites and pages that are meaningful to the brand and overall objectives.

SEARCH ENGINE+
Enhance the performance of programmatic campaigns by unlocking quality URLs that rank highest in Google search and uncovering relevant ad placement that competitors are not reaching. Also utilize this for competitive conquesting.

SOCIAL PREDICT
Utilize real-time social monitoring technology to discover the way people are discussing topics across 50,000 digital channels, including social media, blogs and publications. Our Peer30 partnership allows us to target segments related to non-profits.

ADAPTIVE SEGMENTATION
Develop custom segments based on observed behaviors to reach the most qualified audience segment(s).

ALGORITHMIC OPTIMIZER
Customize your buying algorithm towards your primary goals for certain campaigns such as clicks or conversions.

SITE RETARGETING
Use pixel-based retargeting to reach consumers who have previously visited or engaged with our website, researched the brand, and/or use the store locator or added an item to their cart but didn't check out.

Want to learn more on how to execute smart omnichannel campaigns based on consumer insights and data?

Contact us as info@digilant.com