

# 15 ADVERTISING TRENDS TAKING OVER IN 2022



## 01 THE PRIORITIZATION OF FIRST-PARTY DATA

**52% of marketers are prioritizing advertising tactics and digital strategies intending to collect more first-party data.**

As the removal of third-party cookies looms over advertisers' heads, they'll look to reach audiences by leveraging first-party data. In the coming year, marketers have indicated it is a high (58%) or even the highest (30%) priority.

Source - MarketingDrive: 88% of marketers say collecting first-party data is a 2021 priority, study says

### HOW DIGILANT CAN HELP

Through our LiveRamp and Oracle partnerships, we can onboard 1st party data and match a unified ID that can be activated across multiple platforms and channels. [Learn more here.](#)

## 02 THE RISE OF CONTEXTUAL TARGETING

**In 2022, the majority of marketers plan to spend at least 20% of their media budgets on contextual advertising.**

Contextual targeting enables brands to align their ads with relevant content that the audience is actively viewing. Consumers have voiced that this is their ideal user experience - 70% find it important for ads to relate to the content they are consuming. This preference, in conjunction with advertisers looking for tactics that do not depend on cookie data, will result in the resurgence of contextual targeting.

Source - OpenSlate: The Outlook for Contextual Solutions in Data-Driven Advertising & Marketing

### HOW DIGILANT CAN HELP

We can reach consumers in timely, relevant, and brand-safe environments using contextual data from partners like Oracle, IAS, and Comscore. Layer on 1st-party data to tap into the content interests of your audience to reach consumers accurately and at scale.

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# THE U.S. "TRIPOLOGY" WALLED GARDEN TAKEOVER

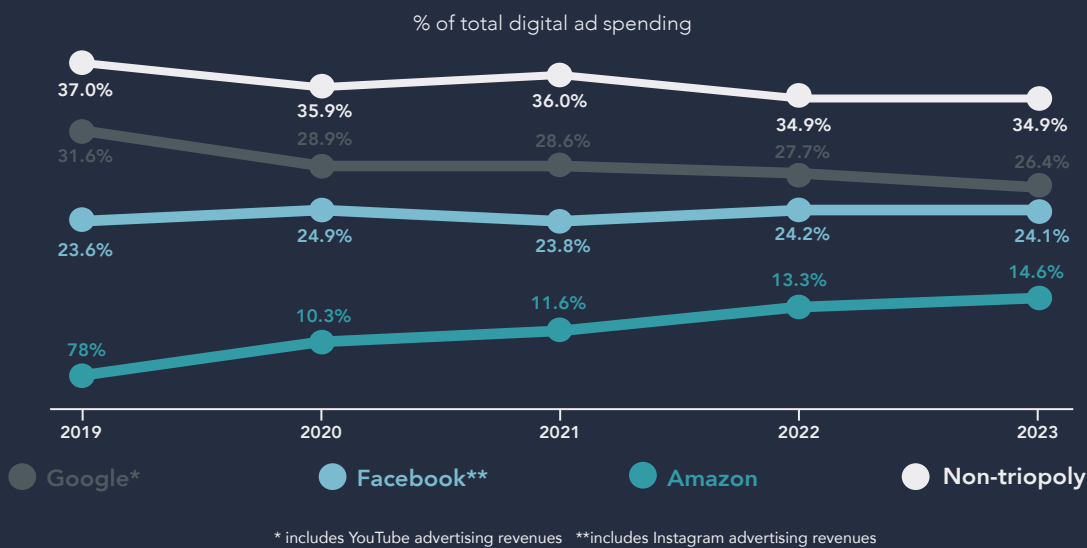
The U.S. "Tripology" (Google, Facebook, and Amazon) will account for 64% of U.S. ad revenue.

Projections indicate U.S. ad revenue will exceed \$239 billion in 2022, an 11% increase from this year. However, nearly 2/3 of that will go to three companies: Google, Facebook, and Amazon. As brands uncover third-party cookie workarounds, leveraging data from these walled gardens will become even more critical.

### HOW DIGILANT CAN HELP

We have deep partnerships with Google, Facebook, Amazon, MediaMath, and The Trade Desk. We're among 2% of Google Partners that have exclusive access to heightened service and access to tools like DV360's cross-device user graph.

U.S. TRIPOLOGY DIGITAL AD REVENUE SHARE, BY COMPANY, 2019-2023



Source - eMarketer: Google, Facebook, and Amazon to account for 64% of US digital ad spending this year

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# PODCAST ADVERTISING SEES TREMENDOUS POTENTIAL

In 2022, advertisers are expected to spend \$1.52 billion on podcasts; however, they would need to spend upwards of \$41.56 billion to match daily consumption.

One in three internet users listens to at least one podcast each month, making it an increasingly vital part of a successful media mix. However, the investment gap in advertising indicates that the industry hasn't quite adapted to this shift in media habits. As more people tune in to podcasts, brands will begin to recognize the opportunity this medium provides, which we predict will shrink the investment gap in the coming months.

Source - WARC: Global Ad Trends

### HOW DIGILANT CAN HELP

Our partnerships with leading digital audio platforms and networks like Adswizz, Spotify, and Pandora enable advertisers to reach target audiences when listening to their favorite radio station, music, or podcast. Learn more [here](#).

## 05 CORD-CUTTERS AND CORD-NEVERS SURPASS CABLE HOUSEHOLDS

At the start of 2021, about 70 million U.S. households maintained a cable subscription. At the same time, advertisers could reach more than 84 million households via connected, streaming TV services.

Whether convenience, flexibility, or price, consumers are cutting the cord with cable and leveraging streaming services to watch their favorite shows. As we're seeing more publishers create their own streaming platforms for consumers to access content, the trend toward OTT and away from cable will undoubtedly continue.

Source - Statista: Programmatic digital video advertising spending in the United States from 2013 to 2021

### HOW DIGILANT CAN HELP

We are partnered with the biggest open market, PMP, inventory, and device graph players in the OTT market. Reach audiences streaming OTT content across Connected TV (CTV) devices and Full-Episode Players (FEPs) accessible on mobile smartphones, tablets, & laptops. Learn more [here](#).

## 06 THE NEW WAVE OF INFLUENCER MARKETING: POWERED BY AI

72.5% of marketers plan to use influencer marketing in 2022.

As this medium continues to evolve, we anticipate seeing the widespread adoption of AI in everything from influencer identification (with AI watching and assessing millions of influencer videos faster and more efficiently than humans can) to performance influencer marketing. In this predictive AI-powered model, you only pay for the conversions and sales influencers produce, which will benefit ROIs moving forward.

Source - eMarketer: Influencer Monetization 2021

### HOW DIGILANT CAN HELP

Our partnerships with influencer networks allow us to identify and partner with influencers that best align with your brand. We then have the media expertise to run the campaigns across social platforms like Instagram, Twitter, Snapchat, and TikTok.

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## YOUTUBE VIEWERSHIP SURGES ATTRACTING NEW ADVERTISERS TO THE PLATFORM

The number of YouTube viewers in the U.S. will reach 210 million in 2022, up nearly 10 million from just two years ago.

YouTube continues its dominance as the number one online video platform in the world. As new viewers flock to the platform, more brands are recognizing the diverse audience the platform enables them to reach. Over the past year, this has attracted new industries to dip their toes into the YouTube advertising pool. In the coming year, whether travel, entertainment, tech, restaurants, among others, advertisers will delegate larger and more concentrated advertising budgets to YouTube.

Sources - eMarketer: More than half of US YouTube viewers watch on a CTV device; MediaRadar: 6 YouTube Advertising Trends You Can't Ignore in 2022

### HOW DIGILANT CAN HELP

We can programmatically buy and place ads across YouTube inventory. Our team of expert strategists can recommend strategies that include both non-skippable and skippable ad formats for advertisers based specifically on the audience and goals of your campaign.

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## EVENTS FIND BEST OF BOTH WORLDS WITH HYBRID OPTIONS

In the coming year, event marketers anticipate that:

40%

of events will  
be virtual

36%

of events will  
be in person

24%

of event will  
be hybrid

The pandemic and social distancing requirements have changed the way in-person events are held. As brands work to combine the best all worlds - in-person, hybrid, and virtual - using omnichannel tactics and experiences to attract attendees, promote the events, and engage attendees will become increasingly important.

Source - The Drum: Hybrid events in 2022: blending the best of live and virtual in a post-pandemic world

### HOW DIGILANT CAN HELP

For in-person events: We can tap into geofencing capabilities to increase location-specific awareness for an event.

For virtual and hybrid events: We can leverage CRM lists to target past attendees, reach prospective attendees based on search history, and utilize relevant behavioral and contextual data sets to find the audiences most likely to have interest in specific events.

## SHOPPABLE ADS EXPAND BEYOND SOCIAL MEDIA

**43% of Gen Z consumers and 49% of Millennials have purchased products or services directly from social media platforms.**

Consumers are most familiar with shoppable ads on social media platforms like Facebook and Instagram. However, as consumers embrace quicker, more convenient shopping methods, we'll see more brands embracing these "click-to-cart" experiential ads across programmatic, SEM, and even CTV/OTT.

Source - Sprout Social: The Future of Social Media: New Data for 2021 & Beyond

### HOW DIGILANT CAN HELP

Utilize shoppable and "live" ad formats beyond social to reach and convert users via search, display, video, Amazon, and CTV/OTT. Sample ad formats include click-to-cart ads, scannable, QR codes, and dynamic carousel ads.

## HEY ALEXA! WILL VOICE ACTIVATED ADS SURGE IN 2022?

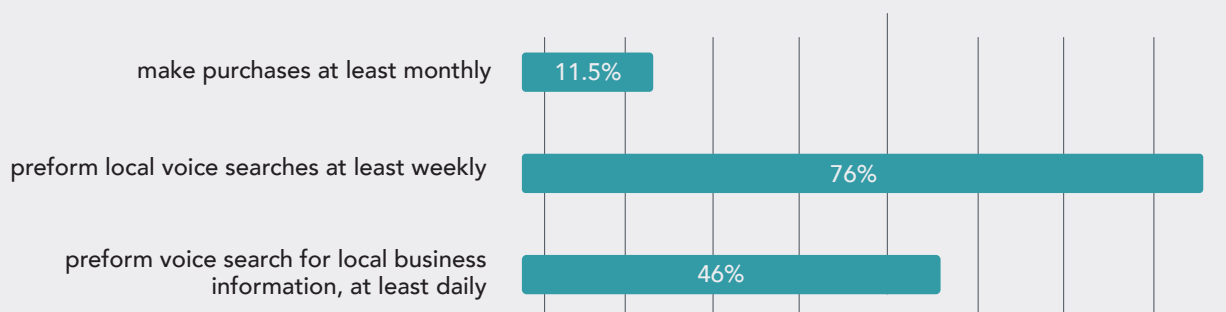
**In 2022, more than half of households in the U.S. are expected to own a smart speaker.**

As the number of smart speaker-enabled homes increases, so will the quantity and frequency of search queries. This is especially true in consumers ages 24-49, as 65% use their device at least once a day. This creates a new opportunity for advertisers to place their brand in front of audiences with voice advertisements.

### HOW DIGILANT CAN HELP

Our digital audio capabilities include smart speaker targeting across the Amazon Alexa and Echo devices, Sonos, and Google Home. Depending on the targeting and scale of a specific campaign, we have the ability to run 100% dedicated buys across smart speakers.

### SMART SPEAKER HOUSEHOLDS USE THEIR DEVICE TO . . .



Sources - OC&C Strategy Consultants: 34 Voice Search Stats Marketers Need to Know in 2021; PwC: Prepare for the voice revolution; BrightLocal: Voice Search for Local Business Study

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## IN-GAME ADS CREATE WIN-WIN EXPERIENCES FOR FREE-TO-PLAY GAMERS

**Projected worldwide revenue from gaming advertising will reach 4.41 billion in 2022.**

Consumers want and expect to play their favorite and new games for free. Consequently, they understand that they must work on an ad-based model for these games to remain free-to-play. This results in overwhelmingly positive sentiment among consumers when experiencing in-app gaming ads.

Sources - Statista: Revenue of the video gaming advertising market worldwide from 2015 to 2024; Business of Apps: Mobile gaming industry statistics and trends for 2021

### HOW DIGILANT CAN HELP

We can target mobile gamers across in-app inventory within specific mobile apps or app categories. Additionally, we can target gamers within gaming consoles like Xbox, PlayStation, and Wii and on streaming platforms like Twitch.

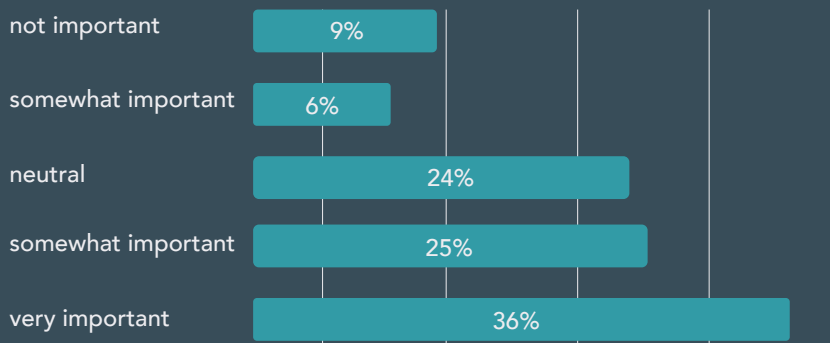
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## CONSUMERS CALL ON BRANDS FOR BETTER REPRESENTATION IN ADVERTISING

**57% of consumers are more loyal to brands that commit to addressing social inequities in their actions.**

As the population continues to diversify - for example, by ethnicity, race, sexual orientation, gender identity, differences in ability - brands need to authentically reflect the range of backgrounds and experiences of their consumers and future customers.

### IMPORTANCE OF DIVERSITY IN ADVERTISEMENTS ACCORDING TO U.S. ADULTS



Source - eMarketer: Best Practices for Inclusive Marketing; Deloitte: Authentically inclusive marketing

### HOW DIGILANT CAN HELP

We can leverage our Minority-Owned Marketplace along with our extensive audience data to reach and engage diverse audiences uniquely. Using our proprietary Data Intelligence Platform, we can build custom Audience Analysis reports to help you better understand diverse target audiences' behaviors, affinities, and purchase motivations. These insights can be used to inform media buys, creative strategy, and more. Learn more [here](#).

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## THE USE OF CONSUMER DATA FOR PERSONALIZED EXPERIENCES

**80% of consumers are more inclined to buy from a company that provides a tailored experience.**

Consumers want to connect with brands via personalized experiences, but on their terms. As we hear more about consumer data privacy, brands need to understand that the majority (90%) of consumers are happy to share their data *if* it benefits their user experience in some way, such as discounts or exclusive offers.

Sources - Smarthights: Personalized marketing in a competitive environment for brands and e-commerce retailers; Epsilon: The power of me: The impact of personalization on marketing performance

### HOW DIGILANT CAN HELP

Our suite of omnichannel advertising solutions is designed to promote personalized experiences for consumers at scale. For advertisers looking to ensure every step of the customer journey has personalized elements, we recommend utilizing dynamic creative, retargeting, dynamic segmentation, and email.

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## THE SURGE IN MOBILE IMPACTS E-COMMERCE

**By 2025, 72.6% of internet users worldwide will only access websites using their mobile devices.**

As time spent on mobile grows year-over-year, consumers are no longer just browsing on their phones; they're also making purchases. Consequently, brands that prioritize positive mobile commerce experiences will win out in the new year as consumers increasingly expect and value easy-to-use mobile e-commerce sites.

### HOW DIGILANT CAN HELP

We can provide strategic direction on creative optimization and mobile-friendly ad formats (ex. native, incentive ads, and in-app ads) to engage and convert consumers on mobile devices. Additionally, we can apply sequential advertising that includes mobile devices to ensure a true omnichannel brand experience.

64%

of smartphone users expect a site to load in 4 seconds or less.

40%

of consumers have turned to a competitor for a better mobile experience.

1 in 4

shoppers abandon their carts if a site's navigation is too complex.

Sources - CNBC: Nearly three-quarters of the world will use just their smartphones to access the internet by 2025; v12 Data: What Do Consumers Want in the Mobile Shopping Experience?

## THE VALIDATION OF BLOCKCHAIN AS A VIABLE SOLUTION IN ADVERTISING

The blockchain market is projected to hit over \$23.3 billion by 2023 and \$176 billion by 2025.

Blockchain has been in the back of marketers' minds for years; however, as the industry continues to work against ad fraud and privacy regulations, 2022 may be the year this technology finally gets its day in the sun. As viable applications in advertising and mar-tech arise, we predict marketers will take advantage of its benefits, including improved transparency, privacy, analytics, ad fraud, and a reward-based user experience.

Sources - CMS Wire: How Blockchain is Changing Advertising; LinkedIn: The Future of Digital Marketing Belongs to Blockchain Technology; Part 4 - Brace for Impact!

### HOW DIGILANT CAN HELP

We are committed to responsible marketing and championing technologies that ensure consumer consent, privacy, and compliance. Our team of experts is ready at your disposal to share and interpret the latest in blockchain data management solutions.

## LET'S TALK!

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Digilant is an independent omnichannel marketing company built to take companies from now to next. We do this with omnichannel strategies that are data-driven, actionable, and effective. Part of ispDigital, Digilant is made up of 100+ data-driven media minds and advertising technologists spread across US offices in Boston, New York, Chicago, San Francisco, Dallas, Denver, Los Angeles, Washington D.C., and Atlanta. By combining big ideas with executional scale we are well equipped to champion consumer insights, campaign analysis, and media initiatives that propel brands and agencies forward. Visit us at [digilant.com](http://digilant.com) to learn more.

