

14 ADVERTISING TRENDS YOU NEED TO KNOW IN 2023



01

AD-SUPPORTED CTV TIERS TAKE CENTER STAGE

80% of consumers use ad-supported CTV, with 67% preferring those models over non-ad-supported CTV services.

55% of consumers say they use at least one ad-supported streaming service, as price is the top consideration when choosing a subscription or new streaming plan. As more platforms, like streaming giants Netflix and Disney+, recently launched ad-supported streaming plans, advertisers have more opportunities to reach consumers across ad-supported plans in 2023.

Sources – FierceVideo: Majority of connected TV users are streaming with ads – study; FierceVideo: 55% of consumers use at least one FAST service: Hub

HOW DIGILANT CAN HELP

Leverage CTV and OTT inventory across new and legacy ad-supported tiers through our SSP and DSP partners. Layer on advanced targeting to ensure you reach your audience as they consume content.

Learn more about Digilant's Advanced TV Solutions [here](#).

02

CONSUMERS CONTINUE TO CUT THE CORD

82% of households will be "CTV-only" by 2023.

In July 2022, streaming services captured more views than broadcast or cable TV. As streaming services are slated to dominate television in 2023, they provide a great opportunity for advertisers to reach the 92% of US households (as of 2022 Q1) reachable by a CTV programmatic advertising source.

Sources – The Drum: Connected TV Households set to grow to 82% by 2023; Statista: Connected TV advertising in the U.S. – statistics and facts

HOW DIGILANT CAN HELP

Our strong partnerships with CTV's most prominent open market, PMP, inventory, and device graph players allow advertisers to reach their audiences across all devices. In addition, we have extensive reporting capabilities to understand incremental lift and reach holistically across all CTV (and Linear TV) buys.

03

TIKTOK ADOPTION CONTINUES TO GROW

45.8 minutes is the average spent on TikTok per day by US adults in 2022.

The TikTok boom continues to entice audiences across the globe, capturing over 1 billion users globally, 80% of consumers between the ages of 16-34.

In the US, TikTok users spend 50% more time on the platform than Facebook and Instagram users. Consumers are drawn to short-form videos, so the time consumers spend on this platform is expected to grow even more in 2023.

Sources - Insider Intelligence: Why your brand needs to invest in TikTok in 5 charts; Wall Room Media: TikTok Statistics – Updated Nov 2022

HOW DIGILANT CAN HELP

With our extensive paid social capabilities, Digilant has access to inventory across TikTok and can leverage multiple formats, whether in-feed video, branded lenses, brand-takeover, or more.

04

THE RISE OF SOCIAL COMMERCE

82% of consumers have discovered a product on social media and purchased it directly on their mobile phone.

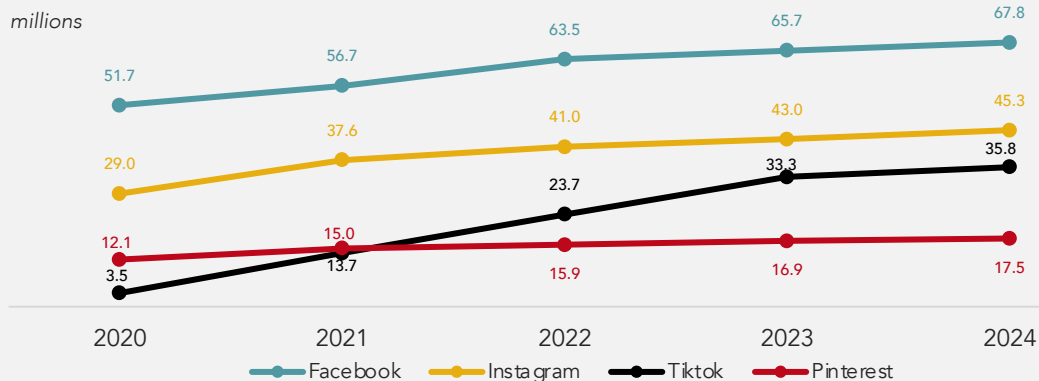
As consumers spend more time on social media, they don't just want to interact with brands' content but buy products instantly through posts they see. Social Media has become a one-stop-shop; by 2025, social commerce is expected to reach \$1.2 trillion.

HOW DIGILANT CAN HELP

Run a mix of shoppable and carousel ad formats that link directly to the product page, allowing consumers to shop across all social platforms.

Learn more about Digilant's Advanced Social Solutions [here](#).

SOCIAL BUYERS BY PLATFORM



Sources - Business of Apps: 82% of shoppers use social media to make a purchase; Bloomberg: Shopping on Social Media Seen Hitting \$1.2 Trillion by 2025; Source - Insider Intelligence: TikTok is a Rising Force in Social Commerce, 2020-2026

05

MORE LISTENERS TUNE INTO STREAMING AUDIO

~2/3 of the US population ages 12 and over listens to streaming audio at least once per week.

Between streaming music, digital radio, and podcasts, streaming audio is expected to account for 20.3% of digital media time. Consumers are tuning-in throughout their day - in the car, at the gym, commuting to work, at home, etc. Podcasts alone are expected to grow to 131.2 million listeners in 2023, a 4.9% year-over-year growth.

Sources – Oberlo: US Podcast Listener Numbers (2018-2025); Insider Intelligence: Digital Audio takes up an increasing share of US digital media time; Insider Intelligence: How much of US population listens to digital audio

HOW DIGILANT CAN HELP

We have partnerships with leading streaming audio networks such as:

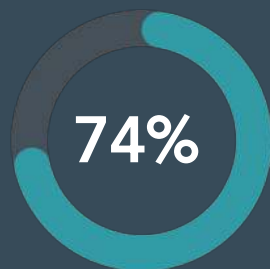


Learn more about Digilant's Advanced Audio Solutions [here](#).

06

PODCAST ADS PRODUCE SALES

After hearing a podcast ad, podcast listeners that listen for at least 5 hours per week have:



visited a company's website.



purchased a product or service.

Many podcast listeners tune into the same show every week because they are fans of the host(s). This regular cadence of interaction helps build trust between the host and listener, making the host an influential source regarding product recommendations. As such host-read podcast ads have one of the highest recalls, creating an excellent opportunity for brands to get their ads in the ears of a captive audience.

Source – Ad Results Media: Is Podcast Advertising Effective

HOW DIGILANT CAN HELP

Drive listeners further down the funnel with programmatic and host-read podcast ads and quantify your investment with our digital audio measurement solutions. Track sales, foot traffic, or brand lift to better identify how audio ads drive consumer action.

07

DIGITAL-OUT-OF-HOME ADS GRAB CONSUMERS' ATTENTION

80% is the average recall rate for DOOH, which is more than double traditional advertising channels.

By year-end, DOOH ad spending in the US is projected to reach \$367 million in 2022. There is an increased availability of digital screen inventory - in grocery stores, doctor's offices, gyms, subways, airports, and more, helping advertisers reach consumers at multiple points throughout the day.

Sources – Dooh.ly: Measuring Digital Signage Effectiveness; Insider Intelligence: US Programmatic Digital Out-of-Home Ad Spending, 2019-2023

HOW DIGILANT CAN HELP

Reach your target audience at the right time and location using time-of-day targeting, geotargeting, behavioral patterns, 1st party location data targeting, and unique creative and messaging.

Learn more about Digilant's Advanced DOOH Solution [here](#).

08

VOICE SEARCH IMPACTS SEO AND SEM

65% of consumers aged 25-49 use voice search at least once per day.

In 2023, the expected US transaction value of e-commerce purchases made through voice assistants will be \$19.4 billion.

As voice recognition technology allows consumers to search the web seamlessly, it will continue to grow even more popular. As such, advertisers must optimize their content for voice searches, including more conversational content, targeting question-based keywords, and optimizing towards local SEO.

Source - Blogging Wizard: 44 Latest Voice Search Statistics For 2022; Statista: E-commerce transactions value via voice assistants worldwide in 2021 and 2023

HOW DIGILANT CAN HELP

Our Advanced Audio Solution includes smart speaker targeting across

SONOS
amazon echo

Google Home
and more.

Our dedicated paid search specialists can also optimize and enhance paid search campaigns toward any goal.

Learn more about Digilant's Advanced Search Solutions [here](#).

09

AMAZON DOMINATES E-COMMERCE

\$39.45 billion is the projected net digital ad revenue for Amazon in 2023.

Amazon has risen to be the leader of e-commerce due to its vast inventory, record-timing delivery, personalized recommendations, prime deals, and more. As consumers flock to the site and app to make purchases, advertisers must take advantage of Amazon's various features and capabilities to reach consumers as they browse and buy.

Source - Statista: Net digital advertising revenue of Amazon in the United States from 2019 to 2023

HOW DIGILANT CAN HELP

With access to Amazon's DSP, leverage its first-party data across Amazon and its owned & operated websites. We can even drive consumers back to the brand's Amazon storefront, prompting consumers to add products to their shopping cart and check out quickly.

Learn more about Digilant's Amazon Advertising Solutions [here](#).

10

THE GROWTH OF RETAIL MEDIA NETWORKS

~25% annual rate growth is expected for the US retail media market, increasing from \$36 billion in 2021 to \$110 billion in 2026.

As more consumers shop online, major retailers have recognized the value their sites hold to advertisers. With the recent implementation of their media networks, retailers like CVS, Target, and Home Depot have opened their sites for brands to advertise directly on their pages. These networks provide advertisers with valuable first-party data and low-funnel ad spots, as consumers on these sites are likely lower in the sales funnel.

Source - Seeking Alpha: The Trade Desk: Understanding The Retail Media Opportunity

HOW DIGILANT CAN HELP

Leverage unique data sets and ad formats to hit all campaign goals through our retail media partnerships with networks like:



11

VIDEO ADS PROVIDE GREAT ROI

27.4x more likely for consumers to click through online video ads than standard banners.

Videos, especially short-form, have been critical in capturing consumers' attention. 80% of people prefer watching a video to reading text, and customers remember 95% of the information gathered in a video. In the coming months, consider which channels across your entire digital advertising strategy you can switch static imagery for creative, short-form content.

Sources – Instapage: 3 Reasons Why Video Ads Are the Future of Advertising & the Ad Types Available (Data); Vimeo: 47 Must-Know Live Video Streaming Statistics [UPDATE]; Neal Schaffer: The Top 42 Video Marketing Statistics for 2023

HOW DIGILANT CAN HELP

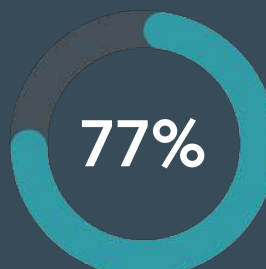
Digilant's Advanced TV Solution incorporates short and long-form video ads layered with behavioral and contextual data targeting to reach your audience no matter where they consume content.

12

ADVERTISERS SHIFT AWAY FROM THIRD-PARTY DATA



of marketers say first-party data is a priority



of marketers are investing more in zero-party sources

The shift away from (Google) and the removal of third-party cookies (Apple) coincides with internet users' continued preference for consumer privacy. 33% of US consumers think better of brands that keep their data private and secure. Advertisers have an excellent opportunity to gain consumer trust with privacy-centric first and zero-party data strategies.

Sources - Insider Intelligence: Online shopping data protection alone isn't enough for Gen Z; SheerID: Five Tips From 44 CMOs on building trust with zero-party data; Marketing Dive: 88% of marketers say collecting first-party data is a 2021 priority, study says

HOW DIGILANT CAN HELP

Onboard 1st-party data using a safe and secure file transfer platform like LiveRamp to activate across multiple platforms and channels.

We have additional future-proof solutions that do not rely on third-party cookies while still driving strong performance.

Learn more about Digilant's Cookieless Solutions [here](#).

13

CONSUMERS KEEP A CLOSE EYE ON THEIR SPENDING

92% of consumers consciously watch their spending during the current economic uncertainty.

Inflation has drastically changed shopping habits in 2022 as consumers cut back on spending, whether on essentials, dining out, or other products. While discounts and “deals” have been significant purchase drivers, in light of more economic uncertainty to come, consumers are primarily searching for a higher value in their purchases in 2023.

Source – Nielsen: Leaner budgets: Inflation battered consumers prioritize grocery spending

HOW DIGILANT CAN HELP

With more mindful shoppers, consider focusing your ad creative messaging on how you can provide value to your customers.

At Digilant, we know every advertising dollar counts. Backed by scrappy strategies and advanced analytic practices, our team is poised to implement strategic campaigns to reach (and exceed) your campaign goals!

14

ADVERTISERS PROCEED WITH CAUTION IN THE METAVERSE

~50% of technology experts and business leaders believe that the metaverse will be fully operable and offer immersive virtual experiences by 2040. The other half thinks the metaverse will never fully materialize.

The metaverse was the big talk of 2022 as some brands tested its capabilities and advertising solutions. However, a third of US consumers have never even heard the term “metaverse.” Advertisers and consumers alike have yet to trust the digital-first world, but with improvements on the horizon, we’ll keep an eye on this through 2023!

Source - Exploding Topics: 75+ Metaverse Statistics (New 2023 Data)

HOW DIGILANT CAN HELP

While still uncertain, incorporating a small “test budget” within the metaverse is an easy way to understand the environment, leverage in-game advertising, and compare performance and metrics to other channels.

Learn more about Digilant’s Advanced Gaming Solutions [here](#).



LET'S TALK!

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Digilant is an omnichannel media partner built to take companies from now to next. We execute 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 www.digilant.com to learn more.