

DIGITAL ADVERTISING 2022 TRENDS

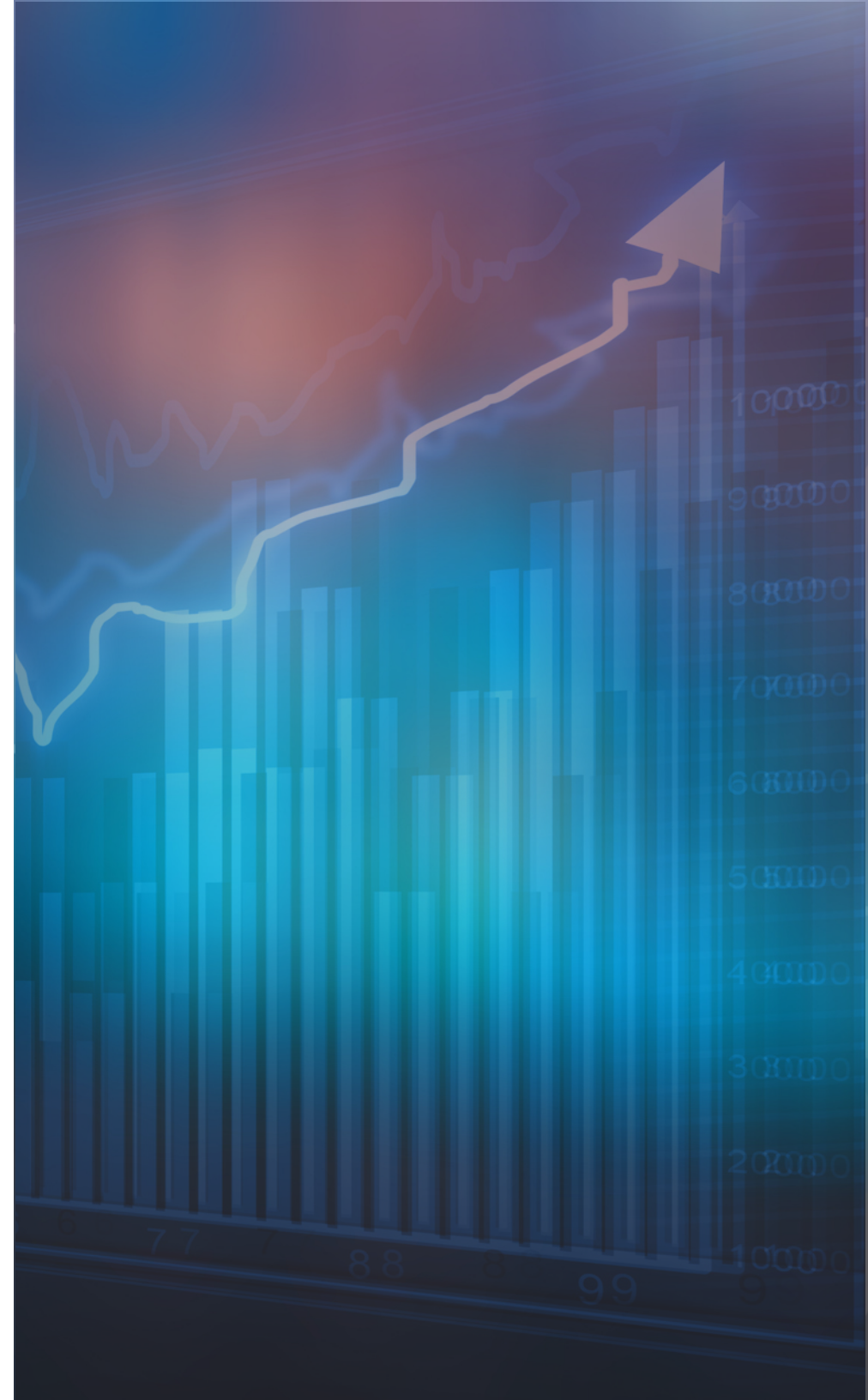
What to look forward to in the new year

/ Digital Advertising

2022 TRENDS

In the past two years, there have been significant shifts in the marketing and advertising landscape. From COVID-19 to privacy changes to evolving and growing social media channels, there is a lot to keep track of (and look forward to) in 2022. We asked the Coegi Account Strategy team what they predict will be trending in 2022. The following playbook uncovers seven of the top trends they predict for digital media:

- **Pandemic-Driven Shift to Digital**
- **Cookieless Future Preparation**
- **Updates to Privacy Policies**
- **Demand for Performance-Based Marketing Strategy**
- **Need for Audience Testing**
- **Evolving Creative Messaging**
- **Shrinking of the Sales Funnel**



/ 1.

Pandemic-Driven Shift to Digital


With continuing restrictions due to new Covid-19 variations, several brands have pivoted marketing strategy to digital marketing tactics. e-Marketer projects growth of nearly 50% in digital marketing expenditure over the next four years. With many continuing to avoid in-person activities, brands need to adjust their messaging and channels to accurately reach their audiences online.

"Marketers must constantly monitor the ever changing dynamic of the pandemic and what it means for audiences. When we initially went into the pandemic, we saw significant increases in digital media consumption. Marketers need to understand how consumption habits are shifting and provide a flexible game plan and strategy for future changes."

Colin Duft

Coegi Account Strategy Director





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Cookieless Future Preparation

It's no secret that digital cookies are going away, but the effects are still ambiguous for online marketers. Without their tracking capability, many advertisers will be left in the dark with uncertainty on how to reach their core consumers. While other compliant methods of data collection and tracking are being tested, marketers must begin to scale first-party data collection to stay ahead.

"The ever looming threat of a "cookie-less" world and data privacy in general will continue to change advertising as we know it."

Maggie Gotszling

Coegi Account Strategy Director

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Updates to Privacy Policy

While some emerging channels like CTV and programmatic audio are expanding their 1:1 targeting capabilities, other platforms, such as Facebook, are increasing targeting restrictions for various audience segments as customers begin to be more cautious with sharing personal data. Some brands will need to rely more heavily on tactics such as behavioral and contextual targeting to reach their target audience. Additionally, as privacy updates by Apple, Google, and legislative groups limit metrics and accuracy, measurement will need to become more sophisticated. At Coegi, we are embracing cross-channel, weighted measurement frameworks that track incremental effects of digital campaigns on holistic business goals, rather than solely focusing on attribution. For more information on measurement, refer to our step-by-step measurement guide.

“Privacy is still a top concern. Clients who have been targeting super-niche audiences will have to reestablish expectations for programmatic and be open to experiment with alternative targeting and measurement solutions. Ideally, this will happen in 2022 while we still have access to data that is likely to be lost.”

Savannah Westbrook

Coegi Account Strategy Director

We have just updated our privacy policy, which will automatically inform our service.

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Demand for Performance-Based Marketing Strategy

Performance-based marketing is focused on having media be accountable to business results, whether in the awareness stage or driving lower-funnel conversions. In order to do so, create customized measurement strategies to gauge metrics with the most impact on business objectives. Clear, results-focused measurement will show the incremental impact of all media spend so you can best optimize your marketing dollars to move the needle.

“One of my accounts is transitioning their strategy to a laser focused, best-in-class performance-based strategy. The intent is to use the previous year's learnings to motivate their niche audiences into increased conversions.”

Danielle Wesolowski

Coegi Account Strategy Director

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Need for Audience Testing


Beyond the implications to targeting caused by the deprecation of third-party cookies and privacy updates, it's important to put together a test and learn strategy to better understand top performing segments and data types that are best at driving results. Refining audiences over time will help reduce media waste and improve overall performance.

"I have a trending conversation with various clients, all being 'what's the best way to reach this audience'? We are constantly investigating different data segments to onboard, test and try out for clients."

Colin Duft

Coegi Account Strategy Director



A hand holding a smartphone, with a teal overlay and a blurred background. The phone is held in a way that the screen is visible, though the content is not clear. The overall image has a soft, artistic feel with a teal color scheme.

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Evolve Creative Messgaing

Personalization is not a new trend, but it is one that continues to grow in importance year after year. In recent surveys, 60% of consumers report being likely to repurchase after a personalized shopping experience and 72% of consumers state they will only respond to personalized marketing messages. AI tools are great ways to identify consumers based on key signals and serve them the most relevant ads. They allow marketers to tailor content and messaging for exact moments in the customer journey providing a more customized user experience.

“The digital trend I've noticed is the creativity in which we're seeking to better understand, align with, and listen to what our clients' audiences need, want, and expect. As a consumer, I enjoy and expect a streamlined customer journey and customized messaging and am working to provide the same to our client's customers.”

Danielle Wesolowski

Coegi Account Strategy Director

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Shrinking of the Sales Funnel

Consumers are more aware of the media landscape and are quicker to make purchase decisions. Social commerce is a major driver of this trend, along with the overall reception to omni-channel shopping. Platforms such as Instagram and Snapchat integrate brand websites so consumers can make a purchase without ever leaving the app. These advances will continue to blur the lines between awareness, consideration and conversion and allow brands to drive quicker purchases.

"Shrink the funnel by having a more engaging creative with a strong and clear call to action."

Matt Prosperi

Coegi Account Strategy Director





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