Advertising in an Accelerating Digital Future: Where is it Headed?

ASIA FINDINGS

Consumer behavioural change is shifting business strategies

Digital shifts are creating opportunities to build brand and fill skill gaps

First COVID-19 demand upshift is opening exponential growth, naturally, leading marketers to invest in brand-building activity.

Adverts are investing in digital channels and platforms, and leveraging AI and ML technology to stay ahead.

With the increasing dominance of digital consumer buying behaviour and publishers, this offers an opportunity to learn and quickly adapt teams to fill key knowledge gaps.

Media budgets are growing to meet a highly digitised market, with spend slated to increase significantly in 2022.

Importance of advertising on the open internet

By 2022, more marketers say it is very important (rated 7 out of 10 or higher)

1. Audience insights and behavioural change
2. Digital marketing
3. Growing first-party data

Top considerations when working with ad tech partners

1. Campaign performance
2. Performance and broader advertising capabilities
3. Audience insights

Learn more about where advertising is headed in 2022

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