

Digital Trends 2017

@Econsultancy 



Achieve
Digital
Excellence™



- Online survey carried out in November and December 2016
- Over 14,000 marketing, digital and ecommerce professionals



Which one area is the single most important opportunity for your organisation (or your clients) in 2017?

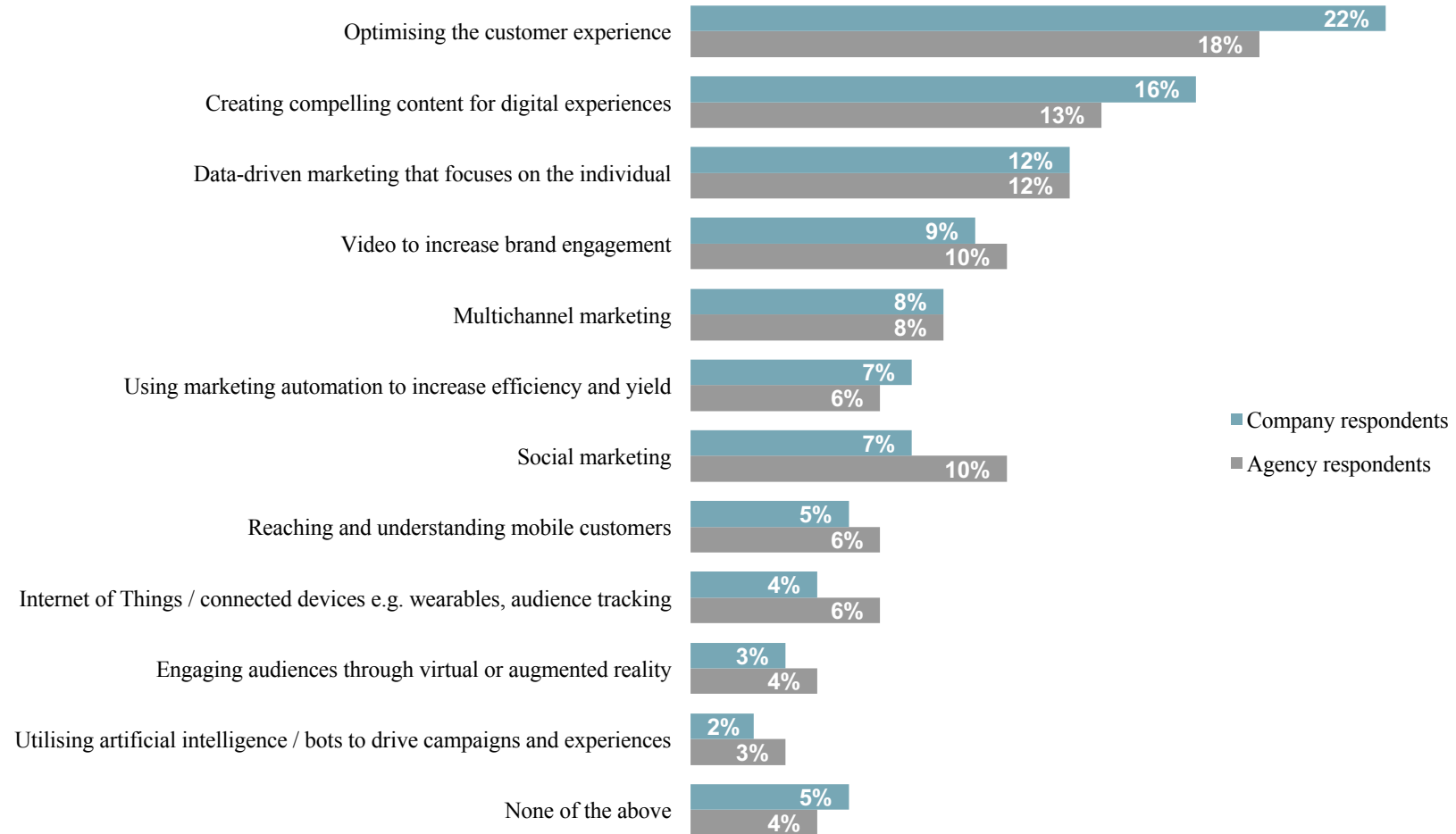




Figure 2: Customer journey funnel: key stages to purchase



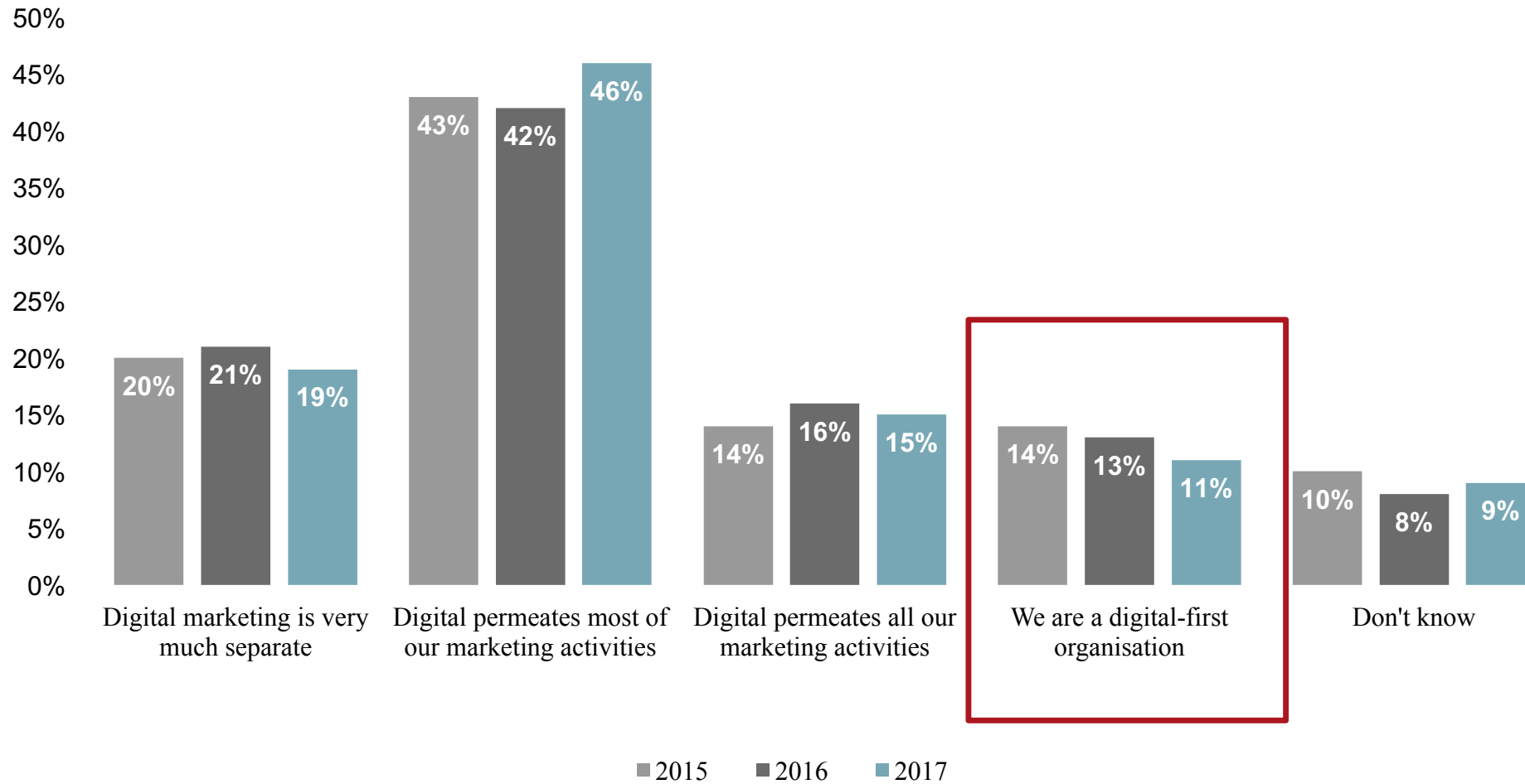
Market Data / Supplier Selection /
Event Presentations / User Experience
Benchmarking / **Best Practice** /
Template Files / Trends & Innovation

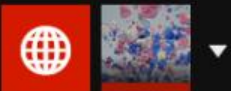


Convergence of Marketing and Sales

A Digital Transformation Best Practice
Guide

To what extent does digital permeate your own organisation's marketing activities?






Pins Home Store



Kassim
TwoHornet392523
✉ 0



Welcome Home

Wherever you go, just press  on your controller to get back here.

No friends online



Snap



My games &
apps



Insert disc



ORDER TRACKER



Order placed
11:07



Prep
11:10



Bake
11:25



Quality control
11:40

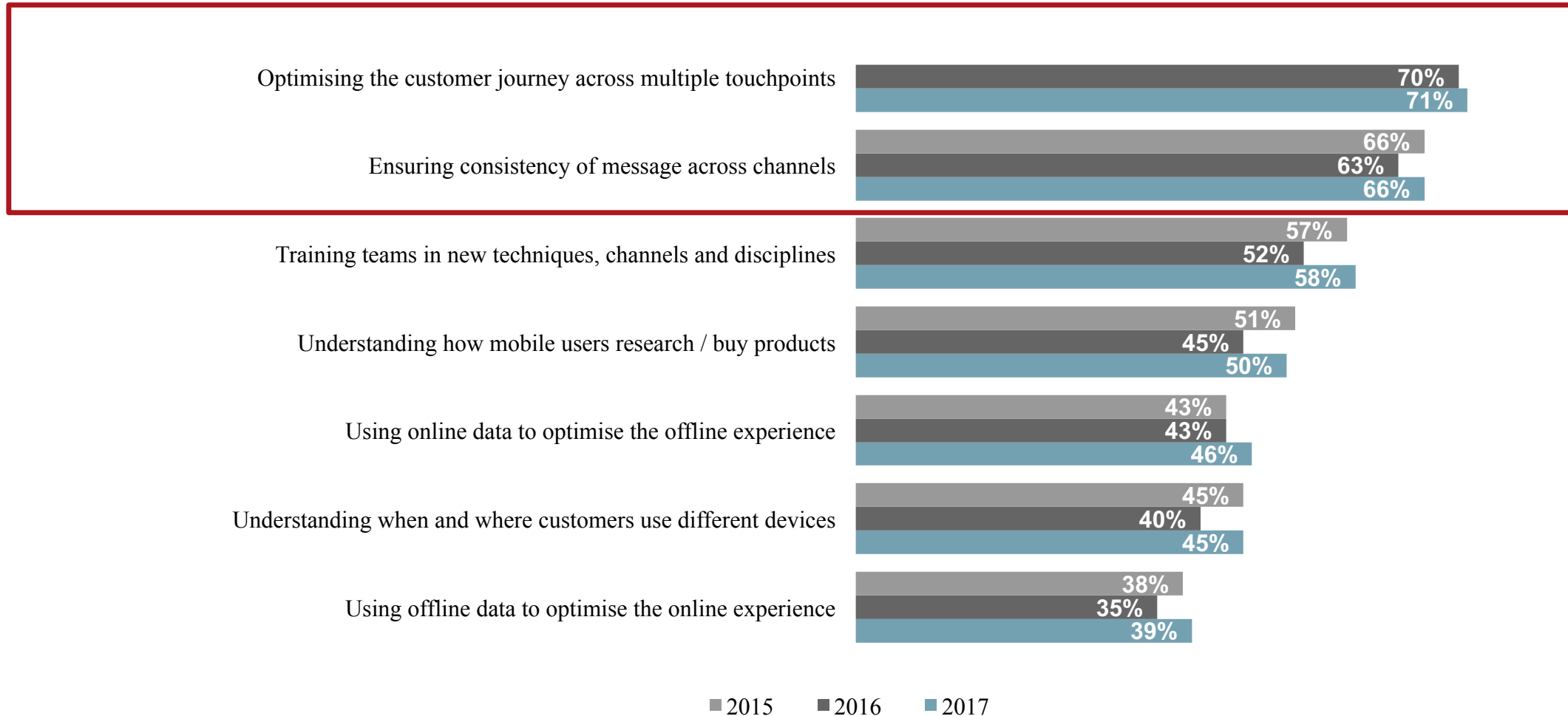


Out for delivery
11:45



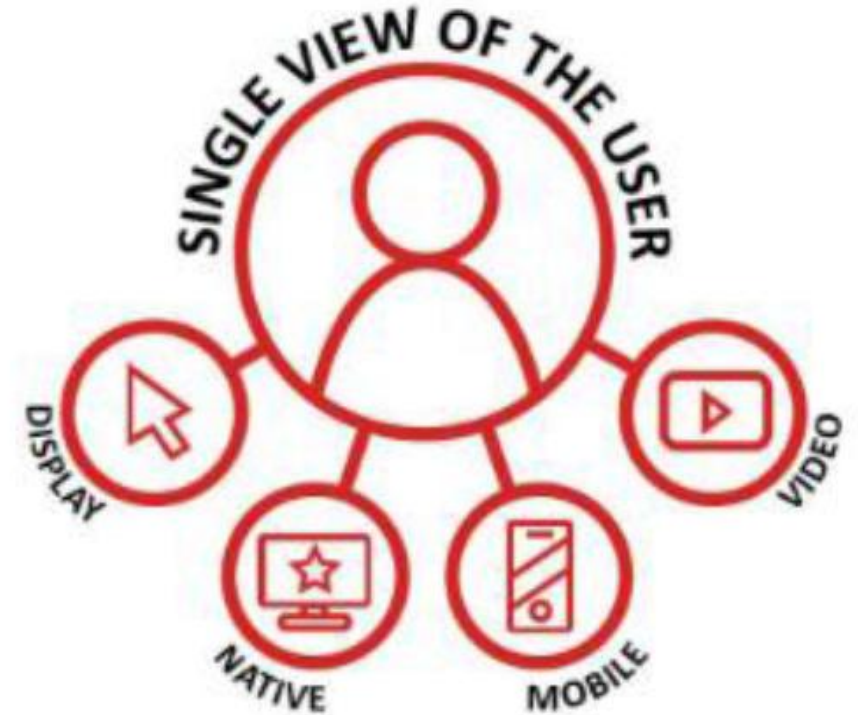
Order delivered
12:17

Proportion saying these will be 'very important' for their digital marketing over the next few years



Just Eat – better engaging individuals

- **Seamless customer experience a strategic priority**
- **Targeting customers rather than devices**
- **Sequential messaging across device**
 - Frequency capping the users rather than the channel

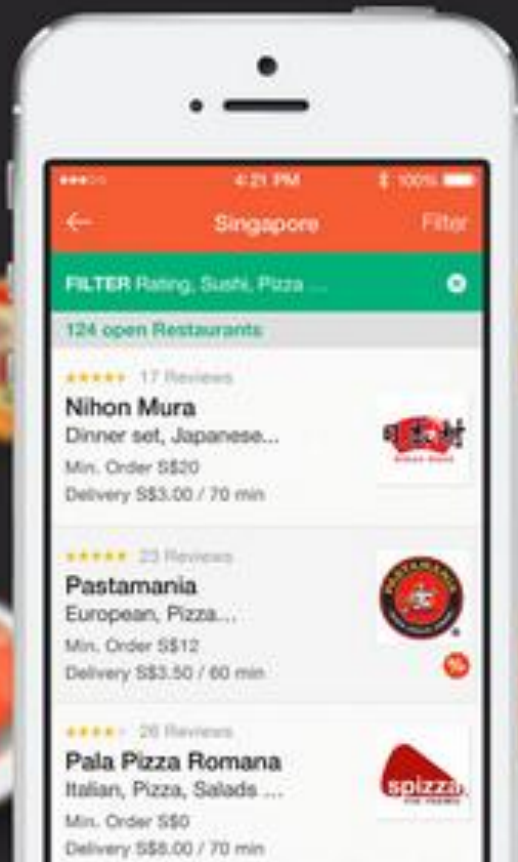




39% of companies say UX –
having well designed user
journeys that facilitate clear
communication and seamless
transactions **is a challenge.**

For hungry people.

Order your favourite food in 3 steps.



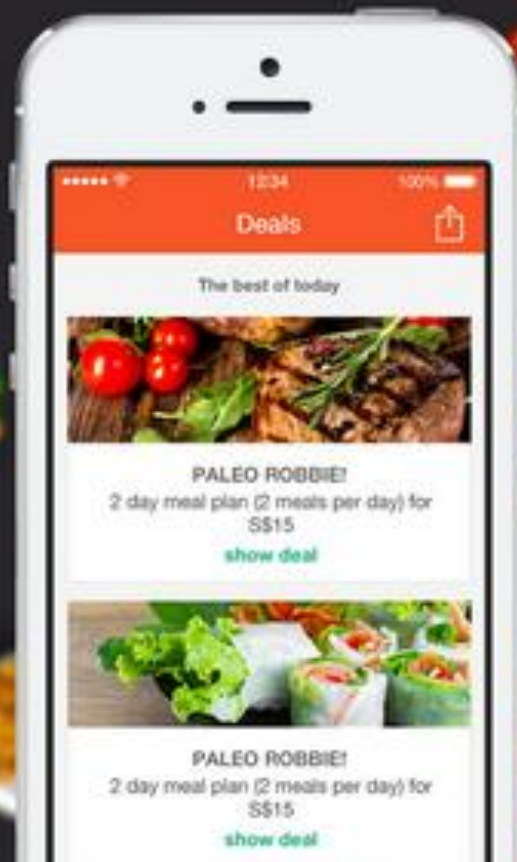
For local players.

Choose from the best delivery restaurants.



For deal hunters.

Save money on top-rated meals.

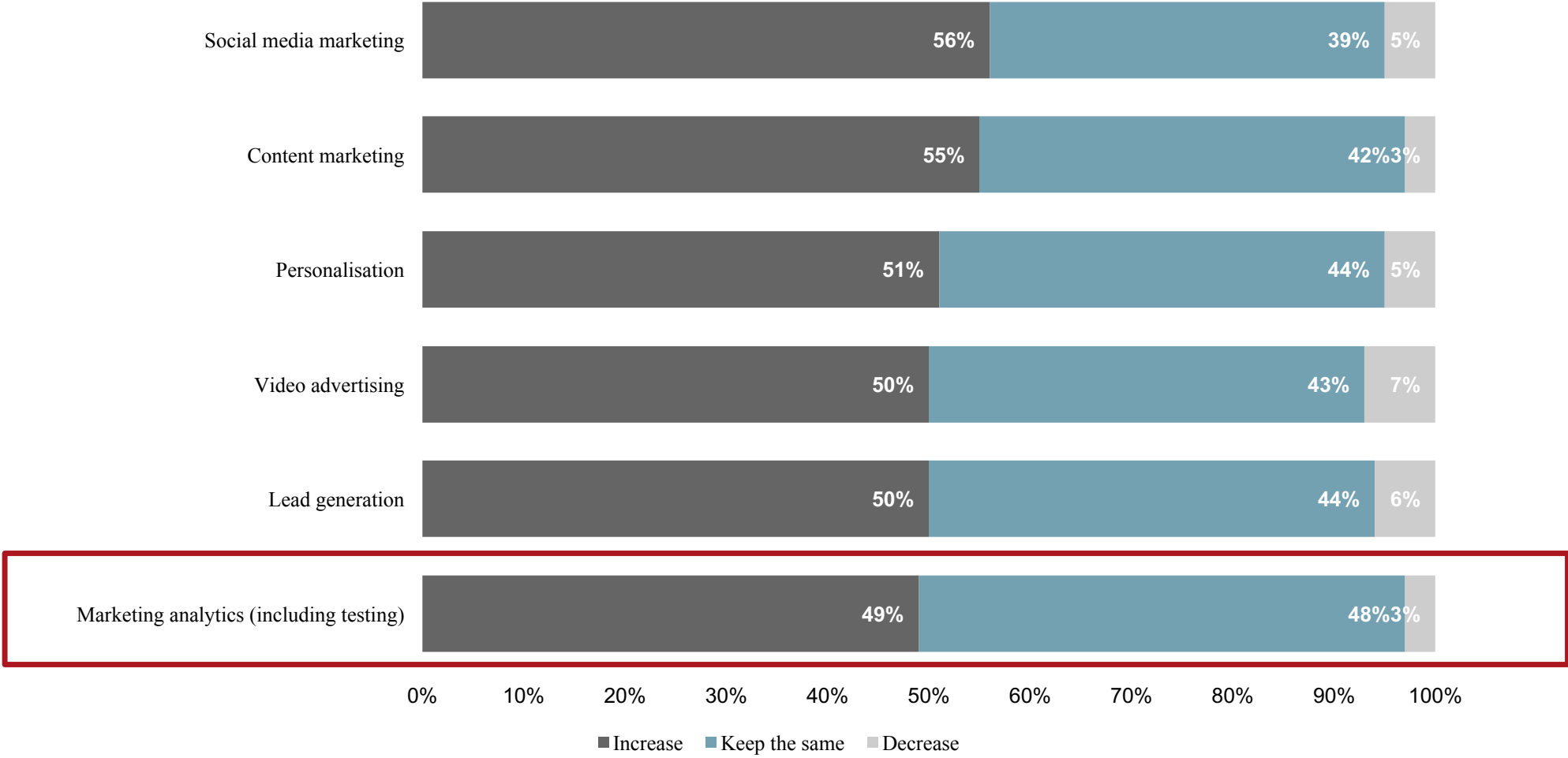


For smart individuals.

Discover your gem from +12000 restaurants.



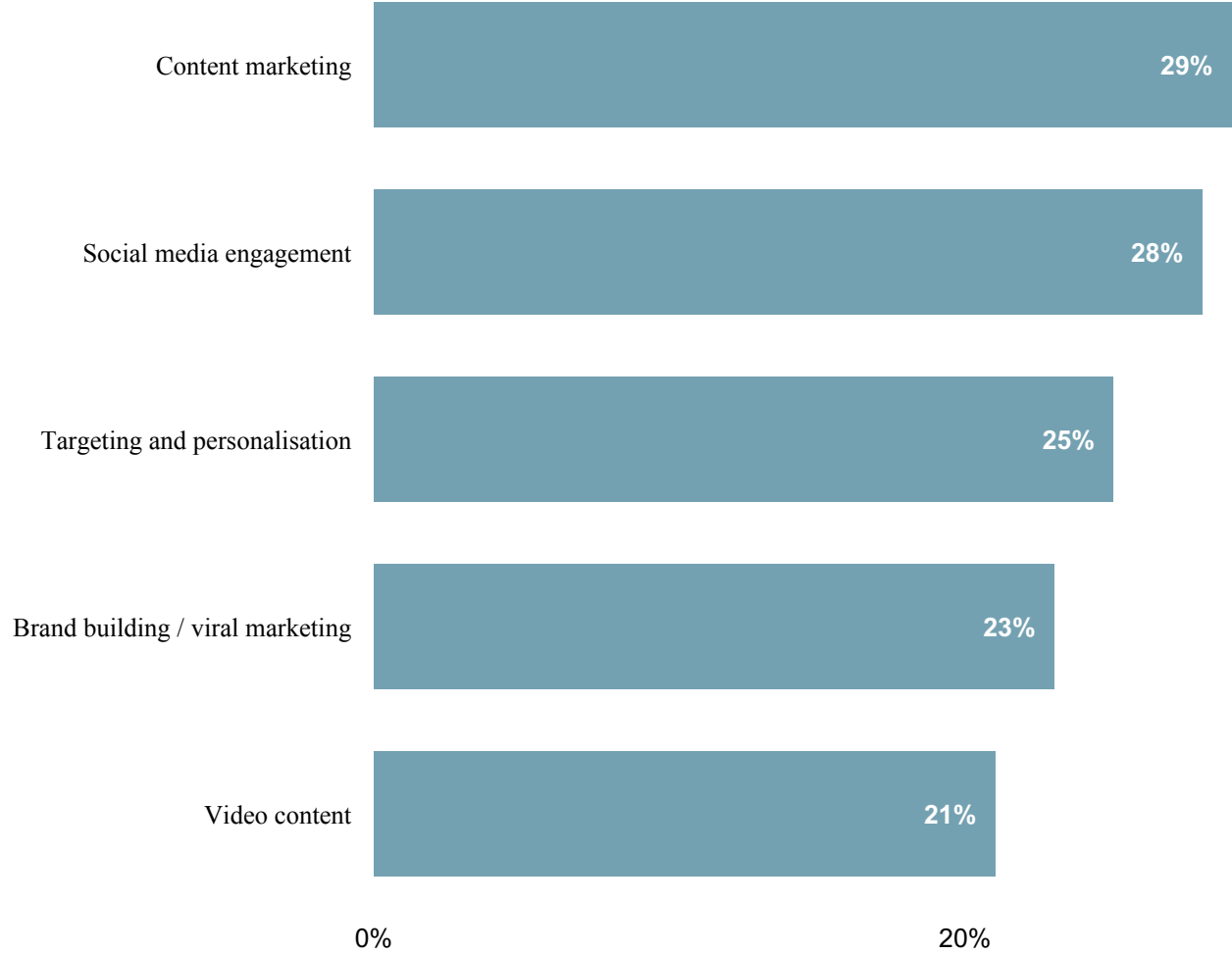
What best describes your budget plans for the following digital marketing channels or disciplines in 2017?



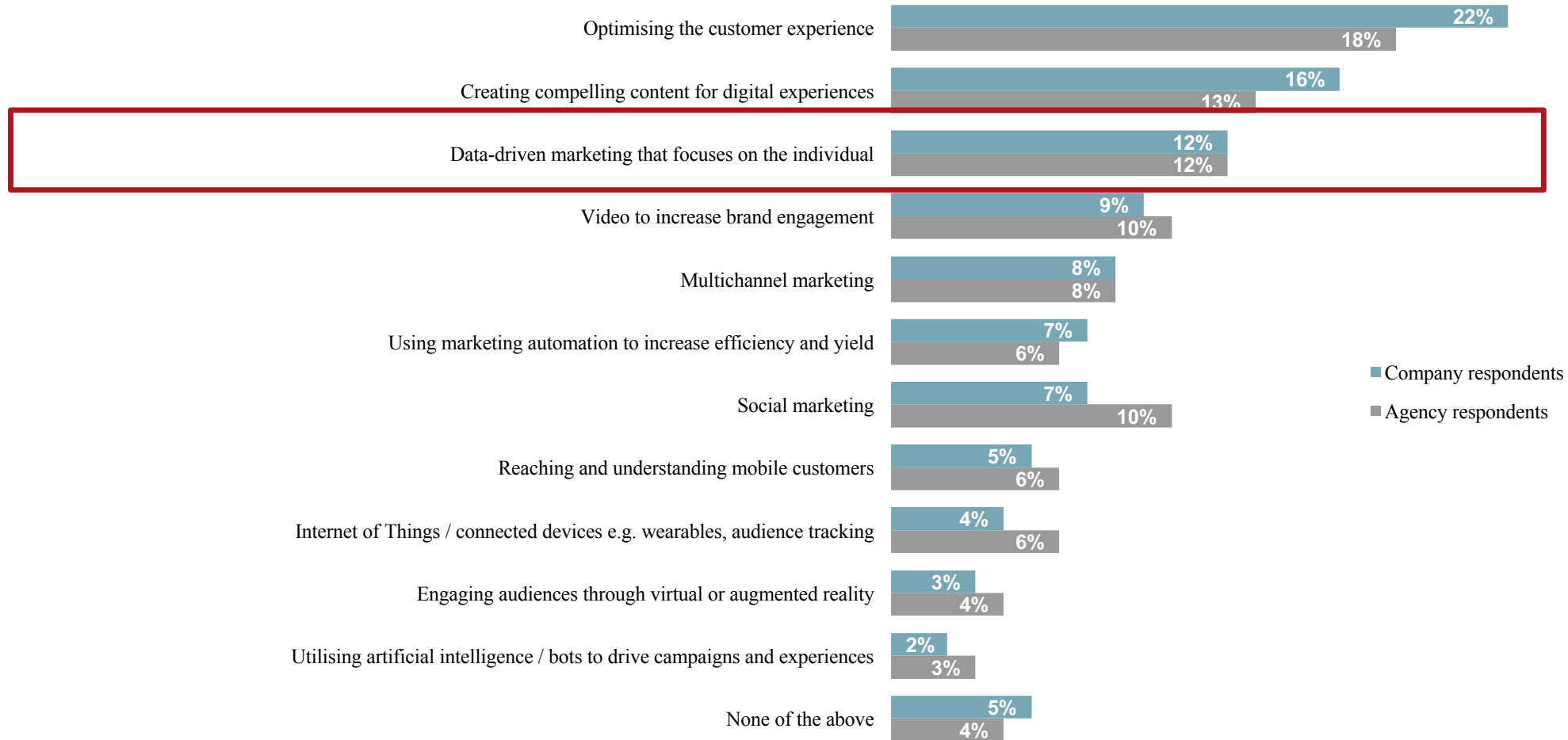
Worst performing priorities for 2017



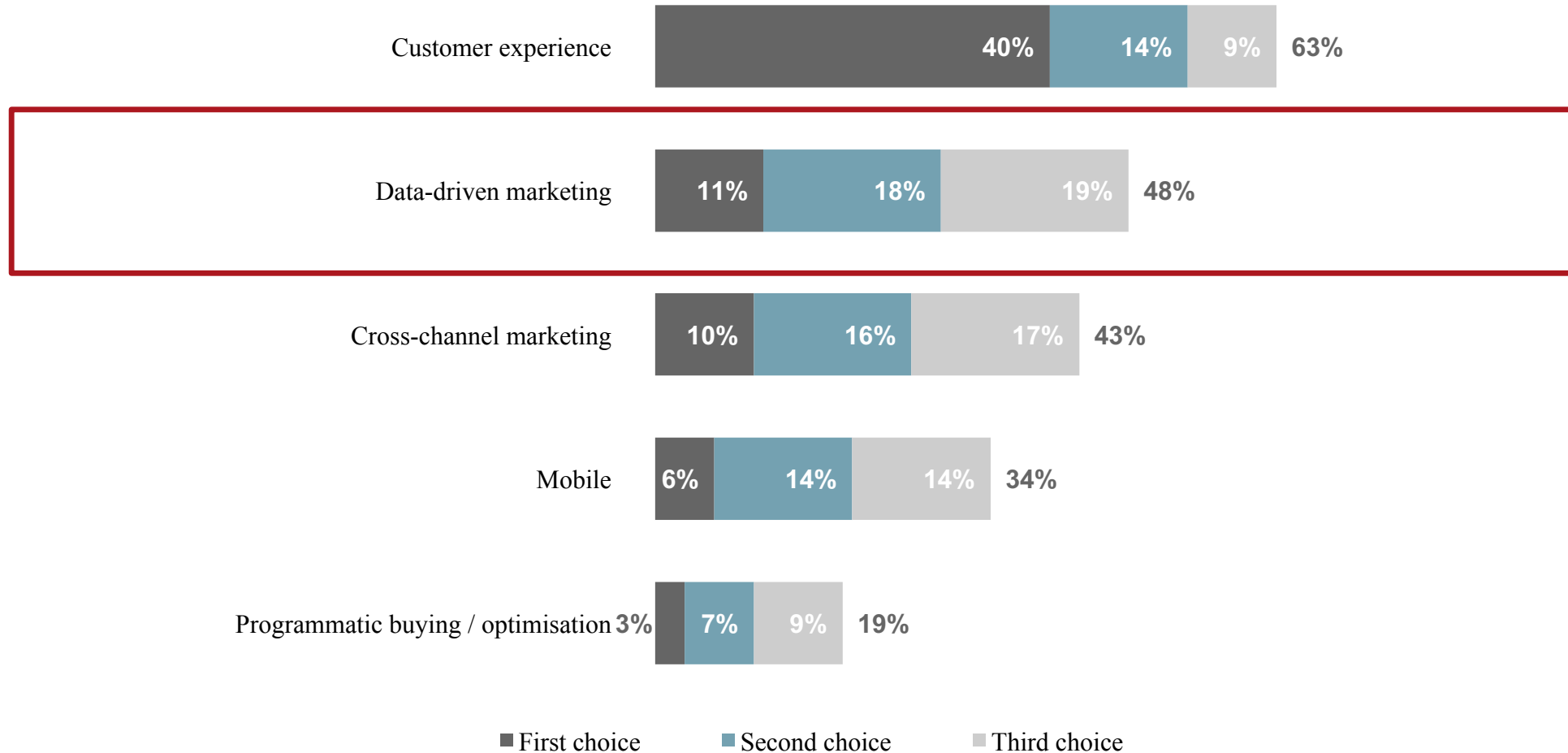
Top five priorities for 2017



Which one area is the single most important opportunity for your organisation (or your clients) in 2017?



Please rank these five areas in order of priority for your organisation in 2017





Mastering cultures that put the customer at the heart of all initiatives – 12% say it's 'the most difficult', while 13% say it's the 'easiest to achieve'.

David Wilson
2 reviews

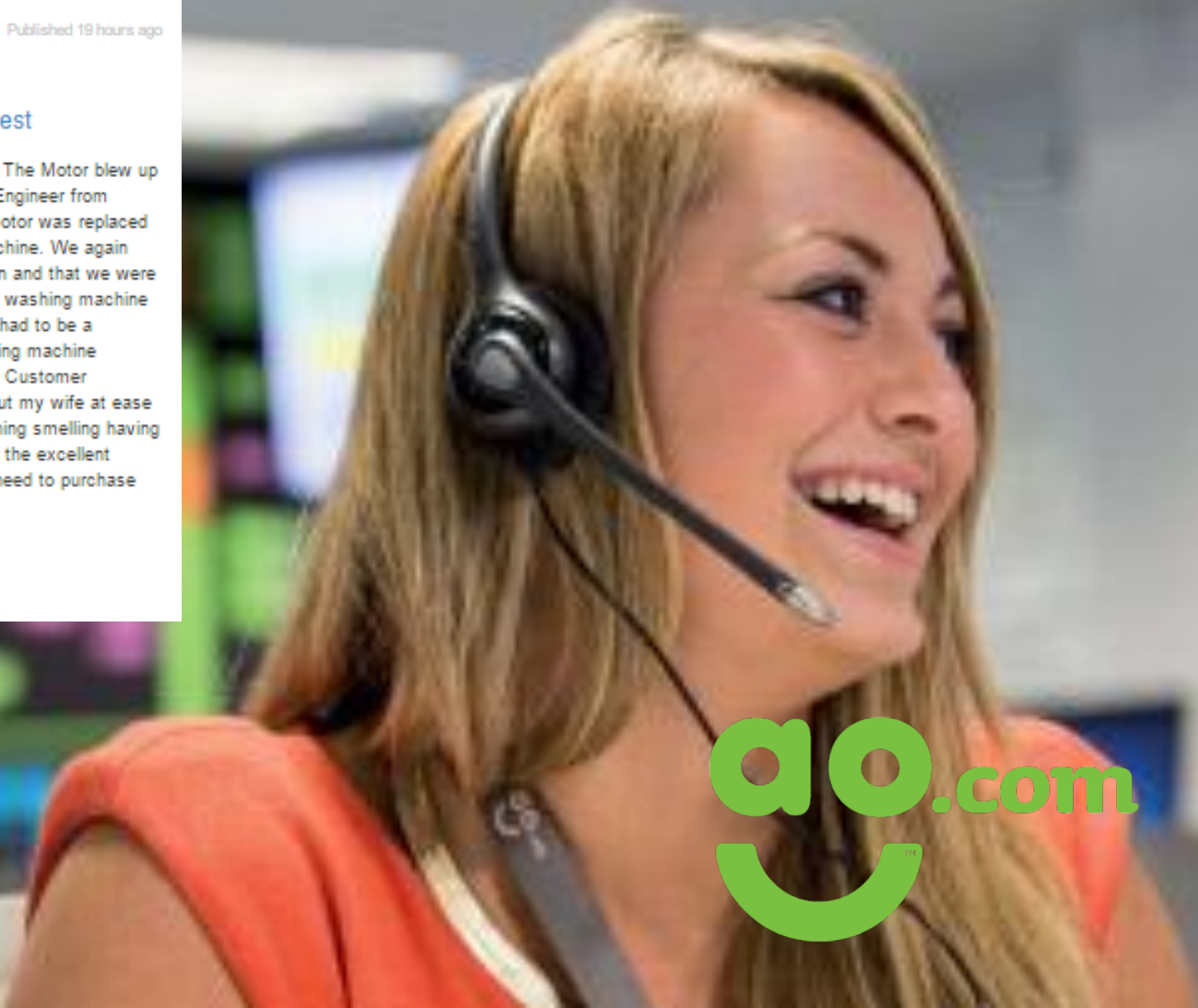


Published 19 hours ago

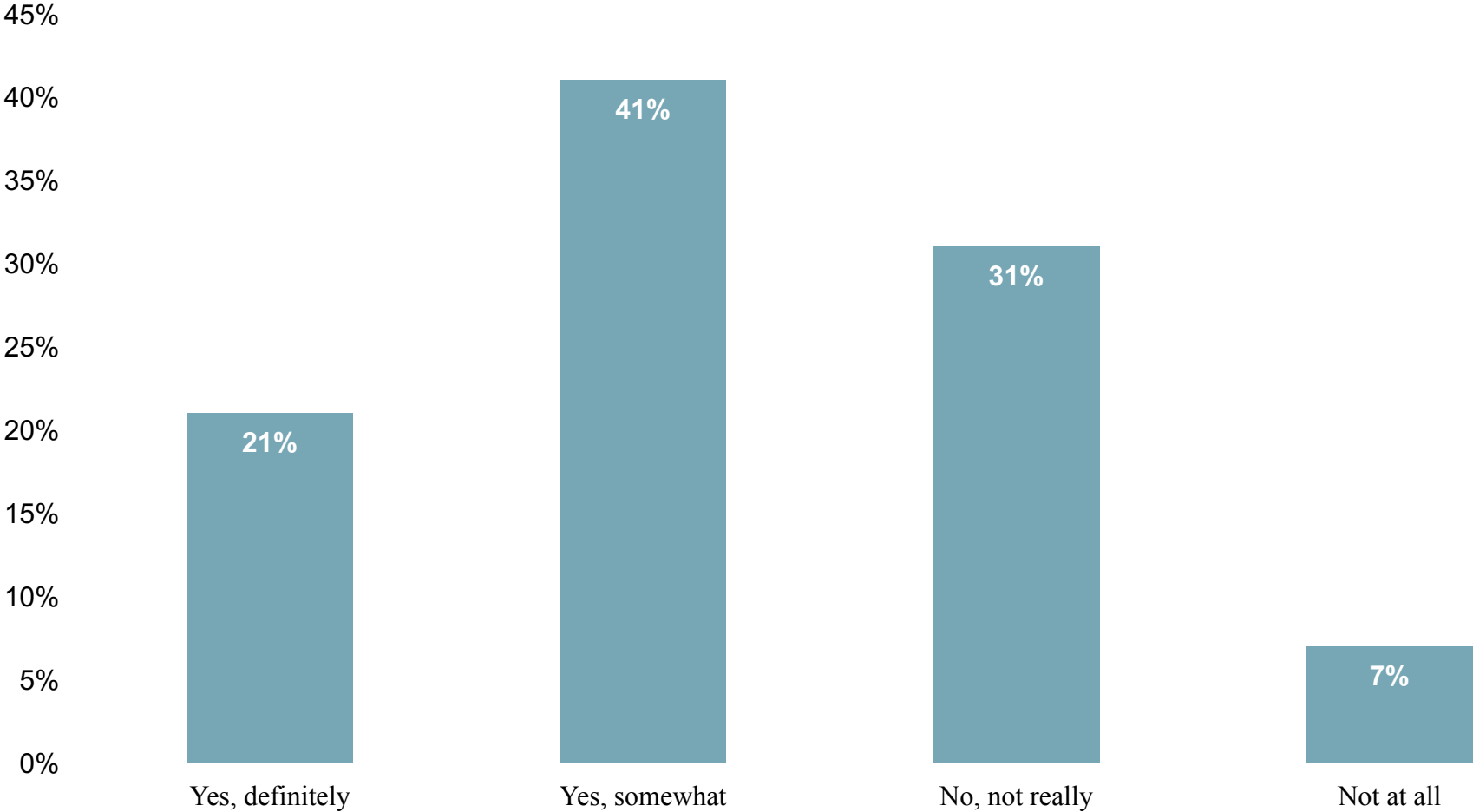
Verified order

Customer Service at its Very Very Best

I purchased a new Hoover Washing Machine. The Motor blew up on second wash and we contacted AO.com. Engineer from Hoover came the next day to fix the motor. Motor was replaced but blew up again on starting the washing machine. We again contacted AO.com, and explained the situation and that we were not happy for more parts being fitted to a new washing machine but we wanted a replacement washer. It also had to be a different brand (Hotpoint). Replacement washing machine delivered and fitted by 1030 the next morning. Customer services for AO.com have been brilliant and put my wife at ease as she was on her own at home and the washing smelling having the smell of being burnt out.. Many thanks for the excellent service and we will certainly return when the need to purchase other goods.



Would you describe your company as a design-driven organisation?



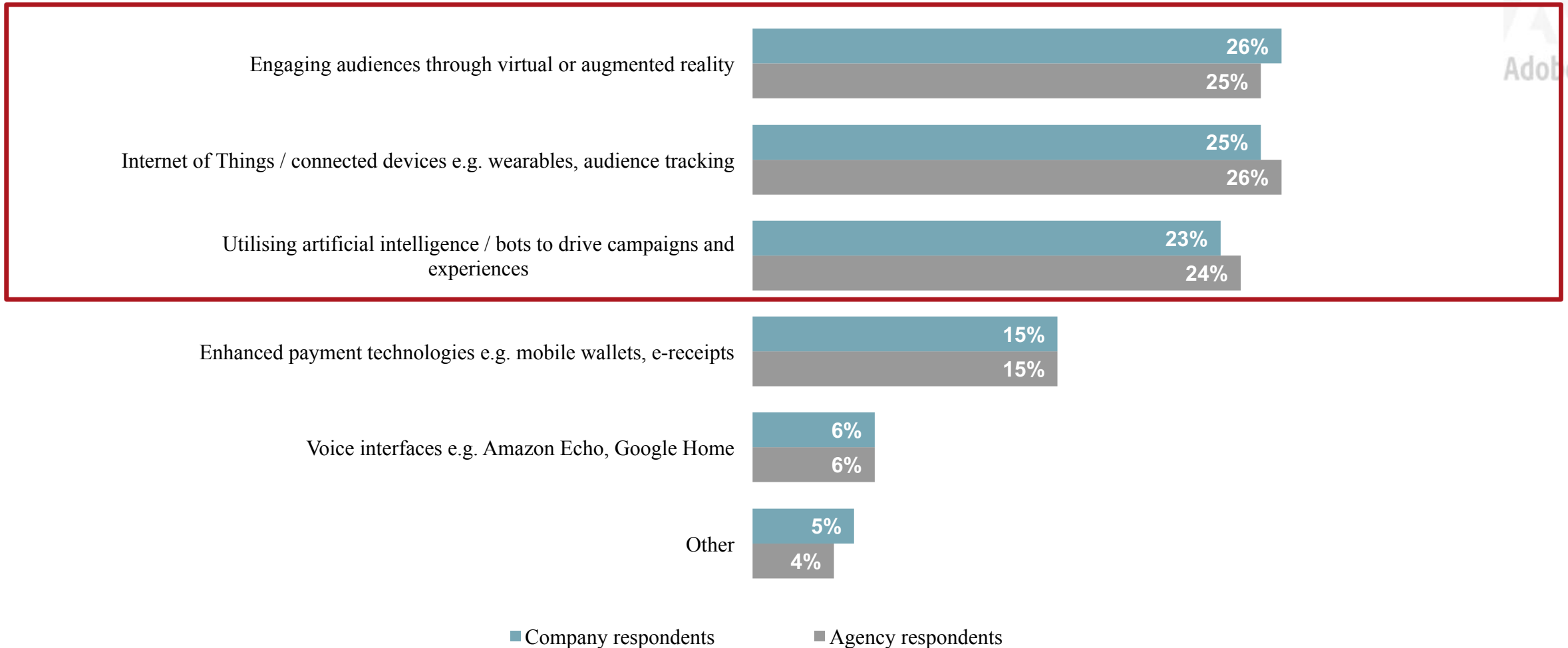


- 86% agree **design driven organisations outperform other businesses.**
- 39% say they have a **consistent approach to design** across the whole business.
- 33% don't have the right **people to engineer a good CX**

Looking to the future



Looking ahead, which of these do you regard as the most exciting prospect for 2020?






*“You can divide the world into people who think VR is the future and those that haven’t tried it yet”
Benedict Evans*

 **Google DeepMind**
Challenge Match



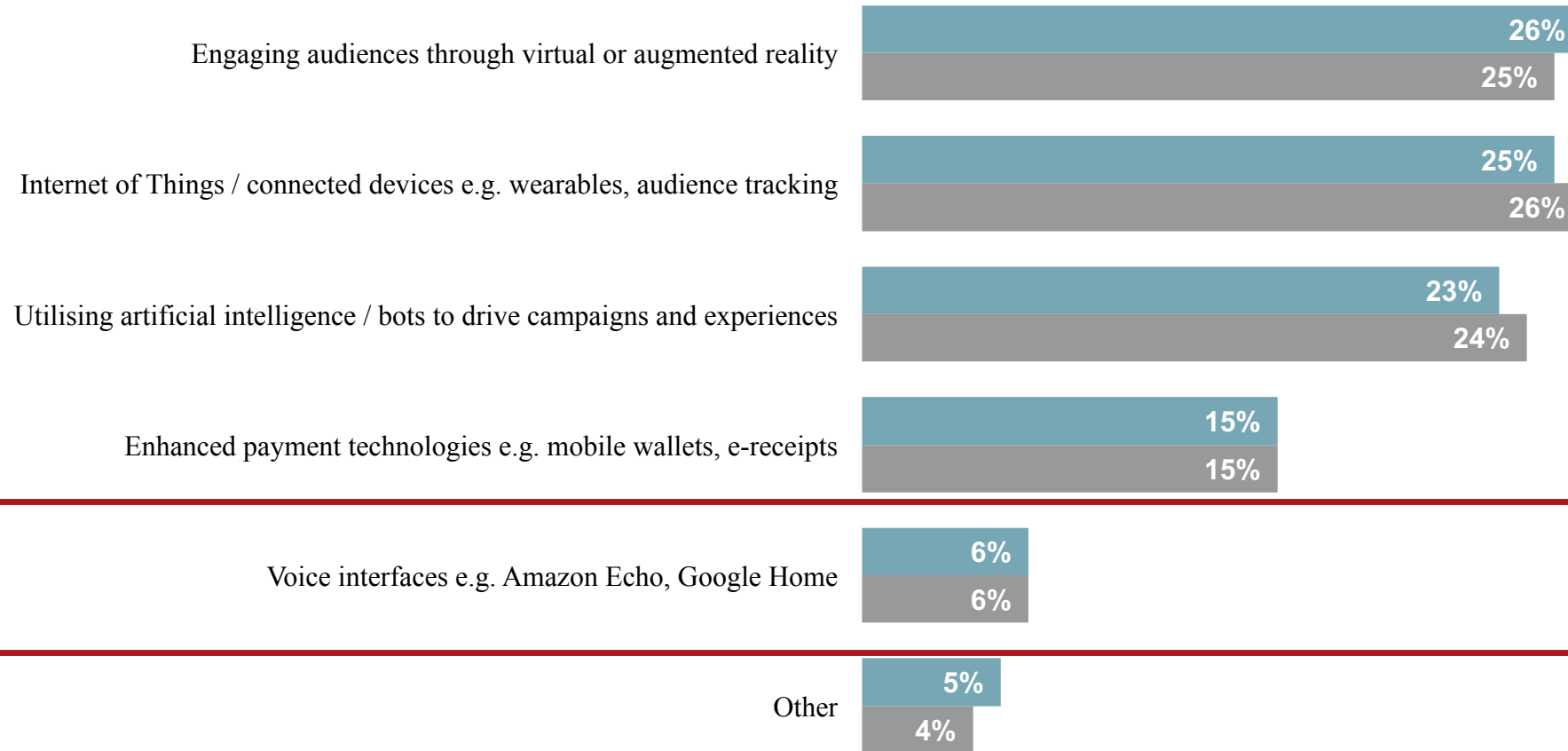
 **ALPHAGO**
00:05:30



 **LEE SEDOL**
00:29:59



Looking ahead, which of these do you regard as the most exciting prospect for 2020?



■ Company respondents ■ Agency respondents

Thank you

GET IN TOUCH

Jim Clark

Research Director

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Achieve
Digital
Excellence™

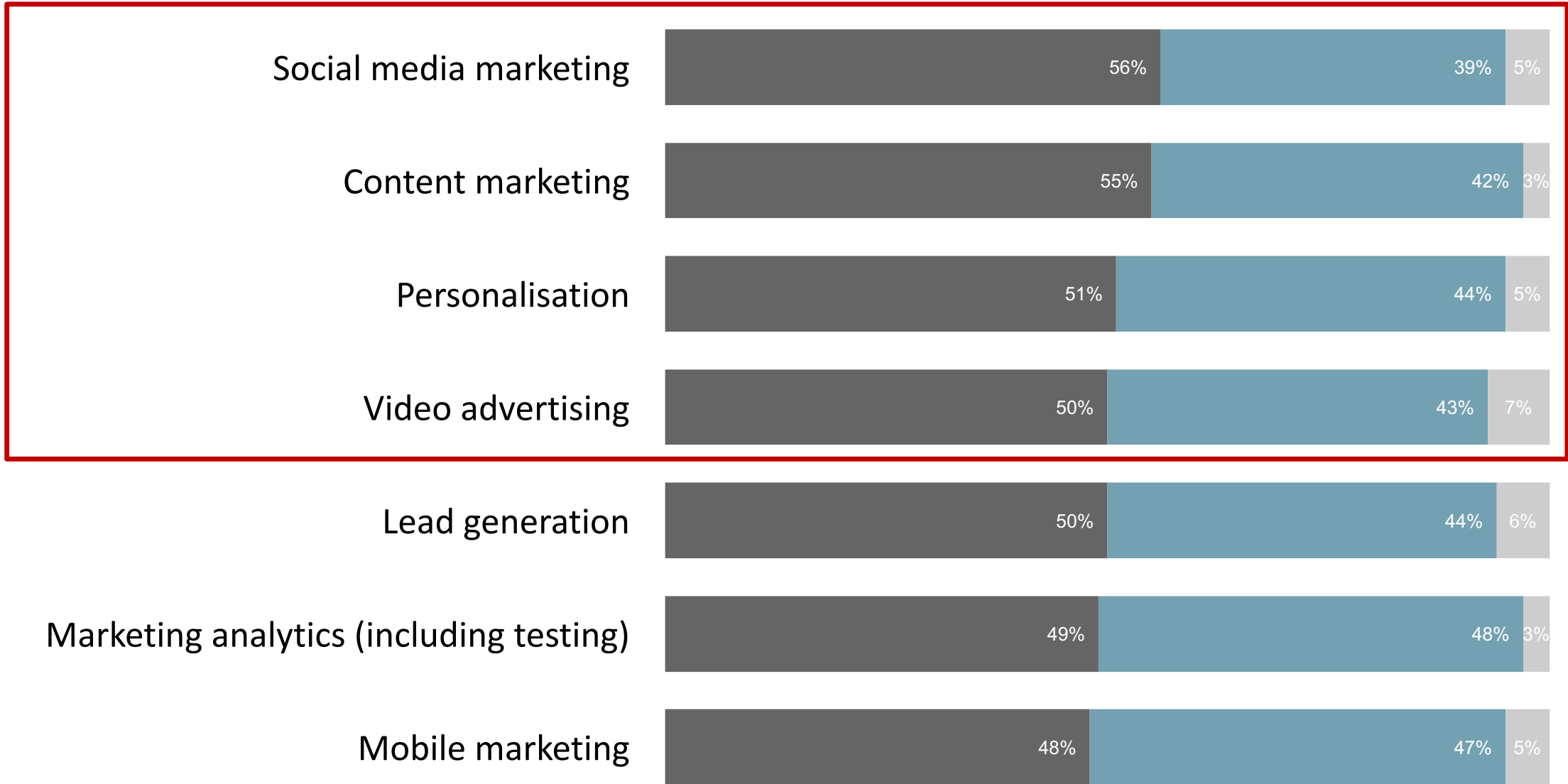


Become an Experience Business

Jamie Brighton | Product & Industry Marketing EMEA | @jamiebrighton

**MAKE IT AN
EXPERIENCE**

What best describes your company's budget plans for the following digital marketing channels or disciplines in 2017?



Three areas of budget focus for 2017



**SOCIAL & CONTENT
MARKETING**

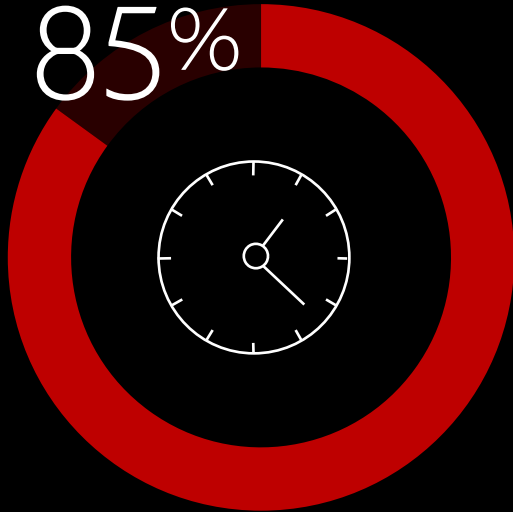


PERSONALISATION

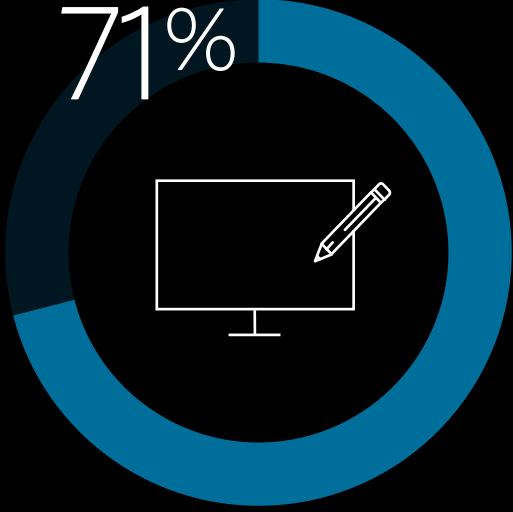


**VIDEO
ADVERTISING**

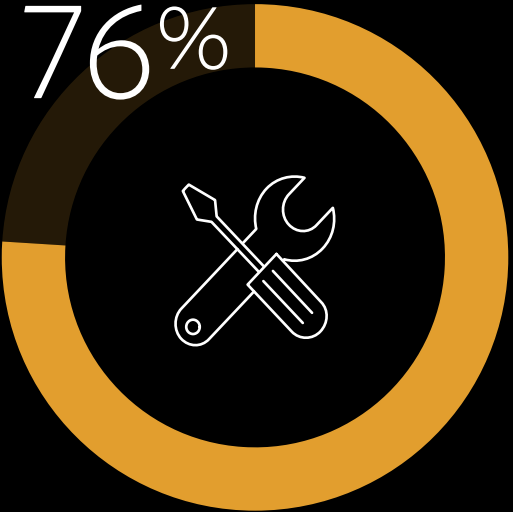
Marketers are struggling to keep up



Say they are under pressure to create assets/deliver campaigns more quickly



Say they need to create 10x as many assets these days to support all the different channels



Agree that personalization is driving increased need for more assets

New market challenges have emerged

Content Velocity & Personalisation

Brand-created content is expensive and time-consuming to create

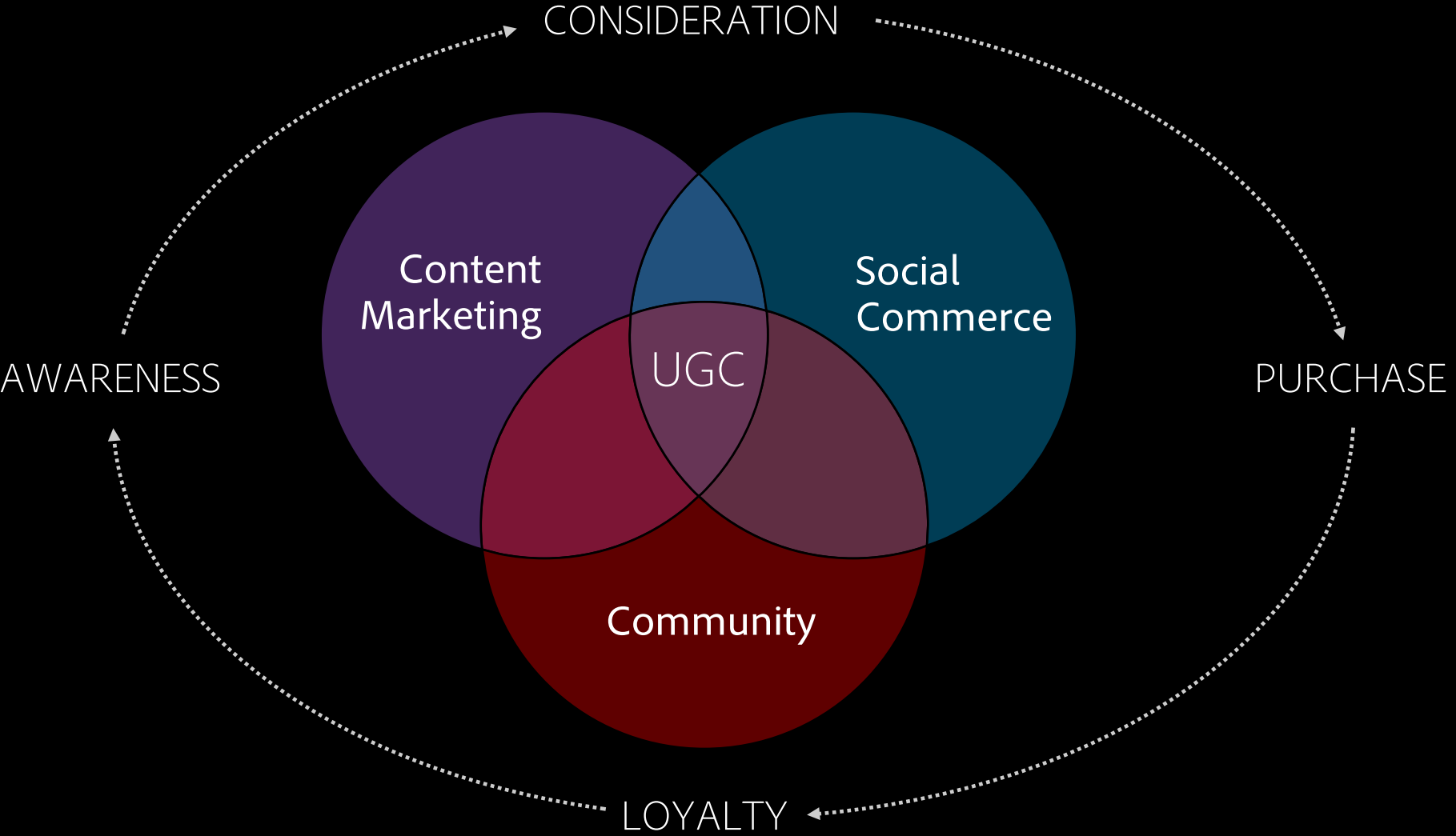
Authenticity

People view brand content as an ad

Engagement

Audiences expect dynamic, interactive content experiences

UGC is critical to the entire customer journey and your marketing strategy

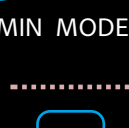


How this increases content velocity, authenticity, & consumer engagement

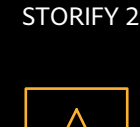
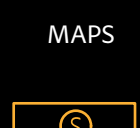
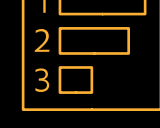
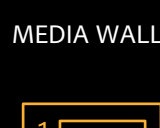
DISCOVER



ORGANISE



PUBLISH



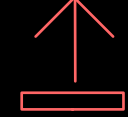
ENGAGE



COMMENTS



SIDENOTES



UPLOAD
BUTTON



LIVE BLOG



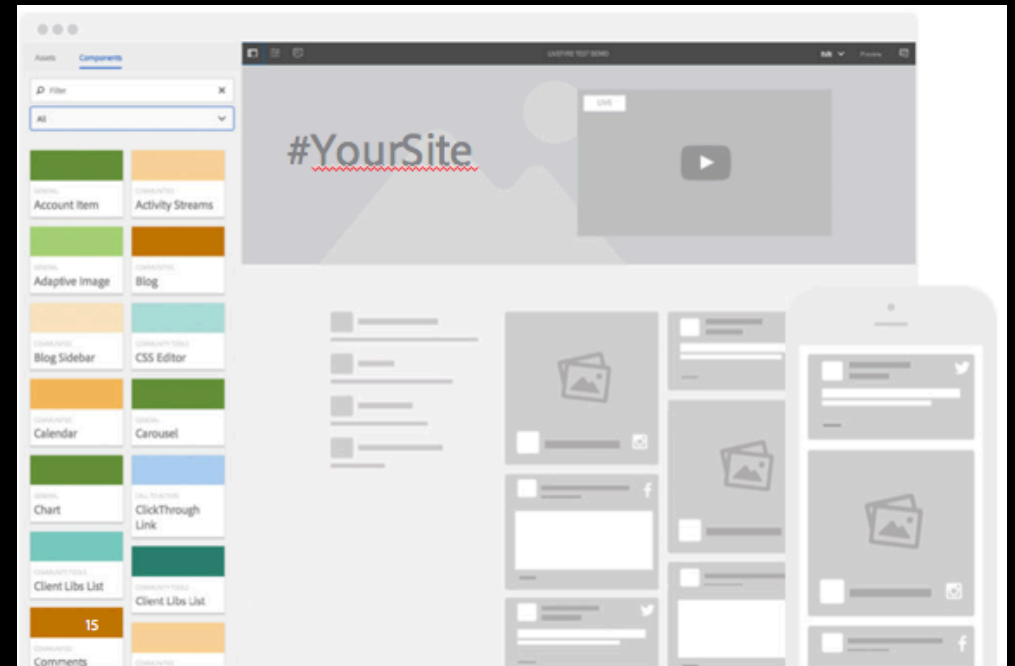
CHAT



REVIEWS



POLLS



Coca-Cola

- Proliferation
- Duplication

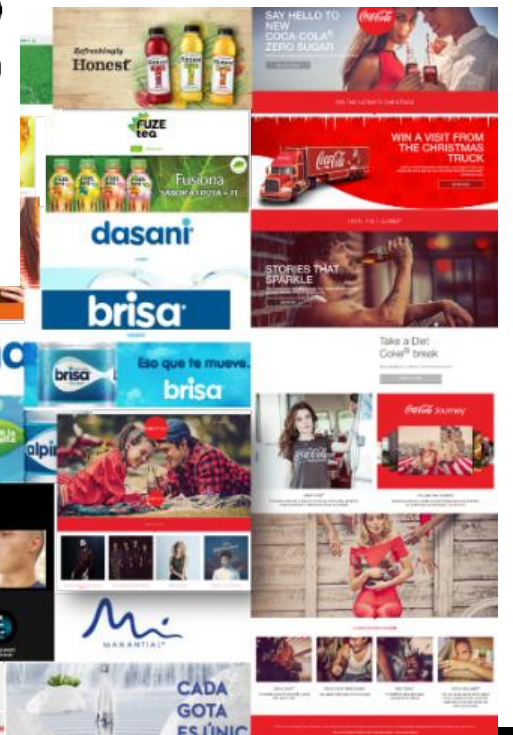
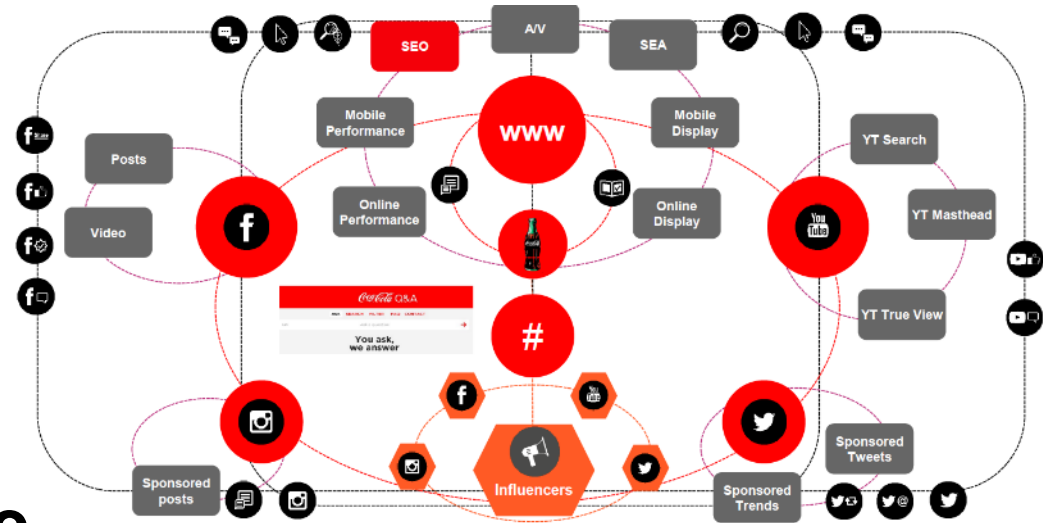
- Complexity

- 2,000+ websites
- 600+ digital agencies building from scratch
- Technology, policies, organization

Our Everyday Three C's Challenge

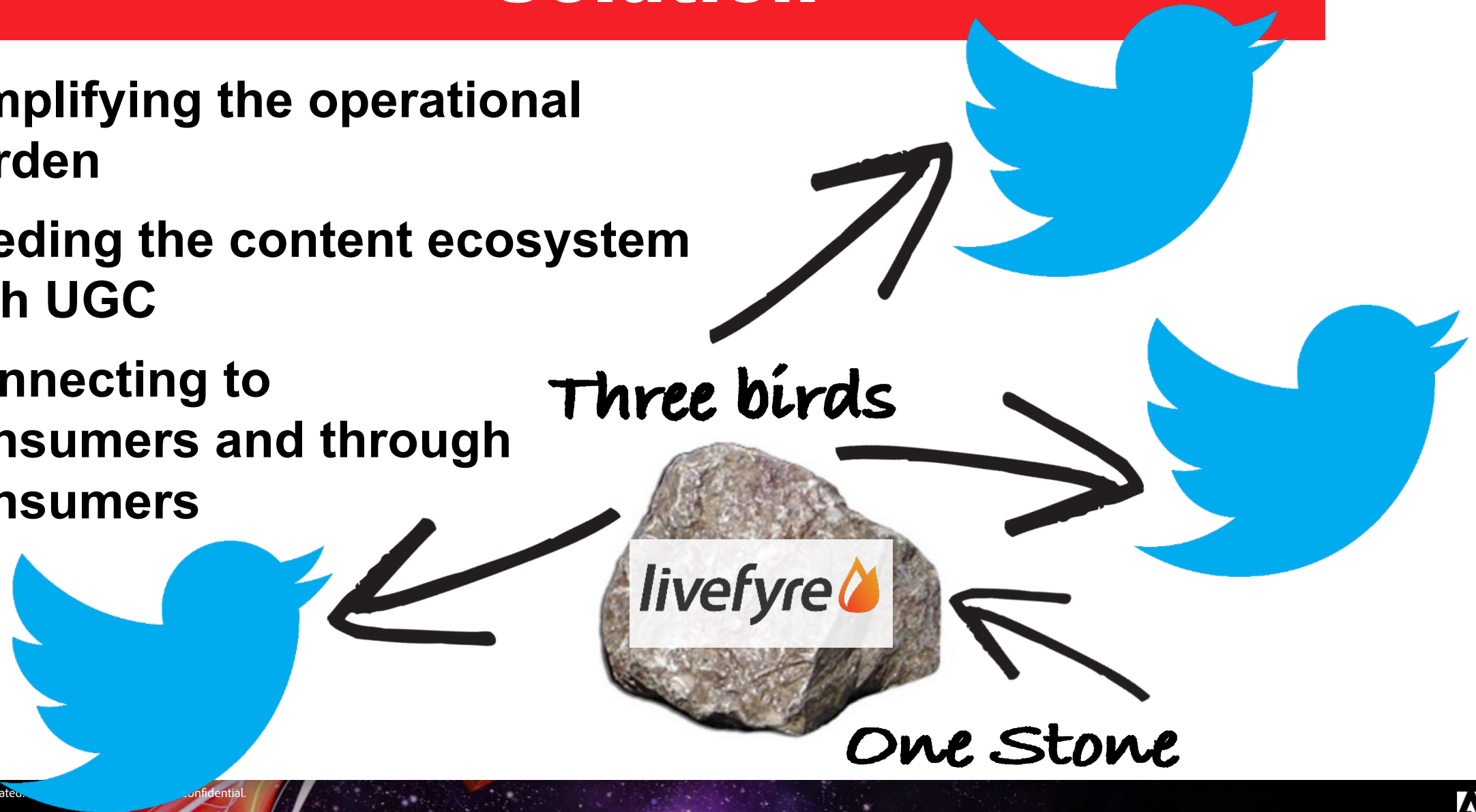
- 1. Complexity** – how do we navigate and simplify (media landscape, organizational landscape, etc.)
- 2. Content** – how do we produce, find, curate, re-use
- 3. Consumers** – how do we connect and effect

Need more content



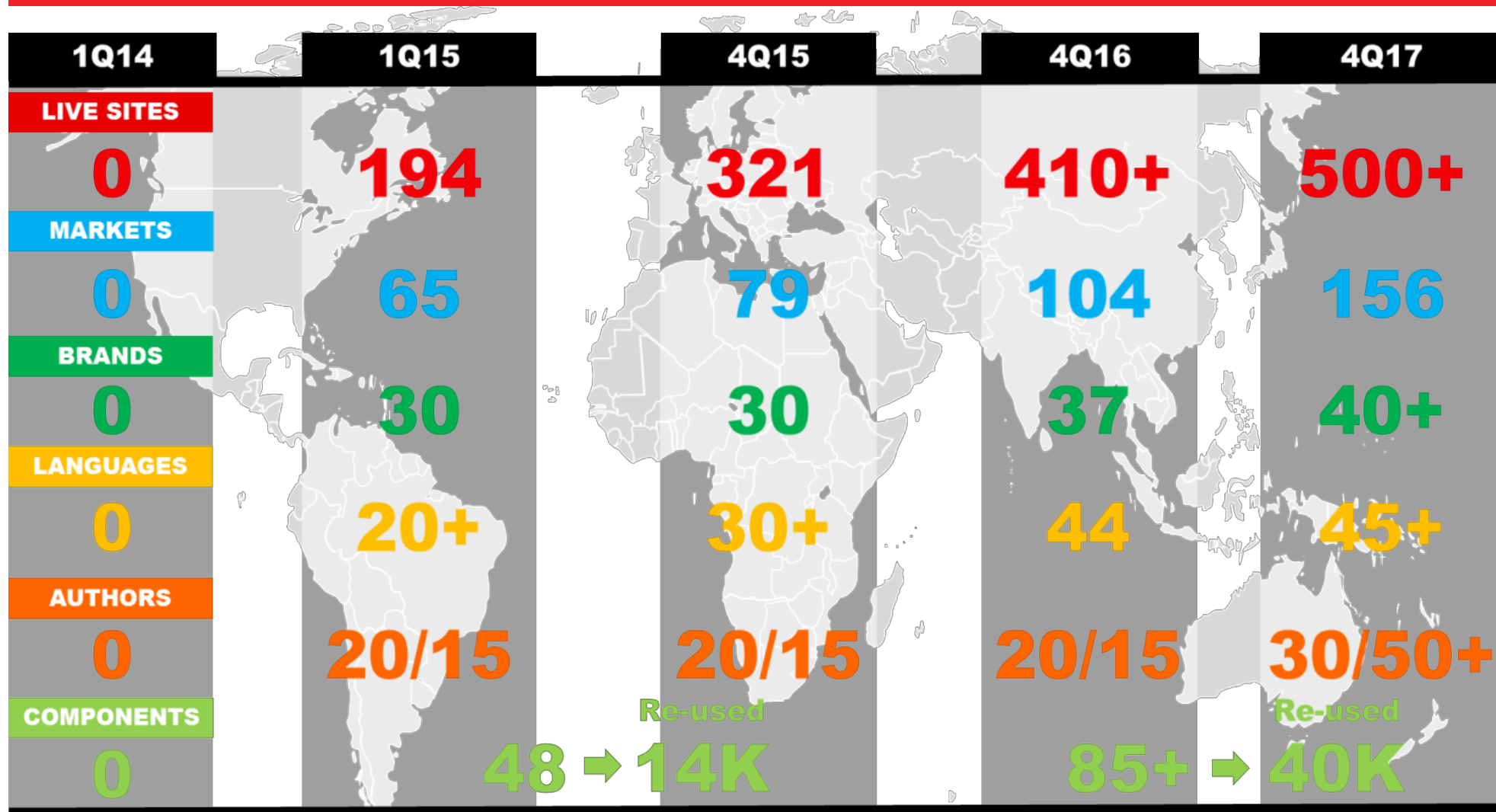
Our Everyday Three C's Solution

1. Simplifying the operational burden
2. Feeding the content ecosystem with UGC
3. Connecting to consumers and through consumers



Operations & Engagement

Global Scale





Coca-Cola

Transforming Entertainment

Coca-Cola has built an owned-media communications platform – Coca-Cola Go! - designed to deliver fit and affordability for online activations globally

Connected customers quickly and easily with content and offers they care about and deliver efficiency in content creation and management

The platform drives 500 sites in 156 markets across 40+ brands in 45+ languages using reusable components and driven by 50+ authors

Simplifies the operational burden, feeds the content ecosystem with Ugc and connects Coca-Cola with consumers through consumers

Three areas of budget focus for 2017



**SOCIAL & CONTENT
MARKETING**



PERSONALISATION



**VIDEO
ADVERTISING**

Offer Management:

Delivering a contextually relevant, personalised experience at each interaction to help a customer achieve his/her objective and drive broader business goals.



Offers are more than just promotions and discounts

loyalist EVERY SHOPPER, EVERY DAY. NO MATTER HOW YOU SHOP.

SURPRISE
DANIELLE

We're celebrating your birthday with an exclusive offer!
online only take
10% OFF
a single purchase one through 10/24/14

USE PROMO CODE
10OFF1000
AT CHECKOUT

TREAT YOURSELF. \$100/\$200

FREE SHIPPING & FREE RETURNS

Discount

Sale

SATURDAY, 10/24 | PREVIEW DAY: FRIDAY, 10/23

ONE DAY HOME SALE
SAVE 40-75%
on a large selection of items.

SHOP NOW

UNITED

Michael, enjoy more legroom. MileagePlus®

More legroom at a comfortable price

Change my seat >

Starting at just \$99

Move up to an Economy Plus seat while they are still available. There's still time to secure an Economy Plus® seat for your trip. With Economy Plus you can enjoy more legroom near the front of the Economy cabin. These seats are limited, so secure yours today.

Upgrade

Message

HAPPY BIRTHDAY
WISHING YOU A VERY SPECIAL DAY

CHASE

BankAmericard Travel Rewards® Card

Earn unlimited 1.5 points for every \$1 you spend on all purchases. Redeem your points toward any travel purchase.

20,000
ONLINE BONUS POINTS OFFER

Test Application Features & Benefits Interest Rates & Fees

A simple way to earn with the flexibility to use your points for more than just flights with no restrictions.

- Earn unlimited 1.5 points for every \$1 spent on all purchases everywhere.
- 20,000 bonus points online exclusive offer you. Valid at least \$1,000 in purchases in the first 90 days, which can be redeemed for a \$200 statement credit toward travel purchases.

SEE BANKAMERICARD.COM

Learning

YSL

Brand promotion

12:07
Tuesday, 11 September

Calendar Bank
Credit Union - Purchase
ATM (US) New Gateway
ACCOUNT: RUF (BANK)
MANCINI GARY TOWN, IL

Reminder

FREE SHIPPING
ON ALL ORDERS*

Exclusive Offer

Product offer

Open a **\$600** + **Free Trades for 60 days** get up to

Open an Account

Complete a Saved Application

VIDEO

HOW TO MAKE A QUINOA EGG BAKE
A flavorful breakfast casserole

Members

Loyalty

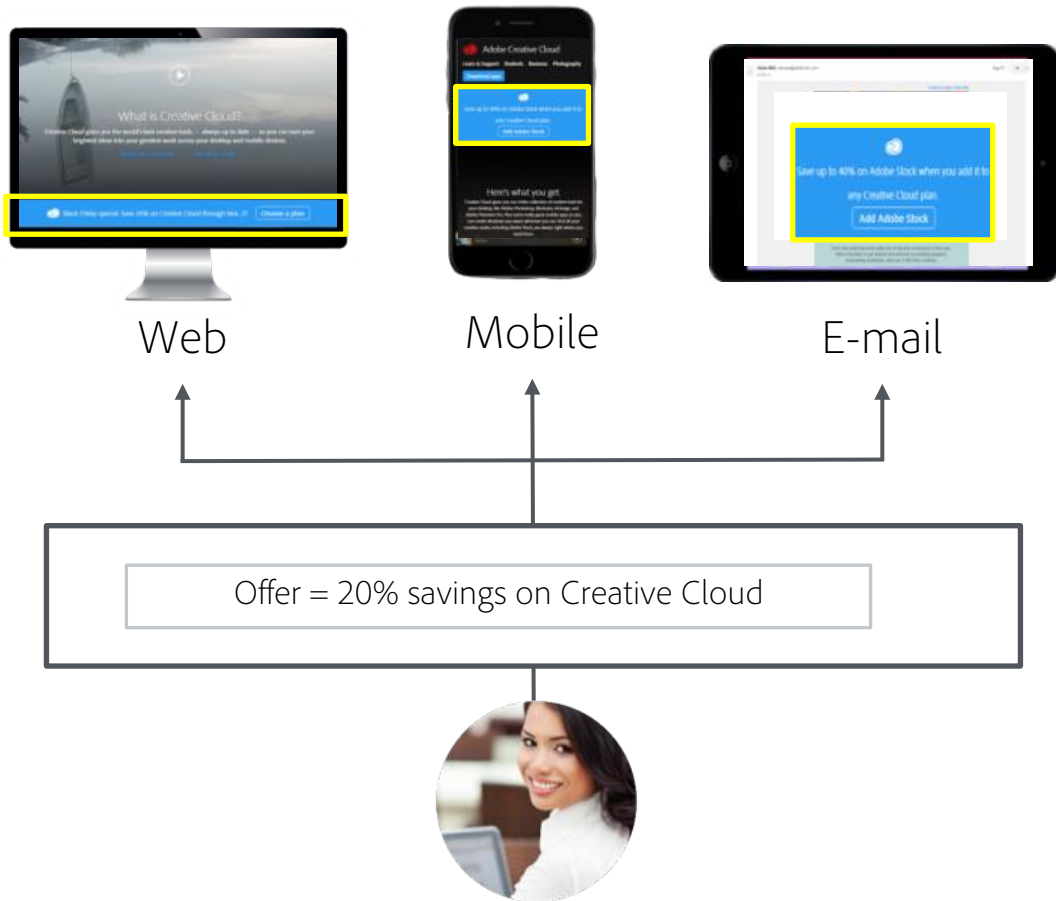
Earn Up To 750 Points on All Hotels

Book Now

✓ 40,000+ HOTELS TO CHOOSE FROM
✓ FLEXIBILITY TO PAY LATER ✓ \$0 SOUTHWEST CANCEL FEES

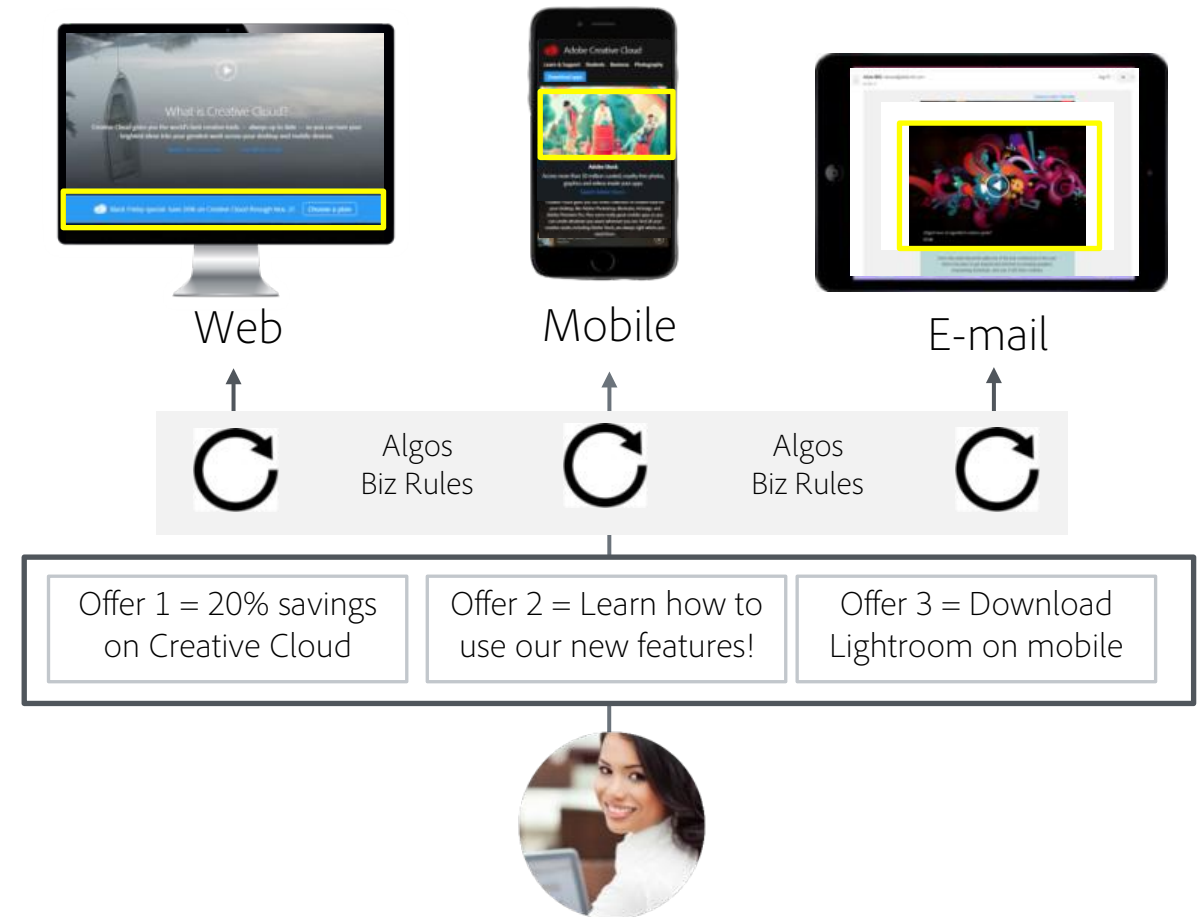
Offer Management: Past

Planned Campaigns where a single offer is distributed across all channels

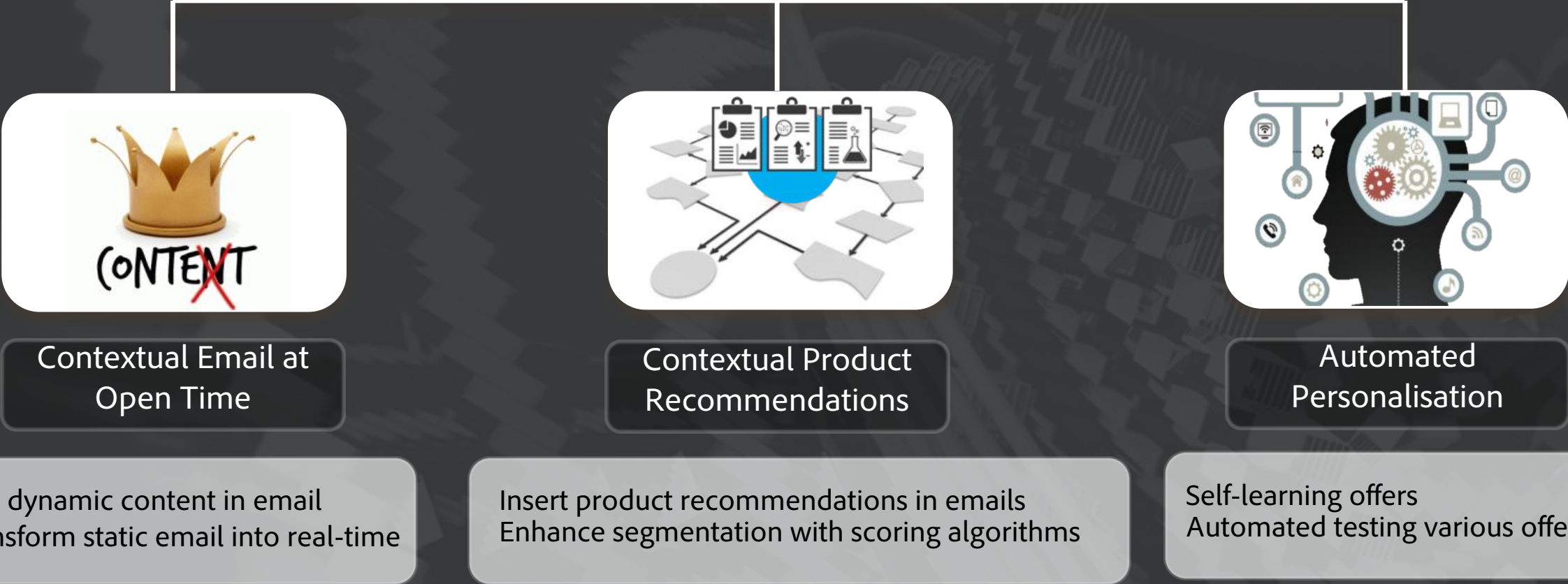


Offer Management: Present

Each interaction is an opportunity to determine the best offer in real time



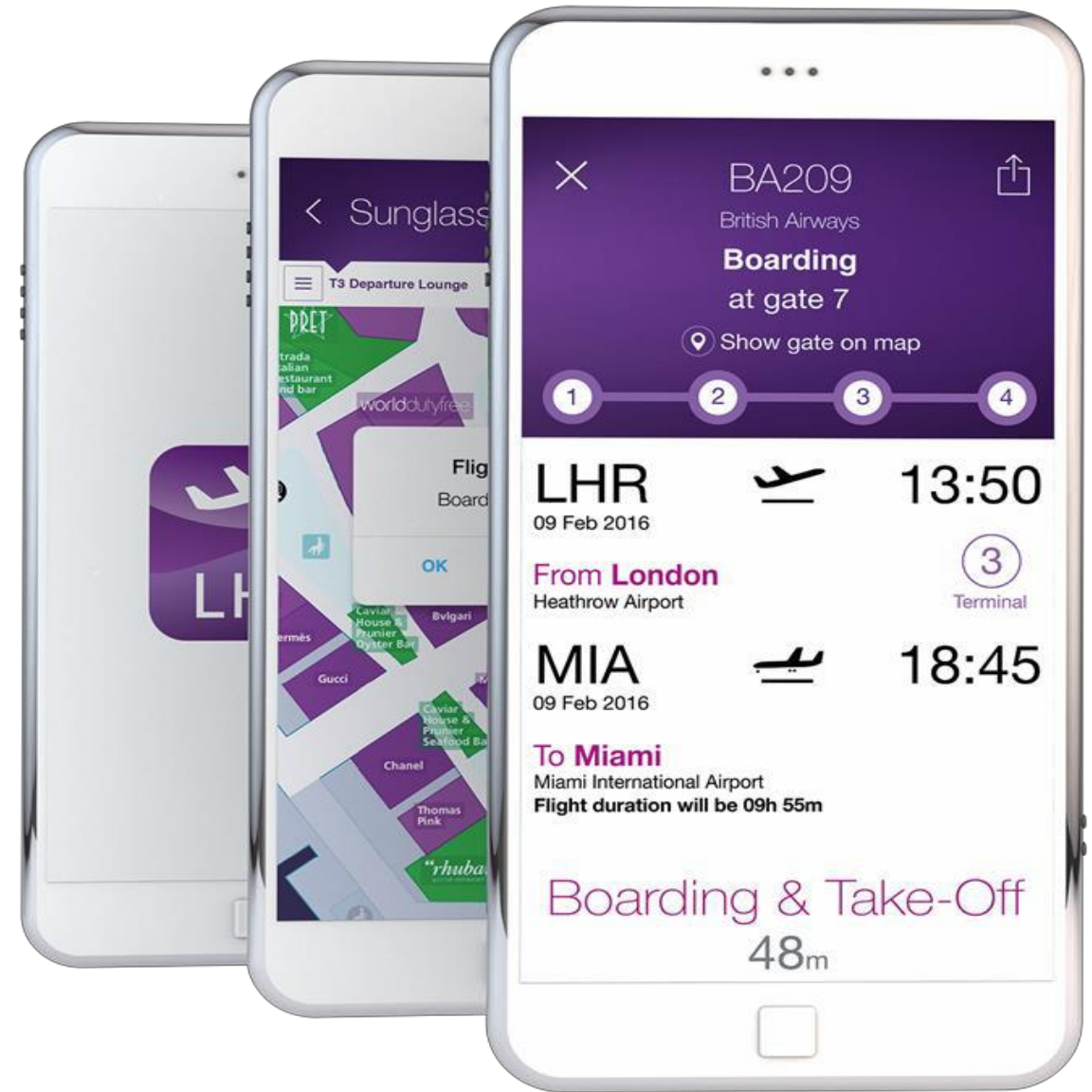
Real-Time Contextual Marketing



Contextually relevant marketing increases revenue, consistency, cross-sell, loyalty, and enhances the customer experience.

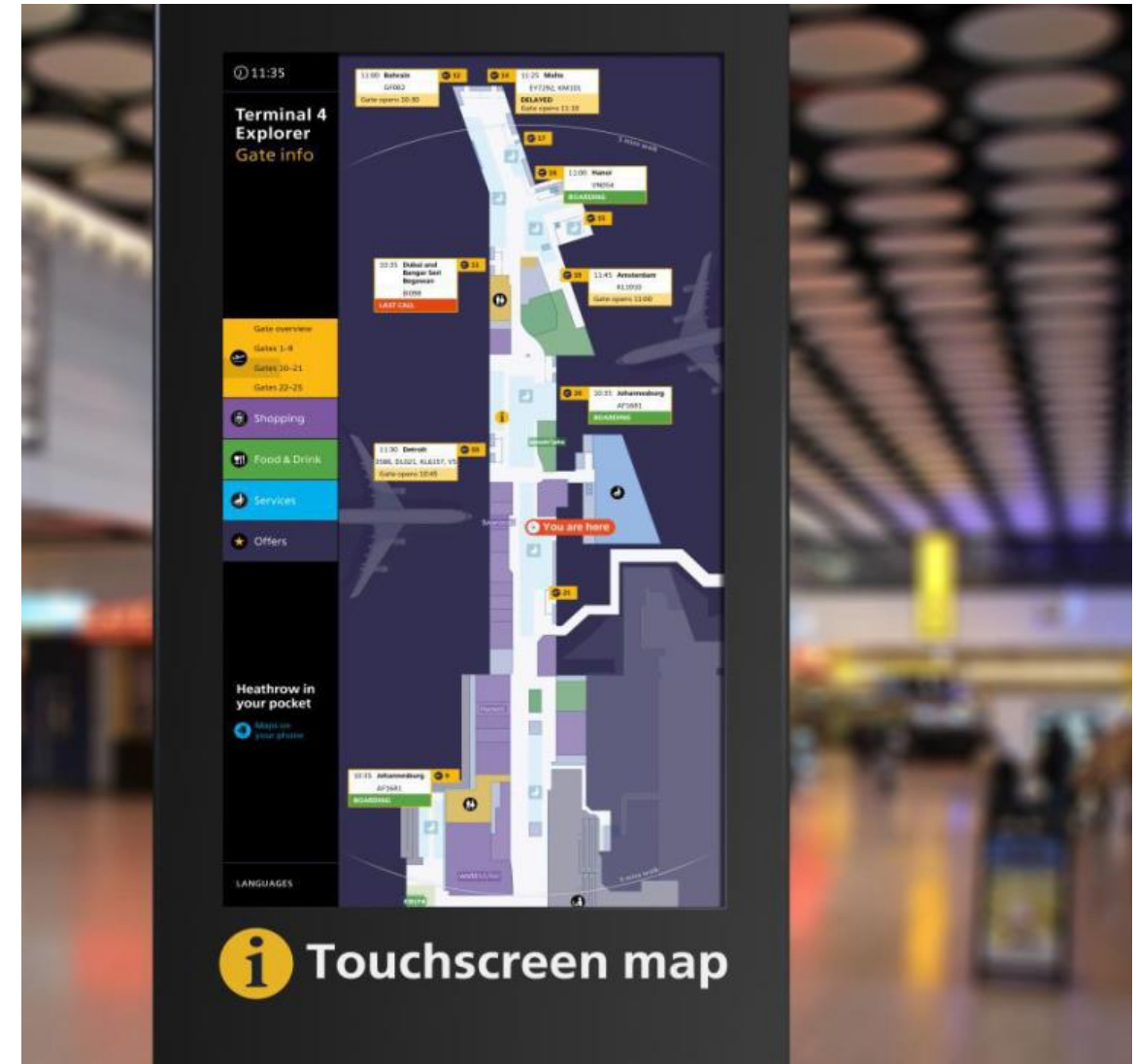
The opportunity

- More connections with more customers
- Improved service & experience
- Enhanced ability to recover
- Increased revenue & advocacy



Our approach

- Understanding experience passengers want
- Identifying pain & gain points
- Passenger & colleague engagement
- Co-creation of different experiences



Conditional content / personalisation



Product based on previous transaction

Looking forward to your next trip
How will you get to Heathrow?
Check your travel options below

You can't park closer
Official Heathrow Parking offers no hidden charges, 24hr security and a range of parking options to suit all budgets. You can't park closer for less.
[Book now](#)

London to Heathrow by train
With a journey time of 15 minutes between the airport and London Paddington, and departures every 15 minutes, Heathrow Express offers the fastest journey time.
[Book now](#)

Exclude known users

For your personal flight information
Download 'Heathrow Airport Guide' from your app store

Tailored brands/offers to segment

Click and collect with Travalea.
Access the airport convenience with online check-in and if you find a cheaper travel price Travalea will refund the difference. Pick up from one of their offices in any Heathrow terminal.
[Find out more](#)

Shop, eat and relax
With so many great restaurants and shops at Heathrow it can be hard to choose. Take time before you travel to see what's new. Or look out for a Passenger Ambassador to assist you when you arrive.
[Find out more](#)


Escape the snows
Whether you fly with, book into one of our independent airports, surges and entry complimentary drinks, snacks and so much more.
[Find out more](#)

Real-time targeted eCRM




Contextualisation

<date> <weather>



Good <morning/afternoon/evening> <name>

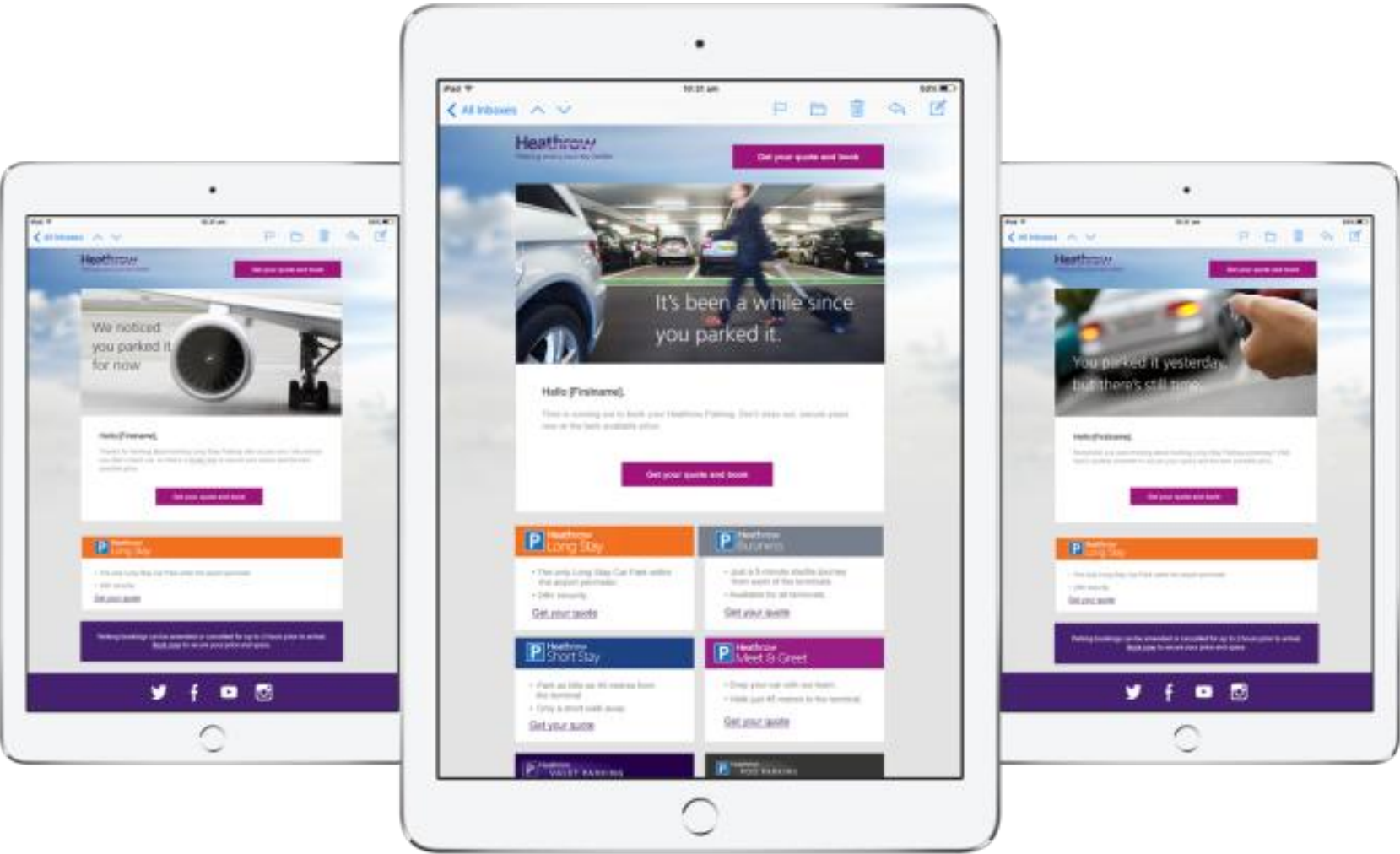
Terminal specific offer	Dining offer - breakfast, lunch, dinner
City guide	Valid offers (date)



Content is dynamically changed at point of email open, in real-time, rather than at send



Retargeting



Three areas of budget focus for 2017



**SOCIAL & CONTENT
MARKETING**

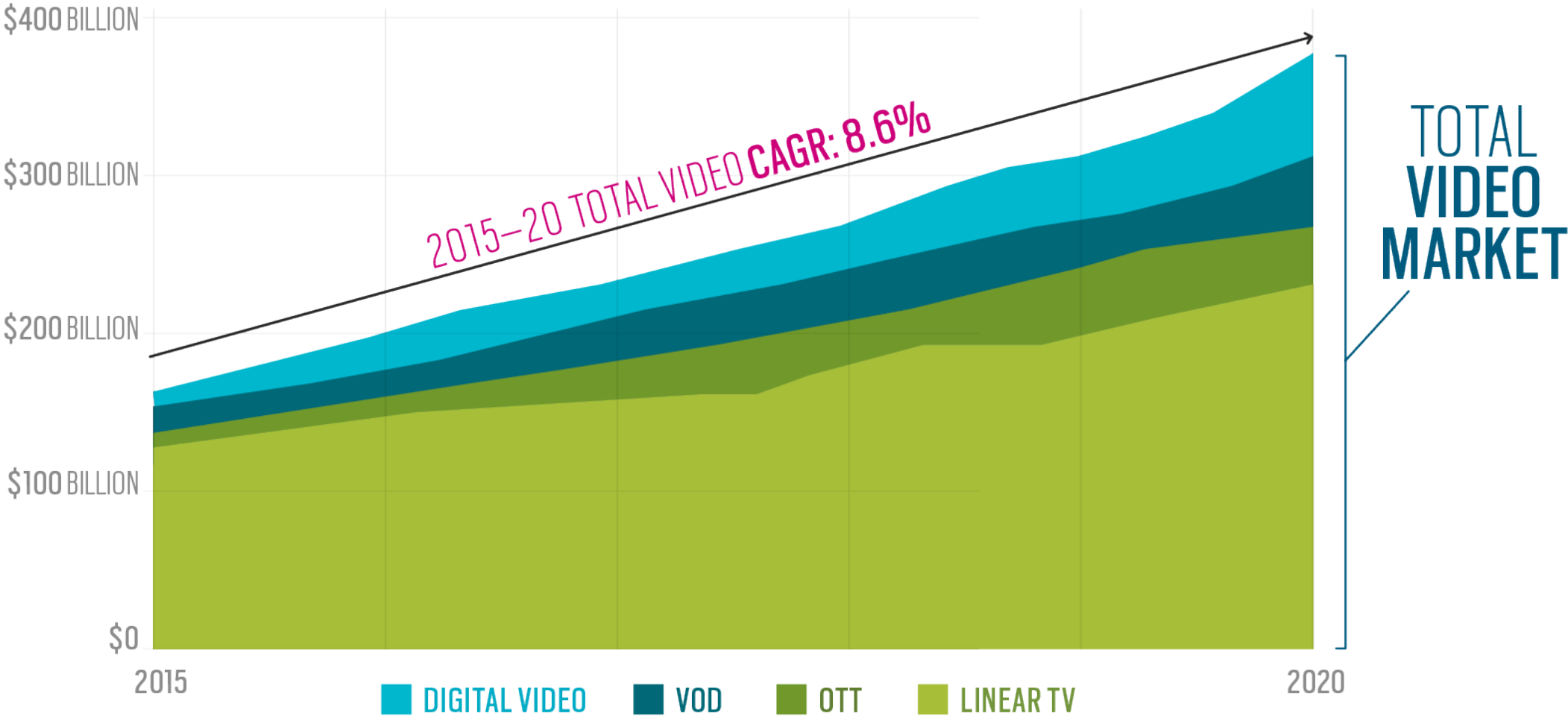


PERSONALISATION



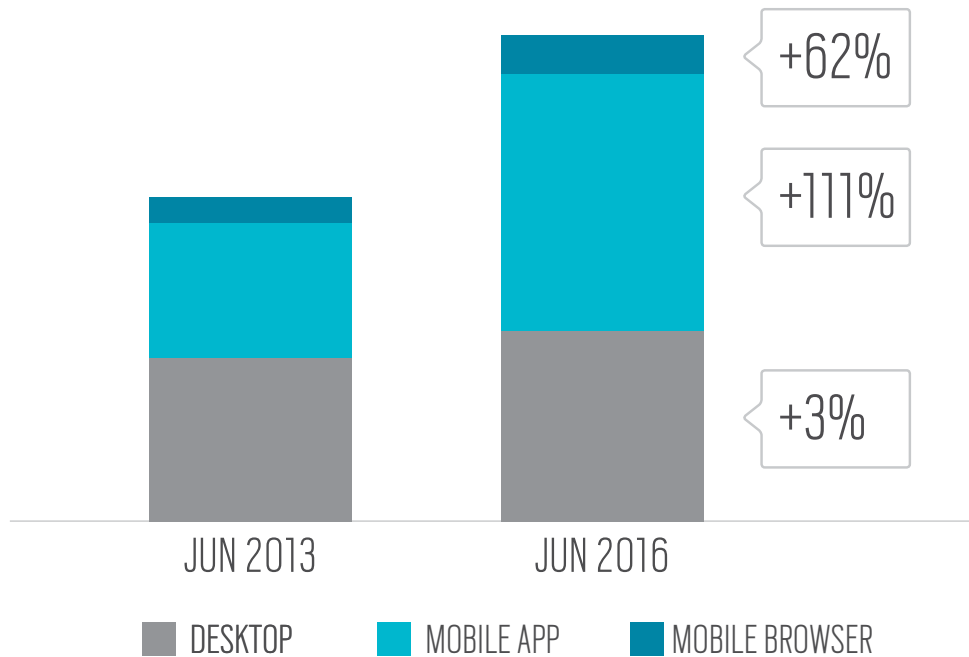
**VIDEO
ADVERTISING**

Total Video is the Opportunity



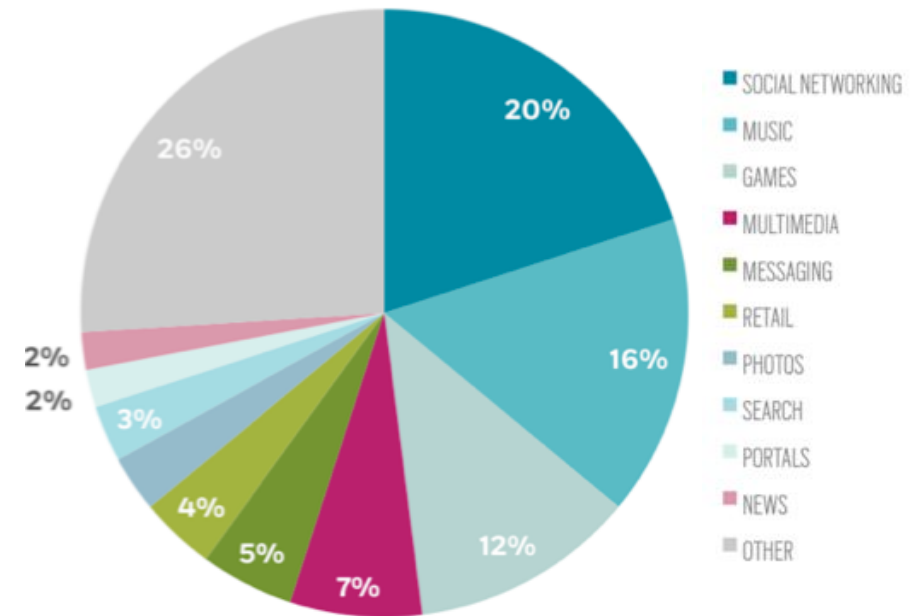
Mobile is Where Consumption Happens

Growth in Digital Media Time Spent



Mobile has grown and overtaken Desktop, accounting for 62% of total digital time spent

Share of mobile app time spent



Users are spending time on Social Networking, Radio, Games and Messaging apps

What Makes Mobile Unique: Personal and High Performing

Mobile is not TV or desktop – Mobile offers unique advertising opportunities



Personal and Always On

~65% of people in Europe have smartphones, and they take it everywhere they go while they consume content



Engaged Users

CTR can be as high as 14x as a result of mobile's lean-in audiences and having less distractions through the medium



Highly Viewable

Mobile delivers highly viewable placements as a result of its environment – less tabbing, full screen interstitials and more engaged users focused on content



New and Evolving Ad Experience

Unique experiences are being created for the mobile screen and it comes with new advertising opportunities

Build Experiences Relevant to Each Environment

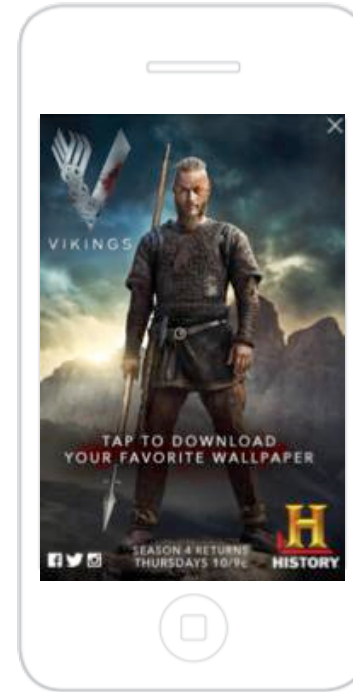


**CUSTOMISE ADS
FOR EACH
CHANNEL
USING EXISTING
ASSETS**



VERTICAL VIDEO

Experience video content in full effect. Close captioning available to draw in users in a social space



DISPLAY INTERSTITIALS

Fullscreen canvas enables optimal branding or high click-through rates with compelling CTA



DYNAMIC ADS

Drive mobile users to your store by using dynamic inputs in a location finder

Reach Valuable Users Using Mobile-First Targeting Tools

DELIVER ADS WHEREVER
AUDIENCES **CONSUME**
CONTENT THROUGH
UNIFIED DATA



APPS & MOBILE SITES

Reach users on exact apps and sites you want to run on

BEHAVIOURAL

Apply 1st or 3rd-party mobile segments

RETARGETING

Retarget mobile video viewers with display (vice versa) and deliver sequentially messaged ads

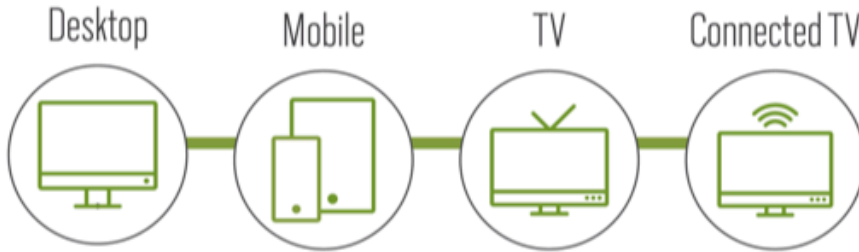
SOCIAL

Granular targeting based on self-reported behaviors and interests. Retargeting into Facebook and Instagram also available

LOCATION

Target users based on their real-time locations or behaviors and interest based on their historical location

Unify Strategy Across All Screens and Mobile Channels



MOBILE CHANNELS



Reach target audiences in environments where they spend the majority of their time

Drive awareness and performance using video ads delivered in front of quality content

Extend reach in a cost effective way and use high impact units such as full screen interstitials

Run contextually relevant mobile display and video ads throughout editorial content

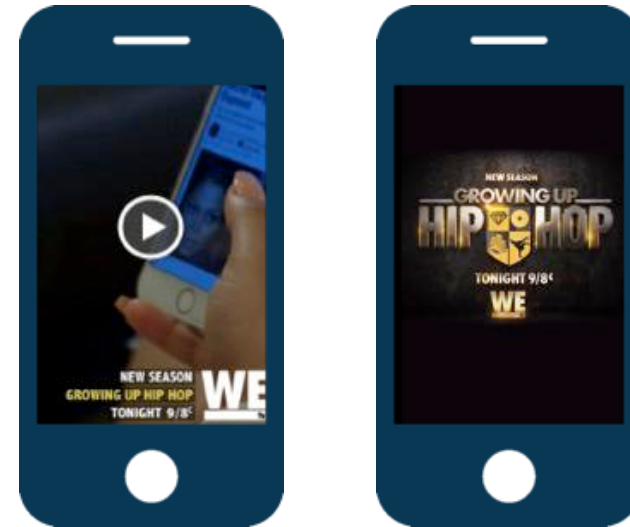
ENGAGEMENT RATES SOAR WITH CUSTOM CREATIVE VERTICAL VIDEO

OBJECTIVE

To drive tune-in of an entertainment client’s show, the client partnered with TubeMogul’s Creative Team to build a customised, fullscreen vertical video ad. The goal was to develop a unique mobile experience that drives engagement on the campaign.

SOLUTION

TubeMogul’s Creative Team developed a vertical video unit to provide users the ultimate mobile experience. The customized, strategic unit renders and plays in a full screen, in-app environment, mimicking the experience that has been popularized by social video, which appeals to wide audiences across inventory.



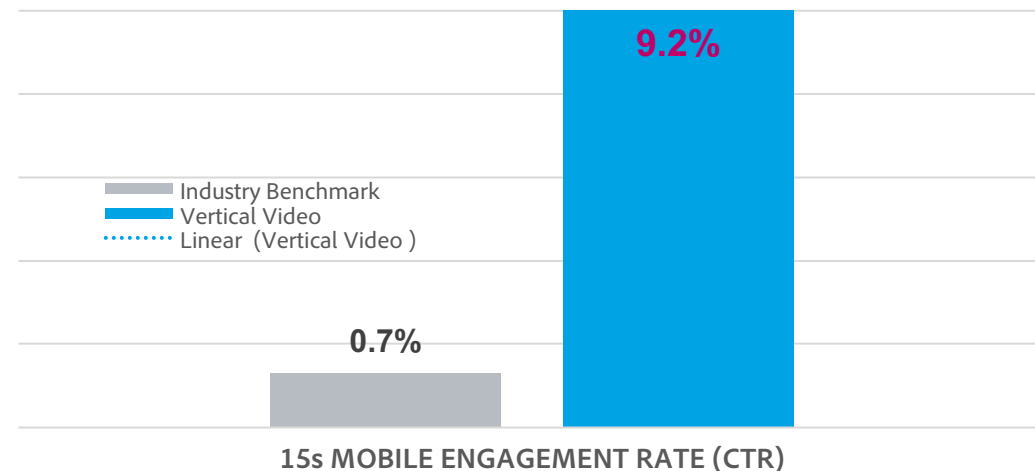
KEY RESULTS

+9%

Engagement Rate (CTR)

~14x

Higher CTR than Industry Benchmark



Case Study | Video + Display = Greater Product Awareness



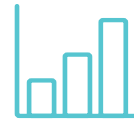
OVERVIEW

Using a test and learn approach, a leading financial services company wanted to find the **most effective channel**, video and/or display, **and targeting strategy to drive product awareness**.



SOLUTION

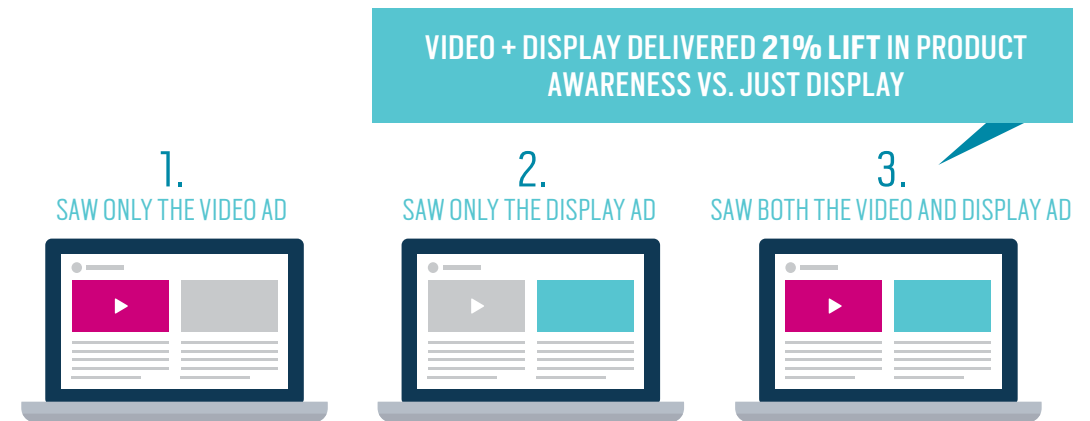
Leveraging TubeMogul's cross-channel platform and new display offering, **the brand deployed a sequential messaging strategy** and retargeted audiences who were exposed to the video ad with display.



RESULTS

Using BrandSights survey measurement tool, **retargeting video audiences with display delivered 21%+ and 8%+ lift in product awareness** compared to those who only saw the display and video ads, respectively.

In addition, retargeting video audiences with display also **lowered cost per conversion by 80%** when compared to a strategy that didn't retarget video audiences.



When paired together, video and display effectively drive branding efforts and DR engagements.



BACK
OFFICE WAVE

FRONT
OFFICE WAVE

EXPERIENCE
BUSINESS WAVE

What does it take to become an Experience Business?



Great design



360 view of customer



Personalized interactions across devices



Deliver content that's always relevant



Data science & Algorithms for decision making



Digital workflows

Adobe Sensei



Intelligence
Everywhere

Computational Creativity
Understanding Documents
Customer Intelligence

Adobe Sensei: Predictive Analytics

Once Upon a Campaign



\$1.7M daily increase in Revenue driven primarily by a campaign that was prematurely ended

No Fancy Ball Gowns for You!



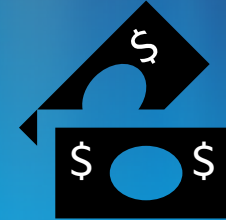
73% increase in cart removals due to a tag manager bug that was auto-removing certain products from the cart

Potential Attacker



8% increase in cart abandonment associated with Chrome browsers Led to a \$1.2M daily incremental lift in Revenue

Coupon Fraud



81% spike in Orders caused by traffic referred by two major daily deals/coupons sites promoting fraudulent toiletry coupons.
Orders cancelled

Corporate Espionage



200% increase in Visits caused by BOT/crawler created by their main competitor. Scrapped content off site to reuse.
Blocked IPs

Adobe Cloud Platform



ADOBE.IO

ADOBE SENSEI

CREATIVE.AI

Content Intelligence

Morph Cut

Font Recognition

Face Aware Editing

Semantic Segmentation

DOCUMENT.AI

Semantic Structure Analysis

Document Flow Extraction

Document Similarity

Document Summarization

Optical Character Recognition

MARKETING.AI

Attribution

Personalization

Anomaly Detection

Sentiment Analysis

Intelligent Audience Segmentation

ARTIFICIAL INTELLIGENCE / MACHINE LEARNING FRAMEWORK

CONTENT

DATA

PRIVATE, PUBLIC OR HYBRID CLOUD

The Adobe Difference

Design +
Data

Customers,
Community, Culture

Product
Innovation



Adobe

MAKE IT AN EXPERIENCE