

IGNITION **ONE**

9 Digital Trends **2019**





Are You Ready for 2019?

A new year is approaching, and 2019 is sure to bring big changes to the digital marketing ecosystem. As the industry continues to evolve in response to emerging technology, customer preferences, and changing data regulation practices, we've rounded up an overview of rising trends that marketers should look out for in the coming year.



Omnichannel Personalization

As technology evolves, so too do customer expectations for relevance. Customers expect that the messaging they receive from brands will reflect an awareness of their products of interest, their stage in the purchase journey, as well as their existing relationship with the brand. Last year, 41% of consumers switched brands due to lack of personalization. In 2019, marketers will start to realize that they must adapt and personalize effectively or risk burning out their customer file. Truly effective omnichannel personalization should be delivered across engagement channels, throughout the customer lifecycle.



Identity Linking

With an estimated \$800 BN to be put forth to personalization efforts in the next 5 years, personalization is more than a priority for marketers—it is a necessity. Part of the problem is that the customer data that marketers have is not unified. Identity linking is a core piece to fixing this issue—customers engage with brands through various devices and channels, and marketers must figure out how to match customer identities across multiple touchpoints in 2019. Tying customer IDs together also involves audience management and measurement. Measurement can finally be done on newer channels (see trend “Emerging Channels”) because marketers are tying IDs back with the help of partners and third parties who have their own ID (e.g. LiveRamp).

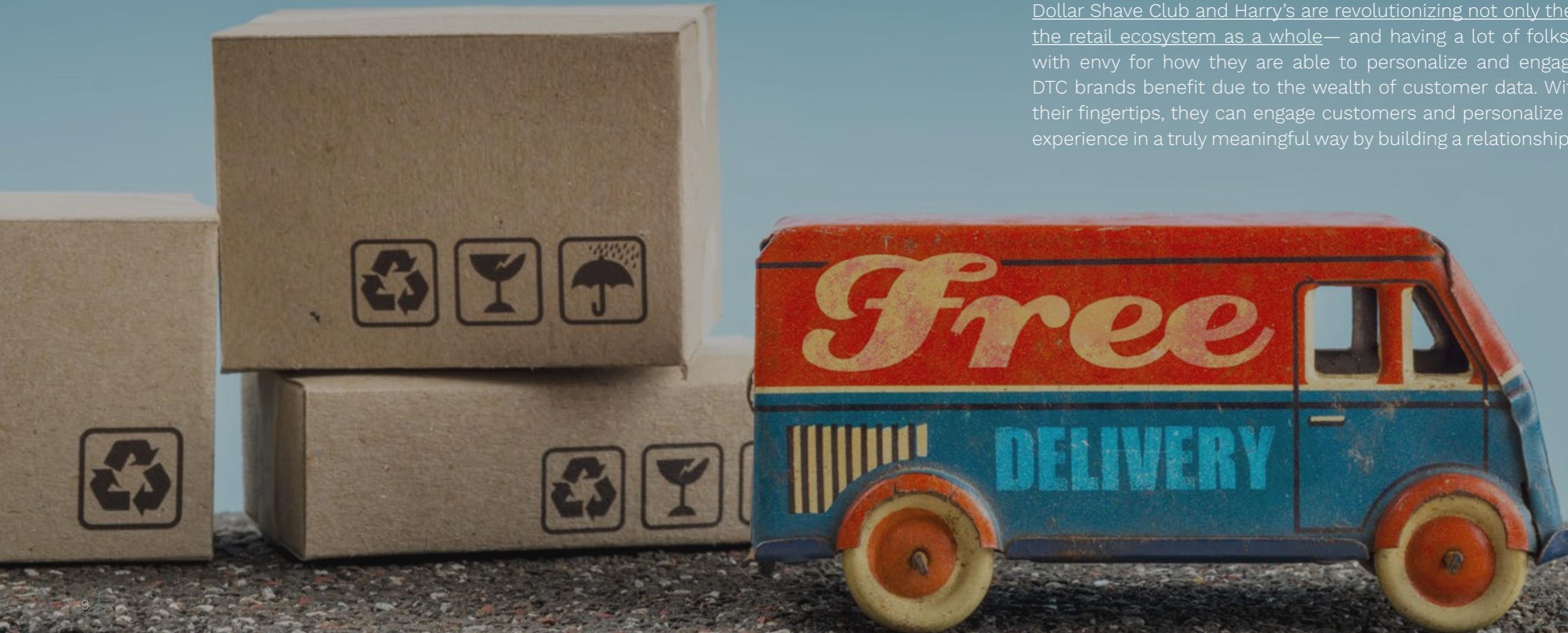
In-housing

2019 will be the year we see more brands and companies bringing services in-house, instead of relying on third-party agencies. In fact, 78% of brands have some form of an in-house agency. The idea is to instill control back in the hands of marketers and creators, to tackle the current black-box and transparency problem that the industry has faced for years. However, there are downsides and challenges companies will face, including increased costs, the competitive talent landscape, fees and more.



Direct-to-Consumer (DTC)

Direct-to-consumer brands are transforming the marketing landscape, quickly establishing themselves as masters in building loyal, engaged, trusting customer relationships. DTC brands like Casper, Warby Parker, Dollar Shave Club and Harry's are revolutionizing not only their market but the retail ecosystem as a whole— and having a lot of folks seeing green with envy for how they are able to personalize and engage customers. DTC brands benefit due to the wealth of customer data. With the data at their fingertips, they can engage customers and personalize the customer experience in a truly meaningful way by building a relationship at first touch.



Own the Customer

To develop deeper, lasting relationships with customers, marketers need to own the customer relationship. This means leveraging insights from every interaction, from first impression to conversion and beyond toward retention and brand loyalty.

Retail

As consumers leverage different devices and channels to engage brands and ultimately buy, brands are contemplating their “investments” with third-party retailer stores. More brands are looking to own the customer relationship, seeing the success of DTC brands and mimicking their business model. By knowing which channels their customers come in from, how they discovered the brand, and gathering other POS data, brands can capture more customer data to better engage with customers at every touchpoint. Perhaps in lieu of completely “cutting off” third-party retailer stores would be a tactical approach - collaborate for more extensive market insights.

Travel

The dominance of Google will be challenged by the rise of Amazon metasearch and travel metasearch sites such as TripAdvisor. To stay competitive, leading marketers will need to learn how to leverage these channels and adopt audience targeting solutions that enable them to maintain relevance and consistency across these channels and drive direct bookings. In order to own the customer (data), travel brands will need to invest more in solutions that drive these direct bookings and in turn drive ownership of customer data.





Privacy

Privacy regulations such as GDPR will proliferate. Since such approaches will differ from one jurisdiction to the next, these changes will challenge both marketers and technology providers to offer compliant solutions. Additionally, it's important for both sides to be creative when connecting with customers and focus on less invasive methods.

The image features three rulers of different colors (white, light blue, and silver) arranged diagonally on a bright yellow background. The white ruler on the left shows markings from 29 to 35. The light blue ruler in the middle shows markings from 10 to 11. The silver ruler on the right shows markings from 1 to 5. The rulers are slightly overlapping and angled towards the bottom right.

Attribution + Measurement

With many attribution providers facing challenges (since data from Facebook is no longer available and Google is no longer giving log level data), more marketers will move toward investing in partners who either have their own ID or ones who work with third-parties to connect the dots. Attribution will continue to evolve as a term that extends beyond media. Marketers will be able to layer in other data such as store visits - that are vital touches in the customer journey.

As the volume of customer data continues to grow, AI and machine learning will be vital in making this data actionable. Through the use of AI and ML tools, marketers will have access to unprecedented levels of customer behavior insights. These tools will give marketers a more nuanced, comprehensive understanding of each customer's purchase journey and relationship with the brand.

As nascent channels are now becoming targetable for single audiences, measurability is finally here for traditional channels (i.e. OOH, television, etc.). AI and ML will have a significant impact on marketers' ability to improve cross-device and omnichannel attribution measurement, enabling them to attribute results to identify their most effective channels.

Customer Journey

While customer journey mapping is a common practice, there will be more of an emphasis as brands look to achieve relevant, consistent omnichannel engagement. The key to mapping these customer journeys is to leverage real-time data through each customer engagement. Each touch is an opportunity for marketers to learn more about their customers. With more and more channels emerging on a regular basis and resources being limited, these touches are invaluable.



Emerging Channels

Every year, new marketing channels emerge just as others fade from relevance. With each new channel, new opportunities emerge for data collection, targeting, engagement, measurement, and optimization.

Digital Out of Home (DOOH)

This channel is developing at a rapid speed (market to grow by more than \$23BN by 2023). 2019 will be the year that more marketers will begin to really take note as DOOH ads are 2.5 times more impactful than OOH ones. Furthermore, with mobile data being anonymized and sold, this data can be leveraged to further localize DOOH content and personalize the customer journey - just another step marketers must take to achieve relevant, true omnichannel engagement.

Augmented Reality (AR) and Virtual Reality (VR)

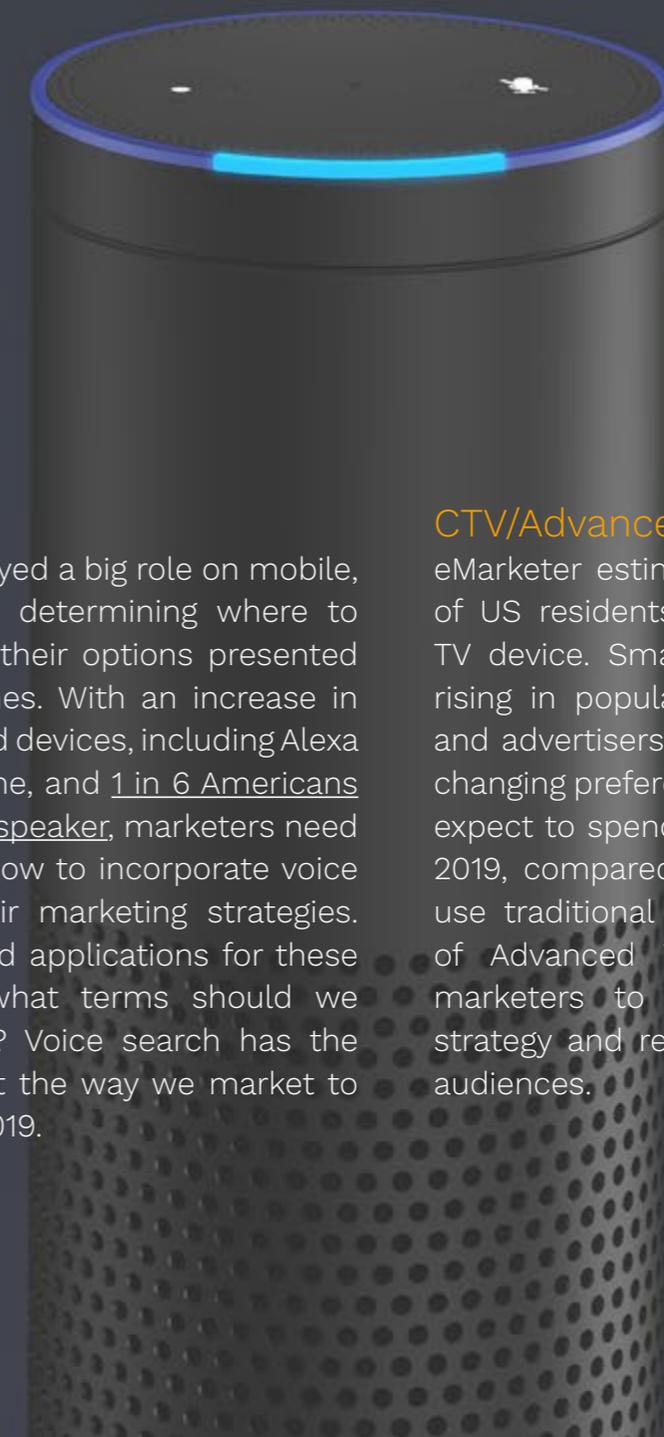
We will soon see an uptick of interest in AR and VR capabilities. For marketers, it's about using these new forms of tech to further engage the customer and provide a hyper-personalized experience for shoppers. AR advertising revenues are expected to jump from \$428 million this year (2018) to \$2.6 billion (2022). of customer data.

Voice Search

Local search played a big role on mobile, with customers determining where to shop based on their options presented on search engines. With an increase in voice-dominated devices, including Alexa and Google Home, and 1 in 6 Americans owning a smart speaker, marketers need to understand how to incorporate voice search into their marketing strategies. How do we build applications for these devices? And what terms should we be focusing on? Voice search has the ability to disrupt the way we market to consumers in 2019.

CTV/Advanced Television

eMarketer estimates that by 2020, 78% of US residents will own a Connected TV device. Smart TVs in particular are rising in popularity among consumers, and advertisers are responding to these changing preferences: 95% of advertisers expect to spend on programmatic TV in 2019, compared to 70% who expect to use traditional linear TV. The precision of Advanced TV technology enables marketers to maximize their media strategy and reach their most engaged audiences.



IGNITION ONE[®]

About IgnitionOne

IgnitionOne's leading Customer Intelligence Platform empowers marketers to find and engage their most valuable customers across channels using a data-driven approach. By focusing on cross-channel scoring and robust personalization, IgnitionOne's technology provides real-time, actionable insights for smarter marketing decisions and omnichannel engagement to maximize overall results.

IgnitionOne is one of the largest independent marketing technology companies in the world, currently scoring over 600 million users monthly in 75 countries and powering more than \$60 billion in revenue each year for leading brands, including General Motors, Stuart Weitzman, The Cosmopolitan and Speedo, as well as advertising agencies such as 360i, GroupM and Zenith Media.

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