ZUITO DIGITAL MARKETING TRENDS

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SMART INSIGHTS GLOBAL SURVEY

MARKETING ACTIVITY THAT YOU
THINK WILL MAKE THE
LARGEST COMMERCIAL IMPACT
IN 2018

20%
CONTENT
MARKETING

14% BIG DATA

ARTIFICIAL INTELLIGENCE

ENABLER SPACE

TOP 3 SURVEY RESULTS

10% SOCIAL MEDIA
9% MOBILE MARKETING
9% MARKETING AUTOMATION

5% CRO 4% SEO 3% IOT

3% ONLINE PR
3% COMMUNITIES
2% AFFILIATE PARTNERSHIPS

2% PPC 2% WEARABLES 1% DISPLAY ADS



survey results: CONTENT IS STILL KING

of customers feel frustrated when website content is not personalized

feel highly annoyed by the way brands continue to rely on old-fashion blasting ads

think more **positively** of a brand if it gave them **content that was valuable**, interesting, relevant

of customers say that
personalization influences their
shopping decision

of consumers have chosen, or paid more for a brand that provides personalized experience

of consumers will only engage offers if they have been personalized to their previous engagements



QUANTITATIVE MARKETING goes mainstream

Annual demand for data scientist, data developers, and data engineers will reach nearly 700,000 openings by 2020 By 2020, the number of jobs for all US data professionals will increase by 364,000 openings to 2,720,000 according to IBM

Battle of the Marketing Quants vs Data Scientist

Data Scientist: find & analyze data to optimize processes

Marketing Quants: analyze & manipulate data to forcast opportunities



which does your organization truly need is it DATA SCIENTISTS or MARKETING QUANTS?



lise of the machines

business leaders termed Al as the "Business Advantage"

of developer teams will include Al functionality in one or more applications

2025 the Al market will surpass

of enterprise business executives are already using predictive analytic in their organizations

2020 85% of customer interactions will be managed without a human

"customer digital assistants"
will recognize customers by face
and voice across channels

MACHINE LEARNING

sets the stage to replace manual ad optimization

SOURCE: SMARTINSIGHTS | ENTREPRENEUR | INFOSYS MARKETO | RAPT MEDIA | BUSINESS2COMMUNITY FORRESTER | FORBES | PIWC | IDC FUTURESCAPES CONSTELLATION RESEARCH | NARRATIVE SCIENCE

