

DIGITAL MARKETING

9 Top Trends in 2020

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Introduction

As we embark on a new decade, questions abound about the future of digital marketing. Will the '20s see as many dramatic shifts as the last ten years? How will AI affect the way we market? What will personalization look like in the new era of privacy?

At Criteo, we're always looking to the horizon for what to expect next in marketing and advertising technology. Here's what companies will have to keep in mind for the next decade:



Brands will matter more than ever.

In the 2020s, more consumers will be conscious of the values and business practices of a company. They'll do the research to see if a company aligns with their own personal values and make purchasing decisions based on that. Competition is just a click away. By ensuring that your prospective customers know your brand – and you know what they expect – you can build long-lasting relationships.



Privacy by design will be a must-have.

From GDPR to Google's recent cookie announcement, it's clear that data privacy and security are top priorities for the decade. As consumers demand more stringent data protections, businesses must embrace privacy as a leading tenet, adhere to the strictest regulations, and develop every feature with privacy in mind.



AI and automation will revolutionize the customer experience.

This is going to be the decade that AI really takes off across marketing and advertising technologies. By optimizing different data sets in new ways, we can expect even more personalization and contextual relevance from marketing channels and digital ads. At the same time, on the backend, marketers will use AI-powered tools that help them work smarter, not harder.

Though the Coronavirus pandemic has made for uncertain times and caused many shifts, the primary digital channels that marketers will use remain unchanged. If anything, it's made the online channel more vital than ever.

Read on to learn the hottest trends you need to know for today's top digital marketing channels.

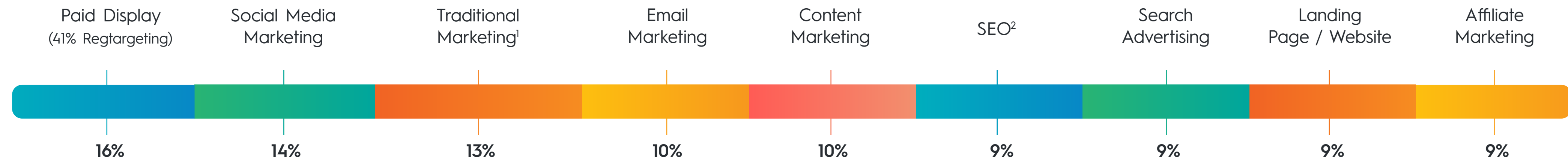
The good news

Marketers have tons of channels at their disposal to connect with consumers.

The bad news

Marketers have a finite budget to work with.

How do you decide where to put your marketing dollars, especially now that everyone is hyperfocused on ROI? We surveyed **901 marketers around the world** and found out how they're dividing up their budgets. **Here's how it breaks down:**



1 - "Print, Direct Mail, TV & Radio Ads"

2 - "Search Engine Optimization" Euromonitor & Criteo 2018

3 - "Acquire, Convert, Re-engage," Euromonitor & Criteo, 2018

In this guide, you'll learn about today's leading trends for each of the top channels, and whether they're right for your 2020 marketing strategy.





Paid Display

Social Media Marketing

Traditional Marketing

Email Marketing

Content Marketing

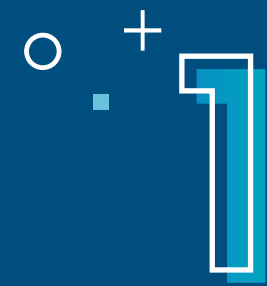
SEO

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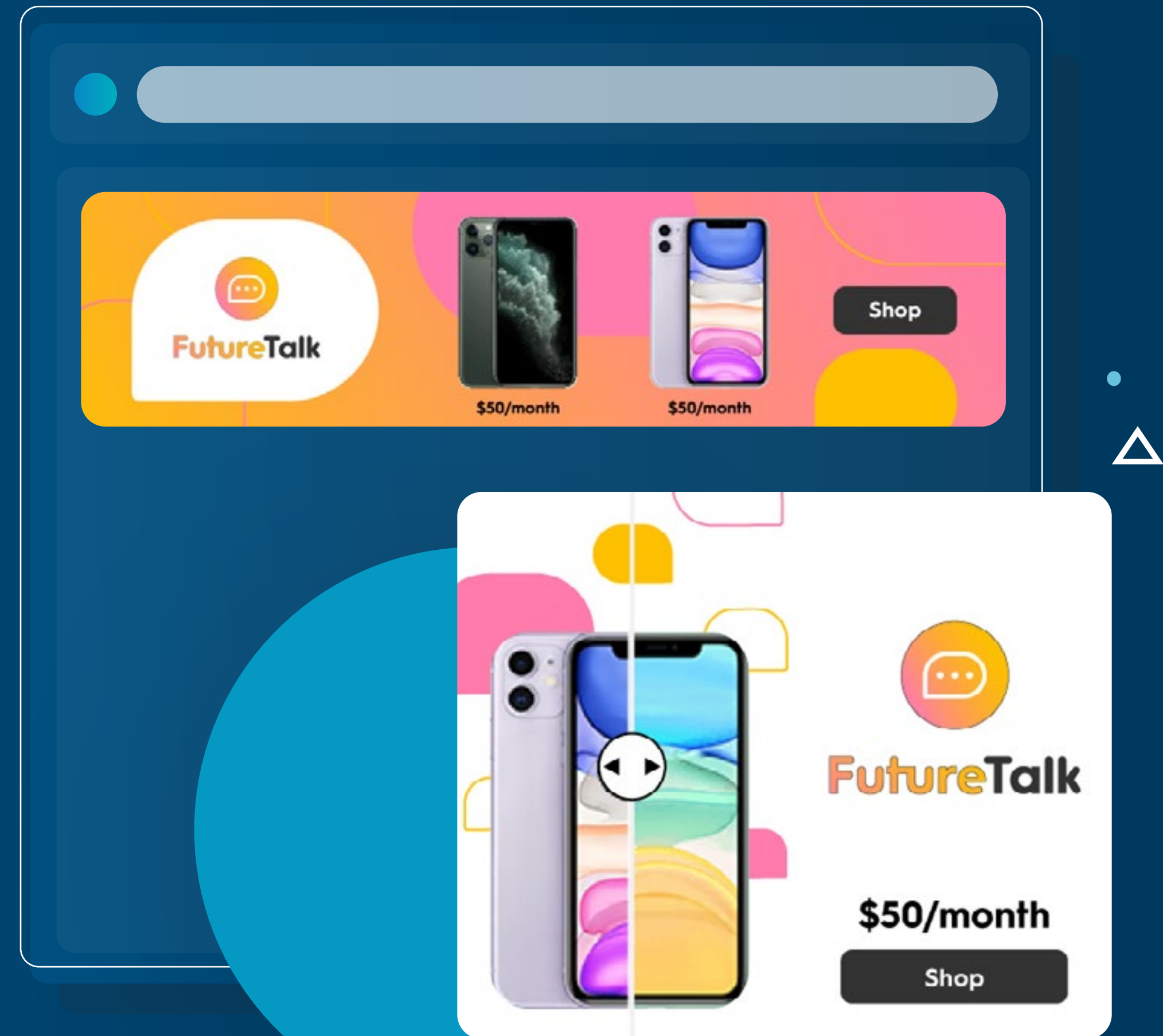


PAID DISPLAY

Moving up the funnel to consideration

The amount of choice and availability today has created a longer and more complicated decision-making process for consumers. In Criteo's Shopper Story 2020, we surveyed thousands of consumers and found that only 10% always buy products from the first website they visit. Otherwise, they continue to research different options.

At Criteo, that's where we see "consideration campaigns" becoming central to the customer journey. Consideration campaigns target potential customers who are most likely to buy, given their purchase patterns and browsing history. Ads that blend brand imagery and messaging with dynamic product recommendations are also key to introduce your brand and incite them to visit your site.





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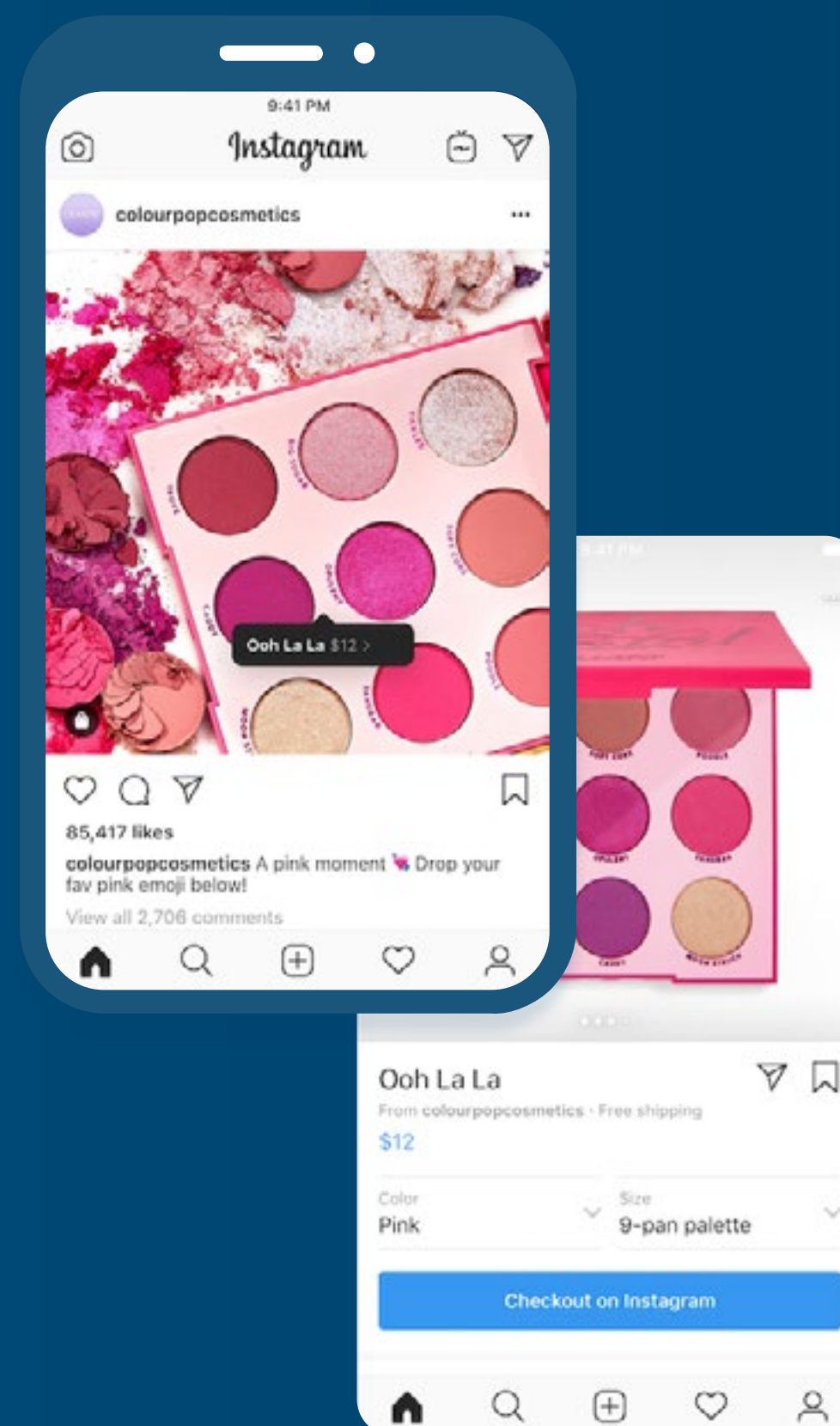
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2 SOCIAL MEDIA MARKETING

Instagram Checkout

In 2019, Instagram launched Instagram Checkout, which lets users buy products without ever leaving the app. It's still in closed beta in the US only, but it's something to watch for in 2020 and beyond. In fact, Deutsche Bank analysts estimate that Checkout could bring \$10 billion in revenue by 2021.

Until Checkout is out of beta, be sure to make full use of shoppable posts that allow followers to browse products on Instagram, and then complete their purchase on your website.



TikTok for Business

Have you heard of TikTok yet? The latest social media app, TikTok is one of the fastest-growing social media platforms around the world. With an easy-to-use interface, users can add music and other effects to quickly create fun, shareable videos.

As of 2019, TikTok had 500 million active users worldwide, which actually means it has already surpassed established social networks like LinkedIn, Twitter, Pinterest, and Snapchat. Almost half (41%) of the users are between age 16 and 24, which means it's dominated by Gen Z users.

TikTok started offering a beta version of ads in 2019 and the social network is sure to ramp up ad offerings in 2020. Currently, there are four ad formats offered: brand takeovers, in-feed ads, hashtag challenges, and branded lenses. There's also a growing ecosystem of influencers. So if you feel TikTok may be right for your audience, you can work on reaching out to influencers and building your brand presence and still be an early adopter.





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3 TRADITIONAL MARKETING

Data-driven direct mail

Direct mail continues to have a renaissance, especially data-driven direct mail. Ecommerce companies are having great success using mailers to engage email non-responders and to re-engage lapsed customers. By tying their CRM to direct mail programs, companies are seeing big response rates and impressive increases in sales.

In fact, according to [Sumo.com](https://sumo.com), the group that received this NatureBox postcard had 35% more orders per customer and almost 60% more net revenue per customer than the group that did not receive the postcard.

The image displays a direct mail postcard from NatureBox and a summary of its performance. The postcard features the NatureBox logo at the top, followed by the text "WHAT'S NEW WITH YOU?" in large, bold, orange letters, with three circular images of dried fruit. Below this, it says "It's been a while! We have good news...". The performance summary consists of two orange circles: one stating "60% more net revenue per customer" and another stating "35% more orders per customer". To the right of these circles is a small white triangle icon. Below the circles is a second NatureBox postcard, partially visible, which offers a "\$25 IN CREDIT!" and a "BONUS GIFT" of "Extra \$10 off!". It also includes a note about new flavors and a promo code "WHATSNEW" with an expiration date of 11/12/17.

60%
more net revenue
per customer

35%
more orders
per customer

\$25 IN CREDIT!

Did you know? You have

With new flavors added every month, why not try something new?

• BONUS GIFT •
Extra \$10 off!

Use promo code **WHATSNEW** at checkout.
Offer expires 11/12/17.



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EMAIL MARKETING

Mobile-first content and design

If you haven't already, it's time to think mobile-first when it comes to your email content and design. For a few years now, mobile has accounted for more than half of all traffic worldwide, and recent [Litmus research](#) shows that mobile sees more email opens than desktop.

Less copy, simple design, and a CTA that is quick and easy to get to are key to a mobile-friendly email. Keep images small and save extraneous copy for the landing page (which, of course, should also be optimized for mobile).



Source: [Campaign Monitor](#)



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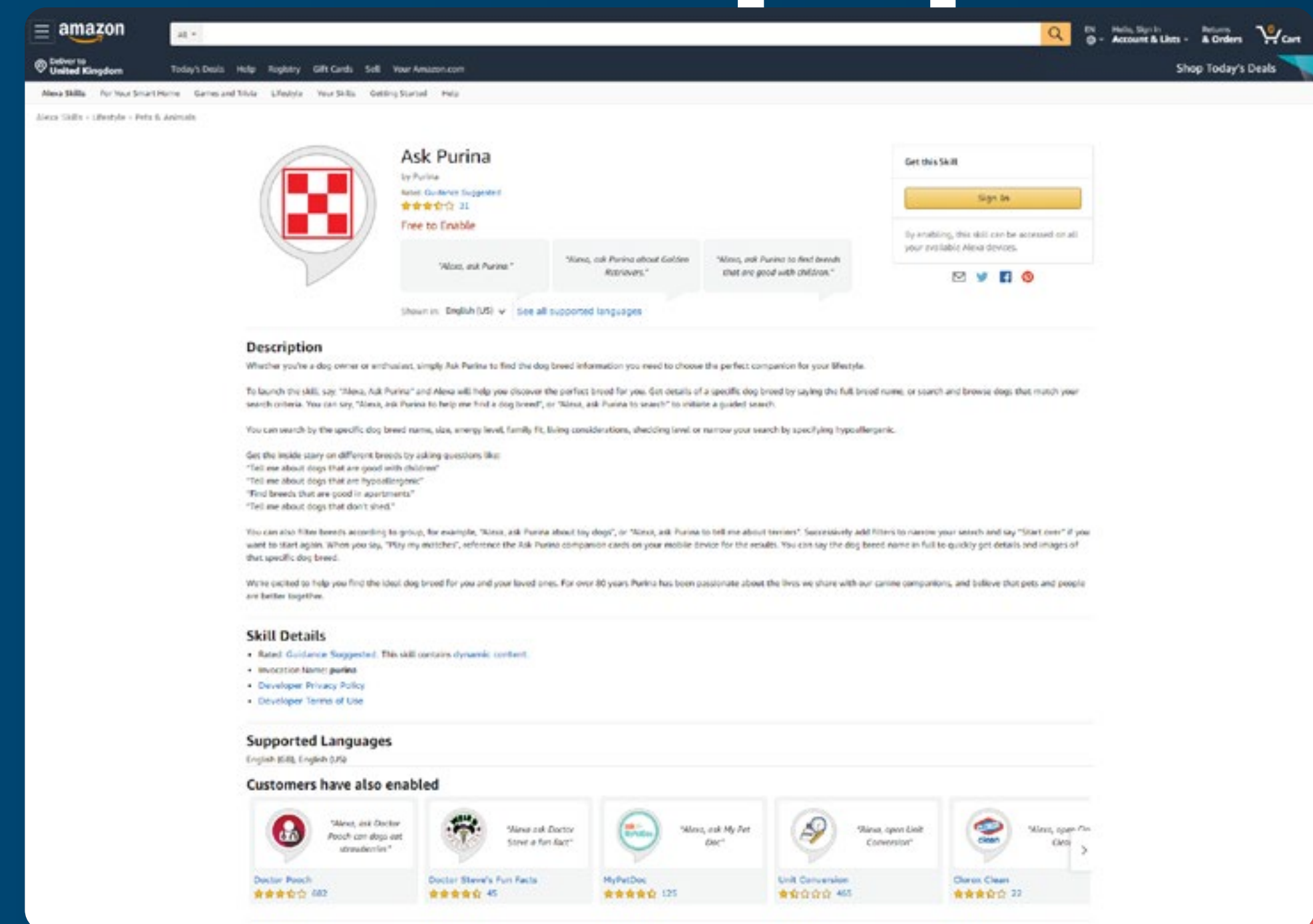
Affiliate Marketing

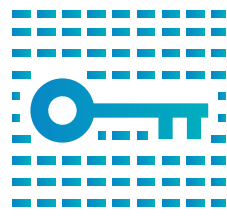
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5 CONTENT MARKETING Voice-activated content

Voice search is one of today's hottest rising trends. According to [eMarketer](#), more than 20% of internet users in the US and UK use a smart speaker at least once a month. [Canalys](#) data showed that global smart speaker market share had triple digit growth in Q1 2019.

With no signs of slowing, the time to consider building out voice-friendly content is now. That means optimizing your site to get featured snippets in search results and exploring Alexa Skills and Google Actions that you can build for the Amazon Echo and Google Home. It also means developing more Q&A-style content to answer the conversational queries that are common with voice search.





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SEO

Content for BERT

BERT isn't a person, but the name of a major Google algorithm update that happened in the fall of 2019. It was focused on helping Google better understand the intent of search queries, through improved natural language processing of the nuances and context of words in searches.

To make the most of BERT, you need to ensure your website content is user focused. Talk to sales, product, and/or customer support to find out the various issues and needs throughout the journey. Figure out the topic areas where you can be a thought leader. Then use those insights as your guide to develop content that can not only rank in search engines, but also guide prospects and customers through their journey.

google.com

2019 brazil traveler to usa need a visa



Before

Washington Post > 2019/03/21

U.S. citizens can travel to Brazil without the red tape of a visa...

March 21, 2019 Starting on June 17, you can go to Brazil without a visa and ...
Australia, Japan and Canada will no longer need a visa to ...

After

USEmbassy.gov > br > Visas

Tourism & Visitor | U.S. Embassy & Consulates in Brazil

In general, tourists traveling to the United States require valid B-2 visas. That is unless they are eligible to travel ...

Source: [Search Engine Land](#)



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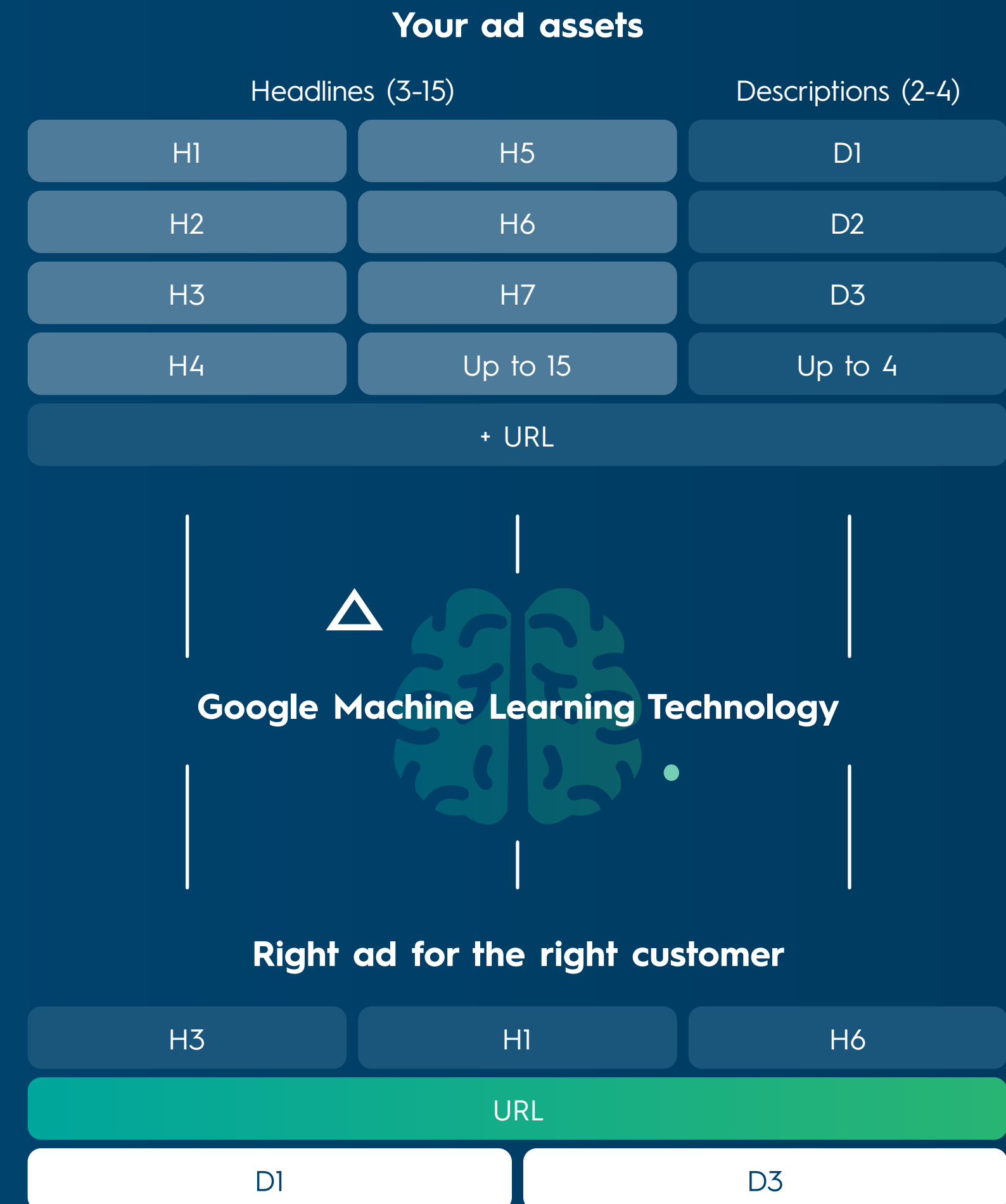
PAID SEARCH

Responsive Search Ads

Google Responsive Search Ads rolled out in 2019 and are expected to continue to increase in popularity this year. Responsive Search Ads automatically adapt the ad headline and text to serve the most relevant combinations for each customer's search query. These ads also adapt to different device widths, showing more text when space allows.

According to Google, Responsive Search Ads help you "reach more potential customers with multiple headlines and descriptions options that give your ads the opportunity to compete in more auctions and match more queries." To get started with RSA, enter at least 3 different headlines (or as many as 15) and 2 different descriptions (or a maximum of 4) for each ad.

Responsive Search Ads in Action



Source: [WordStream](#)

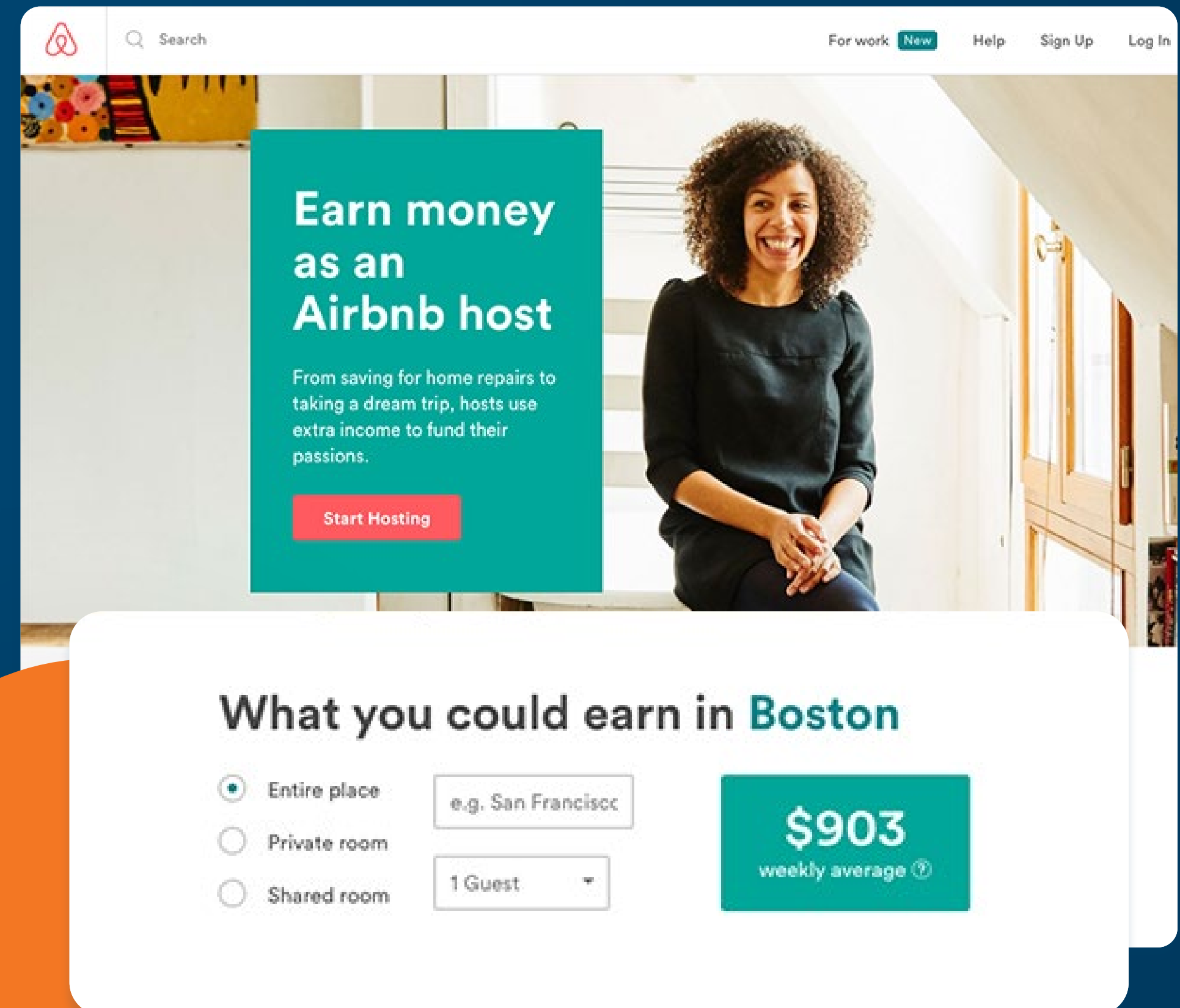


LANDING PAGES & WEBSITES

Personalization and Interactivity

The trend the last few years for landing page design has been towards shorter, simpler pages with less text, and fewer colors. But that doesn't mean they have to be boring.

Brands are now experimenting with interactive landing pages that ask visitors to answer a question or two to boost interest. Others are adding personalization to draw the visitor in, like this Airbnb example, showing potential earnings based on your location.



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AFFILIATE MARKETING

Influencers will continue to grow

Brand values are now a key part of the decision-making process, particularly with younger consumers. As this has grown, so, too, has affiliate marketing focused on partnering with influencers that can help promote their message in an honest, authentic way.

Finding those influencers might get a little harder though, as Instagram has started to hide “likes” in several countries, including Canada, Italy, and Ireland. Brands looking for strong partners will have to use the number of followers as a guidepost, without the benefit of seeing how many likes their content gets.





Put your brand values first.

Make them clear to your audience. By fostering affinity, you'll win new likeminded consumers, and retain more existing customers.



Choose your tech partners wisely.

The digital marketing industry moves fast - re-evaluate your partners to ensure they're offering you best-in-class solutions with the latest advances and regulatory compliance.



Treat your data with care.

Brands that show they take consumers' privacy concerns seriously will win in 2020.



About Criteo

Want to increase traffic? Boost sales? Get more app installs? Criteo has solutions for a variety of business goals.

**Get Started at
Criteo.com**

Get Noticed

Generate brand awareness and interest in your products. Create audiences from the world's largest open commerce data set, or use our AI technology to target people with the same product interests as your current visitors.

Get Traffic

Bring potential new customers, recent website or app visitors, or existing customers to your site or app to evaluate your offerings. Unique creative formats that blend branded and dynamic elements raise interest and drive traffic.

Get Sales

Reach web or app visitors, customers, or even in-store purchasers with hyper-relevant retargeting ads built to perform. Advanced product recommendation technology and dynamic creative optimization deliver sales and up to 13X Return on Ad Spend.



Criteo (NASDAQ: CRTO) is the advertising platform for the open Internet, an ecosystem that favors neutrality, transparency and inclusiveness. 2,700 Criteo team members partner with over 18,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they need to better know and serve their customers.