



10 Pieces of Data To Guide You Through 2022



So, it's another year in the books.



Klaus Giller
Founder of **mrkt'in**

From a marketing perspective, 2021 was one of the most turbulent years in recent history. COVID changed consumer behavior for good, accelerating trends that had already been on the horizon for quite some time. As is always the case, new challenges also mean new opportunities for smart marketers. The shift away from third-party data towards first-party data forces organizations to recalibrate their strategies. The winners will be those who are quick to understand how to adapt to change and are willing to leave the old well-trodden paths. Data is the key to success. Understanding which data is relevant and how to turn data into action is where good marketers can shine.

Going through dozens of trend reports, surveys, and research papers, we identified 10 pieces of data that we think will be highly relevant in 2022. Please bear in mind that it was not our aspiration to create a conclusive trends list, and that it is subjective in the way that we simply find certain trends more interesting than others. Of course, this ebook uses and interprets tons of information from various credible sources, which we will name in full transparency. We hope our guide will entertain and inspire you. Because, good lord, big things are coming in 2022!



01



13,8 Billion USD

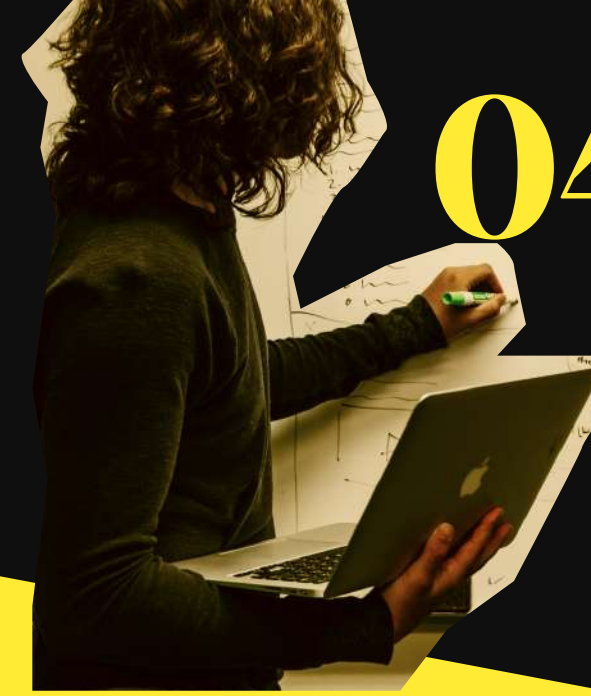
Influencer Marketing Is
Not Done Growing

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**So Why Is Email
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**61% of High Growth
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Values Matter

49% of Europeans Buy From
Brands That Match Their
Own Values

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**2nd Fastest-
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TV Has Changed for Good

40% Will Own a Connected TV
in 2022, So What Does It Mean?



01

13,8 Billion USD — Influencer Marketing Is Not Done Growing

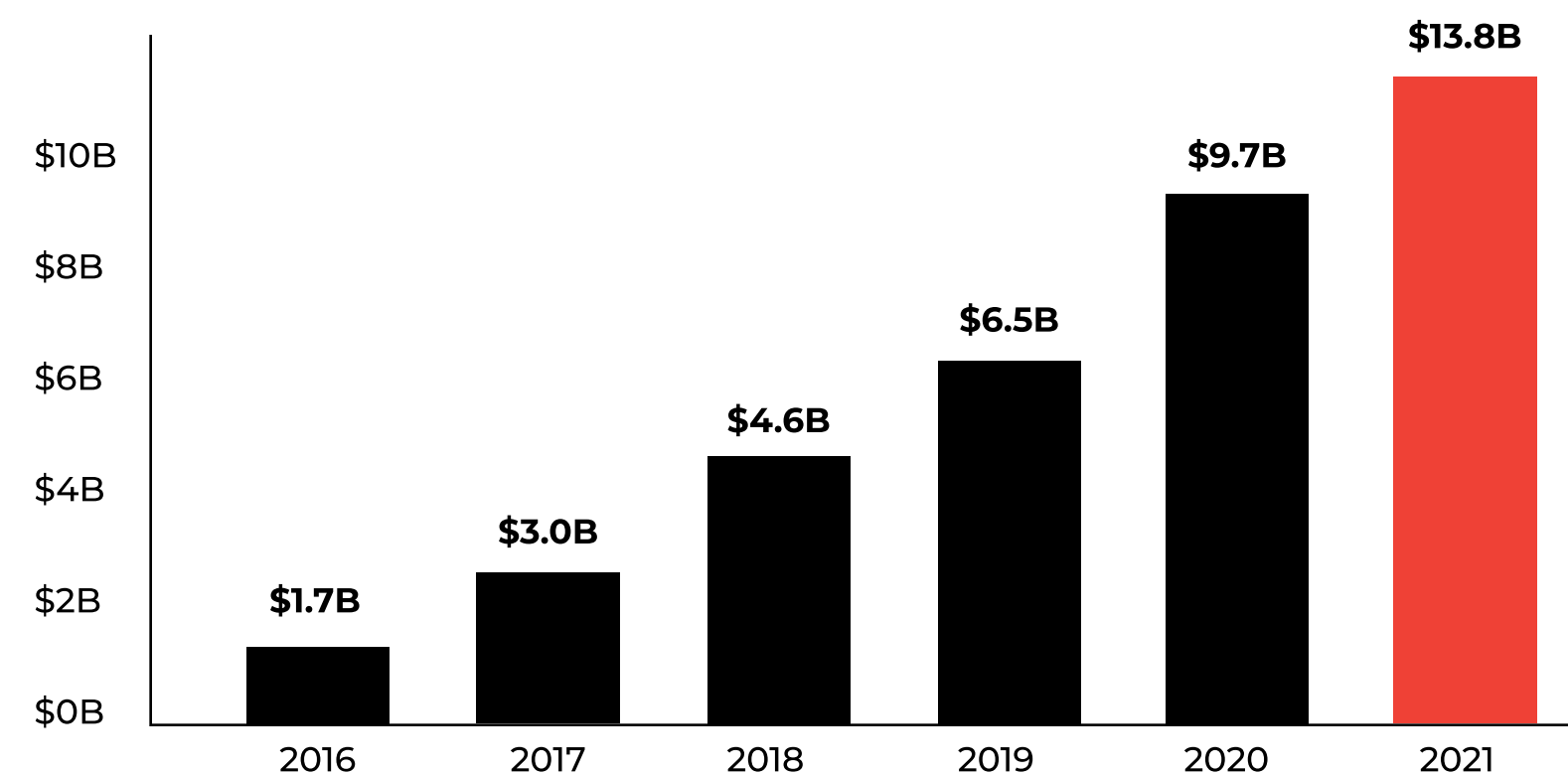


01 13,8 Billion USD – Influencer Marketing Is Not Done Growing

13,8 billion USD - That's the predicted size of the Influencer Marketing industry by end of 2021. That's a massive 42% growth rate versus 2020.



Estimated influencer marketing growth (YOY)




Source: Influencer Marketing Hub

Compare that to the growth rate of 20.4% for overall digital ad spending from 2021 to 2020 and it becomes clear that Influencer Marketing is on a totally different trajectory.

So why are more and more marketers using Influencer marketing as a key channel in their marketing strategies?



- **Consumers trust Influencer recommendations:** a survey conducted by matter in the US revealed that 61% of participants trust influencer recommendations when making purchasing decisions (full disclosure: this also includes family members and friends). Partnering with the right Influencers can significantly boost brand trust as influencers turn into mini-testimonials within their communities. This trust towards Influencers is especially high among teens and gets lower with the increasing age of users.

01 13,8 Billion USD – Influencer Marketing Is Not Done Growing

- **Influencer Marketing sells:** while many companies primarily use Influencer Marketing for achieving their brand goals, it is a channel that can perform surprisingly well from a pure performance perspective. According to a survey conducted by The Influencer Marketing Hub, for every 1 dollar spent on Influencer Marketing businesses make 5,20 dollars. There are, of course, certain industries that are better fit for influencer marketing than others. The pet and fashion industries for example, show excellent performance rates. 
- **It is a highly scalable channel:** don't underestimate the reach you can achieve through influencer marketing at relatively low costs. As an example: Working with 1000 micro-influencers* with 10.000 followers each and assuming each influencer shares at least 1 story and one feed post ... well, that equals a gross reach of 20 million contacts. And the point is: compared to other high-reach channels such as TV, you have very little waste and as many micro-influencers are still working for free product samples, you can keep costs low ... if you have an intriguing product.

* = we adopt Shopify's definition of Influencers:
Nano-influencers: between 1,000 and 5,000 followers
Micro-influencers: between 5,000 and 20,000 followers
Power or mid-tier: between 20,000 and 100,000 followers
Mega influencers: between 100,000 and 1 million followers
Celebrities: more than 1 million followers

A few things to keep an eye on in 2022:

- **TikTok will continue to grow** as an Influencer Channel and marketers are intrigued by its excellent engagement rates. 
- **Brands will go after podcast influencers:** with the growing popularity of podcasts, podcasters will become sought-after brand ambassadors. Especially in markets where podcast as a medium is not as developed (e.g. Germany), smart marketers establish relationships with podcasters early to turn them into future brand ambassadors.
- **Most marketers prefer working with micro-influencers (source):** micro-influencers often have highly engaged communities and many still work for free samples (though this is gradually declining as more and more micro-influencers understand their value). It is easy to understand why from a pure cost-benefit ratio this subset is so attractive. 

02

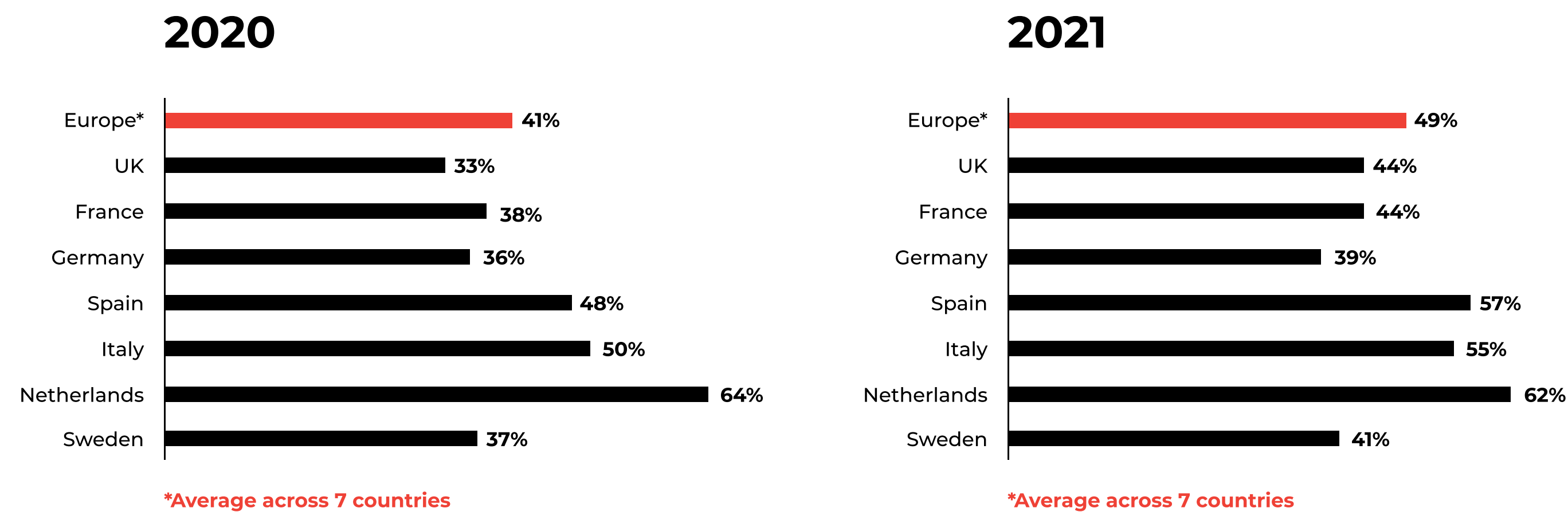
Values Matter

49% of Europeans Buy
From Brands That Match
Their Own Values



02 Values Matter

In 2021, 49% of Europeans purchased from brands that share their own values (Source: Forrester's Consumer Technographics Survey 2020 and 2021). That value is up from 41% in 2020:



02 Values Matter

In 2022, more than 50% of Europeans will make purchase decisions based on whether they see their own values reflected in brands. And though these statistics are about the European market, the same development can be seen in the US.

A few more data pieces:

- Based on a research of more than 1.000 Facebook video ads, 59% of survey participants stated that they “prefer to buy from brands that stand for diversity and inclusion in online advertising”. [🔗](#)
- Another study conducted by Microsoft revealed that 48% of survey participants had stopped purchasing from brands that did not represent their values. [🔗](#)
- 70% of younger millennials prefer brands that stand for inclusion and diversity. [🔗](#)

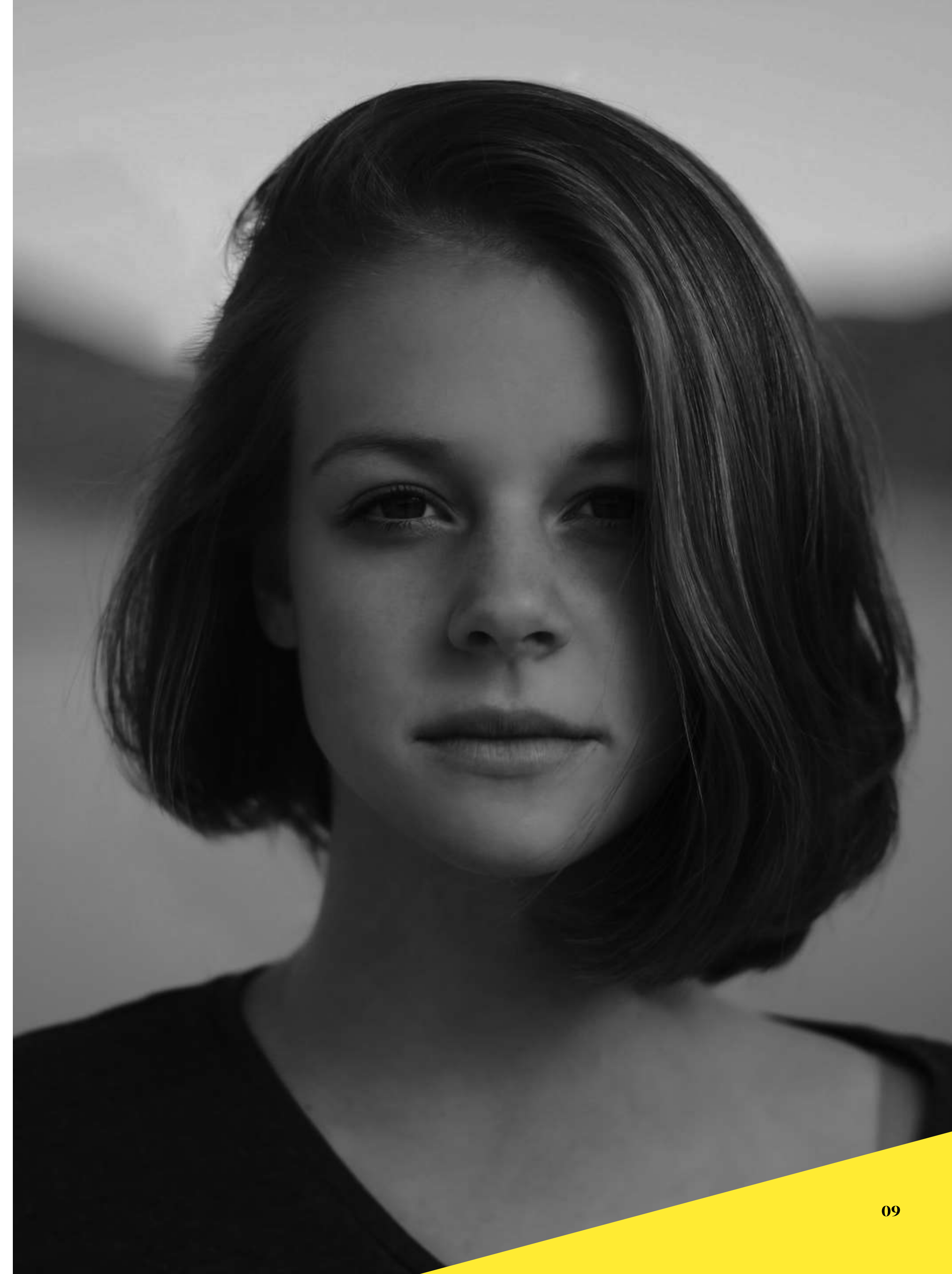


02 Values Matter

However, it is not enough to make your ads more diverse and to update the HR section with some nice visuals (unfortunately that's many companies' response to this challenge). Inclusion and diversity have to be embraced at all levels of an organization to be perceived as authentic. If brands don't, users will unmask them brutally **(check out this article in the Guardian).**



So, does your organization have strong values? Well, 2022 is the time to be vocal about it. Users don't want faceless brands anymore.



03

319,6 Billion Emails

So Why Is Email Marketing Dead Again?



03 So Why Is Email Marketing Dead Again?

319,6 billion emails - this is the number of emails that are sent each day across the globe. By the end of 2022, this number is expected to surpass 333 billion per day.

So why is email marketing supposed to be dead? Because that's what we are hearing at least once a year, every year.

“Email Marketing is dead ... again”

The truth is that not only is email marketing not dead, but it is also doing better than ever:

On average email marketing brings in a whopping ROI of 3.600%. For each dollar spent it drives 36 USD. [!\[\]\(d66ff64371a51729ac8c1cdaa685ba6f_img.jpg\)](#)

During the pandemic, marketers saw an increase in engagement rates across almost all industries. [!\[\]\(e3f8612927870f2e0f9f5989e6dd3064_img.jpg\)](#)

And believe it or not, Email Marketing is still considered the most efficient channel by most marketers, beating SEO and Affiliate Marketing. [!\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\)](#)



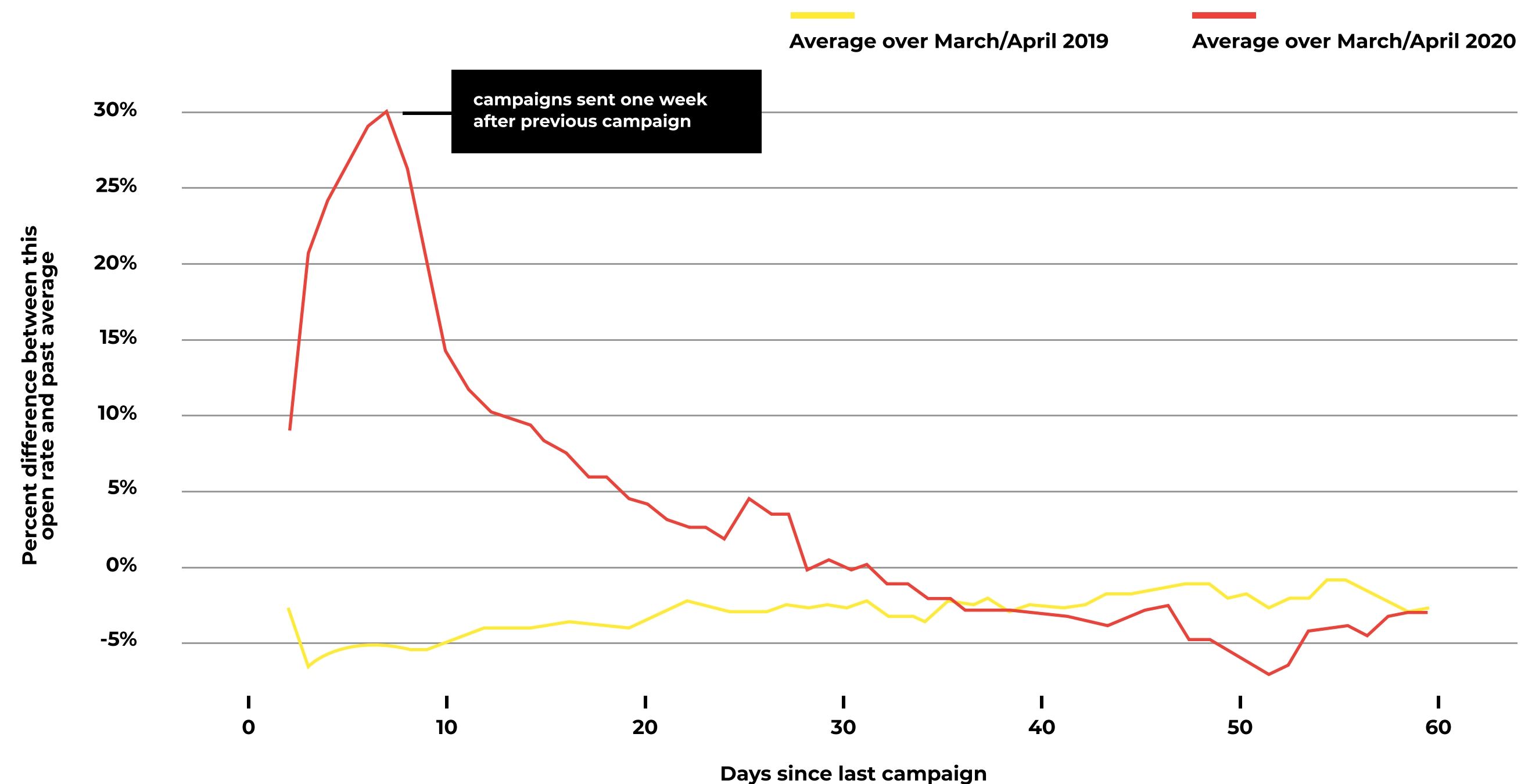
03

So Why Is Email Marketing Dead Again?

Apart from the pandemic, which forced companies to double down on digital channels to communicate with customers, Email Marketing benefits from the general trend towards first-party data. And as a result, Email Marketing is more important than ever. Furthermore, as more and more companies are shifting away from pure user acquisition and towards increasing customer lifetime value - Email-Marketing is a great tool for addressing different user segments with the right messages and by doing so extracting additional value out of customers.

COVID had its impact on email marketing. In 2020, according to data provided by Mailchimp, engagement for email campaigns was highest if sent one week after the previous campaign: [!\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\)](#)

Effect of time between campaigns on open rate



This is in stark contrast to previous years and indicates a change in user behavior. However, if this transformation is permanent is yet to be seen, but in 2022 marketers must find the sweet spot between staying in touch with the customer and not annoying them. To do so they have to understand their different user segments and address their needs with relevant content.

04

61% of High Growth Brands Double Down on First Party Data



04 61% of High Growth Brands Double Down on First Party Data

61% - that's the percentage of high-growth brands shifting towards a first-party data strategy. 


Living in a cookieless world requires new strategies from marketers in 2022. A survey conducted by Deloitte shows that marketing leaders of high-growth brands have understood that the rules of the game have changed. And accordingly, they have adapted their data strategies:

Goodbye third-party data, hail to first-party data!

1 Offer value in exchange for customer data

rather than viewing consent forms as a nuisance, view them as a chance to demonstrate how seriously you take data privacy and communicate clearly why data helps you provide more value for the end-user. An example from our own experience: let's say you are a company in the pet industry and you ask customers to share their pets' data with you. Many users fear that such data is then sold to insurance companies. Addressing this fear head-on and pointing out that this data will help you create better products that benefit their pets' health should be a killer argument. Again, understanding what is valuable to customers is key.

2 Be conscious of what data is important to your objectives

as nicely laid out in this thinkpiece by Google, a key challenge for organizations is to understand which data must be collected, and how to analyze and activate it.  Always think about how your data gets you closer to reaching your business objectives.




04 61% of High Growth Brands Double Down on First Party Data

3 Strengthen your brand

many companies have unfortunately neglected this core competence of marketing in the recent past. As we have always emphasized, Performance and Brand need each other. But too many companies have exclusively focused on metrics such as conversions, sales, leads, etc... and not enough on brand metrics such as awareness, recognition, and brand image. The danger is that the resulting lack of brand trust is an obstacle that stops your customers from willing to share data with you. Again, a strong performance basis is a must, but so is a thorough brand strategy that incorporates values your users can identify with.

4 Double down on lead generation

Email Marketing is still one of the most efficient channels from an ROI perspective. It is affordable, has a high reach, and is easy to customize. It is therefore only logical to bring more users into your email program through lead forms. We have witnessed an explosion of lead generation campaigns recently and it is getting quite annoying for customers to have to provide their data for every little piece of mediocre content. So be creative and offer value. You can find a couple of good approaches here: 



05

15 Billion Hours — Podcasts Are a Force To Reckon With



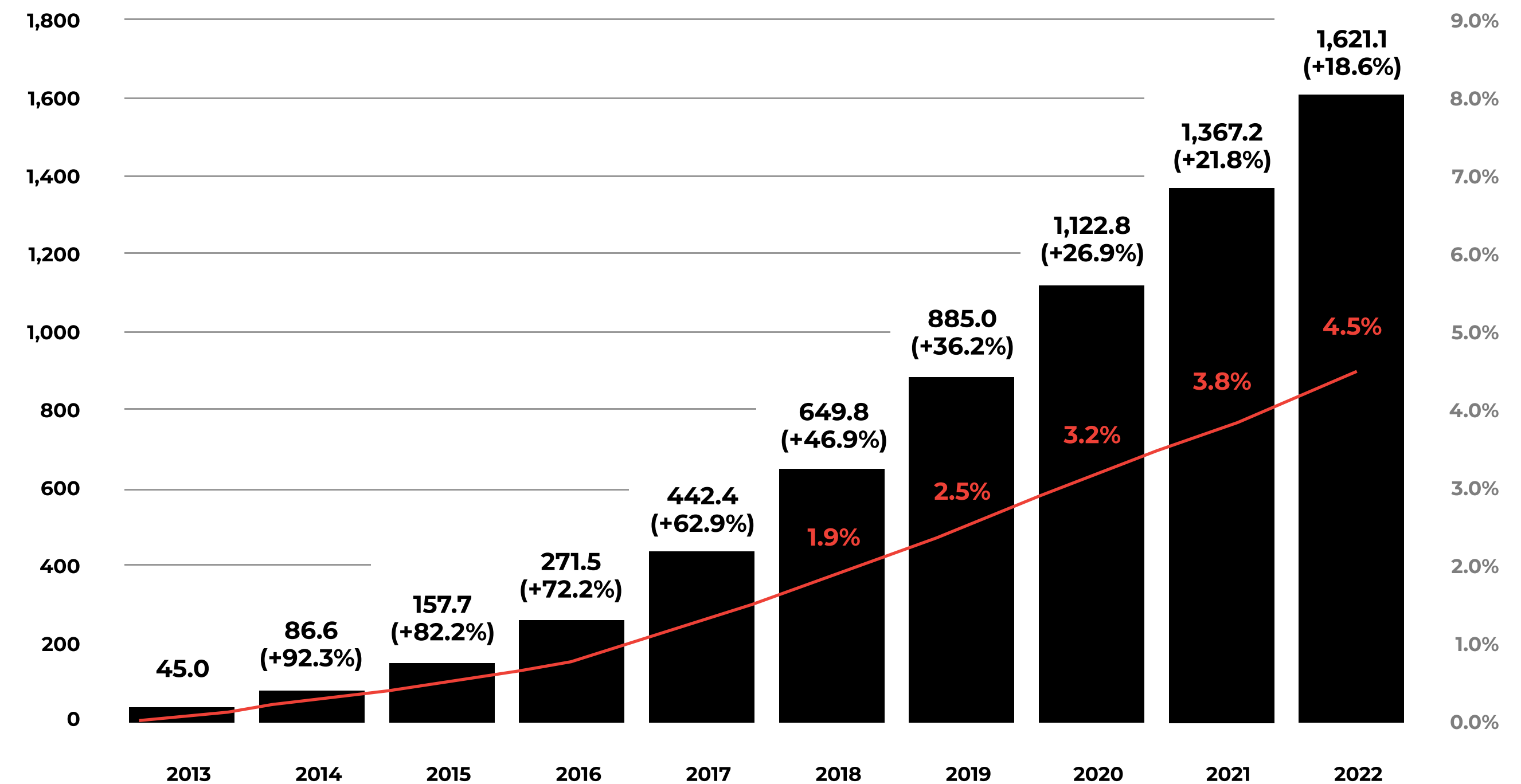
05 15 Billion Hours – Podcasts Are a Force To Reckon With

15 billion hours - that's the total projected amount of hours spent listening to podcasts in 2021. This number is up from 12 billion hours listened to by the end of 2019. [🔗](#)

Marketers have recognized the potential of podcast advertising as the ad spend is expected to surpass 1,6 billion USD by end of 2022: [🔗](#)

That's double the ad spend in 2019. And though the growth curve is flattening a bit after years of intense growth, there is still a lot of growth potential left as podcasts are getting more and more popular around the world.

Global, Podcast adspend and share of audio, US\$ millions, current prices



Note: Share is of total audio ad market (radio and online audio). Year-on-year percent change shown in brackets
Source: WARC data, PWC, Ovum, Global Entertainment and Media Outlook 2018-2022

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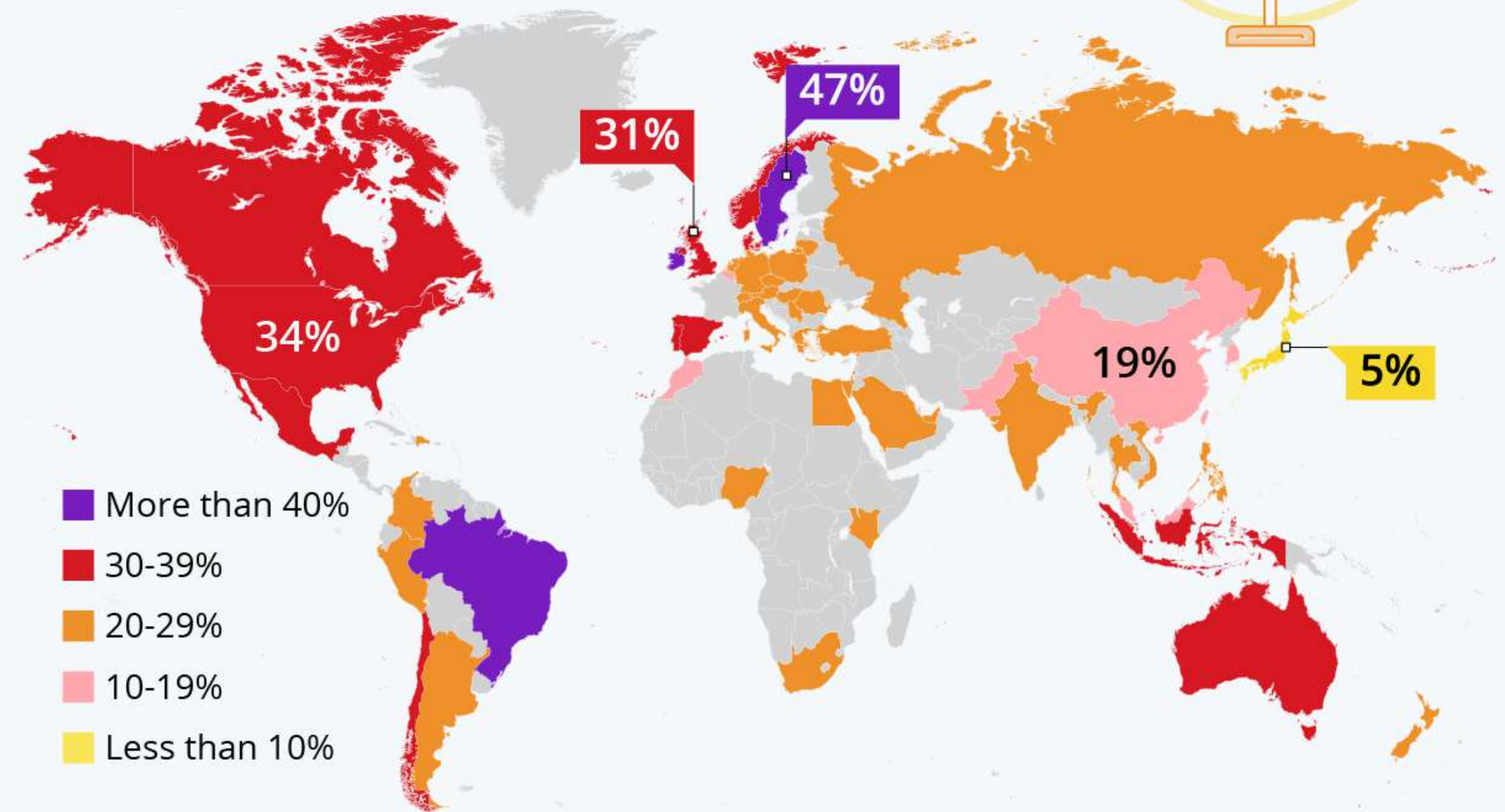
Also, podcasts are not a US phenomenon but a global trend: [🔗](#)

So what makes podcast ads interesting to marketers?

Podcast ads drive action: according to Adobe digital insights 60% of US podcast listeners look up a product or service after hearing an ad. And a quarter of those are making a purchase. [🔗](#)

Podcast ads are less intrusive and more engaging: the same Adobe survey revealed that 40% of podcast listeners found podcast ads to be less intrusive compared to ads on other platforms, and 33% found them to be more engaging. A big reason for the acceptance of podcast ads is that listeners are happy to support their favorite shows and therefore don't mind them. One of our favorite podcasts is the "Rights to Ricky Sanchez" basketball podcast. You should check them out as they always find new and creative ways to put the spotlight on their sponsors. [🔗](#)

Podcast listeners are curious: 66% of podcast listeners name their desire to learn something new as the main motivator. As a result, you find many innovators and early adopters among listeners which makes podcasts a great medium for product and service innovations. [🔗](#)



Based on 1,000-5,700 respondents (aged 18-64) per country; Feb 2020-Jun 2021
Source: Statista Global Consumer Survey



statista

05 15 Billion Hours – Podcasts Are a Force To Reckon With

What to pay attention to when testing podcast advertising:

Go for smaller podcasts with a highly engaged audience: as is the case for influencer marketing, the engagement rate of followers is more important than pure reach unless your only goal is maximum exposure. Consequently, smaller podcasts usually outperform bigger ones regarding ROI.

Host read ads are king: host read ads are more effective than other ad types. Podcast hosts with a talent for storytelling can bring your ads to life and dramatically increase brand recall. [!\[\]\(666e09182d4cd268646ea700ea60dcdf_img.jpg\)](#)

Measure results: make sure to have a discount or promo code to be part of the message. That makes it easy to monitor performance and efficiency.



06


1,2 Billion Views – Why We Love Retro Marketing



06 1,2 Billion Views – Why We Love Retro Marketing

1,2 billion views - that's how many views #berriesandcream has amassed on TikTok in 2021 since Starburst revived its old Little-Lad character from its 2007 commercial (check out the original ad here). 


Starburst reacted quickly to this overwhelming success by building a whole marketing campaign around it with Little Lad Halloween costumes, singalong competitions, and more (source: 2022 Digital Marketing Trends falcon.io).

Other examples of successful Retro-campaigns include Crystal Pepsi or the return of classic video game consoles such as the Super NES (more examples can be found here). 



06 1,2 Billion Views – Why We Love Retro Marketing

But why is Retro Marketing so en vogue right now?

Let's be honest, the last couple of years have been tough on many of us. The pandemic had us worrying about loved ones, companies were in danger of going out of business, society became more and more divided around topics such as vaccination and political views. That left many of us yearning for the good old days when life seemed a bit less complicated. Recalling the past is a mechanism to cope with the present and be optimistic about the future. 

What does it mean for marketers?

Do you know those old TV spots that are buried on your Youtube-Channel? It's time to revive them and test them on different channels to different audiences. See what sticks and create further activities around this theme. Continuous user research is a great way to spot opportunities early. Which themes, messages, creatives are positively associated by your audiences? What makes them smile thinking of the good old times? Be cautious: retro campaigns are great when used sporadically and won't appeal to all audiences. It should therefore not deter you from developing a forward-looking, modern brand strategy.



07


8 Out of 10 Users Say Customer Support Has To Step Up Its Game




07 8 Out of 10 Users Say Customer Support Has To Step Up Its Game

According to the Qualtrics 2022 Global Consumer Trends Report, 8 out of 10 people think that customer support has to be improved.

As the whole world is going through volatile times with people having to cope with uncertainty, it should be to no one's surprise that today's consumers are crankier than ever.

For most people, waiting in phone lines for minutes or being forced to write emails to customer support just doesn't cut it anymore (if you actually manage to find a customer support form - Hello Facebook!). For businesses, the potential impact can be devastating as word of mouth also works the other, the negative, way. 62% of customers share bad customer experiences. As a result, businesses are in danger of losing 4,7 trillion USD each year as customers turn their backs on companies that don't live up to their expectations. 

What consumers want in 2022 is quick and easy customer service:

- **Consumers don't want to wait:** only 35% of customers are willing to wait 30 - 60 seconds for a chat reply. 
- **They want to use the channels they are already engaging with:** if I am using Facebook, I want to get support on Facebook, if I am on Twitter, I want to communicate via Twitter, and so forth.

While customers showed understanding for companies struggling with support replies at the beginning of the pandemic, there will be no excuses in 2022. And as we know, great customer support is the best marketing.

Xbox (@XboxSupport) and Spotify (@SpotifyCares) are positive examples of embracing social media as primary support channels.

ToDo's for marketers in 2022:

- Identify the platforms your users are communicating on
- Show empathy and individually address requests - no one wants to dig through terrible long support pages
- If you do this, then you will reap the benefits of positive word of mouth.

08

58,7 Billion USD — Virtual Is the New Reality



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58.7 billion USD - that's the projected market size for augmented reality, virtual reality, and mixed reality (check the [link](#) for definitions) combined by the end of 2022. That's almost double the market size in 2021 but even this impressive number will be dwarfed by the expected market size by the end of 2024, which will be close to a whopping 300 billion USD. [link](#)

This impressive growth rate is driven by the increased adoption of augmented reality apps such as Snapchat, Google Lens, or Ikea Place (check the [link](#) for more examples), the increased processing power of modern computers, and the rising demand for collaborating remotely. [link](#)

Looking at Virtual Reality from an advertising perspective, research indicates that augmented reality ads spur curiosity and grab users' attention. A study conducted by Springer suggests, [link](#) that "replacing traditional advertisements with augmented reality advertisements enhances customer physiological responses and willingness to pay". For marketers, this technology is a chance to stand out from the crowd and gain crucial ground in the battle for customer attention.



08 58,7 Billion USD – Virtual Is the New Reality

A few great examples of how augmented reality can add value for the end-user:

IKEA Place: IKEA was one of the first mobile shopping ads to benefit from Apple's ARKit (more information on what the ARKit is can be found here) and allows users to place IKEA furniture in their own homes. This experience beats the traditional catalog experience regarding user engagement and, consequently, user satisfaction. [🔗](#)

AMC: a great example of how augmented reality can be integrated into your marketing without reinventing the wheel, is AMC's app through which users can scan movie posters to obtain additional content information. [🔗](#)

NETFLIX: as part of its promotion of season 2 of Stranger Things Netflix launched various AR lenses on Snapchat enabling users to dive into the world of Stranger Things and get hyped for the season launch. [🔗](#)

More and more companies are starting to use AR technology to create deeper experiences for users and solve real-world problems. Smart marketers should get familiar with the opportunities AR provides and how it can help increase advertising efficiency.



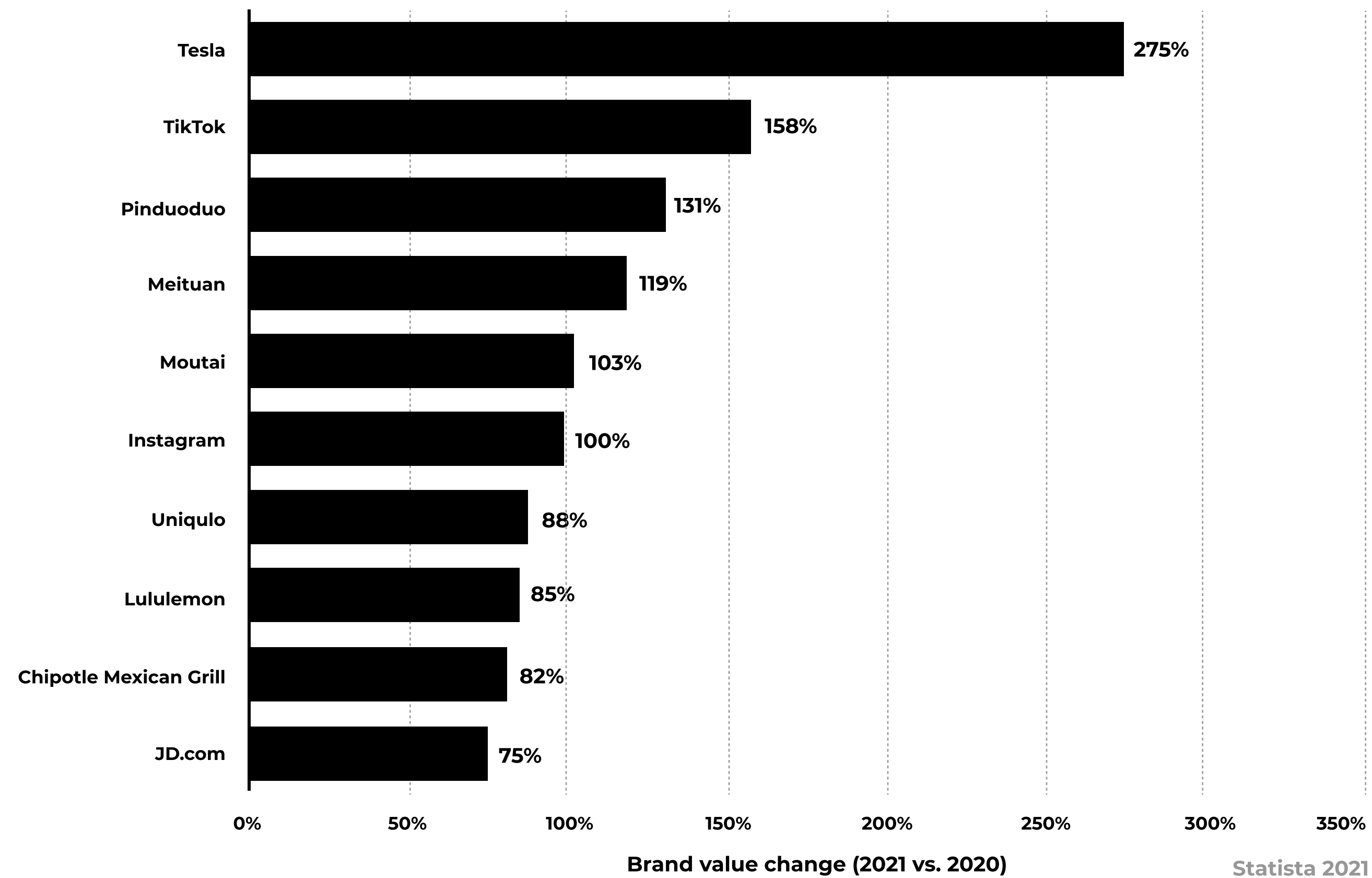
09

2nd Fastest-Growing Brand – TikTok Is Disrupting Social Media



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As of 2021, TikTok is the second-fastest-growing brand in the world in terms of brand value change, only trailing Tesla. [🔗](#)



09 2nd Fastest-Growing Brand – TikTok Is Disrupting Social Media

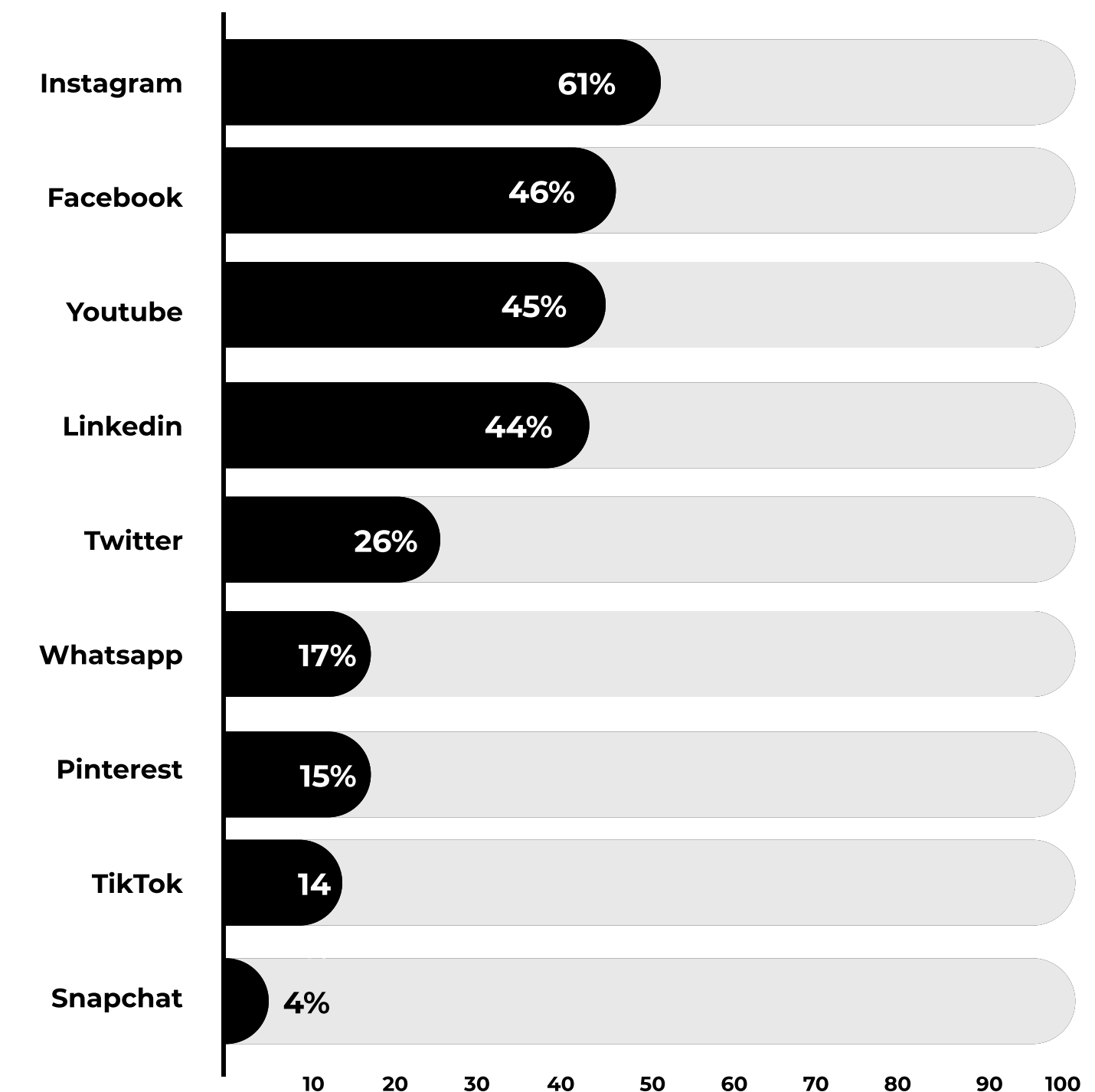
Since its emergence in 2018, TikTok has disrupted the social media landscape inspiring its competitors to launch similar user experiences such as Youtube's Shorts, Instagram's Reels, and Snapchat's Spotlight. As you might have heard, humans now have an attention span shorter than a goldfish. And for those goldfishes, uh humans, TikTok is the perfect fit with its short video formats.

Based on research from the Audience Insights Platform Disqo, US users not only find TikTok ads fun and engaging (52%), a third of the respondents stated that they looked up a product that had been previously promoted on TikTok. [🔗](#)

That sounds great, right?!

Well, marketers are still a bit wary of TikTok as a marketing channel. According to Hootsuite's Social Media Trends 2021 survey, most marketers preferred investing in traditional social media channels such as Facebook, Instagram, and Youtube over TikTok in 2021:

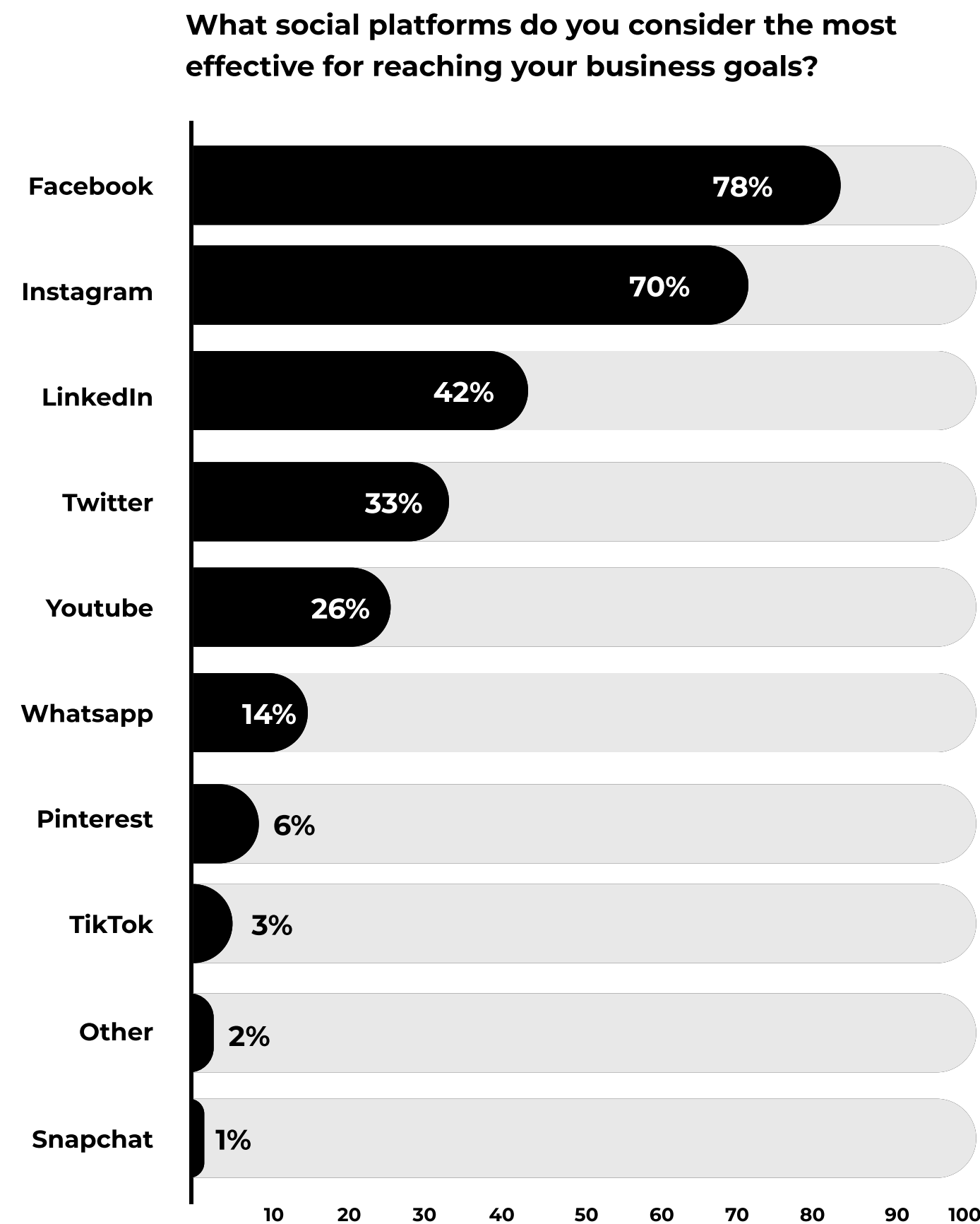
Do you plan on increasing your investment in the following channels in 2021?



Source: Hootsuite's Social Trends 2021 Survey
n=9,487

09 2nd Fastest-Growing Brand – TikTok Is Disrupting Social Media

And only a small percentage of marketers consider TikTok as the most effective channel for reaching their business objectives:



Source: Hootsuite's Social Trends 2021 Survey.
Respondents were asked to select their top three options. n=9,487

There are multiple reasons marketers are a bit cautious about heavily investing in TikTok advertising.

- First, marketers are smart, and before investing big money on a new unproven channel, they diligently test it. And collecting and analyzing data simply takes time.
- Second, TikTok, though growing among all demographics, is still primarily appealing to a very young audience group. Therefore, it might not be the right choice for brands with a more mature and age-diverse customer base.
- Third, TikTok's parent company ByteDance until very recently did not disclose any metrics, which made it difficult for marketers to properly evaluate the platform. And of course, this was not enhancing trust.

09 2nd Fastest-Growing Brand – TikTok Is Disrupting Social Media

While all those are good arguments for why marketers kept their distance from TikTok, we think the biggest reason for not going big on marketing spend on this platform is that simply put marketers still have to learn how to make effective TikTok ads. Thus the slogan used in abundance by TikTok: “Don’t make ads, make TikToks.” TikTok recognized marketers’ struggles with creating efficient ads and is doubling down on educating them on the principles of successful TikTok ads (e.g. The Big Ideas Hotel event series).

Unlike platforms such as Facebook, you can still generate significant organic reach on TikTok, which makes it an enticing opportunity for creative brands in 2022.

Expect to see more brands taking TikTok seriously and testing different approaches to engage with this audience in a way that fits the platform.



10

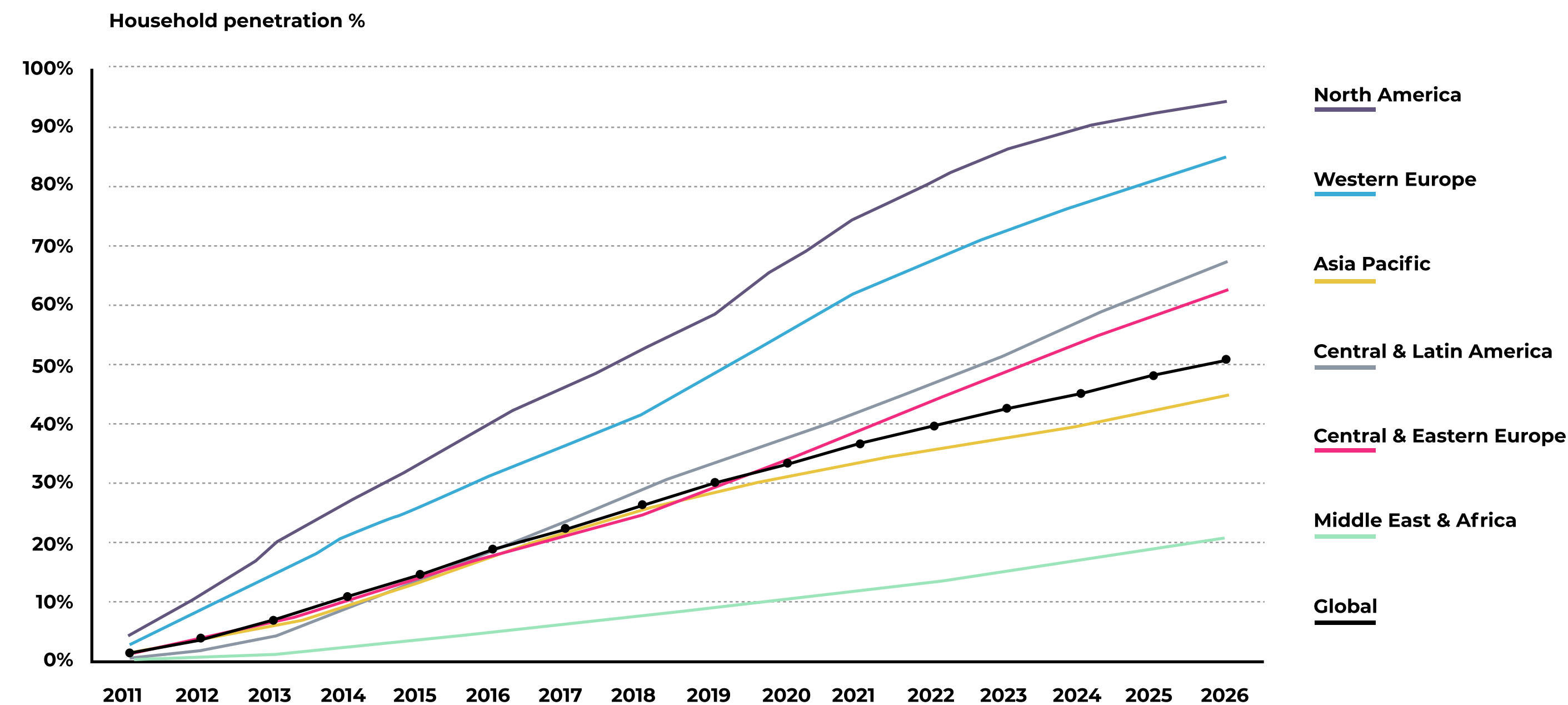
40% of Households
Will Own a Connected
TV in 2022 — TV Has
Changed for Good



10 40% of Households Will Own a Connected TV in 2022 – TV Has Changed for Good

By the end of 2022, 40% of households will own a connected TV (CTV). This number will rise to 51% (!) by the end of 2026. [🔗](#)

Global Smart TV Household Penetration by Region



Source: Strategy Analytics Connected Home Devices service

Consequently, CTV advertising is expected to be among the fastest-growing digital advertising channels in 2022. [🔗](#)

There are several drivers for this development:

- Changing TV habits during the pandemic
- Budget shifts away from paid social media channels and to CTV advertising following new regulations on third-party tracking
- Replacement of older TV sets with connected TVs

10 40% of Households Will Own a Connected TV in 2022 – TV Has Changed for Good

Connected TV advertising represents an interesting addition to traditional direct response channels such as paid social media, display advertising, or SEA, thanks to its capability to directly measure user behavior. [🔗](#)

What makes Connected TV advertising so enticing is that it brings digital and TV experts together as those two worlds continue to become more and more intertwined. Digital experts can learn from their TV counterparts and the other way round. Furthermore, video ads can be easily adapted to run on CTVs, which saves marketers a lot of money for ad creation and enables them to test multiple creatives quickly.

Over the next couple of years, marketers will have no choice but to adapt to the changing TV landscape and get familiar with connected TV ads. But it will be worth the effort, as this is the future of TV advertising.



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