

10 Pieces of Data To Guide You Through 2023



"If you don't think about the future, you cannot have one."

I can't remember a time when this quote by English novelist and playwright John Galsworthy rang more true than today. Especially in times of uncertainty with so many things in the world in flux, it is more important than ever to think about what we want the future to look like. In order to shape the future we have to understand how the world is changing. From a marketing perspective, it is not enough to know which channels work for which audiences, we have to understand why they work for certain audiences. We have to understand Gen Z not because it's trendy, but because the way Gen Z consumes media in many ways breaks with the rules of traditional consumer behavior.

And then there is AI. ChatGPT and Dall-e are trending like crazy and certainly will pave the way for further technological breakthroughs. And while it's easy to get lost in the hype we also have to be realistic about the current limitations of this technology as well as risks. So ... many exciting challenges lie ahead and I don't capture all of them in this little thought piece. But I picked a few that I think are intriguing and I hope will intrigue you as well.



Klaus Giller
Founder of **mrkt'in**



01

1,3 seconds!
R.I.P. Goldfish



02

The Future of Search: Our young ones don't search for stuff like we do



03

62% of product searches start on Amazon

04

5 out of 10 don't care about how famous you are



05

27 billion USD!
The age of AI



06

Who do you trust? 5 out of 10 users say influencers



07

70% of users **don't** trust companies to handle their data with care



08

It seems no one is bothered by ads while streaming: Only 1 out of 10 viewers care

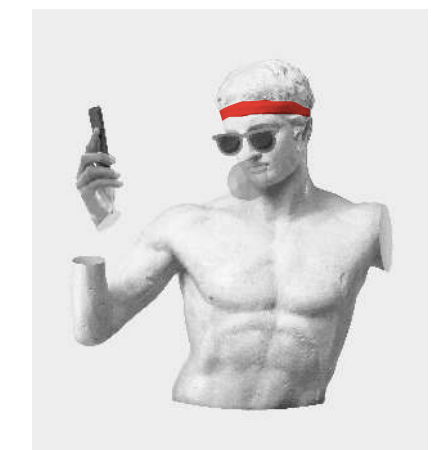
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The Eco-Wakening is here

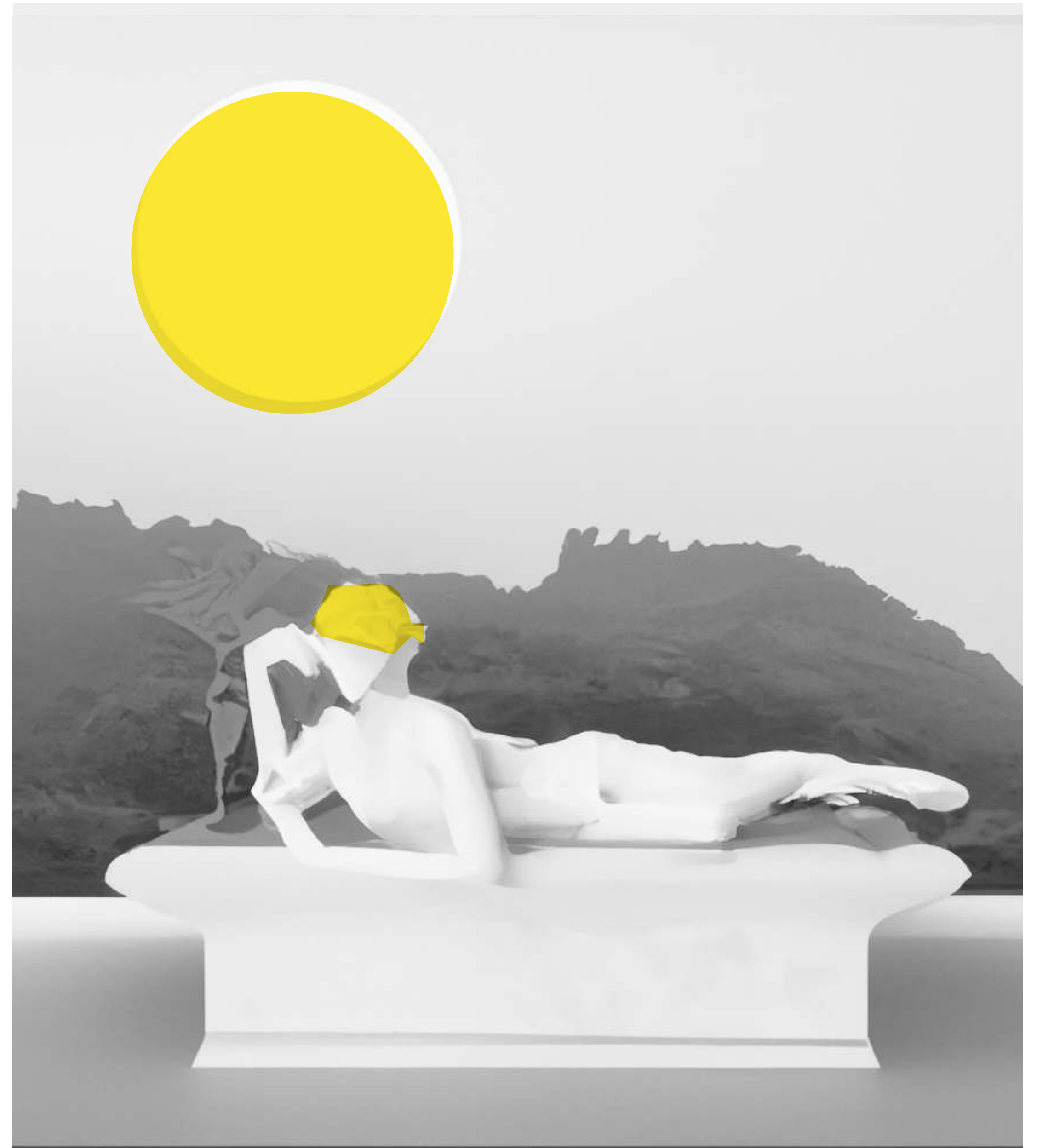


10

122bn USD - retail media is outpacing all other media



1,3 SECONDS R.I.P. GOLDFISH



01 1,3 seconds! R.I.P. Goldfish

GEN Z

That's the time Gen Z members pay attention to an ad before losing interest. [🔗](#) This means the infamous goldfish metaphor is hopelessly outdated as a benchmark. Gen Z is more like fruit flies in terms of attention spans. Welcome to the world of Gen Z!

“Attention must be earned in an instant!” (Paul Verna, Principal Analyst at Insider Intelligence)



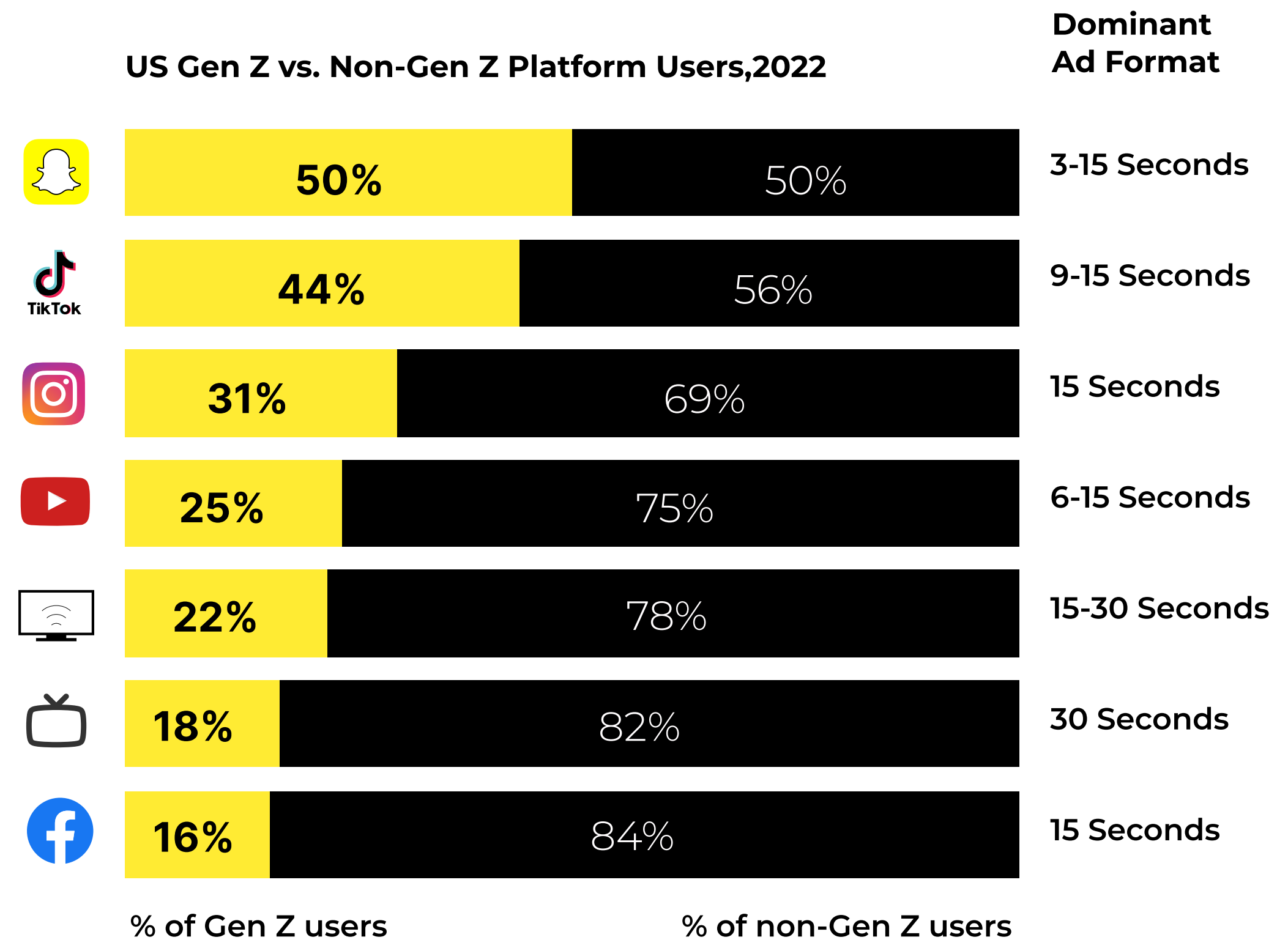
Platform experiences shape expectations. Marketers must keep that in mind for content creation:

- We are clearly trending towards a world where short content rules. Getting to the point quickly and pointed copywriting is and will remain to be a core discipline.
- At the same time aim to make your content platform and format-specific. There is no content that fits all platforms the same. Tailor your content to the platform where it is published.
- Trendiness beats perfection: more important than high-end production quality is your ability to quickly identify and address trends.
- Audio is as important as visual: especially on TikTok don't underestimate the importance of audio for your content performance. See [🔗](#)

01 1,3 seconds! R.I.P. Goldfish

For brands,

this means that they can't screw around. Users of younger generations are no longer willing to sit through ads, not even a couple of seconds. And platforms make it easier than ever before to skip or scroll past uninteresting content. But it's not only the audience that dictates how much time they are willing to tolerate watching ads, it's also the platform that determines expectations:



INSIDER
INTELLIGENCE | eMarketer
Source: eMarketer, 2022; platform ad guidelines

**THE FUTURE
OF SEARCH:
OUR YOUNG
ONES DON'T
SEARCH FOR
STUFF LIKE
WE DO**



The Future of Search: Our young ones don't search for stuff like we do

- I recently stumbled upon this statistic: **40%** of US users between 18 and 24 years of age use TikTok and Instagram rather than Google Maps to look for places for lunch. [🔗](#)
If you think about it, that's a quite shocking number.

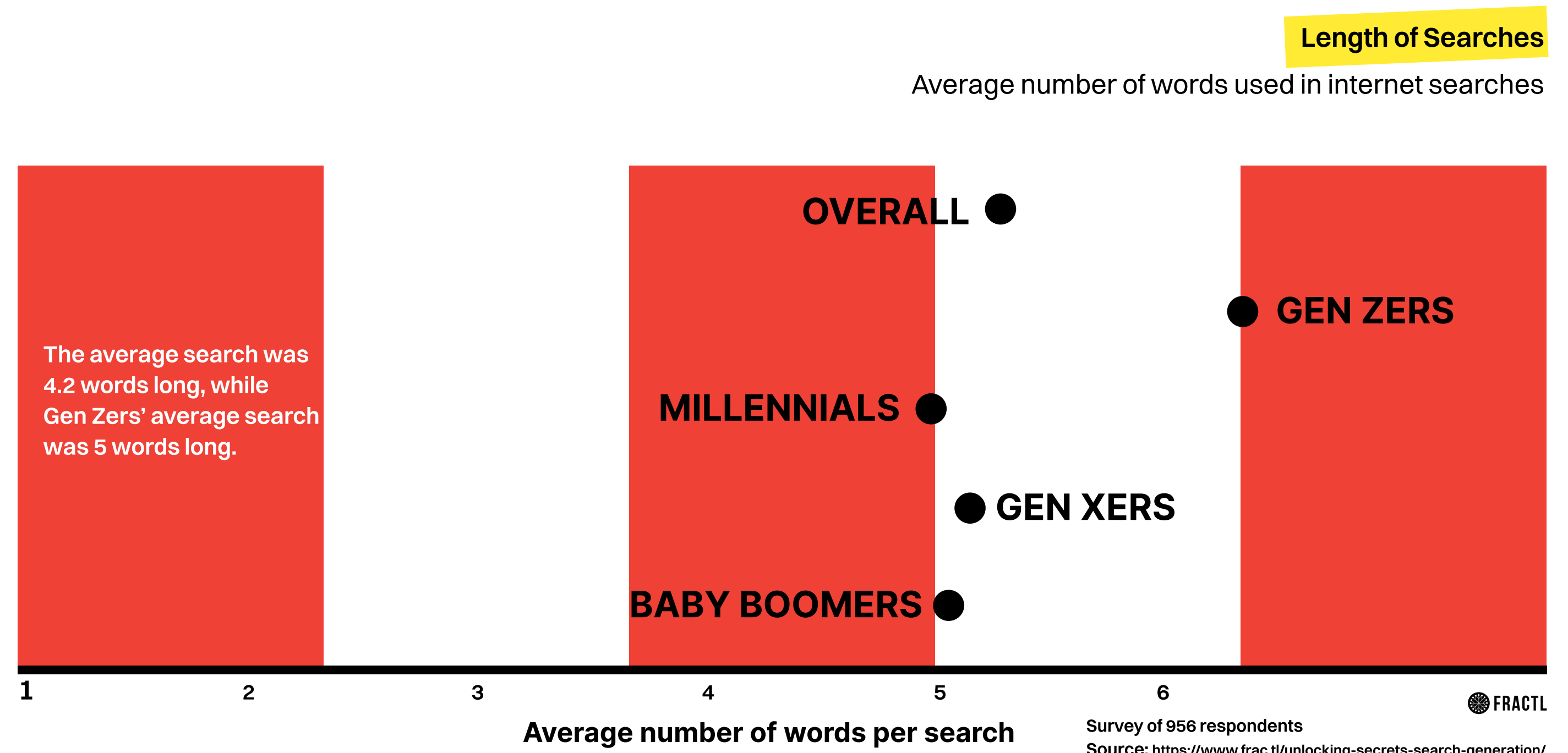


- According to Prabhakar Raghavan, who runs Google's Knowledge & Information organization as Senior Vice President, this is something Google takes very seriously. This development could possibly eat away a lot of Google's dominance in the search sector as younger users prefer more "visually rich" content such as short videos. Google is already actively addressing this change in search behavior by incorporating for example Augmented reality features. But it does not stop there: Google is actually "working on deals that would allow it to index Instagram and TikTok videos in Search". [🔗](#)

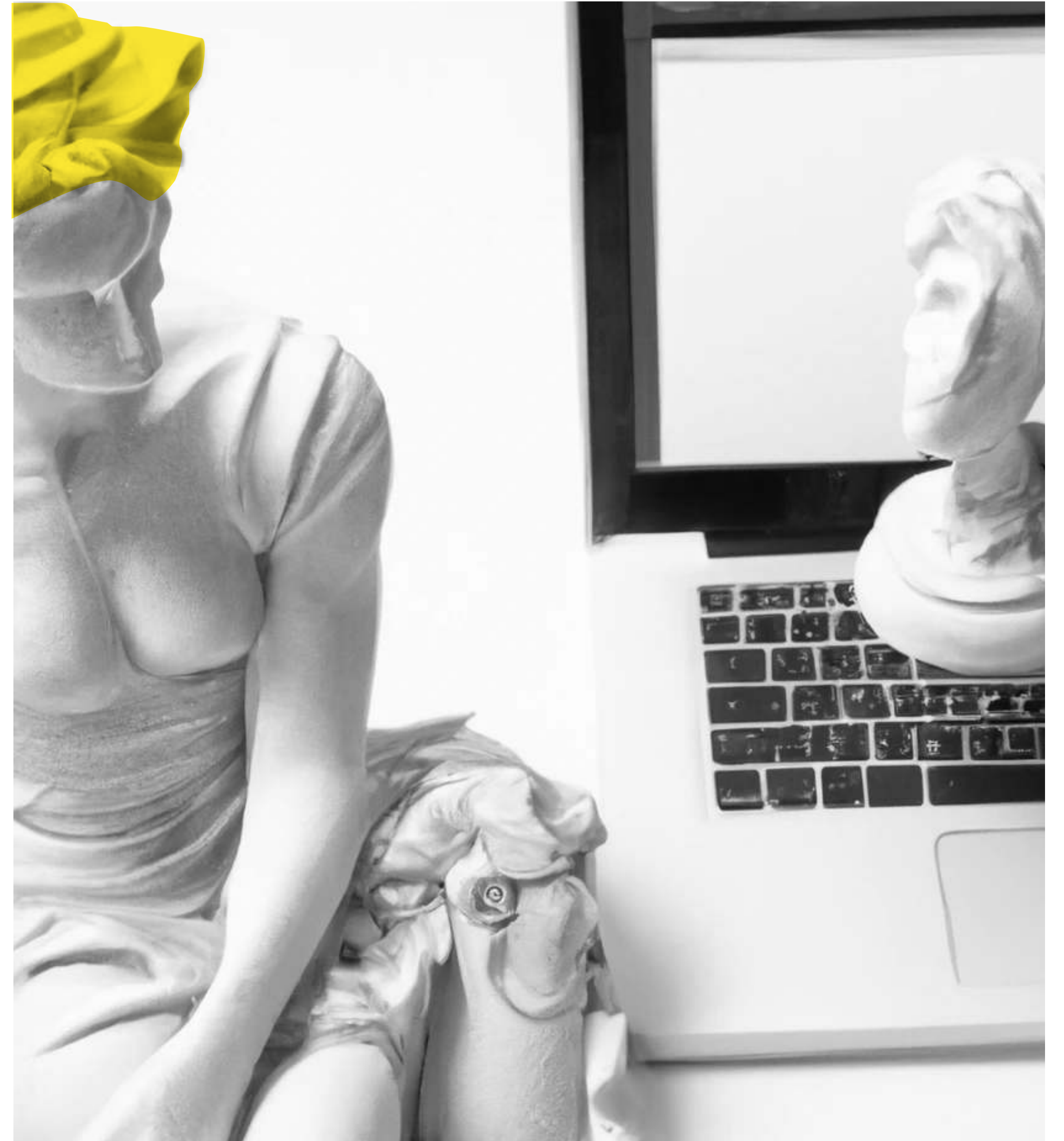
02 The Future of Search: Our young ones don't search for stuff like we do

Other things to keep in mind regarding Gen Z search behavior (source):

1. Gen Z is really into long-tail keywords
2. They heavily rely on voice assistants and smart devices
3. Gen Z is more likely than any other generation to use the word "best" in their searches. [🔗](#)



**62% OF
PRODUCT
SEARCHES
START ON
AMAZON**



62% of product searches start on Amazon

This is not a new development

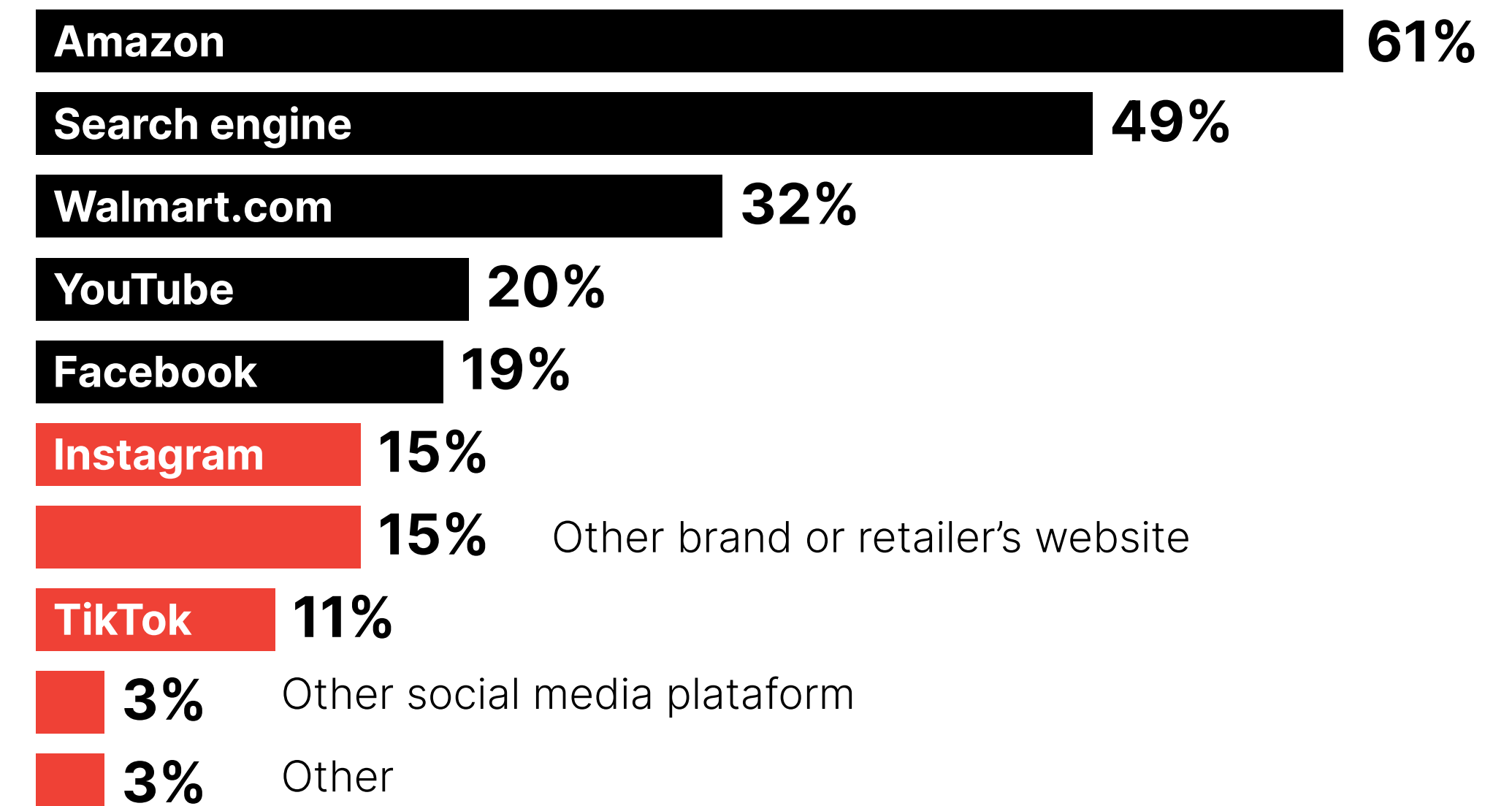
but is still highly relevant in 2023. After talking to various eCommerce companies I was surprised by the lack of awareness of the importance of Amazon and similar platforms for users' search behavior. While selling on Amazon means lower margins compared to webshops, this view is too narrow and does not do justice to the role Amazon plays in the user journey:

And while Amazon is especially strong in the US, we have similar market environments in most European markets such as Germany. [🔗](#) Also, from a performance marketing perspective, Amazon Ads play a key role as a marketing channel often being among the most important and most efficient performance tactics in a marketer's portfolio.

Also, if you decide against selling on Amazon bear in mind that you miss out on Prime Day. In 2022 Prime day sales amounted to 12 billion USD.

Where US Consumers Start Their Search When Shopping Online, May 2022

0% of respondents

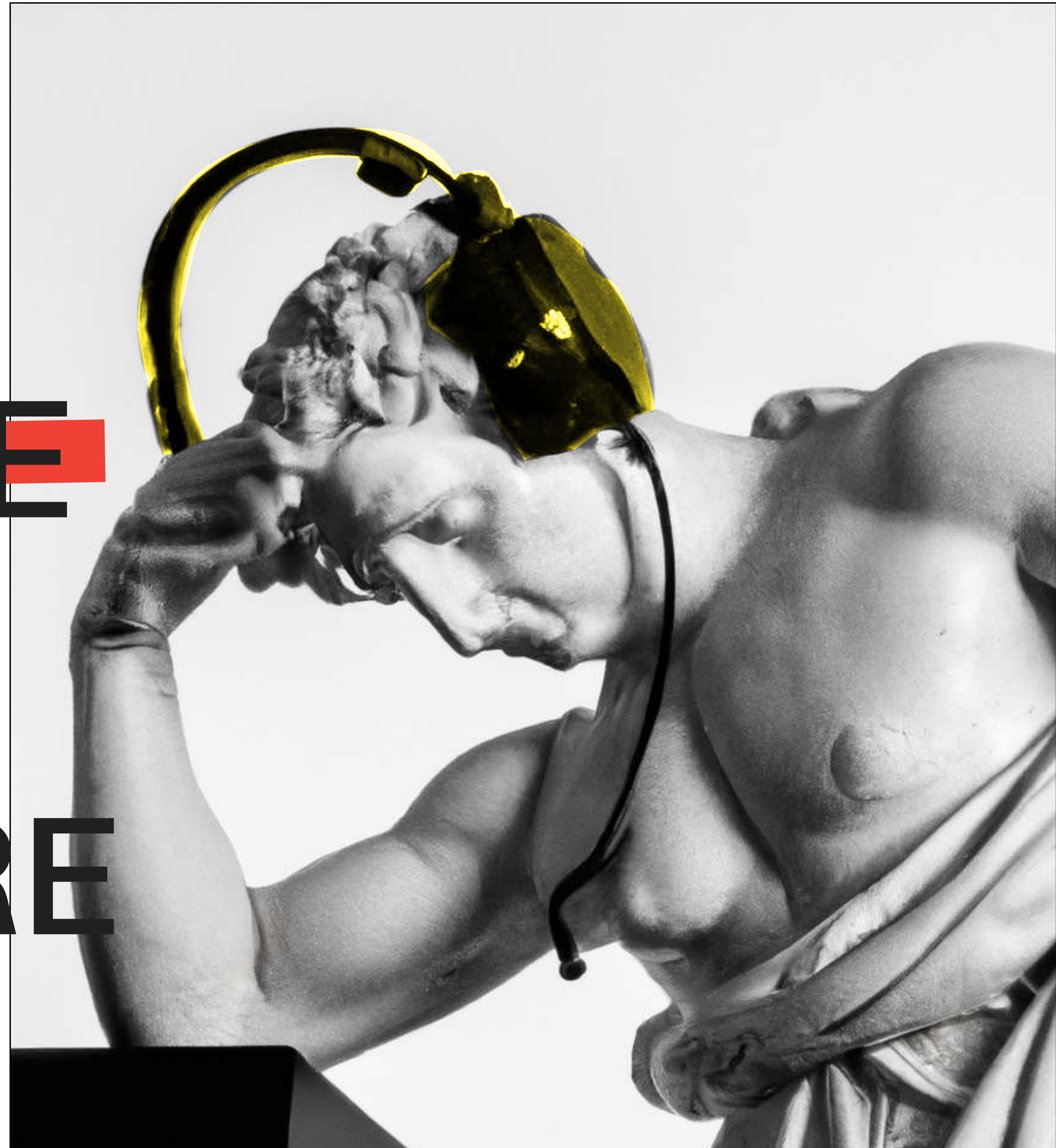


Note: respondents could select multiple options

Source: Jungle Scout, "Consumer Trends Report: Q2 2022, "June 23, 2022

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5 OUT OF 10
DON'T CARE
ABOUT HOW
FAMOUS
YOU ARE



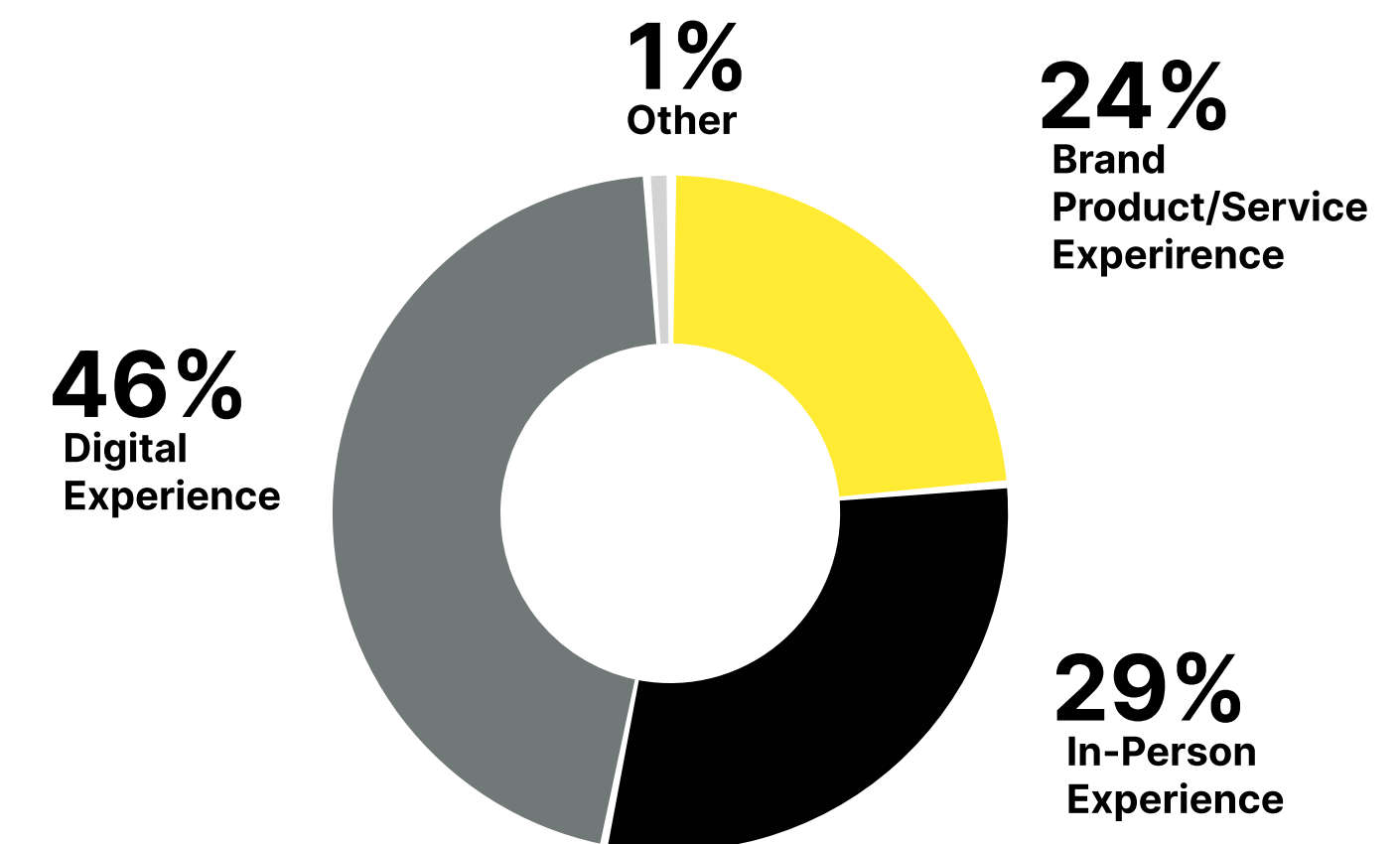
5 out of 10 don't care about how famous you are

“53% of audiences say it's less important to choose a well-known brand today than it was three years ago.” (Chief Marketing Officer Leadership Vision 2023, Gartner). The important thing here is not to confuse brand awareness with brand image. The latter is still highly relevant today, but customers are much more likely to give new brands a chance as long as their perceived values match their own. Size is as it turns out not necessarily a big advantage when fighting for customer sympathy as many of society's problems are blamed on the role that big corporations play in the world economy.

The good news? 2023 will be a great opportunity for new brands that focus on values as well as on delivering a great customer experience. For established brands, it means that brand investments only make sense if they are paired with a meaningful brand experience. Getting the right message to the right audience at the right time still proves to be the key to success, in 2023 and beyond.

CMOs Must Activate the Customer Benefits of Brand Investments

Channels Where Audiences Are Having Meaningful Brand Experiences



Source: 2022 Gartner Brand Activation Survey

27

USD

BILLION

THE AGE
OF **AI**



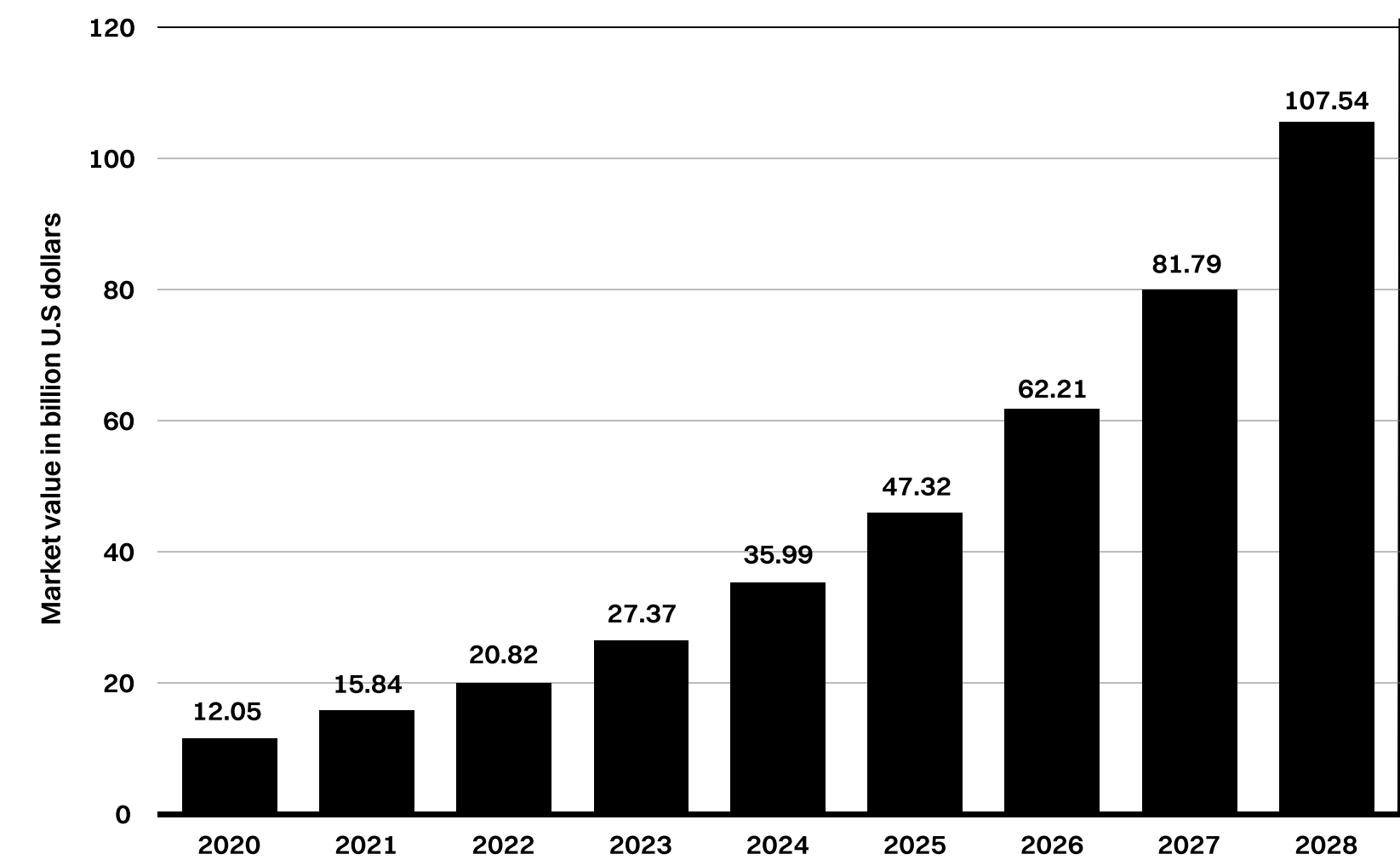
27,37 to be more accurate.

That's the expected market value of artificial intelligence in marketing worldwide in 2023. By 2028 this number is expected to grow to more than 107 billion USD. Chatbots are among the solutions that will get a big chunk of this cake. In 2021 the **chatbot market alone was already valued at 3,78 billion USD and is expected to grow to 17,5 billion USD by 2027.** AI chatbot solutions allow companies to quickly address customer needs on any platform and by doing so reduce the risk of unsatisfied customers. With the constant advancements in technology, AI bots will get better at mimicking human behavior which in turn will lead to:

- Better customer experience (chatbots already have response rates up to 40%)
- Savings for companies as chatbots will lower the need for live agents
- Higher customer lifetime value and lower churn rate

Market value of artificial intelligence (AI) in marketing worldwide from 2020 to 2028

(In billion U.S dollars)



Source: Statista 2023

Chatbots however are just one area where advancements in AI are expected to make positive marketing contributions in 2023. **There are many other intriguing ways AI can be leveraged in marketing in 2023:**

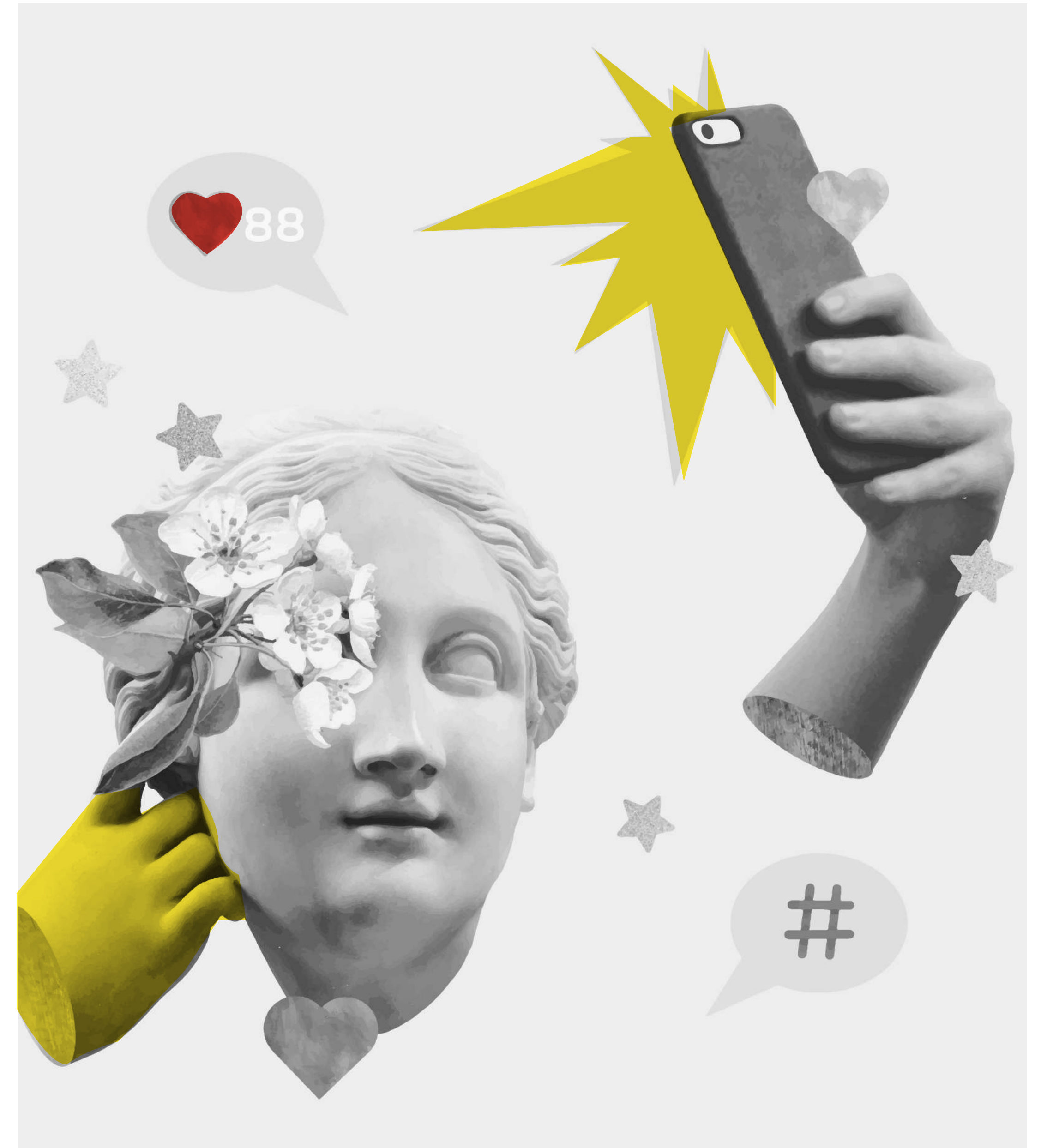
- Automated content creation
- Brand Measurement
- Ensuring Diversity in Marketing

Check out this [Forbes](#) article for further information. Recently, ChatGPT and dall-e-2 have been making waves. At the same time, only 28% of top companies were using AI in 2022. [So why are marketers seemingly slow to adopt AI?](#)

1. Unknown implications: **a hot topic is the use of AI for content creation**, in particular for writing blog content. It is not yet known how Google will react to the emergence of automatically created content. There have been already some speculations that Google might identify patterns and structures of content created by AI which it then might punish.
2. **AI still requires manual labor:** as impressive as some developments are, we are still far away from AI being able to take over social media content creation. This still requires manual input.
3. AI in many cases relies on data that not every company has: many companies still struggle with gathering and **structuring data and are organizationally simply not ready to feed AI with good information**. In other cases - such as B2B where you have fewer conversion data - some industries are simply a bad fit for AI.
4. Quality: while AI can help for example **content writers or copywriters to get the creative juices flowing**, the content generated by AI is still mostly not at the level of content created by professional marketers.



WHO DO YOU TRUST? 5 OUT OF 10 USERS SAY INFLUENCERS



06 Who do you trust? 5 out of 10 users say influencers

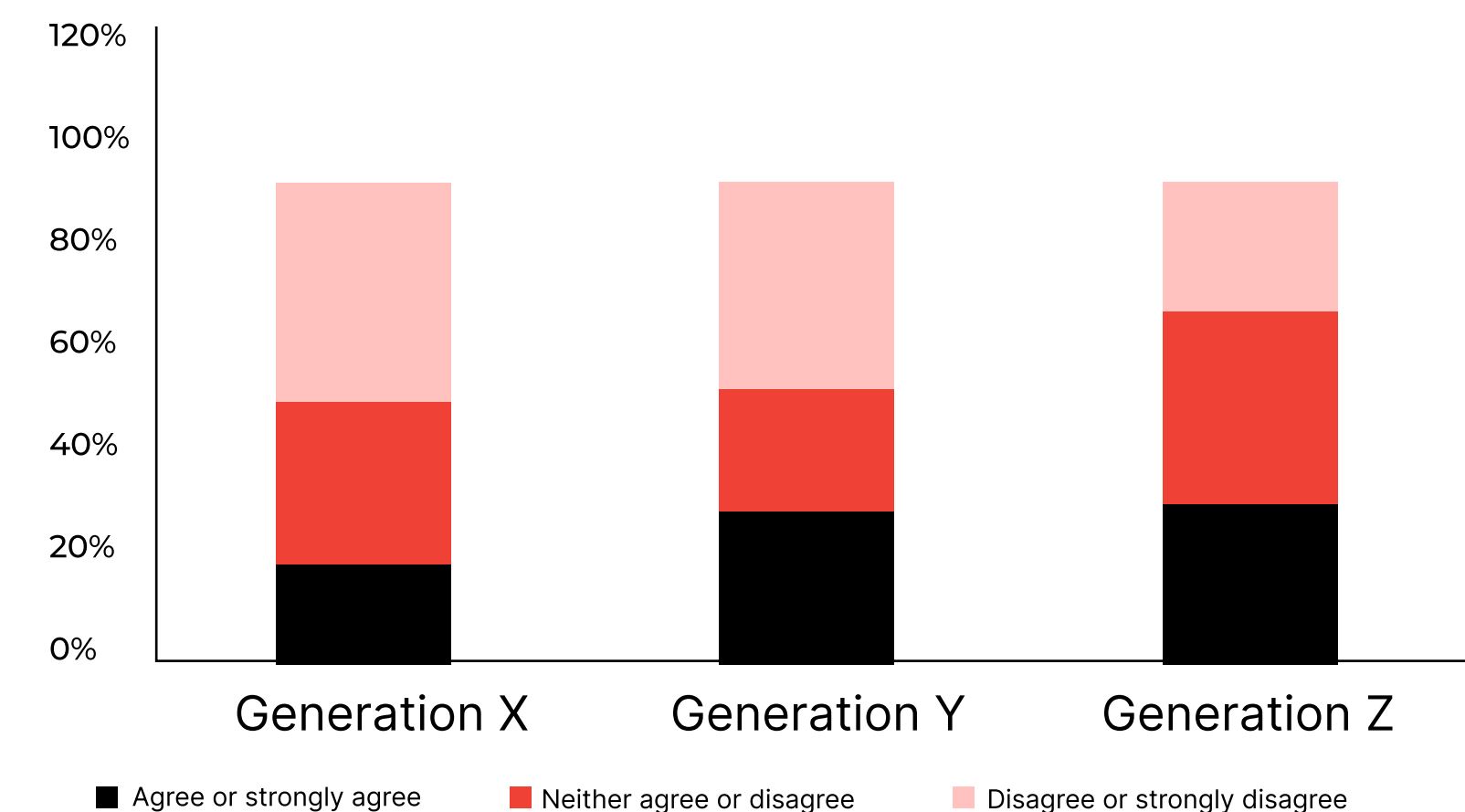
5 out of 10 users

rely primarily on influencer recommendations when making a purchase (source: 2022 State of U.S. Consumer Trends Report Hubspot).

Traditional advertising doesn't get the job done anymore when it's about triggering purchase decisions. According to research by Lubica Gajanova, Jana Majerova, and Margareta Nadanyiova (The impact of influencers on the decision-making process regarding the purchase of the brand product), irrespective of the generation there is a high distrust towards traditional forms of advertising such as TV commercials or digital ads. This distrust is especially high among Gen Z users and drops with age:

So naturally, the question arises: Who do consumers actually trust when making a purchase decision? What we see is that influencer recommendations are a major factor.

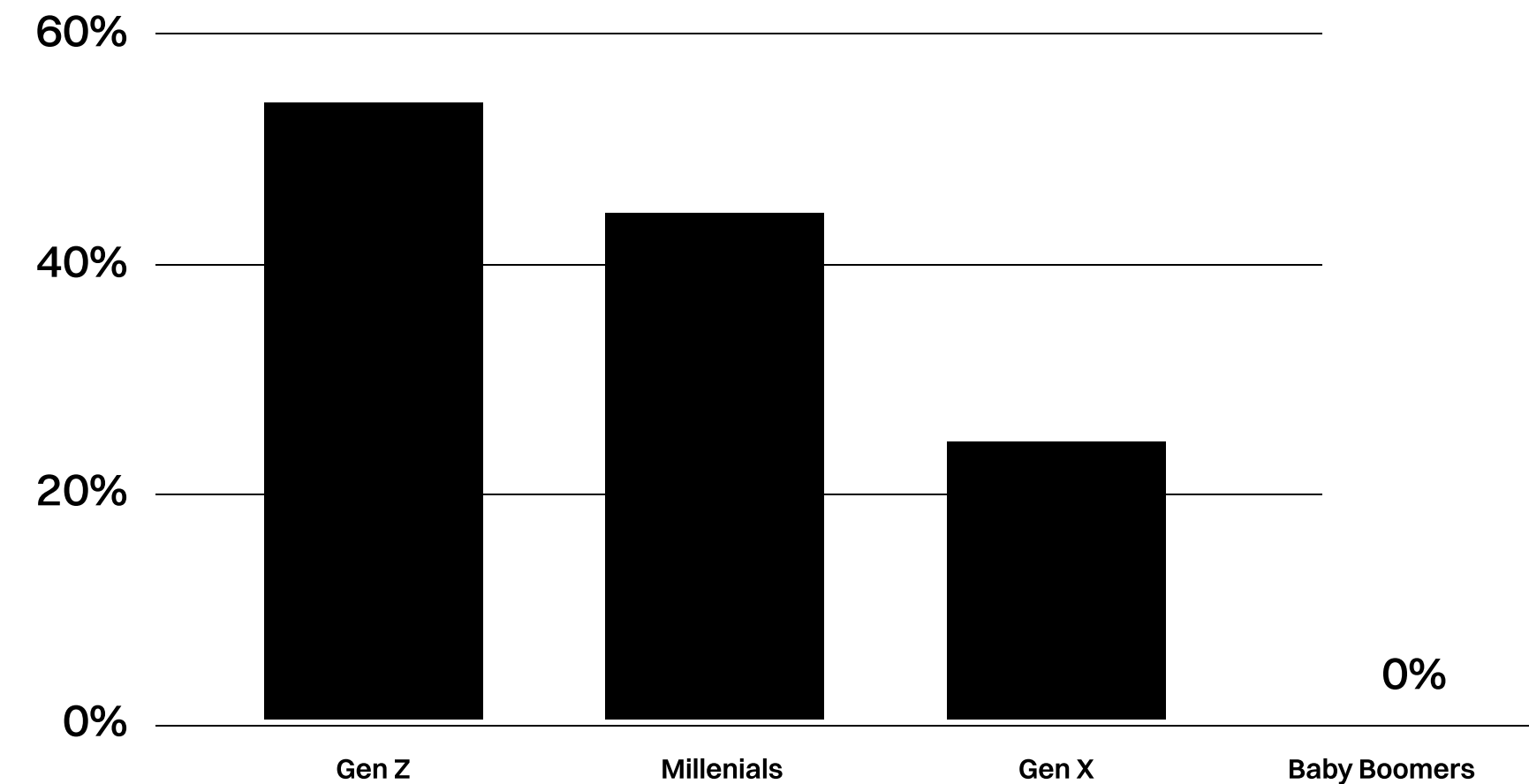
The traditional form of advertising is trustworthy



Source: (The impact of influencers on the decision-making process regarding the purchase of the brand product; Gajanova, Majerova, Nadanyiova)

06 Who do you trust? 5 out of 10 users say influencers

Percent who consider influencer recommendations one of the most important factors in their purchase decision



Source: Hubspot 2022 State of U.S. Consumer Trends Report

What this means for marketers in 2023:

1. Marketers should set up a professional influencer marketing strategy
2. Marketing budgets should be redirected from traditional forms of advertising to influencer marketing
3. Dashboards covering influencer marketing KPIs should be set up for measurement

**70% OF USERS
DON'T TRUST
COMPANIES TO
HANDLE THEIR
DATA WITH
CARE.**



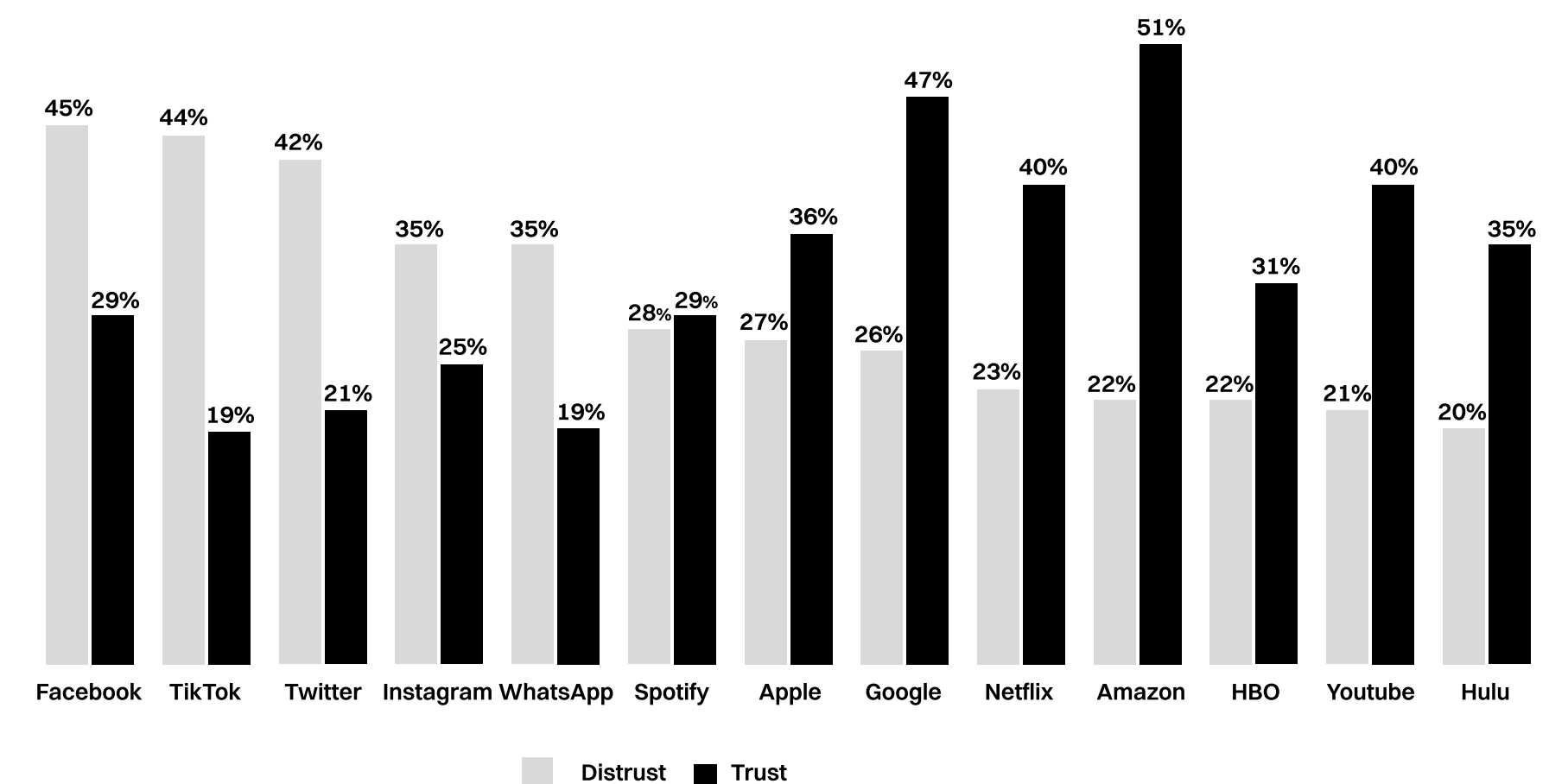
07 70% of users don't trust companies to handle their data with care

The continuous shift

from a third-party data focus to a first-party data focus will continue in 2023 due to stricter enforcement of regulations such as the GDPR in the European Union or the California Consumer Privacy Act (CCPA) in the U.S. And users are pretty disillusioned with how companies treat their data. 70% of users actually assume that most companies don't handle their personal data with care. Numerous hacks and scandals around privacy topics have had a significant impact on how customers view brands and organizations (more on this [here](#)).

As a result, many of the globe's biggest data companies have terrible trust ratings:

How would you rate your level of trust in the way each of these companies use your data?



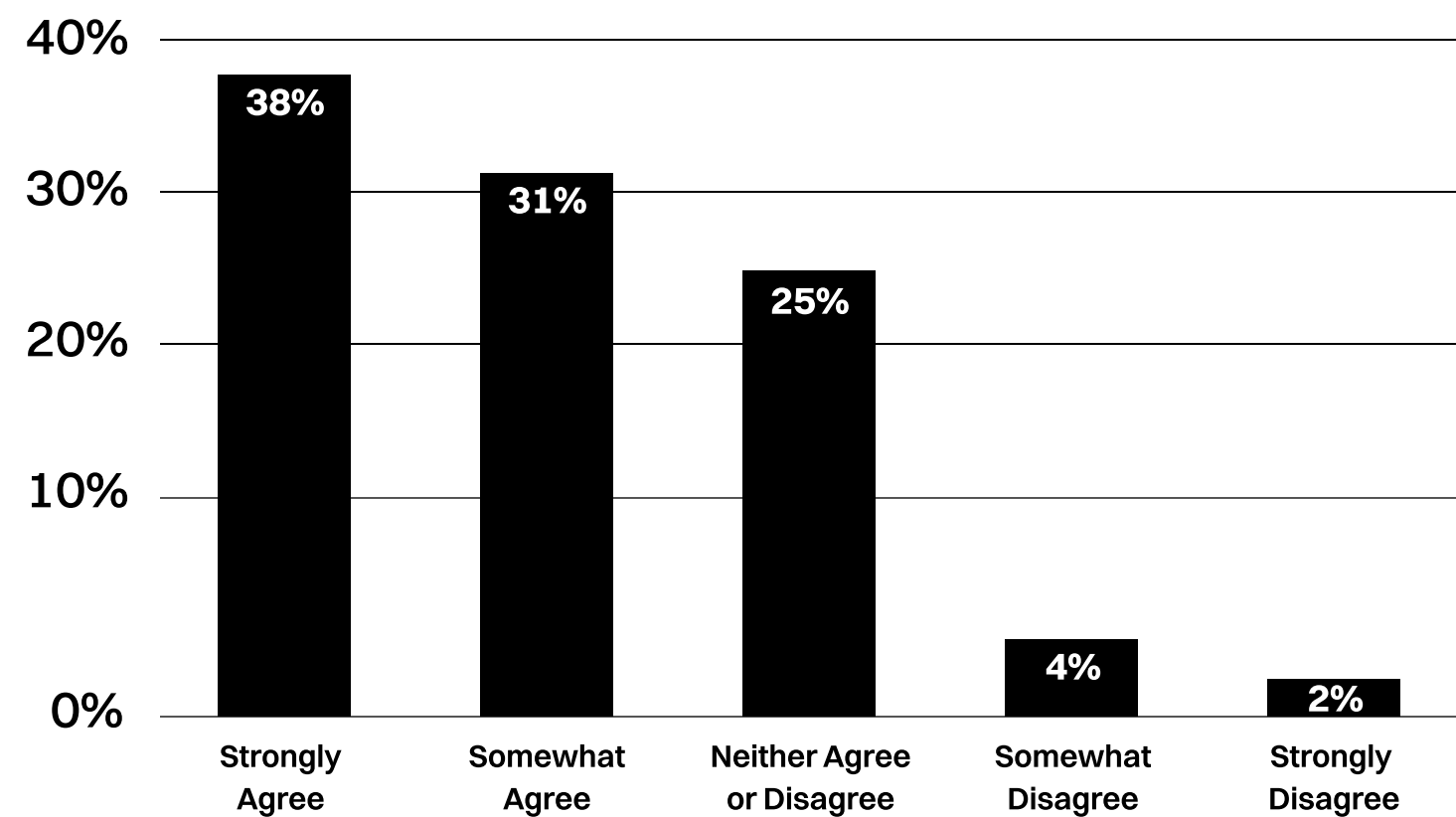
(2022 State of U.S. Consumer Trends Report)

<https://offers.hubspot.com/2022-consumer-trends-report-download>

07 70% of users don't trust companies to handle their data with care

At the same time consumers' views on the value of personal data and how companies use it have changed. **Most users feel that companies should in some form pay for access** to their personal data and they consider data privacy a human right:

"Companies should pay for access to my personal data"



(2022 State of U.S. Consumer Trends Report)
<https://offers.hubspot.com/2022-consumer-trends-report-download>



Zero-party data is the future

Over the last couple of years a new term, zero party data, emerged. What is zero party data? Zero-party data is data, the user gives you voluntarily. Quizzes, polls, and surveys are popular means for gathering valuable consumer data ([source](#)).

IT SEEMS NO ONE
IS BOTHERED BY
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ONLY 1 OUT OF
10 VIEWERS CARE

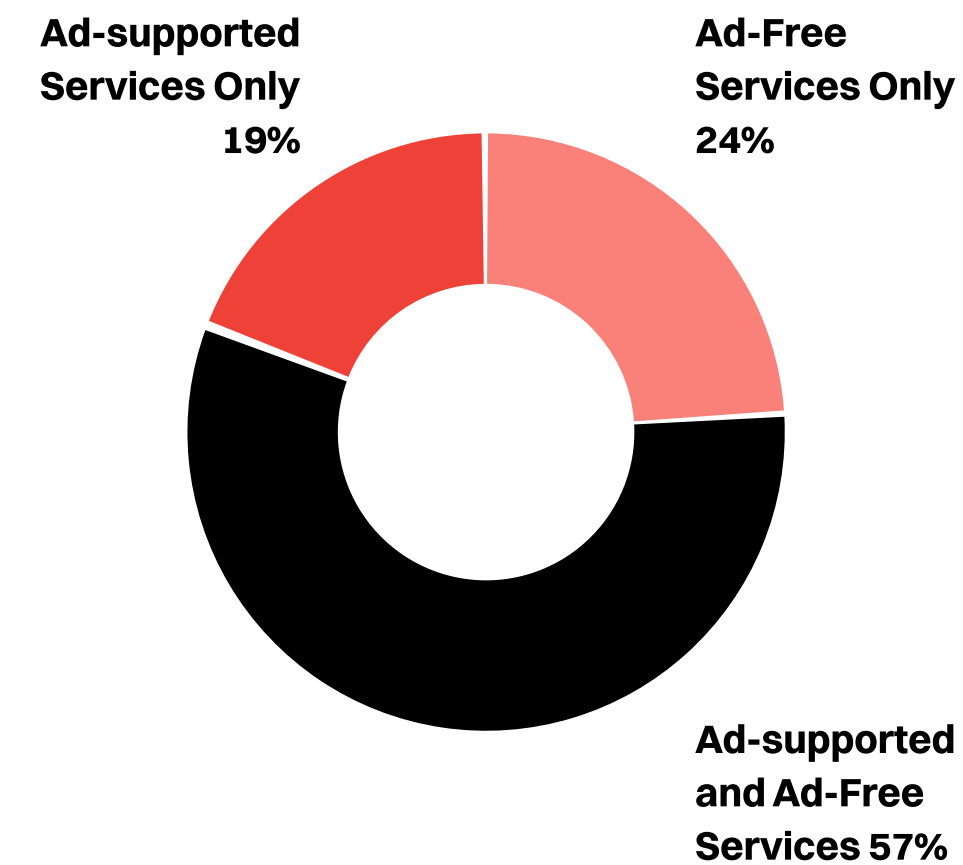


08 It seems no one is bothered by ads while streaming: Only 1 out of 10 viewers care

In 2023

more and more streaming platforms will launch ad-supported tiers not only in the U.S. but most markets. And it seems, that at least in the U.S. so far, consumers don't really care :🔗 “When selecting a new streaming plan or different subscription tier, **consumers say that cost (76%) and content (63%) are the top two considerations, while the presence of advertising is at the bottom of the list (only 11%).**”

Less than a quarter of US consumers who use at least one streaming TV service consume exclusively ad-free content. Good news for advertisers? The reason for this indifference towards ad tiers is that consumers are already so trained to ignore, skip, and tune out ads that they are basically blind and deaf towards advertising. As a result, Gartner expects 70% of brands to “redeploy at least 10% of their media budgets to product placement.”



CMO Leadership Vision Guide for 2023, Gartner
<https://www.gartner.com/en/marketing/research/leadership-vision-chief-marketing-officer>



THE ECO- WAKENING IS HERE



09 The Eco-Wakening is here

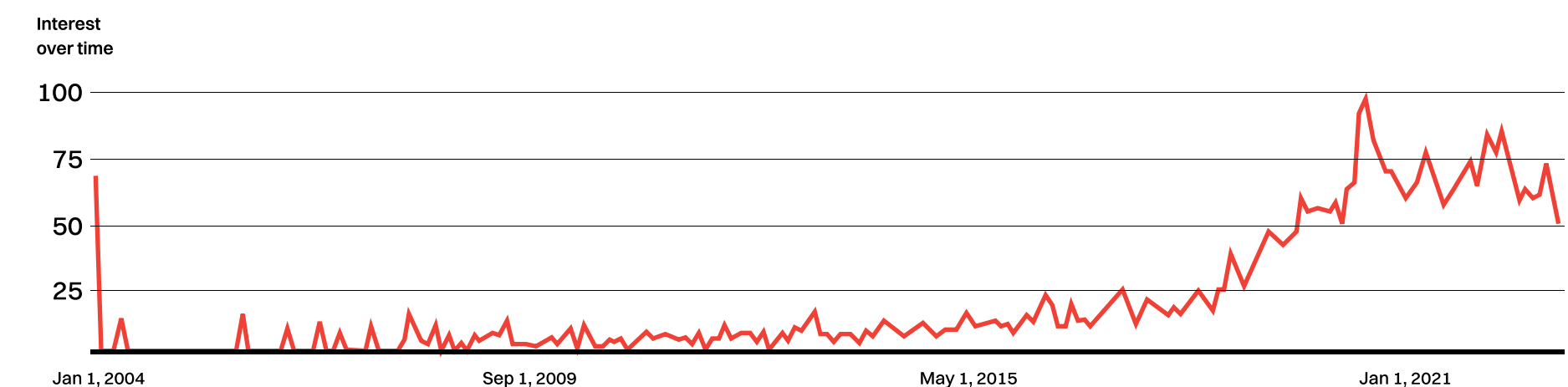
Value-based consumerism

has been on the rise for quite some time, but value-based consumerism centered around environmentally sustainable brands and products is at an all-time high. Fortunately or unfortunately it doesn't seem that this trend will fade out thanks to new doomsday news coming out almost every day. The warmest winter ever in Europe since weather data had been collected [🔗](#), the continuous demise of earth's glaciers [🔗](#), and the emergence of new natural disasters will ensure that this topic will stay a hot one. The good news is, that people do care as can be not only seen in Google Search Trends or the number of Twitter mentions but most importantly in the way we consume and buy products.

Sustainability is at an all-time high:

Google Trends, Interest over time

search term: sustainable brands, worldwide

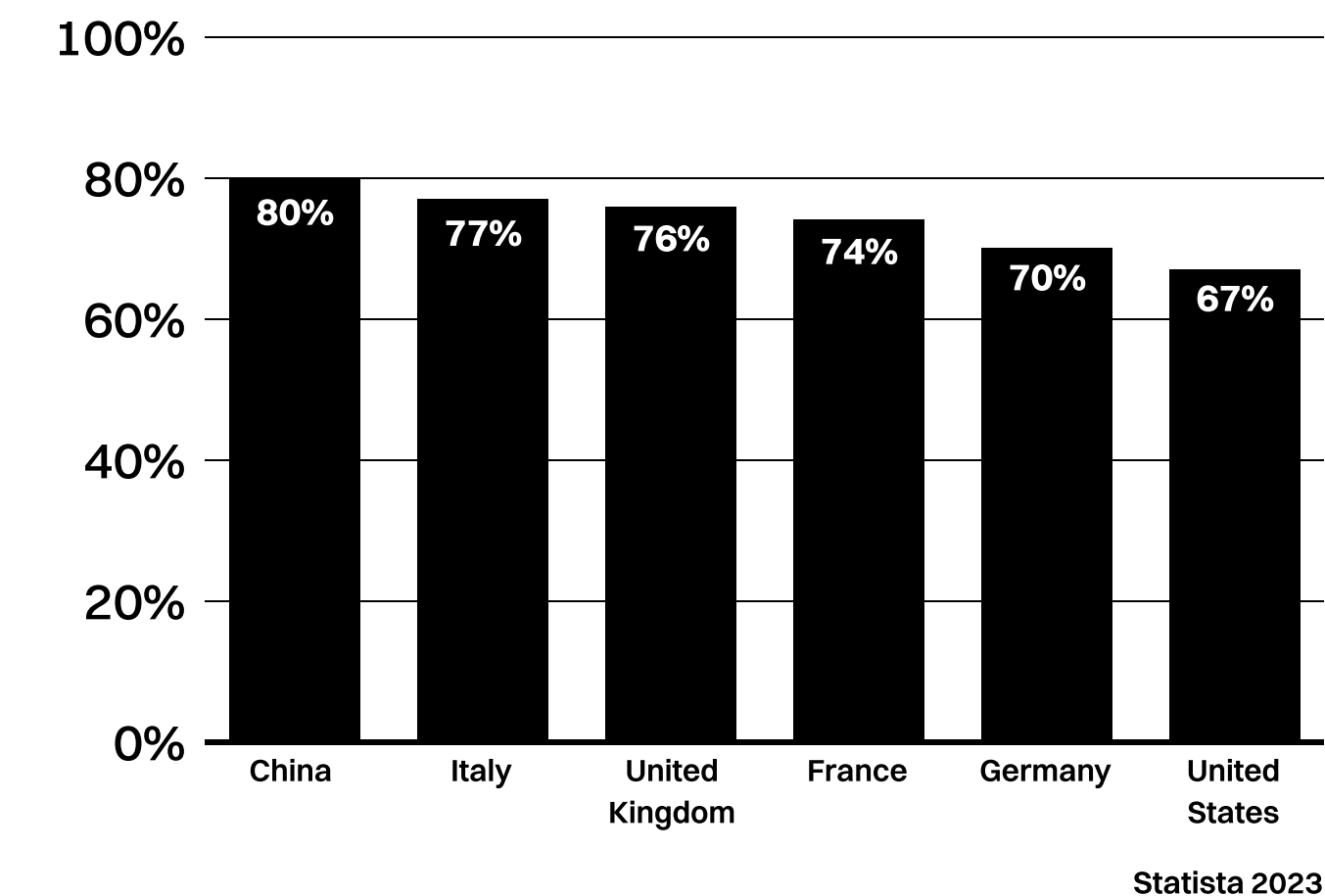


09 The Eco-Wakening is here

What this means for companies and brands:

1. Sustainability goes beyond making a “green” product: “We have thousands of companies making Green products. But are the companies making these products operating in a Green and sustainable manner? This is something consumers now want to know.” Brands and organizations have to embrace sustainability in all facets and in all areas. Sustainability is also closely linked to other ethical practices such as committing to ethical workplace practices and respect for human right. Companies need to address the topic of sustainability systematically and must develop a plan that shapes the whole organization.
2. Be loud: sustainability can be a differentiator, especially in industries that see high competition and low product differentiation. As we have seen, the importance of brand awareness is on the decline, meaning: consumers are open for switching to products that might not be as widely known but that fit their value system.
3. Be transparent in your communication, content, and labeling: “Nearly one in two consumers either do not know what commitments businesses have made that they can trust or simply do not trust businesses on climate change and sustainability issues.”

And the eco-wakening is definitely not a local but a global phenomenon:




122Bn\$
RETAIL MEDIA
IS OUTPACING
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10 122bn USD - retail media is outpacing all other media

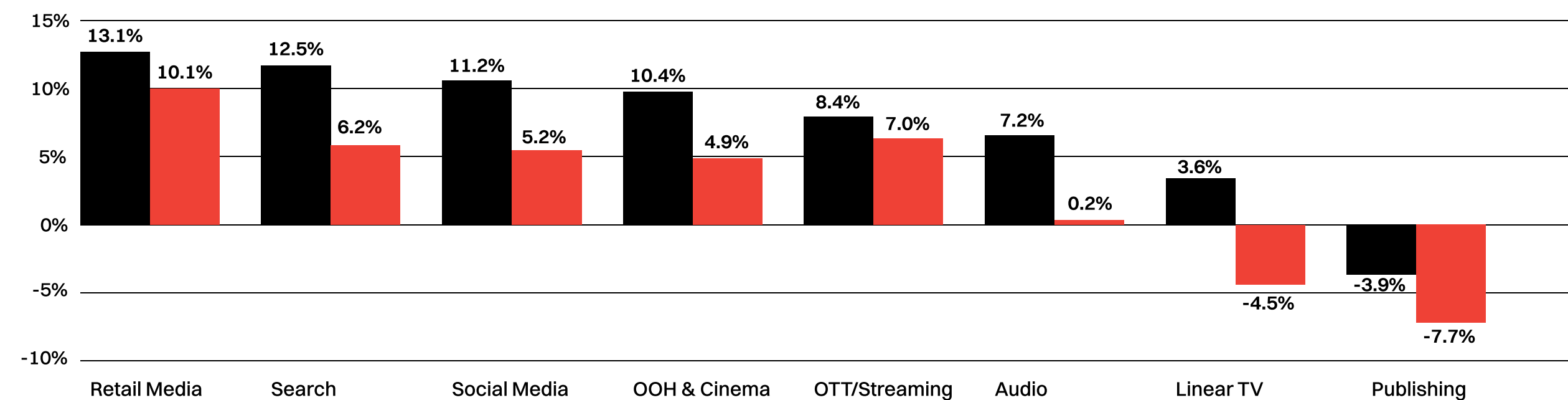
Global retail media

spending is expected to grow by 10,1% to 122bn USD in 2023. In an environment where fears of recession negatively impact all channels, this makes retail media the fastest-growing advertising channel  in 2023. Ahead of channels such as Search and Social Media.

Global, Advertising spend by medium

% Ranked by growth in 2022(f)

2022(f) 2023(f)

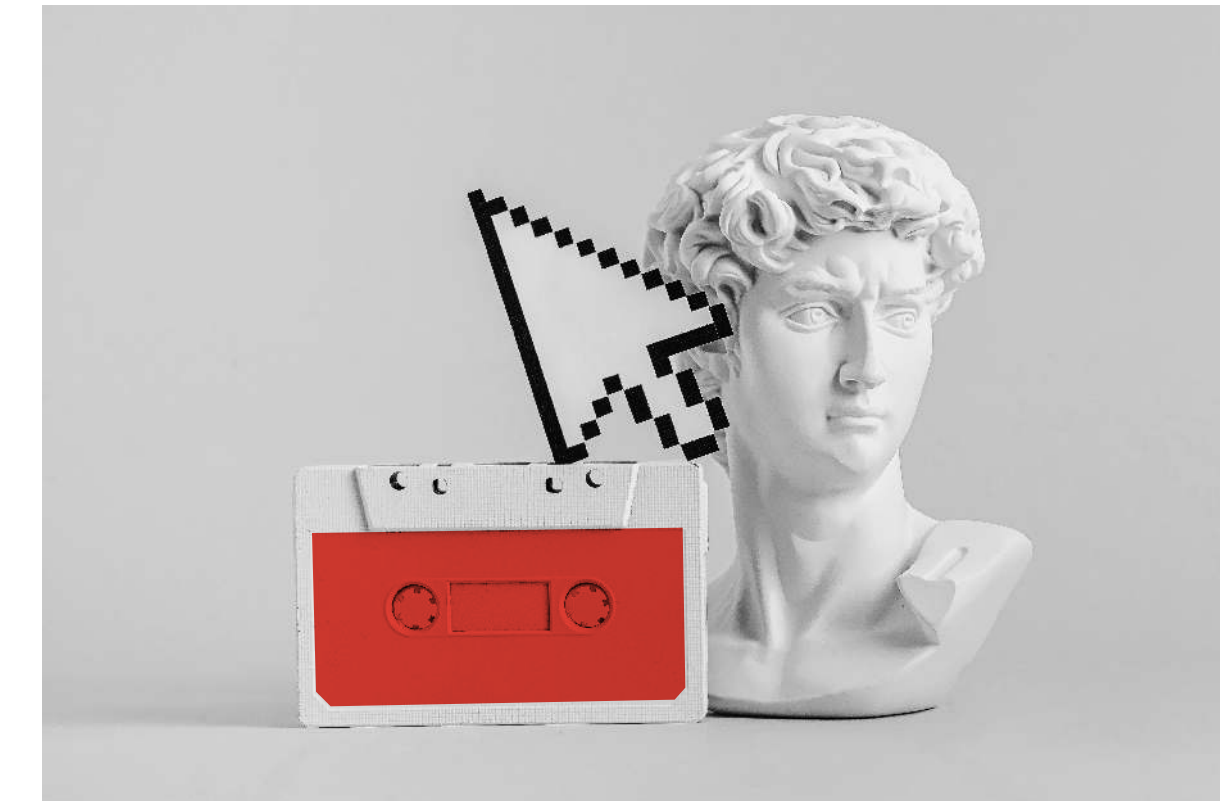


WARC Media, GroupM

10 122bn USD - retail media is outpacing all other media

What is retail Media?

“Generally speaking, retail media is advertising within retailer sites and apps - usually by brands that directly sell products with retailers” (Criteo). A more holistic view includes any form of advertising that happens at or close to the point of purchase. The most popular example of retail media is Amazon ads. Another example from the offline world is in-store promotions or leaflets.



Why is retail media so Popular in 2023?

Well, as with many recent changes in consumer behavior, also this one was accelerated by the COVID pandemic which led to many users visiting online shops instead of physical stores. Furthermore, we know that most product searches actually start on retailer sites such as Amazon (in the US actually 62% of product searches start on Amazon). Knowing these numbers it's not surprising, that many agencies double down on retail media at the expense of other channels. And as always in times of crisis, marketers focus more on the actual point of purchase as this leads to more direct sales in the short term.



We cut the
crap out of
marketing