

IN  MARKET

# Marketing Industry Predictions: The 2022 Landscape

Uncover the key topics and trends on marketers' minds for the year ahead.

NOVEMBER 2021



# Introduction

To better understand the opportunities and challenges marketers are facing as we enter into the new year, we asked our clients to submit their marketing predictions for 2022. We've compiled the most common themes and insightful quotes to help you understand what's top-of-mind for your peers in today's evolving marketing landscape. Use these predictions to ensure your marketing team is tuned in to the most pressing opportunities and challenges of today, and to begin preparing for what's to come.

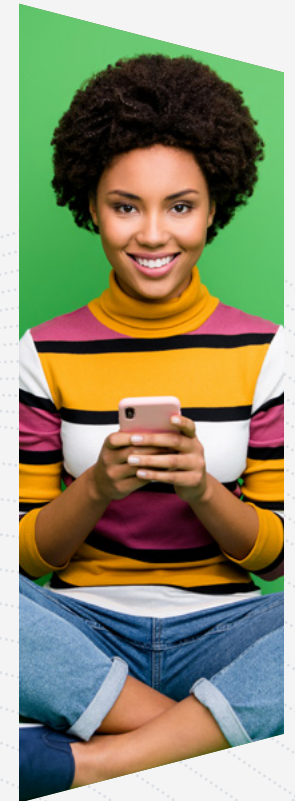
## Methodology

INMARKET FIELDDED THE SURVEY TO CLIENTS IN AUGUST AND SEPTEMBER 2021.

**Q:** "What are your top predictions for the marketing landscape in 2022?"

Responses: 65

Note: Quotes have been edited for brevity and clarity.





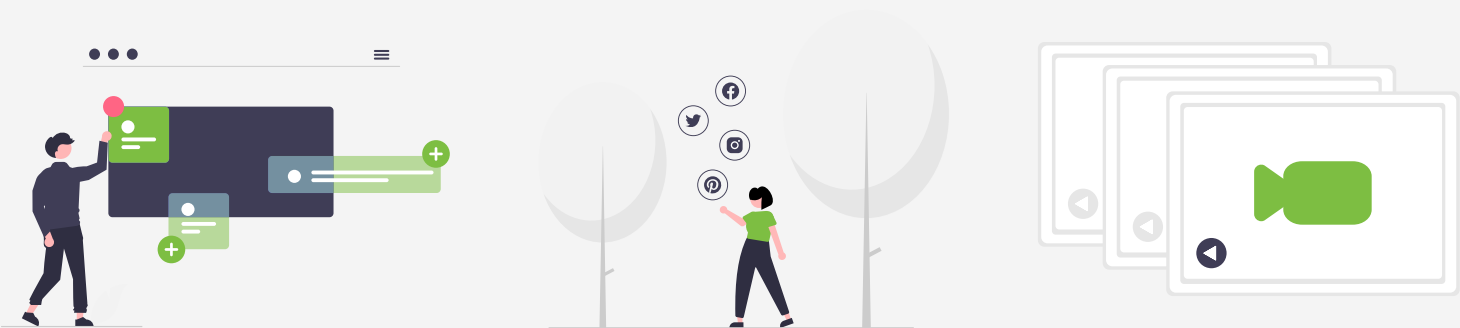


# Predictions: Looking Ahead to 2022

WE ASKED: WHAT ARE YOUR TOP MARKETING LANDSCAPE PREDICTIONS FOR 2022?

SAMPLE SIZE: 65

## Top 3 2022 Marketing Landscape



**Marketers will prepare for the deprecation of third-party cookies and seek out alternatives like contextual targeting.**

19 of 65 responses (29%)

**Social media marketing will continue to grow.**

9 of 65 responses (14%)

**CTV, OTT, and streaming marketing will grow.**

8 of 65 responses (12%)

The most common prediction for 2022 was around Google's deprecation of third-party cookies in 2023. Many believe 2022 will be spent preparing for the end of third-party cookies, and increased testing in contextual and geo-contextual targeting, as well as alternative channels and content formats. Others predict more social media, CTV, and digital ad spending.

## 2022 PREDICTIONS

### Third-Party Cookies

**19 OF 65 RESPONDENTS (29%)**

Mentioned the upcoming deprecation of third-party cookies.

- "In anticipation of cookie sunseting, strategies will shift towards contextual." — Engagement Planner
- "Agencies and advertisers will start getting serious about the demise of third-party cookies." — Senior Media & Data Insights Director
- "Digital media buying will see an uptick in contextual targeting testing as more advertisers take first steps to prepare for a cookieless future." — Associate Media Director
- "Consumers increasingly expect to be served highly relevant ads so contextual/moments targeting will be extremely important." — Account Manager

**Only 46%**

Of marketers feel 'very prepared' for the deprecation of third-party cookies

Source: [Epsilon](#)

### Social Media

**9 OF 65 RESPONDENTS (14%)**

Mentioned social media in their predictions, and in particular, Tik Tok.

- "TikTok will get bigger and better for advertisers." — Media Planner
- "Legacy social channels (Facebook, LinkedIn) will lose share to newer, younger platforms (TikTok)." — Associate Media Director
- "Marketers will test new formats and channels, like Tik Tok." — Global Data Governance Lead
- "Social media will continue to be scrutinized." — Anonymous

**1 Billion**

Global active Tik Tok users

Source: [Tik Tok](#)





## 2022 PREDICTIONS

### Digital Channels

**8 OF 65  
RESPONDENTS (12%)**

Are paying attention to digital channels like CTV, OTT, and mobile.

- "There will be continued stress on the linear budgets, which will shift marketers towards OTT and OLV." — Media Investment Manager
- "There will be more focus on CTV/OTT and mobile." — Digital Media Specialist
- "CTV and Podcasts will continue to thrive." — Anonymous
- "CTV will evolve." — Senior Manager, Interactive Media

**+32%**

Increase in CTV advertising in 2022

Source: [eMarketer](#)

### Flexibility and Value

**6 OF 65  
RESPONDENTS (9%)**

Highlighted the importance of team flexibility and/or brand value.

- "Brands will need to be flexible and stay ahead of changing consumer behavior." — Group Account Director
- "Marketers will need to remain flexible, nimble, agile, and sensitive to prevailing mindsets and attitudes." — VP, Engagement Strategy
- "Value-oriented products will see growth." — Director of Marketing
- "In 2022, brands need to continue to demonstrate that they add value and support." — Director of Consumer Marketing

**Nearly 30%**

Of marketing leaders believe a lack of agility and flexibility negatively impacted marketing execution during the pandemic

Source: [Gartner](#)

### Ecommerce

**6 OF 65  
RESPONDENTS (9%)**

Stressed the importance of ecommerce.

- "Ecommerce will not be optional in 2021, but vital. Companies not adopting this technology will likely suffer." — Senior Analyst
- "There will be more ecommerce." — Senior Strategy and Activation Associate
- "As life continues to return to normal, the marketing landscape will start reflecting the trends that were set in 2019 and before, with a more specific focus on ecommerce due to everyone having shopped online much more during quarantine." — Account Manager

**\$1.089 Trillion**

Estimated 2022 US Retail Ecommerce Sales

Source: [eMarketer](#)

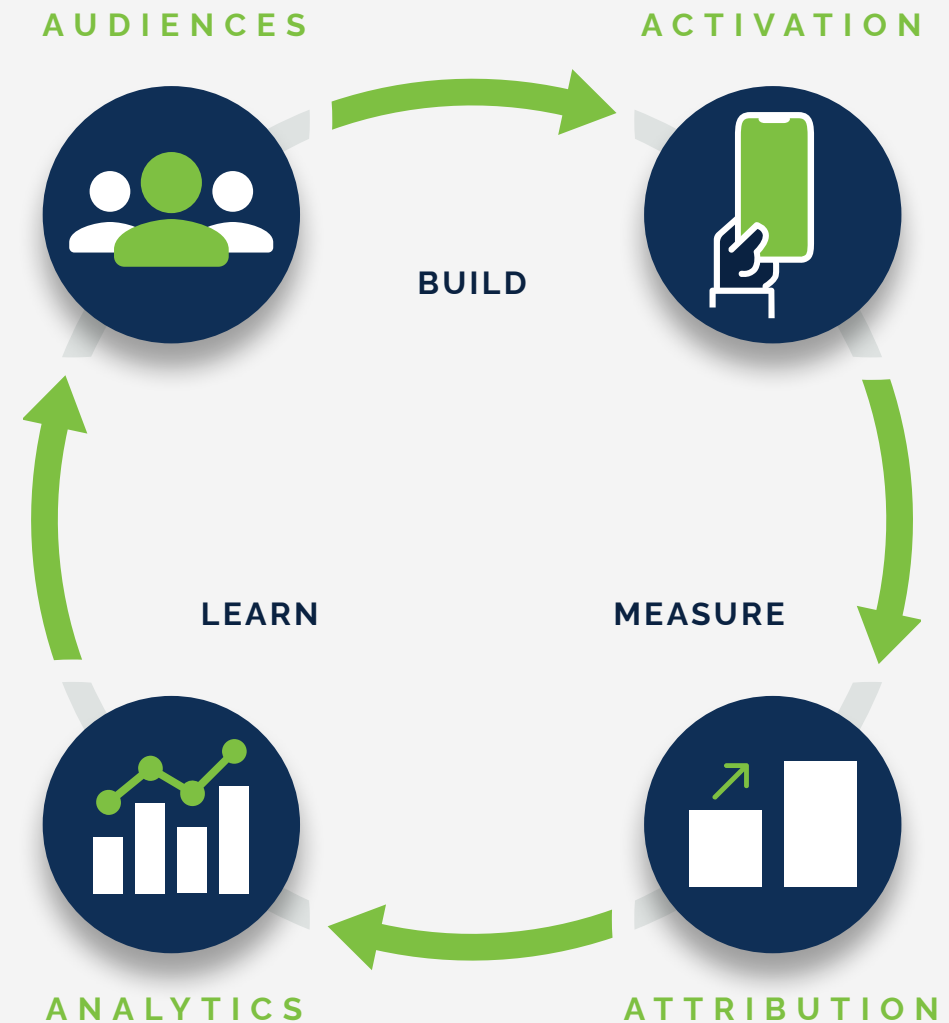
## Conclusion

Marketing in today's rapidly evolving, omnichannel world is no small feat. Between changing consumer needs, new digital channels, and major industry hurdles, marketers must constantly be looking towards the horizon in order to stay ahead of the curve. As we enter into 2022, it's apparent that marketers are mindful of a plethora of potential opportunities and challenges ahead.

As you work to prepare for what's to come in the year ahead, InMarket is here to help. Whether it's empowering you with the most robust real-time consumer intelligence, supporting your delivery of real-time omnichannel brand experiences, or measuring and optimizing the impact of your advertising dollars, we are here to help you reach your marketing goals.

To learn more about how InMarket can enable you to maximize success in 2022 and beyond, [contact us today](#)

## The InMarket Offering From Impression to Purchase



As you embark on the year ahead, InMarket is here to help you every step of the way. To learn more, [contact us today.](#)

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