

# **5 Marketing Predictions To Watch In 2022 (+ beyond)**

**leadfamily** mapp



# Your hosts



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# Agenda

1. Thinking big with 2022 trends
2. The 5 marketing predictions to watch in 2022
3. Q&A





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# By 2027,

**25%** of Fortune 20 companies will use neuromining to influence subconscious behavior at scale.

# 25%

Top  
**10%**

Of highest-growth brands are addressing the entire customer experience.

**61%**

Of high-growth brands are moving to a first-party data strategy, compared with only 40% of negative-growth companies.

**40%**

Amount of time typical internet user spends of their waking life online (7 hours a day).

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1

**Brands will rely heavily on first-party data with the death of third-party cookies on the horizon.**

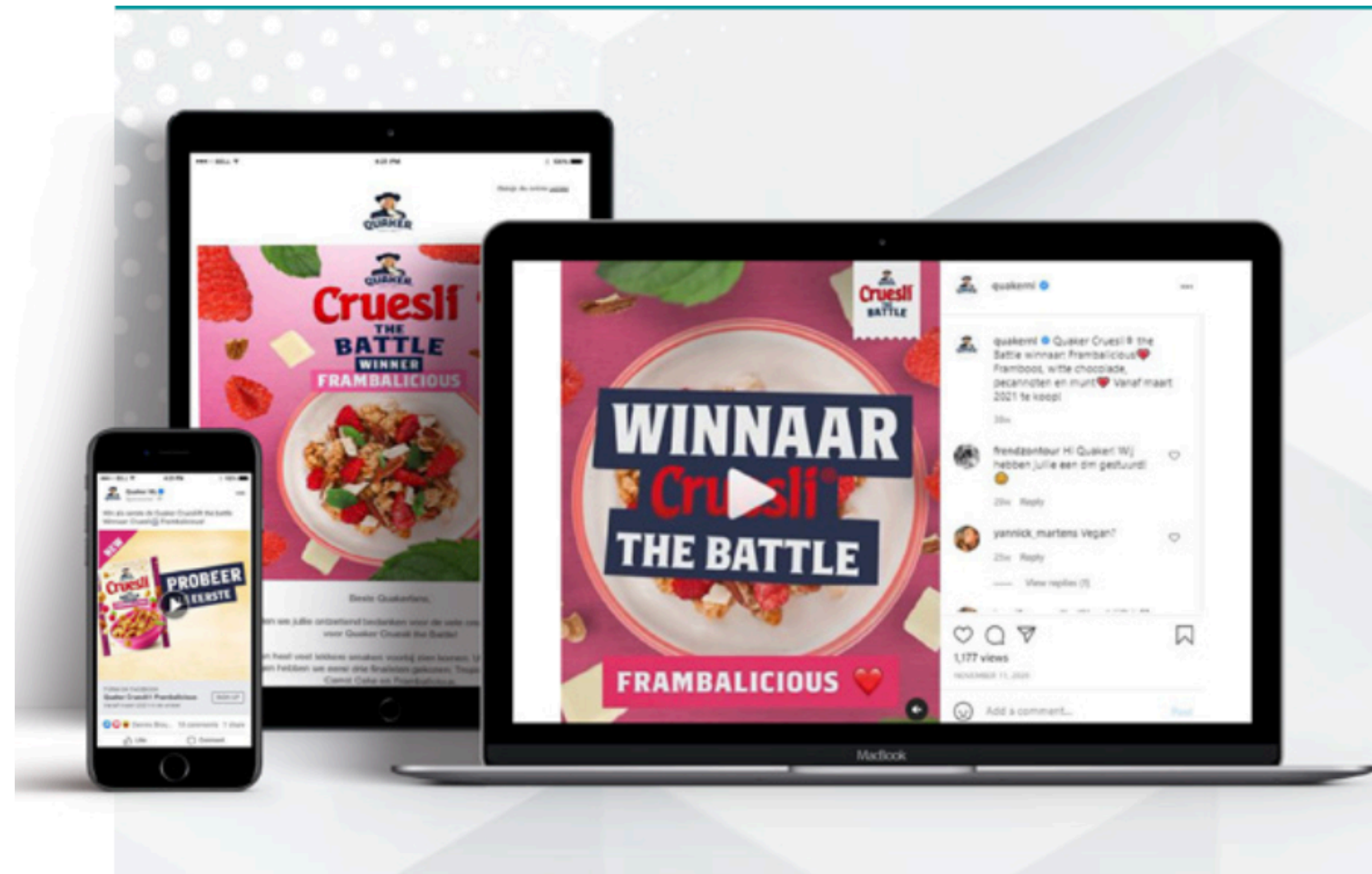
# Driving social engagement to gather first-party data

## Purpose

Use first-party data to drive maximum social engagement

## Results

- 50k+ Cruesli combinations created = 50k new contacts in their Mapp database
- 400k+ votes on winning flavour were submitted
- 50% reduction in CPL with for getting votes from their first-party contacts from phase 1 than broad market votes



[Read the full customer story here.](#)



**2** Consumer behavior is continuing to shift, and brands must provide a thoughtful online to offline experience, and vice versa.

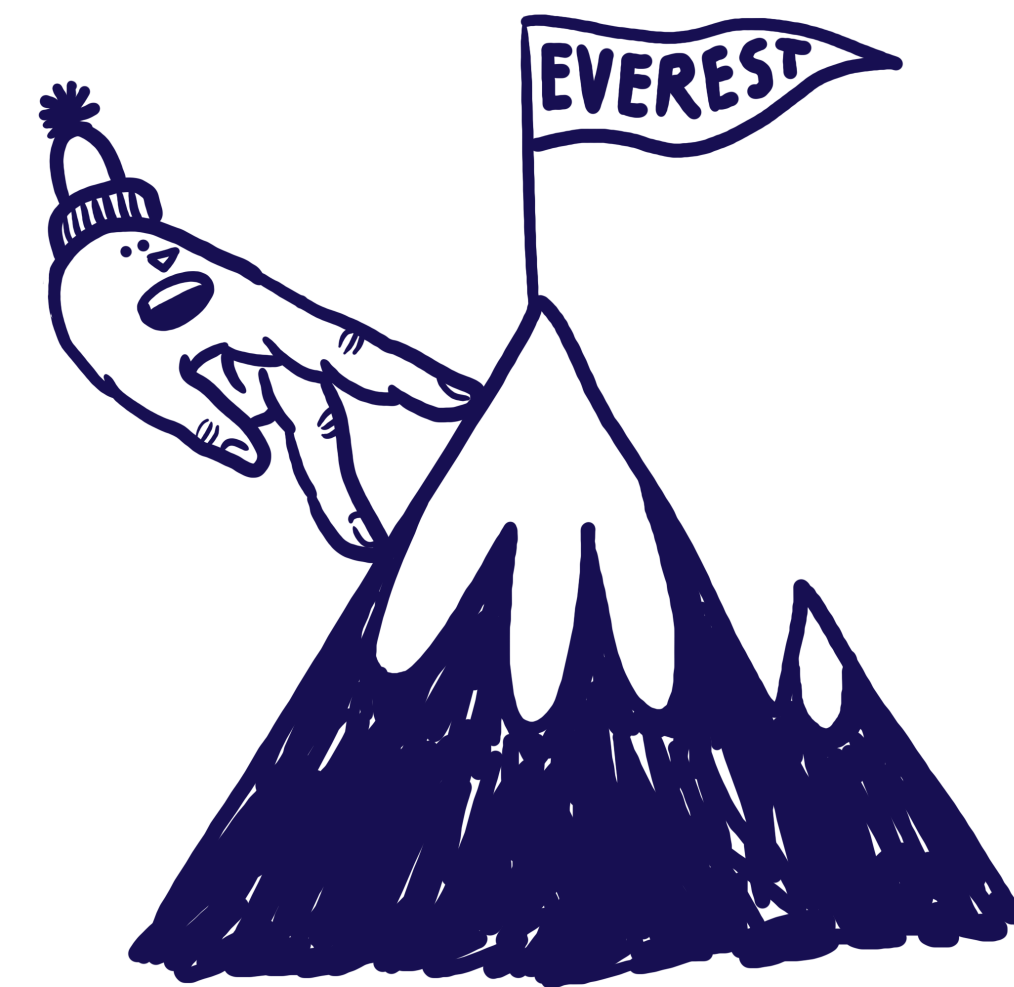


# Getting the omnichannel experience right

Despite rapid growth in the online retail sector, 48% of consumers prefer to shop in-person when given the choice.

A fun in-store experience is the leading reason why consumers choose in-person experiences over purely digital does.

Source: [Irish Examiner](#), [Raydiant](#).



Did you know that the average person scrolls the height of Everest every year?

**3** Consumers are weary.  
They are continually  
asked for more info,  
more data,  
more time.

# 90%

Of marketers say  
personalization  
significantly contributes to  
business profitability.

# 61%

Of people expect  
brands to tailor  
experiences based on  
their preferences.



MASAI  
COPENHAGEN

## FIND THE RIGHT FIT FOR YOUR BODY TYPE

Women are all different, especially when it comes to shape and style.

Take the test to find the Masai Shape that best fits your body type.

START THE TEST

*Psst... you'll get 20% off your next purchase on Masai.ie*



[Read the full customer story here.](#)

# Gather zero-party data with a personality test

## Purpose

Gather clothing preference data

Engage their audience in a meaningful way

## Results

160k respondents

60k new permissions

50% reduction in CPL with gamification

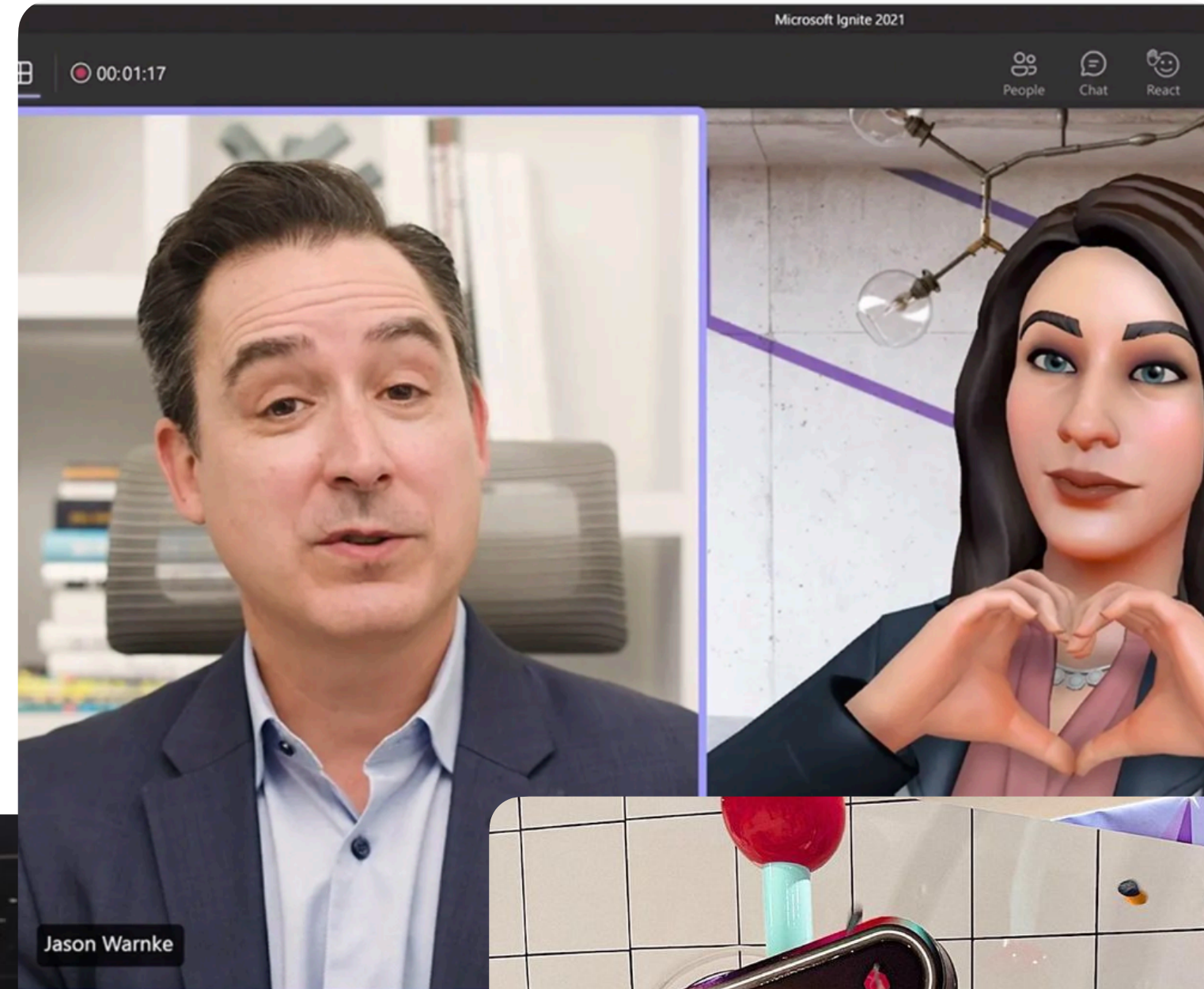
7 days = time to purchase (used to be a few months)

MASAI  
COPENHAGEN



# 4 Hybrid is the future of community





avatars are coming to Microsoft





Of global executives  
will invest in creating  
hybrid experiences  
in 2022.

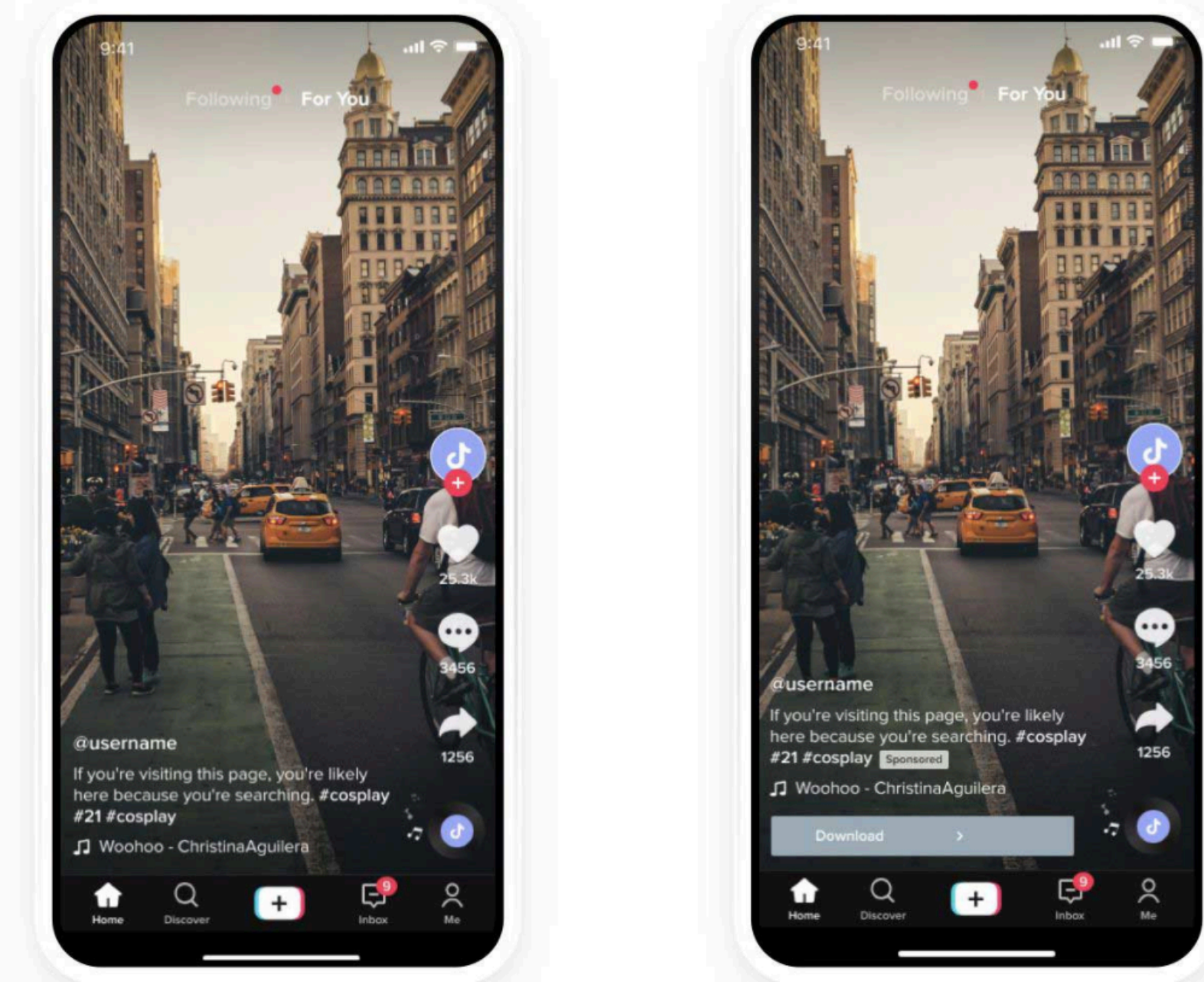
75%

# 5 What's up with digital in 2022?

How does authentic advertising factor into the future?

Social selling (and influencing) will be key.

We'll have to wait to see what the future brings - here's to 2022!



Source: TikTok

# Q&A