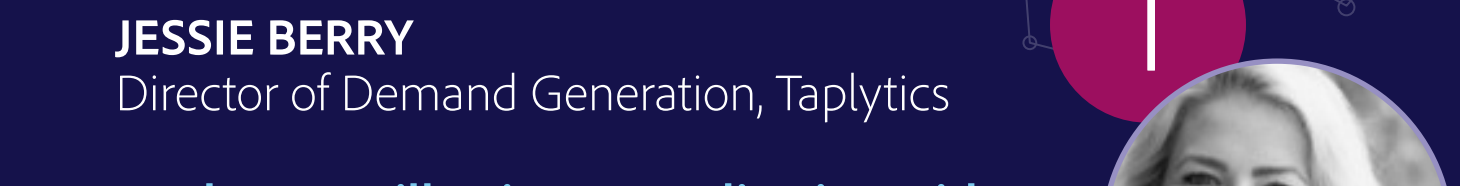


10 Marketing Predictions for a New Decade

We asked 10 marketing experts to look deep into the future. Here's what they saw.



JESSIE BERRY
Director of Demand Generation, Taplytics

Marketers Will Pair Personalization with Privacy Protections

"How can marketers meet the demands of today's (and tomorrow's) consumer who wants extreme personalization *and* extreme privacy protections? With data, of course."

MORE THAN **90%**



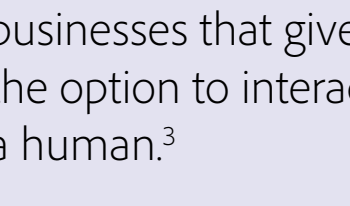
of consumers are more likely to shop with brands that provide personalized offers and recommendations.¹

90%



of customers will share their behavioral data to get a better brand experience.²

2

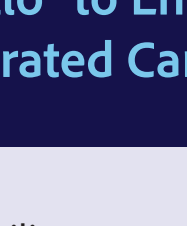


MICHAEL BRENNER
CEO, Marketing Insider Group

Empathy Will Be a Key Marketing Differentiator

"Despite a large number of [automated] channels that provide information and customer service, consumers are craving more human experiences."

3 OUT OF 4



buyers are more loyal to businesses that give them the option to interact with a human.³

37%

of buyers question the legitimacy of the company itself if not given the option of human interaction.³

GURDEEP DHILLON
Global Head of Commercial Marketing, Adobe Experience Cloud

Marketers Will Say "Hello" to Empathy, and "Goodbye" to Integrated Campaigns

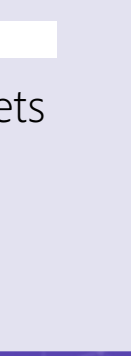
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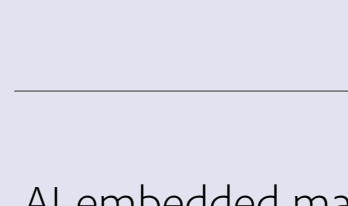
"I predict that empathy — the ability to put yourself in someone else's shoes — will be the #1 driver of growth in the next five years."

What does the empathy deficit in business cost the average brand in lost revenue every year?

MORE THAN **\$300M⁴**



4



ANN HANDLEY
Chief Content Officer, MarketingProfs

Marketing Will Slow Down to Have More Impact

"Most business-to-business marketers today use content marketing successfully to achieve top-of-the-funnel goals, such as brand awareness and audience education. [Now it's time to] focus on crafting optimal customer experiences — not just delivering more ... stuff."



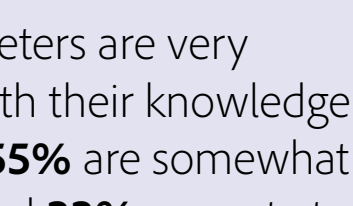
68%

of marketers are successfully using content assets to nurture subscribers, audiences, and leads vs. **58%** one year ago.⁵

NIRANJAN KUMBI
Sr Manager, Product Management, Adobe (Marketo)

AI Will Make Marketing Smarter and Better for Customers

5

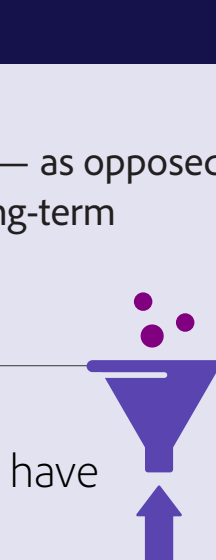


"In the next five years, the cost of operating AI at scale will become significantly cheaper...Intelligence will become an essential element of every digital business process. Companies and products that don't evolve to take advantage of AI will wither away into oblivion."

AI-embedded marketing software will free up

MORE THAN **1/3** OF DATA ANALYSTS

in marketing organizations by 2022, enabling them to focus their time on business priorities instead of manual processes like personalization, lead scoring, etc.⁶



6



KATIE MARTELL
Unapologetic Marketing Truth Teller

Poorly Executed "Values-Based" Marketing Will Fuel Consumer Distrust

"Insincere values-based marketing campaigns do nothing for the movements they are pandering to, while introducing untenable risk for the business."

70%



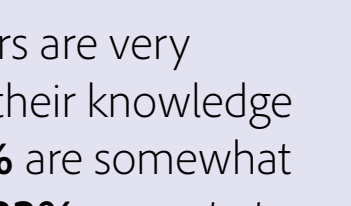
of consumers don't trust advertising and 42 percent distrust brands, calling them "remote, unreachable, abstract, and self-serving."⁷

50%



of millennials (18-34) want brands to take a public stance on social issues, compared to only about 25 percent of baby boomers (55+).⁸

7

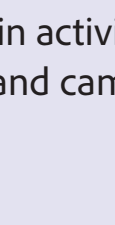


PAULO CÉSAR FREITAS MARTINS
Global Head of Commercial Digital Marketing, Adobe Experience Cloud

Successful Marketers Will Harness AI, Video, and Digital ABM

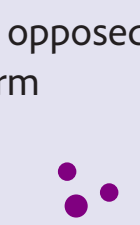
"I predict that artificial intelligence (AI), video, and digital ABM campaigns will allow marketers to drive unprecedented growth — if we embrace them."

87%



The percentage of businesses using video as a marketing tool increased from **63%** in early 2017 to **87%** in early 2019.⁹

ONLY **13%**



of B2B marketers are very confident with their knowledge of AI, while **55%** are somewhat confident, and **33%** are not at all confident.¹⁰

8



JAQI SALEEM
President, Qualified Digital

Brand Awareness (and Long-Term Strategy) Will Make a Comeback

"Many have opted to invest in activities that are *easily measured* — as opposed to, for example, broader-brand campaigns that serve to drive long-term growth for the business."

ONLY **4%**



of B2B marketing teams measure impact beyond six months.¹¹

Branded keywords have

OVER **2X** HIGHER

conversion rates than non-branded terms.¹²



BEN SCOTT
Sr Digital Marketing Manager, Grant Thornton Australia

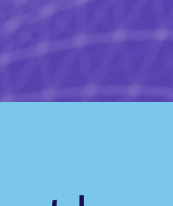
Marketing Automation Will Transform the Service Client Experience

9



"[Marketing automation] can help professional services firms support clients with resources tailored to their interests ... When combined with CRM, it can also help firms understand what clients care about and synchronize marketing and sales, so clients are never overwhelmed."

70%



of service firms say they experienced increased competition in the past 12 months.¹³

85%



of service firms say client expectations are increasing.¹³

10



BRIAN SOLIS
Digital Analyst/Anthropologist/Futurist

AI Will Power Marketing That Feels Virtually Human

"As we move further into the future, marketing will evolve from delivering personalization to setting the stage for humanization — AI-driven services that are virtually indistinguishable from those provided by humans."

70%

of business procurement leaders said that personalized recommendations help them to obtain more value from their vendors.¹⁴

53%

of business procurement leaders say that they would pay as much as 5% more for personalized recommendations.¹⁴

LEARN MORE about how Marketo Engage is helping companies usher in a new era of marketing excellence.

Visit: marketo.com

¹https://www.accenture.com/_acnmedia/PDF-77/Accenture-Pulse-Survey.pdf

²<https://smarterhq.com/privacy-report>

³"Are You Listening? The Truth About What Customers Want in a Digital World," Calabrio.

⁴M&C Saatchi: survey of 34,000 consumers across 225 large brands in China, US, UK and France.

⁵<https://www.marketingprofs.com/charts/2019/4/98/2020-b2b-content-marketing-benchmarks-budgets-and-trends-a-first-look-at-new-research>

⁶<https://cmo.adobe.com/articles/2018/9/15-mindblowing-stats-about-artificial-intelligence-dmexco.html>

⁷Trinity Mirror, <https://www.marketingweek.com/ai/governance-brand-purpose-distrust-ads/>

⁸<https://www.marketingcharts.com/industries/government-and-politics-75693>

⁹<https://www.wyzowl.com/video-marketing-statistics-2019/>

¹⁰<https://www.everstring.com/resources/report-the-state-of-ai-in-b2b-marketing/>

¹¹https://business.linkedin.com/content/dam/me/business/en-us/amp/marketing-solutions/images/lms-b2b-institute/pdf/LNW_B2B-Marketing-Report-Digital-v02.pdf

¹²<https://searchengineland.com/importance-targeting-branded-searches-287377>

¹³2019 State of the Services Economy, Mavenlink.

¹⁴"What B2B Buyers Want in 2019: Speed, Personalization and Intelligence," survey of 1,000 procurement and purchasing leaders, Hanover Group (sponsored by PROS).