

Croud predicts... Part 2: The decade to come.

Digital agencies and marketers will have to evolve

Against a backdrop of unprecedented advancement in the digital marketing space, digital agencies and the marketers within them will need to evolve to keep up.



Working in digital marketing will mean you're either a Strategist or a Developer. With AI in marketing optimising creative design and campaign delivery, performance advertising as we know it will disappear, leaving only Brand activity.

Marketing will evolve into personalised, interactive services, powered by AI and first-party data. There won't be any work left for operational people. Marketers will either plan communications, or engineer the technology that delivers AI-powered relationships between brands and their customers.

Kevin Joyner, Director of Planning & Insight

Digital media agencies won't exist in their current guise. Media management will become almost entirely automated, run by machine learning models and algorithms. The manual work - such as loading the platforms - will be done by workers with little skill who can follow instructions, and the tech platforms will make this very easy. The skill, therefore, will be in creativity and interpretation.

Kris Tait, Managing Director - US

Humans will become null and void by 2030, as robots, tech and computers take over! All campaign activity will become automated by tech, with AI being cheaper than humans and more reliable.

Chris Lindsey, Business Development Manager

We'll see the end of CRM, email and social marketing, with AI or machine learning technology being used exclusively for content delivery.

Gipi Gopinath, Director of Search, Australia

Creative ideas and strategy will reign supreme

As machines take over many of the manual elements of digital marketing, creativity and strategy will be ever more vital.

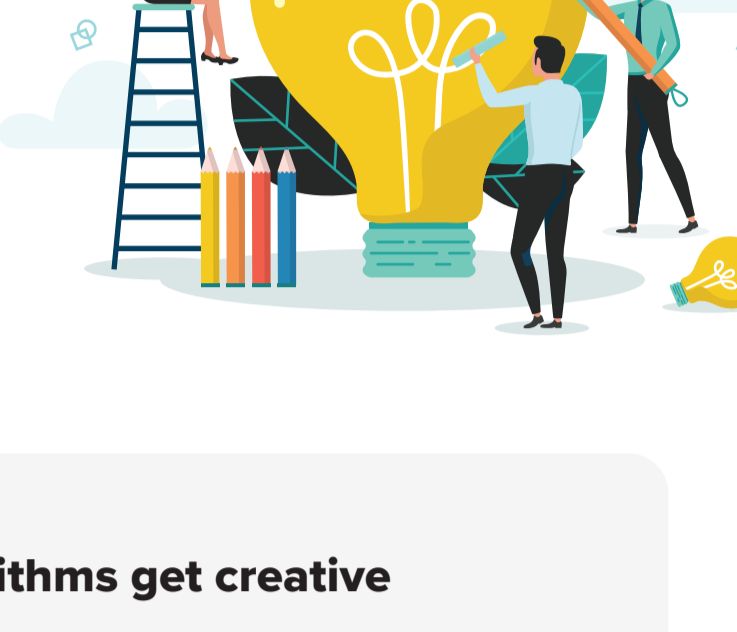
As we go full circle away from highly trackable and targeted advertising due to privacy concerns and regulatory crackdowns, creative ideas will be what really stand out again. The idea that creative and media agencies will come back together again after decades 'apart' is not a new one, but as the barrier to entry becomes lower, big ideas will really begin to stand out.

Being able to stop focusing on the idea of a fully attributable digital journey may be freeing in some ways, as we're already working within an imperfect system, we're just not quite ready to let go of our precious conversion metrics quite yet.

Anthony Macro, Head of Social Advertising

With Google offering marketers more and more automated solutions - from RSA to Smart Shopping - soon we'll have no choice but to accept automation as a standard. This will mean less time spent on manual tasks, and a slow shift towards long-term strategy, split testing and client relationships, which will only solidify automation as a new way of managing accounts.

Maciej Wronski, PPC Strategist



Machine learning-driven algorithms get creative

With artificial intelligence already creating Christmas cards (with a little help from humans) in 2019, how creative can machine learning-driven algorithms get in the next decade?

With the advent of machine learning, algorithms will eventually generate a human-readable story or novella. One major thing machines struggle with is cohesion, or exactly WHY stories "work", which I'm not sure can be solved, but by sheer luck we'll see at least one work that makes sense all the way through.

Adam Clemence, SEO Associate Director

Consumers will fight against digital pollution

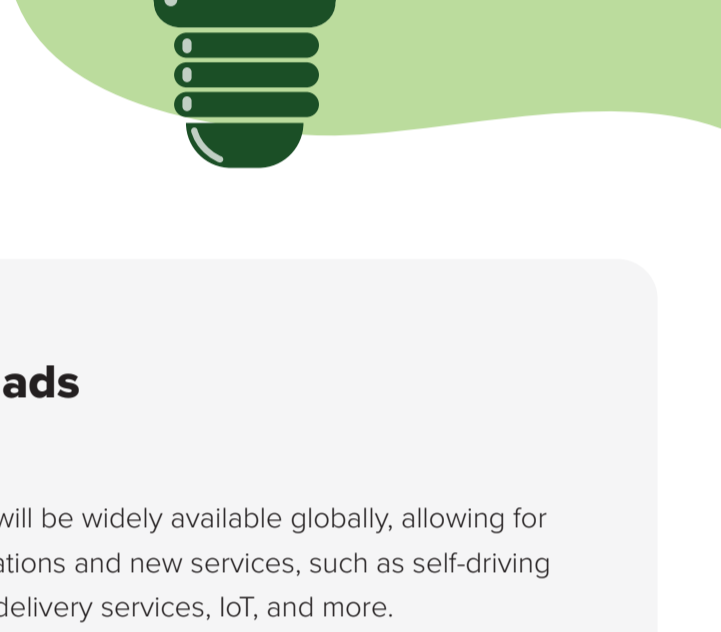
The plastics backlash and the move towards renewable energy were undoubtedly two of the trends that defined the 2010s; but how will this shift impact the digital space in the 2020s?

Brands, agencies, and consumers will be called into - or call into - question the impact that the Internet has on the environment.

I predict this will be a slow burner, until something huge happens, like a mountain where bitcoin is mined collapsing. With more evidence and stats emerging about the impact - such as that a typical website produces 6.8 grams of carbon emissions every time a page loads - people and companies will become increasingly aware of digital pollution, and take steps to fight it.

Offices will encourage people to delete emails they don't need, people will be more mindful of the email newsletters they sign up to, and websites will switch to greener hosts, which use renewable energy rather than fossil fuels.

Alexandra Stamp, Marketing Manager



We'll see fewer, more targeted ads

The last decade was abuzz with talk of reaching "the right person, at the right time, in the right place with the right message" - will this finally become a reality for advertisers in the 2020s?

5G internet will be widely available globally, allowing for major innovations and new services, such as self-driving cars, drone delivery services, IoT, and more.

At the same time, huge quantities of data will be collected online and offline and made available to marketers instantly via seamless transmission of data through 5G and instant computation through quantum computing.

The amount of data will allow machine learning models to be super accurate and enable personalisation at scale. Targeting users at the perfect moment with the perfect offer will be possible through all of these innovations.

Sebastien Clement, VP New Business & Partnerships

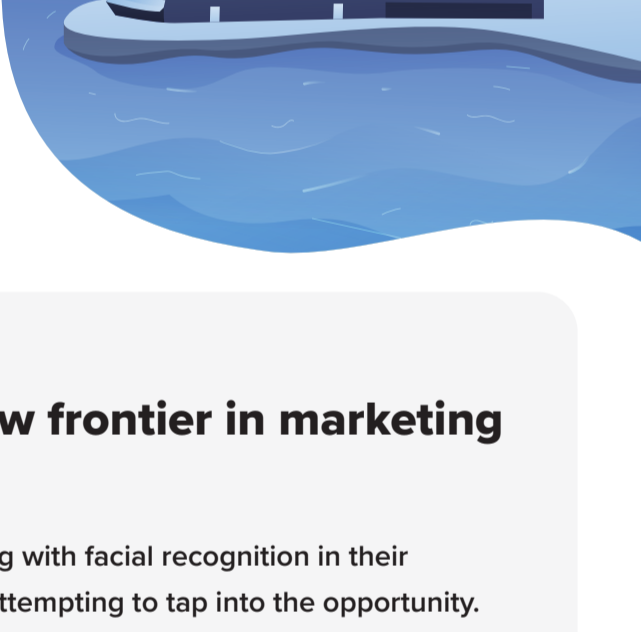
Thuong Le Phong, Data Scientist

Amazon will lose the battle for Australia

Having finally launched its Australian site in 2017, Amazon has made great strides down under - but will it be able to overtake its arch nemesis eBay as the country's marketplace of choice?

Amazon Australia will struggle to ever get off the ground like in other markets. Advertisers will not invest in Amazon and consumers will not use the platform as their marketplace for shopping. eBay will grow and continue to be the platform of choice across Australia.

Holly Gilmartin, Commercial & Business Director



Facial recognition becomes the new frontier in marketing

With huge brands such as Walgreens already experimenting with facial recognition in their advertising in 2019, this decade will see more advertisers attempting to tap into the opportunity.

Personalisation in all aspects of marketing will become the new normal. We won't be able to avoid it and I believe we will become so accustomed to seeing targeted messages, that we will eventually become unaware that they're even there.

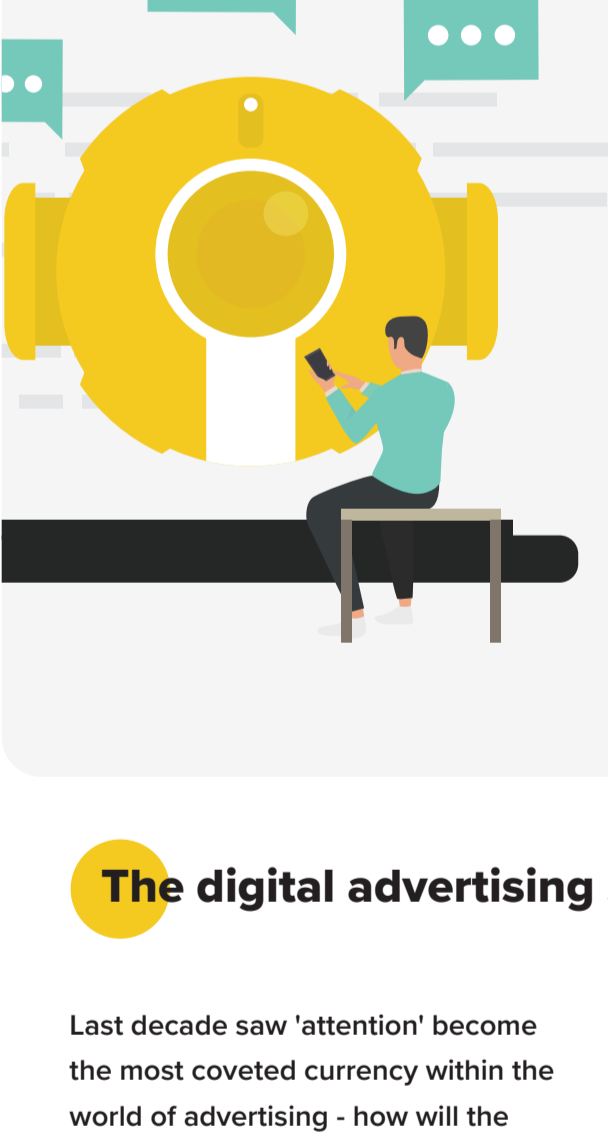
Rae Sturm, Digital Content Manager

Spearheaded by advances in the Chinese market, facial recognition cameras will help bridge the gap between the online and offline spheres by creating a single, persistent identity with face-unlock tech on smartphones. Governments are more than happy to sell the data, and even bundle it up with social security information to create a 'single citizen view'. Tracking movement and sentiment (through facial expression analysis) in the public sphere becomes the new frontier of personalised marketing, and consumers love the hyper-tailored products and prices they receive as a result.

Duncan Nichols, Director of Strategy & Planning

Google will know what you want, before you even know what you want. Convenience is at the centre of everything, meaning that the grocery shopping, booking flights, or turning the lights on - will become redundant. Facial recognition, micro expressions and eye activity monitoring will mean that search results will be entirely personalised to your wants and needs.

Emma Woolley, SEO Account Director



The digital advertising supply chain will be disrupted

Last decade 'attention' became the most coveted currency within the world of advertising - how will the digital advertising supply chain adapt in line with this trend?

Consumers of digital media will be 'rewarded' or 'compensated' for their attention of advertisements within online publications.

Efficiencies gained by reducing the number of players in the supply chain will enable the ability for consumers to get a share transaction between advertiser and publisher.

Kole Ogundipe, Client Strategy Director

Search behaviours will continue to evolve

In the 2010s, voice search and 'position zero' were just two of the buzzwords in circulation - how will search behaviour change this decade?

Voice assistance use is increasing and with developments in AI this will only continue, eventually becoming a normal aspect of our life. Therefore how we speak and our more "thought" based queries and musings are going to become key in gaining traction through these channels.

The companies that succeed will be those willing to put effort behind their educational pieces to answer these musings!

Pein Tanyu, Client Strategy Manager

With voice search and Google actions, people will change the way they are using search engines and interacting with brands, with mobiles being used at every stage of their daily life. What does that mean for SEO? Google's algorithm will rank sites differently for different people meaning that SEOs will have to focus on an omni-channel approach, audience targeting, local SEO and optimising for voice search, actions and so on.

Emma Woolley, SEO Account Director

Analytics solutions will have to evolve or die

With measurement and attribution high on CMOs' agendas, analytics solution providers will fight it out this decade to be the platform of choice.

Analytics solutions will all migrate to the server side (first party), and browsers will prevent non-server side implementations from firing. Small analytics providers will be bought up by the big players to condense the offering.

Chris Ford, Head of Analytics

AI will drive programmatic audience buying

The advances in AI and machine learning, coupled with the move away from third-party audience targeting, will also impact programmatic advertising.

Following the shift away from third-party audience targeting that we've already seen in 2019, I'd expect to see a further increase in DMP data layering and clients shifting towards LTV and/or new customer acquisition.

Through AI we will be able to identify our clients' audiences without requiring results in programmatic as a channel and allow search to pick up this search traffic.

Connie del Bono, Associate Programmatic Director

