Setting up for success in 2022
The trends we predicted back in 2021

EARLIER, AND FOR LONGER

AUDIENCES & PERSONALISATION

WALK THE WALK

EFFICIENCY & FLEXIBILITY

IMPRESSION
We got it right!

Whilst overall volume was down we saw consumers researching Q4 products and events as early as September, and continued their shopping momentum into January.

Statistics showed that brand loyalty among millennials, in particular, increased by 28% when personalised communications were used.

Searches for “green friday” grew by 20% YoY through Q4, with 32% of still saying they were happy to pay more for products if they were sustainably made or sourced.

55% of consumers claimed to have used BNPL services, with 38% saying they have used flexible payment services in the last week.
What didn’t we predict?

More than ever we’re seeing consumers value their time after a tough few years, but then foster a “treat yo self” mentality soon afterwards.

Source: google trends
What didn’t we predict?
The pandemic easing slowed UK retail in Q3 and Q4, but there is still growth beyond pre-pandemic levels.

Source: statista Value of internet retail sales monthly in the United Kingdom
What didn’t we predict?

Competition has become more fierce than ever, with CPCs and CPMs increasing by as much as 46% depending on the industry.

In line with predictions that ecommerce sales would increase by 18% YoY whilst brick and mortar would decrease by 14% YoY, brands adapted their planning and invested more into paid media...

- 71% plan an increase in their paid social budget.
- 60% plan an increase in their paid search budget.
- 49% plan an increase in their display budget.

Source: emarketer: UK google paid search growth metrics, statista
What didn’t we predict?
These shifting consumer behaviours are an opportunity to adapt and make new predictions based on the latest insight.

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<th>Be “Smarter”</th>
<th>React</th>
<th>Stand out!</th>
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<tr>
<td>Attribution is more important than ever, with changes in privacy inbound and consumer discovery channels shifting.</td>
<td>Whilst there is a lot we can plan, consumer behaviour is constantly evolving and highly emotion-driven. In-flight reviews and reforecasts will be non negotiable.</td>
<td>Consumers are savvier than ever, you need to stand out against competition with authenticity and sell what makes YOU great</td>
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So, what are the latest 2022 predictions?
What have we seen coming into the new year and what predictions can we make?
What are we seeing - whilst consumers are looking to save they are also more inclined to ad-hoc treats.

Whilst 45% of UK consumers say they are saving money this year, **26% say they want to treat or indulge themselves** when they feel like it.

With **33% saying they’re willing to spend more on ad hoc purchases** than last year.

With 21% saying they would rather use credit to spoil themselves... **38% of Instagram users have purchased from retailers that offer BNPL in the last week**
Treat. Yo. Self.

What you can do:

1) Time budget scaling in line with paydays and utilise creative to capture indulgent consumers

2) Push any “Buy Now Pay Later” opportunities for consumers that still want that saving feeling

3) Utilise dynamic ads to ensure considering customers come back when they’re ready to “splash the cash”
Efficiency goes mobile

What are we seeing - consumers are still not as mobile as pre-pandemic and so mobile ecom slowed through the pandemic, but we’re now seeing a shift away from heavy desktop use back to mobiles for online shopping.

30% of consumers say they have bought something on their mobile in the last week

Mobile sales now make up to **73% of online transactions**, up 39% since 2016

38% of Instagram users have purchased from retailers that offer BNPL in the last week

UK consumers spent **145 million hours on retailer apps in Q4 2021**
Efficiency goes mobile

What you can do:

1) Utilise app campaigns and ensure your retail app capabilities are strong

2) Ensure your site is mobile optimised and that any pandemic-related spend adjustments are revisited so you don’t miss out

3) For those who are out and about, consider the use of in-store QR codes to engage with your customers post-visit

4) Ensure quick or mobile checkout options are clearly communicated in creative and copy
Changing Channels

**What are we seeing** - Search engines are still vital to your media mix, but with competition ever increasing, brands need to be smarter about media investment and how to grow audiences and move them down the funnel.

20% of total internet users use **social media to discover brands**

With music streaming services continuing to boom, we’ve seen a **9% and 13% increase** in consumers **discovering brands through podcasts and music streaming respectively**.

Programmatic is also having it’s day, with a **14% increase** in consumers engaging with brands through **ads on news/magazine sites**

Meanwhile **search has seen a 7% decrease in brand discovery**, however demand remains high and competition fierce.

**IMPRESSION**

Channel selection, forecasting and reviewing will only become more complex as we move into a more privacy-stricken world, meaning you need to consider wider solutions now to get ahead of the game!
Changing Channels

What are we seeing - The digital landscape is becoming ever more private, restricting audiences and insight whilst adhering to consumer demands.

Channel selection, forecasting and performance reviewing will only become more complex as we move into a more privacy-focused world, meaning you need to consider wider solutions now to get ahead of the game!
Changing channels

What you can do:

1) Invest in new Top and Middle of funnel channels to foster users down to when they search

2) Consider your attribution solutions to ensure you are not undervaluing your awareness and consideration campaigns and channels

3) Consider your 1st party data solutions to improve audience experiences... more to come!
Thank you