

10

Data and marketing trends that will take over 2021

Executive Summary:

Marketing is an ever-evolving landscape, but 2020 illustrated just how quickly brands need to adapt to withstand those rapid changes. The COVID-19 pandemic has delivered a big blow to the U.S. economy with GDP falling at an annualized rate of 32.9% in Q2.¹

Yet, the pandemic created opportunities that allowed certain businesses to thrive. CPG brands saw [record growth](#), streaming and video conferencing services, like Netflix and Zoom, saw their stock prices soar.² Better yet, recently developed vaccines are driving a rosier economic outlook for 2021 and proactive companies can take advantage of a market that is ready to bounce back.³ To overcome 2020's challenges and thrive in 2021, marketers should take a look at the 10 technology, data, and marketing trends and predictions identified by our expert panel and consider how they figure into their 2021 plans.



Meet our experts



Asha Despande

Vice President, Data Science



Richard Geiger

Senior Vice President,
Nonprofit Solutions



Stacia Goddard

Senior Vice President,
Strategy and Consulting



Kyle Henderick

Senior Account Director



Jill Holtsinger

Vice President, Analytics &
Business Intelligence



Katy Jordan

Vice President, Strategy



Stephanie Madden

Senior Director,
Digital Marketing



Lisa Muzic

Digital Marketing Director
Performance and Analytics



Paolo Pepe

Account Director



James Purtle

Senior Director, Digital Strategy



Thomas Zawacki

Chief Digital Officer,
Strategy and Innovation

Businesses prepare for a cookie-less world

PREDICTION #1

Marketers will adopt new strategies and techniques to accommodate shifting privacy regulations and platform policies.

In January 2020, Google announced its plan to phase out third-party cookies (other browsers, such as Firefox and Safari, have already limited cookies.) Google says increased consumer concern regarding privacy issues led to this decision.⁴ Many companies are worried about how this move will impact their digital programs, as cookies are vital to personalization and campaign success.

A 2019 Google study found when they turned off third-party cookies and users received non-personalized ads, advertisers saw a 21% increase in clicks to close an ad.⁵ To [thrive in a cookie-less world](#) and enable continued personalization for users, companies are now prioritizing the acquisition of new data assets.

RECOMMENDATION

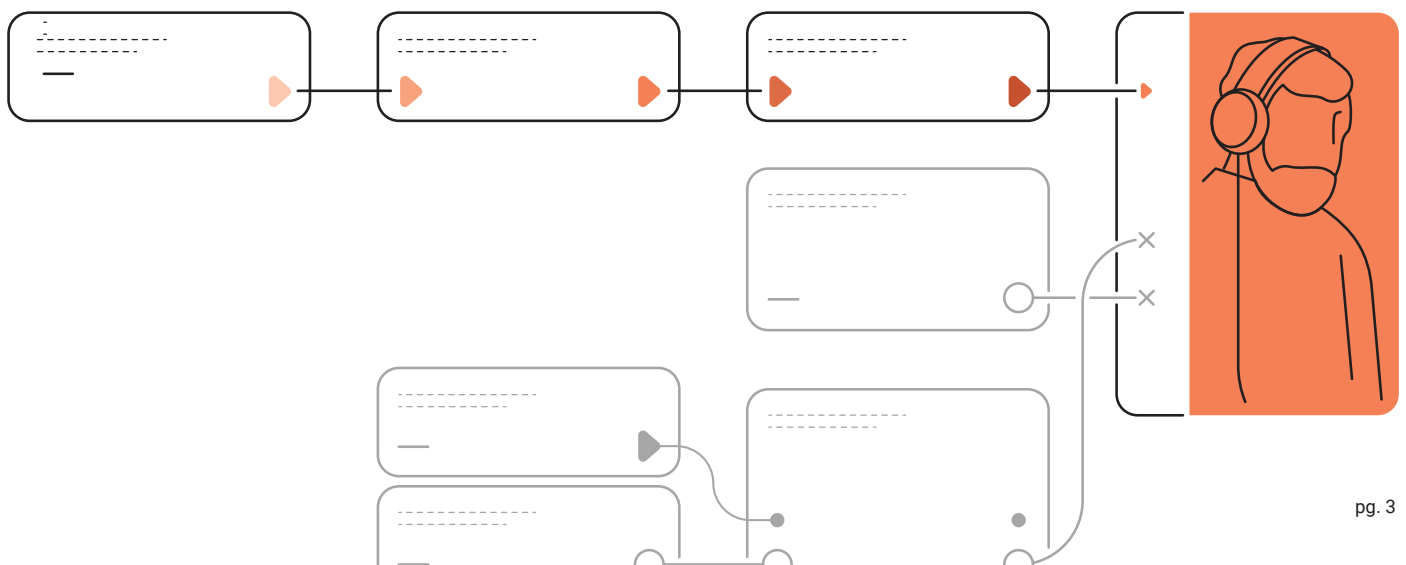
Adopt new techniques to enhance the breadth and accuracy of first-party data.

With third-party cookies impacting cross-site tracking and the ability to target and profile audiences, brands will need to boost first-party data and fill in the blanks with data from reputable third-party data providers.



James P.

"The death of the third-party cookie is a consequence of consumer privacy policy. The question is, how will marketers adjust to consumer privacy policy and legislation? I think the best way to do that is to focus on first-party data. When someone comes to your website, you collect data on that person - that's a first-party data point. You have interacted with that person organically, and now you can go out and reach them on the internet once you have that data. There will be less reliance on third-party cookies as they are phased out and broader first-party data cookie adoption. This means brands will need to procure a greater breadth of first-party data than they have in the past."





RECOMMENDATION

Acknowledge the growing importance of integrating offline and online PII data and identity resolution.

As third-party cookies disappear, persistent identity technology, combined with Personally Identifiable Information (PII), will become more crucial. PII is any data that identifies a specific individual. Offline PII data includes Social Security numbers, mailing addresses, and phone numbers. Technology has expanded the scope of PII to include IP and email addresses, login ID's, [social media](#) posts, digital images, geolocation tags, biometric, and behavioral data.



James P.

"Data providers, such as [Data Axle](#), are uniquely positioned to help companies onboard their audiences and match them up to search, Facebook, and other data sources. In the digital sense, we are very much a data hub (an axle, if you will) to bring data in and send it out across all marketing channels."



Kyle H.

"Major browsers are building, or have already built, anonymized means for digital ad attribution via APIs. Building out a robust architecture to interact with each browser's unique requirements will be a significant undertaking for marketers. Ultimately, all of this still points to a greater need for investment in [identity resolution](#) and building a better direct relationship with the customer to take advantage of first-party data and reporting. Marketers must create their own future by building relationships with customers, so they are more willing to share their data and by investing in ways to identify customers across devices."

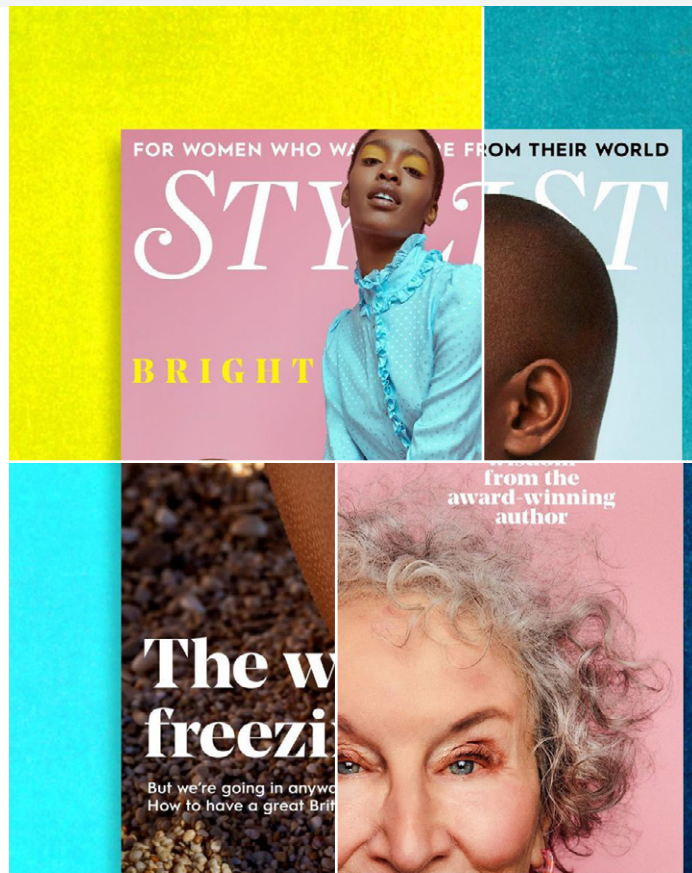
BRAND EXAMPLE

Stylist Magazine

For publishers like Stylist magazine, third-party cookie data allows their advertisers to profile, segment, and target people on their site. To prepare for the loss of this data source, Stylist partnered with competitors to build 100,000 audience profiles based on their collective first-party data.

The new ad network created by Stylist, News U.K., The Guardian, The Telegraph, and the Reach claims an estimated reach of "99% of online Brits." This alliance may seem unlikely, but it offers larger audience samples for advertisers rather than fragmented buys across competing media. The publishers could also theoretically combine learnings from their collective first-party data set and create content that resonates with their readers.

The results: The Stylist Group reported growing digital revenue by 72% between 2018 & 2019.⁶



Data privacy regulations and policies

PREDICTION #2

Data privacy regulations and tech platform policies will continue to take center stage and influence how marketers plan and execute campaigns.

Google's reasoning for getting rid of the third-party cookie is valid. A 2019 [Data Axle study](#) found that 88% of consumers are concerned about their data privacy, and 80% are more concerned now than they have been in the past. The same study also found that nearly 70% of respondents had not heard of E.U. and U.S. legislation designed to protect them – the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA).



Jill H.

"All the big tech companies are in front of Congress getting grilled about data and tech, so it's hard not to contextualize the next year in terms of that. The CEOs of those companies – Facebook, Twitter, Snapchat – are discussing political money and user data and how they will be regulated. These companies dictate what happens in terms of digital, and everyone else will have to change their policies."

RECOMMENDATION

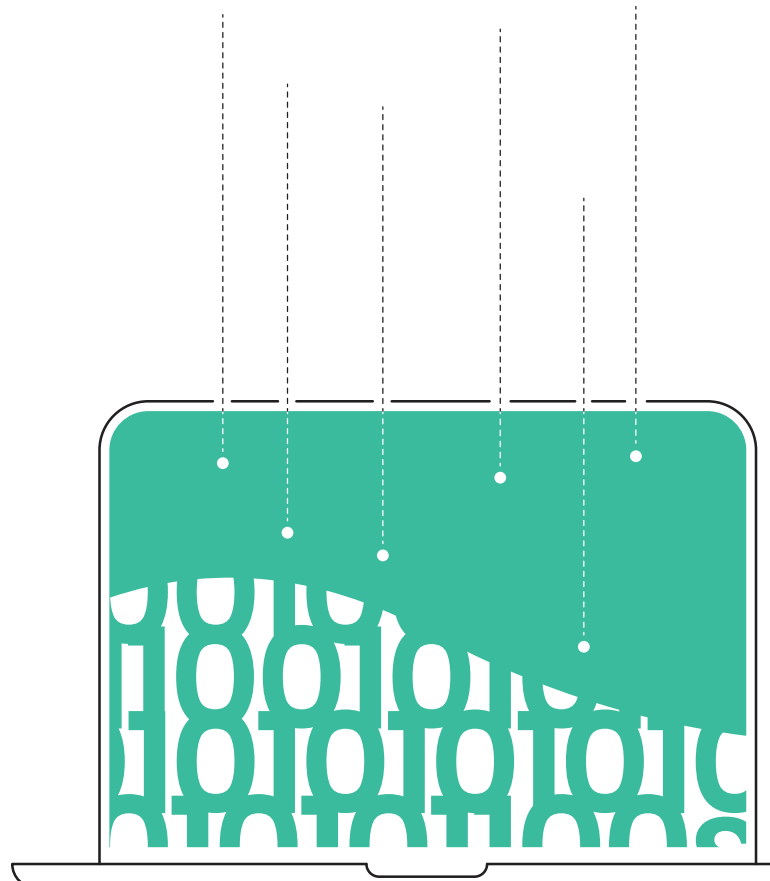
Take control of your data collection processes.



James P.

"Companies need to take control; instead of letting Facebook decide for them, they need to shape the legislation."

Companies that invest in privacy experience both financial and branding benefits. According to Cisco's 2020 Data Privacy Benchmark Study, businesses that do that see an average ROI of 270%. In addition, companies that invest in data privacy see shorter sales delays, lower data breach costs, and tend to have higher data maturity.⁷



Ethics in data collection

PREDICTION #3

Ethical data collection will play a greater role in building a strong brand reputation.



Asha D.

"Companies that ethically collect, refine and deliver data will earn customer trust, improve their market reputation and remain in compliance with regulation."

Cisco's study found that 73% of companies with data privacy practices are more attractive to investors, and 74% drive better loyalty and trust from customers. These findings indicate that investing in data privacy can boost reputation and highlight the importance of ethically collected data. Marketers should go the extra mile to ensure that their data providers work with ethically sourced data.

RECOMMENDATION

For data-mature organizations: introduce noise to records.



Tom Z.

"Mature organizations that have data hygiene down to a tee are looking to protect their data from hackers. Data is anonymized for consumer protection, and hackers can come in and try to deanonymize this data for their own purposes. Savvy, mature organizations are introducing "noise" to the record – a.k.a. adding incorrect information – to throw off hackers and stop them from deanonymizing data."





BRAND EXAMPLE

Bonnier AB & Accenture

Bonnier AB is a large media group with more than 180 subsidiaries operating as separate entities in over ten countries. Europe's GDPR sent companies across the E.U. scrambling to achieve compliance. Bonnier AB had the extra hurdle of making sure each of their 180 subsidiaries was compliant. The expense of bringing each company up to code was astronomical, so the company had to innovate.

Bonnier AB worked with Accenture to create an automated compliance solution using advanced pattern-matching and machine learning techniques to discover data across siloed systems along with knowledge graphs that provided insights into the data. This approach allowed Bonnier AB to achieve compliance and identify new business opportunities through their data. From developing new offerings and promotions to reducing operational inefficiencies and identifying new revenue sources, Bonnier AB was able to transform a potential compliance nightmare into a competitive advantage.⁸

Woman

Woman is all about the things that cross our paths, as women. We guide readers through everything from what-to-wear crises to life crises. Articles include the l



Magasinet Liv

Magasinet Liv is the distinctive magazine for the grown-up woman. It will appeal to those who see not only the wider picture, but also the more far-reaching perspective. Interviews with a variety of 40+ women, whether they are already li



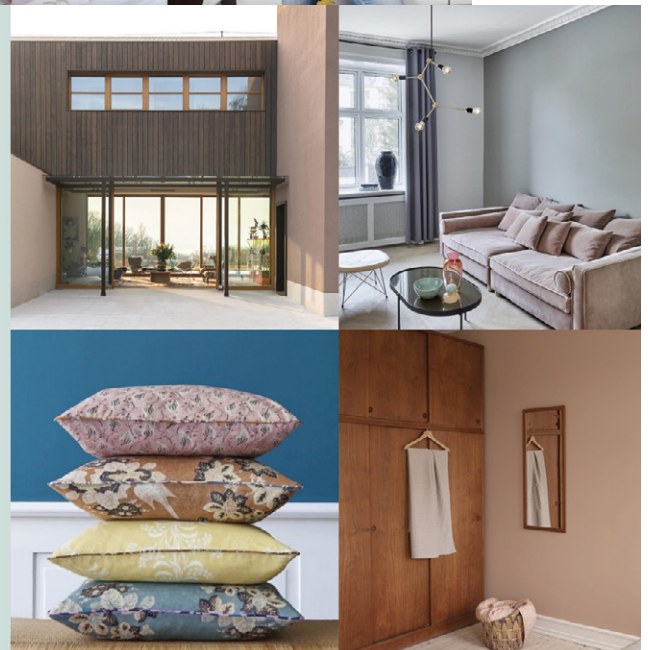
Costume Living

Costume Living is a contemporary design magazine for the modern woman of the metropolis, who seeks the latest in trends both in Denmark and abroad. The magazine is published in both Denmark and Norway.



[Buy media ads](#)

[Download media kit →](#)



Holistic, omnichannel marketing

PREDICTION #4

Omnichannel experiences will become table stakes to keep pace with consumer expectations.

According to Worldpay's research, omnichannel shoppers spend between 50 and 300% more than traditional shoppers.⁹ Each industry relies on a tried-and-true combination of a couple of channels. Retailers tend to use catalog and email, direct to customer [retailers](#) might rely on a primarily digital presence, and nonprofits rely heavily on direct mail.

The benefits of multichannel marketing hold true for both B2C and B2B marketers; Forrester's research shows that about 60% of B2B marketers said buyers spend more when interacting with multiple channels.¹⁰

RECOMMENDATION

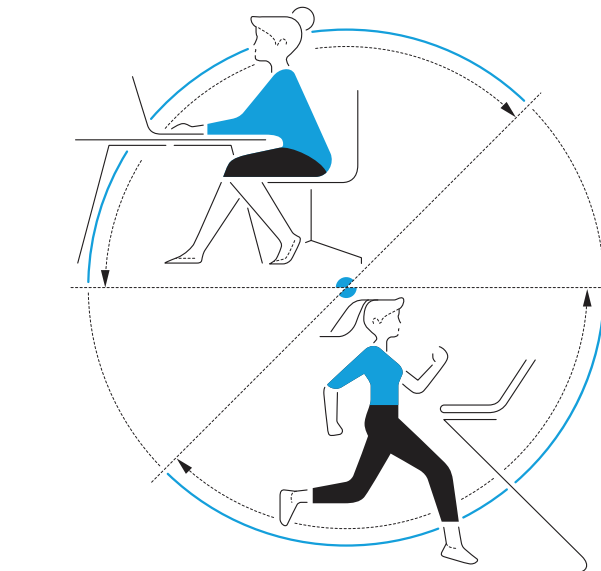
Make sure you have an integrated, holistic channel mix.



Katy J.

"Approaching channels from a holistic POV, having that channel mix, making it a lot more consolidated and interconnected will be a gamechanger in 2021. The pandemic means that traditional channels like direct mail are new again."

B2B marketers need to reinvent their digital strategy to reach executives who are no longer in the office. Tools such as [Data Axle's B2C Link](#) allow marketers to create a single, unified view of prospects and customers whether they're sitting at their desk at work or lounging on their couch at home. Reinventing your channel strategy for 2021 is crucial as the need to target customers through a wider variety of integrated touchpoints has become essential."



Lisa M.

"Sales outreach needs to be digitized. Even pre-pandemic, sales professionals using online tools and technologies reported a 63% increase in revenue compared to 41% of non-social sellers.¹¹ The effectiveness of a multichannel approach applies across the board, whether you're part of a B2B or a B2C organization."



RECOMMENDATION

Learn to discern the “new normal” from a quarantine fad.



Richard G.

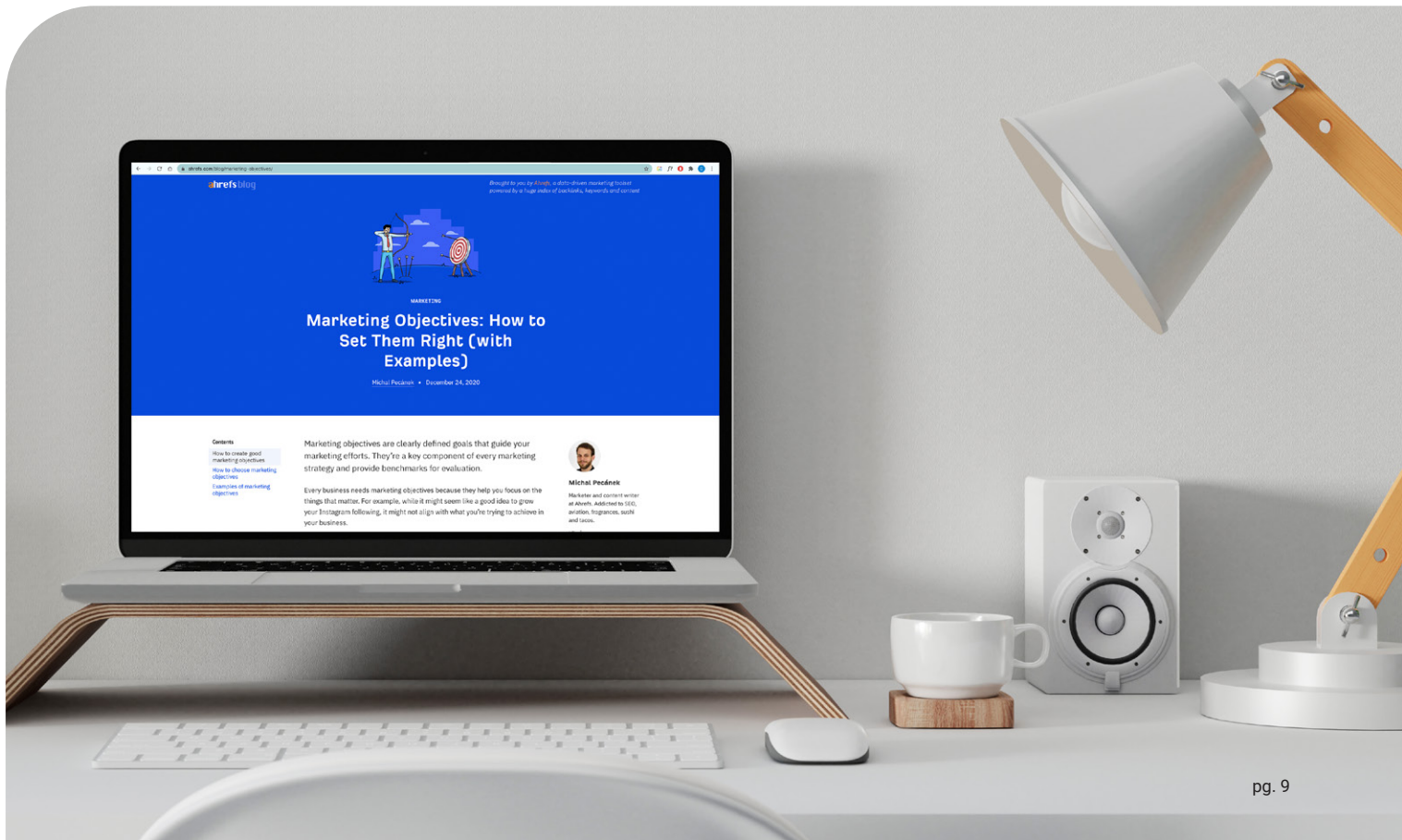
“The data for digital channels in 2020 will be skewed because of the pandemic. In 2021, people will need to engage in multichannel and surround consumers with digital, mail, and brick-and-mortar. It might take a while to gauge what was just a fad in 2020 and what the ‘new normal’ actually is. Because people are home, we are seeing an uptick in direct mail response. One of the things that make direct mail extraordinary is that we can figure out how consumers activate. We look in the consumer file and see how consumers behave if a piece of mail interests them. Do they go to the web to activate?”

BRAND EXAMPLE

Ahrefs

Before the pandemic, SEO technology company Ahrefs relied on product quality to drive word of mouth marketing alongside a robust events strategy. As marketers had to abandon plans for in-person events, Ahrefs created sponsored content on the ways their SEO tool could help businesses pivot to digital.

The B2B company doubled down on content creation and produced free online courses on blogging for businesses, pushing employee images to the front to gain readers’ trust. In addition to the online courses, they developed an aggressive podcast schedule, producing 20 episodes in four months. They also created a multichannel campaign to push content, including posting on Reddit, an often-overlooked social media channel. The result? Ahrefs reported they grew from 15 to 50 employees and over \$40M in annual recurring revenue.¹²



Ecommerce as the expectation

PREDICTION #5

The pandemic will continue to push ecommerce into the spotlight.

Ecommerce might be the new normal. The shift toward ecommerce was happening before COVID-19, but according to IBM's latest data, the pandemic has accelerated it by five years.¹³ Just in Q2 of 2020, U.S. retail ecommerce went up 44.5 percent.¹⁴

RECOMMENDATION

Invest in a seamless ecommerce experience.



Katy J.

"Sixty-two percent of consumers shop online more now than before the pandemic.¹⁵ According to new data from Digital Commerce 360, 36% of consumers shop online weekly since COVID-19 hit, up from 28% pre-pandemic.¹⁶ I predict this trend will continue to grow through 2021. Although many are excited to shop in-store again, 28% say they will continue to shop mostly online after the pandemic. Brands need to up their digital game if they want to continue to meet customers' needs as we leave COVID-19 behind."

RECOMMENDATION

Get to know your customers all over again.



Stephanie M.

"Personalization has been trending for years, but now it is up against a myriad new opportunities and roadblocks. People have found new hobbies, revived old ones, and increasingly turned to video tutorials to guide them. They've found new shows and entertainers to follow, new recipes to try. All of these elements pair nicely with highly targeted digital ads, and in 2021 marketers will need to focus more and more on personalization and finding those audiences in relevant spaces."





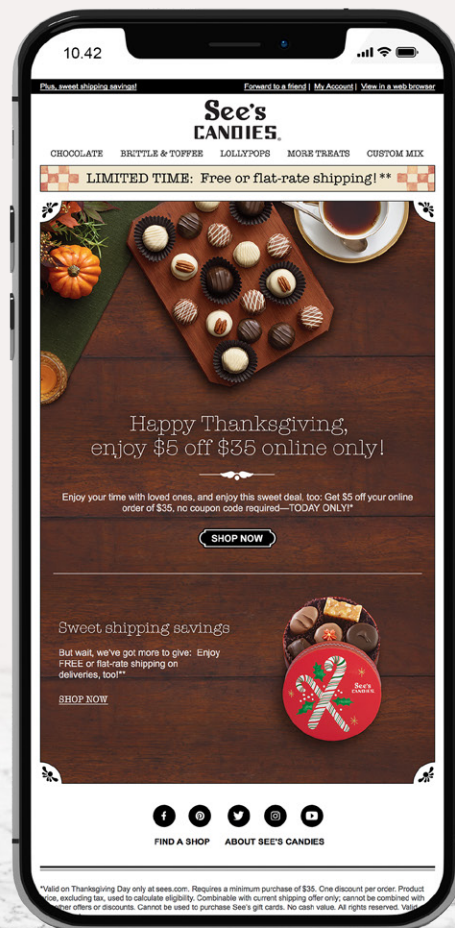
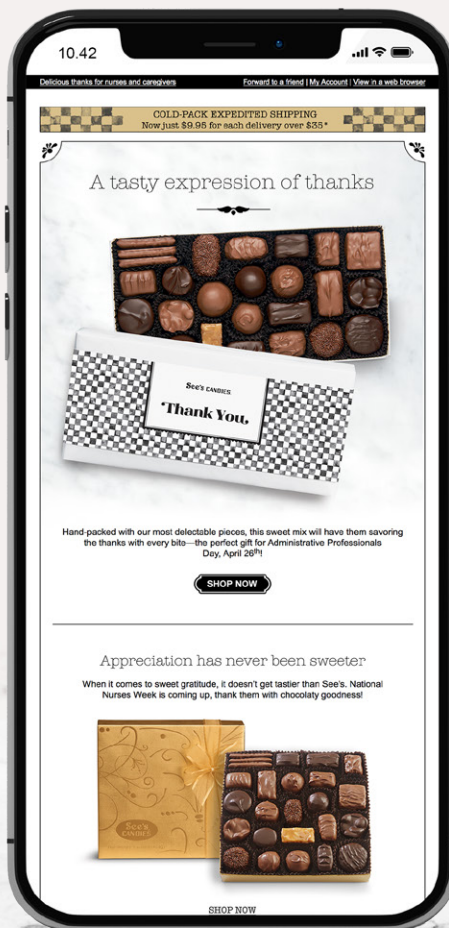
BRAND EXAMPLE

See's Candies

See's Candies has been satisfying America's sweet tooth since 1921.

Pre-COVID, the San Francisco based confectionary's business model was based around their retail shops, ecommerce site, and catalogs. The pandemic forced them to close shops and halt production as they redesigned the experience for safety. See's had to not only ramp up their e-commerce capacity, but also added curbside pick-up (called Click, Pick, Go) and later, Door Dash delivery as additional sales channels.

Being on top of consumer needs is always essential, but the pandemic has proven that it's even more critical today. Eventually, See's was able to reopen shops with enhanced safety measures in place, but continues to also offer these new sales options to meet the evolving needs of their customers.



Social media on the rise

PREDICTION #6

Social media usage will continue to grow, and marketers will have to get more creative to break through the noise.

Digital consumers spend an average of 2 hours and 26 minutes per day on social networks.¹⁷ As the pandemic has forced consumers to stay home and socially distant, 29.7% of respondents were using social media 1-2 additional hours per day.¹⁸



Stephanie M.

“2021 carries the lofty promise of an eventual return to normal and the threat of a reduction in online traffic, but a lot of 2020’s adaptations are here to stay. Brands are striving for more transparency in the social media space. They also have to think about the emerging spaces like TikTok and Twitch, a veritable wealth of inventory and reach that requires brands to keep pace with what viewers want to watch. This just goes to show that the more agile a brand is in the digital space, the more engagement they can expect. Social platforms are here to stay.”

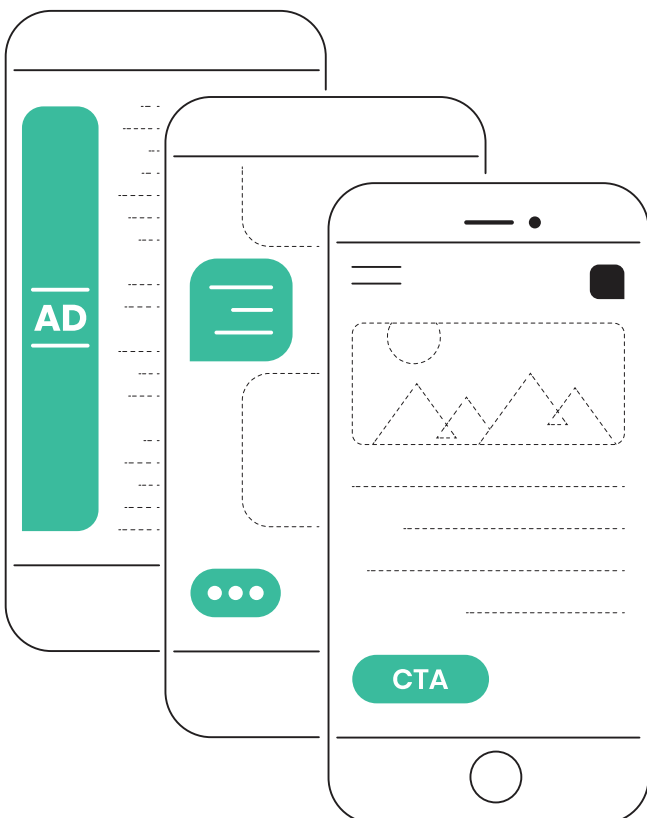
RECOMMENDATION

Keep your tone and messaging consistent and relevant.



Lisa M.

“Whether or not a brand has the money to invest in paid vs. organic, they need to make sure their social media presence keeps the customer at the forefront, that it stays relevant and consistent with targeting and messages across social media channels – both pre- and post-sale. Some great ideas to drive traffic: include posting quotes from content pieces, thought leaders, or infographics. Think outside the box because the opportunities and possibilities are endless. Social media can play a large part in helping to acquire and retain customers as long as marketers provide value and consistent messaging.”





RECOMMENDATION

Invest in branded social media content.



Paolo P.

“Branded social media content builds awareness for the brand and helps them reach customers that share their values. It’s content that doesn’t seem like advertising, such as YouTube videos or even an entire Snapchat web series. Certain industries, such as food & beverage and entertainment, have had a lot of success with this. Kentucky Fried Chicken made headlines in December of 2020 by announcing it had partnered with Lifetime to create a movie called “A Recipe for Seduction,” starring actor Mario Lopez. Journalists were writing headlines about it, and people were posting about it on social media. It was a viral moment before the movie even premiered.”



BRAND EXAMPLE

DBS

Digital banking service, DBS wanted to stand out from the competition. They decided to forgo traditional advertising and created a drama series about bankers and banking, based on real client stories, inspired by actual customers. The series, titled SPARKS, depicted a group of young bankers navigating complex personal lives as they went above and beyond for their customers. DBS went this route because they wanted to humanize banking and reconnect with their customers. The series was available for viewing on YouTube and Spotify, and the bank advertised on Facebook.

The results: SPARKS episodes 1-8 amassed over 110 million views and over 12 million digital engagements in DBS’s key markets.¹⁹



Predictive analytics

PREDICTION #7

Marketers will embrace sophisticated means of anticipating consumer needs and actions.

[Predictive analytics](#) can help brands determine customer responses or purchases, as well as identify cross-sell opportunities. Predictive models help businesses attract, retain, and grow their most profitable customers. The benefits from [Artificial Intelligence](#) (AI)-powered analytics is significant; McKinsey and Co. reported deep learning techniques could enable the creation of between \$3.5 trillion and \$5.8 trillion in value each year.²⁰

RECOMMENDATION

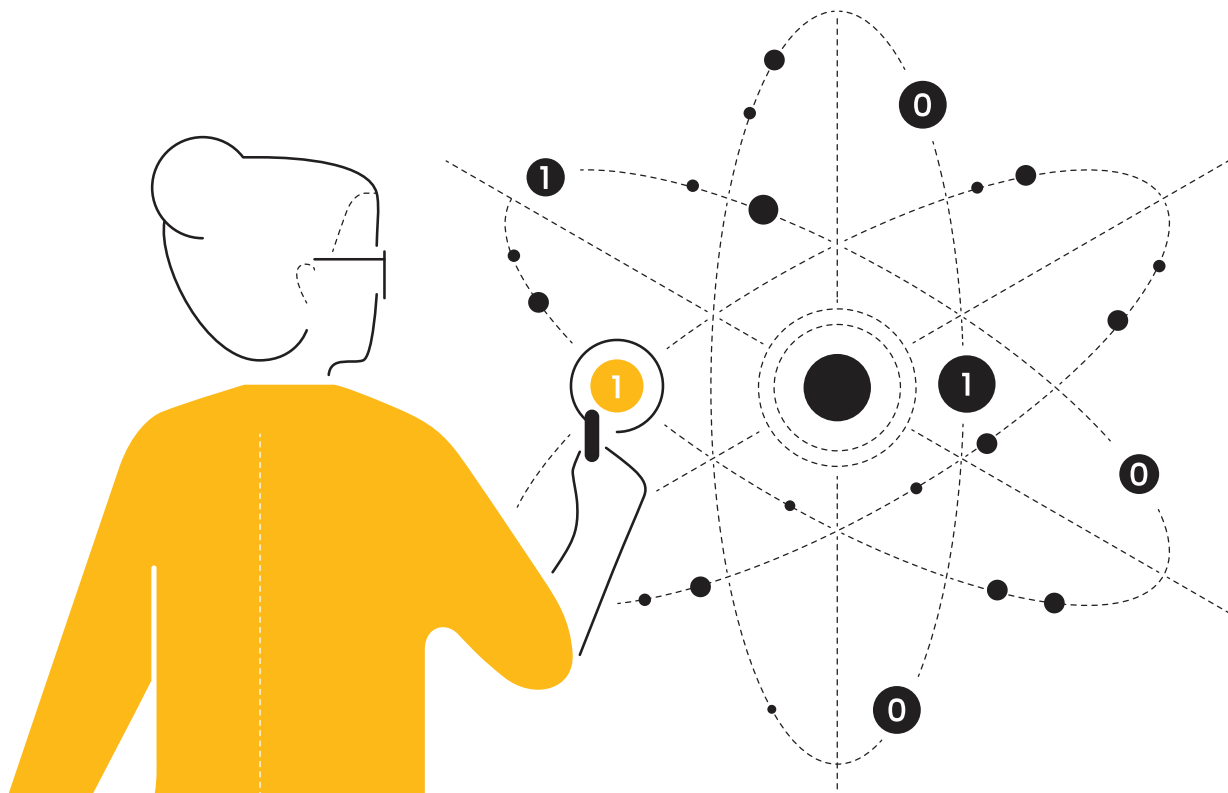
Invest in predictive analytics tools.



Stacia G.

"In 2021, brands need to have a platform or technology that is fueled by [real-time data](#) so that they can predict and manage the ever-changing needs of the consumer. This means focusing on predictive marketing to anticipate the consumer's interest, intent, and need.

We have spent most of 2020 in the thick of all of this, as we adjust marketing strategies to pandemic behaviors and the new normal. Especially for our retail and travel clients, we really need to help them navigate and service their customers during these times. The [travel industry](#) has taken a hit – business is down by 70-80%. [Marriott's business](#) is not because we are helping them identify those people who are ready to travel safely and market to them."






BRAND EXAMPLE

Marriott Bonvoy

Marriott has used consumer data to tailor their messaging and mitigate losses stemming from travel restrictions during the pandemic. Marriott’s 2020 Memorial Day email used dynamic content and personalized messaging based on consumers’ locales, providing fun ideas for places within driving distance that were safe, outdoors, and near a Marriott hotel. The email generated above-average unique open and click rates, with an open rate of 16% and a click-through rate of 9%. The campaign generated the highest conversion rate that month.

Marriott also encouraged a positive attitude with their messaging. During the pandemic, they decided to offer a sweepstakes titled “Dreaming of Brighter Days” to encourage their customers to be hopeful about what’s to come and give them a taste of the hotel amenities they’ve been missing while staying at home.

MY ACCOUNT MARRIOTT BONVOY FIND & RESERVE




Members Only

YOUR [CITY] GETAWAY IS JUST A DRIVE AWAY

Take a break from it all. When you're ready, disconnect your devices, get a change of scenery, and explore your local surroundings with a weekend getaway. Plus, enjoy peace of mind with our best rates guaranteed and a flexible cancellation policy.

TRAVEL LOCAL


DISCOVER MORE



AROUND YOUR TOWN

Learn more about [City]'s culture, dining, shopping and day trips with Marriott Bonvoy Traveler™.


EXPLORE [CITY]



EAT LOCAL AND EARN

Earn Marriott Bonvoy™ points on dining at 11,000+ restaurants when you link your credit or debit card.

BROWSE RESTAURANTS



ELEVATED EARNING

Register now and get 2,000 bonus points on each stay before June 14, 2020, starting with your second.

REGISTER NOW


MY ACCOUNT MARRIOTT BONVOY FIND & RESERVE

Sweepstakes

DREAMING OF BRIGHTER DAYS


Enter the Marriott Bonvoy Boutiques sweepstakes now through August 31, 2020 for your chance to win one of over a dozen prizes—including a complete bedding set—from your favorite hotel brands.

ENTER SWEEPSTAKES



BRING HOME YOUR FAVORITES

Visit our hotel boutiques and bring a little brightness into your home with some of customer favorites—from exclusive hotel brands.




THE RITZ-CARLTON THE SHOPS

SIGNATURE SCENTS

Evoke lush aromas with bespoke fragrances from The Ritz-Carlton®.

SHOP NOW



EDITION

ELEVATED BATH TIME

Start your day with the intoxicating aroma of black tee from EDITION®.

SHOP NOW



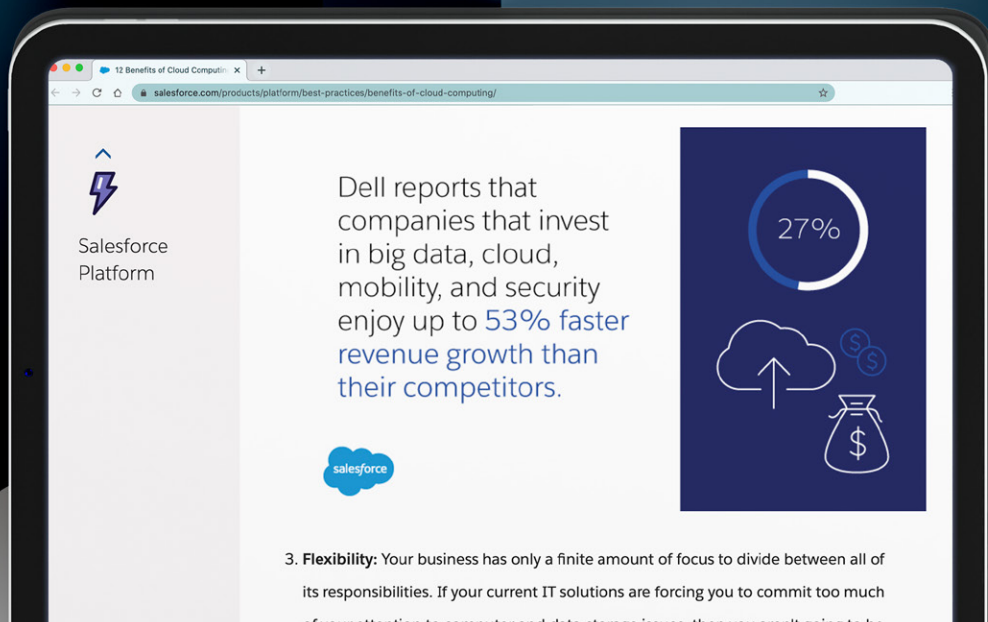
Evolution of the cloud

PREDICTION #8

Marketers will tap into new and enhanced cloud capabilities.

Eighty-five percent of companies use the cloud²¹ – but they aren't all using it to its full capacity. In fact, only 18 percent of IT and security professionals stated that they understand the shared cloud security responsibility model, according to which a company's security team shares responsibility for cloud security with the provider.²²

Cloud computing has become crucial in helping businesses cut costs. A whopping 82% of companies have reportedly experienced increased cost savings within just six months of adopting cloud technology.²³



RECOMMENDATION

Optimize cloud usage to store more data and process it faster.



Asha D.

“Cloud services technologies (infrastructure, applications, data analytics) and cloud-native computing will be at the heart of the transformation and will take center stage moving forward. Speed, storage, rapid computing time, and quick extraction of information are the name of the game. Companies that embrace cloud technologies and native computing provide more cost-effective solutions and larger storage.”

In addition to the major cloud players, such as AWS, Microsoft, and Google, there will be a shift towards smaller specialized public cloud players who offer features such as competitive pricing, special functionalities, fusion cloud deployments, and usability.”



RECOMMENDATION

Leverage AI + Cloud solutions to drive actionable insights.



Stephanie M.

“Though Big Data is not a new concept, it’s taken on new meaning through the sheer volume of data being ingested every day. Algorithms learn from it, and as they do so, they become better informed and increasingly sophisticated, leading to solutions, across all industries, that help to understand the changing patterns of customer behavior. More sophistication means more adaptability, and more adaptability creates more readily-available, actionable data.”

Cloud computing can deliver these products faster, and cloud-native technologies will continue to see growth in 2021 and beyond. Furthermore, with 5G powering these cloud-native solutions, big data will go from a big dream to yielding an [actionable audience](#).”

BRAND EXAMPLE

SunnyD (Formerly Sunny Delight)

SunnyD CIO Shawn Roberts credits cloud analytics software with helping the brand boost profits by roughly \$2 million a year and save \$195,000 in staffing costs annually.²⁴ They put together a cross-functional team whose goal was to “determine the most effective way to produce a data stream that could help identify sales, promotion, as well as customer trends.” The team evaluated 17 potential tools before settling on a cloud-based one that allowed for easy data visualization, which helped team members with less technical expertise understand the data.

The insights provided by the tool led the company to learn they were throwing money away by shipping on weekends, so they changed their promotion days to ship when costs were low. The team also used the tool to identify other opportunities to boost sales and introduce new production and logistics efficiencies.



The future of AI

PREDICTION #9

AI will continue to revolutionize testing.

Traditional [A/B testing](#) has been around for decades, but 80% of traditional A/B tests fail to provide positive results, as it can only detect a limited number of variables simultaneously.²⁵ However, more recent data and technology advancements allow companies to see testing results and make changes to websites and campaigns within minutes. As AI technology continues to develop, smart businesses will take advantage of automated testing and improvements to boost performance.

Testing can help marketers proactively address any number of troubling user experience statistics:

- 53% of mobile users leave websites after 3 seconds.²⁶
- 52% of users say the main reason why they won't return to a website is aesthetics.²⁷
- 90% of users stopped using an app due to poor performance.²⁸
- Only 1% of users say ecommerce websites meet their expectations every time.²⁹

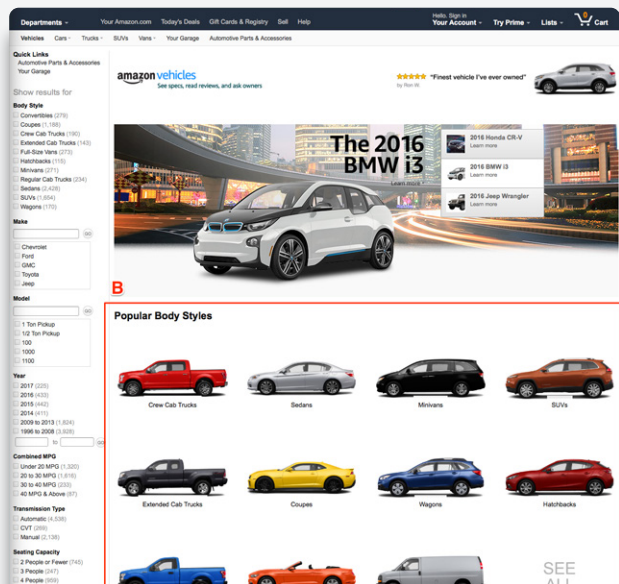
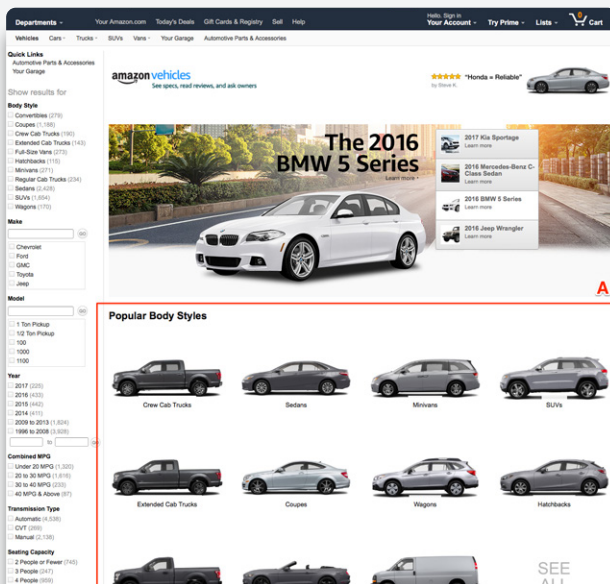
RECOMMENDATION

Don't skip the A/B testing – for either large or small decisions.



Jill H.

"All of the tech companies have websites that change before your eyes. If you go to Amazon, within 5 minutes you might see the interface change because of their A/B testing. Facebook is always rolling out changes within the app as well. A/B testing is an age-old method. If you aren't employing it, I guarantee you will be left behind in 2021. Lifelong marketers will remember A/B testing as a really cumbersome process. You used to need designers and developers on staff, but fortunately, new technologies have streamlined the process. There's simply no reason not to do it."





Katy J.

“Changes from the simple and cosmetic, like a call-to-action change or switching a button color, to large changes like page interactivity, are good candidates for testing. Marketers need to explore what options we provide to help get prospects the information they are looking for. A/B testing can move the needle on conversion rates as it can identify any barriers to conversion. Breaking down these barriers can, in turn, pay off exponentially.”

RECOMMENDATION

Cut out the middleman with autonomous testing.

Autonomous testing is the ability to create test cases and execute them without human intervention. AI and [machine learning](#) are making this a reality - using algorithms, data, and predictive models to analyze a web page and offer a complete breakdown of all well-performing elements. This enables marketers to create a site that combines all the best-performing features and optimizes conversion rates.



Richard G.

“Brands should be using big data to test concepts and learn how to use data exhaust in their models of engagement. What’s not there is as important as what is there. Understanding that is how folks are going to succeed.”

RECOMMENDATION

Explore natural language processing (NLP).

NLP is a branch of AI that learns from the interaction between computers and humans and uses it to read, decipher, and understand human languages. Brands use NLP to automate communications in a way that makes sense for customers and provides them with a better user experience.



Jill H.

“Natural language processing is interesting and exciting. It’s a subfield of AI concerned with the interactions between computers and human (natural) languages, particularly how to program computers to process and analyze large amounts of natural language data. By harnessing NLP, AI can successfully imitate human speech, form naturally-flowing sentences, and give human-to-machine interactions a personal touch. NLP can help AI unlock unstructured data in databases and documents by mapping out essential concepts and values – allowing end-users to use that data for analytics and decision-making. Brands are using NLP to advance in the data world and provide a better UX experience for customers.”

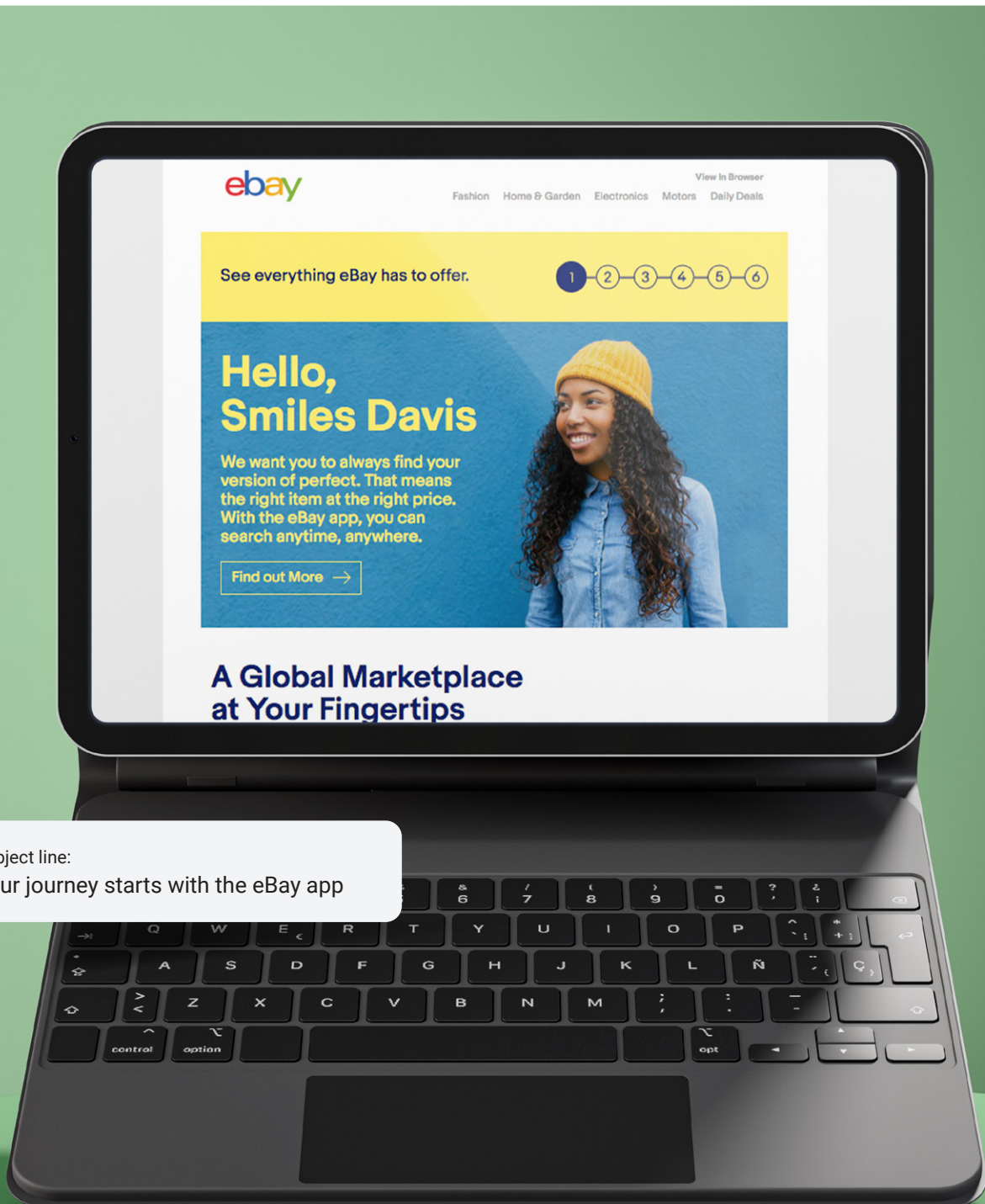


BRAND EXAMPLE

eBay

eBay is known for being an [AI/ML early adopter](#). The ecommerce platform has many users, and as the number has continued to rise, they needed an automated email generation process that wouldn't feel impersonal. eBay invested in an AI-powered copywriting tool. The machine learning was sophisticated enough to keep their brand voice, [optimize email subject lines](#), and even generate Facebook ad copy.

Before they launched the tool, eBay used A/B testing to determine what subject lines and ad copy were most effective. The A/B testing helped the tool create copy that sounded natural and kept the personalized touch users had come to expect.^{30 31}



Opportunity amid disruption

PREDICTION #10

The pandemic will give rise to new marketing opportunities throughout 2021.

The challenges of 2020 have led to a world of opportunity in 2021. Advancements in data collection and technology mean companies can explore new ways to find, reach, and [connect with audiences](#) and hone their products and services to suit and fulfill customer needs.

RECOMMENDATION

Keep a positive outlook.



Asha D.

"When COVID-19 hit, many assumed companies would stop analyzing data. Instead, the need for [data science](#) has increased as companies strive to understand their customers more deeply. Investment in data science in 2021 will continue with a focus on powerful data assets, multiple data partners, data platforms, advanced visualization, and analytics such as machine learning and AI techniques. It's good to see that data science has not just survived but, in fact, thrived."

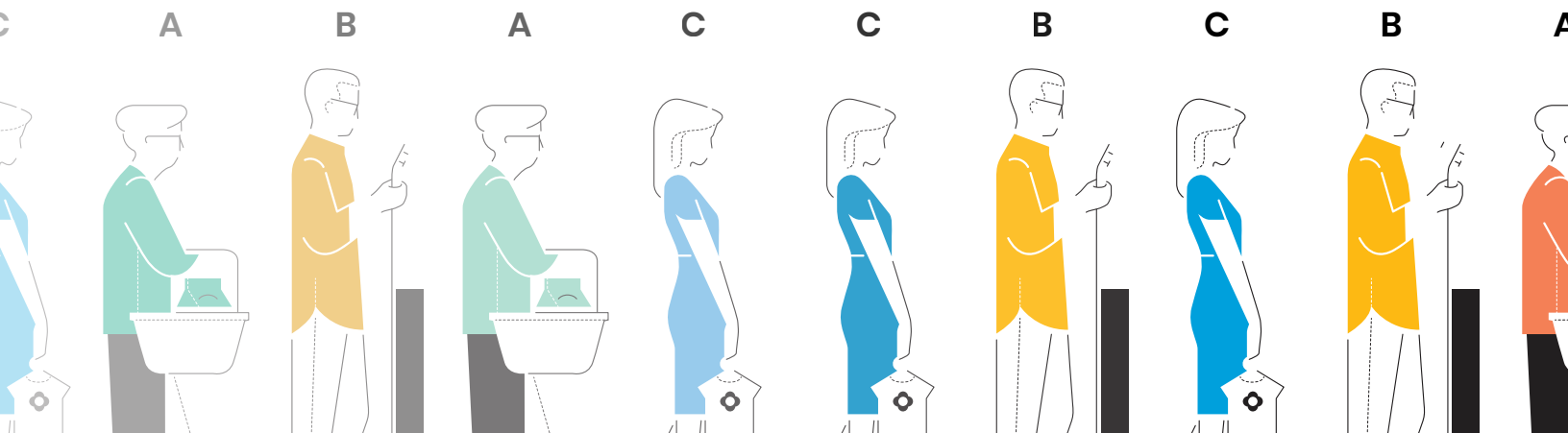
RECOMMENDATION

Seize opportunities and pivot quickly to address your customer's needs.



Stacia G.

"Clients in industries that were booming pre-pandemic, like travel, have taken a hit while others, like CPGs, have seen business explode. CPG brands experienced a 34% growth since March of 2020 – and sales of packaged comfort foods such as chips and ice cream are up 900% from 2019.³² To continue this growth, CPG brands need to be savvy about their path forward. Brands operating in industries that are struggling need to be agile and reinvent business models to thrive."





RECOMMENDATION

Position your company as a conduit for making connections.



Tom Z.

"2020 was a crazy year, but there is an opportunity for people to be creative. Anything can be turned into a ritual that connects people in a meaningful way. New businesses have popped up around how we all live our lives. There are brilliant Zoom and Microsoft Teams comedy shows. There are apps like Scener and Houseparty that enable families and friends to interact with each other. Businesses and consumers are using platforms in a very different way. It's changing how we all connect with each other, and I hope people don't miss that."

BRAND EXAMPLE

Lands' End

Apparel retailers have been hit hard by the pandemic, with sales down an average of 44% a month since March of 2020.³³ This may seem dire, but [Lands' End](#) knew that consumers still needed their products; they just required items that fit their new lifestyle. Women might not be buying party dresses, but they are in need of a new pair of comfortable pants. Lands' End shifted their messaging to fit their customers' new needs, offering comfortable clothes they could wear to work and learn from home.

LANDS' END SCHOOL

20% OFF
school uniforms
DETAILS PAGE 3

WE FIT every kind SCHOOL DAY

REUSABLE AND WASHABLE Fabric Masks

Blue Royal Blue Navy Gray With Logo
Students and staff with breathable, multi-layer masks. Non available. More details at landsend.com/school.

13-204 Price: \$11.80/3pack Add logo: \$5.95/3pack
66-209 Price: \$14.50/3pack Add logo: \$5.95/3pack

to be used when FDA masks (e.g., N95 surgical masks) are not used as Personal Protective Equipment (PPE)?

reused up to 75 times.

"Technology by Milliken" (See below) when proper care is used, the amount of fabric released is well below established limits. Masks have passed ISO skin sensitivity testing. 100% cotton, 4.3 oz. people. Imported.

This mask is STANDARD 100 by OEKO-TEX® certified (OEKO-TEX® Hohenheim HTTS).

Ordering returns to 888-888-8888 and stores.

Backpacks in wash

technology between the advanced power of 3M registered fabric (Clear) and each use. Reusable™ technology must be changed by following the "Clear" label. Reusable™ technology (Clear) (Clear)™ from the same line. "Clear" label™ includes the growth and general of fabric. Reusable™ up to 75 washes or more handwashes.

Each mask is a competing option for those who do not have access to PPE, and who are in need. These clear fabric masks are intended to be used as a temporary measure. They are not intended to be used as a substitute for PPE. They are not intended to be used as a substitute for PPE. They are not intended to be used as a substitute for PPE. They are not intended to be used as a substitute for PPE.

20% OFF
UNIFORMS, BACKPACKS AND LUNCHBOXES
NOW THROUGH 10.30.20 PROMO CODE: FALL & PIN: 1749

We congratulate OUR 2019/2020 WINNERS

We're excited to announce this year's winners of the Lands' End School Starboard Scholarship, which acknowledges and rewards students who display exceptional leadership skills. Our seven winners will each receive a scholarship worth \$10,000 for school or college tuition. In addition, their schools will also be awarded a prize. Here's how four of our winners envision the scholarship helping them achieve their educational goals:

JULIA BONETTO
Charlotte-Mecklenburg
Charlotte, NC

GEORGE SWEAT
Dorchester County School
Chesapeake, VA

KISHAN RAMANI
Carnegie Community School
Miami, FL

JACK CHRISTOPHER
Highland Middle School
San Valley, CA

Learn more about the Lands' End School Starboard Scholarship at [LANDSEND.COM/STARBOARD](#)

LANDS' END PLUS
let's get comfy™

the length

SUPIMA
WORLD'S FINEST COTTONS

SUPIMA TURTLENECKS
Plus \$29.95-\$34.95 \$11.97-\$14.97 Reg. \$24.95-\$29.95 \$11.47-\$14.97 Imported. Sizes Plus 16-34, Regular.



Conclusion

Marketing is a constantly evolving field and the pandemic forced marketers to pivot faster than ever before. Innovations in technologies such as cloud computing, identity resolution, predictive analytics, natural language processing and AI have given marketers powerful tools as they grapple with dramatically altered consumer behavior and spending patterns. Marketers who can see the opportunity in disruption, invest in new technologies and clean datasets, and take the recommendations proposed by our thought leaders, will set themselves and their companies up for success in 2021.

Have questions about how to get started or incorporate these trends in your existing programs?

We're here to help.

SOURCES

- 1 weforum.org
- 2 marketwatch.com
- 3 npr.org
- 4 services.google.com
- 5 services.google.com
- 6 thedrum.com
- 7 cisco.com
- 8 accenture.com
- 9 fisglobal.com
- 10 forrester.com
- 11 apollodigital.io
- 12 apollodigital.io
- 13 techcrunch.com
- 14 techcrunch.com
- 15 bazaarvoice.com
- 16 digitalcommerce360.com
- 17 blog.globalwebindex.com
- 18 statista.com
- 19 shortyawards.com
- 20 cmswire.com
- 21 techjury.net
- 22 solutionsreview.com
- 23 salesforce.com
- 24 cio.com
- 25 ghostwriter.ai
- 26 ukwebhostreview.com
- 27 digitalapeel.com
- 28 toptal.com
- 29 forbes.com
- 30 morphl.io
- 31 johnsnowlabs.com
- 32 data-axle.com
- 33 shop-eat-surf.com

Contact Us

Phone 1-866-DATAXLE • Email sales@data-axle.com • Website data-axle.com