



data axle

# Predicting 2024

Navigating the Landscape  
of Innovation in Data &  
Marketing Technology



# Executive Summary

2023 will go down as the year in history when generative AI disrupted the industry. The advertising and marketing landscape is forever changed – and 2024 is looking much different than we thought it would at the beginning of 2023.

The ever-evolving landscape of data and technology is ushering in a host of trends for 2024 that promise to reshape the way businesses approach enrichment, engagement, and decision-making. Now is the time for forward-thinking companies to capitalize on these evolving technologies and industry disruptors. Let's dive into the key trends that are set to make waves in the coming year, alongside the insights and recommendations provided by our team of experts.



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# Meet Our Experts



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**Thomas Zawacki**

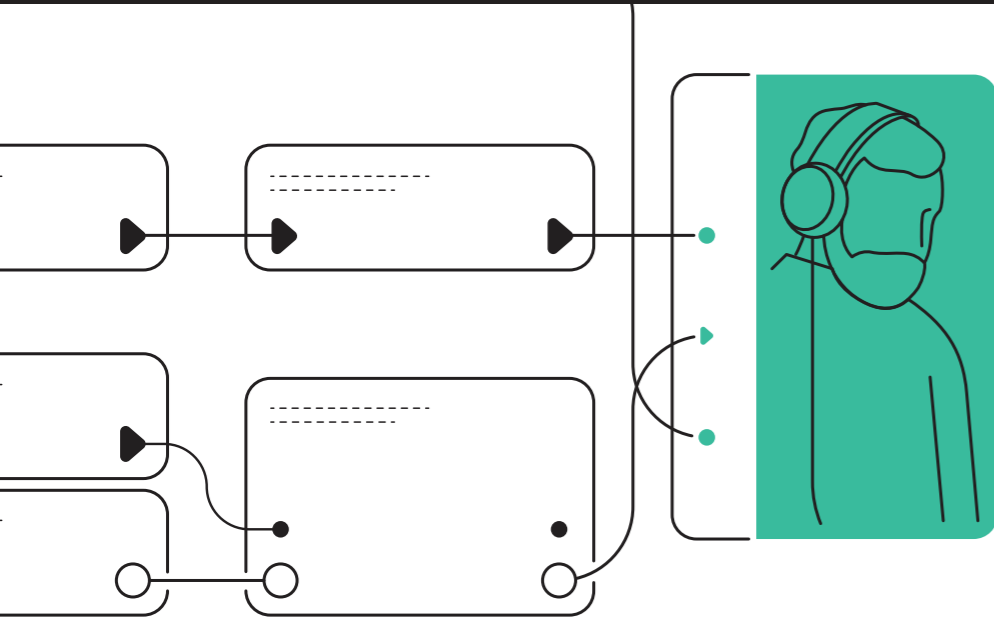
President, Enterprise  
Solutions



**Vishal Bhasin**

Chief Technology Officer

# Generative AI & Augmented Intelligence



## Generative AI as a Business Fulcrum

### PREDICTION

Generative AI will become the central tool for businesses, enhancing interactions with employees and customers.



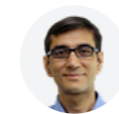
Vishal B.

Generative AI has disrupted the industry, and organizations are rushing to figure out how to use it to increase operational efficiencies, create better brand awareness, and improve sales. As we head into 2024, companies will increasingly rely on generative AI for empowerment and engagement strategies. However, organizations need to strategize and plan before they jump headfirst into the fray. Measure twice and cut once, as the old saying goes.

## AI-Driven Personalization

### PREDICTION

AI will revolutionize how we think of personalization.



Vishal B.

As we step into 2024, the significance of AI-driven personalization has become a pivotal trend in consumer engagement. In the current landscape, personalization has evolved into a crucial element for attracting, retaining, and nurturing audience relationships. The approach goes beyond conventional methods, reaching potential customers wherever they may be. The shift involves the integration of not only artificial intelligence but also augmented intelligence, revolutionizing omnichannel marketing by enhancing both volume and velocity. Embracing and effectively leveraging this advanced tool translates into heightened productivity, reduced costs, improved utilization of data, and the implementation of predictive models. Furthermore, it facilitates faster and more efficient testing and optimization processes, marking a significant stride in the realm of personalized consumer experiences.



A recent study from McKinsey reveals that a staggering 71% of consumers now anticipate personalized interactions, with 76% expressing frustration when this expectation is not met.



## AI Unleashes Creative Efficiency for Client Advantages

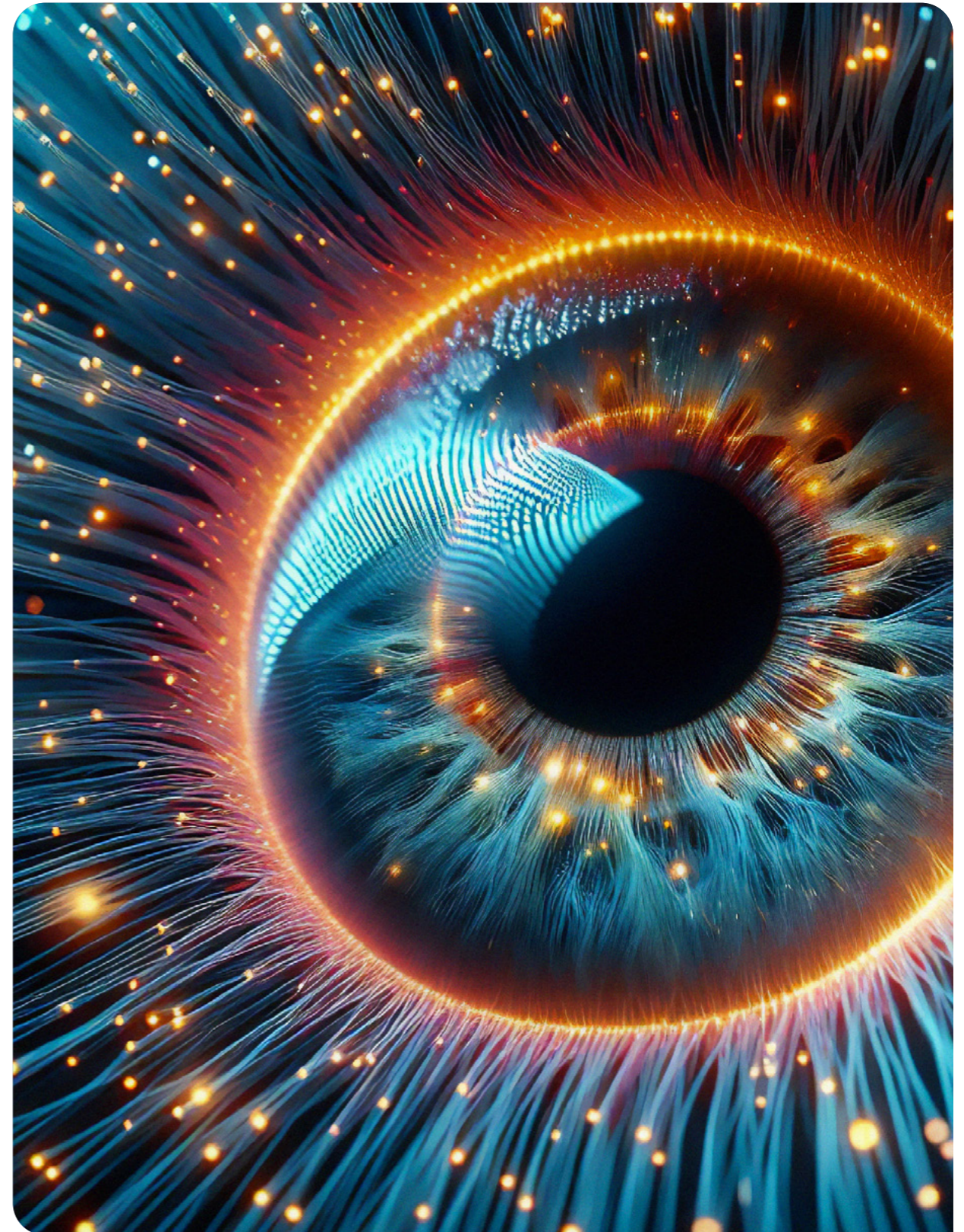
### PREDICTION

Organizations that leverage AI in their creative production processes will see huge leaps in operational efficiency.



Thomas Z.

The transformative impact of AI on marketers is evident, with a host of benefits ranging from heightened creativity to increased variety, all driven by data insights. This translates to marketers achieving more with fewer resources while consistently enhancing and optimizing omnichannel campaigns, strategically allocating budgets across channels without inflating costs. Dynamic Creative Optimization (DCO) emerges as a key tool, empowering marketers to deploy multiple iterations of an ad while customizing elements based on the target audience, preferred channel, and historical performance. This iterative approach provides valuable insights into what resonates with the audience and what doesn't, ensuring the creation of ads tailored to the preferences of customers with the highest likelihood to convert. The foundation of a successful DCO lies in high-quality data, directly impacting engagement and ROI by delivering ads tailored to consumers' preferences. Marketers, armed with this data-driven approach, can optimize attribution models, maximizing the efficiency of their budgets. Beyond financial gains, the automation capabilities of AI free up marketers to focus strategically, eliminating repetitive tasks and allowing for more impactful use of their time. In 2024, AI's role in creative efficiencies is not just about doing more—it's about doing more intelligently and strategically.





## The Human Element in AI Application

### PREDICTION

Hold on to your top talent because humans will be an essential part of AI implementation.



Thomas Z.

While AI stands out as an extraordinary tool, there exist dimensions where even the most advanced technology falls short. Genuine empathy, the ability to grasp and resonate with the intricate and nuanced emotions of customers, and the skill to form authentic relationships and tailor strategies to address their unique needs are realms where AI lacks proficiency. Despite its capacity to mimic responses, AI struggles to capture the subtleties of human emotions and motivations with the same depth as humans. Marketers, drawing on their innate empathy, excel in crafting compelling narratives, establishing trust, and navigating the intricacies of dynamic consumer landscapes—factors that transcend the algorithmic nature of AI. While AI undoubtedly enhances and improves various aspects of marketing, it remains incapable of fully replacing the authentic and profound ways in which marketers approach their work through a lens of empathy. The most innovative and impactful ideas stem from an understanding that is uniquely human and cannot be replicated by artificial intelligence.



## Combating the AI-Driven Cacophony

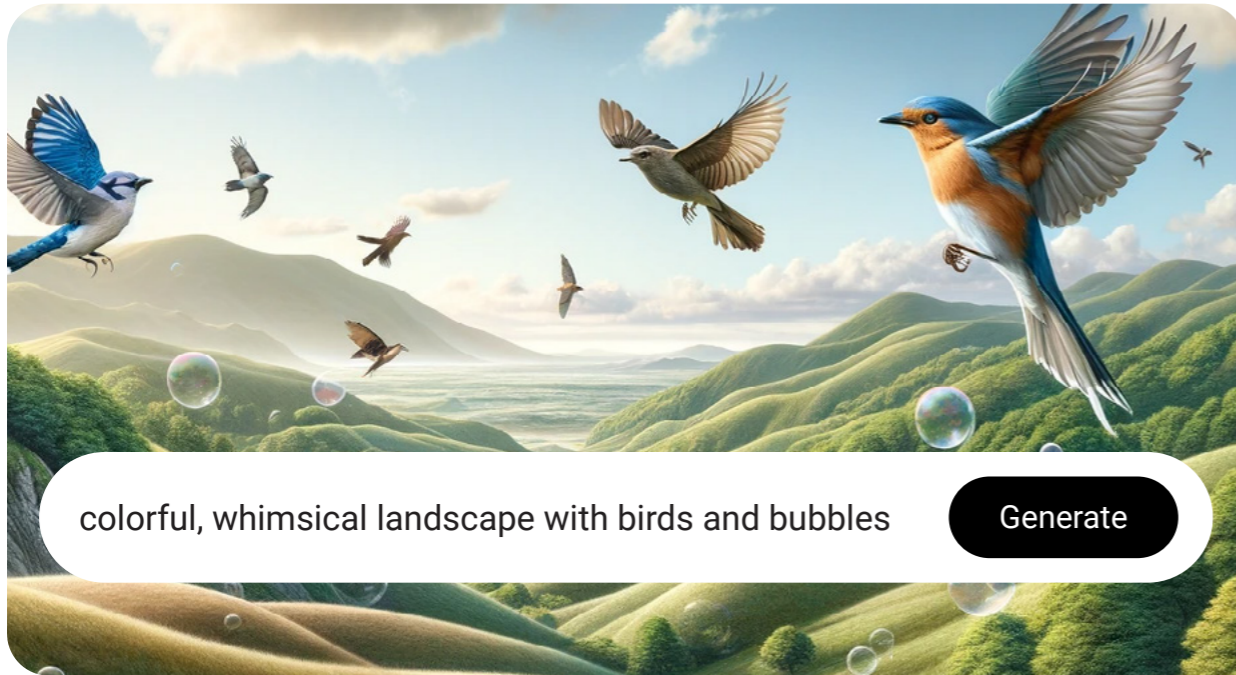
### PREDICTION

New tools will help consumers cut through the noise.



Thomas Z.

In 2024, as the volume of content continues to surge, marketers are increasingly turning to generative AI tools such as ChatGPT to distill and streamline information. The challenge arises when everyone is contributing to the conversation, placing the onus on the listener to discern valuable insights amidst the noise. Marketers are now utilizing AI not only to generate more content but to strategically condense it, ensuring that the main ideas are efficiently communicated. This shift is not solely about publishers using AI to amplify their voices; it's about consumers leveraging AI to curate and filter out the noise, receiving the information they truly want. As marketers, the dilemma lies in avoiding the trap of being drowned out in the AI-generated content landscape. The key is to craft messages that resonate, ensuring they stand out amidst the AI-generated chatter and reach the consumer effectively. The evolving landscape requires marketers to navigate the balance between content creation and ensuring their message reaches their target audience.



colorful, whimsical landscape with birds and bubbles

Generate

## Integration of Generative AI in Tech Platforms

### PREDICTION

Tech companies will embed generative AI capabilities into their platforms, tools, and everyday-use applications.



Vishal B.

The widespread integration will facilitate seamless user experiences across various digital environments. This has the potential to transform the customer buying journey and the customer experience. As we near the end of 2024, consumer expectations for personalized advertising and smooth user experiences will be even higher.

## Rise of Brand-Specific AI Models in Marketing

### PREDICTION

Marketing agencies will heavily invest in bespoke, enterprise-ready AI solutions.



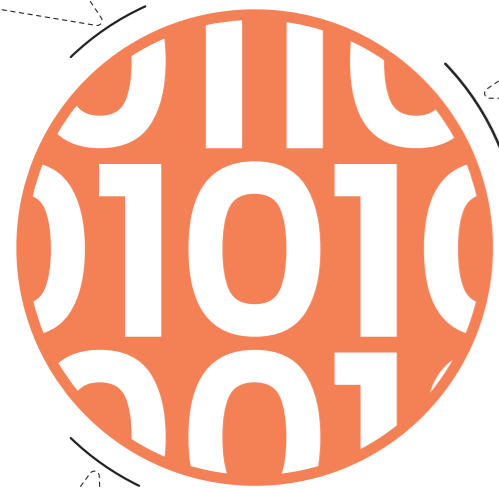
Hossam B.

Customized brand language models will combine foundational AI models, creative intelligence, audience data, and brand standards. Agency networks like DEPT, Horizon Media, Media Monks, Stagwell, and Tinniti will introduce competitive brand language models. The industry needs to stay on its toes and rise to these new challenges.





# Privacy & Security



## Regulation and Fines for AI Handling of PII

### PREDICTION

Applications utilizing generative AI, such as ChatGPT, may face fines for mishandling Personally Identifiable Information (PII).



Vishal B.

Stricter regulations and oversight will be imposed to ensure the responsible use of AI in handling sensitive data.

## Enterprise Security Threats and Generative AI

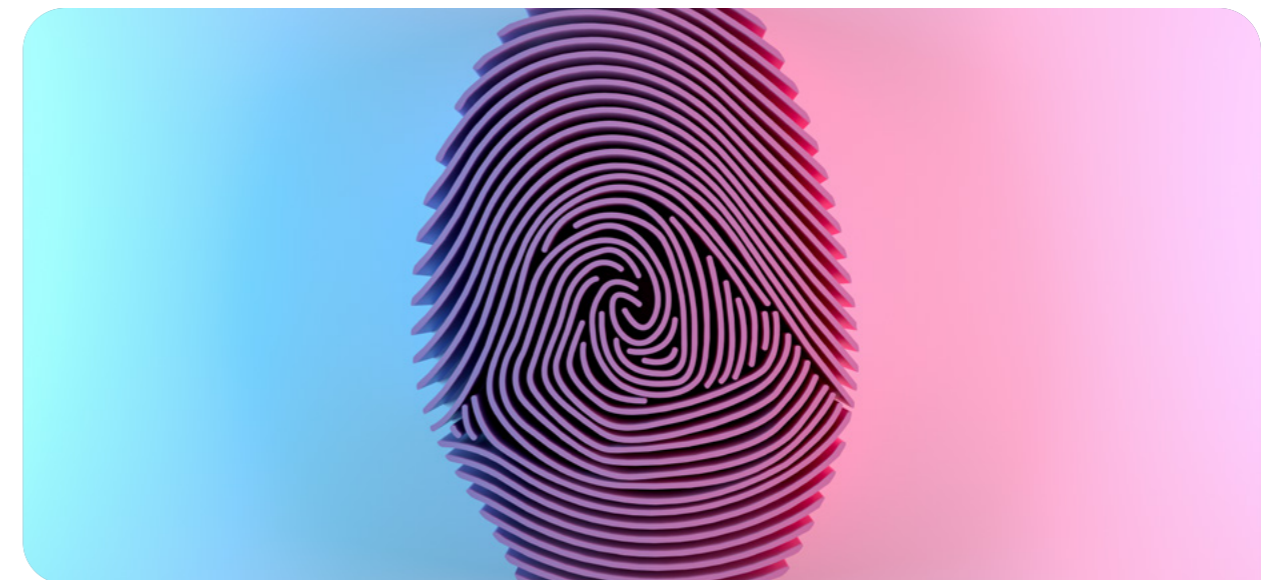
### PREDICTION

The rise of generative AI will pose security threats to enterprises.



Hossam B.

Content generated by generative AI, including emails and messages, will closely mimic real communication, requiring enhanced review processes and controls. Increased risk of impersonation of key leaders, demanding heightened vigilance and security measures. Increased risk of impersonation of key leaders, demanding heightened vigilance and security measures are key.





## Privacy and Ad Fraud: Navigating the Scrutiny

### PREDICTION

Privacy concerns and ad fraud will continue to shape the industry, emphasizing the importance of transparent and responsible data practices.

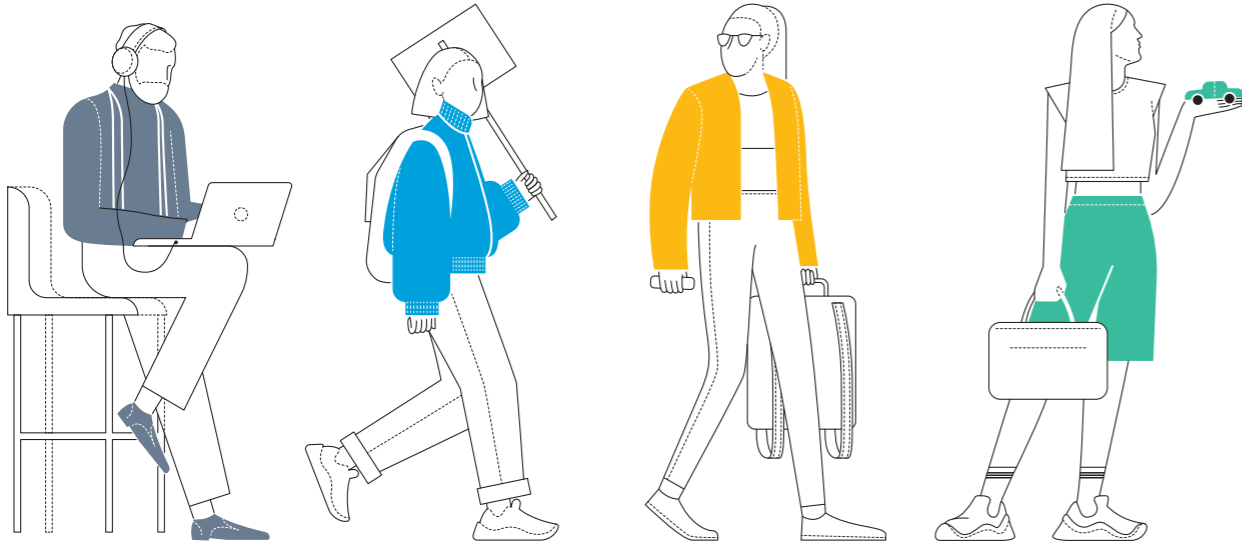


Pankaj M.

Privacy concerns continue to rise, demanding more scrutiny over data use. Dubious actions are being exposed, and awareness is increasing. Ad tech platforms equipped with data and AI are becoming essential to prevent fraud.



# Buyers & Technology



## Millennial Buyers' Influence in B2B

### PREDICTION

B2B Companies will need to focus their efforts on the Millennial market.



Sumit B.

Did you know that two out of five Millennial buyers will seek early access to B2B product experts? A recent study by Forrester predicts that 40% of younger buyers will rate person-to-person meetings with product experts as their most meaningful personal interactions. This is relevant because buyers aged 25 to 44 will comprise three-fourths of business buying teams in 2024. Organizations need to stay attuned to social norms – because personal interactions with product experts will be prioritized in face-to-face buying situations.

## Trust as a Core Strategy

### PREDICTION

Trust will be a central theme in organizational strategies, recognizing its significance in maintaining engagement.



Thomas Z.

We all know the old marketing adage – it's cheaper to maintain your current customers than to acquire new ones. In a world where choice is seemingly endless, building trust with customers, employees, partners, and the public will be crucial for sustained loyalty.





## Vendor Consolidation

### PREDICTION

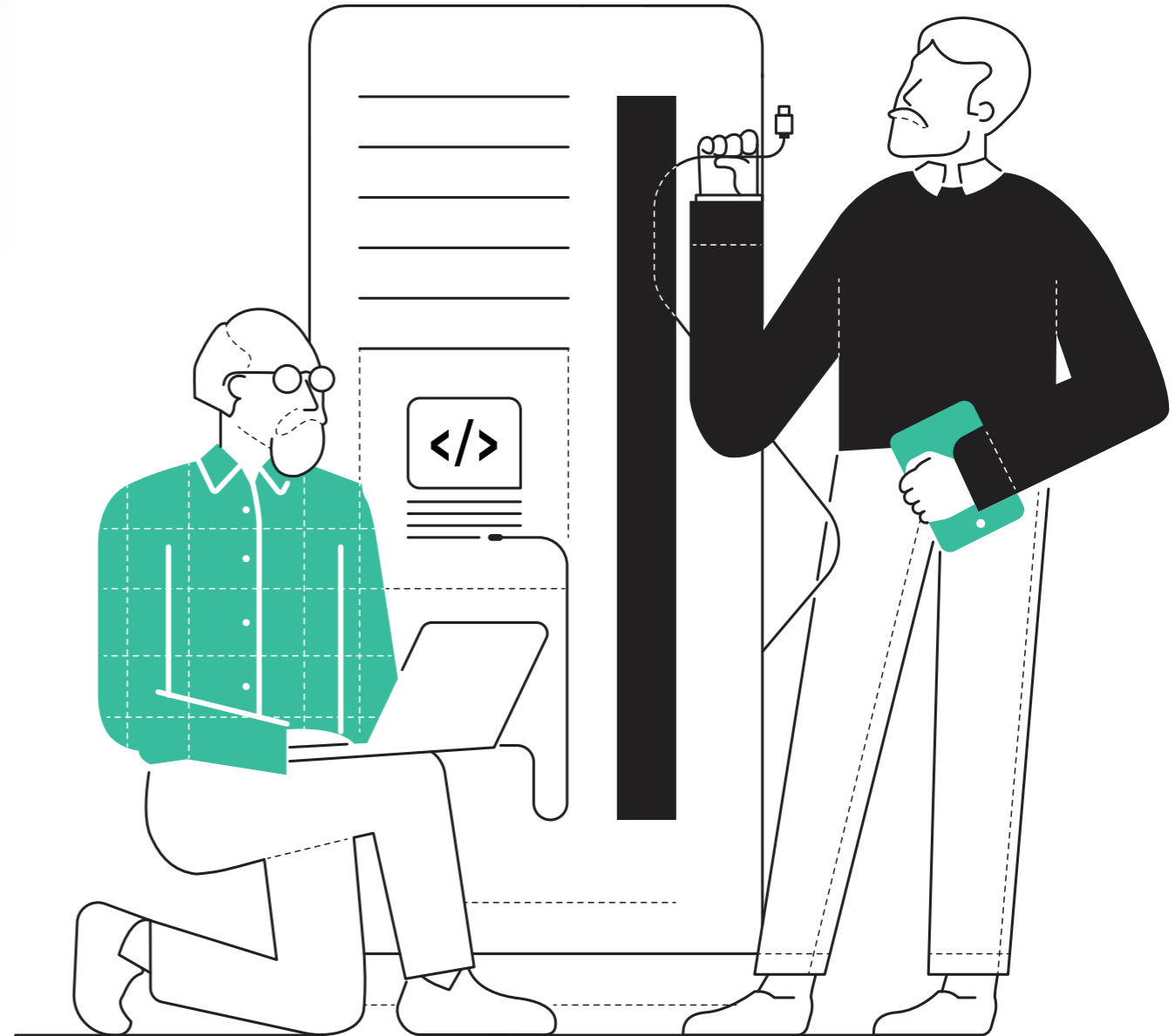
Overinvestment in sales and marketing technology leading to “frankenstacks” will be a key concern for clients.



Sumit B.

“Frankenstack” is a term that combines “Frankenstein” and “stack” to describe a situation in which an organization’s technology stack is a haphazard and disjointed collection of different software and tools that have been patched together from different vendors. A Frankenstack typically results from the adoption of new technologies without a comprehensive strategy or plan for integration. It can lead to inefficiencies, data silos, and challenges in managing and maintaining the various components of the stack.

The lack of cohesion in a Frankenstack can hinder communication between different departments, slow down processes, and make it difficult to obtain a unified view of data. In 2024, clients will seek to consolidate around fewer vendors with a focus on a clear data strategy for seamless data flow throughout their tech stack.



# Data Activation

## Native Apps: Revolutionizing Data Enrichment

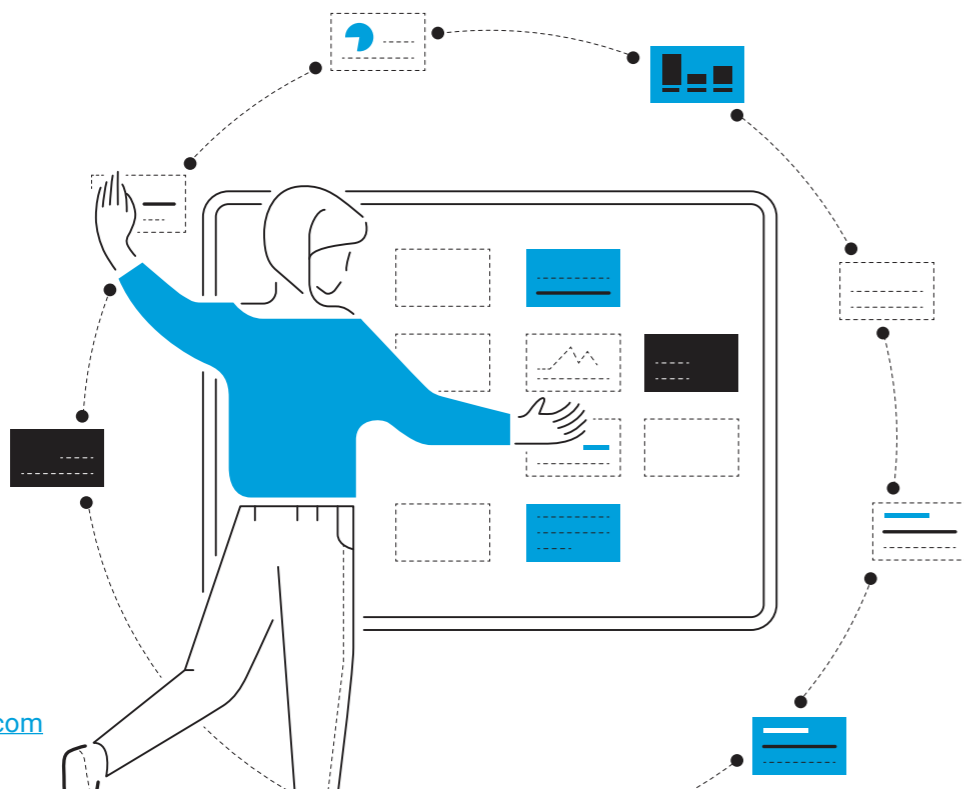
### PREDICTION

Native apps offer a clear data strategy, reducing silos and operational costs.



Bob T.

Native apps have been the buzz, and for good reason. In 2024, they're not just a talking point but a pivotal strategy for companies like Data Axle. This approach allows seamless integration with first-party data on platforms such as HubSpot and Salesforce, paving the way for consolidated and enriched data.



## Cloud-First Migration: Redefining Product Offerings

### PREDICTION

Cloud-first is not just a technological shift but a determinant of success in the evolving digital landscape.



Doug P.

The shift from on-premise to off-premise is gaining momentum, with companies reinventing their product offerings to give the impression of being 'cloud-first.' As cloud migration leans toward a mobile-first approach, companies embracing this trend are likely to emerge as winners.



## AI Evolution in Insurtech: From Efficiency to Intelligence

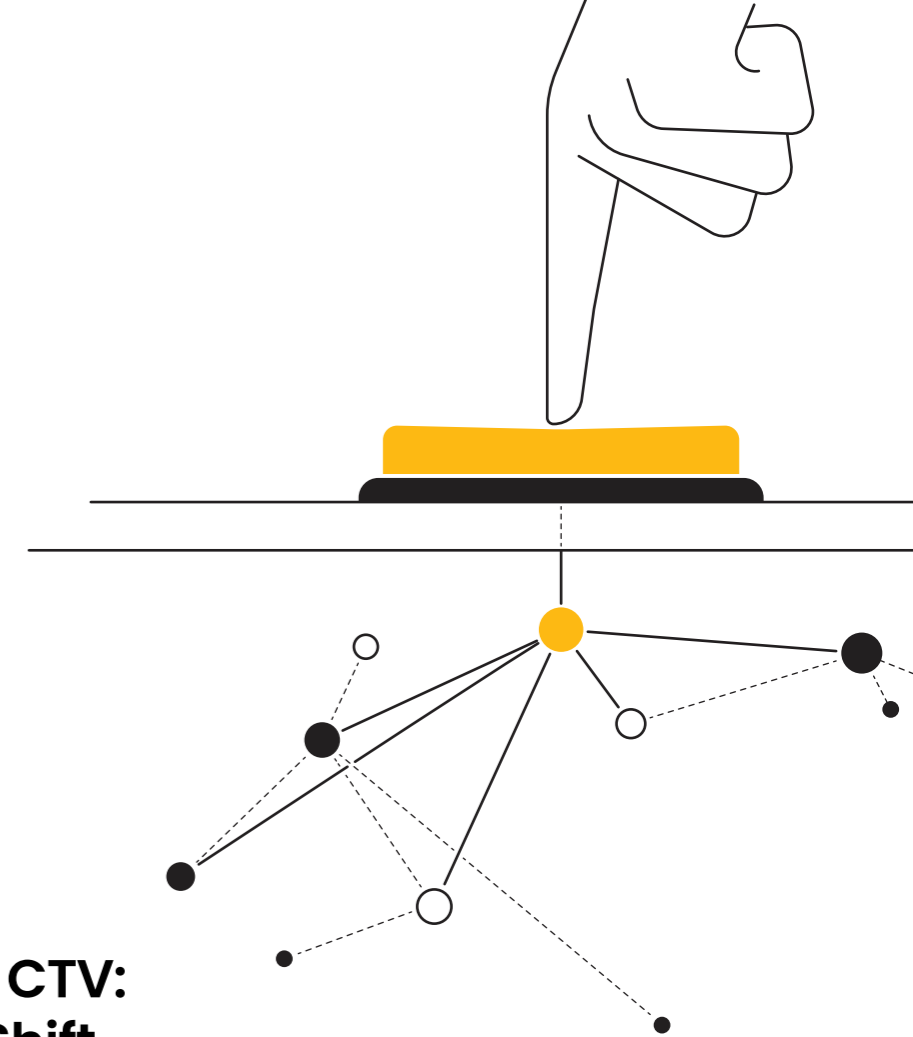
### PREDICTION

The adoption of generative AI in insurtech is transforming decision-making processes and enhancing customer experience.



Doug P.

Data science is reshaping processes in insurtech, moving beyond mere efficiency to a generative AI approach. The focus is on building intelligence and utilizing true generative AI in underwriting, ushering in a new era where AI writes with empathy.



## Programmatic Advertising and CTV: Navigating the Shift

### PREDICTION

The addressable market is finite; the key to success lies in meaningful engagement and moving away from fraudulent impressions.



Pankaj M.

Programmatic advertising, especially in the realm of Connected TV (CTV), continues to be a strong trend. However, the landscape is evolving with the use of generative AI and a shift from vanity metrics to more meaningful engagement metrics.



## Social Determinants of Health: A Holistic Approach

### PREDICTION

Forward-looking data analytics will play a pivotal role in shaping policies related to public health and well-being.



Lisa M.

With the federal mandate on social determinants of health, the focus is shifting to factors beyond hospital settings. Analytics on residential details, income, access to nutritious food, and more are becoming crucial, creating opportunities for data providers.

## Disaster Relief Tech: Aiding Governments in Decision-Making

### PREDICTION

Data actively participates in decision-making processes during disaster relief efforts, showcasing its importance in critical situations.



Lisa M.

Governments are increasingly deploying technology for disaster relief, utilizing data for prediction, mitigation, and distribution. The role of data providers in this context is becoming more prominent.





## Retail Media Networks (RMN): A Bright Spot Amid Challenges

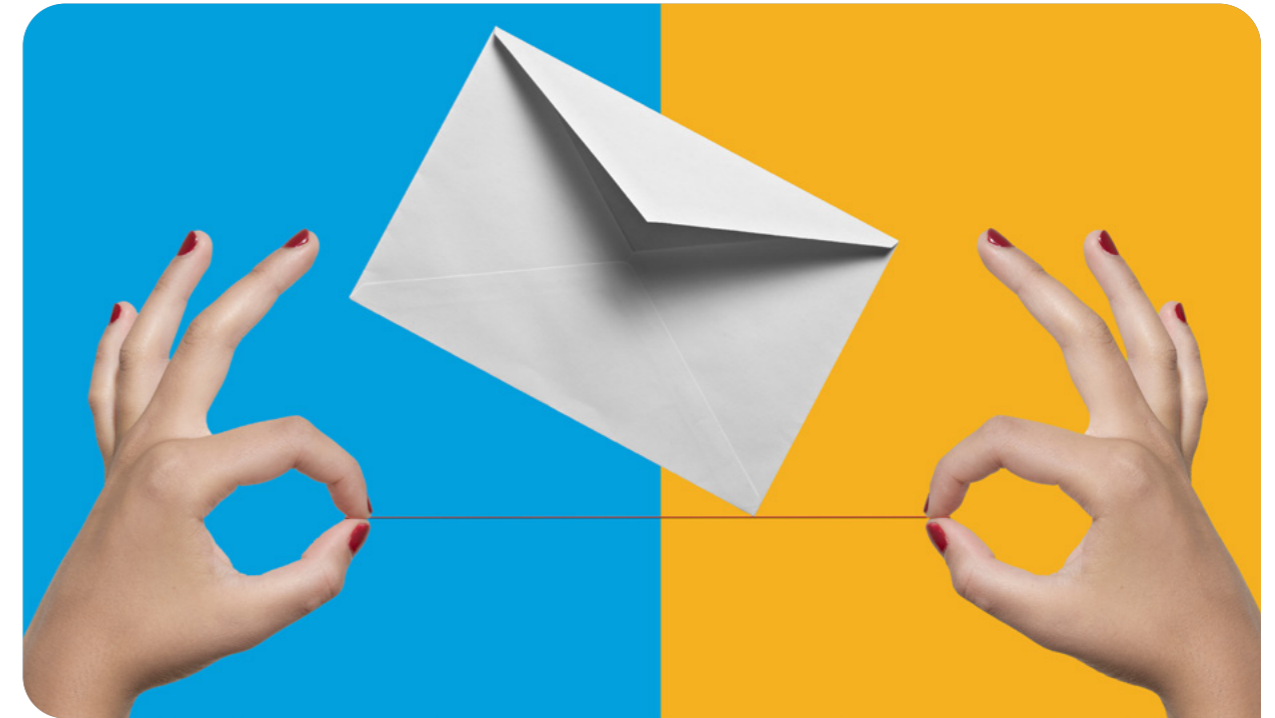
### PREDICTION

The combination of CTV and RMNs will provide a robust solution against fraudulent activities, enhancing the effectiveness of advertising strategies.



Lisa M.

RMNs, particularly in the context of CTV, are gaining popularity for combating fraud and linking purchasing behavior back to consumers. Ad tech platforms, powered by data and AI, play a crucial role in preventing fraud.



## Direct Mail Resilience and Identity Graphs: Unfazed by Change

### PREDICTION

Traditional methods like direct mail can still thrive with technological enhancements, offering a unique and effective channel for engagement.



Doug P.

Despite the digital shift, direct mail remains a resilient strategy, especially with innovations like Informed Mail. Identity graphs and technology-trained AI are transforming how marketers approach audience targeting.





# Conclusion

In conclusion, the trends of 2024 point toward a future in which data, technology, and human ingenuity converge to create a dynamic and responsive business landscape. Companies that embrace these trends and leverage the power of data-driven insights will undoubtedly stand out in a competitive market.

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

We're here to help.

## Contact Us

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