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PAID MEDIA TRENDS For 2022 and Beyond

In 2022, paid media will be characterized by an increased emphasis on programmatic buying and targeting. Marketers will need to become more familiar with the use of artificial intelligence and machine learning in order to allocate their budget most effectively.

But here is more: this area is constantly changing, and new opportunities are arriving, making the power to adapt very important. Let's take a look at the 5 biggest paid media trends for 2022 and beyond!

Video Production & Short Form Video

Video ads are the new gold standard for marketers looking to get their message across. Data shows that videos receive **10-30%* more views** whereas some brands have seen **2x click rates** than other creative formats, such as images or links in posts.

With the rise of TikTok, Instagram Reels and YouTube Shorts videos are becoming more popular. These short stories can **convert viewers into consumers** by providing them with an engaging experience that leaves a lasting impression on their minds long after they've seen your video!

*Source: [Promo.com](#)

Google's announcement that it will phase out support of third-party cookies starting in mid-2023 has put the spotlight on how we as an industry can adapt and improve.

Prioritizing and implementing a **robust first-party data strategy** will become a crucial task for any marketer. Apart from having a great 1p-cookie strategy, you may want to consider **alternative cookieless strategies** that have already been explored and implemented by many other marketers. Google's **Privacy Sandbox***, **Universal ID**, and **Contextual advertising** are a few of the most popular privacy-friendly solutions to explore and be aware of.

*Source: [Google](#)

Cookieless Future - 1st Party Data

Flywheel vs. Funnel

The flywheel* is a new, updated approach to the funnel. It's not just about attracting visitors and converting them into sales; it also revolves around "**momentum**" which decides **how efficient** your marketing efforts are!

In this circular process, customers are placed at the center and taken as input so that they can create momentum for other potential consumers by purchasing from you or telling their friends about what great service/products were provided. Customer habits have changed significantly in the last few years, so it might be time for your brand to review its sales and marketing approach.

*Source: [HubSpot](#)

In the current climate, many brands are struggling to **find their voice**. Today, many people look at these channels as an opportunity for authenticity and transparency. The way a brand handles its social media is important in order to maintain trust with consumers. **71%* of consumers** consider brand **trustworthiness** and **identity** to be major influencers on their **purchase decisions**. Brands need an identity beyond simply stating "We're here" because now people look more critically into who these companies really represent, and neutrality, which was an admired value for brands some decades ago, can now be their downfall.

*Source: [Edelman](#)

Brand Values

Machine Learning & AI

Machine learning is an exciting and fast-paced field, giving advertisers access to new ways of connecting with audiences that are most likely going to be interested in their products. Data collected by machine learners can provide valuable insights on who should receive ads tailored specifically for them. Google's "maximize conversions" bidding strategy is one of many examples that show how machine learning can be used to improve your ad campaign by up to **50%* more conversions**. This particular tool, which automatically sets an optimal CPC bid for you each time it appears eligible in a given search engine result page (SERP), maximizes the number of visitors who convert into customers

*Source: [h.blog](#)

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