7 DIGITAL MARKETING TRENDS TO WATCH OUT FOR IN 2017
WHAT'S INSIDE

1. Mobile
2. Cross-Device Targeting
3. Attribution
4. Data
5. Programmatic
6. Social Media
7. Influencer Marketing
MOBILE ON THE MOVE
U.S. MOBILE AD SPEND WILL EXCEED $40 BILLION IN 2017, AND IS EXPECTED TO CROSS $65 BILLION BY 2020.[9]

- Last year, mobile digital ad-spend grew to outpace desktop ad spend, while smartphones and tablet devices accounted for 51% of internet usage.[9]

- By the end of this year, 75% of online content consumption will be mobile,[9] consuming two-out-of-three digital media minutes.[10]


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<tbody>
<tr>
<td><strong>US</strong></td>
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<tr>
<td>Mobile</td>
<td>74.2%</td>
<td>63.9%</td>
<td>46.7%</td>
<td>37.2%</td>
<td>33.6%</td>
<td>26.0%</td>
<td>20.7%</td>
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<tr>
<td>Desktop</td>
<td>4.0%</td>
<td>5.4%</td>
<td>-2.1%</td>
<td>-2.2%</td>
<td>-2.4%</td>
<td>-3.2%</td>
<td>-3.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>15.6%</td>
<td>20.0%</td>
<td>14.5%</td>
<td>15.0%</td>
<td>16.4%</td>
<td>14.3%</td>
<td>12.6%</td>
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<tr>
<td><strong>Worldwide</strong></td>
<td></td>
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<td></td>
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<tr>
<td>Mobile</td>
<td>92.3%</td>
<td>60.7%</td>
<td>39.9%</td>
<td>32.4%</td>
<td>28.9%</td>
<td>24.3%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Desktop</td>
<td>5.4%</td>
<td>4.1%</td>
<td>0.1%</td>
<td>-0.5%</td>
<td>-1.3%</td>
<td>-2.0%</td>
<td>-2.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>18.9%</td>
<td>18.3%</td>
<td>13.7%</td>
<td>13.3%</td>
<td>13.5%</td>
<td>12.7%</td>
<td>11.8%</td>
</tr>
</tbody>
</table>

Note: includes display, search, social, video and other formats; 2016-2020 are Wells Fargo estimates

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MOBILE VIDEO SOARS

U.S. MOBILE VIDEO AD SPENDING JUMPED 81% IN 2015, AND IS FORECAST TO SEE DOUBLE-DIGIT GROWTH THROUGH 2019.\[11\]

- 2017 is the year for developments in the mobile-ad space. Non-intrusive mobile experiences, dynamically animated and adhesive banners, and ad delivery based on consumers’ locations and activities will increase.

- Last year, 63% of marketers said they expect to allocate more dollars to desktop video, and 62% said they expect to increase their mobile video ad spending within a year.\[11\]

2017 Projection: Mobile ad spend will reach $6B.

US Digital Video Ad Spending, by Device, 2015-2020

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</tr>
</thead>
<tbody>
<tr>
<td>Desktop*</td>
<td>$7.68</td>
<td>$10.30</td>
<td>$12.55</td>
<td>$14.40</td>
<td>$16.29</td>
<td>$17.95</td>
</tr>
<tr>
<td>Mobile**</td>
<td>$2.89</td>
<td>$4.47</td>
<td>$5.87</td>
<td>$7.11</td>
<td>$8.11</td>
<td>$9.08</td>
</tr>
<tr>
<td>Total</td>
<td>$4.79</td>
<td>$5.84</td>
<td>$6.68</td>
<td>$7.29</td>
<td>$8.18</td>
<td>$8.88</td>
</tr>
</tbody>
</table>

\[Note: includes advertising that appears before, during or after digital video content in a video player; numbers may not add up to total due to rounding; *includes advertising that appears on desktop and laptop computers and other internet-connected devices; **includes mobile phones and tablets Source: eMarketer, Sep 2016\]
2017 WILL BE THE YEAR OF ‘AUTHENTICALLY MOBILE’ EXPERIENCES, WITH UBER, POKÉMON GO, AND SNAPCHAT PAVING THE WAY.

• Mobile First: Businesses have learned that the best mobile experiences don’t just emulate the desktop experience, they speak to a mobile consumer’s mindset.[3]

• Augmented reality, artificial intelligence, messaging apps, and chatbots offer new and improved ways for businesses to interact with consumers on mobile devices. These new technologies and channels enable businesses to grow their product, service, and experience delivery.

• Because companies can now capture, process, and, most importantly, interpret mobile data, consumers have come to expect truly authentic personalized experiences.
ON MESSAGING

MORE THAN HALF OF U.S. MOBILE PHONE USERS WILL ACCESS MESSAGING APPS—INCLUDING SNAPCHAT, WHATSAPP, AND FACEBOOK MESSENGER—AT LEAST ONCE A MONTH.[3]

- Messaging apps will see double-digit user growth this year, breaking the 50% penetration barrier among U.S. mobile phone users.[3]

- This will result in the continued blurring of lines between messaging and social networks, as mobile activity continues to shift towards messaging.

- Nearly 146 million people in the U.S. will be regular users of mobile messaging apps this year, an increase of 11% over 2016.[3]

- 62% of millennials are more loyal to brands that engage them via over-the-top (OTT) messaging and SMS, and an estimated two billion global users will be messaging through OTT apps by 2018.[16]

### US Mobile Phone Messaging App Users and Penetration, by Platform, 2014-2020

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Facebook Messenger</td>
<td>64.9</td>
<td>90.4</td>
<td>105.2</td>
<td>117.2</td>
<td>126.2</td>
<td>133.3</td>
<td>139.2</td>
</tr>
<tr>
<td>Snapchat</td>
<td>32.8</td>
<td>46.1</td>
<td>58.6</td>
<td>66.6</td>
<td>73.2</td>
<td>79.7</td>
<td>85.5</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>12.8</td>
<td>16.2</td>
<td>18.4</td>
<td>20.1</td>
<td>21.5</td>
<td>22.6</td>
<td>23.5</td>
</tr>
<tr>
<td>Total mobile phone</td>
<td>83.0</td>
<td>112.9</td>
<td>130.9</td>
<td>145.8</td>
<td>157.0</td>
<td>165.7</td>
<td>173.2</td>
</tr>
<tr>
<td>messaging app users</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: mobile phone users of any age who access their Facebook Messenger, Snapchat or WhatsApp account via mobile phone app at least once per month; mobile phone messaging app audiences are not mutually exclusive; there is overlap between groups

Source: eMarketer, June 2016

OTT apps, like Snapchat, YouTube, and WhatsApp, are used over the mobile device’s internet or mobile data plan, bypassing network providers (ISPs).
CROSS-DEVICE TARGETING
MORE SCREEN TIME

2017 IS THE YEAR FOR MATCHING CROSS-DEVICE MEASUREMENT CAPAbILITIES WITH TARGETING CAPABILITIES.

• This year, improved capabilities in cross-device technology will offer advertisers the opportunity to enhance messaging, by improving personalization of ad creative, and by managing key functions such as ad sequencing and frequency capping.

• Looking beyond digital screens, cross-device targeting will be used to map and understand key audiences across every major device and domain, with marketers expressing keen interest in expanding these capabilities into stores and the traditional TV space.[8]

U.S. agency and marketing professionals spent 35% of their ad budgets on cross-platform TV/video ad buys.[8]
ATTRIBUTION
ALL ABOUT ATTRIBUTION

U.S. COMPANIES THAT USE MULTICHANNEL ATTRIBUTION MODELS WILL CROSS THE HALFWAY MARK IN 2017, UP FROM 39% IN 2016.[3]

- This year is a pivotal year for attribution. Marketers are working to bring greater accountability to their digital advertising, through better understanding of the interplay between multiple channels and devices.

- Marketers are realizing that they can no longer depend solely on cookie-based measurement solutions, and that simplistic attribution methods such as last touch or last click are passé.

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US Companies Using Multichannel Attribution Models, 2014-2018

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of total companies</td>
<td>22.9%</td>
<td>30.6%</td>
<td>39.4%</td>
<td>50.2%</td>
<td>58.5%</td>
</tr>
<tr>
<td>% of companies that use digital attribution models</td>
<td>37.5%</td>
<td>45.0%</td>
<td>52.5%</td>
<td>62.0%</td>
<td>68.0%</td>
</tr>
</tbody>
</table>

Note: companies with 100+ employees that use more than one digital marketing channel; multichannel attribution models are attribution models that include more than first- or last-touch attribution or a combination of both to differentiate the respective contributions of various marketing channels to a desired outcome. Source: eMarketer, Oct 2016
23% OF U.S. DIGITAL MARKETING AND MEDIA PRACTITIONERS WILL ALLOCATE TIME AND RESOURCES TO ONLINE-TO-OFFLINE OR OFFLINE-TO-ONLINE RETARGETING.^[8]

• A major area for focus in 2017 will be online-to-offline (O2O) attribution. Google and Facebook already offer location-based digital ads with offline objectives.

• Coupons and offers sent to customers via email or mobile are great examples of O2O attribution. For example, if a customer receives a mobile coupon for an offer or a discount, and then uses that coupon in a brick-and-mortar store, the company can accurately attribute it to the online mobile campaign.

• Marketers aren’t the only ones with high expectations for O2O connectivity. 41% of U.S. internet users expect companies to personalize marketing and advertising emails based on their offline, in-store purchases.^[8]
ENGAGING FIRST-PARTY DATA

BRANDS AND ADVERTISERS WILL HARNESS FIRST-PARTY DATA, TO AID IN STRATEGIC TARGETING AND DELIVERY OF CAMPAIGNS, INCREASE PERSONALIZED COMMUNICATION, IMPROVE ATTRIBUTION, AND BOOST REVENUES.

• Purchase data from CRM systems, loyalty cards, third-party shopper data providers, and actual in-store behaviors are just some of the offline data sources marketers are hoping to bridge with their cross-device identity graphs.

• Physical locations of all sorts are doubling as data-gathering hubs. According to June 2016 data from Reveal Mobile, 57% of beacons were installed in retail establishments, and around 20% in restaurants.\(^{12}\)

• Watch for increased presence of and partnerships with data onboarding specialists that help clients upload and match offline data to online data, and help clients integrate the various data platforms (DMPs, CRM, etc.).

More Data Hubs!
The number of location data devices, primarily beacons, installed worldwide rose from 6.2 million in the first quarter of 2016 to 11.8 million in the third quarter.\(^{12}\)
PEOPLE-BASED MARKETING

DETERMINISTIC FORMS OF MEASUREMENT WILL CONTINUE TO BE THE HOT TOPIC, AS MARKETERS SEEK TO MOVE AWAY FROM COOKIE-BASED SOLUTIONS.

• This year will see an increased focus on more deterministic approaches toward data on-boarding.

• The goal is to replace the cookie-centric model with one consistent form of identification—one that ties a person to interactions with brands across multiple channels, from mobile to an in-store purchase and beyond.[12]

• Email and mobile device IDs will help bridge this gap.
GET WITH THE PROGRAMMATIC
A VAST MAJORITY OF U.S. DIGITAL DISPLAY AD DOLLARS WILL FLOW THROUGH PROGRAMMATIC PIPES THIS YEAR, AND WILL CONTINUE THROUGH 2018.

- Programmatic advertising has become the preferred method for buying and selling digital display ads in the U.S., with advertisers spending $25.23 billion, or 73% of their total digital display ad budgets, on automated transactions last year.[13]

- Programmatic's share will rise to 82%, or $37.88 billion, by 2018.[13]
Mobile will continue to be a key driver of programmatic's growth through 2018. Last year, mobile programmatic ad spending was projected to grow 66% to $17.70 billion, far exceeding desktop spending levels, which it overtook in 2015.

While desktop programmatic advertising is growing, it is doing so at a decreasing rate. This year, mobile will account for about three-quarters of all programmatic ad spending, while desktop will account for just one-quarter.

Brands are expected to spend more than $20 billion on mobile-programmatic this year.
PROGRAMMATIC DIRECT

BECAUSE OF THE PROJECTED SURGE IN PROGRAMMATIC DIRECT, 2017 WILL BE A YEAR FOR EXPLORING PROGRAMMATIC APPROACHES, TO CREATE POSITIVE CONSUMER-BEHAVIOR CHANGES.

• Continuing the 2015 trend, programmatic direct ad dollars exceeded spending on real-time bidding, accounting for 53% of all U.S. programmatic ad investment, or $13.37 billion, in 2016. It’s poised to reach new heights this year.[13]

• This will be largely influenced by social platforms’ heavy reliance on APIs to facilitate digital ad buying, and buyers’ growing preference for programmatic guarantees. These offer buyers assurance of volume and price, and therefore greater security compared to RTB-based transactions. [13]

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<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Real-time bidding (RTB)*</td>
<td>$6.02</td>
<td>$8.40</td>
<td>$11.86</td>
<td>$14.66</td>
<td>$16.67</td>
</tr>
<tr>
<td>— % change</td>
<td>67.9%</td>
<td>39.4%</td>
<td>41.2%</td>
<td>23.6%</td>
<td>13.7%</td>
</tr>
<tr>
<td>— % of total programmatic digital display ad spending</td>
<td>52.0%</td>
<td>48.0%</td>
<td>47.0%</td>
<td>46.0%</td>
<td>44.0%</td>
</tr>
<tr>
<td>Programmatic direct**</td>
<td>$5.56</td>
<td>$9.10</td>
<td>$13.37</td>
<td>$17.21</td>
<td>$21.21</td>
</tr>
<tr>
<td>— % change</td>
<td>390.7%</td>
<td>63.6%</td>
<td>47.0%</td>
<td>28.7%</td>
<td>23.3%</td>
</tr>
<tr>
<td>— % of total programmatic digital display ad spending</td>
<td>48.0%</td>
<td>52.0%</td>
<td>53.0%</td>
<td>54.0%</td>
<td>56.0%</td>
</tr>
</tbody>
</table>

Note: includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; *includes programmatic ads that are transacted in real time, at the impression level; **includes all programmatic ads that are transacted as blocks of inventory using a non-auction-based approach via an API

Source: eMarketer, Sep 2016
2017—SO VERY SOCIAL
SOCIAL MEDIA TRENDS

SOCIAL MEDIA SPENDING WILL ACCOUNT FOR NEARLY ONE-QUARTER OF ALL U.S. DIGITAL AD SPENDING THIS YEAR.\(^1\)

- Social media spending will top $19 billion in 2017.\(^1\)
- 46% of agencies and 52% of brands consider *social advertising* to be one of the most important tactics or metrics for the digital marketing industry.\(^2\)
- Similarly, 38% of agencies and 26% of brands consider *social commerce* an important tactic.\(^2\)

**US Social Network Ad Revenues, 2015-2018**

*billions, % change and % of digital ad spending*

\begin{itemize}
  \item 2015: $10.87, 18.2%
  \item 2016: $15.36, 21.3%
  \item 2017: $19.31, 23.3%
  \item 2018: $23.46, 21.5%
\end{itemize}

Note: includes paid advertising appearing within social networks, social network games and social network apps; excludes spending by marketers that goes toward developing or maintaining a social network presence.

Source: eMarketer, Sep 2016
QUALITY OVER QUANTITY

ALGORITHM CHANGES TO SOCIAL MEDIA APPS CALL FOR BRANDS TO INVEST IN HIGH QUALITY SOCIAL MEDIA EXPERIENCES.

• Organic reach of posts on social media channels such as Instagram and Snapchat will take a hit. Instagram has already rolled out an algorithm that reduces the visibility of organic brand posts in feeds. Instead of showing posts in reverse chronological order, the feed is now ranked based on what Instagram thinks users would most like to see and engage with, and Snapchat is showing signs of making a similar move.¹

• Quality over quantity: Strategically thought-out ‘pay-to-play’ campaigns, that deliver high quality creative content and leverage influencers, will give marketers an edge.¹

The more compelling the creative and message, the more likely your target audience is to see it.
Since the rollout of Facebook Live and NFL games on Twitter last year, major social and digital video platforms, as well as TV networks and publishers, are scrambling to own their share of the live-streaming pie.\textsuperscript{3}

This new content creates opportunities for advertisers to engage their consumers in an exciting new environment.

It is predicted that some form of live stream will reach an audience of comparable size to traditional primetime TV programming, one equivalent to a successful evening program.\textsuperscript{3}


% of respondents

- Definitely won’t: 12%
- Definitely will: 17%
- Might: 71%

Agency

- Definitely won’t: 21%
- Definitely will: 19%
- Might: 60%

Marketing

Note: among those involved in digital advertising who are deciding or investing in live stream video advertising; *In the next 6 months

\textsuperscript{3}

\textsuperscript{3}
FUELED BY INFLUENCE
NEARLY HALF OF U.S. MARKETERS PLAN TO BOOST THEIR BUDGETS FOR INFLUENCER-FOCUSED CAMPAIGNS.\[^4\]

- Both advertisers and consumers agree that influencer marketing is helpful and informative, with more than 50% of consumers purchasing a product after seeing an influencer’s post.

- Close to three-fourths of marketers vouch for ongoing ambassadorships as one of the most effective uses of influencers, followed by product reviews and brand mentions.\[^4\]

- The growth of ad-blocking software has boosted the popularity of influencer marketing.

\$6.58 is the average earned media value for every dollar spent on influencer marketing campaigns.\[^7\]

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**Actions Taken by Female Internet Users Worldwide* After Seeing an Influencer’s Sponsored Posts, Nov 2016**

<table>
<thead>
<tr>
<th>Action</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have purchased a product/service after seeing it in an influencer’s post</td>
<td>54%</td>
</tr>
<tr>
<td>I have followed a brand directly from an influencer’s sponsored post</td>
<td>45%</td>
</tr>
<tr>
<td>I have unfollowed an influencer because they post too much sponsored content</td>
<td>37%</td>
</tr>
<tr>
<td>I have followed an influencer because they work with a brand I like</td>
<td>30%</td>
</tr>
<tr>
<td>I have followed an influencer just for the product discount</td>
<td>21%</td>
</tr>
<tr>
<td>I would pay more for a product endorsed by my favorite influencer</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>None of the above</td>
<td>12%</td>
</tr>
</tbody>
</table>

*Note: all respondents were users of Bloglovin’s blog reader platform; *the majority of respondents were from North America*


Source: How Women Really Feel About Influencer Marketing | eMarketer | January 3, 2017
SMALL IS THE NEW BIG: MICRO INFLUENCERS

PERFECT FOR MAKING PERSONAL CONNECTIONS, INCREASING ENGAGEMENT RATES, AND IMPROVING TARGETING.

• Brands should think micro in 2017—partnering with multiple influencers who have smaller but more engaged audiences—to drive more meaningful and authentic engagement experiences.

• Micro-influencers bring an array of benefits to a brand’s influencer marketing campaigns: they establish and nurture a more personal connection with followers, deliver higher engagement rates, improve audience targeting, are easier to connect with, and, of course, they’re more affordable.[5]

• A survey of two million social media influencers, conducted by influencer marketing platform Markerly, showed that for unpaid posts, Instagram influencers with fewer than 1,000 followers had a like rate of about 8%, while those with 1,000 to 10,000 followers had a like rate of 4%. [6]
SMALL IS THE NEW BIG: MICRO INFLUENCERS

PERFECT FOR MAKING PERSONAL CONNECTIONS, INCREASING ENGAGEMENT RATES, AND IMPROVING TARGETING.

Like Rate, Comment Rate, and Followership

Source: The rise of 'micro-influencers' on Instagram | Digiday | April 27, 2016
MARKETERS LOVE MEASUREMENT

ROI MEASUREMENT TOPS THE LIST OF THINGS U.S. MARKETERS WANT IMPROVED ABOUT INFLUENCER MARKETING.

- Measurement will be a hot topic in 2017, as marketers look to move beyond tracking broad engagement metrics for influencer campaigns.
- The focus is on finding the attribution connection, and providing justification that influencer marketing has a real impact on a brand campaign’s KPIs.

**Aspects of Influencer Marketing that US Marketers Would Like to See Improved*, Aug 2016**

<table>
<thead>
<tr>
<th>Aspect</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measuring ROI</td>
<td>80%</td>
</tr>
<tr>
<td>Tracking Influence</td>
<td>66%</td>
</tr>
<tr>
<td>Influencer discovery</td>
<td>60%</td>
</tr>
<tr>
<td>Reporting back</td>
<td>55%</td>
</tr>
<tr>
<td>Vetting Influencers</td>
<td>55%</td>
</tr>
<tr>
<td>Managing list(s) of Influencers</td>
<td>46%</td>
</tr>
<tr>
<td>Engaging Influencers</td>
<td>41%</td>
</tr>
<tr>
<td>Influencer relationships</td>
<td>26%</td>
</tr>
</tbody>
</table>

Note: n=137 who use influencer marketing; *automated or made easier through software

www.emarketer.com

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THE FTC: RULES AND REGS

THE FEDERAL TRADE COMMISSION’S REGULATION EFFORTS, AND THE POSSIBLE OUTCOMES OF CONDENSED ORGANIC REACH, COULD AFFECT THE INFLUENCER-MARKETING BUZZ.

- Influencer marketing may face certain challenges that could affect the current model.

- Marketers will likely be faced with increased enforcement of FTC regulations covering sponsored content on social media, since many marketers fail to label their influencer-led posts as sponsored, and if they do, do so inconsistently.

- Anticipating the restrictions, social platforms are likely to rely more heavily on the proven success of influencer marketing.

- Social platforms may even acquire or invest in social influencer-marketing companies.
14 TAKEAWAYS FOR 2017
14 TAKEAWAYS FOR 2017

1. 2017 will see brands investing heavily in mobile, with special focus on non-intrusive mobile experiences and improved personalization of ads based on consumer location and activities.

2. As consumers revel in the era of ‘authentically mobile’ experiences ushered in by the likes of Uber and Pokémon Go, brands will reap the benefits that vast amounts of data will bring to the table.

3. Move over social media apps! Messaging apps will take center stage this year, thanks to their inherent nature of private communication.

4. Cross-device targeting will take the much-needed leap, marrying consumer data across major devices and domains to paint a holistic, audience-centric picture.

5. The key to accurately measure the offline effects of online efforts? Online-to-offline (O2O) attribution.

6. Multiple sources of first-party data collection will go a long way in empowering brands with the data intelligence required to design and implement audience-centric campaigns.

7. Advertisers are ready to bid a not-so-teary farewell to their reliance on cookie-centric methods of data capture, while embracing deterministic methods with open arms.
14 TAKEAWAYS FOR 2017

8. Mobile programmatic ad spending has exceeded desktop programmatic levels, making 2017 the year of being truly mobile.

9. Programmatic direct will scale even further, as social platforms up their reliance on APIs, and buyers exhibit their inclination toward programmatic guarantees.

10. The right mix of paid content and high quality creative content is the magic formula for staying afloat in the current algorithm-ridden waters of social media.

11. This year, a form of live streaming will reach an audience of comparable size to traditional primetime TV programming!

12. It’s time to ditch macro-influencers and embrace micro-influencers, focusing on campaigns, conversations, and content created by authentic people living authentic lifestyles.

13. With attribution on everyone’s minds, marketers are on the lookout for better ways to capture and measure influencer marketing efforts.

14. The FTC’s stringent stance on the labeling of sponsored content will cause brands to closely monitor their influencer marketing strategies.
SOURCES

[1] U.S. Social Trends For 2017 | eMarketer
[3] 10 Key Digital Trends For 2017 | eMarketer
[12] The Top Three Data Trends of 2016 | AdAge
[16] 5 Social Media Trends That Will Dominate 2017 | Forbes
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