MARKETING TEORETIKA.

VAJON MIÉRT PONT EZEK A MOSTANI MARKETING TRENDEK?

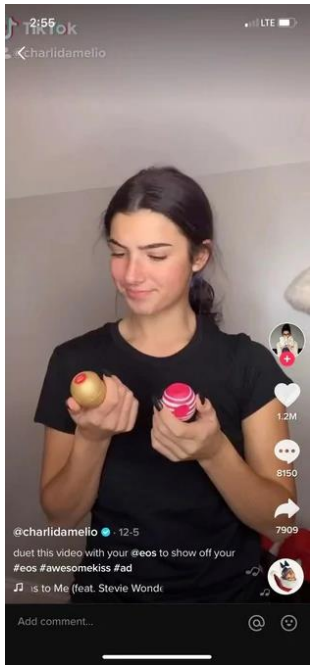
A MARKETINGET BEFOLYÁSOLÓ TECHNOLÓGIAI VÁLTOZÁSOK







ÉS MINDEN MÁS, AMI HATÁSSAL LEHET A KOMMUNIKÁCIÓS TRENDEKRE







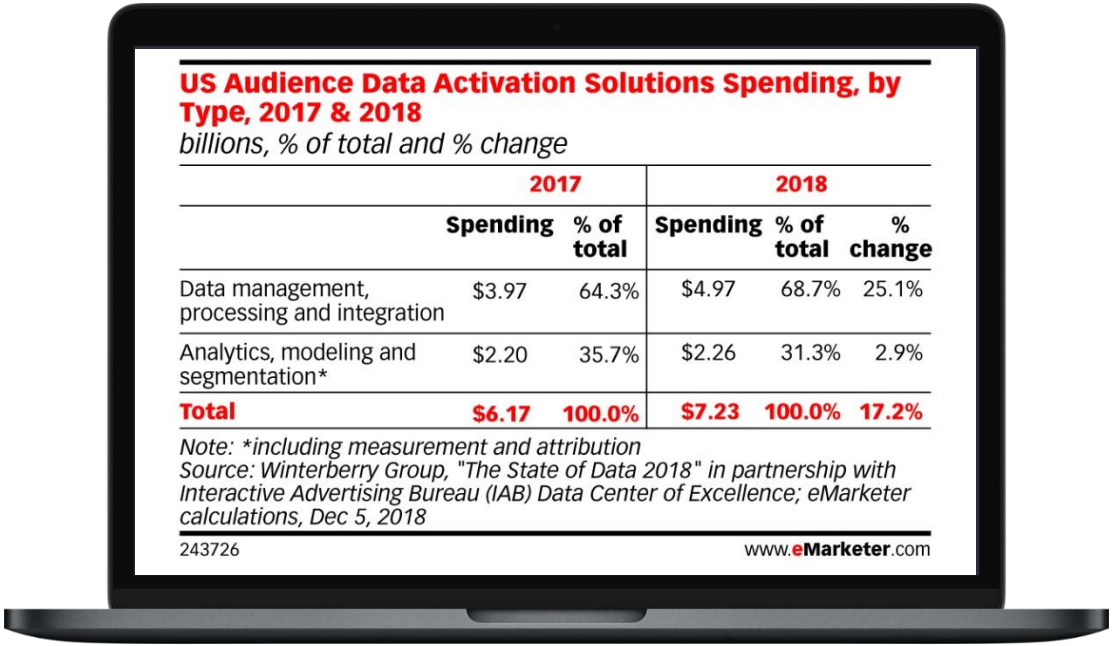

HIRDETÉS TECHNOLÓGIAI TRENDEK

ANALITIKA



Forrás: Google, Journey of a Smart Shopper: Consumer Electronics in CEE, 2019. December
https://www.thinkwithgoogle.com/intl/en-cee/insights-trends/research-data/journey-smart-shopper-consumer-electronics-cee/

NÖVEKVŐ ADAT KÍNÁLAT, TUDATOSABB ADAT HASZNÁLAT



US Audience Data Activation Solutions Spending, by Type, 2017 & 2018

billions, % of total and % change

	2017		2018		
	Spending	% of total	Spending	% of total	% change
Data management, processing and integration	$3.97	64.3%	$4.97	68.7%	25.1%
Analytics, modeling and segmentation*	$2.20	35.7%	$2.26	31.3%	2.9%
Total	**$6.17**	**100.0%**	**$7.23**	**100.0%**	**17.2%**

*Note: *including measurement and attribution*
Source: Winterberry Group, "The State of Data 2018" in partnership with Interactive Advertising Bureau (IAB) Data Center of Excellence; eMarketer calculations, Dec 5, 2018

243726 www.eMarketer.com

2018E U.S. Third-Party Audience Data Expenditures *(Supporting Advertising, Marketing, Media Sales & Associated Objectives)*

Audience Data *(by type)*	($BB)	YoY Growth
▪ Digital	$3.666	36.9%
▪ Terrestrial/PII	$3.618	2.5%
▪ Transactional	$2.796	3.5%
▪ Specialty/Emergent	$1.017	50.9%
▪ Identity	$0.846	50.3%
Data Activation Solutions *(by function)*		
▪ Data Management, Processing & Integration	$4.967	25.1%
▪ Analytics, Modeling and Segmentation	$2.264	2.9%
Total	**$19.174**	**17.5%**

iab. DATA | WINTERBERRY GROUP

MARKETING AUTOMATIZÁCIÓ



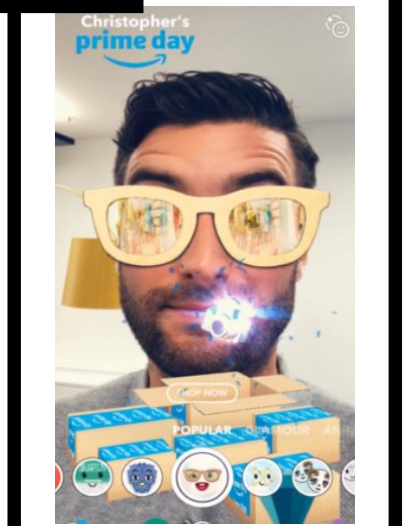
VERIFIKÁLÓ ESZKÖZÖK

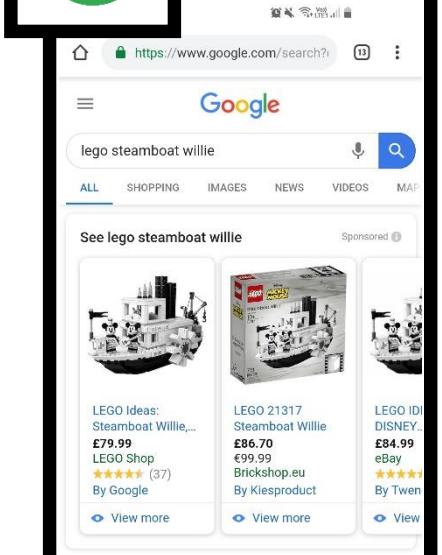



MÉDIA TRENDEK

A PPC MÉG MINDIG / EGYRE SZEXIBB








ONLINE VIDEO

INFLUENCER



brittany • Follow
Los Angeles, California

brittany I just got my Fall box in from @fabfitfun and it is FABULOUS ❤️ I love being a #FabFitFunPartner because not only is every box filled with full size products that I love, they also partner with charities and support female founded companies every season! Use my code PUMP10 for $10 off your first box at www.fabfitfun.com ❤️ #ad Let me know about your favorite @fabfitfun products in the comments below 😘

20w

tonutz7878 😳🔥

Liked by **wehohappydoggies** and **others**

SEPTEMBER 11, 2019

Add a comment... Post

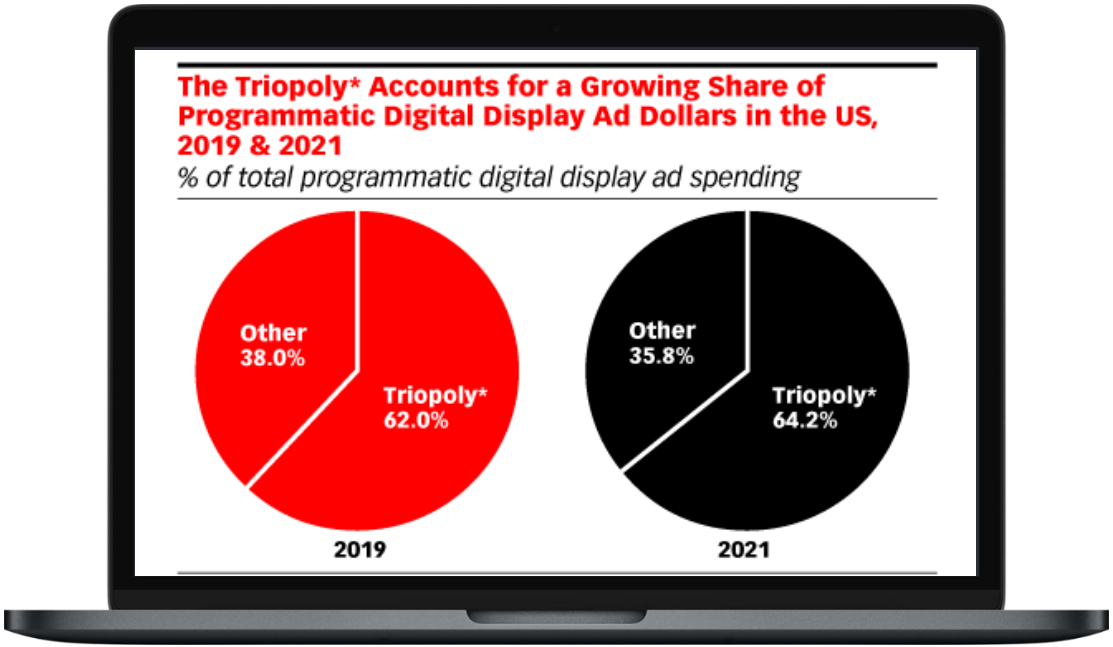
TOVÁBB ÉPÜLŐ PROGRAMMATIC PIAC

KEY TAKEAWAYS

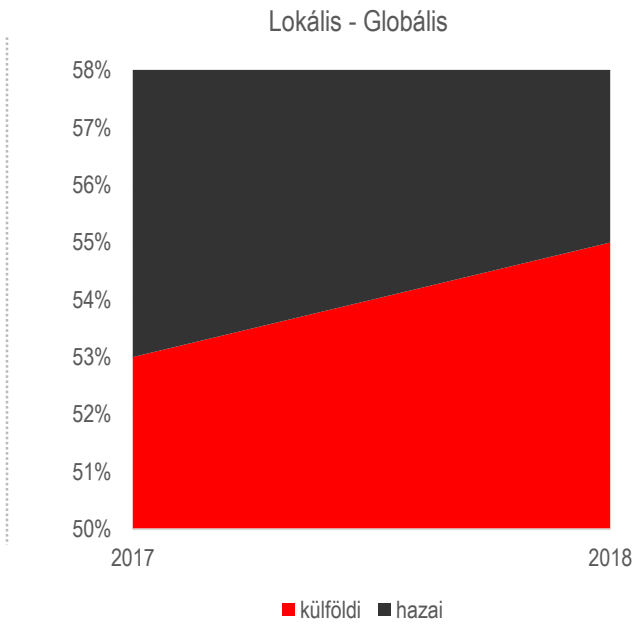
- **Növekvő költés**
- **Jelentős** hazai **PMP inventory**
- **Egyre jobb** programmatic **tudás**
- Ébredező **adat** kínálat



MEDIA KONCENTRÁCIÓ



*Note: digital display ads transacted and fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; 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 digital display ad revenues at Facebook, Google and Amazon*
Source: eMarketer, Oct 2019
250677 www.eMarketer.com



A GLOBÁLIS SZEREPLŐK NÖVEKVŐ TÉRHÓDÍTÁSA

58%
A HAZAI VÁSÁRLÓKNAK VÁSÁROL KÜLFÖLDI WEBSHOPOKBAN (IS)

Forrás: eNet, E-commerce study 2019





TRENDEK AMIBŐL (MÉG) KIMARADUNK

AMIKRE MÉG VÁRNI KELL...









ERŐS ATTILA

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