

FORRESTER®

Digital Disruption Hits Advertising & Marketing

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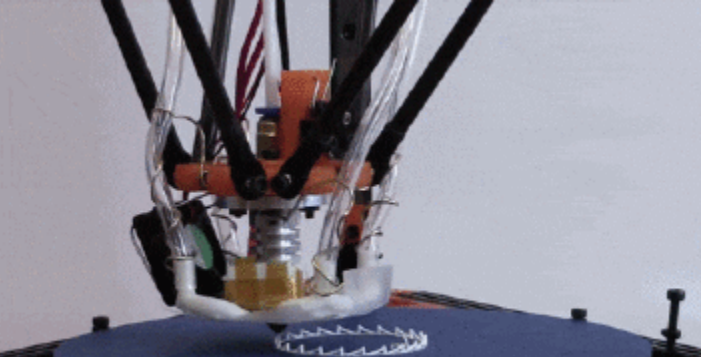
Remember the time an electric vehicle startup took the luxury vehicle category over?

Then promptly moved the whole thing downmarket?



TESLA

We are all early adopters now.



Welcome to hyperadoption



[MARKETS](#) | [HEARD ON THE STREET](#)

Time for Swiss Watchmakers to Take Apple Seriously

Apple Watch sales will probably exceed all Swiss electronic-watch exports this year



1.4B



**Meanwhile, in the world of
advertising and marketing...**

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James McQuivey ▾

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ComScore Plan
Amid Sweeping

AdvertisingAge

Pay With Your Face

Genderless Kids

Bring Out Your Dead

Back-to-School

DACA Fallout

Simplifi

GEO-FENCING
The most advanced location

"We have asked Janet Elder, one of our most esteemed newsroom leaders, to build an operation that will allow The Times to seek philanthropic funding for ambitious

Welcome to a New Era of Journalism -- Modesty -- and Realism

By [Simon Dumenco](#). Published on September 11, 2017.



Marketing at risk in the age of the customer

Consumers have grown weary of interruptions.

Marketers are frustrated with digital ads.

People aren't engaging with ads.



38%

of US online adults have installed an ad blocker.*



0.35%

is the average display ad **click-through rate**.†

Marketing at risk in the age of the customer

In fact, they are flat out ignoring them.



50%

of US online adults **actively avoid ads** on websites.‡



47%

of US online adults **actively avoid** mobile in-app ads.‡



GE, P&G, Sears, and other major advertisers are **auditing digital buys.**

**£0
SPEND**

Havas Media Group UK has **frozen spending** on Google and YouTube.

What is NOT happening

- › This is not just about forcing Google and Facebook to be better partners
- › It's not just about turning to alternative technologies like VR to reach consumers instead
- › It is NOT the death of advertising...it's a call to make advertising, the brand, and the brand experience more relevant to customers

**Digital disruption is creating a
fundamental change in the
relationship between brands and
consumers**



Consumers have too many options

We predict: Consumers will seek more meaningful relationships with key brands as guiding lights



**This is the
ultimate
relationship
platform**

amazon echo

“Play *Filthy* by Justin Timberlake”



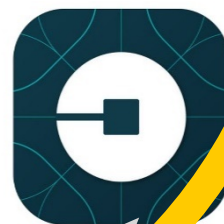
“What’s the weather?”



“Tell me a joke”



“Alexa, ask Uber for a ride.”



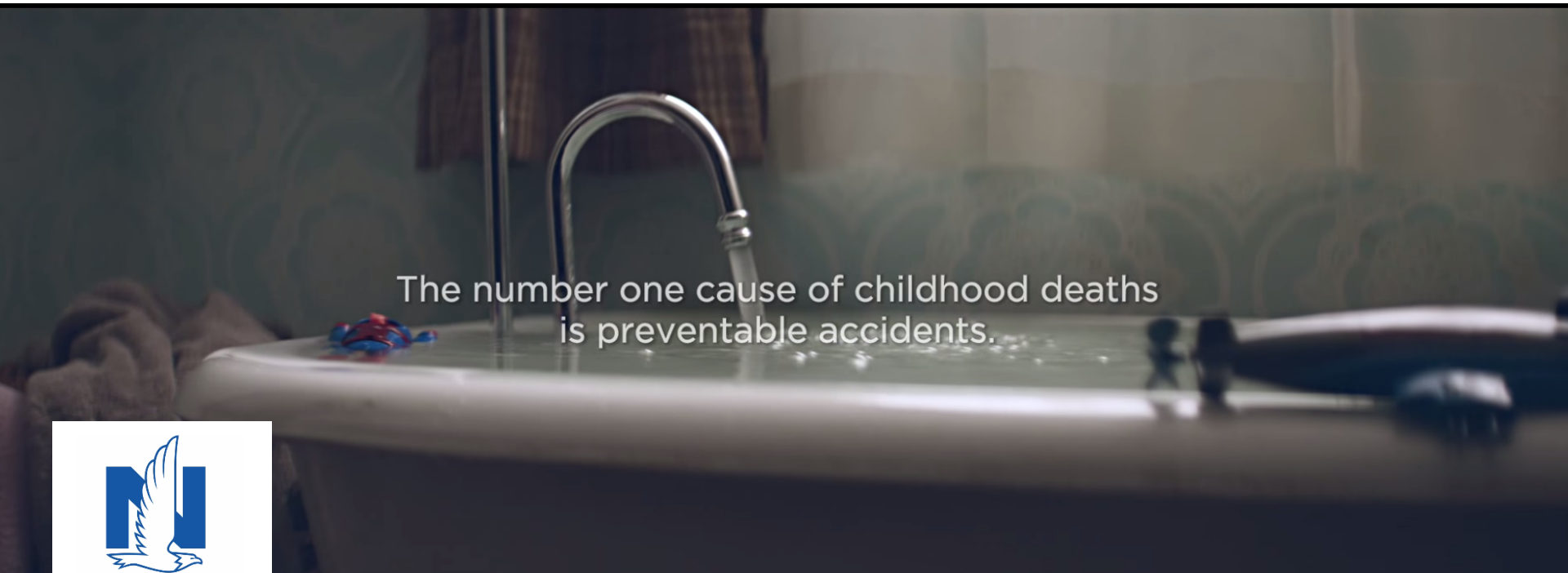


**You don't have to be
in the luxury market
to get intelligent,
thoughtful service
anymore**

**What matters in the future –
luxury or not – is:**

**High-frequency,
emotion-rich, convenient
relationships**

But what is emotion?

A close-up, slightly blurred photograph of a white bathtub. Water is flowing from a chrome faucet into the tub. A small, colorful toy is floating in the water. The background shows a patterned curtain.

The number one cause of childhood deaths
is preventable accidents.



Nationwide®

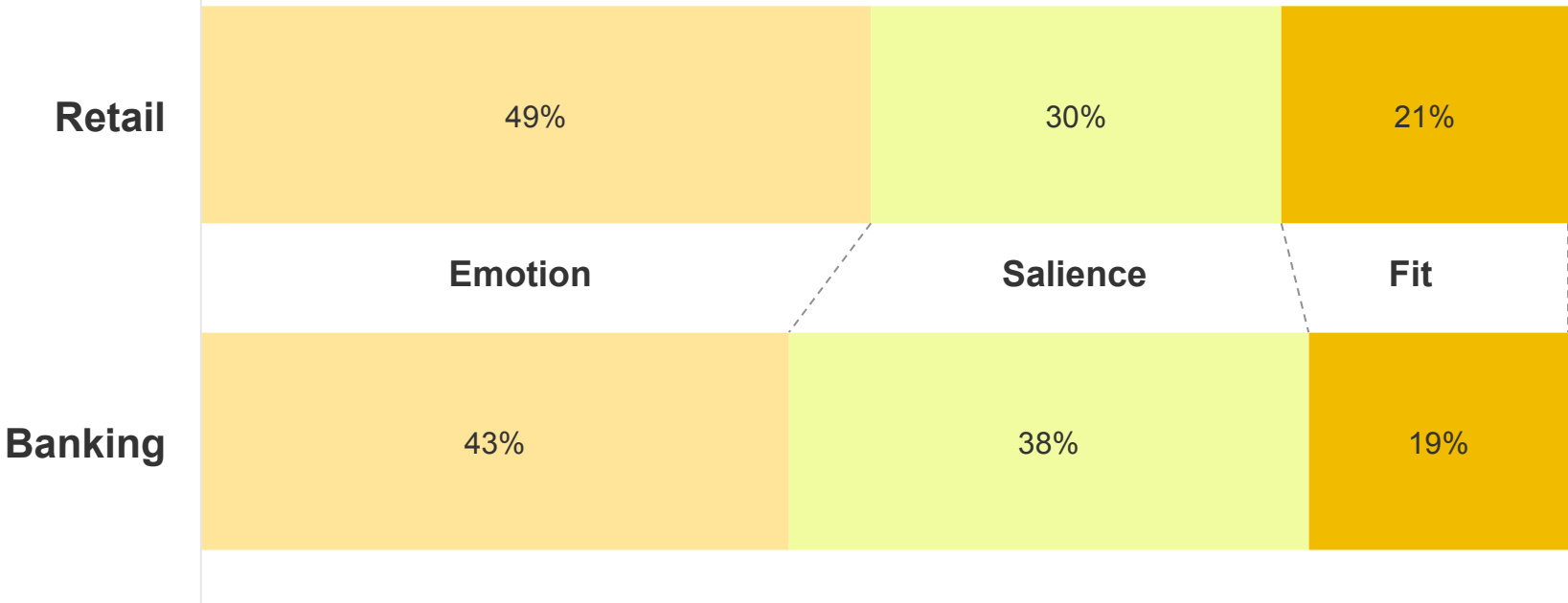
The science of emotion has been turned upside down in the past 5 years

- Emotion and rationality are not separate processes
- Emotions are not just switches that marketers flip to the “on” position
- It’s not just the strength of the emotion that matters

Marketers must use emotion in a more targeted manner – and must establish an emotion strategy across the perception-experience continuum

Emotions contribute to almost half of Brand Energy

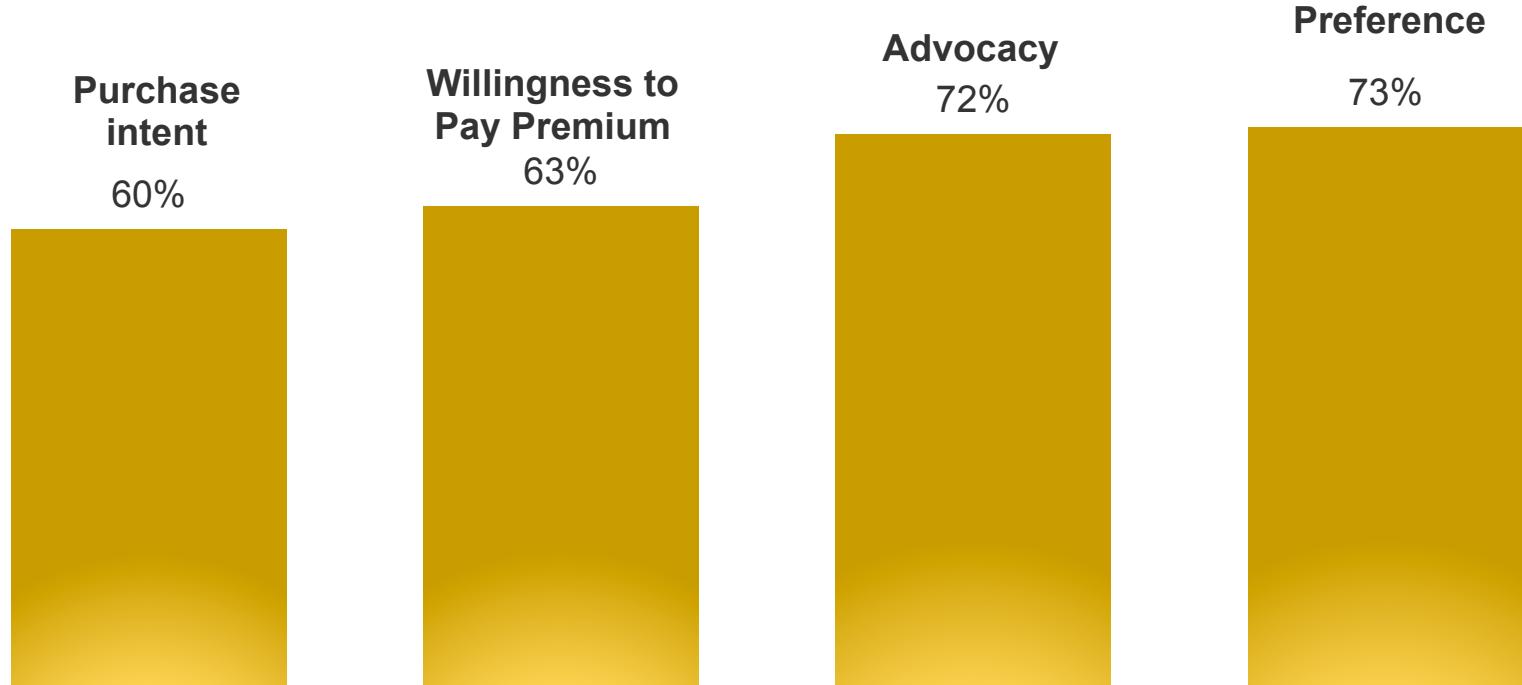
CONTRIBUTION TO BRAND ENERGY (%)



Note: Customer data only

Brand Energy drives the things marketers care about

Correlation with ...

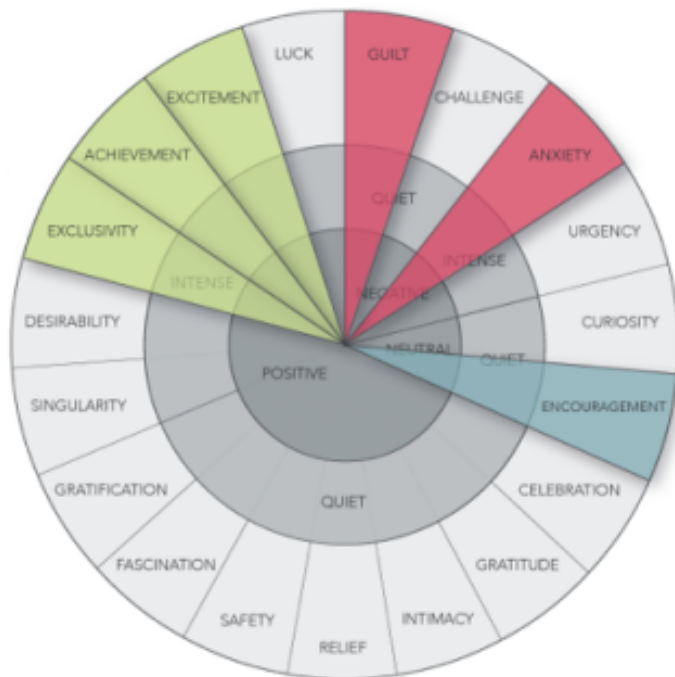


What's a marketer to do?



WHEEL OF EMOTIONS

Your Premium Content Test is designed to explore a wide spectrum of emotions in a balanced way and detect the ones that your customers respond to. The highlighted emotions below are represented in your test with different phrases.



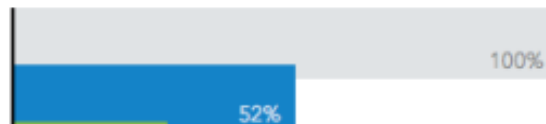
SUBJECT LINE LENGTH

Maximum character count	254
Minimum character count	39
Average character count	196
Average word count	8

The emotional phrases in your experiment have been tested

61,235,674 times

MESSAGE ELEMENTS





\$287,455

Cost

-27% ↓

307,051,878

Impressions

80% ↑

1,180,248

Clicks

-7% ↓

22,531

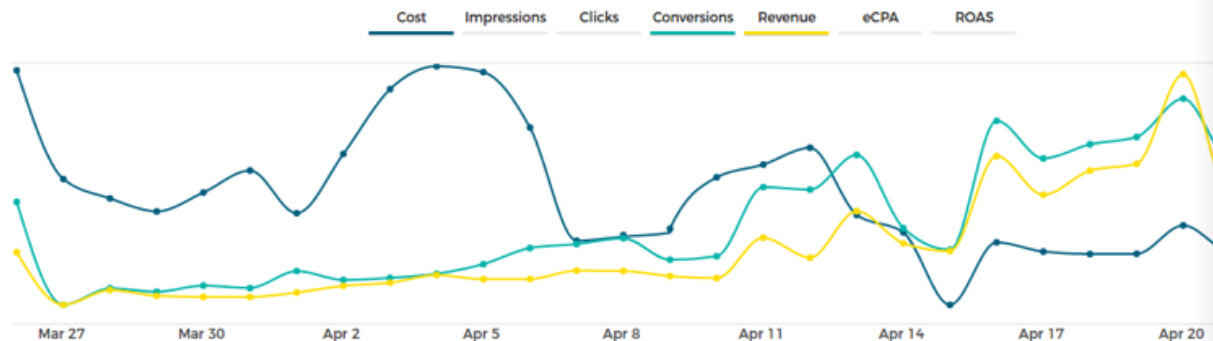
Conversions

16% ↑

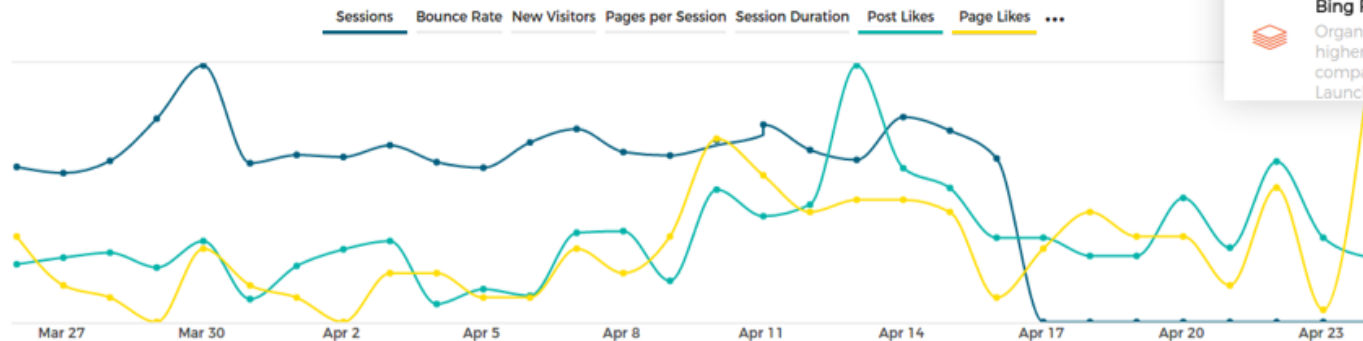
\$12.8

eCPA

Campaign Activity



Site & Social Activity



Insights



Geo Performance

Connecticut generated above average benchmark under NEW REDCard Registrations campaign. Opening a dedicated campaign is predicted to increase daily revenue for this Geo by 2.37X.



Competitor Identified

Identified thecostcutters.com as a potential competitor to your active campaigns. Scraping domain for relevant opportunities.



Channel Opportunity

NEW REDCard Registrations campaign is predicted to generate a 168% increase in registrations by adding Facebook channel.



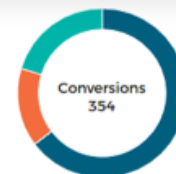
Ad Term Identified

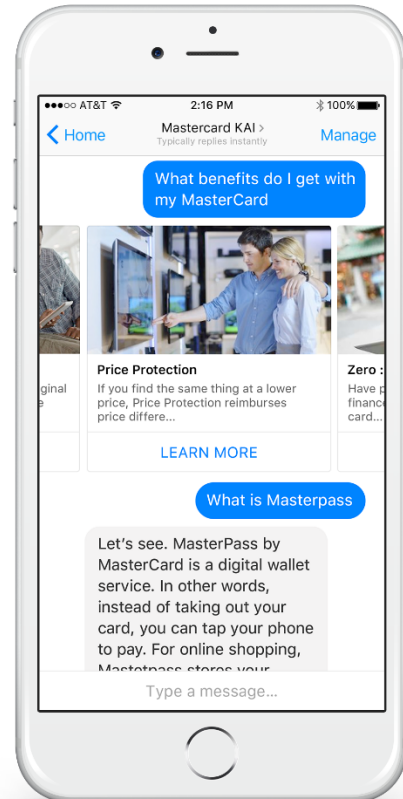
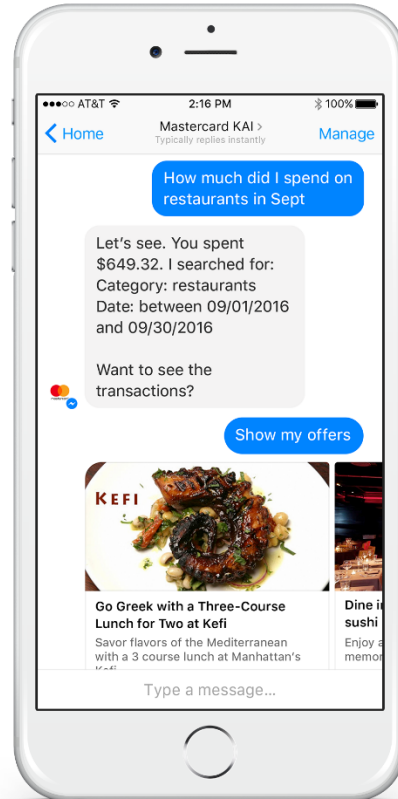
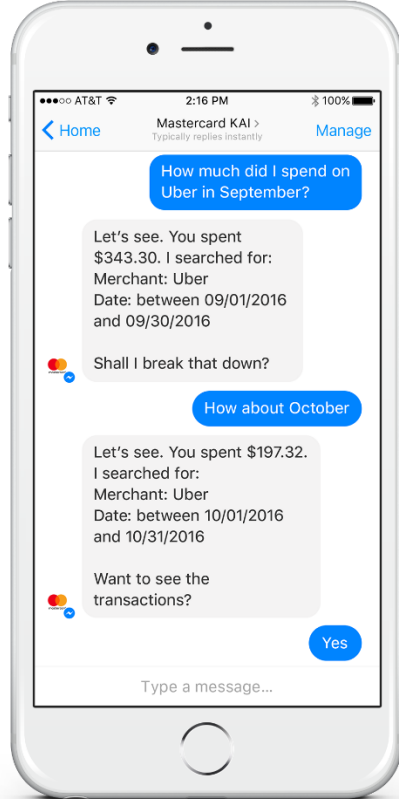
Ads from message, REDCard, using the term Reward perform 422% better compared to ads using the term Savings. Optimizing text creatives accordingly to enhance performance.



Bing Potential

Organic traffic is showing high potential, with 147% higher average order value & 65% lower bounce rate compared to benchmark. Launching a Bing paid campaign is recommended.







Seize the luxury marketing opportunity using digital disruption

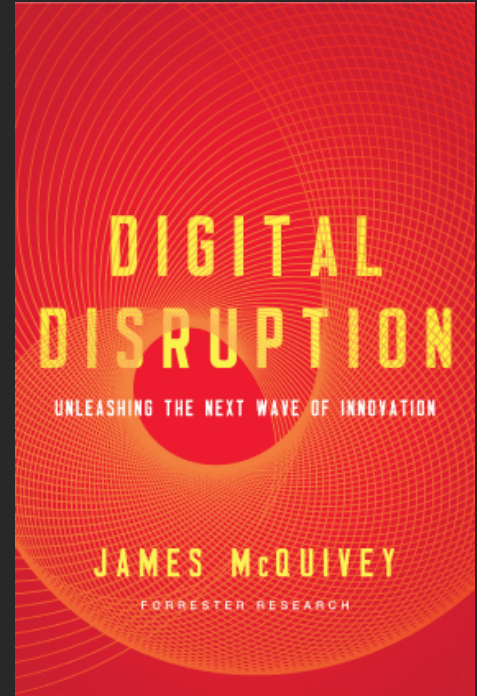
- › Your products and services got you this far
- › But it is the experiences you craft to extend those products and services...
- › ...and the relationships you build to increase frequency, deepen emotional connection, and create (exclusive) convenient access

Thank you & Questions

Thank you



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