

Key Takeaways

2024 Digital Marketing Panels: Achieve Clarity and Attain Peak Performance

How do I ensure both my media and creative is data-driven?

- Attribution is crucial. Set measurable goals for campaign success and test across different platforms.
- Data governance is critical for informed resource allocation; tag campaigns accurately to identify driving channels.
- Leverage innovative technology platforms, including AI, to collect and analyze data for creative optimizations.

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How do I reach the optimal level of investment for maximum impact and efficiency?

- Ensuring that data is readily accessible is crucial, empowering brands and agencies to devise effective measurement solutions.
- Media Mix Modeling (MMM) will need to be a core focus in 2024, especially in the evolving privacy landscape.
- Investing in top and mid funnel success amplifies performance marketing campaigns and is critical for continued growth.

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How do I make bold (yet strategic) bets to improve future performance?

- Turning transactions into experiences at the point of inspiration is crucial for successful shoppable TV strategies.
- The goal is to create an advertising experience as engaging as the consumer experience.
- Emphasize the importance of a multiplatform strategy as a driver of communal viewing and mass-scale consumption.

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How do I break down barriers between channels?

- Emphasize the importance of being truly omni-channel while recognizing the uniqueness of each channel. Tailor the consumer experience based on their desired path across platforms like Amazon, Instacart, and retail.
- Define and communicate the distinct roles each channel plays in the customer journey. From digital presence for discovery to in-store experiences for education, and D2C for brand loyalty, each has a unique role.
- Stress the significance of clean halo attribution and real-time in-store attribution. Utilize performance-oriented tools or Media Mix Modeling (MMM) for effective analysis.

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How do I ensure my marketing building blocks are 2024 ready?

- AI will be an invaluable tool in marketing + supply chain management. Embrace evolving technology to stay competitive in the ever changing world of e-commerce.
- The trend of customization + personalization is just getting started. It's key however, to maintain a sense of responsibility to avoid going too far and scaring the customer.
- Meet the expectations you set. That means automating warehouse management for accurate inventory levels, aligning marketing with fulfillment, consistency across channels and flexibility in planning for opportunistic moments.

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How do I effectively personalize messaging to my audiences?

- Prioritize post-purchase experiences, micro surveys, and direct customer feedback to optimize marketing spend on channels that drive the most impact.
- Explore innovative ways to acquire customers and collect data without relying on cookies, such as onsite feedback, reviews, and quizzes, while strategically leveraging that data to enhance your overall marketing strategy.
- Embrace walled gardens like social audiences and optimize through search AI to ensure effective personalization.