

Predictions: WHAT IS SET TO CAPTIFY THE WORLD IN 2021?

From share of search replacing share of voice, innovations in CTV to the future of data-driven advertising—Captify’s leadership team set their predictions for 2021



DOMINIC JOSEPH
Chief Executive Officer
& Co-founder

On data scarcity

IN 2021 AND BEYOND, IF YOU THINK CONTEXTUAL IS ALL YOU HAVE LEFT, THINK AGAIN. With a cookieless future under the microscope and the need for true intent predicted to skyrocket, what will become crystal clear is that the demand for intent not available in contextual-only solutions will be marketing gold dust. Marketers are coming off a challenging year, and 2021 will be about rebooting and reviving their strategies to reignite the top of their funnel. What we’ll see is that contextual-only solutions will battle it out for differentiation, while those partners that deliver true consumer intent with data, such as search, will deliver the results—which will create a bit of an industry cleanup. By this time next year, we’ll be looking at a very different LUMAscape.

On cookies & consumer privacy

With the retirement of the third-party cookie, **FIRST-PARTY IDENTITY-BASED DATA WILL COMMAND A PREMIUM**, as will data partners who can provide scale and reach without an identity spine. Innovative companies dedicated to a consumer-centric future will continue to power compliant addressability and deep audience understanding, without sacrificing performance or consumer privacy.



FIONA DAVIS
Chief Operating Officer



BRENDAN CONDON
Global Chief
Revenue Officer

On CTV

CTV will continue to explode, but there will be further weeding out of players (e.g. Quibi) and a consolidation of mid-tier brands. The cable companies will combat their diminishing relevancy by offering subsidized subscriptions to streaming providers. As more consumers adopt CTV for at-home viewing, **ADVERTISERS WILL REDUCE RELIANCE ON DEMO DATA AND TURN TO TRUE INTENT SIGNALS** in order to match the personalized content experience with an equally personalized advertising experience.

On brand measurement

We will see an evolution in the type of metrics brands use to measure advertising impact. For example, volume alone should not be a proxy for intent. That’s why **WE EXPECT TO SEE BRANDS REPLACE SHARE OF VOICE WITH SHARE OF SEARCH WHEN MEASURING INTEREST AND INTENT, LINKED TO THEIR OVERALL ADVERTISING INVESTMENT.** With Share of Search, we see the ‘why’ and the ‘what happens next’ as consumers move further through their purchase journey, giving brands a much more immediate view of the world.



ANAND SIDDIQUI
Global VP of Insights
and Analytics



LAURA PLEASANTS
VP of Global Marketing

On the Internet of Things

As consumers are increasingly integrating connected technology into their lives - tracking their eating, sleeping, exercising, meditating, etc., they are becoming more comfortable with using their own data. Embracing this trend, brands such as Spotify, Peloton and Calm are helping consumers celebrate their data by creating brand communities and a sense of belonging for their audiences. **LOOKING INTO 2021, BRANDS NOT NATIVE TO THE IOT SPACE WILL MOVE INTO THIS ARENA AND TRY TO REPLICATE THESE DATA-DRIVEN COMMUNITIES** where consumers thrive on sharing their wins, celebrating successes and competing with their own growth, fueling greater brand stickiness.

On identity and privacy for publishers

Digital media brands are beholden to the attention economy, which means their competition is equal parts Google, Facebook, Amazon, Netflix, and PlayStation. As the newly anointed gatekeepers of identity, **MEDIA COMPANIES WILL HAVE A MASSIVE OPPORTUNITY TO REBALANCE THE SCALES WITH THE WALLED GARDENS** by massively improving the consumer experience and protecting their privacy interests.



MATTHEW PAPA
SVP of Global
Partnerships



FIONA SALMON
VP of Partnerships EMEA

On publishers’ data strategies

THE NAME OF THE GAME FOR PUBLISHERS WILL BE ACTIVATING SECOND-PARTY DATA STRATEGIES TO DRIVE EVEN MORE TARGETED, DATA-DRIVEN MARKETING CAMPAIGNS FOR ADVERTISERS. By combining the power of their own first party data with other publishers or data partners to complete missing attributes, they will be able to leverage the power of this differentiated insight to fuel audience monetization, content and growth strategies.

On programmatic audio

THE UBIQUITY OF MOBILE DEVICES AND THE PROLIFERATION OF NEW CONNECTED DEVICES IS GOING TO BRING DIGITAL AUDIO INTO THE LIMELIGHT. Marketers will embrace this channel as they begin to leverage its ability to programmatically activate unique intent signals and reach qualified audiences at scale, empowering them to break through the clutter of existing digital channels.



DAVID FISCHER
President of
North America



VINCENT PELILLO
President of Europe

On the changing role of agencies

We will look back on 2020 as a year that marked the start of a wave of significant transformation for advertising. Brands were forced to adopt new strategies and abandon old ones, the world got smaller with everyone doing the same thing at the same time. This gave brands a real opportunity to think as one voice, to remove silos and foster great collaboration across multiple markets, taking learnings and insights, streamlining plans, thinking bigger and faster, and ultimately creating much greater efficiencies through unity. In 2021 we will see this continue - **WHEN BRANDS ARE ON THE MOVE, AGENCIES AND PARTNERS ALIKE WILL SPIN IN THEIR ORBIT TO CREATE MUCH MORE GLOBALLY ALIGNED STRATEGIES AND CAMPAIGNS.** For media agencies, this creates a greater opportunity to think, act and move in a truly global way.

On curated marketplaces

IN 2021, INTELLIGENT, CURATED MARKETPLACES WILL BE ACCESSIBLE BY EVERYONE, EVERYWHERE, PROGRAMMATICALLY. Packaging, selling and buying inventory through this method is exponentially beneficial for the entire value chain, bringing incremental demand and new revenue streams to publishers, while simultaneously bringing advertisers scalable and efficient audiences.



STEVE PEREIRA
President of UK