

Predictions:

What is set to Captify the world in 2022?

From the rise of data-driven contextual products, closing the loop between targeting & measurement in TV, to privacy taking center stage—Captify's leadership team set their predictions for 2022.



Dominic Joseph
Co-Founder & CEO

The industry finally gets comfortable with cookieless

The rise of data-driven contextual products will enable marketers to finally put the third-party cookie behind them as they get comfortable with what performance will mean in this new world. As brands look to move their budgets away from cookie bombing at the bottom of the funnel, CTV and Addressable Linear TV will come to the forefront, with the increased momentum in video changing the marketing mix even further.

In a cookieless world, there will be an evolution in the type of metrics that brands use to measure advertising impact—with the more traditional methodologies, such as Share of Voice being replaced by Share of Search. Search intent data will become a bigger part of the measurement landscape as it gives advertisers a clearer signal of consumers moving from awareness to consideration—offering a more robust way to measure campaign effectiveness.



Fiona Davis
Chief Operating Officer

Consumer privacy laws will be in the global spotlight

As we look toward 2022, nearly all countries globally are looking at some level of data privacy legislation, often using the GDPR as a blueprint and then adapting for their own market. This is being driven by consumer demands to address their data privacy rights in a meaningful way.

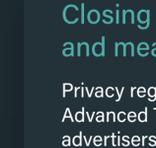
In 2022 and beyond, there will be a general trend of moving away from identity-based tracking. Consumers have made it clear that they do not want to be tracked at a user-by-user level, and global legislation will move increasingly towards this. More intrusive methods, such as precise geo-location-based tracking and targeting, will continue to be challenged by regulators in all markets.



Brendan Condon
Chief Revenue Officer

Supply chain challenges will fuel a robust return to in-person shopping

In 2022, supply chain insights, stock issue disclosures, and resulting optimization methodologies will come to the forefront for brands. It will be critical for these brands to manage retailer expectations and instill confidence that they have the ability to provide volume and fill shelves in a timely manner. Given the supply chain challenges, consumers will want to be sure they can get their hands on the products they want to buy, in a very literal sense. As a result, in-person shopping will grow, potentially reaching pre-pandemic levels. Expectations on e-commerce deliveries will rise, but be challenged by the ability (or inability) to deliver products ordered online without massive delays. In terms of price, consumers will be willing to pay a premium for products that they know will be available, sustainable and dependable. Marketers will use this insight in their advertising messaging as a unique value proposition.

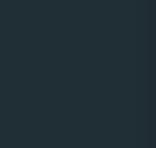


Amelia Waddington
Global VP of Product

Closing the loop between targeting and measurement in TV

Privacy regulations have slowed the growth of Advanced TV in Europe versus the U.S. In 2022, advertisers will see a wave of new opportunities to reach engaged audiences on the TV screen. While broadcasters have previously invested in tech to enable data matching, brands without scaled first-party assets or looking to find new customers, targeting options will need to extend beyond their own CRM.

As with all media, once targeted, its effectiveness will need to be measured. The recent wave of disruption in TV measurement hit a crescendo when Nielsen had their MRC accreditation revoked, bringing many challenges to the forefront. Tech partners that can effectively close the loop and offer an effective targeting and measurement solution for Advanced TV will see the most success and healthy growth in 2022.

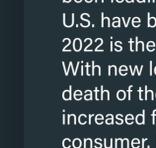


Matthew Papa
SVP of Global Partnerships

Google will dismantle parts of their Ad Tech monopoly

Looking ahead to 2022, Google will preemptively separate their open web buy-side and sell-side tech from their search revenue to avoid penalties resulting from antitrust legislation in the U.S. and EU. This will have a transformative impact on the role that independent adtech companies play in the advertising ecosystem—enabling adtech platforms, publishers and marketers to collaborate directly on new solutions to build a more transparent relationship with the end consumer.

This move could also potentially disrupt how Google addresses the third-party cookie deprecation timeline. If Google downsizes to browser-based solutions only, they could eliminate the deadline altogether and offer a new solution to a wider array of advertising players that is built off of the existing third-party cookie ecosystem.



Jodie Nevin
Global General Counsel

Brands that are truly "future proofed" will put privacy at the top of agenda

We've seen over the past few years that Europe has been leading the way with privacy regulation, and the U.S. has been making great strides to catch up—but 2022 is the year where privacy will take over the world. With new legislation popping up everywhere and the death of the third-party cookie, we're going to see an increased focus on how to protect the rights of the end consumer. Ultimately, those companies that do not make privacy 'top of agenda' will be left behind.

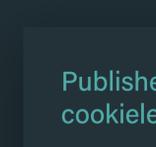


David Fischer
President of North America

Capturing consumer intent takes center stage

Identifying true consumer intent will become increasingly difficult as brands begin to accelerate the transition of their digital advertising investments to cookieless. Contextual technologies will continue to flourish but will not bring advertisers any closer to understanding consumer intent. Brands will consolidate their investments with partners that deliver unique, differentiated data signals that bring consumer intelligence to the legacy contextual landscape.

Simultaneously, we will see a renaissance in the creative space. Creative innovation and shoppable ads will flourish as advertisers look to collapse the sales funnel, reduce friction in the buying process and capitalize on consumer intent in real-time. This trend will be most apparent in video and advanced TV as brands continue to evolve their marketing strategies for a cookieless world.



Fiona Salmon
VP of Partnerships UK EMEA

Publishers need solutions that are both cookieless AND ID-less

It's no secret that publishers need to wean themselves off the ticks. Third-party cookieing as changes from third-party cookies to ID solutions is just kicking the can down the road, as these solutions provide consumers with even less control.

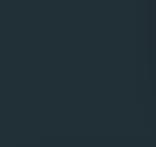
In the upcoming year, publishers will find the most success when they find contextual technologies that are both cookieless and ID-less, allowing them to test and learn what alternative approaches are needed to achieve conversion targets and personalized experiences.



Steve Pereira
President of UK

Designing a better open web in 2022 through contextual

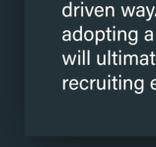
In 2022, advertisers will realize the significant ROI of privacy that can be captured by investing in consumer-centric strategies. This year, innovations in data and tech broke the boundaries of what contextual solutions previously offered. By looking beyond page content to other types of signals (e.g. search, eCommerce or purchase data) to gain a deeper understanding of audience intent, these solutions drive deeply precise targeting and create highly-relevant consumer experiences. Next year, advertisers will fully adopt next-gen contextual solutions as the technology will continue to prove its ability to deliver performance-based advertising in a cookieless world.



Sophie Theadom
VP of People

Data will play a critical role in revamping company perks and benefits

With the Great Resignation at our doorstep, companies are scrambling to implement stronger approaches to culture and benefits. Simply offering office perks such as free breakfast or pizza, health insurance, 401k and PTO is no longer enough. These perks are now table stakes and the modern employee is looking for much more. Leaders will need to rely on insight and data to maximize their approach to wellness, and benefits to advise the options available in a thoughtful, purpose-driven way. This is especially in light of more companies adopting a remote first or hybrid working module. This will ultimately help drive employee retention and bolster recruiting efforts.



Jason Tsai
CMO

Progress in sustainability will become a business imperative

Younger generations of consumers spend their money with companies that align with their values, and chief among those values is the protection of our planet. As consumer spending power continues to increase, companies are waking up to the fact that how they do business matters more than it ever has. This is a massive opportunity, as it means that sustainability and profitability don't have to be competing objectives anymore. To take advantage of this opportunity, the smart companies will re-evaluate their business practices and supply chains, including marketing. 2022 will be a tipping point year where the entire marketing ecosystem—from agencies to ad tech companies to production houses—will begin to rethink how and with whom they operate, not just because it's an imperative for earth, but because it's a business imperative.