

2018 ANALYTICS LANDSCAPE

What's Next for the Data World?

2018 holds the promise of impactful advances in data, analytics, digital marketing and technology. Here are some of the top insights and predictions to prepare for another year of innovation.

Digital Marketing & Analytics

The size, value and level of competition in the MarTech industry are expanding:

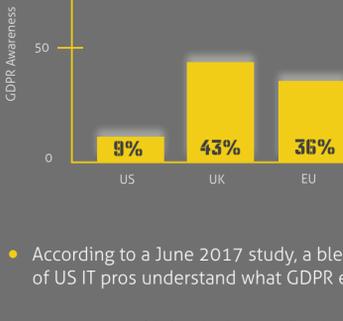


The UK and North American MarTech market could be worth up to \$34.3B in 2018.¹



Brands expect MarTech budgets to rise by 10% over the next 12 months.²

GDPR know-how is lagging, despite the approaching deadline.

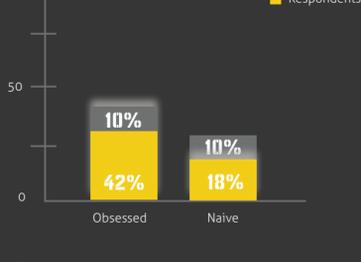


- According to a June 2017 study, a bleak 9% of US IT pros understand what GDPR entails.
- Awareness is higher in Europe: "43% of IT professionals in the U.K. and 36% in the rest of the EU said they're informed about GDPR and how it affects their business."³

Digital Transformation

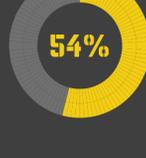
According to CIO.com, digital transformation is "the acceleration of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact in a strategic and prioritized way."

The need to transform in 2018 is urgent—55% of IT decision-makers say they have a year or less to make digital inroads before suffering financially and competitively.⁴



A Forrester study showed that customer-centric companies were more likely to achieve significant growth.

42% of respondents categorized as "Obsessed" (as in customer-obsessed) reported that their organization grew revenue by 10% or more in the past fiscal year, compared with only 18% of respondents in the Naive category.⁵



Only 54% of B2B marketers said they align their marketing strategy to the needs of their target personas.⁶

Big Data

Big Data analysis is bigger than ever, and the volume of data is growing rapidly—90% of the data available now was only created in the last two years.⁷

The influx of data has companies looking to new solutions for processing large amounts of data quickly:

The marriage of Big Data and Cloud Computing continues to make computing fast and scalable.

Edge computing is staking its claim on the Big Data computing market. Market Research Future predicts that edge computing will experience a compound growth of 35% per year, reaching \$33.75B by 2023.⁸

IoT devices are expected to generate a massive amount of data. Gartner estimated in September 2017 that more than 8.4 billion "Things" were on the internet at the time, up more than 30% from one year before.⁹

By 2020, IoT technology will be in 95% of electronics for new product designs.¹⁰

Artificial Intelligence & Machine Learning

AI and ML continue to make waves for marketers, analysts and technologists, replacing limited manual processes with intelligent processing power.



62% of organizations will be using artificial intelligence (AI) technologies by 2018.¹¹



AI-powered, autonomous media-buying technologies like **Albert** and **Frank** could redefine the paid advertising marketing.



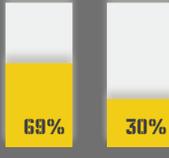
32% of marketers not using machine-learning/algorithmic personalization plan to do so in the next year.¹²



The fear that AI will eliminate jobs in the long run may be unfounded. According to Gartner, in 2020 "AI will become a positive net job motivator, creating 2.3M jobs while eliminating only 1.8M jobs."¹³

Mobile

The mobile wave is a force to be reckoned with, as mobile now constitutes 69% of digital media time.¹⁴ As a result, companies need to further evolve to meet the growing demands of mobile users.



According to Gartner, by 2021, "early adopter brands that redesign their websites to support visual- and voice-search will increase digital commerce revenue by 30%."¹⁵



More consumers are adopting smartphones with a 4.5" display or greater.¹⁶



Mobile tech giants are buying up AI companies, indicating that AI could play a significant role in the mobile world.

Companies are moving in the direction of using more data faster and in the contexts most relevant to their customers. As such, companies need to get their data governance programs in order to keep data clean and actionable.

As you move into 2018, jumpstart your data governance program by doing a free audit with ObservePoint.

GET YOUR FREE AUDIT

¹ <http://content.warc.com/read-martech-report-2018-marketing-technology-market>
² <http://content.warc.com/read-martech-report-2018-marketing-technology-market>
³ <https://community.spiceworks.com/research/gdpr-impact-on-it>
⁴ <https://www.progress.com/papers/state-of-digital-business-2016-report>
⁵ The B2B Marketer's Guide To Benchmarking Customer Obsession Maturity, Forrester Research, August 2017
⁶ Forrester's Q2 2017 B2B Customer-Obsessed Operating Model Online Survey, Forrester Research
⁷ <https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=WRL12345USEN>
⁸ <https://blog.technogent.com/the-growth-of-edge-computing-and-its-impact-on-it-strategy>
⁹ <https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/danielnewman/2017/09/26/top-10-trends-for-digital-transformation-in-2018/?ref=URL=&referrer=#5955c95e293a>
¹⁰ <https://www.forbes.com/sites/louiscolombus/2017/10/03/gartners-top-10-predictions-for-it-in-2018-and-beyond/#3b3a89e465bb>
¹¹ <https://narrativescience.com/Resource-Library/PR/62-of-organizations-will-be-using-artificial-intelligence-ai-technologies-by-2018>
¹² <http://www.evergage.com/wp-content/uploads/2016/06/2016-Trends-in-Personalization-Survey-Report-Evergage-final.pdf>
¹³ <https://www.forbes.com/sites/louiscolombus/2017/10/03/gartners-top-10-predictions-for-it-in-2018-and-beyond/#65ad69f645bb>
¹⁴ <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/2017-US-Cross-Platform-Future-in-Focus?>
¹⁵ <https://www.forbes.com/sites/louiscolombus/2017/10/03/gartners-top-10-predictions-for-it-in-2018-and-beyond/#743b805b45bb>
¹⁶ <http://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/2017-US-Cross-Platform-Future-in-Focus?>