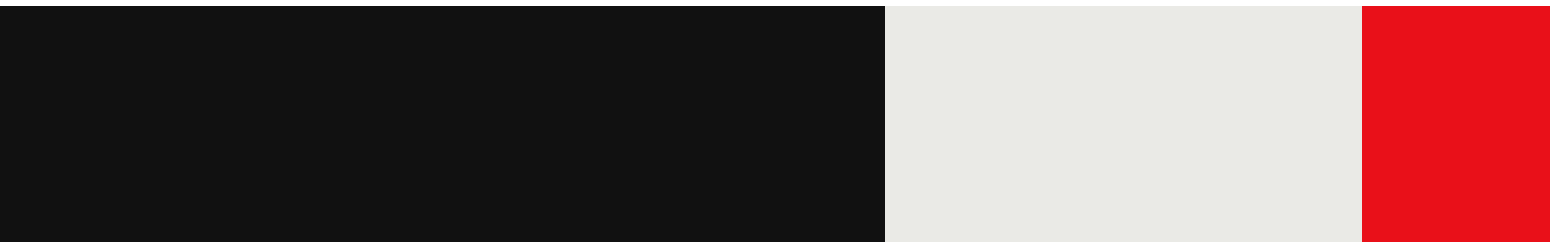



5 charts to prepare marketers for 2024

Article

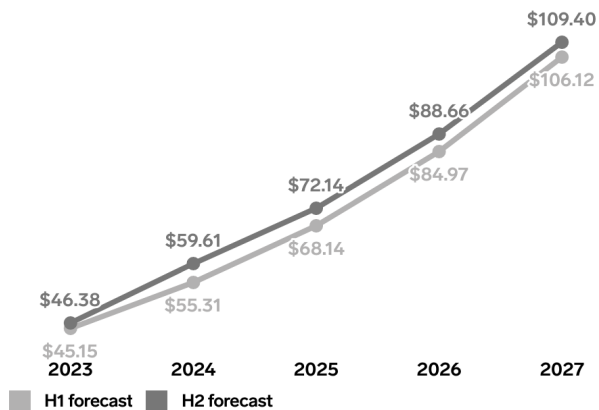


It's December, which means marketers should already have plans in place for 2024. The next year will be punctuated by increasing retail media and connected TV (CTV) ad spend, creator economy evolution, and even more AI. Here are five charts to prepare you for what's ahead.

1. Retail media is on the rise

Our 2024 US Retail Media Ad Spending Forecast Is Over \$4 Billion Higher Than It Was This Spring

billions, 2023-2027



Note: digital advertising that appears on a retailer's on-premise signage, either in-store or in the immediately adjacent exterior (e.g., parking lot), appears on websites or apps that are primarily engaged in retail ecommerce, or is bought through a retailer's media network or demand-side platform (DSP)

Source: Insider Intelligence | eMarketer Forecast, Nov 2023

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US **retail media** ad spend in 2024 will be even higher than we initially projected, at \$59.61 billion, according to our forecast. **Spend will grow by more than 20%** every year through the end of our forecast period in 2027. Amazon Ads and Walmart Connect will lead the pack for **retail media** ad spend, but more players continue to enter the game.

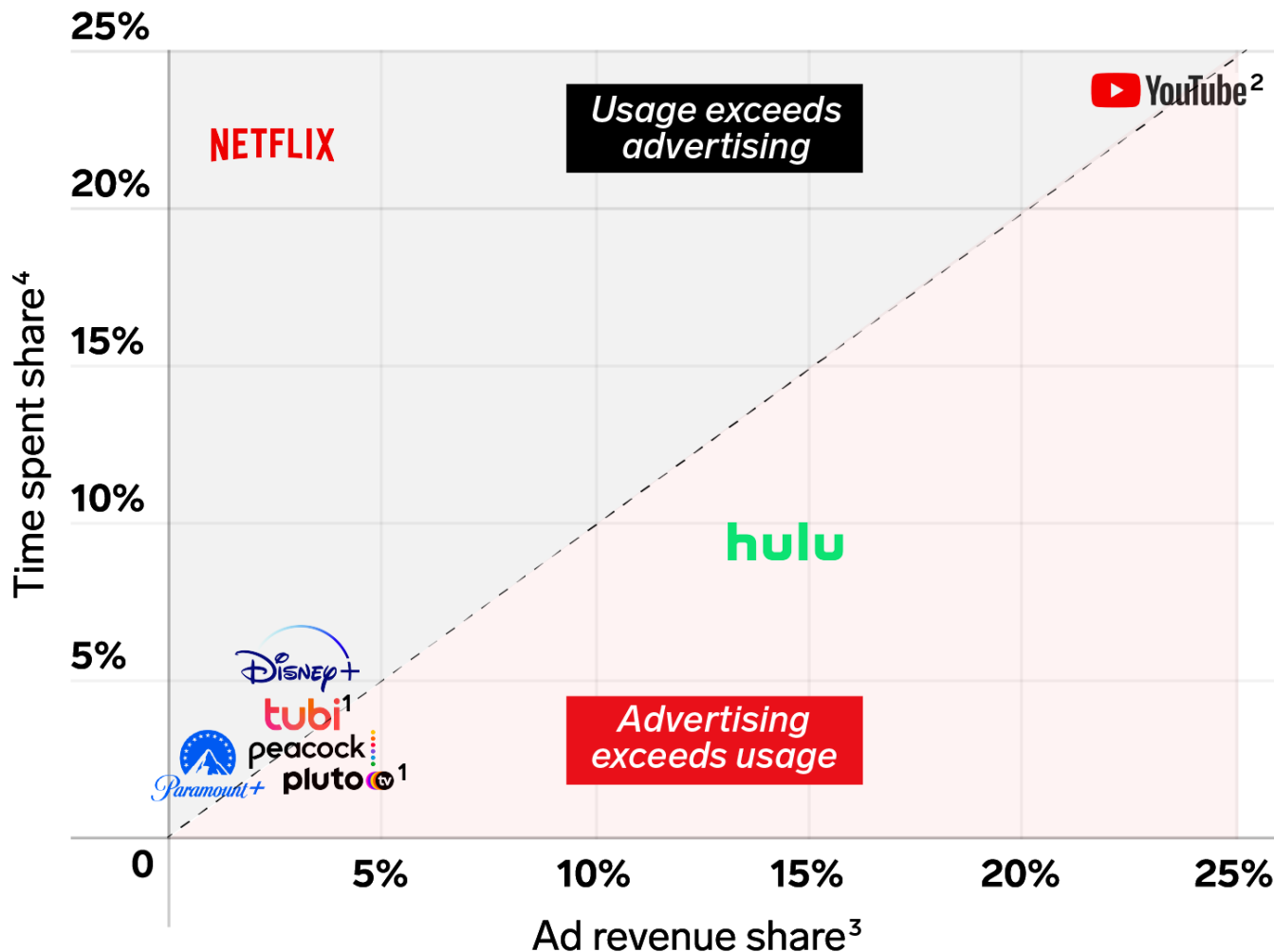
One reason spend is increasing is the **expansion of connected TV (CTV) and other off-site formats**.

For 2024: Retail media isn't just here to stay—it's here to expand. If you haven't explored this ad channel yet, now is the time.

2. CTV still has room to grow

US Connected TV Time Spent vs. Ad Revenues, 2023

% of total connected TV time spent and ad revenues



Note: (1) free services without ad-free tiers; (2) gross ad revenues; (3) digital advertising that appears on connected TV (CTV) devices; examples include display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising; (4) ages 2+; streaming category excludes "linear streaming" such as YouTube TV

Source: ad revenues from Insider Intelligence | eMarketer Forecast, March 2023; time spent from Nielsen as cited in company blog, Aug 2023

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When it comes to CTV, the share of time spent among viewers exceeds the share of ad revenues across most platforms, per our forecast. CTV still has ad potential as advertisers catch up to usage habits. CTV ad spend will grow as the ad businesses for Netflix and Disney+ mature. But for now, YouTube leads competitors in both time spent and ad spend.

For 2024: Embrace the pivot to digital. It's where viewers are spending an increasing amount of time and where ad formats tend to be more shoppable.

3. Cookies are going away, for real

Solutions That Hold the Greatest Promise in Replacing Cookie-Dependent Solutions According to Advertisers and Publishers Worldwide, Feb 2023

% of respondents

| | Advertisers | Publishers |
|----------------------------------------|-------------|------------|
| Advertiser first-party data activation | 49.0% | 16.6% |
| Google Topics (formerly known as FLoC) | 37.9% | 12.6% |
| Attention-based metrics | 33.7% | 30.7% |
| Social media advertising/targeting | 31.0% | 39.1% |
| Contextual advertising | 30.5% | 20.5% |
| Publisher first-party data activation | 27.1% | 47.3% |
| Unified ID technology | 21.7% | 24.3% |
| Programmatic direct deals or PMPs | 14.0% | 32.7% |

Source: DoubleVerify, "Post-Cookie Questions: How Advertising Strategies and Sentiments Are Evolving," May 1, 2023

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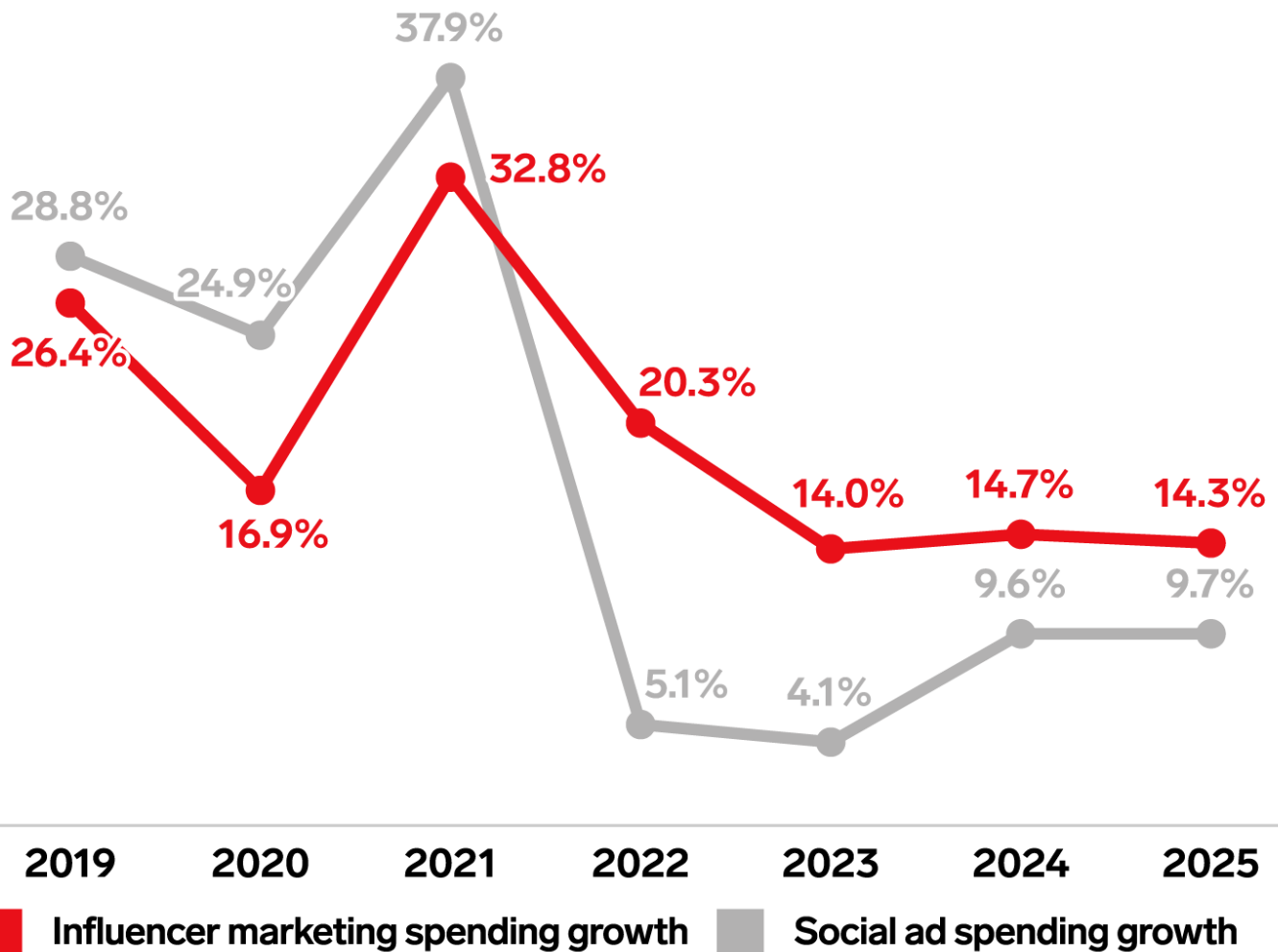
Google confirmed last month that it will **begin deprecating third-party cookies** in 2024. The move has been pushed back for years, but the so-called cookie-pocalypse is upon us. Nearly 50% of advertisers and publishers worldwide are embracing first-party data activations as they prepare for the cookie's crumble, according to February 2023 DoubleVerify data.

For 2024: Make sure you have **a post-cookie plan in place.**

4. The creator economy is alive and well

Influencer Marketing Has Been More Resilient Than Social Ad Spending

% change



Note: social ad spending growth is the combined figure for US social network ad spending and YouTube gross ad revenues; social network ad spending includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms, such as branded content amplified as paid advertising; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms, such as branded content amplified as paid ads; influencer marketing includes payments made to influencers or their representatives to promote products and services primarily on social media and other platforms featuring user-generated content; excludes noncash payments, such as free products or trips, and branded content amplified as paid advertising
 Source: Insider Intelligence | eMarketer, July 2023

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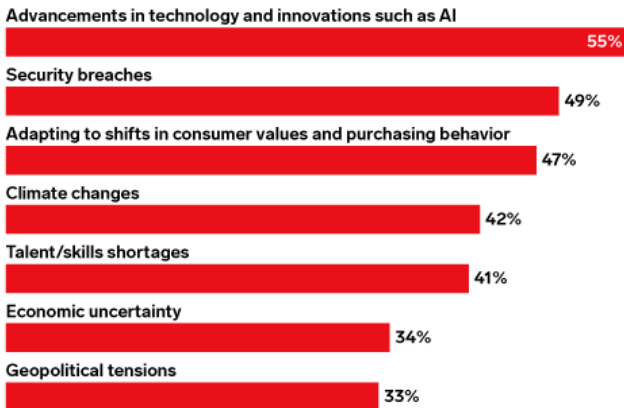
Creators are at the center of social media marketing. **US influencer marketing spend** will continue its double-digit growth through 2025, according to our July 2023 forecast. The industry is outpacing paid social ad spend in growth, and a lot of that spend is also coming from boosted creator campaigns.

For 2024: Pay attention to **creators**, especially niche ones with smaller followings who may be less expensive and have a highly targeted audience.

5. Another year of AI buzz

Top Concerns Among C-Level Executives Worldwide for 2024, Sep 2023

% of respondents



Note: n=2,207

Source: Accenture, "Pulse of Change" as cited in company blog, Sep 28, 2023

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Insider Intelligence | eMarketer

2023 was major for AI, and that buzz will carry into the next year. Some 55% of C-level executives worldwide consider AI advancements a leading concern for 2024, per Accenture's September 2023 data.

For 2024: Keep experimenting with AI, and stay aware of how major players like **Microsoft, Amazon, Google, and OpenAI** are innovating.

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