

The Executive Roundtable: Andreas Cohen of I-COM Global on Marketing Attribution, AI and Building Communities in the Virtual Space

AUDIO |

eMarketer Editors

Andreas Cohen, founder and chairman of I-COM Global, a forum for digital leaders, joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey to discuss community building in a post-pandemic world, how attribution is evolving and AI's role in digital marketing.

Coronavirus Impact: US Retailers Who Plan to Increase Marketing Investments in Select Emerging Technologies, Jan 2020 & June 2020

% of respondents

	Jan 2020	June 2020
Messaging/SMS platforms	51%	56%
Customer data platform (unified view of the customer)	57%	49%
Advanced attribution & measurement technologies	48%	43%
AI and other technologies (for personalization, customer service, etc.)	44%	43%
Alternative payments (Apple Pay, cryptocurrency, AfterPay, etc.)	52%	40%
Security/privacy compliance	50%	32%
AR/VR for your digital store (e.g., virtual product viewing)	8%	21%
Programmatic TV	31%	21%
Visual search	15%	16%
Voice-enabled search or voice commands, such as online personal assistant	8%	4%

Note: January 2020 n=111; June 2020 n=75

Source: CommerceNext, "The Big Pivot: How Traditional and Digital-first Retailers Re-prioritized Marketing Investments in the Wake of COVID-19" sponsored by Exponea, July 24, 2020

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