

What Insider Intelligence Analysts Expect in 2021: Integrating marketing into consumers' lives

AUDIO

Victoria Petrock

eMarketer principal analyst at Insider Intelligence Victoria Petrock discusses what she's paying attention to in 2021 and why: the acceleration of tech, multisensory experiences, and purpose-driven marketing.



US Adults Who Are Comfortable with Select Internet of Things (IoT) Devices Sharing Data,
April 2020
% of respondents
Smoke detectors that share unusual data readings with the local fire department
38%
Home security-related products that share suspicious data with local police
34%
External cameras that share video with local police after crime reports in neighborhood
31%
Wearable devices (e.g., Fitbit, Apple Watch) that share unusual medical data with health providers
26%
In-home cameras that share suspicious video with local police
24%
Voice assistants (e.g., Alexa, Google Home) that share suspicious audio with emergency responders
23%
DNA analysis providers (e.g., 23andMe, AncestryDNA) that share data with medical researchers
17%
None of these
34%
Note: ages 18+
Source: Genesys, "Personalization & Empathy in Customer Experience" conducted by Wakefield Research, May 20, 2020
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The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why Neustar launched Fabrick[™] - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabrick combines powerful identity-based solutions with trusted industry partnerships to solve today's challenges.

