
THE 2022 STATE OF DIGITAL MARKETING REPORT

Data Analysis &
Insights From 170+
Ecommerce Brands



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Executive Summary

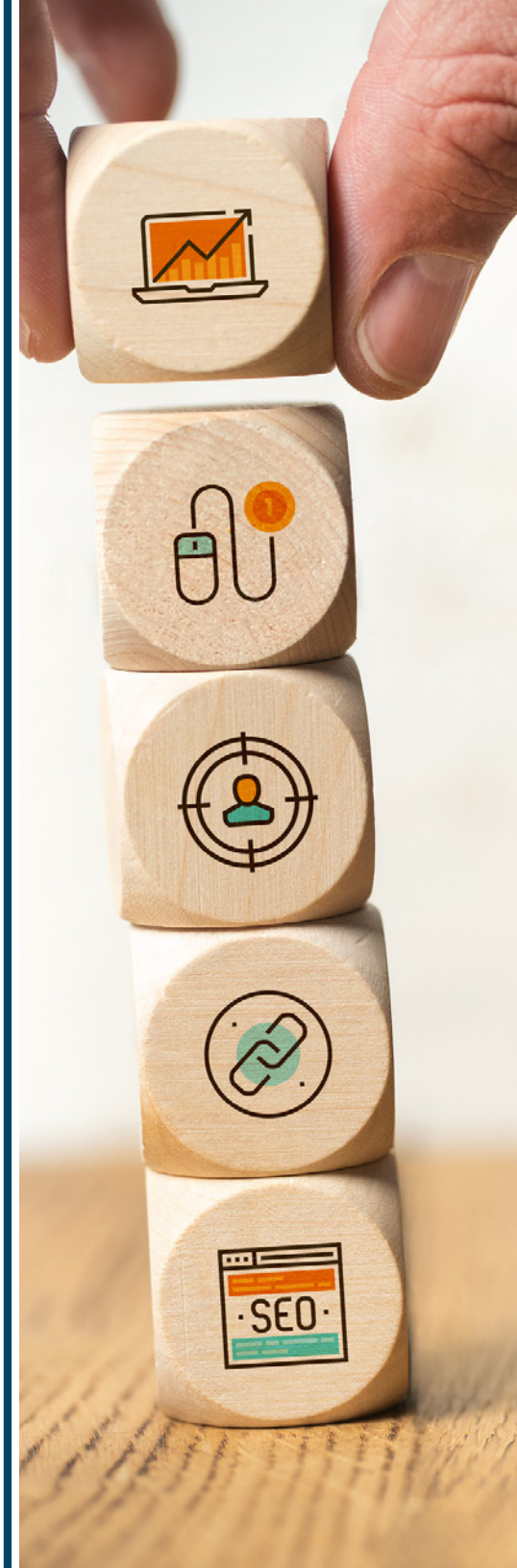
Take a deep breath. The onslaught of uncertainty over the past two years has assuredly had a huge impact on you and your business. But things are changing. As we transition into this new era, you need to be confident that you're taking the right steps for your brand.

To help you take the next step, the experts at ROI Revolution have put together research and analysis from more than **170 digital marketers at leading brands across the retail and ecommerce space**. In our State of Digital Marketing Report, you'll gain access to insightful data and analysis based on what professional marketers like you say are the biggest trends, initiatives, and challenges for this year and beyond.

We unpack the data from digital marketing professionals in top industries like home goods, apparel, electronics, and more at brands with annual revenue ranging from under **\$10 million to more than \$10 billion**. You'll uncover:

- **Insightful data visualizations:** Get a close-up look at the data with easy-to-read charts and graphs.
- **Top trend analysis:** Discover top overall digital marketing trends and initiatives for 2022 and what they could mean for your brand.
- **Industry, role, & revenue analysis:** Uncover top trends by industry, job level, and annual company revenue - and why it matters.
- **Digital predictions for 2022 & beyond:** Explore our forecast for what 2022 holds for brands and retailers in the ecommerce age.

We hope this inside look at the year's biggest digital marketing trends and initiatives helps you make 2022 the best year yet for your brand.





Report Methodology

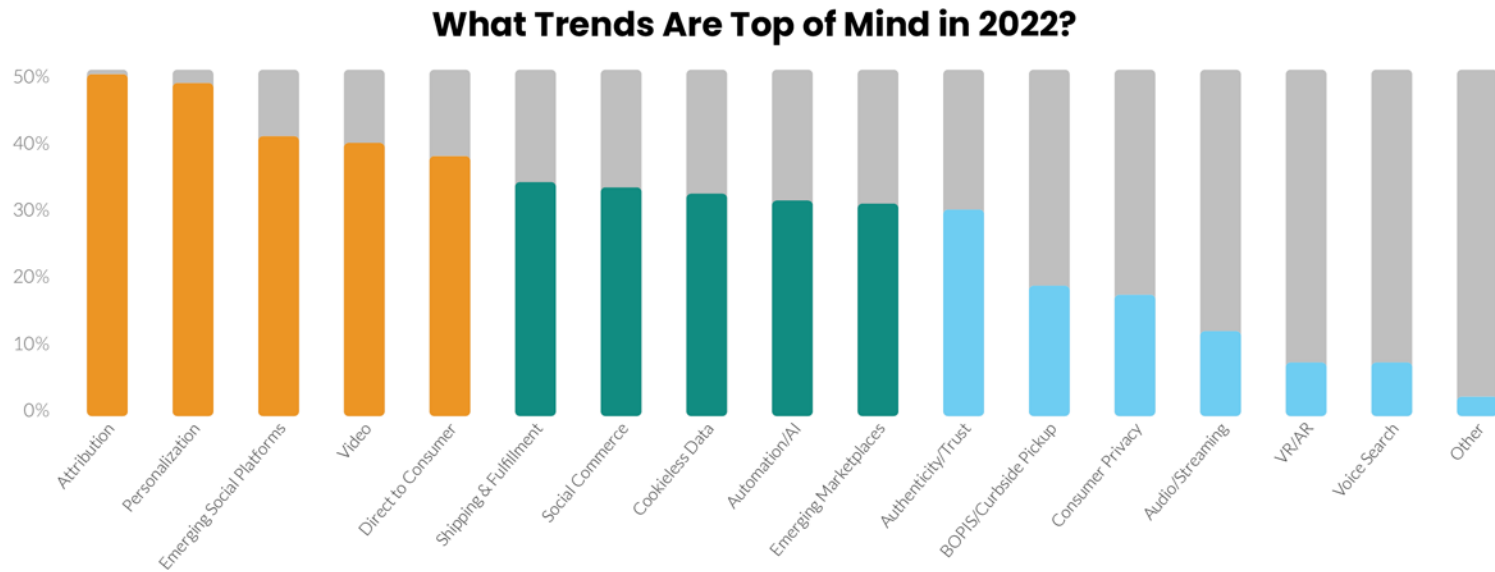
We created this report to analyze the impact that role, revenue, industry, business type, and other factors have in the trends, initiatives, and challenges that brands face in 2022. This data was then analyzed to make predictions and recommendations for future brand growth.

For this research report, we gathered quantitative data from a select group of respondents from ROI Revolution's internal database. All respondents were reviewed and matched with internal role, revenue, and industry data to offer an accurate initial dataset.

This data was then segmented and analyzed to create compelling charts, graphs, and infographics that accurately represent the source information. Additionally, this data was used alongside industry research and internal ROI client data to offer additional recommendations, analysis, and predictions for the future.

We are 95% confident with a 7% margin of error that the data analyzed in this research report is statistically significant. This is based on an initial target audience of 100,000 companies with an annual revenue of \$100 million or more^o.

General Data Analysis



Attribution

The **top trend for 2022 is attribution**, with nearly half of our respondents indicating it as top-of-mind for them this year.

With consumers shopping across multiple channels and devices (including a higher blend of in-person and online shopping due to the pandemic), attributing sales is more complex and challenging than ever.

Rising privacy regulations like the **deprecation of third-party cookies** (which is top-of-mind for 35.6% of marketers) and **Apple's iOS 14.5 update** have made it even more difficult for brands to target customers and track their path to purchase.

Understanding the multitude of touchpoints consumers make on their path to purchase is paramount to your brand's continued growth. Unlocking the secrets of attribution allows you to seamlessly funnel your advertising efforts into your most profitable channels - and prove that your marketing efforts are working.

Personalization

The second most popular marketing trend for 2022 is personalization, which is top-of-mind for 48.3% of marketers this year.

Personalization is a key way to convert customers by:

- Improving your overall customer experience
- Helping shoppers feel more engaged with your brand
- Improving perception of your brand
- Generating more conversions and leads

Adding in layers of personalization to your outreach and content strategy can amplify your profitability and help you convert more shoppers into customers. Consumers get more and more savvy by the day, so **an effective one-to-one approach to personalization will be a key differentiator for the most innovative and successful brands.** Some examples include using dynamic content for your emails and/or landing pages depending on a user's industry or role, showing different versions of an ad to segmented social media audiences based on their interests, or changing the tone of your paid text ads depending on what kind of language resonates with various different audiences.



ROI Tip



David Austin
VP of Technology

“Gaining visibility into the effectiveness of your digital advertising is becoming more difficult due to growing privacy concerns and legislation. In 2022, brands need to augment their available consumer data with intelligent modeling to fill in the gaps, get a comprehensive picture of the impact of advertising, and calculate key KPIs like ROAS. On top of that, with an abundance of near real-time performance data and more complex ad campaigns than ever, manual optimization is no longer possible. AI, machine learning, and automation are critical in any successful digital marketing activity. Companies without a viable technology strategy to address these challenges will lag behind.”

Emerging Social Media Platforms

With cookieless data becoming a hurdle for retailers, many brands are turning to social media as a way to engage customers at every stage of the funnel.

Facebook has been the reigning social media platform for years, but unsatisfied users combined with the iOS 14.5 update have complicated attribution for advertisers and are leading to serious declines for the digital giant.

Brands are increasingly leveraging emerging social media platforms to build awareness and acquire new customers. TikTok was the most downloaded app in 2021 by a long shot with 94 million downloads, followed by Instagram at 64 million and Snapchat at 56 million¹. On top of that, **TikTok is now the third largest social network in the US**, second only to Facebook and Instagram². That means TikTok has more users than Snapchat, Twitter, and Pinterest!

Social commerce could be a key component of success on emerging social media platforms. 36.2% of marketers say social commerce is top-of-mind for their brand in 2022. Expected to deliver \$96.1 million in US revenue this year (up more than 50% from before the pandemic)³, social commerce could be highly profitable for your brand, especially because it helps alleviate some of the murky waters of attribution by keeping the entire shopping experience in one place.

¹<https://www.emarketer.com/content/mobile-apps-downloaded-most-us-last-year>

²<https://www.emarketer.com/content/us-social-network-users-2022>

³<https://www.emarketer.com/content/social-commerce-2021>



ROI Tip



Mike Ewasyshyn

Director of Digital Advisory & Programmatic

“The recent wave of changes to tracking and measurement has left many social media channels scrambling to find new ways to drive directly attributable revenue. In addition, recent data has shown how younger generations trust brand messaging from influencers and user-generated content more than messaging delivered directly from brands. These changes have combined to pave the way for greater adoption of social commerce by big tech and will likely drive significant changes in the way we view and use social channels for purchasing in the future.”

Industry-Based Analysis

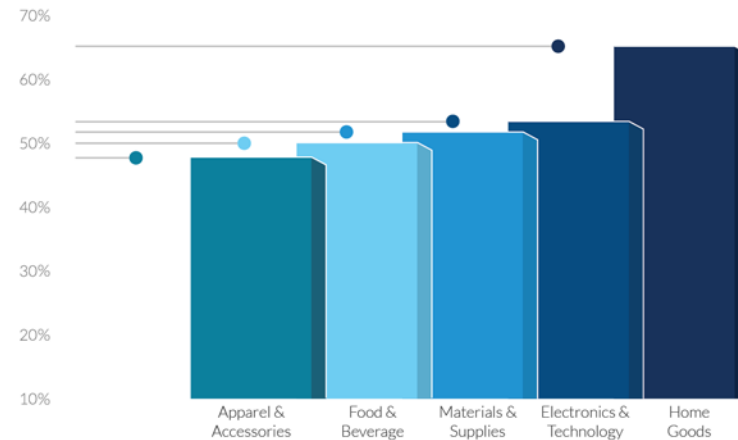
In this segment of the data, we look at the distribution of results by industry. Overall, there were 19 industries categorized, but this report specifically looks at the data from the top five industries: apparel & accessories, electronics & technology, food & beverage, home goods, and materials & supplies.

Attribution

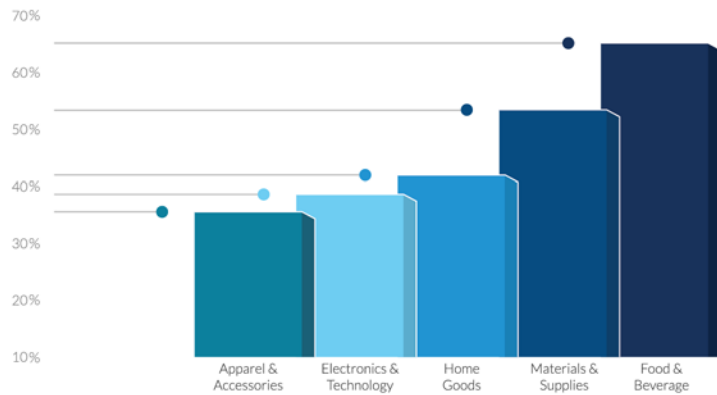
Attribution is top-of-mind for industries across the board, ranking as either the **first or second most popular trend for all of the verticals** we analyzed. It's of high importance to any brand or retailer that sells products through advertising.

Attribution becomes more complicated when shoppers are using multiple touchpoints including in-person, online, desktop, mobile, different internet browsers, and apps. The home goods vertical has grown rapidly since the COVID-19 pandemic pushed people to stay inside their homes more, leading to an increased need for attribution solutions in this industry.

Attribution as a Top Trend in 2022



Personalization as a Top Trend in 2022



Personalization

The importance of personalization varies across industries. For the food & beverage and materials & supplies industries, it's the most important trend this year. **64.3% of food & beverage brands say personalization is a top-of-mind trend for them this year.** For other industries, personalization isn't quite as high of a priority for marketers. Even so, at least a third of those polled still listed personalization as a top trend for all industries, including apparel and accessories at 34.5% and electronics and technology at 38.5%.

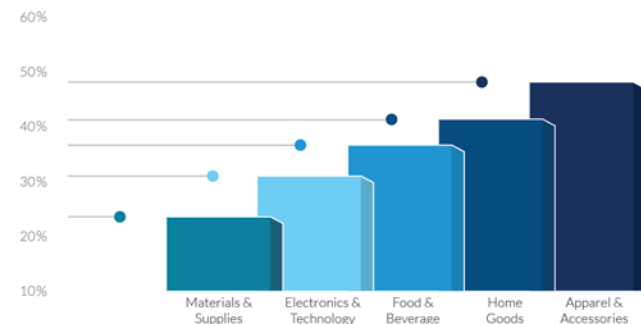
Emerging Social Media Platforms

It comes as no surprise that emerging social media platforms are most popular with the apparel & accessories vertical, with more than 48% of respondents listing it as a top trend. Social media advertising is crucial for apparel & accessories brands, where brand awareness and staying top-of-mind throughout the entire buyer's journey is so essential.

Home goods is another industry where social media is paramount, with **more than 41% of respondents listing it as a top trend.** Going to the other end of the spectrum, only 23.5% of respondents in materials & supplies listed it as a top trend. The rule of thumb here is that if you sell a retail product, you need a stronger social presence to appeal to your consumer-base.

As major platforms like Facebook and Twitter experience slowdowns in growth, emerging social media platforms are rising in popularity across industries. In fact, the social media platforms that saw the most user growth in 2021 were TikTok, Reddit, and LinkedIn. Instagram saw just 3.7% growth in 2021 after growing 6.2% in 2020 and Facebook went from 3.3% growth to just 0.8%.

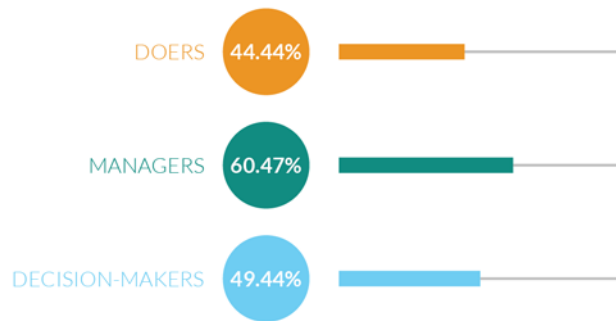
Emerging Social Media Platforms as a Top Trend in 2022



Role-Based Analysis

In this segment of the data, we look at the distribution of results based on job role. This is categorized into three unique job levels: doer (17% of respondents), manager (27%), and decision-maker (56%).

Importance of Attribution in 2022



Attribution

51.6% of our respondents named attribution as a top-of-mind trend for them this year. It's the most important trend for managers and decision-makers alike, compared to the fifth most important trend for doers.

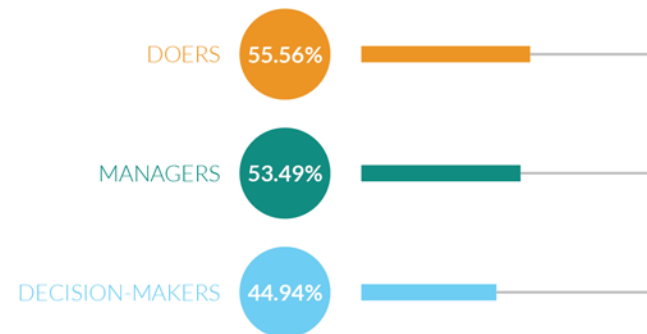
Attribution is a challenge that businesses both small and large face, so it's no wonder it tops the list. Decision-makers always want to know that their company's marketing budget is going to good use, and it's in the hands of managers and doers to prove that.

Personalization

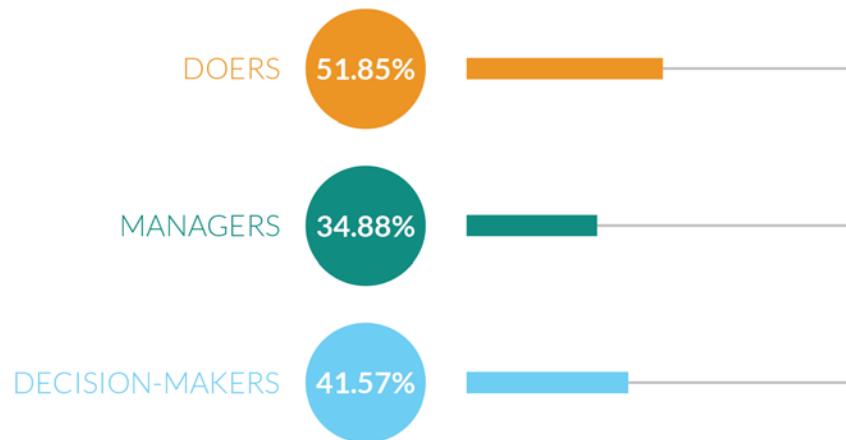
Personalization is a key trend this year among doers, managers, and decision-makers alike for 2022. It's the **top trend on the minds of marketing doers this year and the second most important trend for managers and decision-makers after attribution.**

With the acceleration of digital marketing amidst a global pandemic, many brands are turning to personalization as an effective strategy to set themselves apart from their competitors by reaching consumers on a 1:1 level, establishing trust and building lifetime value.

Importance of Personalization in 2022



Importance of Emerging Social Media Platforms in 2022



Emerging Social Media Platforms

Over half of doers say social media is a top initiative this year, making it their second most important trend - but that number drops significantly for managers and decision-makers. If you're a digital marketing manager or executive, make sure you allocate enough low-level resources to your organic and paid social media campaigns in 2022.



Revenue-Based Analysis

In this segment of the data, we look at the distribution of results based on annual company revenue. This is categorized into four unique buckets: \$1-\$10 million (43% of respondents), \$11-\$100 million (29%), \$101 million- \$1 billion (14%), and \$1 billion+ (14%).

Attribution

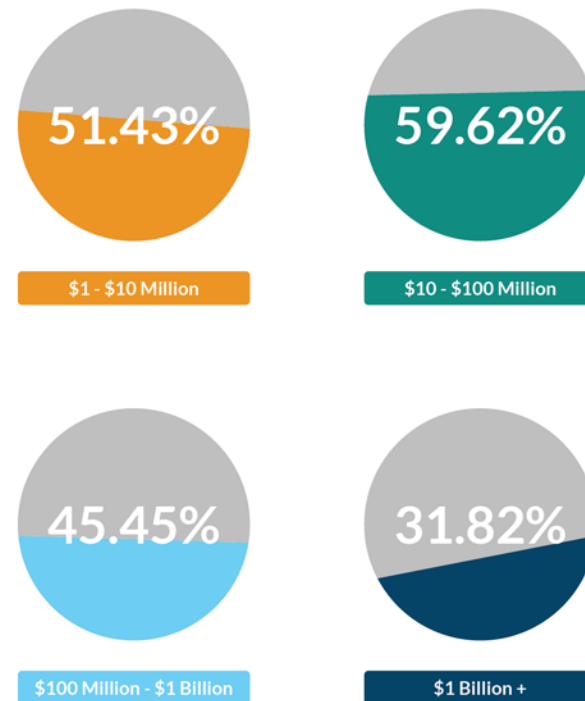
We noticed some interesting differences in the importance of attribution to companies with higher revenue.

The more annual revenue, the less important attribution becomes as a trend. But why? A major part of attribution is the ability to track your marketing budget back to tangible wins.

With initiatives like cookieless and consumer privacy on the rise, brands large and small are being forced to shift away from traditional attribution models. Larger brands are able to adjust by leveraging more of their valuable internal data - but smaller brands usually lack that luxury.

Aside from that, bigger brands often end up neglecting attribution since they have bigger budgets to advertise across numerous channels, and tracking everything quickly becomes complicated. For smaller companies with less revenue, it's even more important to ensure that every dollar goes to good use.

Attribution as a Top Trend in 2022



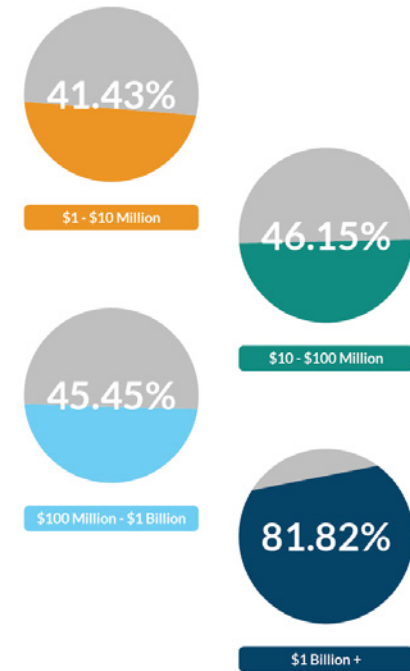
Personalization

Perhaps the widest discrepancies in the importance of personalization come from a company's annual revenue. **A staggering 81.8% of companies with \$1B+ revenue listed personalization as a top trend in 2022**, compared to only 41.4% of brands with up to \$10 million in annual revenue.

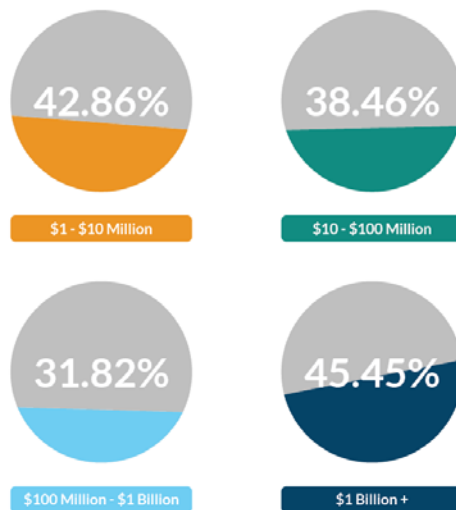
Why the major difference? Personalization is a key way to convert browsers into buyers. It improves the customer experience, helps shoppers feel engaged and valued, and improves your brand perception - all in addition to increasing conversion rates and generating more leads.

For smaller brands, making customers feel important comes naturally. There's a smaller target audience and it's easier to reach your core consumers. But for larger brands with huge customer databases and billions of dollars in revenue, personalization needs to be intentional. Consumers are more savvy than ever, and can see through the cheap marketing and advertising tactics of the past. Shoppers are now looking for the ultra-personalized experience made just for them.

Personalization as a Top Trend in 2022



Emerging Social Media Platforms as a Top Trend in 2022



Emerging Social Media Platforms

For all of the revenue categories we analyzed, **emerging social media platforms are the biggest trend among brands making \$1 billion+ or under \$10 million in annual revenue.**

For brands with a smaller budget, emerging social media platforms like TikTok can be a great way to garner attention without having to spend a lot of money with influencer marketing (which is a top initiative for 42.9% of <\$10M brands) and organic awareness.

For \$1B+ brands with a much bigger budget, emerging social media platforms bring a new opportunity to dominate the market. The bigger the brand, the bigger the brand presence required - and emerging social platforms offer brand awareness at scale.

Tying It All Together

Attribution, personalization, and emerging social media platforms will define digital marketing in 2022. Hopefully, this report has provided you with a deeper understanding of these critical trends and initiatives so that you can confidently navigate in 2022 no matter your industry, role, or company's annual revenue.

Keep these key takeaways in mind to help your brand thrive this year:

1. **Attribution is becoming increasingly complicated** as privacy initiatives like cookie deprecation continue to grow. It will be increasingly crucial for brands to adopt new ways to attribute ad sales and to ensure the right metrics are being tracked in 2022.
2. **Personalization is a key way to encourage shoppers to engage** and establish trust with your brand. Using personalization in your marketing strategy this year will amplify your company's profitability and help you convert more browsers into buyers.
3. Whether you like them or not, **emerging social media platforms will be a key way to acquire new customers** in 2022. Stay open-minded to how these new initiatives that may seem like roadblocks at first are actually potential revenue generators for your brand.

To your brand's success!



Still hungry for more data? There's a lot we can reveal from our **2022 State of Digital Marketing Survey**, and we dive even deeper into the data in a much longer, more in-depth version of this report coming soon. On the next page you'll find a sneak peak of some additional insights we will analyze in the full report. **Reserve your copy today!**

Additional Report Findings



42.7%

of digital marketing decision-makers say video is a top trend for their brand this year



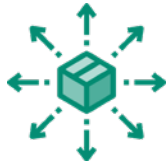
Conversion rate optimization

The top initiative for 54% of digital marketing decision-makers in 2022



47.7%

of digital marketers name content marketing as a top initiative for their brand this year



Nearly 60%

of home goods brands say shipping & fulfillment are top-of-mind for them this year



Nearly 3 in 5

home goods brands say influencer marketing is a top initiative for them this year



33%

of respondents use podcasts to stay up-to-date, but just 8.1% say podcasts are a brand initiative



Content marketing

is the biggest priority for brands making over \$1 billion in revenue, with 63.6% calling it a top initiative



41%

of brands making \$1B+ in annual revenue are concerned about shipping and fulfillment this year



Social commerce & cookieless data

Tied as the second biggest trends for brands with over \$1 billion in annual revenue



ROI's proven digital experts have been amplifying brand growth since the dawn of digital. We have a reputation for helping brands identify untapped potential through custom multi-channel strategies. Our best-in-class teams and technology empower hundreds of brands to drive billions in annual revenue.

No matter the obstacles and opportunities your brand faces, we're here to act as a trusted extension of your team. We don't have a "set it and forget it" approach to account management. We drive profitable revenue and new customer acquisition at scale through consistent communication and ongoing campaign optimization.

- Full-funnel advertising strategies to supercharge profitable customer acquisition on Amazon, Google, Facebook, & more.
- ROI's RevolutionSuite, combining the hybrid intelligence of smart technology & human logic to accelerate your return on investment.
- Optimization of your website to boost conversion rates, optimize content strategy, & grow your organic search presence.
- Strategic partnerships with Google, Microsoft, Facebook, Instagram, Pinterest, Amazon, Snapchat, Feedonomics, & more.

WE'RE HERE TO HELP! Visit us anytime at roirevolution.com