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present



DRIVERS OF GROWTH SURVEY

The New World Order: Strategic
priorities for the CMO, 2022



ABOUT DRIVERS OF GROWTH SURVEY 2022 ...

The 2nd edition of the annual survey by [ad:tech](#) and [Tyroo](#) will explore the opportunities, priorities, and challenges of Indian Marketing leaders as they prepare for 2022. ad:tech surveyed nearly 60+ senior marketing leaders in India to understand how they are navigating through uncertainty and planning for business growth in 2022.

This survey lays particular focus on identifying CMO's growth levers for 2022 by focusing on their capability development priorities, key investment areas, technologies, and marketing mix alignment.



KEY INSIGHTS ...

The pandemic accelerated digital transformation for most brands and brought in an onslaught of changes in a short period of time. Since most brands have returned to business-as-usual new challenges that await marketers include customer retention and creating seamless consumer experiences across multiple touchpoints.

94% of marketers expect business revenues to increase as compared to 2021, a good sign of things to come for the Adtech and Martech industry

46% of marketers report a significant increase in their marketing spends (more than 30%) from 2021 and 37% marketers report a moderate increase in marketing spends as compared to 2021

Creating a better customer experience remains the number 1 priority for marketers, followed closely by increasing brand awareness

More than 60% of marketers predict that spends on traditional marketing channels will be reduced; as compared to last year and there is a significant boost in investments on digital marketing

Paid search, Digital OOH, social media marketing and email marketing are responsible for a big chunk of the investments within digital marketing

KEY INSIGHTS ...

84% of marketers are looking forward to building more Martech capabilities

and consider Omni channel personalization and customer data management as their focus area of developing marketing spends as compared to 2021

59% of marketers are looking forward to investing in Metaverse

but, most marketers have expressed concern around their limited knowledge of the platform

Programmatic Priorities

for marketers include digital ooh, mobile marketing, online marketplaces and social commerce

84% of marketers feel they are prepared for the cookie-less future

and say responsible first party marketing and alternative identifiers will be the way forward for them



Jaswant Singh
Country Managing,
Director

ad:tech

“ Business as usual..?”

The most common term heard in calls, meetings, and corridor conversations - we are back to B-A-U Business as usual. But what does this really mean?

Yes business is bouncing back and we are back in our offices and in meetings, but there is one thing that has forever changed because of the past 2 years - The acceleration of digital behaviors isn't abating, and nor are customers' expectations.

Evolving consumer behavior including how they shop, what they buy, and things that matters to them, are some key trends that are expected to shape the face of Marketing going forward. Marketing must now connect with customers in meaningful ways, build a reputation, and nurture those relationships, which means **customer retention** and **creating seamless consumer experiences** across multiple touchpoints are more important than ever.

The 2nd edition of **Drivers of Growth by ad:tech and Tyroo** surveyed leading CMOs across India and from across industries about how they feel about the new normal and how they are rethinking their priorities, capabilities, processes, and technologies.

The study clearly communicates a steep **rise in marketing investments, especially across digital** and increased interest in **exploring new tech** that can enable marketers to engage consumers across their buying journey.

Our vision is to create a handy guide for Marketers and the ad:tech community at large, for planning ahead and benchmarking against industry peers for 2022 & beyond. We are hopeful that 2022 gives Marketers a host of opportunities to set a fresh agenda, harness digital acceleration, and re-energise their teams to redefine what success in 2022.



FOREWORD...



Digital transformation is not a fad, but a transformative process that businesses need to adopt. It is a major driver of business growth and expansion. The economic climate of the modern era is fundamentally different from what it was five years ago and digitalization has profoundly altered business processes. As customers take up fragmented and multi-channel journeys for discovery, brands are pivoting their linear models to become digital-first. In the post-COVID-19 world, companies must invest in digital transformation, which goes beyond business or technology. It represents a shift in culture in the way the world now operates. An effective digital transformation helps businesses grow, become more productive, and gain a competitive advantage. So, a million-dollar question is what major shifts have brands witnessed in their demand generation life cycle post covid?

The demand generation cycle has consequently undergone an upheaval driven by 2 major shifts, firstly brands are drastically taking a Direct to Consumer approach, leading to increased competition, and then there is a shift in the privacy landscape leading to loss of user-level targeting. While brands' main goal has always been to generate demand, the methods they use to do so have undergone significant changes over the years. Traditionally, communication was one-way, with only the companies possessing all the information and promoting their products and services through the upper funnel channels like TVCs, sponsorships, etc. Now, thanks to micro-influencers, digitization, communities, podcasts, and closed Slack groups, information has been decentralized and everything is based upon performance. Earlier lower-funnel marketing (search/retargeting/ affiliate)- streamlined the flow of traffic through the funnel by channeling website traffic in one direction, mid-funnel marketing (programmatic display/ social) enabled tracking down of the user and retargeting as per the user behavior and then we had top-of-the-funnel marketing (video/sponsorship/audio, etc); aimed at attracting, educating, converting, and retaining buyers. Now, while each segment continues to serve their specific purposes, increasingly to scale brands to have break silos and take measurement model full-funnel while adjusting for the uniqueness of each stage of the consumer journey.

Siddharth Puri
Co-founder and CEO



It is key to make businesses understand that all the items in the media plan are big opportunities for them in the areas of social, OTT/video, gaming, addressable TV, e-commerce, fintech, and influencer/WhatsApp advertising. Considering the scale of consumers and changes in the landscape, we need to move toward a digital-first approach to demand generation, which implies the following:

- Increase the number of digital shelves where your brand is present-multichannel as it offers unique opportunities in terms of audience optimization. Brands need to take themselves on exploring the ever-expanding digital shelf.
- Building a more fragmented top-of-funnel awareness, and consideration across the spectrum of channels - a holistic approach that combines the power of both brand building and performance marketing through linked teams, measurement systems, and key performance indicators (KPIs)- is driving leading organizations toward full-funnel marketing.
- Develop context-sensitive measurement models - Developing your context-sensitive measurement model will reveal the impact of your marketing activities on your company and, ultimately, your business goals.
- Build a marketing infrastructure that is ready for today and tomorrow with more connected devices and humans themselves as advertising/marketing channels - Technology is used by modern marketers to assess, analyze, and ultimately guide marketing campaigns.

In conclusion, marketers who can adopt full-funnel advertising faster with more aligned demand generation goals will succeed over teams that run brand and performance marketing on one marketing infrastructure.



INDUSTRY LEADERS WEIGH IN ...



“ Our customers are everything to us; they are the ones who determine our brand's success and recognise our true potential, so creating a deep impact and working on improving consumer experience will be our top priority for 2022. We are excited to learn more about new tech that can help us on this journey”

- **Resha Jain**
VP Content Marketing,
SUGAR Cosmetics



“ Responsibly aggregating first party data and mining it successfully and insightfully is our absolute priority for 2022.

- **Rajnish Kumar**
Head Digital Strategy and D2C,
ITC Limited



“ Our aim is to build a brand on the back of strong content, relatable brand ambassadors, and memorable ideas. We also plan to scale up innovation in product development and ramp up our offline presence. We have a data-driven mindset and leverage D2C as an insights driver to understand changing customer preferences and respond to them swiftly. We are also foraying into the hyper-local marketing approach, which we had experimented with in 2021 with good success.

- **Deepak Gupta**
COO, **Bombay Shaving Company**



“ The enterprise client is consistently on a learning journey and as b2b marketers we need to stay ahead of the curve to leverage the latest update in tech and consumer behavior.

- **Niyati Sah**
Enterprise Marketing Head,
Spotify India



“ The purpose of implementing innovative technology in marketing is to drive an experience and make our audiences engaged. We are excited to experiment with new tech and platforms making us, closer to our customers.

- **Aninda Gupta**
Lead Marketing,
Saint-Gobain Gyproc



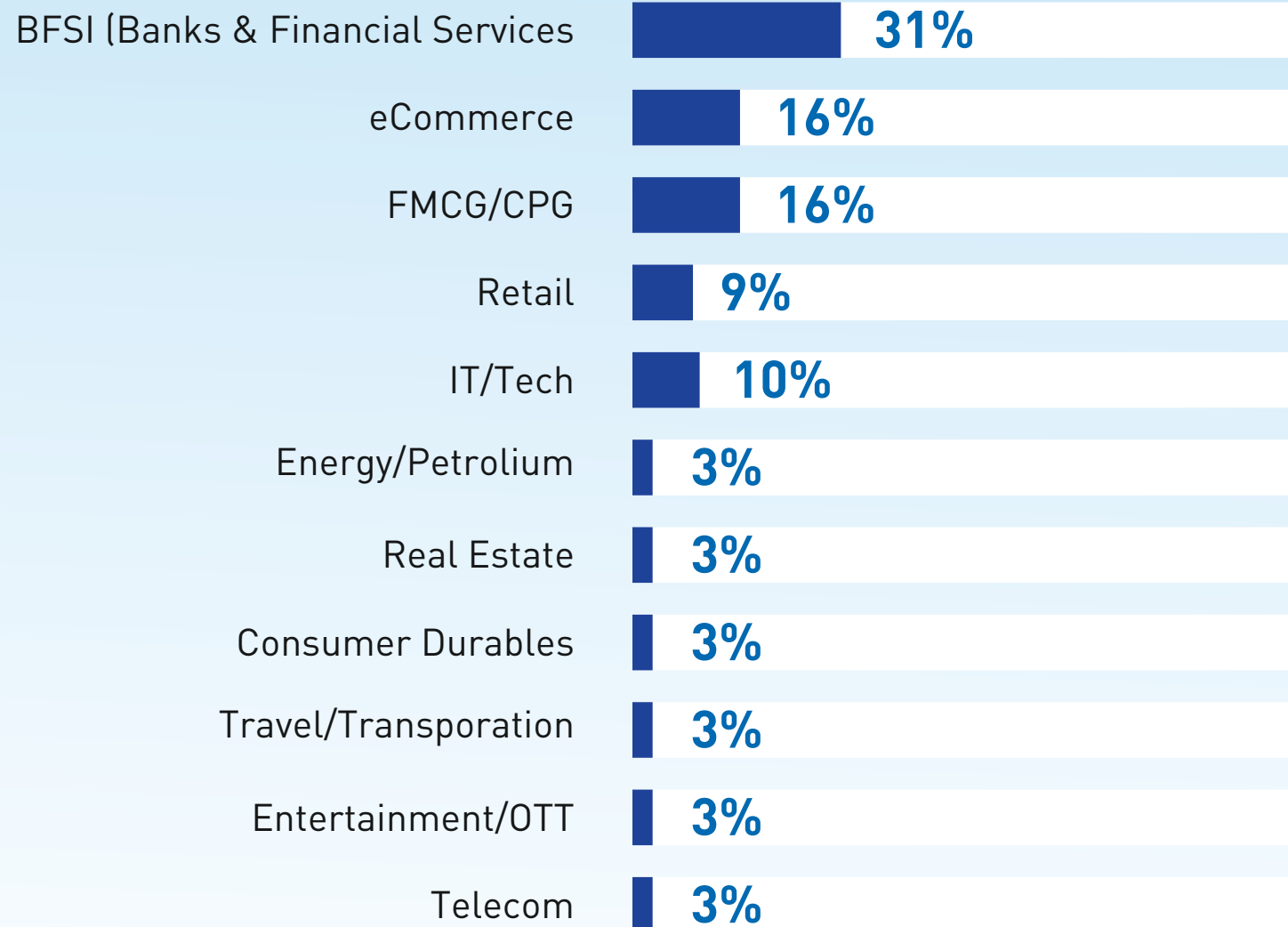
“ At Plix we plan to grow our customer base exponentially and expand into high potential markets, address consumer demand through a pioneering product portfolio and engage the consumers deeply with a holistic communication approach. Plix is ushering in a Plant-based revolution by enabling consumers to transition to a healthy, green, clean lifestyle. We are excited to explore tools that can enable us stay close to our consumers during this journey.

- **Krithika Siaram**
Chief Growth Officer, **Plixlife**

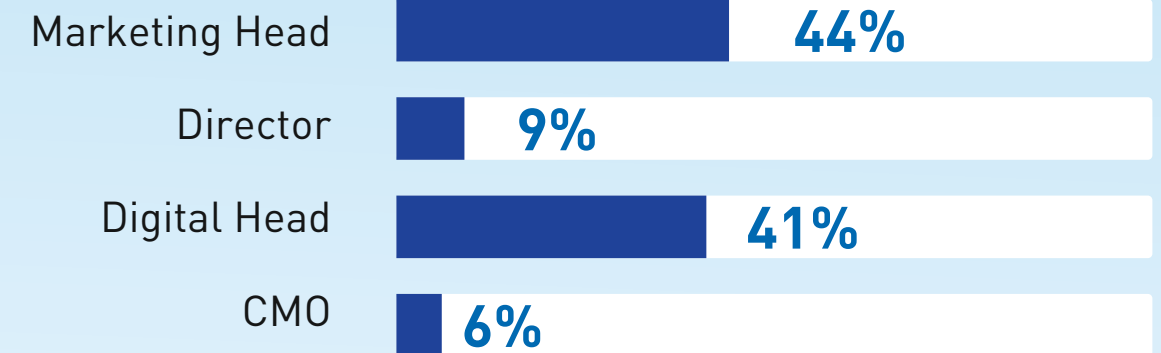


PROFILE OF PARTICIPATING MARKETERS ...

Industry Breakdown



Roll



Over 60+ senior industry leaders participated in the 2nd annual Drives of Growth Survey. Influential Marketers - decision-makers took part in this online survey about changes, challenges, and areas of growth for 2022.

IN THIS REPORT ...

Priorities for 2022

- Changes and Challenges

Building Capabilities

- Automation, Gaming, Metaverse & Beyond
- Programmatic Priorities
- eCommerce Priorities



PRIORITIES FOR 2022

CHANGES AND CHALLENGES

WHAT'S TRENDING IN 2022 . . .

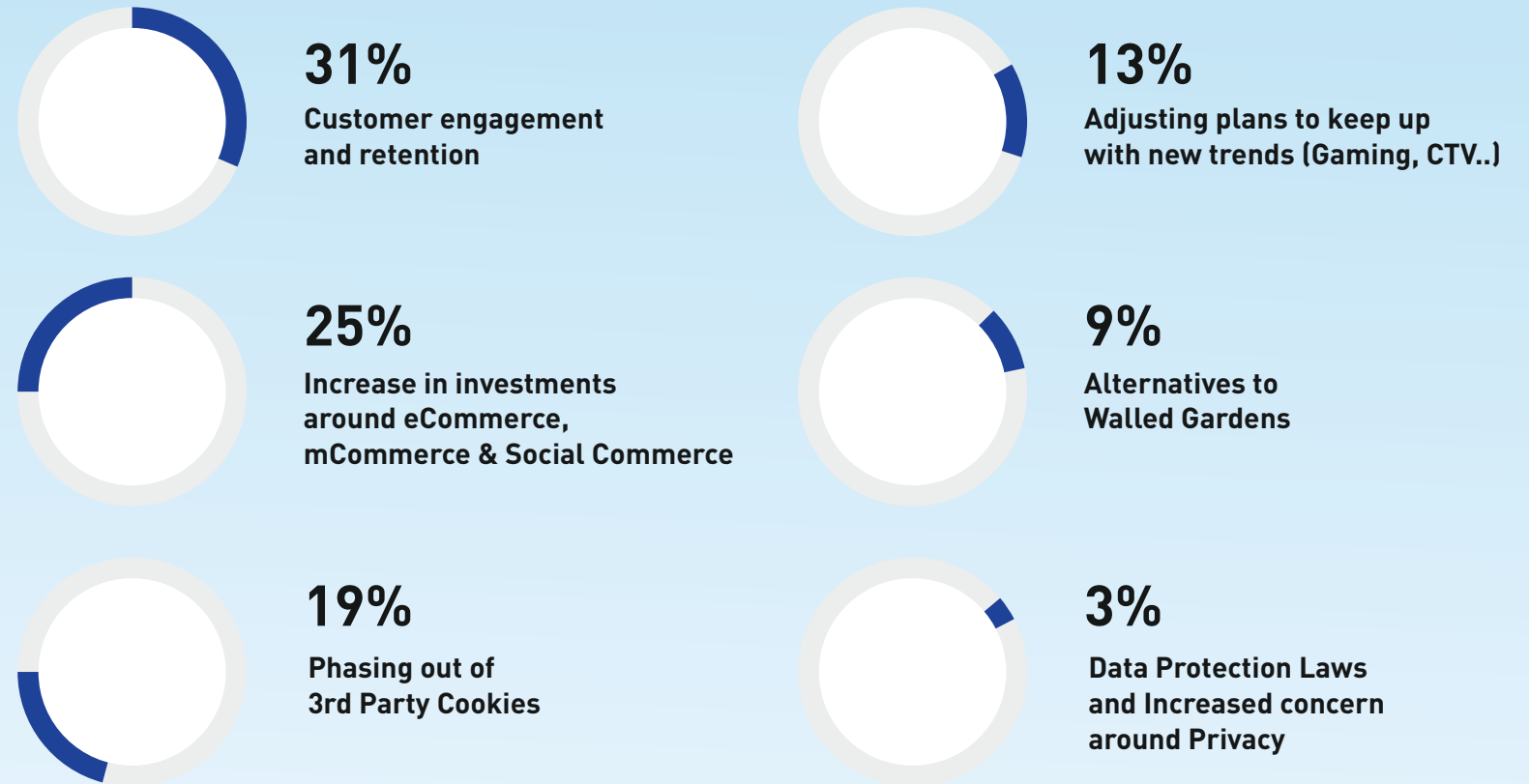


With the world returning to business-as-usual post multiple waves of COVID, wherein consumer behavior underwent dramatic and lasting changes it remains on top of the list of trends that will impact brands marketing decisions.

A close second is an increase in eCommerce and social commerce and keeping brand purpose at the heart of all the changes has never been more important.

If CMOs get this right, they can help their business and their brand stay ahead of the curve, both now and as new disruptions arise.

TOP AREAS OF CONCERN FOR MARKETERS - 2022 . . .



Customer retention and engagement emerge as the number 1 concern for marketers for 2022. With the hastened shift to digital for a lot of brands during the pandemic, retaining the fresh influx of consumers from these channels is a concern and a priority for most.

This is closely followed by a concern over increasing investments in eCommerce / mCommerce / social commerce and phasing out of the 3rd party cookies.

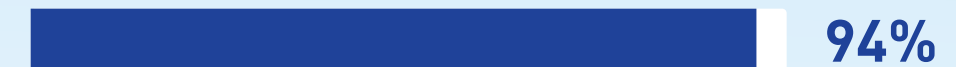
BUSINESS SET TO BOOM IN 2022 ...

94%

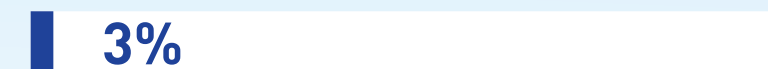
of marketers expect business revenues to increase as compared to 2021, a good sign of things to come for the adtech and martech industry

Business Revenue as compared to 2021

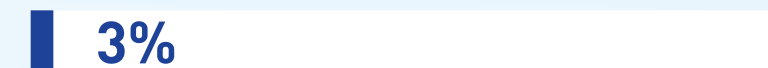
Increase in Investment



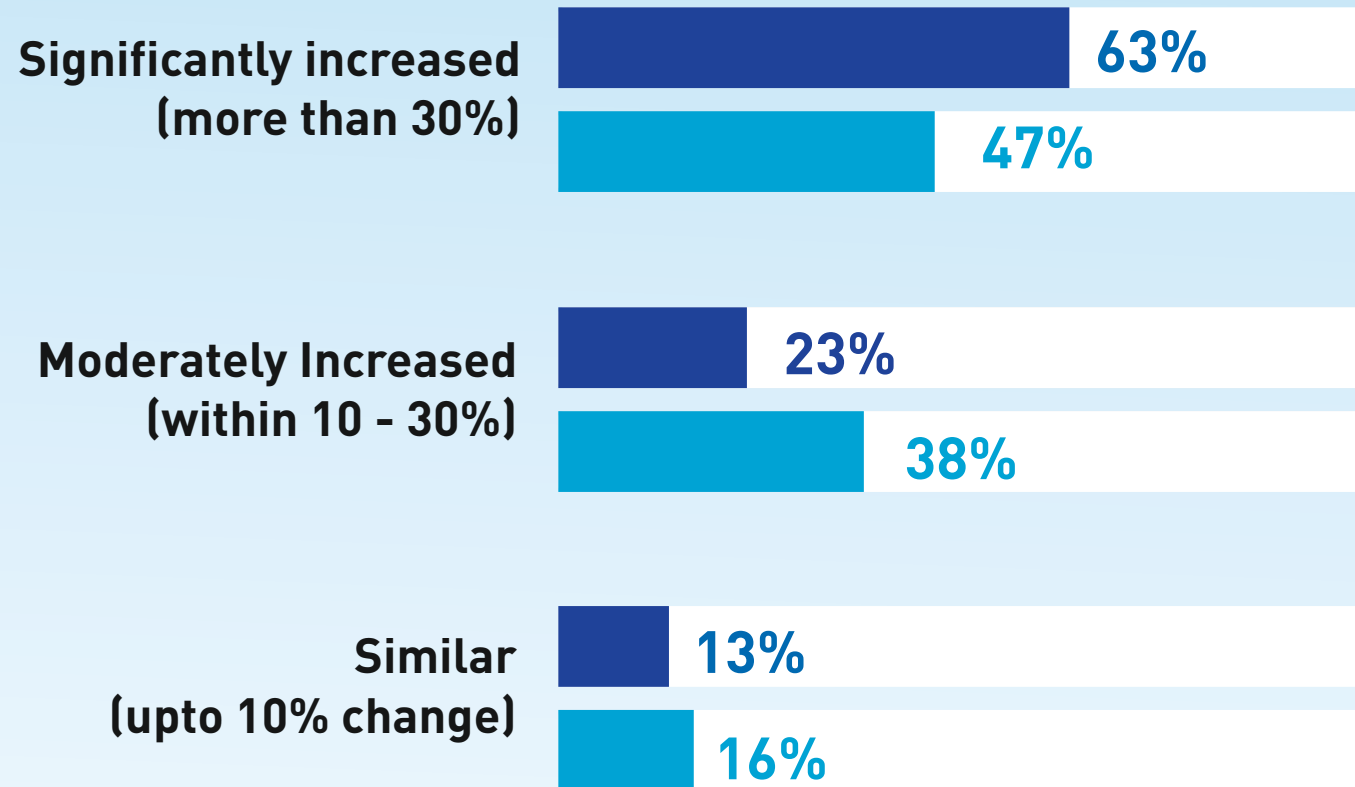
Decrease in Investment



Same as last year



MARKETING INVESTMENTS SET TO RISE ...



■ As compared to 2019

■ As compared to 2021

47% marketers report a significant increase (more than 30%) in their marketing spends from 2021

38% marketers report a moderate increase in marketing spends as compared to 2021 and NONE of the marketers have reported any cut-backs in budgets!

Marketing budgets were under tremendous pressure in 2020, however, 2022 will have Marketers take a more positive outlook and see an **increase in investments** as organization's are well on their way to business as usual.

MARKETER'S TOP PRIORITY IS CONSUMER EXPERIENCE ...

The absolute priority for a brand marketer is and has always been **Consumer Experience** and that still holds true today especially when most brands are present on multiple channels so a seamless experience for consumers is paramount.

Followed closely by increasing brand awareness while keeping a keen eye on the Consumer Journey. While many brands have vastly expanded their online footprint during the pandemic and seen a boost in their revenues, sustaining this growth is imperative which is why customer retention makes it to the top 5 priorities for marketers for 2022.

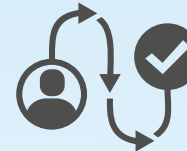
Last but not the least, having tasted success on eCommerce and digital marketing overall, brands are exploring other platforms to test and expand their presence while retaining and engaging their consumers and community.



Consumer Experience



Brand Awareness



Consumer Journey



Retaining Consumers



Building Omnipresent Brand



eCommerce Priorities

DIGITAL TAKES THE LEAD IN MARKETING MEDIA MIX ...

Digital marketing has gained an even stronger foothold post pandemic and is likely to remain the number 1 channel in the marketing mix for years to come. Programmatic Advertising has come a long way from being one of the channels to one of the most top channels of investment for marketers.

Traditional media is slowly regaining some foothold in the post pandemic world, though this channel has slipped from Rank 2 to 3 this year.

So digital transformation continues as a strong trend this year as well with marketers creating a razor-sharp focus on building better consumer experiences across touchpoints and platforms.



Digital Marketing



Programmatic



Traditional - TV, Print, Radio



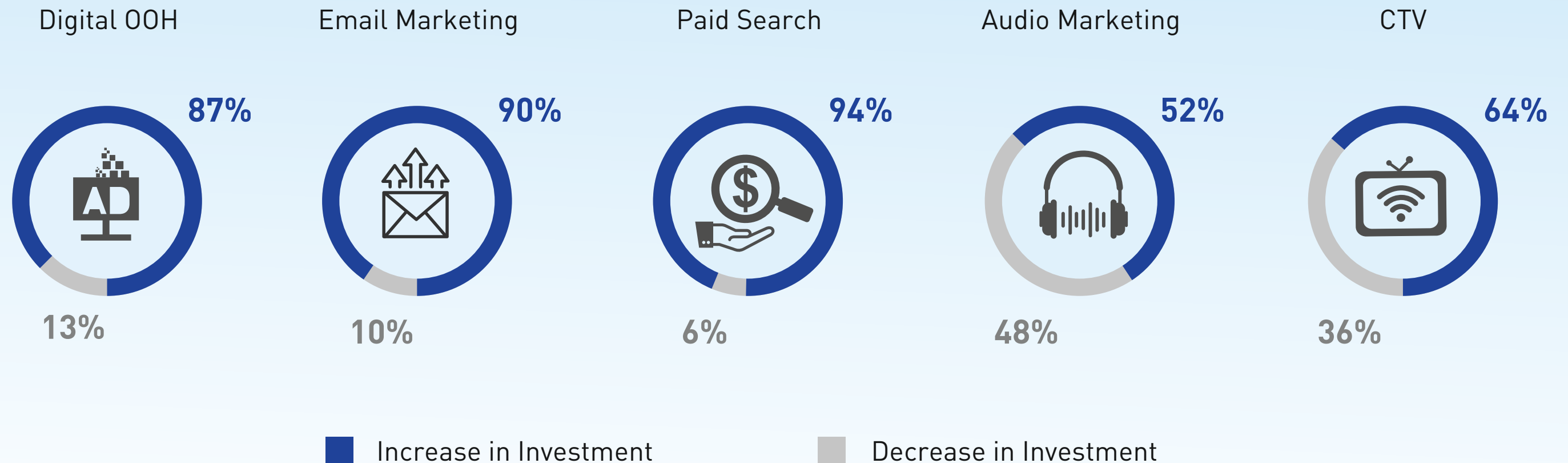
Immersive Tech



Audio Advertising

DIGITAL OOH, EMAIL AND PAID SEARCH MARKETING CHANNELS LIKELY TO GET A BIGGER CHUNK OF INVESTMENTS ...

All marketers state an increase in investments across digital marketing channels. While there is a substantial increase predicted for Digital OOH, Email Marketing, Paid Search. Newer channels like Audio Marketing and CTV are also catching up!



PROGRAMMATIC ADVERTISING RISES UP THE RANKS IN DIGITAL MARKETING MIX ...

Within the **Digital Marketing Mix** the top 5 channels are – SEM, Programmatic, social media, affiliate and content marketing, and email marketing. Newer channels like CTV, gaming, Immersive tech, and audio marketing are also picking up pace.



Search Engine Marketing



Programmatic



Social Media



Affiliate & Content

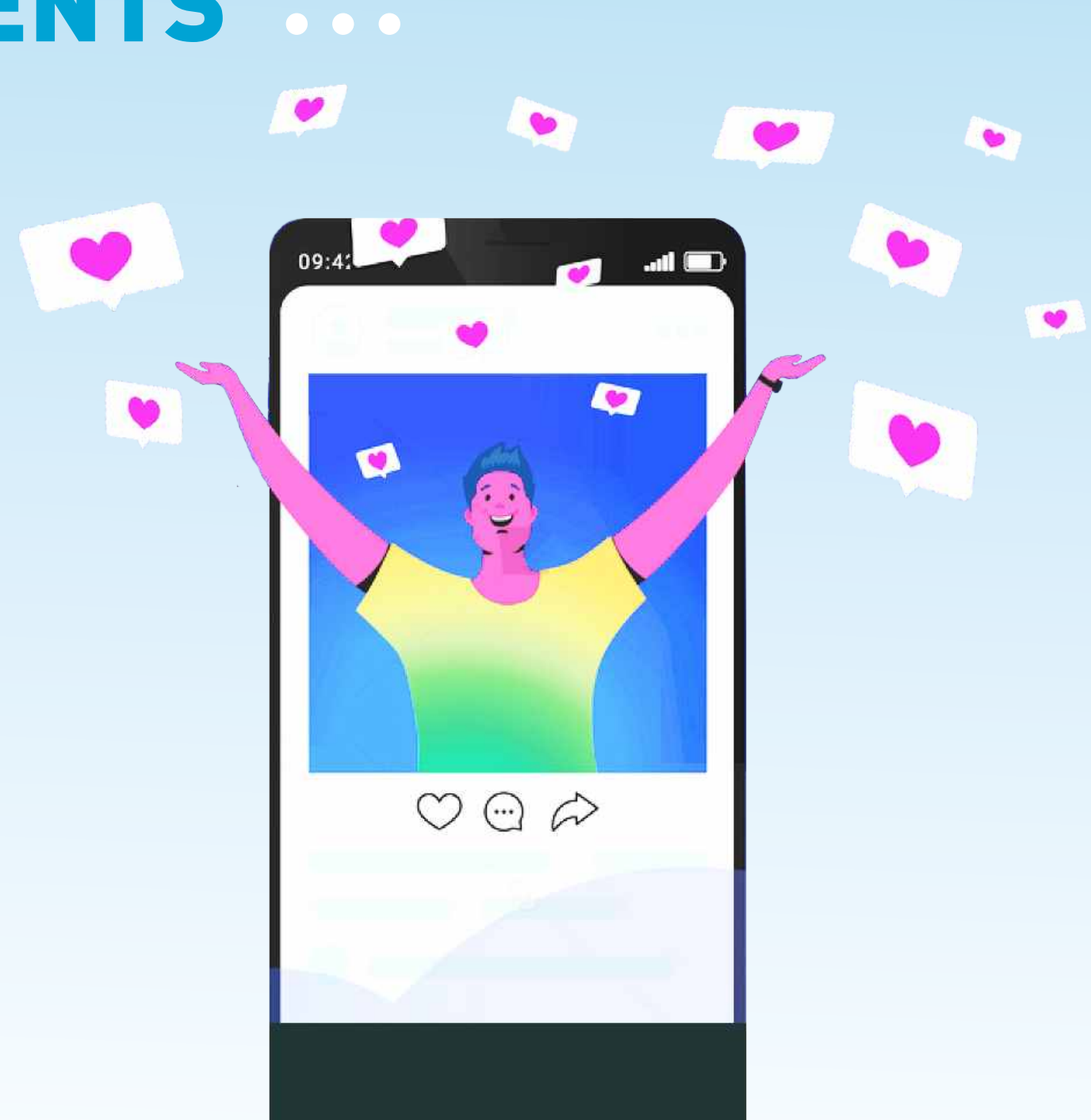
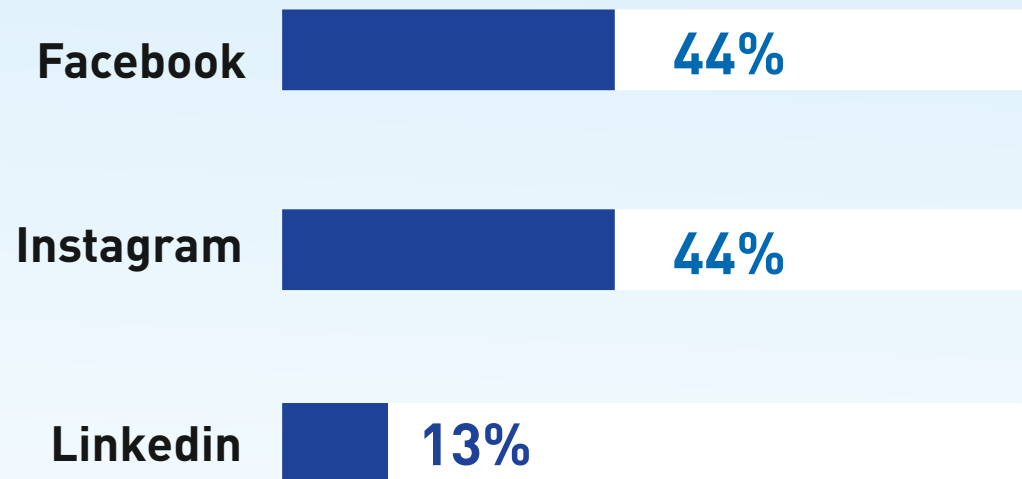


Email Marketing

META TAKES THE CAKE IN SOCIAL MEDIA INVESTMENTS

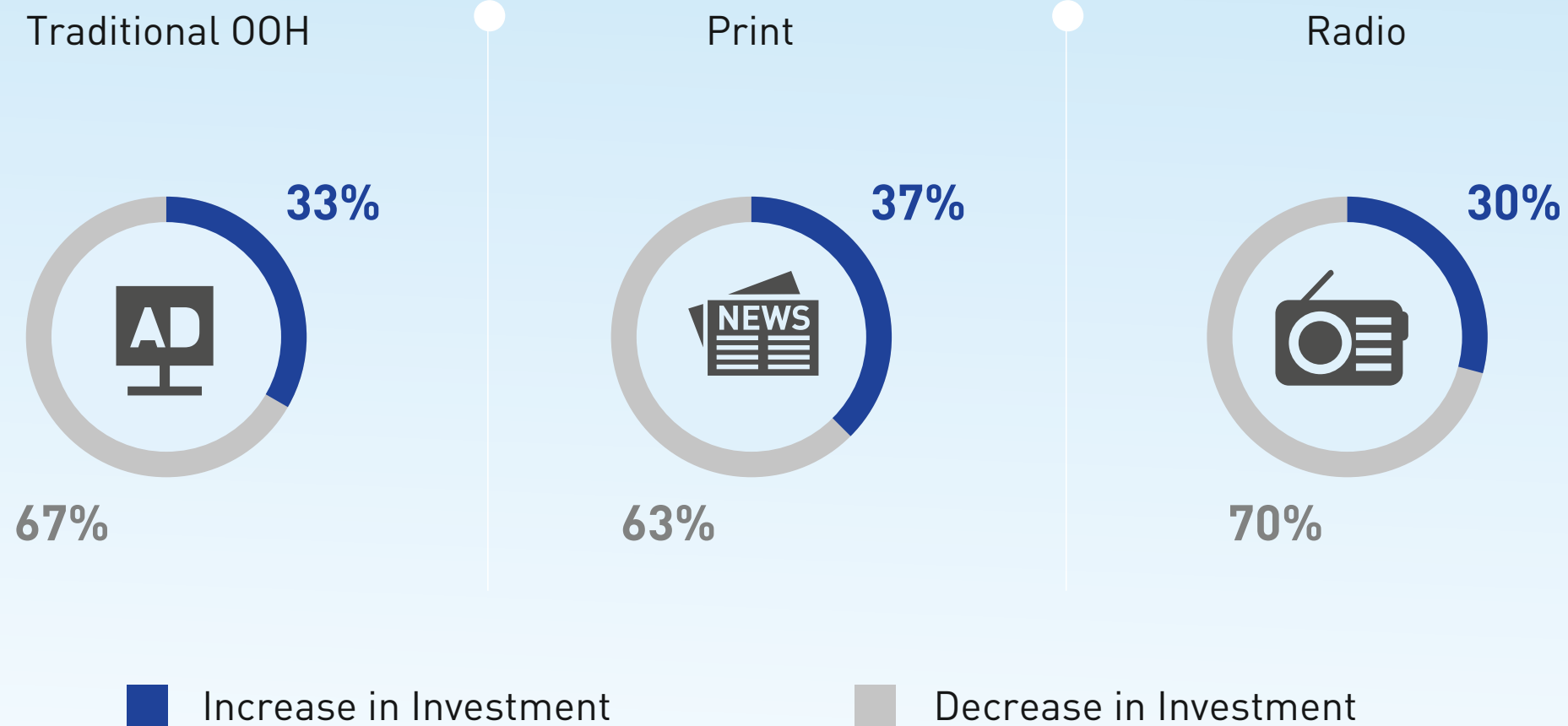
Marketers are still sticking to the traditional social media platforms such as Meta and LinkedIn and haven't yet diversified their investments to newer platforms, even when they think of AR capabilities Instagram remains top of mind.

We predict that this shift is coming soon with the need to reach a larger audience and engage with them deeply.



INVESTMENTS DECLINE IN TRADITIONAL MARKETING CHANNELS ...

As investments decrease in Traditional channels Print, Radio, and Traditional OOH all will witness a steep decline in investments.





BUILDING CAPABILITIES **AUTOMATION, GAMING, METaverse** **& BEYOND**

THE EVOLVING MARTECH STACK ...

84% of marketers are keen on building new capabilities and will be investing to acquire new tools and resources in 2022.

Our Martech is OK and can be better

59%

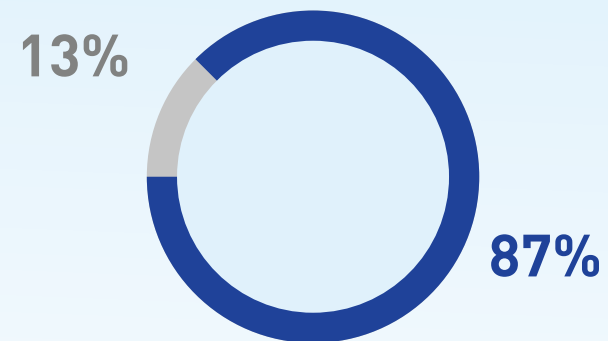
Our Martech needs a major overhaul
and we need better solutions

25%

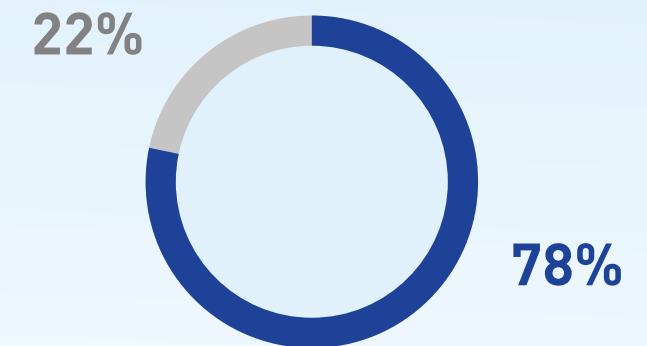
Our Martech is Best in Class

16%

Martech Investments
as compared to 2019



Martech Investments
as compared to 2021



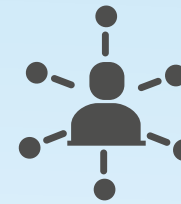
CUSTOMER DATA MANAGEMENT

A PRIORITY ...

The top 5 capabilities that marketers are looking forward to building in their Martech stack are customer data management, omni channel personalization, AI and ML, Data privacy, and ways to build more empathic relations with consumers. While newer tech like CTV, immersive tech, and voice interfaces are catching up.



Customer Data Management



Omni Channel Personalization



AI and ML



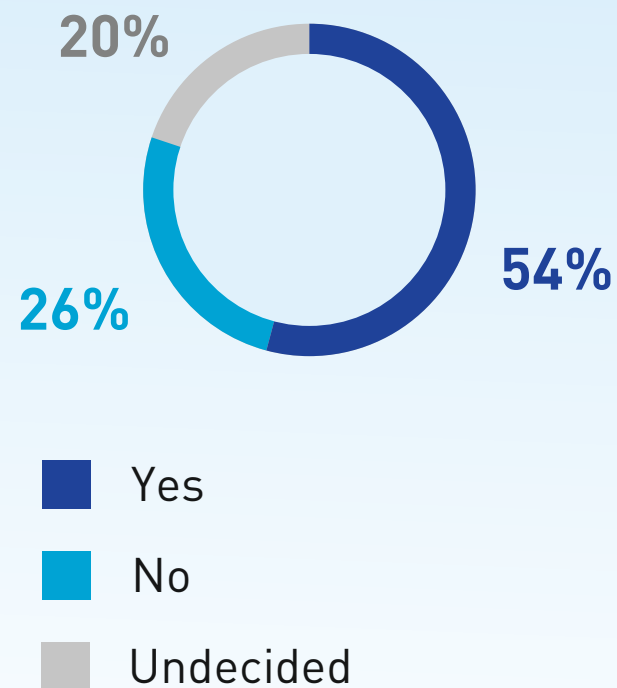
Data Privacy



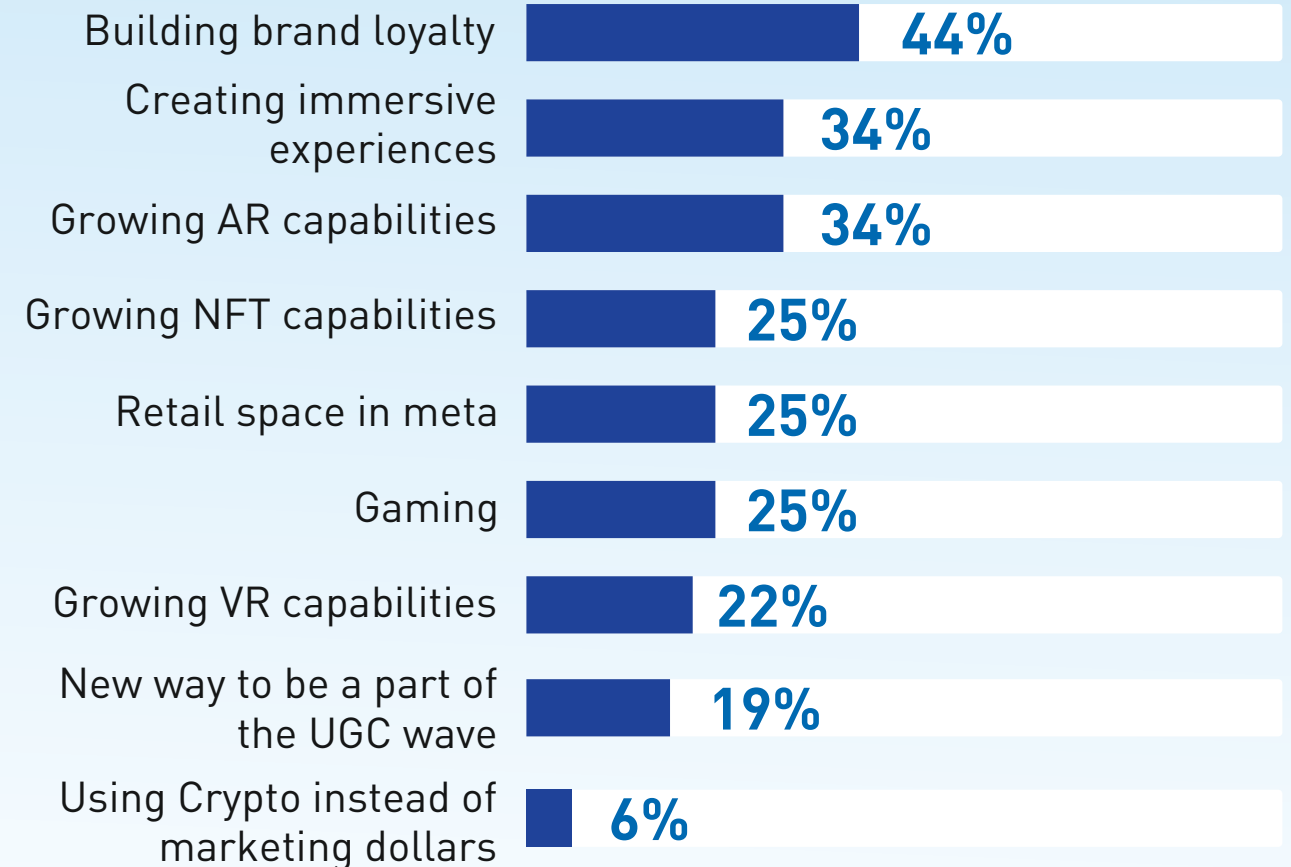
Empathic Relations with Consumers

ENTER THE METaverse – WEB 3.0 ...

Metaverse has peaked everyone's interest! About **54%** of marketers have said they would be excited to explore the platform and most still want to understand what it can offer and what it would mean for their brand.

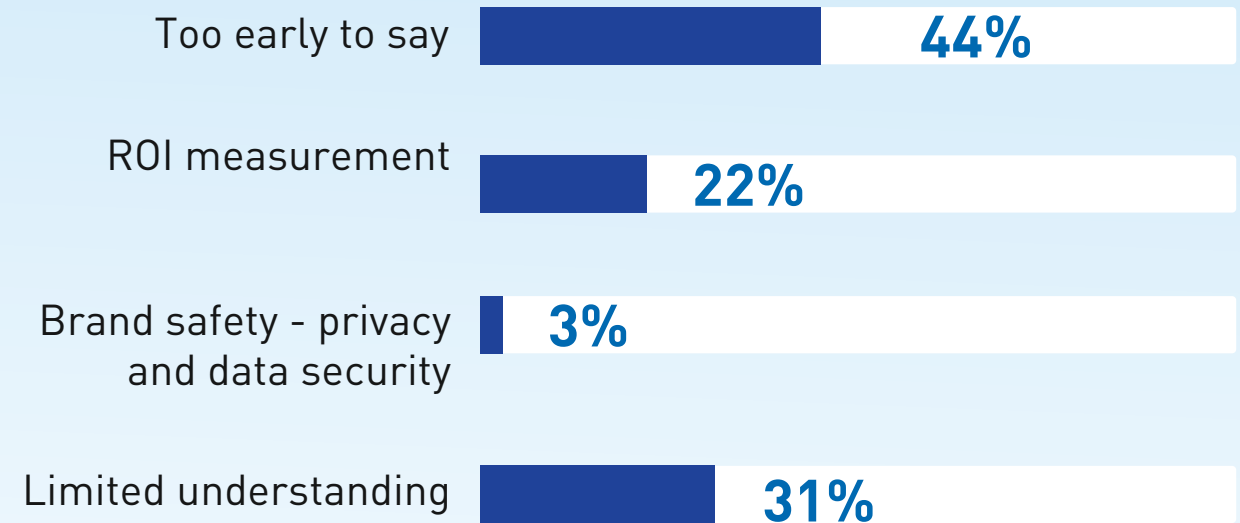


Marketers are eager to see how they can leverage **Metaverse to engage a younger audience** for their brand, build engagement and brand loyalty through immersive experiences and grow their AR capabilities.



ENTER THE METaverse – WEB 3.0 ...

Though marketers are eager to see how they can leverage Metaverse they feel there is still a lot they don't understand about the platform. **Around 75% marketers** expressed their concern around their limited understanding of the platform and its regulations.





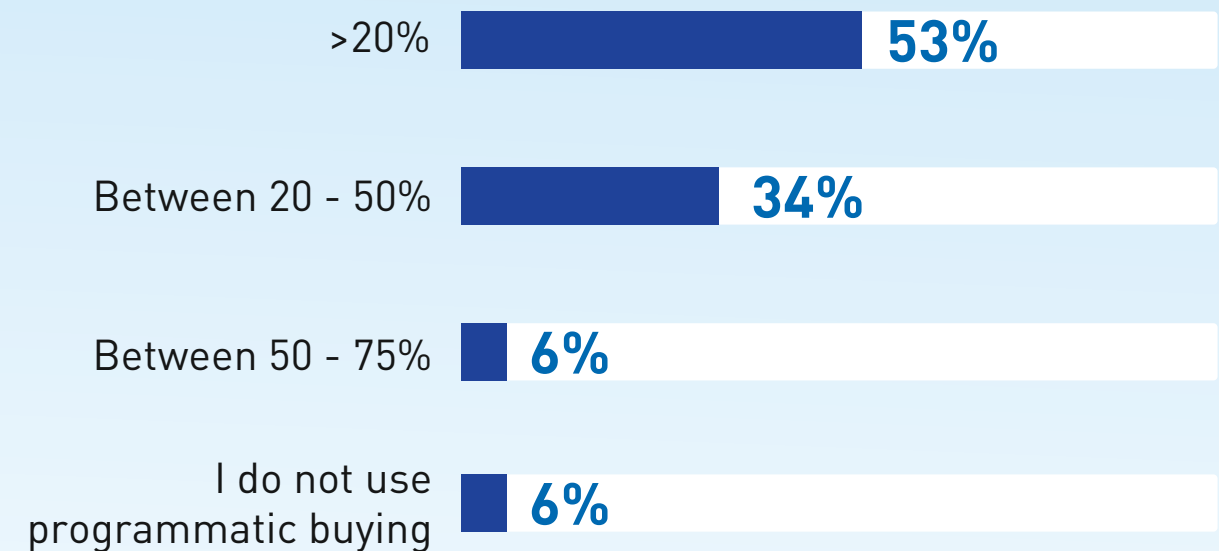
BUILDING CAPABILITIES PROGRAMMATIC PRIORITIES

PROGRAMMATIC ADVERTISING TAKING CENTER STAGE IN DIGITAL ...

94%

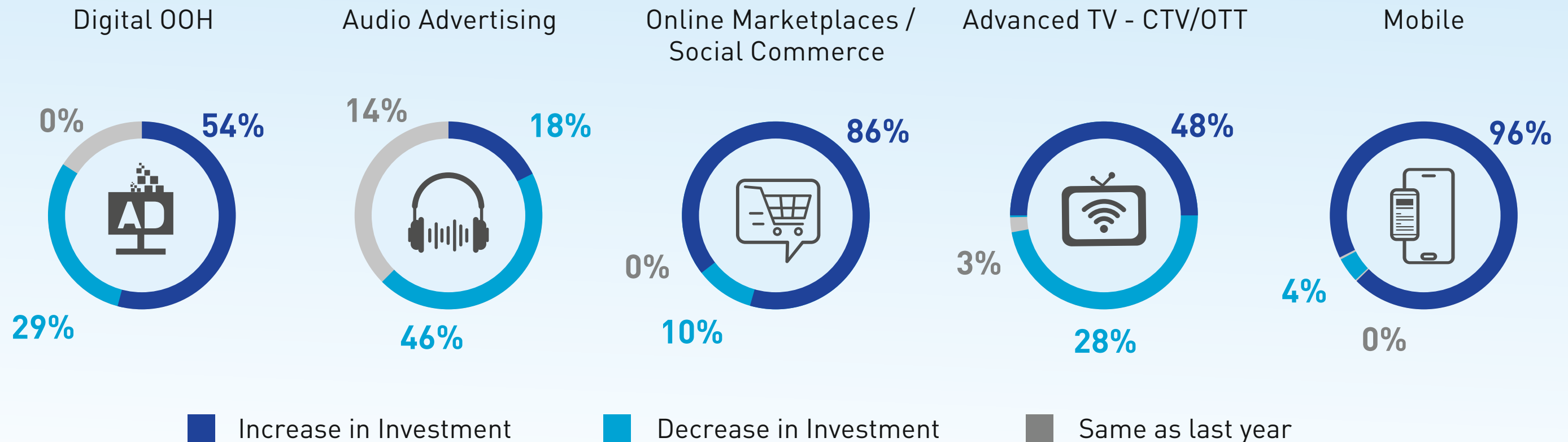
of marketers use programmatic buying, it has gained a foothold as a priority for marketers for 2022

Percentage of digital marketing spends you intend to use via Programmatic in 2022



MOBILE MARKETING, E/SOCIAL COMMERCE, AND DIGITAL OOH ARE FRONT RUNNERS UNDER PROGRAMMATIC INVESTMENTS ...

Except for programmatic investments for Audio advertising which remain the same as last year, there has been an increase in programmatic investments in Digital OOH, Online marketplaces, Advanced TV, and mobile marketing



AREAS OF CONCERN FOR PROGRAMMATIC ADVERTISING ...

While programmatic advertising has gained a lot of importance in the digital mix a lot of concerns around the method remains.

Transparency and compliance being number 1, followed by data and targeting efficiencies, cost of media and measurement of impact.

Supply Chain Transparency /
Privacy Compliance

Data and Targeting efficiencies

Cost of Media

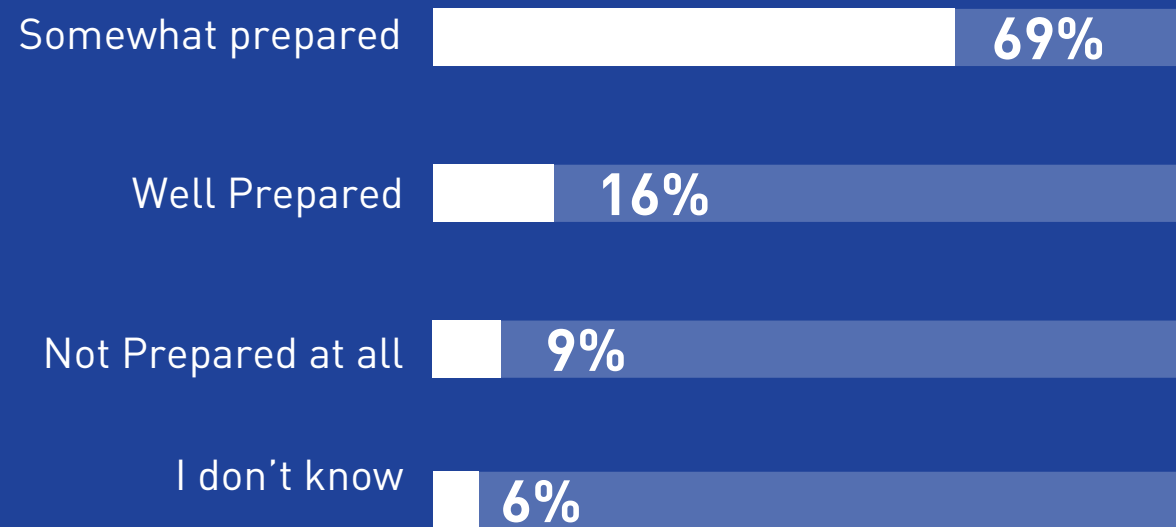
Access to Premium inventory

Measuring impact of
programmatic on Revenue

Omni channel Capabilities

THE COOKIELESS FUTURE ...

Ever since Google's announcement of a cookie-less future it's been a great topic of debate in the adtech/martech space. 85% marketers feel they are prepared for this change and a fewer than 15% are still grappling with this news.



1ST PARTY DATA TAKES CENTER STAGE AS THE COOKIE CRUMBLES...

Marketers feel that responsible marketing with first party data and alternative identifiers/ open-source ID frameworks are the best bets for a hassle-free cookie-less future!

Responsible Marketing
with First Party Data

Alternative identifiers /
Open-source ID framework

Publisher Alliances

Contextual targeting

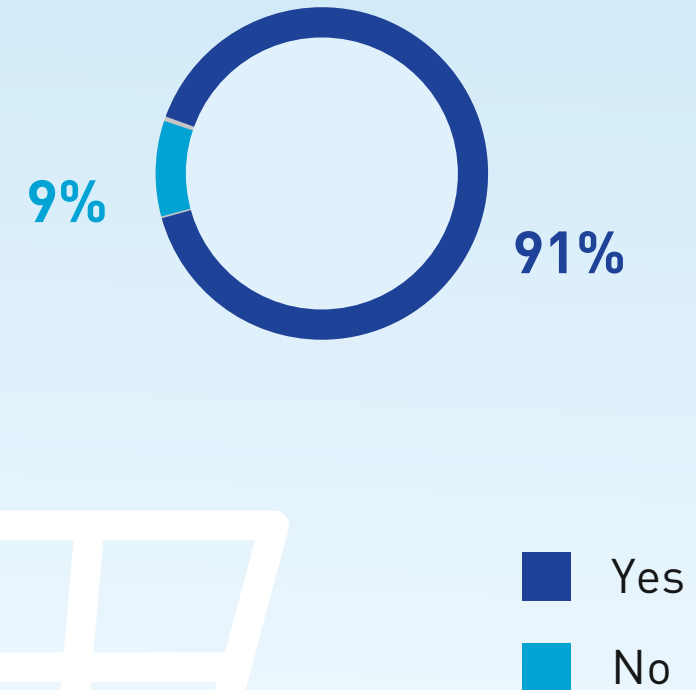
Google's Privacy Sandbox



BUILDING CAPABILITIES ECOMMERCE PRIORITIES

ECOMMERCE CONTINUES TO BE A PRIORITY ...

There is absolutely no doubt that **the shift to D2C formats and eCommerce** that was hastened by the pandemic will remain a major focus area for 91% of marketers in 2022 as well!



WINNING STRATEGIES FOR ECOMMERCE ...

Social media marketing, search engine optimization, influencer marketing, and video advertising are still among the top strategies for marketers to reach their eCommerce goals.

Social Media Marketing

Search Engine

Influencer Marketing

Video Advertising

Content Marketing

Email Marketing

User-generated content

Chatbots

Native Advertising

AMAZON LEADS THE WAY IN ONLINE MARKETPLACES ...

When it comes to the most important online marketplaces majority of the marketers still rely on giants like Amazon, Flipkart and Paytm. Though platforms like Shopify, Meesho and Twitter are catching up.

amazon

Flipkart

paytm

shopify

Others

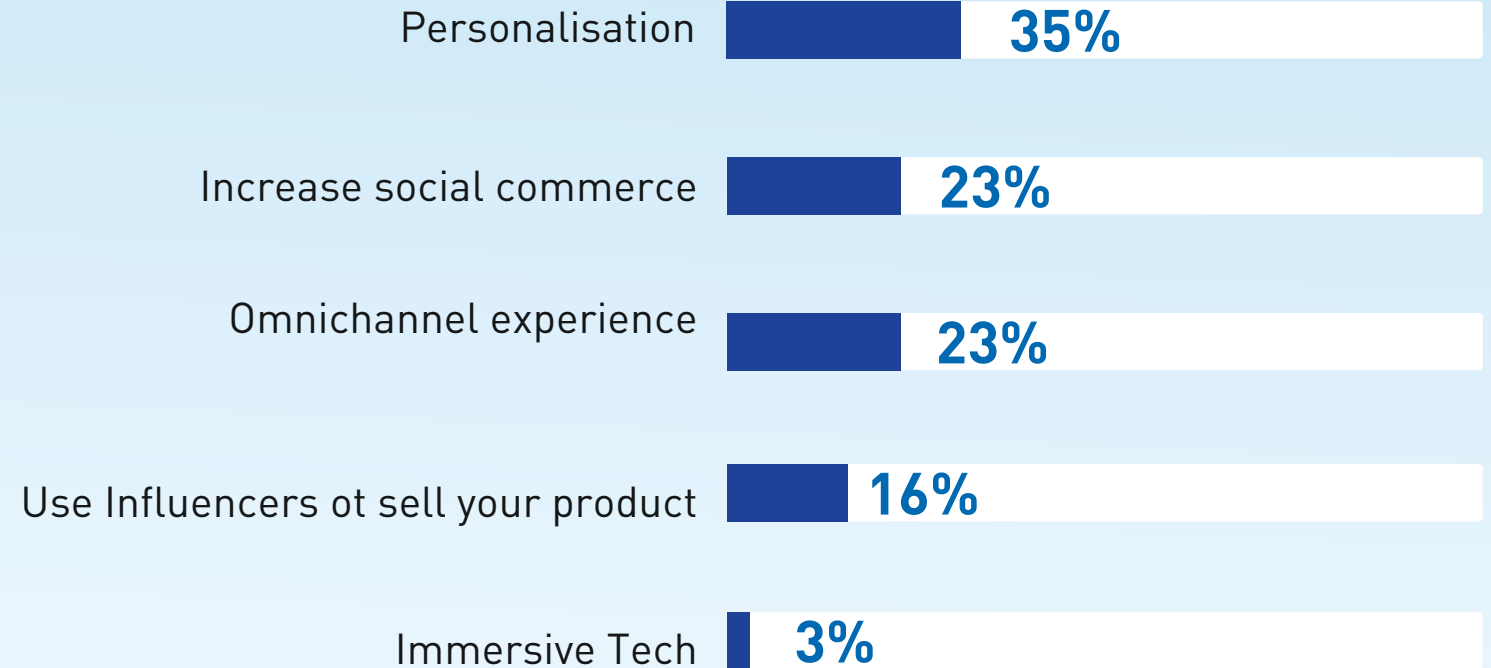
meesho

twitter

FOR ECOMMERCE MARKETERS, PERSONALISATION REMAINS A PRIMARY PRIORITY...

35%

marketers say they are looking at building their personalization capabilities, followed by 23% who wish to work on their social commerce skills and omnichannel presence to achieve their eCommerce goals.



CUSTOMER RETENTION IS THE MAIN GOAL ACROSS MARKETING & BUSINESS ...

While **Mobile App, Email Marketing, SMS Marketing and Display Ads** which are considered as traditional marketing channels for eCommerce remain the most dominant for retaining consumers.

The notable trend here is Social Commerce claiming spot 3 as a customer retention channel.



ABOUT US ...

ad:tech

ad:tech is India's largest Digital Marketing conference and exhibition. For more than 11 years, ad:tech is where the Marketing, technology, and media communities come together to share new ways of thinking, build & network strong partnerships.

Learn more about us at newdelhi.ad-tech.com

tyroo

Tyroo is a leading APAC based Ad tech platform powering brand growth with performance. We help brands scale business by building depth across advertising channels, formats, audience and data with our no-code, low code solutions. We are performance-driven and build solutions to drive impact across the marketing funnel. The mobile-first world has been our domain for the last decade, and we have empowered brands to enter and scale in emerging markets. We are Singapore headquartered with regional offices across Southeast Asia and India.

Learn more about us at www.tyroo.com

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