DynAdmic

WHAT'S TRENDING FOR ADVERTISING IN 2022?

NEW YEAR, NEW BUDGET. FIND OUT HOW TO MAKE YOUR BUDGET WORK FOR YOU.
BEST PRACTICES AND PROJECTED TRENDS TO TAKE WITH YOU INTO THE NEW YEAR.

CTV AND PROGRAMMATIC CONTINUE TO DOMINATE

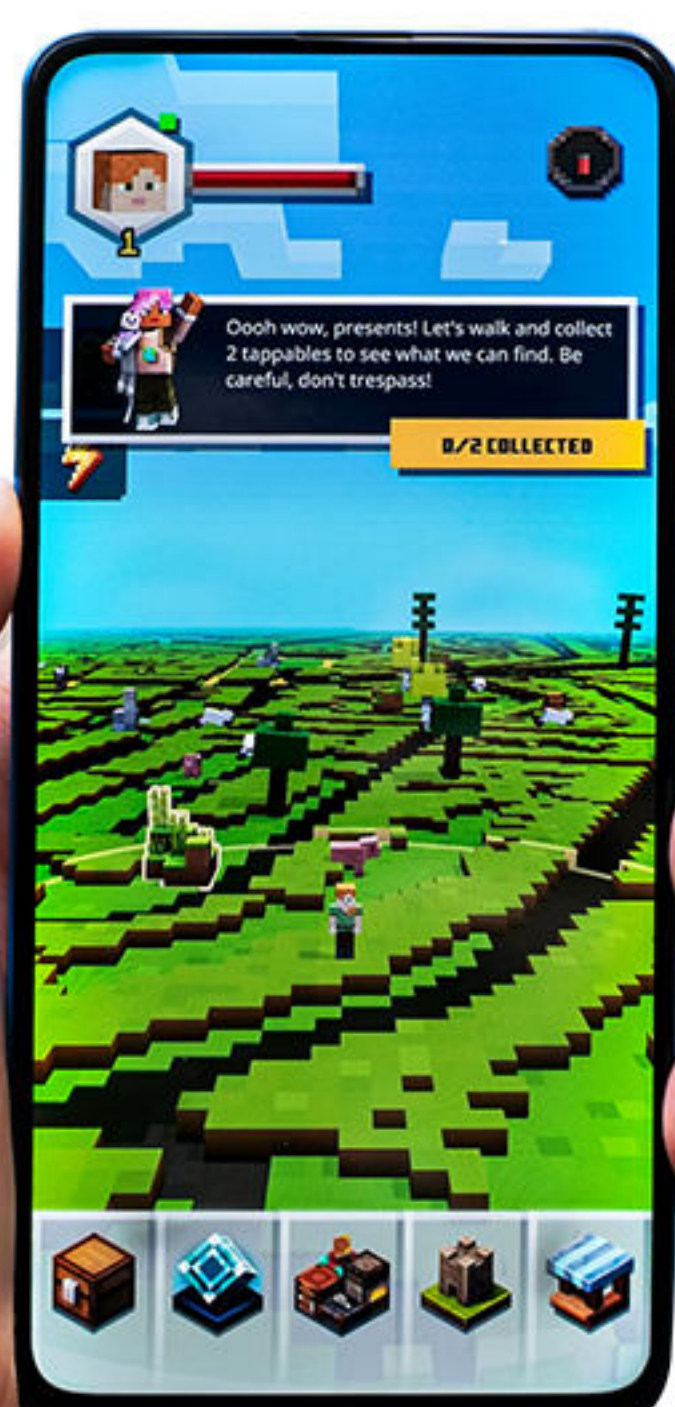### Reach more households and younger audiences with CTV.

According to the PwC analysis, programmatic TV will account for around one-third of worldwide TV ad revenue in 2022.

Statista's research confirms that at the start of 2021, 70 million households maintained cable subscriptions, while at the same time, advertisers could reach more than 84 million households via connected streaming TV services. Further, eMarketer released CTV ad spending projections across the next three years: expecting it to hit $13.4 billion this year, $17.4 billion in 2022, and $21.4 billion in 2023.

MOBILE GAMING TO DOMINATE THE PLAYING FIELD

It pays to play.
There is money in games.

Adjust data insights found that gaming makes up

50% ↗

of total industry ad spend.

A GlobalData report also found mobile gaming is predicted to grow 3x in the next 10 years. After reaching an industry value of $98 billion in 2020, mobile gaming is predicted to reach $272 billion by 2030.

COOKIE-FREE SOLUTIONS BECOME THE NORM

The rise of contextual targeting and first-party data in a cookie-free future.

Data from DigiDay reveals that

51% ↗

of marketing professionals are investing more in contextual targeting, while

43% ↗

of advertisers say they're optimistic about the future of this method.

Amid the COVID-19 crisis, the global market for Contextual Advertising – estimated at $157.4 billion in 2020 – is projected to reach a revised size of $335.1 billion by 2026, growing at a CAGR of 13.3% over the analysis period.

Set your targets ahead of the competition in 2022. Learn how with DynAdmic's hyper-targeting technology available across mobile, desktop, and CTV for the cookie-less world.

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