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KEY CONSUMER INSIGHTS FOR YOUR MARKETING STRATEGY 2023



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Privacy and peace of mind

Consumers are concerned about privacy and look to brands to ensure their data is not shared.



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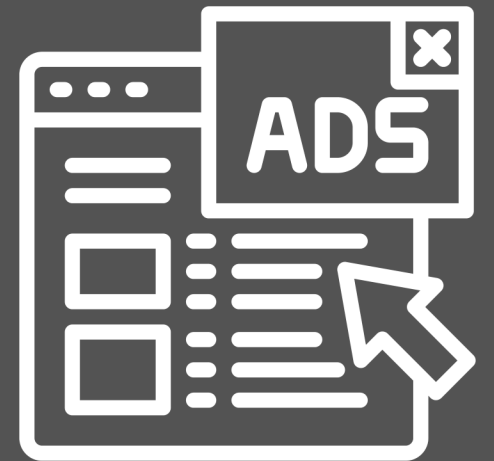


Advertising with a purpose



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Consumers are gravitating toward brands including sustainability initiatives as part of advertising and marketing efforts.



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Personalization

Personalizing based on location, search history, etc. is key to connecting with your target audience.



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Predictive analytics

Making informed decisions based on several data points is critical factor for marketing success.



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"More" is no longer "better

Quality over
quantity is the
name of the game.
Re-evaluate
priorities and rise
to customers'
expectations.



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