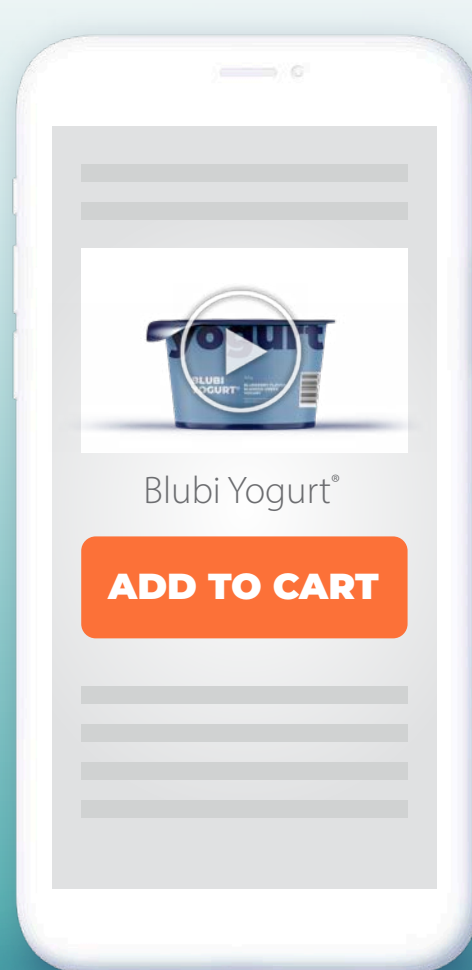


// TOP 4 DIGITAL ADVERTISING TRENDS

Most of you might still be in the throws of getting 2022 wrapped up, and some of you are well into planning for 2023. Regardless, reviewing upcoming trends is a great way to start your new year strategy. To make your life easier, AdAdapted has pulled together a list of the top four 2023 digital advertising trends that will help your brand soar into the new year.

1



SNACKABLE VIDEO CONTENT

Don't underestimate the power of **shoppable video** content. CPGs especially should be looking to video to promote the values their brand offers consumers.

As you start thinking about what video content to plan for, ensure you are partnering with various advertising tools that help disseminate your strong video content.

2

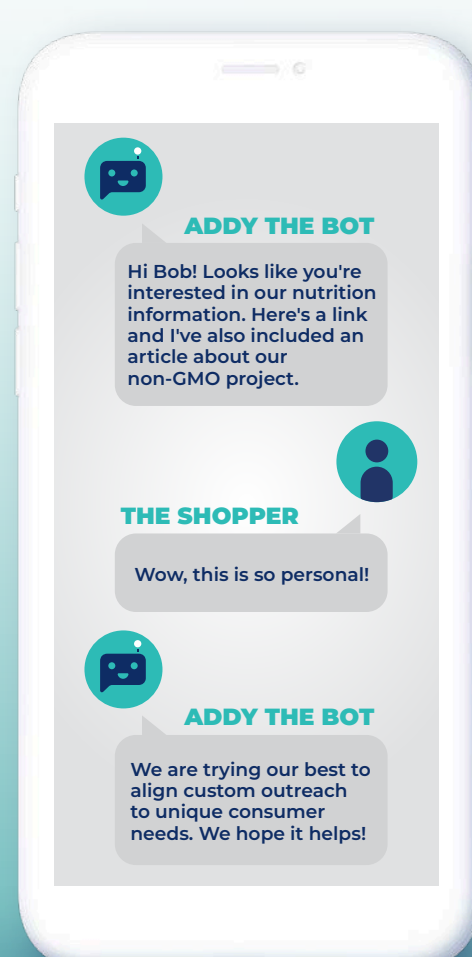


PRIORITIZING THE OMNICHANNEL SHOPPER

The 2023 CPG shopper comes at grocery shopping from many angles; in-store, online, pick-up, etc. It is critical to reach them in all these places; however, efficiency matters.

Make sure your brand is aligned with various solutions to have the ability to reach shoppers exactly where they are and when they are thinking about grocery shopping.

3



CUSTOMIZED SHOPPING EXPERIENCE

Shoppers don't want or like seeing ads that mean nothing to them. In 2023, consumers will expect more of a personal and customized shopping experience.

Some personalization trends include AI technology, while other customization trends include a more conversational approach through chatbots, personal assistants, and highly personalized emails.

4



KEEP GEN Z AT THE FOREFRONT

Brands cannot ignore the Gen Z powerhouse on the horizon. **While Millennials currently represent the largest group of consumers and the Baby Boomers still have the most significant buying power, Gen Z's spending power is on the rise.**

Brands need to be aware of the impact that Gen Z can have. They value authenticity and morality in the brands they buy. And even though their buying power isn't the highest (yet), if a Gen Z'er doesn't agree with the morals of a company or feels lied to by a brand, many of them will boycott the brand entirely and will get their friends to do so as well.

Furthermore, Gen Z and Millennials still prioritize in-store shopping, but with a physical or digital list in hand. **According to a recent Acosta study, 59% of Millennials and 51% of Gen Zs create grocery lists before making purchases.**

