



Apteco

# Data Trends Report 2020

Discover the main findings of this year's annual report into the latest strategies and channels.

## Intelligence is on the rise...

**Artificial Intelligence (AI)** is the trend with arguably the biggest impact. And not just by crunching data.

63%

—  
see AI taking a role in business factors like pricing.

Yes, decision making is no longer just up to **the humans**.

## ... And the robots are (still) coming.

Thought chatbots were dead? Far from it.

44%

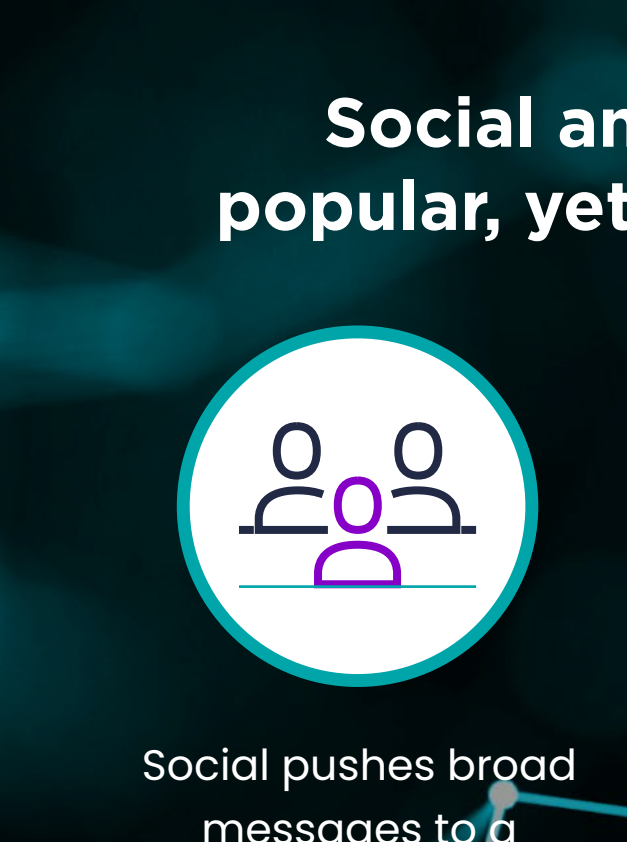
of respondents have them on the action plan.

That's a rise of just over

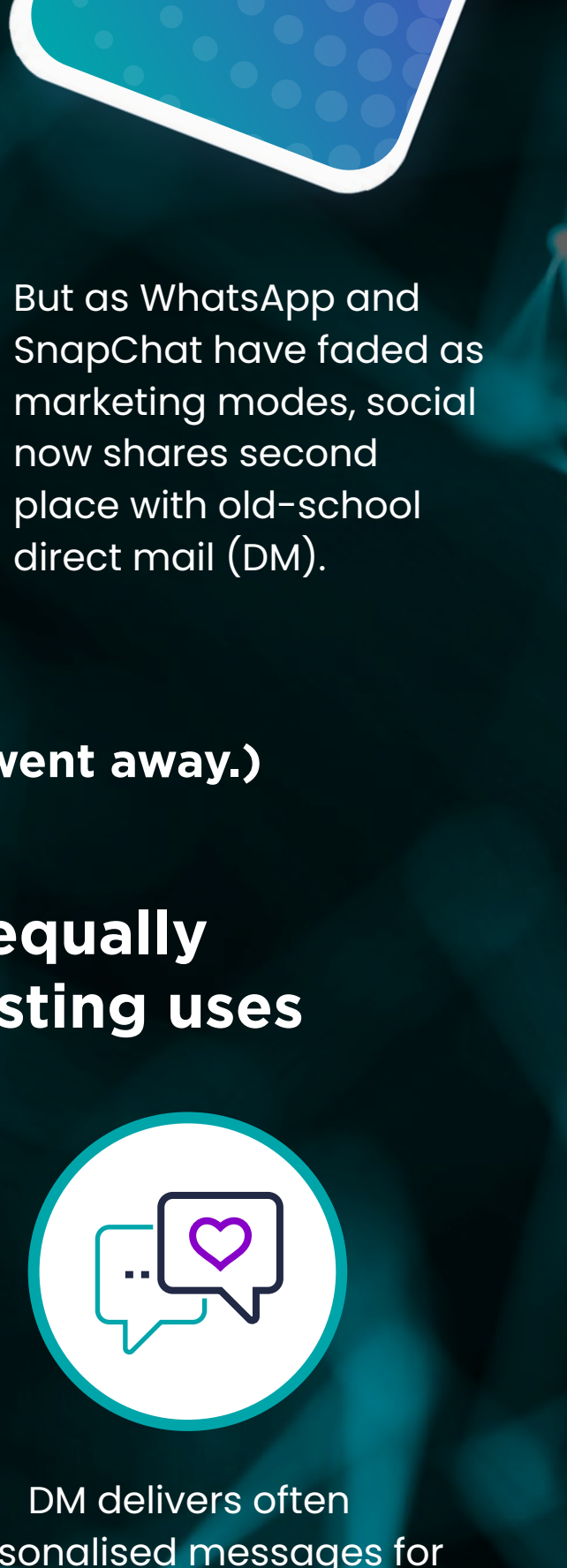
**two-thirds**

from 2019.

## Email remains the most popular marketing channel.



Facebook, LinkedIn, and Twitter remain **top social players**.



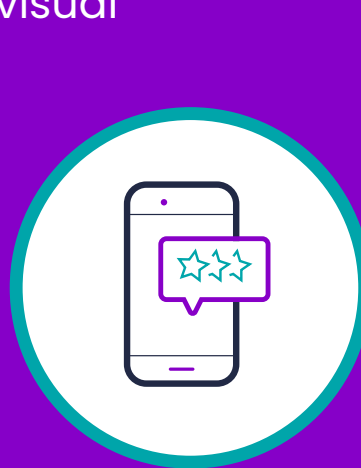
But as WhatsApp and SnapChat have faded as marketing modes, social now shares second place with old-school direct mail (DM).

## DM is back. (If it ever went away.)

### Social and DM: equally popular, yet contrasting uses



Social pushes broad messages to a high-volume audience.



DM delivers often personalised messages for a small number of high-value customers.

As always, it's about choosing the **right channel** for the **right campaign**.

### Sky-high personalisation has been unlocked.

1/3

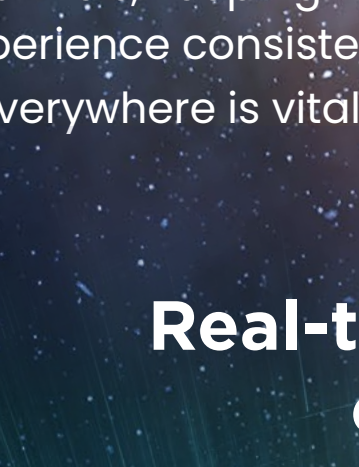
of marketers now customise whole content blocks.

9%

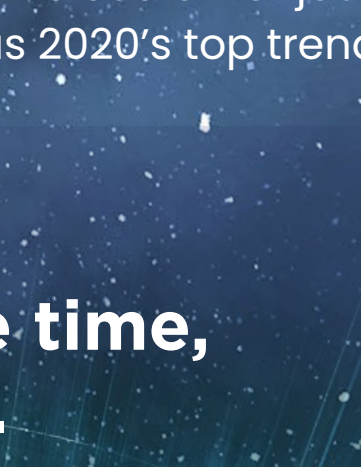
get hyper-personal, customising every part of a communication.

## Pictures speak volumes...

Social is getting more visual



Half (51% and 48%) of respondents use Instagram, YouTube, or both.



And new players like China's TikTok are starting to be used as channels.

## ...some of the time.



Conversely, the future's not bright for SnapChat and Pinterest, both used by less than 10%.



Will marketers be able to react to the popularity of new channels and platforms?

## But the journey needs joining up.

With marketers using an average

4.6

channels, keeping the experience consistent everywhere is vital.

80%

cite the customer journey as 2020's top trend.

## Real-time, all the time, every time.



Customers live moment by moment.



And marketers want to be there for every one.

48%

—  
see real-time as a real opportunity.

## Programmatic and privacy not a priority?

Just 13%

—  
plan to focus on programmatic in 2020.

And only

25%

—  
see privacy as a big issue.

## But it's all about platforms.

Customer data platforms (CDPs) are a hot topic.

46%

—  
say that CDPs are an important trend for their organisation in 2020.

And

60%

—  
see the martech of 2025 as a platform ecosystem.

## An exciting time for marketing professionals.

New forms of AI. New focus on DM. All coming together on emerging CDPs.



**Looks like marketing campaigns in 2020 are about to hit new heights.**

**Download the Data Trends Report 2020 to get the big picture on the latest marketing strategies and most popular channels.**

[content.apiteco.com/data-trends-report-2020](https://content.apiteco.com/data-trends-report-2020)