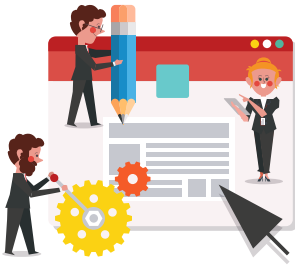
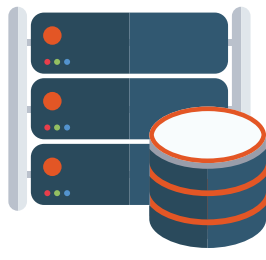


TRENDS THAT WILL IMPACT DIGITAL MARKETING IN 2018

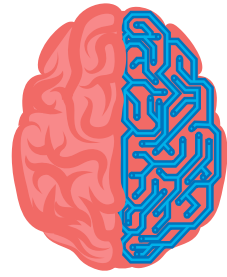
Marketing Strategy that you create will make the largest commercial impact in 2018.



20% Content



14% Bigdata



14% Artificial Intelligence

Personalized Content – Heart Beat of Digital Marketing

Personalized content performs 42% better than non-personalized content



Video Marketing: Visualization More Important Than Ever



92 % of mobile video viewers share them to other people.

Mobile Marketing: Time to Create “Mobile Marketing Strategy”

\$143 billion was spent on mobile ads worldwide in 2017. It is anticipated to double in 2018



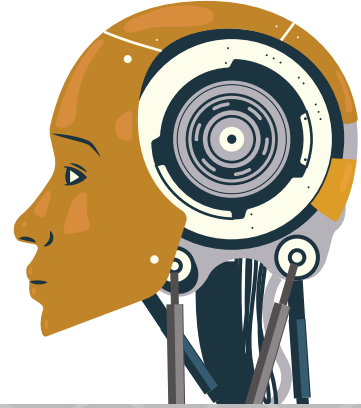
Micro-Moments – Think with Google Moments



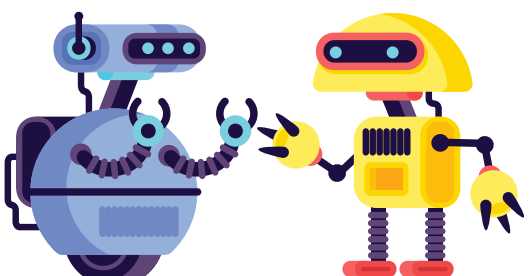
91% of smartphone users turn to their devices for ideas while completing a task

Artificial Intelligence - Get Ready for AI

Artificial Intelligence will power 85% of customer service interactions by 2020



Machine Learning - A Future Marketing



\$5 billion was spent on Machine learning in 2016. It is expected to become a \$100 billion market by 2025.