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# Dmexco Digital Trends: 10 Marketing Influencers Reveal Their Predictions For the Event

By Rolf Anweiler | Sunday September 11th, 2016 0 Comments



Dmexco is just around the corner and the excitement is starting to build. What an event it will be this year. Especially with the big revelation of the companies new brand name! Curious? Come meet us at hall 8, booth # C049/D048.



Aside from our 'big reveal' equally exciting is what new digital trends will be discussed at Dmexco. In my opinion, a lot of companies are currently focused on delivering a seamless and successful customer experience. I believe this will be one of the top trends at Dmexco.

But, I am not the only one eager to voice my thoughts on the event. In anticipation for the event we decided to approach top influencers in the field in order to get their take on the event and what they think the hot digital trends will be discussed at Dmexco 2016.

## Top Influencers Voice Their Thoughts on Dmexco Digital Trends to Expect

### Peggy Anne Salz, Chief Analyst & Content Strategist Mobile Groove

Dmexco is the best opportunity to check progress on the tools and tech enabling marketing and advertising to "flow" across platforms and devices and bridge the digital and physical worlds allowing brands and marketers to communicate with consumers in ways that are contextually relevant and valuable. The driver is a strong sense of entitlement among individuals- particularly Millennials weaned on mobile and the internet - who want what they want, when and how they want it. The answer can be found in data-driven solutions and platforms that unlock - or simply just enhance - data from different companies that have different perspectives of the customer depending on where they sit in the customer journey.

The goal, and we're getting there, is a more holistic view of the consumer that combines and connects all the dots in the data - whether it comes from app and in-app push companies that have insights into how people interact with brands messages on their smartphones, or location tech that can help marketers both pinpoint and segment audiences on the move. I'm missing the same innovation in ad creatives that can harness consumer data to be both more effective and more experiential - but I'm sure I'm going to see some significant progress in this area at Dmexco!

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I'm missing the same innovation in ad creatives that can harness consumer data to be more...

### Natan Edelsburg, EVP Muck Rack & Shorty Awards

Dmexco has become the most important event of the year for brands and companies that support them. Major companies like Viamo, Vimeo, Refinery29, Truffle Pig and more will gather in Cologne to discuss the latest trends. Two of the biggest topics this year are going to be short-form video and the evolution of storytelling. With Snapchat, Instagram Music.ly and more short-form video is a major frontier for brands to reach consumers. With virtual reality storytelling is reaching new levels of authenticity.

Dmexco is going to be a major forum for discussing both of these topics to understand how brands are innovating

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2 biggest topics at #Dmexco 2016 are going to be short-form video & the evolution of...

### Alex Poter, Founder of ExpoTor.com

Dmexco is one of the most exciting trade shows and the leader in the digital expo world - this year Dmexco meets Israel. This year more than 50% of the exhibiting companies are international which makes the venue "Messe Koler" very attractive on international level. The exhibitors are offering lots of workshops, talks and informative seminars.

As at any other show, this time we need to talk to our target exhibitors and stay focused on topics such as data and content, pragmatic advertising as well as payments and shipping/e-commerce challenges. We should pay attention to the AI real-time bid management that brings new ways of thinking across all digital channels. Targeting and digital monetization methods are presented by great exhibitors that we will not miss to visit.

And of course, one of our goals are to keep an eye on the marketing strategies exhibiting companies use to present themselves and their products - how do the exhibitors attract us to their booth? Exhibiting creativity is as important as digital creativity!

We should pay attention to the AI real-time bid management that brings new ways of thinking across all digital channels.

### Grimur Fjeldsted, Head of Digital Innovation, Ecco

There is going to be a lot of exciting trends and topics at Dmexco, but I usually try to focus on a few themes, that currently are relevant for my current projects. This year I will center my efforts on:

- digital transformation (especially best practices from other corporations)
- interesting use cases within wearables and the internet of things

This year I will focus my efforts on digital transformation, interesting use cases within wearables and IoT.

### Ludvine Vitet, Country Manager DACH, Adventori

Adventori is detecting significant changes happening across the digital landscape, like the trend from a media-centric approach to a customer-centric one. What we currently observe is that creativity, somewhat overlooked during the digital revolution, is now reclaiming its central and pivotal position. Creativity is as much a performance lever as data when the aim is to personalise each and every ad. These trends will likely be the leading topics of Dmexco 2016.

We are looking forward to seeing more value put on quality than quantity as advertisers and agencies begin to look at media buying and the content of the ad on an equal footing.

The trend of creativity will likely be a leading topic at Dmexco, as we see the trend moving from a media-centric approach to a customer-centric one.

### Carsten Thierbach, Senior Director, Teradata Marketing Applications

Marketers are looking for a sensitive brand. They want to be as close to the reality of customers live as possible. So, one trend for me is impulsive marketing. Achieving real-time and individualized communication via all digital touch-points is key. This means a seamless observation of behavior and the automation of cross-channel communication. An integrated digital engagement platform combined with a data-management-platform is one big step to combine behavior on e-commerce platforms with digital channel communication like Email, Facebook, digital Ads, Twitter, etc.

Additionally for me is to learn, how we can break down borders in our heads in the battle between "creativity" and "technology". We need both and I am keen to see, how different companies evolve in this direction in their organizational approach. I am really looking forward to the Dmexco 2016.

The trend of the battle between "creativity" and "technology" and how companies evolve in this direction.

### Roger Doddy, Director, Peerius:

We're expecting retailers to continue to focus on delivering more value to their customers by improving their omni-channel offering. That means utilising behaviour data gathered in one channel to benefit and improve the customer experience in all the other channel touch points and vice versa; from online, mobile, email, in-store and call centre. We are also seeing digital innovation impacting on how the in-store physical shopping experience is being delivered with initiatives such as digital mirrors and digital receipts becoming an emerging trend.

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## Conclusion

So what do you think? What digital trends would you expect to hear about at Dmexco 2016? I have my suspicions but beyond our predictions we will just have to wait for the event to find out what Dmexco digital trends are going to be highlighted. We hope you will be joining us this year and we look forward to seeing you there.



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Bio Latest Posts Rolf Anweiler Rolf Anweiler is the SVP Marketing at Mapp Digital. Rolf started working at Circle, which was later bought by Teradata, in 1999, and has been leading the marketing for the company since. In 2016, Teradata Marketing Applications merged with BlueHornet and became Mapp Digital.

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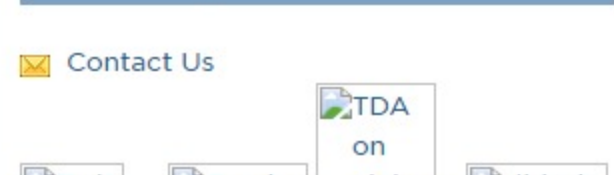
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