

# Is 2016 the year that...

By  Gil Sperling

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With the demand on marketers to deliver, 2016 will require that service providers upscale their technology to be able to deliver multivariate campaigns across platforms in real time.



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## ...Social outperforms the big G

Google search ads grew just 12% in Q2 2015, down from 24% a year earlier according to [Merkle RKG](#). On the flip side, ad spend on Facebook grew a massive 69% in the same time frame. With CMOs increasing digital budgets, on average 35% or from 2015 to 2016, the challenge is no longer to shift budget to digital but rather to ensure spend delivers relevant ROI.

## ...Marketers deliver on both brand and sales objectives

Platforms like Facebook and Instagram keep a user-first focus giving brands an opportunity for relevant engagement. They both continue to develop features that deliver ROI for brands. The soon to be released Facebook Canvas is one such feature which provides a complete in-platform storyboard. Optimised for mobile, Facebook Canvas and other such integrations such as Facebook Live are changing consumer behaviour and business practice alike. This will allow marketers to bring both media and sales touch points together for the first time, thereby enabling both brand equity and sales generation.

## ...eCommerce expands in Africa

By 2020, 45% of the \$632 billion in total e-commerce sales is expected to come from mobile, according to the [Mobile Checkout Report by BI Intelligence](#). Whilst this reflects the US economy, Africa is not a region to be sniffed at. With 50% of the continent expected to have access to the internet by 2025, online shopping could account for 10% of the \$750 billion retail sales market, according to McKinsey. The majority of this will be via mobile.

## ...Marketers understand the value of tailored creative

Online video will be the fastest growing ad format in 2016, driven by the increase in video consumption via mobile. Too many online videos are still redeployed TV ads that have not been adapted for online.

Not only do platforms such as Facebook and Twitter have unique video requirements but as engagement platforms, video needs to be tailored accordingly.

60% of digital marketers say that their biggest challenge in 2016 will be producing engaging content.

## ABOUT GIL SPERLING

Gil Sperling is cofounder and co-CEO of Flow , a proptech company that goes straight to the source of the largest social platforms in the world - to match people with property.

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