



**2023**

# **ANA Email Evolution Conference**

**FEBRUARY 7-9**

**BOB LIODICE - CEO - ANA**



A diverse group of people of various ages and ethnicities are shown in a state of intense celebration. They have their arms raised, some with clenched fists, and their mouths are wide open as if shouting or cheering. The background is dark, making the people stand out. The overall mood is one of joy and triumph.

**Time to  
CELEBRATE!!!**

# Environmental Challenges

- COVID
- Stagflation
- Social Strife
- Global Unrest/Ukraine Invasion
- Crime
- Political Discourse



**“We are sprinting through an endless obstacle course. Take a recovery break and reflect on what the world needs now and what we can do as marketers and business leaders to help. The world is ripe for **even more purpose and positivity.**”**

**Esi Eggleston Bracey**  
COO, Beauty & Personal Care



**Humanity**  
drives the  
most powerful insights.



**Ukonwa Ojo**  
Former Chief Marketing Officer  
Amazon Prime Video and Studios



**“It’s in our brand purpose to be conveyors of conviviality, where the world will be a better place if we build bridges and unleash the power of human connections.”**



Pernod Ricard

**ANN MUKHERJEE**

Chair and CEO

**B4H**

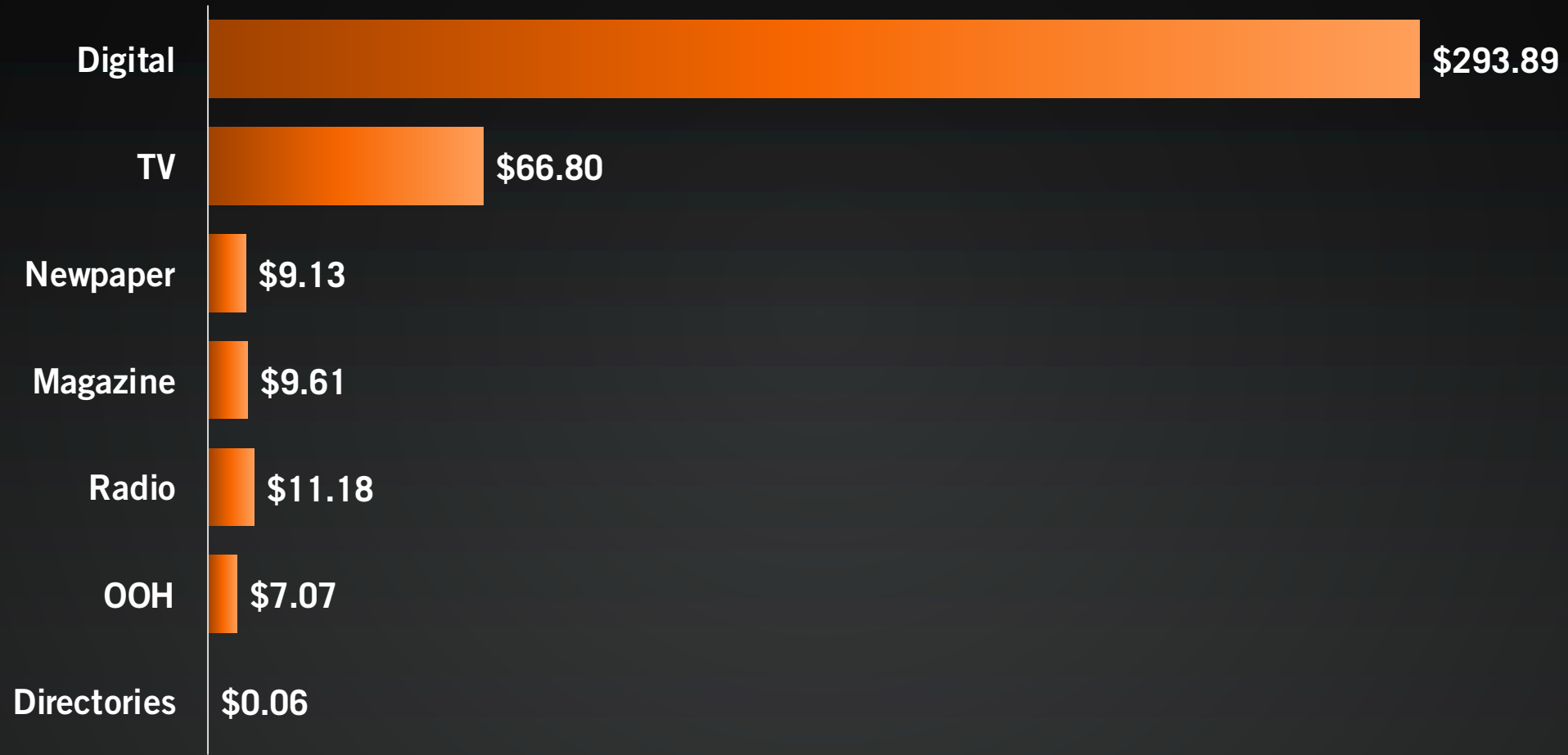
**BrandsForHumans**

**Digital/Technology  
plants the seeds  
for an  
optimistic future**



# Total Media Ad Spending, by Media

U.S. 2022 (billions)





# DIGITAL MARKETING TRENDS

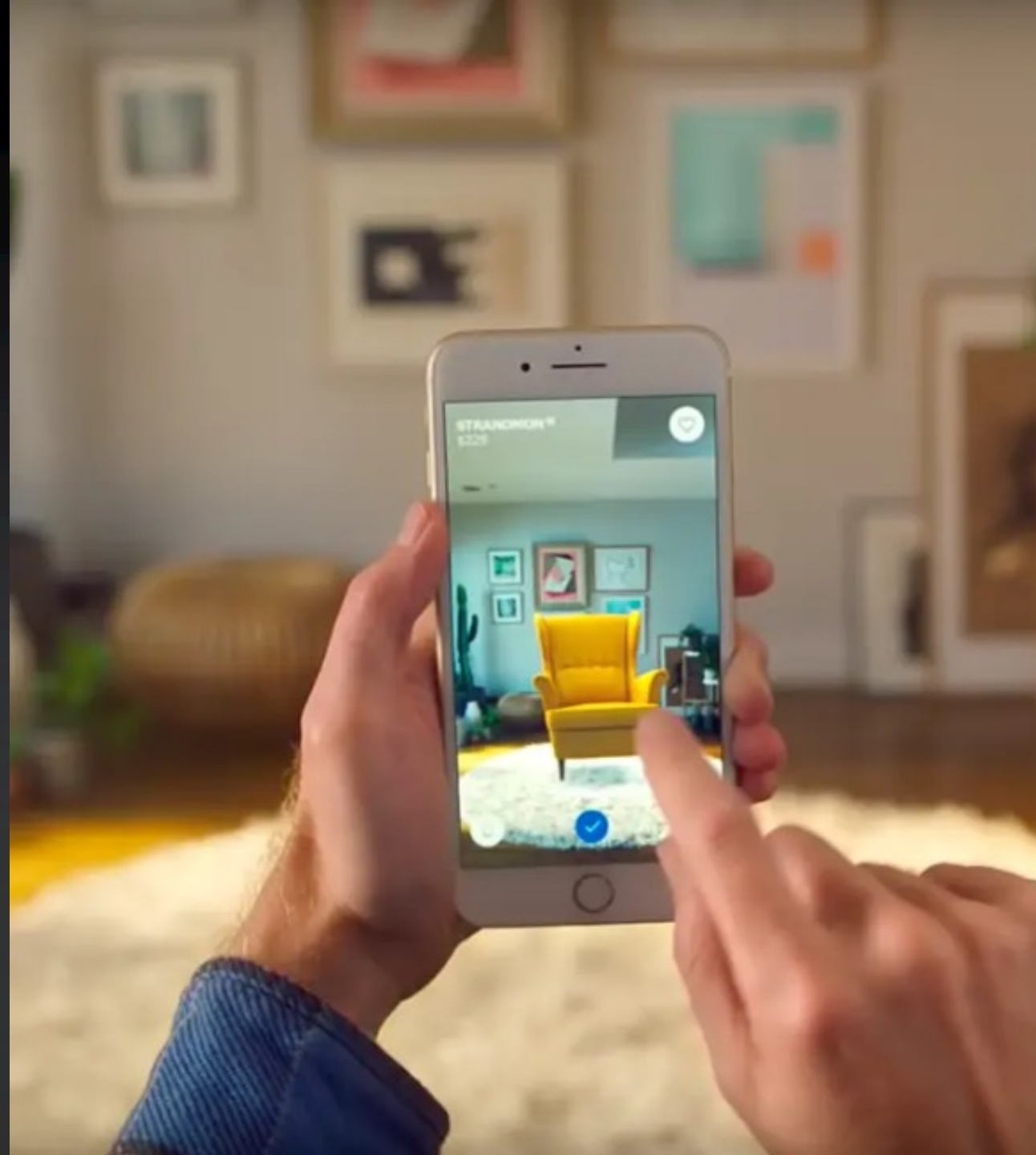
- **Influencer marketing takes center stage**
- **TikTok advances viral commerce**
- **Personalization delivers customized experiences**
- **AI/Metaverse are here to stay**
- **Long-form video content consumes more screen time**

**Global metaverse  
projected to reach  
\$1.7T by 2025**



Welcome to the Meta Lite Bar, the first-ever brand hosted bar in the metaverse and the only place  
MEANT FOR 21+

**5G accelerates VR,  
AR and XR  
and delivers richer,  
more immersive  
brand experiences**

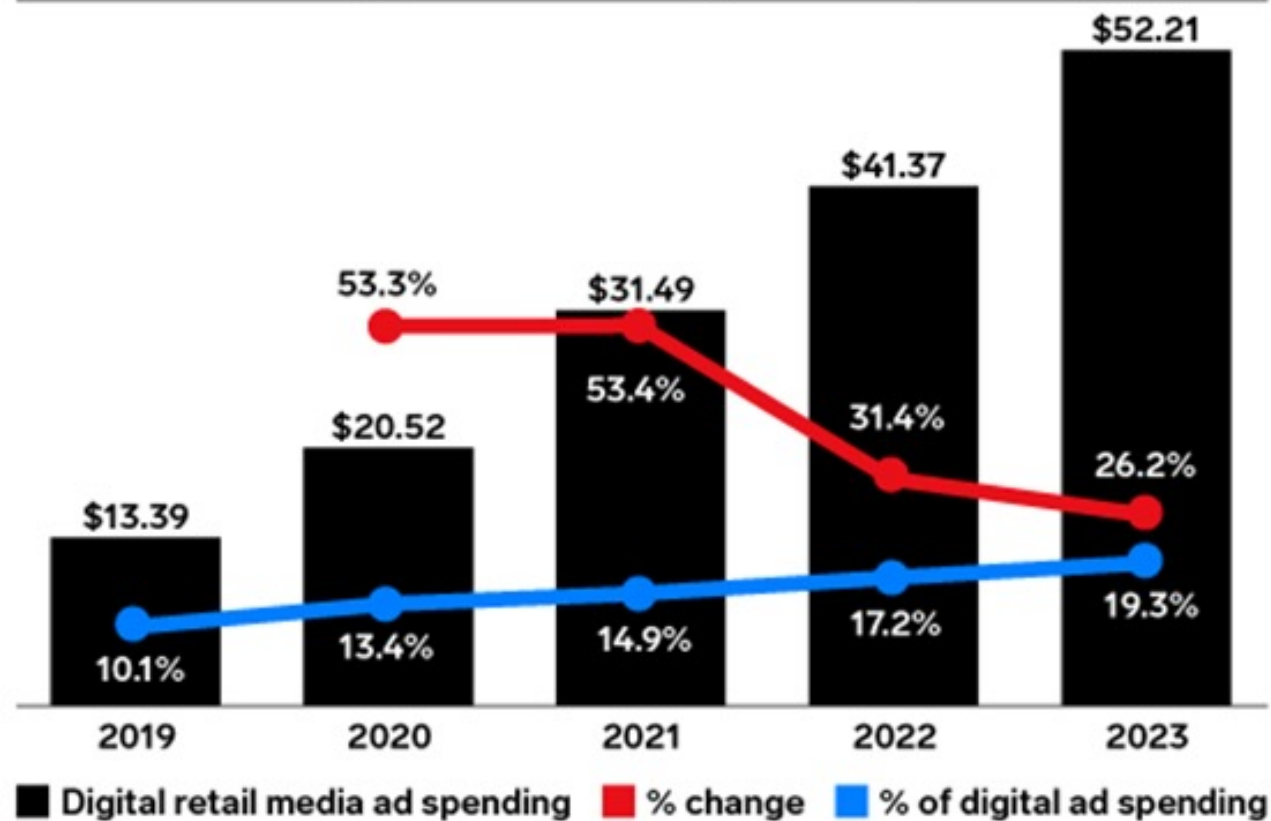


## Retail Media Networks

\$50B ad category...  
and growing

Capturing 1 in 5  
digital dollars

**US Digital Retail Media Ad Spending, 2019-2023**  
billions, % change, and % of digital ad spending



*Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include advertising on Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps*  
Source: eMarketer, Oct 2021

# The Power of Social Shopping

In just one day in October 2021, two of China's top live-streamers, Li Jiaqi and Viya, sold \$3 billion worth of goods – three times Amazon's average daily sales









# Influencer Marketing






\$13.8B global  
\$4B in U.S.





Projected \$25B  
by 2025














 **addisonraee**  • [Follow](#) 


 **addisonraee**  LIMITED EDITION merch drop with @itembeauty ;) #ITEMcofounder #wereanitem  1w

 **sonyadakar**  Cuteeeeeee   1w 360 likes Reply  View replies (1)

 **itembeauty**  \*so excited\* for this!  1w 2,180 likes Reply  View replies (12)

 **christendominique**      

 Liked by dahlbackelin and 2,795,048 others

DECEMBER 8

Add a comment... [Post](#)

**AI / ChatGPT**





# INDUSTRY HEADWINDS

- **Measurement and Accountability**
- **Programmatic Media Transparency**
- **Privacy and Addressability**
- **Talent Shortage**
- **Fraud**
- **Brand Safety**

**Message From ANA Board Of Directors:**

**IT'S TIME TO  
TAKE OUR INDUSTRY BACK...  
AND DRIVE GROWTH!!**

**ANA** MISSION

**DRIVING  
GROWTH**

FOR YOU, THE INDIVIDUAL  
FOR YOUR BRANDS AND BUSINESSES  
FOR OUR INDUSTRY  
FOR HUMANITY

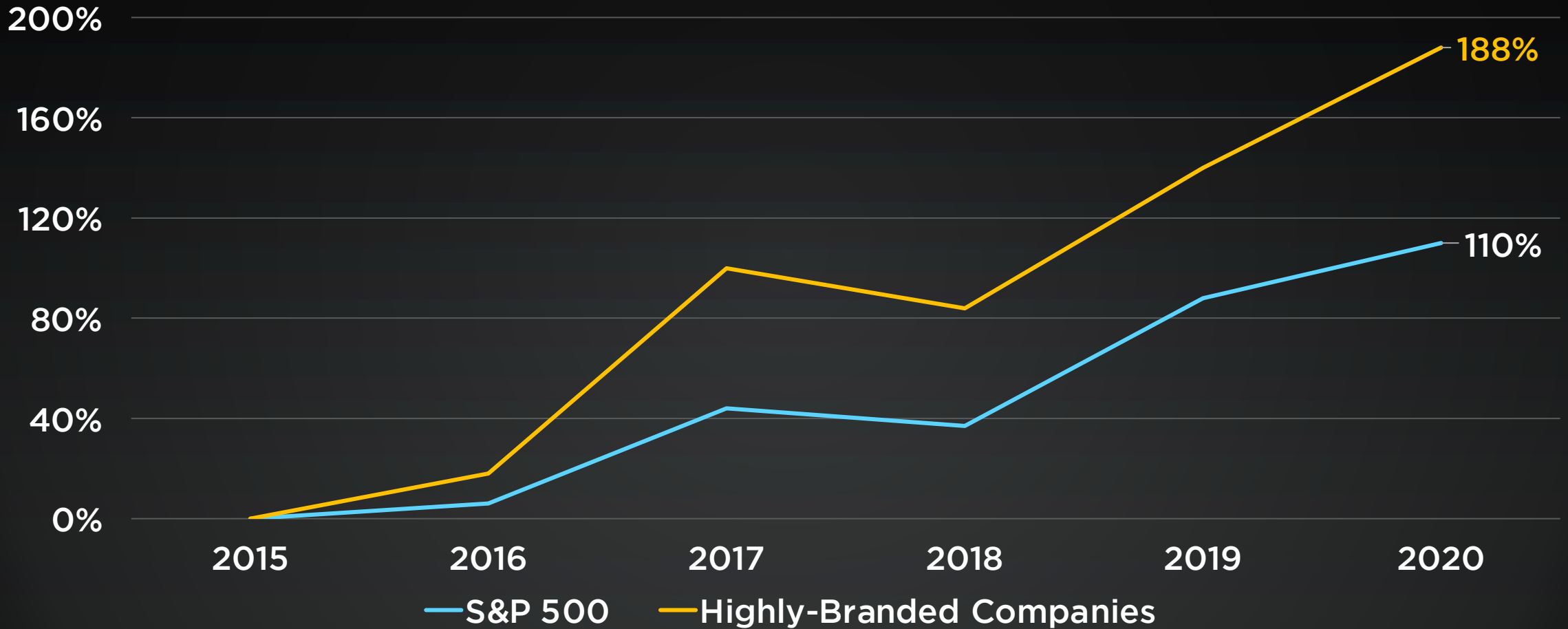
# ANA GROWTH AGENDA



# Activating Brands DRIVES GROWTH



# Most Highly-Branded Companies vs. S&P 500 Index

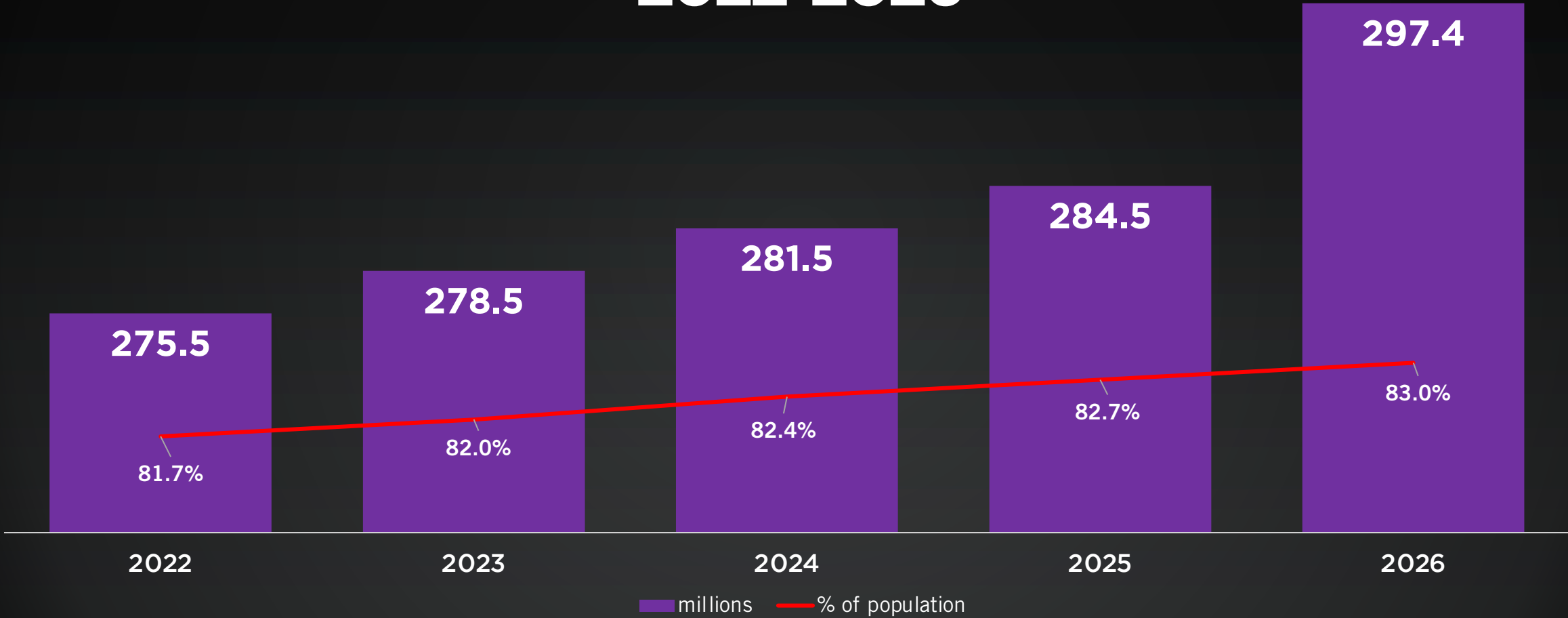


Source: Brand Finance

# Email Marketing **DRIVES GROWTH**



# EMAIL USERS 2022-2026



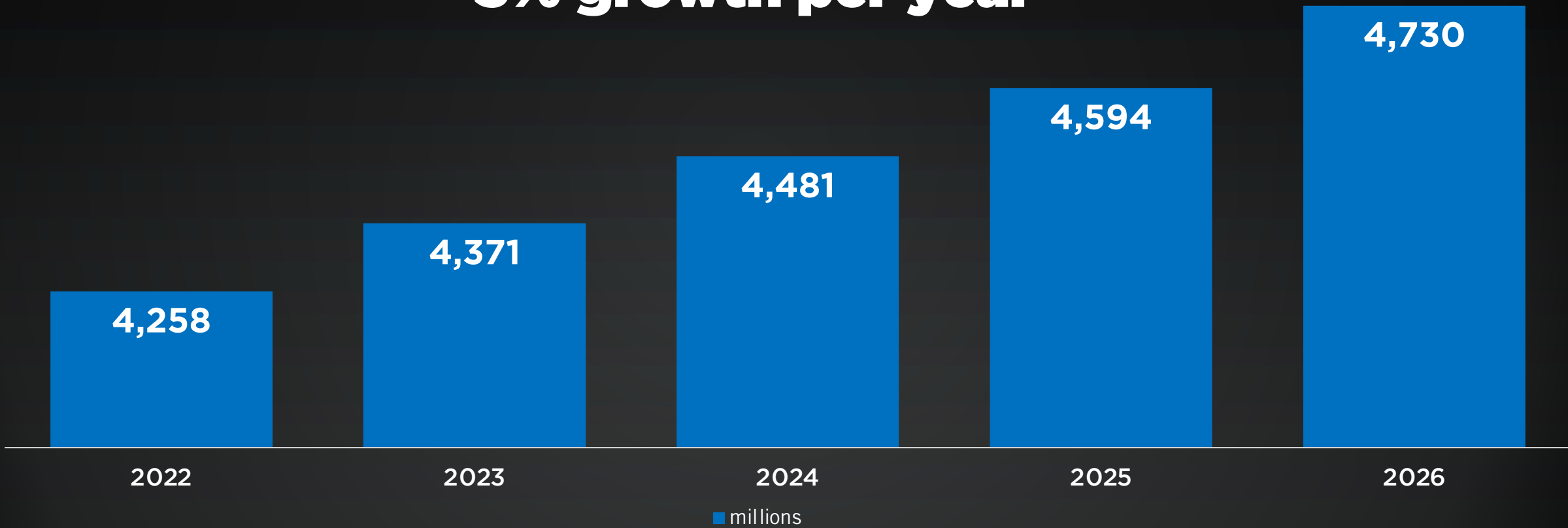
Internet users of any age who send an email via any device, at least once per month. Source: eMarketer, September 2022.



# WORLDWIDE EMAIL USERS

2022-2026

3% growth per year



Source: THE RADICATI GROUP, INC. Email Statistics Report, 2022-2026 - Note: Includes both Business and Consumer Email users.



# KEY EMAIL FACTS

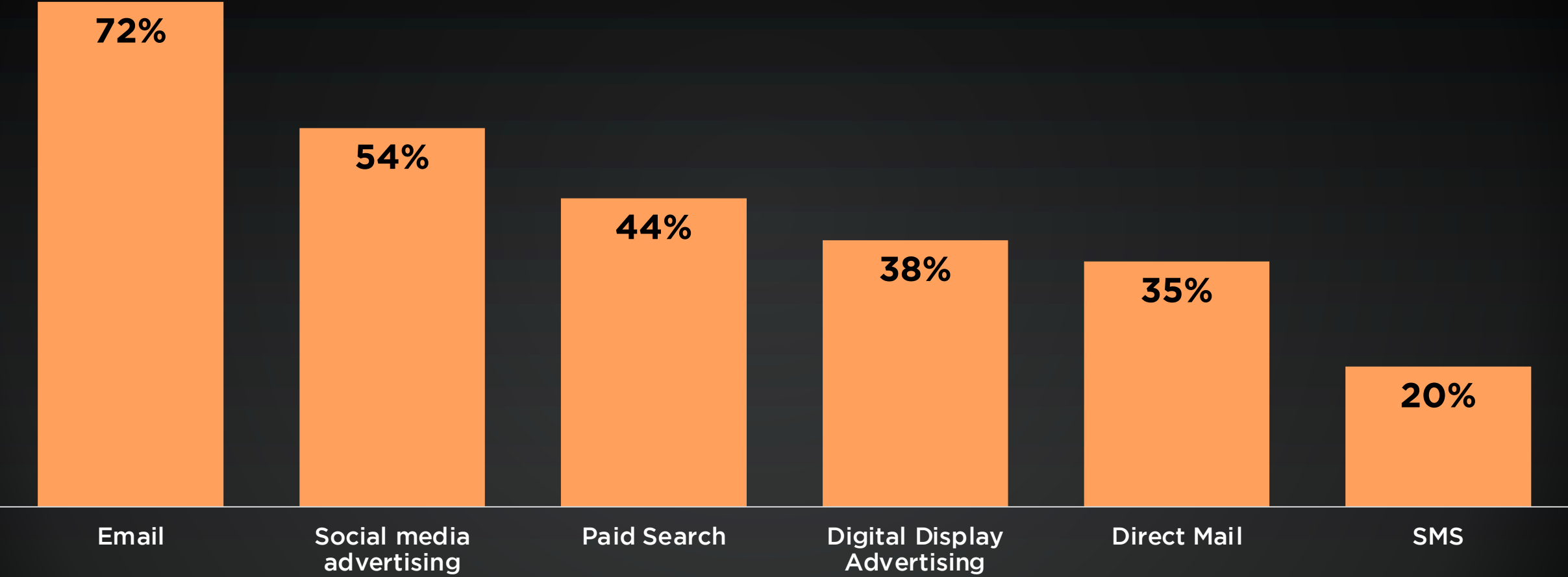
- **37% of consumers say that email newsletters influence to purchase**
- **Email drives an ROI of \$36 for every dollar spent**
- **Email is the most frequently used medium in direct marketing campaigns**

Sources:

Digital Communication Report Latana Aug 2022

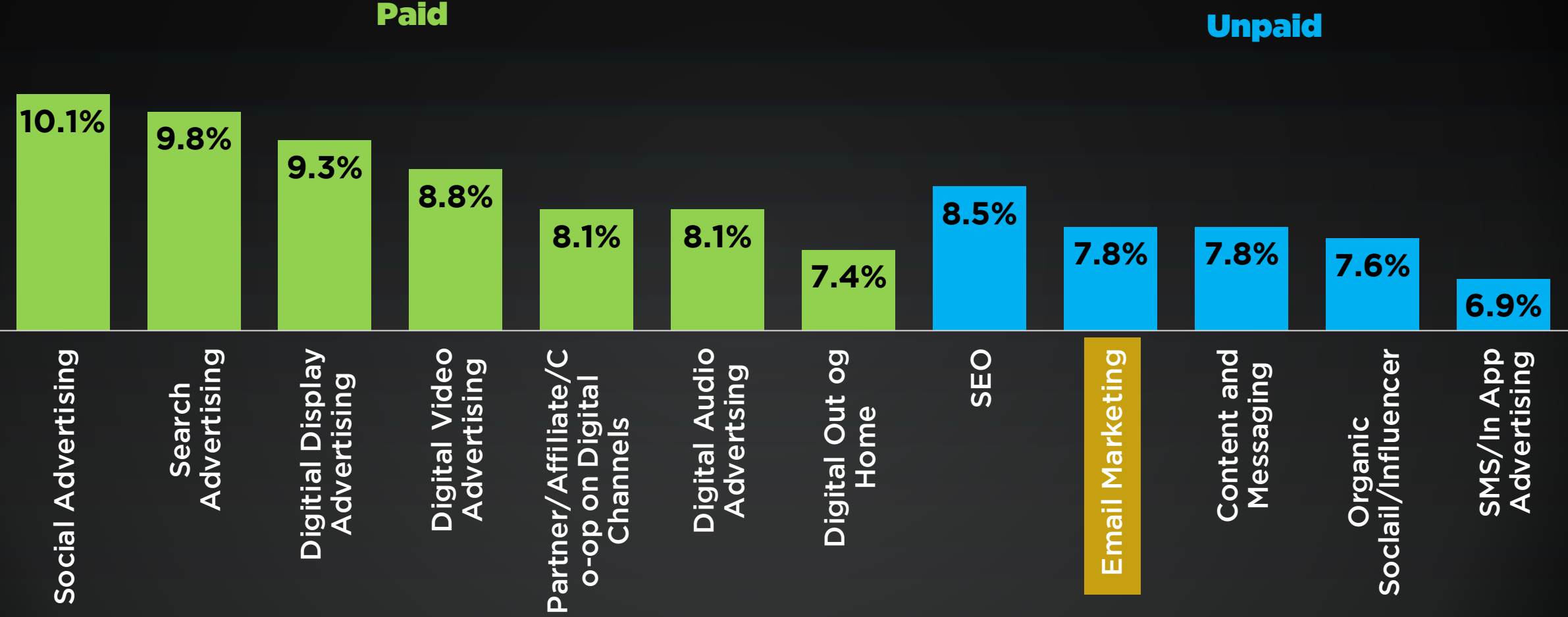
E-mail Marketing ROI Litmus Sept 2021

# MEDIA USAGE IN CAMPAIGNS



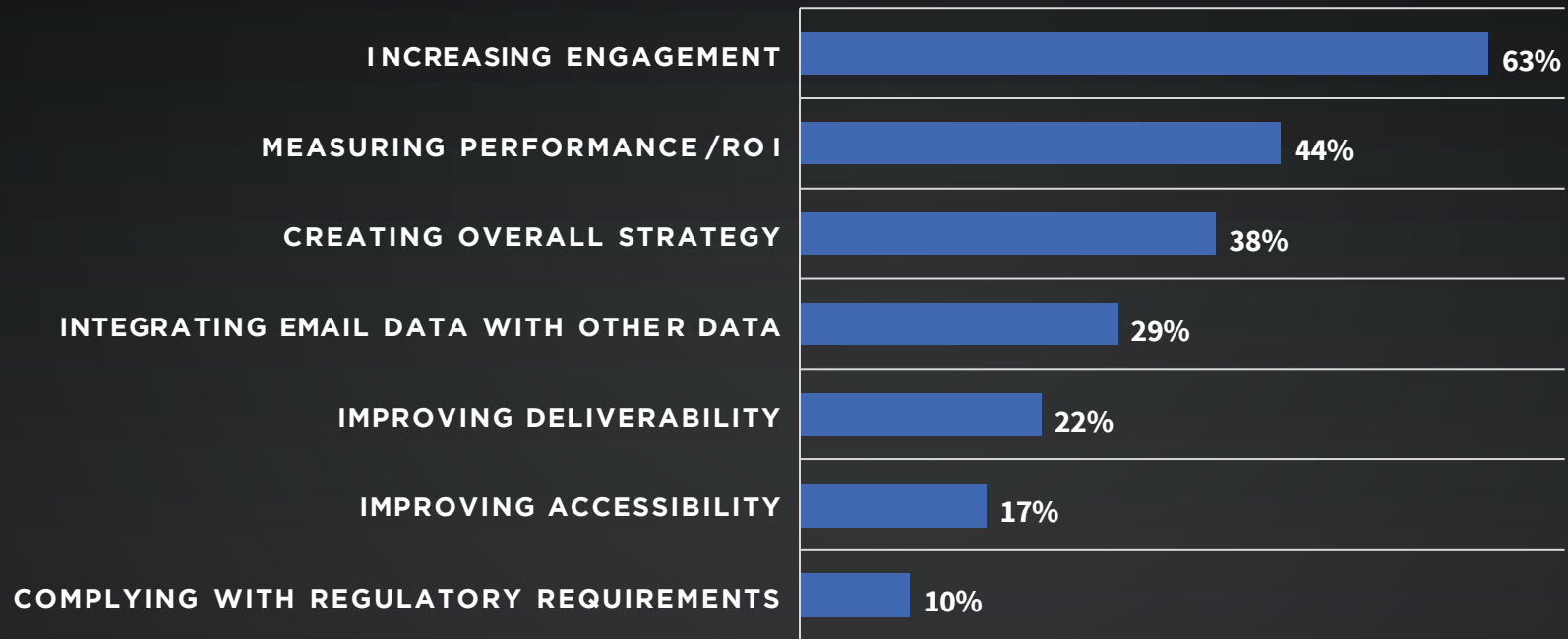
Source: ANA Response Rate Report, 2022. ANA, January 2023

# Average Marketing Budget Allocations Across Online Channels



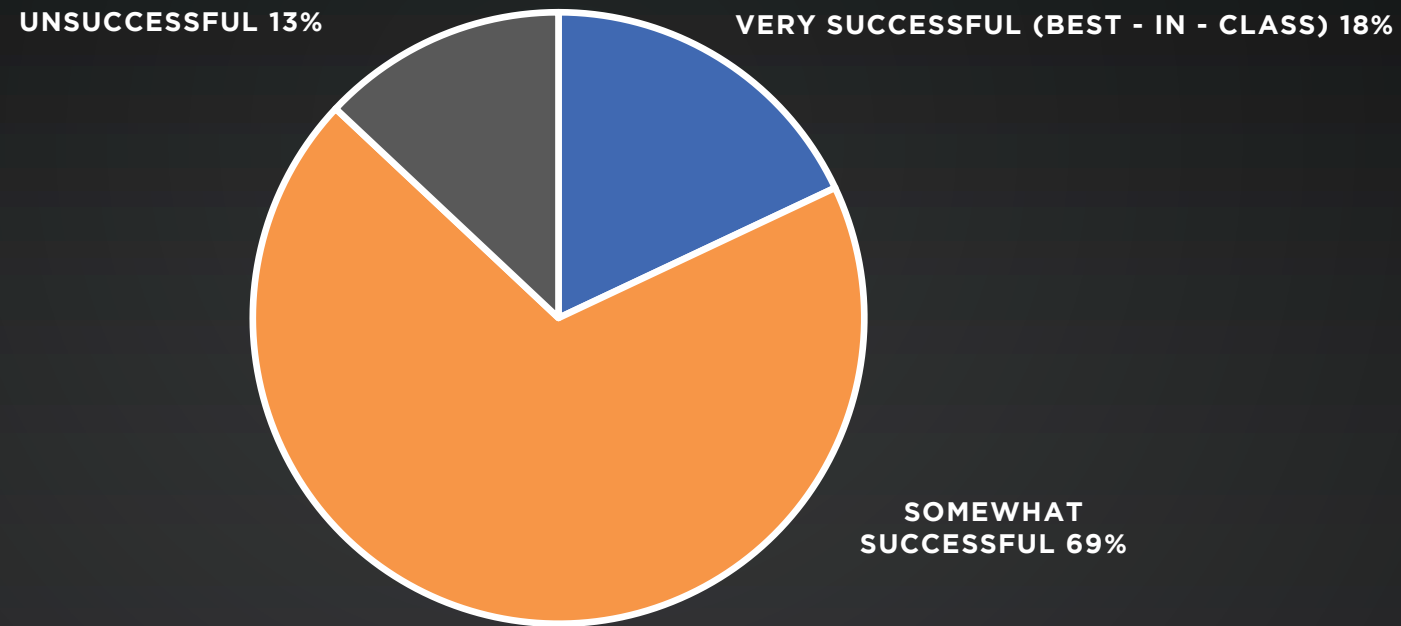
Source: 2022 Gartner CMO Spend and Strategy Survey

# WHAT ARE YOUR GREATEST CHALLENGES TO THE SUCCESS OF YOUR EMAIL PROGRAM?



Source: Email Marketing: Strategies, Tactics & Trends Conducted by Ascend2 and Research Partners Published August 2022

# HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR EMAIL MARKETING STRATEGY IN ACHIEVING OBJECTIVES?



Source: Email Marketing: Strategies, Tactics & Trends Conducted by Ascend2 and Research Partners Published August 2022



# OTHER EMAIL CHALLENGES

- **Measurement of email impact**
- **59% Americans say the majority of emails are not useful**
- **37% of online users are stressed out by email marketers / salespeople**

Sources:  
Email marketing strategies, tactics and trends  
2022 state of communications survey

# Making Media More Productive **DRIVES GROWTH**





# **ANA MEDIA LEADERSHIP GROWTH COUNCIL**

- **Creating an army of Chief Media Officers**
- **Mirrors the CMO Growth Council**
- **Set the advertiser media agenda**
- **Address the most pressing and important industry issues and opportunities**
- **Unlock initiative, innovation, and learning to drive brand and business growth**

# Data-Driven Marketing **DRIVES GROWTH**



# Accurate Measurement **DRIVES GROWTH**



# **COMPLEXITY OF MEASUREMENT SUBSTANTIALLY INCREASED OVER THE LAST 2 YEARS**

- **Alternative currency testing disruption**
- **Growth of ad supported streaming and CTV ads**
- **Fragmentation and incompleteness of solutions**
- **Impact of Apple Tracking Transparency policy on measurement**

**A Well-Trained  
Workforce  
DRIVES GROWTH**

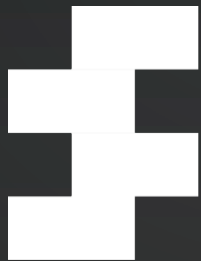




**Marketing  
Training &  
Development  
Center**

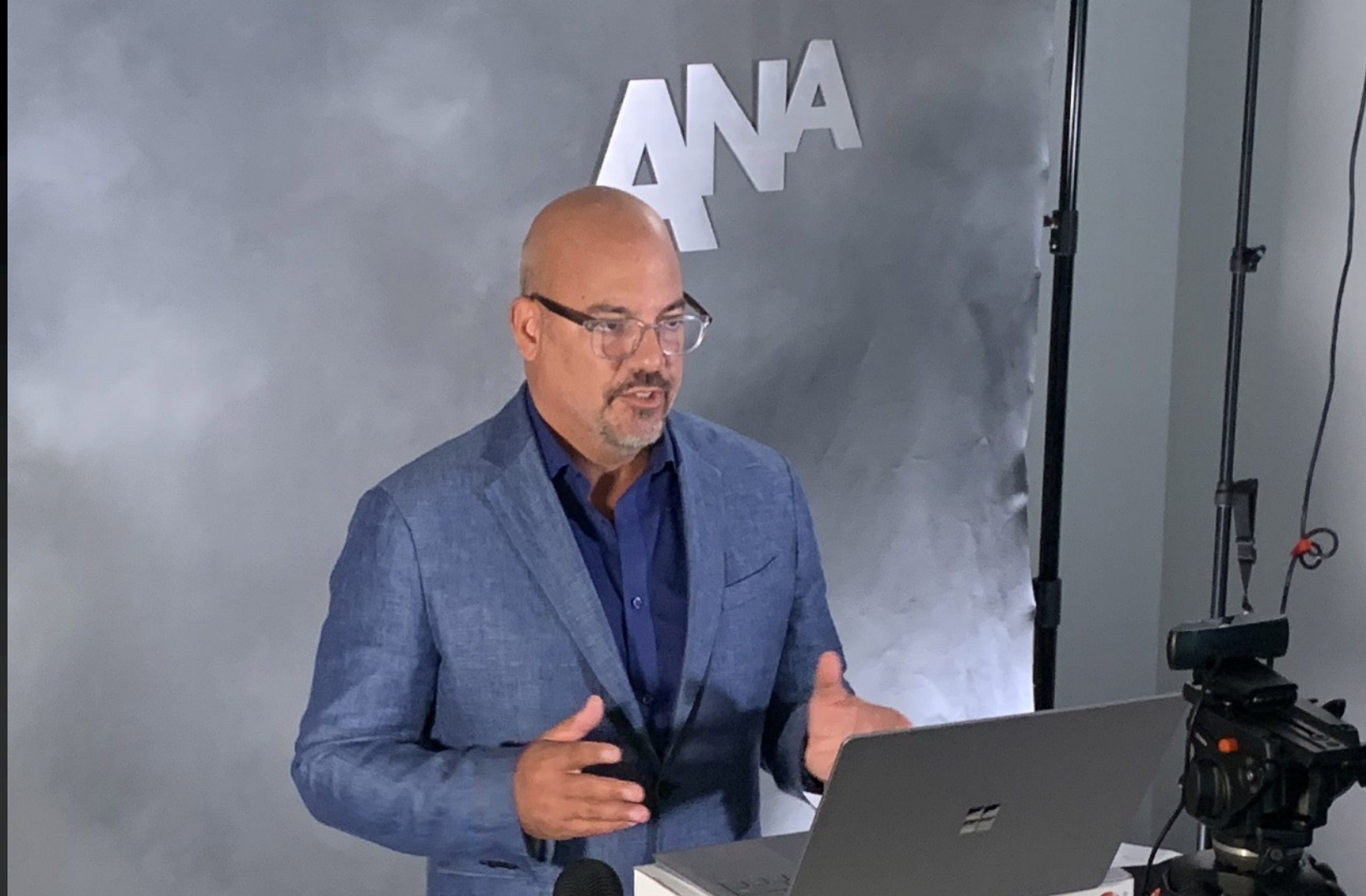


**THE ANA  
EDUCATIONAL  
FOUNDATION**



**Institute  
for Real  
Growth**

# ANA's Global Day of Learning



**CMO**  
GROWTH COUNCIL

**ANA** CANNES  
LIONS

**RESET**  
**REBOOT**  
**REOPEN**

MARKETING'S GLOBAL DAY OF LEARNING



**Diversity, Equity,  
and Inclusion  
DRIVES GROWTH**





# ANA BUSINESS ENTERPRISES



200 Member Companies



100 Universities



100 Member Companies

SEEHER

ANA

Accurate  
Portrayal  
of Women  
in Ads





ANA

AIMM

ALLIANCE FOR INCLUSIVE AND  
MULTICULTURAL MARKETING



**#SeeALL**

**Sustainability**  
**DRIVES GROWTH**



AD  
NET  
ZER 

ALL FOR NONE

# ANA GROWTH AGENDA





# HUMANITY FOR GROWTH





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