

KEY TAKEAWAYS

Digital Marketing Panels

Unwrapping 2024: Transforming Insights Into Future Action

Driving Engagement & Conversions Through Social Commerce with e.l.f. Beauty

Platform Strategy

Focus efforts on TikTok, Meta, and Google Shopping to capture attention and drive conversions.

Live Shopping

Engage communities with authentic, real-time creator-led content.

Influencer + Affiliate

Combine strategies to track ROI and drive awareness and sales.

Content Matters

Tailor content by platform, test often, and balance creator and brand stories.

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Making the Unmeasurable Measurable with Leafguard: Real-Time Insights for Faster Marketing Decisions

Agility Drives Success

Rapid testing and learning are essential for balancing short-term goals like customer acquisition with long-term brand growth.

Leveraging MMM and Attribution Models

Use tools like MMM and attribution models to uncover hidden opportunities and refine strategies.

Every Channel Plays a Unique Role

Incrementality testing and tailored measurement frameworks are key to understanding each channel's value.

AI for Scaling and Optimizing Creative Engagement

AI offers immense potential to scale and optimize creative assets, enabling brands to resonate with diverse audiences.

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Shaping Your 2025 Media Strategy: What We Learned After a Newsworthy 2024

Digital Shift

Streaming services and connected TV (CTV) have become dominant forces in digital media. Developing diverse, platform-specific strategies is essential to capturing and engaging these audiences effectively.

Fragmented Audiences

With consumers spread across multiple platforms, cross-platform tools are crucial for unifying insights and driving cohesive strategies. Areas such as podcasts, streaming, and live events present significant opportunities to connect with niche audiences.

Tentpole Events

The availability of sports rights on digital platforms allows for highly personalized and measurable engagement. This creates a unique opportunity for brands to interact with viewers in real-time and build deeper connections.

New Tools

The democratization of advertising tools through user-friendly ad managers has made it easier for advertisers of all sizes to tap into new opportunities and reach broader audiences.

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From Shopping Carts to Sports Stadiums: Media Networks Reimagined

Meet Consumers Where They Are

Use authentic touchpoints like AR, live sports, and contextual ads to connect meaningfully.

Balance Creativity and Data

Combine storytelling with tools like AI and first-party data to measure and optimize impact.

Stay Agile and Amplify

Stay ahead by quickly adapting to emerging trends while amplifying campaign reach through sequential messaging and precise contextual strategies that resonate with consumers in real-time.

Evolve Media Networks

Enhance efficiency and emotional impact by integrating retail media with premium advertising assets, creating a seamless and engaging experience for consumers while maximizing return on investment.