

# Trends Report 2024

A Look Toward  
The Digital  
Horizon

**Advances in technology are transforming every aspect of our lives. As marketers, we must understand the impact on two levels:**

**01** First, we need a firm grasp on how advancing technology is impacting consumers, including how they work, learn, shop, and play.

**02** Second, we must leverage these technologies in our strategies to connect with consumers and create more engaging marketing experiences.

In this report, we look toward the digital horizon to explore both of these questions. The insights we offer in **Digital Horizons will serve as a compass, helping you navigate the evolving market landscape of 2024.**

As we pioneer this brave new world in marketing, one thing is astoundingly clear: yesterday's strategies just won't cut it. Marketers who fail to lean into emerging technologies will soon lose their edge as consumers come to expect new forms of engagement and more compelling experiences with brands.

Our 2024 report covers 5 key areas of digital and technological innovation. We gathered most of the data for this report from [Semrush .Trends](#), while also looking to strong external data sources such as [Statista](#) and [McKinsey](#) for supplemental insights related primarily to economic impact data.

In these pages, you'll learn about emerging trends in:



**AI and Machine Learning**—Explore the implications for marketers, including the promise of personalization at scale, the role of AI in content creation, and the power of AI to generate predictive analytics that strengthen marketing strategies.



**User Experiences**—Discover how The Internet of Things (IoT), 5G and edge computing, and virtual and augmented reality, are becoming integral elements of consumer interactions with brands.



**Consumer Relationships**—Delve into the evolving expectations consumers bring to their relationships with brands and how social good, authenticity, and innovative business models increase success.



**New Frontiers in Digital Content**—Learn how new technologies are impacting the way consumers engage with content, including how short-form video, social commerce, over-the-top (OTT) streaming, and podcasts are re-shaping advertising and brand engagement.



**Lifestyle-related technologies**—Analyze the impact of emerging technologies on consumers' daily lives, including in the areas of finance, healthcare, education, and gaming.

In each section, we'll delve into the influence of these important trends across industries and the opportunities they present for marketers. We'll also explore the regulatory landscape, key ethical concerns, and some of the biggest challenges we'll face as marketers exploring this new technological terrain.

As we venture into the Digital Horizons of 2024, we hope this report will serve as a guide to help you stay at the cutting edge with your marketing, embrace innovative approaches in connecting with customers, and allow your business to grow this year and beyond.



# Key Findings

---

**1** **AI-related domain traffic soared by 1,000% in 2023.** While AI significantly cut costs for businesses, the emergence of this technology likely contributed to the 50% decline in job postings with keywords like “content writer” and “copywriting.”

---

**2** 72% of consumers look for **transparency in AI practices** before making a purchase, emphasizing the need for clear, ethical AI use in marketing.

---

**3** **IoT-related domain traffic**, especially related to smart homes and smart cities, **increased by 19%** over the last two years.

---

**4** The **AR & VR** market is expected to hit \$38.6B in 2024, with \$2.7B projected from retail showcasing.

---

**5** **77% of consumers prefer buying from socially responsible companies.** Traffic to sustainability-related pages among top e-commerce players jumped 187%.

# Key Findings

---

6

**Traffic to top streaming services grew 59%** in two years, with a shift towards ad-supported models opening new advertising avenues.

---

7

Top **digital-first banks saw a 51.5% traffic increase** in 2023, with social media marketing in the industry growing by over 1,300%.

---

8

While overall e-learning traffic dropped by 7%, **corporate e-learning platform visits rose 12% year over year**, pointing to growth in this particular niche.

---

9

**Gaming industry traffic increased by 27% in two years**, with Twitch.com traffic up by 11% year over year.

---

10

**Telemedicine platform traffic has grown nearly 10% since 2022.** Leading wearable companies, Oura.com and whoop.com, saw domain traffic increase by 178% and 62%, respectively.

# The AI Revolution Reshaping Marketing



# Key Findings

---

- 1** Semrush data reveals explosive growth in interest related to AI and significant growth in the use of AI tools.
  - 2** AI has likely impacted job market growth, especially in fields like content and copywriting.
  - 3** Consumers are concerned about AI transparency and favor brands that are open about where and how they're using AI.
-

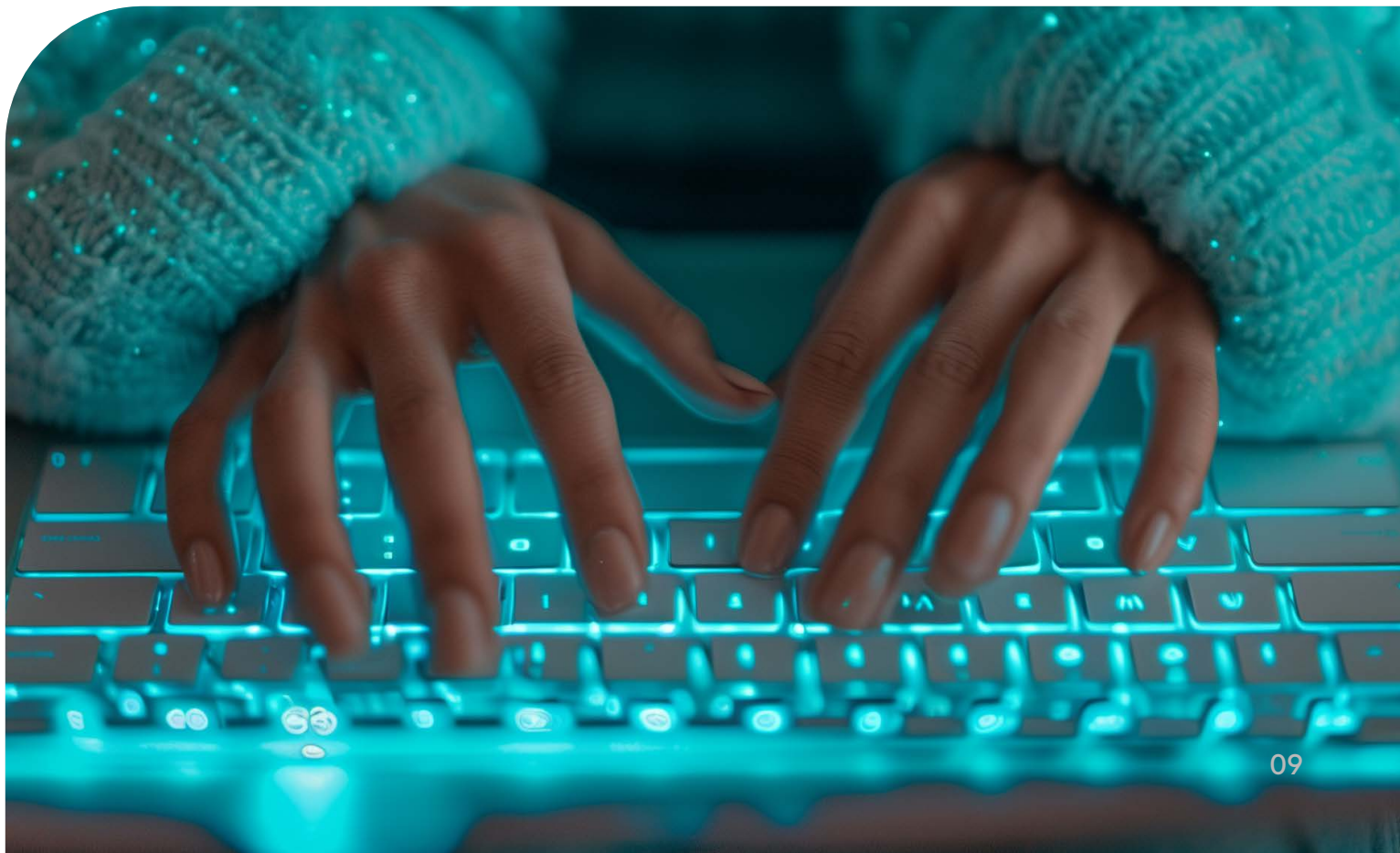


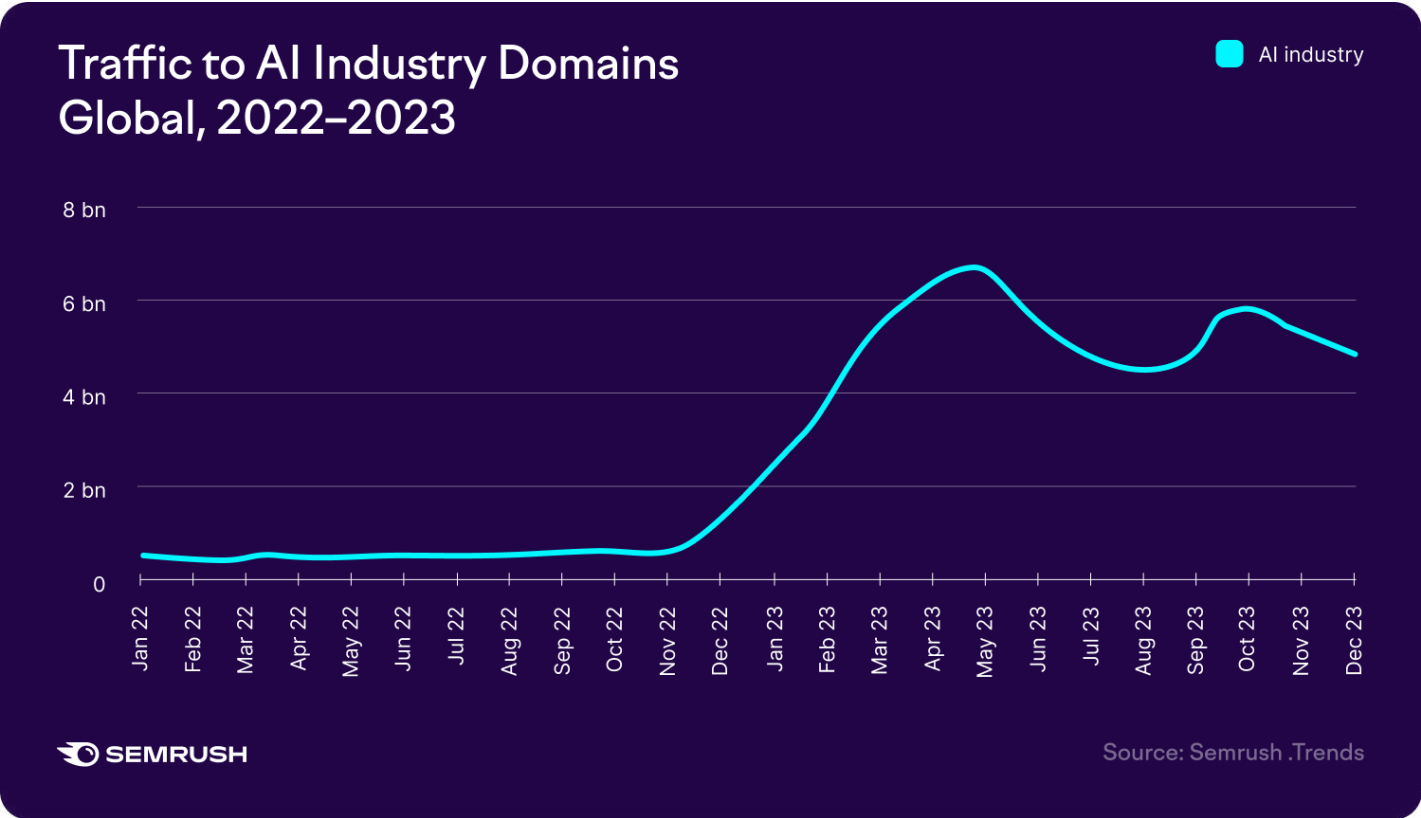
**Think back to 2022. How often did you hear about AI on social media or in the news? Just two years ago, AI was still a specialized niche in the world of technology—but in 2023, everything changed.**

In what felt like an instant, large language models like GPT-3 arrived on the scene and revolutionized natural language processing. At the same time, advancements in computer vision pushed the boundaries of image

and video analysis. Technologies that computer scientists have been working on for decades became widely available to businesses and the general public.

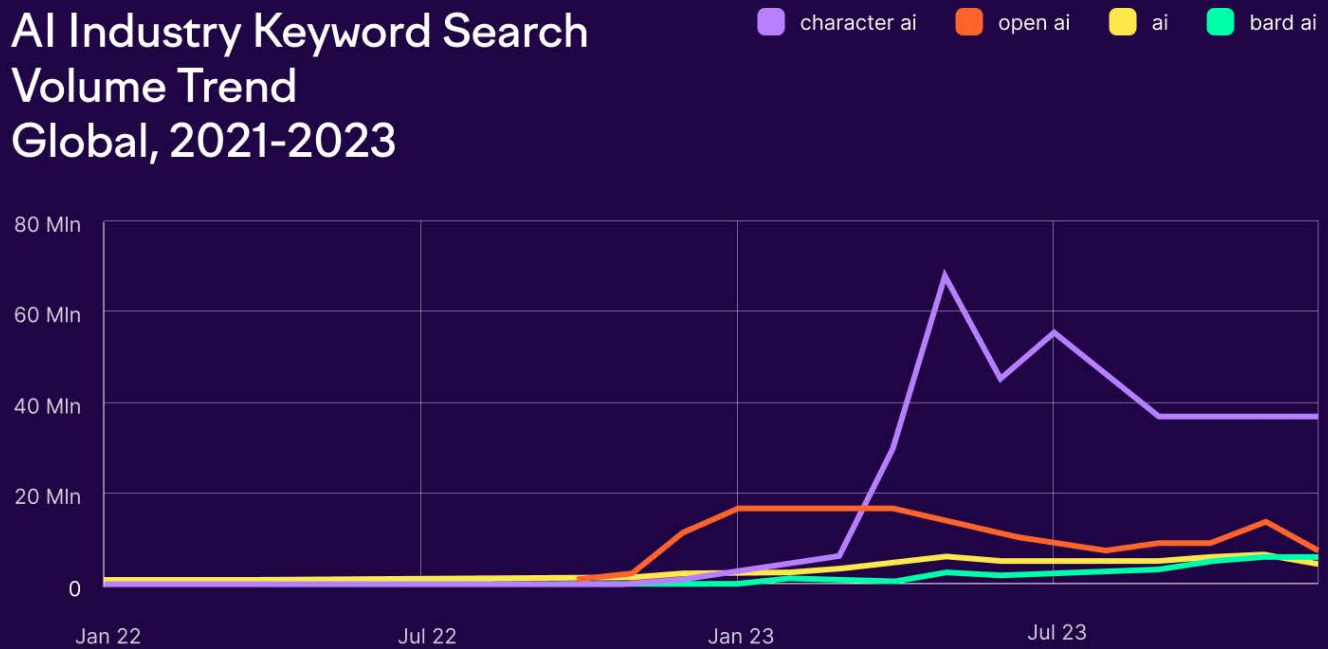
To understand the size of the splash AI has made in the past year, just look at the numbers. According to data from [Semrush.Trends](#), traffic to AI-related domains surged by an astonishing 1,000%.





Likewise, Semrush search volume data shows AI-related keyword searches soared from 2022 to 2023. For example, the search term “AI” has seen a 123% increase since 2022, while some branded keywords saw even more significant gains.

## AI Industry Keyword Search Volume Trend Global, 2021-2023



SEMRUSH

Source: Semrush

While the surge in AI technology has been a boon for many, it has also presented challenges. According to Semrush job market data, job postings for content writers decreased dramatically last year.

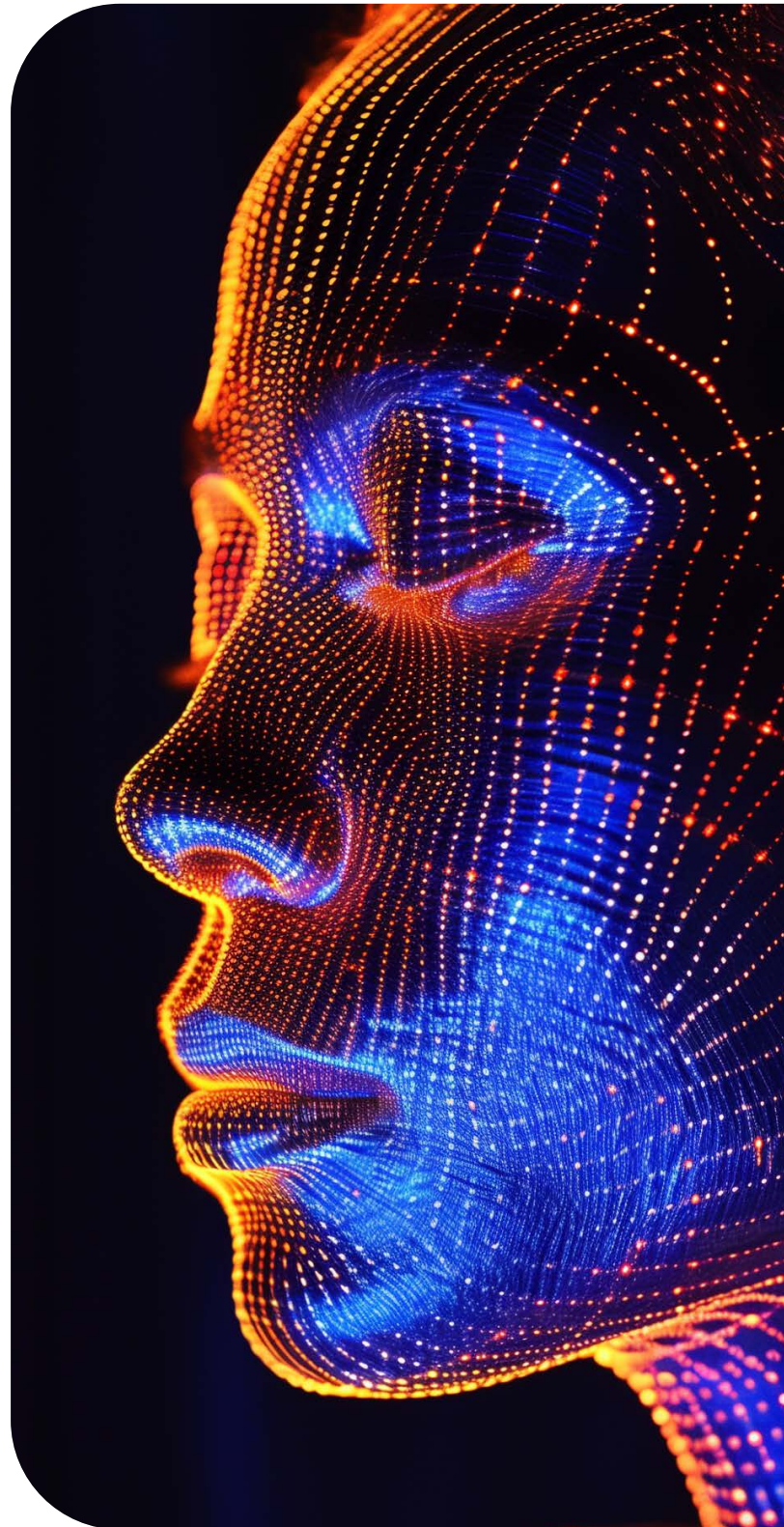
For example, roles such as “copywriter” and “content producer” plummeted over 70% from 2022 to 2023. While there are many factors at play, the availability of AI likely contributed in a significant way to these declines.

## Content Related Job Listings Global 2022–2023

Number of listings found	September 2022	November 2023	Change
Content Marketing Manager	43,058	23,622	-45.14%
Content Marketing Specialist	22,271	12,162	-45.39%
Content Marketing Director	7,101	3,595	-49.37%
Content Strategist	4,359	1,645	-62.26%
Content Creator	3,473	1,451	-58.22%
Copywriter	3,101	756	-75.62%
Content producer	975	255	-73.85%
VP of Content	939	374	-60.17%
Head of Content Marketing	528	247	-53.22%
Total	85,805	44,107	-48.60

Likewise, as AI becomes a more regular part of our lives, consumers are becoming more concerned with how businesses are using AI to create content and analyze their data. Keeping an eye on how AI regulation and consumer sentiment evolve in the future will also be crucial.

Despite these challenges, AI technology is helping marketers boost productivity, enhance personalization and audience targeting, and generate meaningful insights into campaign performance. Let's look at the most significant AI impacts in the marketing world.



# Increased Productivity Means More Time for Creativity

Marketers are already using AI to boost productivity and streamline workflows, which is increasing the capacity of internal teams and freeing up marketers for higher-level activities.

According to a 2023 [HubSpot](#) survey, 90% of marketers report that AI tools help them more efficiently complete routine and manual tasks, while 79% agree that these tools allow them to devote more time to creative projects.



## Here are a few of the most popular AI use cases:

48% of marketers use generative AI tools to create content

45% of marketers use AI to analyze marketing data

38% of marketers use AI to automate specific SEO tasks

# Enhanced Targeting and Personalization Boosts ROIs

AI tools can process large amounts of consumer data, allowing marketers to improve customer segmentation and deliver highly targeted and personalized experiences to consumers.

For example, AI-driven tools can help marketers [optimize email send times](#) based on individual users' location, browsing history, purchase trends, and engagement patterns.

Looking ahead, AI will become more deeply integrated in the data stack. Creating unique content requires unique inputs. Many businesses have these but haven't leveraged them. As a result, marketing will become more dynamic, data-driven and user-centric.

## Early Adopters

➔ Open-source hardware company [Arduino](#) used Twilio's [CustomerAI](#) tool to determine where individual prospects were in the buying journey. They delivered marketing messages that matched consumer intent. High-intent shoppers received full product specifications and purchase assistance, while top-of-funnel prospects received information and incentives designed to encourage further engagement.

**Robin Allenson,**

CEO & Co-Founder @ Similar.ai |  
automating the future of SEO through AI



# Improved Campaign Analysis Generates Better Strategies

Marketers are leveraging AI's data-processing powers to better understand their campaign performance, evaluate their competitors' campaigns, and generate insights that can inform future strategies.

AI-powered research tools, such as [Semrush .Trends](#), can analyze marketing data from multiple channels (or across multiple campaigns), identify patterns, and summarize findings. Other software, such as [SAS Customer Intelligence 360](#) and [Foursquare Attribution](#), offer solutions focused more specifically on predictive insights and future forecasting.

## Early Adopters

➔ Fashion company [Footasylum](#) used [Peak.AI](#) to unify and process all of the company's data, [generate insights](#) into consumer behavior, and predict customer lifetime value, churn risk, and style preferences. Footasylum improved its customer acquisition strategies, achieving an 8,400% return on ad spend.

# Tips for Marketers: Transparency, Personalization, and Agility

Tip #1

# Be Transparent About Your AI Usage

You can build trust with your customer base by informing users about the presence of AI in their interactions, product recommendations, ads, images, and videos. Consider developing a public-facing AI use policy and letting the need for transparency and accountability guide your AI adoption process.

[eBay](#), for example, has embraced Explainable AI (XAI) to understand how their AI algorithms make recommendations. By revealing biases and sharing their insights with their customers, they've increased consumer confidence in their business.

Tip #2

# Create Personalized Experiences to Decrease Acquisition Costs

AI is changing marketing by making it easy to understand customers—at scale. Great user experiences are personalized experiences. AI and automation are becoming more commonplace, freeing marketers to make every page a great user experience. Marketers will move from doing the legwork to get to site goals—to driving the car.

Leverage AI to create personalized experiences for customers, but be sure to protect their privacy. Research from [McKinsey](#) shows that personalization can decrease acquisition costs by as much as 50% and boost marketing efficiency by up to 30%.

In 2023, Nike used AI technology to launch a series of personalized designs, [providing unique design recommendations](#) to individual customers based on browsing behavior and social media activities.

**Robin Allenson,**  
CEO & Co-Founder @ Similar.ai |  
automating the future of SEO through AI

# Advances in Technology are Merging Digital and Physical Realities



# Key Findings

---

**1** The Internet of Things (IoT) is redefining how consumers interact with their physical environments.

---

**2** Consumer interest in VR headsets, like the Apple Vision Pro and Bigscreen Beyond, is growing rapidly.

---

**3** Technological advancements like edge computing are ushering in a new era in user experience.

---

**4** Increased connectivity is powering new opportunities for marketers like augmented reality and geo-based marketing.

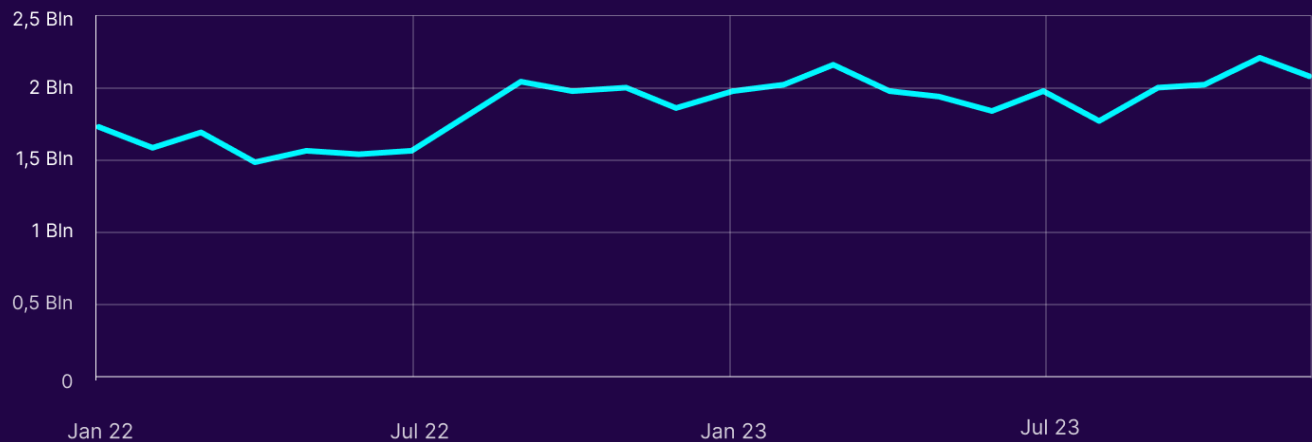
How much of your daily life is intertwined with technology? Maybe your smart watch tracks your steps. Maybe you have a thermostat or security camera connected to your phone. The highways you drive each day may be monitored by sensors that track traffic density or hazards.

The web of interconnected devices on our bodies, in our homes, and across

our cities is known as the Internet of Things (IoT). Last year, IoT-connected devices [increased by 16%](#)—and experts anticipate over 29 billion connected devices worldwide by 2027.

Traffic data from [Semrush .Trends](#) show a steady increase in consumer interest in IoT technologies. Over the last two years, traffic to the top 50 IoT-related domains increased by 19%, with domains focused on smart homes and smart cities experiencing the largest increase.

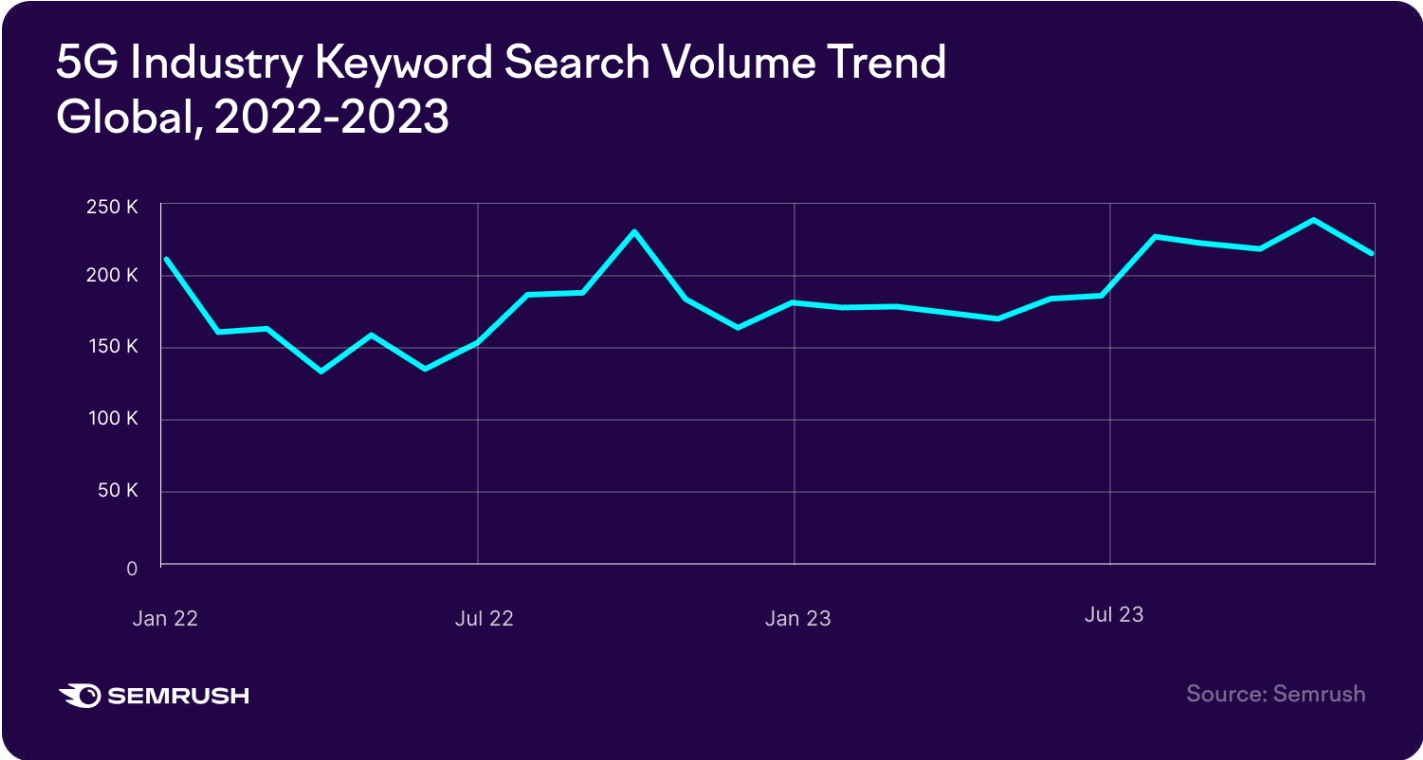
## Traffic to IoT-related Websites Global, 2022-2023



Source: Semrush

The proliferation of IoT-connected devices is largely fueled by the advancements in two key technologies: 5G networks and edge computing. 5G networks provide significantly faster data speeds, lower latency, and the capacity to connect a multitude of devices. Meanwhile, edge computing offers a more efficient data processing method by handling information closer to its source.

Consumers are demonstrating increased interest in edge computing and 5G networks. Online searches for 5G-related keywords increased by 6% between 2022 and 2023, and **searches for specific branded keywords like “Samsung 5G” and “Nokia 5G” increased by nearly 50%.**





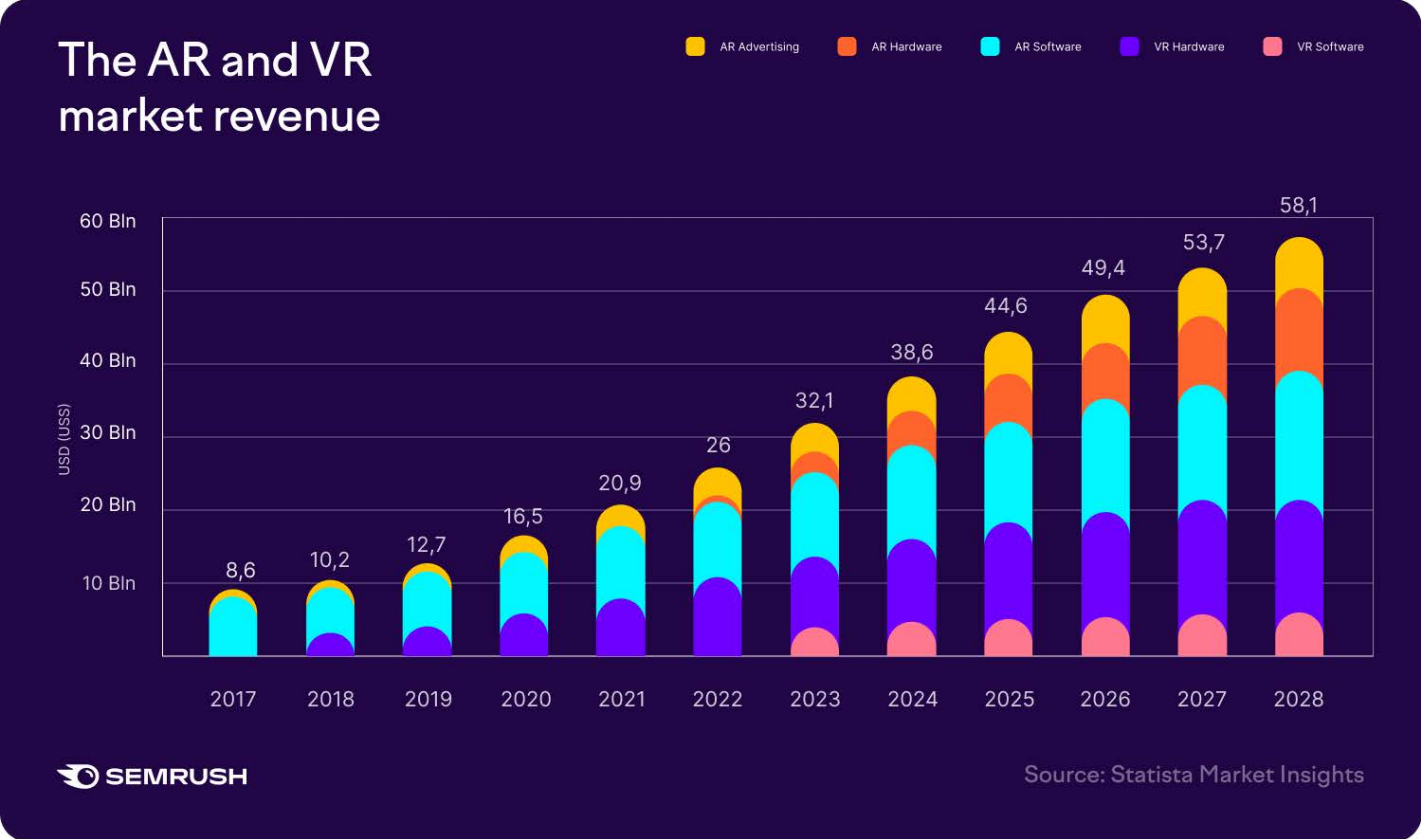
With bountiful access to IoT devices driven by 5G and edge computing technologies, consumers are entering a new era in user experience. Likewise, marketers are uncovering innovative ways to engage audiences like never before.

Augmented reality (AR) and virtual reality (VR) are prime examples of innovations made possible through inter-connected devices and higher data processing speeds. Marketers are already using AR and VR widely to improve ecommerce experiences, and this trend will only continue to grow.

AR lets you virtually try-on clothes, see products in your home, and have interactive demos. It's gamifying and socializing the shopping experience, making it more engaging and shareable.

**Guido Pedrelli,**  
Senior Manager—Walmart, Digital  
Media Seller Acquisition

By 2024, the AR and VR market is projected to generate [\\$38.6 billion](#) in revenue, with a significant portion invested in retail showcasing.



Consumer interest in AR and VR is soaring, as shown by the dramatic rise in online searches for leading VR products. **From 2022 to 2023, searches for "vision pro" skyrocketed by 2,400%, and searches for "beyond vr" jumped by more than 300%.**

## VR Product Search Volume Trend Global 2022–2023

Keyword	Average monthly values	Average 2022	Average 2023	Growth Dec 2022 vs Dec 2023
Vision Pro	126,31	7,100	245,525	2400.0%
Apple Goggles	14,871	677	29,065	1950.8%
Apple Vision	62,346	5,400	119,292	1275.0%
Beyond VR	2,775	1,050	4,500	312.5%
Bigscreen VR	11,038	6,792	15,283	310.6%
Apple VR	91,654	29,808	153,500	123.6%
PS5 VR2	47,863	22,308	73,417	123.5%
PS VR2 Games	24,921	5,617	44,225	123.0%
Apple VR Headset	48,946	17,042	80,850	82.9%

These advances are allowing marketing teams to meet consumer expectations in new ways. Here are some ways marketers are already using technology to support product discovery, improve audience targeting, and provide unique brand experiences.



# Location-based Data Benefits Customer Engagement



Marketers are taking advantage of the increasing number of consumers carrying smart devices by gathering and processing geo-location data, a strategy known as location-based marketing (LBM). LBM can improve personalization by adding a valuable layer of information to a company's customer segmentation strategy.

## Early Adopters

➤ Footwear company [Timberland](#) used LBM to [identify prospects who had visited outdoor and fashion retailers](#), hypothesizing that these behaviors indicated an increased likelihood of interest in Timberland products. The company's strategy resulted in a 6% increase in visits to Timberland stores.

➤ Supermarket chain [Whole Foods](#) used LBM tactics to serve ads featuring heavily discounted products to [customers in and around competitor supermarkets](#), a strategy that generated a post-click conversion rate nearly 230% higher than the national average.

# Immersive AR and VR Brand Experiences Increase Conversions

Marketers are using AR and VR to boost consumer engagement and drive conversions. Ecommerce applications are particularly promising: Research from Shopify indicates that AR experiences can [boost ecommerce conversion rates by 40%](#).



## Early Adopters

➤ Vintage and craft marketplace [Etsy](#) uses an [AR product visualization tool](#) to allow customers to see virtual representations of wall decor in their own homes. The app displays a scaled image of the selected item over information recorded in real time by the phone's camera.

➤ Designer fashion label [Ralph Lauren](#) uses VR technology to simulate the experience of visiting the brand's elegant Rodeo Drive storefront. The brand's [Beverly Hills virtual store](#) allows customers to navigate through the space, view virtual representations of real-life displays, and click on individual items to bring up product pages.



# Real-time Campaign Optimization Improves User Experiences

Advanced AI technology, 5G networks, and Edge computing capabilities are transforming business operations by enabling real-time decision-making and automated campaign optimization. They can help marketers maximize campaign performance, improve ROI, and more precisely measure the impacts of their marketing efforts.

## Early Adopters

➔ Starbucks designed [an AI-powered marketing tool](#) called “Deep Brew” that uses customer location, purchase history, time of day, and weather conditions to deliver personalized offers and advertisements in real-time to customers.

# Tips for Marketers: Merging Digital and Real-world Experiences

Tip #1

## Pursue Partnerships with Smart Device Makers

Partner with smart device makers to create meaningful connections with consumers. For example, the [Samsung Family Hub Refrigerator](#) makes product recommendations and allows users to order groceries based on what's inside their fridge.

Marketers who partner with smart device manufacturers can leverage the opportunity to get the right product in front of the right customer at the right time, acquiring a competitive advantage over companies that rely solely on traditional marketing methods.

Tip #2

## Use AR and VR for Product Discovery Opportunities

Look for opportunities to create engaging, immersive experiences using AR and VR. Use ready-made tools to help you implement your strategy. Popular options include [Auglio](#) for virtual try-on, [Obessar](#) for virtual stores, and [Shopify's virtual scanner](#) for 3D product visualization.

Tip #3

## Leverage Location-based Marketing and Optimize Campaigns in Real Time

Use GPS and other smart device-enabled technologies to send personalized offers and notifications to consumers. This approach not only enhances customer engagement but also allows you to optimize campaigns in real-time based on customer movement patterns and behaviors.

Tools like Google's [Performance Max](#) and [Facebook's location-based advertising](#) options enable businesses to dynamically change their messaging, offers, and targeting based on real-time data and insights.

# Consumers are Increasingly Valuing Authenticity, Social Good, and Real Relationships



# Key Findings

---

- 1** Consumers choose brands that align with their values.

---

- 2** Consumer interest in social responsibility and sustainability is growing.

---

- 3** Storytelling about social good and sustainability efforts attracts new customers.

---

- 4** Direct-to-consumer and subscription models enable authentic, ongoing engagement.

As the ecommerce landscape evolves, customers are increasingly making purchasing decisions based on feelings of connection with brands and a perceived alignment with the brand's values.

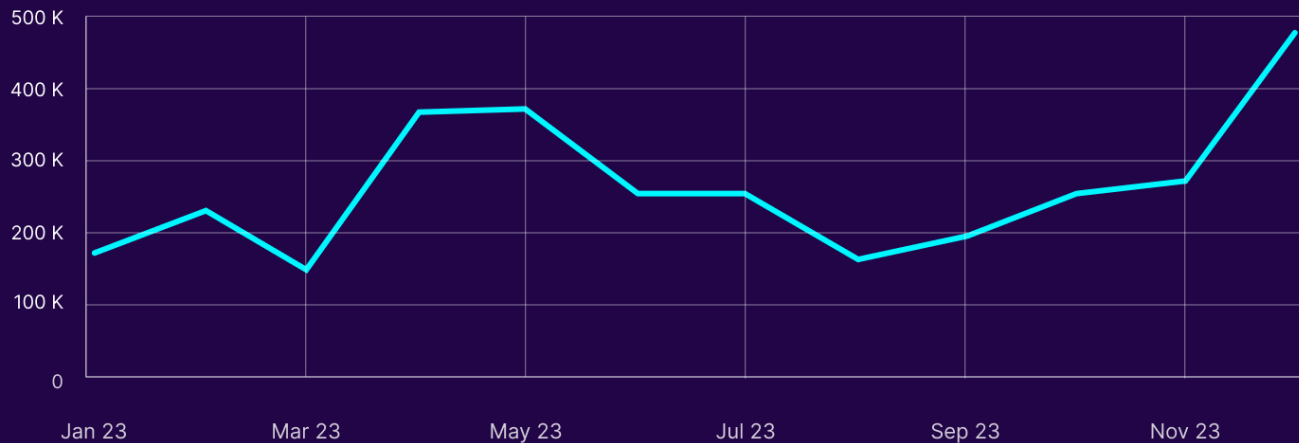
One study found that **76% of consumers** would choose a brand they feel connected to over a competitor—and 57% added that feeling a connection with a brand would motivate them to spend more money.

Research also shows an increasing desire among consumers to shop with socially responsible companies. According to one study, **77% of consumers** are motivated to buy products from companies committed to making the world a better place.

This trend becomes clear when looking at the increase in traffic to pages about “sustainability” and “social good” among the biggest players in ecommerce. **According to [Semrush.Trends](#) data, between 2022 and 2023, traffic to these pages among the top 5 e-commerce players grew by 187%.**



## Traffic to Sustainability and Social Responsibility Pages Among Top Ecommerce Domains Global, 2023



SEMRUSH

Source: Semrush

While slogans won purchases in the past, winning customer trust is a very different game today when consumers buy experiences and identities. An authentic, value-based communication becomes a necessity.

### **Caroline Helbing,**

Founder Thaumazo Publishing/  
Germany Communications Expert |  
Media Consulting & Publishing

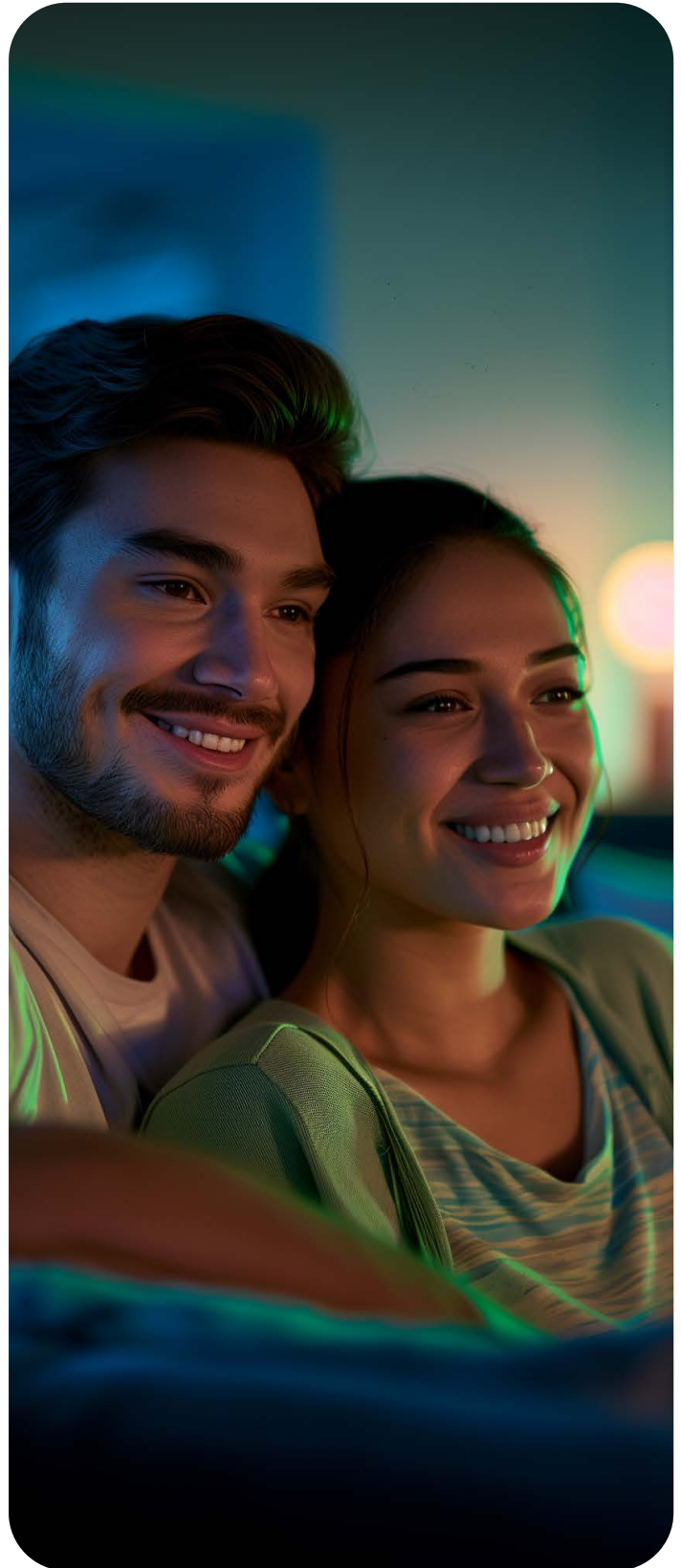
Businesses are responding to these changes by [integrating social responsibility into their strategies](#). They're also changing how they communicate with customers, promoting social responsibility achievements to improve brand reputation.

Increasingly, businesses are also embracing marketing strategies that prioritize meaningful, authentic, and ongoing relationships with their target audiences.

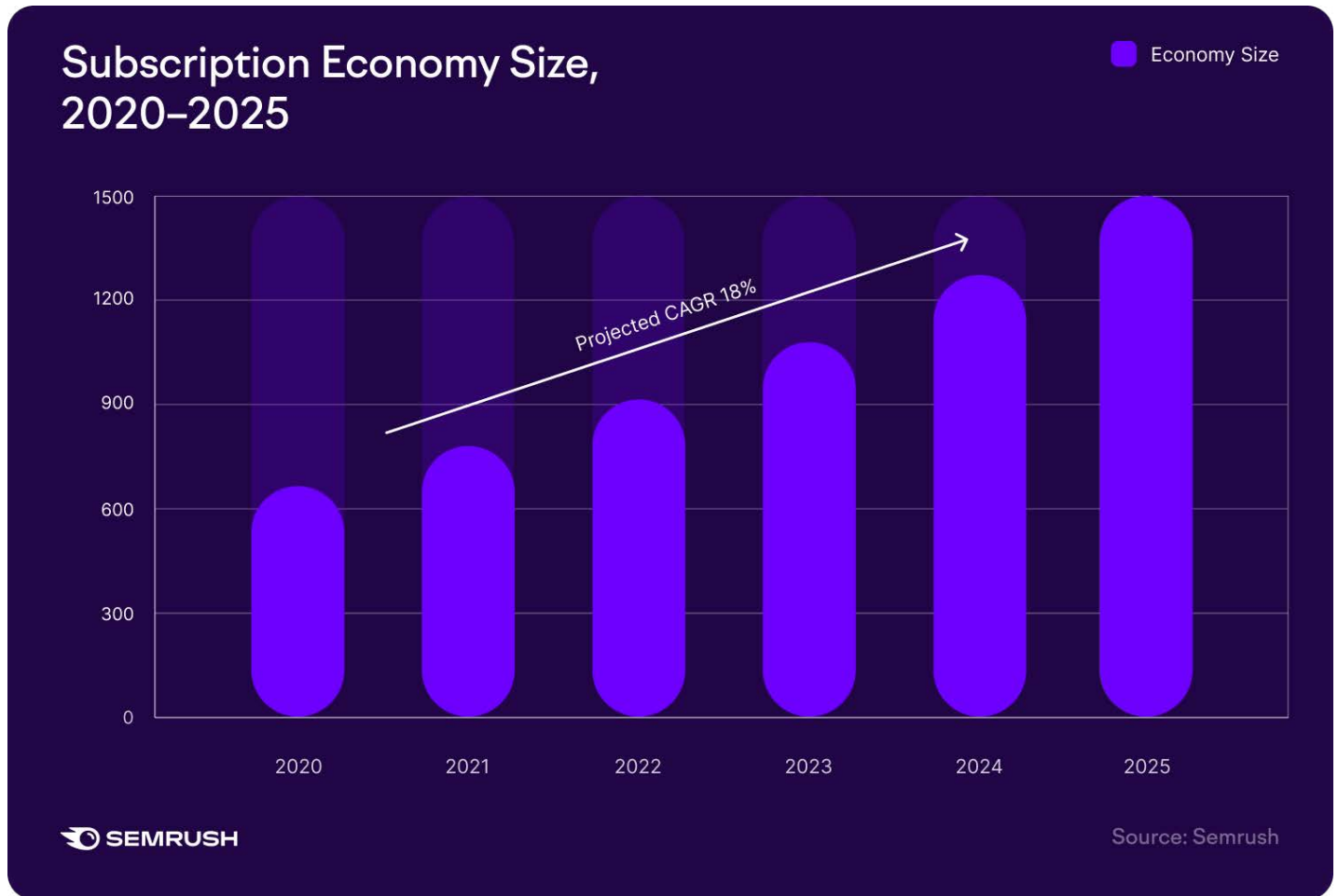
Alternative business models are on the rise as businesses strive to meet customer desires related to authenticity and relationships. For example, **direct-to-consumer brands posted nearly [\\$200B](#) in yearly sales in 2023.**

Marketers working for direct-to-consumer (DTC) brands have an advantage in today's business environment, where consumers are looking for more authentic, values-based relationships with businesses. DTC businesses not only reduce expenses by eliminating the middlemen, but direct selling allows businesses to focus more on customer relationships, fostering an increased sense of loyalty and trust.

DTC business models also create opportunities for business leadership and marketing teams to rethink product offers and pricing structures. Offering subscriptions, bundles, and flexible payment options allows brands to build meaningful long-term relationships with customers.



The subscription-based economy is expected to reach a market value of [\\$1.5 trillion by 2025](#), reflecting a growing preference for continuous, curated services over one-time purchases.



Here's a look at how marketing teams are responding to the consumer desire for authentic relationships with values-aligned brands.

# Storytelling Generates Better Business Outcomes



Authentic storytelling about a brand's social responsibility builds trust, resonates with conscientious consumers, and sets brands apart in a competitive market. As consumers increasingly seek purpose-driven purchases, marketers are crafting compelling narratives around sustainability and social good initiatives.

## Early Adopters

➤ [Patagonia](#) actively advocates for environmental protection, promotes ethical sourcing, and champions grassroots environmental projects. Through social media, the brand raises awareness about environmental issues (such as [the impacts of deforestation in British Columbia](#)) and shares tips for socially conscious consumers (like how to make [sustainable seafood choices](#)).

➤ [Ben & Jerry's](#) advocates for [various social causes](#), including climate change, racial justice, and refugee rights. The company frequently uses its platforms to raise awareness and drive change, incorporating these messages into its product positioning and brand storytelling.

# Authentic and Transparent Content Humanizes Brands

Marketing teams are shifting away from highly-polished content toward "authentic marketing." Some strategies for creating genuine and transparent content include behind-the-scenes looks, employee features, user-generated content (UGC), testimonials, and reviews to foster consumer trust and deepen relationships.

## Early Adopters

➔ Clothing brand [Sani](#), for example, shares educational and lighthearted "day-in-the-life" TikTok videos of Sani employees [selecting fabrics](#) for the brand's collections or [moving boxes](#) into the company's warehouse. One post even features Sani's owner recounting a humorous story of interacting with the company's shipping partner while [steaming a rack of Sani designs](#) for the camera.

# Marketers Are Focusing on Customer Retention

Marketers are focusing on customer retention by embracing strategies that encourage long-term, ongoing relationships. Popular tactics include pursuing [community-building marketing initiatives](#), providing [full-funnel personalization strategies](#), and offering [subscription-based delivery models](#).

## Early Adopters

➔ Meal kit delivery company, [HelloFresh](#), invites customers to rate and comment on recipes and uses aggregated response data to improve its offerings. It also [develops individual taste profiles](#) based on customer feedback, allowing the company to offer personalized meal suggestions based on specific customer preferences.

# Tips for Marketers: Authenticity, Social Good, and Customer Relationships



Tip #1

# Use Micro-influencer Partnerships to Boost Engagement

Unlike macro- and celebrity influencers, micro-influencers build loyal followings among niche audience segments, often by sharing authentic expertise in a particular subject area. Research shows that these influencers typically have [higher engagement rates](#) than their celebrity counterparts and that consumers tend to [perceive them as more authentic](#).

For example, [The Honest Company](#) partnered with 30 micro-influencer moms for a campaign promoting its [bedtime-focused products](#). The campaign received nearly 110,000 engagements across 133 pieces of content and generated 578 clicks to the company's site.

Tip #2

# Leverage User-generated Content to Build Connections

User-generated content (UGC) is inherently personal, authentic, and trustworthy. It's also particularly popular with younger generations: Research shows that [61% of members of Gen Z](#) prefer UGC to other content forms. Re-share UGC posts from your brand's official social media accounts to recognize your most loyal customers and incentivize content creation.

Prestige blender company [Vitamix](#), for example, held a "[Smoothie of the Year](#)" contest that pitted healthy smoothies against attractive smoothies, inviting customers to submit recipes to the "nourish" or "flourish" categories and cast a vote for their favorite team.

Tip #3

# Solicit Feedback to Improve Customer Experience

Providing high-quality customer experiences is critical to building long-term relationships. According to Salesforce, [80% of customers](#) report that customer experience matters just as much as product and service quality.

Consider implementing a Voice of the Customer program (VoC) program to help you understand your customers' pain points and needs. You can also use digital tools to help your team collect and process data.

For example, [Square](#) successfully partnered with user insights platform [Sprig](#) to [improve customer experience](#) by identifying and addressing friction points in the transition process, improving the company's mobile app experience, and developing a data-backed global go-to-market strategy.

# The Digital Content Landscape is Evolving



# Key Findings

---

- 1** Audiences are moving away from traditional media toward streaming, podcasts, and short-form video.
- 2** Short-form video dominates across every demographic.
- 3** Social media is becoming increasingly vital for product discovery and purchasing.

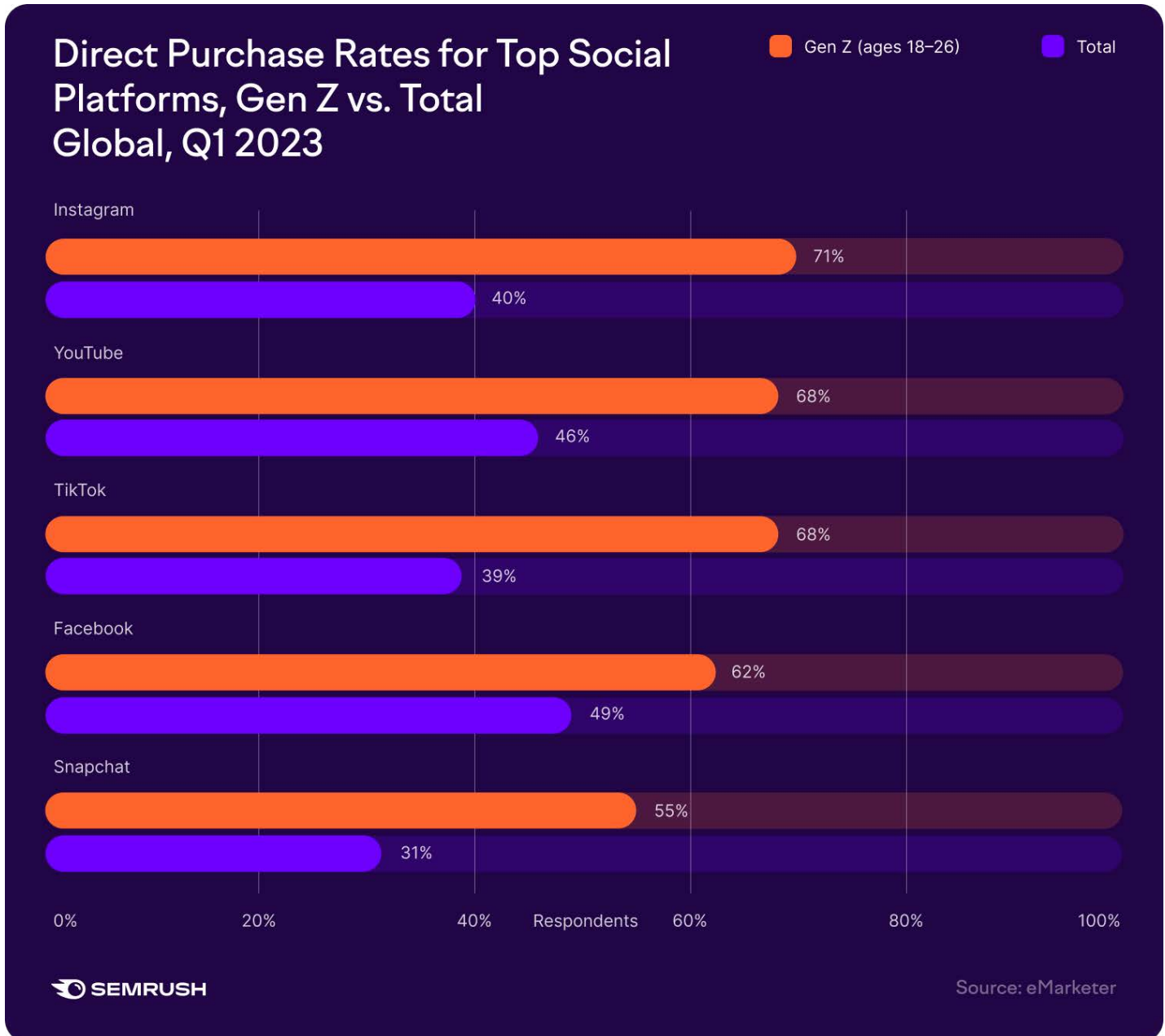
As media consumption continues to move online, media ecosystems are becoming more and more decentralized. Over the last 20 years, audiences have increasingly abandoned legacy media outlets in favor of streaming services, small digital publishers, and platforms that center on user-created content.

According to [Semrush .Trends](#) data, web traffic to social media channels grew by nearly 65% year over year in 2023. At the same time, social channels are evolving to meet a wider range of consumer needs, presenting new opportunities for brands to leverage them for sales and marketing purposes.

Consider the increasing popularity of social media for product discovery and purchasing: **50% of consumers worldwide [reported using social media to find products](#) in 2023, and 59% reported using these channels to buy products.**



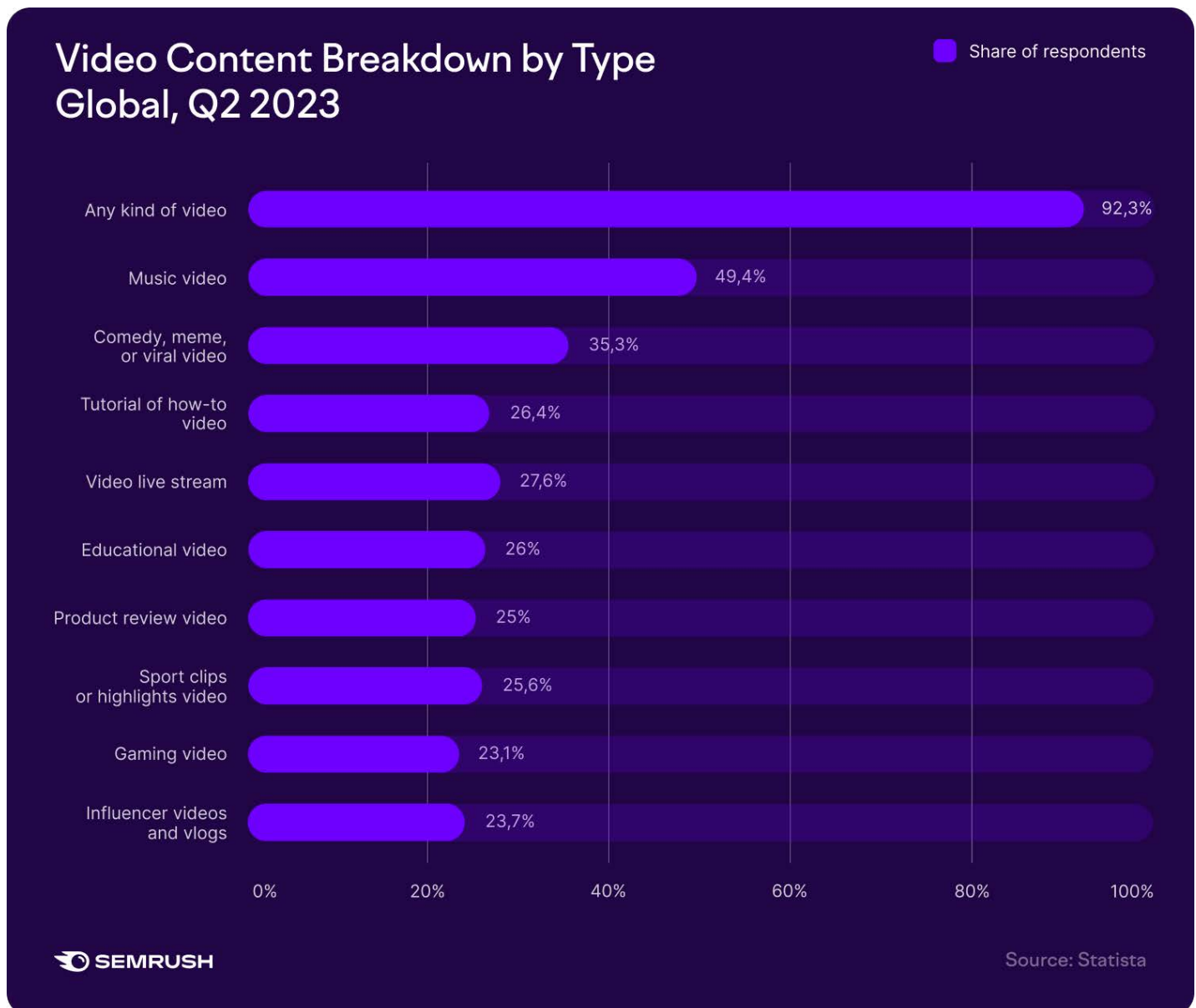
Experts predict that in 2024, [110 million people](#) will purchase on social media platforms in the US alone, a figure that represents 42% of all US internet users and nearly half of all users on social media.



As consumers become more and more comfortable with social commerce, marketers need to understand where their customers prefer to shop, how they find products, and how social content influences purchasing decisions.

Some preferences vary by demographic. Older US consumers are most likely to purchase products on [Facebook and YouTube](#), for example, while Gen Z prefers shopping on TikTok.

Although content format preferences also [vary by age group](#), some trends—like the popularity of video—cut across demographics. YouTube reports streaming over [1 billion hours of video](#) daily, and Statista registered a Q3 2023 online video [audience reach of 92%](#).



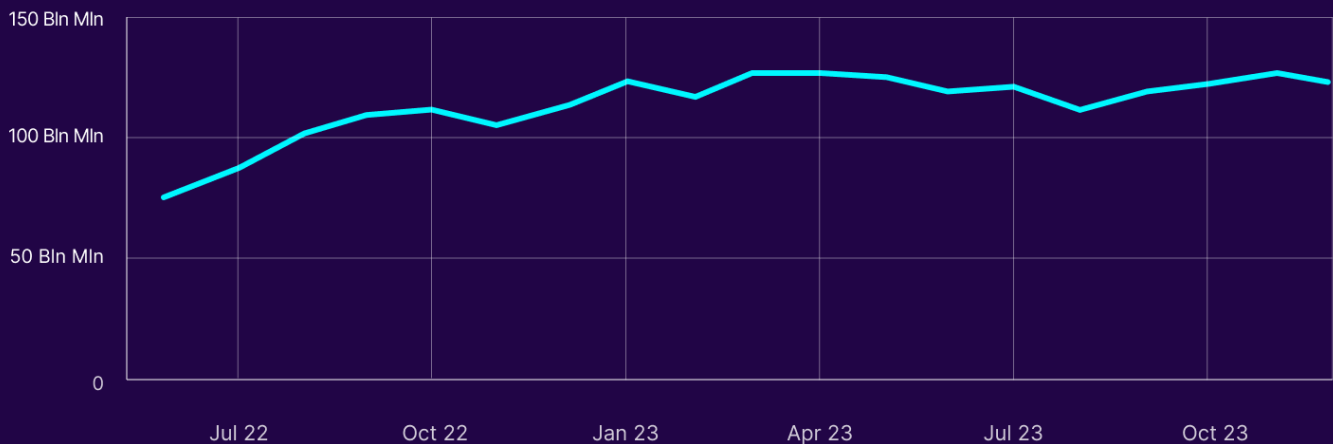


Short-form video—the standout content format of 2023—is [expected to remain dominant](#) in 2024, with [TikTok, Instagram, and YouTube](#) representing the most popular platforms for short-form video sharing.

Along with short-form video, the increasing popularity of podcasts and the growing influence of over-the-top (OTT) streaming platforms are also particularly relevant trends for marketing teams.

The projected revenue of the global OTT video market is [estimated to reach \\$325.4 billion](#) in 2024—and despite recent claims that [“peak TV has peaked,”](#) traffic patterns indicate an increasing interest in streamed entertainment. [Semrush .Trends data shows that traffic to top streamers has grown nearly 59% over the last two years.](#)

## Traffic to Top Streamers Global, 2022-2023



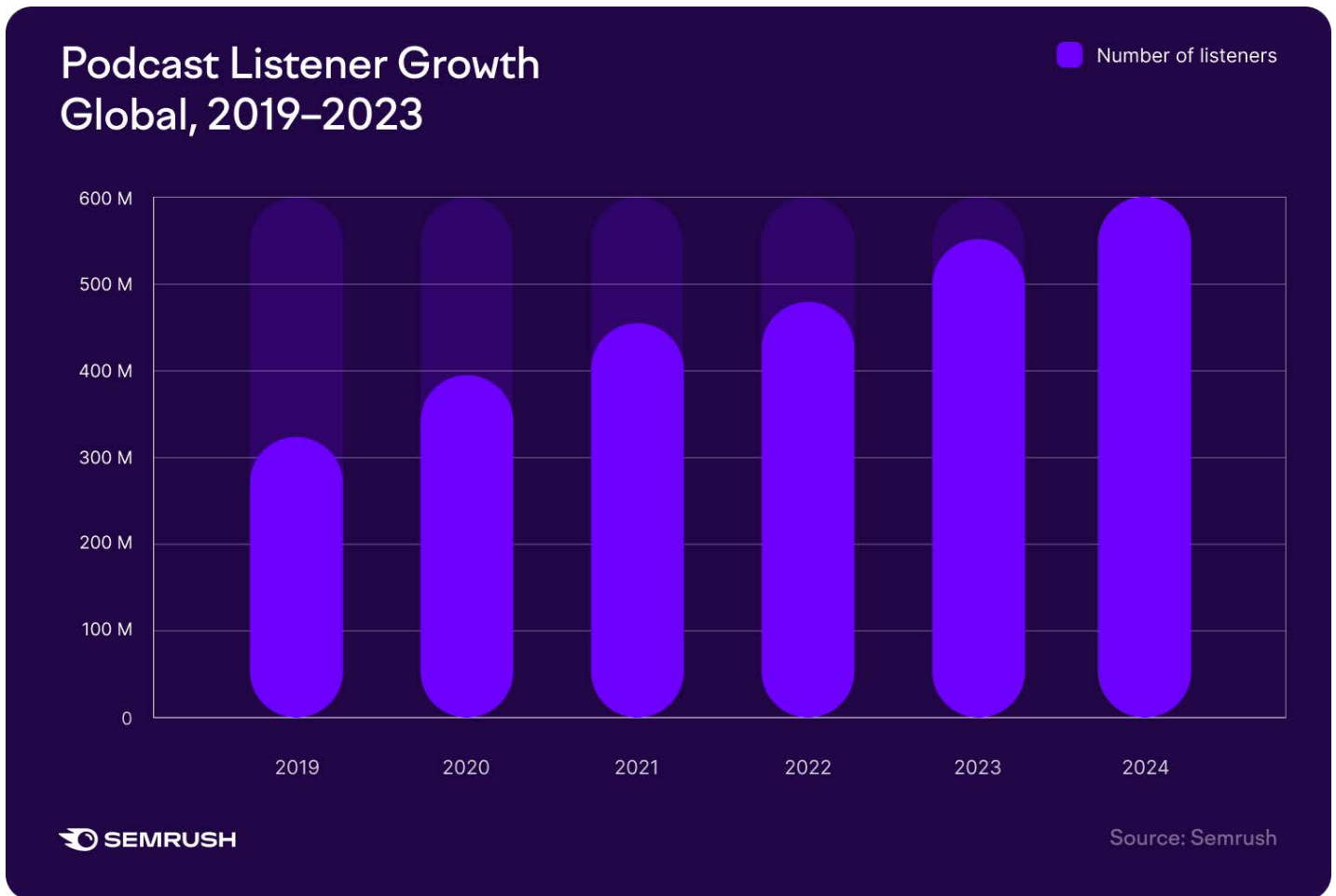
Despite this growth, some streaming video providers are starting to explore new revenue generation models, motivated in part by [stiff competition in the streaming video space.](#)

Ad-supported subscriptions are [one promising option.](#) These plans offer consumers a lower monthly fee, reducing barriers to purchase, while allowing companies to boost revenues by selling ad space. For marketers, this means more advertisement opportunities across more platforms.

We live in an amazing era of liberalized content creation and publishing. Brands are one of the most promising “publishing houses” of tomorrow. They are well advised to develop aspiring teams for quality content in audio and digital publishing.

**Caroline Helbing,**  
Founder Thaumazo Publishing/Germany  
Communications Expert | Media  
Consulting & Publishing

Podcasts also present a growing advertising and marketing opportunity. **Over 500 million people are expected to listen to podcasts this year, and the podcast industry value is projected to grow from \$23 billion in 2023 to over \$100 billion in 2030.**



While [Semrush Research](#) found a decrease in general podcast-related searches like “Top Podcasts” and “What is a Podcast” between 2019 and 2022, queries for the keyword “Podcast” grew by 6% from 2022 to 2023, suggesting a durable interest in the format.

As the podcast form reaches maturity, leaders in the space are [monetizing their platforms](#) through exclusive content streams, merchandising, and live events. Many podcasters also sell ad space, allowing marketers to leverage their platforms to connect with consumers.

These shifts in consumer media consumption patterns are creating opportunities for marketing teams. Here are three ways marketers are already leveraging changes in the digital content landscape to get results.

# Driving Conversions Through Social Media Marketplaces



Current trends suggest that the social media of the future may look more like an interactive ecommerce space, and brands are already taking advantage of the marketing and sales potential of social platforms.

According to [HubSpot](#), 47% of marketers report that their companies sold directly to consumers in 2023, and 87% of social sellers report that social commerce has been an effective strategy for their business. They're seeing [particular promise](#) in the ability to precisely target audiences and grow and interact with social followings:

50% of surveyed marketers cited audience reach as a major benefit of social selling.

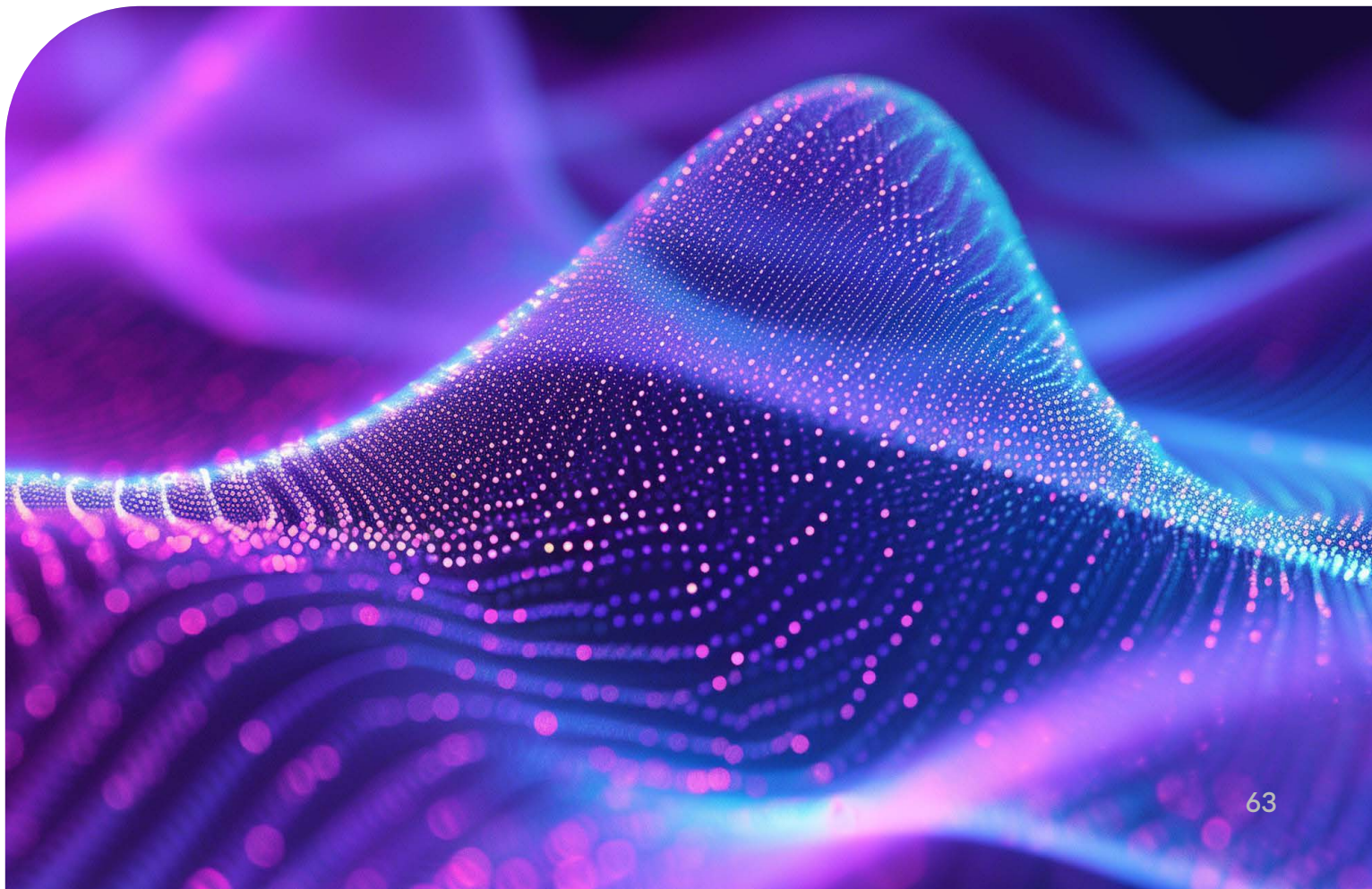
45% of marketers identified the ability to build and engage with a community as the most important feature of a social commerce platform.

## Early Adopters

➤ [ColourPop Cosmetics](#) has seen [tremendous success](#) using platforms like TikTok and Instagram as marketplaces for their products. Through frequent interactive live streams, they offer exclusive discounts, early access to new products, and real-time responses to customer inquiries.

# Expanding Reach with Multi-channel Strategies

According to The Harvard Business Review, [61% of all companies](#) (and 77% of B2B companies) increased their number of marketing channels between 2019 and 2023. Likewise, HubSpot surveys find that [81% of marketers](#) report using four or more channels as part of their marketing strategy.



## Here are a few channel-specific findings:

**Podcasts**—82% of marketers said that they planned to maintain or increase spending on audio content as of 2022.

**Social media**—89% of marketers report advertising on Facebook, 80% on Instagram, and 60% on LinkedIn.

**Streaming video**—Advertising spending on streaming video services increased by 70% between 2021 and 2023.

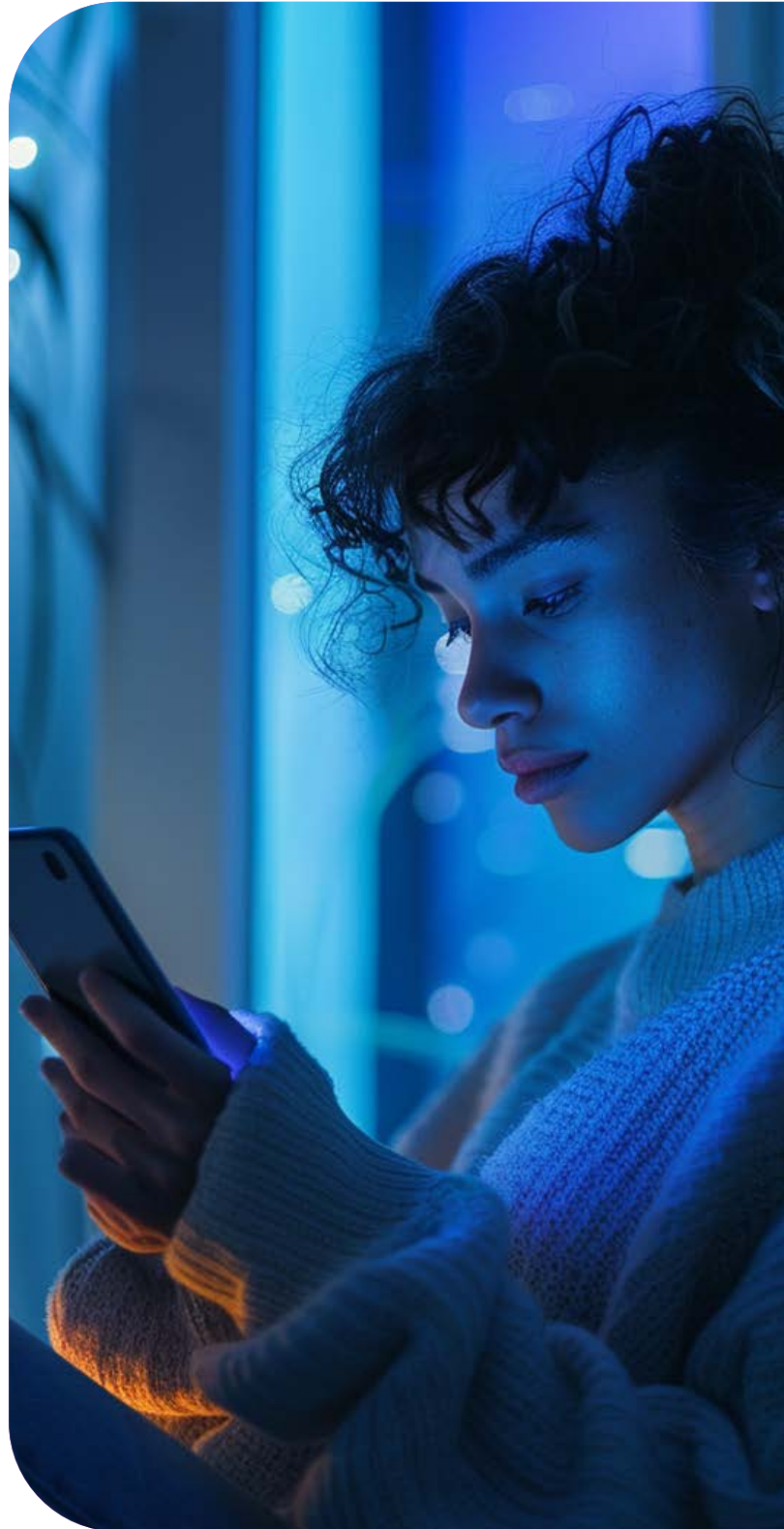
**Websites and blogs**—36% of B2C marketers report using website and blog content for marketing purposes.

**Video**—91% of businesses used video marketing in 2023.



## Early Adopters

➔ [Walmart's "Add to Heart" campaign](#) was the first-of-its-kind shoppable video series, available on platforms like Roku, TikTok, and YouTube. It blends storytelling with shopping, using a variety of channels, including streaming and social media. The 23-part holiday-themed romantic comedy ingeniously integrates over 330 shoppable products into its narrative.



# Maximizing Engagement with Short-form Video



With so many advertising and marketing options, marketing teams are focusing on content formats that get results—and short-form video stands out in both engagement rates and returns on investment (ROI).

According to HubSpot's 2024 State of Marketing Report, short-form video [delivered the highest ROI](#) of any content format of 2023.

25% of marketers plan to invest more in short-form video in 2024 than in any other content format.

Over 50% of marketers who already use short-form video plan to increase investments in the format this year.

30% of marketers who don't already use short-form video plan to start in 2024.

Industry experts cite [Instagram, TikTok, and YouTube](#) as the top distribution channels for short-form video content, with TikTok delivering the [highest engagement rate at 5.54%](#).

# Tips for Marketers: Leveraging Multi-channel Content Strategies

Tip #1

## Pursue Innovative Streaming Ad Formats

Emerging ad technologies are creating new opportunities for marketers to engage with audiences on streaming platforms. Consider partnering with an OTT streaming service to boost brand awareness and make it easier for customers to engage with your brand.

Discovery+, Max, Hulu, Paramount+, Pluto TV, Roku, Peacock, Disney+, and Netflix provide [display ads](#) to at least a portion of their viewing audiences, and partnering with ad-supported streaming services allows marketers to leverage sophisticated targeting capabilities while also experimenting with innovative ad formats.

## Tip #2

# Experiment with Branded Content

**Branded content** uses your company's ideas and values to build connections with your target audiences. It's a specific subset of content marketing that can increase customer loyalty and encourage your customers to engage in word-of-mouth marketing.

Marketers can consider using branded podcasts, video series, documentary shorts, or photo essays to build meaningful connections with customers and generate enthusiasm for your company. **Sephora**, for example, uses the branded podcast #Lipstories to **highlight the achievements of female-identified leaders**. And though most companies will stop short of producing a full-length branded film, it's worth noting that the **top-grossing movie of 2023** was none other than **Mattel's** candy-colored fantasy Barbie.

Tip #3

## Don't Sleep on Social Selling

As brands ramp up their social commerce strategies, marketing teams can use social selling tools and integrations to improve targeting, increase conversions, and save time.

Some useful methods and tools include:

- **Catalog Syncing Integrations**—Listing products on social media to showcase your offerings directly to interested audience
- **Shoppable Posts**—Transforming organic content into sales opportunities by tagging products directly within posts and stories
- **Live Shopping**—Hosting real-time product demos and sales

You can explore these options in more depth with providers like [Shopify](#), [EmbedSocial](#), [Commentsold](#), and others.

# Digital Technologies Drive Industry Change





# Key Findings

---

- 1** Digital banking, crypto, and decentralized finance (DeFi) are creating access to new markets.
- 2** Wearable tech, telemedicine, and AI innovations are reshaping medical care.
- 3** Online education presents new marketing opportunities for businesses.
- 4** Gaming industry growth is signaling a major shift in entertainment consumption.

**Technology is changing how we shop, learn, work, and play. Analysts anticipate increased disruption in the financial services, education, healthcare, and leisure sectors in 2024—and companies prepared for change will be positioned to outpace the competition.**

Understanding the forces shaping the financial sector is a good place to start. Financial services have been dramatically reshaped by the rise

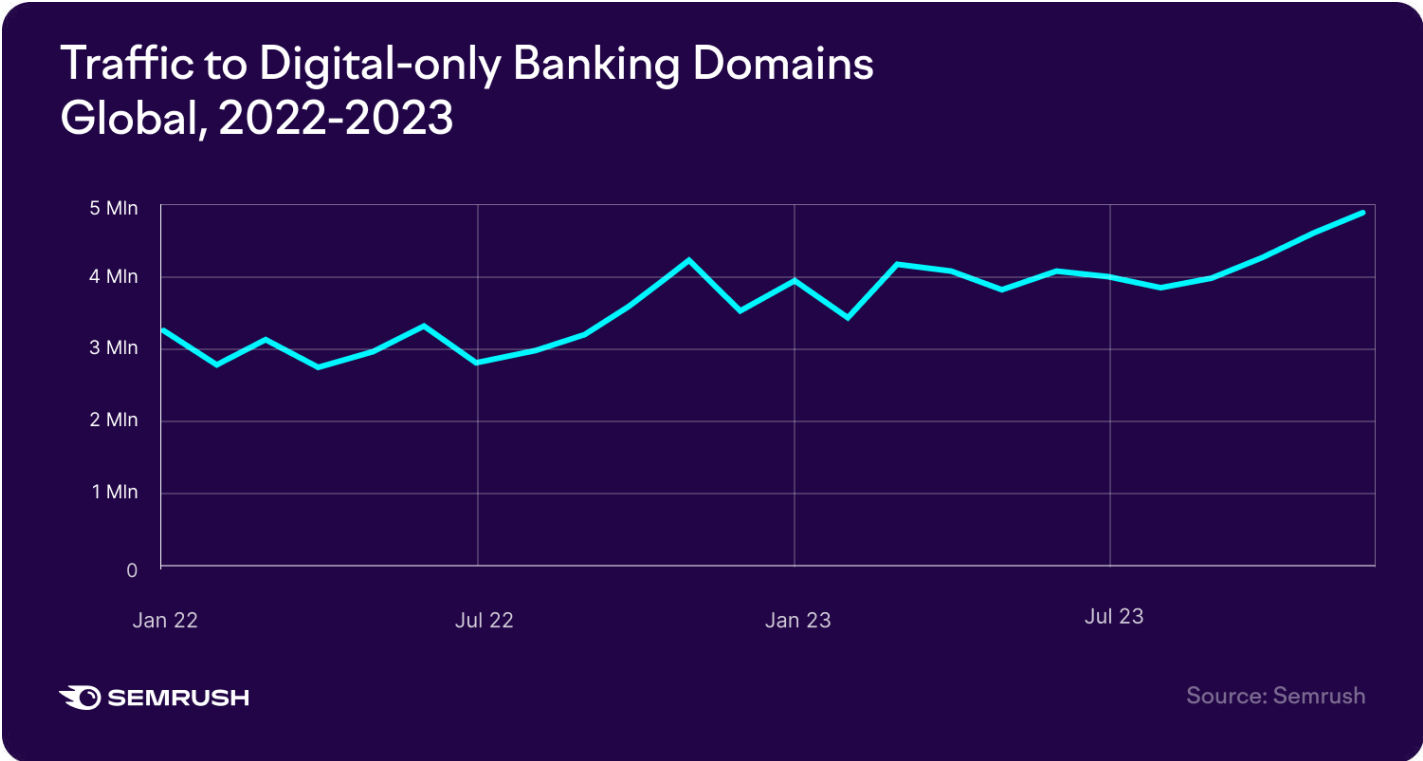
of digital banking, cryptocurrencies, and decentralized finance (DeFi). Once considered speculative assets, digital and cryptocurrencies have become secure and decentralized mediums of exchange, facilitating simpler global transactions and reducing reliance on traditional banks.

Semrush data shows a 20% increase in searches for keywords like “digital currency” and “central bank digital currency” in the last year.



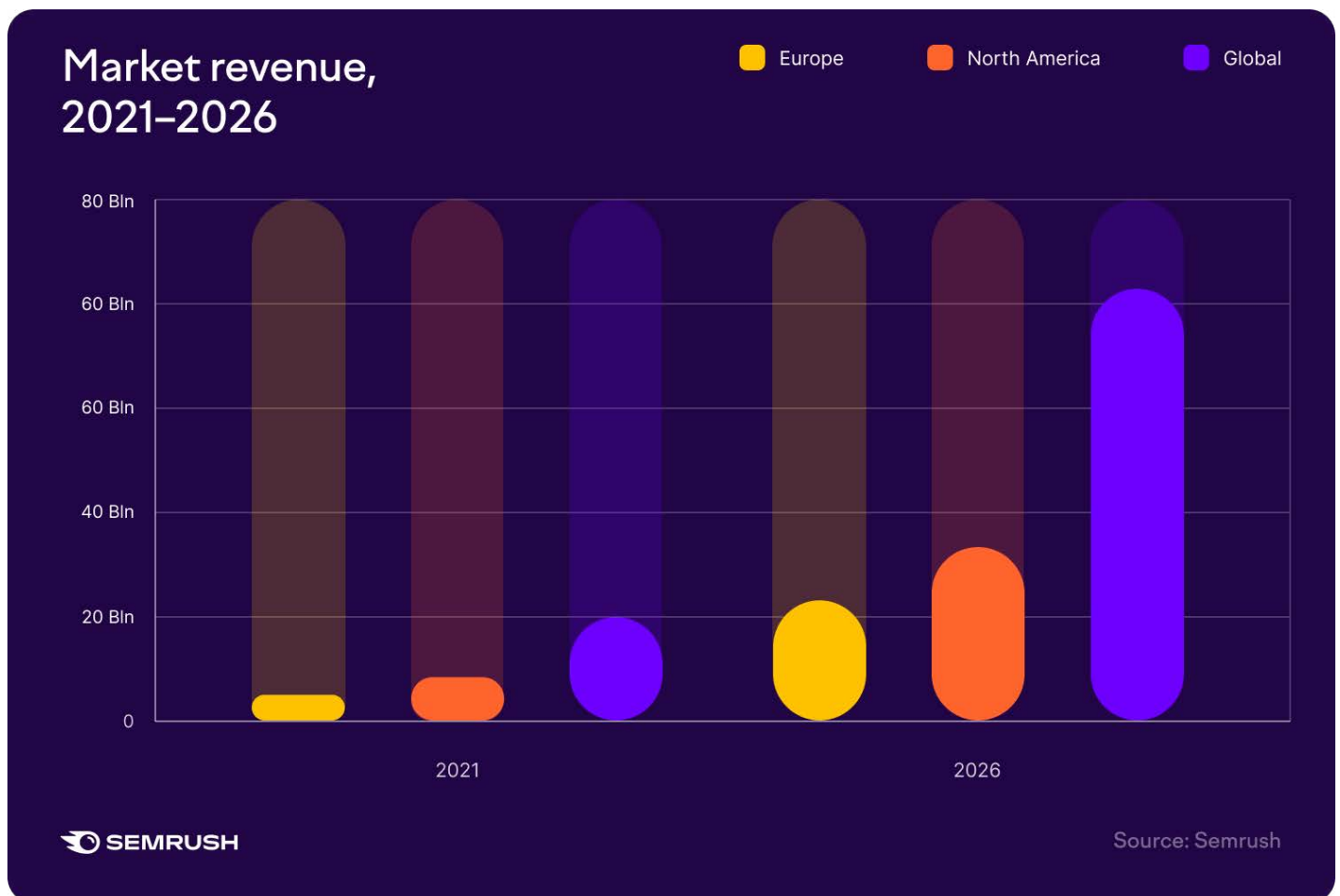
Digital-first banking platforms also witnessed a massive increase in traffic in 2023. According to [Semrush .Trends](#) data, **the top 70 digital-first banks saw a 51.5% increase in traffic volumes compared to 2022.**

And among these digital-first banks, social media marketing channels saw the greatest growth in 2023 with paid and organic social rising more than 1,300% year over year.



These technologies can make financial services more accessible for populations historically excluded from traditional banking systems, supporting equity and inclusion, while also creating opportunities for businesses and marketers to reach new audiences.

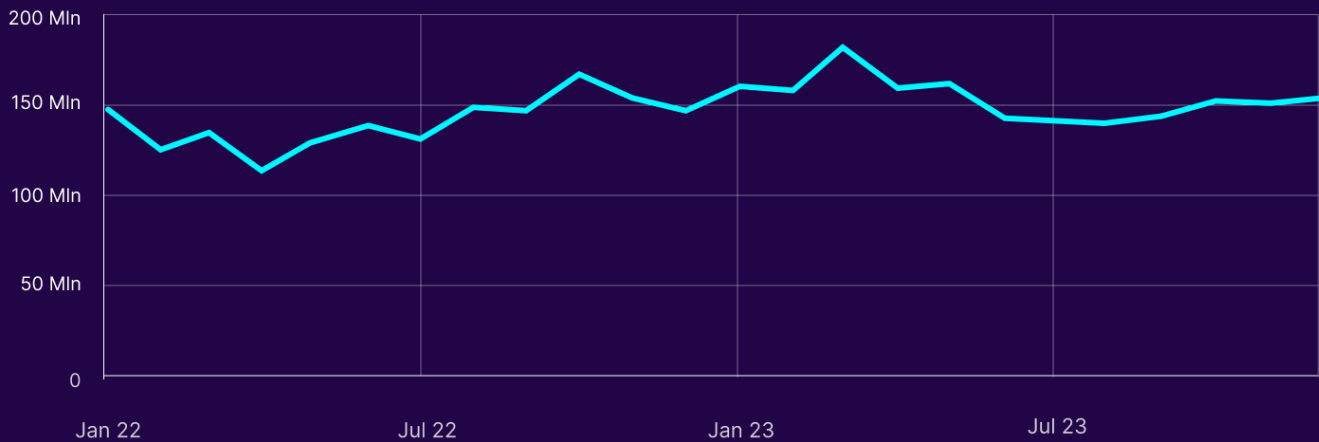
The healthcare industry is also in the middle of a tech-driven revolution. Digital health technologies like wearable medical devices and telemedicine services are poised for significant market growth. The global wearable medical devices market generated over \$20 billion in revenue in 2021 and is expected to see revenues of [nearly \\$84 billion by 2026](#).



Traffic to wearable health device domains is also on the rise. [Oura Ring](#), for example, saw domain traffic increase by 178% from January of 2022 to December of 2023, and the [Whoop fitness tracker](#) increased by 62%.

Traffic to telemedicine-based platforms also grew. [Semrush.Trends](#) data shows **traffic to the top 50 telemedicine domains rose 9.8% between 2022 and 2023**, and after a short dip in the summer of 2023, seems to be on the upswing as we continue into 2024.

## Traffic to Telemedicine Domains Global 2022-2023



Source: Semrush

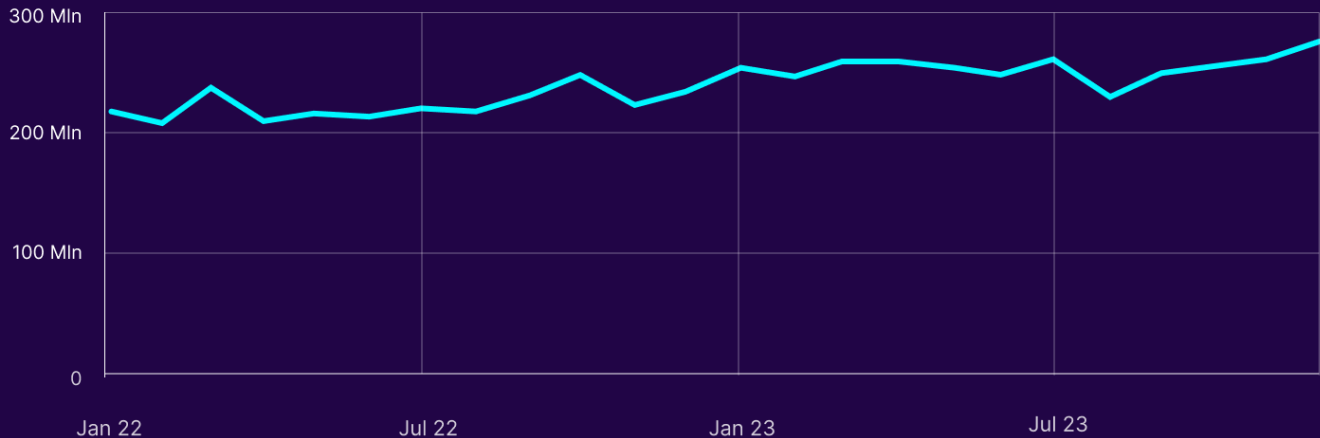
At the same time, healthcare leaders are exploring the potential for AI and machine learning technologies to [improve diagnostic accuracy](#) and even make treatment recommendations. As the digital health landscape evolves, industry leaders will continue to leverage new technologies to improve patient outcomes.

Digitization is also reshaping education and leisure sectors, a trend most notable in the increasing popularity of online education and gaming. [Twenty-one percent of US schools](#) offered at least one virtual course in 2019, a year before the COVID-19

pandemic pushed millions of students online. Research shows that as of 2024, nearly [half of students](#) worldwide have completed some form of online learning.

Online education is also becoming increasingly popular with non-student populations. While the overall traffic trend to learning domains has dropped -7% in the last two years, [Semrush .Trends](#) data shows visits to corporate e-learning platforms increased 12% year over year.

## Traffic to Learning Domains Global 2022-2023



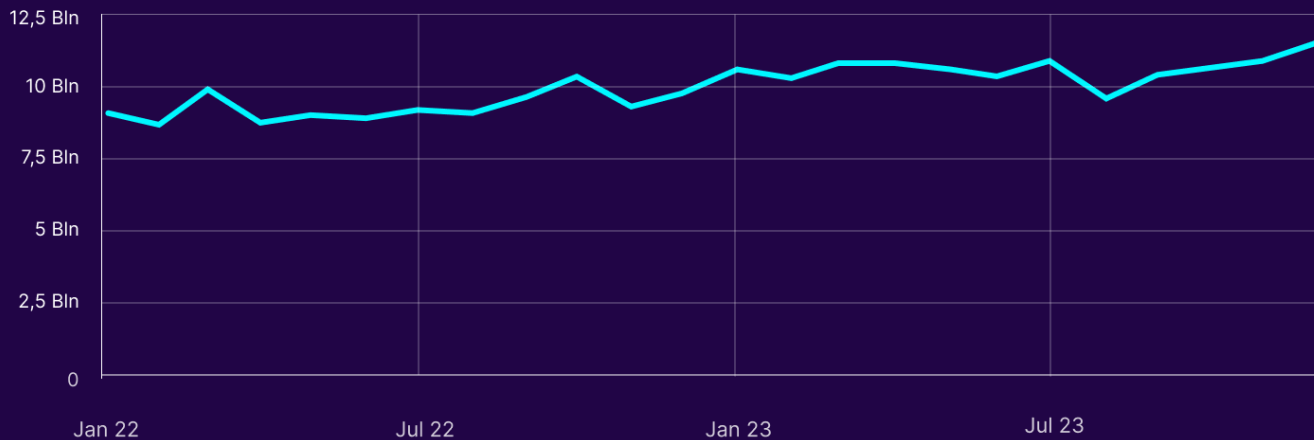
SEMRUSH

Source: Semrush

The global corporate e-learning market is [projected to reach \\$550 billion](#) by 2030 for an estimated CAGR of 21.6% from 2022 to 2030. Experts anticipate that more and more companies will embrace online workforce and professional development strategies as greater numbers of employees work from home. eLearning platforms are also becoming more affordable, making online education investments more accessible for businesses of all sizes.

Online gaming is also becoming more popular each year. [Semrush data shows a 27% increase in traffic to gaming industry domains over the last year](#), and analysts expect a total industry revenue of [\\$282.3 billion in 2024](#)—exceeding the combined revenue of the [movie and music industries](#).

## Traffic to Gaming Domains Global 2022-2023



SEMRUSH

Source: Semrush

According to [Semrush Traffic Analytics](#), the popular online gaming community Twitch.com received 8 million visits in December 2023, an 11% increase over the same month in the previous year.

All told, we're seeing huge changes across a diverse set of consumer services. Here's a look at how marketers are responding today.



# Community-based Marketing Initiatives Hold Tremendous Potential

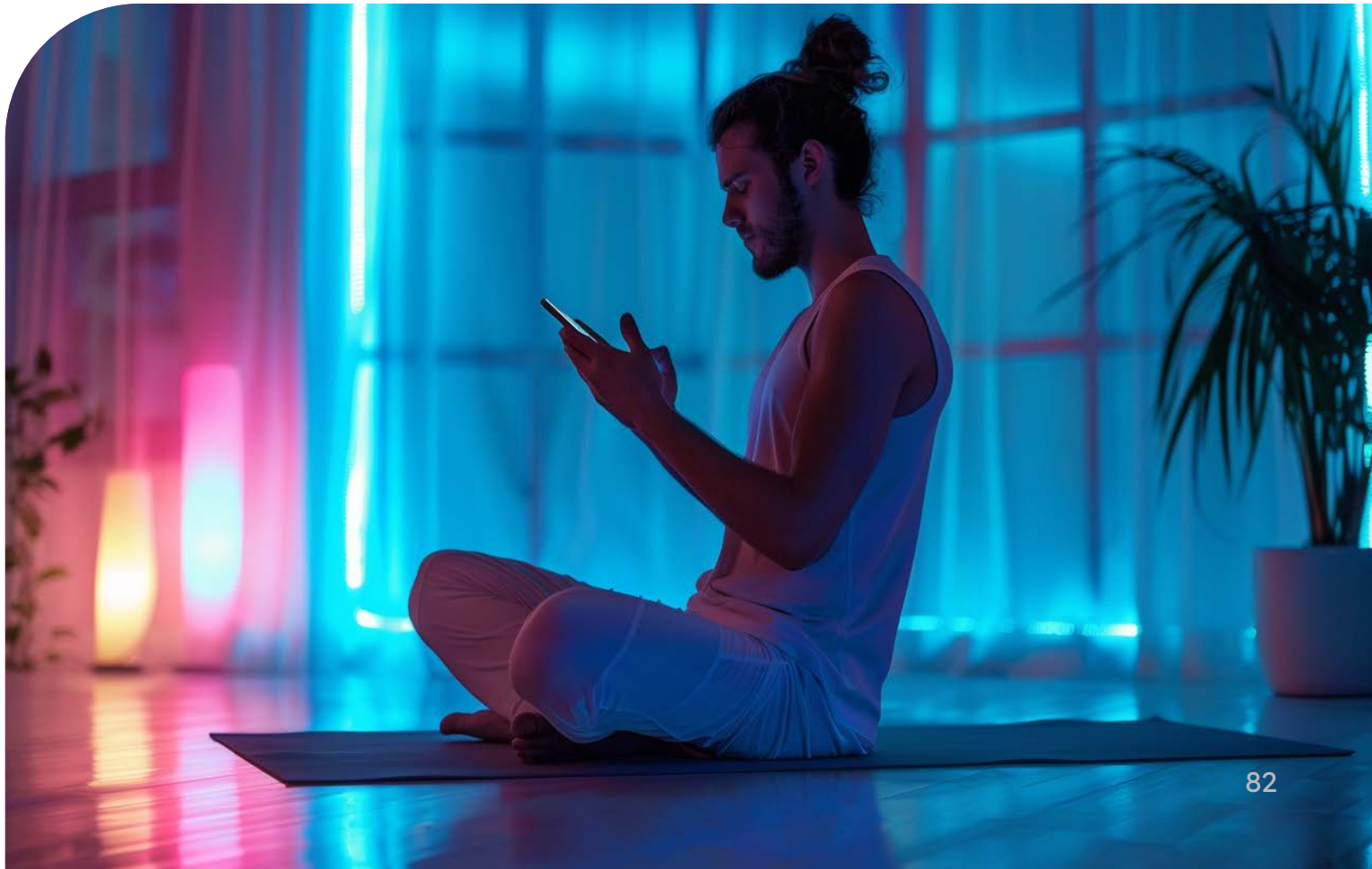
Digitization allows consumers to form communities around specific interests or issues, and forward-thinking marketers are leveraging this trend to reach new audiences, increase loyalty, and support retention.

Influencer marketing is especially powerful in industries with strong community ties, such as wellness, crypto, or gaming. For example, a 2021 survey found that [gaming influencers are the most commonly followed](#) influencer type among males between 18 and 34. Brands looking to connect with this segment have access to a ready-made audience of passionate and engaged consumers through the influencers they follow.

## Early Adopters

➤ Alcoholic beverage maker **Absolut** partnered with Twitch and professional gamer Ricki Ortiz to **livestream gaming-themed ads featuring its products**, earning 4 million impressions and 1.1 million unique visits.

➤ The **Calm** meditation app has **built a thriving community** using features like group meditations, sleep stories narrated by prominent celebrities, and online forums where users can share experiences and offer support.



# Previously Inaccessible Markets Open for Business

Online service models are also increasing access to key consumer services, which is allowing businesses to access new markets and marketing teams to connect with new potential target audiences.

Education companies, for example, can use elearning tools to deliver online course content irrespective of consumer geographic location, and healthcare providers can offer telemedicine services to patients who aren't able to commute for regular in-person care.

Decentralized payment platforms are also helping businesses open new markets by [facilitating cross-border transactions](#) and allowing previously unbanked individuals to make and receive payments from mobile devices. Research suggest that mobile money apps like Kenya's M-Pesa can [drive significant growth](#) in emerging markets, allowing businesses to provide more value to a greater percentage of the global population.

## Early Adopters

➤ Mastercard's partnership with Circle and other digital payment services has created a more inclusive and versatile payment ecosystem. Circle, known for its role in the digital currency space, particularly with the USDC stablecoin, brings blockchain technology into the traditional financial realm.



# Consumers Are on the Lookout for Expertise and Authority



The digitization of sectors such as education, healthcare, and finance has heightened consumer awareness and access to critical information. This shift has made consumers more informed and discerning, challenging traditional marketing with a growing preference for expert-driven content.

Effective content marketing strategies that leverage a brand's genuine expertise to establish authority and foster trust are becoming essential. These strategies focus on delivering valuable information and engaging consumers in meaningful ways, aligning with their increased demand for transparency and authenticity.

## Early Adopters

➤ Reproductive health app [Flo](#) hosts an online resource-centered library (the “[Health Library](#)”) that includes physician and therapist-reviewed answers to common health questions. Another recent initiative providing users with fetal development as well as a [due-date countdown and daily stories](#) generated an 80% increase in free trial sign-ups, and an 11% increase in subscription purchases.



# Tips for Marketers: Engaging Audiences Through Lifestyle-related Technologies

Tip #1

# Seek Innovative Sponsorships and Partnership Opportunities

Digitization is creating online sponsorship opportunities that mirror familiar real-world models. This is especially true in industries that have strong community elements.

Consider esports sponsorships, for example. Mercedes-Benz, Mastercard, and KFC all sponsored the [2023 League of Legends World Championship Final](#), an esports tournament that drew [over 6.4 million viewers](#). Opportunities for sponsorships and partnerships provide access to previously unreached audiences.



## Tip #2

# Tap the Marketing Potential of Elearning

Consider using educational content to boost brand awareness and increase authority with your target audiences. You can design educational content for platforms like [LinkedIn](#), [Coursera](#), or [Udemy](#), sharing your knowledge in exchange for a valuable brand-building opportunity.

IBM's "[AI Foundations for Business](#)" course, for example, helps business leaders improve their understanding of AI technology and develop a framework for AI-related decision-making—all while reinforcing IBM's expertise and increasing participant familiarity to IBM tools.

If your company has a respected name in your field, consider offering certificate programs, like options from [Semrush Academy](#) and [Hootsuite Academy](#). Online certification courses can help you reach new audiences, encourage engagement with your products, and even add new revenue streams for your company.

Tip #3

# Commit to Building Expertise through Continuous Research

Set time aside semi-annually (or even quarterly) for a deep dive into industry trends and developments. You can read industry or government reports, consult market analysts, review competitor activities, hold consumer focus groups, or distribute surveys.

You can also use continuous monitoring strategies to track key metrics like consumer sentiment, brand mentions, competitor performance, and customer satisfaction. [Semrush's competitive research tools](#) and consumer intelligence platforms like [Brandwatch](#) and [Meltwater](#) can automate the process and ensure that your team is immediately alerted to meaningful developments.

# Take Your Strategy Toward New Digital Horizons

**In our 2024 Trends Report, we dissect the vast landscape of technological advancements, revealing a profound truth: Technology is not just having an impact; it's rewiring the very nature of our daily lives and market interactions.**

For marketers, this revolution presents an unparalleled opportunity to not only understand the profound changes in consumer behavior, but to harness these insights to forge deeper connections, personalize experiences, and navigate the complex digital ecosystem with agility and foresight. As digital horizons expand, embracing these trends is no longer optional but a strategic imperative for those looking to lead in the dynamic market of 2024 and beyond.

In embracing the digital horizons explored in this report, marketers are called to adapt with creativity. We must leverage the power of AI, engage with emerging media landscapes, foster more authentic connections with our audiences, and offer the compelling experiences consumers are coming to expect. By doing so, we can transcend traditional marketing boundaries, delivering experiences that resonate deeply with consumers and propel our businesses into new realms of possibility and growth.

This report is your compass in the ever-evolving digital landscape. Let it guide you as you explore new frontiers, armed with the knowledge and strategies to not just survive but thrive. Together, let's pioneer the future of marketing, turning the challenges of today into the successes of tomorrow.



## Semrush .Trends

Semrush .Trends Semrush .Trends provides an instant overview of any market. With competitive digital insights, businesses can identify new market realities and emerging trends to discover new growth opportunities. With in-depth data for any website, industry, or market across 190 countries and regions, you can pinpoint your competition, explore their growth strategies, and find insightful audience data—all to help you get smarter about your digital strategy.

[Try Semrush .Trends now ↗](#)

## Open .Trends

Open .Trends Open .Trends is an open platform that gives you a high-level market overview for any industry or geo. You can use it to find the most popular websites across any market, unwrap in-market traffic trends, and outline the entire competitive landscape.

[Browse Open .Trends ↗](#)

# Thank you!

If you have any thoughts or comments about this report or want to learn more about the capabilities of Semrush .Trends, feel free to reach out to us at [trends@semrush.com](mailto:trends@semrush.com)