Users of 5G will benefit from unprecedented speeds, low latency, and virtually unlimited connectivity to support an ever-growing IoT. However, the network is not yet widely available, and it may take years to put the infrastructure in place to enable widespread adoption.

That said, CCS Insight projects that 5G connections will reach 1 billion in mid-2023 and 2.7 billion in 2025. Existing personalization efforts, mobile experiences, and content delivery mechanisms will be enhanced by the network’s increased speed and low latency. Applications yet unknown will emerge as a result of this surge in connectivity.

Today, consumers that don’t have unlimited data plans must consider how to scale their usage. The abundance of bandwidth and speed of 5G is expected to make expensive data-limited plans a thing of the past. 5G could change the consumer’s data price point.

5G will substantially expand the mobile marketer’s canvas. In a 5G world, immersive consumer shopping experiences through AR and VR interactions may become the new normal. 5G means richer content for brands and customers.

The staged rollout of 5G gives marketers time to plan and prepare their strategy. Smartphones that are 5G compatible are already available, with more on the way. 5G’s phase-in time means plenty of runway for marketers.

Check out the Marketing Futures report for a deep dive on this important trend, and follow these three steps to get started today.

Is your brand preparing for the future of 5G?

Recommended STEPS for Adopting 5G

1. Consider your consumers.
   - What does this mean for your consumers? Do they have access to 5G?

2. Examine your current content.
   - How does your current content perform on 5G? Does it require optimization or new strategies?

3. Plan for 5G.
   - When should you start planning for 5G? What milestones should you aim for?

To learn more about how marketers can prepare for 5G, check out the full research report. You can also visit ANA’s Marketing Futures Hub for other cutting-edge marketing topics that are changing the world of marketing forever.