Quality data plus quality analytics will give companies the best picture yet of their customers. Companies that rise to the top using digital transformation understand that each customer has a unique digital identity. Those who pair the seemingly infinite amount of data available with excellent analytics can truly make sense of those digital identities and market personalized products and services to them.

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To learn more about Digital Transformation, 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.

Digital transformation is not merely the adoption of such technology, but rather a way of orienting a business toward success by digitally reinventing a company's operations, products, marketing, culture, and goals for future growth.

According to eMarketer: Nearly half of executives polled believe that only businesses that digitally transform will survive over the next five years.

HARVARD BUSINESS REVIEW

"Why do some [digital transformation] efforts succeed and others fail? Fundamentally, it's because most digital technologies provide possibilities for efficiency gains and customer intimacy. But if people lack the right mindset to change and the current organizational practices are flawed, [digital transformation] will simply magnify those flaws."

Evolving technologies will offer new opportunities for marketers.

1. Connectivity will be better than ever.
2. Business digital ad spending will increase.
3. Connected devices and hardware will continue to break new ground.
4. Business-to-business (B2B) digital ad spending will increase.
5. Smart devices, homes, vehicles, and even cities will become more and more capable. The Internet of Things (IoT) will continue to expand as more devices become "smart" and integrated with the devices consumers already rely on daily.