

Digital audience strategies for 2023



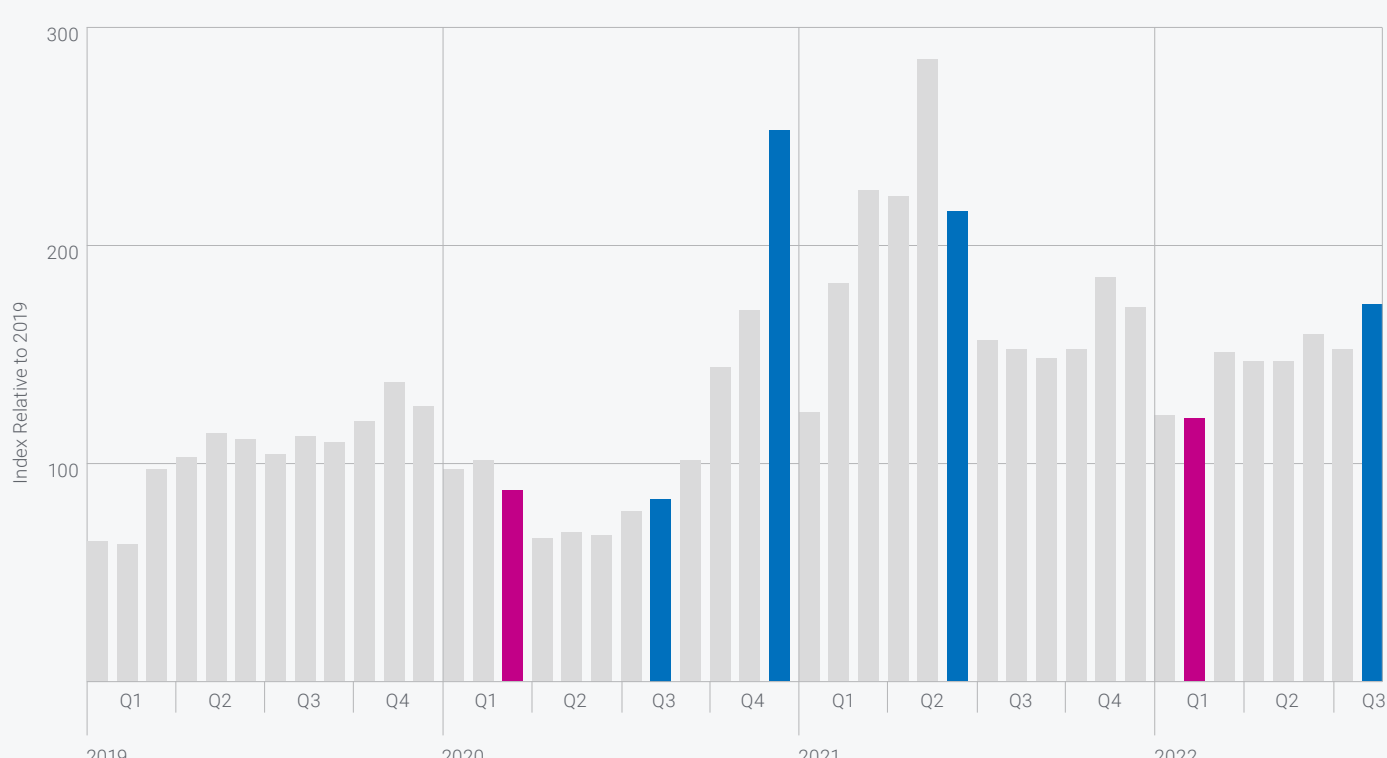
Our reflections on how media has changed since 2019 and our 2023 outlook

As we emerge from the COVID-19 pandemic, we continue to feel its effects everywhere – at the gas pump, the grocery store, and in advertising. How can you navigate this time of uncertainty? We'll show you the way.

Digital activation forecast

Digital activation will increase in 2023. Digital audience activation continues to grow at a significant rate despite market shocks like the pandemic, inflation, and higher interest rates.

Index of media buys: 2019–2022

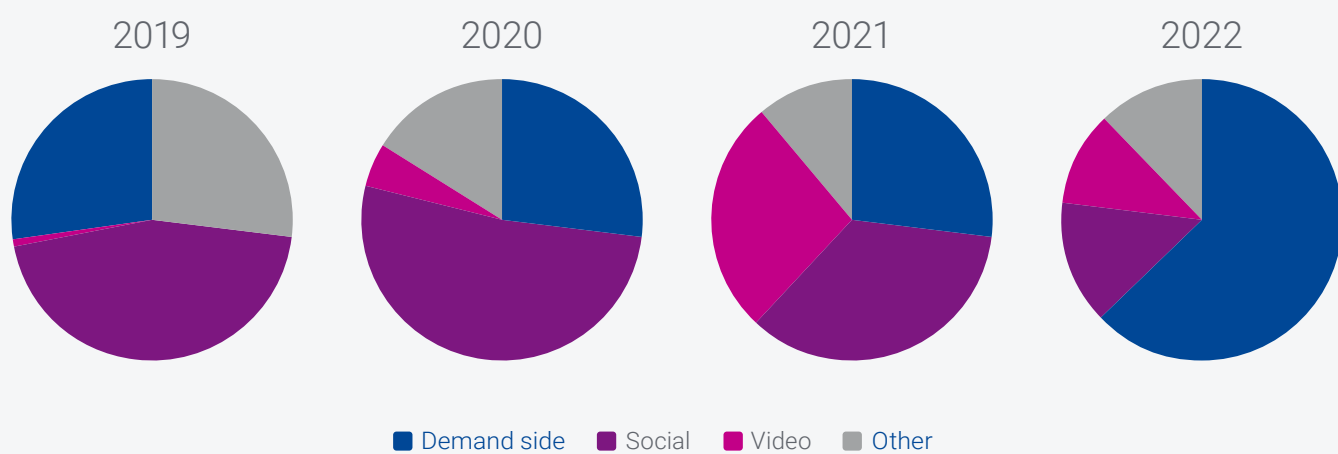


- Mar 2020** (Down arrow): U.S. announced restrictions due to the COVID-19 pandemic
- Aug 2020** (Up arrow): TikTok surpassed 100 million users in the U.S.
- Dec 2020** (Up arrow): U.S. launched the COVID-19 vaccine
- Jun 2021** (Up arrow): Google delayed cookie deprecation for the first time
- Feb 2022** (Down arrow): Russia invaded Ukraine. Gas prices increased
- Aug 2022** (Up arrow): Streaming viewership surpassed linear TV

Top ad platforms for 2023

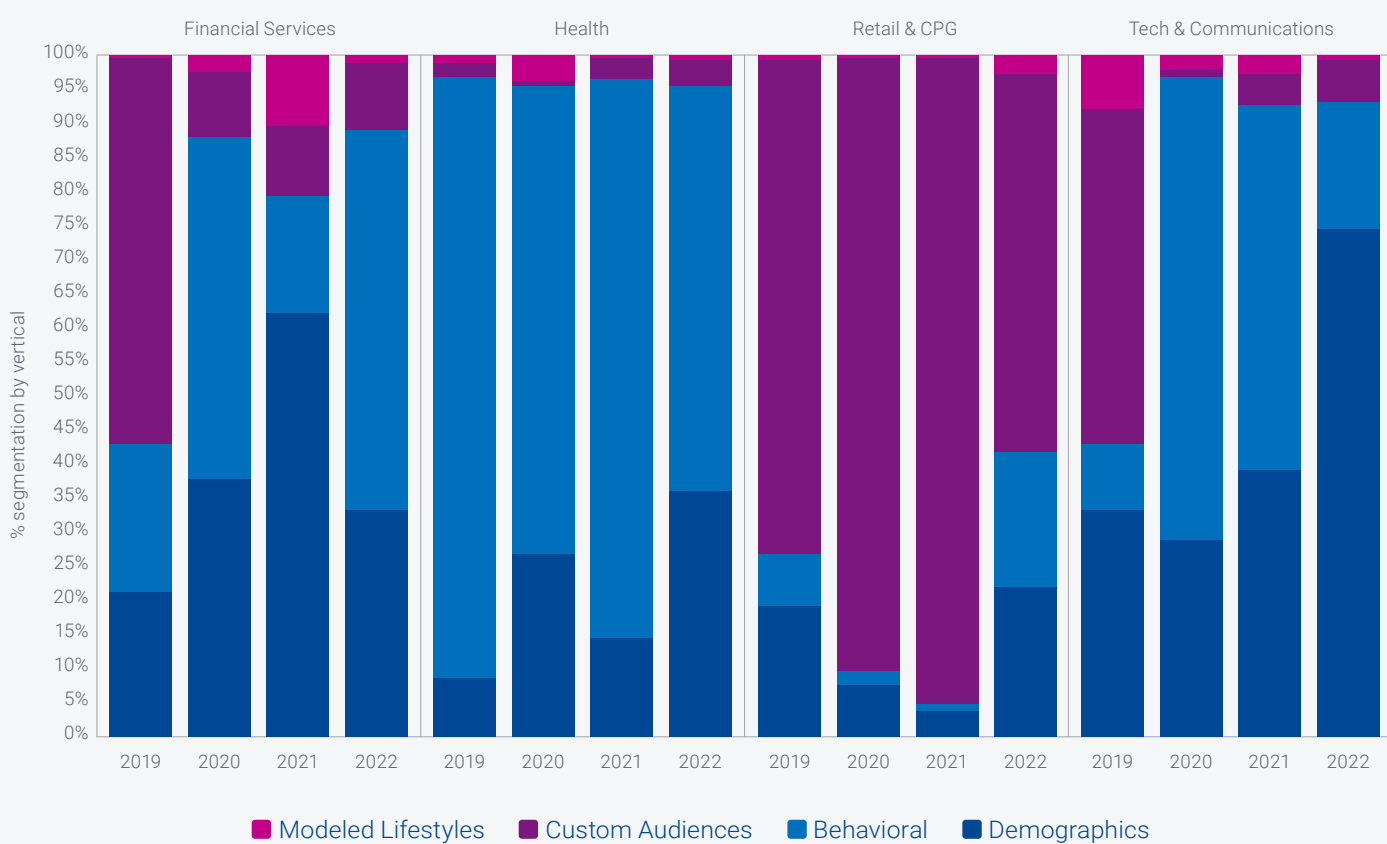
Demand side, social, and video

Impressions by platform: 2019–2022



Most popular advertiser audiences

Demographics, Behavioral, Modeled Lifestyles, Custom Audiences



Digital audience definitions

- Behavioral:** This audience allows marketers to identify households that are more likely to engage in certain activities or belong to certain groups.
- Custom Audience:** This is an audience blended from multiple sources or derived from first-party look-alike modeling.
- Demographics:** Examples include age, gender, relationship status, living situation, life experience, and employment.
- Modeled Lifestyles:** Experian's Mosaic® USA segmentation. This is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences, and habits.

The right data reveals the way forward

Plan your 2023 digital activation strategy with our full report

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About us

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