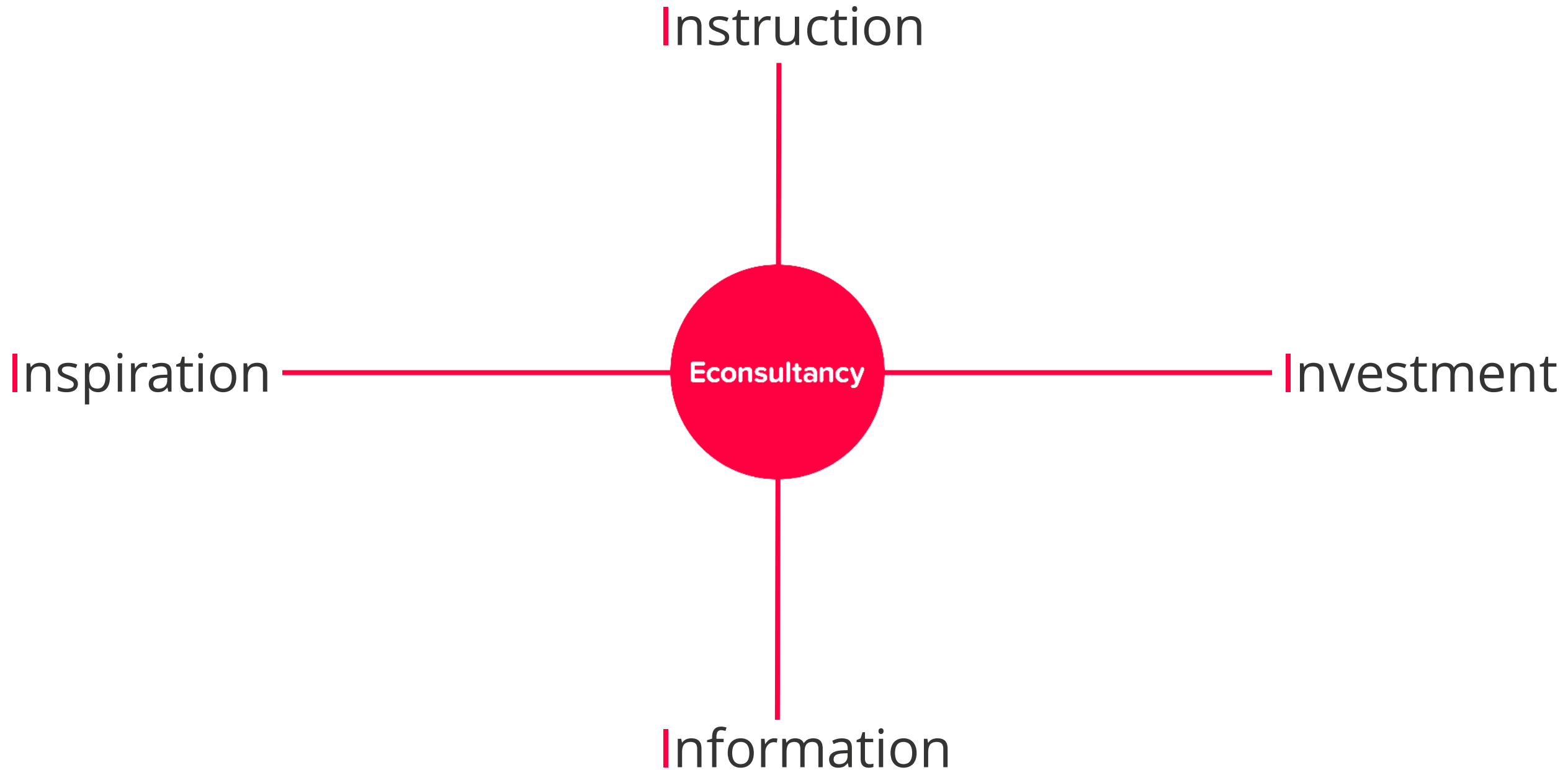


Econsultancy

Digital Shift

November 2022

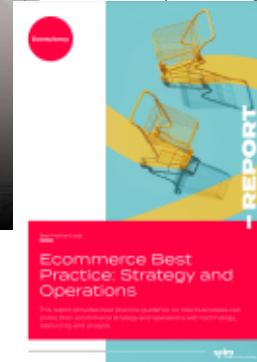


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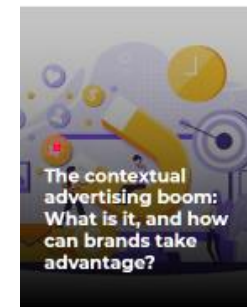
Practitioner-led



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Internet Statistics Database



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Case Studies

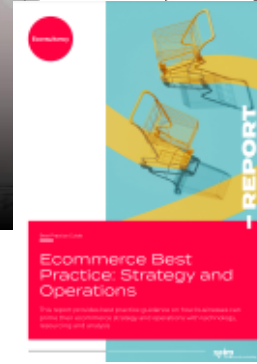


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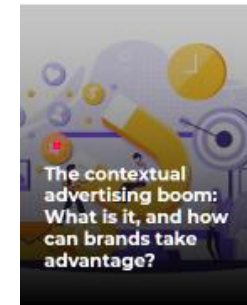
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Investment

Internet Statistics Database



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Information



Econsultancy Live: The Connected Consumer

London, 16 November 2022

How can brands stay relevant with increasingly connected consumers?

Join us for a day of inspiration and debate.

Are you an Econsultancy member? Claim your complimentary ticket now.

[Register Now](#)

Case Studies

I

Inspiration

Digital Shift

Digital Shift

AR/VR

Live Commerce

DTC

TikTok

Influencers

The Metaverse
(and Meta)

NFTs, Crypto & Blockchain

Twitter

Web 3.0

AI

Ecommerce

Econsultancy Live

- **An Explosive Fortnite for the Digital Shift Allstars**
- **The Gamerverse**
- **Generative AI**
- **The digital shift to the suburbs**

The Amazon logo is displayed in a large, dark blue, sans-serif font. The word "amazon" is written in lowercase. A yellow curved arrow, representing the "smile" logo, is positioned below the letters "a", "m", "a", and "z".

amazon

**First to lose
\$1,000,000,000,000**

A hand is holding a black smartphone. The screen of the phone displays the Google logo in its multi-colored font. The background is a solid, vibrant red. The lighting is dramatic, with the phone's screen being the primary light source, casting a glow on the hand and the background.

Google

40% of “young people” use TikTok when they’re looking for a place to have lunch, not Google Maps or Search...
...Google SVP

TECH

Meta shares plunge 24% to the lowest price since 2016

PUBLISHED THU, OCT 27 2022•8:19 AM EDT | UPDATED THU, OCT 27 2022•4:04 PM EDT

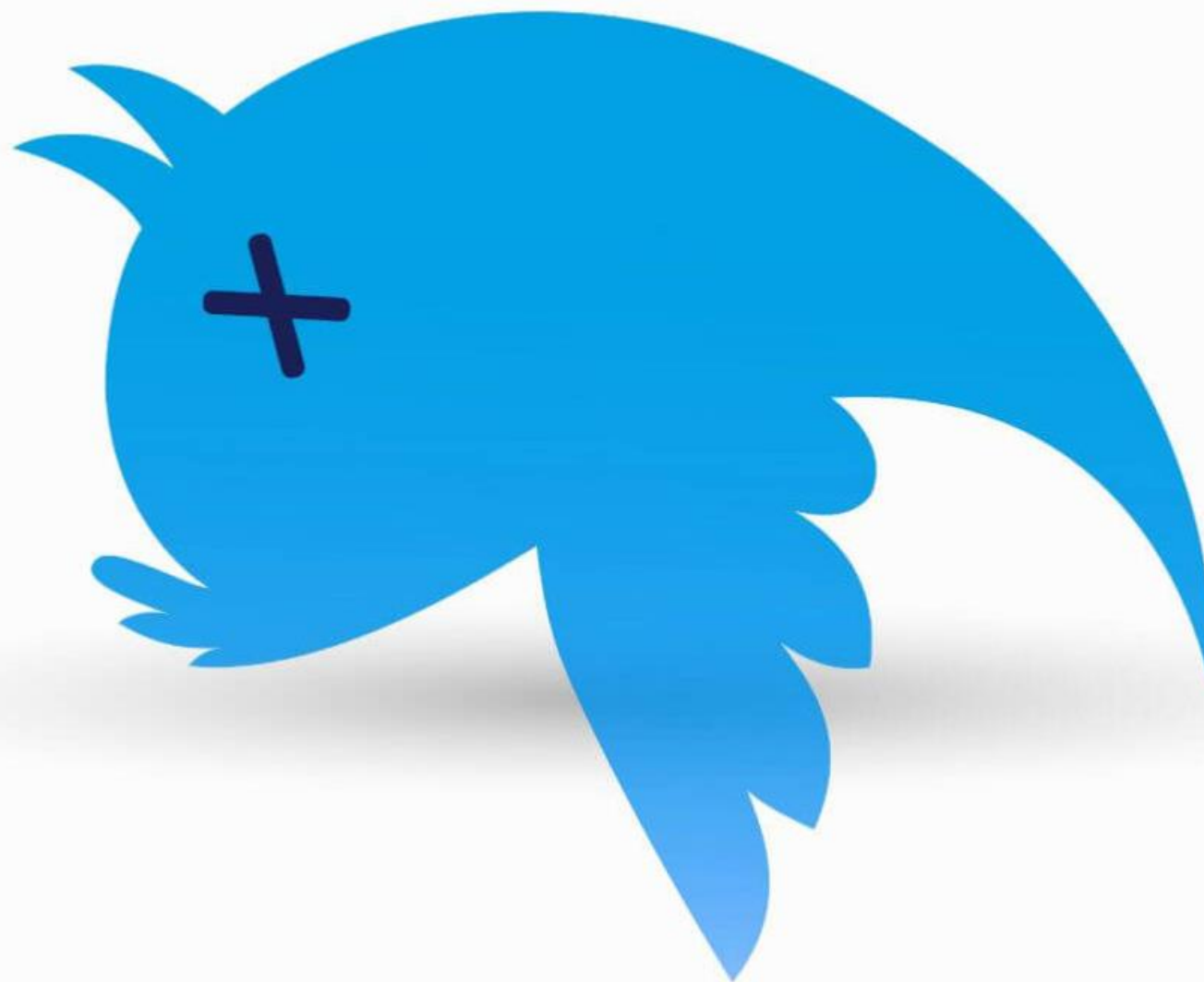


Sofia Pitt
@SOFIA_PITT

SHARE







 **Nestlé** ✓
@NestleDeathCult

We steal your water and sell it back to you lol

11:44 · 11/11/2022 · Twitter Web App

The Verge reached out to Musk for comment. Twitter no longer has a communications department.

 **LeBron James** ✓
@KINGJamez

I am officially requesting a trade. Thank you [#LakersNation](#) for all the support through the years. ¹⁰⁰ Onto bigger and better things! 🏆 [#ThekidfromAKRON](#) [#ImComingHome](#)

 **Twitter Support** ✓ @TwitterSupport · 29m

Official

To combat impersonation, we've added an "Official" label to some accounts.

424 795 1,009

 **Twitter Support** ✓ @TwitterSupport · Nov 9

Official

We're not currently putting an "Official" label on accounts but we are aggressively going after impersonation and deception.

3,339 3,630 18.2K

 Search Twitter

Log in

 **Tesla** ✓
@TeslaReal

BREAKING: A second the World Trade Cent

5:11 PM · Nov 10, 2022 · Twitter f

 **Pepsi** ✓
@PEPICO

Coke is better

3:49 PM · 11/10/22 · Twitter for iPhone

1,308 Retweets 388 Quote Tweets 6,273 Likes

 **Eli Lilly and Company** ✓
@EliLillyandCo

We are excited to announce insulin is free now.

1:36 PM · Nov 10, 2022 · Twitter for iPhone

1,575 Retweets 707 Quote Tweets 10.9K Likes

4:45 PM · 10 Nov 22 · TweetDeck

 **Lockheed Martin** ✓
@LockheedMartini

We will begin halting all weapons sales to Saudi Arabia, Israel, and the United States until further investigation into their record of human rights abuses. [#WeAreLM](#)



12:19 PM · Nov 11, 2022 · Twitter for iPad

223 Retweets 56 Quote Tweets 1,133 Likes

 **Chiquita** ✓
@ChiquitaBrands

We've just overthrown the government of Brazil.

11:52 AM · Nov 10, 2022 · Twitter for iPhone

1506 677 167

 **Lou Paskalis** ✓
@LouPas

Replying to @elonmusk

Elon, Great chat yesterday, As you heard overwhelmingly from senior advertisers on the call, the issue concerning us all is content moderation and its impact on BRAND SAFETY/SUITABILITY. You say you're committed to moderation, but you just laid off 75% of the moderation team!

18:31 · 04 Nov 22 from Manhattan, NY · Twitter for iPhone

292 Retweets 51 Quote Tweets 2,361 Likes

 **Lou Paskalis** ✓ @LouPas · 1h

Replying to @LouPas and @elonmusk

Advertisers are not being manipulated by activist groups, they are being manipulated

 **Nestlé** 
@NestleDeathCult

We steal your water and sell it back to you lol

11:44 · 11/11/2022

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@KINGJamez

I am officially recognized for all the support for better things! 🏆

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424

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government

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
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4 Nov 22 from Manhattan, NY · or iPhone

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To combat impersonation,
accounts.
424 75

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Official
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aggressively going after impersonation and deception.
3,339 3,630 18.2K

Search Twitter

Lockheed Martin
@LockheedMartini

Lou Paskalis
@LouPas



Chiquita
@Chiquita

We apologize to those who have been
served a misleading message from a fake
Chiquita account. We have not
overthrown a government since 1954.

02:15 PM · Nov 10, 2022 · Twitter for iPhone

16

14

8

Replying to @elonmusk
Elon, Great chat yesterday, As
you heard overwhelmingly from
senior advertisers on the call, the
issue concerning us all is content
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@LouPas · 1h
Replying to @LouPas and @elonmusk
Advertisers are not being manipulated by
activist groups, they are being conned

the government

er for iPhone

167

4:45 PM · 10 Nov 22 · TweetDeck

But...

- Unique in the ecosystem
- Easy to improve the ad experience and infrastructure
- Compete on commerce, video, payments



Trend #1

The Gamerverse is the only verse (for now)

NO BLOCKCHAIN



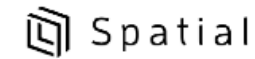
NO VR



VR



BLOCKCHAIN



/map-metaverse/

DAILY ACTIVE USERS

Insta
500,000,000

Roblox
58,000,000

Fortnite
30,000,000

Minecraft
3,300,000

Second Life
200,000

Meta Horizon
50,000 (est)



Pause (k)



Trend #2

The new AI buzzword is Generative (but it's very cool)





Credit: Stability AI



Credit: Stability AI

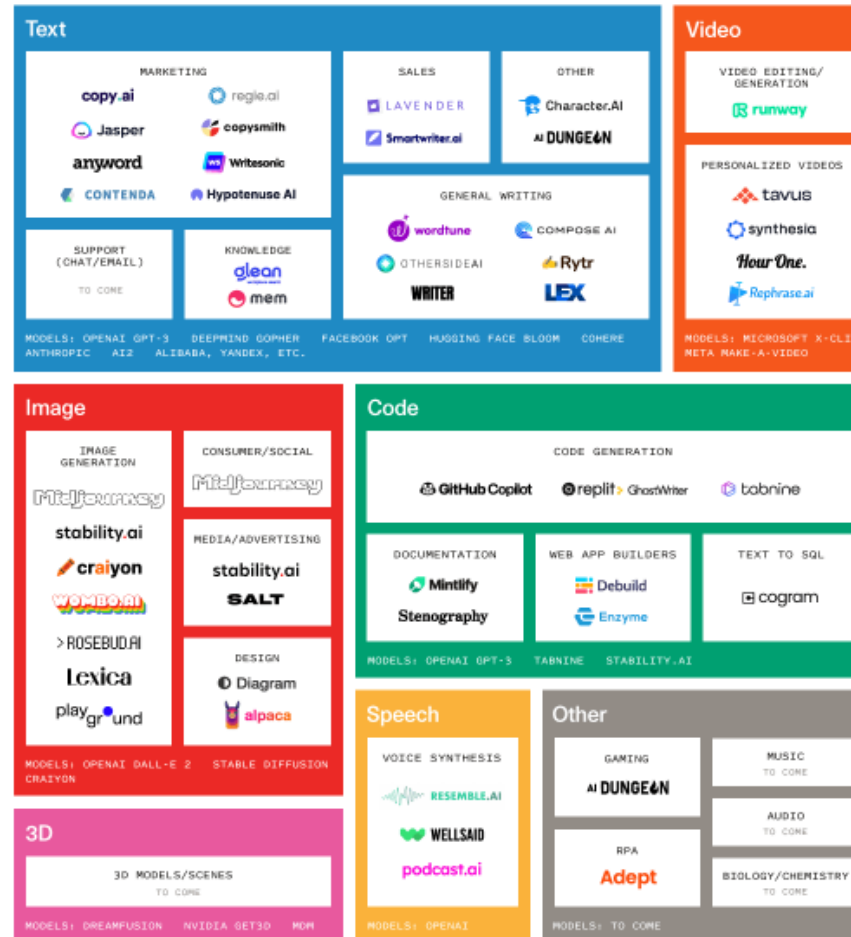


Giles Christopher using DALL-E

The Generative AI Application Landscape



A work in progress

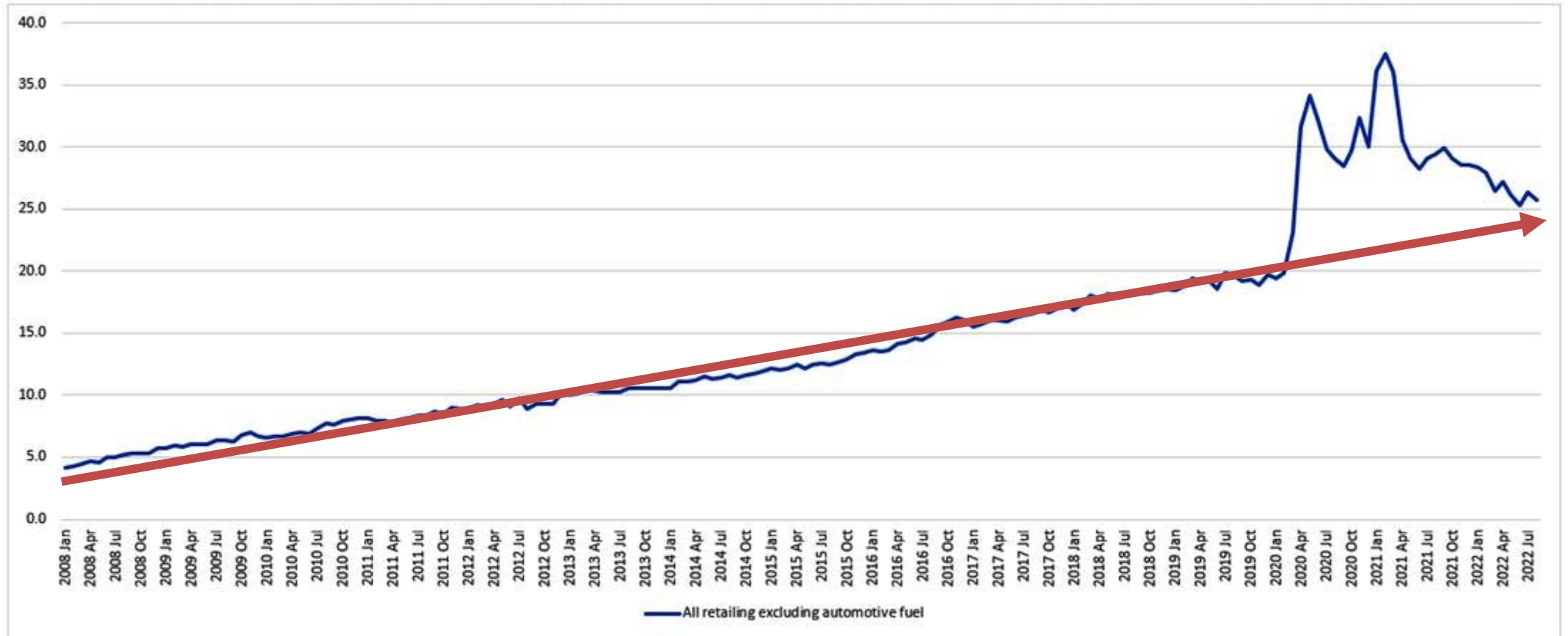




Trend #3

The biggest digital shift is to the suburbs

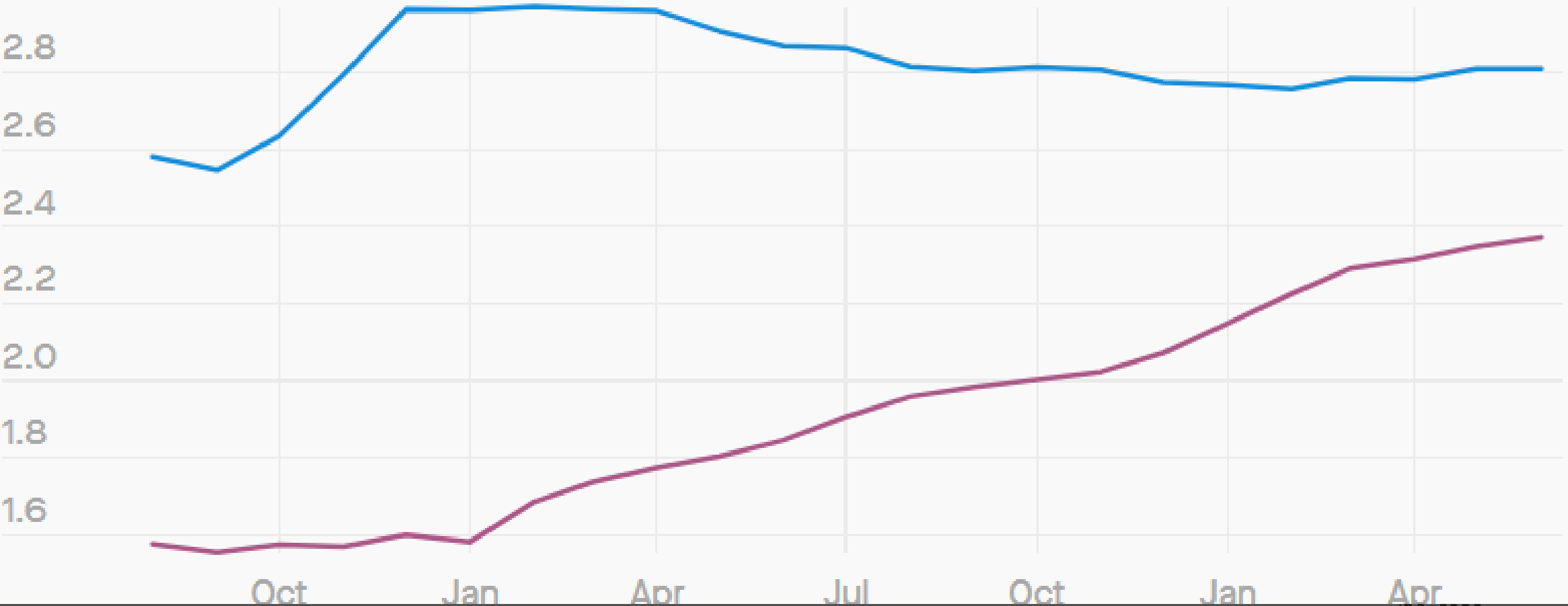
Ecommerce spend returning to previous trajectory



US workers' desires and employer plans for number of work-from-home days per week

Only workers able to WFH

— Employer plans — Workers' desires



Columbia University NYC

Study of émigré New Yorkers

- ✓ Business travel dropping/changing
- ✓ Pleasure travel increasing/changing
- ✓ #subscriptions remaining high post-pandemic
- ✓ Construction – conversion in the city, new building in the country
- ✓ Online shopping remains near peak levels
- ✓ Change of hobbies – new and different with topography
- ✓ Education...rise in private and online schooling
- ✓ Changes in long term financial planning
- ✓ Automotive - #of cars per family rising
- ✓ High end retail/grocery gap
- ✓ Utilities - rise in demand in suburban areas

20% of consumers, 75% of the buying power



Course 13

Econsultancy On-demand Learning

Where we are and where we're headed



Econsultancy

START LESSON

Recent arrivals

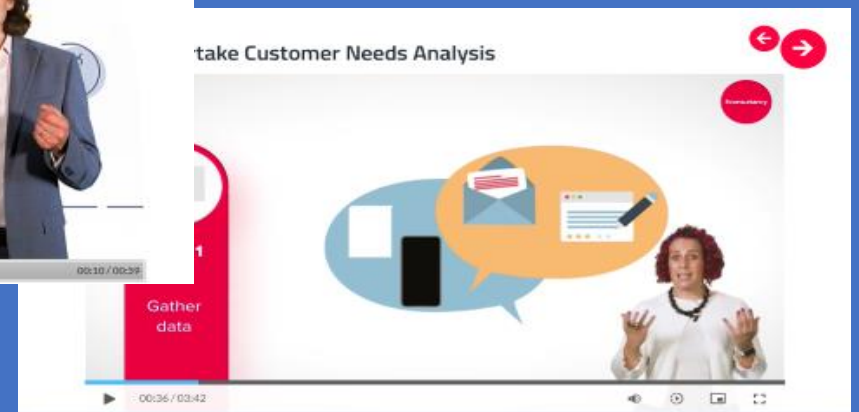
Data & Analytics



Ecommerce



Customer Exp





Econsultancy

Thanks!

Oct 27...completes takeover, fires CEO and most of XCO

October 30...floats \$20/month verification...and the team responsible was given until Nov 7th to launch or they'd be fired

Nov 1st...loses price experiment and floats \$8 for the blue checkmark

Nov 4th...begins layoff of 50% of workforce

Nov 4th...brands begin a pause...Pfizer, Volkswagen, General Mills, etc. etc. etc.

Nov 5th...starts trying to rehire some of those people back

Nov 9th...the gray 'official' checkmark appears

Nov 9th...gray checkmark disappears

Nov 10th...gray checkmark back, sort of, sometimes

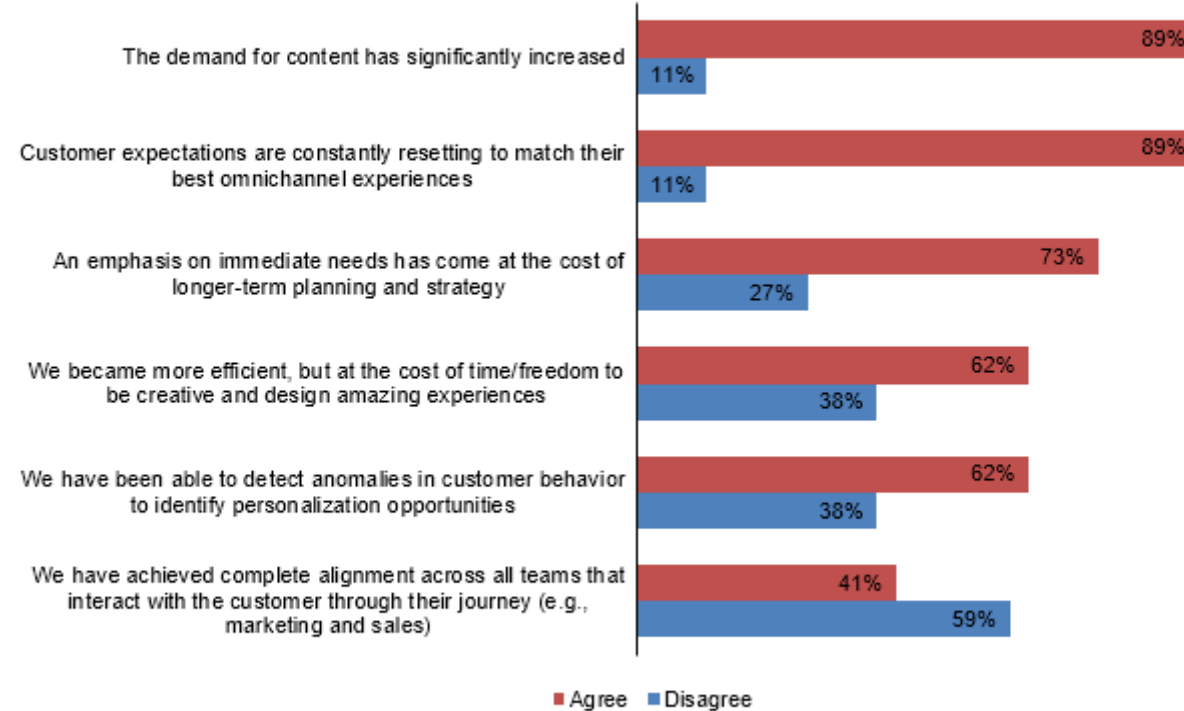
Nov 10th...floats bankruptcy

Nov 10th...legal exec quit in advance of certification

Nov 11th...Twitter blue suspended

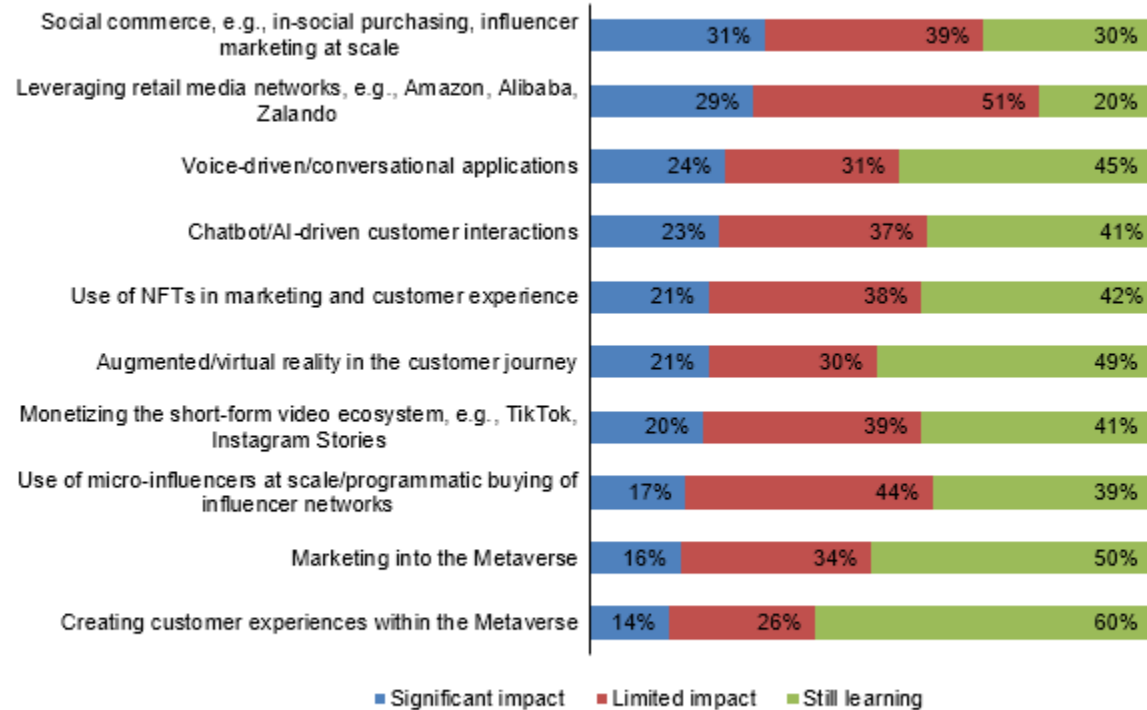


Q27_L_GRD Thinking about your organization's experience over the last three years, do you agree or disagree with the following?



Sample Size = 374

Q37_L_GRD How would you describe the impact of the following emerging trends on your organization in 2023?



Sample Size = 251

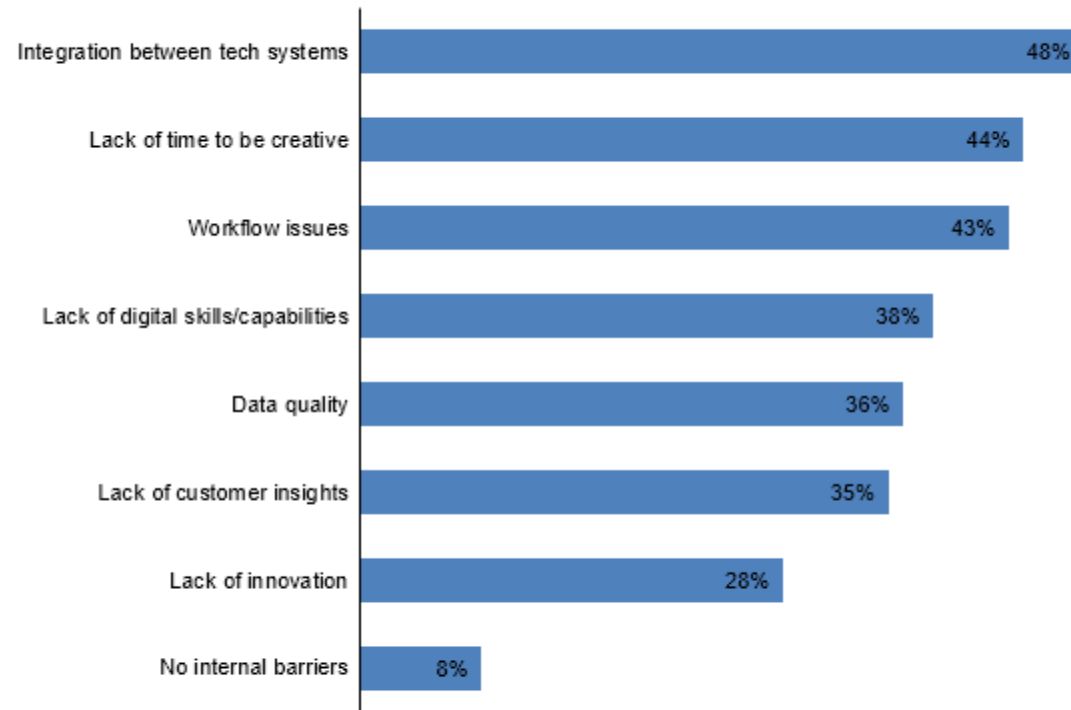
Total	
Q16_P How would you describe your organization's digital customer experience?	
Sample Size	2,648
Our digital customer experience sometimes lags our customers' needs Column %	42%
Our digital customer experience meets customers' needs Column %	32%
Our digital CX is exceptional and can surprise and delight the customer Column %	7%
Don't know/Not applicable Column %	19%

Average revenue per user (Q2 '18)

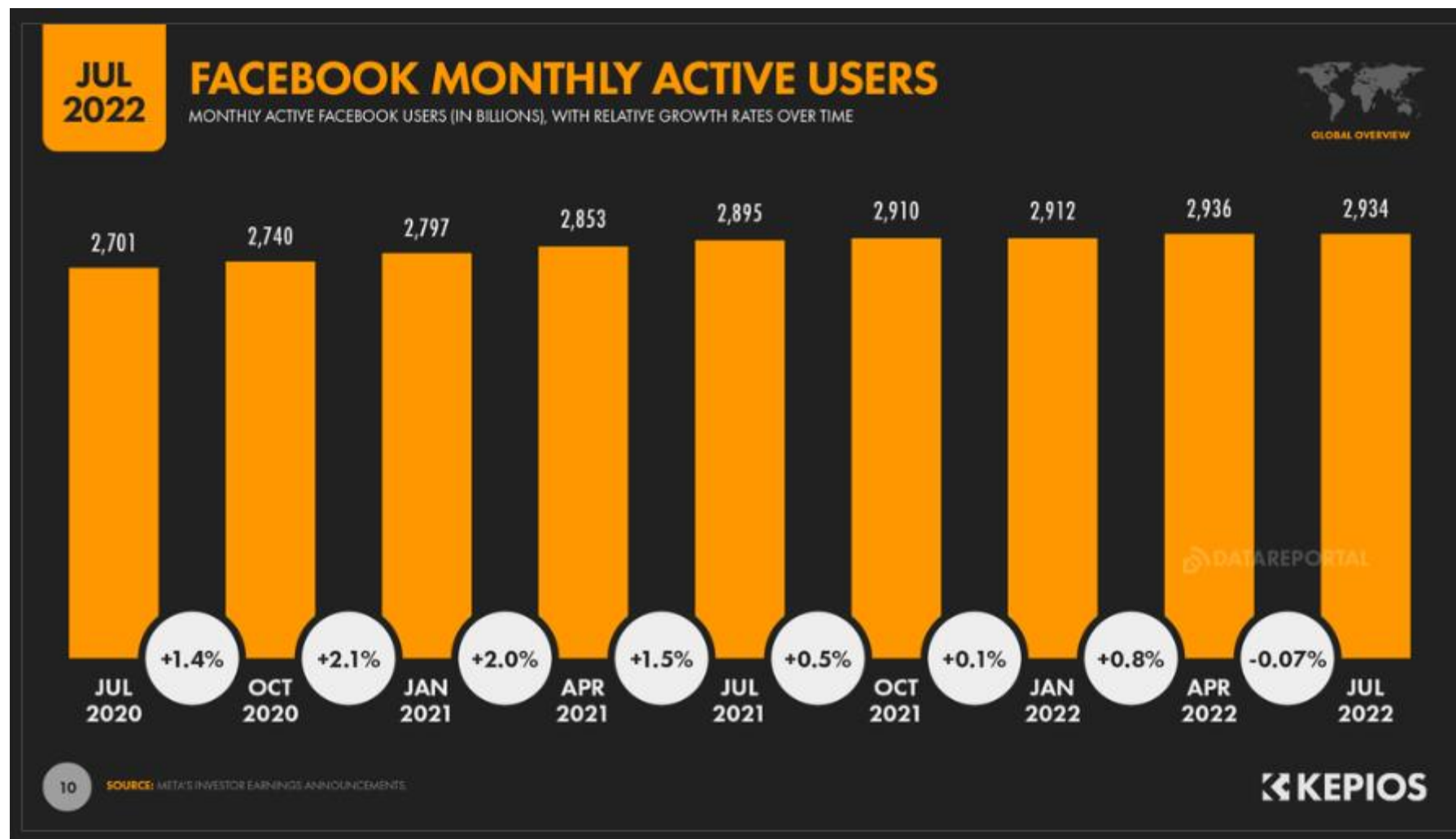


statista | BUSINESS INSIDER

Q20_P What is holding your marketing/customer experience organization back, if anything? Please check any internal barriers that your organization is experiencing.



Sample Size = 1,714





TikTok



Employee asks Elon:

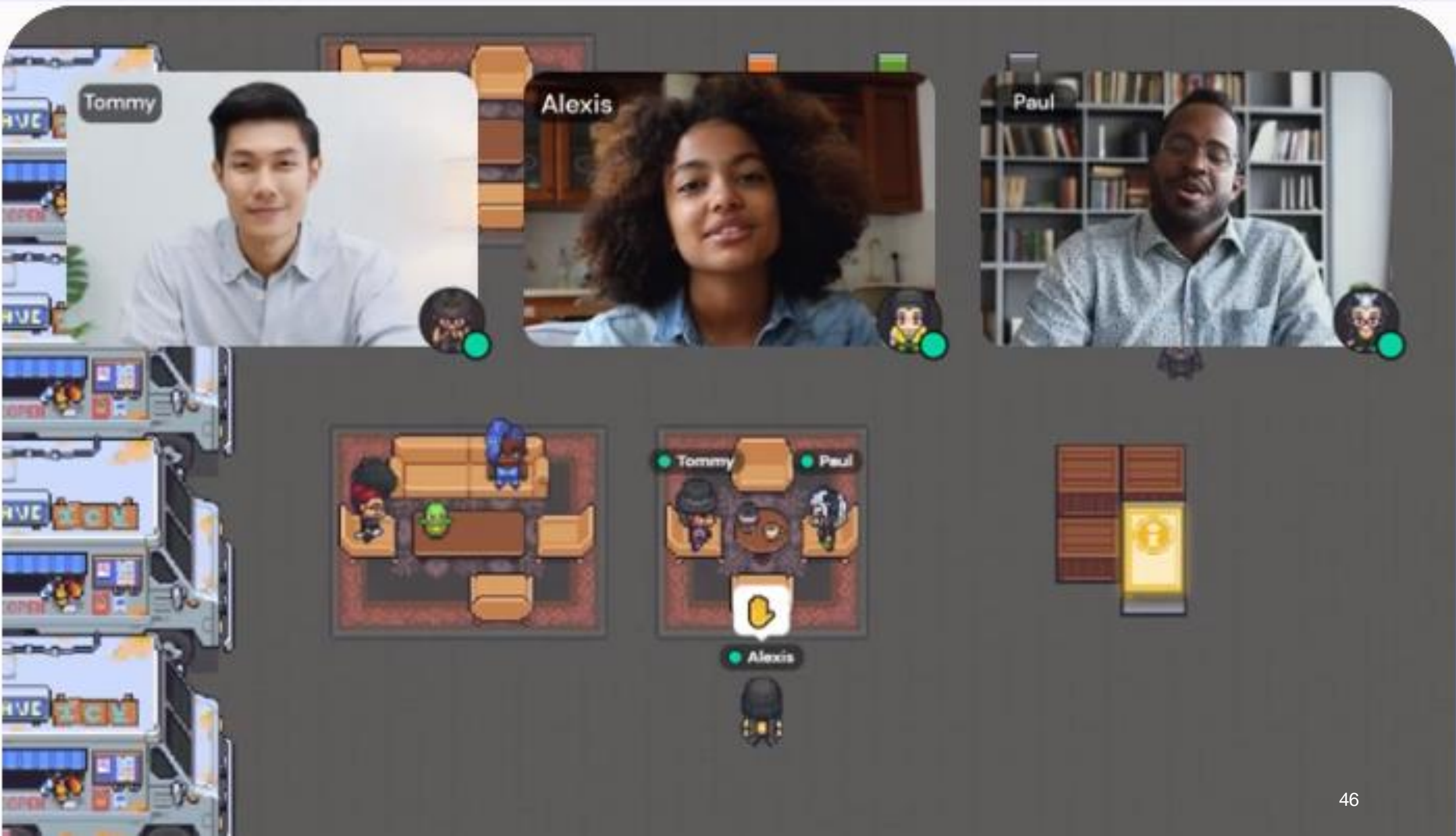
"How are you going to deal with the expected attrition and align everyone on a shared vision?"





I don't know....we all need to be more hardcore.







MetaHuman Creator Early Access Out Now: Meet the Team | Unreal Engine



Copy link

MORE VIDEOS



0:06 / 3:42



47
YouTube

