

# adindex Identifies Top Trends in Digital Marketing for the Next 18 Months

*Max Klinger of adindex GmbH outlines key digital marketing trends for the next 18 months.*



PADERBORN, NRW, GERMANY, August 7, 2024 /EINPresswire.com/ -- Max Klinger, CEO of [adindex](#) GmbH and a recognized expert in digital marketing,

presents the key trends for the development of online marketing in the DACH region for the next 18 months. Ahead of the upcoming dmexco, Klinger shared his comprehensive insights and predictions.

"The digital marketing landscape is evolving rapidly, and we see some exciting trends that will shape the environment in the coming months," explains Max Klinger. "Our position as one of the leading CPC-based ad networks allows us to observe and analyze these developments firsthand."

## Trend 1: Cookie-Independent Targeting Strategies

With the impending end of third-party cookies, the need for alternative targeting methods is increasing. This includes the use of contextual targeting, first-party data, and the increased use of privacy-compliant IDs. "Companies need to adjust their data strategies to ensure precise audience targeting," emphasizes Klinger.

## Trend 2: Integration of Augmented Reality (AR) in Advertising Campaigns

Augmented Reality offers new and immersive ways to engage consumers and create advertising experiences. Through AR, users can virtually try out products and experience interactive content. "AR will increasingly be integrated into e-commerce and retail campaigns, creating a deeper connection to the brand," says Klinger.

## Trend 3: Voice Search Optimization

With the growing prevalence of voice assistants and smart speakers, optimizing for voice search is becoming increasingly important. Companies must adapt their content to ensure it is easily discoverable through voice-based searches. "This presents a new challenge for SEO strategies," explains Klinger.

#### Trend 4: Micro-Moments Marketing

Micro-moments are short instances when consumers with high purchasing intent search for information on their mobile devices. "Brands need to identify these moments and provide relevant and helpful content immediately," says Klinger. This requires precise and rapid data analysis and optimized mobile strategies.

#### Trend 5: Sustainable and Transparent Supply Chains in Advertising

Transparency and sustainability throughout the entire supply chain in digital advertising are becoming increasingly important. This includes the traceability of advertising spend, combating ad fraud, and ensuring ads appear only on trusted platforms. "This strengthens advertisers' trust and improves the efficiency of advertising spend," says Klinger.

Max Klinger and adindex GmbH are available as competent contacts for further information and insights into the trends in digital marketing.

#### About adindex GmbH

adindex GmbH operates [adindex.com](http://adindex.com), a leading CPC-based ad network. The company offers effective and efficient solutions for advertisers and publishers to account for advertising performance based on clicks. With comprehensive expertise and innovative approaches, adindex supports companies in successfully implementing their digital marketing strategies.

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