SXSW 2016

Top Five Insights

From its modest origins as a music festival in Austin, Texas, to becoming one of the world's biggest technology conferences, South by Southwest has come a long way. For 20 years, SXSW Interactive has kept pace with the increasingly technology-oriented world around it, often forecasting trends and innovations months or years in advance.

This year, several insights stood out at SXSW Interactive—observations and analyses from the keynote addresses, panels and experts who appeared.

Personalization and Marketing

Brands have always been on the lookout for new ways to engage the customer, lately with predictive targeting. But what comes next?
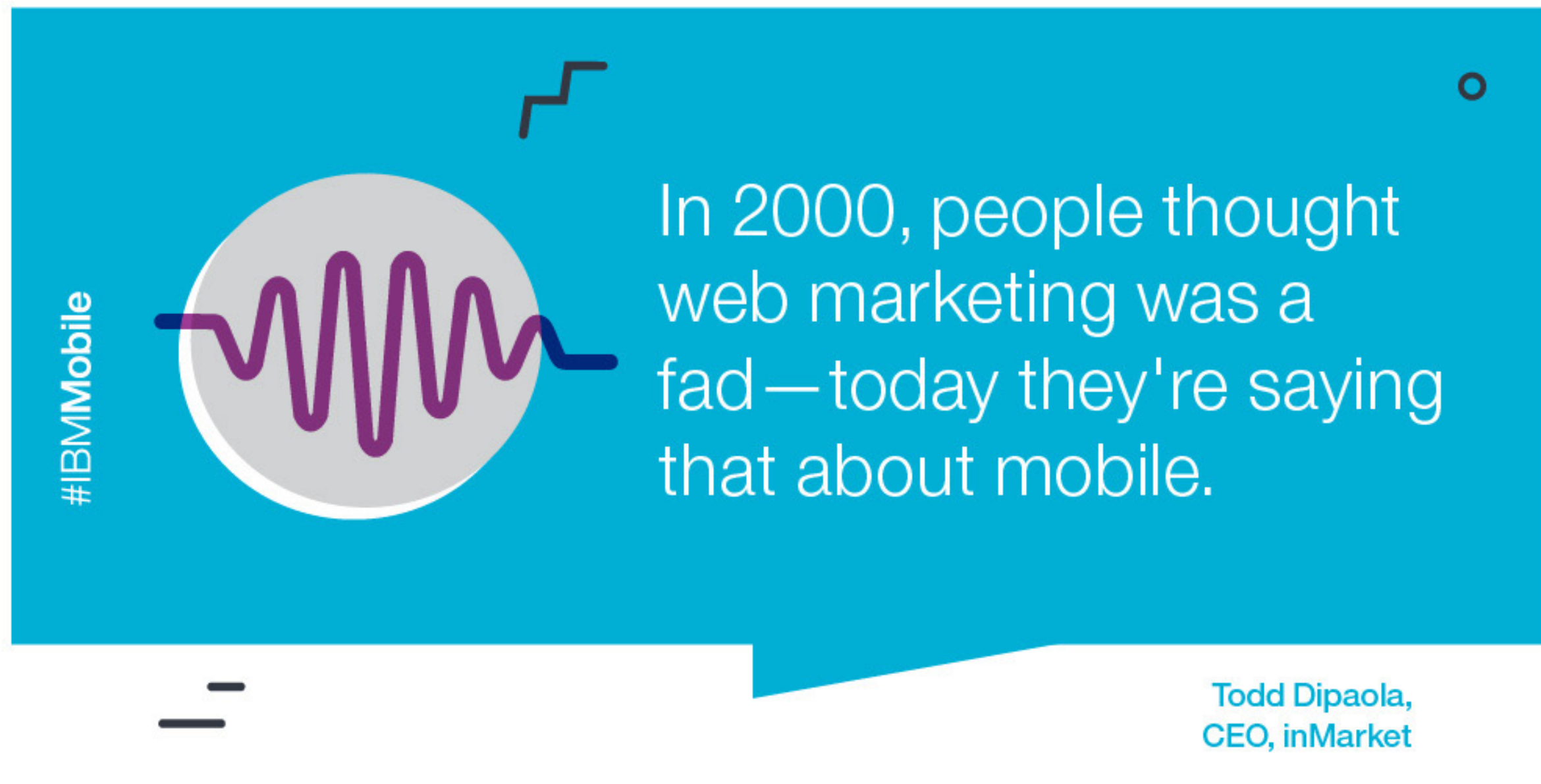
Personalization and Marketing

Marketers need to know where the line is between personalization and creeping out the customer.

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Bernard Gomez,
Partner, Crescendo Collective

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Target customers based on proximity, but keep it light, says @bernard_gomez8.
#SXSW #IBMMobile

Personalization and Marketing

In 2000, people thought web marketing was a fad—today they're saying that about mobile.
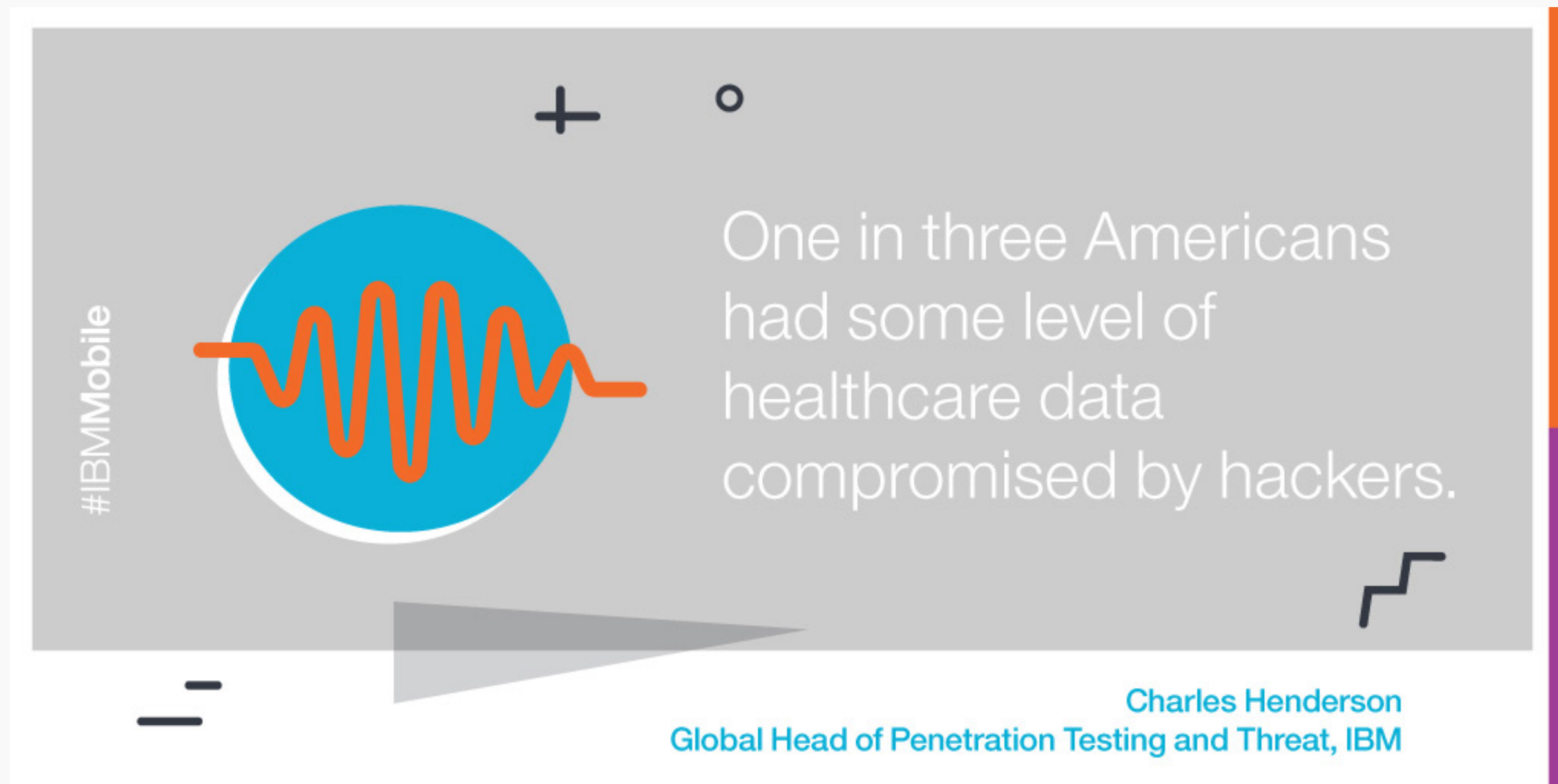
Todd Dipaola,
CEO, inMarket

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The ROI of companies going mobile first is incredible, @dvyhnz explains #SXSW #IBMMobile

Security and Privacy

Our standard methods of security have been disrupted, and cybercriminals are getting into our most sensitive data. Is the value of privacy getting lost?

Security and Privacy

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One in three Americans had some level of healthcare data compromised by hackers.

Charles Henderson
Global Head of Penetration Testing and Threat, IBM

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Yet most companies take their privacy data very seriously, @angus_tx says #SXSW #IBMMobile

Security and Privacy

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Build privacy in at every stage of development, notes Kristin Cohen, FTC. #SXSW #IBMMobile

Women in Tech

Women hold only a quarter of all computing jobs. Big data and analytics can help innovative business leaders bridge the gender divide.

Women in Tech

Companies started by women are **15%** more profitable.

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But 40% of companies started by women are less likely get funding.
—@sandy_carter. #IBMMobile

Women in Tech

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Big data is changing the tech sector for women, notes @lpearson, CEO, Umbel.
#SXSW #IBMMobile

Communicate Differently

Lead your customers, don't follow them—and make sure that for whatever device they're using, you've built the right product.
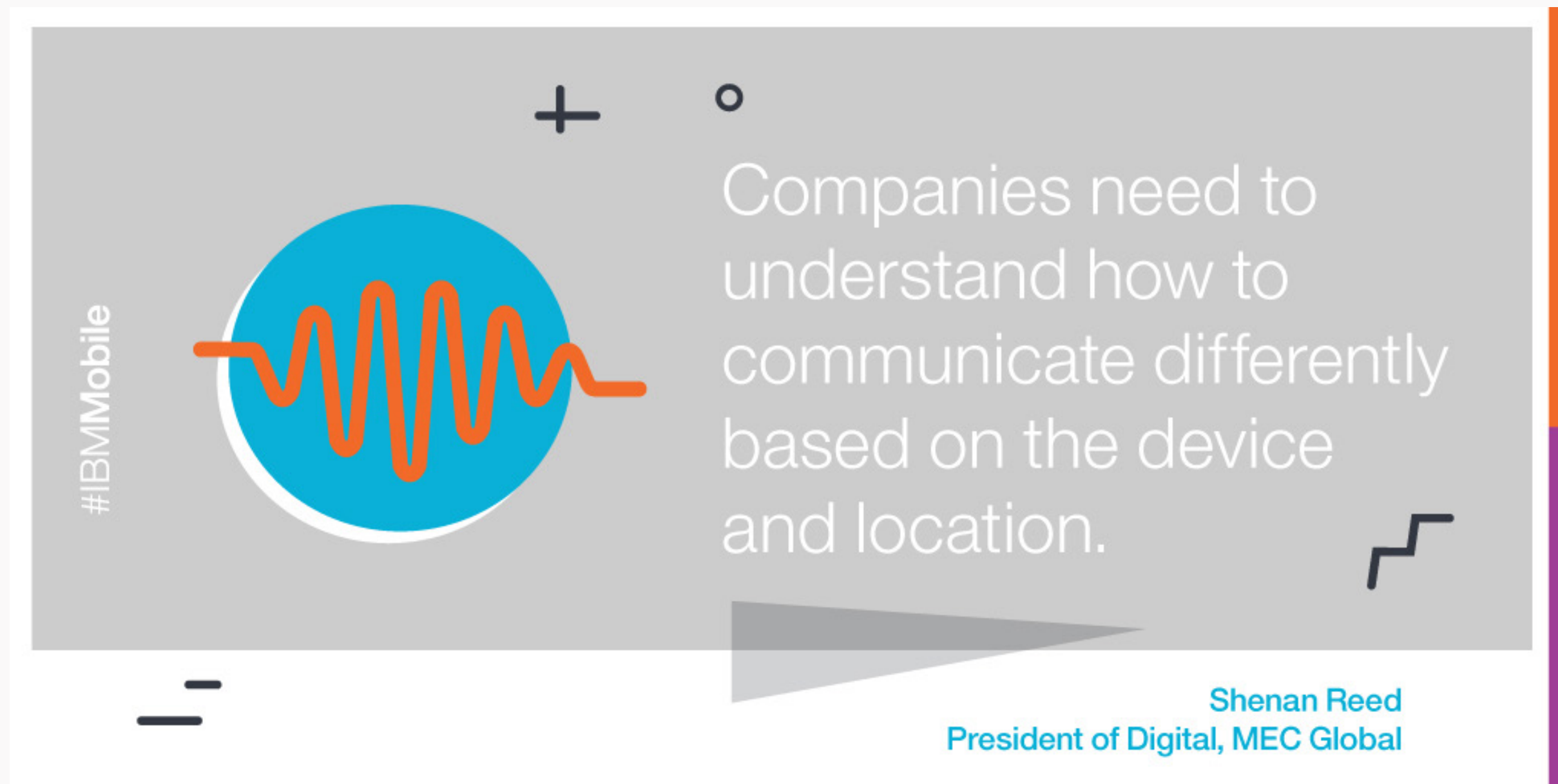
Communicate Differently

A lot of brands go wrong by building an app for the sake of building an app.

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Bill Clifford
CRO, SessionM

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Make your app special, not just the mobile web as an app, @Bill_Clifford says. #SXSW
#IBMMobile

Communicate Differently

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Companies need to understand how to communicate differently based on the device and location.
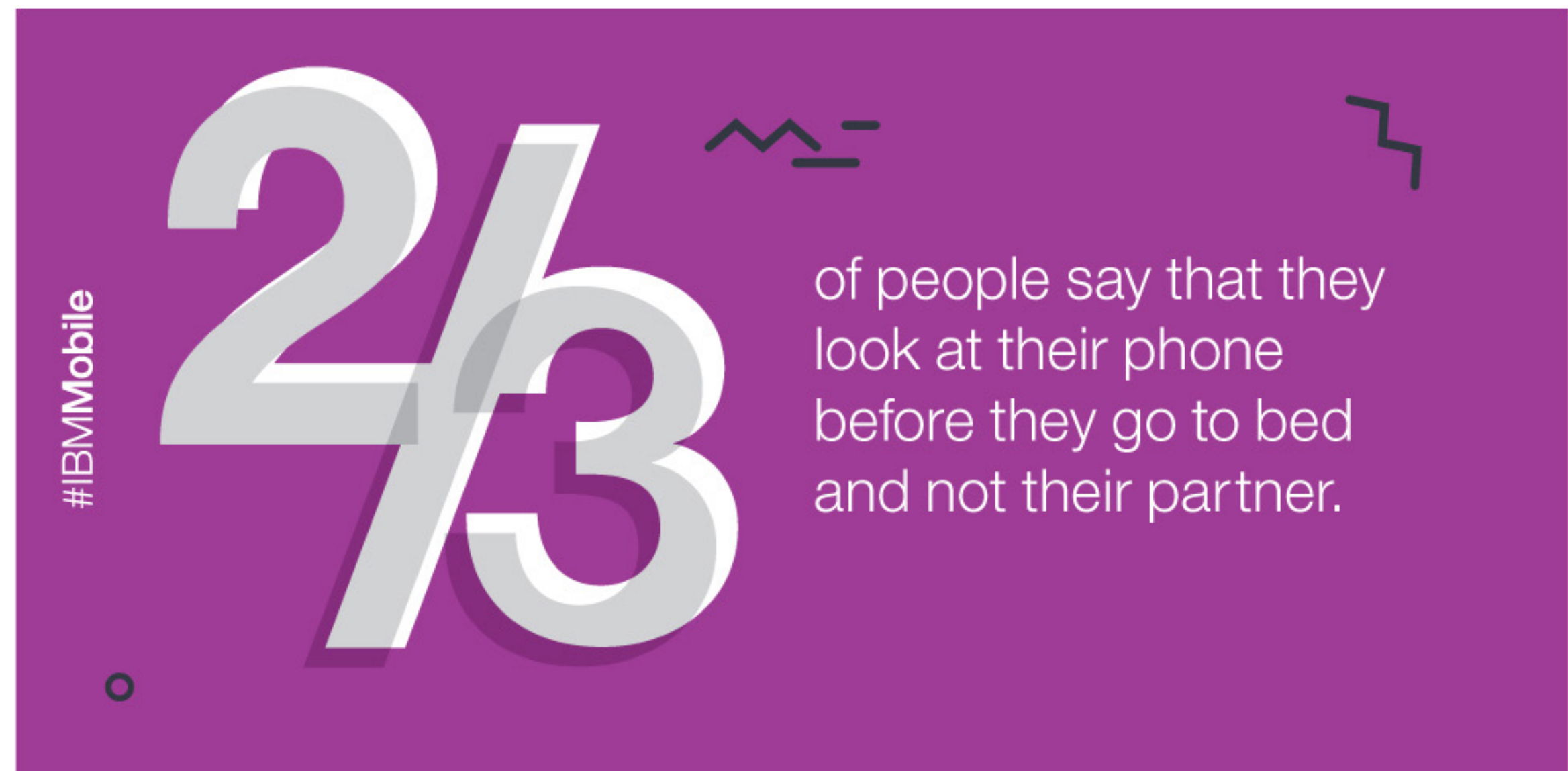
Shenan Reed
President of Digital, MEC Global

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Using mobile, you can get to your customers where they are, @shenan says. #SXSW #IBMMobile

Communicate Differently

#IBMMobile

2/3 of people say that they look at their phone before they go to bed and not their partner.

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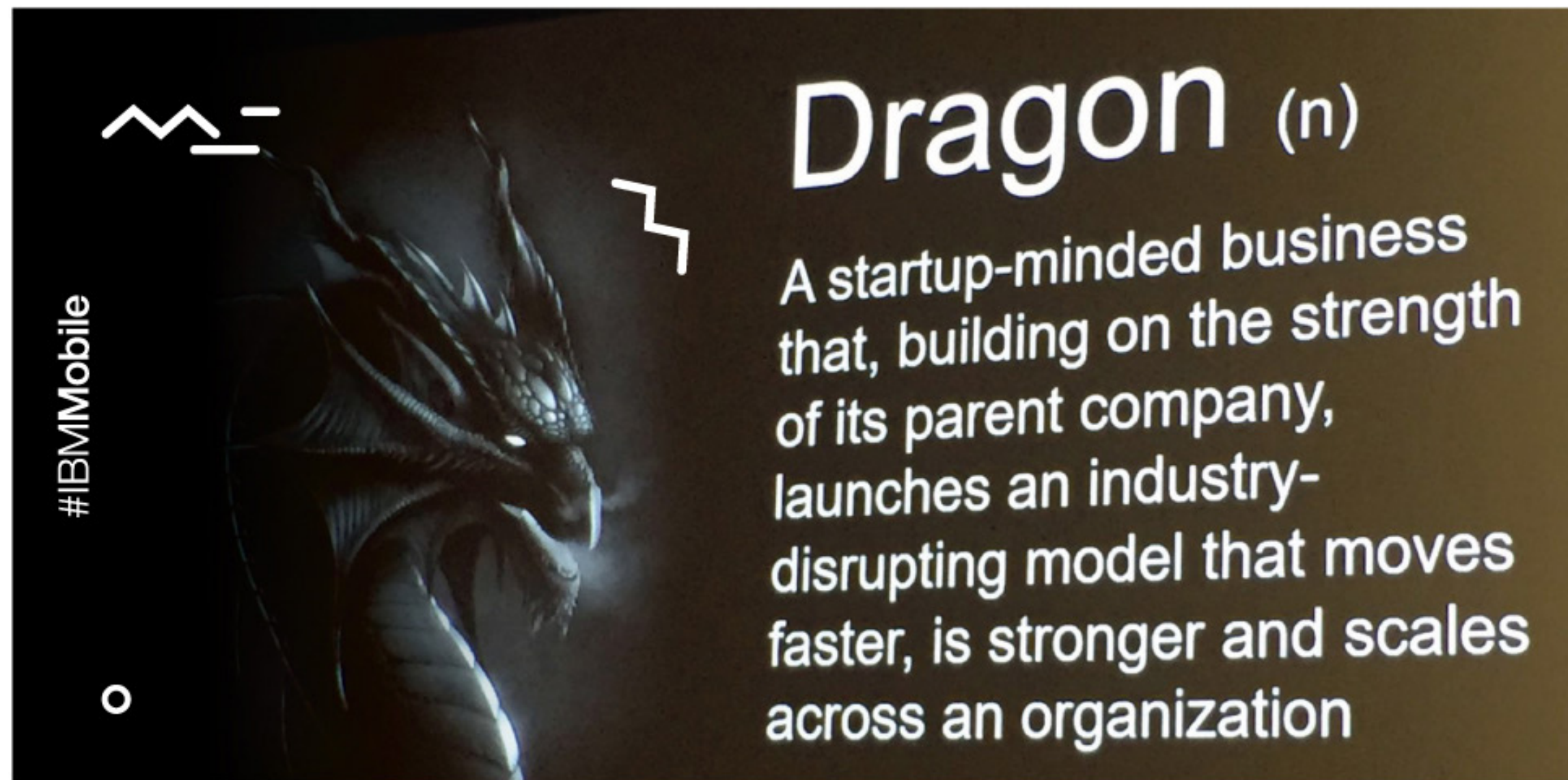What's most important in your life, @boughb wonders. #SXSW #IBMMobile

Be a Dragon

"Unicorns," start-ups valued at more than $1 billion, look great. But "dragons" are wiser investments.

Be a Dragon

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Be a dragon—they're four times as rare as a unicorn, TechCrunch's John Backus says. #SXSW

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