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“ What You Need to Know & What You Can Do “

D i G I T a L



MARKETING



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2026

What You Can Expect in 2026?

- Faster innovation in AI-powered marketing
 - More personalized consumer experiences
 - Continued growth in mobile and video shopping
 - Stronger data privacy and security rules
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Things that you can do with AI

- Use AI to analyze customer behavior
- Automate customer service through chatbots
- Create personalized ads



Things You Can Do With Mobile Commerce

- Optimize websites for mobile users
- Use mobile apps for promotions and loyalty programs
- Offer fast and secure mobile payment options



The End...