The Future of E-Marketing
194.034 - E-Marketing

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Abstract. In this paper we will carry out an analysis of the future of e-marketing, making a study of different new tools and their possibilities in this field. It will also be carried out a comparison with the current e-marketing and the advantages and disadvantages of the future of e-marketing.

Keywords: Future of E-Marketing · E-Marketing · AI · VR

1 Introduction

During the last few years, due to the increasing use of the Internet, social networks... e-marketing has become very relevant in today's society, becoming a very powerful tool for many businesses. E-marketing, also known as electronic marketing or online marketing, is the marketing of goods and services carried out over the Internet. The aim of e-marketing is to reach a greater number of consumers through computers, tablets, smartphones, etc., through various strategies and techniques. This has not only meant a change in the way companies advertise, but also in how brands relate to their customers and generate new needs for them to boost sales.

E-marketing has become increasingly important and relevant, above all because of its ability to reach the entire world and the practically unlimited accessibility and possibilities offered by the Internet today. Unlike other traditional channels, through these means, you can reach a global target audience instantly and, also, in a personalized way. And not only does it allow companies to customize and adapt their messages according to the type of consumer in a simpler way, but it also allows the collection of data and information from consumers in order to prepare and optimize future campaigns.

The purpose of this paper is to analyze different possibilities about the future of e-marketing, going into detail in different key areas. Because predicting the future is practically impossible, and technology is advancing by leaps and bounds, e-marketing is not going to be left behind, especially when consumers say they are redefining this area every day, posing new challenges and possibilities for

companies.

Through this paper we intend to develop different areas that are becoming very important today and how the future of e-marketing can develop in them. In these areas we include artificial intelligence (AI), which is gaining more relevance every day, augmented reality (AR), virtual reality (VR), voice searches, personalized marketing and the increasing use of mobile devices.

1.1   Research objectives and questions

The objectives of this paper are:

1. Analyze possible technologies and key areas that may become decisive in the future of electronic marketing.

2. Investigate the possible benefits and challenges that companies dedicated to e-marketing in these areas may face.

3. Study possible future tides of online advertising evaluating its efficiency with current practices dedicated to advertising.

4. Provide possible ideas about the new forms of e-marketing and how companies can adapt their e-marketing strategies to the possibilities that arise in the near future.

In order to develop what has been said in the objectives, several key questions must be answered, such as, what are the emerging trends in e-marketing that are expected in the future? What are the possible implications of each of these trends? How do we expect each of them to unfold? What are the possible advantages and limitations of the development of these trends?

These and many other questions will be developed throughout this paper trying to provide an answer or at least a little lighter to the possibilities of the future of e-marketing. It is also intended to give a global vision of the advancement of technology today and how these advances can be used in areas such as e-marketing and serve to adopt innovative strategies and open new paths in this field.

2   The Rise of Artificial Intelligence (AI)

During the last few years, the growth of artificial intelligence has been remarkable. Numerous advances in the field have raised new paradigms in the society in which we live, opening up new possibilities and generating new jobs and functionalities never seen before. This impact has also reached the marketing environment.

Artificial intelligence in marketing refers to the use of intelligent systems, algorithms and machine learning tools to generate knowledge about the customer that can be used to define and optimize user impact marketing strategies. One of the main objectives of marketing is based on knowing your user, the more information and data you get from a person, the more likely it is to be able to predict their tastes and consumption patterns. Artificial intelligence is allowing companies to automate the processes of obtaining data, allowing them to interpret large amounts of information and even automating the decision-making process in their marketing campaigns.

AI will revolutionize the way we know how marketing is done, however, there is still a long way to go. Paul Roetzer, founder and CEO of the Marketing AI Institute, conducted a study on the number of times AI terminology was mentioned in the speeches of the world's top 50 CMOs, noting that only 4 of them had spoken on the subject[1]. While it is true that the year 2022 and 2023 have seen significant improvements in the field of Artificial Intelligence, where it will have increased popularity in marketing, this precocity of the technology in the industry implies that there are still many opportunities and applications to be developed.

2.1 Current applications of AI in e-marketing

As mentioned, AI is at a technological and popular boom, with new applications and use cases emerging every day in virtually every known industry and market. Marketing is being one of the main markets affected by this technology. However, in this section we will discuss the current state of the art of AI in marketing, taking into account the most established applications, and leaving aside future functionalities or recent developments not yet consolidated.

The applications of AI in marketing are very broad, ranging from the way data is collected, to the moment in which it is interpreted and used to accompany the customer in his journey through the product or service offered by the company. Some of the main current applications of AI in marketing are as follows:

1. **Data filtering:** Artificial intelligence is capable of analyzing large amounts of data in order to predict and detect new customers and markets, as well as more precisely define the target audience. The goal is to focus human effort on understanding customer needs, rather than seeking them out through trial and error.

2. **Recommendations:** This application is one of the most widely used by companies. Artificial intelligence is able to deduce the tastes and consumption habits of users, and use these metrics to offer similar products that may be of interest to the potential customer. Companies such as Spotify, Netflix

or Amazon have benefited greatly from the use of these strategies.

3. **Dynamic pricing:** Depending on certain factors such as time of day, time of year or even the user's tastes, companies can offer their products with a variable price depending on these inputs. A strategy widely used in transportation companies, such as airlines.

4. **Forecasting:** Companies can now define and predict the behaviors of their users, knowing the probabilities that a customer will or will not repeat the purchase.

5. **Segmentation:** Allows behavior to be analyzed according to changing consumer preferences.

2.2   Future of AI in e-marketing

The future of AI marketing will depend on the progress of the technology itself. However, we are already starting to see the first major breakthroughs in the field. The use of these tools will not only make it possible to analyze and predict user behavior and patterns by analyzing large amounts of data that are unmanageable for humans, but will also revolutionize the industry by automating certain time-consuming mechanical activities, allowing marketers to focus on developing more complex strategies.

Some of the future improvements that may be seen in the coming years include the following:

1. **Chatbots:** Artificial intelligence will allow the user to access any functionality and support service. Companies could save huge amounts of time and money by delegating these functionalities to an AI.

2. **Content:** One of the biggest revolutions will come in content generation. With tools like ChatGPT, companies will be able to generate accurate and interesting content, this, besides being a great advantage to save time and money, will allow improving SEO positioning, generating content based on user interests .

3. **Predictions:** Data interpretation and pattern detection will be more effective than ever. It will be possible to analyze user comments on numerous platforms regarding the product and related services.

As can be seen, artificial intelligence can be applied in any area of marketing, from the automatic generation of textual and graphic content, to customer interaction with the company through chatbots. However, one of the most interesting applications is to be able to make strategic decisions dynamically. Deciding when and how best to impact the customer based on their demographics, their economic power or the supply and demand of a product, being able to know the

user's tastes with a precision never seen before are some of the most optimistic scenarios for the future.

Despite all the advances and possibilities opened up by this technology, there are certain disadvantages or uncertainties with the possible evolution of artificial intelligence. Some of the cons identified are the following:

1. **Human intervention:** Despite their great degree of independence, AIs need human support to function. We must not forget that artificial intelligence is still an algorithm designed by a human, so it will be executed according to pre-established parameters, which can lead to human error. Therefore, the technology must be supervised.

2. **Reliability:** Although very good results are being achieved, a large number of mistakes have also been identified when it comes to generating content. These errors can lead to a lack of trust in the content of a blog or an advertisement.

3. **Creativity:** Despite having a computing power superior to that of a person, a computer is not capable of matching the creativity and sensitivity of a person, something that is essential when it comes to empathizing with your customer.

4. **Metrics obsession:** Over-reliance on analytics and tangible data can lead to a loss in marketing quality. Despite the great importance of measuring the impact of marketing campaigns, the human factor can be a determining factor in achieving the desired results.

3 Augmented and Virtual Reality (AR/VR) in E-Marketing

In order to move on to analyze the specific case of these technologies applied to e-marketing, we first need to have a clear understanding of their context and use.

Starting with augmented reality (AR), we could define it as a technological resource that offers an interactive experience through the aggregation of virtual elements in the physical dimension. In order to overlay digital content onto real-life environments and objects it uses software, apps, and hardware such as AR glasses.

And on the other hand we have got the Virtual Reality (VR), is an environment of lifelike scenes and objects - generated by computer technology - that creates the sensation of being immersed in it. This environment is viewed through a device known as Virtual Reality glasses or helmet. Thanks to VR, we can immerse ourselves in video games as if we were the characters themselves, learn how to

operate on a heart or improve the quality of sports training to obtain maximum performance.

3.1   Current uses of AR and VR in e-marketing

Humans are enamored with experiences and that is why VR and AR bring a new range of very attractive strategies to increase their performance, a revolution for this field.

Although it is still a very immature use we can see some enterprises using the AR as a virtual try-on. Where their clients can try on products in a virtual way, mostly on the clothing, accessories and cosmetics sectors. This happens by overlaying virtual elements, for example a piece of clothing, onto the real world, in this case on the clients.

Talking about VR the most common use are the virtual showrooms. It is mind-blowing for clients to be in a virtual showroom where they can explore and interact with the product as if they were in the real world. This eliminates the online barrier of not being able to physically see and try a product before buying it. It is also an engaging and immersive experience making it very attractive for its novelty.

Combining the two technologies has also led to some very focused e-marketing solutions such as interactive product demonstrations and enhanced advertising campaigns. The first strategy uses AR and VR to create interactive product demonstrations, so that clients can explore and understand all the features and functionalities, including the more complex ones. With these interactions clients can understand the product better and see its utility in a deeper way so that the engagement increases. On the other hand, we have got the interactive advertising campaigns, a tactic that uses engaging visuals created with AR and VR to get your audience to engage with your content.

3.2   Potential future applications of AR and VR in e-marketing

Although the future is always uncertain and that is why we cannot predict 100% which paths these two technologies will follow and how they will innovate the way in which consumer attention is achieved, in this section we will talk a little about the strategies that are beginning to see the light of day and that are expected to be the future of VR and AR. Surely we know that they are going to evolve and revolutionize a lot more the sector.

Combining AR and VR with analysis of customer data will appear personalized shopping experiences tailored to individual customers. This would provide customized virtual environments and product recommendations, improving customer satisfaction and loyalty.

Another novel creation is the virtual influencer marketing, connecting technology with the kings of marketing nowadays. With the advent of virtual influencers, AR and VR can be used to create realistic avatars for marketing purposes. These virtual influencers can interact with customers, make recommendations and promote products, bridging the gap between entertainment and marketing.

And the last future application that we are going to mention is augmented product information. Where augmented reality can improve product information by overlaying virtual elements on top of the product. For example, scanning a product label with a smartphone can provide detailed information such as specifications, user reviews or instructional videos, increasing customer awareness and confidence in the product. And maybe making it easier to make a clean design of the packaging of the product as the information will not have to occupy space on the surface.

3.3   Advantages and limitations of AR and VR in e-marketing

To investigate and evolve e-marketing with these two technologies we need to be aware of the advantages and limitations of them. We are going to start mentioning some of the advantages that can be found.

AR and VR technologies provide an interactive and engaging experience that can attract customer attention and interest. This increased promise can improve brand awareness, customer satisfaction and conversion frequency. Leading to a very important achievement by enhancing customer engagement.
Another benefit that AR and VR explote is that they allow customers to visualize products in a realistic and detailed way, overcoming the limitations of traditional product images, we are achieving the real world detail. This visual enhancement helps customers make more informed purchasing decisions, reduces product returns and increases customer satisfaction. By incorporating AR and VR into their digital marketing strategies, companies can differentiate themselves from their competitors and create a memorable brand image. In the end this is one of the most important factors.

But if we talk about limitations we would start talking about the high costs of implementation, requiring investments in hardware, software development, and content creation. This makes both technologies exclusive for the big companies. Another thing to have in mind is that virtual and augmented reality technologies are evolving rapidly, and compatibility issues, hardware limitations or technical bugs can hinder a smooth user experience. Technical issues can affect customer satisfaction and adoption rates. There is also a limitation of reaching customers without access to compatible devices or being familiar with their usage.

In short, AR and VR technologies have greatly influenced digital marketing by providing unique and interactive experiences for customers. They have been used for virtual trials, showrooms, product demonstrations and innovative advertising

campaigns. There are even more possibilities in the future, such as personalized shopping experiences and virtual influencer marketing. Despite their advantages, AR and VR also have limitations, such as high implementation costs, technical limitations and limited user reach. But as the technology continues to evolve and become more accessible, these technologies have the potential to transform the digital marketing landscape.

4   Voice Search and Personalized Marketing

4.1   Evolution and impact of voice search in e-marketing

Voice search has experienced significant growth and influence in digital marketing in recent years. With the advent of voice-activated digital assistants such as Siri, Google Assistant and Amazon Alexa, users can use their voice instead of typing to search for information, ask questions and complete tasks. This evolution in search behavior has changed the way businesses approach marketing. Voice search provides:

As technology evolves and voice search becomes more accessible and convenient, users keep on increasing their use and relying on voice assistants for quick and hands-free searches, resulting in a surge in mobile voice queries. We can also see that these queries tend to be longer and more conversational than print consultations. Users also include location-based queries, so the focus of businesses has moved to local search optimization to ensure that your product or service can be found through voice search.

4.2   Utilizing voice search for personalized marketing

Voice search opens up opportunities for personalized marketing strategies tailored to each user's preferences and needs. Using voice data and user information, companies can deliver personalized experiences and targeted messages. Some ways to use voice search for personalized marketing include:

1. **Voice-Activated Recommendations:** Voice-Activated Recommendations: Voice assistants can provide personalized recommendations based on user preferences and historical data. By analyzing past interactions and purchase history, companies can make relevant product recommendations and improve the customer experience.

2. **Contextual Advertising:** Voice search allows businesses to collect contextual information about users, such as their location, interests and preferences. This data can be used to deliver targeted ads that match the user's context, increasing the likelihood of engagement and conversion.

3. **Voice activated advertising:** Through the new voice assistant devices and smart speakers, a new field of advertising can be developed and users can be reached by means of personalized messages through their voice queries. This not only improves in terms of making sure that the user receives the information but also provides a more free and comfortable experience.

4.3 Future trends and innovations in voice search and personalized marketing

The future of voice search and personalized marketing offers exciting opportunities. Below we are going to describe some of them, analyzing how the actual panorama can change.
First of all with voice commerce, by integrating voice assistants into e-commerce platforms, users will be able to make purchases directly through voice commands. This seamless voice shopping experience will simplify the payment process and further boost voice commerce.
The voice search will also enter the website world, companies will focus on optimizing their websites for voice queries. This optimisation will involve structuring content to answer specific questions, incorporating schema markup to provide concise and informative answers.

And the last trend has to do with hyper-personalization. Advances in artificial intelligence and machine learning will enable businesses to deliver highly personalized experiences through voice assistants. By analyzing vast amounts of user data, voice assistants will deliver highly personalized recommendations, content and marketing messages.

4.4 Benefits and ethical considerations of voice search and personalized marketing

Technological developments sometimes lead to ethical issues to be discussed, so the following ones are the ethical considerations regarding voice search and personalized marketing:
The treatment of data is the most controversial issues. First of all, the privacy of data. The collection and analysis of user data for personal marketing purposes raises concerns about privacy and data security. Companies must ensure adequate data protection measures and transparent privacy policies to maintain users' trust. But it is also essential the transparency and consent. It is vital that companies are transparent about their data collection practices and obtain user consent for personalized marketing campaigns. Clear communication and user control over data use are fundamental to maintaining ethical practices. And the last thing about data is fairness and avoiding discrimination, personal marketing should not lead to discriminatory or biased practices. It is important to ensure that personalised recommendations and targeted advertising are fair and do not perpetuate stereotypes or exclude certain groups.

And changing to the good part about it, the benefits of voice search and personalized marketing are the ones explained hereafter.

Voice search allows users to access information quickly and easily, improving the overall search experience. Personalized marketing tailors messages and offers to individual preferences, making interactions more relevant and engaging.

It also helps to increase engagement and conversion. They have the potential to increase customer engagement and conversions. By providing targeted content and recommendations, companies can capture users' attention and guide them in their purchasing decisions. And to end with the benefits we also need to highlight the improvement of customer insight. It generates valuable information and data on user preferences, behaviour and intent. Companies can use this data to better understand their target audience and improve their marketing strategies accordingly.

In conclusion, voice search has changed e-marketing by influencing search behaviour, local optimisation and personalised marketing strategies. New developments, such as voice commerce and hyper-personalisation, are in the future. While voice search and personalised marketing offer benefits such as improved user experience and increased engagement, responsible uses must take into account ethical considerations of privacy, transparency and data fairness.

5   Mobile Devices and E-Marketing

In the Information Society, a revolution is taking place in how people spend their time. It is called the attention economy, and refers to the competition among large companies to secure a share of the time you spend on the Internet. Today a person receives too many stimuli from the palm of a hand, through a smartphone, so it is increasingly difficult for a company to monopolize the attention of a user.

Technology and the Internet have become so ingrained in society that it is no longer seen as a fixed tool to be used only when you are at home. Today it is needed wherever you go, at work, on the street, on the beach... This social revolution has been made possible by the existence of the smartphone and mobile devices.

According to Statista, the number of smartphone users in January 2023 is about 6 billion, and is estimated to reach 7.6 billion in 2027. This boom in the use of these types of devices has moved marketing from being something you consumed only when watching TV or listening to the radio, to the ability to be impacting a user virtually all day long.

Marketing is evolving into something more portable, consumption is increasingly done from the mobile. Mobile-focused web design has led to a huge increase in smarthphone purchases. Mobile payment systems have generated a new market

for mobile shopping.

Therefore, marketing is focusing much of its efforts on applying innovative and eye-catching strategies on mobile devices, using technologies that allow to impact users thanks to geolocation, the type of device they have, or even the applications that the user has on their phone.

5.1 Emerging trends and opportunities in mobile marketing

Although the main protagonist in the mobile environment is video, the new trend is the podcast. This new format is perfect for a society that is always consuming content. More and more internet users prefer the podcast as their main source of entertainment, proof of this are the attempts of platforms such as Spotify, Apple Music or Youtube to try to implement these services in their applications. It can be listened to in different areas, it is not necessary to be aware of an image to be of interest. The future of content marketing on mobile is to design an effective method of monetization of podcasts, a dynamic system that allows to offer personalized marketing, similar to what happens in video platforms.

However, despite being a growing market, marketing on the web and especially on mobile devices is being threatened by the disappearance of cookies. To cope with this new legislation, new marketing systems are emerging such as CDPs or tag-based companies like the young unicorn "Seedtag". Innovative systems whose marketing is not based on the user's private data, but on better segmenting users and impacting with greater precision.

6 Future ways of Online Advertisement

6.1 Traditional online advertisement methods and their limitations

Online advertising has become an integral part of marketing strategies for businesses across various industries. Traditionally, numerous methods have been employed to promote products and services on the internet. Some of them are:

1. **Banner Ads:** graphical ads displayed on websites, typically rectangular in shape and in various sizes.

2. **Pop-up Ads:** ads that appear in separate windows / tabs, often triggered by actions such as clicking a link.

3. **Interstitial Ads:** full-screen ads that appear before the desired content on a website or app, usually displayed during natural transition points.

4. **Video Ads:** ads that appear before / during / after online videos. They can be skippable or non-skippable.

5. **Email Marketing:** promotional messages or advertisements sent to a targeted list of email subscribers.

However, each of these methods has its own set of limitations that marketers need to consider. As users spend more time online, they become accustomed to seeing advertisements, particularly in certain formats. This familiarity can lead to ad fatigue, where users start ignoring / overlooking ads altogether, and even in some cases, users consciously or subconsciously start to ignore banner-like ads due to their intrusive nature.

Furthermore, ad blockers have become increasingly popular among internet users. These tools allow users to block / filter out advertisements, limiting their exposure to online ads. Ad blockers pose a challenge for businesses relying on traditional online advertisement methods, as their reach and effectiveness can be significantly reduced when users actively block or avoid seeing ads.

Lastly, the effectiveness of traditional online advertisement methods can be limited by the lack of precise targeting and personalization. Broadly targeted ads may reach a wide audience, but they might not resonate with individual users who have different interests and preferences.

While traditional online advertisement methods have played a significant role in digital marketing, they come with their own limitations. Marketers should be aware of these limitations and explore alternative strategies and formats to create more engaging and tailored advertising experiences for their target audience.

6.2   Innovative approaches to online advertisement and benefits

In the ever-changing digital landscape, innovative approaches to online advertisement are constantly emerging. Brands are exploring interactive content to engage users actively and create memorable experiences. Collaborations with influencers help establish authentic connections with target audiences. User-generated content fosters a sense of community and trust, while personalized and targeted ads leverage data analytics to deliver tailored messages. Augmented reality ads enable virtual product experiences, and voice search optimization taps into the growing trend of voice assistants.

By embracing these innovative strategies, businesses can effectively navigate the online advertising space and connect with their audiences in meaningful ways.

One of the most significant developments in online advertisement is the rise of personalized advertising. With the vast amount of data available on consumer behavior and preferences, and by leveraging advanced algorithms and machine learning techniques, companies can analyze user data to deliver highly targeted and relevant ads. This approach not only increases the chances of capturing the user's attention but also enhances the overall user experience by showing ads that align with their interests and needs.

As technology continues to advance, we can expect even more innovative strategies to emerge, providing exciting opportunities for businesses to engage and captivate users in the digital realm, coming with numerous benefits that make them an essential tool for businesses and marketers, such as:

1. Targeted Reach
2. Cost-Effectiveness
3. Measurable Results
4. Personalization and Interactivity
5. Global Reach
6. Flexibility and Agility

6.3   Data-driven advertising and targeting

Data-driven advertising and targeting have revolutionized the way businesses reach and engage with their audiences in the digital age. Data-driven advertising refers to the practice of using data to inform advertising strategies and campaigns. This data can be collected from various sources, including website analytics, social media platforms and third-party data providers. However, it is important to note that data-driven advertising raises concerns about privacy and data protection. Advertisers must ensure that they adhere to applicable regulations and obtain user consent for data collection and usage.

By analyzing this data, advertisers can gain a deeper understanding of their target audience, creating more effective advertising campaigns. This allows advertisers to deliver relevant ads to the right people at the right time, increasing the chances of capturing their attention and driving conversions. By focusing their efforts on the most relevant audience segments, advertisers can optimize their advertising budget and maximize the return on investment.
Moreover, data-driven advertising enables advertisers to personalize their messages and creatives. By leveraging user data, advertisers can tailor their ads to individual preferences, increasing the likelihood of engagement and conversion.
In addition to targeting and personalization, data-driven advertising allows for continuous optimization and measurement of campaign performance. Through real-time data analysis, advertisers can monitor key metrics such as click-through rates, conversion rates, and return on ad spend. This data-driven approach enables advertisers to make data-backed decisions and adjust their strategies in real-time to maximize performance.

For example, an e-commerce retailer can use browsing and purchase history data to show personalized product recommendations to each user. Personalization creates a more relevant and personalized advertising experience, enhancing user engagement and fostering brand loyalty.

Data-driven advertising also offers a significant advantage in terms of cost-effectiveness. By gaining a deeper understanding of the target audience, it is possible to create more effective advertising campaigns. This minimizes wasted ad spend by ensuring that advertisements are displayed to individuals who are more likely to be interested in the product or service being promoted. Furthermore, data-driven advertising allows for real-time optimization, enabling advertisers to continuously refine their campaigns based on performance metrics. This iterative approach ensures that resources are allocated efficiently, maximizing the return on investment (ROI) and reducing unnecessary expenses. Ultimately, the cost-effectiveness of data-driven advertising empowers businesses to make smarter advertising decisions and allocate their budgets more strategically, leading to improved campaign performance and overall marketing success.

6.4   Integrating AI, AR/VR, voice search, and mobile devices in online advertising

The convergence of artificial intelligence (AI), augmented reality/virtual reality (AR/VR), voice search, and mobile devices has paved the way for a new era of online advertising. These technologies have fundamentally transformed the way businesses connect with their target audience, providing unique opportunities for engagement and interaction.

AI has become a game-changer in online advertising. With machine learning algorithms and predictive analytics, AI can analyze vast amounts of data to identify patterns, trends and user preferences. This enables advertisers to deliver more personalized and relevant ads to their target audience.

AR/VR technologies have revolutionized the way users interact with online advertising. With AR, advertisers can overlay virtual content onto the real world, providing users with immersive and interactive experiences. Similarly, VR can transport users to virtual environments where they can explore and experience products or services firsthand. By integrating AR/VR into online advertising, businesses can capture users' attention, foster brand engagement and create memorable experiences that leave a lasting impact.

Voice search has gained significant popularity with the rise of virtual assistants and smart speakers. Users are increasingly relying on voice commands to search for information, make purchases, and interact with digital devices. Advertisers can tap into this trend by optimizing their advertising strategies for voice search. This involves understanding natural language patterns and incorporating relevant keywords that align with users' voice search queries.

Mobile devices have become ubiquitous in our daily lives, and advertisers have recognized the importance of mobile advertising. Mobile devices offer a unique opportunity to reach users on-the-go, at any time and any location. Advertisers

can leverage mobile-specific features such as location data and push notifications to deliver targeted and contextually relevant ads. Moreover, mobile apps and mobile-optimized websites allow for seamless integration of AI, AR/VR and voice search functionalities, providing a rich and engaging user experience.

The integration of AI, AR/VR, voice search, and mobile devices in online advertising presents tremendous possibilities for businesses to create innovative and personalized advertising experiences. By leveraging these technologies, advertisers can engage users in new and exciting ways, deliver tailored content, and optimize their campaigns for maximum impact.

7   Comparison with Today's Online Advertisement

7.1   Current online advertising practices

Before starting to discuss possible future developments in online advertising, it is necessary to understand current strategies. Today, companies use various practices for online advertising, among them we can find search engine marketing, publicity in social networks, influencer marketing, graphic and video advertising, advertising emails... These forms of online advertising are intended to reach a larger target audience based on the segmentation of different groups to focus their efforts using keywords and thus being able to optimize campaigns through data analysis.

Current online advertising strategies have brought countless benefits to companies but there are still various limitations and many challenges that still must be faced. Some of them are:

1. **Concern for privacy on the part of consumers and current regulations:** Due to the large amount of data that could be acquired from consumers and the detailed monitoring of this data, there are various regulations such as the General Data Protection Regulation (GDPR) that protect the consumer and their data from being collected and distributed indiscriminately. This for companies has meant an investment in data protection and trying to circumvent these regulations to continue offering effective and personalized advertising campaigns.

2. **Lack of personalization:** Despite the fact that the Internet has opened up a world of possibilities and the ability to segment and reach many more people, many online ads are still not personalized, which means they have less impact and are much less attractive to consumers. This not only means less reach but also a bad experience with online advertising for some consumers.

3. **Ad blocking:** There is an increasing number of programs that allow you to block online ads. This coupled with consumers who use the Internet almost daily and who are exposed to a large number of online ads on a daily

basis, leads to increased use of these programs, which makes it difficult for companies to reach their target audience more easily and for their online advertising has less visibility and less impact.

4. **Ad fatigue:** As discussed in the previous point, consumers are exposed to a large number of ads on a daily basis, which means that this online advertising is less relevant to them. This, as in the previous point, implies a lower impact and lower profitability of online advertising campaigns.

7.2   Advantages and disadvantages of future online advertising compared to the current one

Online advertising in the future aims to overcome many of the current limitations by taking advantage of emerging technologies and new ways of reaching the target audience. Some of the benefits that companies can obtain through the future of online advertising are:

1. **More customization:** Using tools such as artificial intelligence, machine learning, or data analytics, companies can deliver much more personalized online ads based on consumer preferences and behavior.

2. **More immersive experiences:** Due to the fact that augmented reality and virtual reality technologies allow for more interactive experiences, a world of possibilities opens up for online advertising that allows consumers to interact and have a first contact with products and services.

3. **Better experience on mobile devices:** Due to the increase in mobile devices, online advertising will increasingly adapt to different devices, providing a better user experience. This will also open up new possibilities that have not yet been exploited, such as advertising based on the user's location.

4. **Ad fatigue:** As discussed in the previous point, consumers are exposed to a large number of ads on a daily basis, which means that this online advertising is less relevant to them. This, as in the previous point, implies a lower impact and lower profitability of online advertising campaigns.

Although the advantages are very attractive, this also implies a series of disadvantages for the future of online advertising, such as greater concern for privacy and consumer consent due to the use of data, AI and so much personalization, as well as implementing new technologies that adapt to these new ways of reaching consumers, which supposes an economic expense on the part of the companies and the large amount of advertising to which the consumer is exposed daily make advertising even more personalized and more directly through devices that users use daily, have less effect on them and go unnoticed, and even be perceived as something annoying.

8   Conclusion

The intention of this paper has been to try to answer the question about the future of e-marketing. It has been possible to analyze various tools already available such as AI or VR and how their use can be developed in this field. Predictions have also been made about how these tools will develop. As we are talking about the future, there is no clear conclusion since these tools may be used in the field of e-marketing in ways that we still do not know or even new tools may appear that allow the development of new e-marketing techniques and methods that we have not even imagined.

The conclusion that can be reached, observing the evolution of e-marketing in recent years, is that mechanical tasks, such as data analysis and processing, will become more and more automatic, but when it comes to strategy, sensitivity and creativity, people will always have the last word. It can also be seen that the issue of privacy is of increasing concern to users and that it is a topic that is changing and updating. Thus, it is expected that less and less use will be made of the individual data of each user and that better segmentations will be made with all the new tools available to be able to obtain better predictions of users while respecting privacy.

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