

TOP 3 TECH TRENDS

MARKETERS SHOULD WATCH IN 2015

At the start of every year, we all try to predict what's to come. What trends will shape the industry? What technologies will people embrace? While we don't have crystal balls, we do have search data. And as a vast collection of consumer intentions, it can be a great bellwether of trends. We looked at searches on Google and dug through industry research to see what's actually catching on.

CONNECTED LIFE PLATFORMS ARE EMERGING



The "Internet of Things" is officially a thing. As devices proliferate and start to work together, connected objects will become platforms for your life. They'll help you with the things you do every day—from entertainment to driving to taking care of your home.

MOBILE SHAPES THE "INTERNET OF ME"



Your smartphone is getting smarter. As the hub for all these connected platforms, it can use lots of data to create better, personalized experiences. The "Internet of Things" is becoming an "Internet of Me"—all to simplify your life.

THE SPEED OF LIFE GETS EVEN FASTER



Online or off, we can now get information, entertainment, and services in the exact moment we want them. These quick moments of decision making happen constantly—and the more connected we are, the more they'll happen.



Searches related to the Internet of Things grew

2X.

(Google Data, December 2013–December 2014.)



Lightweight HD cameras make it easier to capture the moment in the moment.

Searches for the latest camera tech increased.

4K camera grew 78%

drone grew 524%

(Google Data, November 2014 vs November 2013.)



1.3B

Smartphones will have shipped globally in 2014.

(IDC, December 2014.)

Canadians now spend

124

minutes per day on smartphones, more than on TV or laptops.

(Millward Brown, 2014.)



Searches for wearable tech grew

130%.

(Google Data, December 2013–December 2014.)



Searches for connected home products grew by

28%.

(Google Data, December 2013–December 2014.)



Drones—remote control flying vehicles, often equipped with cameras—are becoming a true "consumer" electronic.



Roughly

1 in 5

searches on Google are related to location.

(Google Data, Global, March 2014.)

Searches for "nearby" have grown

5X

since 2011 as people look for what's around them.

(Google Data, Global, 2011–2014.)



Searches for personal fitness apps have grown

143%

in the past year.

(Google Data, December 2013–December 2014.)



Searches for "near me" on mobile devices have grown

149%

in 12 months.

(Google Data, December 2013–December 2014.)

There are 842K

videos about drones on YouTube.

(YouTube Data, May 2015.)



"On-demand" isn't just for the web anymore.

Searches for "same day delivery" shopping grew

442%

from December 2010 to December 2014.

(Google Data, December 2010, December 2014.)



Technology is a virtual assistant, giving us the info we need whenever we ask (or before we even have to).



The Google app gets

30X

as many action queries by voice as by typing.

And it sends automatic alerts if there's a traffic jam on your commute (and a route around it).

(Google Data, Global, October 2014.)



There are

228K

videos about connected cars on YouTube.

(YouTube Data, May 2015.)



Searches for smart lightbulbs up

45%.

(Google Data, December 2013–December 2014.)

In 2015, connectivity will be the default in the products you use most.



4.9B

connected things will be in use globally in 2015, up 30% year over year.

(Gartner, November 2014.)

WHAT THIS MEANS FOR MARKETERS

Connected objects will create more data—use it to create better experiences. Tap into **programmatics** technology to deliver relevant ads in real time. Use data-driven insights to up your customer service game.

Make sure consumers have a great experience with your brand on their smartphone. Use **context** to make it even better—content about their location, ads with local inventory, one-click ordering.

Make interactions as **fast, simple, easy, and useful** as possible. Give consumers what they want when they want it.

All data is Canada-only unless otherwise indicated.