

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"

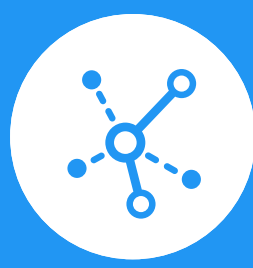


Your smartphone is getting smarter. As the hub for all these connected platforms, it can use lots of data to create better, personalized experiences. The "Internet of Things" is becoming an "Internet of Me"—all to simplify your life.

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

2.5X.

(Google Data, December 2013–December 2014)



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

In the Camera & Photo Equipment category, searches for

HD grew **25%**

compact grew **42%**

4K grew **142%**

drone grew **270%**

(Google Data, November 2014 vs November 2013)



1.3B

Smartphones will have shipped globally in 2014.

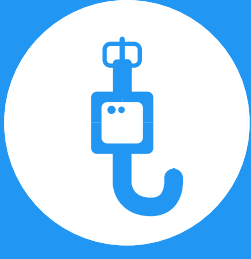
(IDC, December 2014)

Americans now spend

151

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

(Millward Brown, 2014)



Searches for wearable tech grew

3X

especially popular among the health-conscious crowd.

(Google Data, December 2013–December 2014)



Searches for Smart TVs grew by

28%

surpassing searches about other popular TV specs.

(Google Data, January 2013–December 2014)



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

2.6X

growth in searches for drones since last year.

(Google Data, December 2013–December 2014)



1.6M

hours of video about connected car platforms were watched on YouTube.

(YouTube Data, January–November 2014)



Searches for smart lightbulbs up

36%.

(Google Data, January 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)



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 health apps have grown

12X

in the past year.

(Google Data, December 2013–December 2014)



Searches for NFC, which lets smartphones "talk to" objects, have grown

1.5X

in four years.

(Google Data, 2011–2014)

800K

hours of drone videos watched on YouTube in November 2014.

(YouTube Data)



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

Searches for "same day delivery" shopping grew

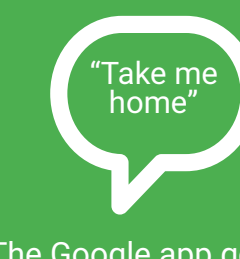
2X

this past February compared to Feb 2010.

(Google Data, February 2010, February 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)

WHAT THIS MEANS FOR MARKETERS

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

The **mobile device** is the remote control for our lives. 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.

Consumers expect to get what they want **in the moment** they want it. Think about what this means for your business—24/7 customer support? On-demand delivery? A more comprehensive keyword strategy? Make interactions as **fast, simple, and easy** as possible and make sure they are useful in all the moments that matter.

All data is U.S. only unless otherwise indicated.