



5 TECHNOLOGY TRENDS THAT MARKETERS NEED TO KNOW IN 2024

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5 Technology Trends that Marketers Need to Know for 2024

The advertising and marketing industry is constantly evolving, facing unprecedented disruption and transformation as new technologies emerge. For leaders in this space, it's crucial to stay informed of the latest trends in order to understand how they will impact future strategic decisions.

It is imperative to look beyond consideration of what is trending and into why the trends are relevant now. Trends may be inspired by or change as technology changes but people are at the heart of what the marketing and advertising industry is all about. In order to move hearts and minds, and shift behavior to drive a specific outcome, it's important to first understand consumer behavior, their preferences and what drives them.

Trend Hunter is a go-to source for spotting emerging consumer trends before they hit the mainstream. To identify what is trending, they use a methodology that relies on their global online community; Trend Hunter crowdsources thousands of ideas which are then tracked, scored, and crowd-filtered through a combination of their 250 million-person focus group and our proprietary machine-learning tool. This filtered data turns into custom trend reports offering relevant insights into what consumers want across a multitude of industries.

Amazon Web Services (AWS) knows advertising and marketing: with a comprehensive set of purpose-built AWS Services, AWS Solutions, and over 150+ AWS Partner offerings to help customers innovate faster, operate efficiently, and interoperate together across 5 solution areas: Audience and Customer Data Management, Privacy-enhancing Data Collaboration, Ad Intelligence and Measurement, Ad Platforms, and Digital Customer Experience. AWS simplifies the process for industry customers to select the right tools and partners in each area, helping them to accelerate their production launches and see faster time to value. For those looking for prescriptive, solution-specific support, [AWS for Advertising and Marketing](#) establishes dedicated AWS industry specialists across all five solution areas, and [identifies leading industry partners](#) in each area.

Together, AWS and Trend Hunter offer a perspective from their respective expertise to identify which trends are notable and how to navigate the relationship between technology and cultural shifts. Building from Trend Hunter's Megatrends framework, AWS connects these universal consumer behavior trends to what is happening in this industry adding both a lens on the evolving business needs to meet customers where they are and technology necessary to power those experiences.

This industry trend report outlines 5 technology trends that marketers need to know in 2024: including the growing consumer demand for data privacy and the tools and technology necessary to support a strong data foundation—identity resolution and data collaboration solutions, the rise of generative AI and its impact on innovation, the evolution of consumer media habits driving the emergence of new media opportunities such as advertising placements in retail media networks, connected TV, and transportation in-app advertising, the growing importance of sustainability in this industry—from message to method, and insight into how personalization in digital customer experiences will be powered by the new era of “composable” marketing technology stacks. These technologies are expected to drive transformation in marketing while using data responsibly. Looking ahead, there will be a need to be both data-driven and human-centric to be successful in meeting consumers where they are.

5 technology trends that marketers need to know for 2024:

First Party Data Activation requires Privacy-Enhancing tools

Generative AI Boosts Innovation

**Emerging Media Opportunities to Reach On-The-Go
audiences: CTV, Retail Media & Transportation Ad Networks**

Sustainability in Advertising & Marketing

The Rise of the “Composable” Marketing Technology Stacks

Business Trend 1:

First-party data activation is paramount in the privacy-conscious consumer era.

SIMPLICITY



The [Simplicity](#) Megatrend explores why consumers value the power of omission in a world overflowing with choices. Consumers are constantly connected, leaving them overwhelmed. The irony is, this connectivity results in increased consumer data they share in exchange for convenience. This transaction – data in exchange for simplified, streamlined experiences – is core to consumers in the digital age.

Concerns around privacy are therefore essential in that consumers do not want to be the ones to solve for this issue. Recent data privacy regulation policies like GDPR (General Data Protection Regulation Act) and the CCPA (California Consumer Privacy Act) outline ways organizations can satisfy the consumer desire for safe data usage. Achieving a delicate balance between convenience and privacy has become imperative.

TECHNOLOGY TREND 1:

First Party Data Activation requires Privacy- enhancing tools

In today's data-driven world, first-party data has become an essential tool for marketers looking to effectively reach and engage their target audiences. There is certainly no shortage of data, as an estimated 2.5 quintillion bytes of data are created each day according to [Forbes](#). Leveraging first-party data to its full potential requires marketers to lay a solid data foundation with robust identity resolution and data collaboration capabilities. Data is at the center of every application, process, and business decision, and is the cornerstone of almost every organization's digital transformation, fuelling new experiences and leading to insights that spur innovation. According to [Forrester](#), advanced insights-driven businesses are 8.5 times more likely than beginners to report at least 20% revenue growth. [Gartner](#) also notes that only 14% of companies have a 360-view of the consumer. Additionally, less than 5% use this view to systemically grow their business. Getting ahead of this trend creates a unique opportunity for businesses, with leading enterprises continuously moving the management of their first party data in-house because it represents a competitive advantage.

Identity resolution is defined as “the process of accurately associating data with people who interact with your business” ([Informatica](#)), and it is important to address the need to create a single, accurate view of each customer across various data sets. Records containing information about customers, businesses, or products are increasingly fragmented and siloed across applications, channels, and data stores, making it difficult for organizations to link related records together to create a singular view and gain better insights. Despite this, almost every business needs to create a cohesive understanding of their customers and prospects across all consumer touchpoints and data sources in order to effectively grow revenue via customer growth, retention and acquisition. A unified view of the consumer enables segmentation and more efficient processing, boosting marketing, advertising and customer experiences. These consumer interactions generate data that iteratively feed back into a customer's unified profile, providing the foundation to deliver personalized and connected consumer campaigns, experiences and journeys.

Without strong identity resolution, marketers risk communicating with customers through inconsistent, irrelevant messages that damage brand perception, with 60% of marketers saying their biggest challenge is in connecting the dots across omnichannel customer journeys ([IAB](#)). Most work with an identity data service provider to resolve identities in real-time to maintain a persistent understanding of customers interactions across channels.

Likewise, data collaboration tools that enable privacy-enhancing data processing both within organizations and with partners are pivotal enablers of first-party data activation. External data partnerships can also be leveraged by marketers to uncover unique insights and growth opportunities for better overall

consumer experiences. However, navigating data collaboration introduces more challenging privacy, security and governance concerns. Organizations must implement proper permissions, consent flows, and data anonymization to handle data ethically and maintain customer trust. That is why the most successful businesses facilitate controlled data sharing that balances value creation with privacy protection.

A data clean room helps businesses and their partners more easily and securely analyze and collaborate on their collective datasets—without sharing or copying each other’s underlying data. Data clean rooms also help businesses collaborate with other organizations to generate unique insights about advertising campaigns, investment decisions, and research and development. Without robust identity resolution and data collaboration capabilities built into the marketing data stack, first-party data risks becoming an unused, underutilized asset. Thoughtful identity hygiene and strategic data partnerships prime first-party data for advanced targeting, personalization and measurement use cases that drive remarkable customer experiences. With clean, unified customer profiles and ethical data collaboration unlocking rich behavioral and contextual insights, organizations gain the understanding of customers necessary to activate first-party data to its full potential. The businesses that invest in a strong data foundation with these now will gain an advantage in using first-party data to deepen customer relationships over the long-term.

Notable Examples:

[AWS Entity Resolution](#) and [partner solutions](#) offer capabilities to help companies easily match, link, and enhance related records across applications, channels, and data stores. Entity Resolution offers advanced matching techniques such as rule-based, machine learning (ML)-powered, and data service provider matching including built-in integrations with LiveRamp, TransUnion, and the open source framework UID2, which enable customers to more accurately link and enhance related records of customer information across first and third party data sets. For example, customers can use AWS Entity Resolution to more easily create a unified view of customer interactions by linking recent events (e.g., ad clicks, cart abandonment, and purchases) with pseudonymized signals from their data service providers into a unique entity ID.

[LiveRamp RampID™](#) - Their identity resolution and translation capabilities make them a data collaboration platform of choice for the world’s most innovative businesses. As a leader in consumer privacy, data ethics, and enterprise identity, LiveRamp is setting a new standard for building a connected customer view with unmatched clarity

and context while protecting brand and consumer trust by enabling customers to extend their consolidated audience profiles with RampID™, LiveRamp’s durable, privacy-centric identifier for connecting the digital ecosystem. LiveRamp offers flexibility to collaborate wherever data lives to support a wide range of data collaboration use cases—within organizations, between brands, and across its premier global network of top-quality partners. Hundreds of global innovators, from iconic consumer brands and tech giants to banks, retailers, and healthcare leaders turn to LiveRamp to build enduring brand and business value by deepening customer engagement and loyalty, activating new partnerships, and maximizing the value of their first-party data while staying on the forefront of rapidly evolving compliance and privacy requirements.

[TransUnion TruAudience®](#) This identity product line brings advanced identity resolution capabilities to customers, improving their data hygiene, and customer insights while helping to better protect their data by minimizing its movement, as it reads records where they already live. This matching workflow which is integrated into AWS Entity Resolution helps marketers to directly access TransUnion’s high quality data, ID graph, and

machine learning capabilities to drive advanced identity resolution use-cases, including verifying, correcting and deduplicating first-party data to more effectively reach customers, linking disconnected data sets across customer touchpoints to ensure consistent and relevant experiences and enriching data with new insights to help marketers better understand their customers.

UID2 Framework – The Unified ID 2.0 (UID2) framework provides double encryption of email or phone number CRM data for use across the digital advertising ecosystem facilitating audience creation, targeting and measurement use cases. The privacy and security-conscious nature of UID2 protects CRM data while being transported between partners and platforms and through the bid stream. Only participants with authorized keys can generate or decrypt UID2s, with express permission by the data owner. Personally identifiable attributes are isolated and encrypted so they are inaccessible without authorized keys. Access is encrypted and audited through security controls built into AWS. For entity resolution, trusted matching services leverage encrypted personally identifiable attributes to determine if two UID2s represent the same real-world identity. This allows coordination across services without exposing raw identifiers like email addresses. Matching is policy-controlled and uses anonymization techniques like bloom filters for additional privacy. The UID2 framework aims to improve interoperability and privacy, as an upgrade to identity across digital ecosystems.

AWS Clean Rooms – AWS Clean Rooms helps marketers and data analysts to more securely collaborate with their partners to perform joint data analysis, without having to share their underlying data with each other. Clean Rooms enable more effective data activation while helping maintain data protection and security. By facilitating privacy-enhancing data analyses, AWS Clean Rooms empower marketers to gain valuable insights from a broader set of data to better understand their customers and optimize marketing strategies and campaigns. Data collaboration is therefore a critical capability for marketers seeking to fully leverage the value of their first party data assets together with insights from their partners' data.

Implications for Marketers:

1

Respecting data privacy regulations

According to [TechCrunch](#), “data is the world’s most valuable (and vulnerable) resource.” With growing data privacy needs, regulations like the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) are putting user consent and transparency in focus. Marketers will need to carefully balance data collection and personalization with privacy. Strategies like privacy by design and zero-party data, can help build consumer trust. Zero-party data is “that which a customer intentionally and proactively shares with a brand” and “can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize [them].” ([Forrester](#)) The regulatory environment will likely remain complex, making privacy manuals and consent management essential. With sound data governance, marketers can still gain insights while respecting user preferences. Additionally, until zero-party data as an option for consumers becomes mainstream, first-party data, gathered from user interactions with a brand’s websites, apps, or physical stores, will continue to offer indirect insights into consumer behavior.

Partner with Service Providers

2

According to a recent DemandGen survey, “96% of businesses anticipated a yearly rise in revenue that can be attributed directly to marketing efforts carried out within their partner networks.” In seeking to better solidify a data strategy approach that involves keeping up with these newer technology trends, advertisers and marketers are increasingly looking to partner with experts who can help guide and support implementation and management across the various data service providers, technology solutions and media publications. Check out AWS service providers like Deloitte Digital, Slalom, Merkle, and Capgemini. [See data collaboration partners here.](#)

Boosting investment in privacy-enhancing tech for responsible growth

3

Advertisers and marketers require trusted consumer data for making sound investment decisions, including emerging technologies like privacy-enhancing data solutions. Building a strong data foundation begins with understanding what data is needed for what purpose, how it is collected, where and how it is stored, evaluating new tools like identity resolution or data collaboration, making informed choices on implementation, and demonstrating the value of these investments to key stakeholders within an organization.

Business Trend 2:

With increased accessibility, Generative AI will transform advertising and marketing processes.

ARTIFICIAL INTELLIGENCE:



[Artificial Intelligence](#), as a Megatrend, embodies the concept that technology's primary purpose is to accelerate human progress. This aligns with the intrinsic human desire for continuous advancement, where complacency is not merely a threat to success but to our very survival. In this way, the AI Megatrend applies to more than literal artificial intelligence technologies. It embodies your average consumers' attitude toward technology, which is to care less about what the technology actually is and how it works, and more about how it improves their lives and increases their own capabilities.

The increasing popularity of generative AI exemplifies this and its emergence represents an inflection point, greatly increasing both the access and application of AI. Generative AI "describes algorithms that can be used to create new content, including audio, code, images, text, simulations, and videos" ([McKinsey & Company](#)). Like all AI, it is powered by machine learning (ML) models that are pre-trained on vast amounts of data and commonly referred to as foundation models. Generative AI represents a transformative leap forward, unlocking "a new set of opportunities for businesses and professionals that perform content creation," ([Harvard Business Review](#)). It also marks a pivotal shift in how technology can empower consumers to push boundaries, by extending its reach not only into new industries, but also into the daily lives of consumers.

TECHNOLOGY TREND 2:

Generative AI Boosts Innovation

Generative AI will define a new normal in what consumers come to expect as recipients of advertising or as targets of marketing campaigns. Consumers will come to expect a new level of personalization—from the use of the technology powering customized content—and these expectations will set increasingly higher demands for businesses to perform effectively.

Marketers are always trying to keep pace with changing customer expectations and demands, to meet customers where they are, and where they are going to be. These marketing automations and personalization will play an increasingly outsized role in structuring how customers understand and relate to a brand, and to the specific products/services that brand provides. In other words, the stakes here are not just who pulls ahead of their peers, but who falls behind and into the risk of irrelevancy.

Rather than viewing generative AI as a replacement for marketing talent, we should recognize that it enables new talent and enhances existing expertise. As process automation increases, marketers will shift toward higher-value tasks, emphasizing creativity and expertise. This will allow businesses to allocate marketing resources more effectively, with an increased emphasis on planning and strategy over tactics. Successful marketers will use AI as part of their strategic engagement, not as a replacement for it. At the same time, advertisers and marketers will use generative AI as a more effective market research tool. AI's ease of digestion and model tuning will revolutionize research, providing insights into the behaviors and motivations of both prospect and consumer. For example, it will simplify data extraction and correlation, leading to refinements in lookalike modeling. This, in turn, will enable marketers to create better customer taxonomies, segmentations for their customers, and product-market fit, ultimately benefiting generative AI advertising efforts.

Digital marketing has always been about seizing the most opportune moments to deliver engaging content to drive purchasing decisions. Historically, this goal has been challenged by the time-consuming nature of processing information, leading to missed opportunities. AI and ML's ability to ingest and process information in milliseconds has enabled new solutions, enabling retail data insights in real time, leading to more timely campaigns and better alignment with customer preferences.

The other challenge to delivering the right message at the right moment is that even if you can identify the moment, there exists a bottleneck around content production. By the time human agents receive the relevant information, and craft a relevant response, the moment might have passed. A customer might be distracted or induced into a competing product funnel. With the possibilities of generative AI, prospects can be engaged by personalized, automated copy, video, display ads, and more, without missing the

moment. Imagine digital video that retargets a customer based on their own travel preferences, integrating recently searched destinations, preferred hotels in those areas, and tourist or travel packages, all in one seamlessly generated and compelling video ad. With AI to collate increasing amounts of data, we will not only see better product-market fit, but also better product and server experiences, which will lay the groundwork for the next generation of market defining offerings. Imagine more granular information than what is currently available through rudimentary focus group or conjoint analysis, based on which functions yield higher marketing return on investment, or faster development planning cycles, thanks to improved efficiency collecting voice of the customer from retention marketing campaigns.

Of course, marketing doesn't end with a customer using a product, nor does it end with them being satisfied with that product. Rather, retention-based marketing is built on understanding customer sentiment and the reasons for customer satisfaction. By using AI tools and processes to gather, collate, and analyze data about customer sentiments, marketers and product teams alike can better understand the drivers of satisfaction, which can then be used as part of marketing efforts, or in iterative product design.

Notable Examples:

Amazon Bedrock – is an easy way for customers to build and scale generative AI-based applications using FMs, democratizing access for all builders. Amazon Bedrock makes FMs from Amazon and leading AI startups including AI21 Labs, Anthropic, Cohere, Meta and Stability AI accessible through an API. Bedrock offers the ability to access a range of powerful FMs for text and images—including Amazon Titan FMs, which consist of two new large language models (LLMs)—through a scalable, reliable, and secure AWS managed service. Bedrock supports secure customization—keeping customers' data private and secure. Customers simply point Bedrock at a few labeled examples in Amazon Simple Storage Service (Amazon S3), and the service can fine-tune the model for a particular task without having to annotate large volumes of data (as few as 20 examples is enough).

Omnicom – Omnicom was a first-mover to collaborate with AWS, leveraging AWS's generative AI and industry-leading cloud infrastructure. It integrated Amazon's Bedrock and Trainium chips into Omnicom's proprietary Omni operating system. Bedrock's powerful foundation models and Trainium's optimized ML performance will supercharge Omni's capabilities. Campaign elements like creative

briefs, media plans, ad creative and more can be generated and optimized at unbelievable speeds. Tasks that previously required whole teams of people may soon be automated. This frees up human time and resources for higher value work. For marketers, it means better insights, experiences and performance. Omnicom plans to create proprietary foundation models optimized specifically for advertising use cases. This will provide their teams an advantage leveraging AI that is tailored to their needs. Working with AWS, Omnicom will advance its AI-powered platform Omni – an open operating system which today uses AWS to ingest trillions of advertising signals monthly and store more than 14 petabytes of data – by creating new foundational models that help automate activities such as developing creative briefs, media plans, ad creative, audience segmentation, and performance measurement.

Credera, an agency within the Omnicom Precision Marketing Group (OPMG), is now offering generative AI as a service including generative AI content creation, customer journey modeling and optimization, customized large language models (LLM) with enterprise fine tuning, expert augmentation through AI co-pilots, and computer vision offerings that train AI learning systems to understand images and videos to automate tasks that previously relied on human vision.

[Coca-Cola “Masterpiece” Campaign](#) - Coca-Cola is at the forefront of harnessing the potential of generative AI to elevate its marketing strategies. In a notable move, the company [appointed Pratik Thakar as its Global Head of Generative AI](#), a clear testament to its dedication to integrating artificial intelligence into its marketing initiatives. This strategic decision underscores the brand’s belief in AI’s transformative capacity to reshape customer engagement and advertising. Furthermore, Coca-Cola has introduced a visually captivating [AI-generated advertising campaign](#) titled “Masterpiece”. This groundbreaking endeavor takes classical art masterpieces and infuses them with a contemporary twist, breathing new life into timeless works of art. What sets this campaign apart is an accompanying [virtual gallery platform](#), inviting consumers to explore AI-generated artwork crafted by emerging artists in collaboration with the brand. This innovative approach not only redefines the boundaries of artistic creativity but also strengthens Coca-Cola’s engagement with its audience. By embracing generative AI, the brand not only pioneers the fusion of technology and art but also cultivates a deeper connection with consumers through immersive and visually stimulating experiences.

Implications for Marketers:

1

Digital Marketing Agencies embrace generative AI service offerings

Digital marketing agencies, [like Credera](#) for example, are beginning to offer AI capabilities as a part of a package or a la carte offering: generative AI services like content creation, AI large language model tuning, computer vision, optimizing the customer journey through next best action modeling, and leveraging AI models to augment expertise as co-pilots. Agencies view generative AI as a useful tool to quickly create marketing assets and content that resonates with target audiences. With the adoption of generative AI, it is likely that more than 20% of current marketing operations can be automated, resulting in changes to how marketing and advertising agencies are structured, how they plan their offerings, how they gain competitive advantage or drive their margins, and more.

2

Leveraging AI-generated artwork to fuel user-generated creative contests

User-generated creative contests centered around AI created artwork have the potential to inspire new ideas for marketing. By having consumers engage with and create content based on AI art, businesses can source innovative marketing concepts. This trend of crowdsourcing ideas from user contests built around AI art presents an opportunity for fresh and creative marketing campaigns.

3

Generative AI accessibility to transform marketing processes

The increased accessibility of generative AI will allow marketers to gain more insights, automate more tasks, and create more customized and engaging content, changing how marketing campaigns are strategized and executed. Tasks that would consume significant amounts of time and labor, from proof-reading copy to managing ad campaign workflow, from updating customer information in a database to analyzing customer sentiment regarding a product or the shopping experience itself, from broader sentiment analysis to improvements in how we think about and position brand identity will become increasingly automated, advertisers and marketers will focus on higher-value marketing tasks that augment the marketer's creativity and expertise, and businesses will be able to effectively allocate marketing talent where it's most needed. Rather than thinking that generative AI will replace marketing talent, the better paradigm is to assume that these technologies will enable new marketing talent and augment existing expertise. Planning will matter more. Strategy will become more important than tactics. And the marketers that rise to the top will be those that use AI as part of their strategic engagement, not as a replacement for it.

Business Trend 3:

Emerging media gives marketers new opportunities for reach and presents new challenges for marketing measurement.

CURATION:



The megatrend of [Curation](#) acknowledges that with increased media consumption comes increased expectations to see carefully selected content according to one's own preferences. Social media has empowered individuals of all generations, from Generation Z to Baby Boomers, to curate their digital experiences, making authenticity and interactivity key. As the algorithms behind these apps learn more about consumer preferences, consumers, in turn, become more accustomed to hyper-targeted, finely curated content that is constantly available.

Curation supposes that consumers not only crave customization, but have come to expect it as standard. Similar to the Simplicity Megatrend, consumers are exchanging their data and preferences for content that demonstrates a true understanding of their preferences. This opens up new avenues for brands to establish deeper and more meaningful connections with their audience. In a world where consumers expect customized experiences, marketers must embrace curation as a powerful tool to stay relevant and resonate with their target demographic. As a result, marketers are now curating traditional ads based on the apps consumers use, as exemplified by Uber and Instacart in-app ads. Others are turning to dedicated retail media networks, in an effort to acknowledge consumer desires for tailored content.

TECHNOLOGY TREND 3:

Emerging Media Opportunities to Reach On-The-Go audiences - CTV, Retail Media & Transportation Ad Networks

The media landscape is rapidly evolving, providing new and innovative ways for brands to reach today's digitally connected consumers. As consumer behavior shifts towards increased mobile usage and streaming, the advertising industry must adapt to take advantage of emerging opportunities. Marketing on emerging media requires adaptability and new analytical approaches, and is a useful tool for gathering valuable consumer insights and expanding brand awareness. With smart goals and metrics tailored to each platform and campaign, marketers can leverage digital innovations while demonstrating concrete ROI. The challenge is translating the excitement of creative potential into measurable impact.

One area of growth is retail media networks. As consumers browse and purchase more online, retailers have a wealth of shopper data and can enable targeted advertising within their owned properties. For example, Walmart Connect offers brands the ability to place ads on Walmart's website and app. Advertisers can use insights into purchase intent and past purchases to reach consumers while they're in shopping mode. Another example of this is Last Yard, a retail media technology that empowers retailers to rapidly innovate their in-store customer experience with a digital shelf edge that dynamically updates with promotional information in store.

Connected TV (CTV) is also on the rise. With the shift away from linear TV, brands can now engage streaming audiences programmatically. Ad-supported video on demand (AVOD) services like Hulu and Tubi are gaining popularity, offering brands access to engaged viewing environments. Programmatic CTV provides advanced creative, targeting, optimization and measurement capabilities to meet campaign goals. It's predicted that "more than \$30 billion will be spent on CTV ads by 2025" ([eMarketer](#)). With more viewers cutting the cord and shifting to streaming platforms on their internet-connected TVs, CTV advertising provides a huge opportunity to reach engaged audiences at scale.

Many consumers are heading to streaming platforms in search of a better viewing experience. With consumers demanding shorter commercial breaks from their content providers, it comes as no surprise that streaming services have turned to new ways to reach consumers and meet their business objectives. New virtual product placement solutions implement advertising directly within the content stream that audiences are watching and serve to increase monetization opportunities for publishers while minimizing or complementing current ad loads. This leads to a better consumer experience and more effective advertising, all done programmatically. Additionally, by leveraging the technology to power these integrated ad experiences partners can enrich the ecosystem with new contextual marketers and ultimately enhance targeting within the neighboring commercial break.

Fragmentation across different devices, platforms and apps makes measurement much more complex, prompting marketers to adjust their measurement strategies to make the most of CTV. Advertisers and marketers need to unify cross-screen measurement by leveraging identity solutions for CTV. As viewers move between devices, marketers need a persistent and privacy-compliant way to understand their behaviors. Through integrations with identity providers like LiveRamp, TransUnion and UID 2.0, AWS empowers marketers to create consistent consumer IDs across channels. This unified approach is key for measuring true campaign reach and frequency across CTV and other screens. Advertisers and marketers are also encouraged to shift to outcome-based measurement models for CTV. Rather than optimizing for vanity metrics like clicks and impressions, marketers need to connect ad exposures on CTV to real business outcomes. AWS enables this through integrations with CRM data, multi-touch attribution models and machine learning to quantify how CTV ads impact metrics like site traffic, registrations and sales. This focus on business impact is crucial for understanding CTV's value.

The third area of note is the emergence of in-app transportation advertising. Ride sharing and food delivery platforms have amassed large, valuable user bases. Brands like McDonald's and State Farm advertise in apps like Uber to connect with audiences literally on the go. Geo-targeting and user context, like knowing that a user is headed to the airport, allow for highly relevant messages. As daily activities become increasingly digitized, new media exposure opportunities emerge.

The common thread across these emerging channels is the ability to combine data and context to deliver the right ad to the right user at the right time and place. As consumers spend more time across mobile, streaming and transactional ecosystems, advertising must meet them there. Brands that leverage these capabilities and new environments will propel their business growth. With innovation unfolding at a rapid pace, agility and testing will be critical. Advertisers must stay on the pulse of consumer shifts and platform opportunities to optimize reach and relevance. While change brings complexity, the possibilities to achieve business goals by engaging digitally-savvy audiences in compelling new ways are tremendous. By leveraging retail media, CTV and in-app ads, brands can break through the clutter and creatively connect with target consumers in the moments that matter most.

Notable Examples:

[TripleLift](#) - Programmatic advertising technology company [TripleLift](#) pioneered a solution for dynamically inserting product placement ads into streaming TV shows by using a combination of custom-built models and machine learning (ML) on Amazon Web Services (AWS). The solution first identifies locations and surface areas in premium video and TV content using an ML pipeline; it dynamically composites brands and nonintrusive ad units into select scenes; and then it inserts the new scenes into the real-time stream using server-side ad insertion, all without interrupting the viewing experience. As consumers move toward streaming TV and are looking for lower ad loads across plat-

forms, this is a unique way for marketers to reach audiences with compelling and relevant advertising while they are engaged with content. By using this solution, TripleLift enables advertisers to improve ad effectiveness and recall and provides publishers with automated ways to increase revenue per stream for over-the-top (OTT) and connected TV environments.

[SpringServe](#) - now part of [Magnite](#), is the leading independent ad serving platform, purpose-built for OTT, CTV and video advertising. Its software offers a full stack of ad serving, optimization and automation solutions that make video ad serving smarter across devices. Trusted by leading publishers & advanced TV distributors, its platform delivers con-

trol, transparency, and analytics to help increase ad performance and revenue from media sales. SpringServe is certified as one of the first companies to join Amazon Publisher Services' Ad Server Certification Program. This allows publishers to implement a simplified APS header bidding integration while maximizing the benefits of programmatic monetization across their streaming TV endpoints. In addition to publishers, advertisers also benefit through increased access to streaming TV inventory with APS header bidding.

Last Yard - Last Yard is an in-store marketing automation technology that allows retailers to design and execute promotions at the shelf edge using real-time product and pricing data. Their Digital Shelf Edge (DSE) is used to attract attention to a specific product, promotion or brand. DSE supports high quality eye-catching visuals on the shelf edge. The Last Yard Platform serves as a central hub that houses over 400 of our customer's business rules. These rules process data from 25 data sources and automate over 100,000 decisions per day for this large supermarket chain. These decisions include whether or not a ticket should be printed (or taken off the shelf), the product details that appear on tickets or screens, and how they are presented visually. You can find [this solution](#) available at AWS Marketplace.

Uber in-app video advertising - Uber announced video advertising an option to reach users as they wait for their ride to arrive. This opens up a new opportunity for Uber to generate revenue through video advertising while riders are essentially a captive audience. The move comes as Uber looks for new sources of income beyond its core ride-hailing business. For Uber, video ads present a smart way to monetize their platform beyond basic ride fees. While they take a cut of all rides, ads give them an additional revenue stream. As a bonus, riders may perceive waiting time to go faster when they have ads to watch. For a service based on convenience, the perception of faster pickup is a big win for Uber. Uber's new capability should excite marketers. The targeting options provide strong foundations for executing highly focused campaigns. The launch opens up possibilities for creative new campaigns. A sports apparel brand could show an inspiring ad of athlete preparation and perseverance before big events. A quick-service restaurant could display a lively montage of delicious food that connects with hungry users at mealtimes. The options are endless.

Implications for Marketers:

1

Brands need to advertise where consumers are spending their time.

The consumer today is spending more time shopping online, making the need for a retail media network more important than ever. [Retail Media Network solutions on AWS](#) help retailers build an advertising infrastructure to meet the consumer where they are. Retail media networks can help brands reach and engage shoppers, whether that means shopping online, in stores, or browsing an app. For retailers looking to capitalize on this fast-growing advertising market, AWS provides proven technologies and retail expertise to quickly get started. With scalable audience reach, actionable insights, and innovative ad formats, AWS retail media networks present a major revenue growth channel that also supports core retail operations.

2

Leveraging expert consultants for new connected TV marketing measurement approaches

Connected TV (CTV) advertising is a fast-growing channel that marketers cannot ignore. CTV provides an engaged, receptive audience in a premium content environment. However, running effective CTV campaigns requires expertise in areas like audience targeting, ad creative optimization, and campaign measurement. This is where working with experienced partners and leveraging cloud infrastructure from AWS can make a major difference. Partnering with global solution integrators and agencies are a good place to start to bring deep marketing strategy experience and proprietary tools to help brands plan, execute, and measure CTV campaigns. Their strategic approach includes defining campaign objectives, ideating relevant creative, building targeted audience segments, forecasting reach and frequency, optimizing media planning, and continuously improving performance. With an array of proprietary tools and methodologies in areas like audience insights, creative testing, and multi-touch attribution enable them to maximize campaign effectiveness.

3

Ensuring a solid first-party data foundation strategy to consumer reach across devices

Having a strong first-party data foundation strategy is critical for brands to reach and engage with consumers across devices in a relevant way. First-party data is any information that a brand collects directly from its own customers, site visitors, app users, email subscribers, and other owned channels. This type of data is extremely valuable because it provides direct insights into who your customers are, what they care about, and how to engage them across the buyer's journey. With a strong first-party data foundation, brands can develop personalized experiences, predict customer needs, and measure marketing performance accurately. Recommend marketers to: 1/ Identify your data collection points. 2/ Develop or invest in a customer data platform (CDP) 3/ Implement analytics and attribution modeling. 4/ Build a data science team. 5/ Aim to create a unified customer profile for marketing activation across media plans 6/ Test out new media placements that target captive audiences or changing consumer habits like transportation ads.

Business Trend 4:

It's more crucial than ever for brands to lead with purpose in both their message and their business practices.

CATALYZATION:



The [Catalyzation](#) Megatrend is driven by the aspiration to become better individuals, with brands serving as catalysts in this endeavor. This trend holds particular significance for Millennial and Gen Z consumers, who predominantly rely on consumer-generated media for their news. Consuming news from a grassroots perspective instills in them a sense of personal responsibility to contribute to global betterment. Additionally, they will respond well to brands that join them in their cause.

In the realm of marketing, authenticity is paramount, as consumers can discern if sustainability efforts are merely superficial. Because of that, sustainable marketing should be accompanied by tangible, transparent practices that address the growing skepticism surrounding greenwashing messaging.

TECHNOLOGY TREND 4:

Sustainability in Advertising and Marketing is in Focus

In an era where environmental and social responsibility are taking center stage, sustainable marketing and advertising have emerged as powerful tools for businesses to convey their commitment to the planet and to society. These practices involve promoting environmentally and socially responsible products, integrating sustainable values, and championing initiatives that align with global objectives. Going beyond marketing alone, brands are changing the way they work with strategies like the migration of workloads to the cloud in an effort to reduce their overall carbon footprint.

As consumers become increasingly aware of the impact businesses have on the environment and society, sustainability has moved from a fringe issue to a critical mainstream concern. Brands that fail to communicate and demonstrate their commitment to sustainability risk losing consumer trust and loyalty. However, sustainability in marketing and advertising cannot be treated superficially. Greenwashing, or overstating a company's environmental credentials, can backfire with today's savvy, purpose-driven consumers, prompting brands to integrate sustainability into their core business model and messaging in authentic ways.

Take Patagonia, an outdoor apparel company with a long history of environmental activism. Patagonia's marketing does more than pay lip service to sustainability - its entire brand ethos centers around protecting nature and empowering a movement of responsible consumers. Through compelling storytelling, thought leadership, and consistent business practices, Patagonia makes environmentalism accessible and inspiring to its community. Similarly, consumer goods giant Unilever has committed to a business model that delivers growth sustainably. With over 400 brands including Dove, Lipton, and Ben & Jerry's, Unilever set ambitious sustainability goals around waste reduction, sustainable sourcing, and decreasing its carbon footprint. Importantly, these goals shape how the business operates and how brands communicate to customers. Unilever CEO Alan Jope declared, "Brands with purpose grow. Brands with purpose last. And brands with purpose drive change."

Consumers are holding businesses to higher standards and voting with their wallets accordingly. While some businesses have always prioritized sustainability, it's more crucial than ever for all brands to lead with purpose in both their message and their practices. Brands must back up sustainability messaging by making substantial commitments and investments, [like Walmart's pledge to become emissions neutral by 2040](#) or [IKEA's move to use only renewable and recycled materials in products and packaging](#). Moreover, initiatives like [B Corporations](#) provide frameworks to embed sustainability into the DNA of a company. Migrating technology to the cloud can help businesses be more sustainable, AWS can lower the workload carbon footprint of average on-premises data centers [by nearly 80% today](#) and up to 96% once AWS is powered with 100% renewable energy.

Advertising, too, must reflect this focus on positive impact. Creative that connects sustainability with emotions and aspirations, not just rational benefits, resonates most powerfully with audiences. The brands that will thrive today understand that sustainability can't be an afterthought or a nice-to-have - it must be a core value. With pressing societal challenges ahead, businesses have both an imperative and an opportunity to drive change through their advertising, innovation, supply chains and culture. As expectations rise, the bar for corporate leadership and accountability will only get higher. Brands that embrace sustainability as central to their purpose will stay ahead.

Authenticity is paramount in building consumer trust. Sustainability is a long-term commitment rather than only a trend. Transparency is key in communicating sustainable efforts, as consumers become increasingly more discerning and seek evidence of genuine environmental and societal commitment from the brands they align themselves with. While marketing and advertising play pivotal roles, businesses should also address the environmental impact of these practices. In particular, exploring sustainable advertising methods or migrating business practices to the cloud are essential considerations to reduce the carbon footprint associated with digital advertising, and aligns with causes that are key to today's consumer.

Notable Examples:

AWS Climate Pledge Friendly - The AWS Climate Pledge Friendly initiative is a part of Amazon's broader commitment to sustainability and environmental preservation, and is focused on helping consumers discover and purchase more sustainable products. To achieve this, Amazon collaborates with trusted third-party certifications and has developed its own certifications. These certifications are then used to identify products that meet sustainability standards, promoting eco-friendly choices. Climate Pledge Friendly is designed to highlight products that have made improvements in at least one aspect of sustainability. It is an ongoing effort, with plans to expand the range of certifications and work closely with manufacturers to certify more products over time. Consumers can easily identify Climate Pledge Friendly products while shopping on Amazon, with labels prominently displayed on eligible products in search results and on individual product pages. This label provides information about the specific sustainability certifications that the product has earned, making it easier for environmentally conscious consumers to make informed choices. Amazon's commitment to sustainability extends beyond this initiative.

Through The Climate Pledge and other sustainability efforts, the company aims to reduce its environmental footprint and provide sustainable shopping options. By promoting Climate Pledge Friendly products, Amazon contributes to the preservation of the natural world and encourages sustainable consumption among its customers. This initiative reflects Amazon's dedication to minimizing its impact on the planet and fostering a more environmentally responsible approach to e-commerce.

LEGO makes long-term commitment to sustainability of product - showcases the progression of a long term sustainability commitment ([The LEGO Ideas Treehouse and Sustainability Mission - YouTube](#)). The LEGO brand is marketing themselves as a sustainable brand with a purpose both in method and in messaging. LEGO launched a sustainability initiative in 2017 with the goal of making all LEGO blocks from sustainable materials by 2030. The company recently [opened a carbon-neutral factory in Virginia](#), representing its [latest milestone](#) as LEGO continues efforts underway since 2016 to improve the environmental impact of its manufacturing operations through steps like using renewable energy and finding recycled/bio-based substitutes for plastics.

[Traceable Textile](#) - Traceable textiles refer to fabrics and clothing that can be traced back to their origin, including the materials and processes used. This traceability allows for more transparency and accountability in the textile supply chain, supporting sustainability by ensuring fair labor practices, reduced pollution, and ethical sourcing of raw materials. Promoting traceable textiles is an important element in making the fashion industry more sustainable overall. An example of this is the [OEKO-TEX® brand](#) which promotes the traceable nature of their textile products in their marketing.

[Good Loop](#) - Purposeful digital advertising platform focused on making digital ads more socially and environmentally responsible. Its latest partnership enables advertisers to measure the carbon footprint of their digital campaigns. [Ad Net Zero](#) – the advertising industry’s drive to decarbonize the production, distribution, and publication of advertising. [Website Carbon Calculator](#) – a platform that measures the carbon footprint of your website.

Tools for Advertisers/Marketers to measure carbon footprints:

[MIQ](#) - Using Cast, MiQ is able to connect second-by-second television ad and programming viewership data with thousands of online, offline, and environmental consumer attributes to power Marketing Intelligence for advertisers. Cast allows advertisers to leverage the largest single-source, smart television panel in the United States, with over 8 million opted-in households. Their Sustainable Web Advertising solution to help brands and their agencies get started with reducing Scope 3 emissions, they built a tool that can help. They give brands a Green Score to identify what their programmatic advertising campaign emissions look like compared to industry and vertical benchmarks, so they can better understand their environmental impact and how to run more sustainable advertising.

Implications for Marketers:

1

Demonstrating a commitment to environmental and societal well-being beyond marketing messaging

This will enhance brand reputation and foster customer loyalty. Evaluate the products or services sustainability model at its core versus approaching at a surface level only focused on marketing messaging. Encourage an adoption of a model and messaging approach at a top-down leadership level to drive real impact.

2

Ensuring authenticity in sustainability claims

Deceptive practices can erode consumer trust. Challenges include avoiding greenwashing – examples like Traceable Textile and AWS Climate Pledge Friendly address this by promoting transparency

3

Prioritizing sustainable advertising practices

Consider measuring and offsetting carbon footprints for accountability. Marketers in the industry should be aware of the environmental concerns raised about advertising, with the digital advertising industry potentially contributing significant CO2 emissions, necessitating eco-conscious solutions to mitigate its impact.

Business Trend 5:

A new era of modularization of marketing technology stacks customized to fit bespoke business needs is rising in popularity.

PERSONALIZATION:



As seen in the Simplicity and Curation Megatrends, [Personalization](#) is a Megatrend that shows consumer behavior impacted by increased connectivity and what consumers expect in return for their data. Unlike Simplicity and Curation, Personalization is about custom-made services. These fully bespoke pieces are often informed by technology that enables both data collection and easy customization.

Composable tech stacks are a prime example of this, and are revolutionizing the foundation on which consumers construct their technological frameworks, ushering in an era of unprecedented customization. This shift is not merely about the ability to sell these tools à la carte but rather represents a profound evolution in the marketing paradigm. The concept of composable tech stacks, akin to building blocks, empowers consumers to craft bespoke marketing infrastructures tailored to their unique requirements, ensuring agility and adaptability to emerging trends. However, the true essence of this transformation lies in the augmentation of personalization capabilities.

TECHNOLOGY TREND 5:

The Rise of the “Composable” Marketing Technology Stacks

Personalization has become an irreplaceable cornerstone of modern marketing. Customer data platforms (CDPs), serving as the foundation for invaluable customer information, allow marketers to harness the power of personalization effectively. The implications for marketers are endless, as they now possess the means to not only comprehend their customers on a deeper level but also to connect, enrich, and enhance their data through strategic partnerships. The consolidation of data within CDPs simplifies the marketer’s task by providing a holistic view of customer information, thereby streamlining decision-making processes. As a result, achieving personalization by leveraging composable tech stacks is a timeless trend underscoring the importance of reaching the right person with the right message at the right time.

Composable marketing technology stacks provide users with modular, building block-like tools that align seamlessly with the escalating demand for hyper-personalization. They empower users with a truly à la carte approach to digital system construction, allowing them to unpack the bundled offerings of the past. This shift is enabling the creation of highly customized and relevant solutions that are inherently modular by design. Composable marketing technology stacks, renowned for their interconnected nature, empower organizations to construct technology architecture capable of effortlessly adjusting to ever-changing demands. They play a pivotal role in enhancing data connectivity, seamlessness, better customization and operational efficiency – essential for those looking to excel in an era driven by hyper-personalization.

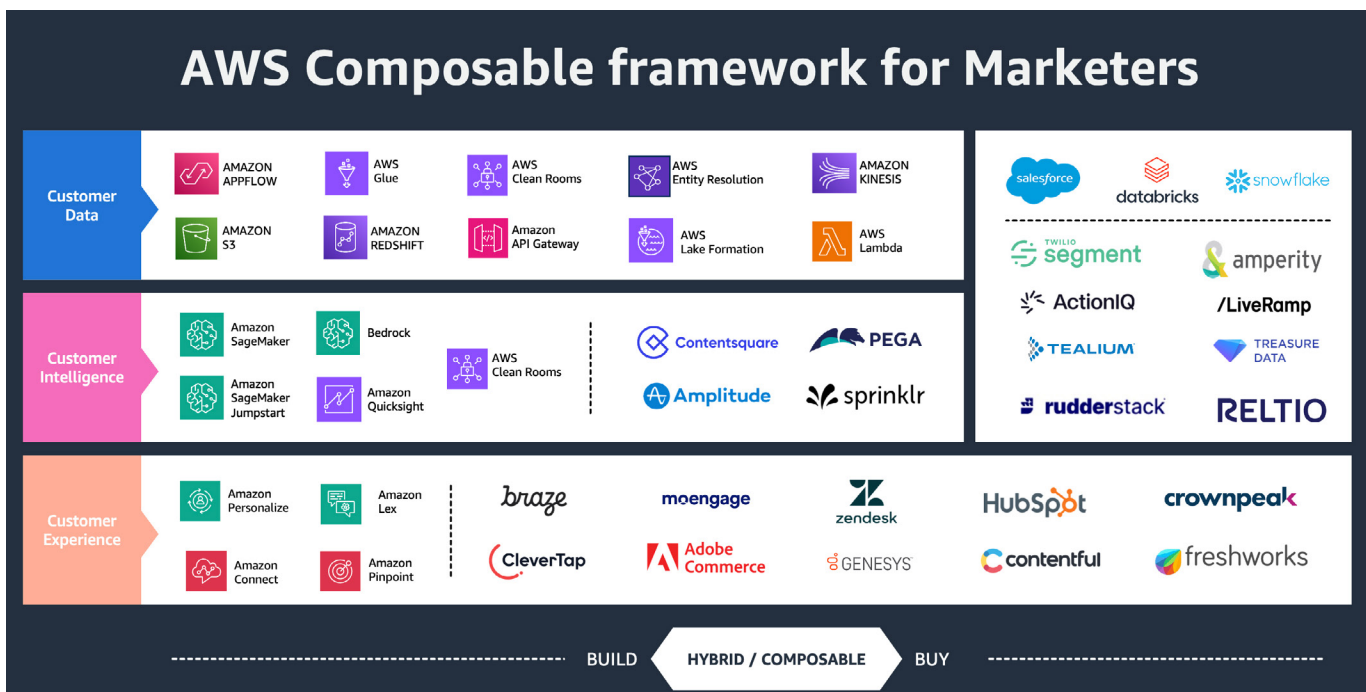
Personalization has become table stakes for brands looking to engage and retain customers in an increasingly crowded marketplace. Research shows personalized experiences lead to higher conversion rates, increased lifetime value, and greater customer satisfaction. However, delivering personalized, omnichannel experiences at scale remains a challenge for many organizations. This is where composable customer data platforms come in.

In today’s digital landscape, marketers need technology solutions that are as agile and adaptable as their strategies. Opting for a composable approach provides marketers the flexibility to use best-of-breed solutions for each of their needs, rather than being locked into a single vendor’s limited capabilities. As marketing strategies evolve, composable marketing technology stacks can evolve right alongside them. A composable marketing technology stack is made up of integrated yet independent tools that each excel at one function. Designed to work together seamlessly, these tools pass customer data and insights between platforms, allowing marketers to swap out or add new tools as needs change, without disrupting the entire tech stack. The most critical component binding these solutions together is the CDP, serving as the foundation on which modular stacks are built. A marketer’s chosen CDP ingests and organizes customer data from all channels and sources into a universal framework, distributing data across the tech-

nology stack in a ready-to-use format. This approach solves two major challenges of modern marketing, first eliminating data silos by centralizing all data into a single CDP to give marketers a complete view of each customer. Secondly, it provides flexibility to use the right tools for each marketing need, meaning marketers are no longer confined to solutions from a single solutions provider.

An AWS composable framework offers the flexibility for marketers and advertisers to build hybrid solutions powered by AWS. Each component can be interlocked with each other to create a single solution that meets marketers business objectives, combining both AWS Services and AWS Partners. For example, marketers for airline companies may be looking to ‘increase ancillary sales per user and plane booking’, whereas a retail marketer may be interested in ‘lowering customer acquisition cost, increase average basket value and repeat purchases’ and in the gaming industry, marketers may be looking for ‘to acquire new players and monetize them’. An AWS composable framework for marketers enables them to build a marketing technology stack that fits their bespoke business needs to engage marketers on their most critical challenges.

For example, a composable marketing technology stack may include a variety of solutions providers from different categories such as customer data, customer intelligence, or customer experience:



Service partners play a crucial role in bringing together composable tech stacks by uniting various components and contributing to a platform’s overall success by integrating specialized technologies and diverse points of view. Explore the list of AWS advertising and marketing service partners [here](#).

Together, these tools create a modular stack that aligns perfectly with the marketer’s strategies and objectives. As needs evolve, the marketer can replace or upgrade tools without needing to rip and replace the entire stack. What makes them “composable” is their modular components that can be assembled in different combinations to meet specific business needs. Instead of an all-in-one black box, composable tech stacks let you select only the capabilities you want. This makes them adaptable, flexible and scalable.

Examples and Notable Innovations:

[Databricks Lakehouse Platform](#) - The Databricks Lakehouse Platform on AWS allows you to store and manage all your data on a simple, open lakehouse platform that combines the best of data warehouses and data lakes to unify all your analytics and AI workloads. Built on open source and open standards, a lakehouse simplifies your data estate by eliminating the silos that historically complicate data and AI to help users reduce cost, deliver on AI initiatives and easily build, manage, and deploy data products in a modular way. As a composable platform, Databricks Lakehouse enables teams to use best-of-breed data tools in a flexible architecture that can adapt as needs change. Early adopters of the Databricks Lakehouse like Comcast, Riot Games and JP Morgan Chase are already seeing dramatic improvements in costs, development cycles and time-to-insight across analytics use cases. The Lakehouse allows them to operationalize AI workloads at scale that weren't feasible with legacy systems.

[Tealium](#) - Tealium's platform is designed to give marketers the power to take a "composable" approach to solving their customer data management challenges. Tealium's CDP provides more flexibility by allowing marketers to connect different marketing data sources and tools together in a modular way, rather than using a single end-to-end vendor stack. The capabilities in Tealium are interchangeable, cloud-based, and increasingly accessible via API. This enables Tealium's customers to construct solutions that makes sense in the context of their own diverse data ecosystems and internal skillsets, ensuring both maximum utilization of the owned components of Tealium, but also maximum utilization of the systems integrated with Tealium. While Tealium's solutions are, of course, designed to work best in concert, the goal is to offer choice and flexibility to deliver the best value to the customer.

[ActionIQ](#) - ActionIQ is a new kind of customer data platform for enterprise brands, giving marketers easy and secure ways to use data to create exceptional customer experiences. Unlike traditional CDPs, ActionIQ's composable architecture enables brands to securely tap directly into their data warehouse, for seamless integration into the tech stack. With ActionIQ's application layer, marketers can harness their data to create personalized moments that drive revenue across the entire customer lifecycle. With a modular, composable approach, brands only pay for the parts of the platform they need. Customers like Sony, Albertsons, Pandora, Bloomberg, Atlassian, e.l.f. Beauty, HP, and Doordash use ActionIQ to drive revenue, improve efficiency, and enhance the customer experience across every touchpoint.

Implications for Marketers:

1

Leverage holistic customer insights

A composable CDP breaks down data silos, aggregating behavioral, transactional, and observational data from across an organization's marketing technology stack into a single customer record. This provides a more holistic view of customer interactions and preferences across channels over time. These unified profiles enable deeper customer segmentation and more precise targeting. Marketers can leverage these tools to consolidate diverse data sources, gain a comprehensive understanding of customer behavior, and employ precise targeting strategies.

2

Ensure more agile deployment

Marketers can start small and add capabilities as needed with composable architecture. Composable architecture allows you to deploy specific use cases like personalized site experiences or triggered messages across platforms, without investing in capabilities you don't need yet. This fail-fast approach gets campaigns launched faster. As your needs evolve, you simply plug in new data sources or applications.

3

Future-proof flexibility

Marketers can ensure they're staying on top of constantly changing customer data infrastructure requirements. Flexible marketing technology stacks allow marketers to respond rapidly to new trends like digital wallet IDs or emerging channels like the metaverse. Their microservices approach makes it easy to swap individual components in and out, so you can innovate without disrupting existing systems.

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