



Marketing Futures

INNOVATE. ACCELERATE. GROW.

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CMO Trend Brief

Internet of Things

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Internet of Things?

The Internet of Things (IoT) is simply the ecosystem of devices and sensors embedded in cars, home appliances, and other objects that collect and share data through the internet.

Many IoT devices are already commonplace, such as smart doorbells that allow homeowners to see and talk to visitors via an app, smart thermostats that adjust the temperature based on where people are in a building, or smart refrigerators that can tell their owners when it's time to go shopping. Anyone who uses an Amazon Dash Button to reorder Tide laundry detergent is taking advantage of the IoT.

Why Should Marketers Care?

Morgan Stanley predicted that by 2020, the IoT will have 75 billion connected devices. The opportunity for marketers lies within the rich and robust set of data these devices will produce.

Consumers are rapidly adopting IoT devices, and each connection represents a potential touchpoint. Marketers can use those touchpoints to personalize content, build community, improve engagement, customize product offerings, and simply understand with greater precision where prospects are on their buying journeys.

The influx of data via the IoT can give marketers a unique window into consumer behavior and allow greater influence through perfectly timed interactions with consumers through these connected devices.

Key Stat

Statista reports that the total installed base of Internet of Things (IoT) connected devices is projected to amount to \$75.44 billion worldwide by 2025, **a fivefold increase in ten years.**



Expert Perspective



Daniel Newman

Principal Analyst
Futurum Research

“This technology is also not in a vacuum. More sensors will lead to more data, which will lead to more analysis and more advancements with AI and machine learning. Everything is connected, figuratively and literally.”

CASE STUDY

Colgate Smart Toothbrush

Colgate developed the AI-powered E1 Connect Toothbrush to examine and analyze consumers' teeth brushing data. In return for giving permission for Colgate to collect their data, consumers received oral-care coaching.

Brushing data is stored in the brush's handle and is automatically uploaded to the Colgate app on a user's iPhone or iPad via Bluetooth. Over time, the learning algorithm develops recommendations based on a user's individual brushing patterns and shares ways to improve his or her brushing performance.

A Check Up feature generates a personalized mouth map to show where users brush, and where they miss, enabling improved brushing technique over time. In addition, the app includes free games to entertain kids by turning the brush into a game controller.

Colgate wanted to use the E1 Connect Toothbrush to establish a strong online presence with early technology adopters, who are most likely to review, share, and promote their experiences. **The brand also wished to reach those consumers who were inclined to use connected devices, and who were already comfortable having their daily activity tracked and analyzed.**

The brand leveraged its popular Colgate.com/oralcare site to help launch the product and reach the target audience. The launch campaign blended a public relations activation with a social media acquisition strategy using Facebook and Instagram.

The success of the E1 Connected Toothbrush project was contingent on consumers downloading and synchronizing their toothbrush with their mobile phones. **After an initial three-month period of driving connected toothbrush sales at the Apple Store, Colgate established a direct-to-consumer acquisition channel.**

Optimized for mobile as a priority channel, the brand's direct response advertising has appeared primarily as native and in-app mobile advertising on Facebook and Instagram.

The results of the launch campaign provide compelling evidence of consumer interest in connected devices. PR efforts delivered 338 million impressions, exceeding the impression goal (25 million) by 358 percent.

Of those impressions, **315 million were earned impressions**, illustrating the positive response that this campaign generated in the marketplace.

Want to learn more?



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