

2025



APEX Mobile Media

Strategies to Shape Advertising Success

Actionable Strategies for 2025

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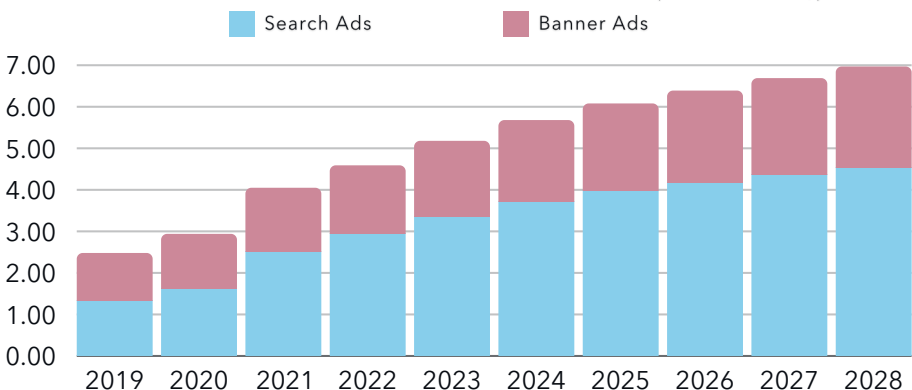
INTRODUCTION

As we approach 2025, the digital marketing landscape continues to evolve at a rapid pace, with an anticipated advertising spend of [US\\$17.5 billion in Canada](#), growing at a rate of 8% from 2024. Of this, [US\\$6.08 billion is spend](#) projected in the mobile advertising space. This growth signals a year full of opportunity and challenges, where staying current on emerging trends is not just a recommendation but a requirement for success.

In response, this report presents four essential strategies that brands can leverage to navigate this changing landscape and aims to equip them with actionable strategies aligned with APEX's core offerings—geolocation, audience data, and competitor conquering.

Mobile Ad Spending in Canada, 2019-2028 by format

(In Billions USD\$)





STRATEGY 1: AI-DRIVEN PERSONALIZATION FOR SUPERIOR ENGAGEMENT

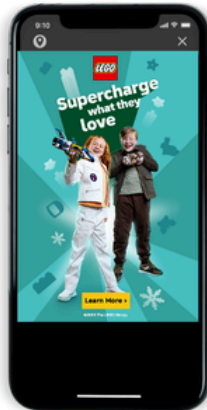
AI continues to revolutionize digital advertising by allowing brands to craft, deliver, and optimize campaigns in real-time. AI-driven advertising achieves unprecedented precision and efficiency, with various Demand Side Platforms (DSPs) leading the way through tools such as Dynamic Creative Optimization. These platforms adjust elements like pay-per-click bids automatically, ensuring every ad dollar is maximized for engagement and relevance.

With APEX's audience data capabilities, brands can leverage AI-driven insights to fine-tune their ad placements, ensuring they align closely with user behaviours and preferences. This approach enables real-time, data-backed personalization that resonates deeply with individual users, driving engagement and boosting conversions.

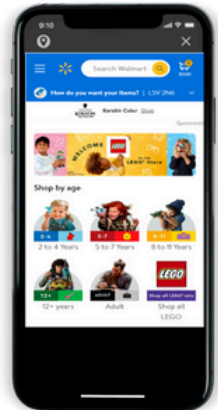
Think of companies like Netflix and Amazon, which use AI to sift through massive data sets, creating ad content that feels tailored to each viewer. By adopting similar strategies, APEX helps brands strengthen their brand-audience connection, providing a competitive edge through personalized ad experiences that appeal directly to your target audience.



Push Notification



InStore Brand Moment



Click Through

Sample of consumer receiving a real time offer based on their location and behaviour

STRATEGY 2: THE DOMINANCE OF VIDEO AND INTERACTIVE CONTENT

The population's attention span has reduced of late with adults having an average attention span of just [8.25 seconds](#). Electronic devices have played a huge role in this reduction and that's why short-form video platforms like TikTok, Instagram Reels, and YouTube Shorts are successfully transforming how users consume content. This also affects how users consume ads as people now want their ads packaged in a way where they can ingest all necessary information in the least amount of time, and video provides the perfect solution for that.

Per [EMarketer](#), in 2025, 75% of the money spent on display advertising is forecast to be allocated to video advertising.



DIGITAL AD SPEND IN CANADA BY FORMAT, 2020-2025

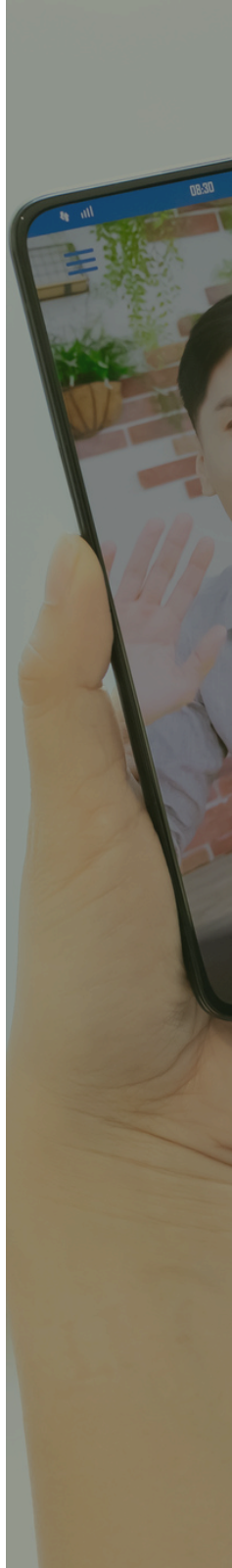
(In Billions CAD\$)

	2020	2021	2022	2023	2024	2025
Display	\$5.17	\$5.92	\$6.66	\$7.09	\$7.83	\$8.50
(Video)	(\$3.22)	(\$3.83)	(\$4.36)	(\$5.00)	(\$5.78)	(\$6.39)
Search	\$4.23	\$5.00	\$5.47	\$6.51	\$7.44	\$8.01
Classified	\$0.15	\$0.15	\$0.16	\$0.16	\$0.17	\$0.17
Total	\$9.55	\$11.07	\$12.29	\$13.76	\$15.44	\$16.68

Video and interactive content offer distinct advantages including:

- **Higher Engagement:** Video content typically attracts more attention and engagement than static ads.
- **Increased Brand Recall:** Short-form videos and AR experiences create lasting impressions, increasing brand awareness.
- **Higher Conversion Rates:** Interactive and shoppable videos allow users to move seamlessly from viewing to purchasing, simplifying the journey from interest to action.

By integrating short-form videos and interactive video ads into their campaigns, brands leveraging APEX's geolocation and audience data for precise targeting can captivate audiences and achieve impressive results.



A hand holding a smartphone with a lock icon on the screen. The phone is dark, and the lock icon is white. The background is blurred, showing a keyboard.

STRATEGY 3: PRIVACY-FIRST ADVERTISING AND ETHICAL DATA PRACTICES

As consumer expectations around privacy grow, so does the impact of data regulations such as the General Data Protection Regulation (GDPR), Consumer Privacy Protection Act (CPPA), and Personal Information Protection and Electronic Documents Act (PIPEDA).

Yes, Google did make a huge announcement where they decided not to deprecate third-party cookies, but brands must still adapt, and APEX's expertise in compliant data handling makes for an invaluable partner to leverage in this area.

Following Google's recent update, there are a number of avenues that advertisers can take in order to ensure they adhere to regulations and engage in compliant data handling, including the following:



Continuous Testing:

Continue experimenting with contextual targeting, engaging creative, and varied identity resolution methods. Although Google leads the browser market, many consumers are already unreachable via third-party cookies due to privacy-focused browsers like Safari, Firefox, and Chrome's privacy extensions. Google may have relaxed the urgency, but a large portion of audiences is already in "cookieless" environments.

Enhanced Data Strategy:

Determine the types of consumer data needed to create lookalike models, segmentation, and propensity scoring, and develop a plan to gather this data. This strategy will also be essential when assessing a data clean room partnership, ensuring alignment with defined use cases and business goals.





APEX's privacy-first data collection methods through premium partners include context-based targeting and directly sourced user data, ensuring compliance while maximizing ad relevance. This ethical approach builds consumer trust, giving brands a stronger reputation and more meaningful connections with their audience.

Transparent data practices that prioritize privacy have become essential for brand loyalty. APEX can help brands communicate these values to consumers, emphasizing their commitment to ethical data use and empowering brands to maintain a positive image even in a highly regulated environment.



STRATEGY 4: OMNI-CHANNEL AND PURPOSE-DRIVEN MARKETING

Customer-Centric Approach:

Prioritize the customer experience across all channels, ensuring that interactions are consistent and personalized. By focusing on the customer's journey, brands can enhance engagement and build stronger relationships.

Leverage Data for Omnichannel Attribution:

Utilize data analytics to understand how customers interact across different channels. Omnichannel attribution allows brands to identify which channels are most effective, enabling them to allocate resources more efficiently and tailor strategies to maximize impact.



Optimize for Measurement Across Touchpoints:

Accurate measurement of cross-channel performance is vital. This involves understanding the impact of each marketing touchpoint, whether online or offline, and adjusting strategy based on comprehensive performance data.

Personalization and Real-Time Engagement:

Use online and offline data to deliver personalized experiences in real time. This may involve leveraging automation tools that integrate online and offline behaviours, enabling brands to create targeted and engaging customer experiences.

By prioritizing these strategies, businesses can navigate the complexities of the omnichannel landscape in 2025, delivering superior customer experiences that drive loyalty and growth. The focus on integrating online and offline data, along with the adoption of new technologies, will be key to staying ahead in the competitive e-commerce market.



KEY TAKEAWAYS

As we move into 2025, these four strategies are essential tools for success in the digital advertising landscape. Each trend aligns with APEX's strengths in geolocation, audience data, and ethical data handling, offering brands a unique advantage in an increasingly competitive market.

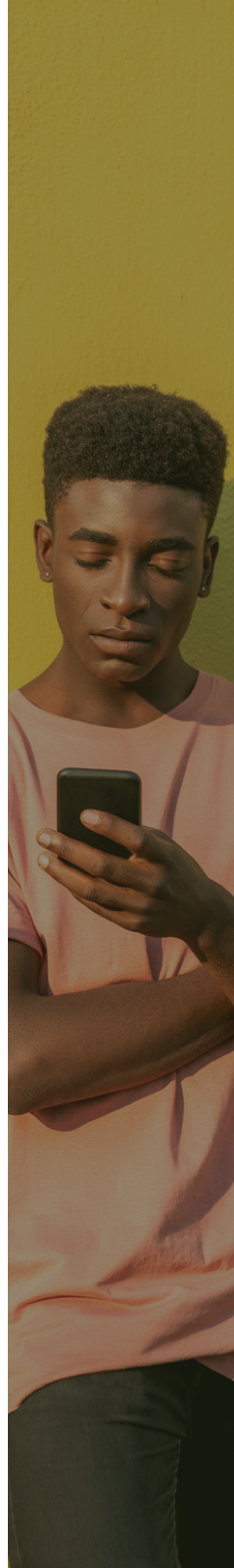
As we look beyond 2024 into the new year, it's clear that the potential impact of global economic and technological changes will shape the advertising landscape in ways we are just beginning to understand. The long-term trends discussed in this report will continue to influence how advertisers connect with their audiences.

The future of in-app and omnichannel advertising is bright, filled with opportunities for those willing to embrace adaptability and innovation.

By staying informed, agile, and forward-thinking, advertisers can not only successfully navigate the challenges ahead but thrive in the market, creating more engaging, effective, and meaningful ad experiences for consumers around the globe.

The journey into the future of advertising is an exciting one, and by leveraging the insights and strategies outlined in this eBook, advertisers are well-positioned to lead the way.

Contact APEX today to maximize the effectiveness of your brand's campaigns in 2025 and beyond through our expertise in audience data, personalized targeting, and cutting-edge digital trends.



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