

INTERNET OF THINGS

What happens to the marketplace when almost every object is connected to the internet?

IoT, otherwise known as the Internet of Things, refers to the growing network of internet-enabled objects and devices—beyond smartphones and computers—that use embedded software and sensors to **communicate, collect, and exchange data with one another via the internet.**

Numerous examples of IoT devices are already commonplace, such as 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.

We interviewed marketers and IoT experts from various industries to understand **what the IoT is, how it is disrupting business, and what opportunities exist for marketers to leverage it.**

They shared with us that as consumers become more connected to the IoT ecosystem, each connection represents a potential touchpoint that marketers can use to personalize content, customize product offerings, and **understand with greater precision where prospects are on their buying journeys.**

These connections also produce vast amounts of very granular data about consumers' everyday lifestyles. **This data can give marketers a unique window into consumer behavior** and allow greater influence through perfectly timed interactions with consumers through these connected devices.

RECOMMENDED STEPS

Are you considering adding the Internet of Things to your marketing mix?

ANA members have access to the full report, which includes case studies on the Internet of Things, but here are three steps to get you started:

1

What are the new consumer experiences you want to power?

Marketers must first consider how their brand can or should fit in to the connected consumer. A great example is Disney's MagicBand, which provides visitors with information and perks that improve their experience while providing the company with data about visitors' activities.

2

What consumer input do you need?

Brands will have unprecedented visibility into consumers' lives, allowing the creation of meaningful experiences. But, brands must use this visibility thoughtfully, and not overreach in their quest for data in ways that cause consumers to push back.

3

What partnerships do you need to enable?

Very few firms have all the technology and know-how required to paint a masterpiece on the IoT canvas. Create a vision for what you want to achieve with the IoT, and then find the partners to bring it into reality.



To learn more about how marketers are leveraging the Internet of Things, check out the [full research report](#).

You can also visit ANA's Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.