

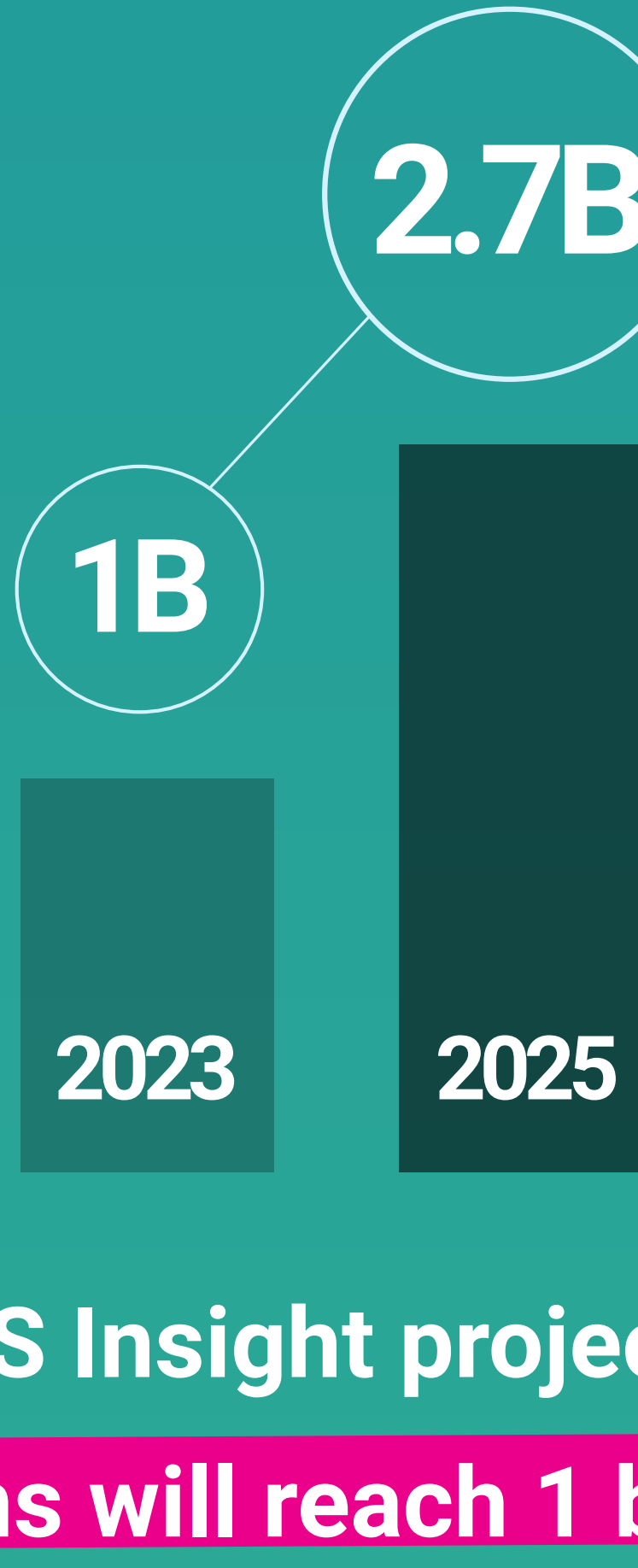


The latest generation of cellular network technology has arrived, but **is the marketing world ready for 5G?**

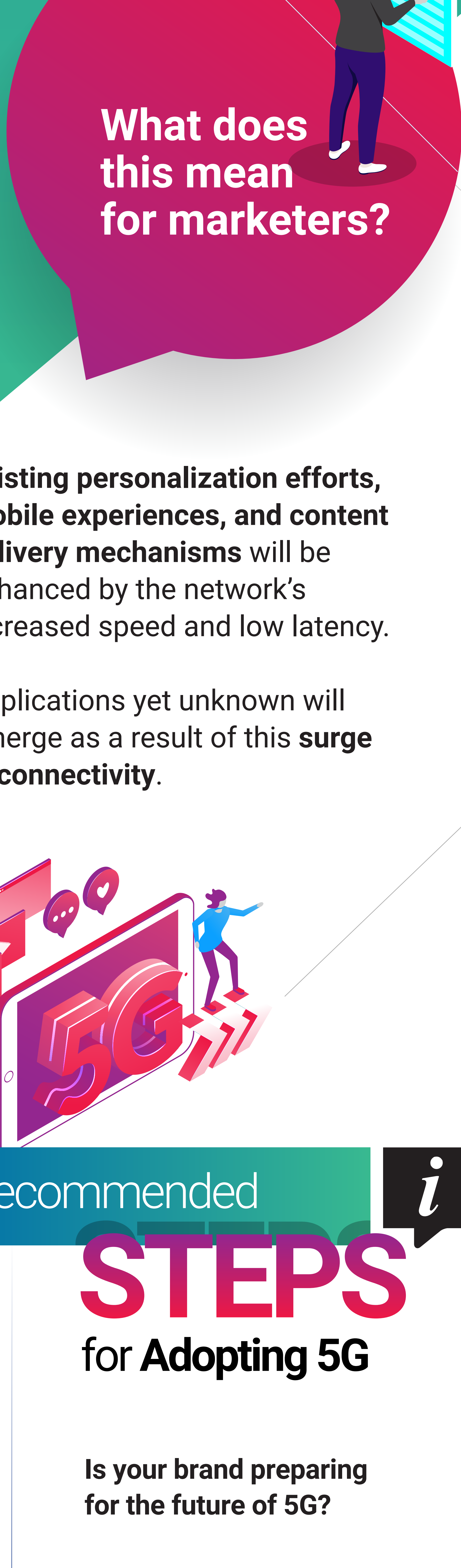


Users of 5G will benefit from **unprecedented speeds, low latency, and virtually unlimited connectivity** to support an ever-growing IoT.

However, the network is not yet widely available, and it may take years to put the infrastructure in place to enable widespread adoption.



That said, **CCS Insight projects that 5G connections will reach 1 billion in mid-2023 and 2.7 billion in 2025.**



What does this mean for marketers?

Existing personalization efforts, mobile experiences, and content delivery mechanisms will be enhanced by the network's increased speed and low latency.

Applications yet unknown will emerge as a result of this **surge in connectivity.**



Recommended



STEPS

for Adopting 5G

Is your brand preparing for the future of 5G?

Check out the Marketing Futures report for a deep dive on this important trend, and follow these three steps to get started today.

1

5G could change the consumer's data price point.

Today, consumers that don't have unlimited data plans must consider how to scale their usage. The abundance of bandwidth and speed of 5G is expected to make expensive data-limited plans a thing of the past.

2

5G means richer content for brands and customers.

5G will substantially expand the mobile marketer's canvas. In a 5G world, immersive consumer shopping experiences through AR and VR interactions may become the new normal.

3

5G's phase-in time means plenty of runway for marketers.

The staged rollout of 5G gives marketers time to plan and prepare their strategy. Smartphones that are 5G compatible are already available, with more on the way.



To learn more about how marketers can prepare for 5G, **check out the full research report.**

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