

The Workday Consumer has logged in

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Consumer behavior has shifted, and advertisers have an opportunity to shift, too. Not so long ago, from Monday through Friday, many consumers went to offices where they engaged in their “work-life” activities. Then they went home, where they spent time immersed in their “personal life” activities. On weekends, they did chores and went shopping. This was something advertisers could count on. Then, the pandemic hit, and for many, all those things began to happen simultaneously from home. The change caused a fundamental and permanent shift in how we spend time online – say hello to the Workday Consumer.

The Workday Consumer unapologetically switches between employee, personal, and consumer modes throughout the day. What this means for employers and businesses marketing regarding this new behavior is now just being discovered. Our research indicates permanent behavior changes that most marketers aren’t equipped to handle, yet.

However, agile businesses can take advantage of this opportunity to compete effectively. Learn from our experts how to rethink your online targeting strategies to convert and retain this new persona. Learn how your business can leverage these insights and adapt to the new persona in an open Q&A.

The speaker



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