

DIGITAL OUTLOOK SRI LANKA

The Annual Market Insight Report

2024

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A Collaborative Project Between



Marketing Management
University of Kelaniya, Sri Lanka

DIGITAL OUTLOOK SRI LANKA

2024

The Annual Market Insight Report

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PREFACE

The digital landscape in Sri Lanka has seen significant evolution in recent years, presenting numerous opportunities for businesses and individuals. In response to the economic challenges, particularly post-Covid, the Sri Lankan government has prioritized expanding digital technology access and enhancing digital literacy across sectors. This strategic focus is expected to drive economic growth in the country.

Media consumption and internet usage have surged in Sri Lanka, with over 60% of the population now online. This growth has encouraged increased activity on digital channels and social media platforms, creating a wealth of opportunities for businesses nationwide.

Looking ahead to 2024, the AI revolution is prepared to reshape digital marketing in Sri Lanka greatly. AI technologies have the potential to revolutionize how businesses utilize digital platforms, particularly in influencing consumer decision-making processes. By connecting vast customer data, AI algorithms can deliver personalized product recommendations, targeted marketing messages, and tailored shopping experiences. Additionally, predictive analytics powered by AI can anticipate consumer needs, while AI-driven chatbots offer instant support across various channels, enhancing overall satisfaction and engagement. As AI continues to advance, its impact on Sri Lanka's retail and e-commerce landscape is expected to be transformative, driving innovation and shaping industry practices.

The Asia Pacific Institute of Digital Marketing (APIDM), in collaboration with the Department of Marketing Management at the University of Kelaniya, publishes the annual Digital Outlook Sri Lanka report. This report serves as a vital resource for marketing and business professionals, providing the latest data and insights into the rapidly evolving digital sector.

Since its establishment in 2009, APIDM has played a pivotal role in providing digital training and facilitating access to up-to-date research data, empowering Sri Lankan business professionals to make informed decisions and drive innovation in the digital arena.

The Department of Marketing Management (DMM) has been an entity at the forefront of academic innovation, demonstrating its commitment to providing cutting-edge education at the University of Kelaniya (UoK). The department has spearheaded the introduction of the Bachelor of Business Management in Digital Marketing in Sri Lanka, underscoring its role as a trailblazer in shaping the future of marketing education in the country.

RESEARCH METHODOLOGY

An empirical study was carried out as a quantitative survey, and the findings were supported by industry and academic expertise unveiled through strategic discussions. The population for the study was selected based on the Internet penetration and the social media penetration of Sri Lanka. The sample was selected using the quota sampling technique. Quota sampling is a non-probability sampling method that involves selecting a predetermined number or proportion of units. The sample accounts for 2703, covering all the provinces in Sri Lanka, including 25 districts. The primary data collection tool was a questionnaire with scales, rankings, and open-ended options to obtain brand-specific and industry-related insights. The study was based on primary and secondary data, and descriptive statistical tools were used to analyse the collected sample data. The report presents some vital strategic insights based on the findings of the study.



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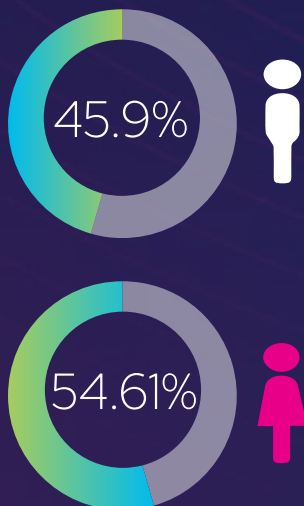
SURVEY SAMPLE

Monthly Active Users in Sri Lanka

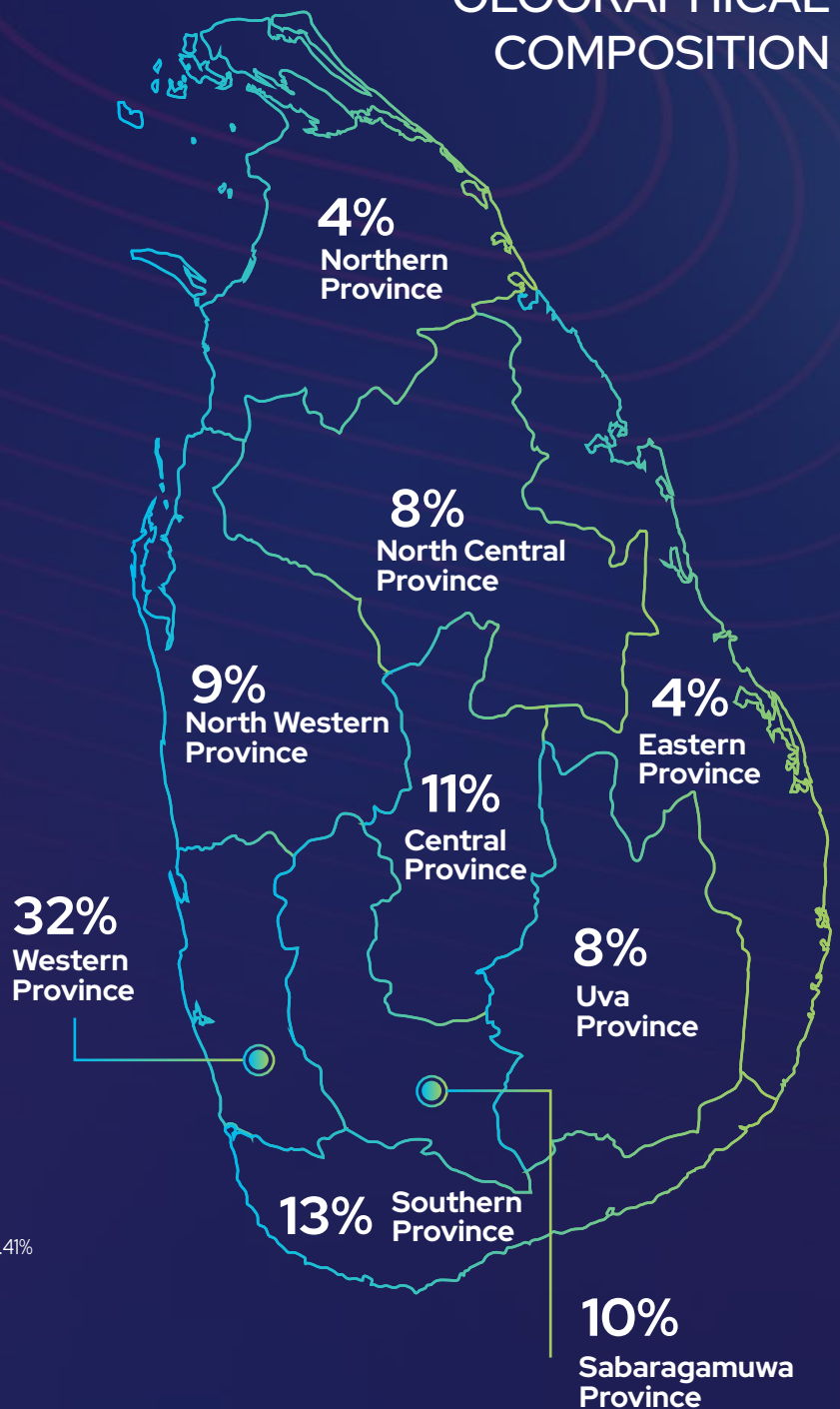
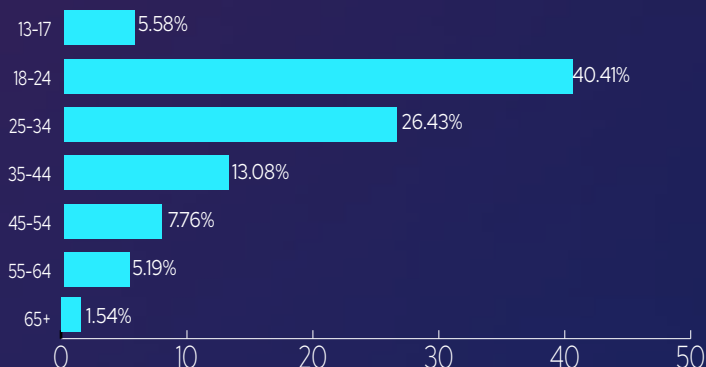
2,703 Respondents

GEOGRAPHICAL COMPOSITION

Gender %



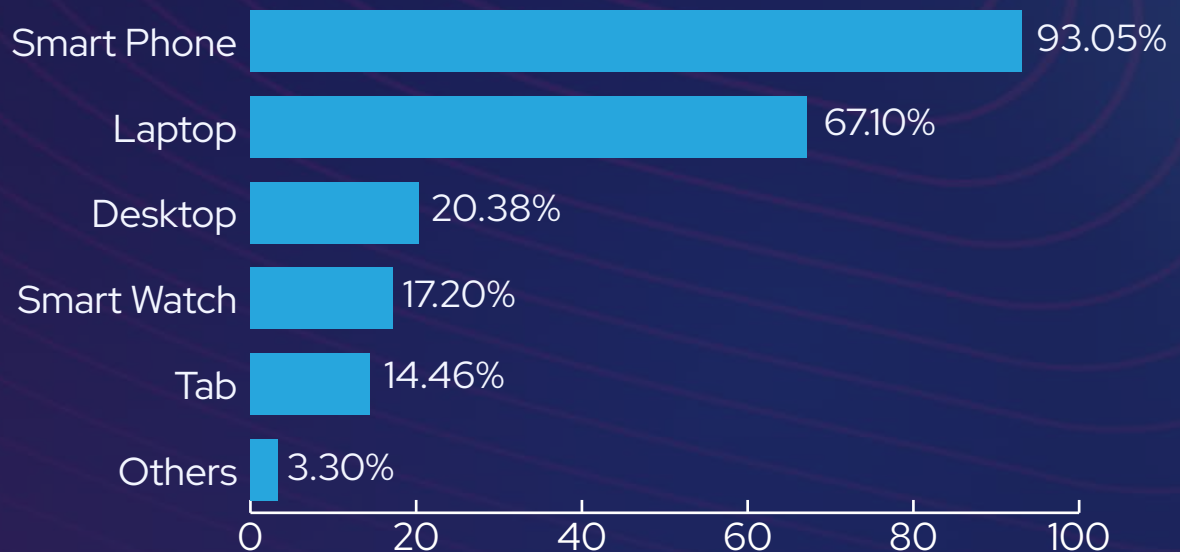
Age %



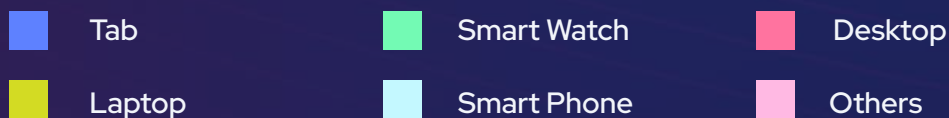
THE DIGITAL DEVICE OWNERSHIP IN SRI LANKA

In Sri Lanka, 93% of internet users possess smartphones, with 67% owning laptops, 20% owning desktop computers, 17.20% possessing smartwatches, and 14.46% owning tablets. The rising prevalence of smartwatches indicates a notable trend in digital device ownership

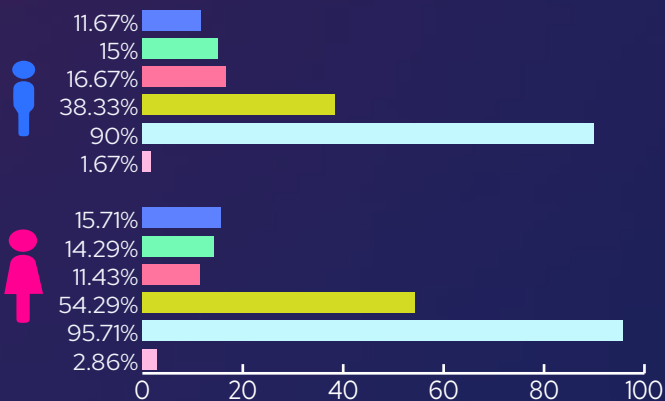
Note: The data was collected through a Multiple Choice Question



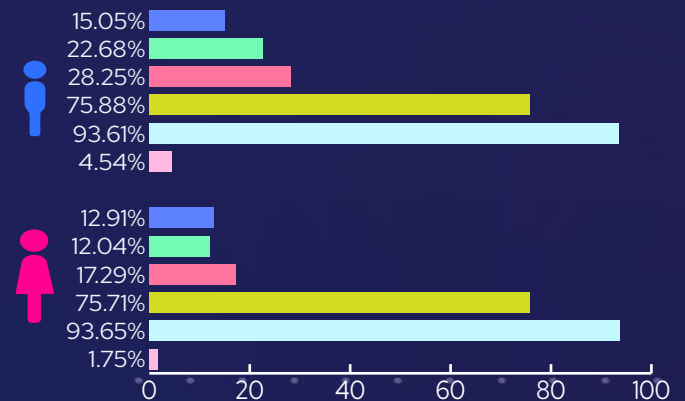
Age & Gender-Based Analysis



13 to 17

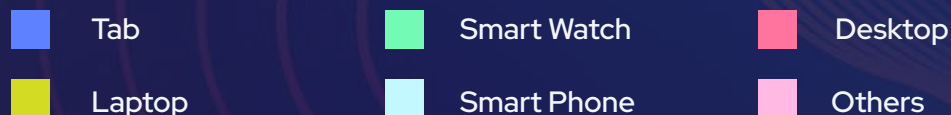


18 to 24

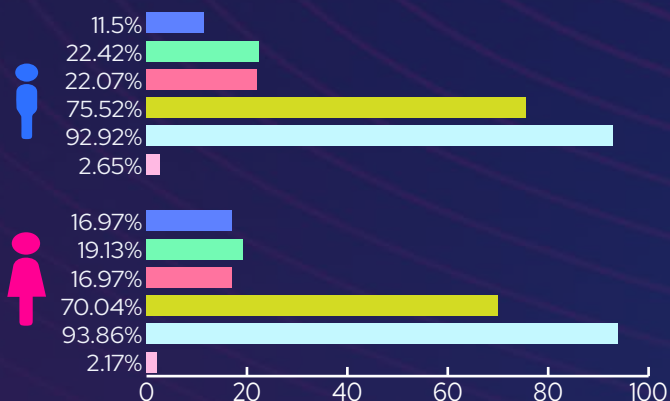


THE DIGITAL DEVICE OWNERSHIP IN SRI LANKA (Cont'd)

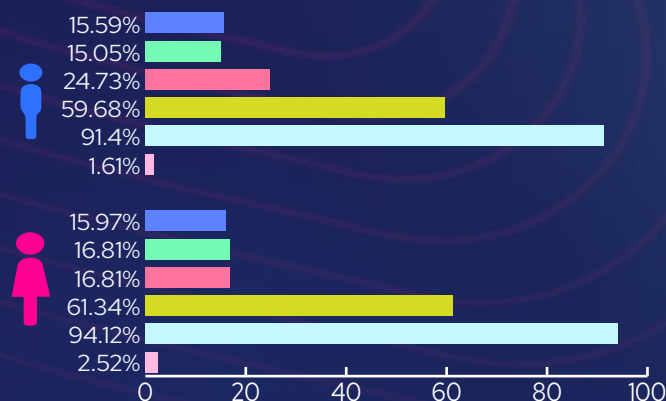
Age & Gender-Based Analysis (Cont'd)



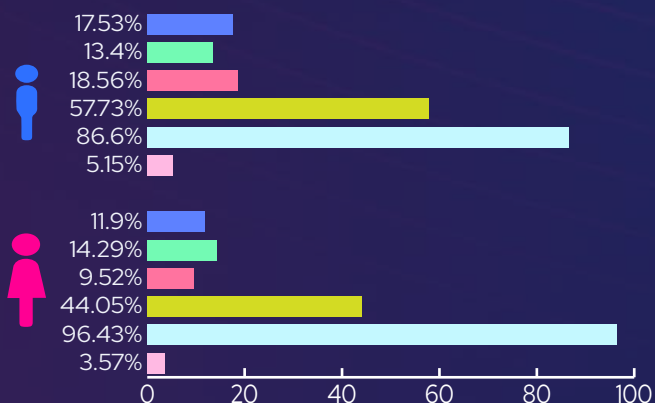
25 to 34



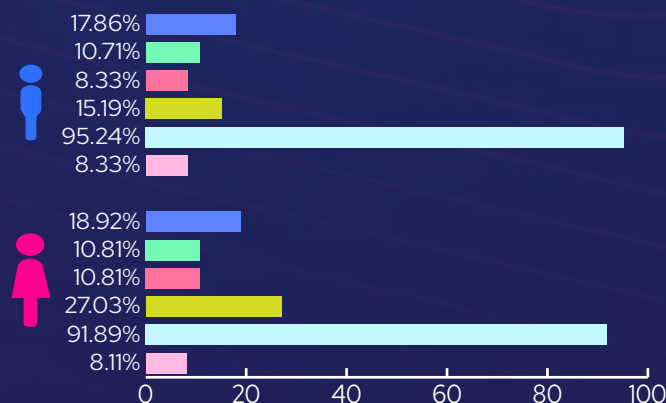
35 to 44



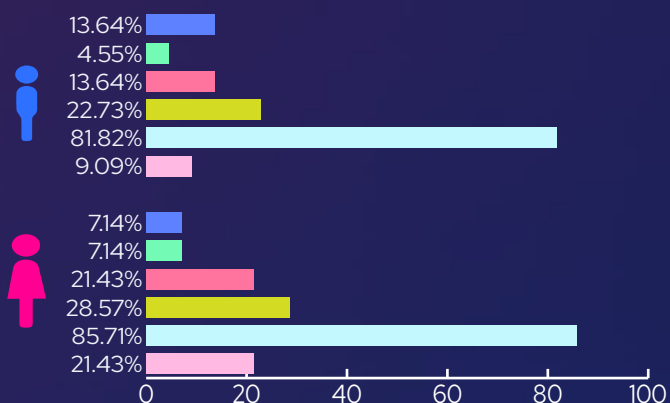
45 to 54



55 to 64



65+



MEDIA ACCESSIBILITY



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MEDIA ACCESSIBILITY



22million

Total Population
In Sri Lanka

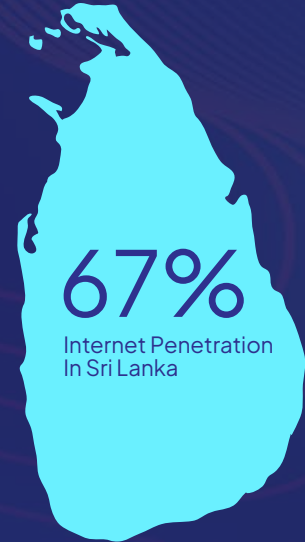
Source : statistics.gov.lk



14.68million

Total Internet Users
In Sri Lanka

Source : statista.com



7 Million

Average Monthly YouTube
Users in Sri Lanka

Source: Internal YouTube
Data, Sri Lanka, Feb 2024



8.4 Million

Average Monthly
Facebook Users in Sri Lanka

Source: Meta Ads Manager, 2024
January



1.9 Million

Average Monthly Instagram
Users in Sri Lanka

Source: Meta Ads Manager,
2024 January



4.4 Million

Average Monthly Messenger
Users in Sri Lanka

Source: Meta Ads Manager,
2024 January



2.2 Million

Average Monthly LinkedIn
Users in Sri Lanka

Source: LinkedIn Ads Manager,
2024 January

MEDIA CONSUMPTION PATTERNS



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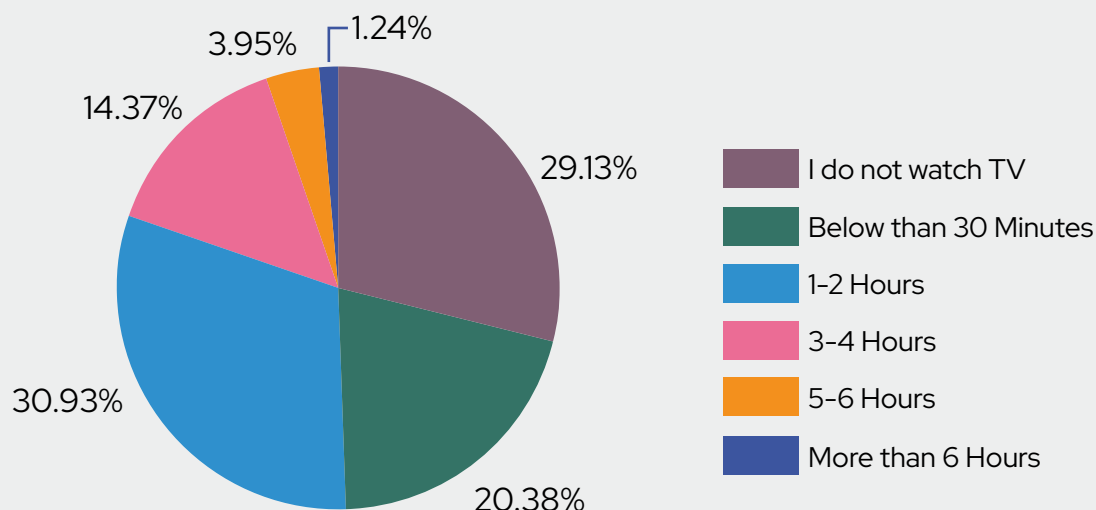


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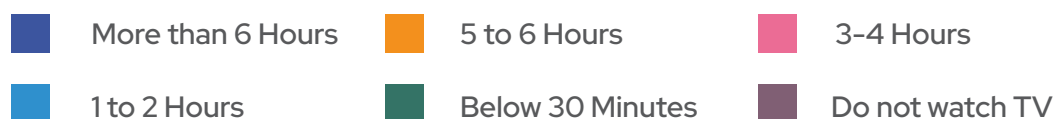
TV Watch Time

On average, 30.93% of Sri Lankan internet users spend 1-2 hours watching TV, while 20.38% spend less than 30 minutes. Further, 29.13% of users reported not watching TV. In comparison to the previous year, no significant changes have been observed.

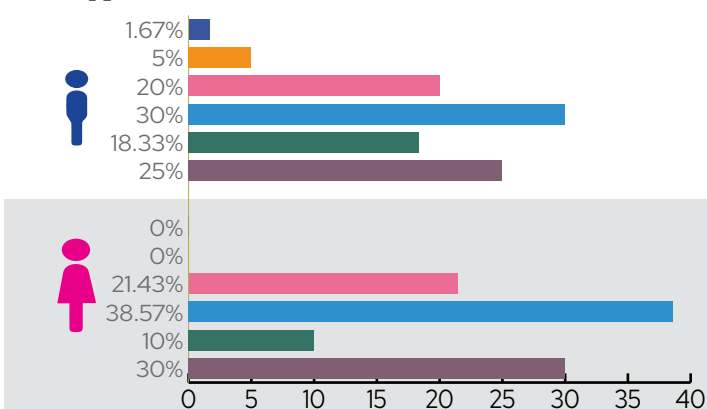
Average Hours Spent Watching TV-Per Day



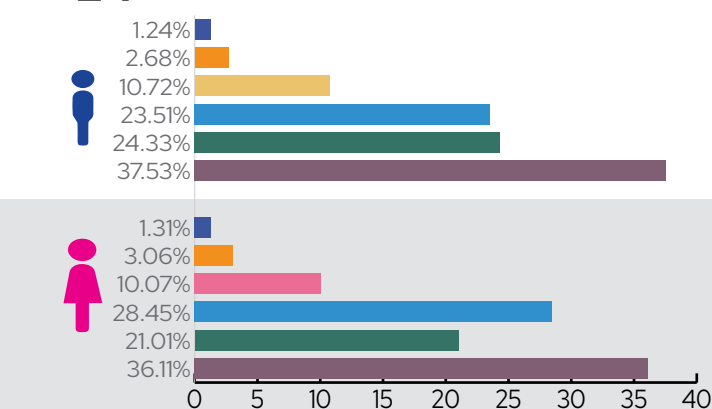
Age & Gender-Based Analysis



13 to 17

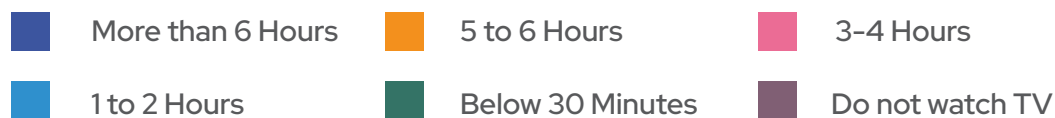


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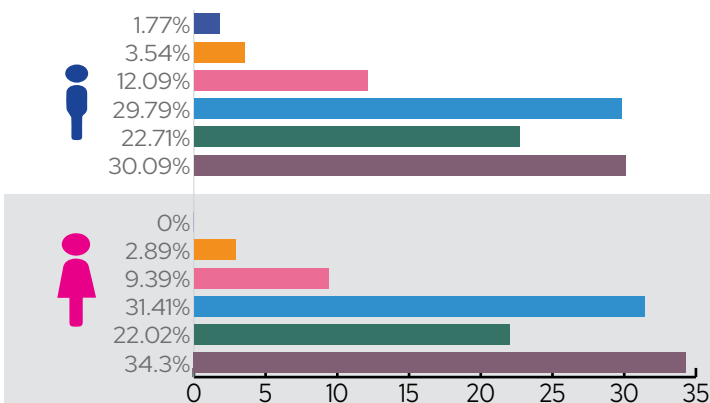


TV Watch Time (Cont'd)

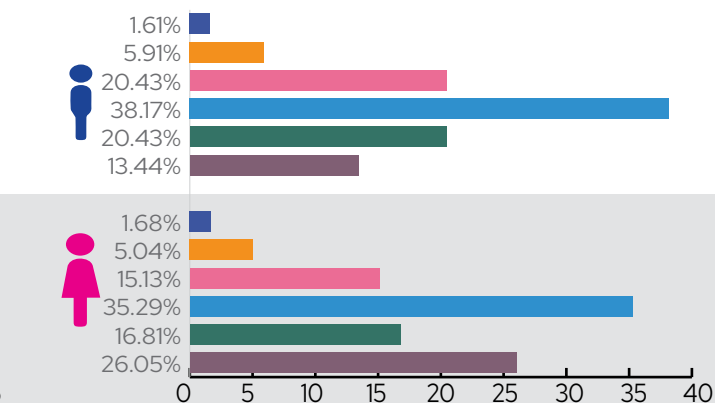
Age & Gender-Based Analysis (Cont'd)



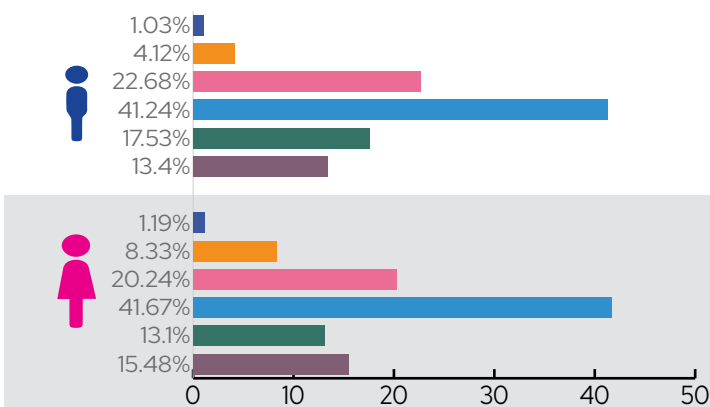
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to 34



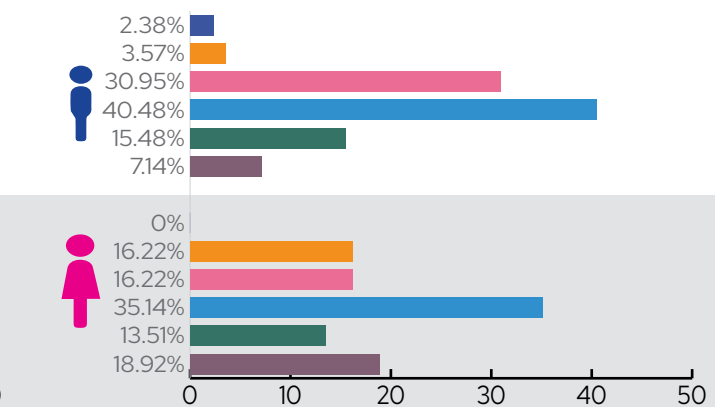
35
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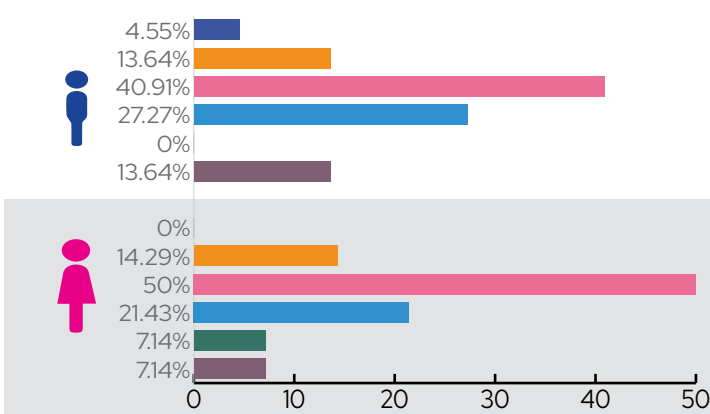
45
to 54



55
to 64

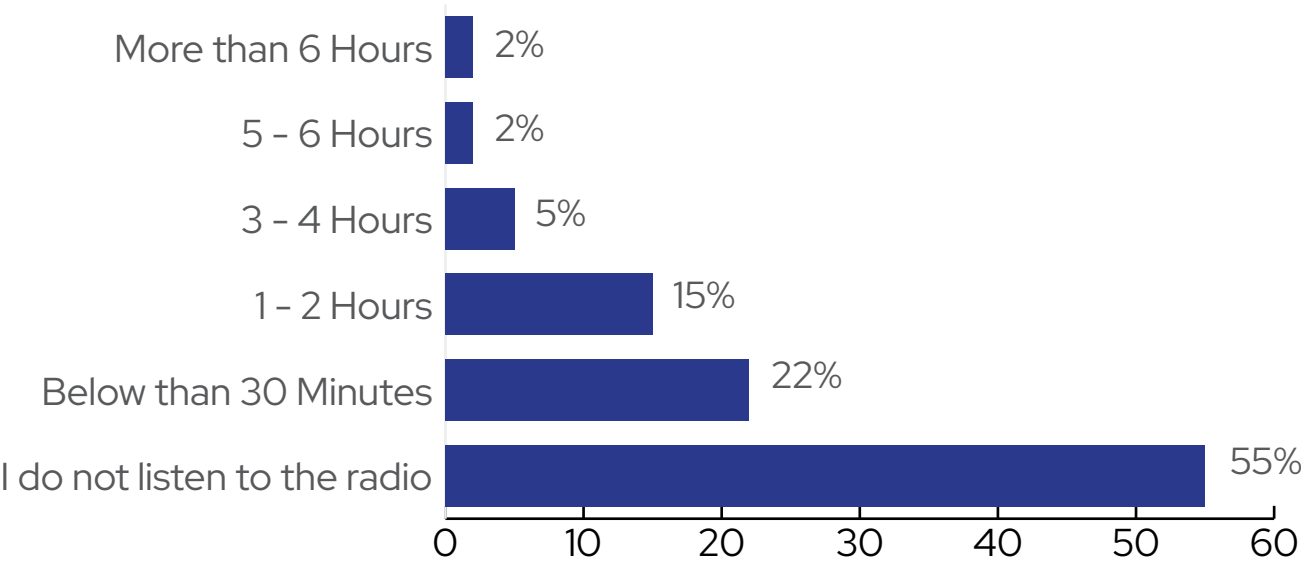


65+

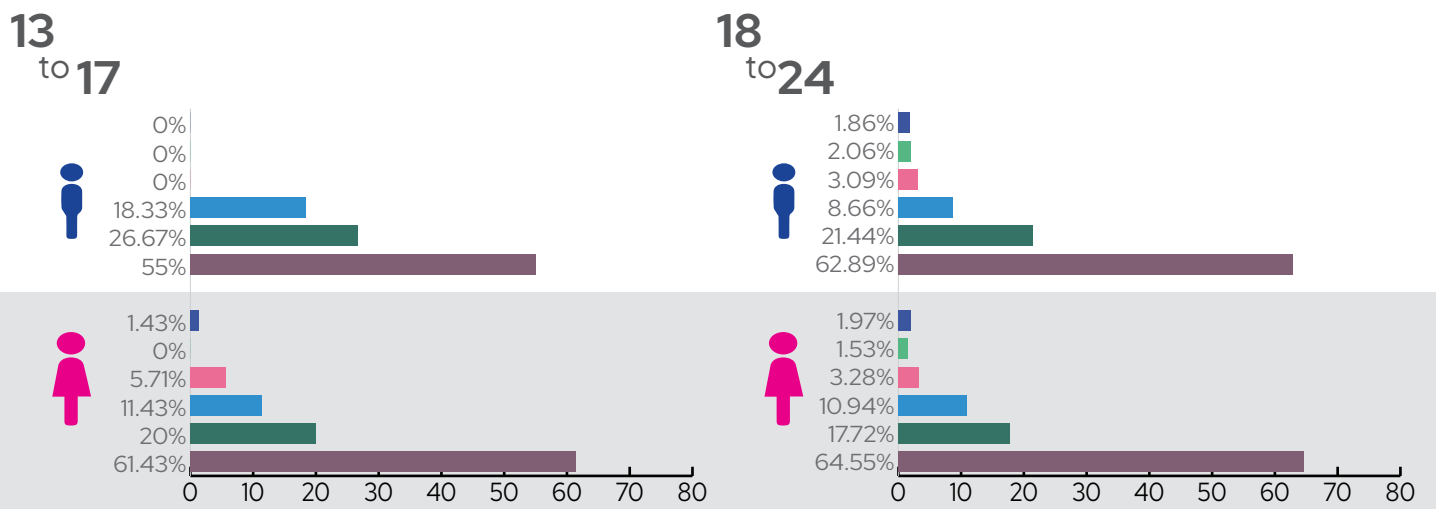
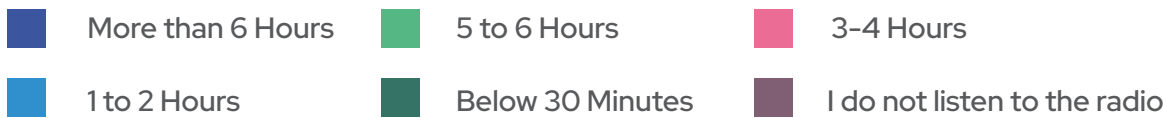


Time Spent On Listening To The Radio

Average 55% of the Sri Lankan internet users have stated they do not listen to the Radio. 22% of the users listen below 30 minutes, while 15 % of are listening only 1-2 hours per day on average.

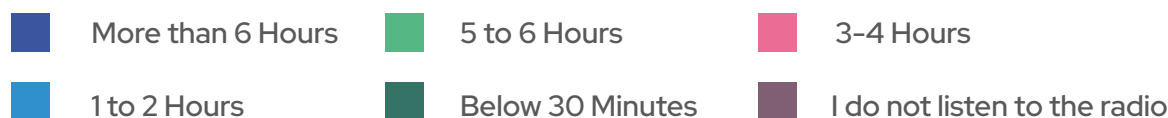


Age & Gender-Based Analysis

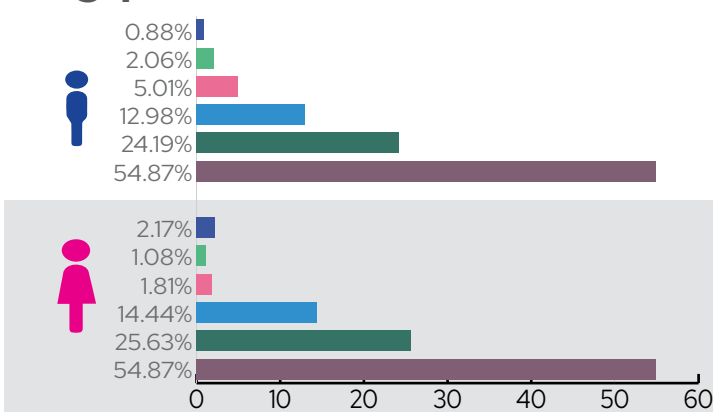


Time Spent On Listening To The Radio (Cont'd)

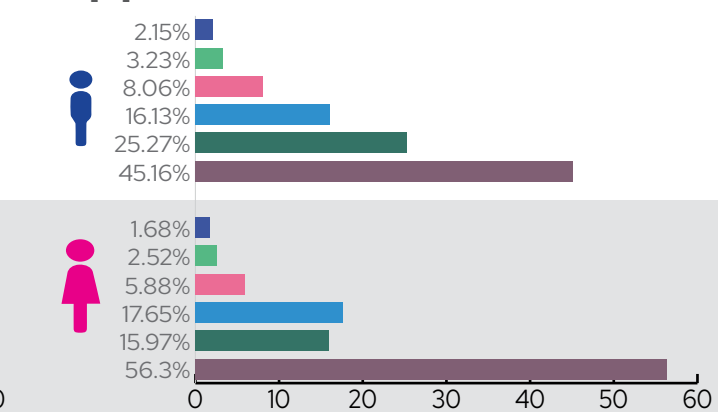
Age & Gender-Based Analysis (Cont'd)



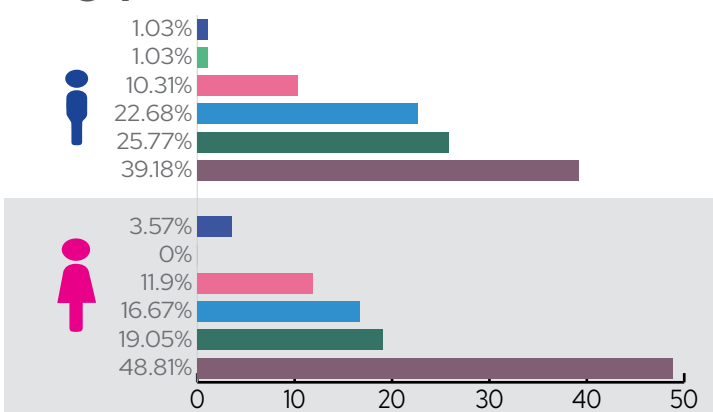
25
to 34



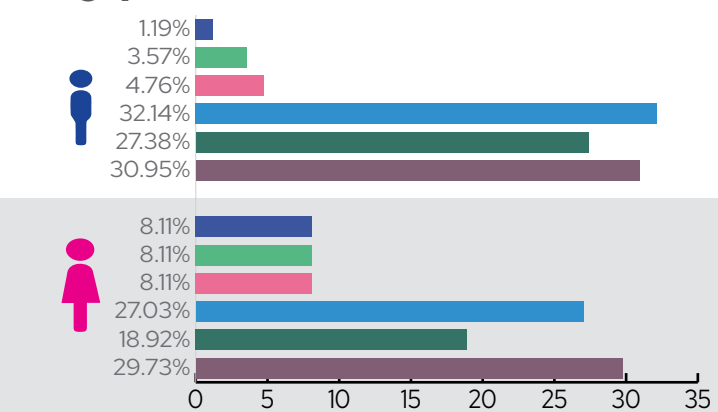
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to 44



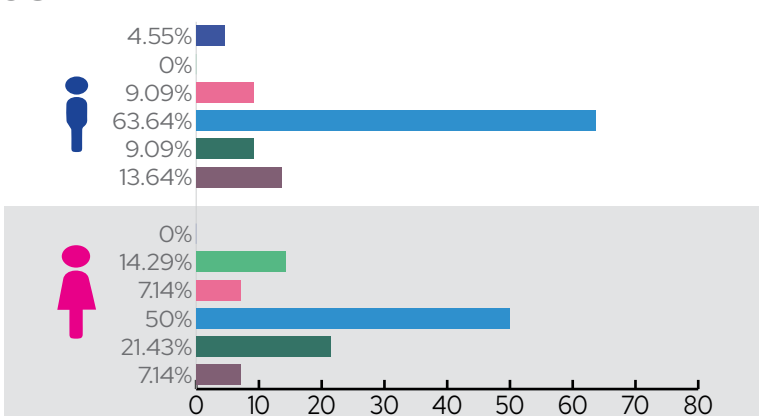
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to 54



55
to 64



65+



Mostly Used Pay TV Connection at Home

Provincial Analysis

Dialog TV

Dialog Viu Mini Hub

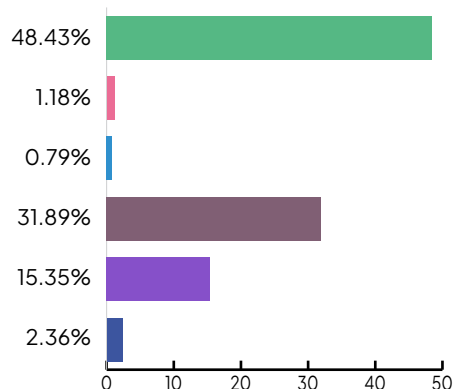
Dish TV

Not using

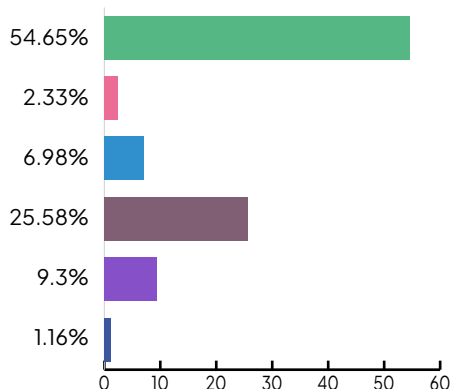
SLT Peo TV

SLT Peo TV Go

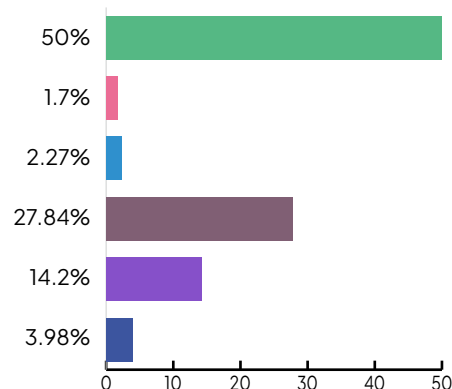
Central Province



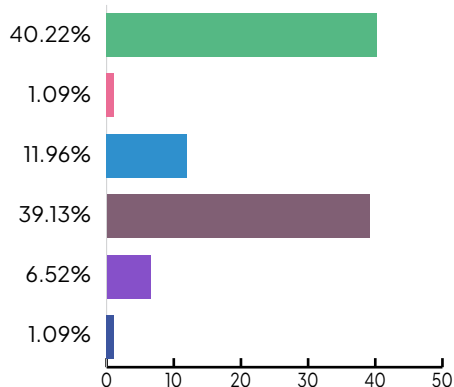
Eastern Province



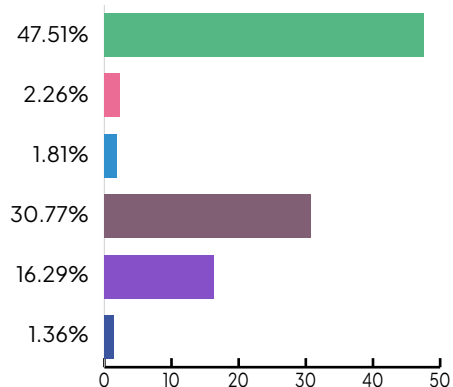
NorthCentral Province



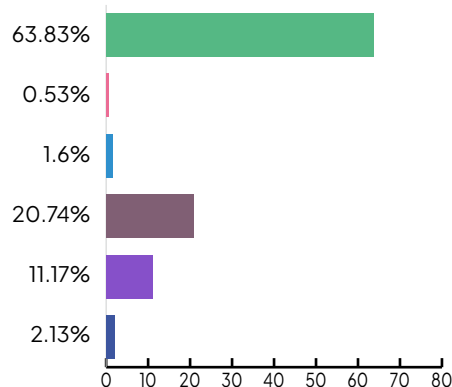
Northern Province



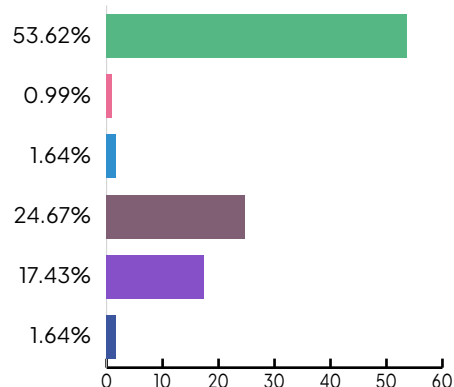
NorthWestern Province



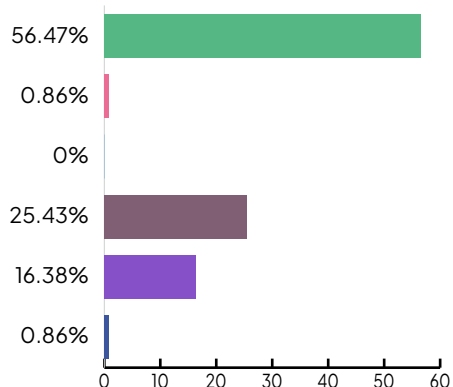
Uva Province



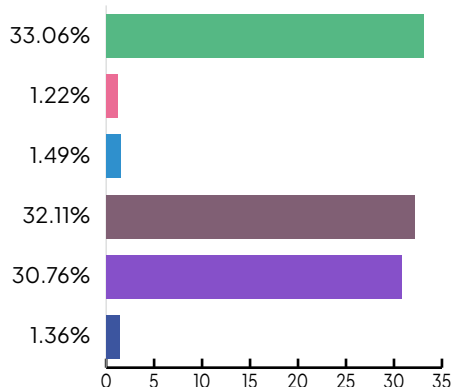
Southern Province



Sabaragamuwa Province



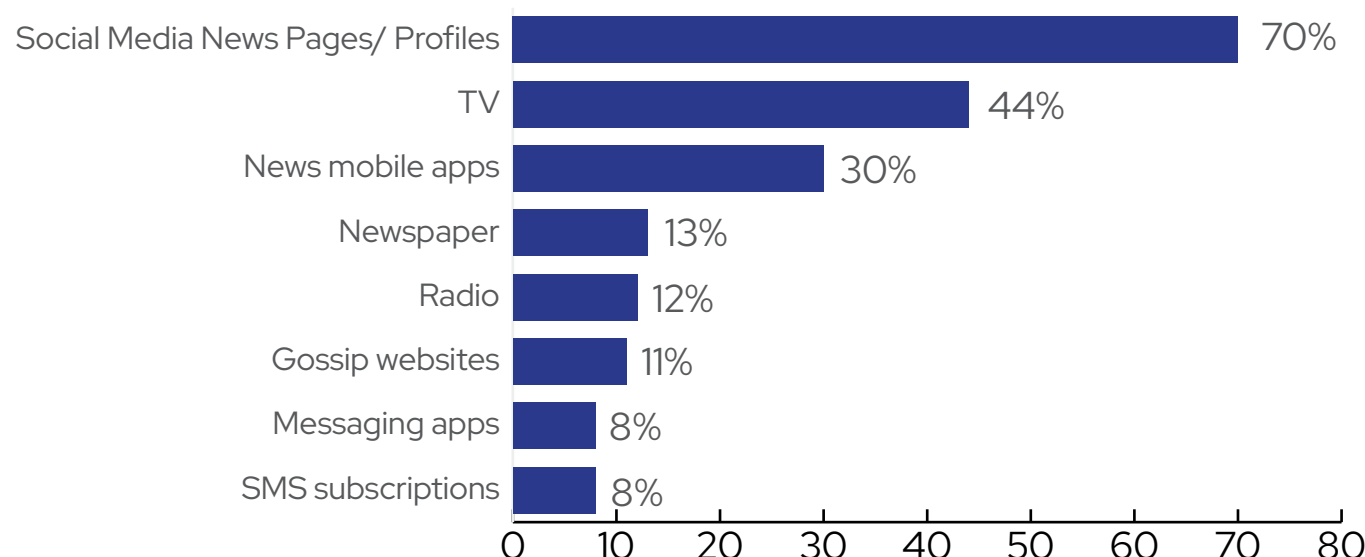
Western Province



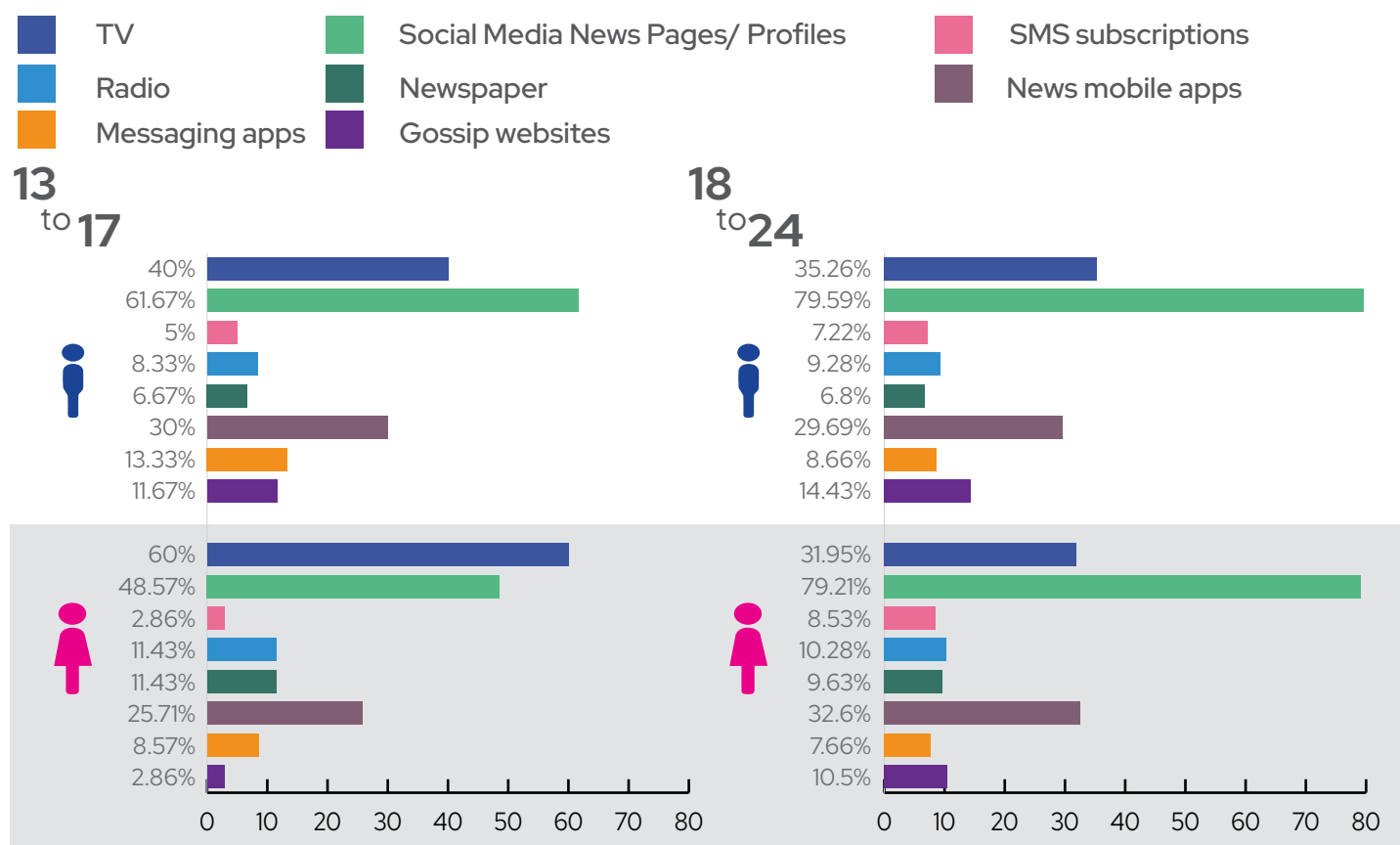
Key Media Sources of Receiving News Updates

Social media is the predominant source for news updates among Sri Lankan internet users, accounting for 70%, a significant increase from the 56% reported last year. TV follows closely as the second most utilized method, with 44%, compared to 34% in the previous year.

Note: The data was collected through a Multiple Choice Question

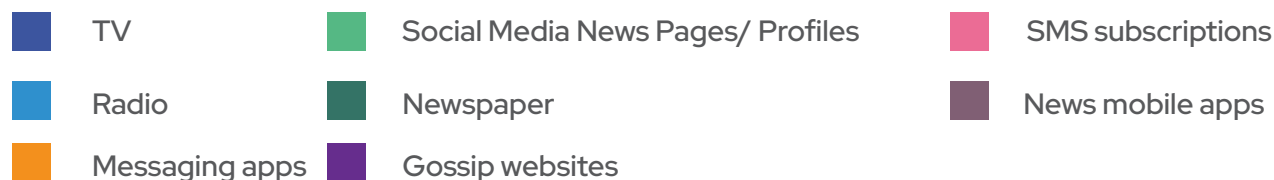


Age & Gender-Based Analysis

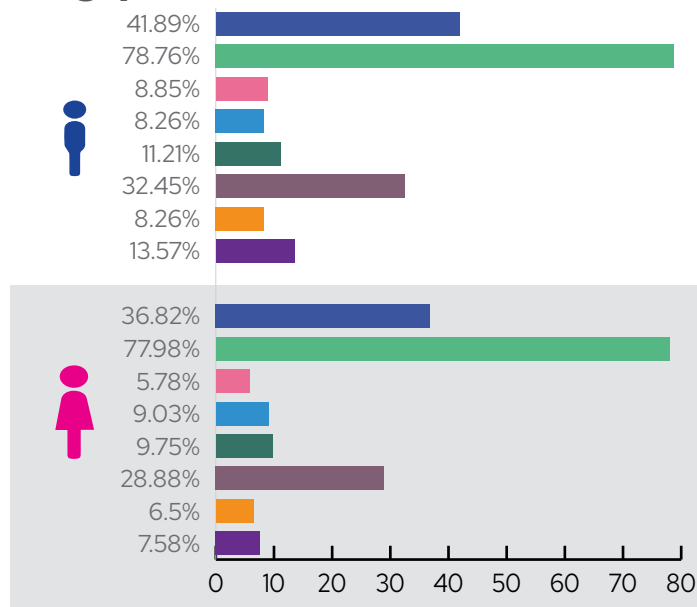


Key Media Sources of Receiving News Updates (Cont'd)

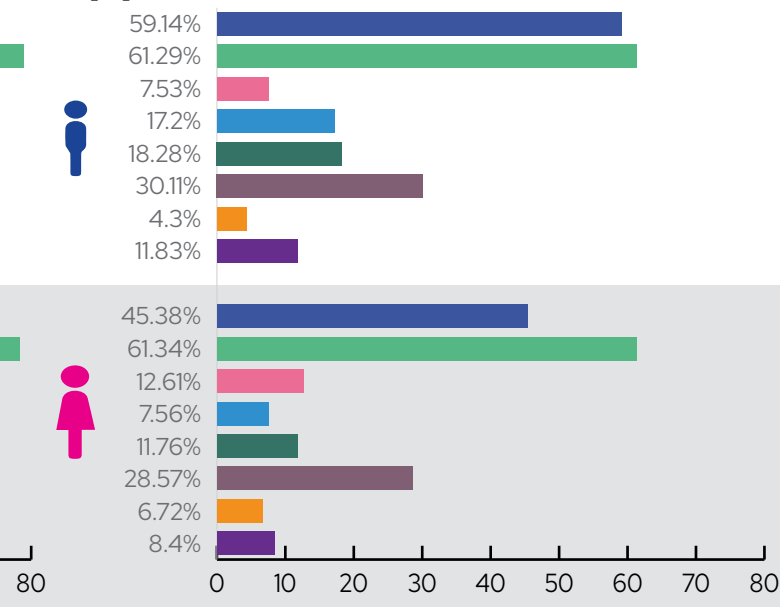
Age & Gender-Based Analysis (Cont'd)



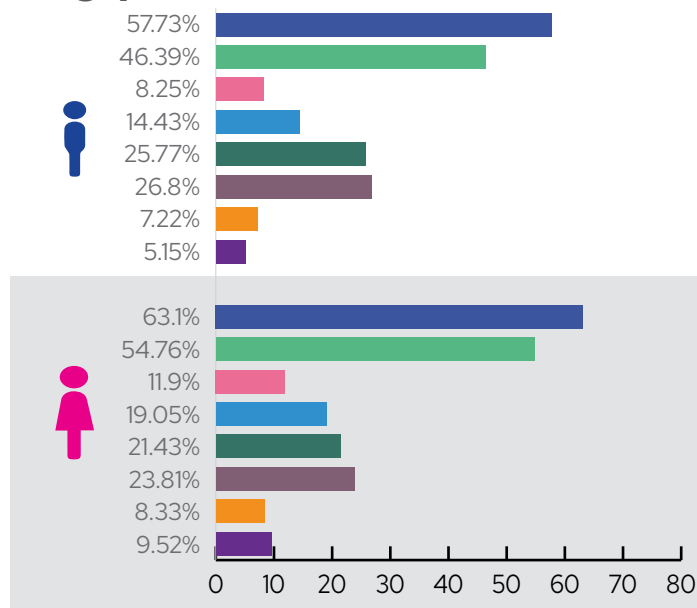
25 to 34



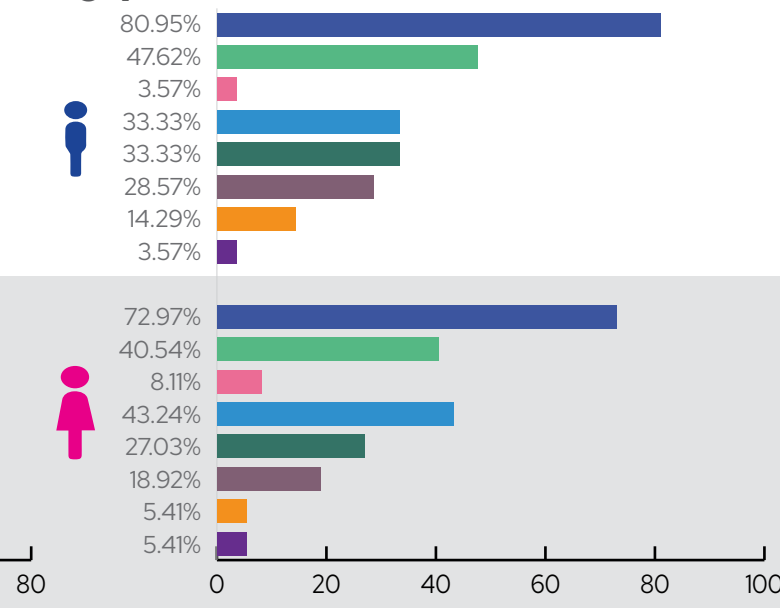
35 to 44



45 to 54

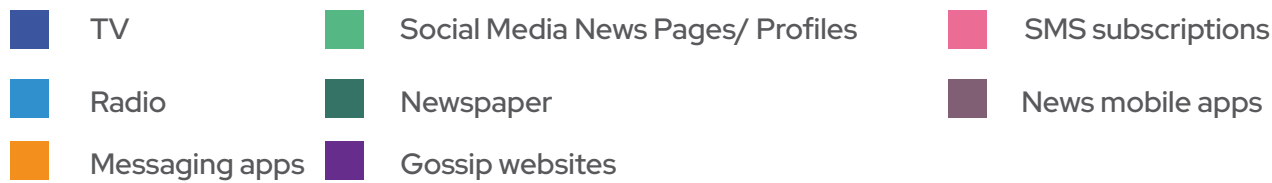


55 to 64

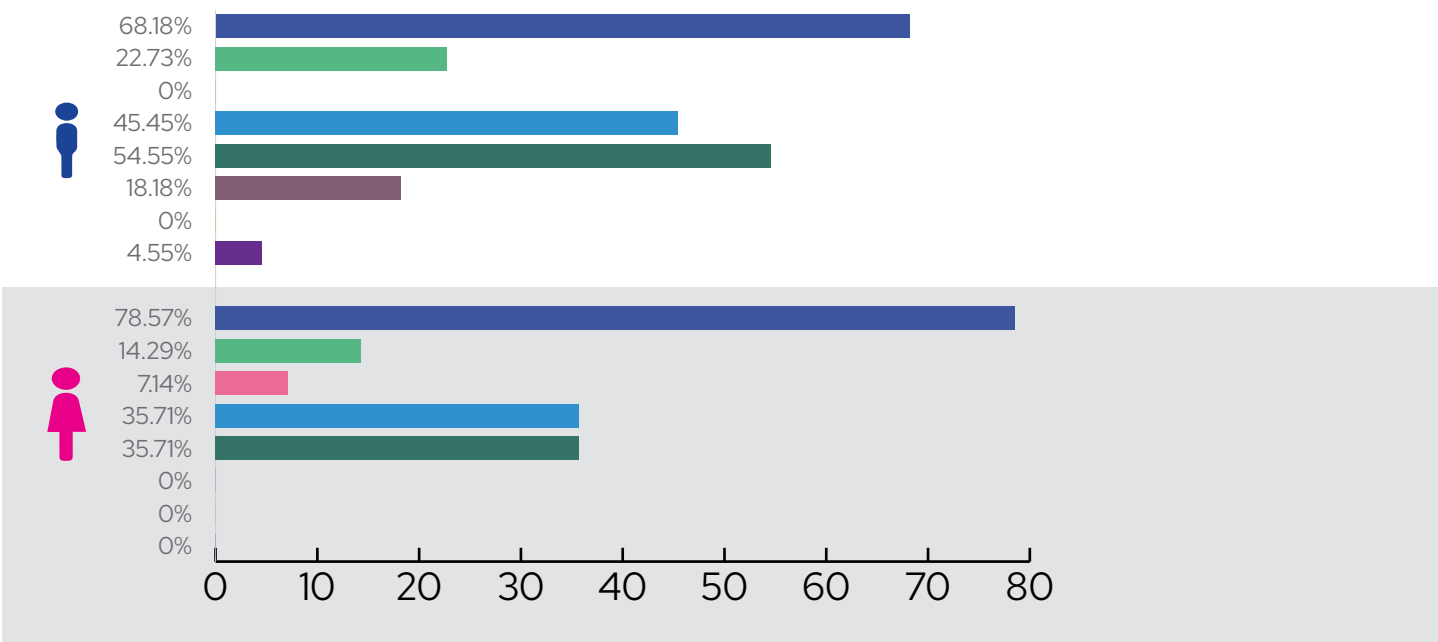


Key Media Sources of Receiving News Updates (Cont'd)

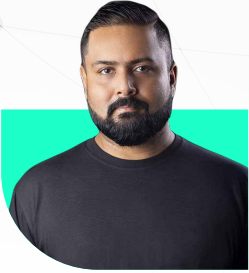
Age & Gender-Based Analysis (Cont'd)



65+



Anatomy of Video in 2024



Mohenesh Chamith Buthgumwa
Vice President, dentsu communications
dentsu

Sri Lanka is a video wonderland. Recently, a survey was done, and out of 25,000 Sri Lankan internet users, a staggering 90% said the number one thing they do on the internet is watch videos. This statistic is impressive, yet it mirrors a trend that is widely recognised globally, reaffirming the significance of content marketing. The accessibility of high-speed internet across urban and rural areas has democratised video consumption, allowing a vast demographic to indulge in this visually captivating medium. This trend has become the heartbeat of the nation's online activity, and as we step into 2024, understanding the anatomy of a video has become even more crucial for marketers and creators.

Whether it's a quick burst of entertainment or a longer, more immersive experience, the goal is universal: keep the audience captivated till the very end. From the video's opening moments, there's a need to hint at something incredible that's yet to unfold, something that compels viewers to stay engaged. This anticipation, this promise of excitement, is the secret sauce for retaining their attention. Interestingly, globally and in Sri Lanka, watch time has become more important than traditional measures such as likes or comments. Local content creators have embraced this shift, excelling in producing content that grips the audience for extended periods.

Taking a closer look at the local scene, Sri Lankan creators have honed the art of crafting narratives that resonate deeply with their audience. Their content is about weaving stories that strike a personal chord. Be it heartwarming family dramas or gripping thrillers set amidst the island's picturesque landscapes, these stories lure in viewers and keep them engrossed. Long-form content has surged in popularity as it allows for deeper storytelling, catering to the audience's desire for substantial and engaging content.

Viral trends on the internet revolve around anticipation. Creators excel in building anticipation, gradually escalating curiosity until the big reveal. It's akin to awaiting the thrilling climax of a captivating story—you're hooked, invested, and unable to look away. Their strategy isn't solely about retaining viewers; it's about crafting an experience, a journey that viewers willingly embark upon each time they hit 'play.'

The future of online content in Sri Lanka hinges on a straightforward yet powerful principle: grab attention, keep it rapt, and leave the audience yearning for more. While metrics have shifted, storytelling remains the constant. A compelling narrative—one that resonates and keeps viewers glued to their screens, eager for what's next—is at the core. As the nation delves deeper into the digital realm, the symbiotic relationship between creators, audiences, and brands continues to redefine the contours of online content, shaping an immersive and captivating experience for all stakeholders involved. In this digital landscape, Sri Lankan creators are leading the charge, and it's high time that brands follow suit.

Cheers,
Mohenesh

SOCIAL MEDIA CONSUMPTION PATTERNS



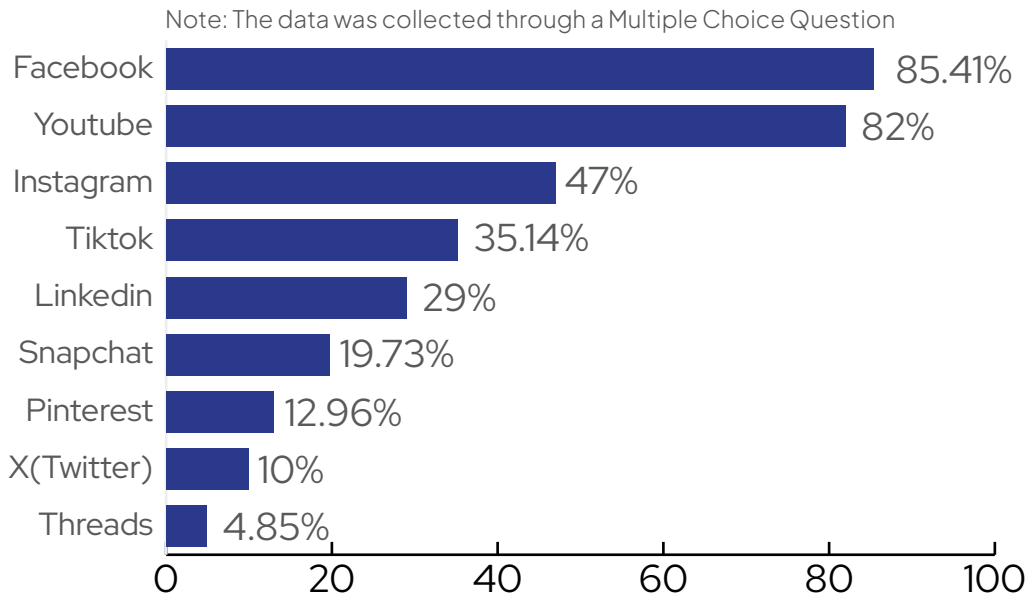
A Collaborative Project Between



Marketing Management
University of Kelaniya, Sri Lanka

Social Media Preferences

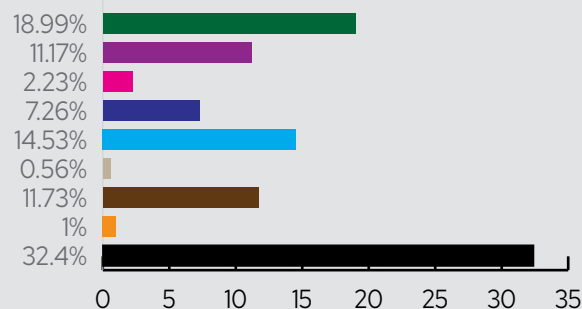
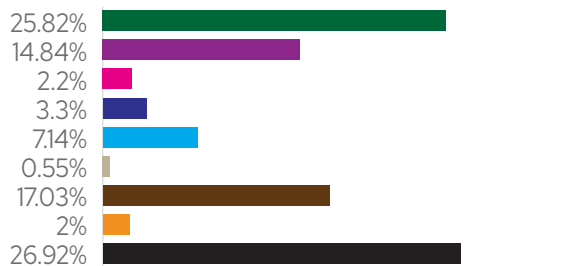
Facebook stands as the top choice for social media in Sri Lanka, commanding a significant 85.41% of active users. Meanwhile, YouTube closely follows with 82.28%. Instagram and LinkedIn secure the third and fourth spots, respectively, with 46.63% and 29% of active users



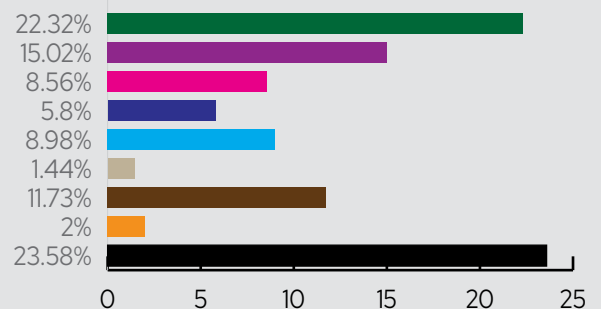
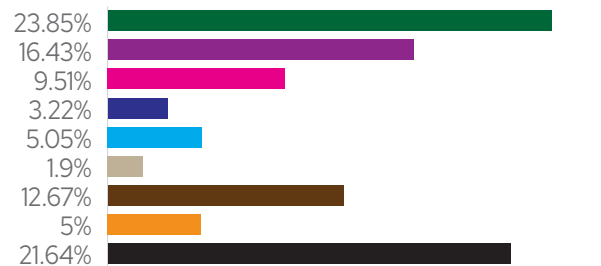
Age & Gender-Based Analysis



13
to 17



18
to 24

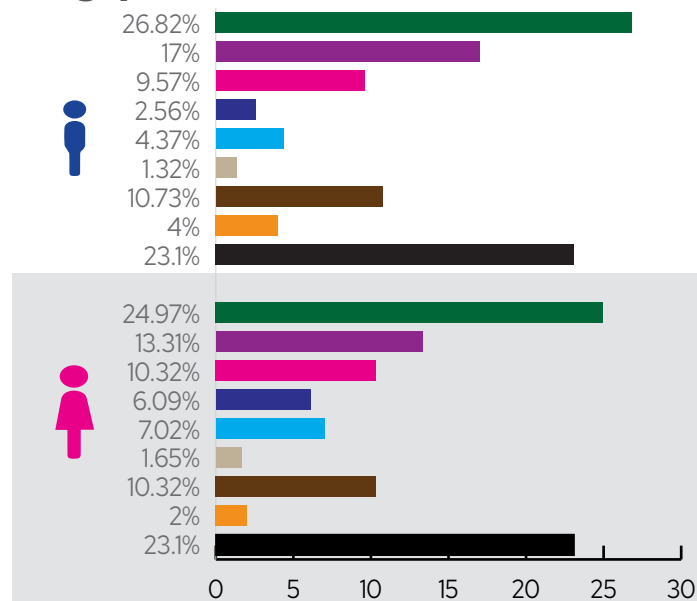


Social Media Preferences (Cont'd)

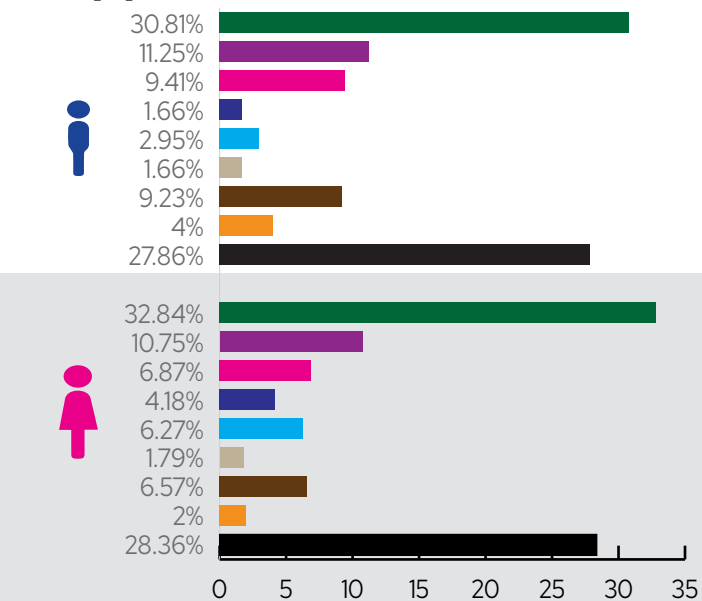
Age & Gender-Based Analysis (Cont'd)



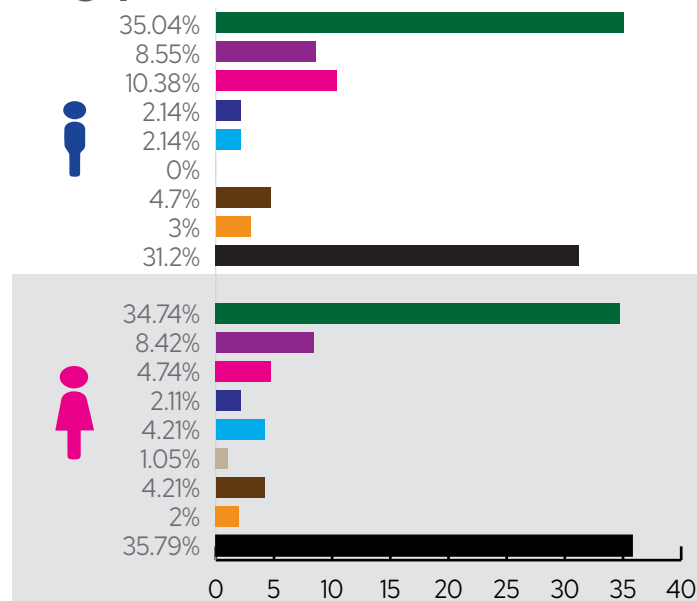
25
to 34



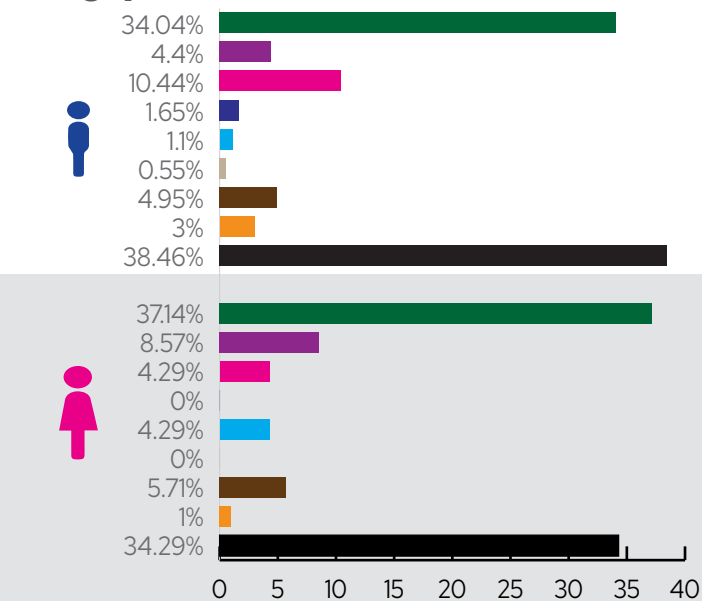
35
to 44



45
to 54



55
to 64

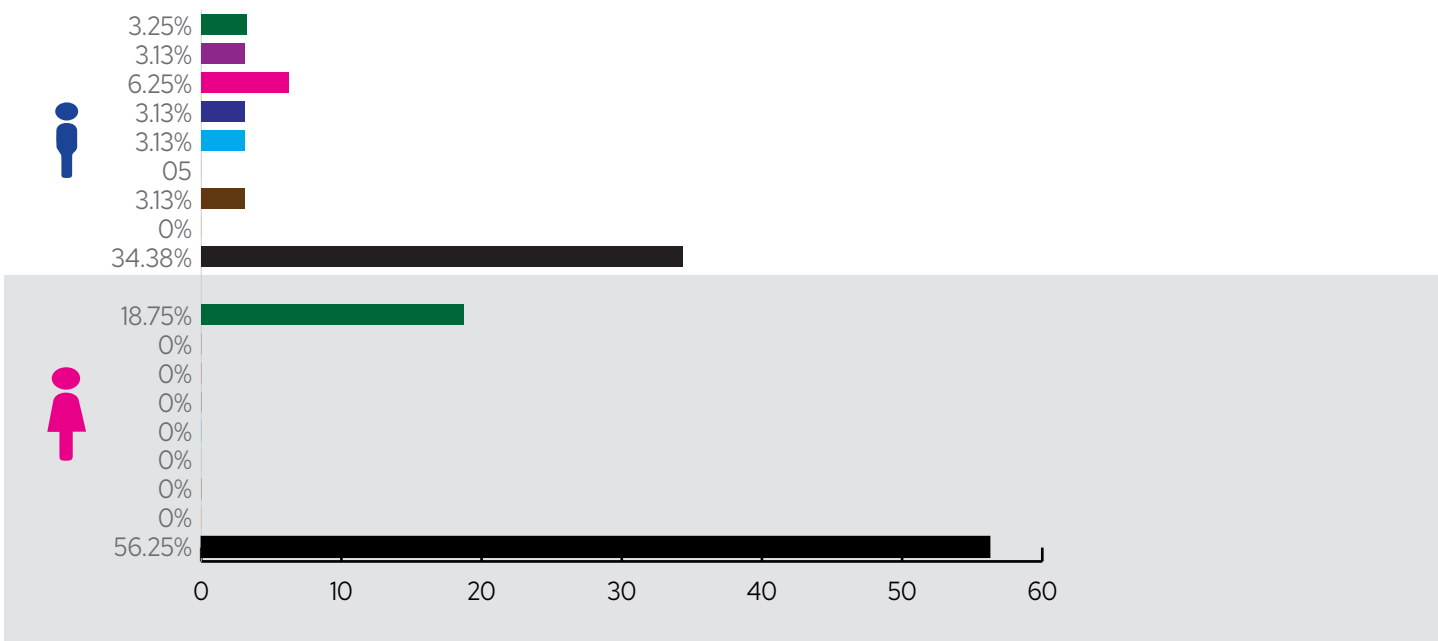


Social Media Preferences (Cont'd)

Age & Gender-Based Analysis (Cont'd)



65+



Provincial Analysis

Social Media Preferences

Facebook

Pinterest

Tiktok

Instagram

Snapchat

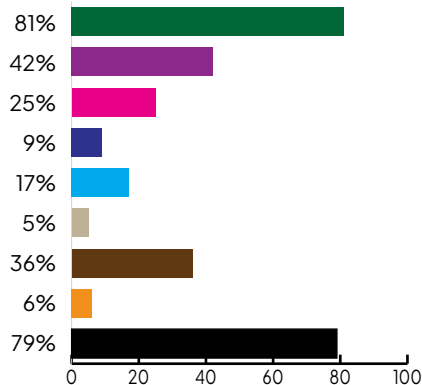
X(Twitter)

Linkedin

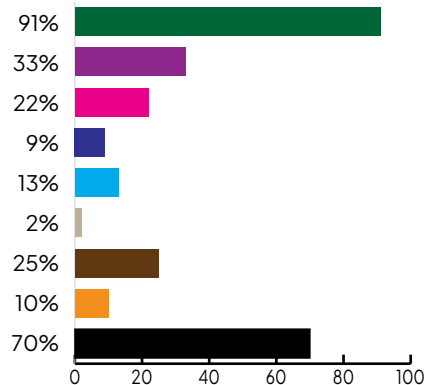
Threads

Youtube

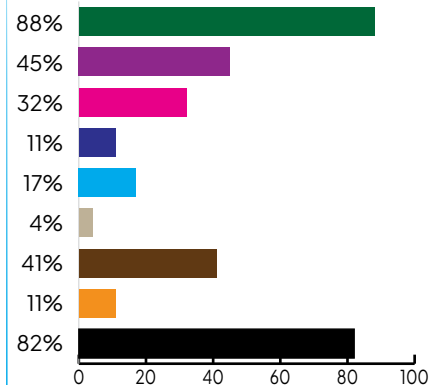
Central Province



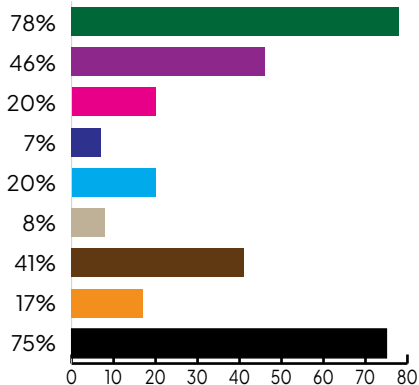
Eastern Province



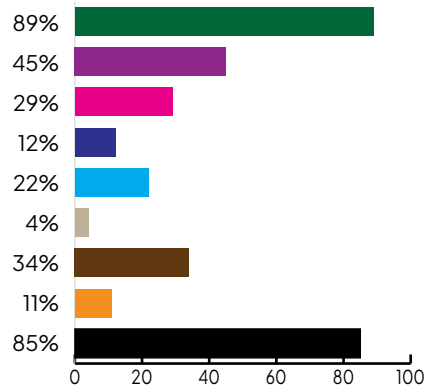
NorthCentral Province



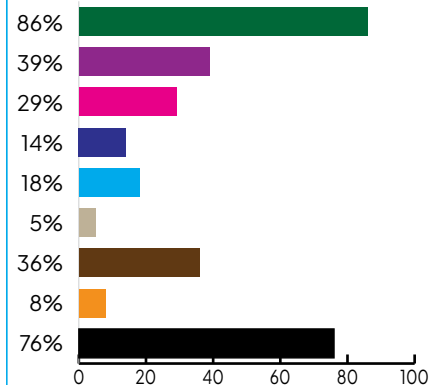
Northern Province



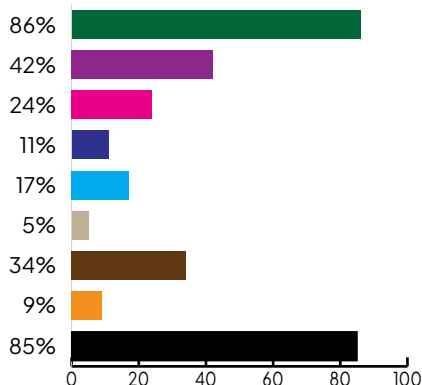
NorthWestern Province



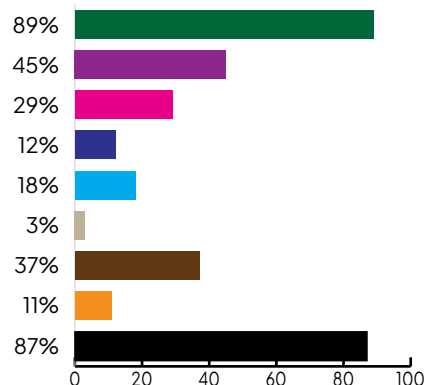
Uva Province



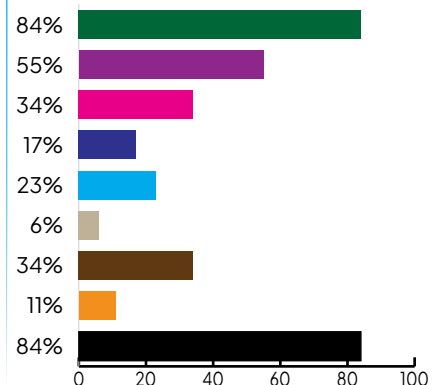
Southern Province



Sabaragamuwa Province



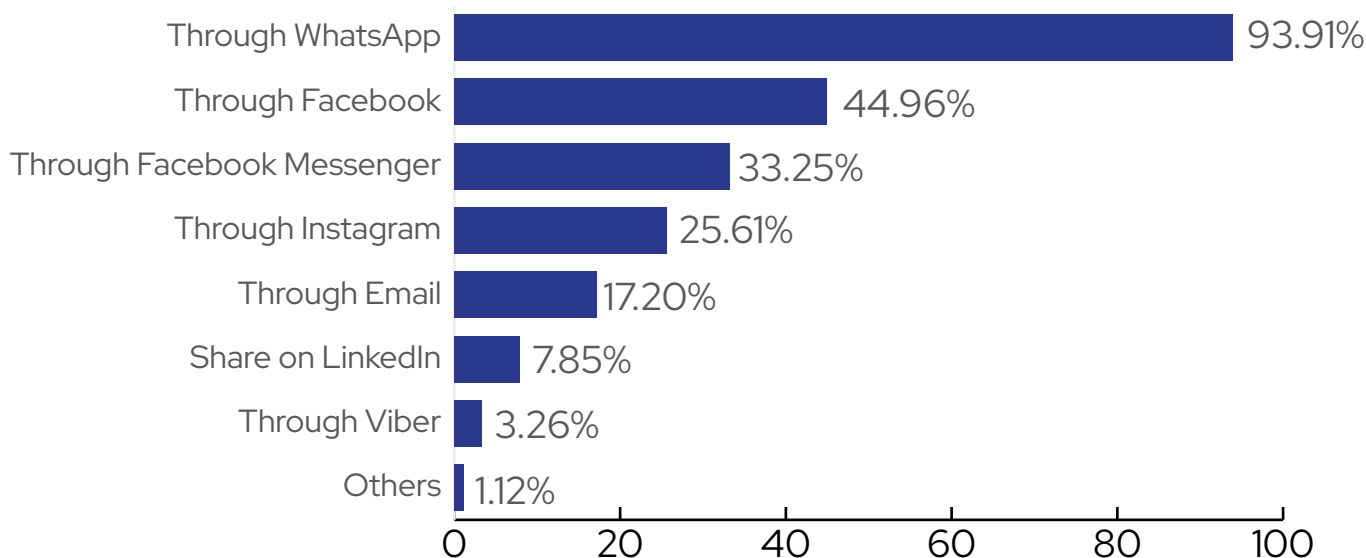
Western Province



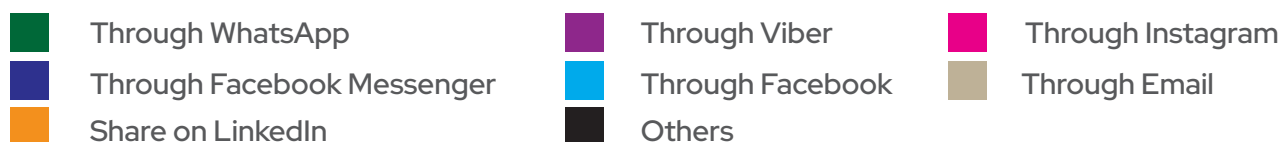
Sharing Updates/News

The most popular platform for sharing news and updates with friends and others in Sri Lanka is WhatsApp, accounting for 93.91%, it has increased from 73% last year. Sharing on Facebook Feed and Facebook Messenger have become the second and third popular methods of sharing news / updates. This shows the internet users in Sri Lanka use dark social channels to share the news updates with friends and others.

Note: The data was collected through a Multiple Choice Question



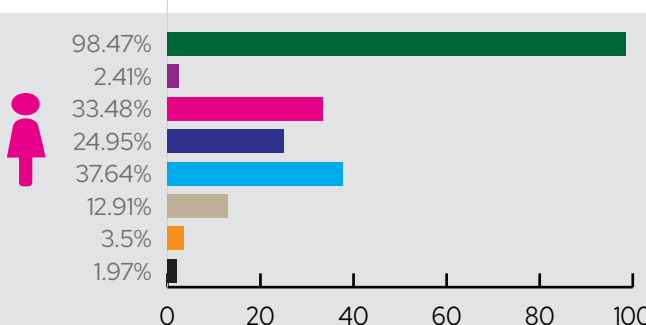
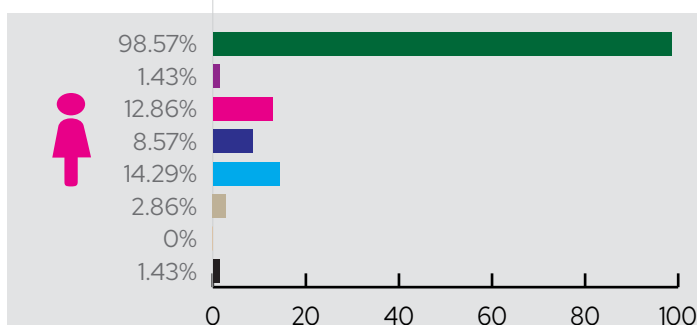
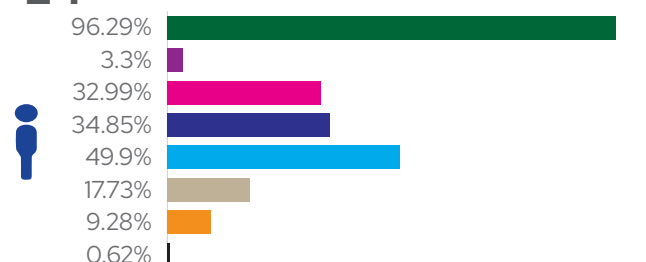
Age & Gender-Based Analysis



13
to 17

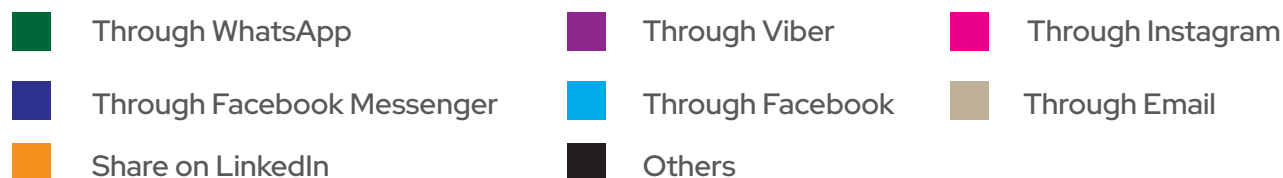


18
to 24

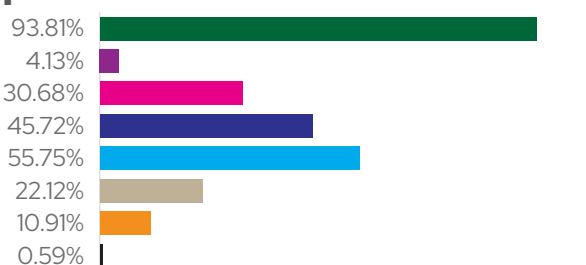


Sharing Updates/News (Cont'd)

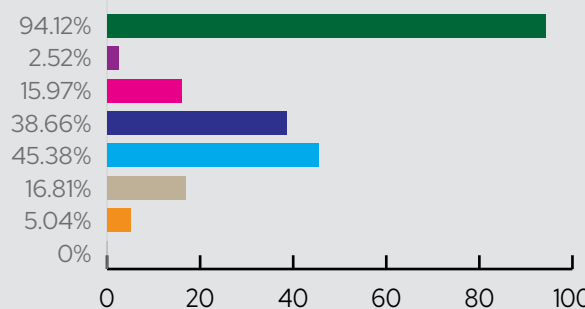
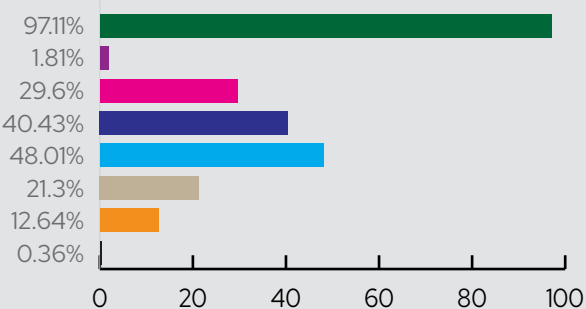
Age & Gender-Based Analysis (Cont'd)



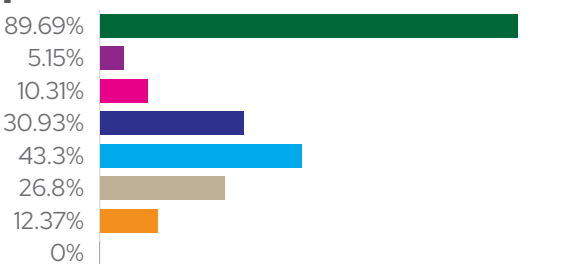
25 to 34



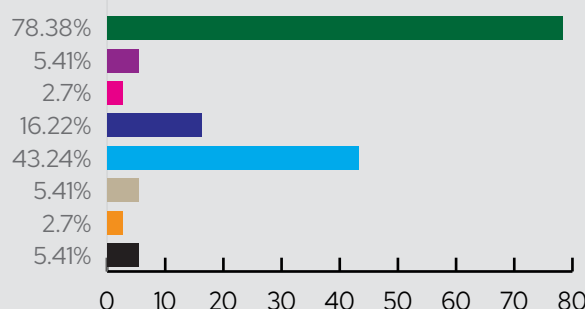
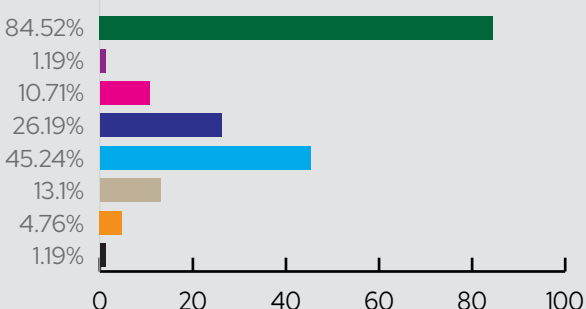
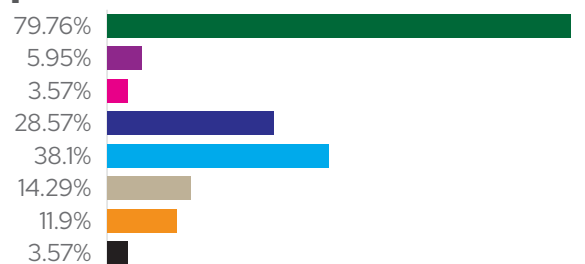
35 to 44



45 to 54

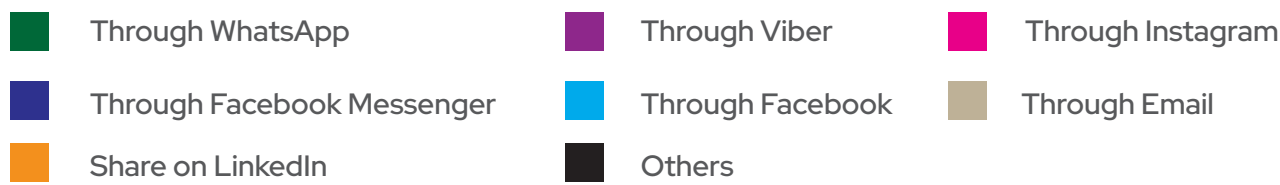


55 to 64

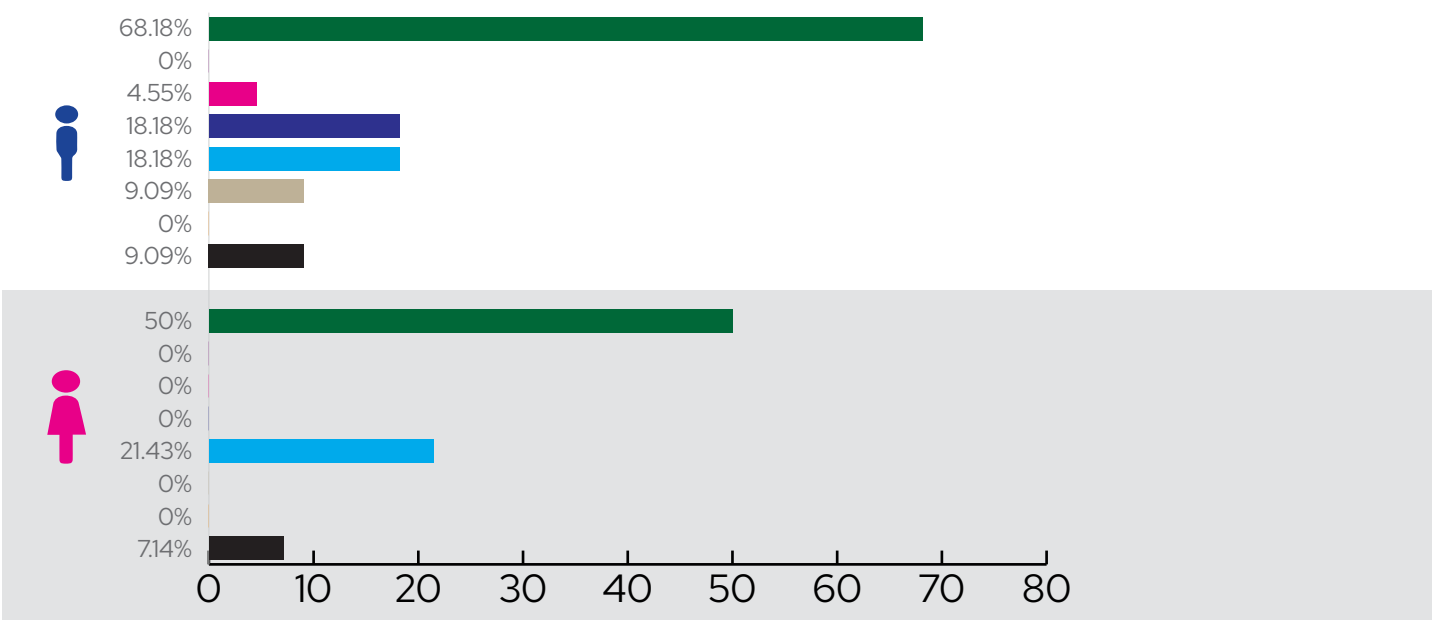


Sharing Updates/News (Cont'd)

Age & Gender-Based Analysis (Cont'd)

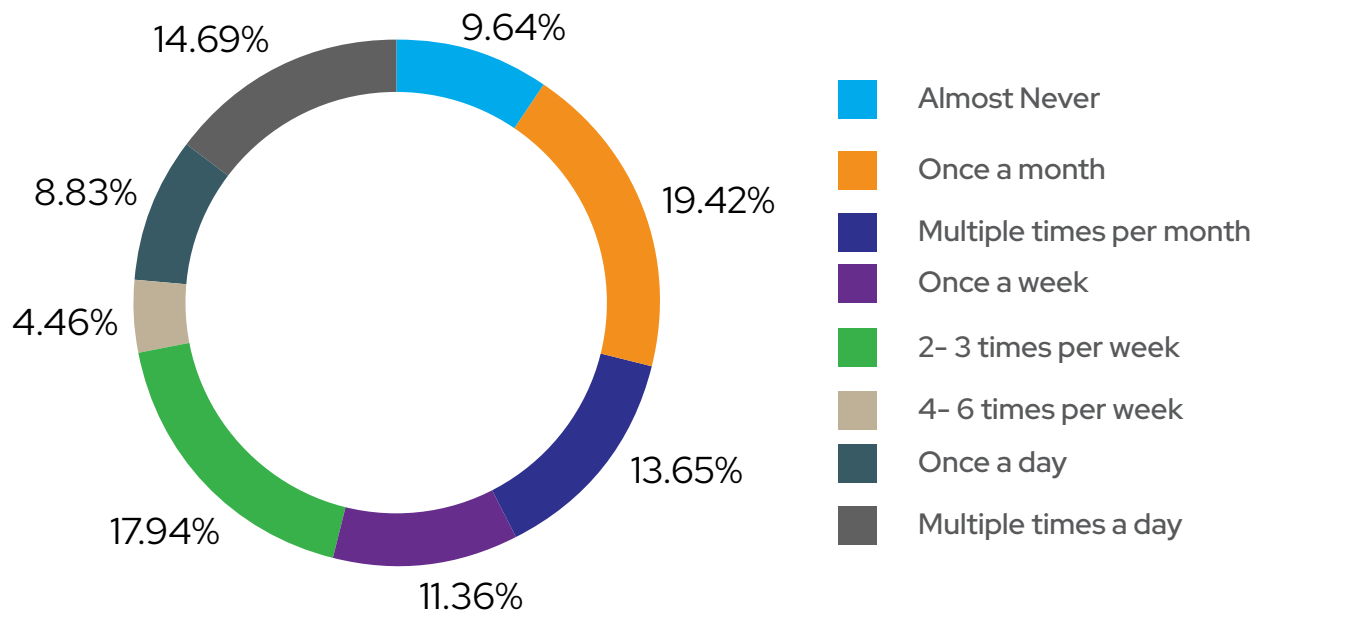


65+

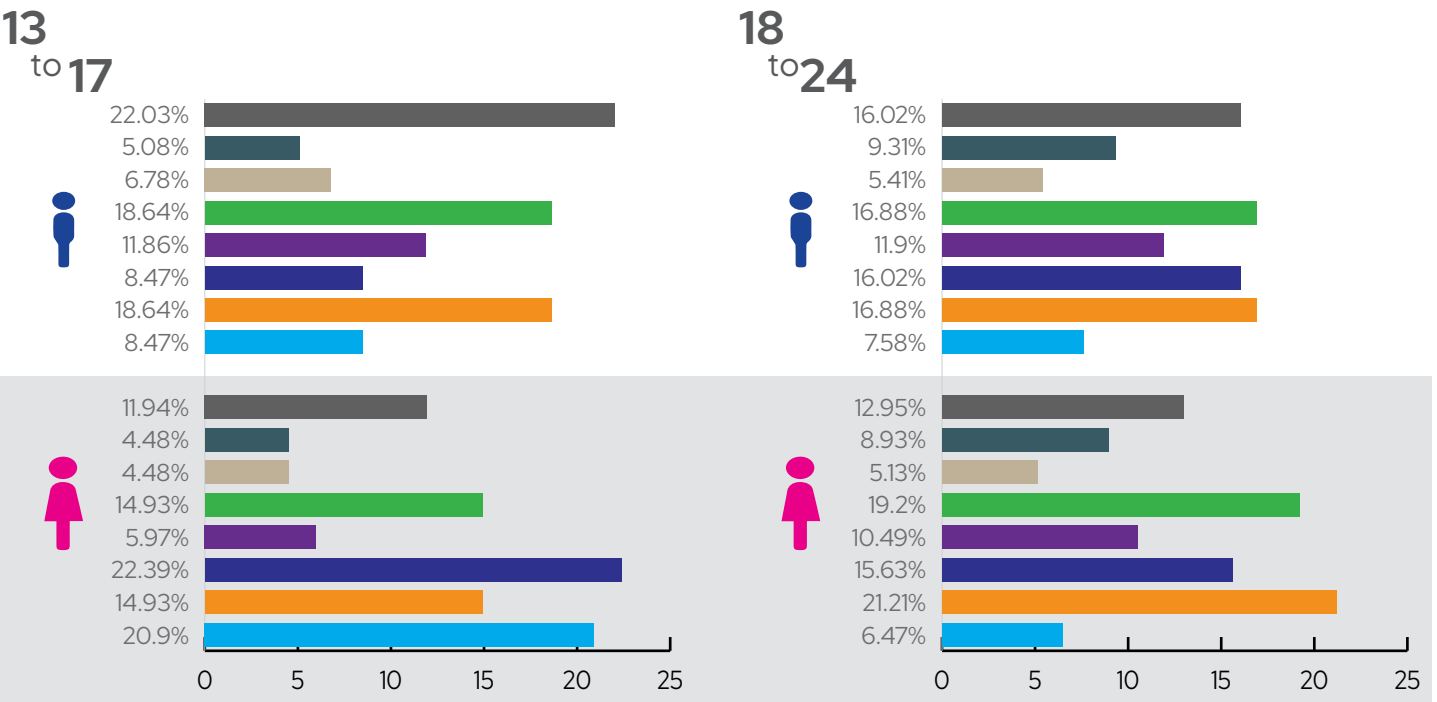
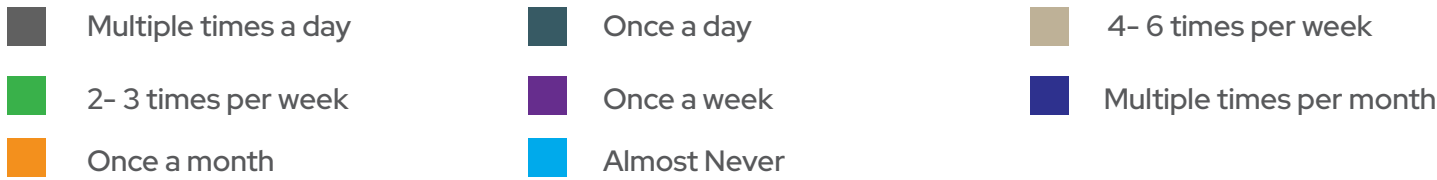


The Frequency of Updating Social Media Profiles

14.69% of internet users in Sri Lanka update their social media profiles multiple times a day, with an additional 17.94% updating 2-3 times per week, and 19.42% are updating once a month.

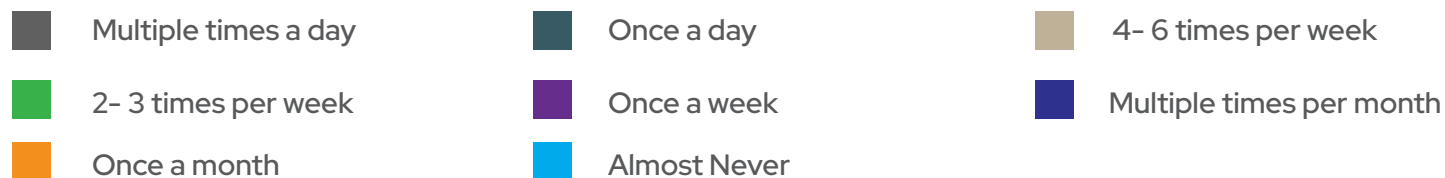


Age & Gender-Based Analysis

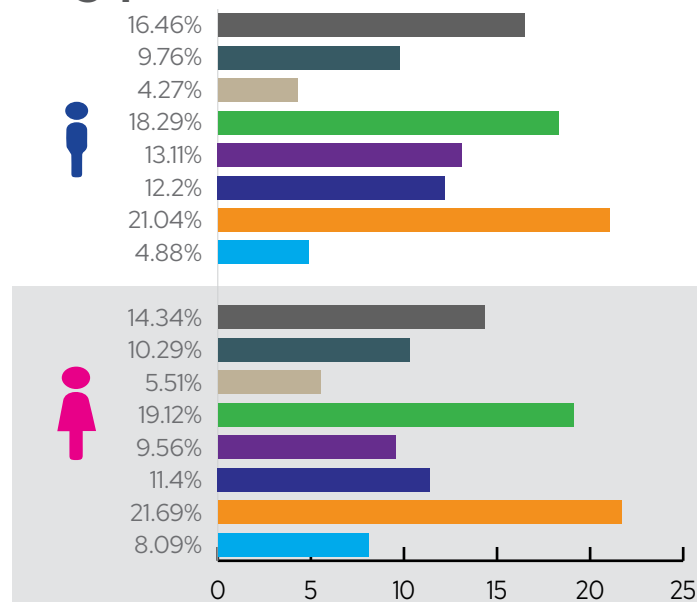


The Frequency of Updating Social Media Profiles (Cont'd)

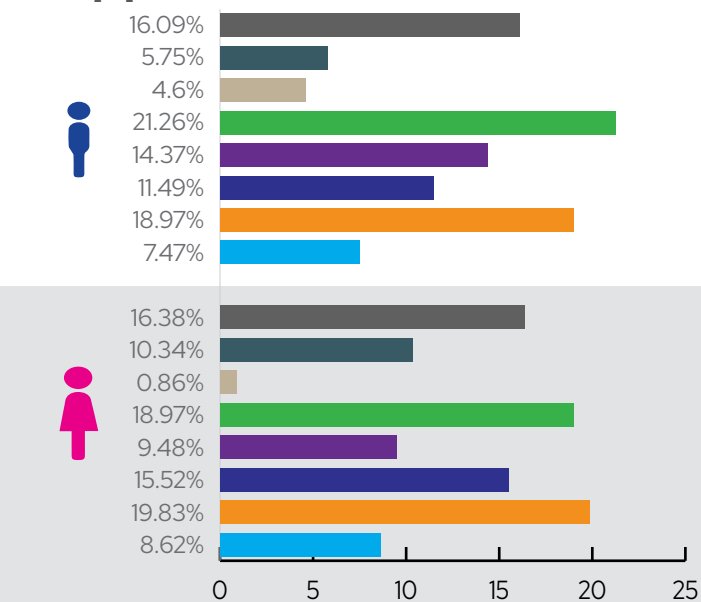
Age & Gender-Based Analysis (Cont'd)



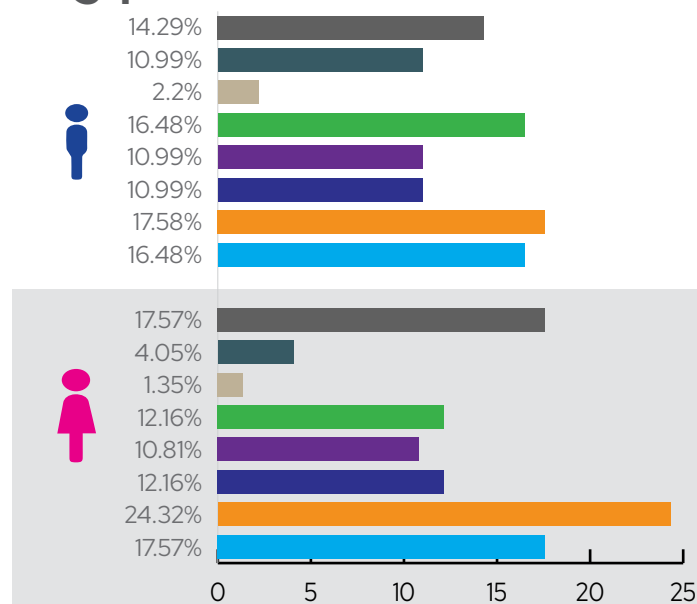
25 to 34



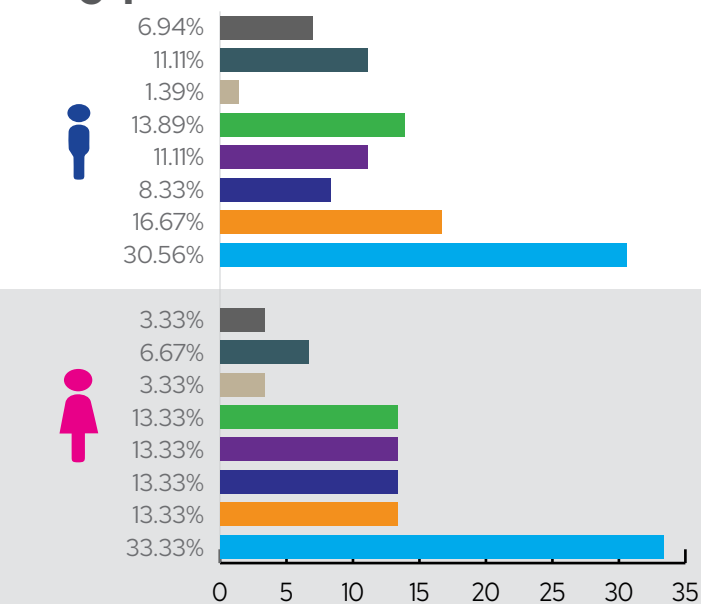
35 to 44



45 to 54

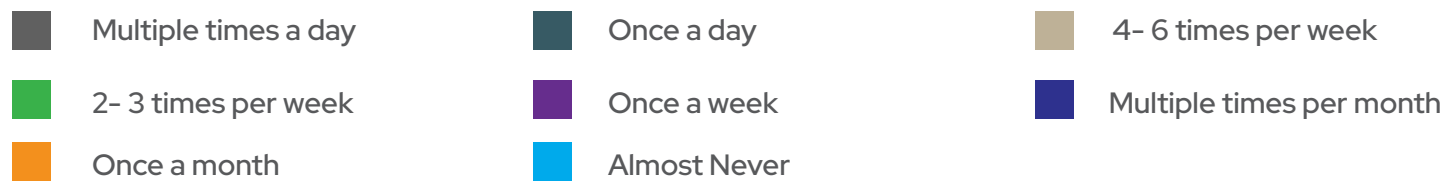


55 to 64

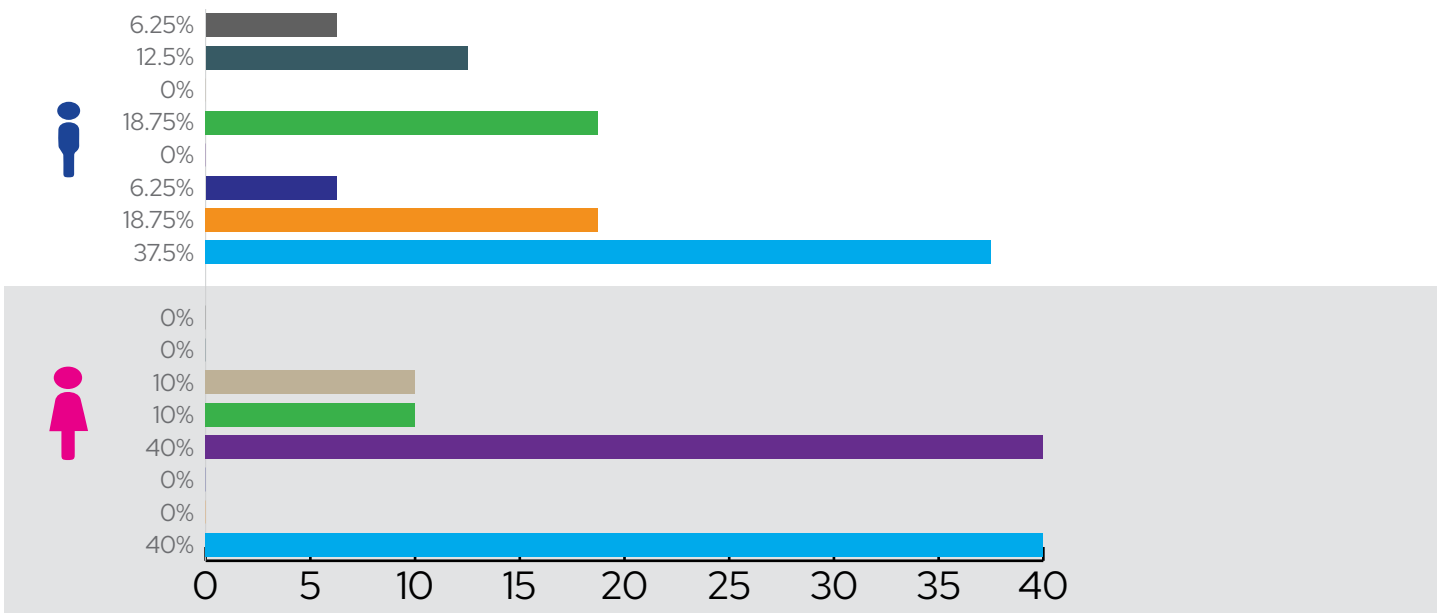


The Frequency of Updating Social Media Profiles (Cont'd)

Age & Gender-Based Analysis (Cont'd)

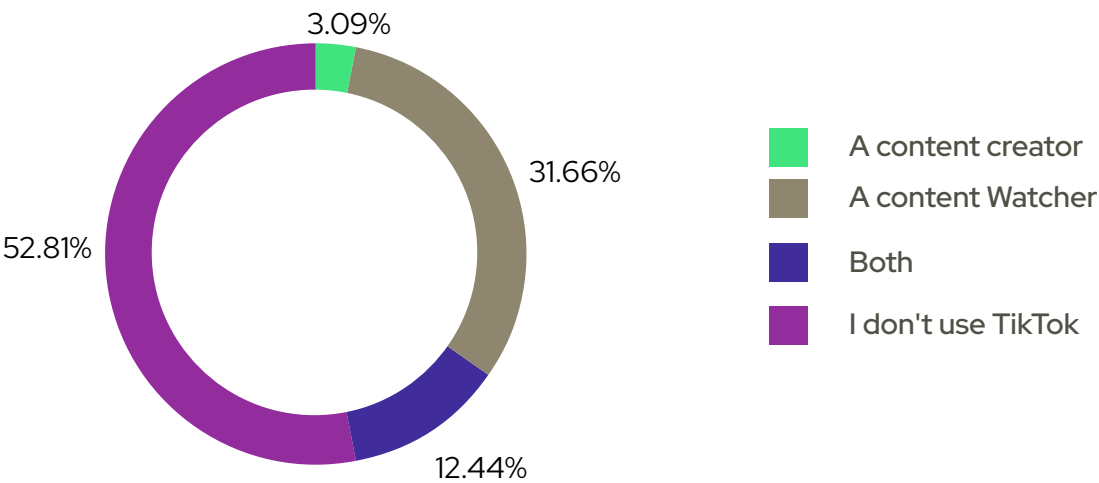


65+



Tiktok Content Creators Vs. Content Watchers

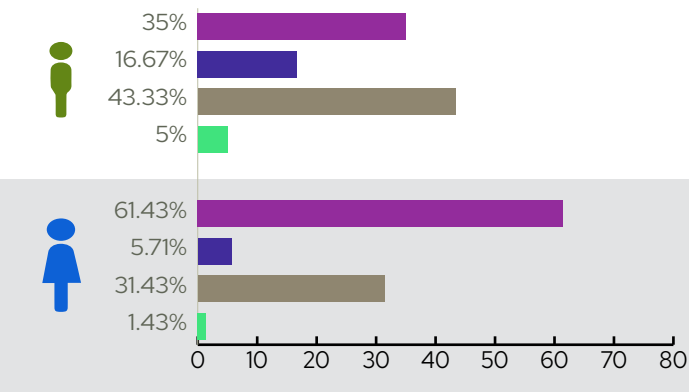
3.09% of the Sri Lankan Internet users stated that they create content on TikTok, while 31.66% stated they watch content on TikTok. 12.44% of the users both create and watch content on TikTok. However, 52.81% of the users mentioned that they do not use TikTok, a decrease from 65% in the previous year. This signifies a growth of approximately 12% in the number of TikTok users.



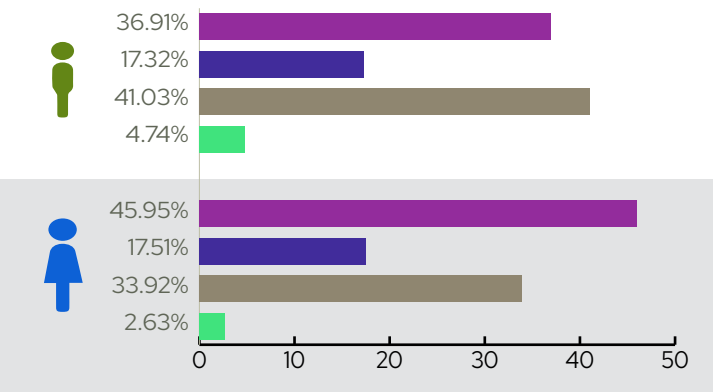
Age & Gender-Based Analysis

I don't use TikTok Both A content Watcher A content creator

13 to 17



18 to 24



Tiktok Content Creators Vs. Content Watchers (Cont'd)

Age & Gender-Based Analysis (Cont'd)

■ I don't use TikTok
 ■ Both
 ■ A content Watcher
 ■ A content creator

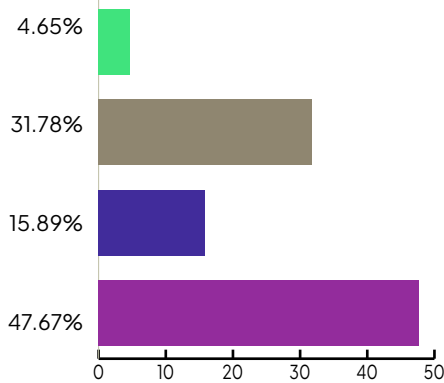


Provincial Analysis

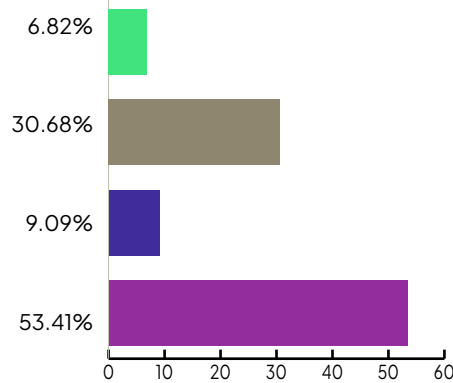
Tiktok Content Creators Vs. Content Watchers

■ A content creator
 ■ A content Watcher
 ■ Both
 ■ I don't use TikTok

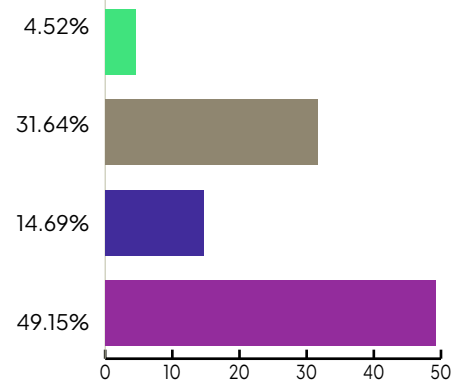
Central Province



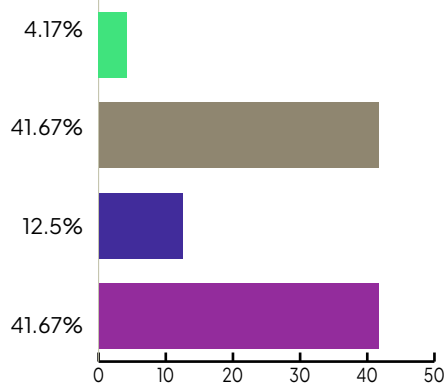
Eastern Province



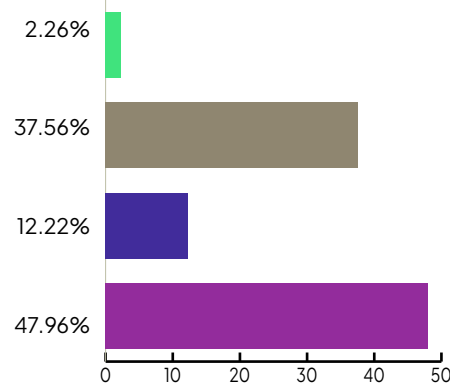
NorthCentral Province



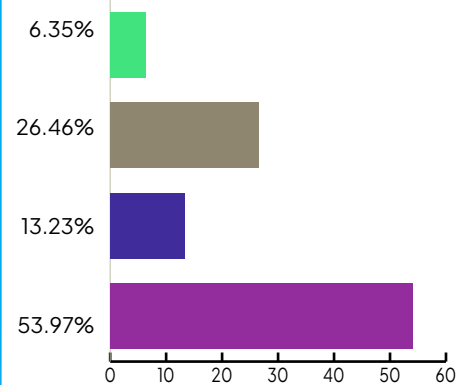
Northern Province



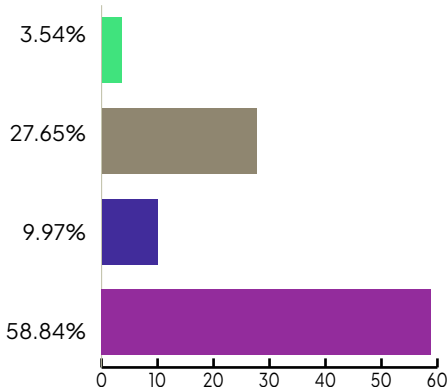
NorthWestern Province



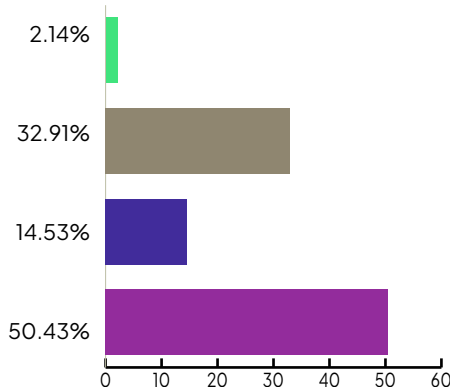
Uva Province



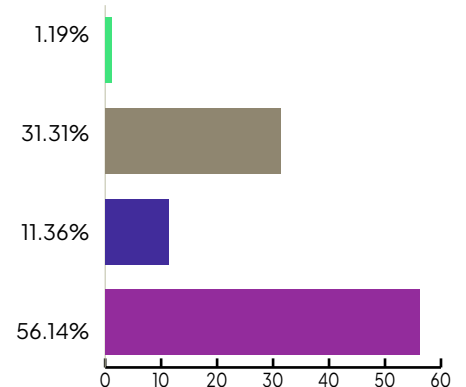
Southern Province



Sabaragamuwa Province



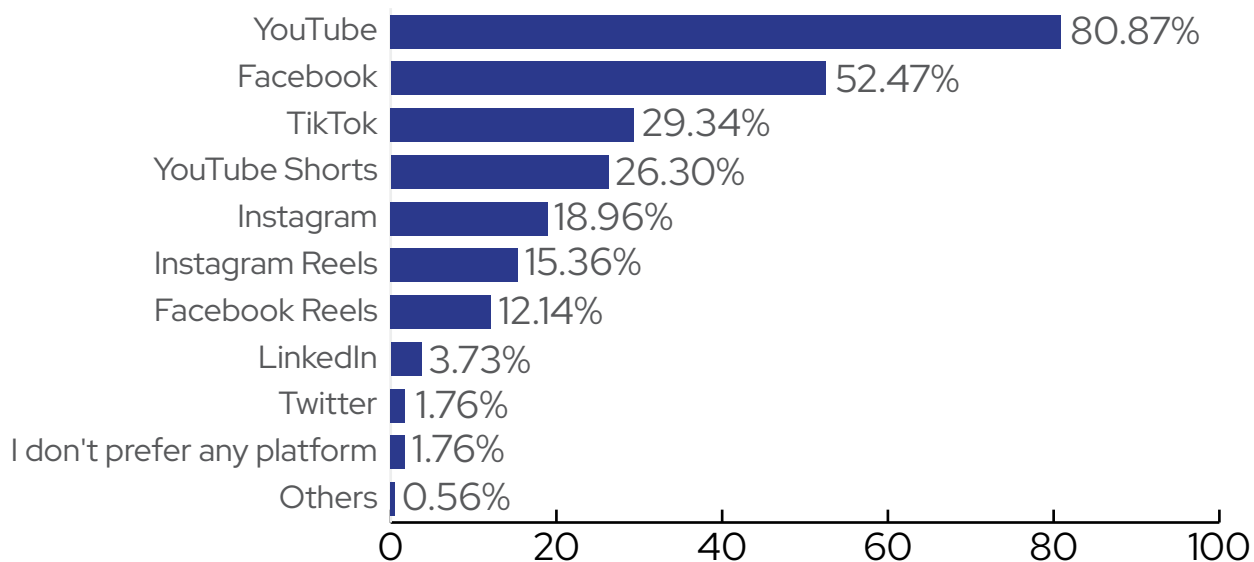
Western Province



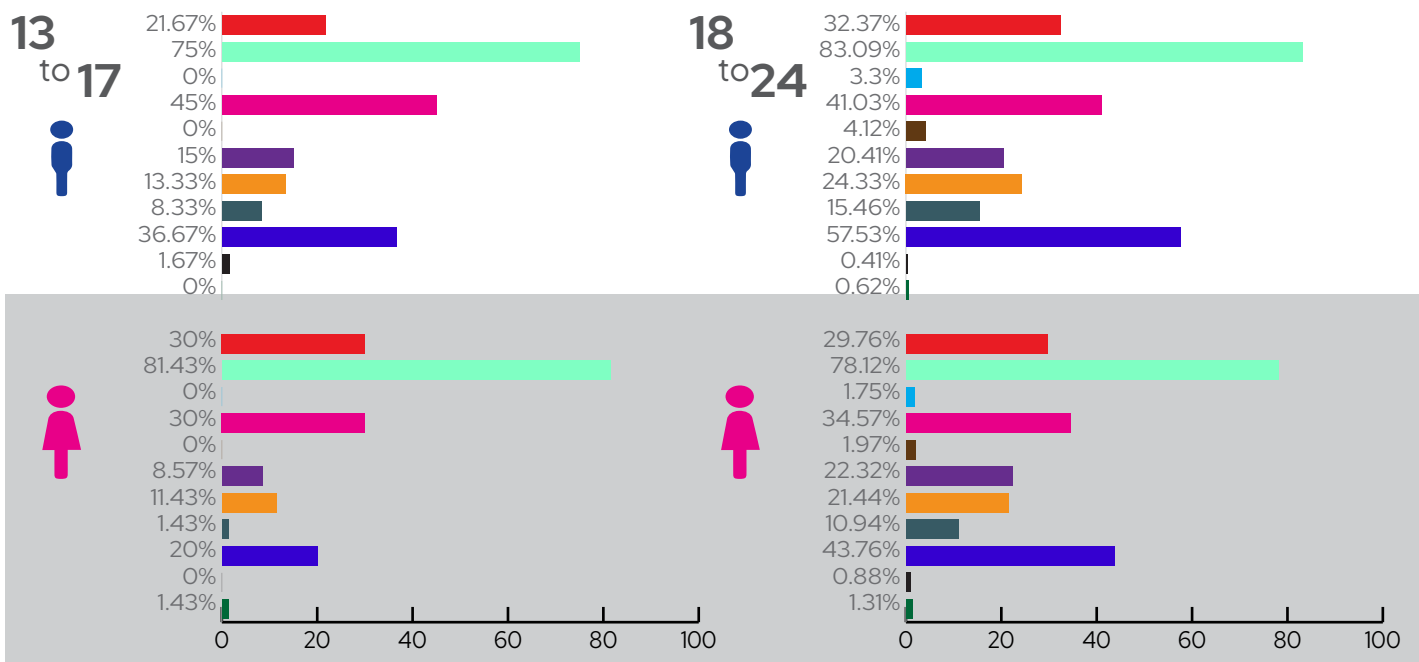
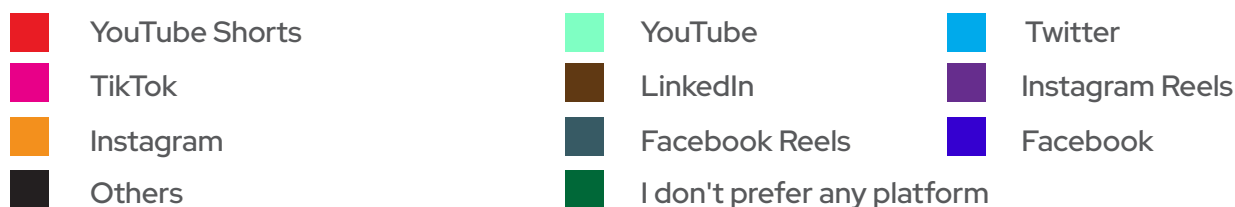
Most popular video content platforms

80.87% of the Internet users in Sri Lanka have stated YouTube as their most preferred platform to watch video content, while 52.47% of the users have stated Facebook as the preferred platform to watch video content, which was 18% last year. A significant growth of Facebook as a preferred platform for Video Content.

Note: The data was collected through a Multiple Choice Question

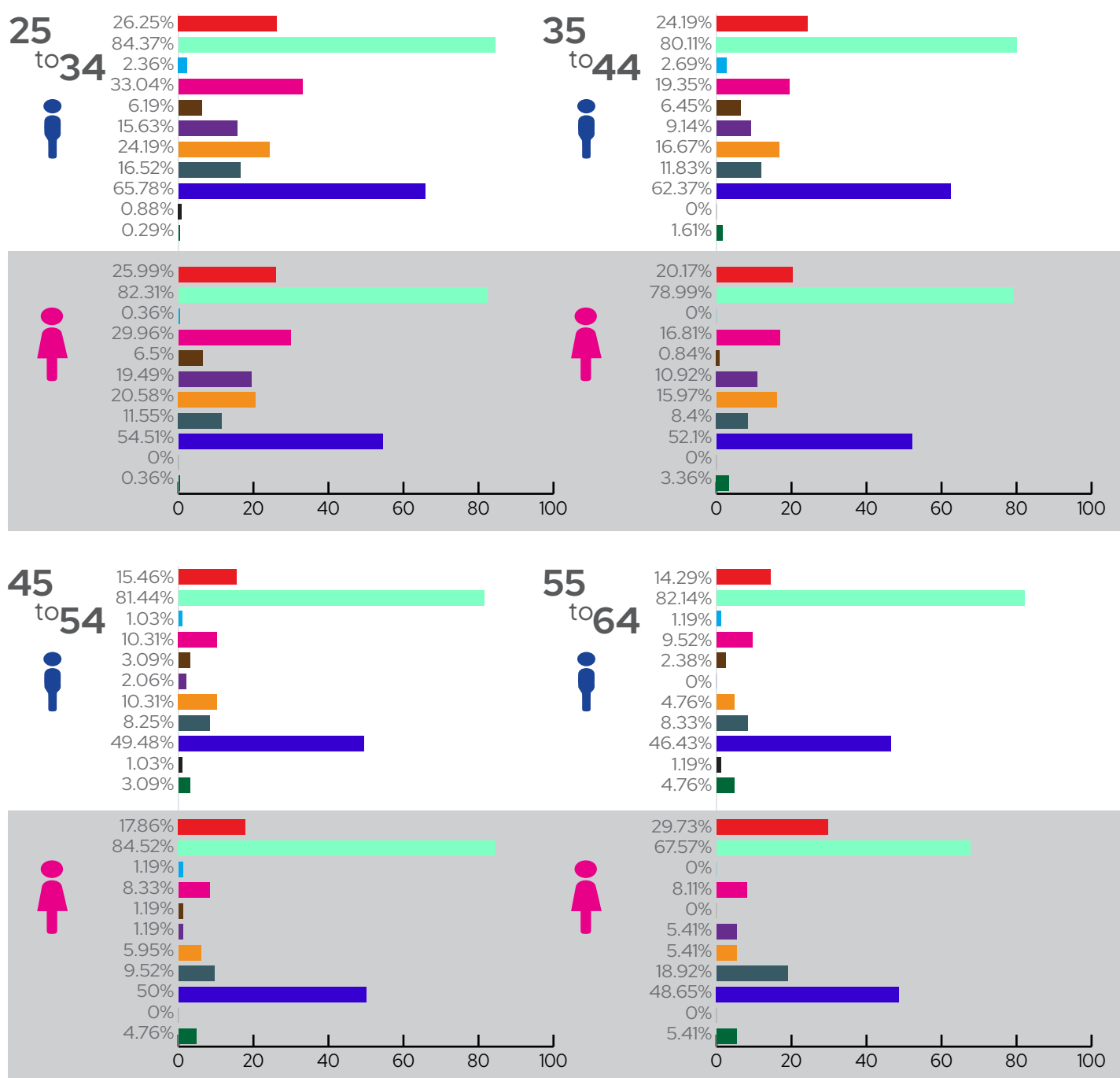
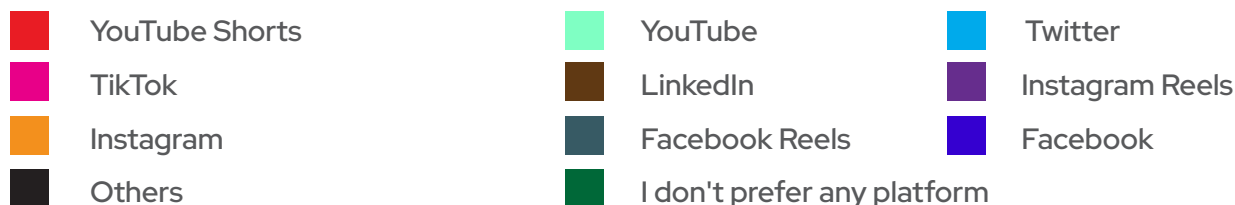


Age & Gender-Based Analysis



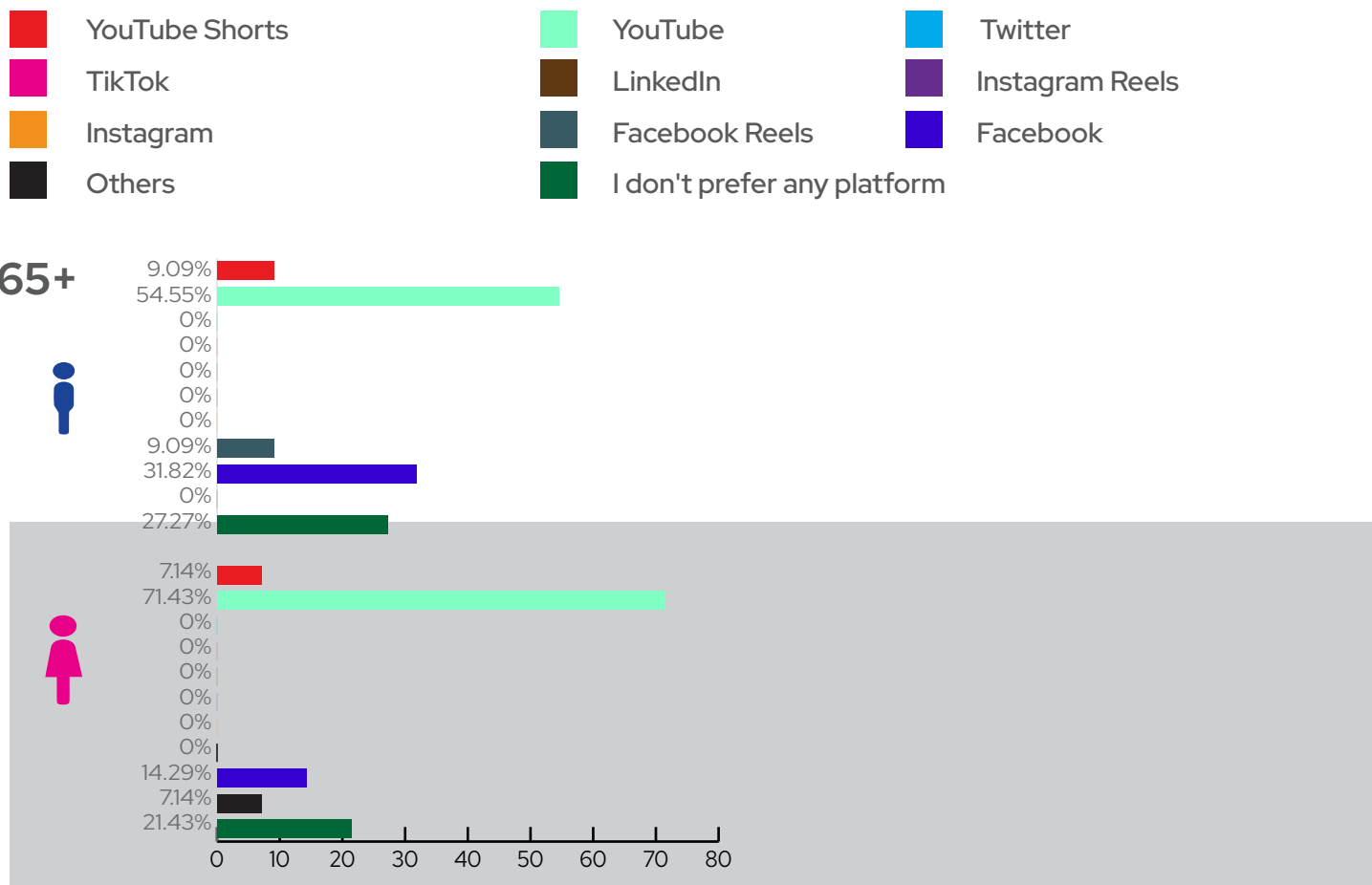
Most popular video content platforms (Cont'd)

Age & Gender-Based Analysis (Cont'd)



Most popular video content platforms (Cont'd)

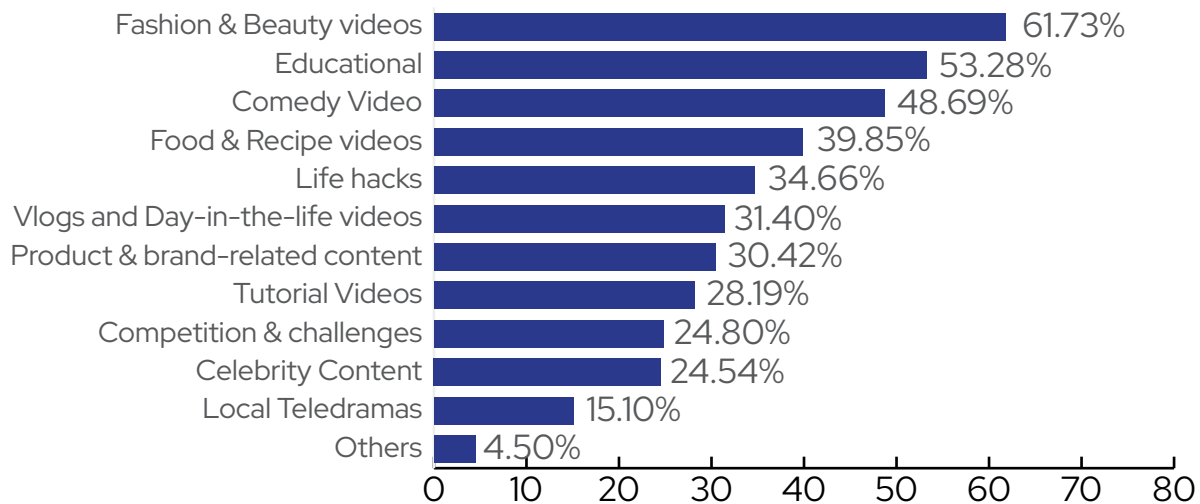
Age & Gender-Based Analysis (Cont'd)



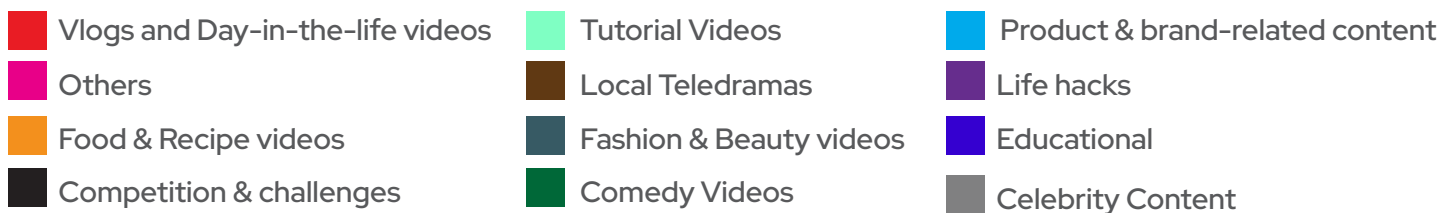
Most preferred video content types

Among Sri Lanka Internet users, 61.73% show a preference for video content related to Fashion & Beauty, followed by 53.28% who favor educational videos, 48.69% opting for Comedy content, and 39.85% expressing a preference for Food & Recipe videos.

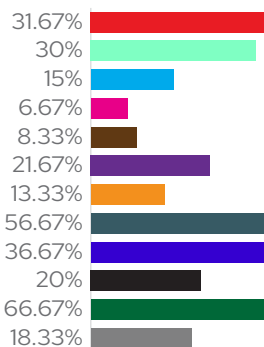
Note: The data was collected through a Multiple Choice Question



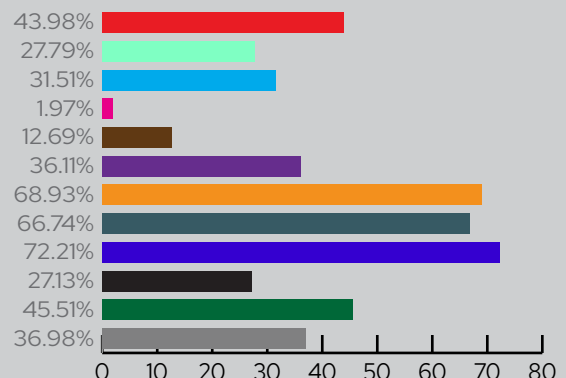
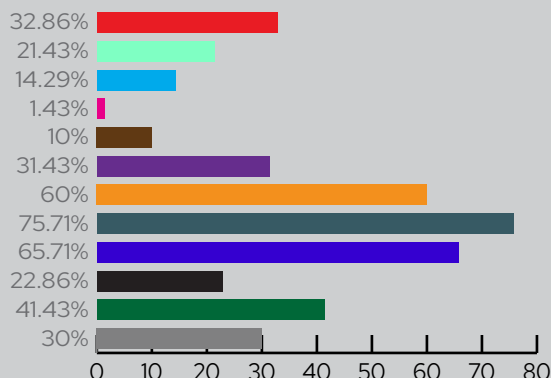
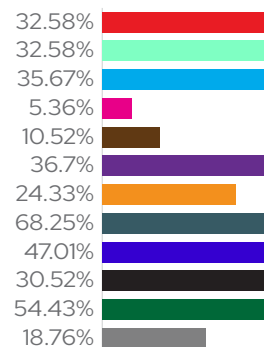
Age & Gender-Based Analysis



13 to 17

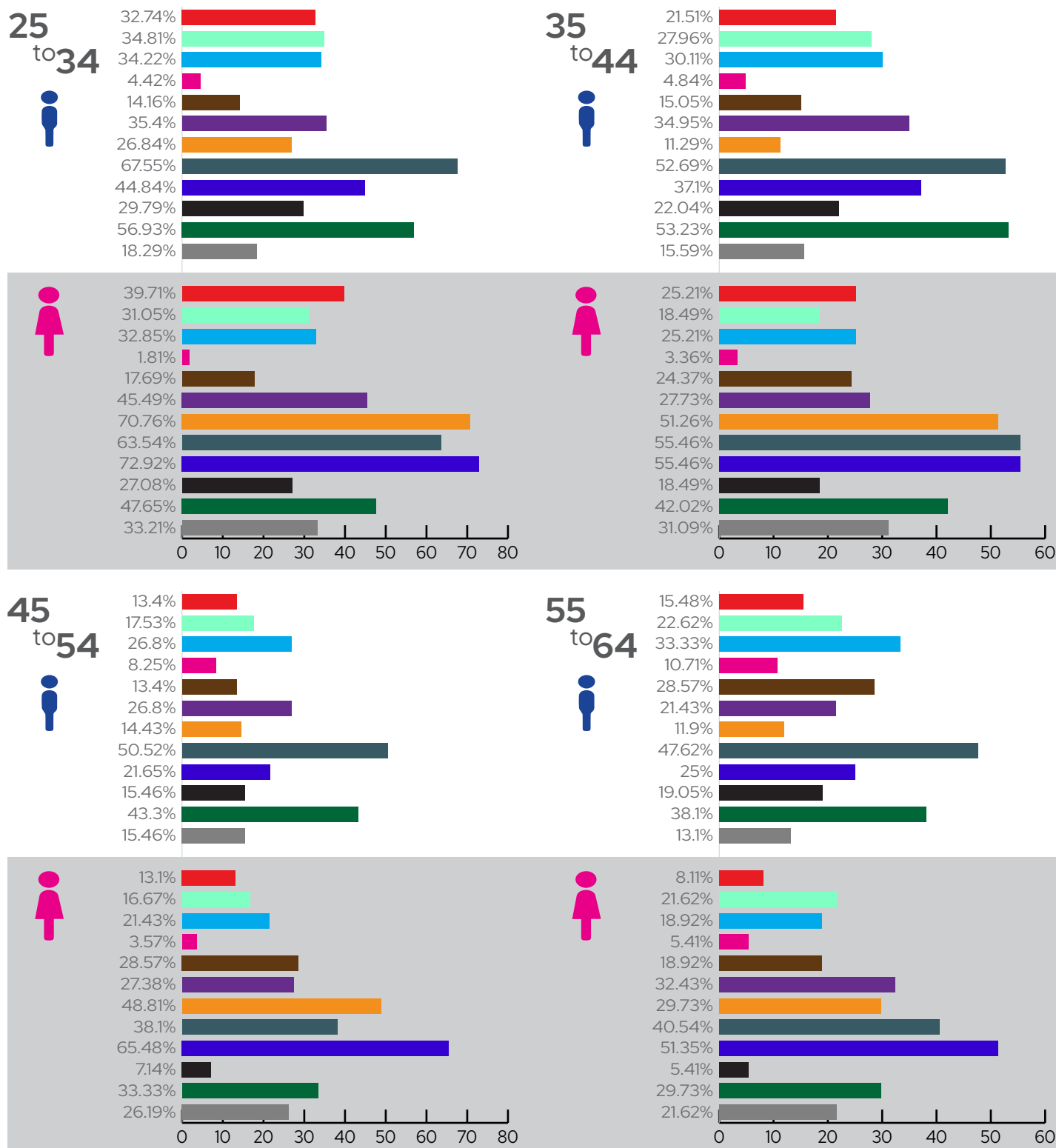
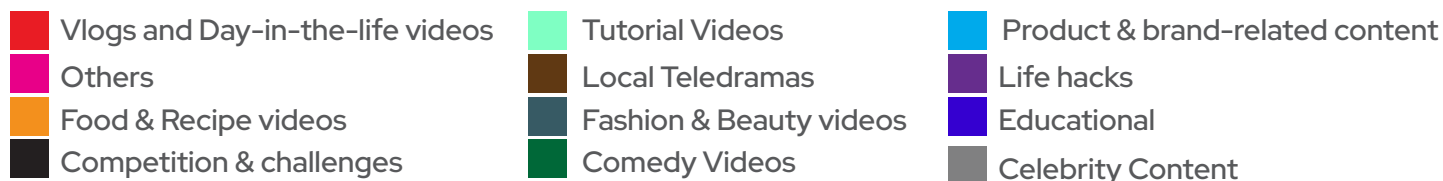


18 to 24



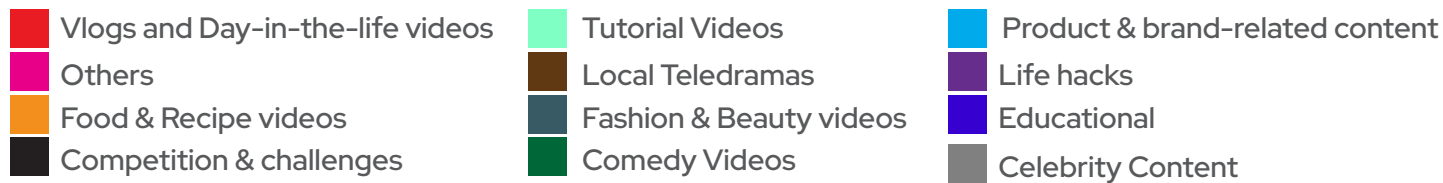
Most preferred video content types (Cont'd)

Age & Gender-Based Analysis (Cont'd)

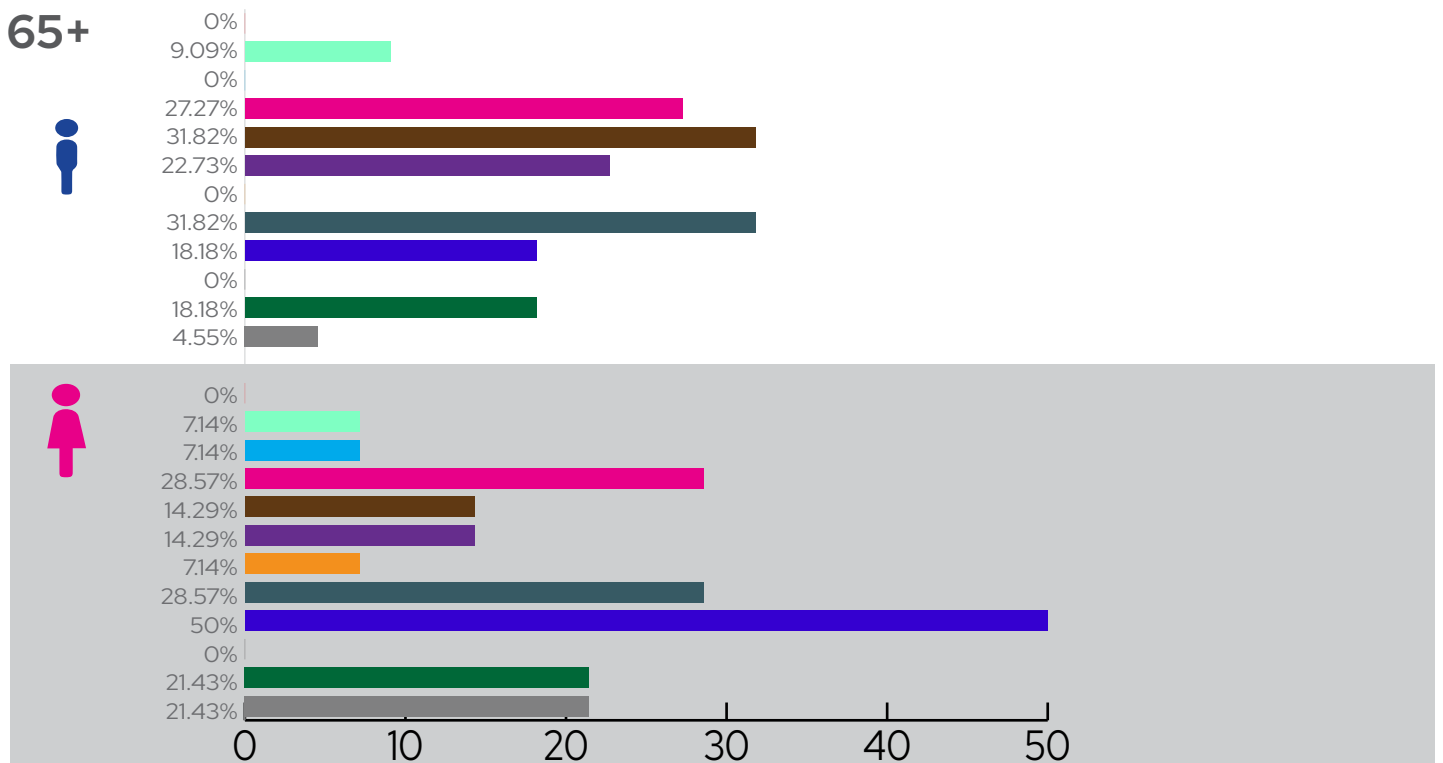


Most preferred video content types (Cont'd)

Age & Gender-Based Analysis (Cont'd)

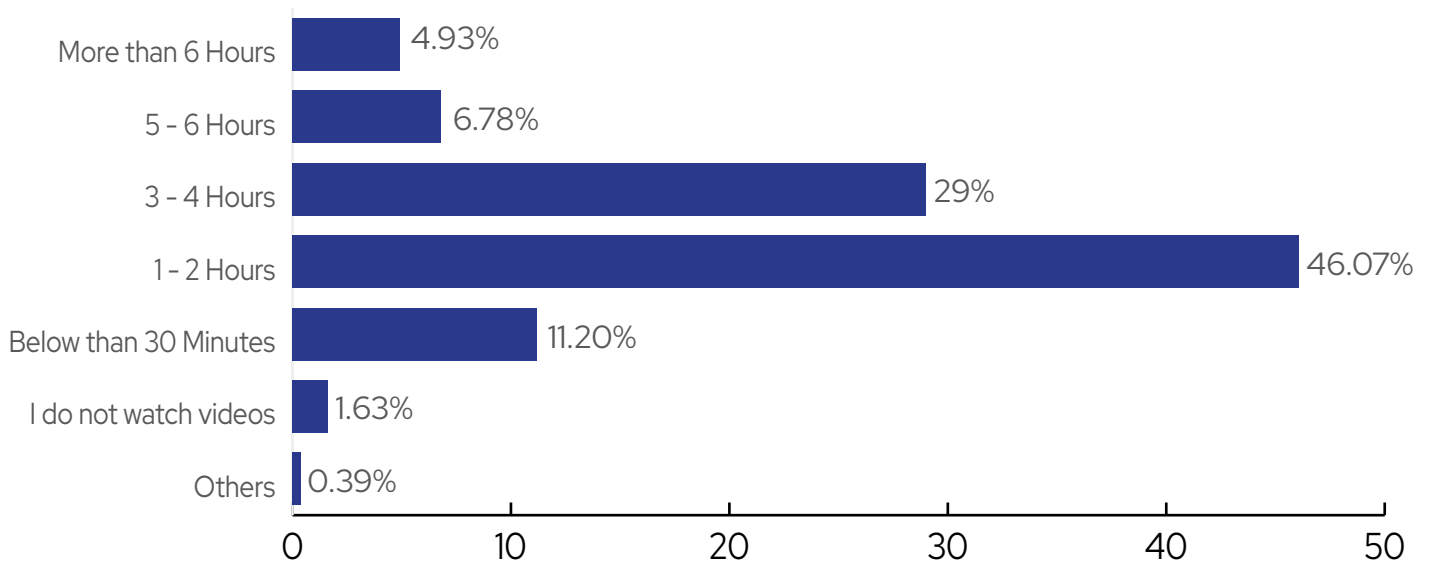


65+

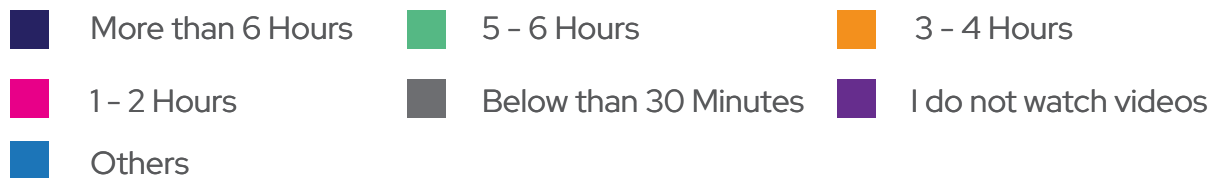


Video content watching time

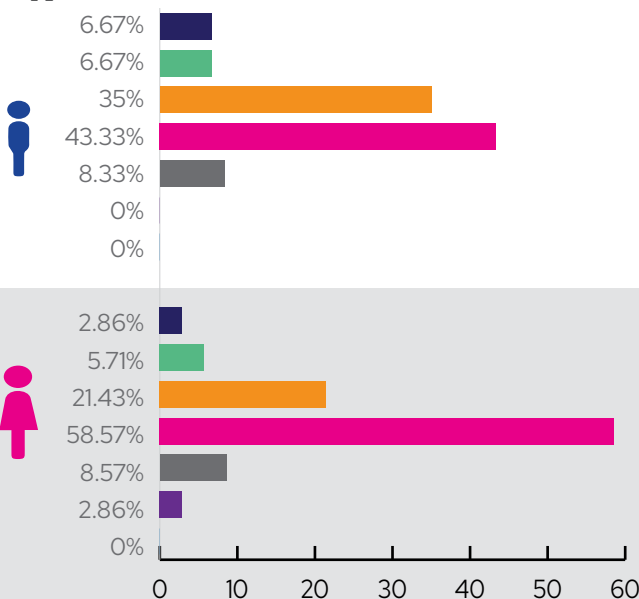
46.07% of the Internet users in Sri Lanka report spending approximately 1-2 hours watching videos online per day, compared to 25% the previous year. Additionally, 29% of the users are averaging 3-4 hours of a daily online video consumption



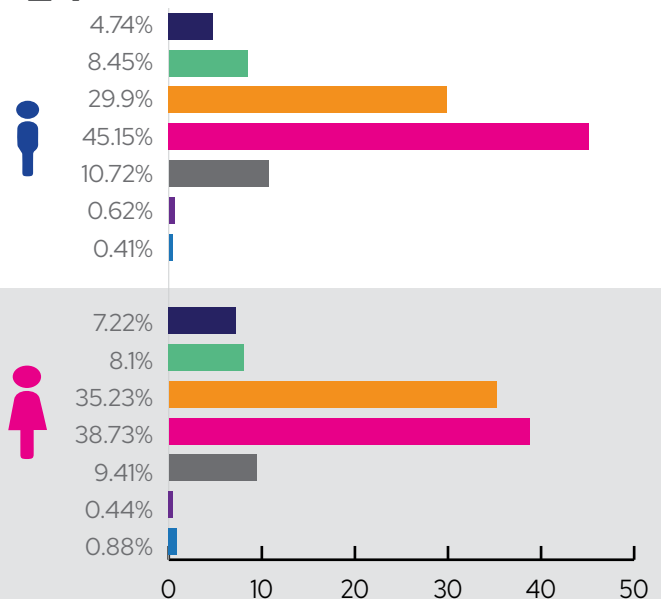
Age & Gender-Based Analysis



13
to 17

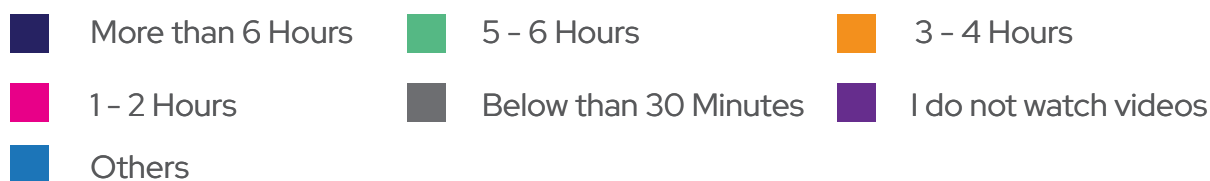


18
to 24

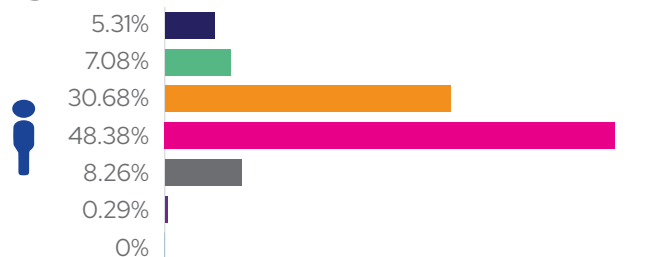


Video content watching time (Cont'd)

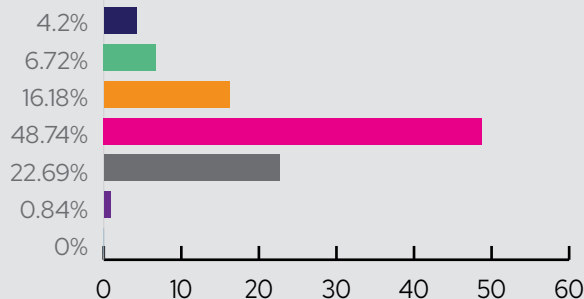
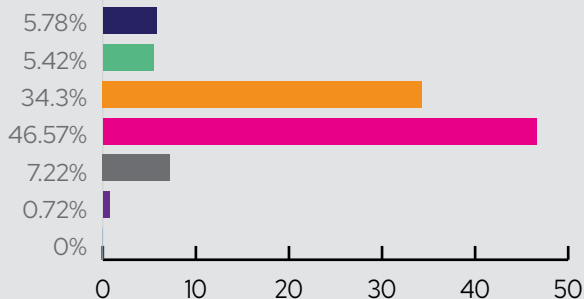
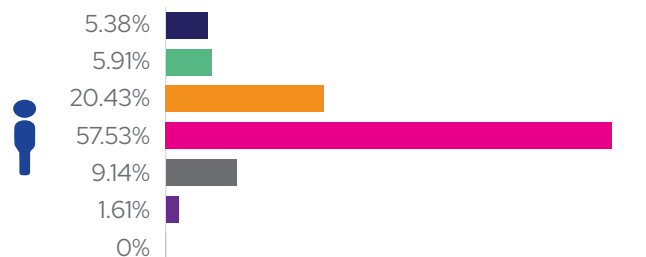
Age & Gender-Based Analysis (Cont'd)



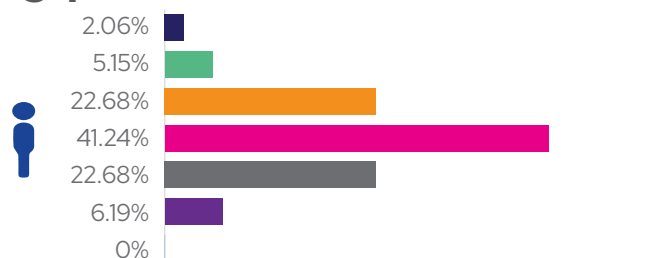
25
to 34



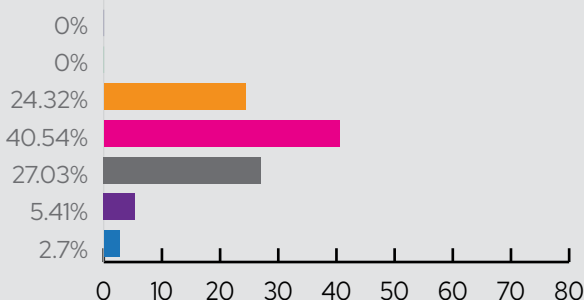
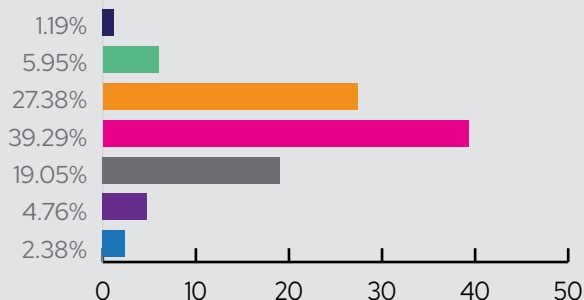
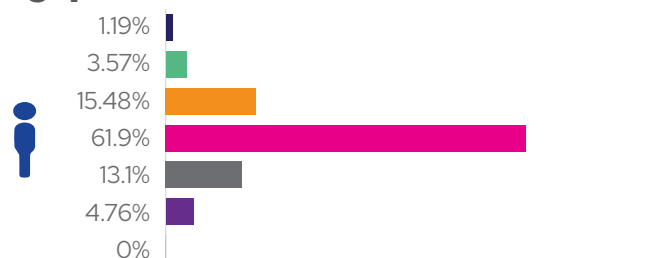
35
to 44



45
to 54

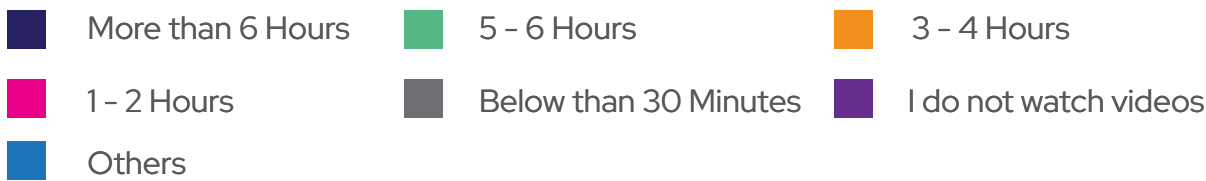


54
to 64

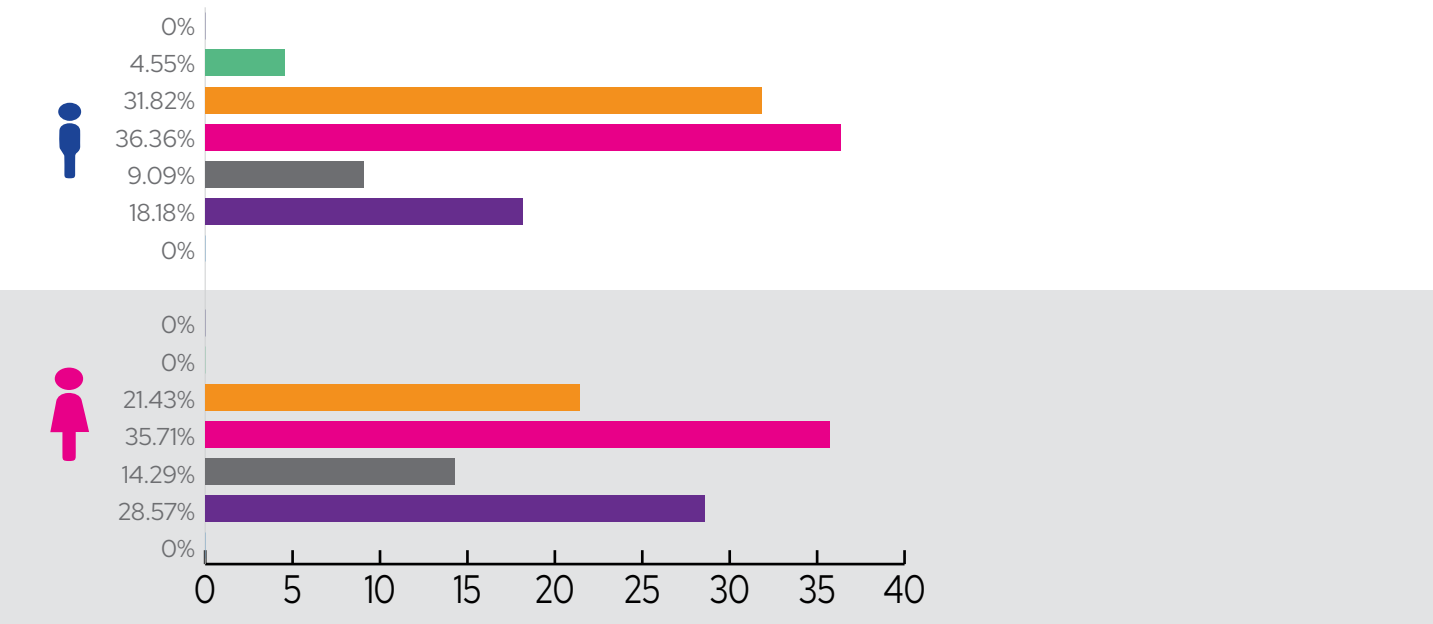


Video content watching time (Cont'd)

Age & Gender-Based Analysis (Cont'd)

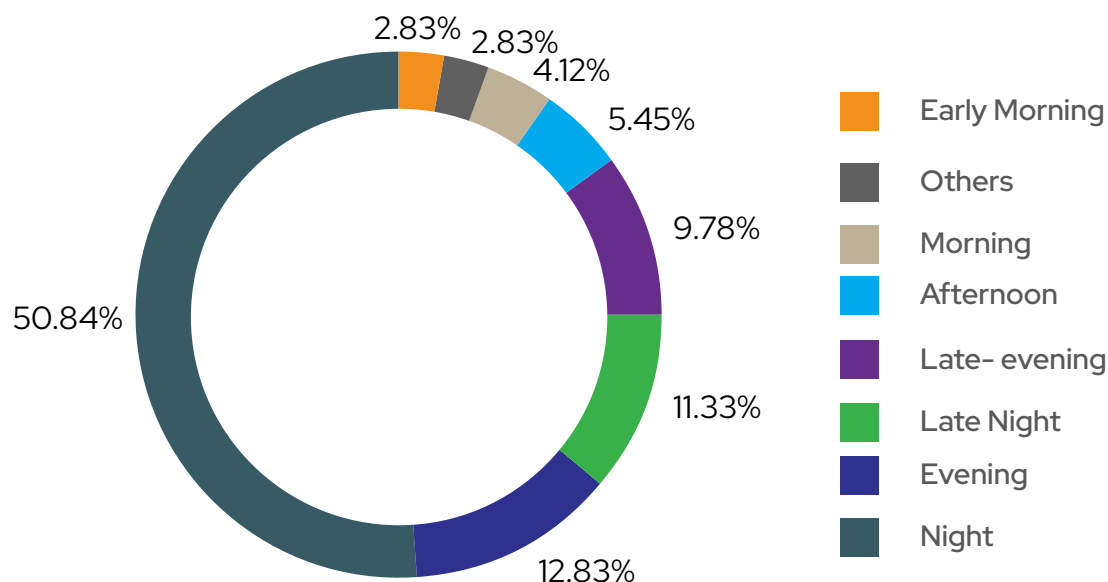


65+

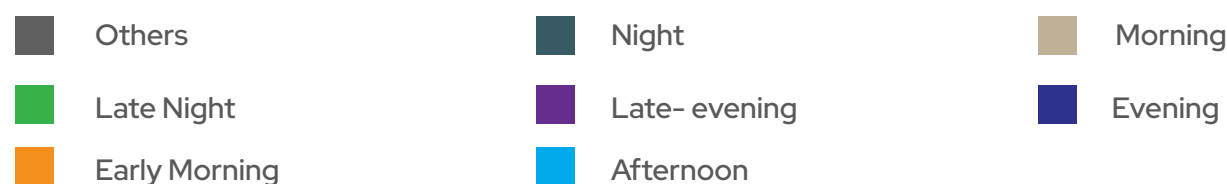


The Preferred Times of Day for Watching Online Videos

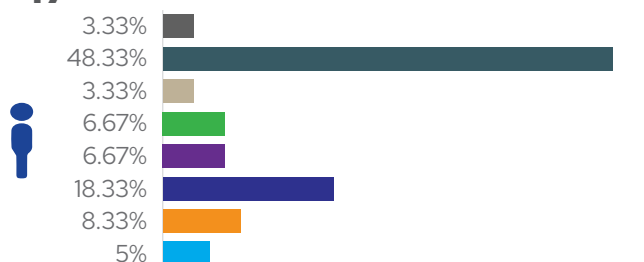
50.84% of the Internet users in Sri Lanka prefer watching online videos in the night time, 12.83% prefer Evening and 11.33% preferred towards late night for watching online videos.



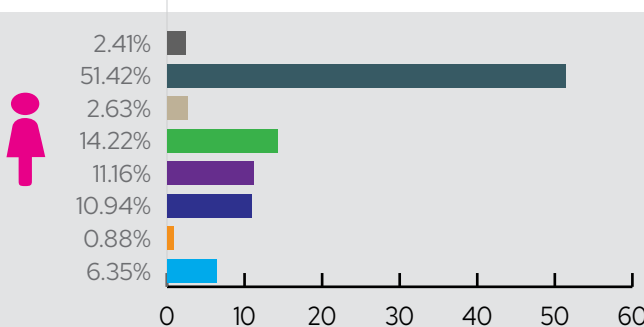
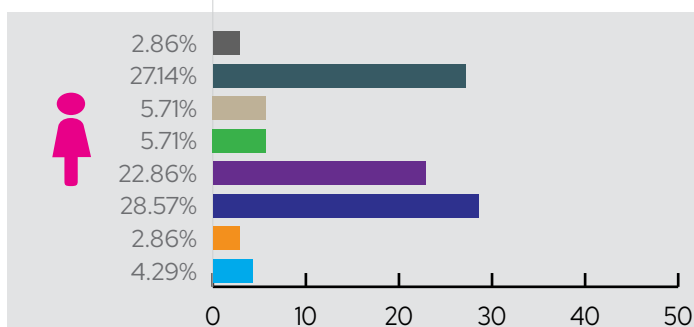
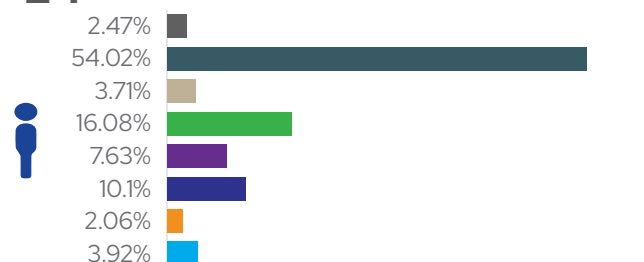
Age & Gender-Based Analysis



13 to 17

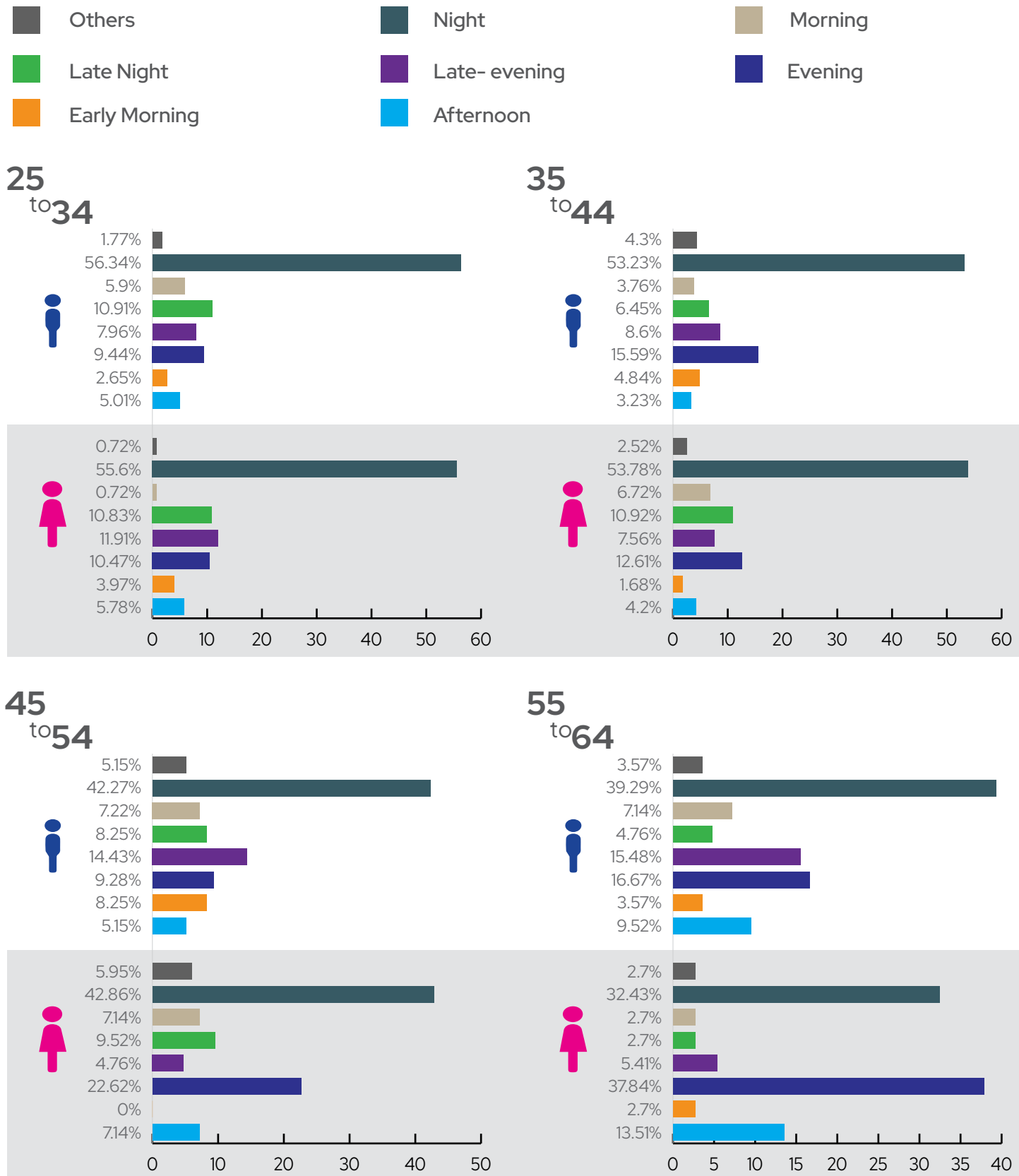


18 to 24



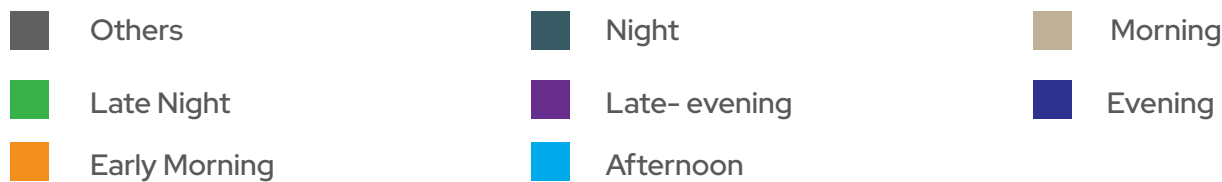
The Preferred Times of Day for Watching Online Videos (Cont'd)

Age & Gender-Based Analysis (Cont'd)

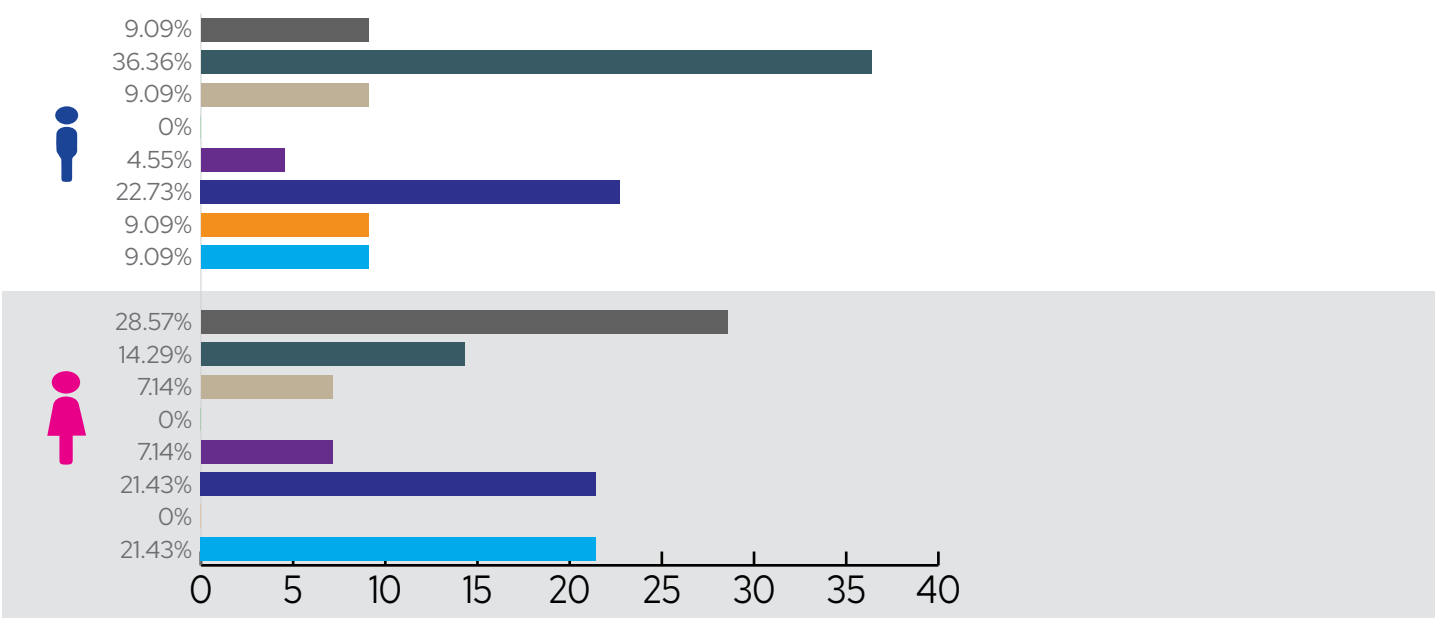


The Preferred Times of Day for Watching Online Videos (Cont'd)

Age & Gender-Based Analysis (Cont'd)

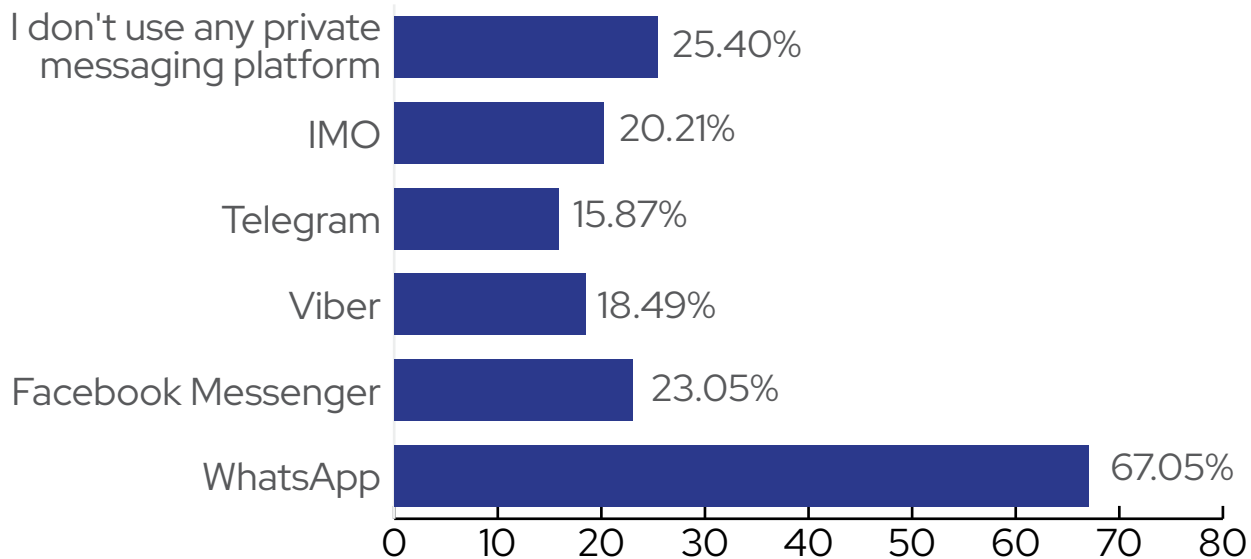


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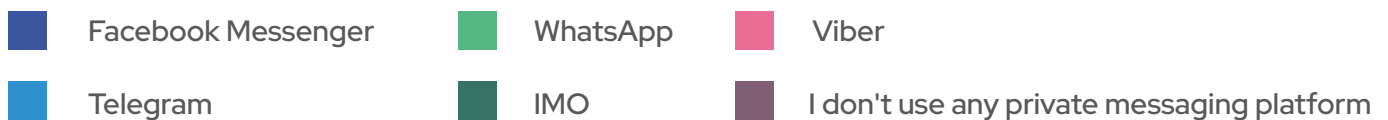


The Most Popular Private Messaging Platforms

WhatsApp is the most used private messaging platforms, whereas 67% of the Internet users in Sri Lanka are mostly using it. In addition, 23.05% of the users stated using Facebook Messenger and 20.21% of the users stated as IMO as the most used private messaging platforms.

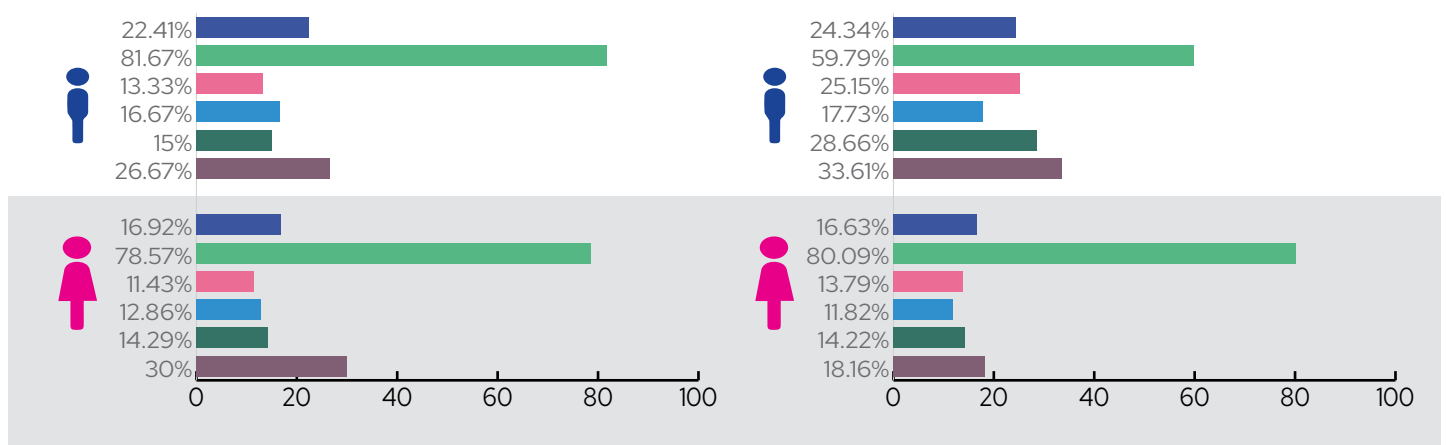


Age & Gender-Based Analysis



13 to 17

18 to 24

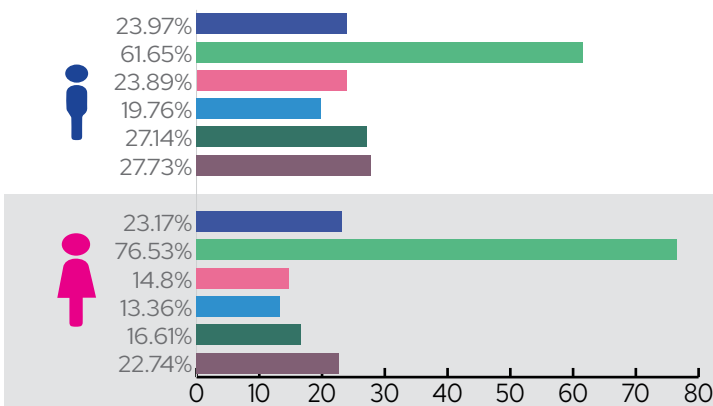


The Most Popular Private Messaging Platforms (Cont'd)

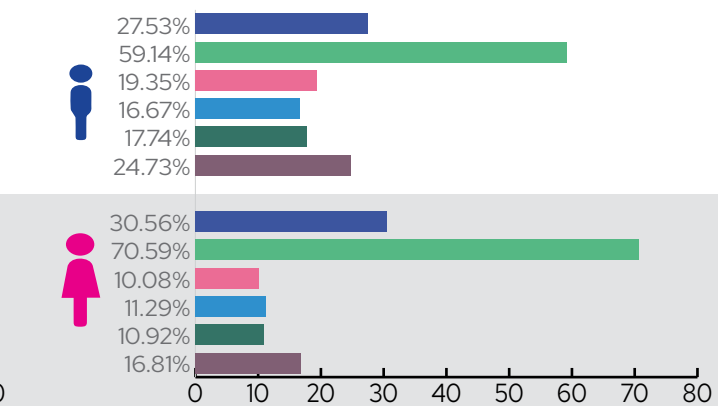
Age & Gender-Based Analysis (Cont'd)



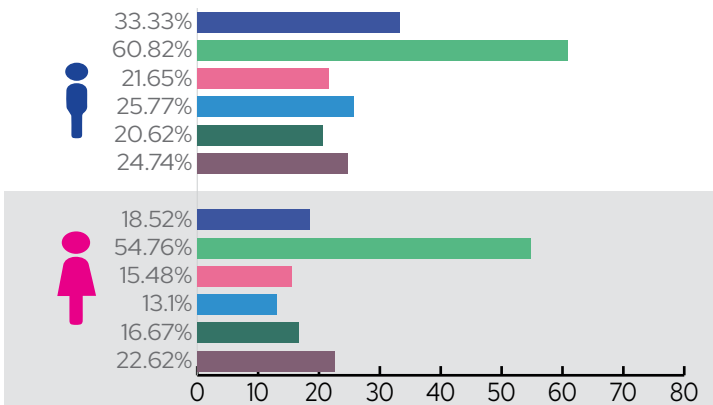
25 to 34



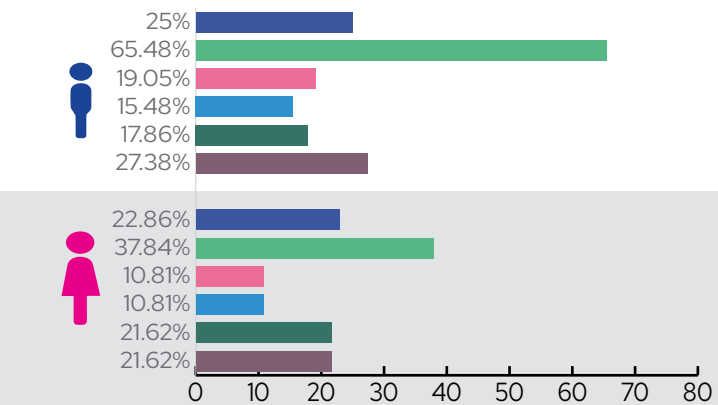
35 to 44



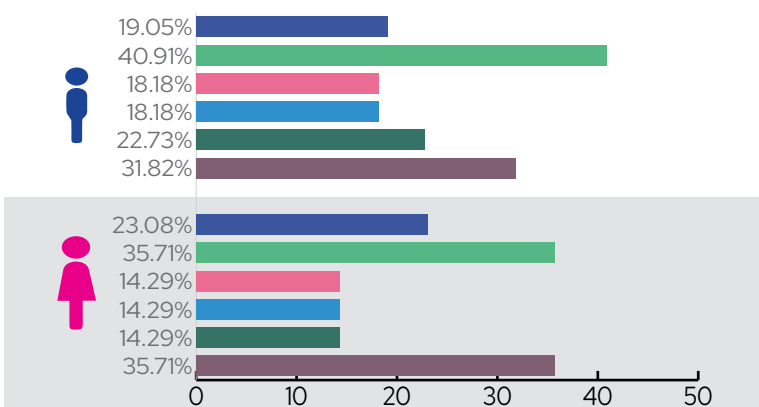
45 to 54



55 to 64

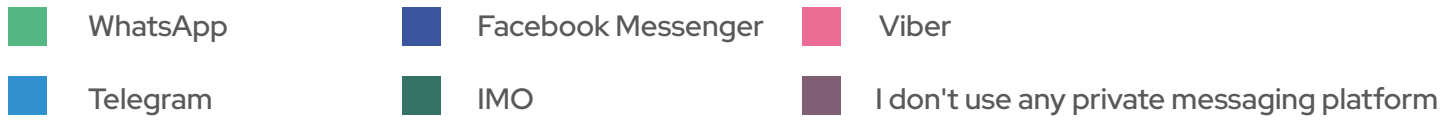


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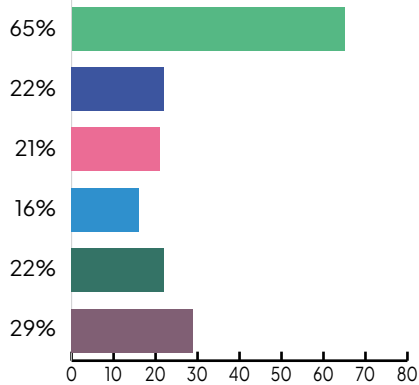


Provincial Analysis

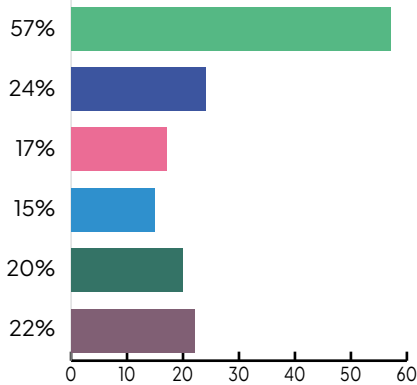
The Most Popular Private Messaging Platforms



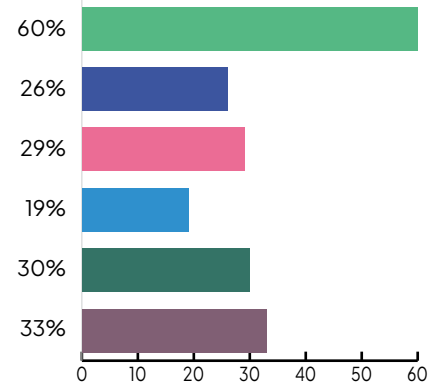
Central Province



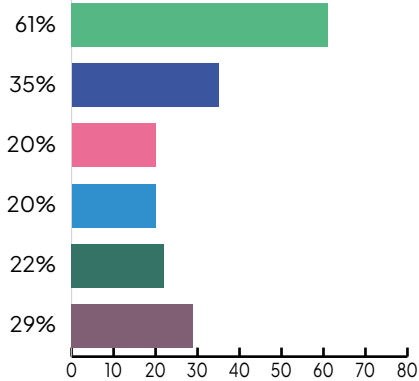
Eastern Province



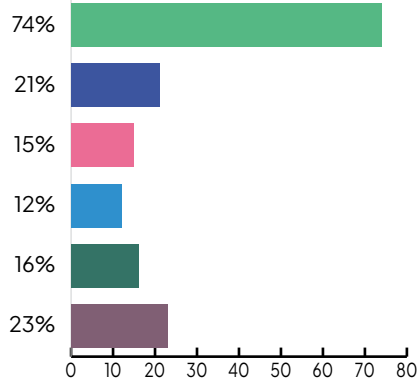
NorthCentral Province



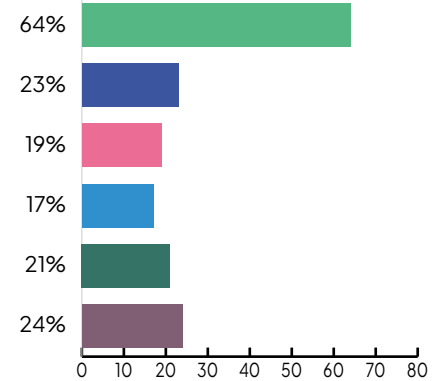
Northern Province



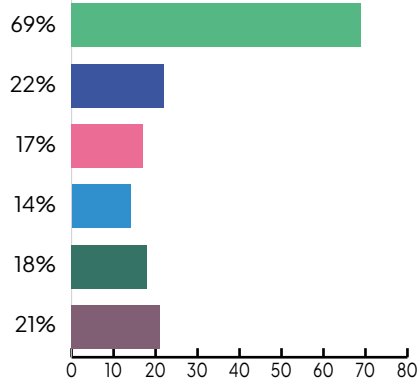
NorthWestern Province



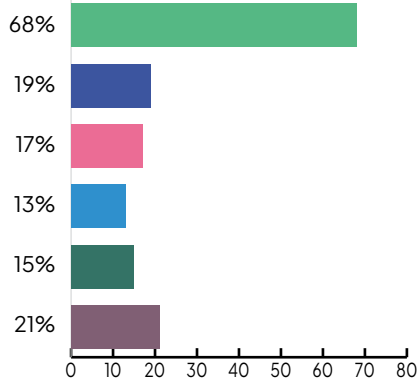
Uva Province



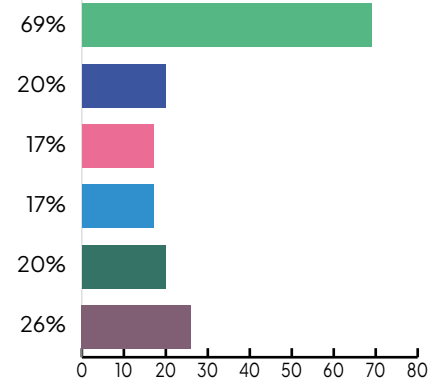
Southern Province



Sabaragamuwa Province



Western Province



Digital Marketing Trends for 2024: Insights into the Evolving Landscape - The Rise of Closed Social Communities



Muhammed Gazzaly
Head of Digital Marketing
Dialog Axiata Group

In 2024, we anticipate several trends that will reshape the way brands engage with their audiences. These trends are not just opportunities; they are the future of digital marketing.

One prominent trend anticipated in 2024 will be the resurgence of closed social communities, often referred to as "Private social media channels" or "Dark Social". Some examples are your WhatsApp groups, Facebook groups, private Subreddits or personal profile content. These are invite-only, semiprivate, or fully private spaces where consumers gather. Think of them as digital watering holes where real friends, internet acquaintances, or even anonymous individuals come together for highly conversational interactions.

What Does this Mean for Brands in 2024?

Brands that embrace these trends can foster long-term relationships with their communities. Key elements for success include consistent engagement, listening to feedback, personalization, offering exclusive benefits, maintaining consistency in brand identity, providing relevant content, and continuously testing and learning.

For brands looking to leverage closed social communities, two fundamental questions must be considered:

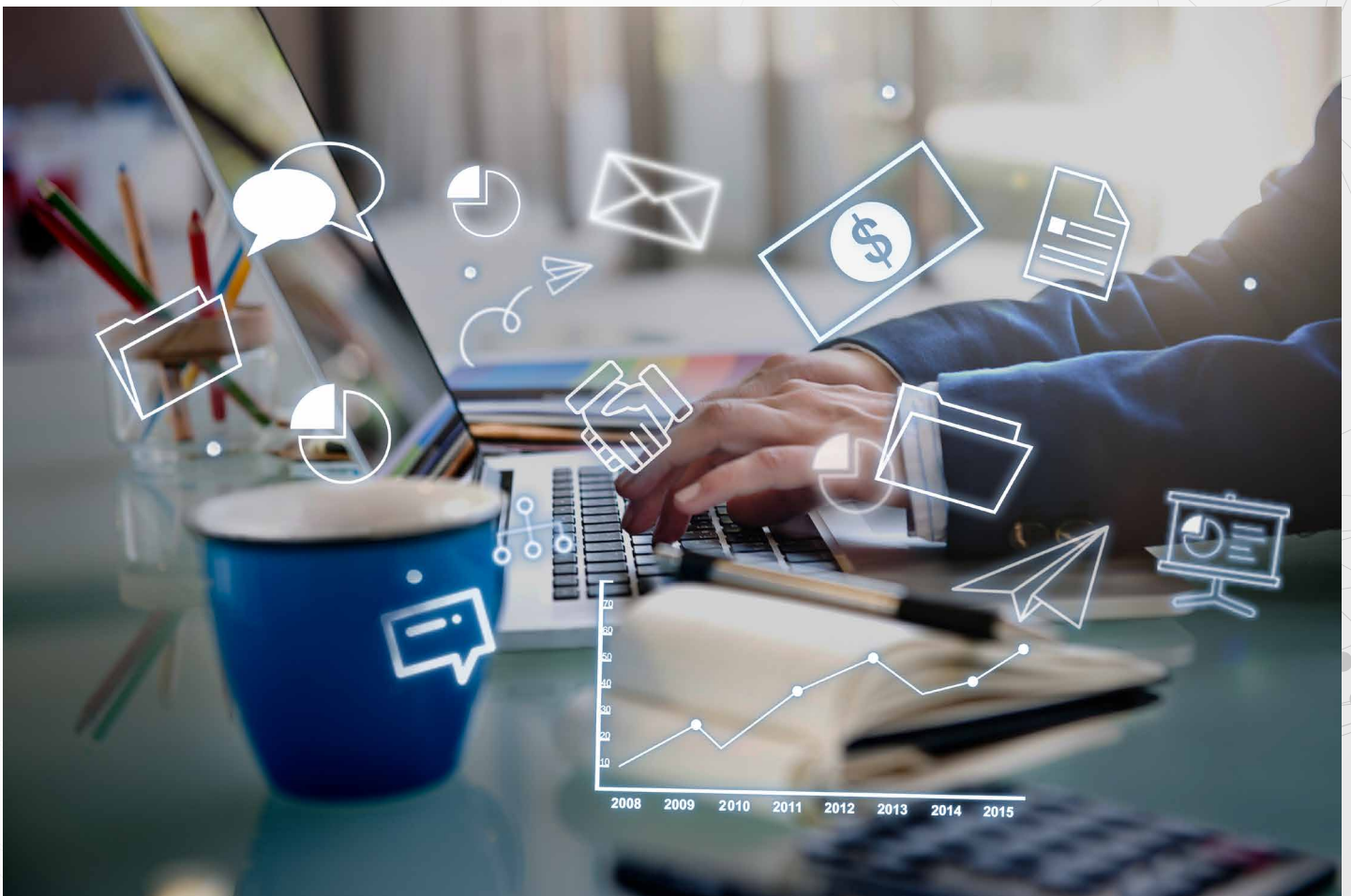
1. **Are you genuinely dedicated to cultivating lasting brand loyalty through audience engagement?**
2. **Is the investment required for consistent community engagement justified?**

For those willing to commit resources to nurturing an authentic community, it is essential to practice patience as relationships evolve. While quantitative metrics may not always be immediately accessible or directly traceable to community-building efforts in these spaces, qualitative measures of success become apparent through meaningful, high-quality interactions with dedicated enthusiasts.

Meta Groups, Instagram's Close Friends, and WhatsApp Broadcast Channels are some examples of platform features built by social giants to support closed social communities:

Other than these brands can build their closed social communities as well. Brand-run private communities take time and effort to manage but when done right, can provide huge ROI. Your dark social community is like having a focus group ready to go 24/7. It's a direct line to your most valuable customers.

In conclusion, 2024 promises exciting opportunities for brands in the digital marketing landscape. By understanding and embracing the rise of closed social communities and adapting to changing consumer expectations, brands can stay at the forefront of the digital marketing game. This evolving landscape presents new avenues for meaningful engagement and brand building.



Online Purchasing Behavior



A Collaborative Project Between



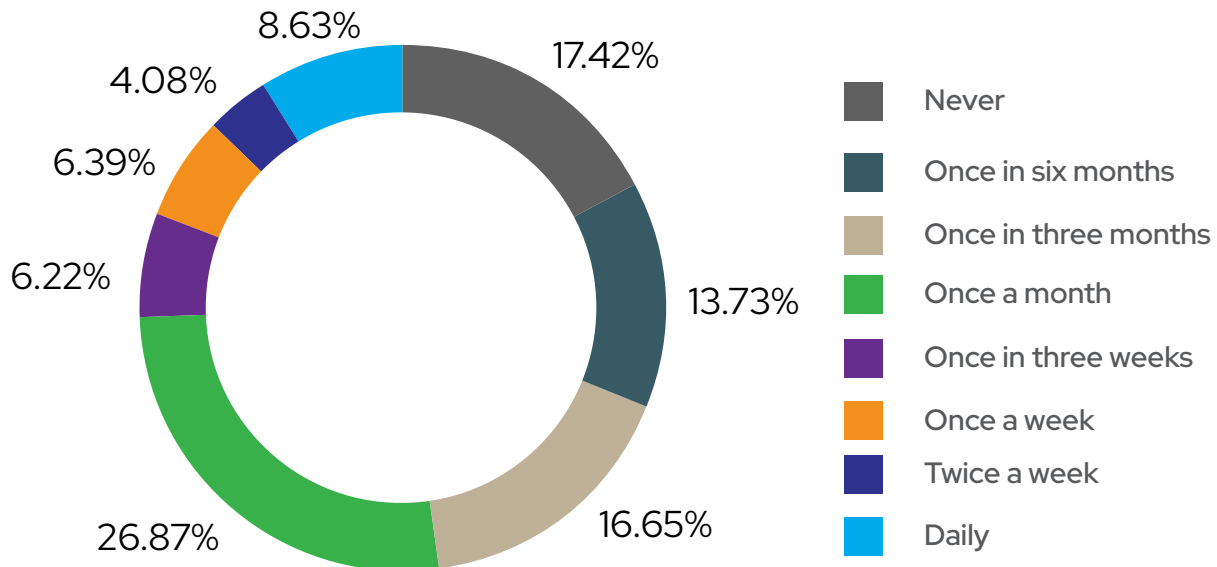
APIDM
Asia Pacific Institute
of Digital Marketing



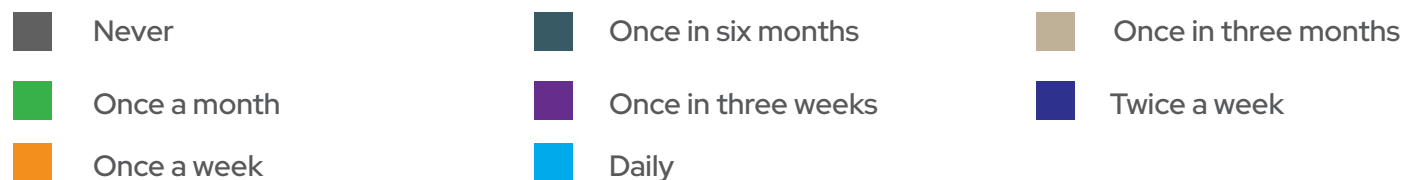
Marketing Management
University of Kelaniya, Sri Lanka

The Average Frequency of Online Purchases

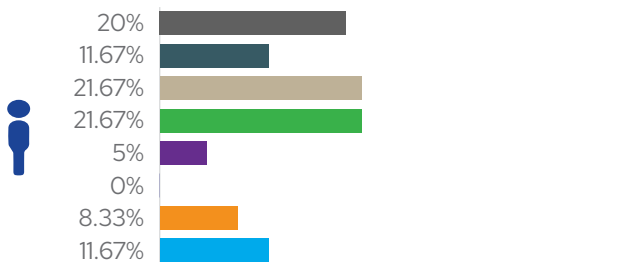
8.63% of the Internet users in Sri Lanka have stated that they are making online purchasing Daily, while 6.39% stated that they are making purchase once a week and 26.87% stated once a month



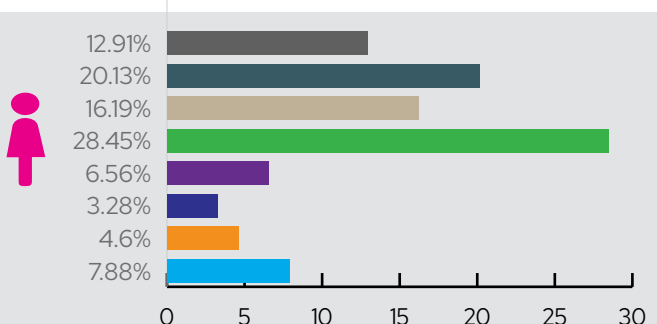
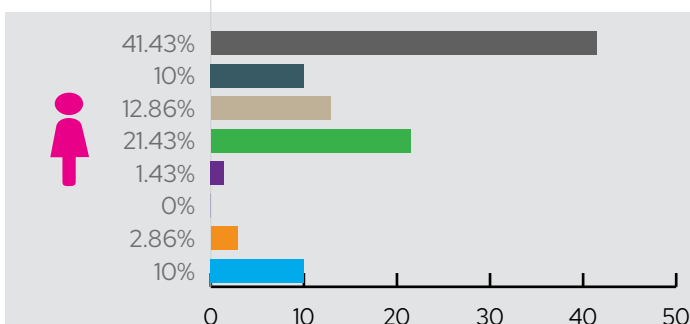
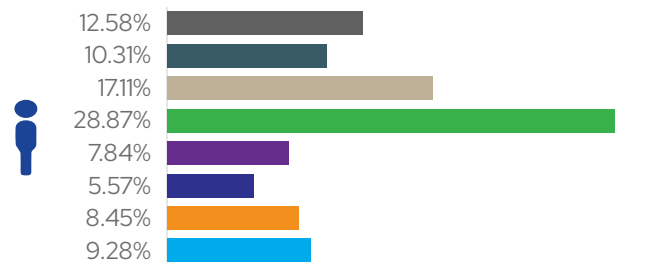
Age & Gender-Based Analysis



13 to 17

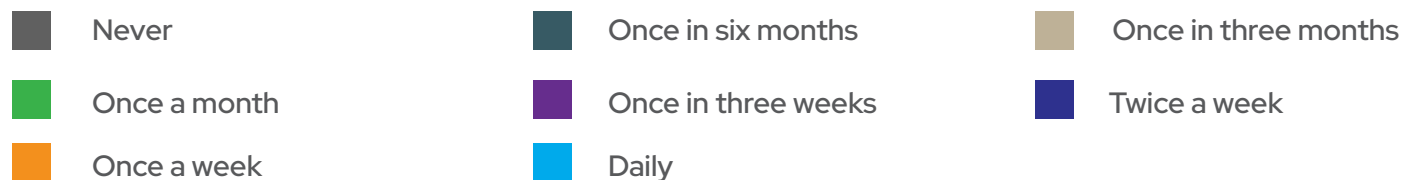


18 to 24

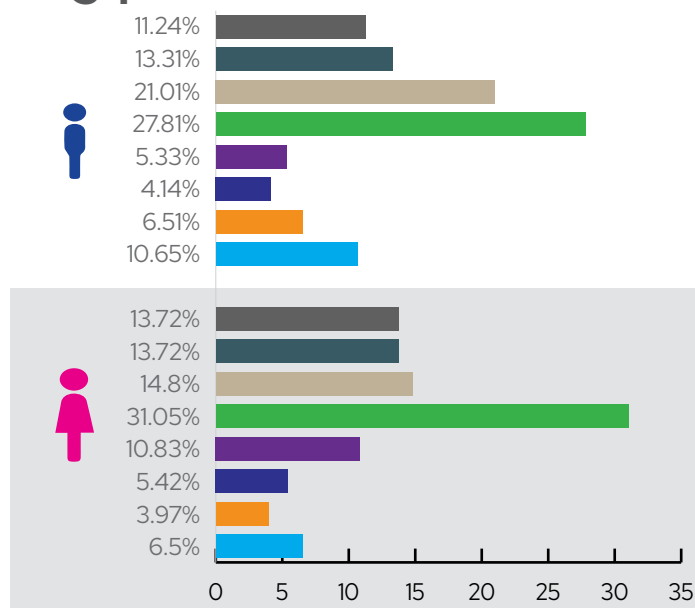


The Average Frequency of Online Purchases (Cont'd)

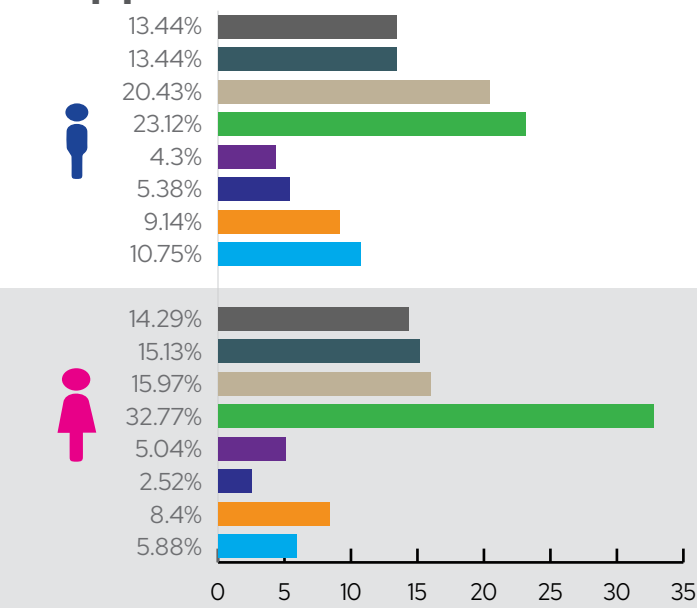
Age & Gender-Based Analysis (Cont'd)



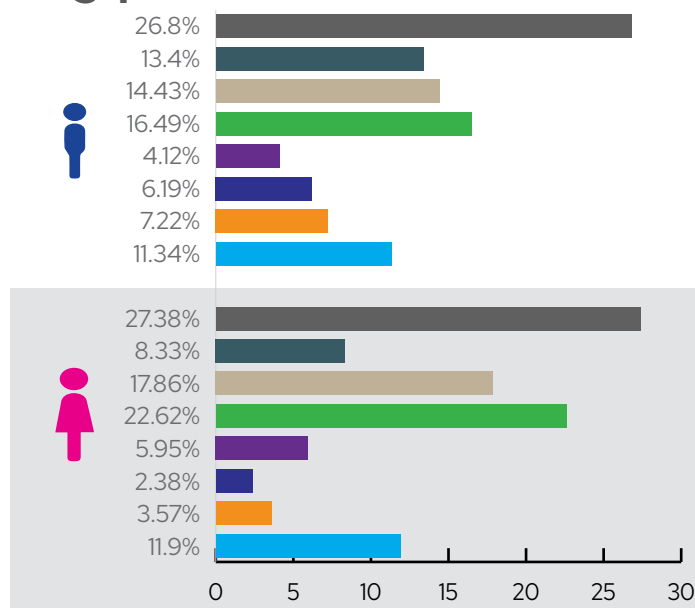
25 to 34



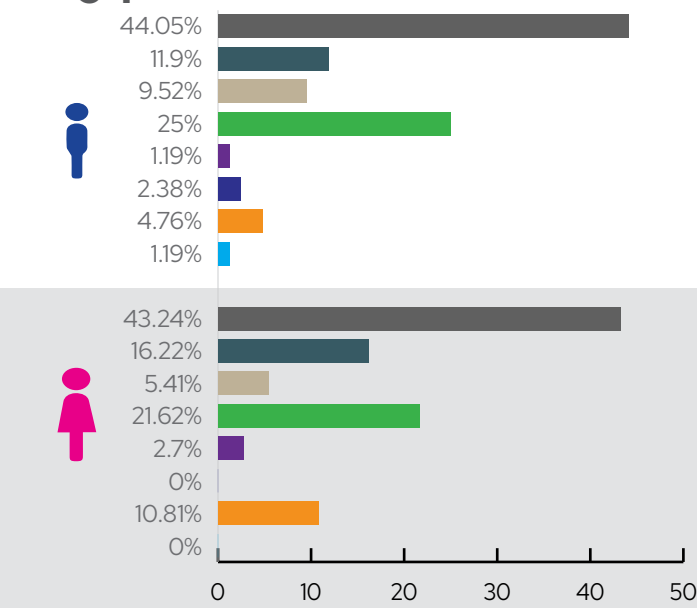
35 to 44



45 to 54

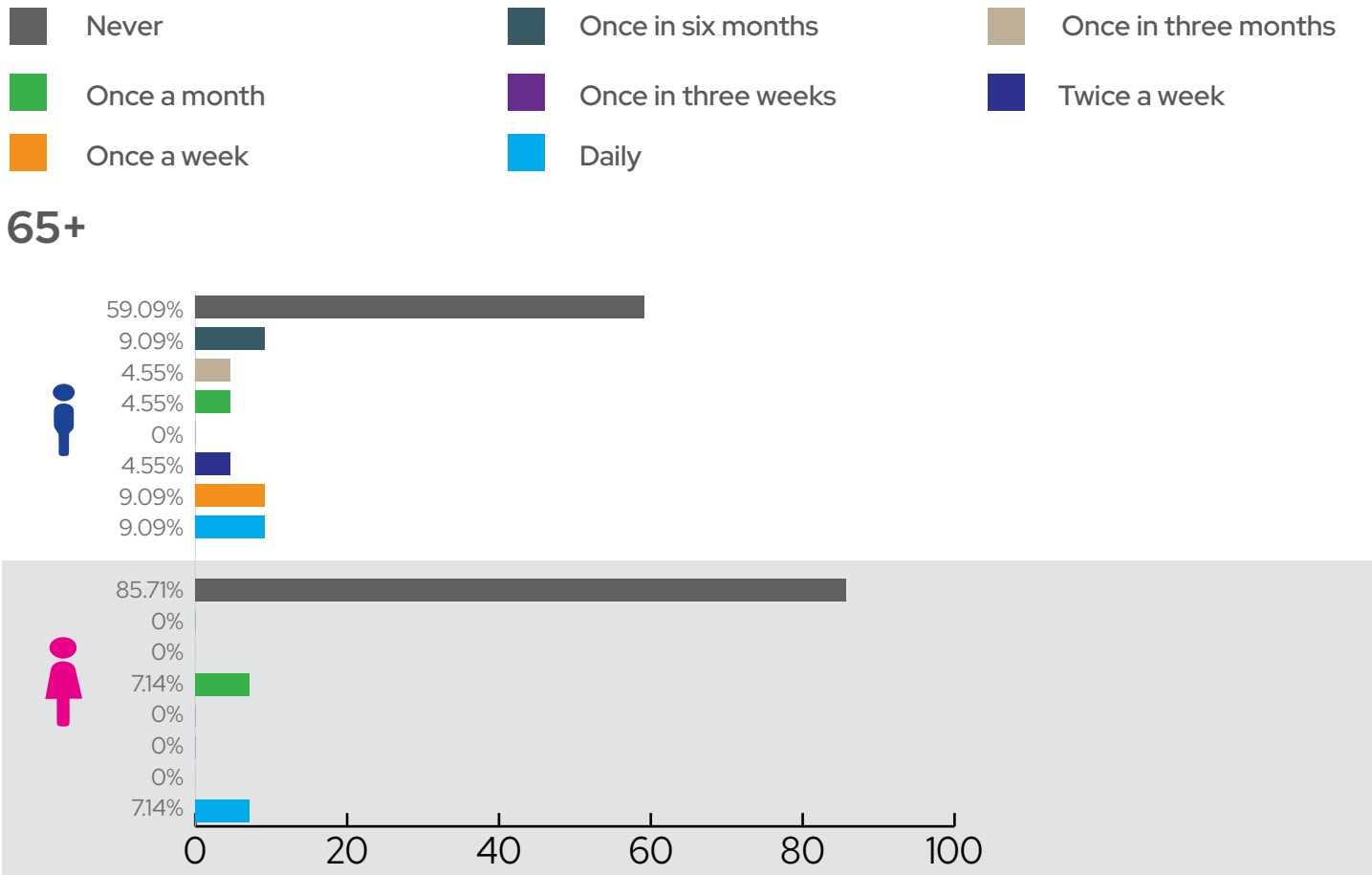


55 to 64



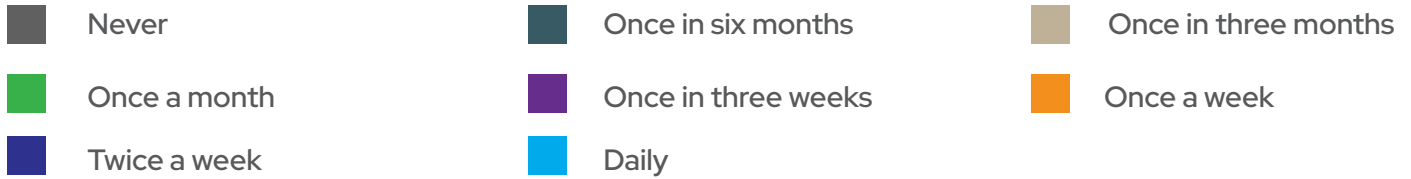
The Average Frequency of Online Purchases (Cont'd)

Age & Gender-Based Analysis (Cont'd)

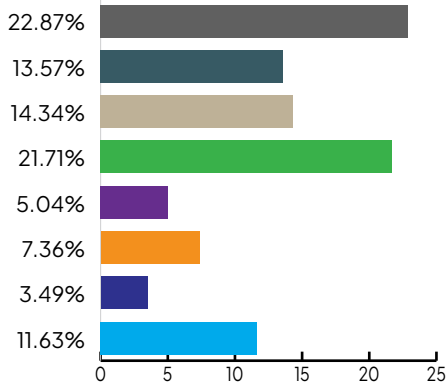


Provincial Analysis

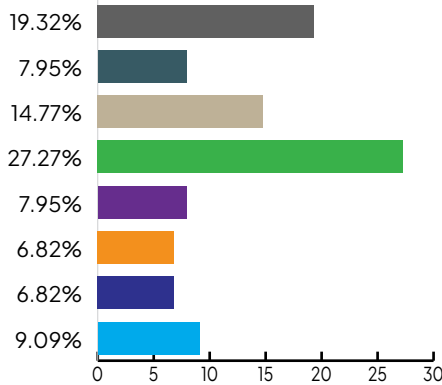
The Average Frequency of Online Purchases



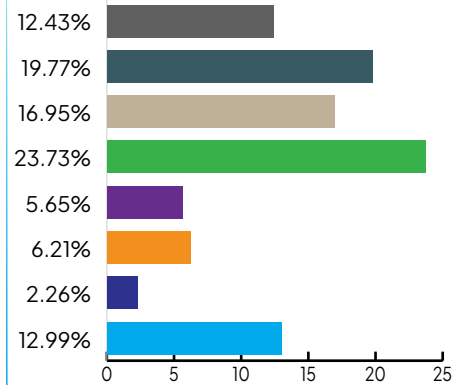
Central Province



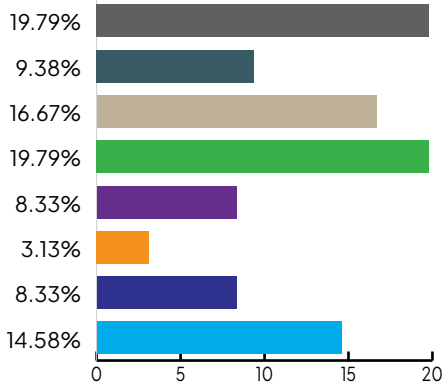
Eastern Province



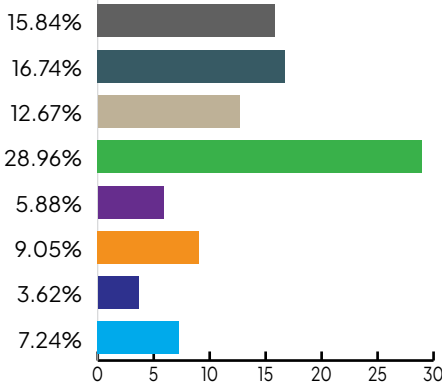
NorthCentral Province



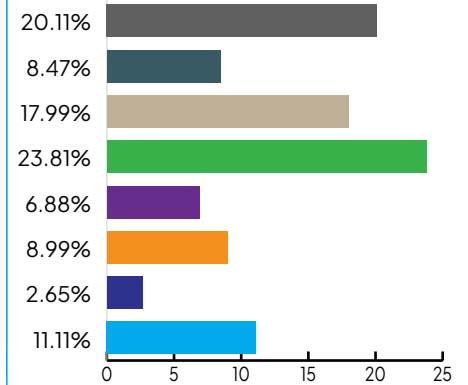
Northern Province



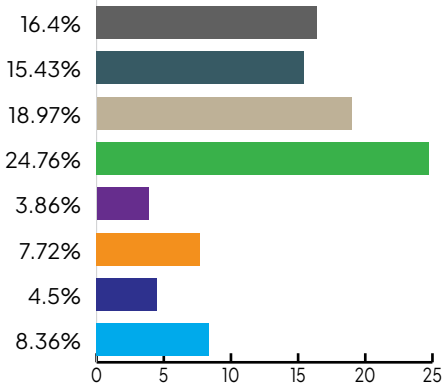
NorthWestern Province



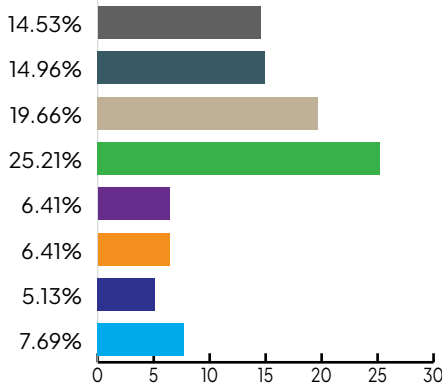
Uva Province



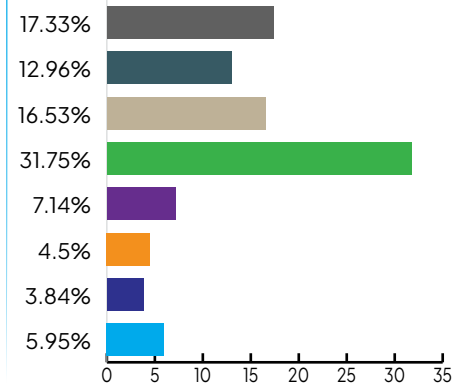
Southern Province



Sabaragamuwa Province



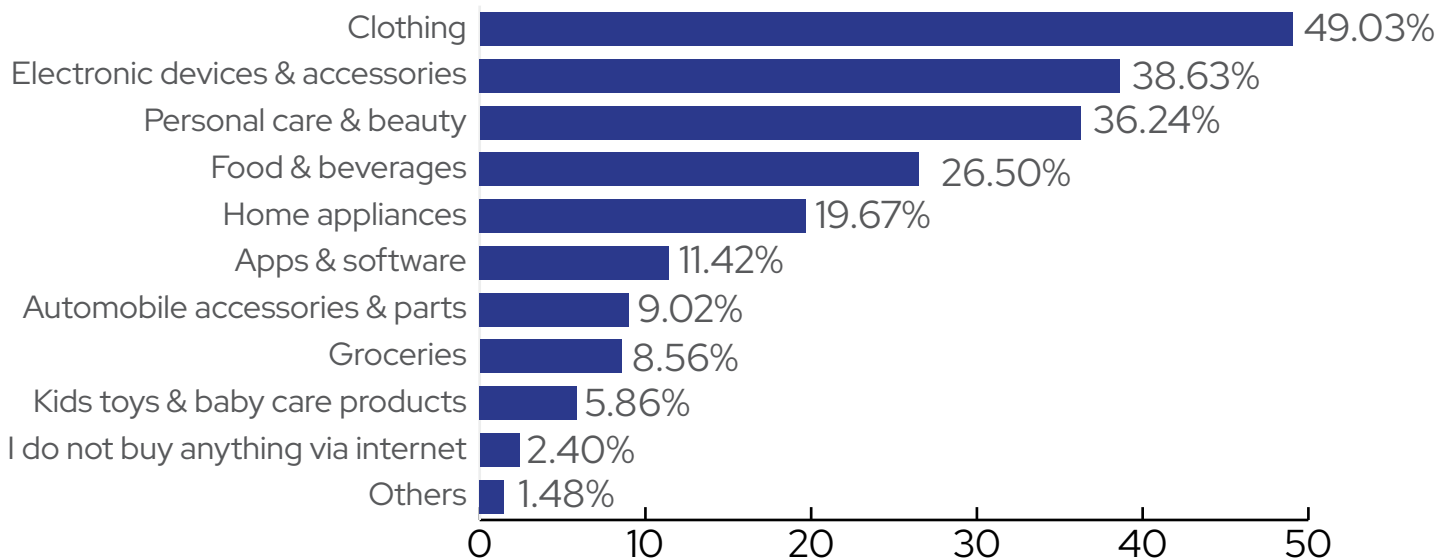
Western Province



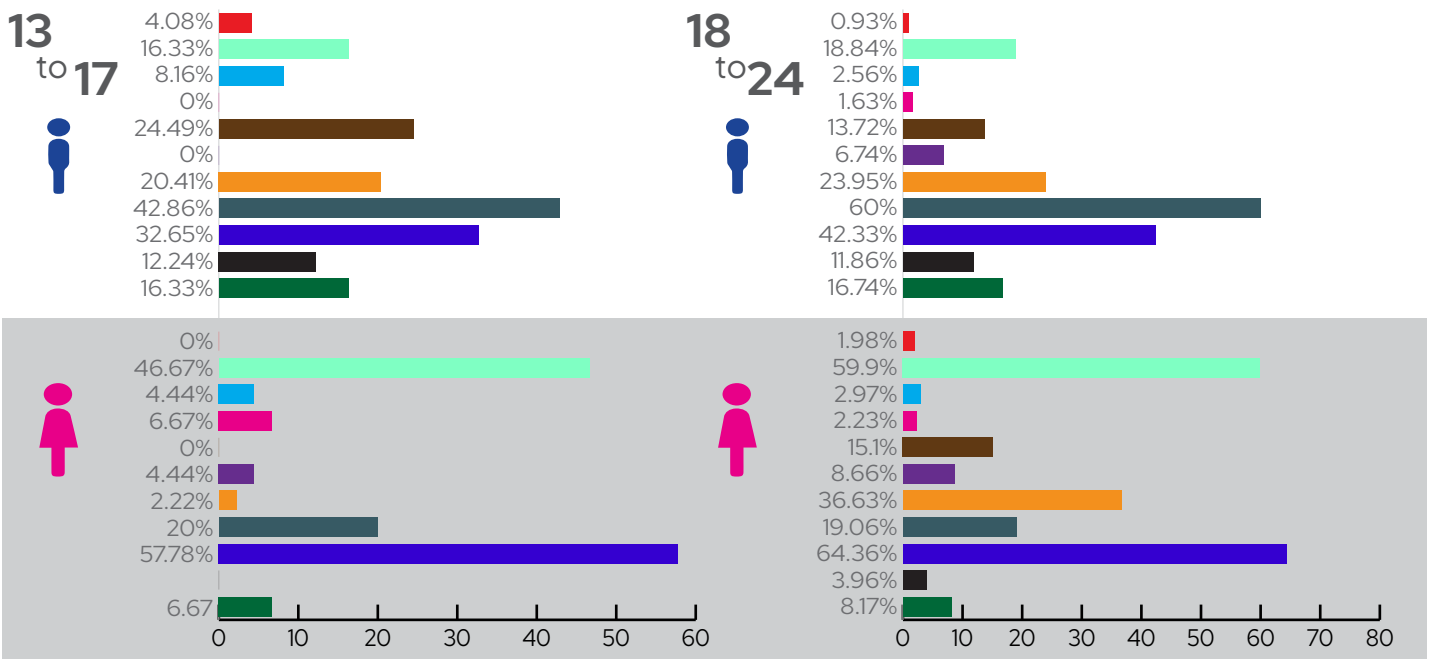
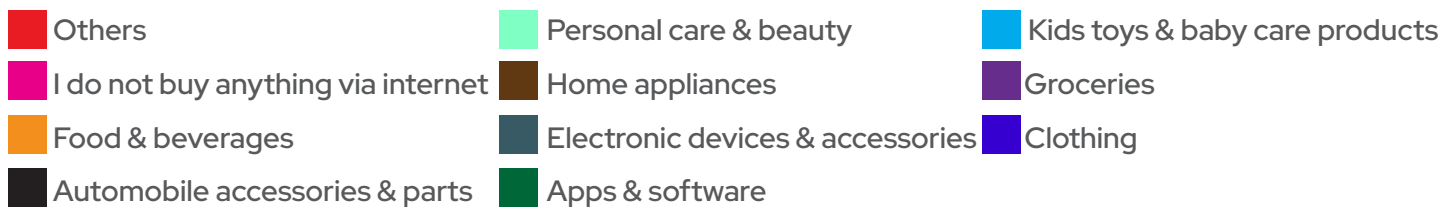
The Most-purchased Products / Service Categories via Online Platform

The top three online purchased products include clothing at 49.03%, showcasing a remarkable increase from 22% last year, followed by electronic devices & accessories at 38.63%, up from 16% last year, and personal care & beauty at 36.24%, marking a rise from 20% last year.

Note: The data was collected through a Multiple Choice Question

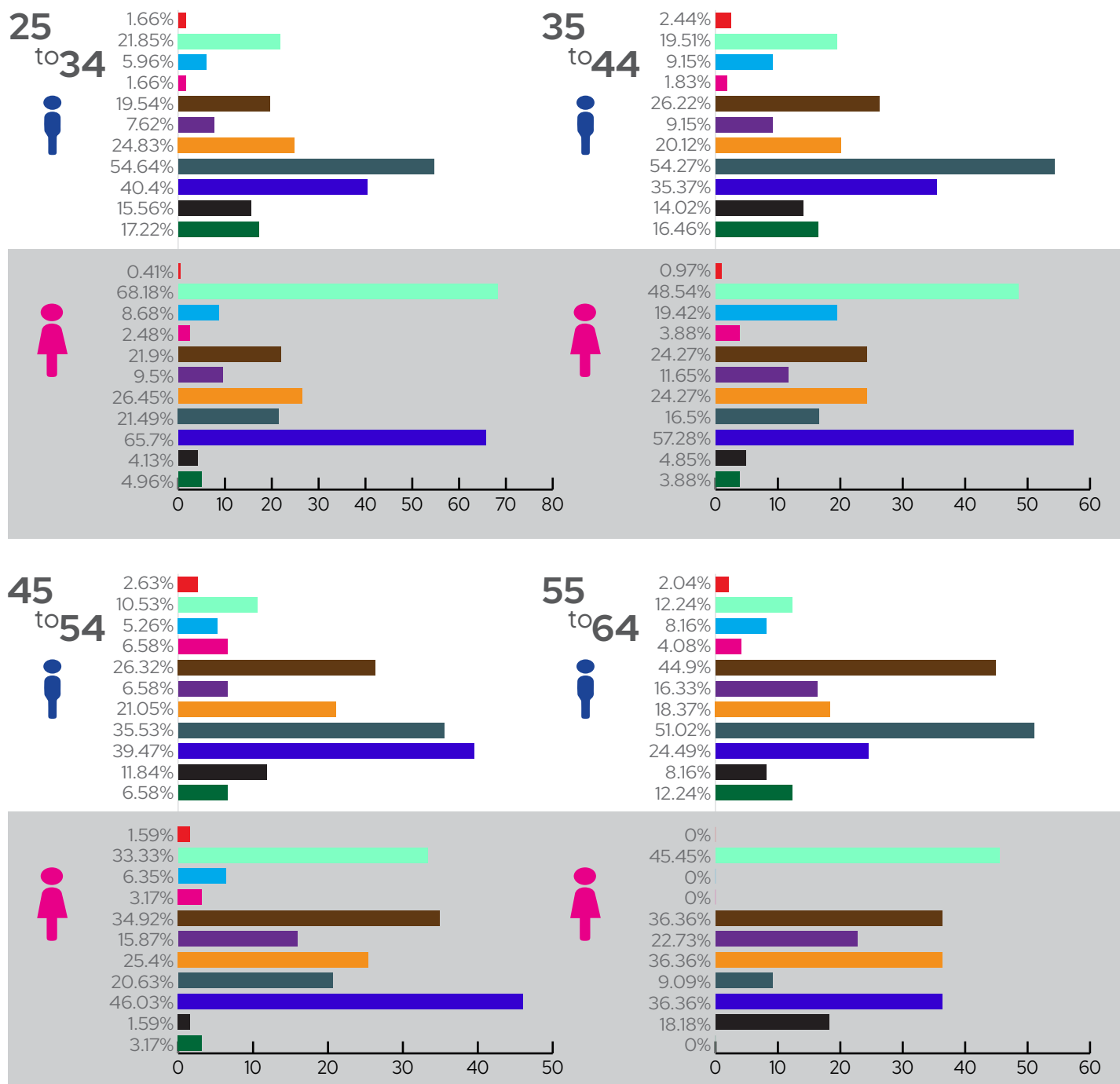
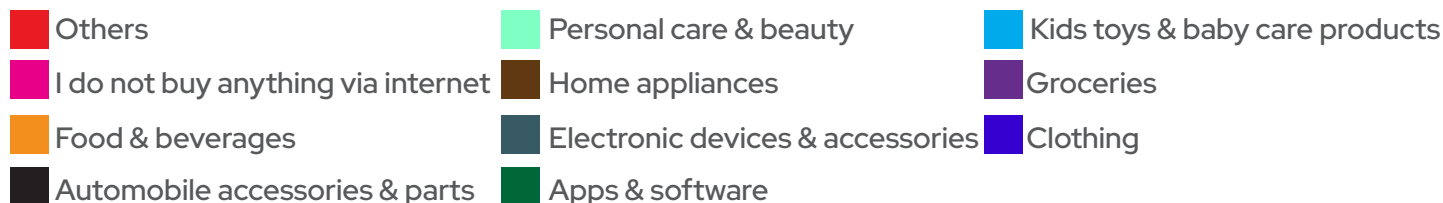


Age & Gender-Based Analysis



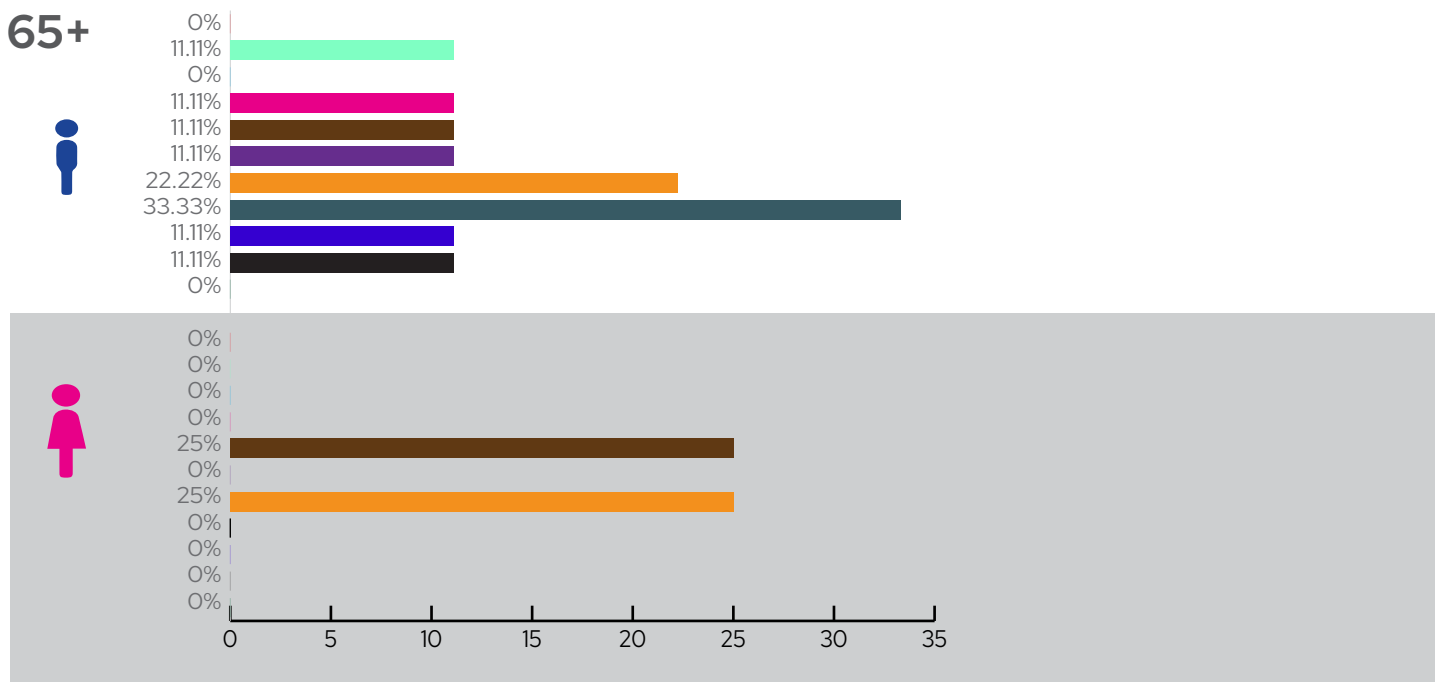
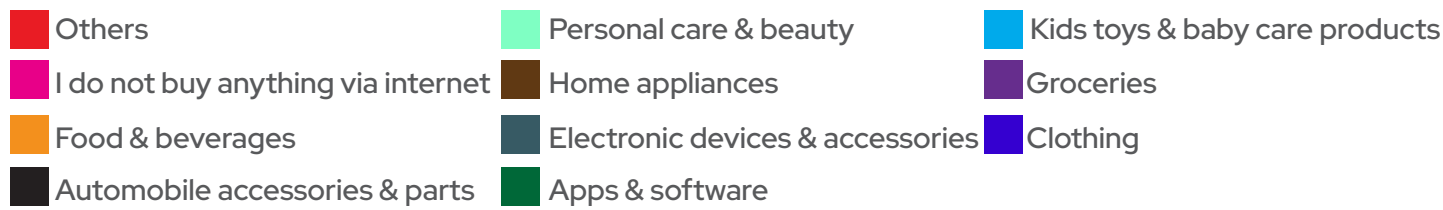
The Most-purchased Products / Service Categories via Online Platform (Cont'd)

Age & Gender-Based Analysis (Cont'd)



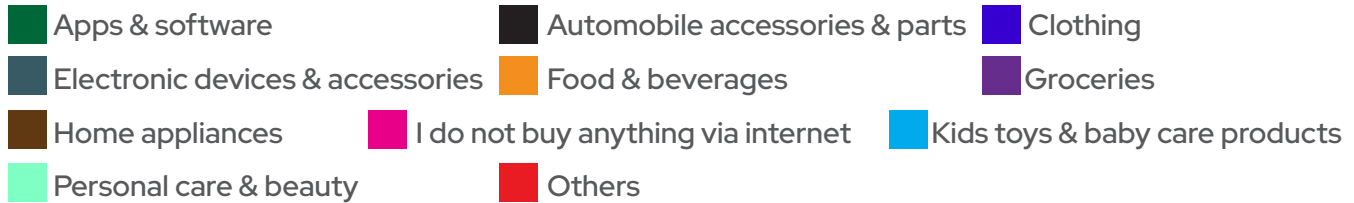
The Most-purchased Products / Service Categories via Online Platform (Cont'd)

Age & Gender-Based Analysis (Cont'd)

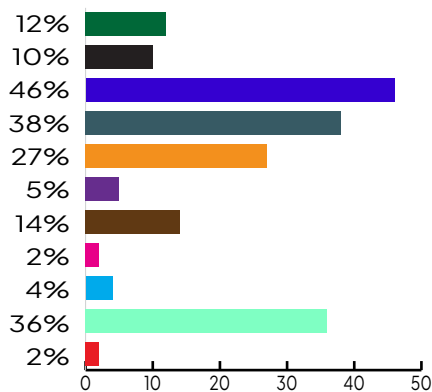


Provincial Analysis

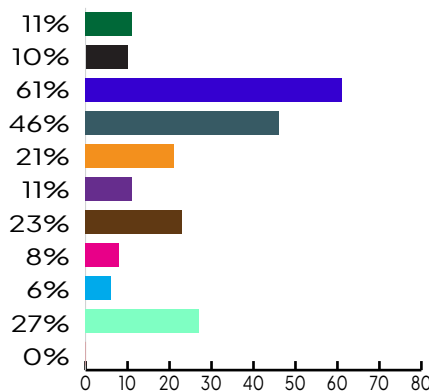
The Most-purchased Products / Service Categories via Online Platform



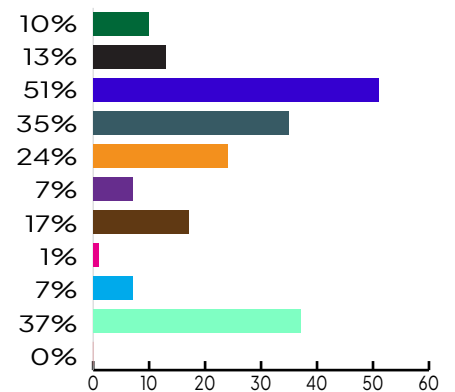
Central Province



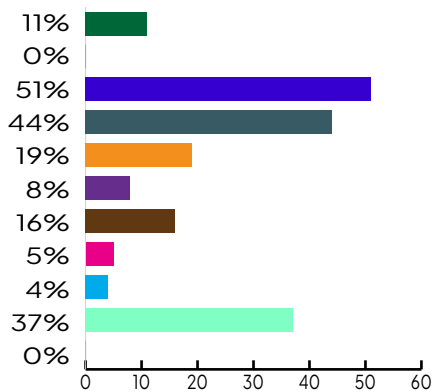
Eastern Province



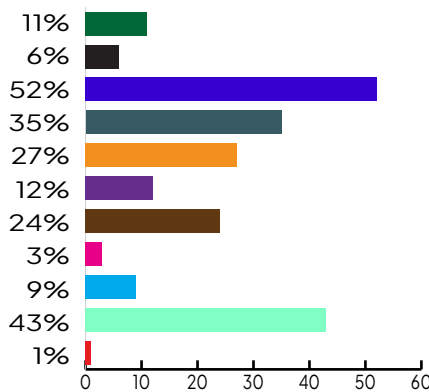
NorthCentral Province



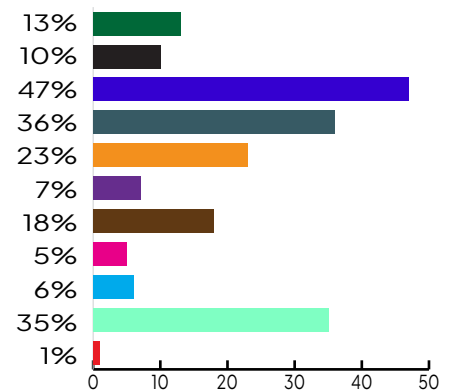
Northern Province



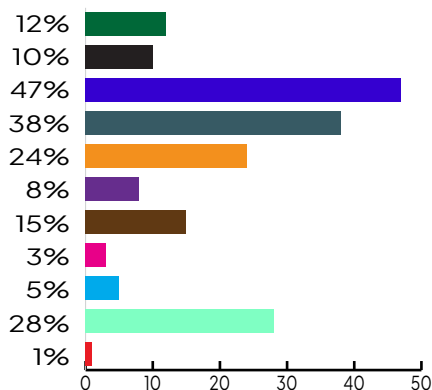
NorthWestern Province



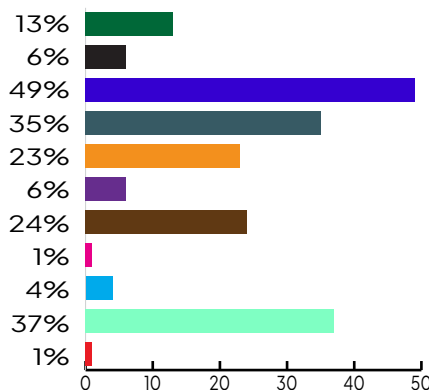
Uva Province



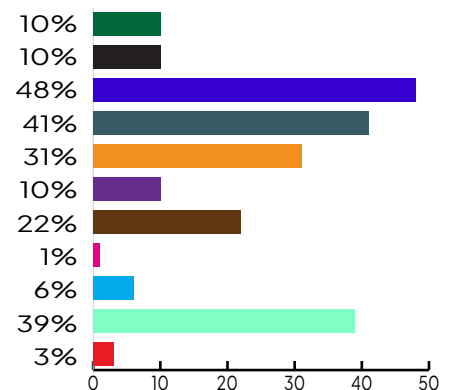
Southern Province



Sabaragamuwa Province

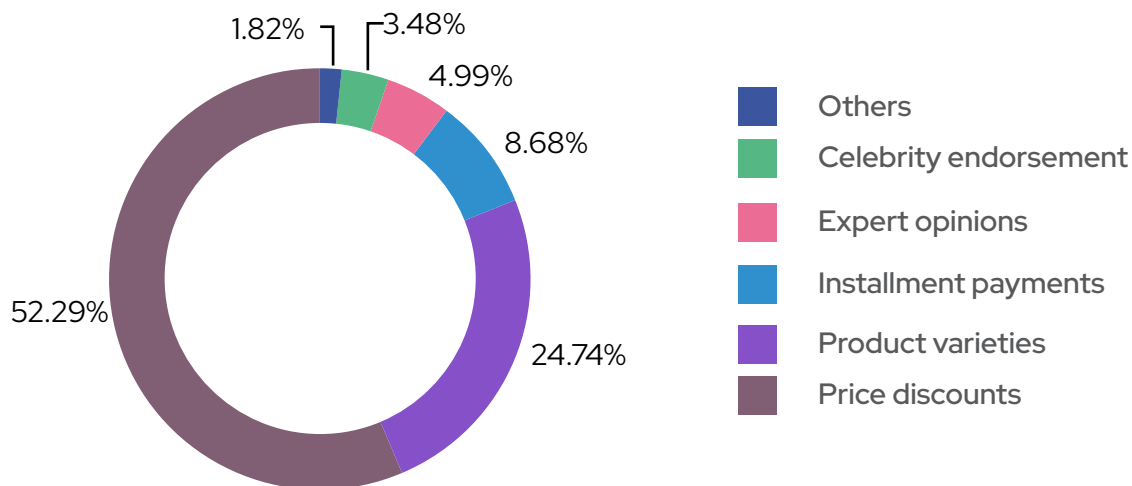


Western Province

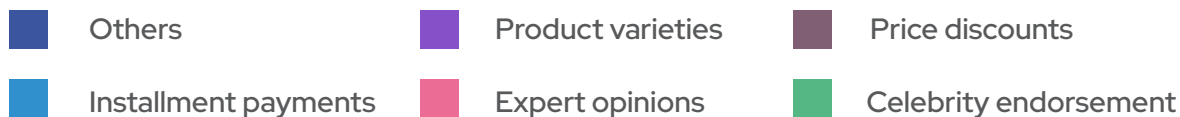


Key Influencing Factors to Drive Online Purchase

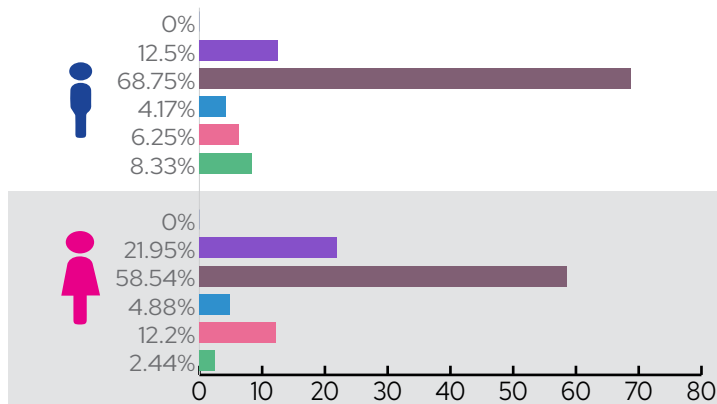
More than half of the people in Sri Lanka who shop online, around 56.29%, say they mainly buy things online because of Price Discounts. 24.74% of the people stated having Product Varieties, and a smaller group, around 8.68%, prefers being able to pay for their purchases in installments.



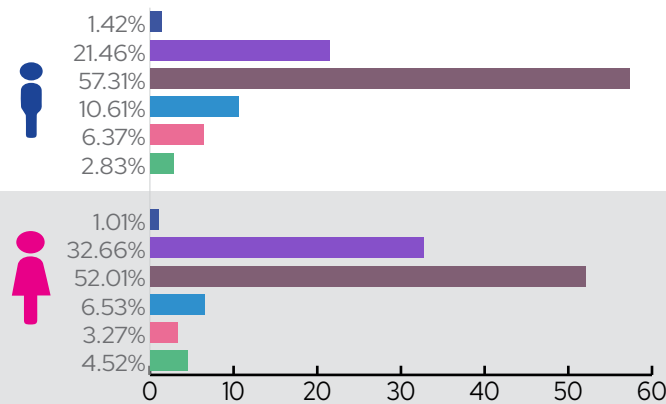
Age & Gender-Based Analysis



13 to 17

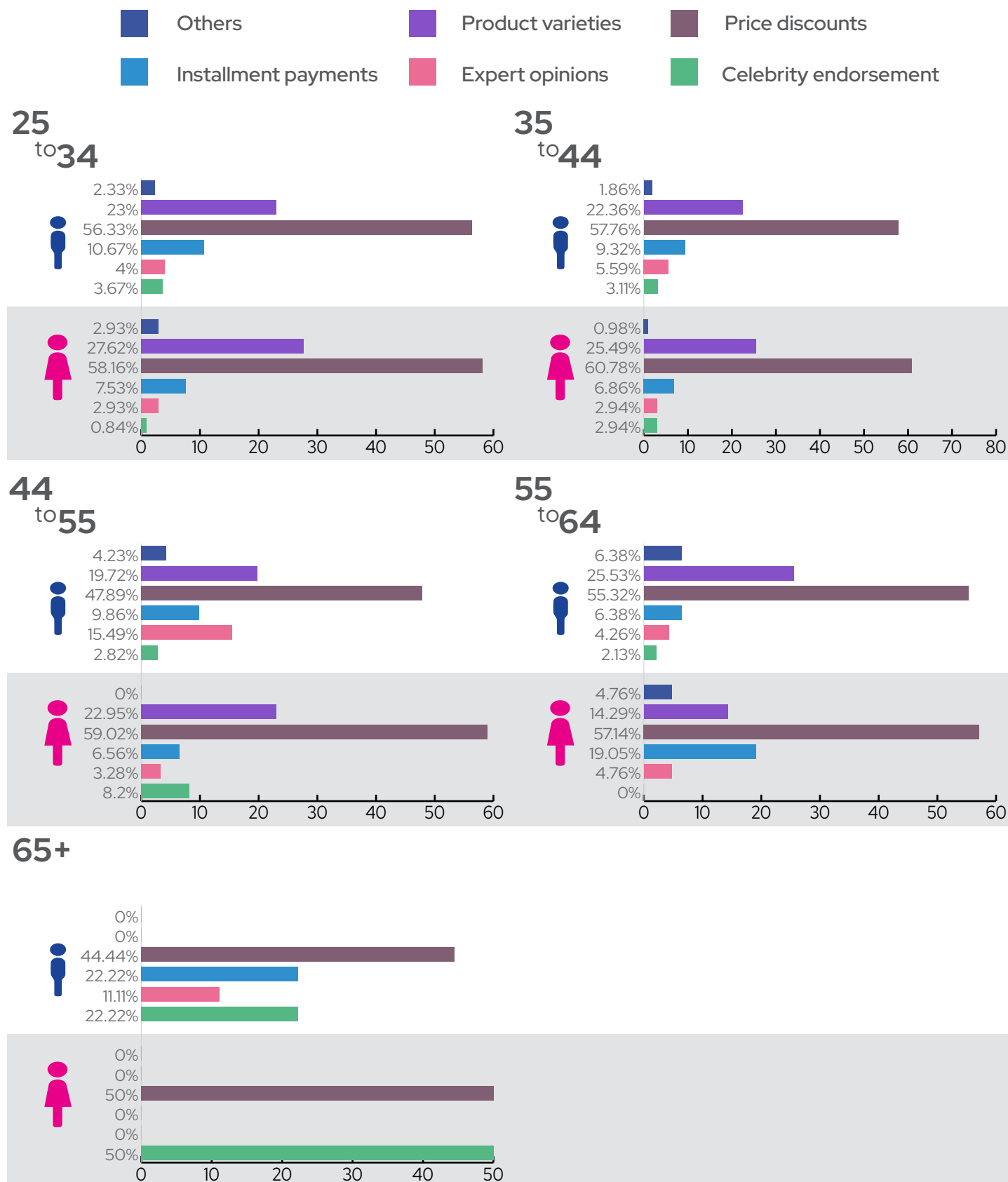


18 to 24



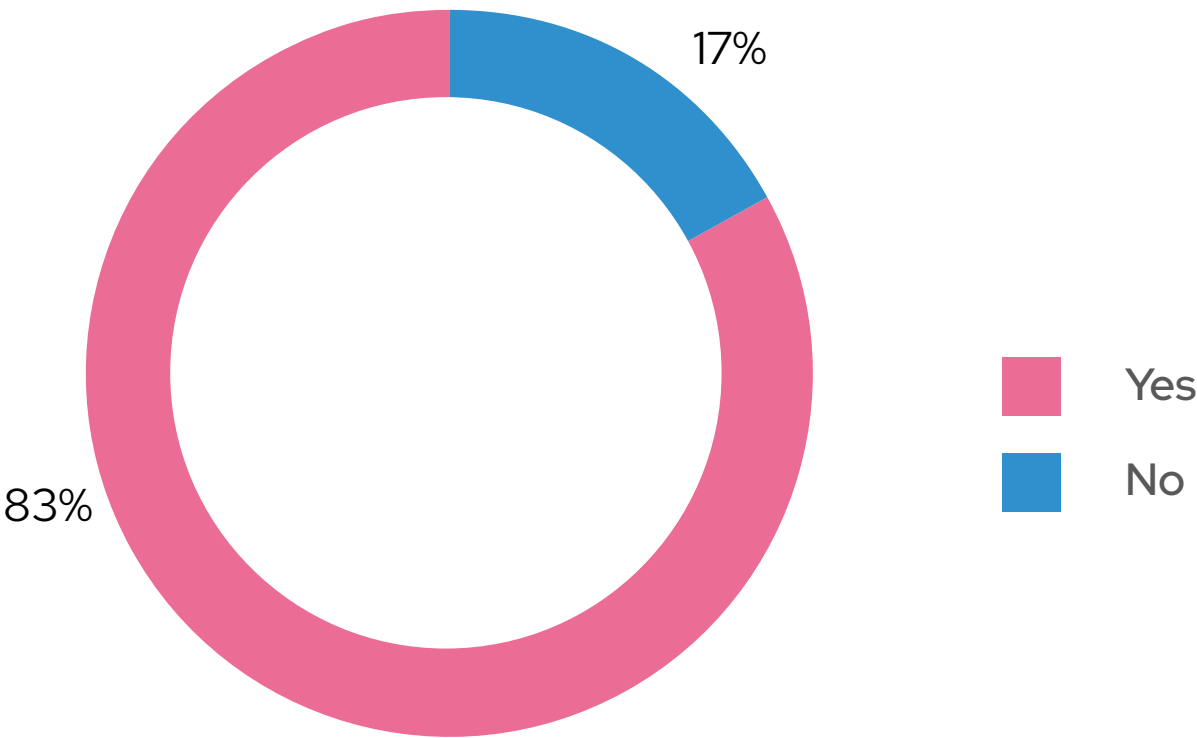
Key Influencing Factors to Drive Online Purchase (Cont'd)

Age & Gender-Based Analysis (Cont'd)

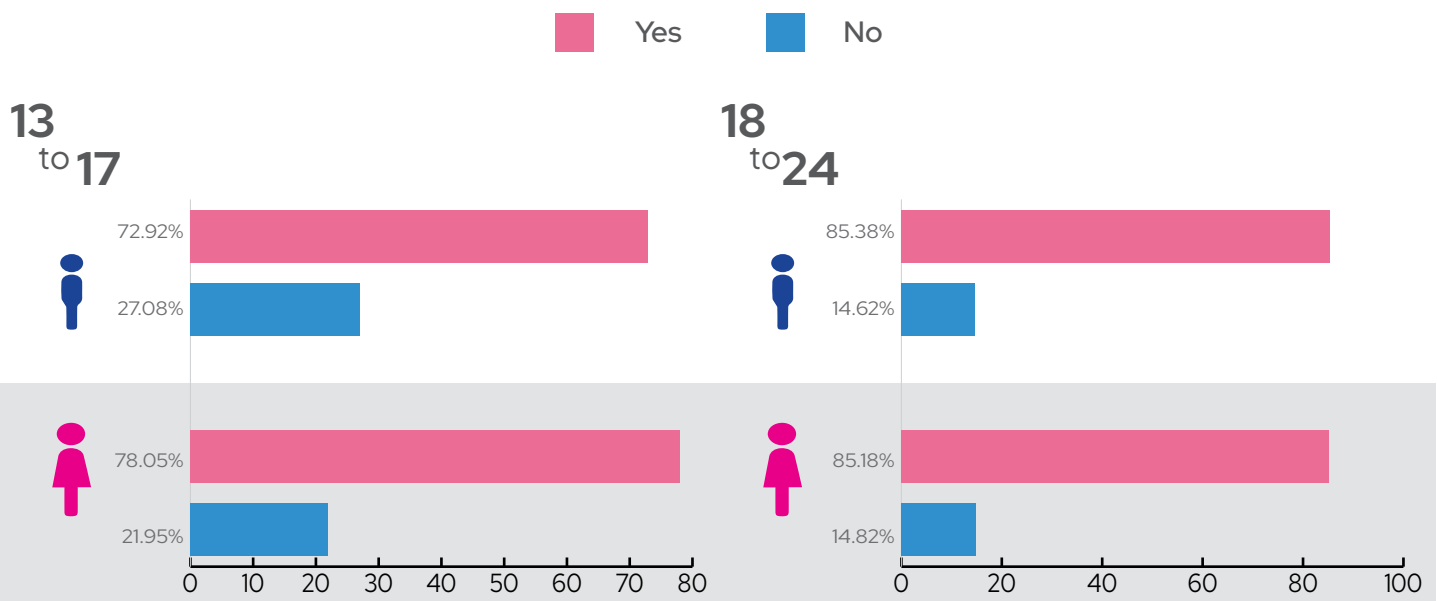


The impact of social media review on online purchasing behavior

A significant 83% of the online shoppers in Sri Lanka make their purchase based on reviews or recommendations from friends on social media. Meanwhile, 17% choose not to reply on such suggestions.



Age & Gender-Based Analysis



The impact of social media review on online purchasing behavior (Cont'd)

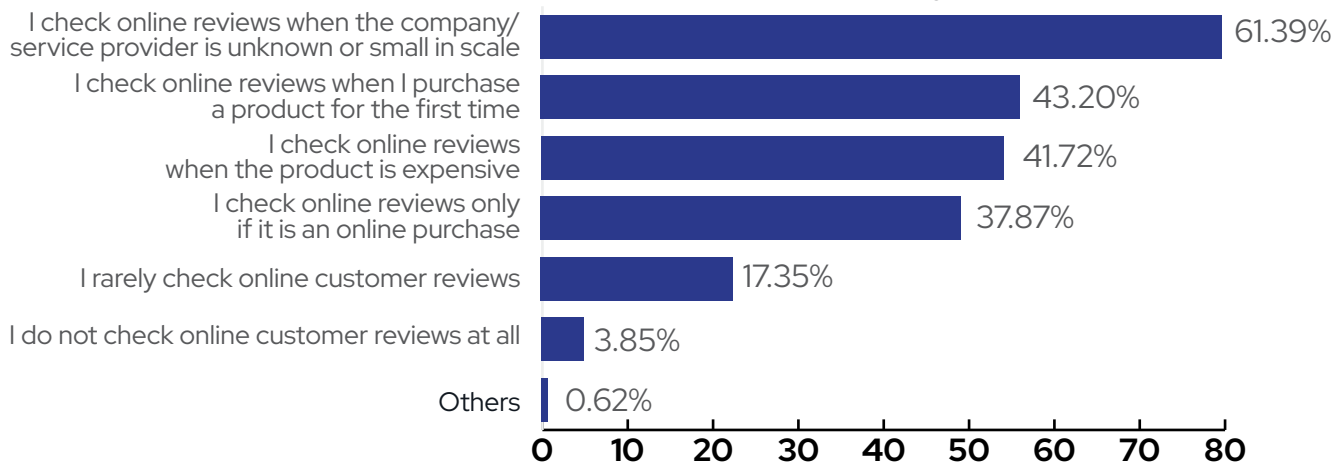
Age & Gender-Based Analysis (Cont'd)



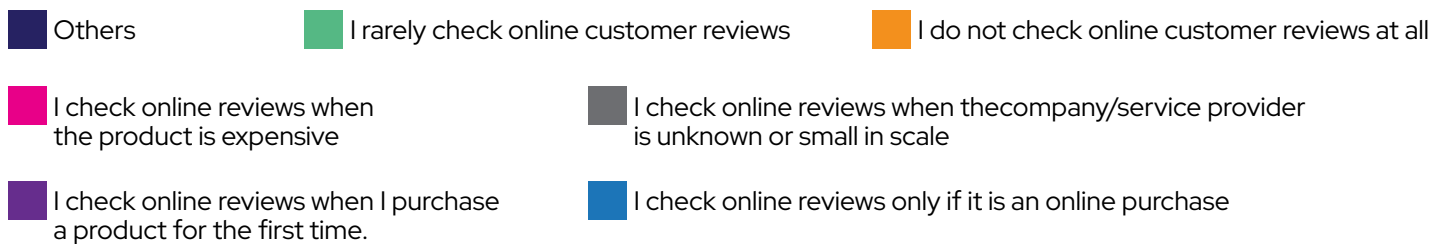
Applicability of checking online customer reviews before online purchasing

A majority of online shoppers in Sri Lanka, accounting for 61.39%, rely on online reviews when dealing with unknown or small-scale companies/service providers. Additionally, 43.20% of users looking for online reviews when making their purchase for a product first time.

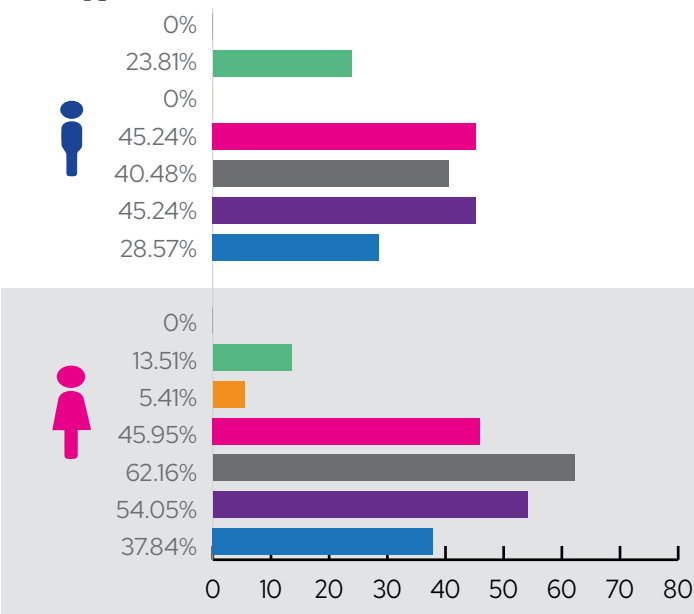
Note: The data was collected through a Multiple Choice Question



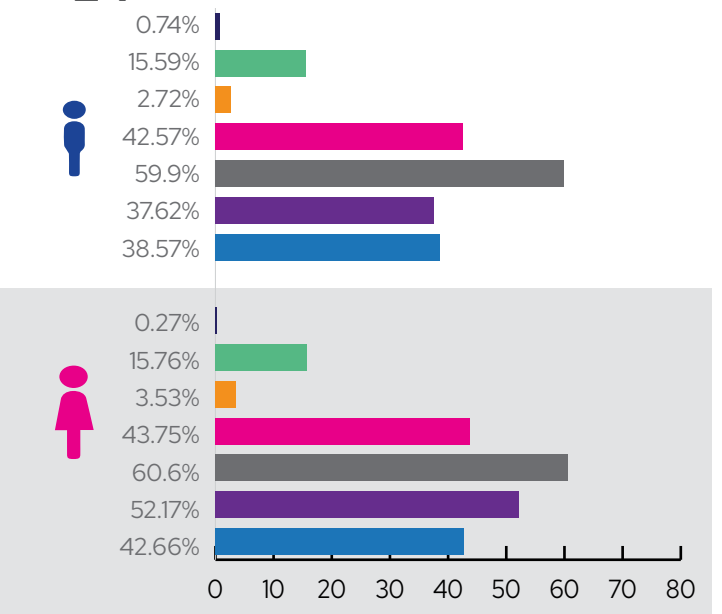
Age & Gender-Based Analysis



13 to 17

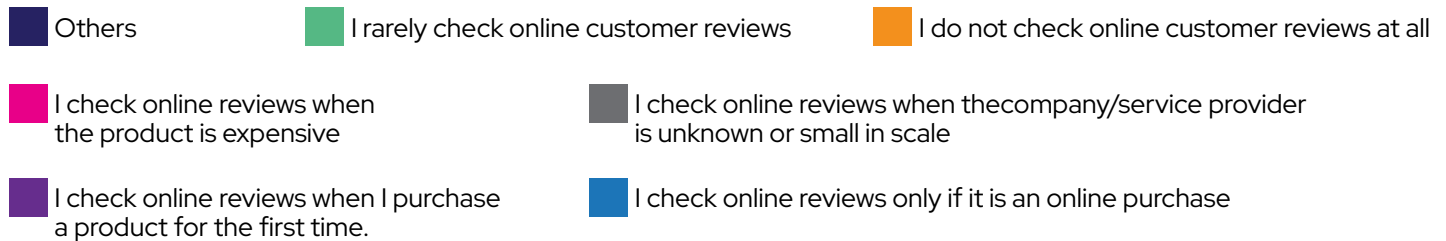


18 to 24

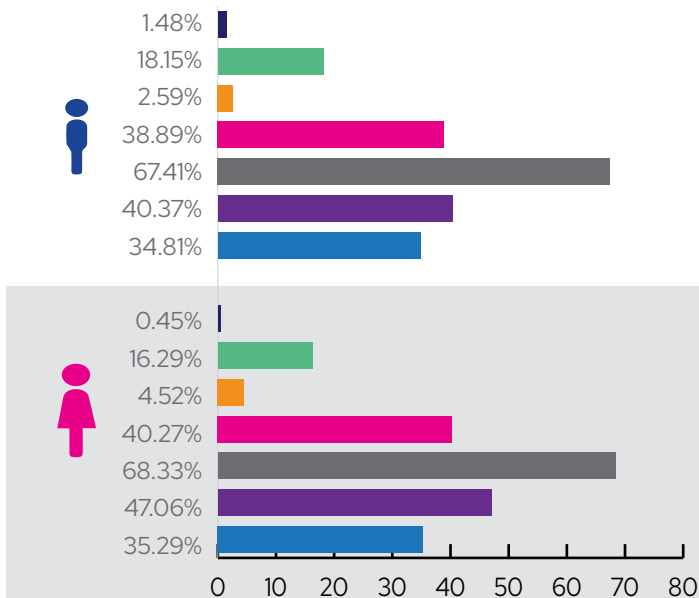


Applicability of checking online customer reviews before online purchasing (Cont'd)

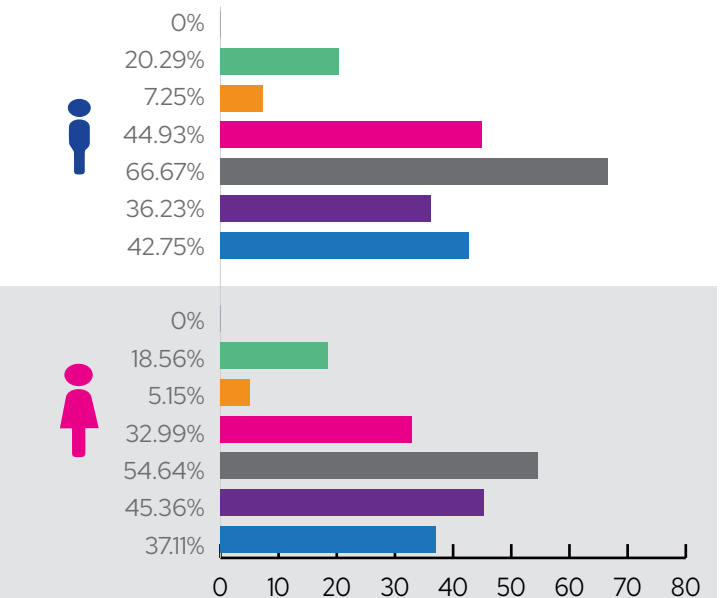
Age & Gender-Based Analysis (Cont'd)



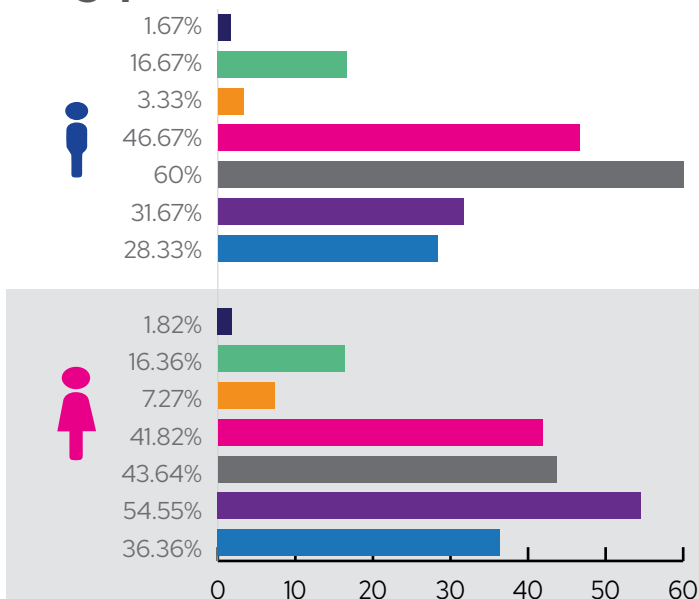
25 to 34



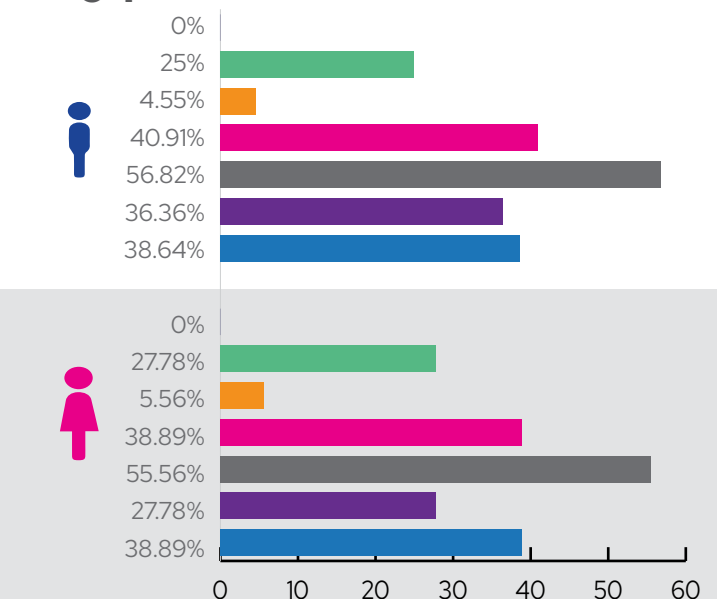
35 to 44



45 to 54

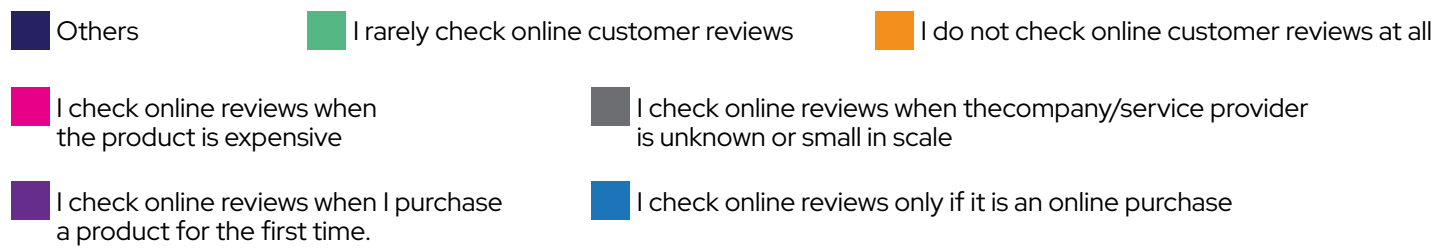


55 to 64

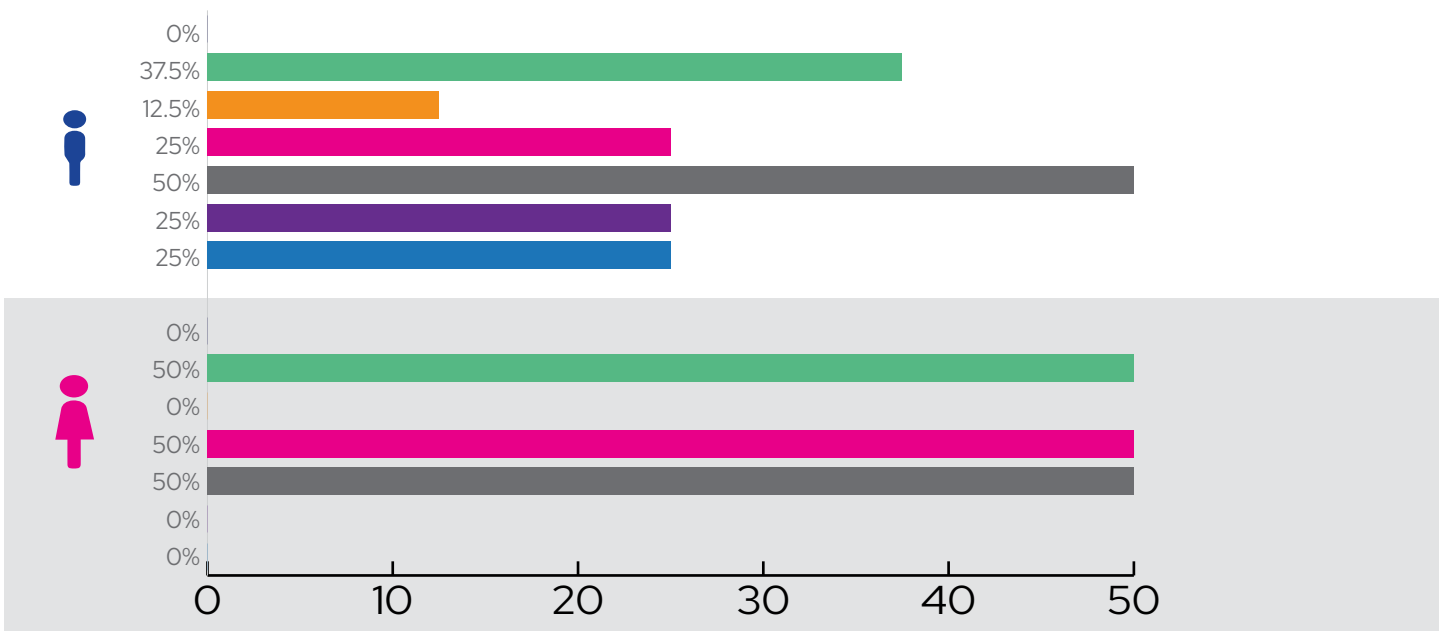


Applicability of checking online customer reviews before online purchasing (Cont'd)

Age & Gender-Based Analysis (Cont'd)

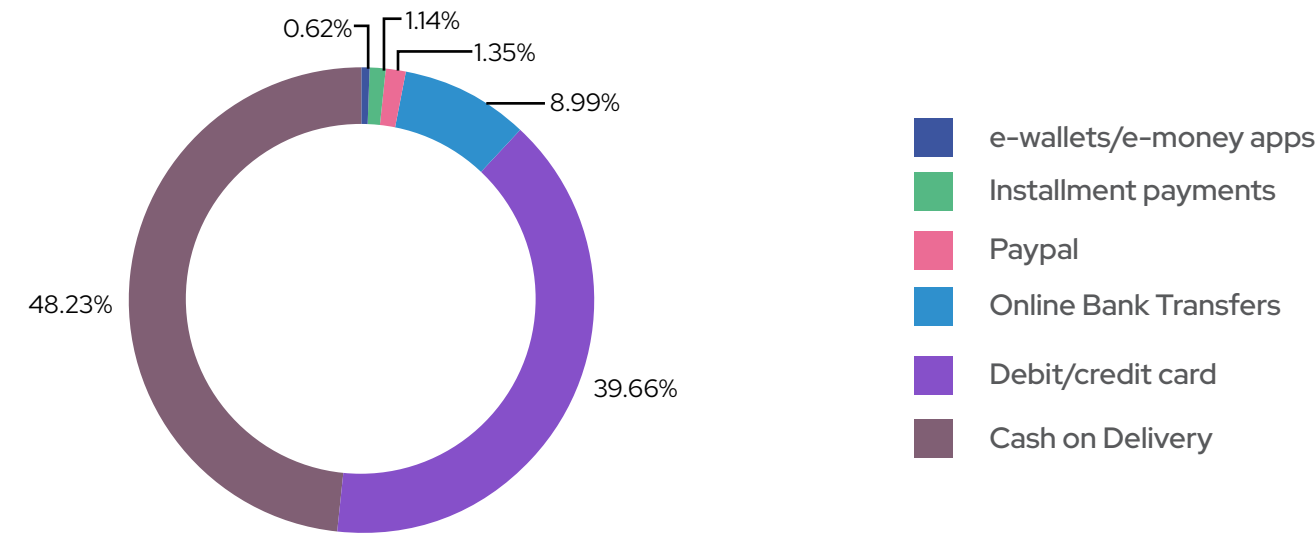


65+

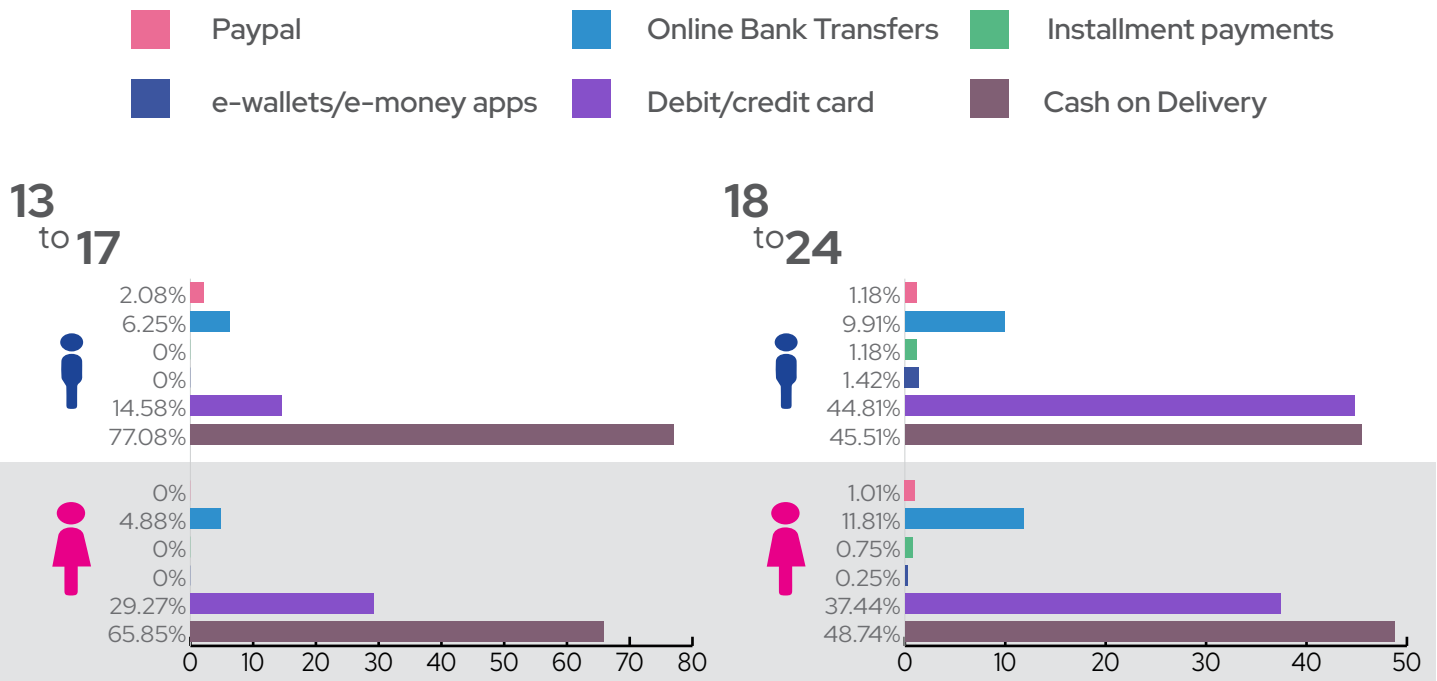


The Most Popular Online Payment Methods

Almost half of online shoppers in Sri Lanka, specifically 48.23%, express a preference for the Cash on Delivery method when buying products or services online, a slight decrease from 50% last year. Meanwhile, 39.66% of them favor Debit/Credit Cards, marking a significant increase from 27% the previous year.

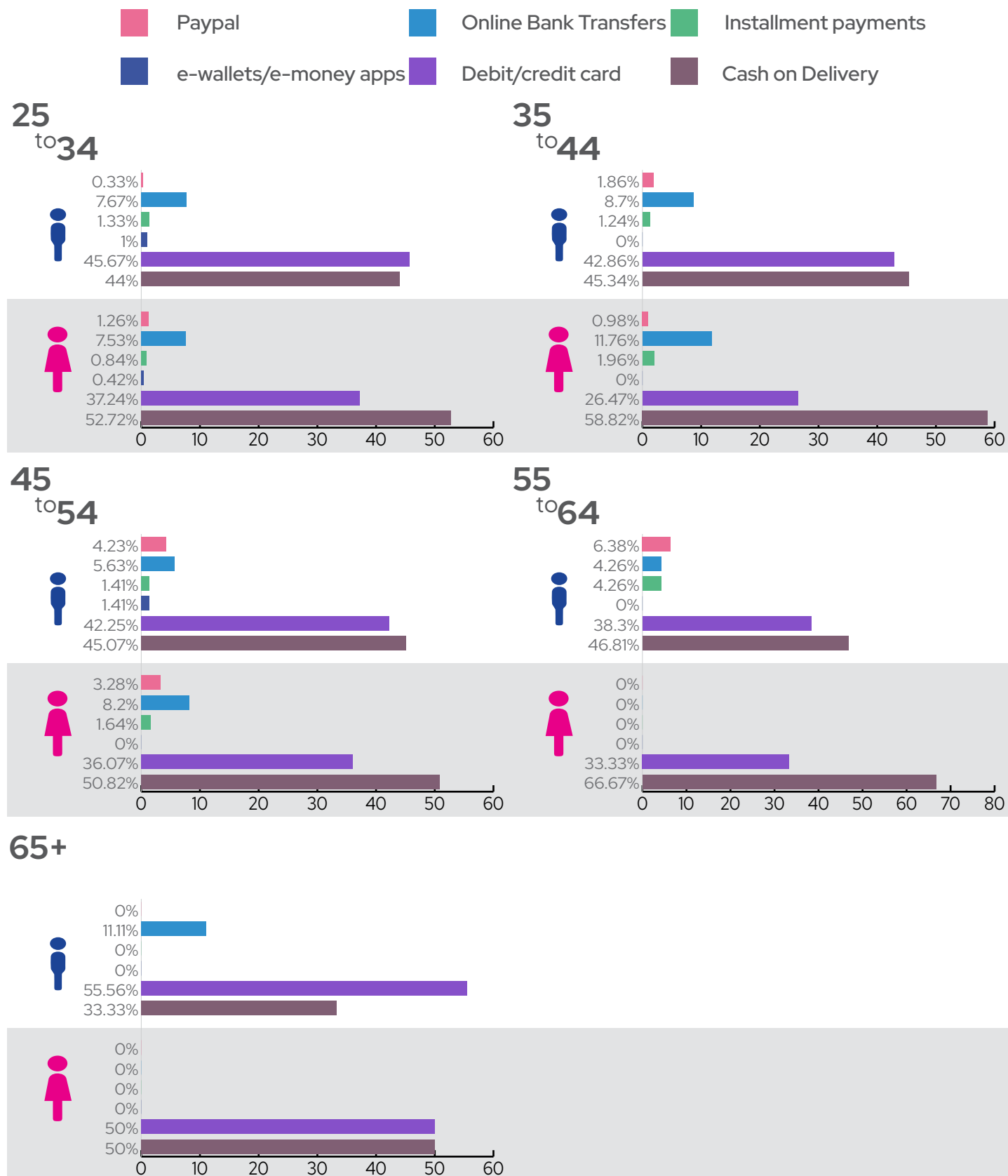


Age & Gender-Based Analysis



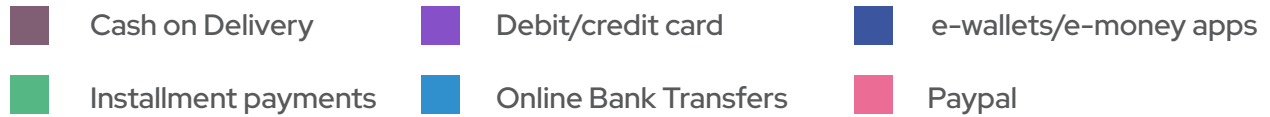
The Most Popular Online Payment Methods (Cont'd)

Age & Gender-Based Analysis (Cont'd)

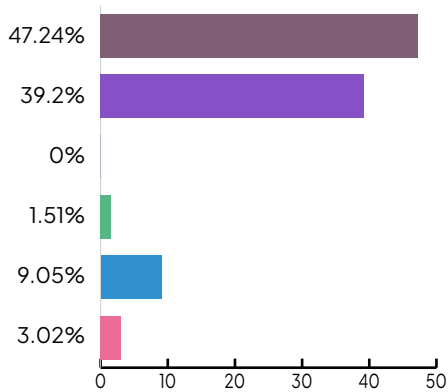


Provincial Analysis

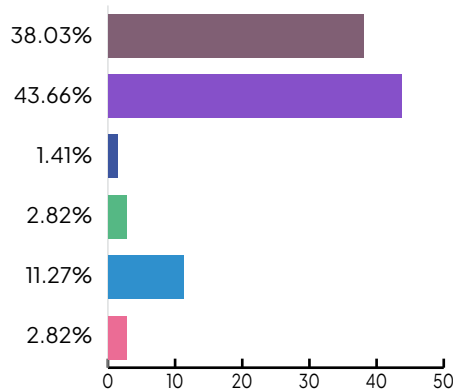
The Most Popular Online Payment Methods



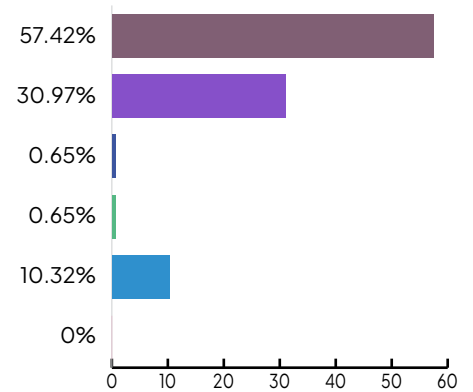
Central Province



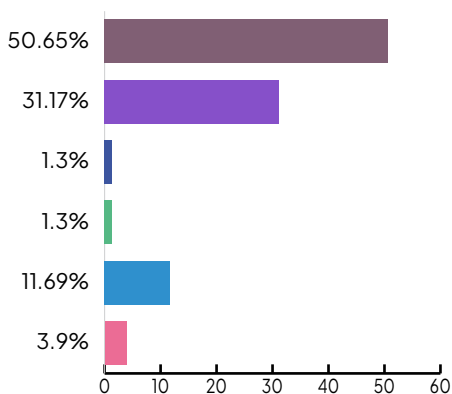
Eastern Province



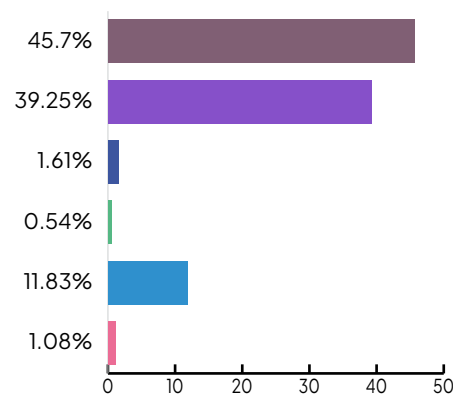
NorthCentral Province



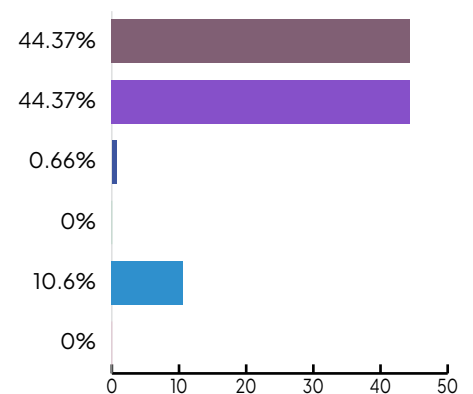
Northern Province



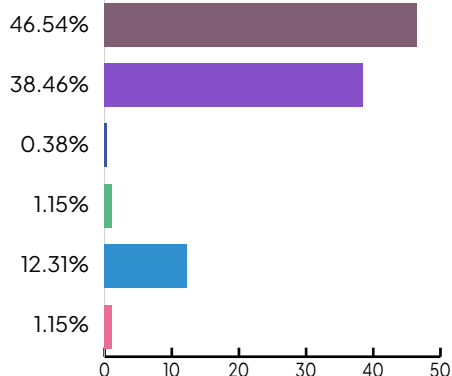
NorthWestern Province



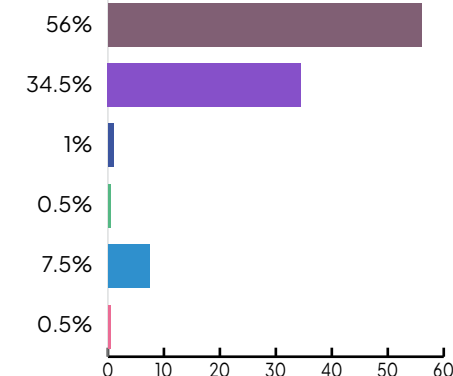
Uva Province



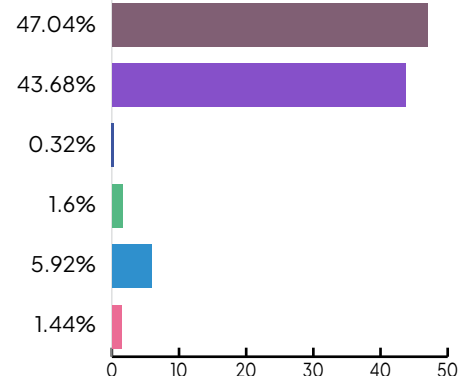
Southern Province



Sabaragamuwa Province



Western Province



The Rise of Solopreneurship in Sri Lanka



Udara Dharmasena
Vice President - Client Success
Meta ASP

In recent years, a transformative shift has unfolded in Sri Lanka, altering the career landscape as a growing number of individuals recognize the immense potential of online income generation. This wave is propelling talented individuals toward solopreneurship, with over 1001 avenues available for making money online. The trend is not isolated; the nation's economic conditions are pivotal in driving individuals toward alternative paths for financial success.

Sri Lanka, like many nations, grapples with economic challenges that impact traditional employment opportunities. Factors such as government-enforced new taxes, inflation, unemployment, and global economic fluctuations create uncertainty in the workforce. In this climate, solopreneurship becomes increasingly appealing as people seek autonomy, flexibility, and the unlimited growth potential of the online world.

A primary catalyst for the surge in solopreneurship is the realization that the Internet offers a vast marketplace. From freelancing and e-commerce to content creation and digital marketing, opportunities abound. The digital landscape levels the playing field, allowing individuals from diverse backgrounds to showcase their skills without a traditional physical presence.

The rise of remote work and the gig economy further fuels the solopreneurial spirit. As traditional employment structures evolve, individuals leverage their unique skills in the online marketplace, reshaping individual career paths and contributing to the nation's economic resilience.

However, embarking on a solopreneurial journey in Sri Lanka poses challenges. Complex economic factors such as currency fluctuations, access to reliable internet infrastructure, and the need for financial stability in an uncertain climate impact the success of online ventures.

Despite challenges, the growing awareness of online opportunities and the desire for financial independence drive many talented individuals to embrace solopreneurship. Tapping into a global market and the flexibility to work on diverse projects provide an appealing alternative to traditional employment.

The rising tide of solopreneurship in Sri Lanka reflects the resilience and creativity of its people amid economic challenges. As individuals discover diverse ways to make money online, the traditional career landscape undergoes a profound transformation at the intersection of talent, technology, and economic conditions.

Small Island, Big Ambitions: Should all Local Brands Start to Integrate AI within their Digital Marketing Strategy?



Stephan Johnson
Senior Manager – Digital
Hemas Consumer Brands

Artificial Intelligence, commonly known as AI, is one of the main buzzwords in digital marketing today and has been quite a hot topic in the past few years. Should every local brand or company start using it?

With digital marketing growing to be a pivotal aspect of every marketing strategy for any brand or company, the importance of it will only grow year on year. A common assumption by some companies and marketing teams is that AI can play this role and should be the crowning glory of every campaign. The use of AI has revolutionized digital marketing and enhanced digital marketers to execute effective and creative campaigns. The common misconception is that AI is easy to access and easy to use. This is the opposite; AI is only as effective and powerful as the inputs and commands that they are given and it's not exactly a walk in the park.

In my opinion, I don't think that every brand should always adopt and use AI within their digital marketing strategy. Although AI will by far be one of the most prominent digital trends for 2024, this does not mean that you should blindly integrate it with the strategy. It might make more sense to focus on general digital marketing with a simple AI integration.

AI has completely transformed from what it was just a year back. There is an absolute abundance of outcomes AI can bring into a strategy. Companies today are aiming to execute something that is "one of a kind", "Unique" and or mostly used "out of the box." AI may not always be the answer to this. The use of AI should be seamlessly integrated into one's digital strategy, not with the intent to be solely dependent on it but to be incorporated in a way that will help enhance and create a unique touchpoint that will create a personalized connection with customers and brands.

Image and video generation sites and tools as we know have been popping up monthly and this is brilliant but anyone who has dabbled with these also knows it's not exactly a walk in the park easy to get the outcome that we finally publish or use for a campaign. You still have an individual who is typing in maybe even more than 50 prompts to get the outcome and sometimes even at that it still needs a designer to adjust it to incorporate a more brand-friendly output. Yes, it may save some time and help curate a lovely visual/video as the end result but if this is not seamlessly integrated into one's strategy and executed to the correct audience it will still sit as another piece of everyday content.

Artificial Intelligence will help digital marketers think differently and push strategists to incorporate and create more personalized consumer connections and this is what will help a brand stand out from the everyday digital campaign.

WEB & MOBILE APP USAGE BEHAVIOR



A Collaborative Project Between



APIDM
Asia Pacific Institute
of Digital Marketing

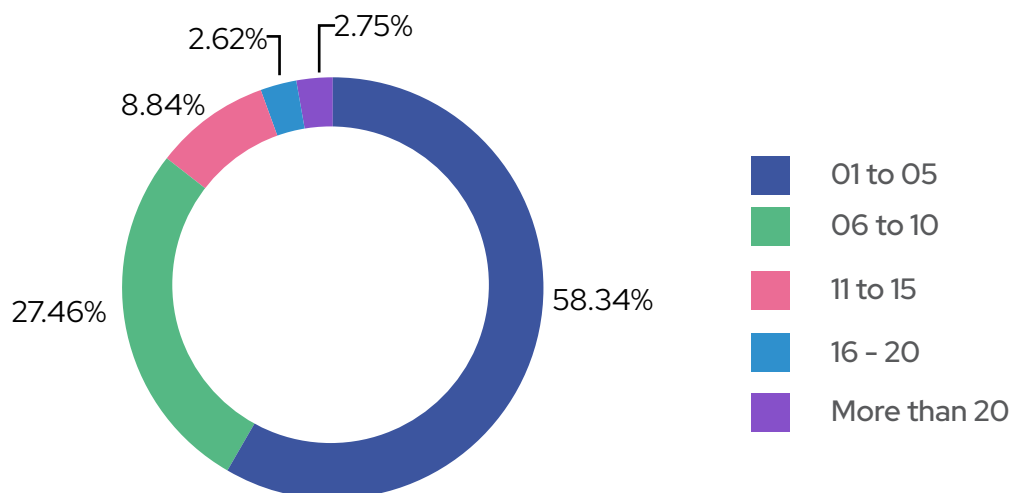


Marketing Management
University of Kelaniya, Sri Lanka

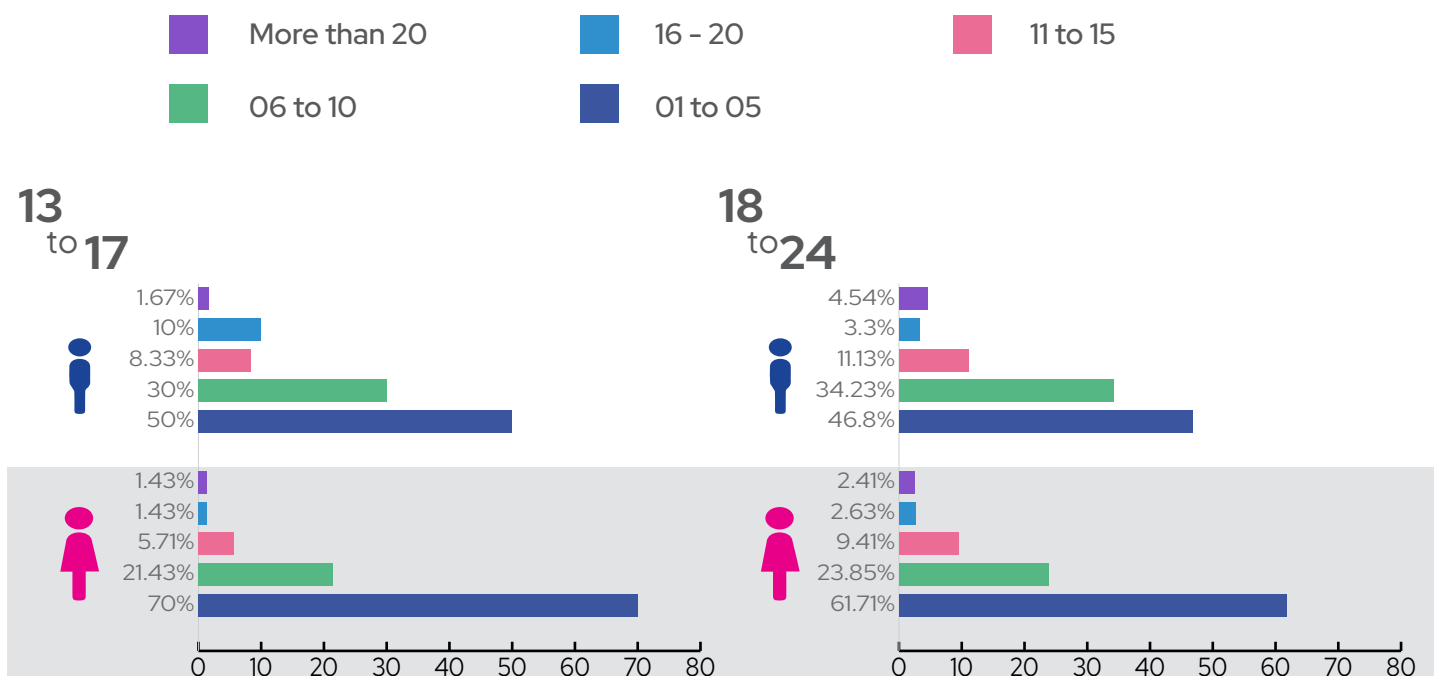
App Installation Vs. Actual App Usage

(Note: Social Media Applications Are Not Considered)

On average 58.34% of the internet users in Sri Lanka stated using 1-5 Mobile apps, along with social media apps, at least twice a week from their installed apps. Meanwhile, 27.46% use 6-10 mobile apps, and 8.84% use 11-15 mobile apps. This data is similar to the behavior observed last year.

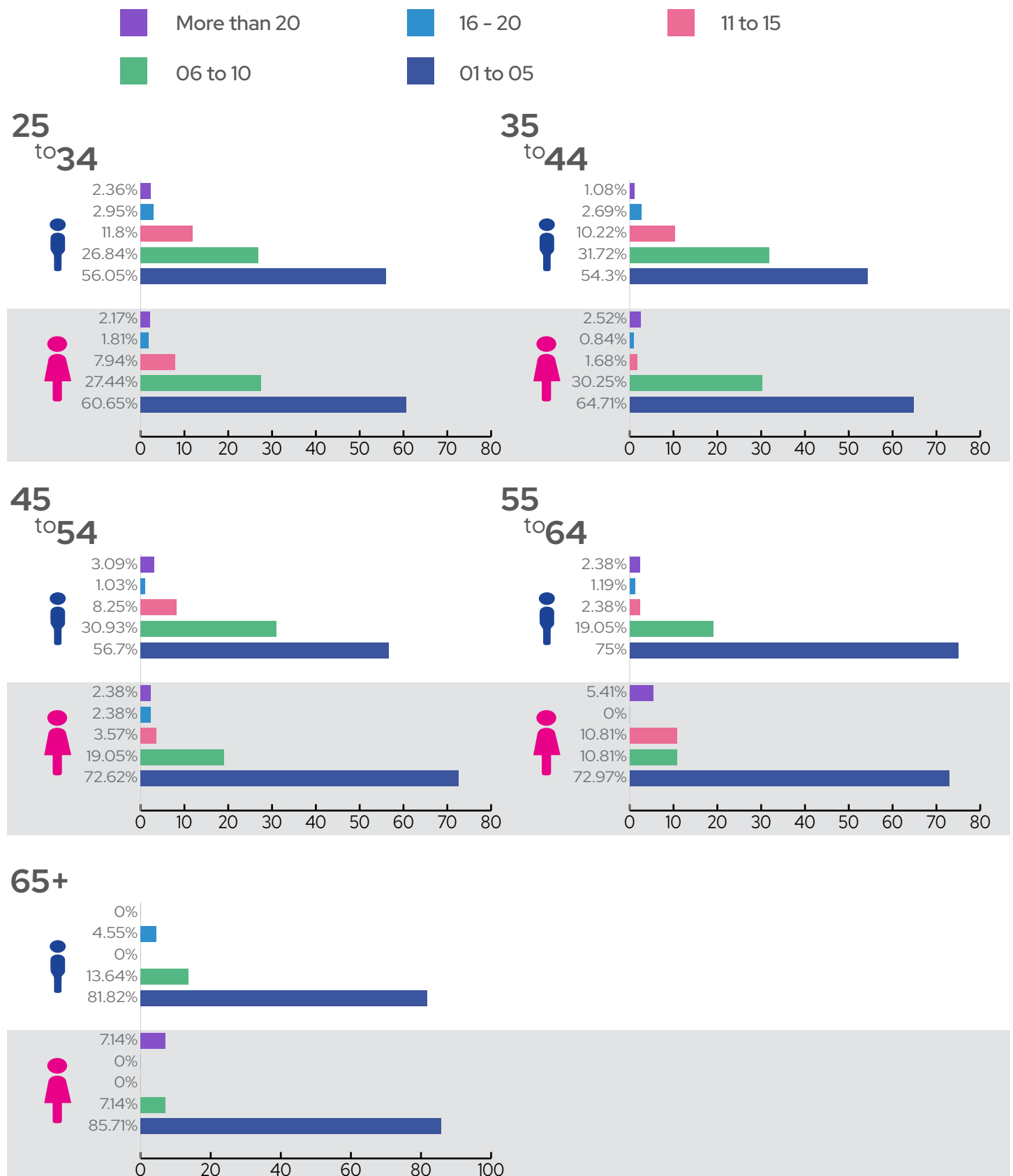


Age & Gender-Based Analysis



App Installation Vs. Actual App Usage (Cont'd)

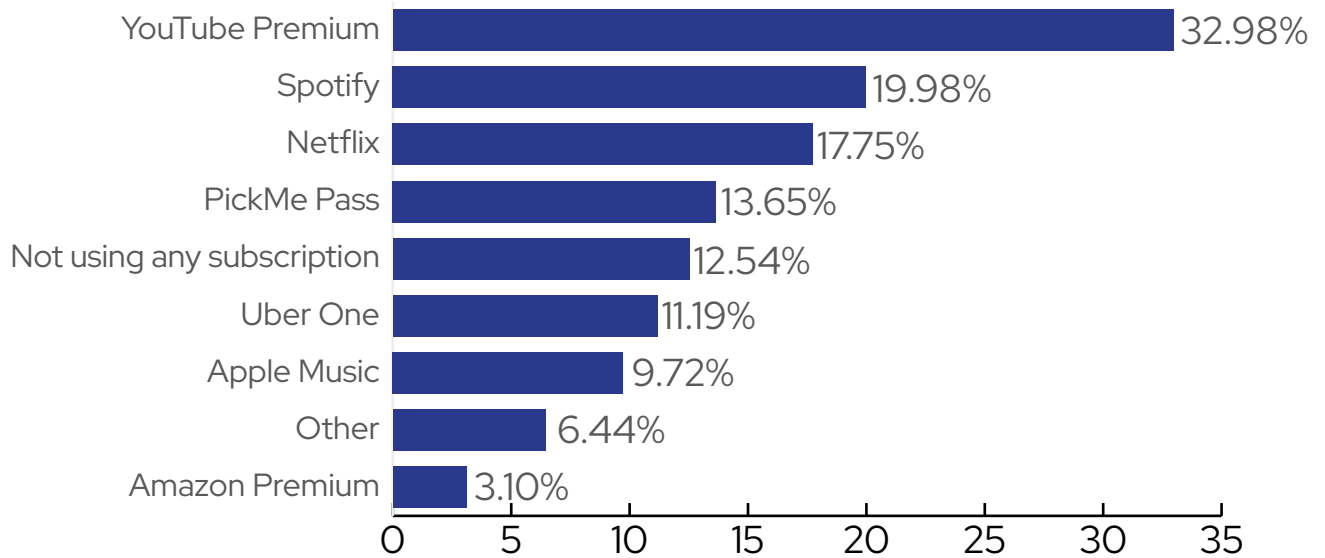
Age & Gender-Based Analysis (Cont'd)



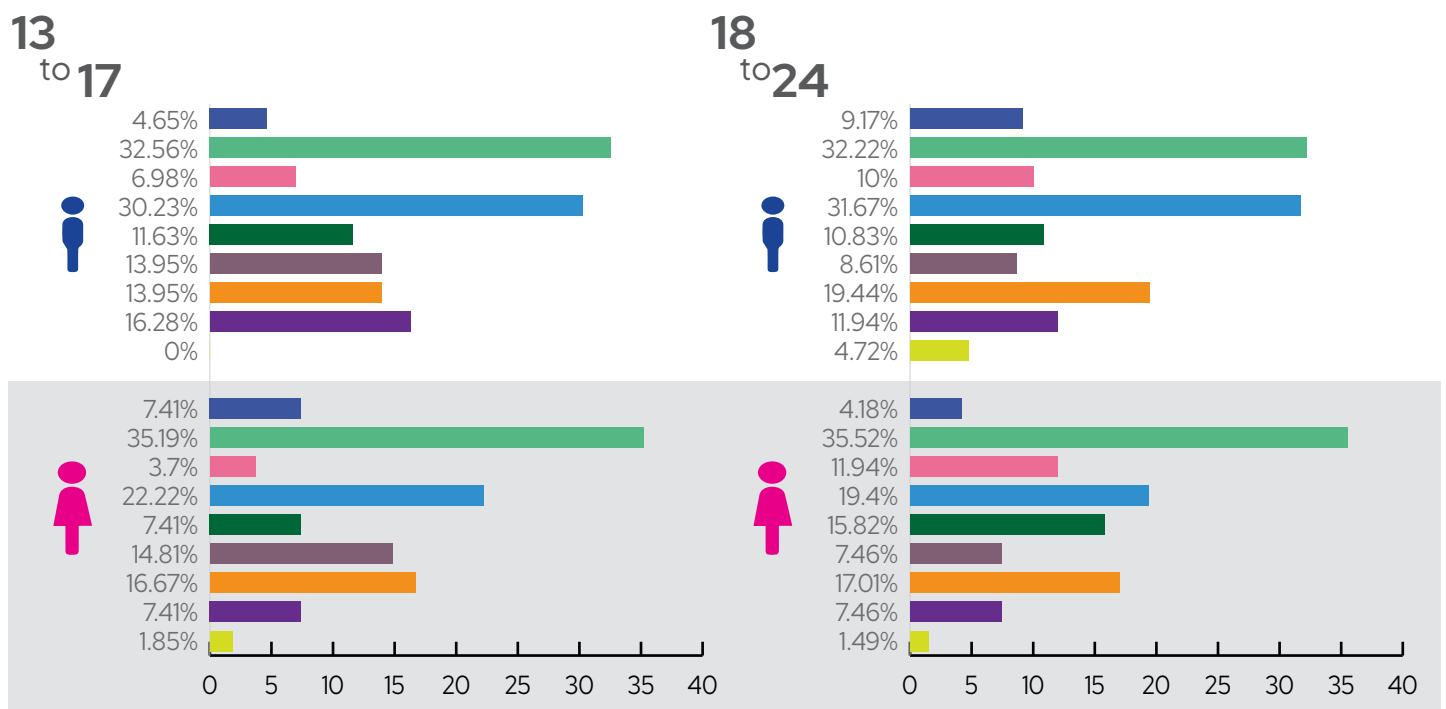
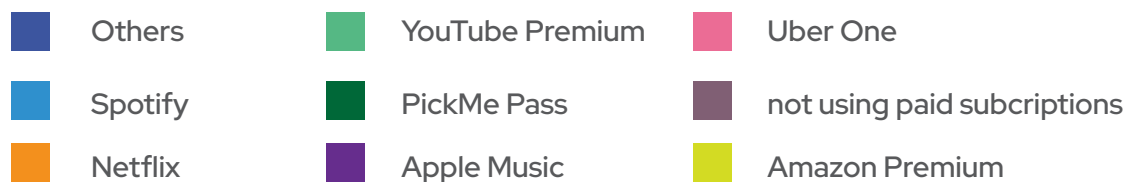
Usage of Paid Subscription Services

The Analysis of Paid Subscription among Sri Lankan internet users: YouTube Premium Leads at 32.98%, Followed by 19.98% on Spotify and 17.75% on Netflix. Other Services Include Uber One (11.19%), Apple Music (9.72%), and Amazon Premium (3.10%). Additionally, 12.54% of Internet Users Have Yet to Subscribe to Any Paid Services

Note: The data was collected through a Multiple Choice Question



Age & Gender-Based Analysis



Usage of Paid Subscription Services (Cont'd)

Age & Gender-Based Analysis (Cont'd)



What is the most prominent digital trend you anticipate in 2024?



Gamika De Silva
Group Chief Marketing Officer
Janashakthi Group

To begin with, it's crucial to emphasize that I am unequivocally a brand marketer. Frankly, I am a proponent of transitioning from the notion of 'Digital Marketing' to 'Marketing in a Digital Era.' I firmly believe that marketing should embrace a holistic approach that goes beyond the mere utilization of digital platforms.

2024 will be a pivotal year for marketers, marked by numerous trends influencing how brands engage with their audiences. We already have three powerful tools; Social Media, Web and Digital, which will continue to evolve.

The social media landscape of course will change with neo-demographics and evolving user behaviours. It is not just about likes and shares anymore. Also, Marketers now have to adopt strategies for each platform, ensuring brands stay relevant and engaging across the digital social sphere.

The web, particularly through SEO and SEM, plays a crucial role in brand discovery. It serves as one of the primary gateways for consumers searching and learning about brands. A robust, optimized web presence has become vital for strategically positioning brands. Sometimes, a strong search engine presence is also associated with a sense of respect for the brand.

The third is 'digital' or digital tools that enhance marketing efforts, and it is rapidly advancing with AI. This technology can provide unparalleled insights into consumer behaviour for precise targeting and personalization. Brands aiming to stay ahead in the competitive market must embrace AI-driven strategies and leverage big data analytics.

Now with the evolution of these key areas, I anticipate three main trends that will become prominent this year:

#1 - The blend of technology with creativity

Currently, marketing in the digital space is dominated by algorithmic communications. However, relying solely on algorithm-based strategies is no longer sufficient. Brands are now harnessing the power of creativity more and more, as evidenced by the growing investment in Creative Directors by digital marketing agencies. Striking the right balance between data-driven insights and innovative storytelling will be crucial.

#2 - More synergy between Big Data and AI

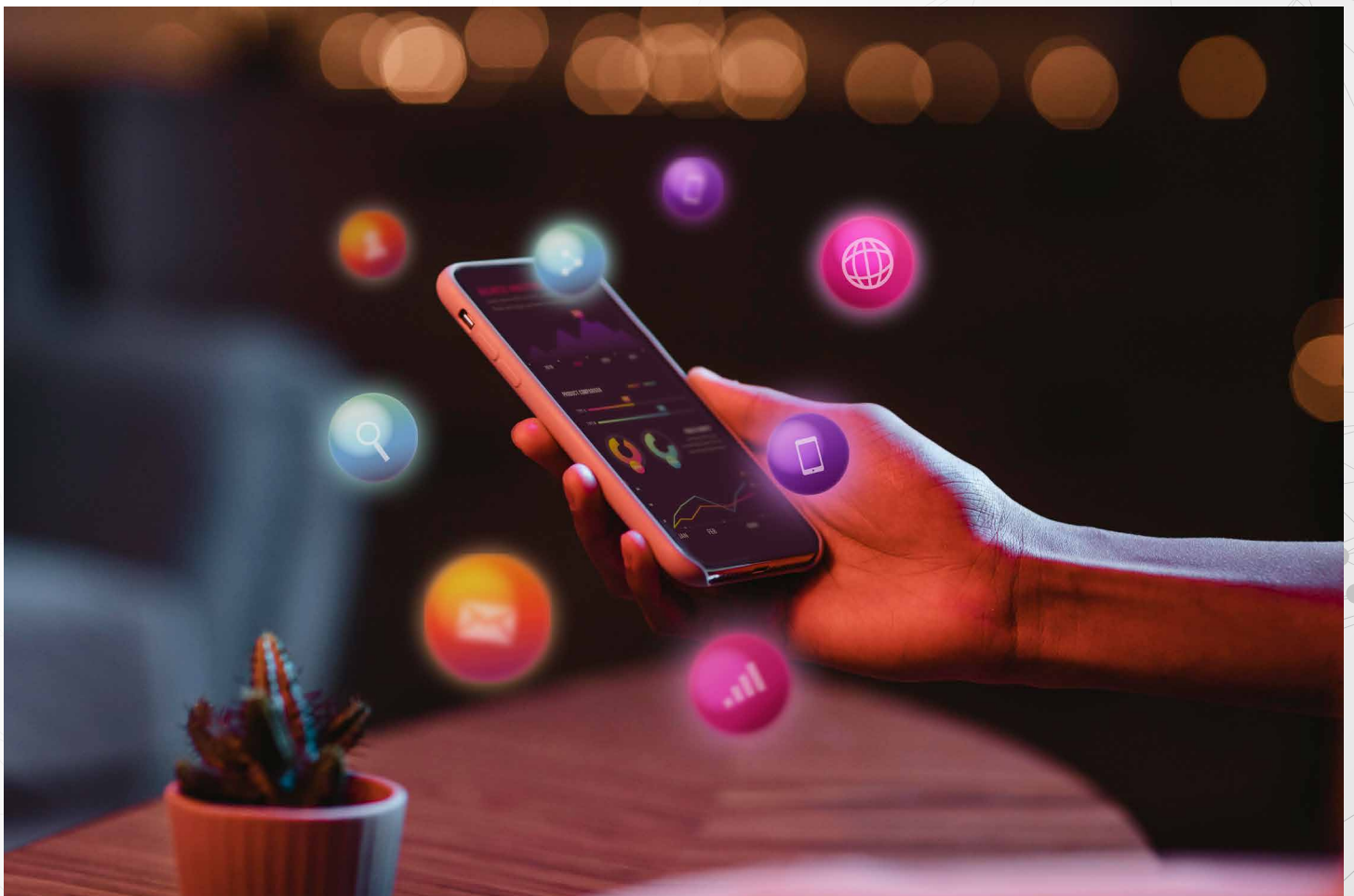
The synergy between Big Data and AI is set to redefine and enhance the precision of marketing efforts. Despite being a controversial subject, recent advancements in AI, including voice recognition, have significantly evolved. Combining AI capabilities with insights from consumer behavioural patterns through Big Data will allow marketers to engage with customers personally.

#3 Privacy, Data Protection, and Regulatory Enhancements

As digital capabilities expand, the demand for robust privacy and data protection measures will also increase. Marketers will need to navigate the evolving landscape of regulations and proactively implement measures to safeguard consumer data. There will be a push for more ethical and transparent practices in data collection as well.

In conclusion, we exist in an environment where people's attention spans are shrinking, and the abundance of noise can be overwhelming. Consequently, traditional one-sided communications are no longer effective. Marketers must break through the noise through an integrated communications.

plan that utilizes digital tools while harnessing the power of creativity and technology to ensure their brand remains relevant. Ultimately, a brand's relevancy will determine its success or failure.



INTERNET USER BEHAVIOUR



A Collaborative Project Between



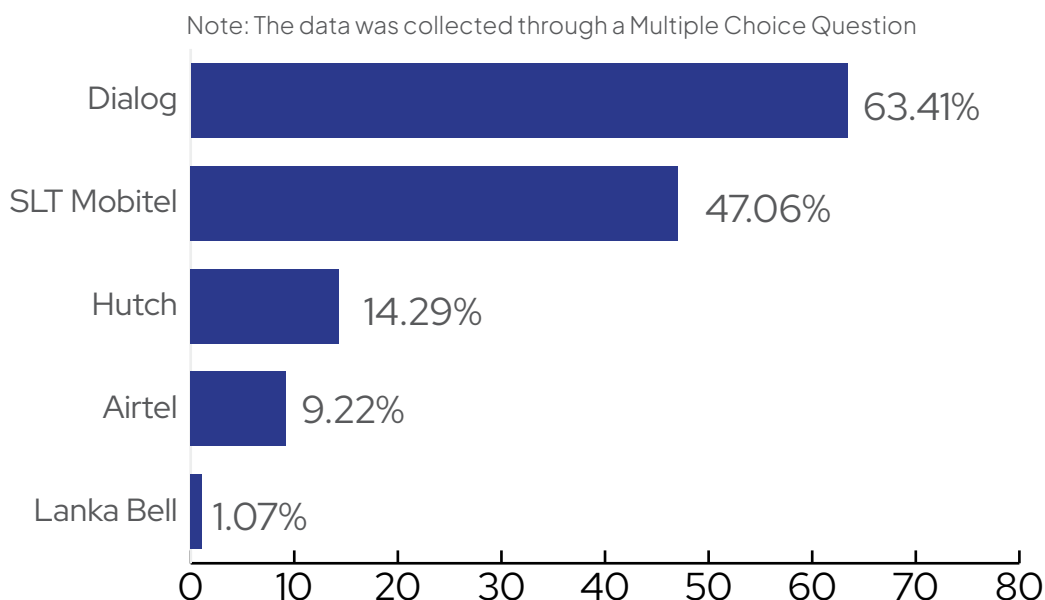
APIDM
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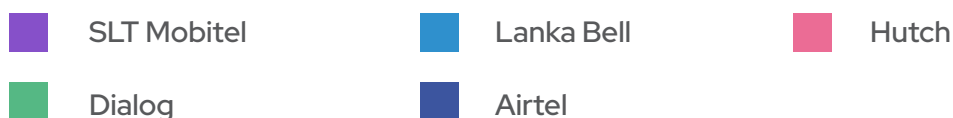
Marketing Management
University of Kelaniya, Sri Lanka

The Current Internet Service Provider/s

The majority of internet users in Sri Lanka, approximately 63.41%, use Dialog as their internet service provider. Following closely, 47.06% use SLT Mobitel, 14.29% opt for Hutch, 9.22% choose Airtel, and 1.07% utilize Lanka Bell.

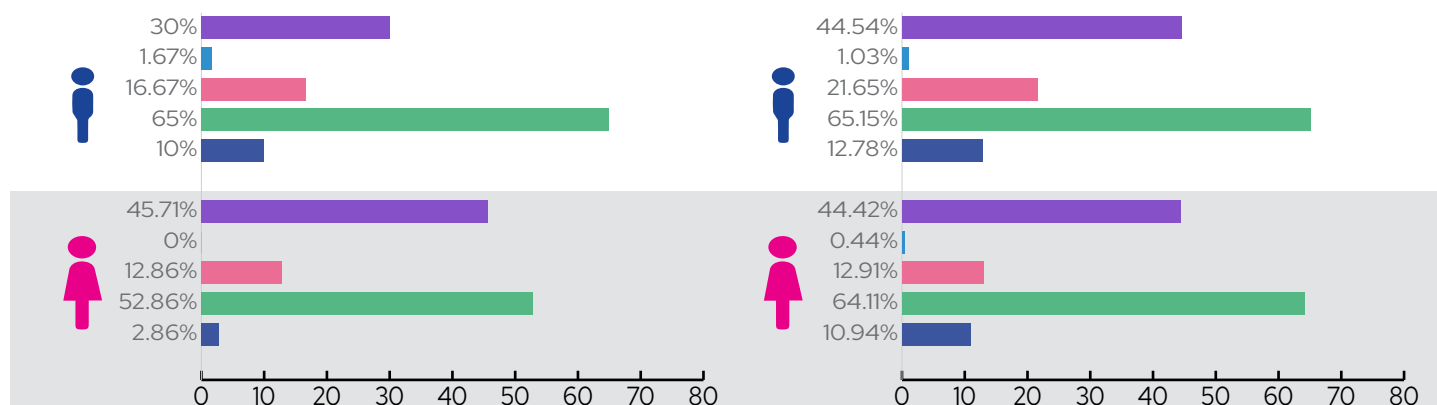


Age & Gender-Based Analysis



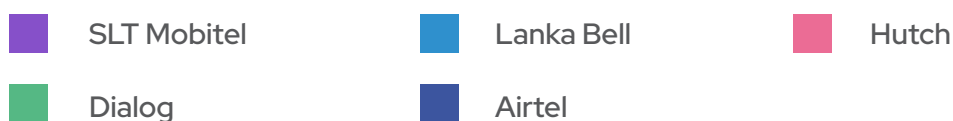
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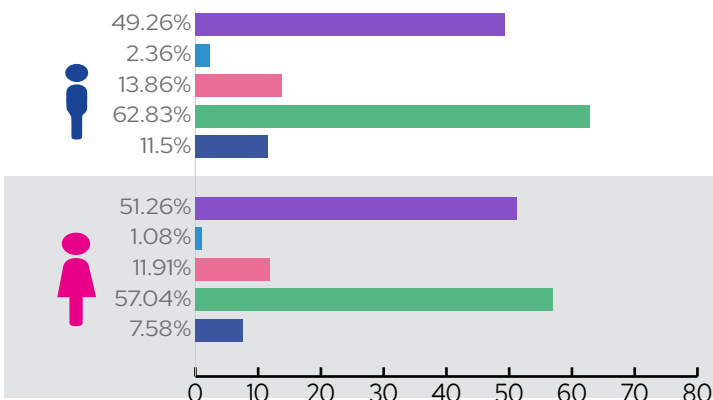


The Current Internet Service Provider/s (Cont'd)

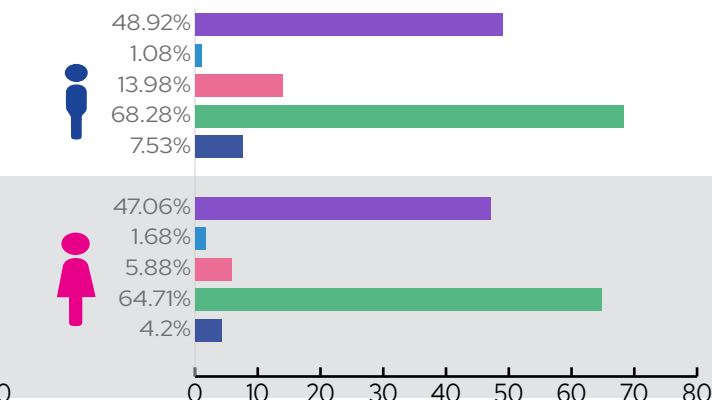
Age & Gender-Based Analysis (Cont'd)



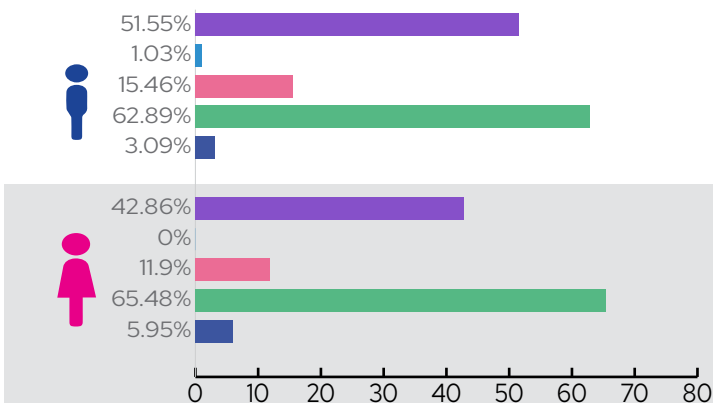
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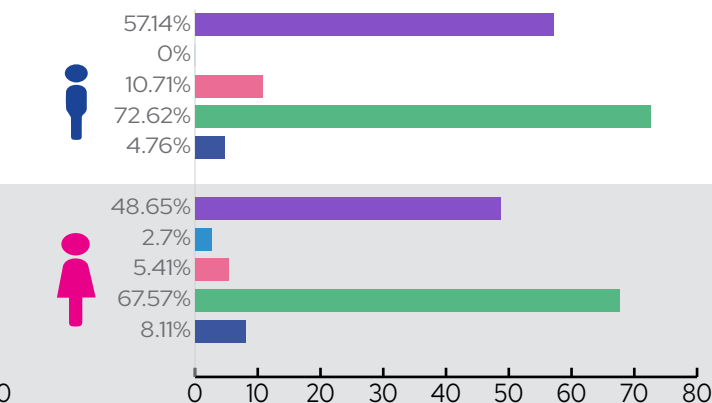
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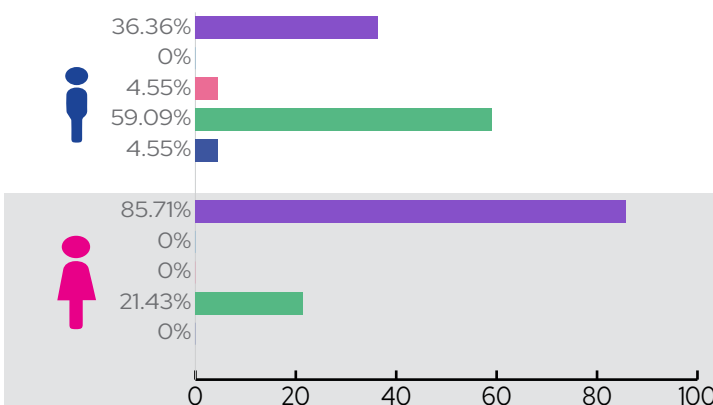
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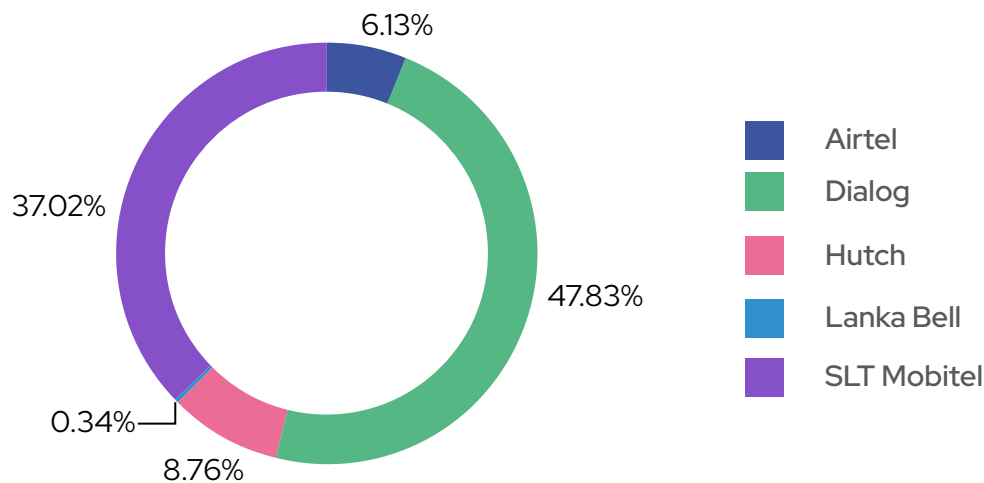


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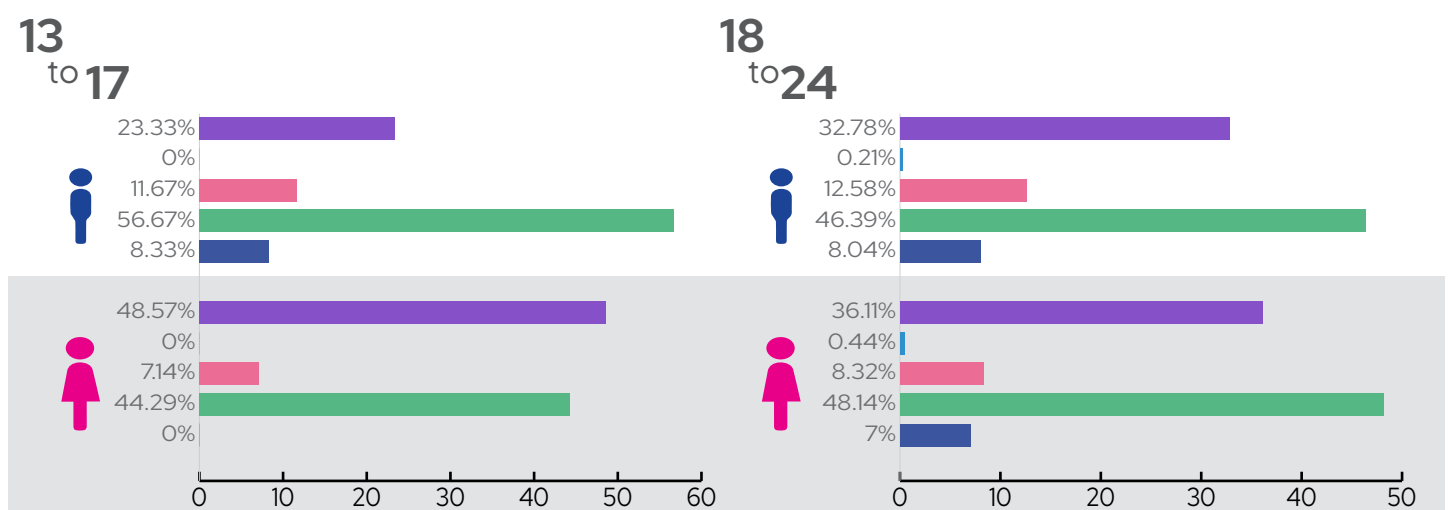
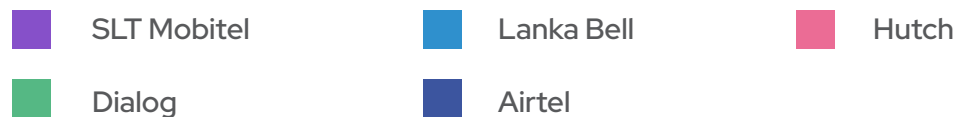


Most Preferred Internet Service Provider

Dialog emerges as the preferred internet service provider for 47.83% of internet users in Sri Lanka, followed by SLT Mobitel with a 37.02% preference. Hutch claims an 8.67% share, while Airtel secures a 6.13% preference among users.

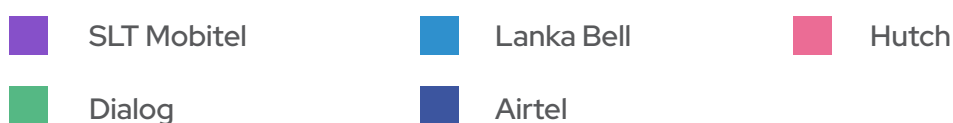


Age & Gender-Based Analysis

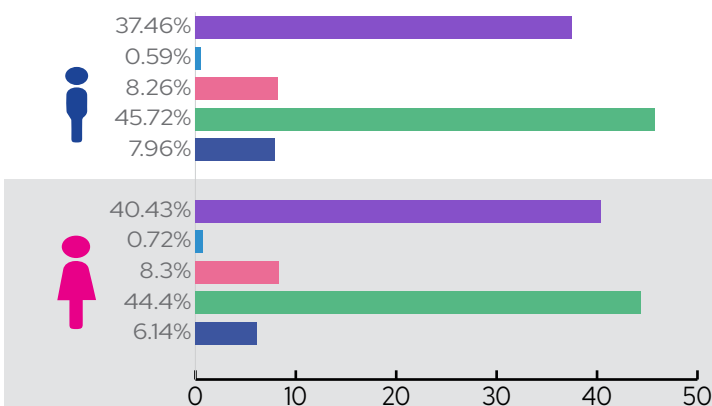


Most Preferred Internet Service Provider (Cont'd)

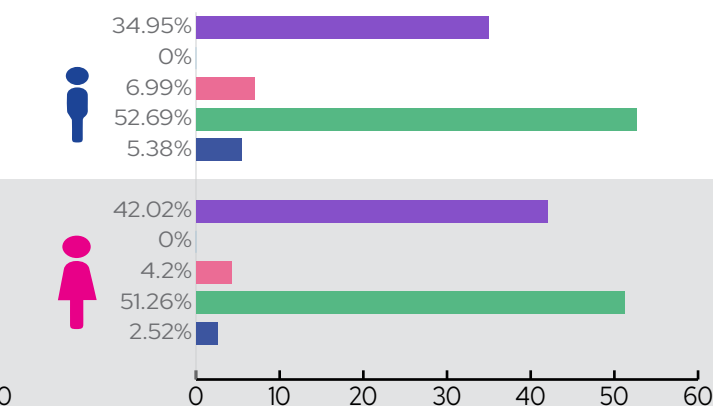
Age & Gender-Based Analysis (Cont'd)



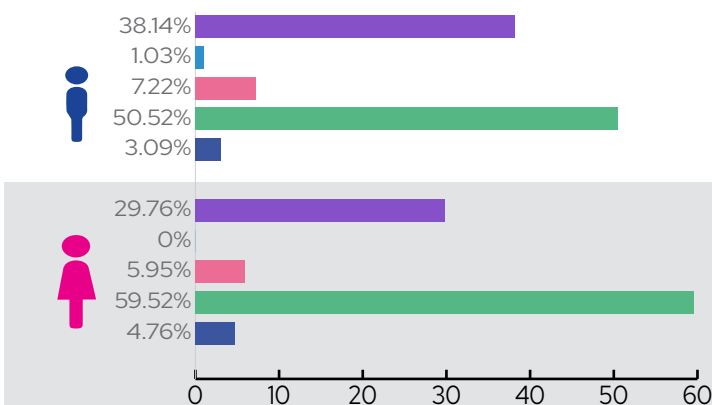
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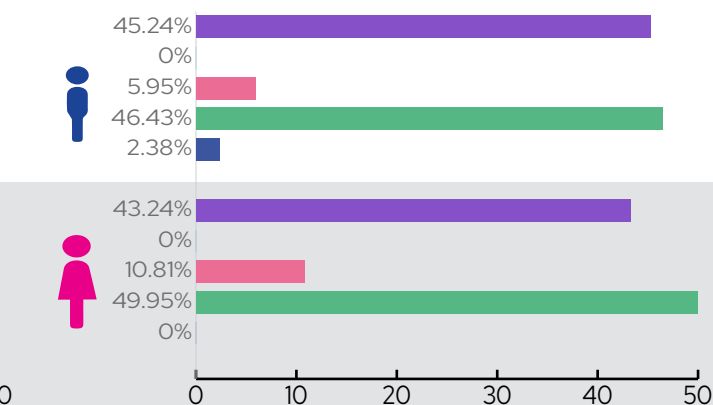
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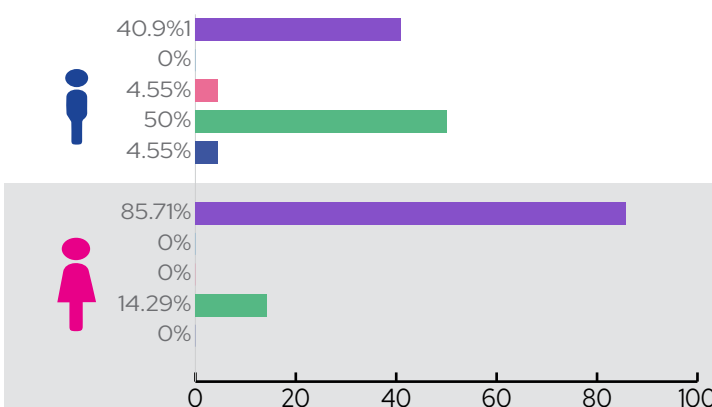
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to 64



65+



Avg time spent on social media platforms

The below Data shows the average time Sri Lankan internet users spend on various social media platforms. According to our research, users spend approximately 46.1 minutes per day on Facebook, 54.3 minutes on Instagram, 18.7 minutes on YouTube, and 28.1 minutes on TikTok. It's remarkable that Instagram surpasses other platforms in terms of user engagement.



147.5

Minutes per day



2.45

Hours per day



46.1

Minutes

Average Daily Minutes
Spent On Facebook



18.7

Minutes

Average Daily Minutes
Spent On YouTube



54.3

Minutes

Average Daily Minutes
Spent On Instagram



28.1

Minutes

Average Daily Minutes
Spent On Tiktok

Unveiling the Power of Data AI: Anticipated Trends in Sri Lanka for 2024



Eranda Adikari
Head – Data Insight, ICT BU,
Dialog Enterprise

Embarking on 2024, the intersection of data and artificial intelligence (AI) takes on a distinct spotlight in the global as well as Sri Lankan context.

AI's evolution is intricately linked with unlocking the potential of data and anticipating breakthroughs in natural language processing, predictive analytics, and prescriptive analytics. The integration of AI with big data is set to revolutionize decision-making processes, enabling organizations to extract deeper, culturally relevant insights from their data repositories.

In addition, the anticipated adoption of 5G technology in Sri Lanka for 2024 converges with the data AI narrative. Beyond faster connectivity, 5G's low latency and high bandwidth capabilities will catalyze the seamless exchange of data, fostering AI applications in real time. This synergy marks a new era, where data is not only abundant but instantly accessible, aligning with Sri Lanka's digital aspirations.

On the other hand, businesses are gearing up to leverage data AI for competitive advantages, aligning with the country's economic goals. Industries are witnessing a paradigm shift where the synergy between data and AI is not just a global trend but a strategic imperative for the digital future.

However, the data AI renaissance in Sri Lanka comes with its set of challenges. Ensuring ethical data use, and data quality, overcoming biases in AI algorithms with local relevance, and navigating the country's regulatory landscape are critical considerations. Striking between innovation and responsible data practices becomes imperative as Sri Lanka embraces the data AI surge.

To cater for the demand for Data & AI, it's required to build the skills and capabilities among the workforce. New job roles like data scientists, data translators, ML engineers, and data analysts have emerged in the market during the last few years to cater for the analytics requirements in the market.

On the other hand, it's quite important to drive digitization to capture quality data to make the right decision at the right time. Organizations should not limit their data space to internal datasets and should be exposed to the 2nd party and 3rd party data to increase the accuracy of the decision-making processes.

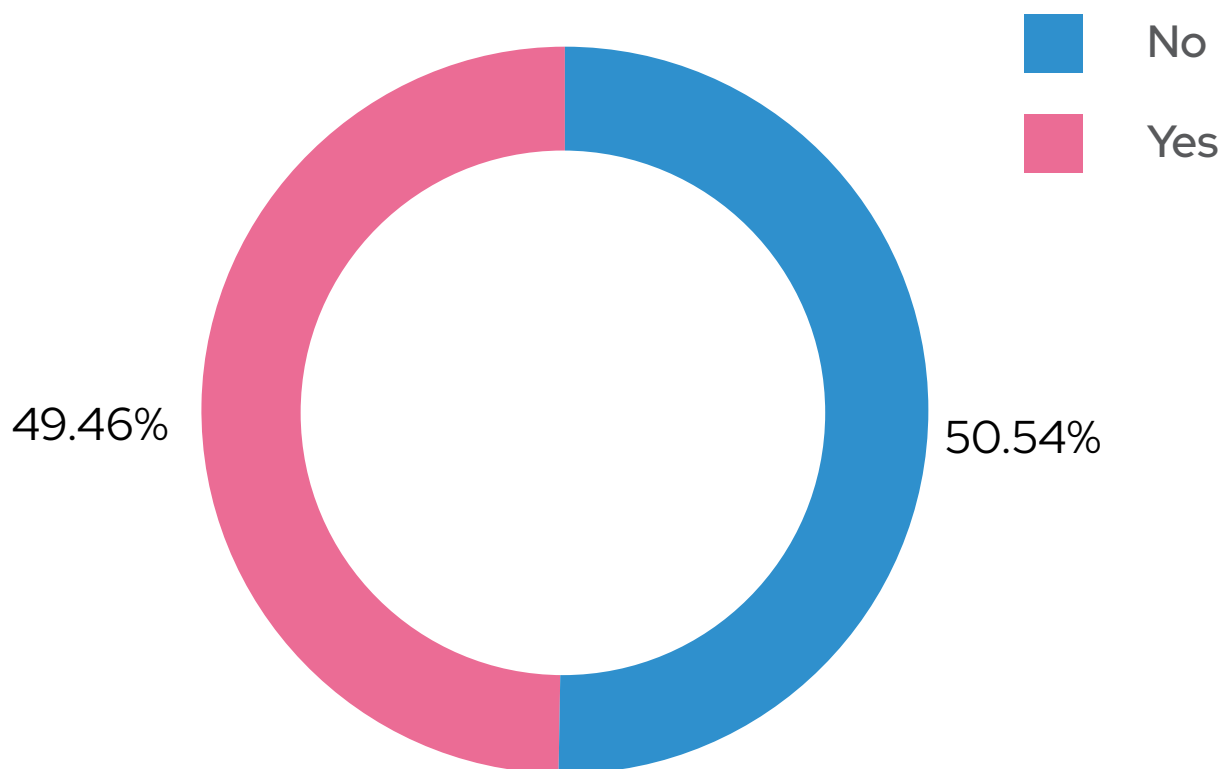
In the data-driven AI renaissance of 2024, the anticipated trends pave the way for a transformative digital narrative in Sri Lanka. Insights become sharper, connections faster, and innovation aligns seamlessly with the country's goals. As Sri Lanka steps into this era, the convergence of data and AI unfolds as a powerful force, shaping a dynamic digital landscape tailored for the nation's unique context.

Live Streaming Viewers' Behavior

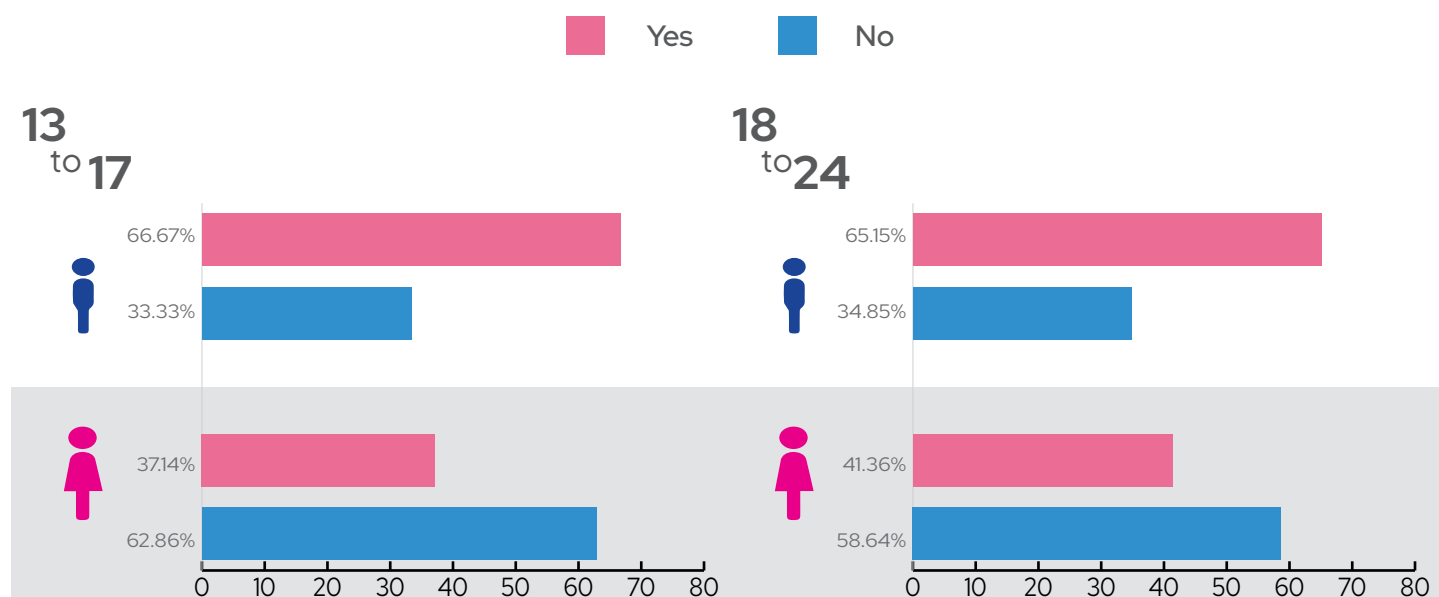


The status of live streaming viewership

Almost half of the internet users in Sri Lanka 49.46%, now watch live streaming videos, a bit less than last year's 56%. On the other side, 50.44% don't watch live videos, which is up from 44% last year.



Age & Gender-Based Analysis

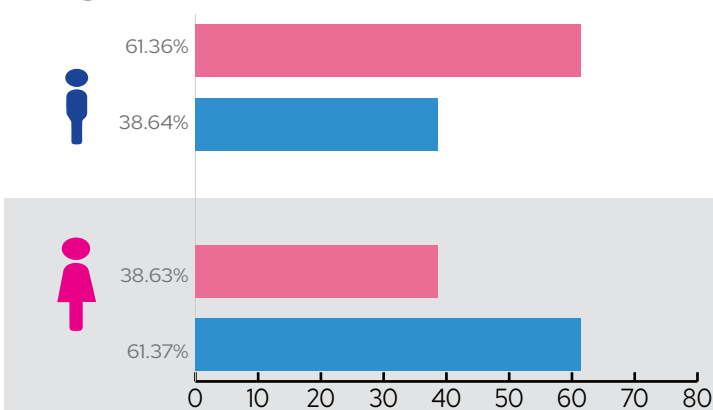


The status of live streaming viewership(Cont'd)

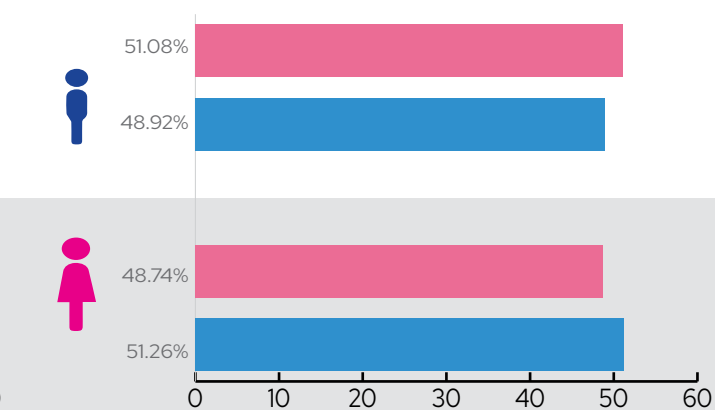
Age & Gender-Based Analysis (Cont'd)

Yes No

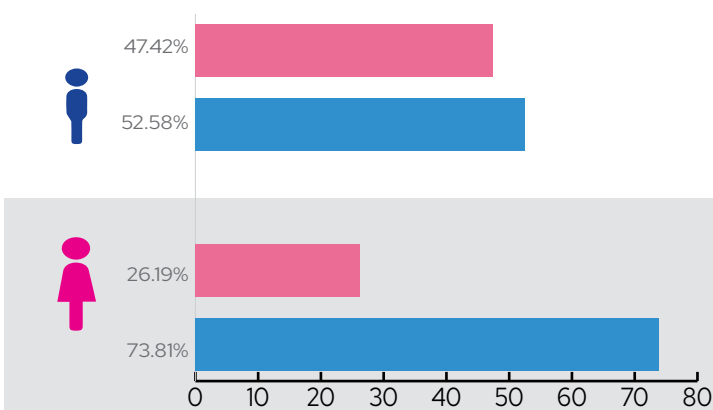
25
to 34



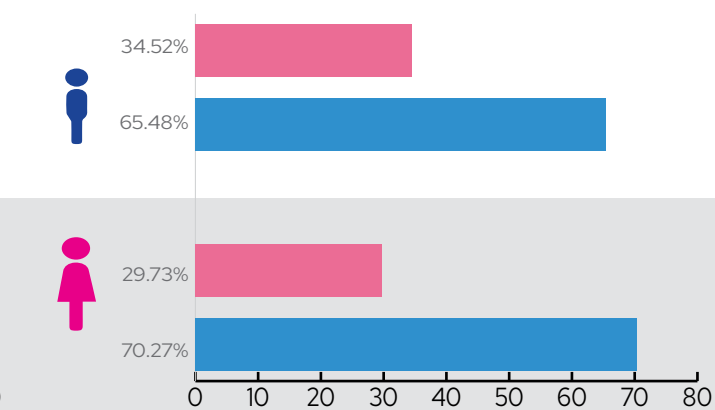
35
to 44



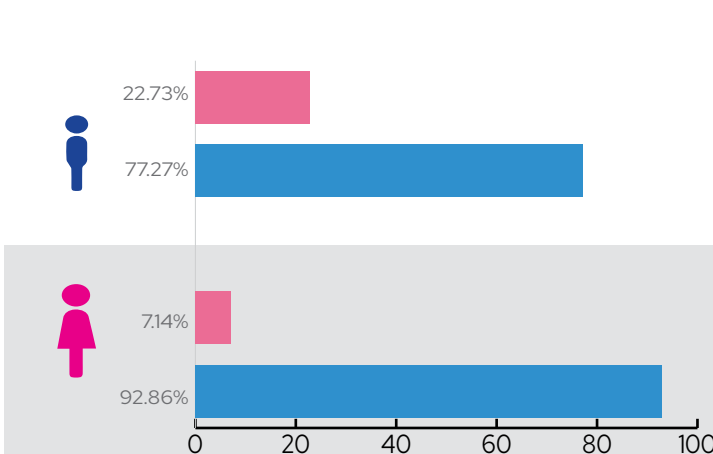
45
to 54



55
to 64

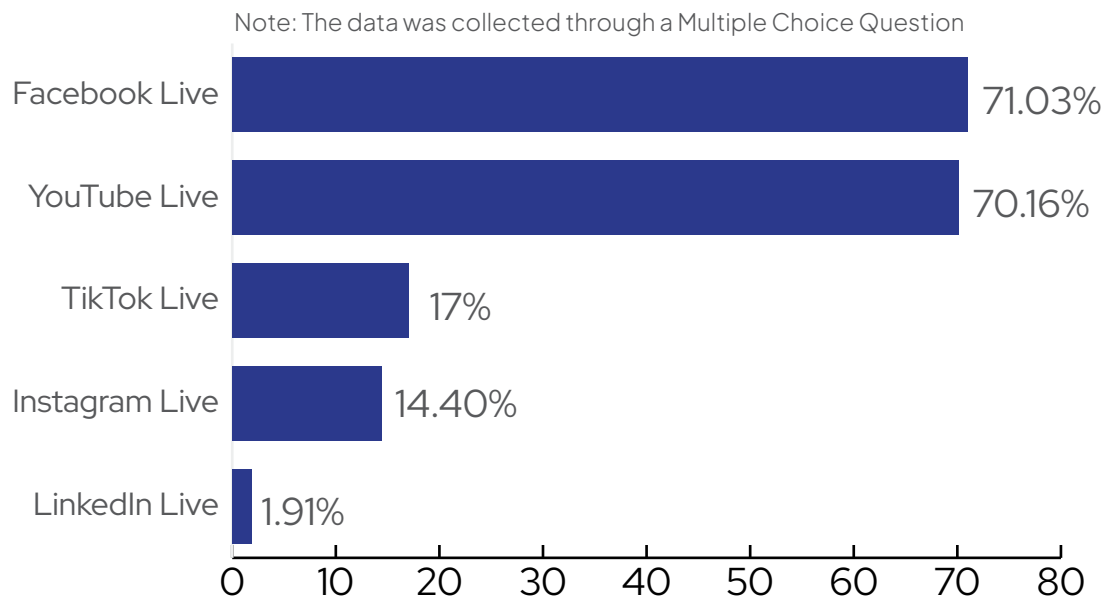


65+

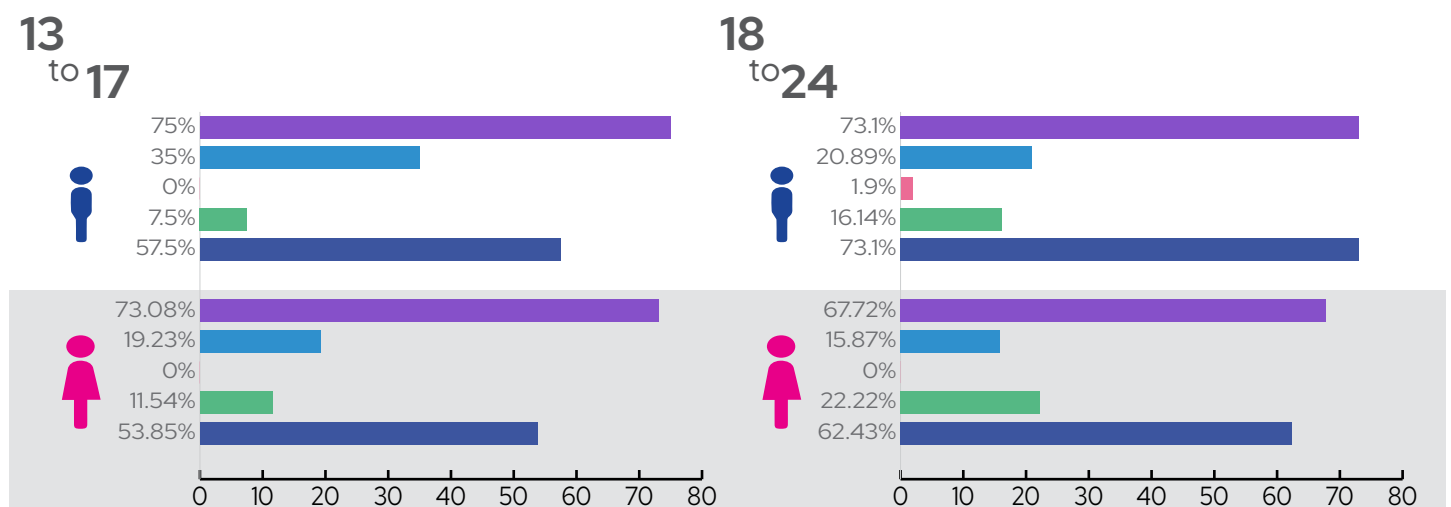
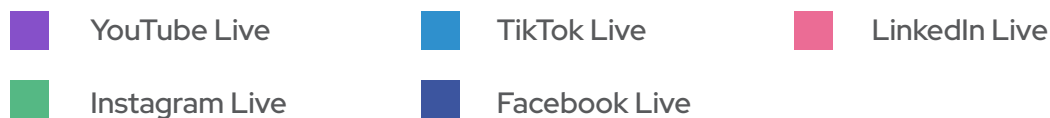


The Most Popular Live Streaming Video Platforms

More people are into live streaming now, with 71% watching on Facebook (up from 47% last year) and 70.16% watching in on YouTube live (from 27% last year). It's a big jump for both! Also, users are watching out live videos on TikTok, Instagram, and LinkedIn

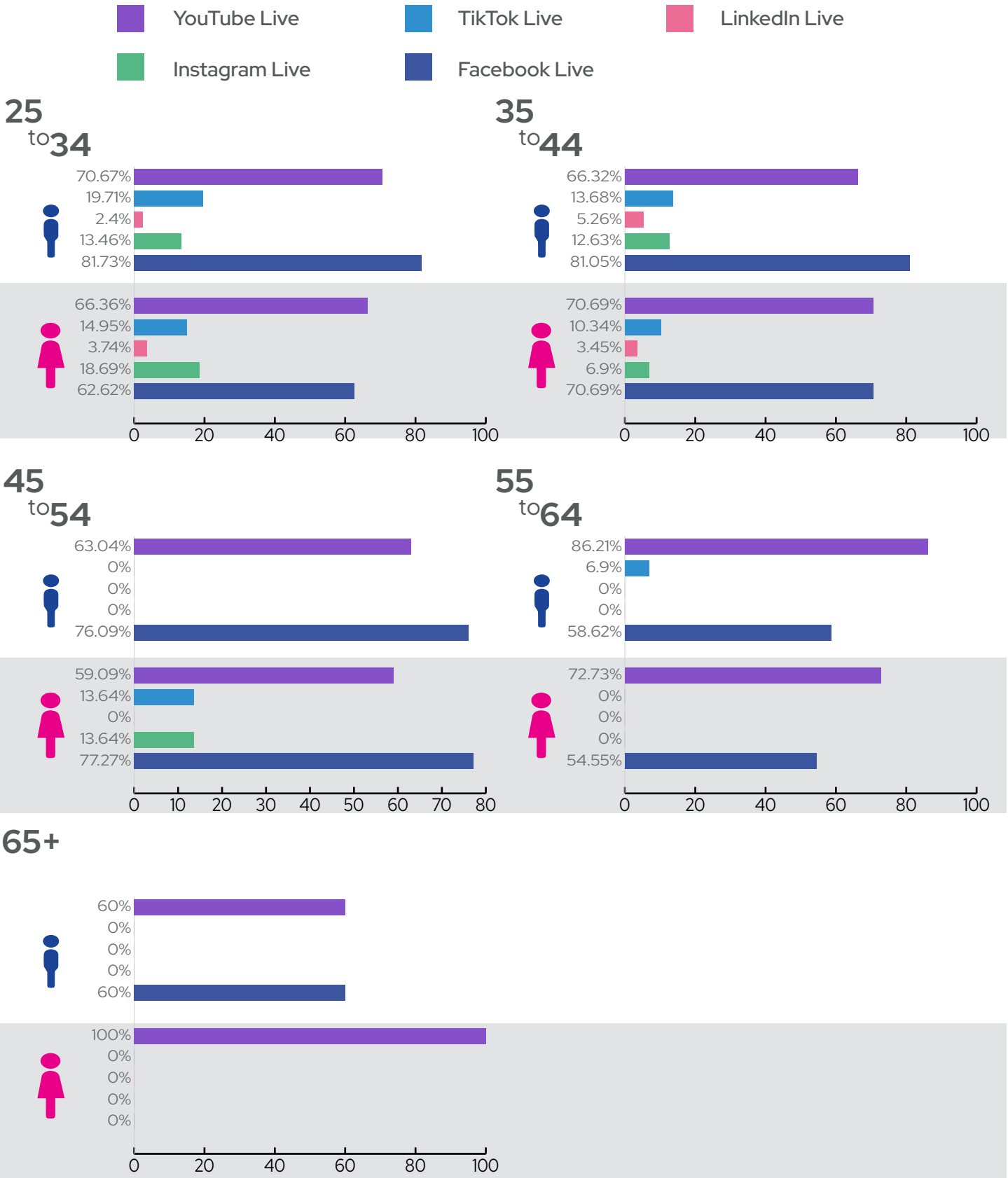


Age & Gender-Based Analysis



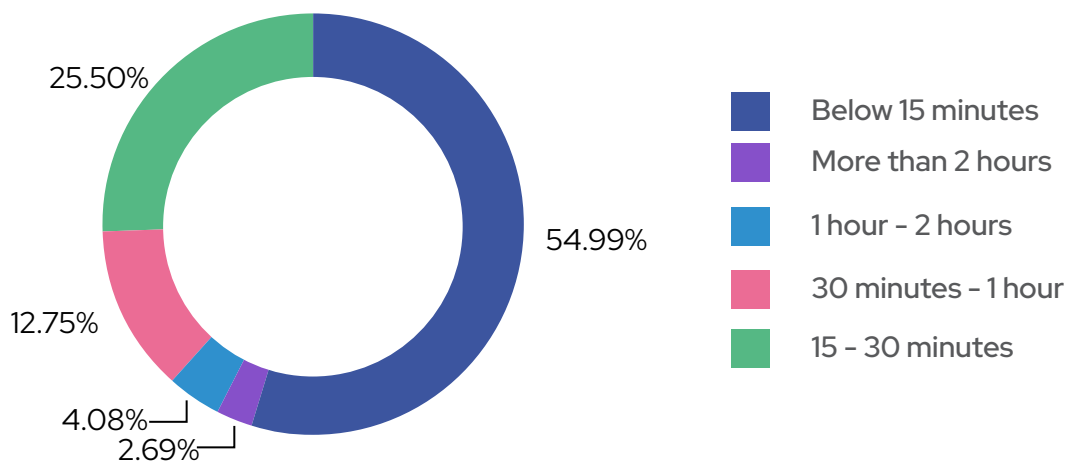
The Most Popular Live Streaming Video Platforms (Cont'd)

Age & Gender-Based Analysis (Cont'd)

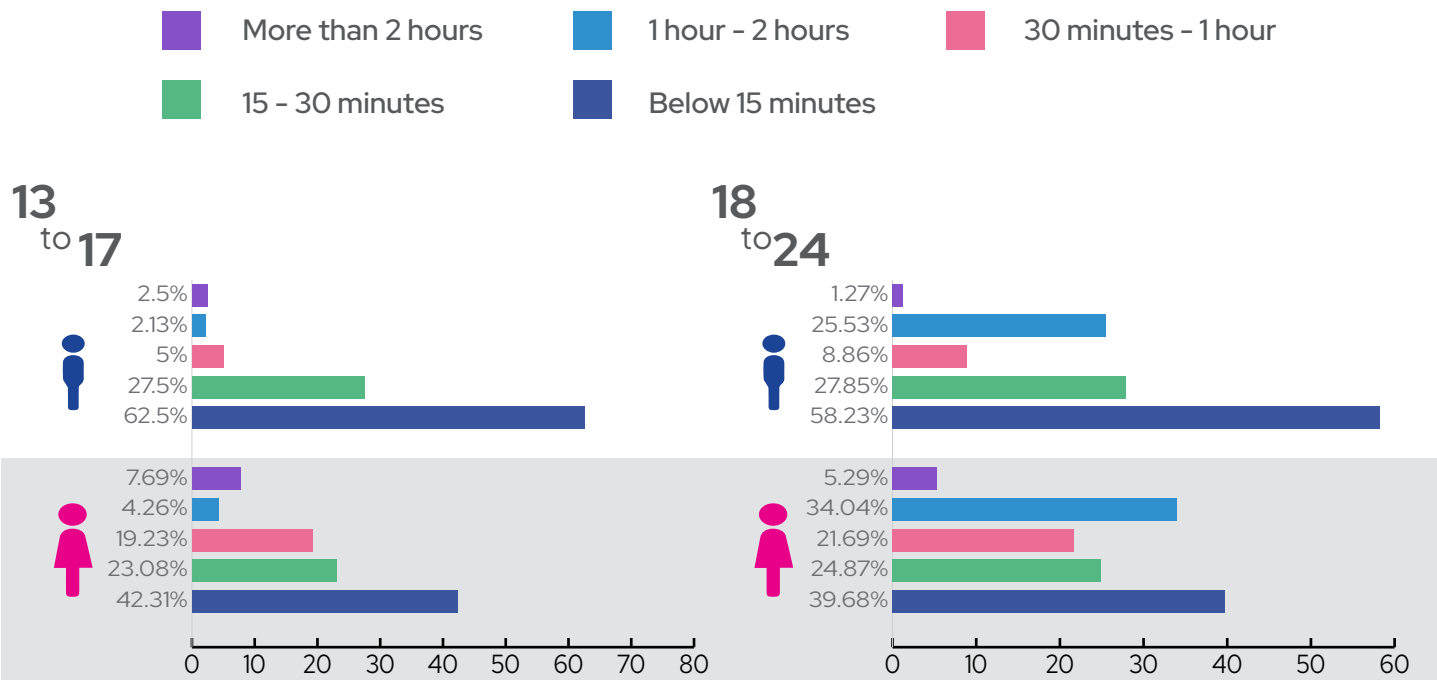


The average live streaming watch time on social media

The majority of live streaming viewers, accounting for 54.99%, prefer live videos under 15 minutes. Additionally, 25.50% watch for 15-30 minutes, and 12.75% extend their viewing time between 30 minutes to 1 hour

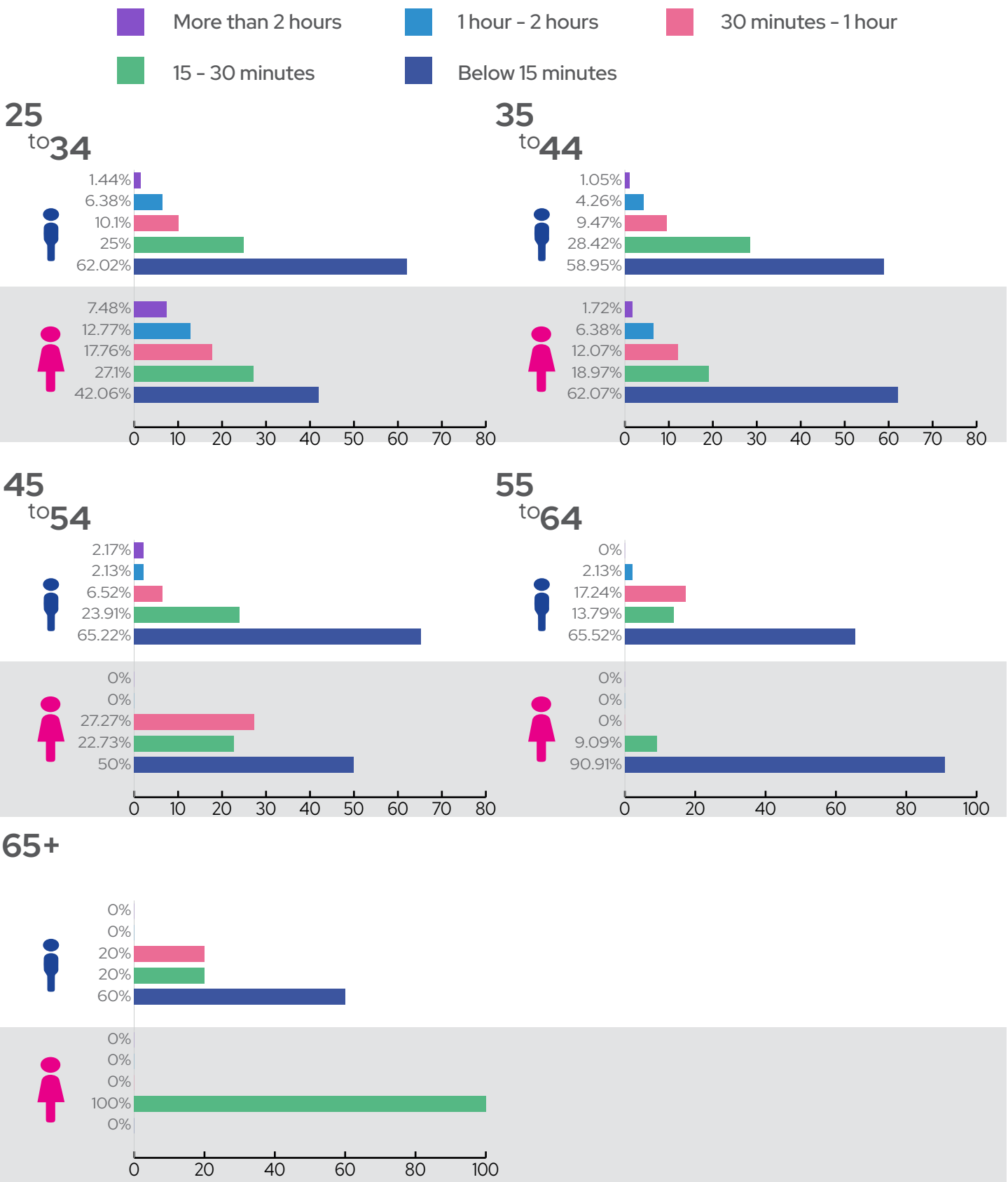


Age & Gender-Based Analysis

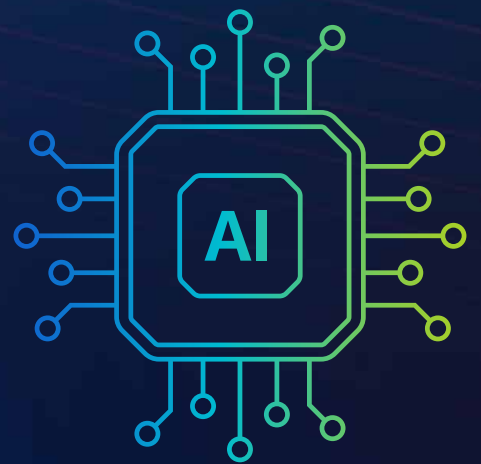


The average live streaming watch time on social media (Cont'd)

Age & Gender-Based Analysis (Cont'd)



AI PLATFORM USAGE BEHAVIOUR



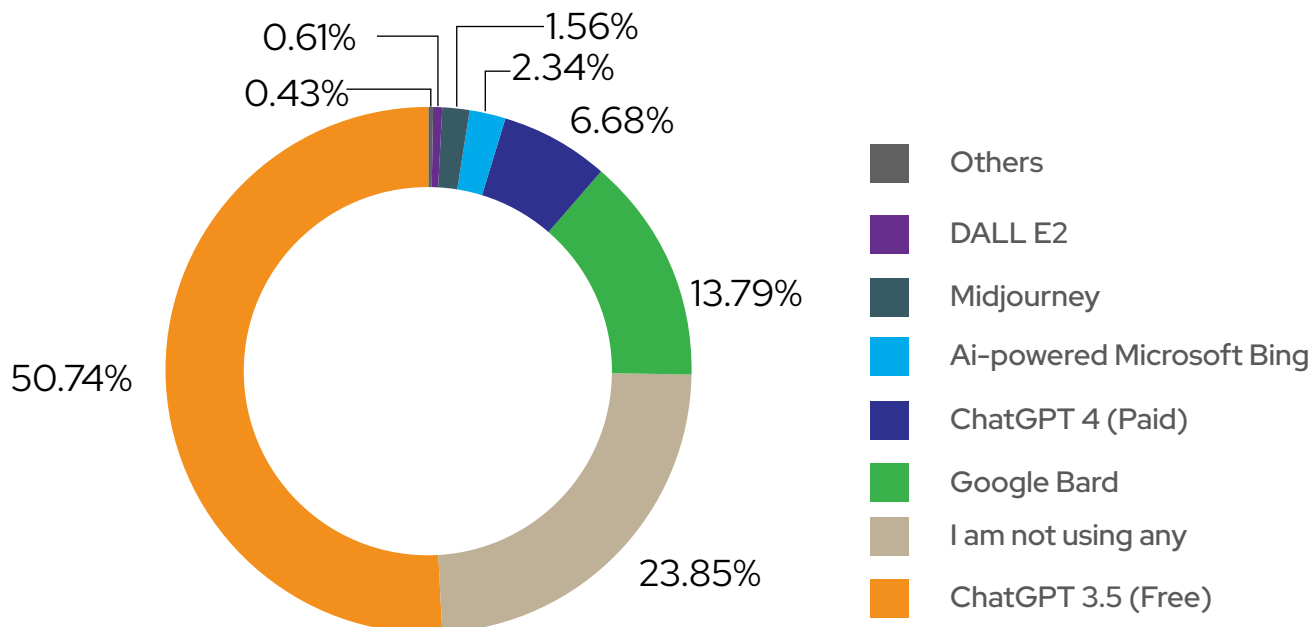
A Collaborative Project Between



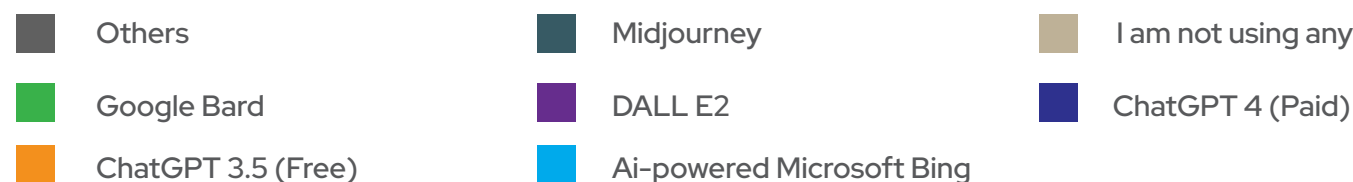
Marketing Management
University of Kelaniya, Sri Lanka

Mostly Used AI Platforms

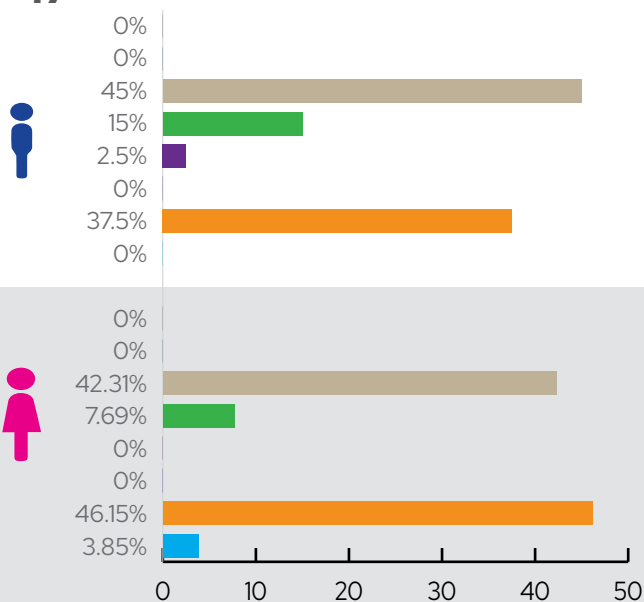
50,74% of the internet users in Sri Lanka is using ChatGPT 3.5 (Free), while 13.79% of the users are using Google Bard, 6.68% of the users are using paid ChatGPT 4. However, 23.85% of the internet users are not any AI Based Platforms.



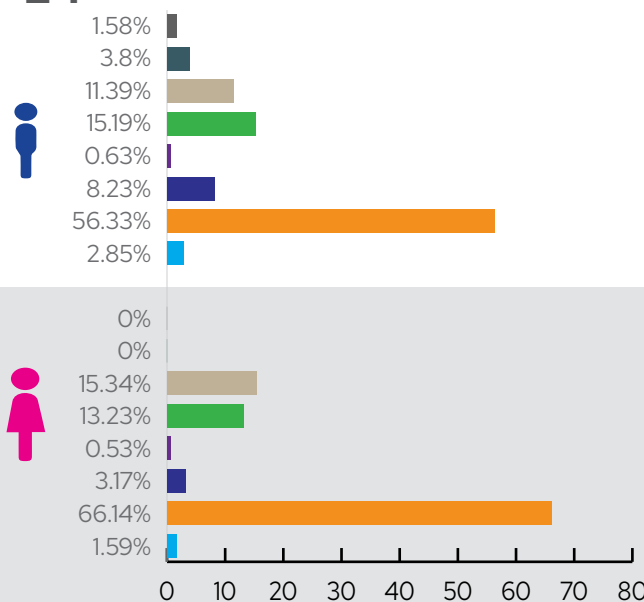
Age & Gender-Based Analysis



13 to 17

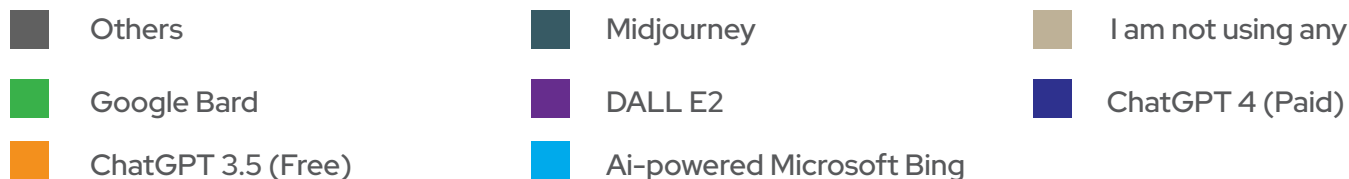


18 to 24

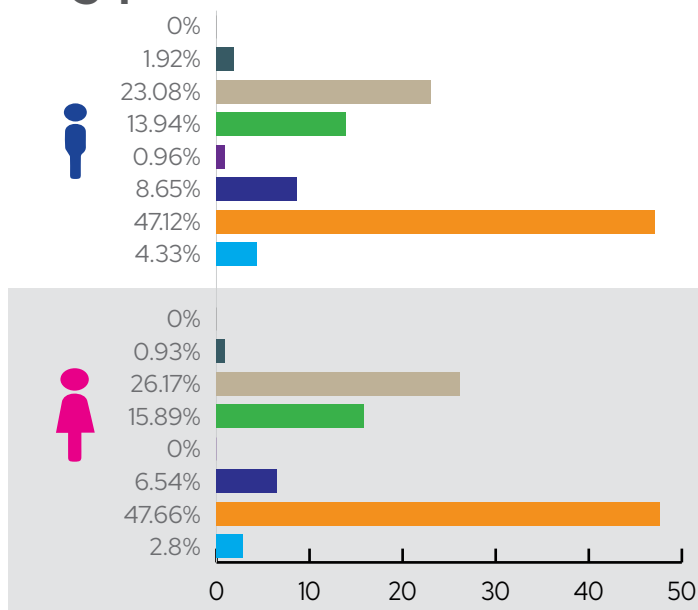


Mostly Used AI Platforms (Cont'd)

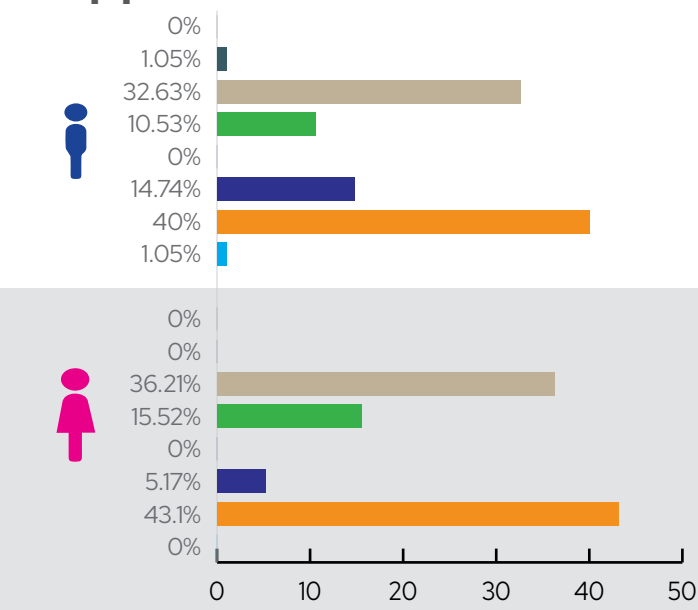
Age & Gender-Based Analysis (Cont'd)



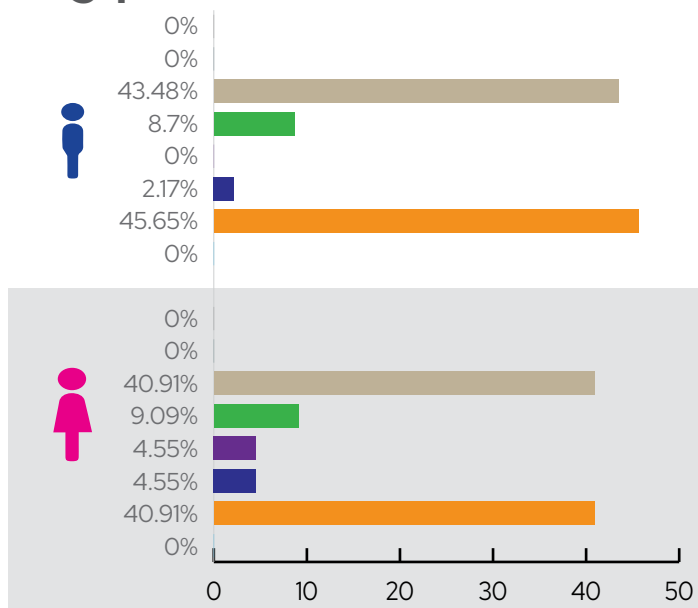
25 to 34



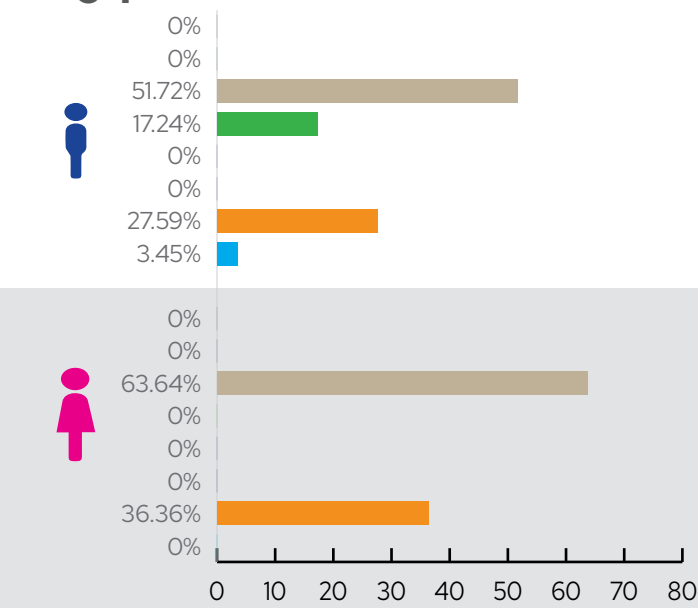
35 to 44



45 to 54

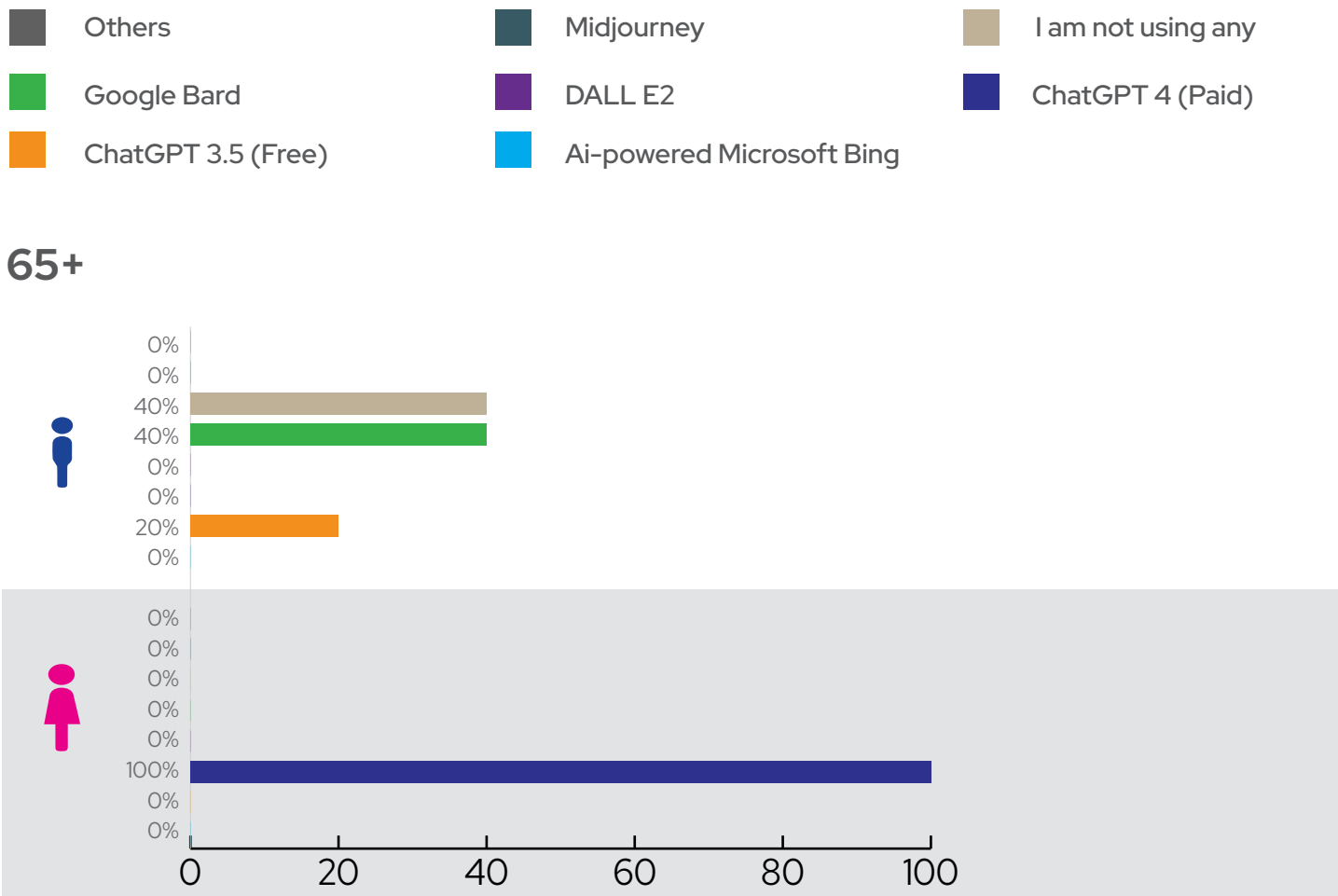


55 to 64



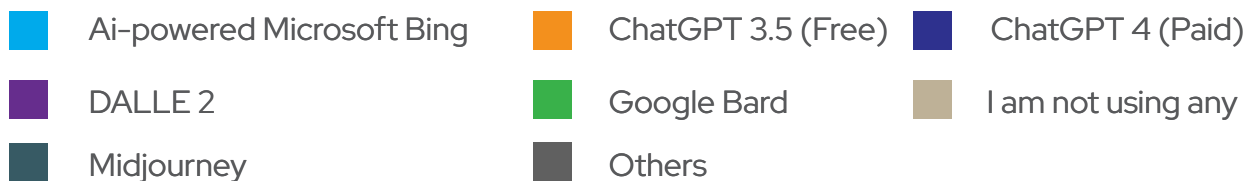
Mostly Used AI Platforms (Cont'd)

Age & Gender-Based Analysis (Cont'd)

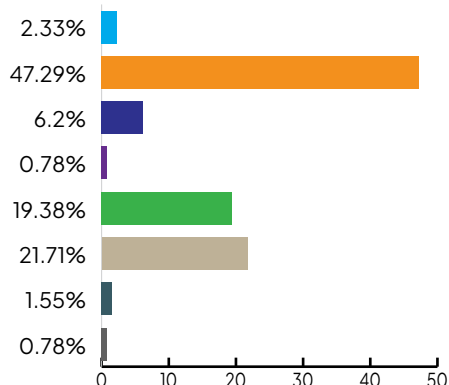


Provincial Analysis

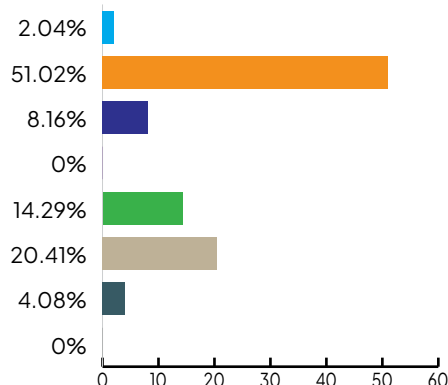
Mostly Used AI Platforms



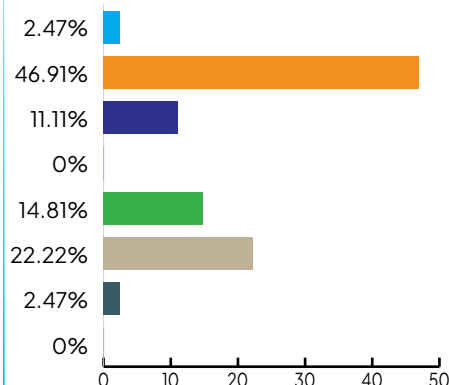
Central Province



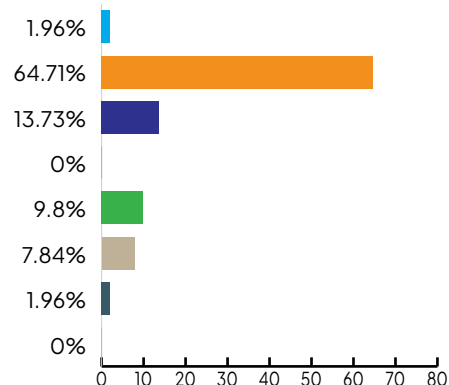
Eastern Province



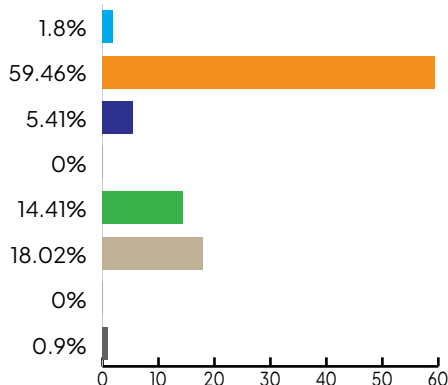
NorthCentral Province



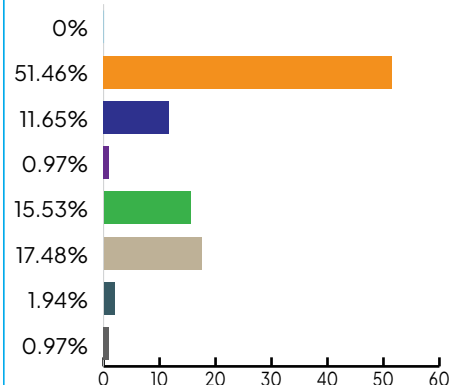
Northern Province



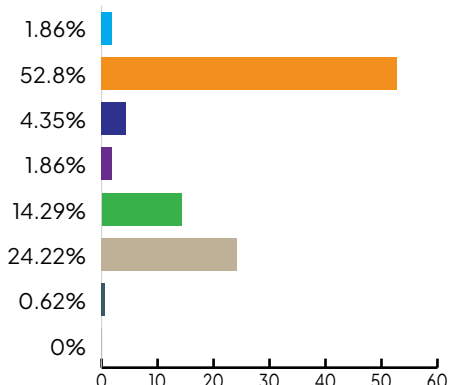
NorthWestern Province



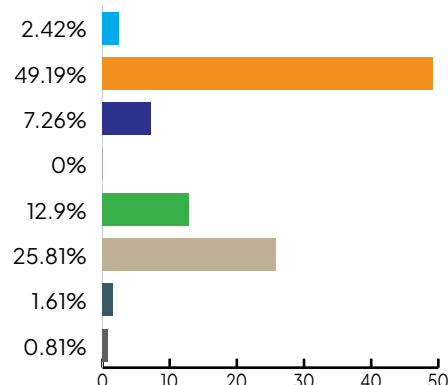
Uva Province



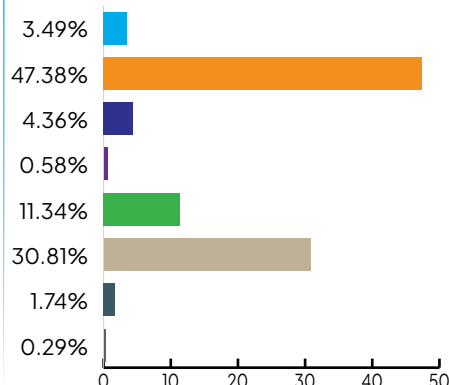
Southern Province



Sabaragamuwa Province

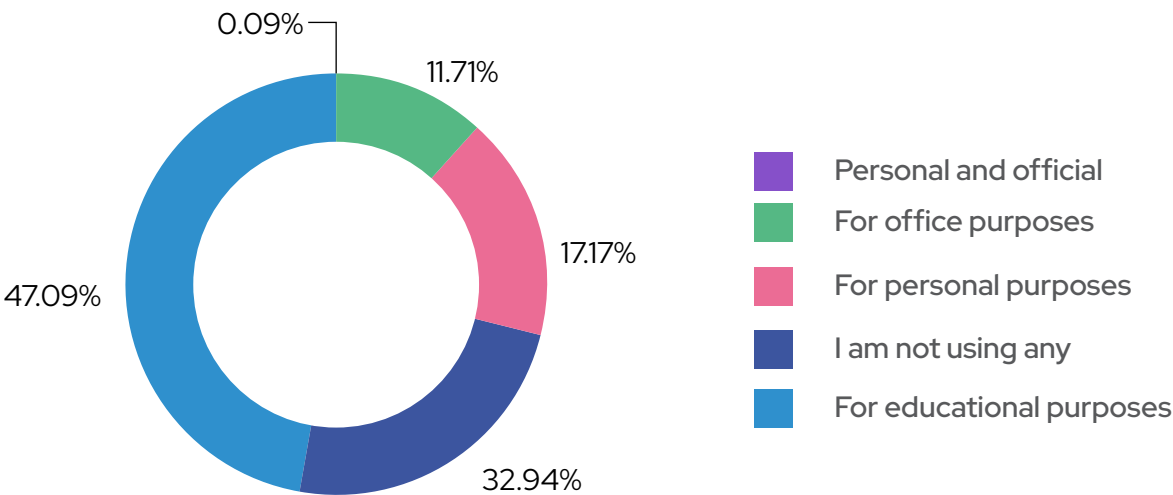


Western Province

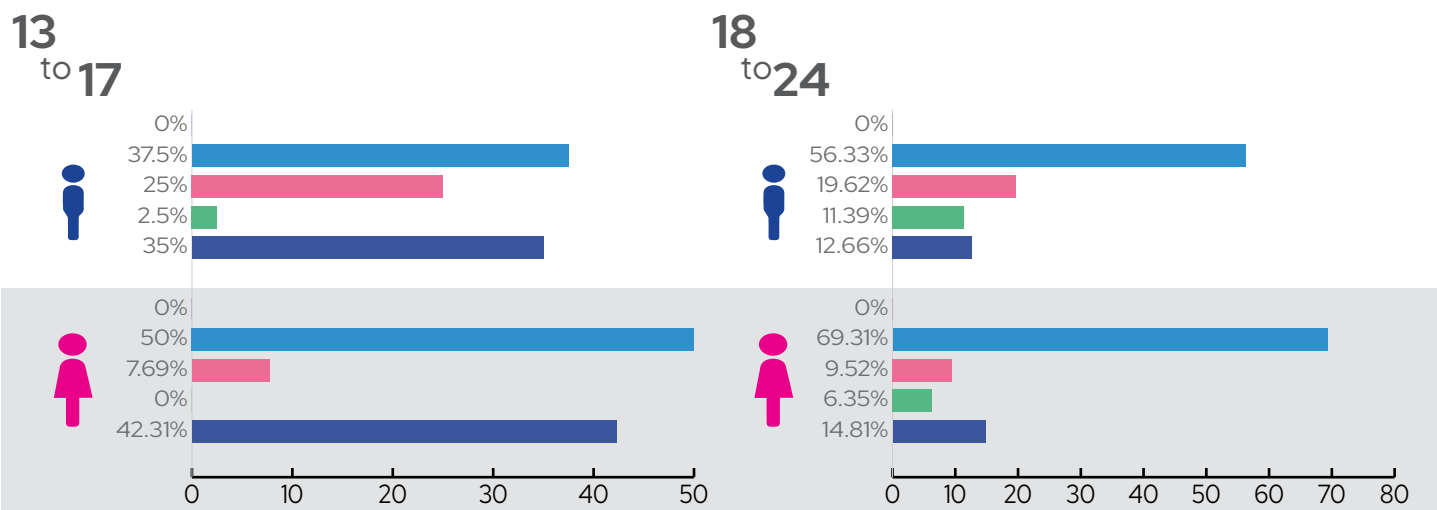
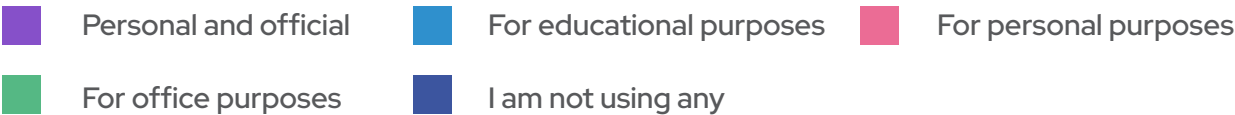


Main Purpose of Using AI Platforms

47.09% of the internet users in Sri Lanka are using AI Platforms for educational purpose, while 11.71% of the users are using only for office purpose, 17.17% of the users are using for Personal purpose



Age & Gender-Based Analysis

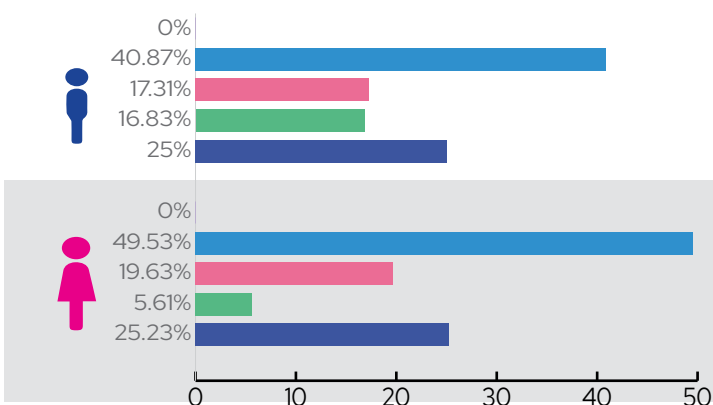


Main Purpose of Using AI Platforms (Cont'd)

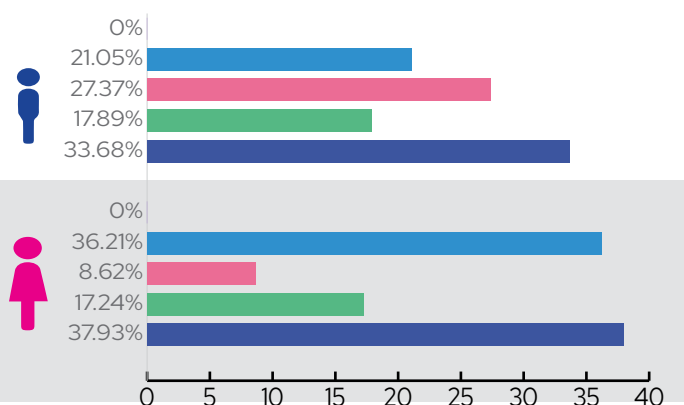
Age & Gender-Based Analysis (Cont'd)

- Personal and official
- For educational purposes
- For personal purposes
- For office purposes
- I am not using any

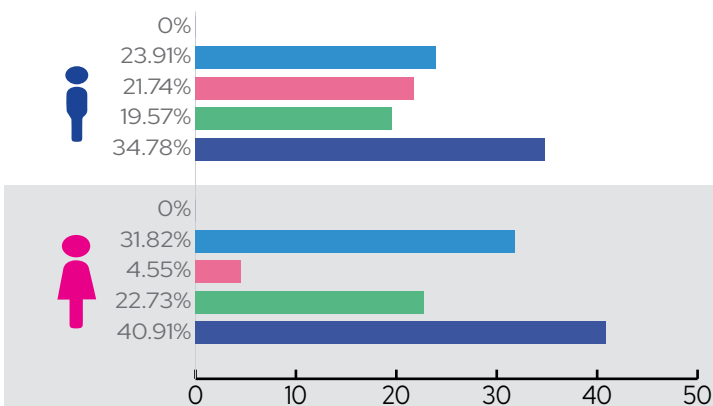
25 to 34



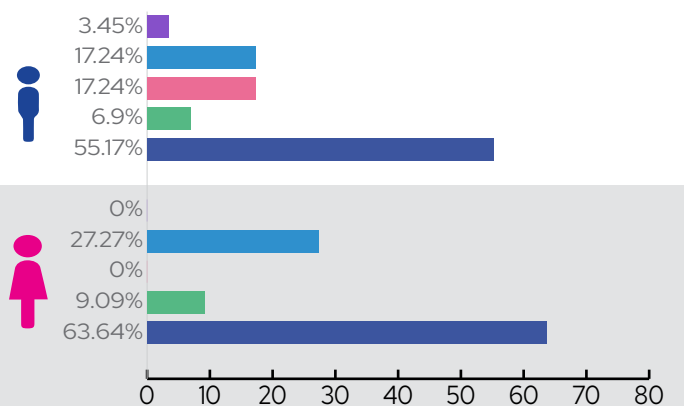
35 to 44



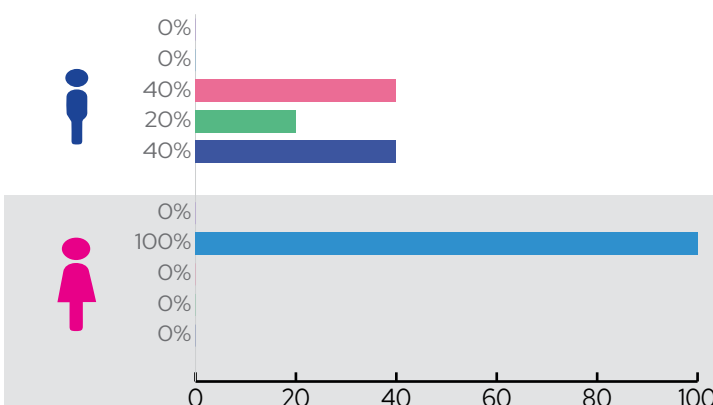
45 to 54



55 to 64



65+



AI's Rise in the Digital Marketing Arena



Vachintha Piyadasa

Manager – Digital Communications
Nestle Lanka Ltd.

Artificial Intelligence will continue its growth at a significant rate not just as a stand-alone technology, but as an integrated tool into many aspects of our daily lives. The application of AI can be clearly seen in virtual assistants to autonomous vehicles, recommendation systems, medical diagnostic tools, and various aspects of Digital Marketing.

AI is rapidly transforming and redefining Digital Marketing by injecting automation, personalization, and generating powerful insights. This results in boosting efficiency and effectiveness to gain the ever-elusive competitive edge.

How does AI redefine Digital Marketing?

Hyper-Targeted Advertising

This is a key aspect of personalization. This way, the content morphs to resonate with each individual viewer. AI's data-crunching abilities allow laser-sharp targeting, pinpointing your ideal customers based on demographics, interests, online behaviour, and even real-time emotions. This means your ads are no longer broadcasted into the void. But personalized to capture attention and drive conversions.

Content Creation and Curation

AI tools are now used to create content, saving time, money, and resources. Natural Language Processing (NLP) allows AI to now create human-like, realistic content that could be used across platforms. Also, you can consider this as having a tireless content creator at your disposal 24/7!

Campaign Optimization

Real-time analytics and generative AI is a great way to analyze performance data in real-time and optimize campaigns by making data-driven decisions faster. Further to this, Automated bidding, ad placement, and audience targeting enhance the efficiency of ad spend, ensuring better ROI.

Search Engine Optimization

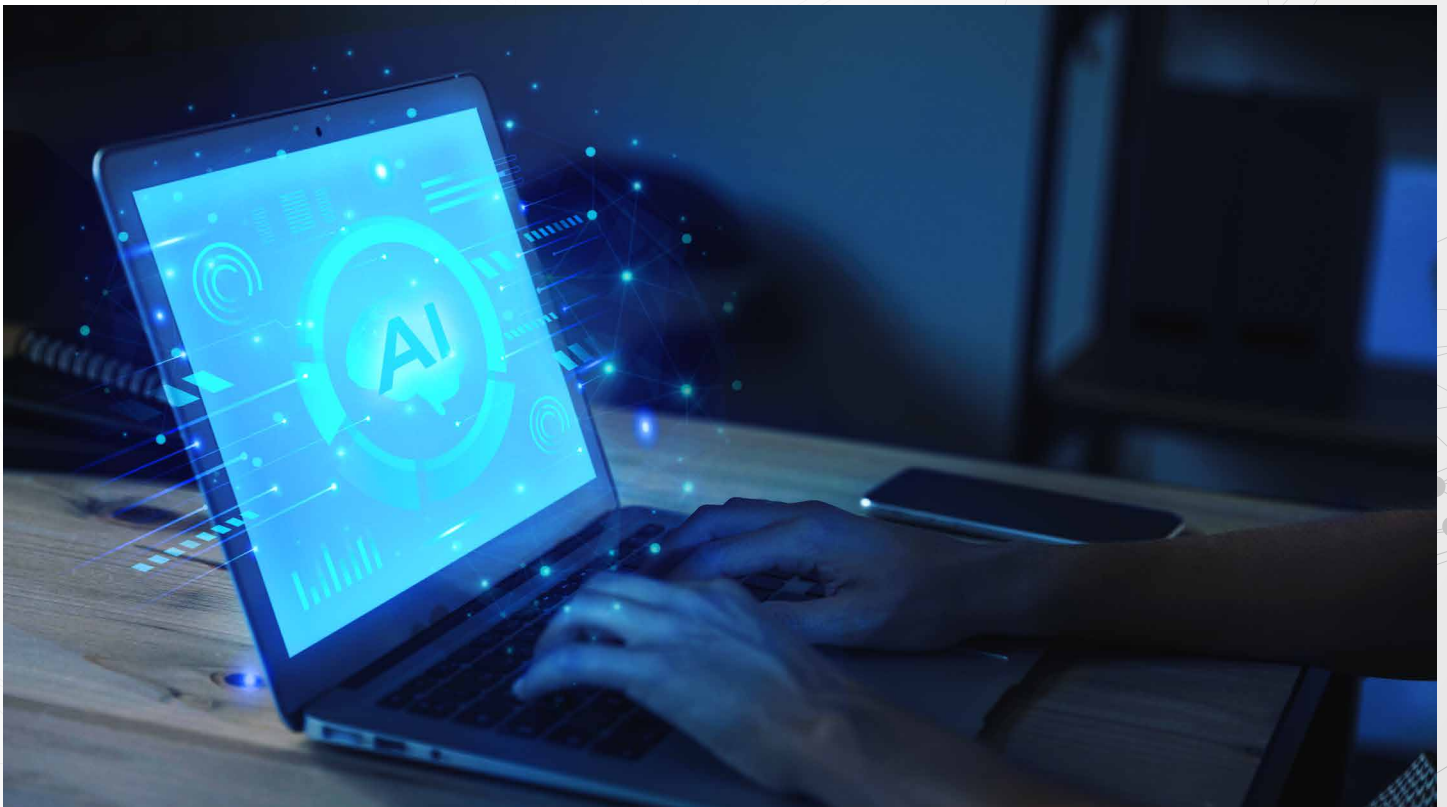
SEO is a key driver to maintain a healthy Share of Search (SOS) against competition. Share of Search shows your brand's visibility in Organic Search versus competition. Adopting AI-based approaches helps understand search engine algorithms and optimize content for better rankings. Another state-of-the-art technique is voice search and image recognition technologies, which also impact SEO strategies, requiring marketers to adapt to new search trends.

Predicting the Unpredictable

Traditionally, the future was known to be unpredictable. Should it continue that way as we leap our way forward? No. It should no longer be a mystery. With AI's advanced analytical prowess, we can now anticipate customer behaviour, predict campaign performance, and even identify potential churn before it happens. This foresight allows you to optimize your strategies on the fly and stay ahead of the curve.

Research in AI continues to advance. With topics like explainable AI, quantum computing, and reinforcement learning, AI will heavily impact various industries and domains. Its role in Digital Marketing will bring further innovations and improvements in how businesses connect with their audiences online. Marketers who embrace and integrate AI technologies into their strategies are better positioned to stay competitive and achieve measurable results.

AI is a tool, not a magic wand. Its effectiveness depends on how you leverage it. With the right approach, AI can be your secret weapon in the digital marketing arena, helping you craft winning campaigns, forge deeper customer connections, and dominate the ever-evolving online landscape.



MOST VISIBLE BRANDS ONLINE



A Collaborative Project Between



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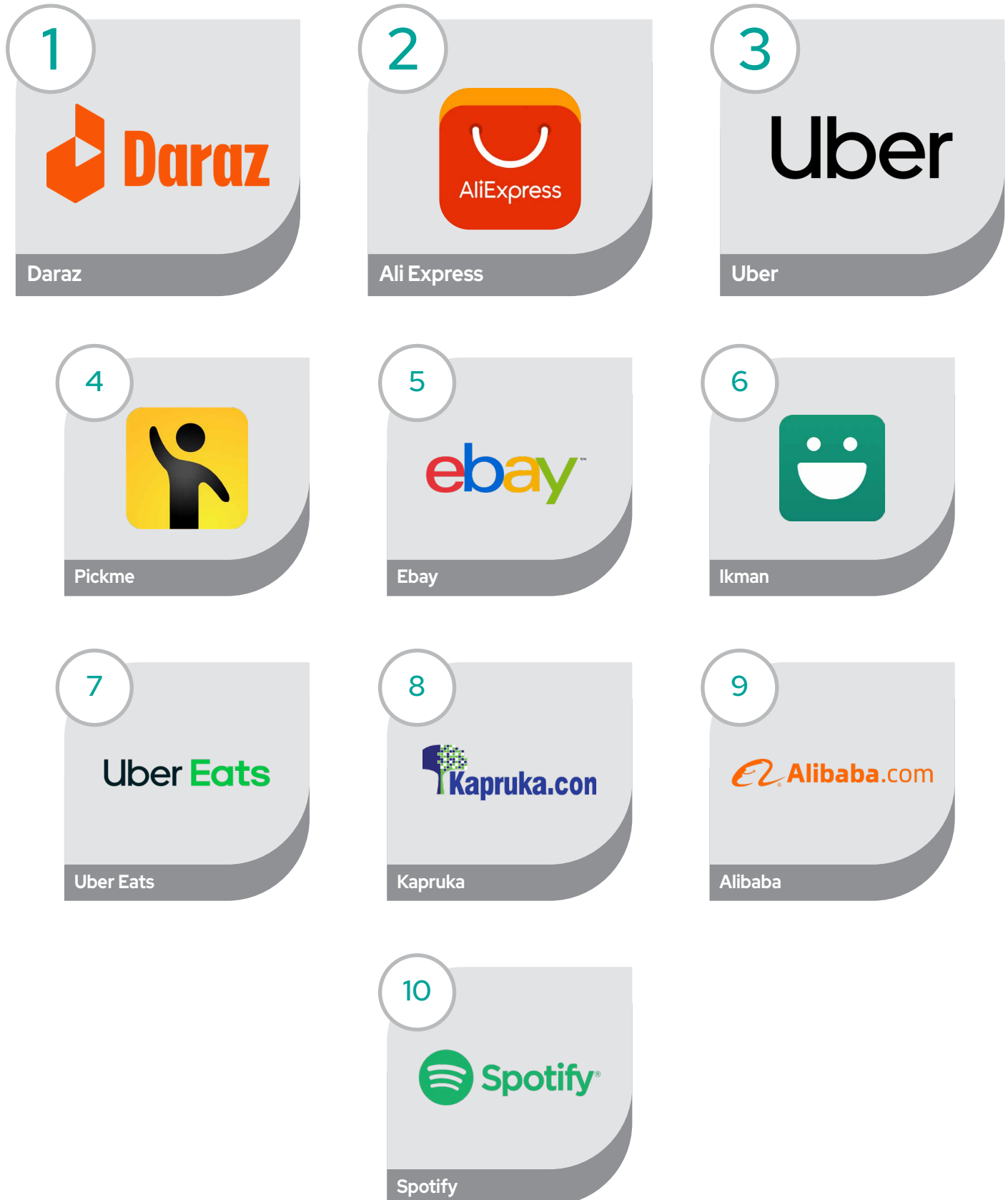


Marketing Management
University of Kelaniya, Sri Lanka

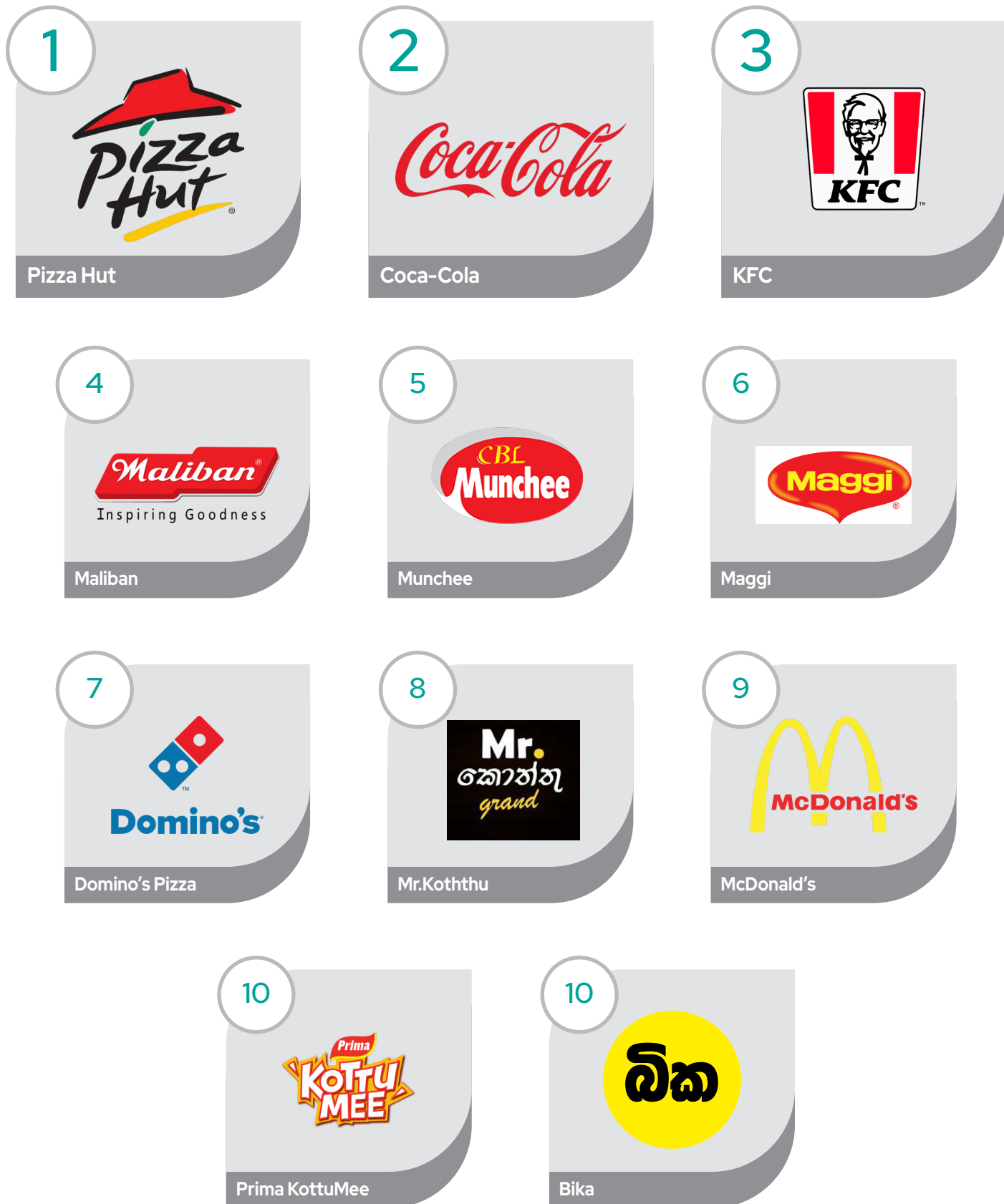
Fashion & Apparel



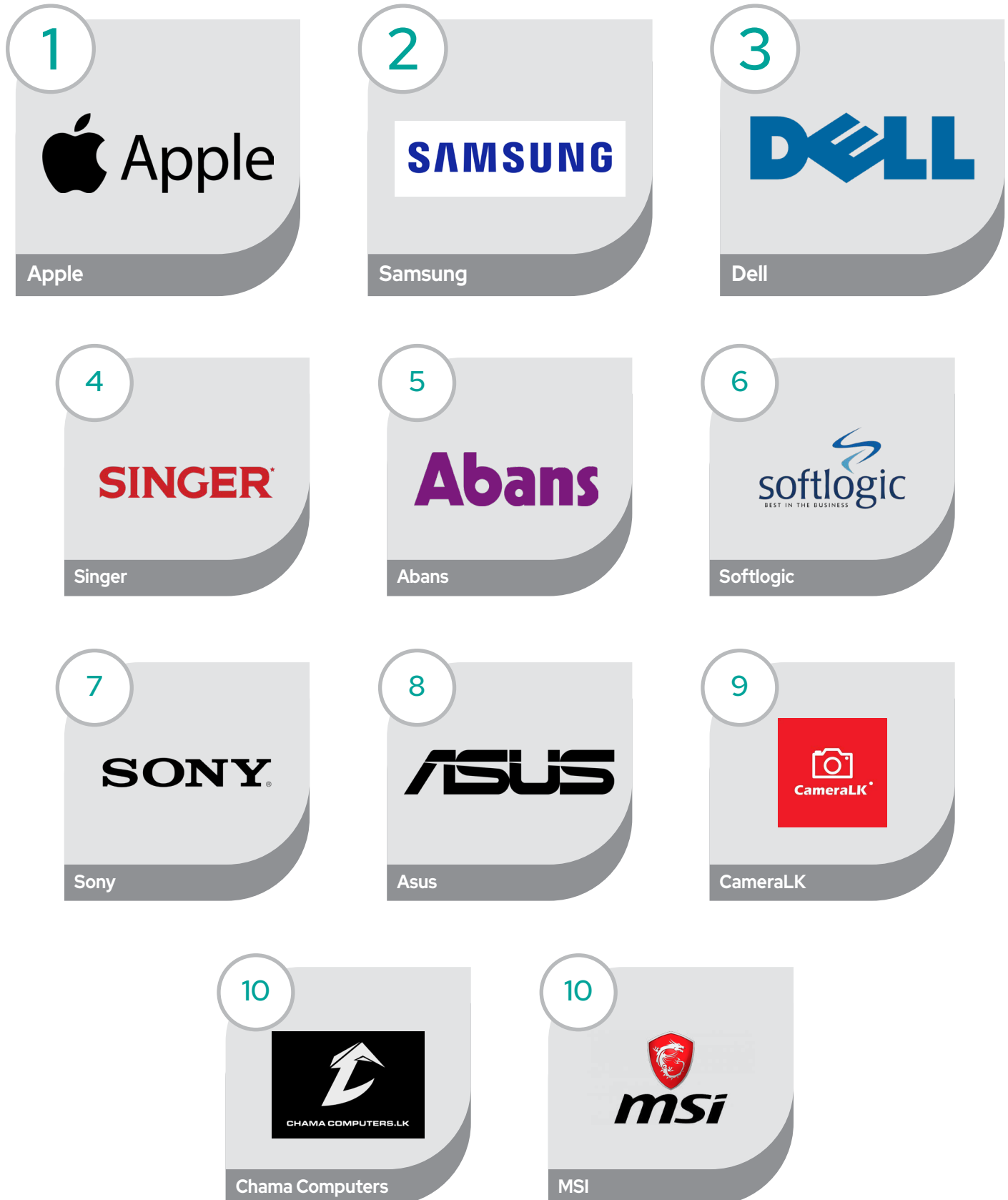
E- Commerce & Marketplace platforms



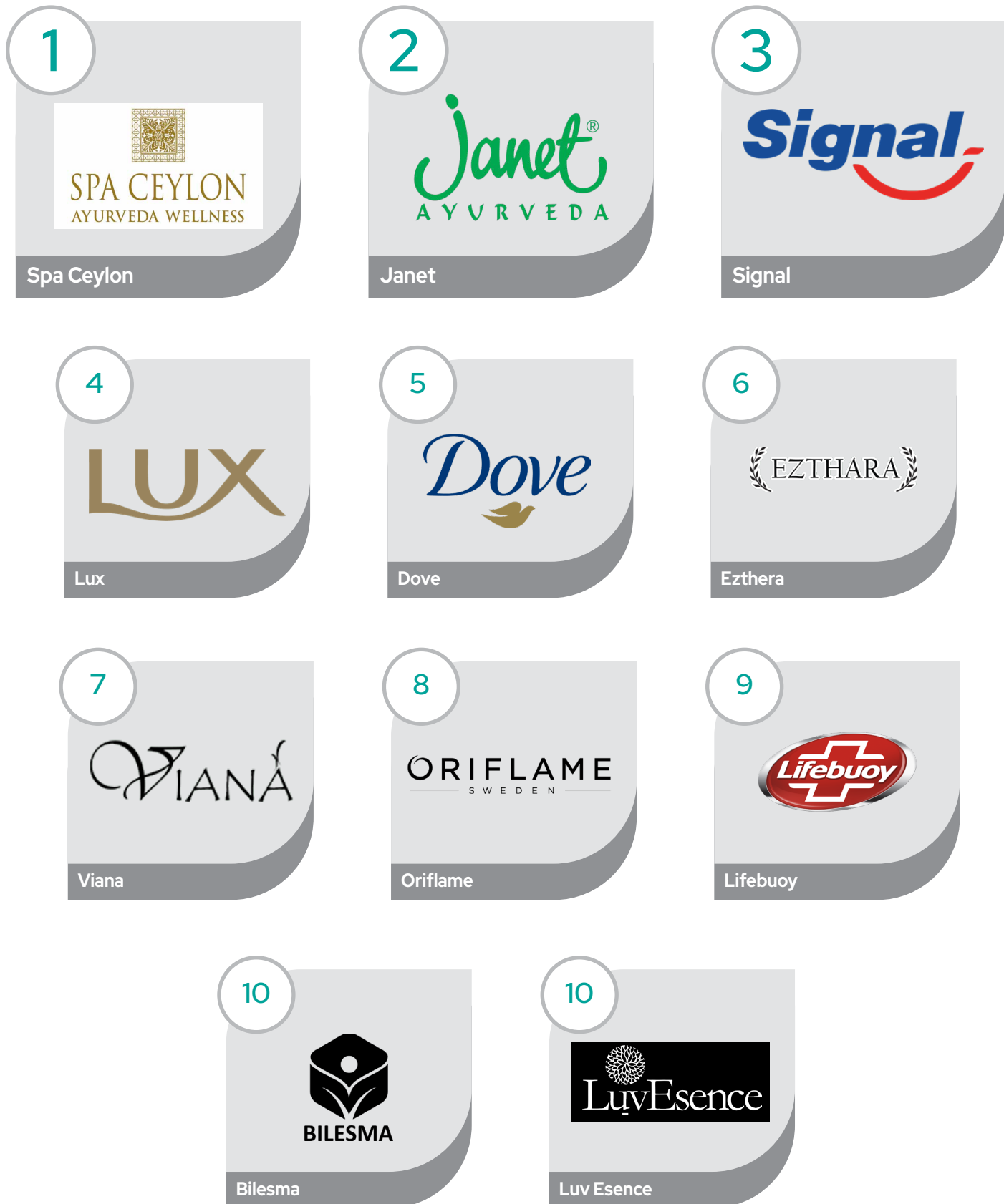
Food and Beverage



Electronics and Consumer Durables



Personal Care, Beauty & Cosmetics



Service Brands

1



Dialog

2



SLT Mobitel

3



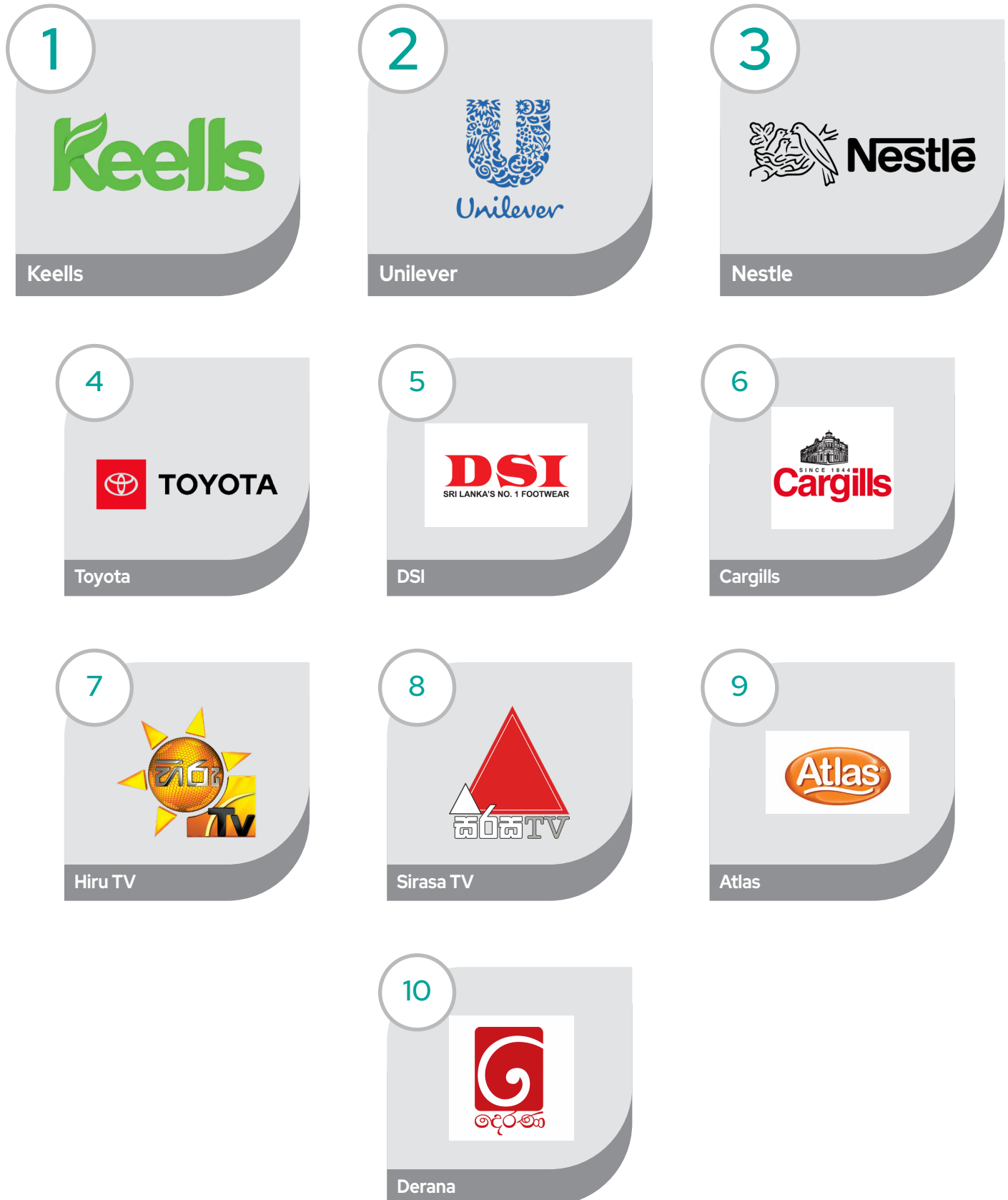
Airtel

4



Hutch

Uncategorized



Revolutionizing Performance Marketing: The AI and Automation Paradigm in Video Advertising



Gayathri Seneviratne

Country Director

3P Media, Sri Lanka

Google's official media representative in Sri Lanka for Google & YouTube Ads

Video advertising has been traditionally positioned as a very effective platform for branding. Dynamic motion video and visual elements really help bring brands to life and it was a pivotal moment in the history of the digital advertising landscape.

Until they married it with AI. Now, it has become revolutionizing.

In the ever-evolving landscape of digital marketing, the convergence of performance marketing and video advertising has become a catalyst for innovation. At the forefront of this revolution lies the integration of artificial intelligence (AI) and automation, reshaping the way businesses connect with their target audience. As we navigate this dynamic terrain, understanding the transformative role of AI in optimizing video advertising campaigns is not just advantageous; it's imperative.

The Power of Personalization

AI has empowered marketers with the capability to tailor content with unprecedented precision. In video advertising, this translates to creating personalized experiences that resonate with individual viewers. Machine learning algorithms analyze vast datasets to decipher consumer preferences, allowing advertisers to deliver content that is not just seen but genuinely appreciated. From recommended products to personalized storytelling, AI-driven video advertising ensures that every viewer feels like the campaign was crafted exclusively for them.

Precision Targeting for Maximum Impact

One of the game-changing aspects of AI in video advertising is its ability to enhance targeting strategies. Automation tools powered by AI algorithms enable marketers to identify and reach highly specific audience segments. By analyzing user behaviour, preferences, and demographics in real time, campaigns can be optimized to target the right audience at the right moment. This precision targeting minimizes wasted ad spend and maximizes the impact of each video advertisement.

Optimizing Campaign Performance in Real-Time

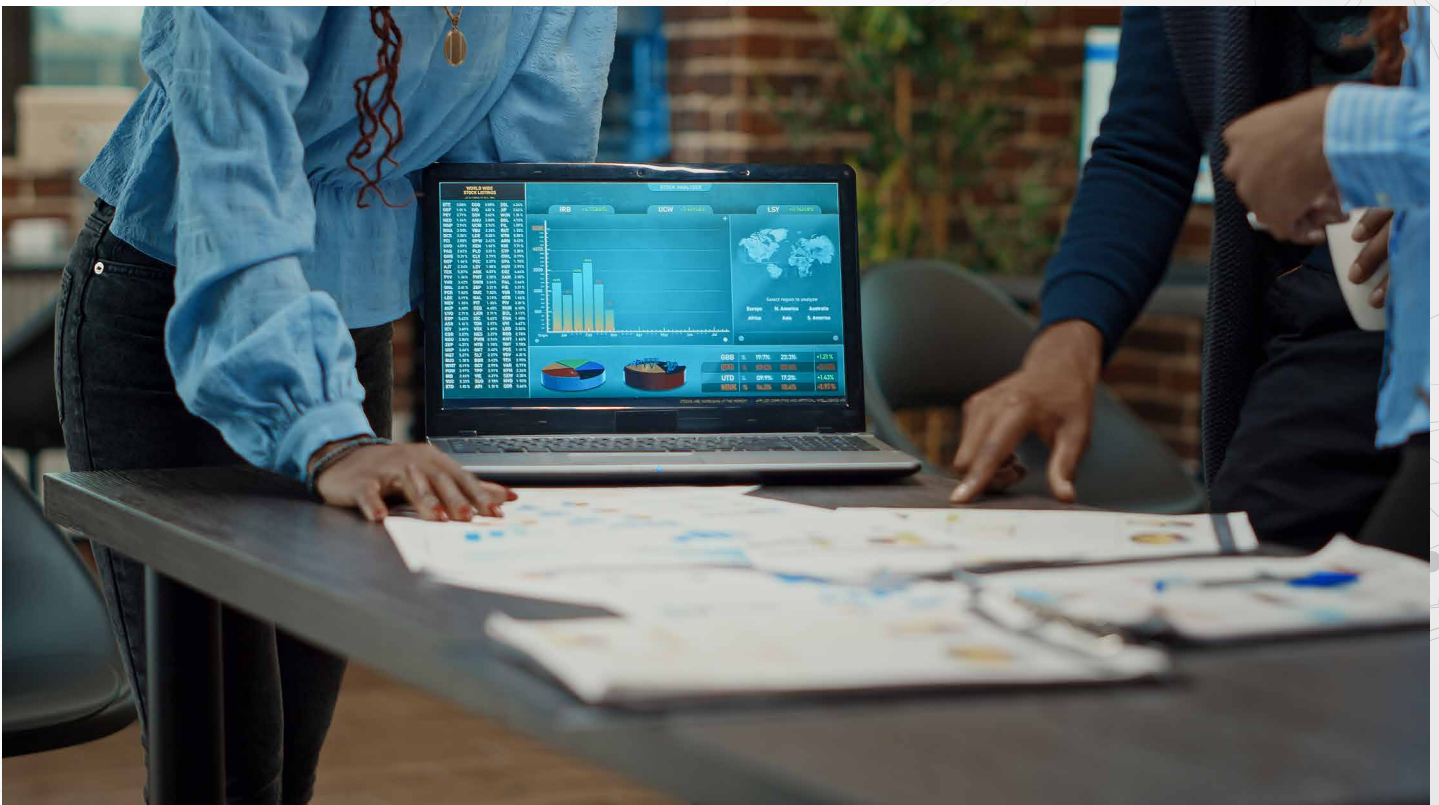
The days of static, unyielding campaigns are behind us. With AI, video advertising becomes a dynamic and responsive tool. Machine learning algorithms continuously analyze campaign performance, adjusting parameters in real time to optimize results. Whether it's refining targeting parameters, adjusting bidding strategies, or fine-tuning ad creatives, AI ensures that performance marketing goals are not just met but exceeded.

The Future Unveiled

As we peer into the future of video advertising within the realm of performance marketing, AI will continue to be a driving force. Innovations such as predictive analytics, automated A/B testing, and even more sophisticated personalization techniques are on the horizon. The ability to predict user behaviour and preferences with increasing accuracy will empower marketers to stay ahead of the curve, delivering impactful video campaigns that resonate with their audience.

This is why measurement has become even more important for advertisers. Really understanding what to measure and what data to analyze is what sets the edge for campaigns that evolve successfully and effectively.

The marriage of AI and automation with video advertising is ushering in a new era of performance marketing. By harnessing the power of personalization, precision targeting, and real-time optimization, businesses can elevate their video advertising strategies. As we embrace this paradigm shift, staying abreast of AI advancements will be the key to unlocking the full potential of video advertising in the digital age.



MOST POPULAR MOBILE APPS IN SRI LANKA



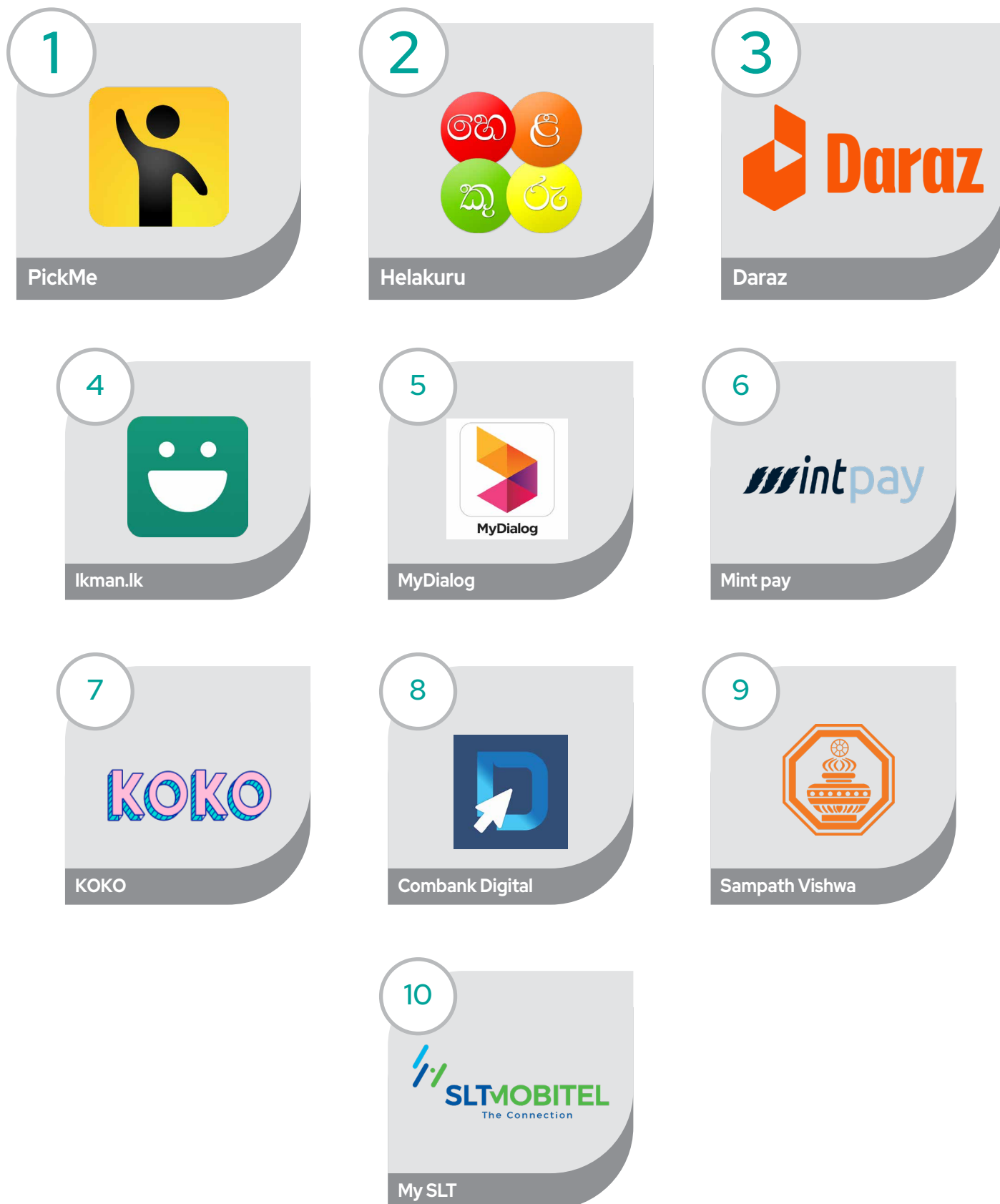
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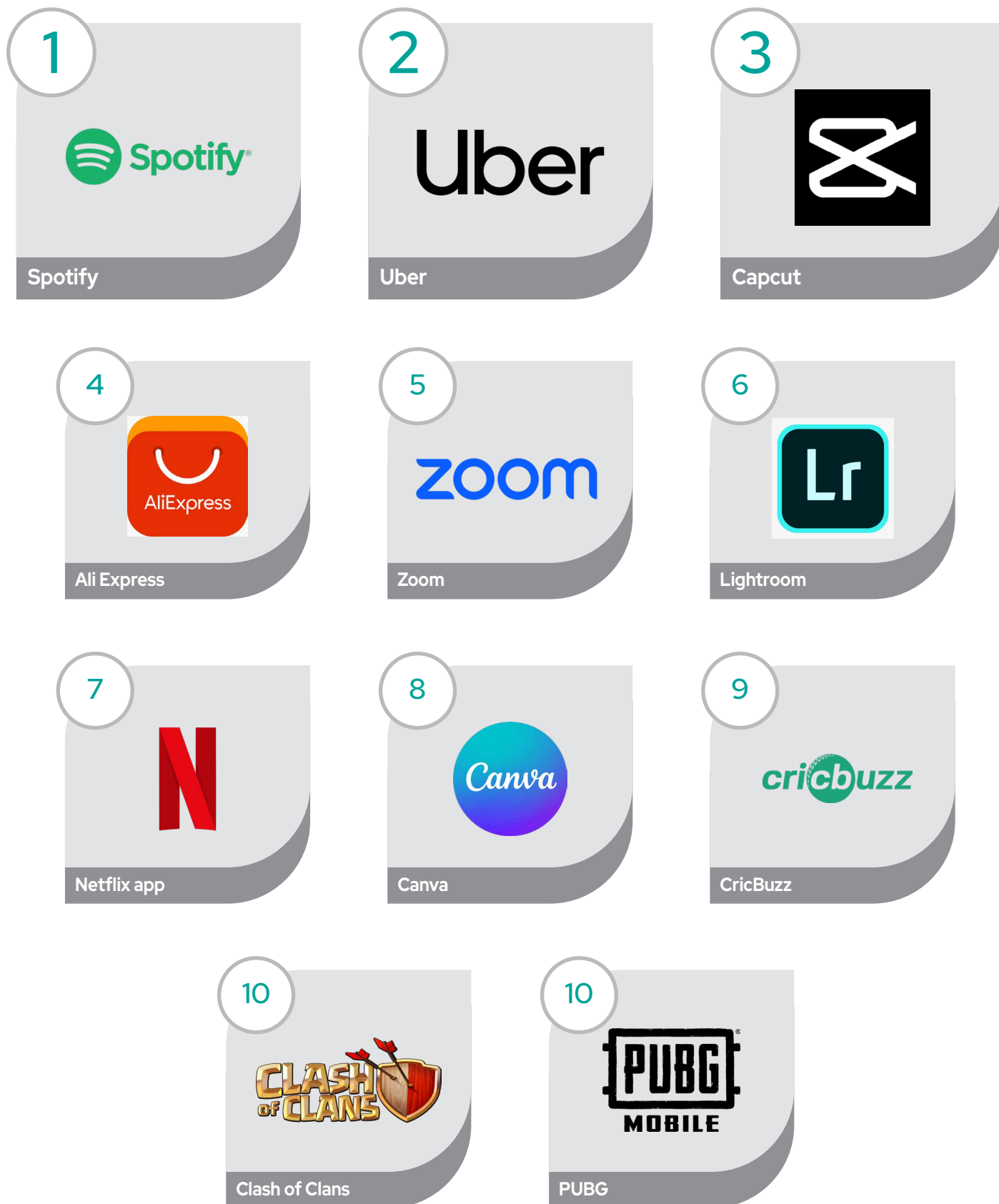
MOST POPULAR MOBILE APPS IN SRI LANKA

Local



MOST POPULAR MOBILE APPS IN SRI LANKA

Global



MOST POPULAR ONLINE SHOPPING SITES IN SRI LANKA



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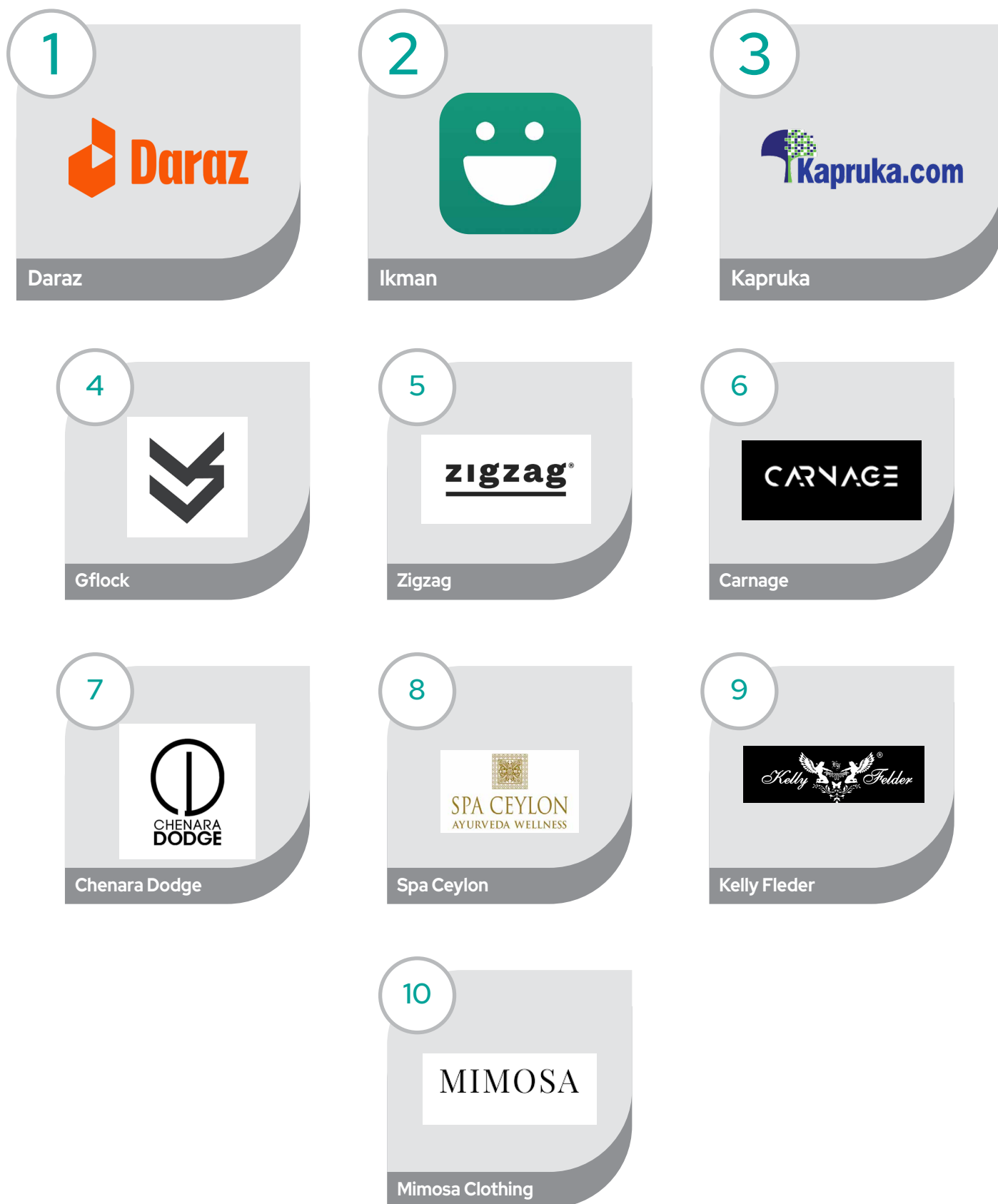
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University of Kelaniya, Sri Lanka

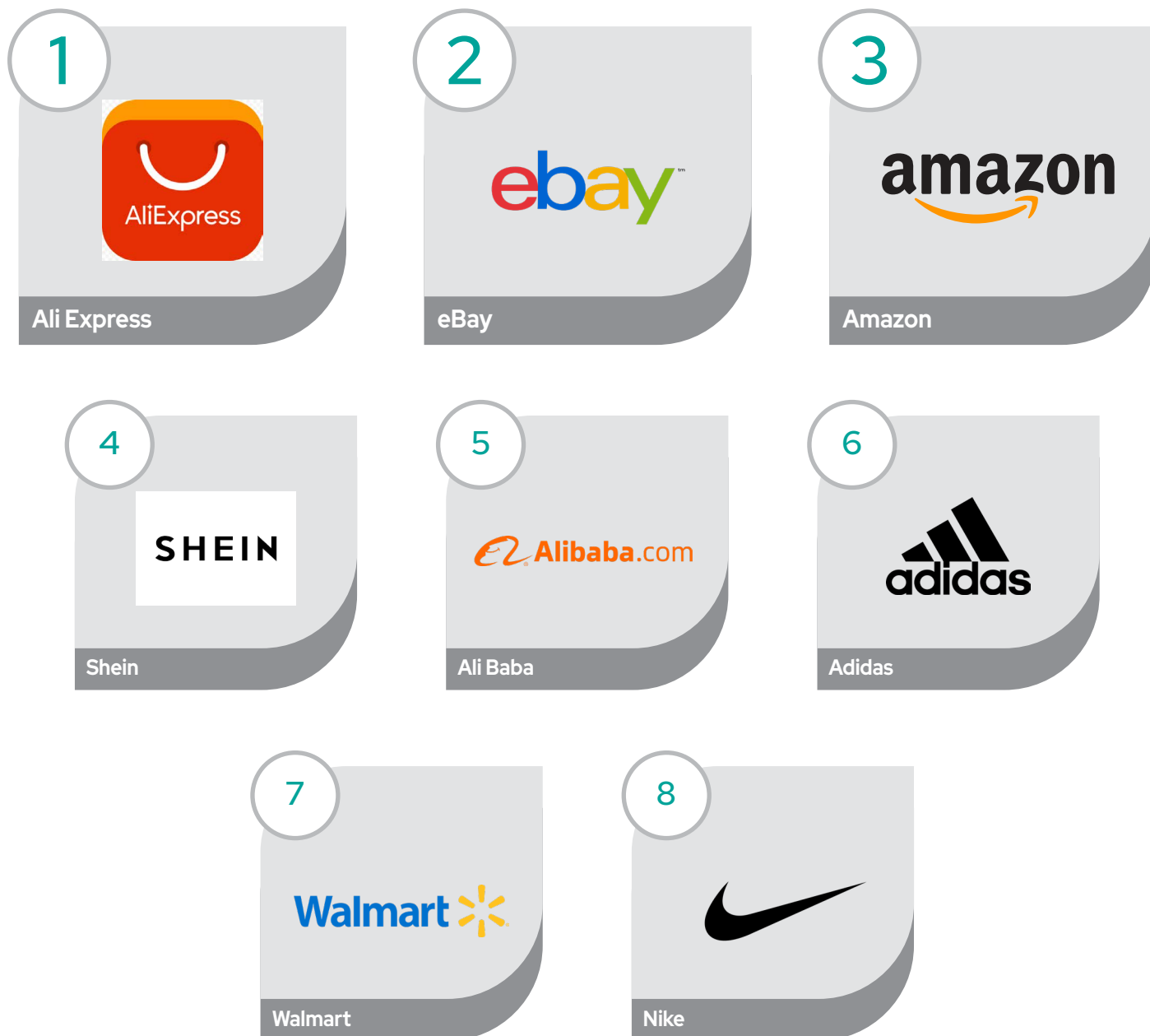
MOST POPULAR ONLINE SHOPPING SITES IN SRI LANKA

Local



MOST POPULAR ONLINE SHOPPING SITES IN SRI LANKA

Global



MOST POPULAR SRI LANKAN YOUTUBE CONTENT CREATORS



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MOST POPULAR SRI LANKAN YOUTUBE CONTENT CREATOR

1



Wild Cookbook

2



Chanux Bro

3



Vini Production

4



Shanudri

5



Block & Dino

6



Ape Amma

7



Travel with Wife

8



Lochi

9



Yash and Hass

10



Ratta

MOST POPULAR SRI LANKAN TIKTOK CONTENT CREATORS



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MOST POPULAR SRI LANKAN TIKTOK CONTENT CREATOR

1



Wild Cookbook

2



Lochi

3



Shanudri

4



Chanux Bro

5



Vini

6



kaali

7



Wasthi

8



Ape Amma

9



Block & Dino

10



Hiru FM

Unveiling the Dilemma: The Perspective of Influencer and Creator Marketing



Thilina DK
Senior Lecturer
Department of Marketing Management
University of Kelaniya

The marketing landscape constantly changes, making it difficult for brand managers to keep up. New techniques emerge regularly, such as influencer marketing and the use of social media personalities to promote products. While these methods rely on personalities, they have subtle differences. To succeed in Sri Lanka, marketers must understand the distinction between influencer and creator marketing. Navigating these distinctions is essential for achieving brands' goals without falling into pitfalls. Influencer promotion offers social proof but involves navigating influencers' agendas. Creator marketing involves opinions but raises concerns about paying for posts. In Sri Lanka, marketers often focus on narrow visions and fail to embrace innovation in the digital world.

Sri Lankan marketers seem blind to separating these approaches' differences. While both may seem akin, they diverge in reach, engagement, and authenticity. Influencer marketing involves enlisting social media sailors with large fleets to proclaim products to audiences. On the contrary, creator marketing focuses on befriending storytellers who craft original stories for brands. This classification matters as it alters how each strategy shapes trust. By distinguishing this, Sri Lankan marketers can navigate these strategies to fulfil their goals better. As defined, influencers have vast crowds and can spread brands far and wide across the digital ocean. Creators instead devote themselves single-mindedly to imagining new means for brands to tell their tales. Brand perception and customer trust depend on marketers' understanding of whether they seek influencers to broadcast products like town criers or creators to weave narratives like poets. Only by grasping this difference between town criers and poets can Sri Lankan marketers optimize influencer and creator marketing like captains guiding ships safely home to port.

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