**Digital Ad Trends to Expect in the New Year**

Writer Wesley MacLaggan outlines 10 digital marketing trends to expect in the new year and the opportunity they present for marketers. Some of these include a rise in visual and voice search on Google, Facebook and Amazon, e-commerce such as shoppable posts and Google Shopping ads, artificial intelligence and machine learning for campaign personalization and optimization.

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<https://martechseries.com/mts-insights/guest-authors/predictions-series-top-10-trends-in-digital-advertising-in-2020/>

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