

Marketing in 2026:

What the Data Actually Says

Insights from Smartly, HubSpot, Dentsu, NielsenIQ, MarTech, Wix, Wordstream, and more.



Digital Marketing

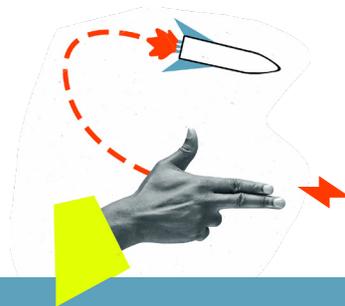
AI-driven retail traffic grew **830% YoY** (ExchangeWire)

AI-referred shoppers are **30%** more likely to convert (ExchangeWire)

Over **50%** of consumers use AI tools regularly (Marketing Dive)

Marketers are prioritizing measurable ROI and automation (HubSpot, Smartly)

AI is changing digital visibility and how people find brands.



Branding & Identity

Logos are being designed for mobile, social, and AI surfaces (Wix)

Personalization increases engagement and conversion across channels (Involve.me)

Consistent brand presentation significantly improves recognition and trust (DesignRush)

Branding is shifting from how a brand looks to how consistently it shows up. Brands are being judged everywhere, often in seconds, by people and AI.



Experiential Marketing

70% of marketers plan to increase physical brand touchpoints (MarTech)

77% of Gen Z and Millennials plan outings around brand locations (MarTech)

50% of consumers are actively trying to reduce screen time (Marketing Dive)

83.5% of Canadian FMCG sales still happen offline (NielsenIQ)

Real-world experiences are becoming a strategic response to digital overload. Experiences create memory, and memory builds trust.

Marketing in 2026 is about designing systems where each one strengthens the others.



Central Station read the reports so you can focus on moving forward.