

**CORE**  
OPTIMISATION  
THE RESULTS AGENCY

# THE DIGITAL LANDSCAPE

2025 INSIGHTS EDITION

INDUSTRY ANALYSIS  
JANUARY 2025

# The Digital Landscape

## 2025 Insights Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

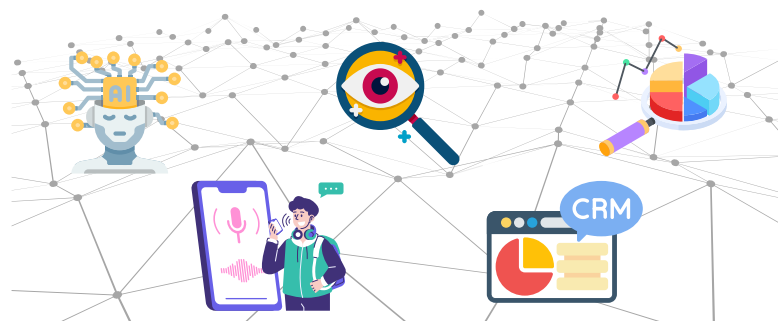
In this edition, we asked our digital experts to share their predictions and key trends to watch out for in 2025, from AI breakthroughs to evolving customer behaviours. Discover the insights shaping the future of digital marketing.

# New Era of Digital Engagement

Ger Hayden Head of Digital

In 2025, brands will need to move beyond seeing customers as data points. The shift from cookies to first-party data will prioritise transparency, trust, and consent. Integrating CRM systems with digital platforms will be crucial for tracking engagement and proving business impact, while tools like AI-powered visual search will reshape how customers interact online.

**Here's a tip from Ger:** *"Brands need to prioritise transparency and consent when collecting data. By integrating CRM systems with digital platforms, you can track the entire customer journey and make data-driven decisions. Embrace AI-driven tools like visual search, which are increasingly popular for their ability to capture customer intent and drive conversions. This holistic approach will ensure you're not only compliant but also positioned to offer highly relevant, personalised experiences that build long-term customer relationships."*

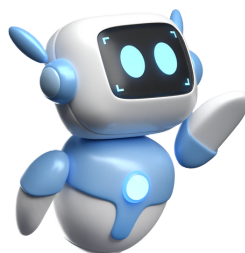


# Ask Engine Optimisation (AEO)

Brian Conlon Head of SEO

As AI transforms traditional search into a conversational experience, Ask Engine Optimisation (AEO) could potentially overhaul how SEO's approach their content strategy. With new AI experiences like Google's Search Generative Experience (SGE) and AI chat interfaces becoming the norm, consumers expect instant, precise answers to very specific searches.

**Here's a tip from Brian:** *"AEO focuses on optimising and structuring content to provide clear, context-rich responses, aligning with AI's ability to parse and deliver conversational answers. Businesses that prioritise structured data, authoritative content, and intent-driven strategies will dominate this space. AEO shifts the goalpost from rankings to relevance, and ensuring your brand becomes a trusted source in AI-powered search results will be key to organic success in 2025."*





# Google Meridian

Tony Newlands Data & Measurement Lead

2024 saw Google quietly introduce Meridian, its brand new open-source Marketing Mix Model (MMM) framework to the Digital Marketing world. While only available on a limited basis so far, it's set to be a real game changer for agencies and clients alike in 2025.

**Here's a tip from Tony:** *"Google Meridian will transform digital marketing in 2025 with advanced tools for measurement, optimisation, and impact. It enhances cross-channel accuracy using methodologies like reach and frequency integration while providing privacy-safe insights that comply with regulations. Its customisable, open-source framework adapts to client needs, and features like scenario planning and budget optimisation enable smarter, data-driven decisions. Meridian's scalability and innovation will help agencies deliver better ROI, future-proof strategies, and greater transparency."*

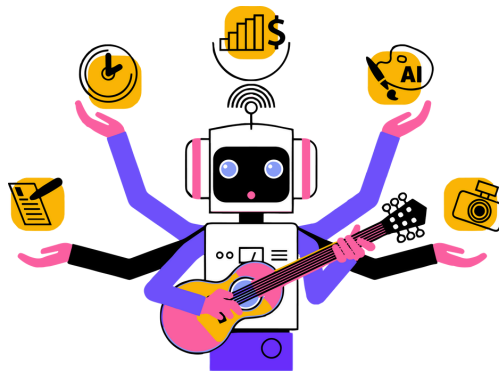


# AI Agents & Digital Marketing

Laughlin Rigby Digital Transformation & AI Director

In 2025, AI agents are set to transform digital marketing by automating complex processes and enhancing personalisation. These intelligent systems will integrate data across platforms in real-time, allowing for tailored customer interactions, freeing up marketers to focus on strategic initiatives that drive engagement and efficiency.

**Here's a tip from Laughlin:** *"AI agents will anticipate consumer needs, delivering hyper-personalised content that creates deeper connections and strengthens brand loyalty. As these capabilities become central to marketing strategies, businesses must stay ahead of the curve to remain competitive. Embracing this evolution will be key to fostering meaningful, lasting relationships with customers in a rapidly changing digital landscape."*

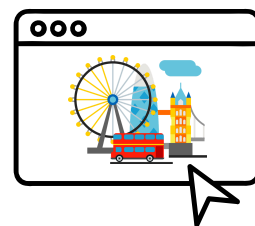
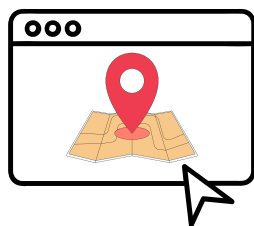


# Destination Marketplaces

Mike Jones DTD Lead Consultant

In recent decades, the range of destinations accessible to global travellers has expanded significantly, creating a highly competitive destination marketing landscape. Destination Marketing Organisations (DMOs) invest millions annually in top-of-funnel brand building to inspire travellers during the initial "dream" stage of their journey. However, measuring the impact of this inspiration remains a challenge. Traditional tools like Google Analytics can track site traffic and clicks but cannot precisely measure actual spend.

**Here's a tip from Mike:** *"In 2025, linking destination websites with visitor experience sites will enable better tracking of conversions and spend, offering insights into customer intent and value. Destinations can explore whether travellers prefer booking directly and if simplifying the purchase journey boosts conversions. This increased connectivity will provide clearer insights into inspired travellers."*



# Zero-Party Data

Niamh Breslin Head of Customer Success

With the continued shift towards privacy-first policies, such as cookie less browsers and stricter GDPR enforcement, brands are increasingly turning to zero-party data, willingly provided by customers, to drive their strategies. AI-powered audience segmentation based on predictive buying behaviour will play an important role in this evolution.

**Here's a tip from Niamh:** *"As third-party cookies disappear, marketers must embrace first-party data and leverage advanced AI models to analyse customer actions, predict intent, and identify key behavioural signals - such as on-site activity, purchase history, and engagement patterns. This AI-driven approach enables hyper-personalised, privacy-compliant messaging that replaces traditional tracking methods. By focusing on robust, future-proof data insights, brands can deliver relevant, timely campaigns while maintaining consumer trust and staying competitive."*



## Zero-Party

Personal information that is willingly and deliberately shared.



## First-Party

Information that is gathered based on interactions with the brand.



## Second-Party

First-party data that is shared with a corporate partner.



## Third-Party

Aggregated data that is provided by marketing platforms such as Google.

# Data Dilemmas

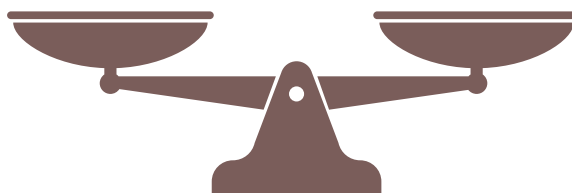
Mark Murray Senior Digital Strategist

"All models are wrong, but some are useful" as George Box famously stated, aptly describes the challenge of digital marketing measurement in 2025. As businesses invest heavily in Paid Media, they must critically evaluate the effectiveness of platform algorithms. Google Ads and Meta Ads, while powerful, may inadvertently prioritise EXISTING customers over NEW acquisitions – this will severely hamper growth. Now is the time to adopt a more nuanced approach and consider how advertising impact lingers far beyond initial exposure.

**Here's a tip from Mark:** *"The key lies in developing a measurement strategy that acknowledges these complexities, leveraging imperfect but valuable models to drive real business outcomes. By 2025, the most successful companies will be those that master the art of measurement, using data-driven insights to refine their approach and maximise ROI."*



Existing Customers    New Acquisitions





## Ready to Navigate 2025?

We hope you found our 2025 insights valuable! As the digital landscape evolves, staying ahead of emerging trends is more challenging and more important than ever. At Core Optimisation, we bridge the gap between Business Strategy and Digital Strategy, ensuring your campaigns deliver performance-driven results.

### Connect with Mike Flynn

Want to talk Digital Marketing? Get in touch with our Business Development Manager, Mike, to discover how we can help your business succeed in 2025 and beyond.



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