

WELCOME TO THE **EXPERIENCE** ECONOMY

In our digitally saturated, AI-obsessed world, attention is no longer guaranteed and trust is harder than ever to earn for marketers trying to grow their brand. The traditional ad model is breaking. People are skipping, blocking, or simply ignoring the noise. In its place, a new paradigm has emerged: The Experience Economy.

In the Experience Economy, brands don't win with impressions. They win with moments... real-world interactions that are memorable, immersive, and human. And the opportunity is massive: the Experience Economy is projected to grow to \$8 trillion by 2030, expanding at 150% year-over-year.

This is your sneak peek into the future of how marketers win in the Experience Economy. In our upcoming Big A## CMO Growth Plan launching October 2025, you'll discover the events, playbooks, and frameworks that will define marketing in the next decade.



\$8 TRILLION
Experience Economy by 2030

WHY GROWTH IS DRYING UP: THE PITFALLS OF PURE DIGITAL

Digital marketing promised scale, speed, and precision: a performance marketer's dream. But that promise is wearing thin. Costs are climbing. Attribution is murky. Audiences are fatigued. Touch points are fragmented.

What once felt efficient now feels unstable and increasingly ineffective. Today, brands are facing the hidden costs of digital-only strategies:

DIGITAL TRAFFIC TO ZERO

From AI shrinking website traffic

RELATIONSHIP BLACKHOLES

where there is no direct ownership
of customer first-party data

FRAGMENTED TOUCHPOINTS

present missed opportunities for brands
to connect, attribute and drive growth

30%

decline in traffic, even among
top-ranked publishers

51%

of all web traffic is bots

75%

of consumers feel lost when switching
between channels, citing high friction
filled experiences and lack of cohesion

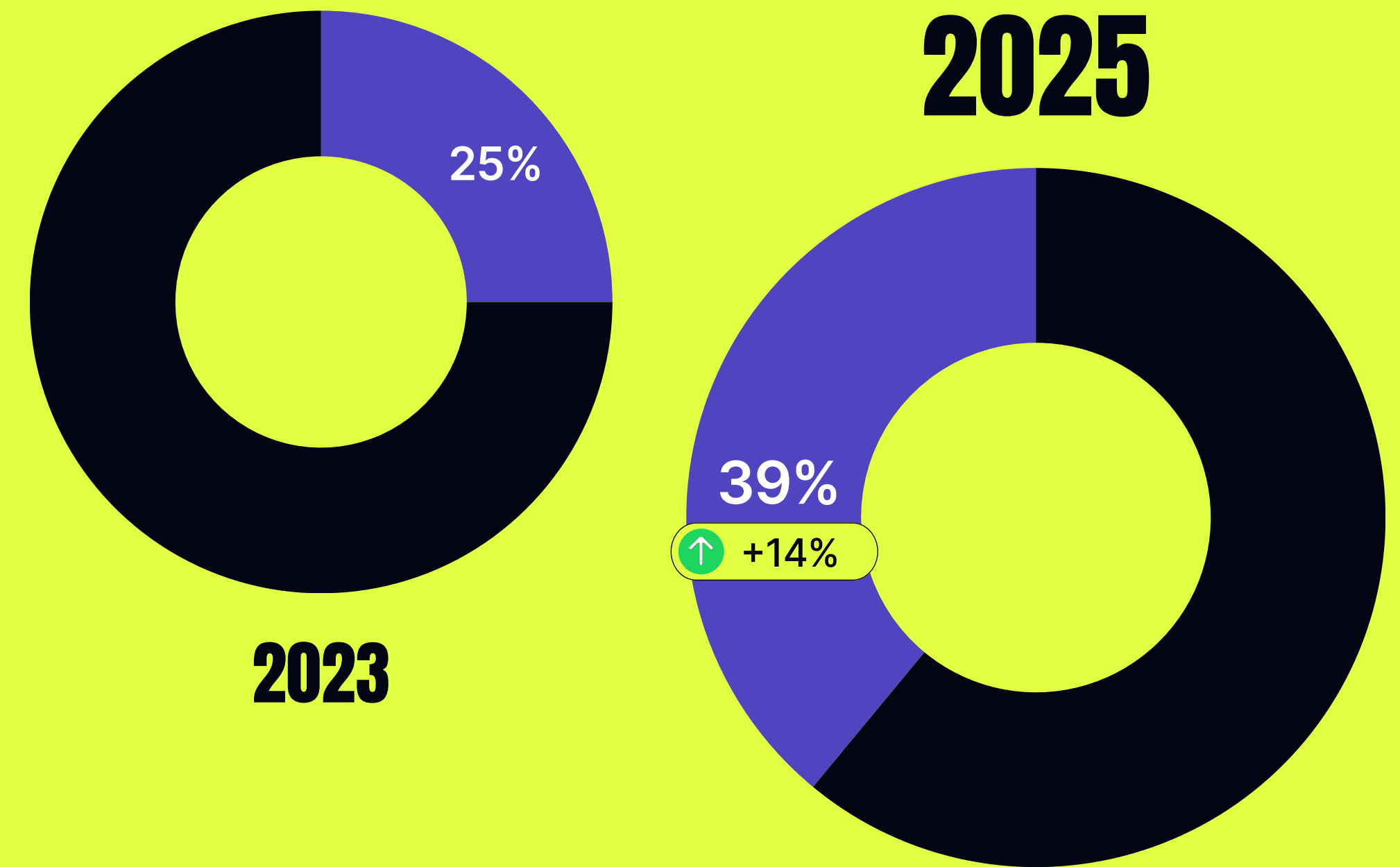
WHERE BUDGETS GO TO WIN

\$8T

**SPENT IN THE
EXPERIENCE
ECONOMY BY
2030**

CMOs are moving dollars toward what actually moves people: moments, not impressions.

With Flowcode bridging the physical and digital worlds, IRL (“in real-life”) isn’t just experiential, it’s trackable. These campaigns capture first-party data, extend CRM flows, and fuel conversion journeys just like digital.



The Experience Economy's Growing Share

BIGGEST EXPERIENCE BETS FOR 2026: INVESTING IN CULTURAL MOMENTS

Wondering where to start? Here's a preview of the top experience bets brands are making in 2026. Stay tuned for our Big A## Growth Plan that will include your full guide to plan accordingly.



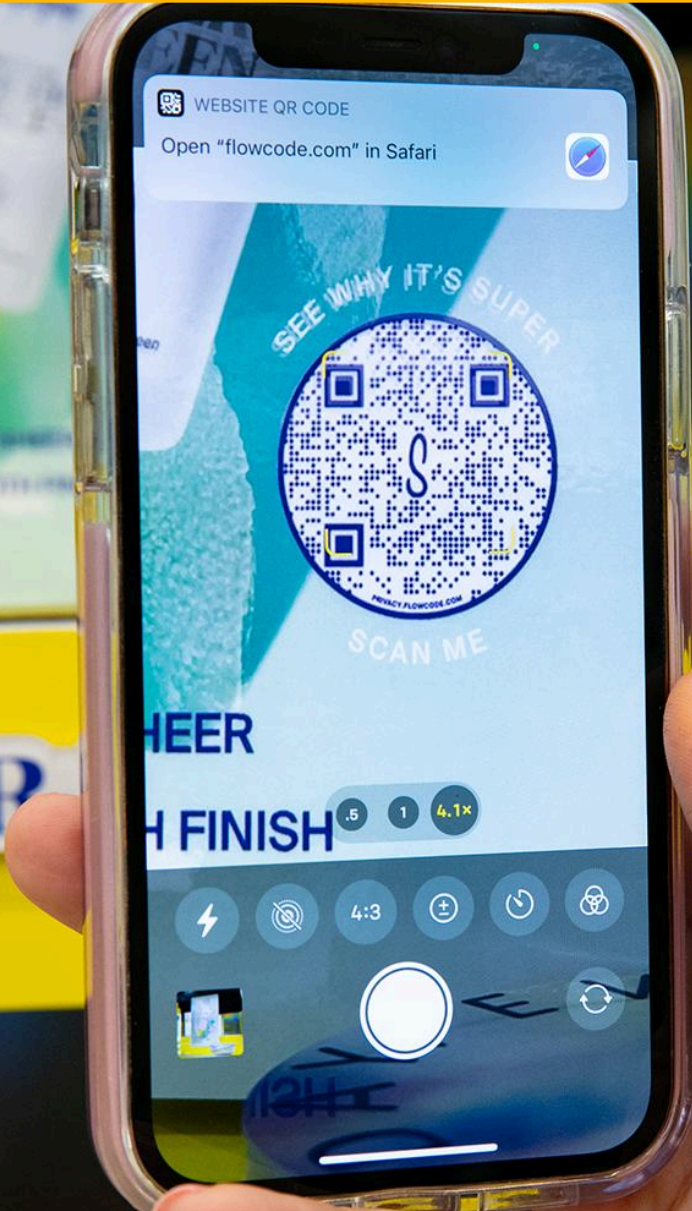
FIFA


MAJOR TENTPOLE MOMENTS

Super Bowl, Olympics (Paris 2026), World Cup qualifiers. Brands will double down on second-screen shoppability via QR on TV, OOH, and live event placements.

RETAIL MEDIA REINVENTED:

With physical stores becoming content studios, brands will activate in-store QR flows to drive sampling, data capture, and seamless DTC journeys (especially in CPG, beauty, and beverage).






CONNECTED OUT-OF-HOME (OOH) EXPANSION:

Traditional billboard and transit media will evolve into performance tools through Flowcode-enabled dynamic QR, bringing attribution to high-traffic real estate.

CAMPUS TAKEOVERS & GEN Z EVENTS:

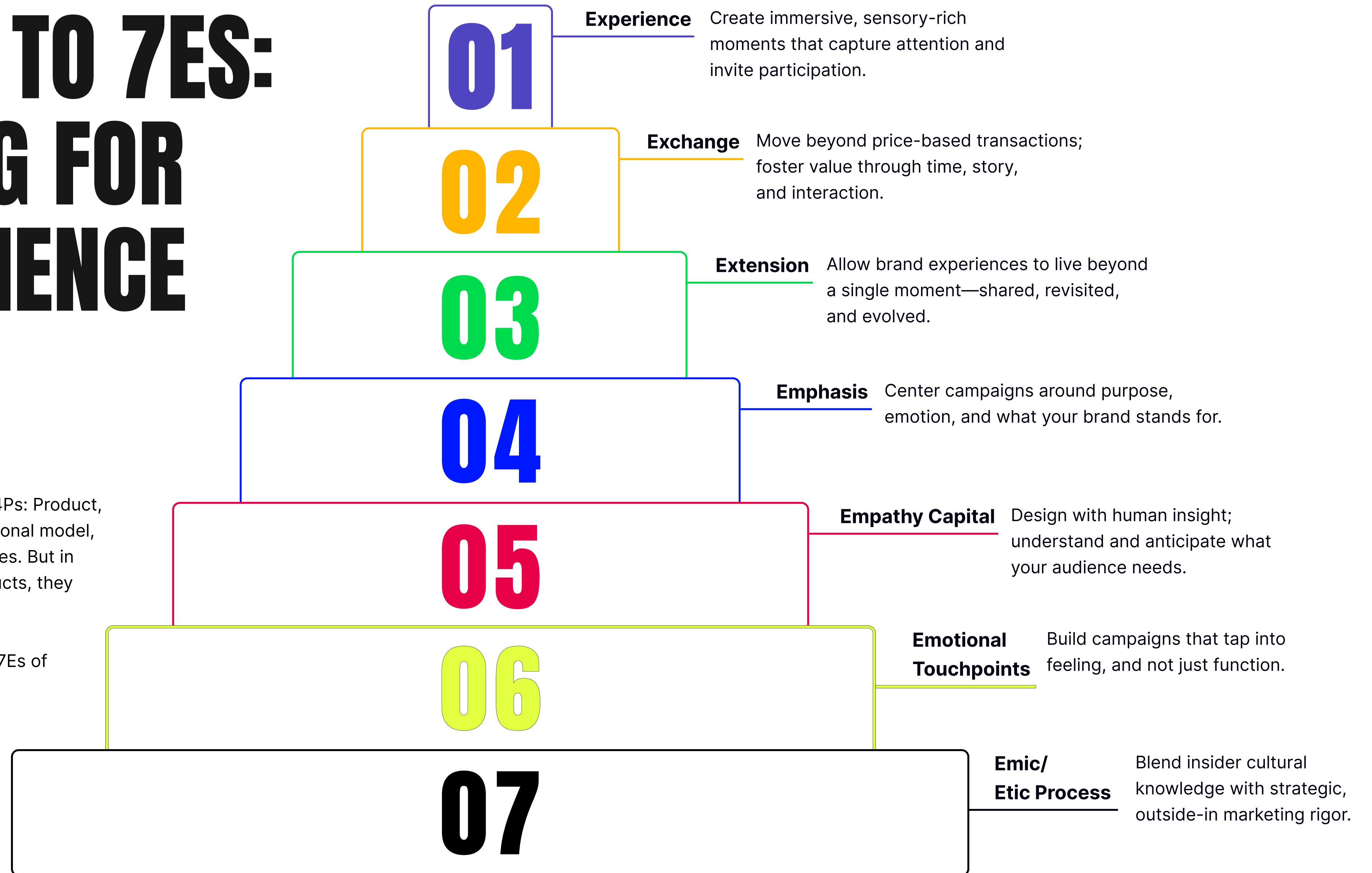
Targeting the next wave of consumers, brands will show up at college campuses, music festivals, and esports events with immersive, scan-to-reward experiences.



FROM 4PS TO 7ES: MARKETING FOR THE EXPERIENCE ECONOMY

For decades, marketing revolved around the 4Ps: Product, Price, Place, and Promotion. It was a transactional model, focused on pushing messages and driving sales. But in today's world, consumers don't just buy products, they seek meaningful, memorable experiences.

This evolution calls for a new framework: the 7Es of marketing in the Experience Economy.



THE RISE OF CONNECTED EXPERIENCES

IRL channels aren't old-school. They're the next generation of performance drivers. When done right, they don't just create moments, they solve the growth problems digital alone can't fix—by connecting the physical world to the digital one.

In-person experiences have always been powerful. They cut through the noise, engage multiple senses, and leave people with real, lasting memories. The catch? They never had the personalization, data, or attribution that digital promised.

Now, meet Connected Experiences.

People trust what they encounter in real life—a concert wristband, a product label, a stadium screen—way more than the ads they scroll past online. And when someone scans a QR code, it's intentional. Every scan is a clear signal of interest, creating first-party data that's sharper, cleaner, and more valuable than the messy clicks and bot traffic digital is drowning in.

That makes IRL one of the last places where brands can deliver unforgettable storytelling and capture data that actually drives performance. When you layer in mobile-first tech like Flowcode, those real-world interactions don't just end in the moment. They flow seamlessly into action.

1



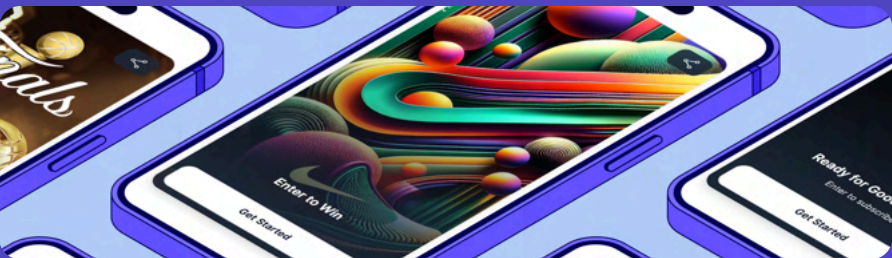
IRL Channels

2



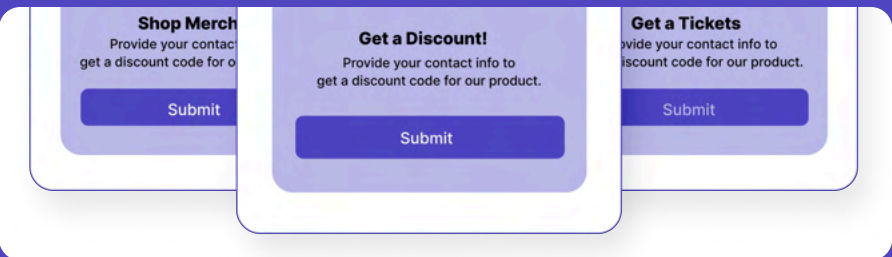
Flowcode Touchpoints

3



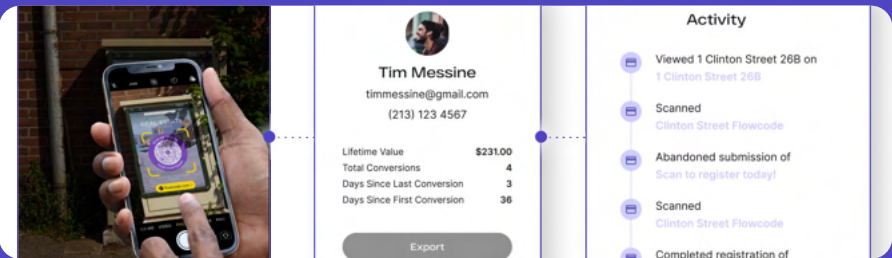
Mobile Landing Page

4



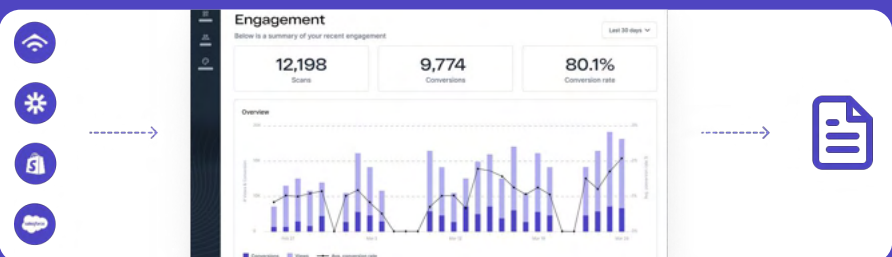
Personalized Action (CTA)

5



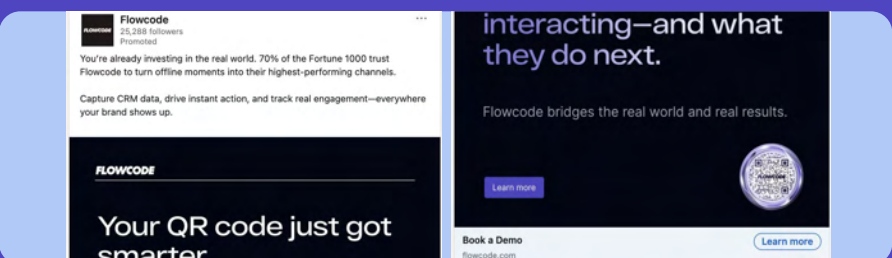
First-Party Data Capture

6



CRM Integration

7



Multi-channel Retargeting

8

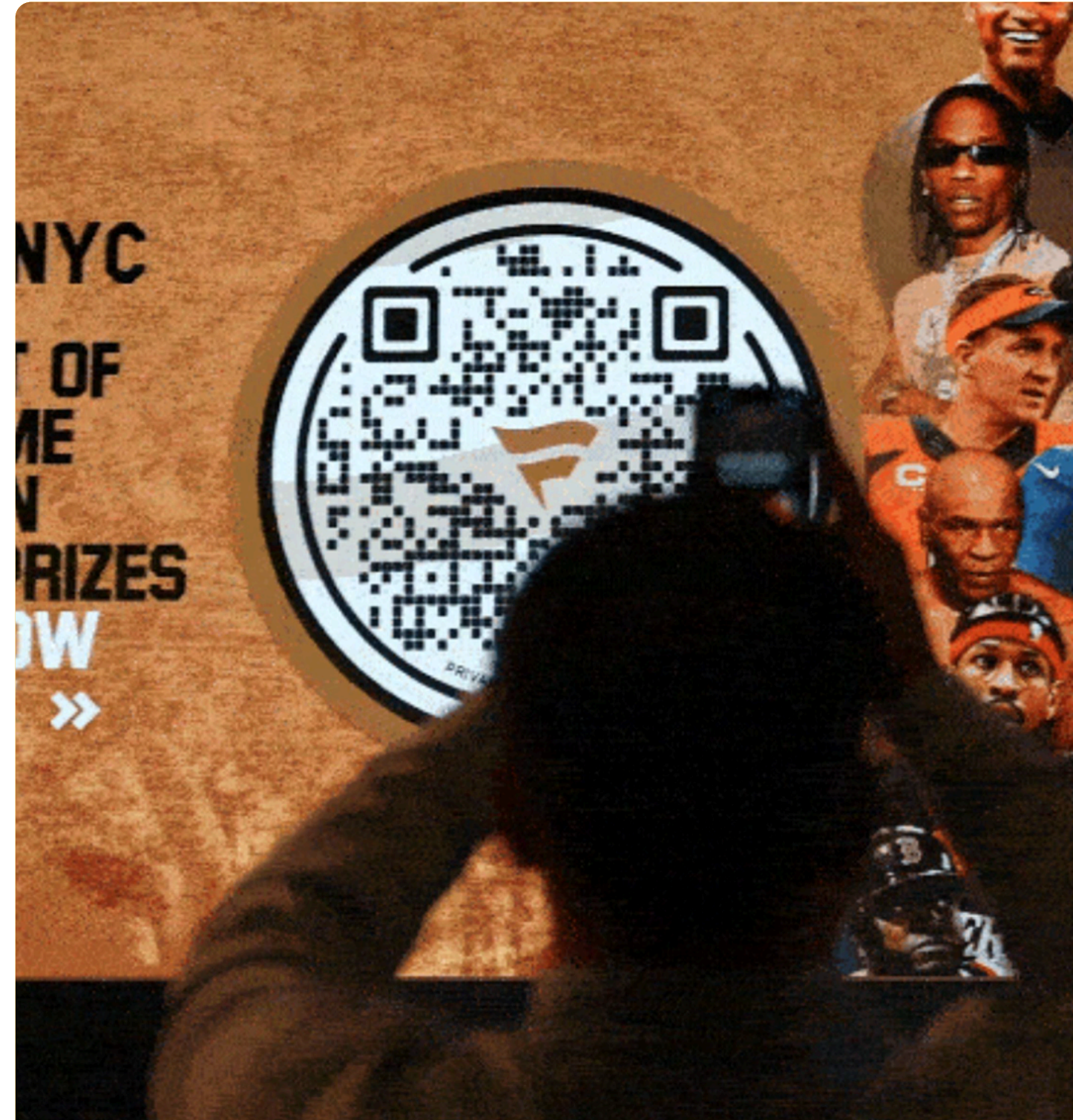


Full Customer Journey

ACTIVATE AUDIENCES, ANYWHERE

In the Experience Economy, winning brands aren't just chasing impressions; they're engineering immersive moments that people opt into, talk about, and remember. From pop-ups and product drops, these activations don't just drive engagement, they become the media.

In a scroll-hardened world, experiences break through. And when paired with smart QR integrations, they become fully measurable, mobile-activated, and performance-driven. Real-world experiences aren't a throwback. They're a forward leap, bringing brand stories to life with emotion, memory, and data capture baked in.



At Fanatics Fest in NYC, Flowcode and Komo Tech turned the big screen into an interactive media channel. Before star-studded panelists like Tom Brady and Jalen Brunson took the stage, fans scanned to play live trivia (with winners displayed instantly), upload selfies, enter sweepstakes, and unlock exclusive merch discounts, all from their seats.

FANATICS FEST NYC



At a pop-up shop in Aventura Mall, Lacoste turned the retail space into an interactive media channel by using Flowcode and mobile-optimized landing pages to drive sweepstakes entries for the Miami Open Tennis Tournament.

LACOSTE

EXPERIENCES: THE COMPETITIVE EDGE

Products can be copied. Prices can be matched. Campaigns can be cloned. But experiences, the ones that move people, are uniquely yours. In the Experience Economy, the experience is the ad and also the essence of your brand.

Curated store journeys, white-glove activations, and IRL storytelling turn customers into co-authors of your brand narrative. These moments aren't just marketing, they're the emotional equity your brand carries into every future interaction.

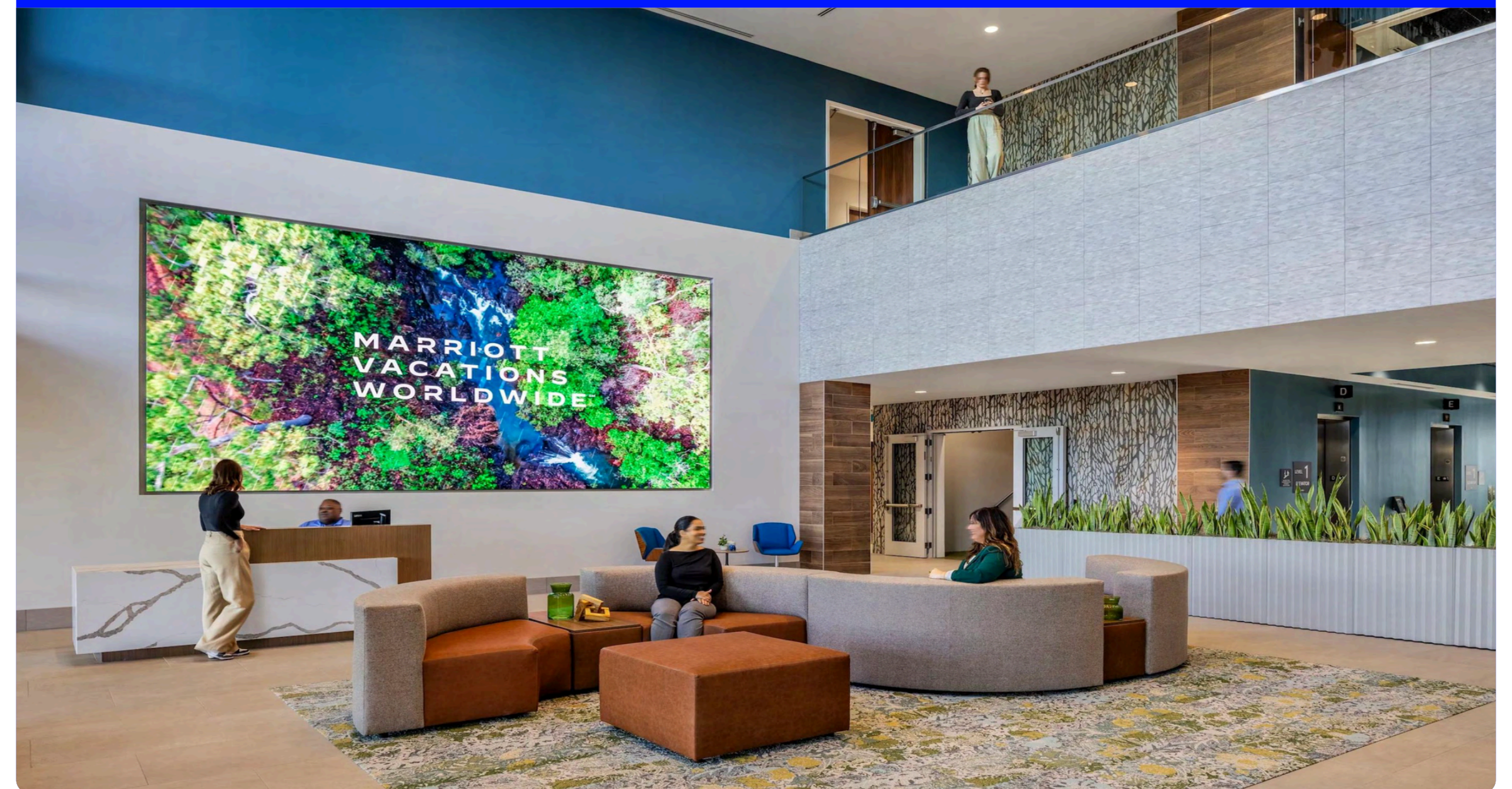


NIKE HYPER-LOCAL RETAIL

Nike expanded its Nike Live stores with localized spaces that tailor inventory, services, and events using NikePlus member data. Supported by the Nike App, these stores blend online convenience with the emotional impact of in-person experiences. By pairing first-party data with hyper-local moments, Nike has strengthened loyalty and deepened its brand connection.

MARRIOTT ELEVATES GUEST EXPERIENCES

Marriott International enhanced guest experiences by blending high-touch service with new customer-facing technology. The Marriott Media Network and Adobe Experience Cloud tools unify data across channels, allowing the brand to anticipate guest needs, personalize offers, and create more memorable stays. This integration strengthens loyalty and reinforces Marriott's position as a leader in hospitality.



THE 2026 BIG A## CMO GROWTH PLAN

Coming October 2025: The 2026 Big A## CMO Growth Plan—your end-to-end guide for solving the challenges reshaping marketing. By downloading this report, you're already on the waitlist for exclusive early access.

In a world where the experience is the ad, Flowcode equips marketers to turn real-world moments into measurable growth. Built for brands embracing activation, immersion, and participation, not banner blindness, Flowcode is launching a guide for marketing leaders to unlock growth with the Experience Economy in 2026. Stay tuned.

