

Foreground

**Mobile first**  
**Big data**  
**Internet of things**  
**Virtual reality**  
**AI, Machine learning**

How

**Lean**  
**Loyalty**  
**Sustainable**  
**or Viral**  
**Listening**  
**Performance**

Background

**One to one**  
**Content**  
**Search**  
**Commerce**  
**Tools**  
**Social**

Trending

**Experience**  
**Discovery**  
**Crowd**  
**Local**  
**Instant**  
**Data**