



Programmatic advertising in APAC: An Introduction

EDITORS' CHOICE

Programmatic ad buying, or just 'programmatic', is a hot but confusing topic. It is being talked about a lot, but many find it difficult to understand in detail.

Everyone is talking about programmatic ad buying, but with all of the unfamiliar systems, strategies, and acronyms it's a bit difficult to understand what people are saying. Before we get into any details, it's best to start with a definition.

The term 'programmatic' typically means an ad buying process that relies on software, or programs, to buy and sell advertising space.

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Facebook, Google and Twitter updates you might have missed

Here's what you might have missed...

1. Facebook is going to launch a DSP
Facebook now has a demand-side platform (DSP) ready for launch in 2016. The tech giant already has an ad network, a supply-side platform for publishers and an ad server (Atlas). With this DSP, Facebook's agency partners may have some stiff new competition for Google's DoubleClick.

2. Google mobile searches surpass desktop
Speaking at Code/Mobile, Amit Singhal, Google's SVP Search, is reported to have said that for the first time this summer, Google searches performed on mobile devices outnumbered those on desktop.

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Measuring Success in Social Media

Measuring the success of social media is harder than most people believe.

Social media has three dimensions:

Direct Conversions this is where most marketers are looking to measure the return on investment.
Influencing Conversions – Having a relevant community that's carrying your word is incredibly powerful.
Momentum – over time, building an audience and community for social media drives awareness, authority, and trust.

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Bad advertising: It's what led the ad-blockers to block

Consumers demand choice. If we choose to ad-block then that's our preference, and some of us are going to do that. And we did so in the first place because we're all up to our "eyeballs" with those heinous full screen interstitials and ad formats which slow down our experience of reading our news and drain our mobile data plans. We actually didn't mind the static ads.

By now we've been deluged with column inches on the subject of the growth of ad-blocking, and this week belonged to City AM. I, like many, am suffering from the indigestion of having read just a few too many articles on the topic. But as an adman who has lived through Ad Avoidance – also known as making a cup of tea – the fast forward button on a VCR, Tivo/PVRS, and let us not forget the Google home page (designed in response to Yahoo, AOL et al becoming advertising heavy portals) the latest 'threat' to our industry isn't really a threat, only a challenge.

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Is Facebook ad personalisation driving Google's strategy?

Facebook's undisputed victory in ad personalisation is driving Google to make changes to its advertising business.

According to Adobe Digital Index's (ADI) Q3 Digital Advertising & Social Intelligence Report, Google's recent release of Customer Match – a new tool that helps advertisers personalise display ads based on historic search data – is a direct response to consumers' finding Facebook ads (51%) more relevant than Google's display ads, the majority of which run on YouTube (17%). Google+ (6%) and Pinterest (6%) were the next-best rated, so Google is undoubtedly feeling the heat.

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Mobile ad-blockers could wipe out billions in ad revenue

A study by Adobe and PageFair in August said the losses for websites that rely on advertising could be huge – totalling an estimated \$21.8 billion this year and rising to \$41 billion in 2016.

Mobile internet sites face a new threat as millions download ad-blockers to their phones and tablets, removing pesky adverts but potentially wiping out billions of dollars in advertising revenue. There were close to 200 million downloads of ad-blocking software by mid-2015, according to research firm PageFair, but only 1.6 per cent of the blocking was done on mobile devices rather than computers.

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GULF NEWS

IT professionals need to pick up a new set of skills

With the advent of the Millennium Trends (SMIC) and their associated enabling technologies, the skills of IT professionals must evolve too.

Whenever there is any kind of a 'work revolution', there is a related and required shift in skill sets. As technology evolves and replaces traditional ways of doing work, it not only changes the very nature of the work, including tools, practices and processes, it also impacts the skills required to adapt to this paradigm shift.

There is a lot of talk in the press about the 'Millennium Trends' – also referred to as SMIC, an acronym for social platforms, mobile applications, information ("big data") and cloud computing – which are transforming the way we define business, the way we do business and the way we interact with each other and deliver work.

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Magna MENA unveils new position on the new website

Agency is focused on what really connects brands to consumers – engagement and conversations.

Magna MENA have a new position – How Do You Talk To... and the new website tells a few stories on the home page on engaging and having conversations. This is a reflection of Magna's new ad campaigns as well. Stories on talking to teenagers, moms, your fridge (Internet of Things and brands), SMEs, a typical Arab demographic - Ahmad are some of the highlights on the home page. The website also features a regularly updated News and Blog page that features the latest trends and news in media. The new website is totally responsive (scalable across all screen sizes) and is built using HTML5 which makes it mobile-friendly.

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