



Digital JARGON BUSTER

Helping you understand
what the hell it all means!



THE COLOSSAL DIGITAL MARKETING JARGON BUSTER

A HANDY A-Z GUIDE TO THE MOST USEFUL AND COMMON TERMS
THAT YOU'LL COME ACROSS IN THE DIGITAL MARKETING WORLD.

We have a simple goal here – to make the digital world a better place.

We do this is by helping every staff, client and reader sort through the clutter of digital marketing. We aim to provide useful tips, guidance and best practice advice in a manner that we hope is as jargon-free as possible, to make digital marketing easy to understand for everyone at any level.

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Facebook launches Groups for Pages: what brands need to know and consider

In June, Facebook changed its mission statement to "bring the world closer together" and CEO Mark Zuckerberg announced that "we want to help 1bn people join meaningful communities."

One of the ways Facebook is apparently going about trying to accomplish that is with the launch of Groups for Pages.

Previously, Facebook Pages and Facebook Groups were separate entities and weren't connected, but thanks to Groups for Pages, that's no longer the case. Here are some things brands need to know about Groups for Pages and what they should keep in mind when evaluating whether to take advantage of them.

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Region's media needs to show the numbers that count

No longer can they offer up something that cannot be verified, says top ad man

Ghasan Harfouche has just one pitch to make to the region's media — show the data. The ones that deal in actual facts and not trumped up claims.

As Group CEO of Middle East Communications Network (better known by its acronym MCN), he commands an advertising spend around 17-20 per cent of the Middle East's \$4.5 billion (Dh16.53 billion) total. And that means his words need to be assigned due weightage by publishing houses, satellite and terrestrial TV broadcasters, radio stations and all sorts of digital platforms.

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Native ads gain as advertisers seek brand safety away from programmatic

If one topic has dominated the digital advertising market in 2017, it's brand safety. A backlash over advertising displayed alongside offensive content led major ad agencies like Havas and a diverse group of major brand advertisers including Toyota, GlaxoSmithKline and Verizon, to boycott Google.

It was the first such boycott to hit Google in the search giant's near 20-year history, and not surprisingly, the company was quick to respond, acknowledging that it has a brand safety problem and promising, among other things, new tools and controls that will enable advertisers to minimize the risk that their ads appear next to offensive content.

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Experts warn: 'brand safety on YouTube impossible to guarantee'

By **Arvind Hickman** | 22 February 2017 6 Comments

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This article has been updated from the original piece published on 21 February 2017 with a response from Google (see below).

Advertisers need to be wary that placing ads on YouTube always poses a reputational risk and the best way to ensure a brand safe environment is to consider premium, locally produced publishers that have stringent vetting



Six inconvenient truths about influencer marketing



Influencer marketing continues to grow like a weed, but that doesn't mean that brands employing it don't face big challenges.

Here are six inconvenient truths that brands using this increasingly popular digital marketing technique should be aware of.

1. Calculating ROI can be difficult
As Rakuten Marketing MD and Econsultancy contributor James Collins recently noted, "influencer marketing is often about raising awareness through aspirational content, with a view to generating purchases further down the line, rather than pushing immediate sales."

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Following YouTube's brand safety backlash, will ad relevance take center stage?

Earlier this year, Google found itself facing a major boycott after YouTube advertisers discovered that their ads were being displayed alongside offensive content.

Google was forced to respond. It promised advertisers better technology to weed out inappropriate content. And it got stricter about which content it allows to be monetized through ads, much to the chagrin of some of its biggest content creators who generate their revenue solely through ads.

But another crisis could be brewing for Google as advertisers wise up to the fact that their ads aren't always being displayed alongside relevant content. As detailed by AdAge's Jack Neff, one advertiser reviewed 1,000 YouTube videos its ads had been displayed with and came to the conclusion: "A lot of inventory was going to the wrong place."

What does that mean in practice?

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Data is eating the world: How data is reshaping business in the networked economy

In the 80s the big trend in technology was hardware and process optimisation, this is where organisations like IBM and Wang came to the fore.

In the 90s it was software and productivity that took companies like Microsoft to prominence. The 00s was all about the web and information retrieval, of course dominated by Google. Then from 2007 onwards, something fundamental happened (driven by mobile and the release of the iPhone), companies were finally able to leverage the decades of knowledge built up in the computer and modern internet revolution to transform established business structures.

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Programmatic has become problematic: Here's what marketers can do about it

Programmatic ad buying has been growing year on year, despite being plagued with scandals.

Whether its click fraud, brand safety, data privacy, or viewability it seems that every time programmatic is mentioned that it's because it is causing some major headache for marketers.

Yet programmatic has remained a very popular ad-buying strategy. The market has been growing at an average rate of 71% per year for the past five years and is projected to be a \$64bn dollar industry in 2018.

Here are a few of the current issues programmatic is facing and what marketers can do about them...

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Google Analytics will soon be able to answer questions in plain English

"How did traffic from search change year-on-year in June?" In the coming weeks, Google Analytics users will be able to ask questions like this and have them answered in seconds thanks to natural language processing (NLP) and machine learning (ML) technology Google is integrating into its popular analytics platform. Google says the technology, some of which comes from Android and Search, will help Google Analytics users "better understand and act on [their] analytics data."

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