

HOW TO INTEGRATE DISPLAY WITH SEARCH AND VIDEO

COLUMNIST GRACE KAYE WALKS YOU THROUGH A MULTICHANNEL APPROACH TO SEARCH, DISPLAY AND VIDEO THAT WILL BRING ABOUT MORE EFFECTIVE BIDDING AND BETTER PERSONALIZATION.

This is for all you GDN (Google Display Network) displayers out there. I repeat, this is just for GDN display advertising and how you can use data from AdWords and YouTube to improve your targeting. Read on if that sounds good.

Audience data is key to a good PPC (pay-per-click) strategy, and it can be collected from multiple channels. Someone watching or liking one of your videos on YouTube might be used to inform bidding strategy in search; the content you show someone on a display ad could be informed by the landing pages they've visited, or by the meta tags of the video they've clicked on.

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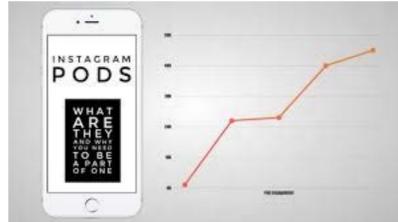
How Can Brands Effectively Use Influencers? This Marketing Company Explains Its Strategy

Influencers, they're just like us—or at least that's the message they're trying to convey to the average person who lacks thousands or even hundreds of followers.

But influencer marketing remains elusive to brands who still haven't definitively determined whether working with influencers actually yields tangible results. That's the problem influencer marketing company Obvious.ly tries to resolve with brands.

Cunard Line, a 180-year-old cruise line, considers itself a niche brand that depends on its audience to endorse its ships and the experience of taking a cruise.

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Are virtual stars the next step for influencer marketing?

From the FTC's reinforced regulations and CAP's guidance to the increase in artificial Instagram pods - the world of influencer marketing seems to have been riding a wave of scepticism in the last year.

Now, a new phenomenon has cropped up, which hasn't done much to help perceived authenticity within the industry. It's mainly down to Lil Miquela - a virtual/CGI influencer with an impressive 600,000 followers on Instagram.

But who is behind Lil Miquela, and what is her purpose?

More to the point, will virtual influencers be the next big thing for influencer marketing? Here's more on the story so far.

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Five tips for a successful Facebook advertising strategy

Facebook remains a behemoth within the world of digital advertising. In April 2017, more than five million businesses were advertising on it each month, and the platform is predicted to generate just under half of all online ad spend in 2018. So, how can marketers ensure their campaigns are in tip-top condition? Here's a few tips on optimising your Facebook ad strategy for the year ahead.

Target people in consideration phase
One of the main benefits of Facebook advertising is being able to target users based on a wide range of variables, ranging from age and location to relationship status and occupation. Advertisers can take this one step further to target users based on super-precise interests, such as music categories, specific bands, cultural icons, or magazines, to name a few random examples.

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Nearly **9 in 10 smartphone owners** who describe a mobile brand experience as **helpful or relevant** would purchase from the brand again.

Simple navigation and site search save people time because it allows them to filter for what they're looking for. think with Google

How to make every mobile moment a brand-builder

Our latest research into mobile brand experiences has unearthed data that reinforces what you may already suspect: Speed and relevance are crucial to customer satisfaction. But it may surprise you to learn that in the mobile marketing arena, a "neutral" experience can be a negative one.

More than ever before, people have higher expectations for the experiences they have with brands on their phones. That's likely because it's where they're spending much of their time. In fact, people today have 2X more interactions with brands on mobile than anywhere else—that includes TV, in-store, you name it [see data].¹ These mobile moments matter. Every time a consumer has an awesome experience with a brand, it raises the bar for what she expects from everyone else. But when that bar isn't met, it can have serious effects on your brand.

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How Unilever's CMO Is Trying to Help Make Digital a Safer Space for Brands



Unilever CMO Keith Weed put the advertising community on notice Monday during a keynote speech at the Interactive Advertising Bureau's Annual Leadership Meeting in Palm Desert, Calif. Weed called for tech platforms—namely Facebook and YouTube—to step up their efforts in combatting divisive content, hate speech and fake news.

"I don't think for a second where the internet right now is how the platforms dreamt it would be," Weed told Adweek in an interview at the event. "Things have just moved so fast; technology's changed so quickly. There are so many unintended consequences now." Weed controls about \$9 billion in advertising across all of Unilever's brands like Dove, Ben & Jerry's and Axe, so it's no surprise the mandate raised more than a few eyebrows.

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How will voice technology change consumer behaviour?

Black Mirror might be intent on warning us about the dangers, but artificial intelligence does indeed appear to be taking over our lives.

Most of us seem pretty happy about it though, with voice technology increasingly growing in popularity. According to Kantar Worldpanel, 2.7m households in the UK currently own an Amazon Echo or Google Home device. Across the pond, usage is also on the up, with 55% of US households predicted to own one of these devices by 2020.

So, what are the opportunities for brands and consumers alike? Here's more on the changes presented by voice technology now and in the near future.

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Brands With Their Own Viewability Standards Are Causing Headaches for the Ad-Tech Industry

Four years into creating an industry standard for viewability that was meant to assure advertisers humans are seeing their online ads, brands are still fine-tuning the metrics used to gauge whether someone saw a promo. And in turn, tension between advertisers, publishers and ad-tech companies is increasing from the manual work needed to change processes.

IBM is the latest brand to demand more from its digital advertising partners. In an email to publishers (including Adweek) in December from the brand IBM said it started making transactions off of stricter viewability standards

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Instagram Unleashes the Ultimate Weapon for Marketers

In the battle of the social media networks, Instagram's latest salvo against the competition may be a powerful new marketing tool for brands. The new "regram" feature Instagram is testing allows users to repost content for the first time by adding public feed posts from other users to their Instagram Stories, and it could make the platform a more dominant brand-discovery platform.

The move not only challenges Snapchat in the feature arms race, but it could encroach on Pinterest's position as a king of brand content discovery. As a colleague has said, Pinterest is like a search engine for visual content, and brands will wisely continue to optimize for it.

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