



## 3 WAYS CONSUMER SHOPPING ONLINE IS CHANGING IN 2019

**CONSUMERS SHOPPING ON AMAZON, AND OTHER ONLINE RETAILERS, WANT MORE INFORMATION ON PRODUCT PAGES, INCLUDING MULTIPLE PHOTOS AND VIDEOS.**

The desires of consumers around the online shopping experience have grown once again, and noticeably so. For brands, the battle to capture consumer purchases online, and outflank competitors, has risen in intensity and requires more active management of their product pages across retail channels.

Just three short years ago, the average consumer was looking for three images per product when shopping online. Now, that number has doubled, along with shoppers expecting multiple videos on the product page – a media format consumers didn't really have on their radar screen when shopping back in 2016.

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### What's going on at Facebook, and will it affect advertisers?

**For years, Facebook has been impervious to incidents that seem to threaten its multi-billion dollar advertising business. Even the effects of the Cambridge Analytica scandal have, at least to date, been far less noticeable than many industry observers predicted.**

Yes, Facebook is the subject of a constant stream of criticism and was even forced to make changes to its platform policies and end partnerships that allowed it to offer advertisers certain targeting options. But demand for advertising on the world's largest social network hasn't taken a hit, so short of a mass exodus of users that leaves it with much fewer eyeballs to sell inventory against, it would appear that Facebook's ad business is as secure as Fort Knox.

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### Expect more Instagram branded content ad opportunities in 2019

**Instagram says it is encouraged by early testing and advertiser feedback.**

Instagram confirmed it is exploring more ways for brands to amplify content from influencers. The company has been testing a new branded content ad format since last year that allows brands to turn posts created by influencers into ads on the platform.

Why you should care  
Brands on Instagram have long been cultivating relationships with influencers to promote content. But, brands are unable to use influencers' posts featuring their products or services as ads that can be targeted beyond the influencer's organic reach.

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### The perils of using location data

**Long before the internet was invented, there existed an adage about the importance of "location, location, location".**

The adage has taken on its own meaning in the digital age, especially now that billions of people carry tiny computers – smartphones – in their pockets everywhere they go.

Location is used for everything from personalisation to ad targeting.

Retailers, for instance, have used geo-targeted ads to lure individuals into stores, improve their experience in-store, retarget them after they leave the store and develop attribution models to calculate the ROI on their digital ad investments.

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## Future of work: realizing growth by asserting our humanity

**From a post by Shadi Kandil, CEO, MCN Mediabrands... It's no secret that Adland Agencies have been having it rough for a while now. The challenges have been many, converging from different sides of the playing field.**

It surely doesn't help that ours, is a typical legacy industry with business model practices that have not evolved for quite some time. This statement does sound puzzling. After all, Agencies have always excelled at articulating the various mutations of the space binding consumers and brands with technology and media.

One can't help but wonder, why then were Agencies slow to adapt their service offering and business model to the changing dynamics of value creation? Was it lack of foresight or was it just plain complacency?

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### Leveraging RTB display to engage, nurture and convert audiences through personalization

**With an omnichannel campaign focused on key metrics and an optimized bidding structure, RTB display can be a powerful tool in your advertising strategy.**

With a history dating back 25 years, the banner display ad is not only the oldest digital advertising platform: it's also the most valuable – albeit misunderstood. When leveraged correctly and applied within the context of the appropriate metrics, RTB display is a powerful tool that can fuel impactful and profitable digital campaigns through personalization, acting as a valuable supplement to all other platforms.

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### 3 key components of mobile audience marketing

**The most successful companies use location-based analytics to inform their sales pitches and presentations before the campaign even begins.**

The birth of digital advertising brought with it the sophisticated use of data for audience targeting. While the cookie has served as the de facto mechanism for building audiences across desktop advertising, privacy-compliant location data now serves as the primary component of mobile audience marketing through location-based marketing strategies like geo-targeting and geo-conquesting.

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"After analyzing all your data, I think we can safely say that none of it is useful."



### Marketers say they'll adapt to a changing Facebook

**Brands will have to adjust, say marketers, but they see benefits in Facebook's future vision of privacy, messaging.**

Last week, Facebook CEO Mark Zuckerberg shared his vision for the company's coming privacy-focused, unified messaging and social networking platform. The CEO said, in the coming years, Facebook plans to rebuild its services and platforms around the following six principals: private interactions, encryption, reduced permanence, safety, interoperability and secure data storage.

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### What are marketers' options for handling ad blockers?

**Revisit your revenue model to creatively adapt to users who are increasingly embracing ad blockers. It's time to try whitelisting and native advertising.**

Content is king but it doesn't funnel money directly into your bank account (it takes time). Ads do. Every marketer, given their choice, could sell ads on their page if people would let them. Unfortunately, that choice is increasingly shifting to users through their use of ad blockers. A recent survey from Visual Objects outlined the three main reasons people use ad blockers:  
Limit interruptions  
Increase control over online experience  
Avoid irrelevant ads

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