

UNDERSTANDING THE ROLE OF BRANDED AND UNBRANDED SEARCH IN THE CUSTOMER JOURNEY

CUSTOMERS HAVE GROWN USED TO SEARCHING FOR EXACTLY WHAT THEY WANT. HERE'S HOW TO HELP YOUR BRAND SHOW UP IN SEARCH RESULTS AT EVERY STEP IN THE CUSTOMER JOURNEY.

Understanding how to rank for both branded and unbranded terms in organic search is critical for marketers looking to build domain authority and capture share of search online. After all, over 3.5 billion searches are conducted each day on Google alone.

When we talk about branded versus unbranded search, it isn't an either/or proposition. Both are critical. But to rank in search results at moments of high intent, a business must have a strong grasp of the value of each — and where along the customer journey people are most likely to search for unbranded versus branded keywords.

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Facebook ads aren't what they used to be, so it's time for smarter social ad buying

In a flooded social landscape, Wenograd argues that the most successful brands will be the ones that integrate robust paid strategies and prioritize high-quality creative.

Where Facebook ads were once a hotbed for Lookalike audiences and bottom-of-the-funnel conversion actions, it's now a crowded space that enables ad blindness and brand apathy on a foundational level. What happened? For starters, an oversaturation of ads served to the same users means that Lookalike audiences are no longer as effective as they once were. Add that to an over-reliance on conversion-focused campaigns and Facebook's removal of third-party targeting, and you've got an ecosystem where brands are more fixated on lead counts than sustainable brand growth.

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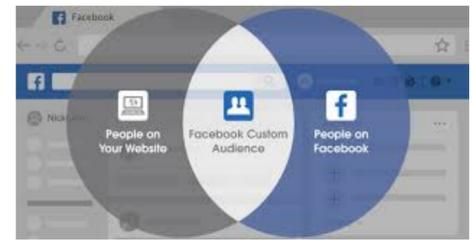
Twitter ArtHouse launches to give brands more access to creators, influencers

The ArtHouse team includes content strategists, digital producers and influencer marketing specialists.

Twitter is launching a new initiative to help connect brands with influencers and creators. Twitter ArtHouse will involve a global team of content strategists, digital producers and influencer marketing specialists and offer video editing and live broadcasting services.

"We help curate best-in-class Creators to develop ideas and assets on behalf of brands," wrote Stacy Minero, the head of Twitter ArtHouse, "Our video editors help brands optimize creative assets for the Twitter feed using data driven best practices."

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Facebook brings back reach estimates for Custom Audiences

The company stopped showing audience reach estimates more than a year ago after researchers discovered a vulnerability in the tool.

Facebook is reinstalling reach estimates for Custom Audiences, a tool that allows advertisers to estimate audience size for their Custom Audience campaigns. The company removed the tool in March, 2018 when researchers at Northwestern University discovered a vulnerability that made it possible to infer attributes of Facebook users via the tool. "People's privacy is incredibly important to Facebook and we take any potential abuse of our service very seriously," said Facebook Director of Product Management Mary Ku, "Last year, when researchers found this issue, we suspended it and after working with those researchers to address the issue, we are now reinstating it."

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What is a digital experience platform and why do you need one?

Customers today expect digital experiences that are consistent and highly relevant across all touchpoints.

In the past, marketers have used content management systems (CMS) and other web management systems to take control of and execute online campaigns. However, limitations in this technology, coupled with the rising expectations of consumers, has resulted in the need for more complex and innovative software solutions.

This now comes in the form of the DXP, or digital experience platform. So, what is exactly is a DXP and why might you need one? Here's a rundown of this new technology and how it can help marketers.

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When people are choosing what to watch, relating to their passions is **1.6X more important** than whether content has high production quality.

Quality is in the eye of the beholder: new research on what viewers love

Once upon a time, you knew "quality" content as soon as you saw it. Expensive cameras, slick video production, and famous faces marked a show or ad as an attention grabber.

Now, with more content than ever competing for eyeballs, what gets and keeps attention is much less straightforward. The most popular content today often breaks all the conventional rules. We conducted in-depth research surveying 3,200 people, aged 13 to 64, who were evenly distributed across demographics. All respondents had watched or streamed video content during the 24 hours prior to taking the survey and were asked about what "high quality" content meant to them. We also talked to industry executives to get their take on what viewers care about and how to earn their attention.

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How to get the best out of Google and Facebook's free attribution services

Should we be excited about Facebook Attribution? I certainly think so.

Not because Facebook have finally solved the attribution problem (though their efforts to enable cross-platform and cross-device analysis are definitely a big step forward). The reason I'm excited is because an attribution competition between the two biggest advertising platforms creates opportunities for advertisers. Limitations in one can be offset by capabilities in other, and biases can be identified and mitigated through cross-referencing.

Neither of the two major free attribution services are perfect – but taken together, they can be extremely valuable to measurement and optimisation. In this post I will explain how to integrate both Google and Facebook's free attribution services according to an overarching strategy.

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