



WHEN CREATIVE AND MEDIA COME TOGETHER, SPARKS FLY

PEOPLE ARE JUMPING SEAMLESSLY FROM CHANNEL TO CHANNEL AND RESEARCHING MORE, OFTEN IN UNEXPECTED WAYS. THIS EXPLOSION OF CONSUMER TOUCHPOINTS MEANS MORE ADVERTISING OPPORTUNITIES – AND MORE COMPLEXITIES – FOR MARKETERS.

Using rich signals to inform creative and media:

Smart advertisers are using signals about viewers' intent and context to inform not just who they talk to, but how and when they do so. A great example is this year's YouTube Works Grand Prix U.S. winner, Xfinity Mobile. In a competitive category and cluttered market, the brand and its creative and media agency partners cleverly incorporated signals into the creative itself. The ads showed viewers how much it would cost to stream the video they were about to watch on their current mobile plan. The teams made use of signals like content type, file size, wireless carrier, and whether or not the viewer was on Wi-Fi.

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Social media overtakes print for 1st time in global ad spending

Advertising spend on social media this year will overtake print media for the first time worldwide

The agency's Advertising Expenditure Forecast estimates that spending on social media will jump 20% to \$84 billion this year, while newspaper and magazine spending will fall 6% to \$69 billion. That growth will expand social media's share of global ad spend to 13%, making social media the third-biggest ad channel behind TV (29%) and paid search (17%) this year. Paid search will grow by 8% a year from \$107 billion in 2019 to \$132 billion by 2021, when it will make up 18% of total ad spending. TV advertising is set to decline as ratings shrink in key markets, falling to \$180 billion by 2021...

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How YouTube dominates search and how you can optimize your videos to take advantage

YouTube is now the second largest website in the world, based on traffic (after Google). Every month it receives a massive 25 billion visits, averaging over 21 minutes per visit. And search plays a big part in how the platform attracts traffic.

For example, last year, YouTube, according to Searchmetrics data, was the second most visible website in Google's search results globally, based on its performance in organic search in ten countries, including the United States, UK, Germany and France (see chart underneath). YouTube ranks second for search visibility in seven Google Country Indexes (behind only Wikipedia). It has also clocked up the biggest absolute improvements in search performance over the twelve months of last year in each of the ten regions.

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7 ways to use SEO and PPC together

PPC and SEO, both powerful stand-alone channels, are even stronger when they work together.

While earned, owned, and paid media are all important to digital strategy, PPC and SEO touch all levels of the digital marketing trifecta. Paid media is the best way to promote your brand and message to your target audience. Good SEO and content strategies are the most controllable elements of your digital marketing strategy.

In this eBook, BrandVerity explores seven ways you can use these two powerful channels together to drive more successful results for your business, increase visibility for your brand, and control your brand story. (eBook download needed)

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Facebook opens search ads to all advertisers

Ad placement will include Facebook News Feed and Marketplace search results.

After nearly a year of testing ads in News Feed and Marketplace search results, Facebook is rolling out search ad placement more broadly to all advertisers. The ads will appear in results for search terms that have commercial intent, such as searches for commercial products connected to the e-commerce, retail or auto vertical. Currently, search ad placement is available on mobile only.

"Testing shows that advertisers and people are finding value in ads in search results, so we're rolling out these ads more broadly," said Facebook Director of Product Management Nipoon Malhatra.

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Why Black Friday in MENA is a bigger deal than ever

Black Friday, one of the biggest online shopping moments in the world, is right around the corner.

In this piece, we unveil new insights about consumer research and online shopping habits around this key November moment in MENA. Then we suggest actionable takeaways based on these insights that every marketer needs to know to build effective campaigns from now. Ready? Click. Buy.

The biggest retail spike of the year happens in the third week of November, exactly around Black Friday, when weekly search queries experience an average uplift of 15% compared to the rest of the year. Black Friday is a peak moment within the retail season in Q4, with searches for the event growing significantly each year since its introduction to the region in 2014.

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Facebook is changing how it measures organic Page impressions

The company said it is shortening the time frame for how it filters out repeat impressions to align with how it measures paid impressions.

Facebook is updating how it filters repeat organic impressions for Pages. According to a Facebook spokesperson, the company is shortening the time-frame by which it calculates the metric.

The initial announcement came via an update last week to a Facebook Business blog post published more than a year ago. The company said it is changing the way it measures Page impressions to align with the methodology it uses for ads: "This is not a change in distribution, but a change in the way we filter out repeat organic impressions that occur within a short amount of time."

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