



HOW DIGITAL COMMERCE MARKETING IS RESHAPING SEARCH, MARKETPLACES AND SOCIAL

THE RISE OF DIGITAL COMMERCE IS CAUSING A SORT OF “RENAISSANCE” IN TODAY’S LARGEST DIGITAL MARKETPLACES

This rebirth is driven by retailers that, seeing the monumental growth of Amazon, are seeking out richer ways to integrate and monetize their own first-party shopper data. Walmart Marketplace is one example, as is Microsoft’s acquisition of PromoteIQ which powers sponsored product ads that can be attributed to in-store and online sales among other capabilities for retailers like Kroger. First-party data is powerful – and is enabling brands to own direct, one-on-one relationships with consumers.

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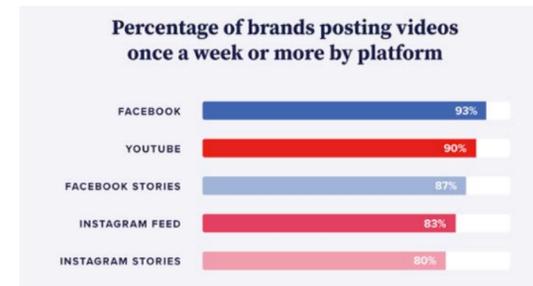
People’s relationship with technology (a Google Survey)

As screens, devices, and apps become more and more a part of our daily lives, we start to evaluate our relationship to technology. Is it helping us do more of what matters most to us? Or is it getting in the way of that?

To learn more about people's perceptions of their own digital wellbeing, we surveyed over 9,000 people across six countries. Here we look at the complicated relationship people have with technology, reveal activities that make up its personality, and consider what that means for brands.

New research on digital wellbeing reveals how people perceive their relationship with technology and provides a first draft of recommendations that go beyond restricting screentime.

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10 Consumer and Marketer Social Video Trends That Will Shape 2020 [Infographic]

Are you considering launching a social media video marketing campaign this year? Want to learn how consumers and marketers are using social video?

The team from Animoto share the consumer and marketer stats you need to know in this infographic. They break things down as follows:

- How social media is shaping consumer behavior?
 - What’s leading customers from discovery to purchase?
 - The top purchase-driven platforms
 - Top social platforms for brands
 - Where marketers are investing
 - Is video worth the effort?
 - Percentage of brands posting video once a week
 - How marketers are reaching new customers
- Click the link below to see the infographic

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The State of Mobile in 2020

Mobile connectivity has changed the way we interact, the way we shop, the way we find information - basically, almost everything we do is now connected, in some way, back to our mobile digital devices.

It's amazing to consider just how significant the influence of mobile has become - for example, if you were heading out to the supermarket, you might check your phone for the nearest location, or to see if your local store has what you need in stock. On the way there, you might use a GPS app via your phone in the car, or listen to music streamed from your device.

Once shopping, you could call home to check in an ensure you get everything, or you might compare prices, and even pay via your device.

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Influencer Fatigue: Are We Done with Influencers?

For major brands, partnerships with celebrity influencers have become an indispensable part of their marketing strategy, and as a result, thousands of influencers have come forward to cash in on their visibility.

Recently, however, we’re seeing signs that influencers can’t influence anymore, that the world may be done with traditional, top-down influencer marketing. In fact, new studies have found that only around 3% of consumers are influenced by celebrity influencers to purchase specific products.

So, what’s driving this change? Why are so many people switching off on influencers?

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Snapchat Publishes New Data on Brand Expectations Among Gen Z Consumers

In the modern, connected era, brands have access to more consumer insights than ever before, while consumers have more ways in which to share their opinions, and be heard by the businesses they deal with.

That's changed the way many organizations operate, in various capacities - but importantly, it's also changed what customers expect, in regards to engagement, response and subsequent action from the brands they buy from.

This new paradigm is the focus of the latest research report from Snap Inc. - Snap recently partnered with the team from CASSANDRA in order to seek opinions from Gen Z consumers around what they expect, in terms of innovation, from the brands that they're more likely to purchase from.

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New Report Underlines the Importance of Social for Customer Service

For a growing number of brands, social platforms have become key customer service channels, enabling consumers to get in touch, quickly and easily, on the platforms that they're already using, while also providing businesses with an opportunity to address and resolve concerns, and provide further assistance as needed.

And as more businesses jump on the social customer care train, that then raises the bar of expectation for others. These days, consumers expect to be able to shoot businesses a quick message, or tweet a brand handle and get a reply.

That increased expectation is underlined in a new survey from Boston Digital, which incorporates responses from 554 people in regards to why they follow brands on social, what they expect to see, in terms of content, and what turns them away.

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