

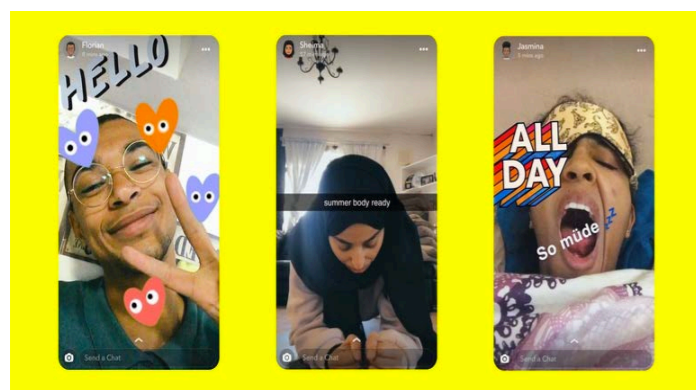


13 STATS THAT SHOW HOW ADVERTISING IS CHANGING

FROM DIGITAL AD SPEND OVERTAKING TRADITIONAL AND THE GROWTH OF MOBILE TO THE MOST RESILIENT ADVERTISING CHANNELS DURING THE COVID-19 PANDEMIC, HERE ARE 13 STATS THAT SHOW HOW ADVERTISING IS CHANGING IN 2020 AND BEYOND.

Digital advertising has come a long way since the banner ads of the late 1990s and early 2000s. Nowadays, advertisers have a plethora of ways to reach their chosen audience whatever they might be doing, with all kinds of formats and creative: from social media ads to video, mobile in-app advertising to digital out of home (DOOH) advertising.

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Gen Z shows higher ad recall than older age groups, Snap study finds

Generation Z — consumers ages 13 to 24 — are more likely to recall advertising than older generations, even when they spend less time watching skippable content.

Fifty-nine percent of Gen Zers recalled a brand's skippable video ad, compared with 57% of millennials and 47% of Gen Xers, per a study by Snap and Kantar emailed to Mobile Marketer.

More than half (55%) of Gen Zers who watched a skippable ad for less than two seconds correctly remembered it, compared with 46% for millennials and 26% for Gen Xers and baby boomers, the study by Kantar found.

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The future of social selling and marketplaces is today; how can brands leverage this opportunity?

In just a few short years, shopping journeys have evolved from what was traditionally 'search, click, buy' to more continuous cycles of activity. With potentially dozens of different influences going into the decision-making process, consumer journeys are now longer and more complex and often spanning multiple channels.

In the words of Instagram's Director of Product Vishal Shah, as buyers navigate marketplaces, social networks and brands' own ecommerce sites, it's "no longer a linear journey, it's not even a funnel – we actually refer to it as a noodle". These trends have only accelerated as a result of the rapid digital adoption that the Coronavirus lockdown has brought about.

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The Social Media Universe in 2020 [Infographic]

The social media space is always evolving, and this year, it's seen significant growth due to our in-person social interactions being restricted, and people seeking alternative ways to stay in touch with the wider world.

That's accelerated our reliance on social media and messaging apps, and while you would expect that to ease back at some point once we're able to return to a level of normal, that growth is still largely in line with what we've been seeing over the last decade. More people are becoming more reliant on social networks - which has both positive and negative aspects.

But either way, the sheer usage numbers are undeniable - social media, however you look at it, has shifted the modern media landscape.

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Facebook Announces New Limits on How Many Ads Pages Can Run Concurrently

After announcing a coming limit on how many ads a business Page can run at any given time in November last year, Facebook has now outlined exactly how its new regulations will apply, with four tiers of advertiser categories that will define how many ads each can run concurrently. Which, Facebook says, will help maximize ad performance.

As explained by Facebook: "When an advertiser runs too many ads at once, each ad delivers less often. This means that fewer ads exit the learning phase, and more budget is spent before the delivery system can optimize performance."

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8 major Google ranking factors — SEO guide

Of over two hundred Google ranking factors that we know about, which ones are the most important? Here is the definitive list.

The SEO community is always looking for new ranking factors and we have discovered over two hundred of them so far. But there may be hundreds more actually used by Google. Luckily, we don't have to work on all of them.

Most have very little weight in SEO and are often used as tie-breakers rather than ranking signals. Instead, here is the definitive list of Google ranking factors, each of which can make or break your search optimization strategy.

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Navigating what's next: Five key takeaways for FMCG marketers

Five months into the Covid-19 pandemic, macro trends are emerging in shopper behaviour, communications and brand purpose. How can FMCG brands respond to these in their online experiences and advertising? Jenna Russell, senior strategist at ELVIS, outlines five key points.

Who would have known that five months ago, a global pandemic would affect so many of us in so many different ways? The most significant toll is at a human level. The pandemic has devastated the lives of so many, and yet has brought positive life changes to others. Five months in, we can see the macro trends that have emerged. Shopper behaviours are adapting to the climate, brand purpose is becoming increasingly important, and genuine communications are proving the most successful.

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