

Video ad viewability is a major problem: Google study

Advertisers have embraced video ads and many are pouring more and more of their digital budgets into them, but it turns out that they suffer from the same viewability problem that has plagued their display ad cousins.

That's according to a newly-published study conducted by one of the biggest ad companies, Google, which says that 46% of desktop and mobile video ads it serves outside of YouTube never had the chance to be seen. Of the unviewed ads, 76% never appeared on screen and the other 24% didn't meet the Media Rating Council's standard for viewability, which considers an ad to be viewable if it is half in view for at least two seconds.

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How to Use Facebook Advanced Location Targeting for More Engagement

With Facebook, you can set up location ad targeting for a specific address. You can then refine that audience to people who live in, have recently been to or are traveling in that area.

With Facebook ads, you can already target users based on their country, state and city. This is useful if you're a local business and you want to target users in a particular city, like Seattle, rather than show your content to the entire state of Washington.

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More ads coming to Google searches on mobile

Google searches on mobile devices have surpassed those on the desktop in more than 10 countries, including the United States, Canada and Japan.

The new Adwords products are Google's latest effort at improving mobile search. The company recently introduced a new search algorithm that prioritizes mobile-friendly results over businesses that don't have websites optimized for smaller touchscreen displays.

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Facebook Likes don't go as far as they used to in News Feed update

Facebook rolled out several News Feed updates last month that deprioritize content your friends like and comment on.

Most people just want to be liked — even if that means a cursory thumbs up on Facebook. But a News Feed update announced Tuesday, which will roll out over the coming weeks, will somewhat deemphasize the feature. Posts highlighting what a friend Liked or commented on will either show up lower in your News Feed or not show up at all, according to Facebook. The move was made based on user feedback.

"Many people have told us they don't enjoy seeing stories about their friends liking or commenting on a post," Max Eulenstein, a Facebook product manager, and Lauren Scissors, a user experience researcher, wrote in a blog post.

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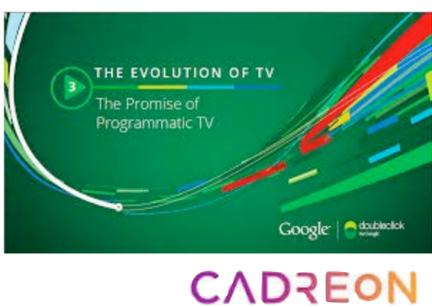


How Fortnum & Mason increased mobile conversions by 57% with RWD

Fortnum & Mason is the luxury department store residing at the heart of Piccadilly, in London since 1707. It is a huge tourist destination, and is now a global icon brand.

The 300 year-old retailer has launched a brand new responsive website, where it claims to provide the same level of customer service as it does in-store. Proving the worth of mobile optimisation beyond Google's recent algorithm update, Fortnum & Mason has revealed some impressive numbers since the launch. In the three weeks since launch, mobile visits to the site were up 77%, overall conversion has been up 15%, while the mobile conversion rate was up 57%. There has also been a reduction in calls to the customer service team by 18%.

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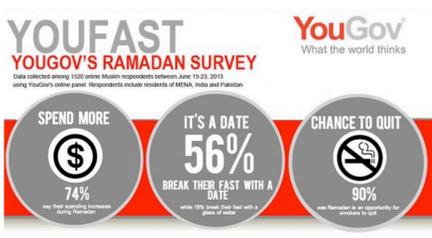


IPG's Cadreon Developing TV Buying Software With Video Ad Tech Firm TubeMogul

The new set of proprietary tools will be aimed at helping IPG's clients blend data from numerous sources to reach more specific and valuable audiences with TV ads across multiple TV networks. Cadreon have an office at MCN in Dubai. Programmatic TV is not yet available in this region.

Various broadcast networks like NBC are talking about offering more data-driven ad options this year as they look to match the Web's capabilities in this area. Yet Mr. Kumar said a major part of the appeal of this deal is that it doesn't limit Cadreon's programmatic TV efforts to any single network or vendor.

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The Ramadan Infographic

Every year, Muslims the world over, anticipate the arrival of the Holy Month of Ramadan.

YouGov MENA surveyed 1,520 online Muslim respondents who live in the Middle East to understand their impressions of this special time of year. Nearly all (91%) of online respondents report they fast during Ramadan, with this finding evenly distributed among demographic and geographical location. Interestingly, nearly one-third (31 percent) of online respondents claim their behavior (lifestyle etc.) changes 'completely' during Ramadan, while 54 percent say it changes 'a little'.

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UAE women own \$10.9bn investments, run 10% of private firms

About 21,000 women own investments worth AED40 billion (\$10.9 billion) in the UAE while 10 percent of private sector firms are run by women, it has been revealed.

UAE women also account for 15 percent of the members of the boards of directors of chambers of commerce and industry in the Gulf state. Sheikha Lubna in her speech before the 63rd World Congress of the World Association of Women entrepreneurs said the strong representation followed a 2012 decision by the UAE Cabinet to make it compulsory for all companies to appoint women to their boards.

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