



Seven ways publishers are addressing ad blocking

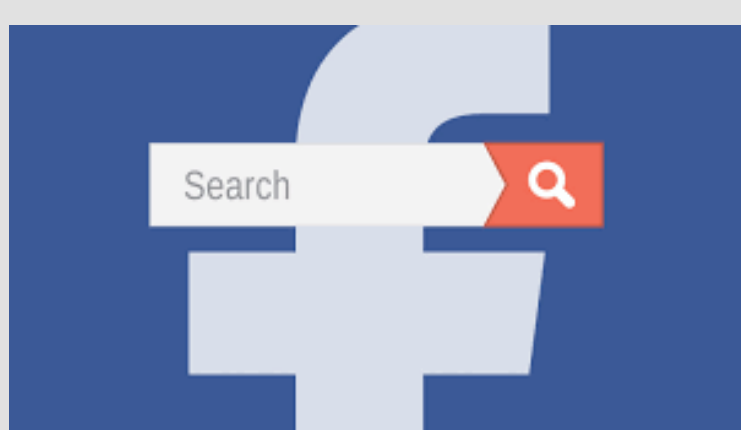
For publishers, few topics are as pressing as the rise of ad blockers.

And for good reason: ad blockers are disrupting publishers' ability to monetize their content through the model that was largely responsible for fueling the rise of online publishing in the first place.

With the industry coming to grips with the fact that it messed up, publishers are increasingly asking: what can we do?

Here are seven ways publishers are addressing ad blockers...

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What Facebook's major search update means for marketers

For years many have argued that Facebook is the biggest threat to Google's dominance on the web, and some have even suggested that the social networking giant could one day challenge Google in search.

The latter remains to be seen, but Facebook has taken a major step in that direction with the launch of Search FYI. About a year ago, Facebook updated its search function so that search results would include posts from users' friends and family members.

Now, Facebook has updated its search function so that search results include posts from the entire Facebook universe, which consists of more than two trillion posts to date.

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Facebook says MENA active users total 114m

Facebook has 114 million monthly active users in the Middle East and North Africa as of the end of September, the social media giant has announced.

Of those, 102 million access the site through mobile devices while almost 60 percent of people come back to Facebook every day with that figure rising to 90 percent for mobile users, a statement said. Globally, more than 8 billion daily video views are generated on Facebook every day, and more than 500 million people watch videos daily, the statement added.

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YouTube strategy: Tips for building an audience & working with vloggers

Nobody could have predicted the incredible impact that YouTube would have on the world ten years ago.

Former PayPal employees Chad Hurley, Steve Chen and Jawed Karim discovered the niche platform in which people could access video clips of the most random events, and no one has come close to matching the huge popularity of it since.

Currently, YouTube is the third most-visited site on the internet, and the second biggest search engine on the web, with over 40m brand-related videos uploaded daily.

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Social monitoring & listening: What is it and do you need it?

Social listening was once a novel technology, even as recently as two years ago.

Today, there are dozens of social listening and social monitoring software providers, each touting capabilities that vary wildly and generally sound like black-box, secret-sauce voodoo magic.

But once you understand the underlying framework behind each of these tools - data collection, normalization and natural language processing - it is surprisingly easy to distinguish between the value of different tools.

And from there, to embed them into strategies that drive marketing organizations further through research and analytics.

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Are marketers overestimating mobile search?

Every month Google delivers results for about 50bn mobile searches, and in May the search giant revealed that mobile devices produce more searches than their desktop cousins in 10 countries, including the US and Japan.

So it's no surprise that marketers are paying a lot of attention to mobile search, from ensuring that their sites live up to Google's mobile-friendliness standards to pouring money into mobile paid search.

But has the importance of mobile search been overestimated?

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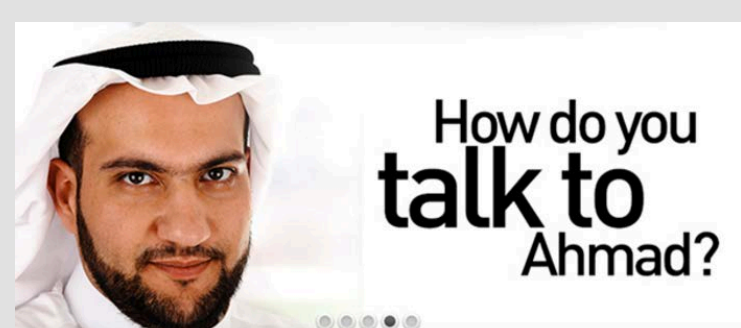
Why personalisation is the key to gaining customer loyalty

Consumers are connecting with brands via multiple channels, which means retailers must do more to drive customer loyalty.

Marketing teams need to harness actionable insights from the multiple data channels available to them to create engaging and relevant conversations with the customers.

The more personalised the experience, the happier the customer.

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Magna MENA's campaign is about conversations

How do you talk to Ahmad?

Here is one of our ads from our "How do you talk to..." campaign. The ad campaign consists of six different conversations, and is platformed on Magna MENA's new position on Conversations and Engagement as core drivers of today's media business.

This ad features Ahmad. May look like your typical regional demographic. Thirty something business man. Father of three. Sports enthusiast. Loves his cars and his coffee.

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