

PERSONALISATION CAN LIFT PUSH NOTIFICATION OPEN RATES FOR APPS BY UP TO 800%: STUDY

BUILDING A SUCCESSFUL MOBILE APP IS DIFFICULT.

Companies spend significant amounts driving consumers to install their apps, and by some estimates, apps that aren't opened for a second time within the first 12 hours after download can see churn exceeding 50% in some categories. Push notifications can be an effective tool in the fight against churn, and an effective marketing channel generally, but cutting through the clutter can be tricky given the proliferation of apps using push notifications.

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The rise of the direct-to-consumer model (it's not just Dollar Shave Club)

Dollar Shave Club has come a long way in just four years and is the most oft-cited direct-to-consumer model in FMCG. Recently, the company's success was cemented when Unilever snapped it up for a cool \$1bn.

The brand had a wildly successful viral ad and sells a subscription to razors for as little as three dollars per month - its sales reached \$152m in 2015.

For Dollar Shave Club, an opportunity to be part of the Unilever conglomerate clearly proved irresistible. Currently operating in the US, Canada and Australia - the deal enables the brand to become truly global, yet still retain its existing 190 employees this year.

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Publishers turn to video to offset organic reach drop on Facebook

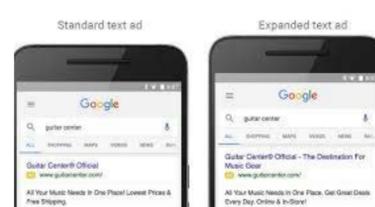
Earlier this year, Facebook announced News Feed updates to incorporate qualitative user feedback and prioritize content from friends and family.

And last month, the world's largest social network announced another News Feed update aimed at reducing clickbait.

Both changes have the greatest potential impact on brands and publishers which, according to social media publishing platform provider SocialFlow, saw their reach per post on Facebook drop by a whopping 42% between January and May.

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Expanded text ads - 50% more ad text



What do Google's expanded text & local search ads mean for marketers?

Google announced a tranche of changes to its ad products a few weeks ago. Whilst there were no massive surprises (updates were in line with recent tests seen in the wild), there's still work for marketers to do to understand their impact.

Start preparing now for expanded text ads

Text ads will include more characters for the first time since Google launched AdWords.

For mobile, neatly summed up by the GIF below, this means two lines of headline and more description...

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Only 9% of digital ads are viewed more than one second

New research suggests marketers must start thinking about digital display ads 'like posters' if they want to create the same engagement as TV, print or out-of-home advertising

The vast majority of digital advertising is not being viewed at all, with many marketers still failing to apply effectiveness techniques learned from print and out-of-home to the channel, according to a new study.

It found that only 35% of digital display ads received any views at all. And, of those, only 9% of ads received more than a second's worth of attention. Only 4% of ads, meanwhile, received more than 2 seconds of engagement.

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Residents in Saudi Arabia spend almost a quarter of their day on social media



Residents in Saudi Arabia spend approximately five hours a day using social media on average and 30% have six to 10 applications installed on their smartphone according to new research.

The findings, captured amongst over 4,000 residents in Saudi Arabia, revealed that the time spent on social media varies depending on age group. Young users (aged 18-35) spend from two to six hours per day, while older users (aged 36-55) spend 30 minutes to two hours per day.

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Free To Air Channels Continue To Grow In The Arab Region

The number of Free to Air (FTA) satellite channels targeting the Arab region continues to grow, according to the recent "Satellite TV in the Arab World 2016" report by Arab Advisors Group's Media Strategic Research Service.

The report states that the number of FTA satellite channels in the Arab World reached 854 channels by May 2016. The 854 analyzed channels broadcast on Arabsat, Nilesat, Noorsat and Yahlive (fully operational channels reached 821).

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How to select the right Social Media platforms for your brand

You can't be everything for everybody on social media. Here's how to select the best social media channels for your brand.

Who makes the decision on which social media channel your brand or business should be on? Should you just jump on every new platform that comes your way? How does your agency (if you have one) help decide? Is your brand really relevant across all the channels you are on? Deciding on a social media channel mix isn't complicated if you follow some basic guidelines.

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Twitter targets smaller businesses with launch of Dashboard

Twitter — hot on the heels of the launch of its app for influencers, Twitter Engage — has today released yet another standalone application: Twitter Dashboard.

The new service, available on both web and mobile, is aimed at businesses that want to use Twitter to connect with their customers. The app offers a suite of tools, including customized feeds of tweets, tools for scheduling posts, access to tips on what to tweet, analytics and more.

Similar to Twitter Engage, the idea with Dashboard is effectively to serve as a more personalized, custom destination and app for a specific group of Twitter users — this time, small to medium-sized businesses.

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