



FACEBOOK VERTICAL VIDEO ADS WENT LIVE AND ARE EVIDENTLY PRODUCING GREAT RESULTS 3 TIMES BETTER CPM.

People love vertical videos, and therefore so do brands. Snapchat proved that to the world, and now it looks like Facebook may very well do the same. Facebook's vertical video ads officially went live today on its flagship app one week after the company announced they were imminent.

"CPM rates so far were three times "more efficient for vertical video than square video so far." CPM is three times less expensive on vertical video than square thus far. For example: \$5 CPM versus \$15 CPM."

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Facebook Is Driving Advertisers to Decrease Load Times for Mobile Websites

The changes could affect who sees which ads. Facebook will soon factor mobile website load times into its advertising auction.

Facebook started preloading ads even before anybody clicks on them. It's a move that could help decrease the overall loading time for mobile websites in order to prevent users from leaving sites before they even finishing loading. The feature, called prefetching, could potentially speed up the loading process by as much as 20 to 30 percent.

The social network is working to factor load time into determining which users see any given ad.

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The quiet movement: Why OOH has the potential to be just as revolutionary as VR

Innovations that were once only possible online are now manifesting in the physical streetscapes of cities themselves.

While excitement for this new digital era is at an all-time high, there's a separate revolution taking place right before our eyes that has been working alongside these emerging technology trends and, in some cases enabling them: the Quiet Movement of out-of-home. Once thought of as highway billboards and static signage, out-of-home advertising (OOH) is experiencing a renaissance, now more closely associated with new digital platforms that can change the entire advertising landscape. The truth is, OOH has been at the edges of innovation for years.

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Online Ad Blockers adoption on the rapid rise in The Middle East

Middle East internet consumers are increasingly choosing to strip out the advertising from content they consume online. Online Ad Blockers adoption is increasing like Global Warming which everyone is aware of but and no one seems to be worried about it.

Below Google Trends chart clearly shows a massive rise in searches on Google for keyword "ad blocker" from primary markets like UAE, KSA and Qatar. Notice the huge interest for Ad Blockers in Qatar. Average Monthly Search volumes for same keyword have gone up double-fold in last year itself within GCC (Source: Google AdWords Keyword Planner Tool).

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Google, Facebook and the World's Biggest Brands Join Together to Improve Digital Ads

Unilever, P&G and others look for an answer to ad blocking

The digital advertising world is getting its act together thanks to the ad-blocking epidemic, which is hurting revenues across the industry.

The Coalition for Better Ads was announced today in Cologne, Germany, where the Dmexco conference has been taking place this week. The coalition's founding members include Google, Facebook, Procter & Gamble, Unilever, the 4As, the Association of National Advertisers, the World Federation of Advertisers, The Washington Post, GroupM and the Interactive Advertising Bureau.

Digital ad campaigns will be scored on everything from creative to load time, and the coalition will come up with standards based on data gleaned from the system as well as from consumer feedback and input from marketers.

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MENA ad market worth \$5.5bn, slower take-up of digital



The advertising market in the Middle East and North Africa is estimated to have been worth \$5.5 billion in 2015, representing weak but stable growth.

A study by Northwestern University in Qatar (NU-Q) in cooperation with the Doha Film Institute showed a slow expansion of ad revenue in the MENA region.

It said the regional ad market is echoing global trends and is "undergoing fundamental changes due to changing dynamics and the increased use of digital media".

The report found that digital still represents only 10 percent of ad spend, compared to 30-35 percent spend on print.

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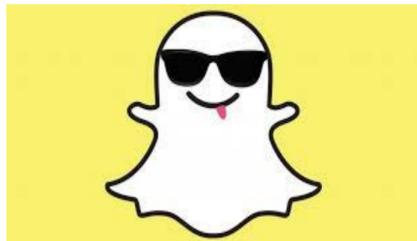


Brands Will Now Know How Many People Bought Products After Seeing LinkedIn Ads

The professional social network is launching conversion tracking for advertisers today that shows how many people took an action such as purchasing a product or signing up for a service after viewing either a text ad or a piece of sponsored content.

To access the stats, marketers just plug a piece of code called a tag into their websites. The goal is to "get below the clicks and engagement metrics and beyond to the conversion metrics that are happening on a marketer's own website," said Russell Glass, head of product for LinkedIn Marketing Solutions.

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Snapchat Will Hit Nearly \$1 Billion in Ad Revenue by the End of 2017

Snapchat is on track to make \$366.7 million in advertising sales this year, according to a new report from eMarketer.

It's the first time that eMarketer has tracked the app's revenue, and the research firm expects it to make \$935.5 million—a 151 percent year-over-year increase—by the end of next year, close to the \$1 billion that was revealed through leaked documents earlier this year.

Despite its daily audience of 150 million users—many of whom are the young millennials that advertisers covet—Snapchat only makes up 2.3 percent of total social ad dollars compared to Facebook, Twitter, Google and others.

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Pokemon Go and the Middle East: how brands and consumers reacted

People are already playing the game here. And advertisers and brands are also reacting to and using the sensation to market their products.

Probably first out of the blocks were, unsurprisingly to me, the Saudis. Two of the Kingdom's telcos put out adverts promoting the craze, which isn't surprising considering that you need a mobile and a data connection to play the game. Users have also been having fun and sharing their own experiences online.

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