

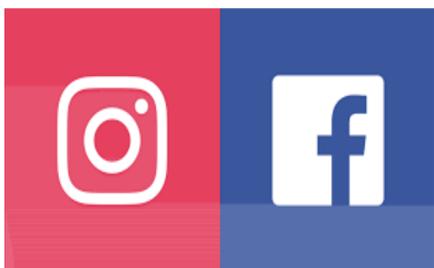


4 TIPS TO KEEP YOUR BRAND COHERENT ACROSS PLATFORMS

NEW SOCIAL MEDIA PLATFORMS AND OPTIONS SEEM TO POP UP NEARLY EVERY MONTH, AND FOR EACH NEW PLATFORM ATTRACTING THOUSANDS OF USERS, THERE NEEDS TO BE A MARKETING STRATEGY TAILOR-MADE TO REACH THESE SEGMENTS.

But the trouble is, every platform has different requirements and strategies that work to reach your customers - Instagram's focus is on photos and videos, Twitter limits you to 140 characters. There can be a lot of different elements to juggle once your social media deck gets stacked up.

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Instagram Is Getting Much Better Engagement for Brands Than Facebook

Facebook may have more than twice as many global users as Instagram, but little sister is now the belle of the ball in the eyes of many marketers.

Per SocialBakers' research released today at the company's Engage conference in Prague, Czech Republic, brands are getting three times more engagement on Instagram, while celebrities are garnering 3.6 times more via the app, when compared apples-to-apples with Facebook.

To be clear, these figures represent the raw number of likes, shares, comments and other social signals for those two categories—the stats are not adjusted, per-capita figures.

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Facebook turns its attention to the storefront

Its clout as a mobile platform with 1.9b users is getting retailers streaming in

Facebook as a storefront? And where you could get to seek out your favourite brands and what they have to offer at that particular time? In Facebook's version of e-commerce, that's just the way it should be.

But with a key point of difference compared with the likes of an Amazon. Facebook itself won't be the platform on which products or services can be sold. That, according to Martin Bartell, its global head of retail and e-commerce strategy, is playing to Facebook's strengths.

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Forget the headlines, ad tech's best days lie ahead. Focus on Brand Safety.

The industry has been, and still is, at the forefront of technological development that not only impacts our industry and customers, but also wider society.

We're seeing huge growth in the use of technologies like artificial intelligence (AI), which have tremendous potential in revolutionising the online user experience and also helping us to better target consumers.

Firstly, looking at it from an industry point of view, the reason we've seen such a huge rise in the development of AI technology has been because of what it can achieve. Simply put, the scale and scope of what it offers is way beyond human abilities.

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Mideast brands hold websites to account on digital ads

Marketers and ad agencies demand assurances on full compliance with brand safety measures

Advertisers in the Middle East are now demanding the strictest compliance from websites and their publishers on where their ads show up. The build up of such pressure could push more web publishers to sign up for third-party checks of their websites to ensure they are doing their part in protecting a brand's image.

The issue bubbled up to the surface after a spate of incidents in Europe involving digital ads that showed up alongside content deemed inappropriate by the brand owners. Leading advertisers and agencies pulled out ads from sites such as YouTube in response and demanded better checks and balances. And is this a unified stance that the ad industry is taking on brand safety in the digital space?

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As viewers drift online, advertisers hold fast to broadcast TV

US advertisers still keep queuing up to spend their way through \$9billion

TV ratings are collapsing. Media stocks are falling. Cord cutting is accelerating. There has been no shortage of bad headlines for television networks over the past few months, as investors grow concerned over dropping viewership and as people increasingly find new ways to entertain themselves. Yet while audience attention has drifted toward platforms like Netflix, Facebook and YouTube, there is one group of stubborn holdouts who are not ready to give up on broadcast television: advertisers.

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10 common mistakes companies make with mobile

Are you doing mobile the right way? This post outlines the top errors companies make with their mobile experiences and explains how you can avoid them.

As we continue to become a mobile-first world, the importance of companies getting their digital experience right with their key stakeholders becomes increasingly important. Unfortunately, while many senior marketers understand the need to have a mobile experience, many are still getting it wrong.

Here are a few stats to reinforce the criticality of creating a great mobile (or even better, omnichannel) experience for customers:

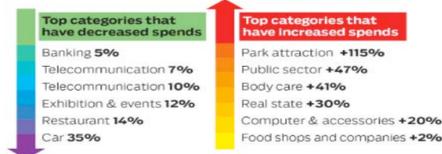
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Much-awaited uptick eludes UAE advertising sector

Clear differences show up in how sectors are spending their ad dirhams

Government entities provide significant support for offline media in the first three months.

Advertising spend variance by category in offline media Q1 2017



Spending patterns fall 14% quarter-on-quarter and 10% year-on-year as the woes of 2016 carry over into 2017

There seems to be no respite for the UAE's advertising and media industry — advertising expenditures in the first three months of this year fell by a hefty 14 per cent compared with the last quarter of 2016.

What it means is that despite the spending spike linked to the Dubai Shopping Festival (DSF) in the first month, nearly just about every other advertising space budget-conscious advertisers drew back. Comparisons even on a year-on-year basis do not make for happy reading. Ad spending was down 10 per cent when compared the first quarter of 2016.

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Web TV providers train their sights on MidEast audiences

Malaysia's iflix beams in with a mass market approach as it goes big on local content

Web-delivered video-on-demand in the Middle East needn't be all about Netflix winning subscribers over. Not if the people behind iflix have anything to do with it.

As it puts the final touches to an imminent UAE launch plan — and having already gone live in Saudi Arabia, Kuwait and Lebanon — the platform believes that there are gaps within the video-on-demand market that can be exploited. And the best way to go about doing it are through alliances with regional telcos... and at a price point lower than the competition. Its Middle East operations were announced in February.

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