Developing YOUR audience targeting strategy

How remarketing can be used create, shape and target the most important online audience in the world: yours. We all know that remarketing is a powerful tool for connecting (and reconnecting) with online audiences — especially those customers that come close to converting, then change their minds.

But there is much more to remarketing than abandoned shopping cart visitors, which is why I've been saying for the last several years that every campaign could and should be an RLSA campaign. So, what is the most important audience of online searchers? Yours. 2017 has been a year of growth for what is possible with remarketing, as both Google and Bing have released innovative features to help you create a custom audience that speaks to your exact business needs. Creative features such as exclusions, custom audiences, in-market audiences and similar audiences enable retailers to find their perfect target market online.

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Designing content for the mobile-first index

Your mobile pages will soon become the default versions used in Google search rankings. How can you make sure they provide good content that's easy to read on a smaller screen?
Face it: You're not a literary author, and people aren't hanging on to every word you write. Don't get me wrong, it's great to have comprehensive information on a web page, but users also don't want to scroll forever — especially on mobile.

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The Benefits of Integrating Paid, Organic & Social Search
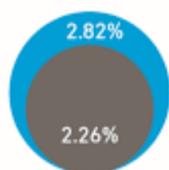
An integrated paid and organic search strategy helps clients reduce campaign costs, improve overall search performance, respond to unexpected demand, and manage online brand reputations.

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Are UX and CRO the biggest opportunity in Performance Marketing?

There is a great deal of debate as to how digital marketers can make best use of the tools at their disposal to optimize performance. From a purely statistical perspective, the more traffic we drive to a website, the more chance there is to boost sales. Some will argue that volume is not the only metric of success, and that traffic quality can significantly influence performance. Therefore, an increased budget, invested to attract quality users, can appear to be the key to unlocking those extra sales.

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Platform5 conduct regular training sessions for MCN agencies

Why DMPs must be deeply integrated in tomorrow's marketing stack

What is the future of data management platforms?

The short answer is that DMPs are now part of larger marketing stacks, and brands realize that harnessing their data is a top priority in order to deliver more efficient marketing. This is a fast-moving trend in which companies are licensing large enterprise stacks and using systems integrators to manage all marketing—not just online advertising.

As detailed in Ad Age (Marketing clouds loom), the days of turning to an agency trade desk or demand side platform (DSP) to manage the "digital" portions of advertising are fading rapidly as marketers are intent on having technology that covers more than just advertising. A few years ago, a good "stack" might have been a connected DMP, DSP and ad server. A really good stack would feature a viewability vendor and start a dynamic creative optimization (DCO).

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Summer Travel Trends: What Search Activity Reveals About Consumers' Mindsets

Planning for summer vacations happens a lot online. Six in ten people considering a summer trip were already conducting some type of research in February,yet 46% had not decided on their destination. Recent searches reveal the types of trips travelers are looking to plan—and how they'll plan them.

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3 reasons SEO belongs at the beginning of a project, not the end

Search engine optimization (SEO) can sometimes be treated as an afterthought, but columnist Nate Dame outlines how keyword research can be instrumental in planning and developing an effective content calendar. Too many marketers still bring SEO in at the end of a content marketing project. They finish a blog post or finalize a new marketing campaign, and at the end of the line, SEO comes in to find related keywords and plug them into content.

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