



## DIGITAL TRANSFORMATION: IT'S NOT A DESTINATION

**QUESTION: HAS ANYONE TRANSFORMED YET? HAS ANYONE ACTUALLY REACHED THAT LIGHT AT THE END OF THE TUNNEL?**

Virtually, all digital agencies and consultancies are offering services and solutions, of various flavours, under this digital transformation umbrella. Most now recognise that it's much more than just a technological and business transformation; it also encompasses many human aspects including mindset, behaviours, beliefs and culture.

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### With focus on delivering ROI, Facebook makes changes to paid post boosting

Late last year, IPG Mediabrands' Magna predicted that the global market for digital advertising would surpass \$200bn and eclipse television ad spend.

The world's largest social network, Facebook, has announced that it is removing the ability for advertisers to pay to boost certain kinds of posts made on their Facebook Pages.

The 17 post types that will no longer be available to boost as of September 15 include shares of polls, place recommendations, changes of Profile pictures and videos or images uploaded through the Facebook camera.

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### Trust Between Ad Tech and Marketers Is the Biggest Challenge in Digital Advertising Today

After years of relying on programmatic pipes and technology to handle digital advertising, complexities and growing concerns about ads appearing alongside controversial content means ad-tech companies need to form trust with marketers.

"The biggest single issue is trust, trust across the supply chain," said Andrew Casale, president and CEO of Index Exchange. "People want to understand what's happening with each transaction—Where are the taxes? Where does the dollar go?—and they want to know that they can trust programmatic."

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### Facebook Improves Its Tools to Let Retailers Better Target Consumers Who Made Offline Purchases

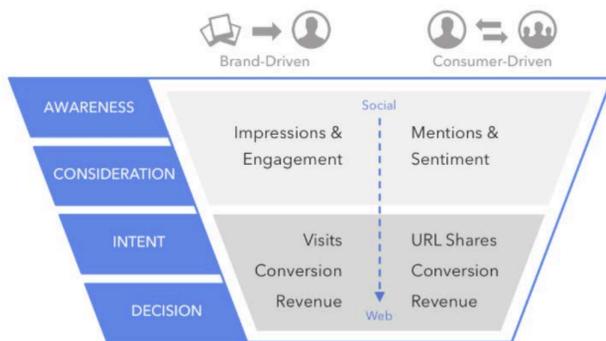
**Custom audiences can be compiled of users who traveled to a brick-and-mortar store**

Facebook improved its ability to help marketers determine the impact their ads on the social network have on in-store purchases and other offline outcomes with the introduction of two tools today.

Marketers can now build custom audiences made up of Facebook users who have previously made offline purchases from retailers, or they can go one step further and create lookalike audiences to help discover new potential shoppers with similar characteristics.

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## Social Metrics Matrix



### Why Social Marketers Need to Understand the Funnel (And How)

**Social media continues to evolve, and sophisticated organizations have moved beyond existing on social to measuring progress and optimization techniques.**

Marketing leaders recognize that social analytics tools are a critical component of their marketing stack. There is increasing parity in the social analytics market. When selecting vendors, marketing leaders must understand how social data will support marketing as well as the broader organization.

Social media in business started out with the company intern posting on Facebook and Twitter because it was cool, new, and a marketing VP said, "Hey, we should have a Facebook page." Now, social media is a full-fledged marketing channel that affects every stage of the buyer's journey, and can have a big impact at every stage of the funnel. Let's dig in!

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### Google: Consumers shun brands with bad mobile experiences



**People are more likely than ever to interact with a brand through a mobile device, which makes those experiences crucial to win new customers and maintain quality relationships with existing ones.**

Consumers have 2x as many interactions with brands on mobile devices than anywhere else, including TV and in-store settings, Google found in its study. That makes those "mobile moments" with customers critical.

One key takeaway from the study is that marketers should be focused on improving the response speed of their mobile experiences, as one of the top complaints consumers have is a sluggishness.

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### Digital Advertising Is Facing Its Ultimate Moment of Truth, and Billions of Dollars Are at Stake

**P&G's Marc Pritchard and CMOs from Bank of America, Unilever and more are demanding transparency**

What would you do with a \$2.4 billion marketing budget? You could buy 1.2 trillion online ads. Or you could take over 600 Times Square billboards for an entire year. You could even create 34,285 new marketing jobs, each with an annual salary of \$70,000.

Those figures explain why it is that every agency, platform and digital media player has been on high alert since Procter & Gamble chief brand officer Marc Pritchard, who holds the strings to the conglomerate's \$2.4 billion annual U.S. advertising purse, threatened to yank his company's spend if they fail to address the growing mess of issues in digital advertising like fraud, brand safety and transparency.

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### Three key takeaways from an International Content report

**Management of content across borders and languages is a real challenge for brands. Most are underperforming in their attempts to centralize governance, expand into new markets and localize content for a diverse array of audiences.**

In the report, organizations that are successfully measuring and comparing the impact of their content across regions (about one in five organizations) are used as a point of comparison with the mainstream. Agencies and mainstream brands can learn from these high-performers, from content ownership and ROI measurement to strategy and governance.

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### Influencers are all the trend in UAE's ad space

**Marketing agencies rush to get on board and make full use of their trending ways. The influencer-led revolution that has swept the Gulf's digital and social media over the last 12 months is looking to have a lot of staying power.**

First came the "influencers" and now marketing services firms in Dubai are setting up full-fledged divisions to match them with potential brands and select campaigns. And then there are the talent agencies — more used to handling fashion models and celebrities — busy signing the best and the brightest of influencers.

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