

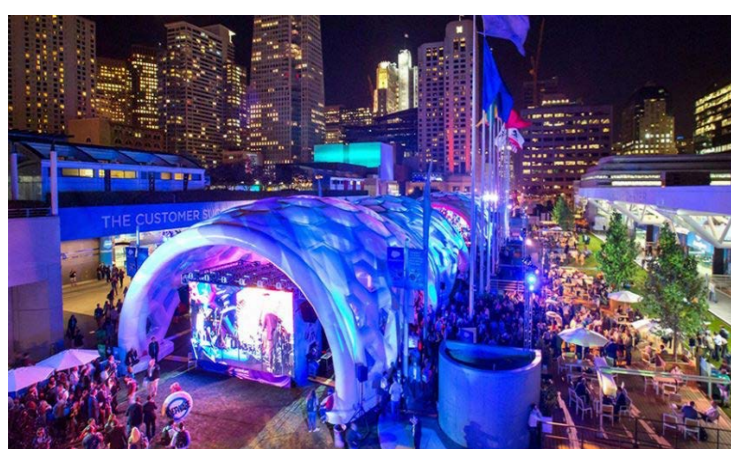


## THE SINGLE BEST WAY TO IMPROVE YOUR ONLINE ADVERTISING

COUNTLESS DISCUSSIONS HAVE BEEN HAD ABOUT PAYING FOR SOCIAL MEDIA REACH, WHETHER TO RETARGET OR NOT, AND THE LATEST ON PROGRAMMATIC BUYING.

After speaking with three roundtables of client-side marketers, our moderator for the discussions, Carolyn Tait, financial services marketer at AMP, concluded that the success of online marketing hinges on having a clear, written-down strategy. Without one, attendees agreed, it's difficult to have a meaningful discussion of tactics.

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### Agencies Everywhere See Experiential Marketing as the Next Big Thing, and Brands Want In

Advertisers haven't had to look too far for negative news lately. But as broadcast spending dips and clients question the safety and effectiveness of digital buys, more and more agencies are turning toward a rare bright spot in the ad world: experiential marketing.

"Experiential work is where the rubber hits the road—where advertising meets the Amazon review, quote unquote," says Denise Wong, president of George P. Johnson Experiential Marketing. "We can not only go out with a brand's message and promise, but give consumers a chance to try it."

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### Why digital out-of-home advertising is not really digital (yet)

Digital out-of-home advertising (DOOH) is predicted to hit 50% of all outdoor revenue by the end of 2017, while the number of digital screens in the UK has increased from 2,056 in 2009 to over 17,000 in 2017 thanks to investment of around £100m.

With this investment comes greater impact (e.g. increasing use of video), flexibility and of course income for the vendors. Alongside this burgeoning focus on digital creative delivery, there is attention on how the medium could be sold more efficiently – more like other digital channels and less like traditional out of home.

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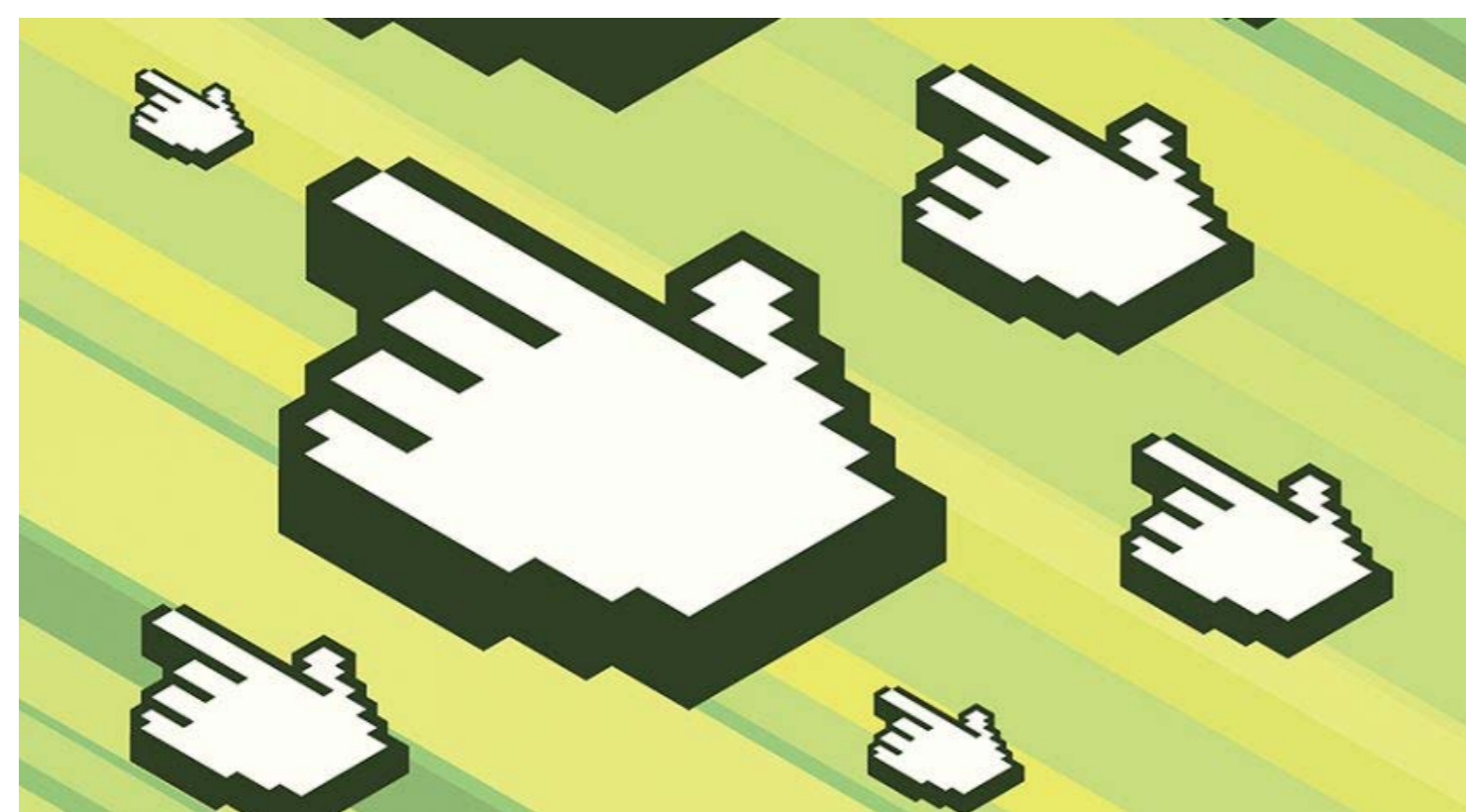


### Here's What Marketers Need to Know About Voice Search

It's one thing to build a useful voice skill or app, but quite another for consumers to actually find it. That's because people need to know a particular skill or app exists before they can use it, and today's voice discovery tools are about as basic as a Yahoo search circa 1995.

Amazon publishes a directory of its 25,000 voice skills, as well as a bare-bones Skill Finder app, but consumers using those databases still need to know what they're looking for. Brands looking to rise above the noise will need to figure out how to market and promote their voice skills if they hope to attract more than a handful of users.

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### Native ads gain as advertisers seek brand safety away from programmatic

Only 14% of marketers are already whitelisting sites

Even as marketers' concerns about programmatic advertising's technical and brand safety problems grow, brands are still regularly buying ads that run against dozens and even thousands of websites at once.

According to a new study from Advertiser Perceptions, 78 percent of marketers said that a recent digital or mobile campaign included ads that ran on more than 50 sites. Breaking down that 78 percent, 23 percent of marketers said that they had purchased ads on more than 1,000 sites for a campaign while 30 percent said that their ads ran on between 250 and 1,000 sites and 25 percent of advertisers said that their ads ran on 50 to 250 sites. One percent of marketers surveyed said that they had purchased ads that ran on more than 5,000 sites.

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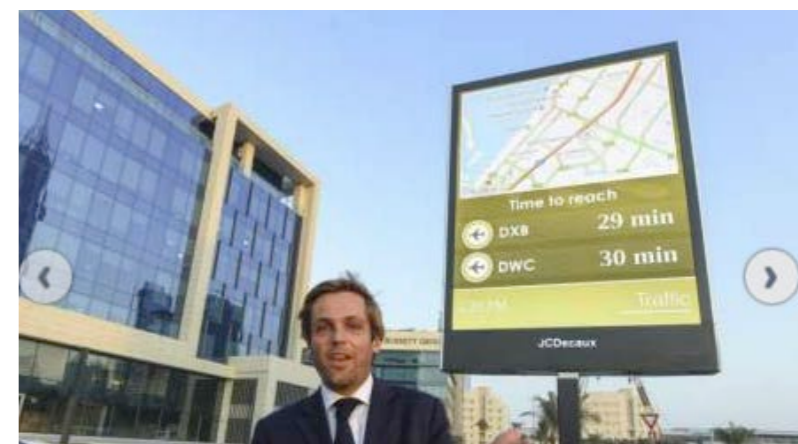
### For effective video ads, look beyond demographics to behavior and context



The days of "spray and pray" marketing—where brands would blast their ads at as many people as possible and hope the right audience noticed—are long gone. Today's marketers understand the importance of data-driven, highly targeted campaigns.

It's certainly progress, but there's still more work to do. For one thing, many marketers still draw almost exclusively from demographic data such as age, gender or income, and that has its limits. What's more effective is looking at your audience's online behavior—recent purchases, the apps they're using, what they're searching for in Maps—and using these insights to serve them contextually relevant, personalized creative.

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### UAE's outdoor advertising needs to make a digital push

UAE's outdoor advertising industry needs to look beyond building facades and start adopting digital. The risk is, if they don't chances are those two — Google and Facebook — could end up eating their share of the advertising spend.

"I'm not saying Google and Facebook will get into outdoor media — but the ad spend is one pie and all of us are targeting the same channels and the same clientele but with a different angle," said Martin Sabbagh, CEO of the Middle East operations of JCDecaux, the global behemoth in the outdoor advertising space.

"At some point, when the ad dollars get allocated, it will be at the expense of one or the other.

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### The four habits of successful data-driven marketers

As marketers, we are constantly encouraged to be 'data-driven'. For starters, we are expected to keep a close eye on acquisition costs, track funnel metrics, and keep tabs on conversion rates.

On top of that, we use audience data for segments, behavioural data for optimization, and customer feedback data to find and solve customer experience issues.

With all of these various ways of using data, though, how can we be sure we're doing our jobs correctly? That is, are we truly marketing in a 'data-driven' fashion?

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### 4 Tools to Research Competitors on Social Media

Do you want to learn more about your competitors' social media activity?

Looking for tools to help? Competitive research tools let you see at a glance how your social media marketing compares to similar businesses.

Most social analytics and social listening tools have plenty of platform options but they often leave out YouTube. MWP's video marketing comparison tool is the perfect solution to this problem. With this free, easy-to-use tool, you can see data that compares your YouTube channel to up to 10 other channels.

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