WHITHER DIGITAL ADVERTISING?

TWO EXPERTS SUGGEST, AT THIS CRITICAL JUNCTION FOR TARGETING VIA THIRD-PARTY DATA, THAT MARKETERS RETURN TO THEIR ROOTS.

Considering the General Data Protection Regulation (GDPR), the new California Consumer Privacy Act, massive fraud, lack of transparency and the hostility of various browsers to third-party cookies, it feels like digital advertising has come to a fork in the road.

So, which path(s) should it take?

"The pendulum has swung too far" toward programmatic advertising directed at users' profiles using third-party data, Forrester analyst Susan Bidel told me recently, complicating my path-in-the-road metaphor. "If you listen to [Proctor and Gamble] and Unilever," she said, "they are all saying that digital marketing as practiced in the last five or six years has not borne out."

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26 Tools and Apps for Social Media Marketers

Wondering how to improve the visual and written content you share on social media?

Want a list of tools to help?

In this article, you'll find 26 helpful tools and apps from the Social Media Marketing Podcast's Discovery of the Week.

intoLive is a cool iOS app for creating interactive social media videos.

In the app, you can edit an iOS live photo or any video so it plays like a live photo when someone presses and holds the thumbnail image. Although the app takes advantage of the iOS Live Photo feature, when you post the resulting photo on social media, the effect works on any mobile device.

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Survey: 87% of mobile marketers see success with location targeting

A new survey of 700 in-house and agency marketers using mobile marketing finds that 87 percent are using location targeting. A large majority of respondents reported positive results.

The report was written by Lawless Research and commissioned by Factual. Survey respondents were from a wide range of industries including automotive, CPG, financial services, travel and others. The breakdown of respondents included over 530 from brands/in-house marketers and the remainder from agencies.

They were screened on the basis of whether they did mobile marketing and were then asked about their use of location and location data.

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Attitudes to predictive marketing changing, but silos & skills still pose challenge

Predictive marketing has grown in maturity over the past couple of years, with many more organisations recognising the benefits of using data to predict how customers might behave in future.

Econsultancy's 'Embracing Predictive Marketing' report, the third in this series, suggests that there has been significant progress made within organisations, largely due to a shift in attitude towards building a data-driven culture.

However, the report – which features new interviews from senior practitioners, combined with insight from related Econsultany surveys – also suggests there are big challenges still to overcome.

First, let's remind ourselves how organisations were engaging with predictive analytics back in 2016.

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Don't Wait for Purchase Intent—Create It (from Facebook)

Products find people before people find products

When I started in advertising about 20 years ago, marketers were swept up in the new information age and created campaigns hoping that customers would actively search for their products. It made sense. If you need something, you look it up and find the right product to fit your needs.

The problem? This simply isn't how people shop. So why, after all this time, are some brand marketers still expecting new customers to find them?

The changing customer journey
Businesses that compete successfully in the modern marketplace know that the consumer journey has changed too much to sit back and wait for people to come to them. They know that today, products find people before people find products.

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The state of natural language & conversational search in 2018

As human beings, we use our voices for conversation. When we interact with voice interfaces, therefore, our natural instinct is to apply the same rules that we would to a human conversation.

We expect to be understood, but more than this, we expect the entity we're conversing with to remember the history of our conversation and understand the context of any following remarks.

For some time, major search companies like Google and Bing have worked to teach their search engines to understand queries in natural language. Natural language search queries are queries that sound natural spoken aloud, such as, "How high is the Empire State building?"

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Using push notifications for mobile app retention

For mobile marketers, the stakes have never been higher. Apps are continuing to lose more and more users. How is this happening? And more importantly, how can we make it stop?
Let's face it, not every app can be Snapchat or Instagram, and even the largest iPhone or Android device isn't big enough to house even a fraction of the millions of apps that exist in the leading app stores alone. Ultimately, people will pick and choose and keep only the apps that are the most important and valuable to them.

Something that's often not taken into account is just how fickle users are. In fact, 21 percent of people will only use an app once, and 71 percent of them will churn within 90 days.

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Lessons CPG Brands Can Learn From Startups

They need to integrate the digital savviness and flexibility of entrepreneurs.

Entrepreneurialism and experimentation are usually the domain of the Davids, not the Goliaths. The digital era has largely been defined by scrappy startups challenging incumbent industry leaders by being more creative, more inspired and more consumer-friendly. That's how we got brands like Dollar Shave Club, Netflix, Warby Parker and, yes, even Amazon. But now, established consumer-packaged-goods (CPG) companies are facing a retail landscape that requires them to borrow a page from the scrappy startup playbook...

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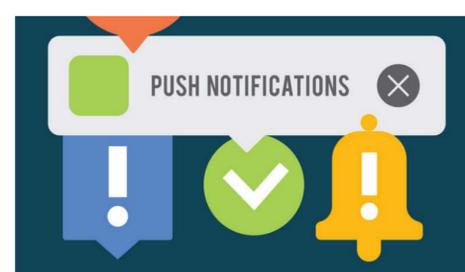### New features in the Facebook Ads Manager app make building ads on mobile easier

Google's move to mobile-first indexing is under way, but there's still a lack of clarity in a number of areas.

Remember that with mobile-first, Google's going to be primarily crawling and indexing the mobile version of your website, and using that to determine rankings. This is an idea that Google first mooted in 2016 but has only recently started cautiously rolling out, with plenty of testing to make sure things run smoothly.

Here are some of the issues that people are still asking questions about.
1. With so many fully responsive websites today is mobile-first really a big deal?

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