

93%

of respondents believe that customers increasingly want to buy experiences, not just products.



THREE TRENDS SHAPING THE FUTURE OF CUSTOMER ENGAGEMENT IN MARKETING

WHAT IS THE FUTURE OF CUSTOMER ENGAGEMENT?

A few decades ago, the most effort that the average brand made to “engage” with its customers would be broadcasting a message at them via a billboard, magazine, or television ad. The best way to persuade customers to buy products was thought to be by proclaiming their greatness, usually in a catchy or memorable way, to as wide an audience as possible.

What are the trends currently shaping the ways that we engage with customers as marketers, as well as the new ways we could engage with them in the future?

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Facebook is combining website, app, offline purchase data into one view for advertisers

Facebook will no longer breakout conversion cost metrics by website, app and offline channels. Instead, it will aggregate cost reporting across the channels.

Website, app and offline cost metrics now a single data point

Previously, advertisers had three separate data points to analyze cost metrics by channel. For example, Cost per Website Purchase, Cost per Mobile App Purchase and Cost per Offline Purchase are all now aggregated under a single Cost per Purchase metric. “You can still calculate channel-specific cost per metrics by dividing your total spend by the number of conversions from the channel you’re interested in,” writes Facebook.

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How to make content work harder in a multichannel world

Content has never had to work harder to reach audiences – how, when, and where they want to experience it.

Here I look at how publishers and content owners can get more mileage from their content by using the right architecture and tools to reach more devices.

Write once, publish anywhere

With an exploding number of formats, devices, and customer touchpoints, a key challenge, as digital strategist Nic Newman (BBC, Reuters) noted at a recent breakfast briefing with Inviqa, is figuring out how to efficiently create content that can be effortlessly repurposed for delivery to any number of devices and touchpoints.

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Improving the customer experience means getting search right

As consumers search from more places than ever before, it's vital that marketers deliver experiences that perform. Contributor Jim Yu shares tips on how to deliver a great experience at every search touch point.

The role of search is expanding and diversifying at an accelerating pace. In the age of assistance, search is everywhere and embedded within a range of home devices and smartphones. You can search from more places than ever before, through voice, image or text. A report by Brightedge (my company) reveals that 57 percent of all website traffic is mobile and 20 percent of mobile queries are voice-activated. These trends look set to become even further embedded over time. Simultaneously, search is moving beyond the traditional web and will soon incorporate augmented reality, alongside existing elements like podcasts and videos.

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How to measure the ROI of influencer marketing by placing it within the context of paid media

Influencer marketing exists in a fuzzy space as a creative and media asset, but also a public relations activity. If you were to draw a Venn Diagram of the three marketing sectors, influencer marketing would sit neatly in the overlapping middle.

This ambiguity is the biggest roadblock to the maturation of influencer marketing. How do you make clear decisions about who's responsible — let alone budget allocation and strategic value — when you're not even sure where influencer marketing fits in?

PR, media or creative?

There's a strong argument that influencer programmes are all about people, relationships and products, and thus should be the domain of PR. As the industry has evolved, there has also been strong argument in favour of placing influencer under the media umbrella, as part of the social media mix.

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Shopping Insights: Your Guide to the Consumer's Shopping Journey



Fuel your holiday strategy by understanding all aspects of the consumer shopping journey — from discovery to research to purchase — with our latest perspectives, case studies, and infographics.

Inspiration & Discovery
People are going online for inspiration at all points of their day, not just to look for specific products but to see what their friends and favorite celebrities are wearing. But today, that information is increasingly coming from video & research — whether it's deciding whether or not to buy (or which one to buy), learning how to use a product after they've bought it, or inspiring their next purchase.

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Avoid the 8 most common pitfalls of automated bidding

With more and more PPC tasks becoming automated, it's important to understand the limitations of automation. Here are eight of the most common issues to avoid when moving from manual to automated bidding.

Last week, I wrote that no one should do manual pay-per-click (PPC) bidding in this day and age. But that doesn't mean you can just flip an automated bidding switch on and head for the beach. In fact, automated bidding comes with its own unique challenges that still require the active involvement of an account manager. So, let's take a look at some of the most common issues to avoid when moving from manual to automated bidding.

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Adobe: 47% of smart speaker owners using device in shopping process

Another survey finds significant numbers of consumers using smart speakers for product research and purchases.

After a dozen or so consumer surveys about smart speakers in the past year, we're getting a good sense of how they're being used. The latest of these, out yesterday, is from Adobe. And it supports the narrative that smart speakers are an important, emerging commerce channel. Adobe surveyed 1,000 US consumers, both owners and non-owners of smart speakers. Men were somewhat more likely to be owners of these devices than women, and younger adults were more likely to own them as well.

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Structuring paid search campaigns: Segmentation vs. aggregation

Contributor Megan Taggart recommends regularly auditing paid search accounts to assess the need for segmentation or aggregation which will bring value to your marketing programs.

Structuring paid search campaigns can be an iterative and subjective process, and the path to an “ideal” structure is often paved by best practices and tactical preference.

The ultimate goal, however, is achieving a structure that allows for optimal end-user experience while rapidly gathering sufficient data to make informed, efficient optimizations at scale.

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