



## HERE ARE 6 WAYS TO BUILD A CUSTOMER-CENTRIC AND DATA-DRIVEN CULTURE

**DELIVERING CUSTOMER GROWTH AND VALUE STARTS WITH CREATING A CULTURE OF LEARNING.**

As every marketer today knows, the ability to collect, analyze and act on available data is increasingly vital to any brand's success. Companies at all levels of data maturity are investing in data analytics and marketing methods to personalize and improve customer experiences at scale and in real time. And yet, transforming brand and product experiences to increase Customer Lifetime Value takes more than just a commitment to data and statistics.

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### New customer acquisition vs. retention: 7 best practices for search

**Like nearly all retailers, a large health and beauty organization is facing escalating competition and CPCs on search.**

The performance marketing team realizes it can't keep paying heightening costs to acquire the same levels of revenue from repeat customers. At the same time, the team recognizes it can better coordinate its strategy on other channels. Retargeting, email and direct can work together more cohesively to push customers to purchase once they're in the door, or back in the door, from search. They developed a new strategy for tackling Google Ads, one focused on identifying and treating new customers differently than returning customers. The ultimate goal is to achieve more granular return targets for new versus repeat customers...

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### Debunking the top 5 stereotypes of programmatic traders

**Programmatic traders play an integral role in advertising planning, strategy and execution but there are misconceptions about what they really do.**

Do you think programmatic traders' jobs consist of basic data entry, playing around on computers and saying "no" to requests all the time? Think again – their role is far more significant in driving the bottom line than ever before. From implementing and running programmatic campaigns across various DSPs, to the day-to-day management of client campaigns, programmatic traders are the first point of contact for troubleshooting or audience and optimization recommendations. And once a campaign has run, they're responsible for producing and presenting campaign analysis to demonstrate the effectiveness of planning, testing and media optimization and management.

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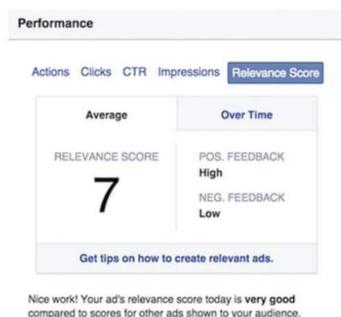
### Are you wasting money on Google Ads?

**Eliminate wasted spend and maximize ROAS on Google Ads in 5 simple steps.**

Search advertising is the largest expense for most digital advertisers, yet many are uncertain they're spending efficiently. Google Ads and Bing Ads have evolved dramatically over the past several years, developing more features that enable advertisers to make their ad targeting more precise and their keyword bids more efficient.

This is great news in concept, but the practical complexities of this opportunity can be overwhelming. This step-by-step guide from QuanticMind will help you quantify the amount of opportunity you have to improve your returns via five discrete analyses to run on your program. Visit Digital Marketing Depot to download "Are You Wasting Money on Google Ads?"

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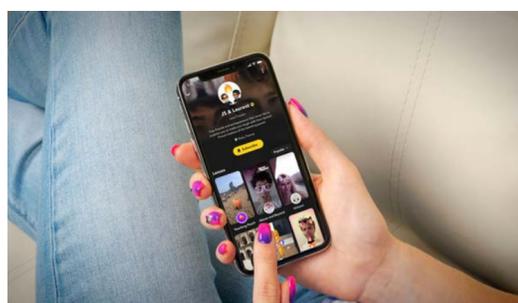


### Facebook to replace relevance score with 3 new metrics in April

Facebook announced Wednesday it is replacing its ad relevance score with three new "more granular" metrics. It will also be removing six additional ad metrics, replacing them with what it calls "more actionable" measurements. Goodbye relevance score. Facebook's relevance score offered advertisers insight into how relevant an ad may be to the audience it targeted. The relevance score was reported as single metric, but starting Wednesday, Facebook will begin rolling out three new metrics to replace the relevance score. The single score will no longer be available after April 30.

Three new relevancy metrics. The new metrics are quality ranking, engagement rate ranking and conversion rate ranking.

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### Snapchat announces new features geared at creativity, collaboration, partner advertising

**Highlights from the first Snap Partner Summit include new AR experiences, upgrades to the company's Lens Studio, a robust scanning feature for dynamic objects, improved Snap Kit capabilities for partners and third-party apps, and more.**

Why you should care  
Many of the new features enhance the core Snapchatter experience, but with it comes key openings for marketers and advertisers. Dynamic scanning and enhanced AR brings the Snapchat experience to life with improved movement tracking, new interactive templates via Lens Studio, landmark manipulation, and object scanning. From snapping math problems and movie posters to visualizing new perspectives on landmark locations, brands will be able to deliver targeted content in context for deeper engagement with audiences.

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### Facebook gives Ads Manager a design refresh and launches new cost cap bidding strategy

**The Business Manager platform is also being updated, but not until later this year.**

Facebook announced this month it is refreshing its Ads Manager interface to improve navigation and deliver a cleaner design to help advertisers manage campaigns. The company also said it will be updating its Business Manager platform later this year to make it easier for agencies to on-board new clients within the system.

Facebook also introduced a new "cost cap" bidding strategy for advertisers, giving them a third option beyond bidding strategies focused on conversion volume and cost predictability.

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