

MARY MEEKER: SOCIAL MEDIA USAGE IS FLAT GLOBALLY, MOBILE AD SPEND CONTINUES TO CLIMB

DAILY SOCIAL MEDIA USAGE INCREASED BY JUST 1% YEAR-OVER-YEAR, ACCORDING TO THE ANNUAL REPORT.

Mary Meeker has released her annual internet report, giving marketers a glimpse of where we are globally in terms of social media use and online ad spend, among other trends. While overall internet usage keeps growing, social media usage is flattening — but that’s not slowing down online ad spend.

More than 50% of global population is now online. Between 2009 and 2018, the percent of global internet users has grown from 24% to 51% — more than doubling in just under ten years time. According to the report, there are now 3.8 billion global internet users, up 6% year-over-year.

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Google announces new ‘discovery’ ad formats, revamped Shopping experience, native placements

Discovery is a big theme at this year’s Google Marketing Live, its annual event to unveil new ads products, held in San Francisco this year. And several new ad units announced today are designed to address top-of-funnel consumer scenarios. Discovery ads, Gallery ads and expanded reach for Showcase Shopping ads were all unveiled at GML.

These formats share the fact that they’re all highly visual, appear across multiple Google properties and are all automated, like Universal App Campaigns (now App Campaigns). Universal App Campaigns first launched in 2015 and have emerged as a model for all of Google’s newer automated formats.

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Shopping as entertainment and how social commerce will succeed

Traditional ad formats on social channels will face a shakeup as Facebook and others aggressively test new ad experiences to make purchases without ever leaving the platform.

From automobiles to television to the internet, changes in consumer social behavior drive changes in buying behavior. The reason many brands dismissed or underestimated the disruptive power of Amazon early on because they miscalculated the extent and speed at which those social changes in the internet age now impact commerce decision making. What’s been made clear over the past ten years or so is that while consumers may still love touching and feeling physical products, modern e-commerce sites have transformed their ability to discover new products, compare, read reviews, and get recommendations – and they like it that way.

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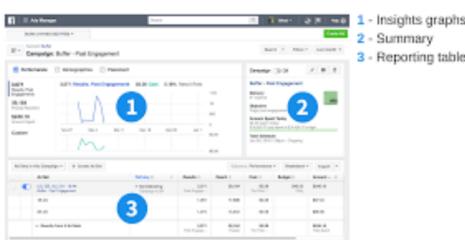


Think beyond the buy: Shopping is an omnichannel journey

Marketers understandably tend to obsess over purchases. Even if they understand an entire journey leads up to a purchase, the actual sale is the tangible result of all their efforts and the thing that puts money in the coffers. That means many end up focusing on where that purchase gets made, either online or in-store.

It’s an important data point. And people historically have preferred to buy certain things online and other things at brick-and-mortar locations. But the truth is, today’s shoppers like to browse and research online, even in cases when they intend to buy in a store. In fact, 83% of U.S. shoppers who visited a store in the last week said they used online search before going into a store. Factor in things like video and apps, and 93% of shoppers say they’ve used online resources.

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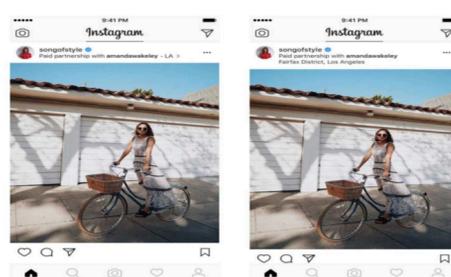
Facebook Ads Manager issues are causing major headaches for advertisers

Marketers report seeing noticeable problems as far back as last November when the platform suffered an outage days before Black Friday.

Last November, three days before Black Friday, Facebook’s Ads Manager suffered an outage that left many advertisers unable to access campaigns, upload creative or download reports during the height of the online shopping season. Since then, advertisers say they have experienced a steady decline in the platform’s performance — everything from not being able to publish ads or turn off campaigns to significant inconsistencies in campaign results.

“Since the large outage last year before Black Friday, Facebook as a platform has performance swings on a daily basis”

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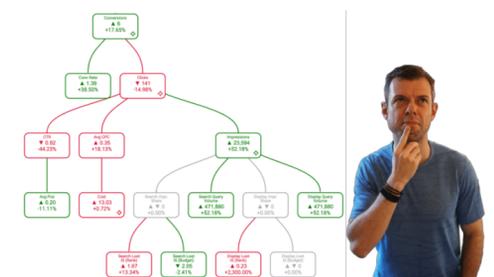
What will happen to influencer marketing if Instagram ‘Likes’ go away?

Instagram recently tested eliminating “Like” counts on posts, a move that would likely empower influencer marketing agencies.

In April, app researcher Jane Manchun Wong discovered Instagram was testing removing “Like” counts on posts. At the time, an Instagram spokesperson told TechCrunch it was not a public test, but an internal prototype and that the company was “exploring” new ways to reduce pressure on Instagram.

The possibility that Instagram – a primary platform for influencer marketing – may potentially eliminate “Likes” could impact the influencer community, causing brands to question whether or not an influencer has enough sway to contribute to the brand’s marketing efforts.

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How to check why PPC performance changed

Finding why performance of a search advertising campaign changed can be maddeningly difficult but tools like Optmyzr can help.

There are lots of moving pieces in PPC campaigns and that can make it challenging to pinpoint the cause when performance changes. An investigation into the cause of the change can either be top-down or bottom-up. Here we’ll cover both ways to investigate the root cause and we’ll also share tools that make this process faster.

What makes it so hard to know why results in PPC change is that all ads run through an auction every time a search happens and every auction has different parameters — like where the searcher is located, what time it is, what else they’ve been researching, and much more.

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