



WHY HYPER-PERSONALIZATION IS KEY FOR MARKETERS IN 2020

IN THE WORDS OF MALCOLM GLADWELL, MARKETERS IN 2020 HAVE FINALLY REACHED THE 'TIPPING POINT' WHERE SCALABLE HYPER-PERSONALIZATION OF MARKETING ACTIVITIES IS NOT ONLY POSSIBLE, BUT IS RAPIDLY BECOMING A REQUIREMENT IN ORDER TO STAY UP WITH EVOLVING CONSUMER TRENDS.

The shift to more towards personalized, targeted shopping experiences is largely due to the advancements in marketing technology, with elements of machine learning, artificial intelligence and biometric identification all becoming more integrated with one another in order to deliver customized promotional opportunities. An example of this can be found at the Westfield shopping complex in Shepherd's Bush, London - the complex now has cameras in and around the mall which use facial recognition technology to determine the age, sex, and even the mood of the shoppers as they move through the buildings. Based on what the system learns, it can then display different ads on the various digital billboards around the mall in order to maximize consumer response.

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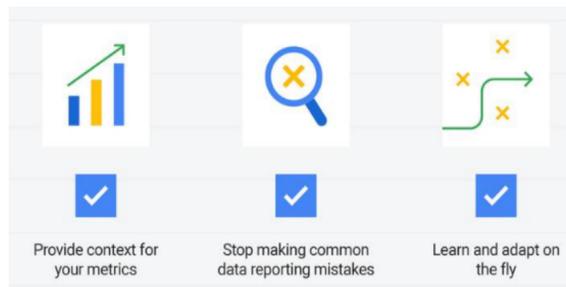


Digital advertising trends in 2020: What do the experts predict?

As we enter a new decade, I believe the next ten years will bear witness to the end of the walled gardens' unsustainable practices and the flourishing success of the power of the open internet for all – consumers, content providers and advertisers alike.

Growing numbers of advertisers are waking up to the importance of objectivity when it comes to advertising and the benefits of investing their spend beyond the walled gardens – whether that's greater control of their data, more transparent pricing or more objective measurement. Beyond this, the industry is beginning to appreciate just how important advertising on the open web is for society more generally, to preserve and fuel the content required to educate and inspire us all.

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Data: 3 measurement resolutions all marketers should make for 2020

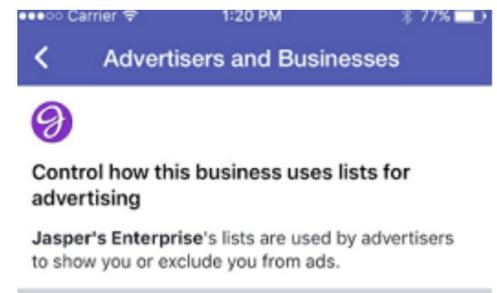
People have been making New Year's resolutions since the time of the ancient Babylonians. Usually those resolutions involve something along the lines of losing weight or saving money.

Resolution 1: Provide context for your metrics

We've all received one of those self-congratulatory emails from a colleague informing us that their latest ad campaign had 10,000 on-target impressions, or the six-second video they ran had a 60% completion rate.

Whenever I see one, the first thing I ask myself is: What do these numbers even mean? Are they good or bad? Should we be patting ourselves on the back or trying to figure out what went wrong?

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Facebook's Adding More Detail to its User Controls Over Advertisers' Custom Audience List Targeting

Last February, Facebook added some new info elements in its 'Why am I seeing this ad?' listings which provide users with a better understanding of how each ad has been targeted, including notes on the use of Custom Audience lists from third-party data providers.

The increased transparency helps users better understand where their info is coming from, and why they might be seeing specific ads, while Facebook also added in controls which enable users to remove themselves from any list they don't want to be a part of. Facebook added more transparency on which specific data brokers and marketing companies have provided your data to Facebook advertisers in July, and this week, as it continues to refine its ad insight tools, Facebook is also adding additional oversight into how a single brand entity could be using your contact info to reach you with ads from several elements of the same company.

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The paid search shifts of 2019 that will shape how we market in 2020

Automation, full-funnel campaigns, shoppable ads and privacy fueled PPC changes in 2019.

In 2019, Google shook up mobile search results pages with a redesign that introduced black "Ad" labels to text ads and favicons for organic listings. It also caused a stir in notifying some advertisers it would start handling campaign management for them. Automation continued to be a major theme. This year, it was reflected most prominently in Google's product announcements aimed at owning the funnel with campaigns that extend across properties. Adjusting to new privacy restrictions and expectations also took on new urgency and will have a significant impact on search marketing in the year to come.

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AR and VR will drive omnichannel 2.0

As access and adoption rise, immersive tech has the potential to bridge the gap between store and home, online and offline.

In this piece, we unveil new insights about consumer Imagine walking into a grocery store and instead of grabbing a cart, you put on augmented reality (AR) glasses pre-loaded with an artificial intelligence (AI) shopping program. Wait, did I say walk into a store?

I mean sit down on your couch at home, put on a virtual reality (VR) headset and virtually shop from the comfort of your own home. A virtual shelf fills up with a curated selection based on your purchase history. Throughout the "trip," you pick up and inspect products, try things on, ask the program questions about ingredients and check product reviews.

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6 of the best social listening tools for 2020

As more brands turn to social media for customer insights, social listening tools are gaining momentum. Here are our top 6 picks for 2020.

In your personal life, reading people's minds is a questionable superpower; but the business benefits of being able to listen in on people's thoughts are infinite. And while social media monitoring isn't exactly about reading people's minds, it's as close to it as it gets.

Social listening gives you access to what people are saying about your brand, industry, or competitors across social media and the web – often without them being aware of you listening. If you know how to word your queries and filter the results, you'll end up with the most authentic, unbiased insights you can get as a business.

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