



## DIGITAL AD TARGETING WILL RETURN TO ITS ROOTS AMID COOKIE DEMISE

**ADVERTISERS AND PUBLISHERS ARE TASKED WITH DEVELOPING TACTICS AND STRATEGIES THAT DRIVE PERFORMANCE AND ENGENDER TRUST**

The digital advertising industry is at an inflection point. Cookies are going away (making one-to-one targeting harder), practices such as fingerprinting are becoming obsolete and there's new regulation. There's no getting away from it, user privacy now sits at the forefront of government regulators, the digital economy and its consumers.

The future holds many new challenges for advertisers and publishers, and benefits too. They're tasked with developing tactics and strategies that continue to drive performance and engender trust in this new, well-informed society.

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## Gen Z and Millennial Social Consumer Habits [Infographic]

**As has been documented in countless articles and think-pieces, consumer behaviors changed significantly over the past year.**

The COVID-19 pandemic forced most people to stay home, which logically lead to a major boost in eCommerce spending. Those habits are projected to become habitual for many, even after the pandemic, with the ease of use and convenience of shopping from home now second nature for a growing number of consumers.

But within this, it's important to note exactly how people are discovering and buying items.

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## 14 examples of digital technology in retail stores

**After the shock of the coronavirus on brick-and-mortar retail, stores have to work harder than ever to compete with each other, and with consumers' increased appetite for ecommerce.**

One way of doing this is to use technology to create immersive experiences that will encourage consumers back in-store as the world reopens.

Technology can be used in various ways: for experiential purposes, to appeal to mobile users, increase convenience for shoppers, to make them feel safer amid the pandemic (e.g. with contactless options), or to promote a retailer's online presence.

Here are 14 of the most innovative examples of in-store tech from the past few years and more recently since the onset of Covid-19.

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## Facebook Outlines the Future of AR, and Plans for the Next Stage of Computing

**Facebook sparked a flurry of excitement last September when it announced that the first iteration of its AR glasses - currently being tested under the title 'Project Aria' - would be available in stores sometime in 2021, pointing to the next stage of social and digital connectivity.**

But Facebook has since sought to temper expectations, with the company's AR and VR chief Andrew Bosworth noting that the first stage of its wearable device will not be fully-AR enabled.

But that next level is coming, sometime on the horizon - and today, the company has provided some more insight into its plans for AR, and engagement with digital devices that it says will form the next major computing shift.

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## Data-driven advertisers have a hammer and everything looks like a nail

**The original quote is attributed to Abraham Maslow (yes, the guy with the hierarchy of needs), and is an illustration of a cognitive bias called "The Law of the instrument".**

In studies, this has been found to apply to a lot of fields. In the diagnosis of mental illness, doctors were found to overly diagnose people with the illnesses for which there were good medicines. In software development, the phenomenon is known as "the golden hammer" and means applying only programming language and systems you know as a solution regardless of the problem. Some even see a pattern of causation between the size of a nation's army and its propensity to solve international conflict with military intervention.

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## Facebook is Looking to Launch Audio-Only Rooms to Hook Into the Social Audio Trend

**Yes, Facebook's Clubhouse clone is coming, and it could be here very soon, according to a new discovery in the back-end code of the app.**

As you would expect, with the sudden rise of audio social, Facebook has also been working on its own live audio meeting rooms feature, which would enable Facebook users to create audio broadcasts that users can tune into, and participate in, within the app.

This is actually not a major stretch for Facebook to create, as it already has its video Rooms feature that it added in May last year, which enables users to create private video chats that others can drop into. Building a public, audio-only version of the same is technically something of a step back, reducing the data load by shutting off video, while also making them open to all users.

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## Subscription models to retail media: How is ecommerce changing right now?

**The events of 2020 have fundamentally changed the course of ecommerce. So, what can marketers and brands expect over the coming 12 months?**

Some retailers have put brand marketing on the back burner over the last year, over-investing in search and the lower funnel as a means of survival. This can be a great way of improving sales in the short term, during a period of high uncertainty, "but there's such a risk that [brands] are eliminating long-term brand growth on the back of that", Stevens warns.

Organisations that split investment across both areas will be in the best position to grow and succeed in 2021, claims Stevens, while acknowledging that brands with more traditional marketing structures will need to change operationally to allow for this balance.

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