

Новости интернет-рекламы

Июнь, 16-30

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АНАЛИТИКА И ИНТЕРВЬЮ.....

Digital Россия-2017: коснулись ли нас мировые тренды?

Разбираем доклад аналитика Кремниевой долины Мэри Микер

<http://www.sostav.ru/publication/didzhitalizatsiya-meditsiny-i-vse-bolshe-onlajn-obshcheniya-s-klientami-doklad-analitika-kremnievoj-doliny-meri-miker-27144.html>

В начале июня вышел ежегодный доклад «Internet Trends 2017», подготовленный аналитиком и партнёром венчурного фонда Kleiner Perkins Caufield & Byers Мэри Микер. Он освещает глобальные тренды, связанные с интернетом, в самых разных сферах. Как заведено, у России “свой путь”, и не все глобальные тренды можно наблюдать на нашем рынке, однако на них стоит обратить внимание.

Рост числа пользователей

Глобально в мире число людей, пользующихся интернетом, выросло на 10% за 2016 г. Конечно, на этот показатель сильно влияют активно растущие страны - Индия, например. В России темп прироста интернет-пользователей составляет только 2%. С одной стороны, это закономерно: интернет и так уже есть почти у всех, до кого дотянулись оптоволоконные линии связи. С другой – даже в США, где его проникновение кажется даже более повсеместным, прирост составил 4%. Объяснить это можно тем, какие аудитории в России все еще “не дошли” до интернета - это пожилые люди. При этом если на Западе пенсионеры - активная аудитория, они много путешествуют и покупают, выступают целевой аудиторией маркетинговых кампаний – взять американскую рекламу того же iPhone 7 с участием пенсионера. Но в России пенсионеры - увы - в основном проводят время на лавочке у подъезда, а на пенсию в 10-15 тыс. рублей iPhone не купить.

Время, проведённое в Интернете

Средний взрослый гражданин Соединённых Штатов ежедневно проводит в интернете 5,6 часа. Для сравнения – по февральским данным Web Index, средний житель Москвы или Санкт-Петербурга в возрасте 12-64 лет проводит в интернете ~2 часа в сутки. Пик онлайн-активности приходится на лиц 12-24 лет: их время составляет ~2,6 часа в сутки. Это в 2 раза меньше, чем у американских пользователей, но важно не количество, а качество этого времени. Где в основном “зависают” пользователи? В соцсетях, играх и мессенджерах. И в этом смысле 5 минут в поисковике для digital-маркетолога ценнее, чем 3 часа в мессенджере. Проблема, конечно, в монетизации соцсетей и мессенджеров, которая по-прежнему гораздо менее эффективна (для большинства товарных

категорий), чем поисковая. Соцсети так и не смогли придумать ничего по-настоящему “своего” - в них преобладает та же таргетированная реклама и аукционные форматы, что и в поиске (только вместо поисковых запросов - узкие аудиторные таргетинги). С мессенджерами все еще печальнее - спам-рассылки и боты - пока, пожалуй, это все, что в мессенджерах делают более-менее массово. И пока мы не придумаем, как конвертировать огромное время, проведенное в соцсетях и мессенджерах, в какой-то интерес к брендам, измерение этого времени остается исключительно научной метрикой.

Мобильная реклама – по-прежнему драйвер рынка (спасибо, кэп)

По объему рынок онлайн-рекламу в США за 2016 г. вырос на 22%, причём драйвером (да-да) выступил mobile. Впрочем, во всём мире ситуация похожая. Согласно исследованию MAGNA, сам рынок прибавил в объёме 18%, а мобайл – целых 53,5%. И последние пару лет это уже не новость.

Россия тут движется в ногу со всем миром. По данным eMarketer, темп прироста “мобилки” в 2016 г. составил 80% на фоне общего роста рынка в 11%. И не было бы тут ничего интересного, если бы не “российский особый путь”. Мобильная реклама у нас растёт, а количество мобильных сайтов - чуть ли не самое низкое в Европе.

Связано это с двумя вещами: отсутствие единого стандарта CMS и большим количеством дешевых веб-горе-программистов, которым проще написать свою CMS с нуля или изуродовать Битрикс 24 так, что родная мама не узнает, чем использовать что-то готовое. В итоге, когда во всем мире мобильная версия настраивается в 3-4 клика в стандартной CMS, у нас - нужно переписывать сайт целиком. И еще найти при этом программиста, который сделает нормальную мобильную версию, а не покажет просто, что вот, десктопная версия же работает на мобильном, что вам еще? И пусть ее смотреть можно только с лупой - работает же! Google уже проводит работы по понижению таких страниц в выдаче – это поможет их владельцам пересмотреть свои взгляды на мобильную оптимизацию. А до этого момента рост мобайла будет упираться в низкие конверсии с мобильного трафика - ровно по вышеозвученным причинам.

Измерения и аналитика

Во всём мире рекламодатели сталкиваются с проблемой измерения ROI - 61% опрошенных респондентов отметил это как самую большую сложность. В целом, у нас картина похожая - большинство рекламодателей все еще с трудом справляются с корректной настройкой счетчика на сайте. При этом драматически увеличивается разрыв между крупными рекламодателями и

средними – там, где одни “воюют” с корректной настройкой статистики, вторые уже оперируют математическими моделями, вероятностями и многоканальными последовательностями.

Наверное, это логично, ведь настоящая хорошая аналитика - это дорогое удовольствие. Средняя зарплата аналитика на рекламном рынке сегодня - 150 тыс. руб. - сравнима с зарплатой разработчика. Но многие клиенты до сих пор считают, что анализ эффективности - забота агентства, поэтому он должен быть бесплатным для них, и не готовы доплачивать за более глубокий анализ и рекламных кампаний, и происходящего на их сайте. Понятно, что “бесплатно” большинство агентств стремится сделать по минимуму, ведь в противном случае эти расходы лягут на плечи самого агентства.

Развитие e-commerce

В США объём сегмента e-commerce за 2016 г. вырос на 15%. В мире, по данным агентства Statista – на 23,7%. У нас в России тоже наблюдается заметный рост: +21%, как оценивает eMarketer. Что же мешает российскому екоммерсу расти еще быстрее? Во-первых, в сегменте микропокупок в последние несколько лет магазины заметно потеснил небезызвестный AliExpress. Противопоставить ему можно только качество, но там, где важна именно цена, побить китайскую платформу “всегонасвете” очень сложно. Во-вторых, одной из особых российских проблем для екоммерса по-прежнему остается логистика. Например, по все тому же отчету Мэри Микер, в Китае почти половина заказов доставляется в течение суток, большая доля - в течение нескольких часов. У нас даже в Москве и Петербурге это все еще что-то из области фантастики. В лучшем случае - можно по телефону договориться с курьером о примерном времени доставки. В регионах же ситуация обстоит еще сложнее. Поэтому многие пользователи предпочитают традиционный вариант “приехать в магазин и купить”, а некоторые крупные сети развивают полу-e-commerce: покупка онлайн или на терминале с возможностью забрать в офлайн магазине.

Больше онлайн-общения с клиентами

За 2016 г. количество диалогов с клиентами, проведённых онлайн, во всём мире выросло вдвое. Очевидно, что люди уходят от телефонных звонков в онлайн-мир, и это просто отражение образа жизни.

Мы испытали этот тренд на своем опыте — в нашем рекламном агрегаторе Aori 80% обращений пользователей происходит именно онлайн (хотя телефон крупно указан в шапке сайта). Обычно в чате общаться и клиенту, и работникам поддержки комфортнее - можно обмениваться скриншотами, посмотреть историю, отвлечься, а потом вернуться к переписке. Надеюсь, что

клиенты агентств тоже постепенно придут к этой практике, что позволит агентствам меньше времени тратить на поездки по встречам и больше концентрироваться на качестве рекламных кампаний.

Диджитализация медицины

Число устройств контроля здоровья за год увеличилось на 24%. В США на одного пациента в среднем приходится 26,3 отслеживаемых показателя, характеризующих его состояние.

В России тенденция проявляется - прежде всего в пределах Садового кольца и КАД. Причиной является стоимость и распространение фитнес-устройств. Близкий тренд - диджитализация медицины и ответы на вопросы пациентов онлайн, кажется, недавно открыл для себя Яндекс (судя по YAC 2017). Это внушает надежду, что скоро мы увидим прорыв в этой области. Пока же онлайн можно гарантированно получить только одну стоящую рекомендацию - обратитесь к специалисту.

Young Consumers May Use Ad Blockers, but That Doesn't Mean They Don't Like Seeing Brands Online

They just want companies to respect their digital space

<http://www.adweek.com/digital/young-consumers-block-ads-but-that-doesnt-mean-they-dont-like-brands/>

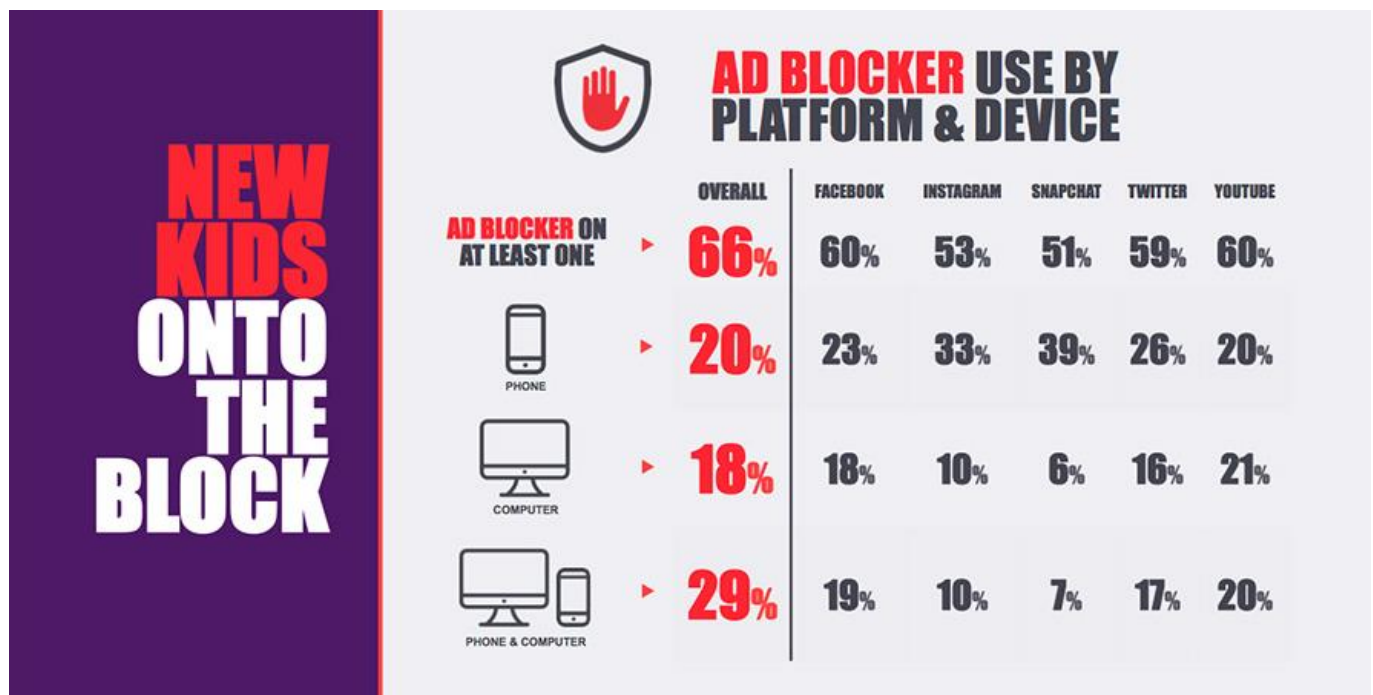
Even though younger generations are more likely to use ad blockers or skip ads when they can, they're also incredibly responsive to informative and socially-relevant brand presences online.

According to a new study conducted by Defy Media's Acumen Research and TMI Strategy, young consumers get annoyed by ads that interrupt their viewing or social media experience but are receptive to ads or brands that respect their online space.

Of the more than 1,300 participants aged 13 to 25 years old, 66 percent use an ad blocker on at least one device.

Despite blocking ads a majority of the time, 80 percent understand that ads on the internet are a "regular part of life," and a whopping 84 percent say they're not willing to pay for an ad-free experience all of the time.

“These numbers aren’t all doom and gloom for the ad world,” said Defy Media CMO Andy Tu. “But it’s a dose of reality for executives. The old way of doing things isn’t going to fly with young people anymore.”

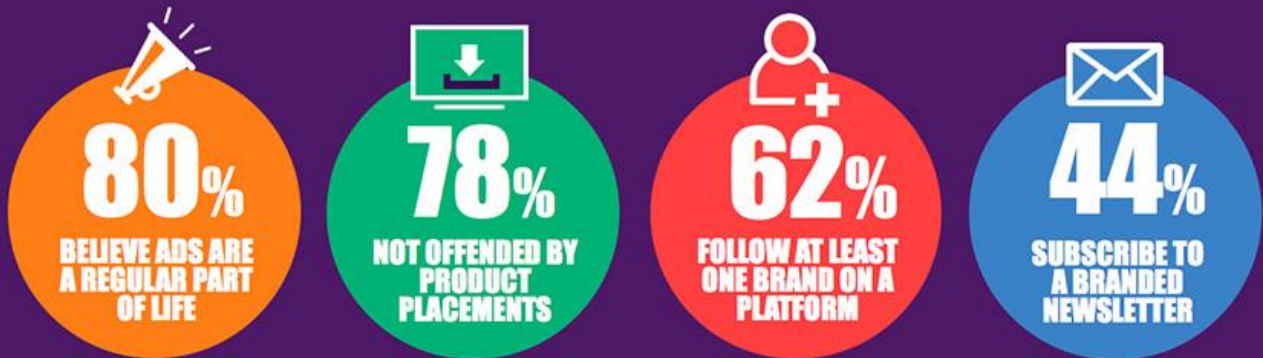


Even though people block a large amount of ads, around 62 percent actually follow at least one brand on social media on platforms like Facebook, Instagram and Twitter. The impulse to follow brands primarily comes from wanting to find out more information about the product or service, and then to keep up with promotions or news about it.

“They’ll also easily stop following a brand if they feel turned off by it,” said Tu. “If it feels boring or repetitive, or if it clogs your feed by constantly purveying content.”

In addition to annoying content, these young consumers will also unfollow brands if they don’t like or agree with its political, environmental or social stance. Around 34 percent of respondents felt that way about the responsibility of brands they follow online. More than half (53 percent) said they will stop buying a brand if it doesn’t live up to their expectations of social responsibility.

IMMA BLOCK YOUR ADS, BUT FOLLOW YOU ANYWAY



“It’s not that young people are cognizant of their purchase power in real time as they use it,” said Tu. “They just don’t know any other way. They’ve been able to listen to any song, anywhere, without buying the album, or watch any video when they wanted to.”

“Marketers have been playing from an old playbook, and now some headlines show millennials leading the demise of our whole population,” he said. “The brands to watch for are the ones who have never advertised on television in the first place. When I look at them, I’m way less scared about the future.”

Defy Media presented these results and more conclusions at VidCon in Anaheim, Calif., on Thursday.

3 Ways Agencies Are Delivering Transparency to Advertisers

Marketers are demanding more accountability

<http://www.adweek.com/digital/3-ways-agencies-are-delivering-transparency-to-advertisers/>

In recent years, marketers have made it clear that they need greater transparency in their digital advertising. Concerns about ad fraud and viewability, measurement and a more data-centric mindset have all contributed to the new assertiveness among marketers. A study from the World Federation of

Advertisers (WFA) found that 90 percent of advertisers are reviewing contracts and demanding greater accountability.

For their part, the agencies seem to be listening. In recent weeks, several have launched a host of innovative solutions, adopted new methods, or adapted old ways to help deliver what advertisers want. Here are some of the best examples.

1. Havas to “track every penny”

Global agency Havas is using innovation to help advertisers see exactly what they’re paying for. The company recently released a portal that lets clients see—in real-time—how much money they’re spending with online vendors, along with how successfully those ads are performing. Havas global managing director Dominique Delport said that tracking “literally every penny” of online ad buys will allow brands to retain more confidence surrounding their digital spend.

For marketers, this new technology goes a long way in building trust within the ad ecosystem and offering advertisers the transparency they need. Savvy agencies like Havas will benefit by taking similar steps to deliver more clarity through technology and innovation.

2. Unbundling costs and disclosing fees

Historically, marketers have allowed agencies to operate autonomously for their ad buys, granting them considerable independence. As that process has moved from human-based deal-making to more sophisticated and automated decision-making, advertisers are asking for more clarity within the buying process. Of particular concern are the sometimes murky underlying costs of agency support, and for marked-up media inventory.

In response, many agencies are unbundling their costs and taking steps to break down and fully disclose their fees. Omnicom, WPP and Dentsu Aegis have gone public about new approaches designed to deliver greater clarity and accountability, even at the risk of depressing the agencies’ own earnings.

3. Switching back to commissions

Advertisers are also changing the way they compensate agencies. And while many still pay fees based on labor, some are now switching back to a traditional commission-based method in which agencies receive a portion of their total ad spend. In addition to being more transparent, the commission-based model can benefit agency partners by giving them the opportunity to receive bonuses or other incentives if they meet any specific performance-related goals. This move is clearly a win-win for all involved.

A new study by the Association of National Advertisers (ANA) reports that traditional media commission payment methods have climbed to 12 percent (from three percent in 2010) and are used primarily for media services—and notably for programmatic media buying—that involve both labor and technology costs. The “comeback” of the commission model may continue because it makes payments more seamless than labor-based fees. And agencies are leading the shift.

Transparency and accountability concerns won’t go away, so we can expect smart agencies to continue to find ways to accommodate their clients and, in doing so, improve and grow our industry.

Tim Mahlman is head of programmatic ad tech platforms at Oath.

BRAND SAFETY

How YouTube handled its brand-safety crisis

<https://digiday.com/marketing/youtube-handled-brand-safety-crisis/>

In mid-March, a series of reports revealed that ads from reputable brands had been cropping up on videos from the likes of white nationalists and hate preachers. Almost overnight, hundreds of companies ranging from L’Oréal to Verizon suspended their YouTube buys. And just last week, The Times of London reported that recent U.K. election ads had appeared on videos from Islamic extremists. Thanks to YouTube’s woes, “brand safety” has been one of the digital media industry’s hot topics this year.

Three months since the initial bombshell dropped, agency sources say most U.S. advertisers are returning to YouTube. Ad spend on YouTube has remained stable, according to numbers crunched by ad-tracking firms Pathmatics and MediaRadar. They say that’s in part because some of Google’s efforts to mollify

advertisers have been effective. But agencies are also quick to highlight their own initiatives, including partnerships with third-party measurement companies.

Advertisers didn't really want to leave in the first place, of course. YouTube's reach is unrivaled across the video ecosystem, especially when it comes to younger consumers. "I've rarely engaged with a client [that suspended YouTube ads] and wasn't concerned about an increase in cost per action or a decrease in ROI for their media buy," said Joe Barone, managing partner of digital ad operations at GroupM.

Barone said most of GroupM's U.S. clients have now returned to YouTube "to some degree." (Some advertisers, in an effort to reduce risk, are still keeping their buys small.) Barone attributes some of his clients' newfound confidence to the measurement product GroupM launched in partnership with OpenSlate, a video analytics firm specializing in YouTube. The tool, which debuted in late March, assigns brand-safety scores to individual pieces of YouTube content and also reports on where ads ran.

Barone isn't the only agency figure to tout the importance of third-party measurement on YouTube. "I think that working with third parties is really going to provide that check and balance," said Lora Stock, group director of social and content strategy at Campbell Ewald. An Interpublic Group agency, Campbell Ewald partners with Integral Ad Science and other third-party verification and brand-safety partners.

Advertisers that continue to avoid YouTube do have other choices. "There are options for high-quality video marketplaces that can, to a certain extent, replace YouTube," said Barone. "There are lots of ways to reinvest at least some of that YouTube money, though it certainly is a challenge to redraft a media plan without YouTube at all."

It's a challenge, but not necessarily an insurmountable one. "There are more and more alternatives every day, including Facebook," said the head media buyer for one major advertiser, who spoke on the condition of anonymity. His company pulled ads from YouTube in March, and it still hasn't returned. "YouTube does outdistance itself from the competition," he said. "But if they can't work things out, we'll find other ways to do it. It may not be as efficient and we may not see reach as quickly, but we can't compromise on being responsible advertisers."

It's impossible to glean whether, on the whole, advertisers who left YouTube suffered as a result. "Companies will say that their decision to stop advertising on YouTube [didn't hurt them]," said OpenSlate CEO Mike Henry, saying anything else would limit their leverage.

YouTube declined to be interviewed for this story and issued a statement saying it was reviewing its policies and giving brands more control over ads.

Agencies and advertisers report YouTube has responded to that leverage, making a number of advertiser-friendly platform updates in the months since the brand-safety crisis erupted. For instance, the head buyer favorably cited YouTube's move to impose a minimum of 10,000 views for any channel receiving ads, as well as the company's decision to hire a slew of new screeners to review questionable content.

"I think they've made significant efforts," added Barone. "I don't think they felt that this, too, would pass; they've had a real fear that this would affect their bottom line."

Advertisers Try to Avoid the Web's Dark Side, From Fake News to Extremist Videos

Marketers are reevaluating their approach to automated ad-buying and demanding more accountability

<https://www.wsj.com/articles/advertisers-try-to-avoid-the-webs-dark-side-from-fake-news-to-extremist-videos-1497778201>

In February, Kieran Hannon, chief marketing officer of Belkin International Inc., noticed an odd tweet asking the electronics maker why it was advertising on Breitbart News Network, a right-wing website known for scorched-earth populism.

A banner ad promoting the company's new Linksys mesh router had appeared on the site, even though Breitbart wasn't among the roughly 200 sites Belkin had preapproved for its ads.

Mr. Hannon called his ad agency, which couldn't explain the mix-up.

"We still don't know how that happened," he said.

Such headaches are becoming all too familiar for marketing executives, as they come to grips with the trade-offs inherent in automated advertising. Known as "programmatic" ad buying, it is now the way the vast majority of digital display ads are sold.

Programmatic advertising allows the buyer to target consumers across thousands of sites, based on their browsing history or shopping habits or demographics. Doing so is more cost-effective than buying more expensive ads on a handful of well-known sites.

But marketers don't fully control whether their ads will show up in places they would rather avoid: sites featuring pornography, pirated content, fake news, videos supporting terrorists, or outlets whose traffic is artificially generated by computer programs.

The confusion stems from the convoluted infrastructure of the ad-technology world: a maze of agencies, ad networks, exchanges, publisher platforms and vendors. Instead of buying space on websites, brands can buy audiences—categories of people—and their ads are placed on sites those people visit.

The problems arise when those people are on sites where brands don't wish to appear.

As the issues pile up, marketers are taking action, with the help of companies that independently verify that their ads aren't going to toxic locations. Brands are cutting down their purchase of ads through open exchanges—public pools of ad space from hundreds of thousands of sites—opting instead for methods that give them more visibility into where ads are appearing.

On open exchanges, it “just becomes harder and harder to figure out if your ad is showing up in a legitimate ad experience,” said Kristi Argyilan, senior vice president of marketing at retailer Target Corp.

Marketers have been dealing with these issues for years. But the “brand safety” risks in digital advertising have hit home with multiple high-profile episodes in recent months.

In March, a number of big brands including PepsiCo Inc., Wal-Mart Stores Inc. L'Oréal SA and AT&T Inc. pulled their ads from YouTube and the Google Display Network, a network of third-party websites, after revelations that ads ran alongside objectionable content, including videos promoting anti-Semitism and terrorism.

Google, a unit of Alphabet Inc., promised to better police its content and give marketers more information about where their ads appear on YouTube. It also said it would bolster its technology that automatically screens videos, and it set a 10,000-view threshold for a video channel to reach before it can make money from ads.

Some advertisers, satisfied with Google's efforts, have begun spending again, while others, including big marketers such as SC Johnson & Son Inc., Procter & Gamble Co. and J.P. Morgan Chase & Co., haven't returned, according to people familiar with the matter.

J.P. Morgan is working with Google to get its ads back on “safe YouTube channels” and expects to return soon, one of the people said.

P&G is working closely with YouTube to test the safeguards it has put in place since the problems arose, a spokeswoman for the company said. A spokeswoman for SC Johnson declined to comment.

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“Many advertisers never left and many have decided to come back,” Google said in a statement. “While they know that no system can be perfect, they appreciate the actions we’ve taken and know we are taking this seriously and are committed to getting better and better.”

Though the number of ordinary web users who saw an ad in an offensive YouTube video was likely small, the combination of the public-relations damage from the revelations and the potential for more widespread exposure down the road led marketers to act.

Breitbart, which is popular with the “alt-right”—a loose conglomeration of groups, some of which embrace white supremacy and view multiculturalism as a threat—became a controversial landing spot for advertisers in the wake of the 2016 presidential election. Brands that have pulled out of Breitbart include Kellogg Co., eyewear company Warby Parker and insurer Allstate Corp.

A spokesman for Breitbart declined to comment.

The recurring issues have caused brands to adjust their overall approach to automated ad buying.

Colgate-Palmolive Co. is adding language to the contract it has with its ad-buying firm, which requires it to maintain blacklists of sites the company doesn’t want to have its ads appear on, according to people familiar with the matter. Colgate didn’t respond to requests for comment.

Advertisers are doubling down on using online ad verification services such as Integral Ad Science Inc. and White Ops Inc.

OpenSlate, which helps advertisers vet YouTube channels, currently works with roughly 230 advertisers, more than twice as many as last year. “The interest in finding out where your ads are running and who saw your ad has skyrocketed over the past three months,” said OpenSlate CEO Mike Henry.

More marketers are purchasing ads through “programmatic direct” deals, in which a publisher uses technology to sell directly to advertisers, and “private programmatic marketplaces,” in which a publisher or a select group of publishers can sell to a select group of advertisers, in real time. Automation is involved in both, but the risks are far lower than with open exchanges.

Display-ad spending on programmatic direct deals in the U.S. is expected to grow by 35% this year to \$18.2 billion, while spending on private marketplaces will increase 39% to about \$6 billion, according to eMarketer. By contrast, spending on open exchanges is forecast to grow by 8.4% this year to \$8.3 billion.

Target pulled back from buying via open exchanges at the end of 2015 and now uses private marketplaces to buy ads from about 160 different publishers.

Hewlett Packard Enterprise, which spun out from Hewlett-Packard Co. in 2015, set up private marketplaces with about 15 publishers including Forbes and CNN about a year ago.

“We needed to make sure our ads are showing up where our ads make contextual sense,” said Chris Drago, the company’s senior director of global media. “I don’t want to be on Victoria’s Secret because someone is there buying bras for his wife.”

Write to Suzanne Vranica at suzanne.vranica@wsj.com

Social media giants step up joint fight against extremist content

<http://www.reuters.com/article/us-internet-extremism-idUSKBN19H20A>

Social media giants Facebook, Google's YouTube, Twitter and Microsoft said on Monday they were forming a global working group to combine their efforts to remove terrorist content from their platforms.

Responding to pressure from governments in Europe and the United States after a spate of militant attacks, the companies said they would share technical solutions for removing terrorist content, commission research to inform their counter-speech efforts and work more with counter-terrorism experts.

The Global Internet Forum to Counter Terrorism "will formalize and structure existing and future areas of collaboration between our companies and foster cooperation with smaller tech companies, civil society groups and academics, governments and supra-national bodies such as the EU and the UN," the companies said in a statement.

The move comes on the heels of last week's call from European heads of state for tech firms to establish an industry forum and develop new technology and tools to improve the automatic detection and removal of extremist content.

The political pressure on the companies has raised the prospect of new legislation at EU level, but so far only Germany has proposed a law fining social media networks up to 50 million euros (\$56 million) if they fail to remove hateful postings quickly. The lower house of the German parliament is expected to vote on the law this week.

The companies will seek to improve technical work such as a database created in December to share unique digital fingerprints they automatically assign to videos or photos of extremist content.

They will also exchange best practices on content detection techniques using machine learning as well as define "standard transparency reporting methods for terrorist content removals."

Earlier this month Facebook opened up about its efforts to remove terrorism content in response to criticism from politicians that tech giants are not doing enough to stop militant groups using their platforms for propaganda and recruiting.

Google announced additional measures to identify and remove terrorist or violent extremist content on its video-sharing platform YouTube shortly thereafter.

Twitter suspended 376,890 accounts for violations related to the promotion of terrorism in the second half of 2016 and will share further updates on its efforts to combat violent extremism on its platform in its next Transparency Report.

The social media firms said they would work with smaller companies to help them tackle extremist content and organizations such as the Center for Strategic and International Studies to work on ways to counter online extremism and hate.

All four companies have initiatives to counter online hate speech and will use the forum to improve their efforts and train civil society organizations engaged in similar work.

(Reporting by Julia Fioretti, editing by David Evans and Jane Merriman)

Procter & Gamble и Unilever сокращают расходы на рекламу

<http://www.sostav.ru/publication/procter-and-gamble-i-unilever-sokrashchayut-raskhody-na-reklamu-27211.html>

Компании Procter & Gamble и Unilever существенно сокращают свои рекламные бюджеты, а также уменьшают количества сайтов, на которых будут размещаться, сообщает Business Insider.

По оценкам MediaRadar, Procter & Gamble сократила выпуск рекламы на 41% за год, Unilever на 59%. Компании уменьшают территорию размещения рекламы и намерены увеличить эффективность маркетинга.

Если у P&G в период с января по май 2016 года рекламные объявления вышли на 1 459 сайтах, то в этом году это число сократилось до 978 сайтов. То у Unilever за аналогичный период этот показатель упал с 606 до 540 сайтов.

«Рекламодатели требуют большей прозрачности от агентств, издателей и партнеров, а, учитывая скандалы с Facebook и YouTube, эти требования стали только громче в последние месяцы. По нашим данным, для нескольких крупных рекламодателей это стало причиной значительного снижения количества сайтов, на которых они размещаются, а так же их рекламных бюджетов», - пояснил Тод Крицельман, генеральный директор и соучредитель MediaRadar.

Глава компании Unilever Кит Уид на рекламном фестивале «Каннские львы» отметил, что компании, которые сделают свою отчетность более прозрачной перед рекламодателями «будут получать больше рекламных долларов». Он призвал реформировать структуру медиа рынка таким образом, чтобы перед выставлением счета за рекламу третья сторона могла проверить ее реальную эффективность, а не слепо доверять этим платформам.

Теперь компании более тщательно изучают вопрос размещения рекламы, а именно, смотрят на тип рекламного блока, позицию объявления на странице, частоту появления. Компании рассчитывают цены для каждого отдельного объявления и суммируют их, чтобы провести полную оценку кампании.

Бренды обратили более пристальное внимание на использование автоматизированных объявлений. Учитывая особенности целевой аудитории, компании P&G и Unilever могут пересмотреть подход к онлайн рекламе, так как телевизионная может оказаться более эффективной для продвижения их товара. Возможно, их рекламные бюджеты теперь сконцентрируются на ТВ-рекламе.

Напомним, что Procter & Gamble в начале года занялась пересмотром рекламных контрактов в 2017 году с целью повысить прозрачность цепочки поставок.

ВИДЕОРЕКЛАМА

Long-form video now makes up majority of time watched across all devices

Ooyala says Q1 2017 was the first time long-form video content won the most watch-time across TVs, PCs and mobile devices.

<http://marketingland.com/long-form-video-content-hits-milestone-makes-majority-time-watched-across-devices-217667>

Long-form video content passed a major milestone last quarter, making up the majority of time watched across every screen — connected TVs, computers, tablets and smartphones.

This news probably comes as no surprise to any parent of a teen with a phone, but on the whole, the numbers signal a major shift in how we are consuming video.

According to Ooyala's latest video index report, consumption of long-form video consumption was up across the board, with smartphones seeing a jump from 47 percent last year to 55 percent during Q1 2017. PCs were up from 55 percent to 65 percent, and connected TVs up 96 percent to 98 percent.

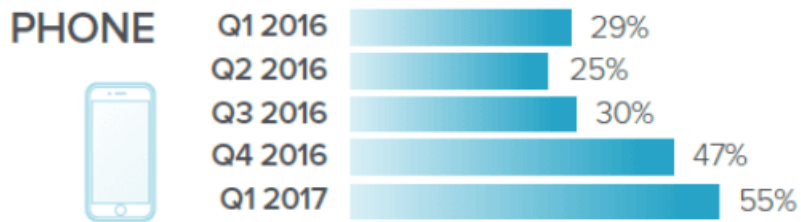
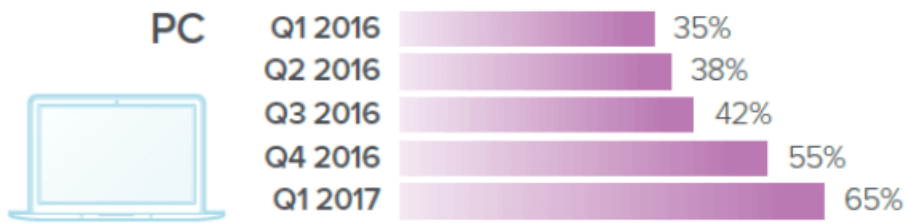
The most notable increase happened on tablets, with long-form video consumption going from 65 percent in 2016 to 81 percent last quarter.

2016 to 2017 long-form video watch-time trends

Ooyala's video report is based on data gathered from its more than 500 customers, which, according to the video analytics platform, represent hundreds of millions of online video viewers that span across nearly every country.

"The size of Ooyala video and advertising footprint, along with the variety of our customers, results in a representative view of global consumption and engagement trends," says Ooyala.

Long-form content wasn't the only record-breaker during Q1 2017. Mobile devices also set a new high. Ooyala says 56.5 percent of all video plays happened on mobile devices last quarter — up from 47.7 percent in 2016.



From the report:

Smartphones finished the quarter with 46.9 percent of all plays – nearly equaling the total for all mobile devices last year. It was the highest total for smartphones since we began the Video Index, up nearly 20 percent year-over-year ... Tablets, too, set a record globally, finishing the quarter with nearly 10 percent of all plays (9.6 percent).

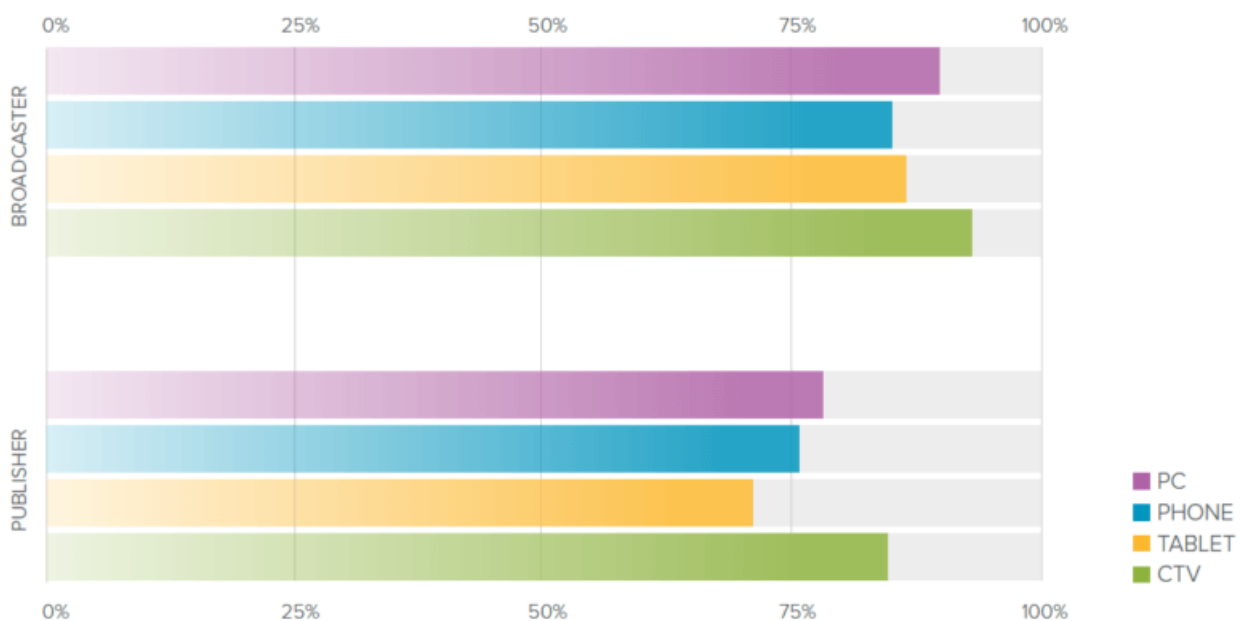
The report also tracked publisher (news and media organizations) and broadcaster (companies distributing TV content) ad completion rates and ad impressions for pre-roll and mid-roll video ads across devices.

“Broadcasters, with their abundance of premium content, have had enviable numbers as far as pre-roll ad completion in the past, and that didn’t change in Q1,” says Ooyala.

Broadcasters saw a 93 percent pre-roll completion rate on connected TVs, 90 percent on PCs, 86 percent on tablets and 85 percent on smartphones.

Publishers didn’t have as much success — with connected TVs at 85 percent pre-roll ad completion rate, followed by PCs at 78 percent, smartphones at 76 percent and tablets at 71 percent.

Q1 2017 pre-roll ad completion rates by market segment



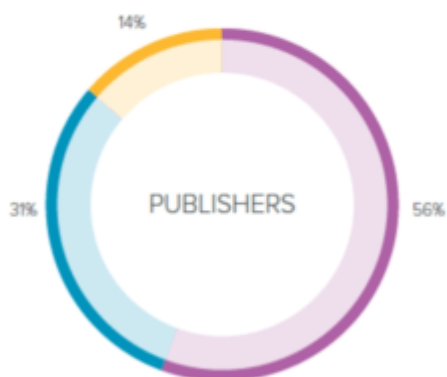
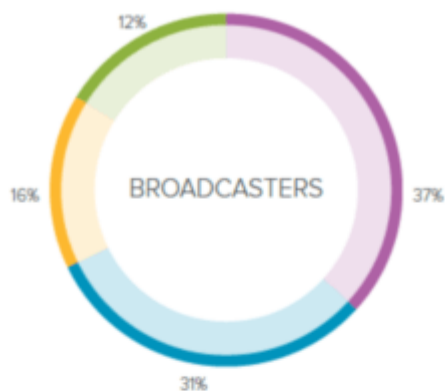
Mid-roll completion rates were even stronger than pre-roll for broadcasters, with connected TVs seeing 99 percent of mid-roll ads completed, PCs at 97 percent, tablets at 94 percent and phones at 91 percent.

Compared to broadcasters, publishers didn’t see nearly the completion rates for mid-roll ads with PCs at 80 percent and smartphones at 54 percent. (The report didn’t share publisher’s mid-roll completion rates for connected TVs or tablets.)

Pre-roll ad impressions for broadcasters during Q1 2017 were split between devices as follows: 37 percent on PCs, 31 percent on phones, 16 percent on tablets and 12 percent connected TVs.

PCs took the biggest share of pre-roll ad impressions for publishers as well, at 56 percent, followed by phones at 31 percent and tablets at 14 percent.

Q1 2017 pre-roll ad impressions



PRE-ROLL
AD IMPRESSIONS
Q1 2017

OOYALA

PC ■
PHONE ■
TABLET ■
CTV ■

For mid-roll ad impressions, broadcasters saw the most happen on tablets (54 percent), followed by PCs at 27 percent, phones at 12 percent and connected TVs at 8 percent.

Ooyala's report split publisher mid-roll ad impressions between phones and PCs, with the greatest share (52.5 percent) going to smartphones, and 47.5 percent to PCs.

You can download Ooyala's full report at: [Global Video Index Q1 2017](#).

New Research Shows That In-Stream Video Ads Outperform Preroll

And recall goes way up when viewers like a spot

<http://www.adweek.com/digital/new-research-shows-that-in-stream-video-ads-outperform-pre-roll/>

It's probably no surprise that people ignore ads they don't like and remember those they do, but the results of a new study shows just how great of a gap there might be.

According to research from Kargo, an ad tech firm, and Kantar, a media intelligence company, 76 percent of people surveyed will skip preroll ads if they have a chance. However, the results released today also found that people can recall an ad they do like after just two seconds.

By testing ad formats' performance in terms of brand recall and favorability, the companies wanted to see if shorter ads could be as effective as traditional 15- and 30-second spots. They found that where an ad was placed affected how well people remembered it.

"If you think about how you sit in front of a traditional television show such as 'Seinfeld' and your experience on a phone, your activity on a phone is so much more frenetic and your mobile session is much more abbreviated," said Kargo CMO Ed Romaine. "And advertisers are asking people to spend a fair amount of their mobile session time watching these assets, which just doesn't seem intuitive to users' behavior."

For example, a small but highly viewable ad anchored to the bottom of a mobile screen showed that viewers were 76 percent more likely to remember it than they were with preroll. However, an in-article unit also showed 27 percent greater brand favorability than preroll, with people looking back on it an average of four times.

The results seem to be in line with the effectiveness of other tech companies using shorter formats, such as YouTube's six-second "bumper" ads. Other tech companies are also pushing shorter and more innovative ads, such as the "sequential" ads on Snapchat that cut 30-second spots into three ads that are 10 seconds each.

Other formats tested by Kargo and Kantar—such as the more colorful canvas ads—also performed well. Romaine said canvas ads had 85 percent greater unaided recall, 19 percent greater brand favorability, and 12 percent greater ad likability.

Associations with canvas and anchor ads were also more favorable than they were for preroll. Participants were prompted to use words like “innovative, memorable, modern and informative” to describe ads they liked, and often used them more with those formats than they did for preroll ads.

Romaine said Kargo isn't discounting preroll altogether. “We believe preroll has a place. It has its advantages—it's 100 percent responsive to lift, you can easily append your video content to premium publisher content and autoplay,” he said. “But we do believe that from a best practices standpoint on mobile, if you're incorporating your branding in the first three seconds—if recall is important to you or if you want to change the perception about who you are as a marketer—you can do it quicker when creating your assets for mobile.”

Digital Publishers Have Been Slow to Adopt Vertical Video Ads. Is That About to Change?

Marketers are still getting used to the format

<http://www.adweek.com/digital/digital-publishers-have-been-slow-to-adopt-vertical-video-ads-is-that-about-to-change/>

MediaRadar is a cloud-based intelligence platform which uses data science to give ad sales advice on millions of brands. The company published a trend report on Tuesday, Vertical Video Market Snapshot: Q1 2017, which analyzed the use of vertical video advertising by media properties in the first quarter of this year.

The results from the report are telling.

With an analysis of over 100,000 advertisements in Q1, MediaRadar found that only 112 mainstream websites and mobile sites contained vertical video ads. That's not a particularly large number.

Why the trepidation?

“It's still early days for vertical video,” Todd Krizelman, CEO and co-founder of MediaRadar, tells Adweek. “Publisher scale has been low because it's a new format with several barriers to entry. Publishers need resources—money, talent and technology—to build out their capabilities.”

Krizelman cites divisions at Hearst, Condé Nast, Time Inc., Vox Media, AOL, Business Insider and NBCUniversal as companies who have been early adopters of vertical video advertising. These companies all have something in common: Ample resources.

MediaRadar's report also found that around 70 percent of vertical video ads are 15-second spots.

“As with many new formats, there is a lot of testing,” continued Krizelman. “This is especially true with video duration. For example, MFS Investment Management is running a 90-second ad, while others are staying short, like with this 5-second ad by Chanel. The majority, however, are running 15-second spots. This is interesting since Snapchat, a vertical video leader, has a current max of 10 seconds.”

While much of the media landscape doesn't seem totally comfortable with going the vertical video route just yet, the MediaRadar report does show that the entertainment industry, in particular, is leading the charge.

Movies and TV programming represent nearly 40 percent of all vertical video ads online. Though they're far behind, apparel (9 percent) and retail (7 percent) come in second and third place, respectively.

Despite early struggles, there's a belief that this method of advertising has great potential.

“As mobile media consumption increases, expect more publishers—regardless of size—to make vertical video a priority,” Krizelman says.

Директор по продажам ivi Александра Стрелкова: Аудитория Smart TV сверхляяльна к рекламе

Восприятие видеорекламы на Smart TV превосходит по лояльности другие платформы, по оценке ivi со ссылкой на данные Mediascope

<http://www.sostav.ru/publication/auditoriya-smart-tv-sverkhloyalna-k-reklame-27260.html>

Аудитория Smart TV характеризуется повышенной лояльностью к рекламе и качественными социально-демографическими характеристиками. По данным Mediascope, 32% пользователей Smart TV – молодые люди в возрасте 25–34 года, самая “вкусная” аудитория для рекламодателей.

Тренды Smart TV

Рост парка устройств и аудитории пришелся на 2015-2016 гг.: в первом полугодии 2016 года доля российских пользователей выросла на семь процентных пунктов, достигнув 38%. Однако потенциал у Smart TV огромный:

- по состоянию на сегодняшний день, доля подключенных к интернету устройств составляет 45% от общего количества владельцев Smart TV в России (оценка на основе данных GFK и исследования Mediascope о месячной интернет-аудитории Smart TV);

- на Smart TV доминирует групповой просмотр: 70% пользователей смотрят вместе с семьей или друзьями, из чего следует, что на одно устройство приходится в среднем 2-3 пользователя.

Особенности восприятия рекламного сообщения

Восприятие видеорекламы на Smart TV превосходит по лояльности другие платформы. Попадая в комфортную и доверительную среду, зритель априори расположен, что сказывается на уровне запоминания. По данным исследования SmartClick, более двух третей пользователей уделяют внимание интерактивной рекламе на Smart TV и относятся к ней положительно.

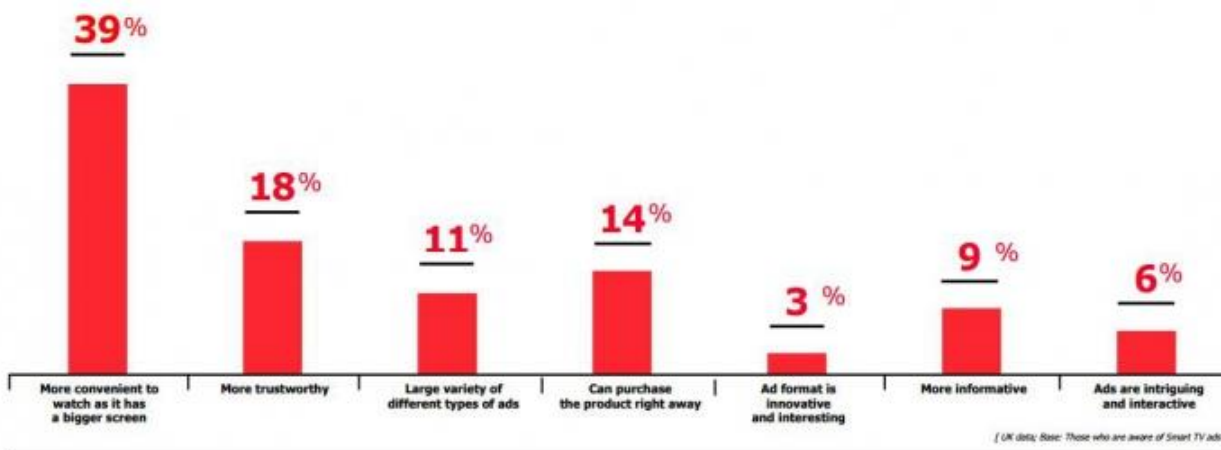
По данным того же исследования, 65% посмотревших рекламу, совершают с ней какое-либо взаимодействие, а 41% вовлеченных в рекламу задумываются о покупке. Процент досмотров рекламного видео в разы превосходит другие носители: 92% досмотров, по данным измерений ivi.

SMART TV ADS COMBINED WITH ADVERTISING ON TRADITIONAL TV INCREASE THE ADVERTISING EFFECT OF TV CAMPAIGNS

They not only increase awareness but also result in higher purchase intent and recommendation. As Smart TV users are difficult to reach through linear TV these results cannot effectively be achieved with additional ad spending across traditional TV.



The primary advantage of advertising on Smart TVs compared to other digital devices that allow to watch video content is the **big screen**.



Качество рекламного размещения на Smart TV

Тренд последних лет – обилие фрода из-за развития партнерских сетей. На Smart TV, как и в мобильных приложениях, не может быть такой проблемы. Smart TV дает идеальное качество размещения и 100% viewability. Все максимально прозрачно и чисто.

И даже несмотря на тенденцию перетекания десктопной аудитории в мобайл, длинное видео смотрят преимущественно на большом экране, и здесь драйвером роста видеосмотра выступает как раз Smart TV. Реклама в длинном качественном видео лучше воспринимается и запоминается аудиторией, так как пользователь вовлечен в просмотр и находится в комфортных для него условиях.

Особенности рекламных форматов на Smart TV

Видеореклама на Smart TV только недавно стала понятной и доверительной для рекламодателей. Сейчас рынок четко понимает эффективность и возможности платформы. Спросом пользуются интерактивные форматы, которые хорошо сказываются на эффективности, увеличивая показатели: вовлеченность в креатив, CTR и время взаимодействия с брендом.

Ещё одно новое веяние – технология tCommerce. Это продажа через “умные” телевизоры, которая побуждает пользователя совершить действие немедленно: совершить покупку, получить дополнительную информацию, зарегистрировать на тест – драйв и др.

Технология позволяет контролировать конверсию на всех этапах взаимодействия с брендом. Такой механизм позволяет получить подробную аналитику, увеличить знание о бренде и даже протестировать эффективность ролика.

Если говорить о метриках, помимо стандартных уже сейчас можно видеть такие данные: запоминаемость, понимание креатива, показатели роста знания о марке и уровню намерения о покупке.

Инструмент Brand lift позволяет рекламодателям получать обратную связь от пользователей в режиме онлайн. Это дает новые возможности по анализу коммуникационной стратегии: рекламодатели могут опрашивать пользователей прямо во время рекламного ролика. Такая обратная связь позволяет эффективнее оценивать коммуникационную стратегию бренда, что существенно влияет на дальнейший ход рекламных кампаний.

Сдерживающие факторы видеорекламы на Smart TV

Отсутствие единого независимого измерителя служит сдерживающим фактором на пути к развитию этой платформы. На сегодняшний день источником знания об аудитории служат внутренние данные площадок и установочное исследование Mediascope. Изменение этой ситуации в лучшую сторону способно стереть грани между форматами на экране телевизора.

Текст: директор по продажам ivi Александра Стрелкова

«ВКонтакте» запускает биржу видеороликов

Администраторы сообществ смогут выбрать, на каком видео они хотят заработать

<http://iz.ru/612171/vladimir-zykov/vkontakte-zapuskaet-birzhu-videorolikov>

Соцсеть «ВКонтакте» запускает новый сервис. Биржа контента позволит администраторам пабликов выбирать видеоролики, на которых они хотят зарабатывать. Новая программа дистрибуции запускается совместно с видеоплатформой Ruform (ранее называлась Pladform, на треть принадлежит «Газпром-Медиа»).

Чтобы воспользоваться новым сервисом, администраторам сообществ нужно будет зарегистрироваться на сайте Ruform. После чего они получают доступ к каталогу лицензионного контента в плеере Pladform с уже встроенной возможностью показа видеорекламы.

— Партнерская программа в первую очередь направлена на поддержку администраторов сообществ, у которых основная тематика — развлекательное видео, — сообщил исполнительный директор «ВКонтакте» Дмитрий Сергеев. — С ее помощью они смогут увеличить свои доходы на нашей площадке без какого-либо риска со стороны правообладателей. Библиотека видеороликов, доступных в программе, наполняется исключительно лицензионным контентом.

Чтобы разместить понравившееся видео на своих страницах, администраторы выбирают из каталога нужный им контент, публикуют у себя в сообществе и зарабатывают на показах рекламы при демонстрации видео. Выплаты будут производиться ежемесячно по определенной схеме.

Директор по продуктам Ruform Станислав Бонбин рассказал, что в будущем администраторы сообществ получат возможность «нарезать» легальное видео и выкладывать нужные фрагменты.

— Мы также планируем научить систему рекомендовать видеоконтент — на основе анализа популярности и предпочтений подписчиков каждого сообщества, — добавил представитель Ruform.

В компании Gazprom-Media Digital напомнили, что рост потребления лицензионного контента в «ВКонтакте» означает увеличение объема рекламы.

— Речь идет в первую очередь о длинном сериальном и киноконтенте, — объясняет медиадиректор Gazprom-Media Digital Татьяна Матвеева. — Замотивировав пользователей соцсети долями от рекламных доходов, Platform запускает механизм, который способен долгое время стимулировать качественный органический рост объемов рекламного инвентаря.

Основатель и гендиректор фирмы MDK Creative (владеет большим количеством развлекательных пабликов) Роберто Панчвидзе предположил, что новый сервис будет в большей степени интересен небольшим сообществам.

— Многие продюсерские центры уже сегодня покупают медиаразмещение на крупных площадках, — пояснил Панчвидзе. — У нас от введения новой функции доход не прибавится и не убавится. Насколько нам самим будет интересно брать контент для размещения — зависит от цен. Но небольшим пабликам это поможет увеличить доходы, а значит, начать вкладываться в развитие своей площадки.

Глава ассоциации «Интернет-видео» Алексей Бырдин уверен, что внедрение подобного сервиса будет мотивировать сообщества в соцсетях размещать у себя только легальный контент.

«ВКонтакте» не раскрывает данные по заработку на видео. В исследовании «Экономика Рунета» Российской ассоциации электронных коммуникаций рынок онлайн-видео (покупка контента и подписная модель) в России в 2016 году оценен в 4,56 млрд рублей. По данным РАЭК, он увеличился на 20% по сравнению с 2015 годом. Рынок видеорекламы в 2016 году составил 5,5 млрд рублей — на 23,6% больше предыдущего года. Самыми значительными барьерами для роста рынка медийной рекламы РАЭК считает ее раздражающие форматы: видеоролики с автозапуском, звуковые объявления, всплывающие объявления, невозможность пропустить ролик, а также нерелевантную рекламу в смартфонах.

По данным ассоциации «Интернет-видео», месячная аудитория легальных сервисов онлайн-видео в России составляет порядка 40 млн человек.

«ВКонтакте» на 100% принадлежит компании Mail.Ru Group.

Instagram video is soaring for publishers

<https://digiday.com/media/instagram-video-soaring-publishers/>

Publishers are piling into Instagram video. Fifteen months after the Facebook-owned platform raised the maximum length on a video from 15 seconds to one minute, video has become a central area of focus for publishers there, according to NewsWhip data.

BuzzFeed News, which published just two Instagram videos in May 2016, published 57 the following May. More than half of Time's monthly Instagram output is now video, up from just 11 percent last March. ABC News' output went from 4 percent to 87 percent; BBC News' is now over 90 percent. The newfound emphasis is helping publishers deliver on many different kinds of goals, not just broadening reach but driving traffic, revenue and engagement both on and off the platform.

This surge in video opens up one more front in the war between Instagram and Snapchat, which are battling for user eyeballs and ad dollars. But so far, none of the publishers contacted for this story said they were pulling resources away from Snapchat or adding more to Instagram.

"We just try to tell a story in the way that's most compelling," said Jason Ehrich, svp of audience development and partnerships at Fox News, which posted over 11 times more videos in May 2017 (115) than it did in March 2016 (10). "If a story needs to be video, that's what we do."

Instagram introduced video very slowly. But it's now at the center of the app experience, with its Snapchat-killing Stories buttons at the top of the app's home screen and recommended videos front and center in its search area.

That slow rollout seems to have whet audience appetite. Even though many publishers have greatly increased their video output on Instagram, engagement has more than kept up. Bleacher Report got over 45 million engagements on its Instagram videos last May, a 200 percent improvement year over year, compared to just a 43 percent increase in the total number of videos published. CNN more than doubled the number of Instagram videos it published year over year, from 19 to 53, and, in the process, engagement on its videos surged over 500 percent.

"We started to put our creative brainpower behind different types of storytelling," said Rory Brown, president of Bleacher Report. "We've also put some real budget behind this."

Bleacher Report has long understood video's appeal on Instagram — about 70 percent of its Instagram posts were videos last month, a percentage that has held steady year over year.

But for publishers that once put fewer videos in their feeds, many are finding that video serves plenty of other goals, from driving traffic to stories to engagement. “You just have so many options,” said Kira Pollack, Time’s director of photography and digital enterprise, adding that video is an increased area of focus across Time Inc. “We’ve looked at all the tools Instagram offers to do video.”

On Time’s feed, Pollack and her team make as many kinds of video as possible: Cinemagraphs that double as portraits, animated renderings of Time’s magazine covers, breaking-news footage, montages of celebrities stalking red carpets.

There’s an economic upside to this growth, too. While Instagram took its time offering publishers a way to monetize their presences there, many have gotten creative using things like product placement, influencer campaigns and commerce to drive revenues; last year, Instagram was responsible for 70 percent of GQ’s social revenue.

It’s also far outpaced the monetization opportunities available on Snapchat, which bars its users from doing branded content and keeps a tight grip on which publishers are allowed inside its Discover program, where publishers can monetize content through ads that Snapchat sells itself.

Video is core to that. Brands are looking to play a part, and publishers are only too happy to come up with ways for them to get involved. Sponsors including State Farm have signed on to sponsor numerous video series that Bleacher Report developed specifically for Instagram. “We like how high the ceiling is [for monetization],” Brown said.

That advertiser interest comes despite the fact that many publishers have big, but not enormous, followings on the platform — fewer than 10 of the top 100 most popular accounts on Instagram belong to publishers, according to SocialBlade. “The nice thing about publishers is they have the authority of an influencer, but the trust of a brand,” said Mariana Rittenhouse, the senior director of brand strategy at analytics firm Dash Hudson.

СОЦИАЛЬНЫЕ СЕТИ.....

4 Emerging Trends Defining Social Media Advertising Today

Opinion: Brands need to make a concerted effort to wrap their heads around this ever-growing landscape

<http://www.adweek.com/digital/jason-beckerman-unified-guest-post-4-emerging-trends-defining-social-media-advertising-today/>

Social advertising has grown exponentially in the past decade. This massive and constant growth causes significant operational inefficiencies, missed opportunities and clouded visibility. How do we address the issue of transparency plaguing the industry? Can brands really optimize across channels and teams? How do we make data actionable? These are just some of the biggest issues facing the social advertising industry today.

All in, when looking at all types of campaigns (mobile application install, conversion, video views, etc.), social budgets are expected to grow to \$50 billion in 2017. This is an important figure to keep in mind, as it signals the continued explosive growth of social media advertising—and that it's here to stay.

As long as numbers are climbing, brands need to make a concerted effort to wrap their heads around this ever-growing landscape in order to help us better grasp how advertising will evolve on social.

As a result of developing a platform and leading a team that has organized and indexed more than \$1 billion of social investments for some of the world's largest brands, I've been able to unearth four key insights that represent the current state and movement of the industry right now.

More people, more problems

At the end of the day, brands need to streamline teams in order to eliminate inefficiencies and inaccuracies. This has become even more critical because the number of individual teams (e.g. internal groups, partners and agencies) that touch a single campaign are at an all-time high. On average, we see more than six different companies touching a single social campaign, a number up 224 percent over the past 24 months.

As a result of this growth, our customers are realizing that there is a significant uptick in fragmentation and lost learnings without a data management platform to deliver the right business intelligence to all the players involved.

Already complex social advertising supply chains are becoming more elaborate

The complexity of social advertising is growing, showing a demand for connectivity. For example, let's break down a global consumer-packaged-goods brand with tons of food and beverage sub-brands across its portfolio, as well as multiple agencies and partners coordinating to advertise across several social channels. Just imagine the sheer scale and complexity of such a supply chain, which further emphasizes the dire need for marketers to stay organized and solve for fragmentation.

Additionally, as supply chains grow in complexity, the opportunity for waste grows, as well. Brands are now starting to evaluate just what goes into their social advertising end-to-end and how to truly optimize the execution flow.

With greater customization efforts comes a greater number of campaigns

Another growing trend in social advertising is the hyper-personalization of campaigns, leading to a 184 percent increase in average campaigns per client year over year. Social is rather unique in that it is more conducive to deploying one-to-one or extremely personalized targeting that is much more challenging to achieve in other forms of digital advertising. As a result, you can begin to truly deliver the right message to the right people at the right time.

With this ability, however, comes a clear and marked increase in campaign volume. To harness this growing volume, brands need the ability to seamlessly connect and centralize all campaigns into one platform, giving them intelligence across their entire portfolio. Having investment analytics at any altitude is critical for social advertisers to make informed, intelligent decisions that actually impact return on investment.

Data ownership emerges as a key concern as exhaust increases

With the number of teams, supply chains and campaigns at levels that are three times the amount they were just one year ago, the data produced (i.e., data exhaust) by these factors has followed suit. As a result, brands that do not have total control over their growing number of ad accounts do not actually own their own data.

The scope of this challenge is daunting, making it mission-critical for marketers to centralize and aggregate. At the end of 2016, the average number of ad accounts per client was 52 (up 74 percent from the start of the year).

At the end of the day, the social advertising landscape and the corresponding amount of data generated is expanding at a greater rate than most marketers can make sense of. As this trend is expected to continue, it is critical for marketers to confidently own their data and leverage business intelligence to take command of and optimize the fastest-growing piece of their paid media mix.

Jason Beckerman is CEO of social intelligence platform *Unified*.

Why Weekends Are a Great Time for Brands to Lift Their Instagram Engagement

New data shows the rate of likes, shares and comments jumps

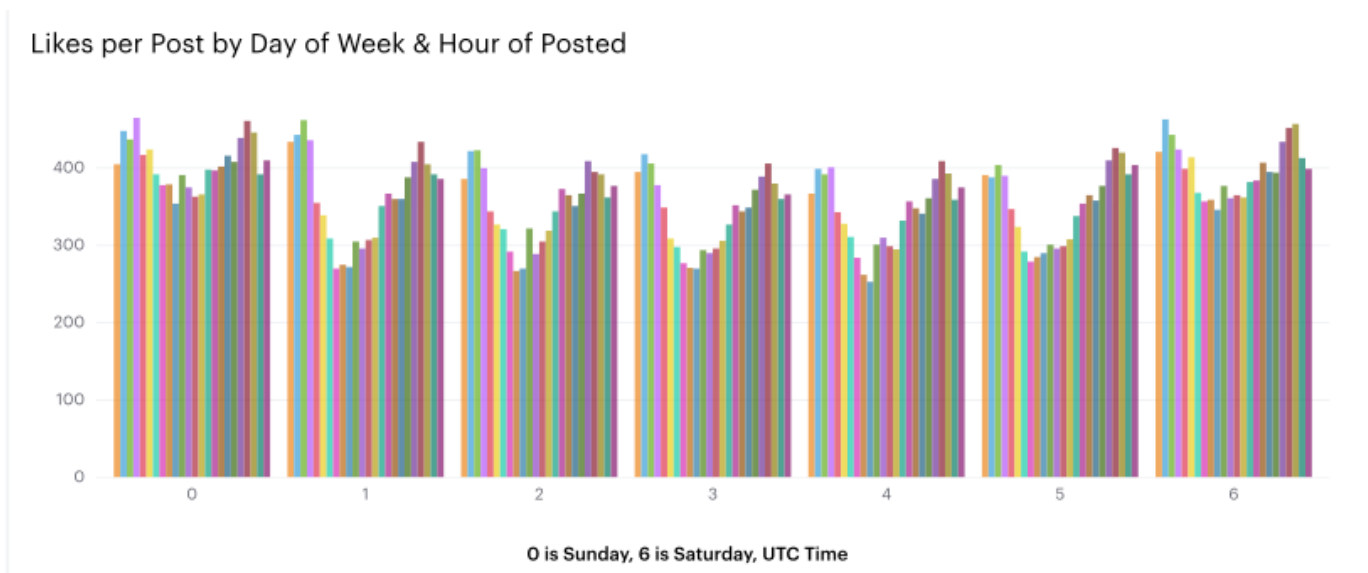
<http://www.adweek.com/digital/why-weekends-are-great-a-time-for-brands-to-lift-their-instagram-engagement/>

Lazy weekend days are the best time to capture the attention of Instagram users, per research that social marketing vendor Later.com completed on Tuesday. The vendor generated the data from around 1 million brands, agencies, social consultants and small-to-medium-sized businesses.

“According to our data, post rates slightly decrease on weekends since a lot of people, specifically businesses, don’t tend to post as much,” said Matt Smith, Later.com founder. “This presents an opportunity to rise up the algorithm faster due to decreased competition.”

His report said companies post most often between 2 p.m. and 4 p.m. on Wednesday and Thursdays. Perhaps here’s why part of that is now true: Later.com’s findings in 2015 concluded that Wednesday posts on Instagram received the most engagement.

Not anymore. Saturdays and Sundays now share that distinction. As the chart below indicates, Later.com’s clients most often get 400-plus interactions on those weekend days.



“People are looking for a secret window of time that will perform the very best for their content,” Smith added. “Since every account and business is unique and has a set of global customers with their own time

zones, the reality is that the solution for the best time to post has to be personalized and custom to each account to be valuable.”

MOBLE & МЕССЕНДЖЕРЫ

Creative Remains a Challenge on Mobile Video

And many marketers don't have enough in their budget to do what they need to

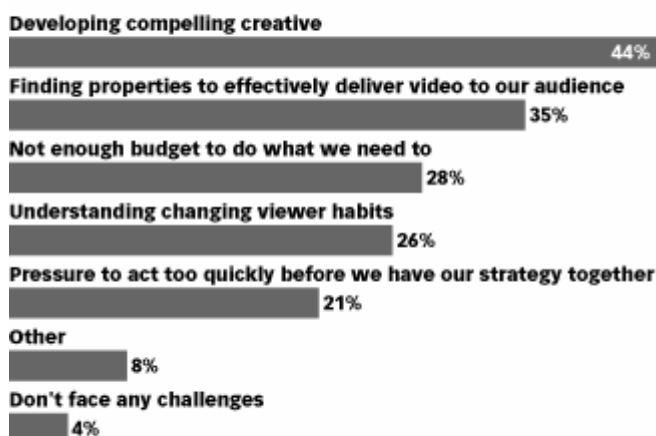
<https://www.emarketer.com/Article/Creative-Remains-Challenge-on-Mobile-Video/1016084>

A new study from YouAppi, a growth marketing platform for mobile brands, finds that when it comes to delivering effective mobile video, marketers face quite a few challenges. Among them are developing creative, as well as finding properties to effectively run mobile videos.

Indeed, more than four in 10 (44%) of mobile marketers and agency professionals surveyed said that developing compelling creative was a hurdle they faced. Nearly three in 10 (28%) said they don't have enough funds in their budget to do what they need to do.

Leading Challenges of Delivering Effective Mobile Video According to Mobile Marketing and Agency Professionals Worldwide, June 2017

% of respondents



Source: YouAppi, "Dirty Little Secrets of Mobile Video" conducted by Dimensional Research, June 26, 2017

228320

www.eMarketer.com

Additionally, about one in five (21%) respondents said they faced pressure to act too quickly before they had their strategy in order.

Despite these challenges, more advertisers are turning to mobile video.

According to eMarketer estimates, mobile video ad spending in the US will grow by double-digit rates through 2021.

An April 2016 study by out-stream video advertising platform flocking to mobile video because of the format's ability to increase brand awareness and reach more targeted audiences.

But similar to the YouAppi study, Teads found that amid the heightened interest in mobile video, marketers are still faced with challenges. Many respondents noted lack of premium inventory, consumers' shortened attention span and ad fraud as some of the obstacles.

INFLUENCERS

Shift In Consumer Trust: Influencer Videos Drive Purchases, Study Finds

<https://www.mediapost.com/publications/article/303311/shift-in-consumer-trust-influencer-videos-drive-p.html>

by **Laurie Sullivan** @lauriesullivan, June 22, 2017

Some 90% of social media users are influenced to make a purchase after seeing a relevant video, with 33% of those participating in the survey admitting that social media influencers are their most trusted sources for shopping. In fact, social media influencers now are trusted nearly seven times more than celebrities, according to data released Thursday.

"There's a trust factor being built in social media and in videos from influencers," said Jessica Thorpe, president of gen.video, an influencer marketing platform with a specialty in ecommerce. "Information is the top consideration when deciding who to follow."

The most surprising finding from the study, Thorpe said, is the shift in trust. "People are most influenced by relevant videos, more so than celebrities," she said.

Other sources such as brands, retailers, celebrities such as musician and athletes did have influence as well, but only on Instagram and Facebook. The study did not identify high influence scores across sources on Snapchat.

Presented at VidCon on Thursday, the research — The Influence of Influencers — from gen.video, in partnership with Geometry Global, a WPP company, is based on a survey of more than 1,000 shoppers using traditional survey techniques and advanced facial coding technology to observe respondents as they watched different types of influencers videos, including review, lifestyle and charitable, to measure impact, brand engagement, and purchase intent.

The goal was to determine how social media impacts shoppers and how those who are influenced shop, and take a deeper looking into the videos that influence shoppers most.

About 84% said it's important for consumers to hear about the experience of others before they make a purchase. Some 77% said social media is the main source of inspiration for the products they buy, and 77% tend to trust other consumers more on social media.

Most people who view videos from influencers are influencers themselves. About 61% share, like or click video content at least once per day versus 37% of other shoppers. About 23% of respondents watch influencer video to completion "no matter what," and 79% are "willing to spend more on a product after watching a social media video."

Video is the most effective influencer content in driving sales, per the findings. More than 75% of respondents believe video is more enjoyable, relevant, believable and credible than other types of content -- and nearly twice as effective in driving sales, especially at Amazon and Walmart, and in categories including electronics, fashion, food/beverage, health and beauty, and travel.

YouTube and Instagram have the greatest impact for shoppers. Instagram is in the top two in every category, from baby products to pet supplies. YouTube only slips where products do not have a central need.

E-COMMERCE

Google оценит влияние онлайн-рекламы на офлайн-продажи

Компания запускает для рекламодателей новый инструмент Store Sales Direct

<http://www.sostav.ru/publication/novyj-instrument-ot-google-dlya-otsenki-effektivnosti-onlajn-dejstvij-na-pokupki-27138.html>

Google запускает новое решение Store Sales Direct (Beta) в AdWords, с помощью которого рекламодатели смогут оценивать влияние онлайн-рекламы на офлайн-продажи. Детали новинки были озвучены представителем компании на конференции Think With Google.

Как работает Store Sales Direct: оставленный покупателем email импортируется в AdWords с информацией о покупке, данные о продажах интегрируются с данными о кликах по объявлениям компании в сети. То есть благодаря хэшированным данным адресов электронной почты Google сможет определять, насколько эффективно онлайн-действия влияют на покупки, совершенные в офлайн.

Прежде чем запустить проект, в Google выяснили, насколько часто российские пользователи переходят к онлайн, когда хотят что-то купить. А конкретно - насколько часто они пользуются поиском, социальными сетями, форумами и другими источниками информации в интернете. Результат опроса двух тысяч человек показал, что в среднем по стране этот показатель равен 63%.

НОВОСТИ ИНТЕРНЕТ-РЕКЛАМЫ БЕЛАРУСИ

ENTER NET AV стал партнером Viber в Беларуси

<http://marketing.by/novosti-rynka/enter-net-av-stal-partnerom-viber-v-belarusi/>

С 1 июля ENTER NET AV становится партнером Viber по продаже коммерческого инвентаря в рамках одного из ведущих приложений для общения по всему миру.

Viber – один из самых популярных мессенджеров в Беларуси. На сегодня в стране почти 5,5 млн зарегистрированных пользователей Viber, и аудитория приложения стремительно растет: в первом квартале 2017 она выросла на 10% в сравнении с концом 2016 года. Большая часть пользователей сосредоточена в Минске: из столицы в Viber заходит 59% пользователей с белорусскими номерами.

Кирилл Воробьев, руководитель отдела продаж Viber в России и СНГ, отметил:

«Мы рады, что усилить присутствие на белорусском рынке нам поможет такой партнер, как ENTER NET AV. Вместе мы предоставим бизнесу в республике еще больше инструментов для проведения

эффективных и современных рекламных кампаний в мессенджере, таких как размещение баннерной и видео-рекламы в мобильном и десктоп-приложениях. При этом останавливаться на достигнутом мы не планируем: Viber продолжит активно расширять свои функции для бизнеса и развивать партнерскую сеть».

Кирилл Лащенко, коммерческий директор ENTER NET AV прокомментировал новость:

«Смартфон давно стал неотъемлемой частью нашей жизни. Недавно профессиональная ассоциация IAB [опубликовала такие цифры по миру:](#)

- большинство пользователей (63%) используют свой смартфон каждые 30 минут и чаще,
- пятая часть смотрит в телефон каждые 5 минут,
- половина смартфон-юзеров проводят со своим устройством 3 часа в день, а 22% взаимодействуют с ним не менее 6 часов в сутки.

При этом люди достаточно лояльны к мобильной рекламе, 13% пользователей мобильных приложений кликают на рекламу и 12% могут вспомнить, какую рекламу они видели в своем телефоне.

Пока рекламодатели пытаются «догнать» свою аудиторию в мобильном интернете, она уже переселилась в мессенджеры, внутри которых можно делать все – общаться, обмениваться фото, читать новости и заводить публичные блоги, совершать покупки и осуществлять платежи. Потенциал этого канала коммуникации для рекламодателей очень высок, рекламный контакт становится все более индивидуальным.

Мы очень рады, что ENTER NET AV стал партнером Viber в Беларуси. Для нас это важный шаг в развитии мобильных рекламных продуктов на нашем рынке».

Беларусы стали вдвое больше тратить денег в соцсетях

<http://marketing.by/novosti-rynka/belarusy-stali-vdvoe-bolshe-tratit-deneg-v-sotssetyakh/>

Яндекс.Деньги изучили, сколько жители Беларуси тратят в социальных сетях на премиум-статусы, подарки и другие платные опции. В исследовании учитывались платежи пользователей из Минска, Бреста, Гродно, Могилёва, Витебска, Бобруйска, Полоцка и других городов страны.

За последние полгода пользователи в целом потратили на развлечения и общение в соцсетях почти вдвое больше, чем за такой же период годом ранее. Число платежей выросло почти на 45%. Жители Беларуси расходуют деньги на таких сервисах, как «ВКонтакте», «Мой Мир», «Живой Журнал», «Одноклассники», «МирТесен», «Фотострана» и Vichatter.

В среднем за раз пользователи тратят в соцсетях 21,6 бел. руб. (здесь и дальше — по курсу Центробанка РФ на 30.06.2017). Годом ранее эта сумма была меньше — 14,7 бел. руб. Жители Беларуси оплачивают игры, подарки, смайлики, стикеры и оценки, которые можно ставить другим пользователям. Люди также платят за премиум-аккаунты, попадание в топ рейтингов, режим «Невидимка» и возможность посмотреть посетителей своей страницы. За полгода каждый пользователь совершает в среднем три платежа.

Издание The Village Беларусь вышло в интернет-эфир

<http://marketing.by/novosti-rynka/izdanie-the-village-belarus-vyshlo-v-internet-efir/>

Сегодня в Беларуси стало на одно интернет-медиа больше: вышло в он-лайн эфир The Village Беларусь, запуск которого был анонсирован в феврале этого года медиахолдингом Look At Media и ООО "Минт Медиа", получившем права на франшизу издания в РБ от LAM.

Руководитель редакции издания - экс-шеф-редактор журнала "Большой" Евгения Сугак.

Примечательно, что The Village Беларусь будет выпускать материалы на двух языках (русском и белорусском), а меню медиа-площадки уже изначально выполнено на белорусском языке.

Одновременно с запуском сайта появились и страницы издания в соцсетях: Вконтакте, Facebook, Twitter.

НОВОСТИ IAB BELARUS

Что полезного услышат на Исlochи пиарщики, маркетологи и старт-аперы: разбираем спикеров на Digital Picnic

<http://marketing.by/sobytiya/chto-poleznogo-uslyshat-na-islochi-piarshchiki-marketologi-i-start-apery-razbiraem-spikerov-na-digit/>

7-8 июля, в разгар лета на берегу реки Исlochь под Раковым пройдет [digital-пикник](#), организованный белорусским отделением Ассоциации цифровой рекламы (IAB Belarus).

Ну, пройдет и пройдет, скажете вы и совершенно справедливо попросите объяснить, зачем вам тратить на это мероприятие ваше время, внимание, голову, и так перегруженную мыслями о работе в этой столичной духоте. Объясняем, кому и зачем это надо.

PR-специалистам, медийщикам:

В блоке Медиа стоит послушать рассуждения Марины Золотовой, TUT.BY, Николая Козловича, Onliner.by, Егора Мартиновича, «Наша ніва», о том, как будут развиваться он-лайн медиа, и что с ними будет в ближайшие годы.

Первопроходцы в нативной рекламе и люди, которые понимают, как ее развивать далее, Саша Романова, Куку.org, Алексей Аметов, LAM, Сергей Сахаров, Citydog.by, расскажут, как будет меняться этот формат, какие новые фишки, «обвесы» и прибаамбасы здесь могут быть, на радость изданию и клиенту.

Если вы считаете себя хорошим пиарщиком, все это стоит послушать, чтобы ориентироваться в грядущих медиа трендах, вовремя скорректировать стратегию и предложить клиенту что-то свежее, интересное и нестандартное. И в то же время понимать, чего хотят СМИ.

Опять же – нетворкинг после дискуссий никто не отменял. А нет ничего более полезного для пиарщика, чем лишняя кружка сангрии с главредом.

Будущим и настоящим старт-аперам:

Стоит послушать Николая Шестака из Zubr Capital Fund и Сергея Осипова из Wargaming — они расскажут о том, зачем инвестируют в проекты Беларуси. Ловите понимание логики инвесторов из первых уст.

Бренд-менеджерам и маркетологам:

Точно стоит прийти на Creative Review. Где представители digital-агентств расскажут о своих кейсах, комментируя идеи, механику, реализацию и эффективность. Здесь можно наловить на будущее инсайтов и полезных примочек, осознать свои и чужие промахи\успехи, записать в блокнотик сработавшие концепции. В конце концов, взять на заметку приглянувшихся по кейсам подрядчиков.

Осознали важность видео в продвижении бренда? Загляните на выступление «Как видеоблогеры работают с брендами и есть ли от этого толк?».

Интернет-маркетологам:

Не без пользы для вас будет общая дискуссия о рекламном рынке в интернете и что с ним будет дальше. Мнения о трендах от российских коллег: Петра Гордеева (VK.com), Бориса Омельницкого (IAB Russia и Яндекс), Максима Зенина (Mail.ru), Кирилла Воробьева (Viber).

Уверены, достойна внимания тема «Как продавать трафик на иностранную аудиторию». Опыт балтийский стран от Томса Пандерса (SETUPAD).

Всем:

Впервые в рамках такого мероприятия будет и час забористых шуток на тему рекламы и креатива в Беларуси. Резиденты белорусского ТО Stand-Up Union обещают подколоть как отдельных личностей индустрии, так и в целом «пройтись» по теме рекламных кампаний в стиле Камеди Клуб. Ждем с нетерпением и надеемся: ребята зажгут.

Второй день пикника полностью посвящен теме баланса жизни и работы. Здесь директор Onliner.by Ксения Шуравко расскажет, как ставить персональные цели и достигать их.

Александр Поливанов, medusa.io поделится, как удается редакции работать удаленно.

Виталий Гурков, 11-кратный чемпион мира по муай-тай и вокалист Brutto, поделится мыслями о спорте, музыке и digital-славе.

Врач Андрей Беловешкин посоветует, как сохранить мозг молодым.

И, наконец, Александр Демидович (TUT.by), Богдан Коровец (Astronim), Дмитрий Геранин (av.by) поспорят, как стоит снимать стресс: бегом или пивом?

Мы на marketing.by точно знаем, что у пива здесь нет конкурентов, в чем вы сможете сами убедиться, ведь на пикнике будет выездное «представительство» [BEERCAP](#) — а это более 15 сортов крафтового холодного пенного).

Кроме того:

Lazy chef & Co приедут побаловать вас своими вкуснейшими блюдами.

Frieten Frieten — хот-хот-хот доги, сэндвичи, фри.

Y bar — напитки и сэндвичи.

Monkey food — еда для вегетарианцев.

Кафе Мука — сделают для вас порцию горячих пельменей.

Хороший год угостит "той самой сангрией", которая уже стала мемом в соцсетях.

Плюс вечером 7 июля всех гостей ждут Mustelide и Push'n'Pull под звездным небом на фоне реки.

Подробнее о программе - [ЗДЕСЬ](#).

Если вы все еще думаете, стоит ли ехать, отметим что по промокоду marketing входной билет вам обойдется в 38 рублей вместо 50. Гоу!

Партнеры пикника - Samsung Galaxy S8/S8+ и Альфа-Банк.

НОВОСТИ IAB GLOBAL

IAB Mobile Symposium Highlights

<https://www.iab.com/mobile-symposium/>

The **IAB Mobile Symposium** convened industry leaders and executives from across the ecosystem to address how publishers and marketers are building out their mobile strategies, measuring efficacy, and

ensuring their mobile campaigns are fully integrated into the consumer experience. The sessions and town halls provided tools modern marketers are utilizing to succeed in today's mobile world.

KEY TAKEAWAYS

We are moving from a “mobile-first” to a “mobile-only” world, with “mobility” being the key behavior

Mobile consumption is booming both in the U.S. and globally. According to IAB's “Always On – A Global Perspective of Mobile Consumer Experience,” 63% of smartphone users worldwide use their device every 30 minutes, and nearly half of all users are motivated to react to ads after seeing them on mobile

Mobile is an activator, infused throughout our lives and all media consumed, not merely just an engagement platform

Marketers and brands can experiment with mobile driven platforms like VR, podcasting, and native content to connect with their consumers wherever they are

When developing products and campaigns, think of the consumer experience throughout the process, and market to the whole person

Artificial intelligence (AI) is part of the “fourth industrial revolution,” aggregating data for more efficient and strategic digital/mobile marketing

Virtual reality (VR) is best for breakthrough moments of your brand and should be part of the overall communications strategy rather than a one-off

Brand safety continues to be a top concern for brands, publishers, and marketers across all screens

Location can unlock attribution: Mobile devices will be used to identify actual consumers who saw an ad and took an action in the real world. The IAB Mobile Identity Guide for Marketers provides some insights on current approaches for identifying users on mobile and other devices

The future may see brands paying consumers directly for information about their product and service interests, to support more effective targeting and analytics

We will look back and laugh at when we were texting and looking at screens, which will seem archaic soon, as technology will permeate the physical world and be connected to everyday living

EVENT HIGHLIGHTS

The digital media industry has shifted toward a mindset where mobile is embraced throughout the entire customer journey. **Anna Bager**, Senior Vice President and General Manager, Mobile and Video Centers, IAB, kicked off the IAB Mobile Symposium, around the theme of “Always On, Surviving and Thriving in a Mobile World.” She noted that, with consumers spending more time than ever on their mobile, we can no longer operate with a “mobile-first” mindset; we need to start thinking with a “mobile-only” frame of mind. Industry leaders provided best practices to survive and thrive in this increasingly disrupted and disruptive marketplace. During this day-long event in New York City, agencies, brands, and publishers provided examples on how to create experiences that move and delight consumers.

The **IAB and PwC full year 2016 Internet Advertising Revenue Report** showed that over half of the total digital revenue is now driven by mobile, growing 77% from the previous year, with mobile video (+145%), mobile banners (+51%), and mobile search (+91%) being all up. Consumers spend now nearly three hours a day on mobile internet, according to comScore. Native advertising, social media, and games, including eSports, are all important components of time spent on mobile with 70% of social media consumption occurring on mobile apps. Mobile actually overtook PC as the premier gaming platform in 2016, with mobile accounting for 37% of total gaming revenue. Findings from the 2017 IAB Global Research Study: “**Always On – A Global Perspective of Mobile Consumer Experience**,” released at the event, showed that time spent on mobile is not only a U.S. phenomenon – mobile adoption and usage are prevalent in all countries. The majority of smartphone owners use their device every half hour or more, with 22% saying they use their phone every 5 minutes.

Some key mobile video insights from the **IAB Video Landscape Report** by the **IAB Video Center of Excellence** show that mobile video is taking a greater share of the total digital video consumption and continues to grow. And the **IAB Mobile Identity Guide for Marketers** highlights the importance of identity management when marketers are designing cross-screen and user level marketing activities. The guide provides information on how to identify users on mobile, and tactics for bridging web to app data sets.

We live in an increasingly mobile world where mobility is the real focus. Bager led a fireside chat with **Alexa Christon**, Head of Media Innovation, GE, to discuss GE’s Strategy: “From Mobile to Mobility.” Christon stated that GE is a 125-year-old company that is rooted in innovation, and she gave examples of how GE has used content development and new platforms to transform the storytelling experience. From an original science fiction podcast, called “The Message,” which became #1 branded content podcast, to original VR content with The New York Times, GE has been innovative in their choice of media, and will continue to experiment. Christon recommended to steer away from the media flowcharts and to focus on “marketing to the whole person.” GE thrives to reach its audience in unique ways – at the intersection of science and

art. Mobility and using mobile as a platform versus a straightforward, traditional mobile strategy that super serves the customer is key to GE's digital consumer successes.

Next, **Mark Howard**, Chief Revenue Officer, Forbes Media, talked about "Reimagining the Mobile User Experience." Howard shared how Forbes Media reimagined a new, highly visual mobile web experience using data and transparency, while rethinking business journalism in today's world of distributed content. Howard introduced Forbes' latest product launch, a co-storytelling rallying cry that connects the editorial and business divisions around specific stories and niche audiences. Howard said that they focused on the mobile browser experience and the mobile engagement flow, while being "not only mobile first, but mobile everything," delivering content in a lightning fast environment. With its "Mobile Cards," Forbes Media is rethinking its mobile ad experience, infusing the advertiser directly into the content.

Marta Martinez, Chief Revenue Officer, Intersection, discussed the connection of technology and the physical world and how to leverage mobile. She noted how AirBnb, Uber, and soon drones are part of this new physical and mobile frontier that will transform the way we ultimately live. Martinez shared a recent campaign Intersection and New Belgium Brewery did for a new product launch in New York City. **Kevin Darst**, Digital and Media Manager, New Belgium Brewing, shared that since competition is fierce in the craft beer industry, the need to implement a cost-effective and location targeted digital campaign, where his brand can quickly switch creative when demand shifts, was critical to their success. Darst sees a digital strategy as a great equalizer to compete with big brands.

Anne Frisbie, Senior Vice President, Global Brand and Programmatic, InMobi, alongside **Chris Kuist**, Senior Vice President, Research and Impact, IAB, hosted the first morning town hall to engage the Mobile Symposium audience on the topic of how to achieve better measurement in an always-on mobile world. Frisbie said she is focused on doing mobile video right. Getting the data signals for measurement and having effective media is critical. She noted that it's important to understand the use cases and the value we are creating on each platform. Frisbie also stated that there shouldn't be a trade off between getting KPIs and measurement, and giving the consumers an optimal experience. Educating the buy side with what is happening on the tech side can minimize frustration and allow all parties to understand the overall strategy. Some of the questions addressed during the town hall included: How do you get the viewability signals on the in-app space? What are the greatest challenges in getting the KPIs right for in app? What are the specific issues in measuring mobile and video? And what are the nuances of mobile attribution for both online and offline?

In the following session, **Susan Borst**, Deputy Director, Mobile, IAB, led a conversation about the rise of eSports and reinventing the live stream experience with **Mio Babic**, Founder, iStreamPlanet, and **Seth Ladetsky**, Senior Vice President, Sales / Turner Sports Digital, Turner Broadcasting System. Ladetsky

noted that the common denominator of all successful advertising solution is when brands add value to the fans' experience. Both Babic and Ladetsky highlighted the multi-pronged opportunities that live video experiences offer, especially around sports activations. Since eSports is a high ad blocking space, the need for branded content and custom integration is key.

Dustin Callif, Managing Partner, Tool of North America, **Christian Colasuonno**, Director of Digital Production, GTB, and **Lisa Schoder**, Integrated Marketing & Media Lead, Ford Motor Company, presented a case study on Ford's Return to the 24 hours of Le Mans with the Ford GT, then discussed the business case, results, and KPIs. Ford's VR immersive experience brought consumers behind the scene like never before. Viewers could ride inside the brand-new Ford GT and see stunning 360-degree glory. Schoder explained how Ford Motor Company decided to build a new channel for their VR experiences – rather than a one-off individual use of VR as a new communication tool. The channel allows them to build the brand and tell the story of Ford's passion for innovation, using VR technology as a programming platform and moving towards a mobile-first strategy.

Then the IAB Mobile Symposium attendees split into two town halls, before the networking lunch break, addressing the topics of location data and mobile identity.

Kevin Arrix, Chief Revenue Officer, Verve, and **Eva Wu**, Director of Mobile, led the town hall discussion about "Location Data: How can marketers best leverage it for sales conversion?"

Terrence Coles, General Manager, Americas for Smaato, **Benjamin Dick**, Director, Data & Ad Effectiveness, IAB Data Center of Excellence, and **Eric John**, Deputy Director, Video, IAB, engaged the town hall attendees in a lively discussion around "Mobile Identity: What are the challenges of tracking consumers across devices?"

After the lunch, the Mobile Symposium attendees were all invited to join a workshop on "Building Consumer Connections across Every Digital Dimension," presented by **Joe Stephens**, Director, Native Strategy, Yahoo.

Then, **Chris Jacob**, Product Marketing, Salesforce, took on to demystify artificial intelligence (AI) by explaining how it works, what is real, and what we can do today, tomorrow, and beyond. The industry is embracing machine learning and artificial intelligence, bringing them into the mainstream marketing mix. Jacob is calling it the "fourth industrial revolution" where AI and IoT machines help us make sense of all the data available to marketers so that brands can better engage with their customers. Data closes the gap in digital advertising, but existing approaches lack intelligence, and have scale and security issues. Jacobs presented ways to turn machine learning and AI into new revenue streams, and gave examples of

how brands can achieve success with AI and customer data. AI can help you grow revenue, reduce cost, and increase productivity. He suggested to use AI across your most important asset in your customer data, to intelligently capture, unify and take action across digital platforms to personalize the experiences, then to bring both worlds together.

In the afternoon, **Adam Lichstein**, President, Seller Platforms, Tremor Video, and **Alanna Gombert**, Senior Vice President, Technology & Ad Operations, IAB, and General Manager, IAB Tech Lab, led an audience-wide town hall discussion on how to create brand-safe environments across all screens. It focused on how to ensure that brand safety exists, and they asked the audience about their current actions and challenges.

For the last session of the day, **Warren Zenna**, EVP, Managing Director, Mobext / Havas Media, provided a mobile agency's point-of-view on today's mobile-first world. Zenna closed the IAB Mobile Symposium with a rousing and energizing talk where he shared the buyers' perspective. He noted that the new mobile imperative and advancements have generated challenges as well. Mobile is no longer just a channel, it underscores everything – it has leveled the playing field. Mobile is activated in everything. Is social mobile? Is video mobile? Our desire for automation is making things more complex too. For Zenna, the traditional creative agency model is outdated – Media took over 15 years ago and the Media Agency started driving the business. Scaling, cross-device tracking are still issues. Yet, making better creative and focusing on the basics, and on the consumer's experience are still key. Location will unlock the attribution issue. True attribution is desired, yet elusive. Zenna also provided his predictions for the industry: Next, true attribution will arrive – and level set everything. And advertising will become more targeted – and more expensive. Creative agencies will become media organizations, and media organizations will become creative agencies. Technology will “disappear” and be seamless around us. The car will become the new “mobile” device. Zenna reiterated a theme of the day which was that marketers and product developers in the mobile space need to think more of the consumer at all stages. Mobile is moving away from mere engagement and now should be seen as the activator, especially with the proliferation of automated and connected devices.

The full-day event of lively discussions finished around drinks and hors d'oeuvres at the networking cocktails.

Keeping Up On Cross-Platform Video Measurement

<https://www.iab.com/insights/keeping-cross-platform-video-measurement/>

The rapid shift in consumer behavior towards multiscreen viewing has opened up a plethora of platforms and access points for brands and marketers to reach, connect, and engage with their desired audiences. While multiscreen viewing presents new monetization opportunities to publishers and content creators, counting the unduplicated audience across screens and devices continues to be a major challenge and barrier to the growth of the video ecosystem.

As part of the efforts to address the cross-platform video measurement challenge and provide clarity, simplicity and transparency for both buyers and sellers, IAB Video Center of Excellence has worked with leading measurement companies to create a high-level summary of syndicated cross-platform video measurement methodology. The outcome is a simplified, easy-to-understand information grid.

To create this comparison grid, the Video Center went through an RFI process to seek information regarding current, in-market syndicated methodologies of cross-platform video advertising measurement. The companies that participated in the RFI process included, in an alphabetical order, comScore, Moat, and Nielsen. After receiving the RFI responses, IAB discussed the submissions with each company to clarify and verify the information provided. To maintain objectivity and transparency, IAB did not alter the final information provided by each company.

Going forward, IAB plans to use this comparison grid as an educational tool and will keep the information updated every six months as new technologies, solutions, as well as new players emerge in the constantly evolving cross-platform measurement realm.

Cross-Platform Video Measurement Grid

Digital Video Center of Excellence