

Новости интернет-рекламы

Май, 1-15

Содержание

Тренды	3
Brand Safety & Fraud	6
Programmatic	9
Видеореклама	16
Social Media	24
E-commerce	29
Новости IAB Global	33

ТРЕНДЫ

4 Emerging Agency Models To Watch

<https://www.mediapost.com/publications/article/318690/four-emerging-agency-models-to-watch.html?edition=108862>

Time spent with online media will overtake time spent with linear TV for the first time, globally, in 2018. That's the prediction from WPP's GroupM, as laid out in its just-released "State of Digital" report.

Online will have a 38% share, TV 37% and the balance will be spread primarily across print and radio.

This year, consumers will spend an average 9.73 hours with media, up from 9.68 hours in 2017 (figures weighted by media investment), per the GroupM forecast.

As you would imagine, more time spent online supports ongoing ecommerce escalation. Thirty-five countries supplied 2017 ecommerce data to GroupM revealing cumulative transactions worth \$2.105 trillion, growth of 17% over the prior year.

GroupM predicts 15% growth in 2018 to \$2.442 trillion or about 10% of all retail. That's right, while it sometimes seems as if Amazon.com has come to dominate the world of commerce, some 90% of all goods will still be purchased in brick-and-mortar shops or via their own digital channels.

And that's not a bad thing, per the report: "Manufacturers remain a layer removed from customer-level data. 'Wholesale' relationships may frustrate manufacturers' goals around data acquisition and the application of knowledge, but they remain logistically efficient and economically preferable to a world vacuumed up by Amazon and Alibaba."

Programmatic continues to grow sharply. On average, 44% of online display investment was transacted programmatically in 2017 versus 31% in 2016. This will rise to 47% in 2018. For online video investment, programmatic is smaller; 22% in 2017 versus 17% in 2016 and predicted to rise to 24% this year.

As the report notes, brand and consumer safety and privacy issues dominated the narrative around major digital platforms last year and the first part of 2018. "In the aggregate, it's fair to say that the year saw a substantial net reduction in the dewy-eyed admiration of the new," the report states, predicting that it will take "all of 2018 for the smoke to clear."

In light of transparency concerns and the evolving distribution landscape, brands talked a great deal last year about “re-taking control” of much of the media work currently done by agencies and other third parties. The report cites four emerging models, including a “trust-but-verify” agency-client relationship based on “contractually clear partnerships.” Essentially the status quo, but with better written contracts.

An alternative, per the report: Advertisers taking direct control over all third-party ad-tech and mar-tech contracts, but outsourcing most or all of the operations to agencies.

A third model has advertisers employing some in-house specialists to operate ad-tech systems for programmatic buying in cases where clients have advanced in-house search capabilities.

Full in-housing of digital media services is also on the rise, primarily among “digitally native” companies.

What GroupM doesn’t see trending is full in-housing of all media services.

“If Amazon has no appetite for it, who does?” the report states. Obviously, that’s a self-serving view of the future, but not necessarily an inaccurate one. Full in-housing of everything would cost a bundle, but I suppose some client procurement wonks are busy crunching the numbers as I write to see if such a move makes sense. My guess is it won’t for a lot of marketers who have their hands full doing what they currently do.

The 52-page report addresses a number of other issues like blockchain, AI, data, metrics and viewability. It’s definitely worth a read and it can be accessed here.

eMarketer Releases New Global Media Ad Spending Estimates

Digital channels will overtake traditional mediums by 2021

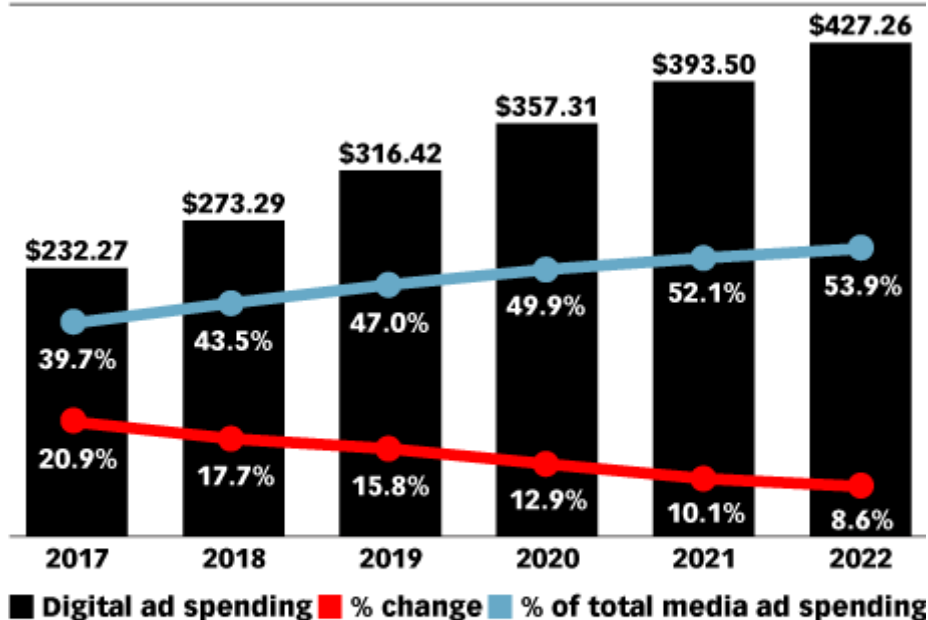
<https://www.emarketer.com/content/emarketer-total-media-ad-spending-worldwide-will-rise-7-4-in-2018>

Total media ad spending worldwide will rise 7.4% to \$628.63 billion in 2018, according to eMarketer’s latest report, “Global Ad Spending: The eMarketer Forecast for 2018.”

Digital media will account for 43.5% of investments, thanks to rising global ecommerce spending and shifting viewership from traditional TV to digital channels. By 2020, digital’s share of total advertising will near 50%.

Digital Ad Spending Worldwide, 2017-2022

billions, % change and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising
Source: eMarketer, March 2018

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www.eMarketer.com

Asia-Pacific and North America will account for 70.5% of the \$628.63 billion global ad spend this year. Healthy consumer spending in those regions, along with the FIFA World Cup, will spur worldwide ad growth of 7.4% in 2018.

Global media spending will grow steadily at more than 5.0% per year through 2022. Despite political and economic concerns in several markets, increasing digital ad business will sustain overall advertising gains.

North America will remain the top advertising market in 2018 at \$232.48 billion and a 37.0% share of worldwide total media. Asia-Pacific will place second in regional media spend with \$210.43 billion and one-third of global ad business.

We had previously forecast Asia-Pacific to surpass North America in ad spend by 2019. That will not happen due to a combination of stronger-than-expected 2017 growth in North America and currency

depreciation against the US dollar. But the trend is inexorable, and we now expect Asia-Pacific to become the leading ad spend market in 2022.

BRAND SAFETY & FRAUD

Mobile Ad Fraud Rates Double

<https://www.mediapost.com/publications/article/319011/mobile-ad-fraud-rates-double.html>

Mobile ad fraud is worse than ever, new research suggests.

Compared to 2017, mobile ad fraud rates almost doubled, notes mobile attribution provider Adjust. Throughout the year, Adjust's fraud prevention technology rejected 7.3% of all paid installs.

The fraud rates only show the level of fraud prevented for advertisers taking measures to protect themselves, according to Andreas Naumann, a fraud specialist at Adjust.

"Yet, the aggregate amount of preventable fraud is significantly higher," Naumann suggests. "The number of unreported cases of advertisers being victims of mobile ad fraud is undoubtedly a much higher number."

Last year, the games category was hardest hit -- experiencing 35% fraud rates. The next category that fraudsters attacked was e-commerce, which experienced 20% fraud rates.

In 2018, there has been a dramatic shift, according to Adjust. E-commerce is now the most affected vertical, accounting for two-fifths of the total installs rejected by Adjust.

Other mobile app categories that have been most affected after e-commerce are games at 30%, followed by travel apps with 10%.

The dramatic rise in these latest fraud numbers can be explained by a newly popular form of ad fraud: SDK Spoofing.

Adjust's initial investigation found that SDK Spoofing is globally distributed across all markets and is attributable to 37% of all rejected installs.

The app categories hit hardest by SDK Spoofing include games (29%), e-commerce (27%), and food and drink (17%).

Meanwhile, single campaigns experienced up to 80% of all installs attributable to SDK Spoofing. This means that some advertisers could be losing 80% of their ad budget, by Adjust's calculations.

From ads.txt to RTB 3.0: Getting to grips with the latest evolution in the ad fraud battle

<https://www.marketingtechnews.net/news/2018/apr/23/adstxt-rtb-30-getting-grips-latest-evolution-ad-fraud-battle/>

Like any other fast developing industry, digital advertising has experienced growing pains. As power and influence have increased — its 12% share of all ad budgets in 2009 rising to become 40% of today's \$578 billion spending pot — so has the interest of fraudsters. Recent studies show that global ad fraud losses could cost as much as \$16.4 billion annually.

Yet, maturity has brought with it fresh solutions to tackle the ad fraud problem, chief of which is ads.txt; an initiative aimed at helping buyers avoid fake inventory, by identifying whether the seller is authorised by the publisher to trade its placements.

But is ads.txt enough to win the battle against ad fraud or should marketers be bolstering their defences with a wider selection of tools?

The story so far

Fraud has proven to be especially troublesome in the digital space because the industry's complexity makes ad quality hard to track. Before inventory reaches marketers, it passes through a long supply chain — from website to ad network, exchange, and demand-side platform (DSP) — with placement details shared in editable text fields. This means it's difficult for buyers to secure guarantees about what they are purchasing, and easy for fraudsters to infiltrate the chain. For instance, the most common form of tampering is altering domain name fields so inventory for lower value sites can be relabelled and sold as prime advertising real estate.

Diminishing trust between marketers and supply-side organisations has therefore become a significant issue, and bodies such as the Internet Advertising Bureau (IAB) have launched several initiatives to address this, including the Open Real Time Bidding (RTB) framework. The latest version of which — OpenRTB 2.5 — was intended to increase transparency into automated supply by creating a chain of

ad custody. But text fields containing impression information remained editable and consequently vulnerable to fraudsters.

This brings us to the industry's tool of the moment: ads.txt.

An imperfect solution

Essentially, ads.txt is an IAB-approved text file, functioning as a list of official sellers for inventory that publishers can share with potential advertisers. For buyers, this provides the ability to verify inventory legitimacy prior to bidding; much like purchasing a Rolex watch from an authorised seller to help ensure it is not a fake. For the wider industry, ads.txt will assist in moving more demand towards genuine publishers, ensuring ads reach their target audiences and boost results.

Considering these advantages, it's not surprising that the popularity of ads.txt is growing. In addition to attracting high profile adopters such as Google's DoubleClick, the tool has been implemented by 50% of the comScore 1000 and inspired many DSPs to cease purchasing unauthorised inventory altogether. But this doesn't mean it's a panacea for ad fraud.

For starters, the solution offers little insight at an impression level; so there is still a chance advertisers are buying poor quality placements in disguise. Then there's the fact ads.txt only verifies domain names and does not address other concerns such as fake IP addresses, user IDs, formats, device types, or bot fraud. While adoption is growing, it's not yet universally adopted, which leaves room for illegitimate ad placements to keep entering the supply chain – and even those that have agreed not to trade with unauthorised sellers are often still buying impressions classified as 'unknown', which may themselves be fraudulent.

So what's next?

While the industry has made positive progress in reducing ad fraud, the fight isn't over and it's becoming clear that stronger and more comprehensive tools are needed. This is why the IAB has been working to develop a more effective solution: OpenRTB 3.0.

Submitted for public comment late last year, the revamped protocol is due to set the highest benchmark yet for digital ad fraud prevention. The specifics are still in development, but the biggest confirmed change OpenRTB 3.0 will bring is a stipulation that publishers and vendors must sign every impression they handle by stamping them with encrypted IDs. In doing so, it will produce a precise view of true supply sources and flow that can be checked at any point to ensure placement details are valid; not just that the last platform in the chain has the right to sell them. And although it won't cover all fraud types, the new

certification will go further than domain names: covering ad type, user location, and devices. So, marketers will be able to validate impressions and audiences, and be sure they are getting what they pay for.

Despite its potential to equip publishers, brands, vendors and agencies with the tools needed to effectively fight fraud; it will still take time for RTB 3.0 to be universally integrated. Nevertheless, it's important to recognise that with the current focus on enhancing transparency and accountability, change is inevitable. In the battle against fraud, defensive capabilities must continue to be developed to protect ROI and quality. The next generation of tools is set to change the face of fraud prevention for good, launching a new age of transparency.

PROGRAMMATIC

As GDPR approaches, marketers are moving away from their reliance on third-party data

Upcoming European data privacy rules restricting the use of cookies means that companies can no longer track prospective customers across the web

<https://martechtoday.com/as-gdpr-approaches-marketers-are-moving-away-from-their-reliance-on-third-party-data-215125>

With the General Data Protection Regulation (GDPR) soon to be in full force, marketers are looking to move away from their reliance on third-party data.

GDPR is a set of sweeping rules that govern the handling of European Union users' data, no matter where they are located. The deadline for enforcement of the legislation is May 25.

What is third-party data?

First, let's define what we're talking about. Every business uses some form of customer data, mostly first-party, which means that the company has collected and stored the data itself. This data is used to manage current customers. But when companies want to find new customers, they use third-party cookies to target and retarget prospective customers across multiple touch points — a practice that some marketers say is already dying.

Omer Artun, CEO and founder of customer data platform provider AgilOne, explains.

“The idea of third-party data basically pulls from two areas,” Artun said. “First, there is the original reason third-party data became important to marketers, which is that they wanted to buy categories of potential buyers based on socioeconomic status, age, income, etc.; in other words, third-party data became important for data append use cases. The second reason third-party data became important was because ad systems became dependent on it. Their business model relies on cookie sharing across the board.”

A definite shift

Mike Herrick, senior vice president of product and engineering at mobile engagement platform Urban Airship, said he’s observed a shift in brands.

“We are starting to see brands turn away from third-party data as consumer concerns for data privacy rise,” Herrick said. “We expect to see that shift continue as companies are forced to rethink their engagement channels and begin to look toward direct engagement tools to reach their customers.”

“The third-party data ecosystem is in danger. We can expect to see smaller ad-tech companies that depend on third-party data go out of business as they struggle to keep up with policy changes or be forced to make major changes to their core business model. The demise of these smaller companies and third-party ad networks will further elevate the Facebook/Google duopoly within the ad ecosystem,” Herrick said.

Alex Krylov, senior privacy analyst at cross-channel solutions provider Cheetah Digital, also recognized the trend.

“[Moving away from third-party data] is certainly a trend that has been snowballing, starting in the B2C arena, over the past 10 years,” Krylov said. “There are many reasons for B2B marketers to focus on organic data collection and engagement. They have enough to worry about: being filtered out of inboxes, wasting marketing spend and missing out on more personal connections, and tarnishing their reputation when the world focused on privacy abuses. GDPR does not need to be a bogeyman for marketers, B2B and B2C, to choose quality over quantity,” Krylov said.

So is it only GDPR driving this change?

Herrick said it was a major motivator.

“This movement was spurred by GDPR, which has played a massive role in how global brands think about and collect data about their customers, and we can expect it to continue as similar regulations are put into place in the US,” Herrick said.

Artun agreed.

“So yes, this is in part due to GDPR. GDPR is binary — a customer deletion request must be honored; there is no wiggle-room,” Artun said. “With an anonymous cookie pooling approach to data, there is no way to be certain a customer’s request will forever be honored. The future will be about controlling data in a way where marketers can be flexible — and first-party data holds the key to this.”

And Krylov said that consent requirements under GDPR will be one of the biggest reasons companies will reconsider use of third-party data.

“If by third-party data, we mean email list brokering and postal-to-email appending services, then we need to look at the interplay of the GDPR and the ePrivacy Directive (ePD) when GDPR comes into effect later this month,” Krylov said. “At minimum, this Batman and Robin duo is expected to increase friction (and stakes) for all parties benefiting from non-organic email acquisition techniques.”

GDPR will replace the ePD, which is the EU’s current guidance on data privacy laws. Later this year, the EU will also start to enforce the ePrivacy Regulation, which is EU companion legislation to GDPR that focuses on the electronic transmission of data. The ePrivacy Regulation includes recommendations such as browser-level settings that take the control of personal data out of the hands of publishers.

Some third-party data will always be used

Most marketers I talked to, formally for this story and informally for background, agreed that third-party data will remain in some way.

“There will always be a role for third-party data, and the first scenario (data append) isn’t going anywhere. But due to the GDPR, recent Facebook scandals, and the general climate around customer data privacy, ownership, and control, brands are looking for alternatives to cookie sharing, and they’re looking to first-party data to perhaps become this alternative,” Artun said.

About the author

Robin Kurzer

Robin Kurzer started her career as a daily newspaper reporter in Milford, Connecticut. She then made her mark on the advertising and marketing world in Chicago at agencies such as Tribal DDB and Razorfish, creating award-winning work for many major brands. For the past seven years, she’s worked as a freelance writer and communications professional across a variety of business sectors.

Online ad targeting does work — as long as it's not creepy

<https://www.wired.com/story/online-ad-targeting-does-work-as-long-as-its-not-creepy/>

If you click on the right-hand corner of any advertisement on Facebook, the social network will tell you why it was targeted to you. But what would happen if those buried targeting tactics were transparently displayed, right next to the ad itself? That's the question at the heart of new research from Harvard Business School published in the *Journal of Consumer Research*. It turns out advertising transparency can be good for a platform—but it depends on how creepy the marketing methods are.

The study has wide-reaching implications for advertising giants like Facebook and Google, which increasingly find themselves under pressure to disclose more about their targeting practices. The researchers found, for example, that consumers are reluctant to engage with ads that they know have been served based on their activity on third-party websites, a tactic Facebook and Google routinely use. That also suggests tech giants have a financial incentive to ensure users aren't aware, at least up front, about how some ads are served.

Don't Talk Behind My Back

For their study, Tami Kim, Kate Barasz and Leslie K. John conducted a number of online advertising experiments to understand the effect transparency has on user behavior. They found that if sites tell you they're using unsavory tactics—like tracking you across the web—you're far less likely to engage with their ads. The same goes for other invasive methods, like inferring something about your life when you haven't explicitly provided that information. A famous example of this is from 2012, when Target began sending a woman baby-focused marketing mailers, inadvertently divulging to her father that she was pregnant.

"I think it will be interesting to see how firms respond in this age of increasing transparency," says John, a professor at Harvard Business School and one of the authors of the paper. "Third-party data sharing obviously plays a big part in behaviorally targeted advertising. And behaviorally targeted advertising has been shown to be very effective—in that it increases sales. But our research shows that when we become aware of third-party sharing—and also of firms making inferences about us—we feel intruded upon and as a result ad effectiveness can decline."

The researchers didn't find, however, that users react poorly to all forms of ad transparency. If companies readily disclose that they employ targeting methods perceived to be acceptable, like recommending products based on items you've clicked in the past, people will make purchases all the same. And the study suggests that if people already trust the platform where those ads are displayed, they might even be more likely to click and buy.

The researchers say their findings mimic social truths in the real world. Tracking users across websites is viewed as an inappropriate flow of information, like talking behind a friend's back. Similarly, making inferences is often seen as unacceptable, even if you're drawing a conclusion the other person would freely disclose. For example, you might tell a friend that you're trying to lose weight, but find it inappropriate for him to ask if you want to shed some pounds. The same sort of rules apply to the online world, according to the study.

"And this brings to the topic that excites me the most—norms in the digital space are still evolving and less well understood," says Kim, the lead author of the study and a marketing professor at the University of Virginia's business school. "For marketers to build relationships with consumers effectively, it's critical for firms to understand what these norms are and avoid practices that violate these norms."

Where'd That Ad Come From?

In one experiment, the researchers recruited 449 people from Amazon's Mechanical Turk platform to look at ads for a fictional bookstore. They were randomly shown two different ad-transparency messages, one saying they were targeted based on products they've clicked on in the past, and one saying they were targeted based on their activity on other websites. The study found that ads appended with the second message—revealing that users had been tracked across the web—were 24 percent less effective. (For the lab studies, "effectiveness" was based on how the subjects felt about the ads.)

In another experiment, the researchers looked at whether ads are less effective when companies disclose they're making inferences about their users. In this scenario, 348 participants were shown an ad for an art gallery, along with a message saying either they were seeing the ad based on "your information that you stated about you," or "based on your information that we inferred about you." In this study, ads were less 17 percent effective when it was revealed that they were targeted based on things a website concluded about you on its own, rather than facts you actively provided.

The researchers found that their control ads, which didn't have any transparency messages, performed just as well as those with "acceptable" ad-transparency disclosures—implying that being up-front about targeting might not impact a company's bottom line, as long as it's not being creepy. The problem is that companies do sometimes use unsettling tactics; the Intercept discovered earlier this month, for example, that Facebook has developed a service designed to serve ads based on how it predicts consumers will behave in the future.

In yet another experiment, the academics asked 462 participants to log into their Facebook accounts and look at the first ad they saw. They then were instructed to copy and paste Facebook's "Why am I seeing

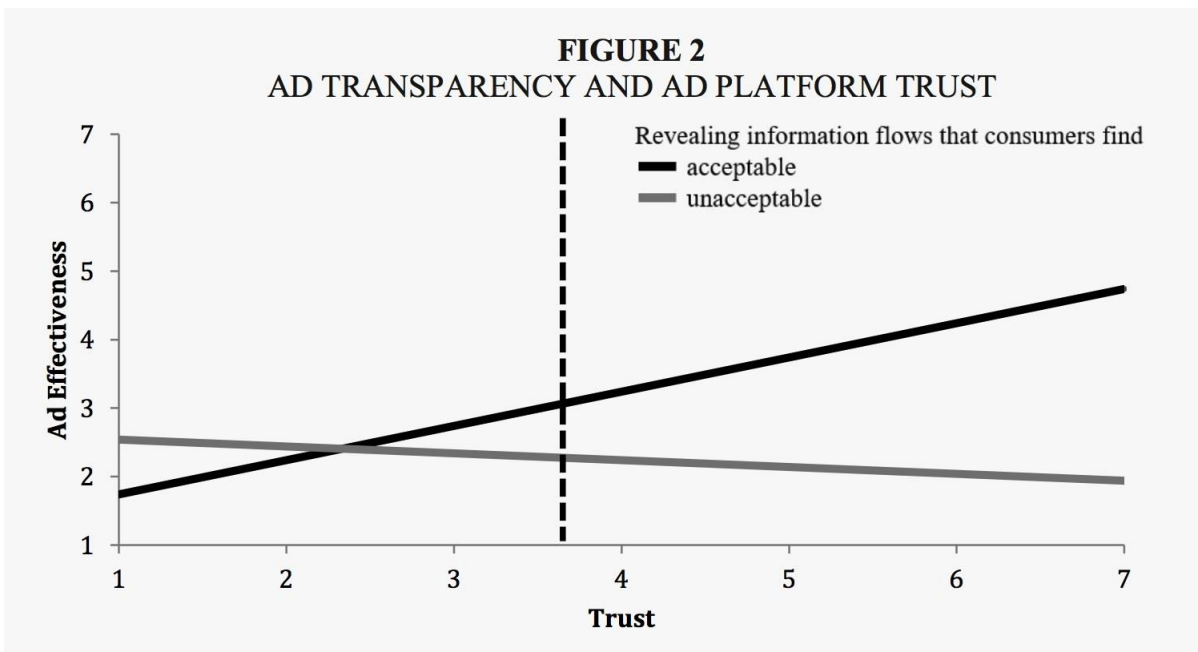
this ad" message, as well as the name of the company that purchased it. Responses included standard targeting methods, like "my age I stated on my profile," as well as invasive, distressing tactics like "my sexual orientation that Facebook inferred based on my Facebook usage."



The researchers coded these responses, and gave them each a "transparency score." The higher the score, the more acceptable the ad-targeting practice. The subjects were then asked how interested they were in the ad, including whether they would purchase something from the company's website. The results show participants who were served ads using acceptable practices were more likely to engage than those who were served ads based on practices perceived to be unacceptable.

Then, the researchers tested whether users who distrusted Facebook were less likely to engage with an ad; they found both that and the reverse to be true. People who trust Facebook more are more likely to engage with advertisements—though they have to be targeted in accepted ways. In other words, Facebook has a financial incentive beyond public relations to ensure users trust it. When they don't, people engage with advertisements less.

FIGURE 2
AD TRANSPARENCY AND AD PLATFORM TRUST



"What I think will be interesting moving forward is what users define for themselves as transparency. That definition is rapidly changing, and how platforms define it may not align with how users want or need it defined to feel like they understand," says Susan Wenograd, a digital advertising consultant with a Facebook focus. "No one thought much of quizzes and apps being tied to Facebook before, but of course they do now since the testimony regarding Cambridge Analytica. It's a fine line to be transparent without scaring users."

When Transparency Works For Everyone

In some situations, according to the study, being honest about targeting practices can even lead to more clicks and purchases. In another experiment, the researchers worked with two loyalty point-redemption programs, which previous research has shown consumers trust highly. When they showed people messages next to ads saying things like "recommended based on your clicks on our site," they were more likely to click and make purchases than if no message was present.

That says being honest can actually improve a company's bottom line—as long as they're not tracking and targeting users in an invasive way. As the researchers wrote, "even the most personalized, perfectly targeted advertisement will flop if the consumer is more focused on the (un)acceptability of how the targeting was done in the first place."

ВИДЕОРЕКЛАМА

Innovation Is Fueling A Broadcast Renaissance

<https://www.forbes.com/sites/forbesagencycouncil/2018/05/09/innovation-is-fueling-a-broadcast-renaissance/#2b11f26e4f1b>

At the 2017 IAB Annual Leadership Meeting, Marc Pritchard, the chief brand officer for Procter & Gamble, came out with some strong words about the future of media, marketing and the strategies brands must implement moving forward. After significantly cutting the company's digital ad spend, Pritchard spoke at the Association of National Advertisers conference in March 2018 and stated that our society's new priority on transparency is transforming the marketing industry -- from "wasteful" tactics used in mass to data- and technology-based brand building.

I believe his statements strongly echo the bright future of the broadcast industry with the upcoming deployment of ATSC 3.0. The updated broadcast signal will increase the over-the-air broadcast bandwidth, allowing stations to broadcast in 4K Ultra HDTV, immersive audio and new interactive services.

By significantly increasing the content that can be distributed over the air, linear TV will have a digitally connected viewer interface, enabling local broadcast to reach viewers on tablets, mobile devices and connected TVs in addition to traditional sources. This allows the broad-reach platform to also deliver a one-to-one experience. I believe this new broadcast standard will reshape the way viewers interact with broadcast content and, thus, the way brands connect with consumers through broadcast media.

A New Frontier

The early innovations that will deploy include addressable advertising via over-the-air content with IP-based, one-to-one targeting capabilities -- a concept that seemed far in the future just a few short years ago. Additionally, advanced measurement capabilities will enable better analytics for broad-reach audiences.

Consider this: The same medium that drives awareness at the top of the funnel will now have the precision to follow the viewer throughout the decision-making process and into the purchase phase. That is powerful and filled with immense opportunity. As we begin to experiment with these models today, I believe we will learn a great deal about effective mass reach and targeting strategies for brands to implement.

Historically, broadcasters focused on the communications aspect of the "4Cs" of marketing -- communication, channel customer and cost -- but, as the viewer-to-content relationship changes, so does

our partnership with the brands we work with. From my perspective, ATSC 3.0 will firmly put broadcasters in the consumer data and insights business. We will be able to help our partners make strategic decisions about their customers and ensure they are reaching the right customers through this iteration.

Additionally, through the ATSC 3.0 evolution, broadcasters become a sales channel and source of reduced cost for brands. In this future version, I envision your local station will look more like Amazon or Netflix than a static dial position. The proximity between content and commerce closes as viewers become consumers who can immediately interact with brands through content and make real-time purchasing decisions.

Today's largest global advertisers are demanding more from their media partners with a focus on innovation, technology and data. It is important that advertisers, agencies and media partners remain agile to shift with consumers and their evolving habits. To do this successfully, the industry needs to move beyond the typical buy-sell negotiation based on cost and, instead, include a more open dialogue focused on problem-solving and creating lasting value for both the advertiser and the audience.

The local broadcast industry's future is bright. It holds more potential and can do more today than most realize. It's true that what is old is also new.

The Rise, Fall and Resurrection of Video Advertising

<http://digitalmarketingmagazine.co.uk/digital-marketing-advertising/the-rise-fall-and-resurrection-of-video-advertising/4863>

In 2017, in line with the shift in consumer attention, many publishers invested heavily in online video advertising. The famously dubbed "pivot to video" saw Huffington Post, Vocativ, MTV News and Fox Sports lay off content writers in favour of video content producers.

Another driver of this change was the higher CPMs commanded by video ads compared to traditional static formats. According to eMarketer, the average cost per thousand impressions (CPM), or, is a little more than \$20 for video ads worldwide.

Advertisers responded to the increase in availability of video ad placements that could be bought through programmatic platforms. By 2019, eMarketer estimates that 77% of all US digital video ad spend is expected to be transacted through programmatic channels - a substantial increase on the 39% share programmatic video had in 2015.

Despite the increase in supply and demand, the “pivot to video” was short-lived. Mashable sold at one-fifth its one-time valuation of \$250 million to Ziff Davis, and both BuzzFeed and Vice missed their annual revenue targets.

What went wrong?

Despite the investments made in video content production, the level of inventory deemed as premium and desirable by advertisers remained stable, creating a market in which supply outweighs demand.

Furthermore, adopting a quality video-centric strategy requires significant investments in technology and manpower, a difficult task for publishers already struggling with revenue. This strategy failed as it became clear that the increase in ad revenue was not going to cover the upfront investment and many publishers pulled the plug.

Another barrier is the fact that the majority of video ad views take place outside publishers’ own platforms and occur primarily on Facebook and YouTube. For advertisers, the advantage of this is scale and centralisation. However, publishers lose control of their inventory, suffer from a lack of transparency into pricing models and are unable to maximise yield.

Advertisers also played a role in the suboptimal performance of video advertising by repurposing TV ads instead of creating innovative, engaging ads. As a result, performance did not meet expectations and budgets moved to other channels.

Getting back on track

In order to take advantage of the consumer shift to video, publishers need to take back control of their digital advertising offering. To deliver high quality video inventory, they need to focus on scaling their inventory to support video, developing relevant sections on their sites to grow the opportunities.

Independent, long-term partnerships or subscription pricing agreements provide publishers with tailored services and greater transparency. However, publishers need to choose their technology partners and solutions carefully. Each additional technology layer implemented has implications for page load times and latency, which all impact user experience and satisfaction.

Publishers, technology companies, creative agencies and advertisers need to work together to carefully match audiences and produce innovative ads - such as 360 video, rewarded video and interactive video - that engage consumers in a way that is measurable and much more impactful.

More effective advertising requires developing platform-specific content based on how viewers consume the content in that environment. Simply repurposing TV content in digital environments does not work and negatively impacts brand perceptions.

Addressing these elements will help ensure video continues to flourish for the benefit of the advertiser, publisher and the consumer.

By Emma Newman, UK Country Manager at PubMatic

«Видео жёсть, смотреть до конца!» — о будущем рекламных форматов в видео

Колонка Михаила Балакина, основателя компании Incrdbl Mobile Entertainment и директора по развитию getintent.com.

<https://www.cossa.ru/trends/202515/>

Уже долгие годы редкая публикация о проблемах цифровой рекламы обходится без упоминания её трёх всадников апокалипсиса: прозрачности, просматриваемости и фрода. В последнее время к этой троице добавилась новая проблема — блокировщики рекламы.

Поначалу подобные приложения выглядели игрушкой для раздражённых рекламой компьютерных гиков. Даже сейчас самое популярное приложение AdBlock Plus может похвастаться только 100 миллионами активных пользователей. Сама по себе цифра кажется внушительной, но по сравнению с миллиардами интернет-пользователей — это капля в море. Однако, когда в этом году встроенный блокировщик появился в Google Chrome — дело приобрело совершенно другой поворот. Как-никак десктопным и мобильным браузером Chrome пользуется почти половина интернет-пользователей.

В России проблема с блокировщиками рекламы, видимо, будет стоять ещё острее. Стремительная VPN-изация рунета, происходящая благодаря усилиям Роскомнадзора, может оставить несколько миллионов самых образованных и зарабатывающих пользователей вне рекламной досягаемости.

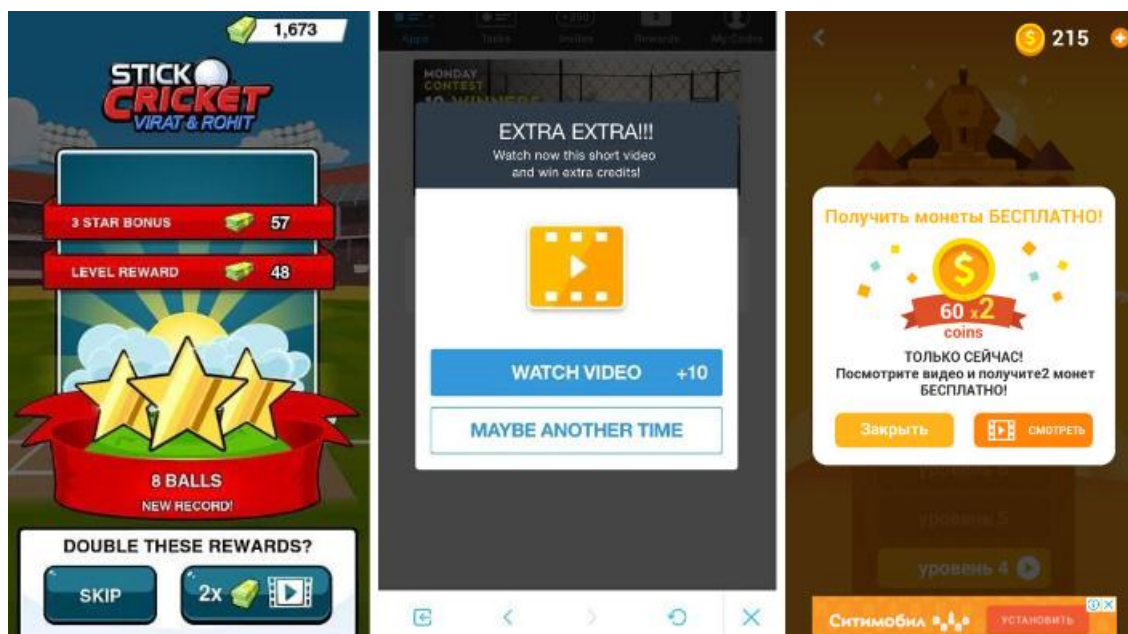
Очевидно, что видеореклама окажется в числе наиболее пострадавших рекламных каналов. Эта статья — попытка посмотреть в будущее этого рекламного формата и тех возможностей, которые пока не оценены по достоинству большинством рекламодателей.

Вознаграждаемые видео

Представьте себе, что пользователь хочет смотреть рекламу. Он требует её. Он досматривает каждый предложенный видеоролик до конца и хочет ещё. Звучит как фантастика, правда?

Но такое явление существует в мобильных играх и называется «Вознаграждаемое видео» (Rewarded Video). Подобная реклама помогает игрокам зарабатывать внутриигровую валюту или получать другие дополнительные привилегии, помогающие прогрессу в игре. Такой способ монетизации используется более чем в половине мобильных free-to-play играх. И нравится он не только разработчикам и издателям игр.

Согласно данным Facebook, 73% опрошенных игроков заявили о позитивном восприятии «Вознаграждаемых видео». Пользователи сами выбирают просмотр рекламы, что даёт им ощущение контроля. Они испытывают удовлетворение от того, что получают прогресс в игре без необходимости ждать или платить деньги. И эти позитивные эмоции транслируются и на саму игру, и на рекламодателя, который «помог» игроку получить прогресс.



Примеры предложений вознаграждаемого видео в разных играх

На сегодняшний день вознаграждаемые видео широко используются для продвижения игр и мобильных приложений. Но вот рекламодателям из других индустрий ещё только предстоит оценить эффективность такой рекламы. Определённый перелом в сознании крупных брендов уже произошёл в середине прошлого года, когда в США бюджеты на вознаграждаемое видео выросли практически вдвое. Очевидно, что эта волна очень скоро докатится и до России, пока же

у первопроходцев есть очень хорошие шансы «снять сливки» с этого перспективного рекламного формата.

Реклама на Connected TV

Термин Connected TV объединяет все телевизоры, так или иначе подключенные к сети интернет. У них либо есть встроенная платформа Smart TV, либо подключение обеспечивается через отдельную приставку: Apple TV, Roku, PlayStation и тому подобные.

Такие устройства объединяют в себе комфорт потребления видеоконтента на большом экране телевизора с удобством выбора, присущим интернету.

Смарт-платформы для телевизоров и умные приставки существуют довольно давно. Но общественное мнение их также относило к игрушкам для гиков и игнорировало.

Пока в один прекрасный момент не оказалось, что одних только телевизоров со смарт-функциями в Северной Америке продано уже 75 млн. И 75% из них подключены к интернету. А каждый квартал к ним добавляется ещё 10 млн новых устройств. И вот уже американский Forbes объявляет 2018 год годом Connected TV.

В Европе дела обстоят не хуже. Более 60% домохозяйств в Великобритании и около 50% Германии имело хотя бы один подключённый телевизор. Соответственно рынок рекламы на SmartTV на подъёме. При среднегодовом росте 33% на 5 самых крупных европейских рынках ожидается, что он достигнет 1 млрд долларов к 2020 году.

В России проникновение несколько меньше, но незначительным его уже не назовёшь. По оценкам ведущих российских онлайн-кинотеатров, на конец 2017 года к интернету было подключено от 17 до 22 млн телевизоров.

Для небогатой российской провинции покупка телевизора с доступом в Интернет имеет вполне понятный экономический смысл. Чтобы получить доступ к большому выбору эфирных каналов на SmartTV, не нужны ни обычные, ни спутниковые антенны, да и IPTV от интернет-провайдера можно смотреть без специальных устройств.

При этом, помимо эфирного телевидения, СмартТВ предоставляет пользователям доступ к медиабibliothекам, видео по запросу, специализированным каналам, посвящённым музыке или спорту, играм, социальным приложениям и поиску в Интернете. И это меняет характер медиапотребления, делая его более осознанным и интерактивным.

Добавьте сюда сравнительно низкую рекламную нагрузку на зрителя, близкий к 100% уровень досматриваемости, полное отсутствие блокировщиков рекламы и фрода, возможности таргетинга, интерактива и персонализации, какие и не снились обычной телерекламе — и вы получите очень и очень многообещающий рекламный инструмент.

Интегрированные кампании

Реклама в блогах и пабликах — явление не новое. Но рост популярности видеоконтента, YouTube-блогеров и стримеров в последние пару лет создал новые, поистине безграничные возможности для рекламы. А точнее рекламных интеграций, не вызывающих раздражения аудитории, порождающих интерес и стимулирующих действия.

Вслед за игровыми рекламодателями, первыми освоившими этот формат, к видеоблогерам подтянулись и все остальные. Свою аудиторию у популярных видеоблогеров находят премиальные автобренды и рядовые автосервисы, производители пельменей и потребительской электроники, жилые и гостиничные комплексы.

А тем, кому в формате рекламных интеграций недостаёт интерактива и обратной связи, прошлый 2017 год подарил новое явление. Аналитики CB Insight назвали его термином MSOCs — Massive Simultaneous Online Communities (Массовые одновременные онлайн-сообщества).

Родоначальник этого явления — американская онлайн-викторина HQ Trivia. Дважды в день сотни тысяч, а порой и миллионы человек подключаются к игре, чтобы в прямом эфире ответить на 12 вопросов и сразиться за денежный приз. Ключевым дифференциатором такого рода игр от обычных интеграций с блогерами является именно факт одновременного интерактивного опыта, объединяющего в киберпространстве самых разных зрителей, находящихся в разных жизненных ситуациях.

Первыми рекламодателями, оценившими новый формат, стали Nike и Warner Bros. Выпуск с Nike был приурочен к выдуманному компанией «Дню кроссовок AirMax». Помимо кобрендинга и околоскроссовочной тематики вопросов, игроки получили возможность выиграть Nike AirMax специальной серии, которые невозможно купить за деньги. А Warner Bros проспонсировала серию игр, которые были посвящены выходящим новым фильмам, и на этот раз в качестве вишенки на торте выступали кинозвёзды, которые оказывались соведущими викторины.



В обоих случаях, помимо внимания игроков, рекламодатели получали в довесок лавину публикаций в прессе и социальных сетях.

В России последователи HQ Trivia уже появились, но громких рекламных интеграций пока нет. Российский аналог — шоу «Внимание, вопрос!» — предлагает рекламодателям несколько базовых вариантов спонсорства и продакт-плейсмента. При этом отдельно подчёркивается, что под каждого рекламодателя кейс прорабатывается строго индивидуально.

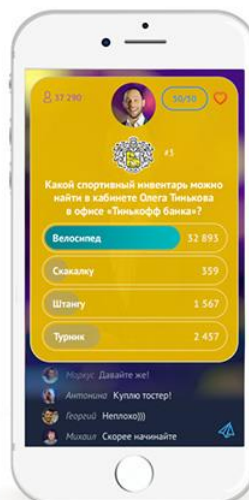
Брендированный pre-roll перед началом игры



Упоминание спонсора ведущим



Брендированные вопросы от спонсора



Fullscreen-баннер или видео после завершения игры



Кадр из презентации для рекламодателей шоу «Внимание, Вопрос!»

Не надо и говорить, что интегрированные кампании, в силу своей природы, имеют врождённый иммунитет от блокировщиков рекламы. Более того, глубокая и органическая интеграция с контентом делает их неотъемлемой частью истории, рассказанной видеоблогером, или частью интерактивного шоу. А следовательно гарантирует интерес аудитории и отсутствие раздражения, как в случае, когда история прерывается рекламным сообщением.

Лично я убеждён, что несмотря на растущий интерес рекламодателей, интегрированные кампании — всё ещё не поднятая целина. И едва ли не единственный канал, который может расти, не опасаясь конкуренции со стороны Google и Facebook. Некоторую сложность для рекламодателей может представлять лишь продумывание механики интеграции, но удачный креатив может окупиться сторицей.

SOCIAL MEDIA

This Is Exactly How Social Media Algorithms Work Today

<https://www.skyword.com/contentstandard/marketing/this-is-exactly-how-social-media-algorithms-work-today/>

Each social media network has a unique set of technical elements, intricate logic, and usage analytics that make up the algorithm that delivers content to its users. Seen in the fluctuation of social media algorithms in the past, the biggest consideration—or debate—is balancing personal relevance with post timeliness.

These algorithms are managed by dedicated teams of software engineers, data scientists, content strategists, and more, so nothing you see is an accident. Here’s a look inside the criteria and priorities that Facebook, Instagram, Twitter, and LinkedIn use to surface content and updates in users’ personal feeds and search results—and what it all means for your social media strategy.

Facebook Prioritizes Meaningful Interactions

Facebook’s latest algorithm update, which they announced in January 2018, now puts posts “that spark conversations and meaningful interactions between people” at the top of your News Feed. This means the content that receives the most engagement—reactions, comments, and shares—will be the highest.

Facebook keeps a historical account of your personal engagement with posts by friends and brand pages, and the Facebook News Feed algorithm also predicts what you want to see based on those past interactions with friends or brands. Then, it aims to put similar posts upfront in your News Feed from the same people and pages and from those with relevant posts or profiles.

According to Facebook, it defines engaging content and “meaningful interactions” based on:

Comment Activity: Back-and-forth comments on posts or a news article or video prompting lots of discussion

Interactive Posts: Posts that you might want to share and react to, such as:

A post from a friend looking for advice

A friend asking for trip recommendations

As a marketer on Facebook, you should focus on engagement as the pathway to reach. Let Facebook’s engagement metrics lead your measurement strategy: reactions, comments, and shares.

Although Facebook explicitly states that they will “show less public content, including videos and other posts from publishers or businesses,” all hope is not lost for appearing in the Facebook News Feed. The more your page followers engage with your content, the more you will continue to appear in their feeds and the feeds of their friends. Following the criteria above, create content and copy that triggers conversation—or even a healthy amount of controversy. Facebook also calls out live video as a high-engagement format, getting six times as many interactions as normal videos.

Facebook admitted that with these changes, pages will likely start to see their overall reach, video viewing time, and referral traffic dip. However, pages that keep conversation going among friends will see less of a negative effect. Followers can also proactively choose to see page content first through the “See First” option instead of “Default” in your page’s “Following” drop-down menu.

In its latest public announcement about Facebook Search in October 2015, Facebook explained its approach to search results. As you type in the search bar, Facebook predicts your complete search query in real-time, then includes posts and conversations shared publicly and from your friends’ accounts.

Instagram Features Newest Posts First

After updating its feed algorithm in March 2016 to have “posts you care about most” appear first, Instagram reverted to a time-based feed in March 2018.

Why backtrack? Instagram states the change was the result of user feedback to make its feed “feel more fresh” through timely content. So it seems that while Instagram felt users would appreciate a more personalized feed based on interaction history, users actually care more about the most recent content.

To summarize the differences between the two updates:

Relevancy Algorithm: Launched in March 2016, it reordered content in feeds based on the user’s relationship (a.k.a. interaction history) with the person posting and the post’s timeliness

Recency Algorithm: Launched in March 2018, it places content in feeds based on each post’s timeliness

Instagram’s current time-based feed doesn’t mean that post engagement isn’t as important as before. But it does mean that post times are more important to ensure your content appears in your followers’ feeds at the ideal time.

While there might not be a silver bullet solution for the perfect distribution time, do pay attention to the peak engagement times (or time frames) of your followers—specifically to make the most of any action-oriented content.

Unlike its feed algorithm, Instagram’s Search algorithm operates based on personal activity. The mix of photo, video, and story results depend on the people you follow and the posts you like. As your activity changes, so will your search results.

Twitter Puts Personal Relevance Before Timeliness

The current Twitter timeline algorithm, released in February 2016, places relevant tweets first based on your interaction history with the accounts you follow. When you visit Twitter for the first time in a while, the top recommended tweets are highlighted in a section titled “In case you missed it.”

These recommended tweets show up in reverse chronological order, meaning the most recent tweets appear first. The rest of the tweets that appear beneath them are also in reverse chronological order.

Twitter made this change so that you can “catch up on the best tweets from people you follow.” Also, Twitter found that featured tweets get more live interaction to stimulate commentary and conversations.

Not a fan of Twitter's recommended tweets? You can also choose "See less often" right in your timeline or turn it off completely in your Settings by deselecting "Show me the best tweets first." So while your timeline defaults to personalization, you can have control over which you want to see first:

Recommended Tweets: Tweets surfaced based on your personal interaction history

Timely Tweets: Tweets surfaced based on post time in reverse chronological order, with the most recent posts appearing first

Of course, marketers aren't able to know the split of their own followers who do and don't use the recommended tweet timeline. So when in doubt, optimize for engagement *and* time. It can only help to create interactive content and distribute it at the optimal times for engagement.

It's important to note that although Twitter's timeline is presented in reverse chronological order, the results of Twitter search are ordered according to relevance—not time.

Twitter rolled out this search algorithm in December 2016 after much experimentation with balancing tweet and account results, managing the density of video and image results, and optimizing Twitter's machine learning model. All testing had the goal of giving searchers diverse yet hyper-relevant results, using logic to tweak the relevance scoring and tweet positioning. Twitter landed on the current search algorithm since the engineering team found that it yielded higher engagement, with people spending more time on Twitter and becoming more active.

LinkedIn Presents Updates by Individual Relevance

As of March 2018, LinkedIn's Feed algorithm focuses on understanding your individual preferences to give you relevant updates per visit. Upon every visitor session, the algorithm scans and ranks tens of thousands of posts in less than a second.

The thousands of signals used to present this content are grouped into three main categories:

Personal Identity: Your individual LinkedIn profile, including your workplace, skills, and connections

Content Engagement: The total views, total likes, update topic, post recency, language, and mentioned people or companies

Personal Behavior: Your past likes and shares, interaction frequency, and time spent in your Feed

The overall mission of LinkedIn's Feed team is to help users be as productive and successful as possible. Instead of evaluating relevance based on click-through rates, LinkedIn analyzes a variety of signals to measure your interest. These signals include time spent reading, insights from your LinkedIn social graph, and user experience research. Therefore, brand success on LinkedIn is largely determined by time spent with shared content, likes, and comments. Again, it seems that engagement is core to pleasing the algorithm.

Much like Facebook, LinkedIn's Search bar suggests search results as you type, whether for people, companies, or groups. For People searches specifically, LinkedIn's proprietary algorithm returns results through analysis of the searcher's activity and search history, resulting profiles, and other LinkedIn users who have performed similar searches.

What's It All Mean for Marketers?

With all the technical details considered, here's each social media network's default feed algorithm primary criterion (excluding custom user settings):

Facebook: Relevance

Instagram: Timeliness

Twitter: Relevance

LinkedIn: Relevance

Since relevance is the most common factor, let engagement metrics lead your social media strategy. Even though Instagram is all about post timing, you're more likely to appear in Instagram Search if your posts get a lot of likes and comments.

This is the current state of social media algorithms, but you never know when the next optimization might come and change it all. So follow each network's news and engineering blogs, and stay alert!

For more stories like this, subscribe to the *Content Standard* newsletter.

E-COMMERCE

Онлайн-ритейл в будущем: digital-покупатель 2.0

Рассказывает Татьяна Глазачева, исполнительный директор компании ROBOKASSA

<https://www.cossa.ru/trends/202635/>

Скорость онлайн-продаж на мировом рынке растёт очень быстро. Интернет становится более доступным и понятным. И даже пожилые люди пытаются овладеть онлайн-сёрфингом. Интернет используют более трёх миллиардов людей в мире — это больше 40% населения планеты.

И эти три миллиарда заходят в интернет не только для общения в Facebook или Twitter. Они покупают товары и услуги в интернете, и покупают много. Так, уровень электронного оборота в мировой розничной торговле в 2015 году составил 7,4%, но в 2016 году он вырос до 8,7%, а в 2017 составлял уже 9,2%.

Согласно прогнозу экспертов исследовательского центра PWC, эта доля увеличится до 10% в 2018 году и 14,5% в 2020 году. Конечно, темпы электронной торговли не будут постоянно расти с такой скоростью, но, судя по всему, ближайшие 3–5 лет являются поворотным моментом в e-commerce.

Портрет онлайн-покупателя изменяется с каждым годом. Пользователи становятся более искушёнными в выборе товаров и услуг. Теперь конвертация посетителей в покупателей намного сложнее, чем раньше. В этой статье мы проанализировали, каким станет клиент будущего, исходя из тенденций сегодняшнего дня. Итак, поехали.

Новая архитектура продаж

Для успешных продаж в 2000-х было вполне достаточно сделать простенький сайт с кратким описанием товара и большой кнопкой «Купить». Конечно, мы для простоты восприятия немного утрируем. О воронках продаж в то время не слышали. Вся архитектура продаж состояла из одного сайта. Причём дизайн этого самого сайта для современного пользователя покажется по-настоящему диким. Стоит только вспомнить, какими были популярные сайты раньше.

Вот так, к примеру, выглядел один из современных лидеров мирового ритейла интернет-магазин Amazon.



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И вполне естественно, что такие сайты работали и приносили доходы, потому что других просто не было. А теперь подумайте, сколько денег заработал бы Amazon, если бы запустил такой сайт сегодня? Скорее всего, он не окупил бы даже хостинг.

Пользователи стали очень избирательными. Если им не нравится дизайн — они закрывают сайт. Если им не хватает информации — они закрывают сайт. Если у них есть сомнения — они закрывают сайт. Если они не находят удобный способ оплаты — они уходят к конкуренту.

Прямые продажи всё ещё работают, но их влияние на потребителя уменьшается с каждым годом. Уже недостаточно сделать хороший сайт и пустить на него сырой трафик — конверсия будет низкой. Большинство интернет-пользователей негативно реагируют на прямую рекламу и попытки навязать товар или услугу. Даже в том случае, если они действительно интересуются покупкой таких товара или услуги.

Посетители хотят принимать решение самостоятельно, без давления и понукания. Поэтому ритейлеры разрешают им это делать. Или создают качественную иллюзию такого разрешения. Ведь несмотря на возросшую избирательность клиентов совершенствуются и техники продаж.

Нативная реклама, сторителлинг, воронки продаж, разнообразные акции, а также возможность узнать что-нибудь новое, интересное и полезное — все эти инструменты позволяют расположить покупателя и завоевать его доверие. Дополните это отличными товарами и идеальным сервисом, и такой покупатель будет много раз возвращаться к покупкам на этом сайте и станет преданным поклонником бренда. Эта тенденция со временем будет только развиваться.

Аналогичную стратегию на 5+ уже реализовала компания Apple. Уверены, вы прекрасно знаете, что творится с миром во время выпуска нового iPhone. Это бренд-менеджмент, а не прямая реклама.

Сверхконкуренция, и как с ней бороться

В мире существует около 500 000 различных интернет-магазинов. Бизнес всех уровней, от крошечного и до глобального, уходит в онлайн. Интернет даёт огромные возможности для развития и расширения продаж. И классический приём снижения цены просто перестаёт работать. В условиях сверхконкуренции он неэффективен, ведь всегда найдётся «умник», который снизит цену на товар, поставив её лишь немного выше себестоимости. Такая стратегия подходит для крупнейших онлайн-магазинов, ведь они могут зарабатывать на колоссальных объёмах продаж. А что делать остальным?

А для остальных нужно прорабатывать целевую аудиторию и создавать уникальное торговое предложение. Давайте рассмотрим несколько ситуаций с точки зрения покупателя.

Успешный бизнесмен выбирает смартфон. Вернее, модель он уже выбрал, и теперь ищет в разных онлайн-магазинах наиболее выгодные условия.

У него нет слишком много времени, чтобы тратить его на скрупулёзное изучение цен и предложений. Кроме того, сами цены его не слишком волнуют, ведь он выбрал телефон премиум-класса за 85 000 ₽.

На сайте он видит избранный телефон и комплект услуг «Бизнес».

Интернет-магазин самостоятельно устанавливает на смартфон все необходимые для предпринимателя программы: мессенджеры, тайм-трекеры, приложения для планирования дня и лицензированный антивирус. Кроме того, сразу оформляется дополнительная гарантия и страховка от похищения или поломки.

Цена пакета — 1450 \$. То есть на 50 \$ дороже, чем на других сайтах. С другой стороны, он переплачивает только 3,4%, но за эти деньги бизнесмен получает не пустой телефон, а уже готовый для полноценной работы гаджет.

Что в итоге? Стратегия «Плати больше — получай ещё больше» сегодня используется во многих онлайн-магазинах. И именно она позволяет потребителю выбрать комплект покупки, который на 100% будет отвечать его индивидуальным требованиям. И именно эта стратегия будет актуальна в ближайшем будущем ритейла.

Цена играет важную роль при выборе «любимого» онлайн-магазина. Покупатели не будут рассматривать излишне дорогие варианты, но большинство не ищет самые дешёвые. В выборе участвуют многие другие факторы: доставка, гарантия, сопутствующие предложения, акции. Но нужно понимать, что именно они формируют лояльность покупателей. А это значит, что если клиенту понравился процесс обслуживания и полученный результат, то с большой вероятностью он вернётся за покупками ещё.

Покупки уходят из магазинов

Не так давно Facebook реализовал полноценный маркетплейс, который позволяет пользователям делать покупки прямо внутри соцсети. Скептики предполагали, что идея не будет популярной, но статистика говорит обратное — система пользуется успехом.

Статистика поражает.

550 миллионов людей воспользовались системой в 2017 году.

Более 15 миллионов товаров появляется в маркетплейсе каждый месяц.

И с каждым месяцем цифры только растут. 60% пользователей Facebook подписаны на брендовые страницы, которые позволяют делать покупки. А это значит, что люди предпочитают делать покупки в привычной соцсети, без излишнего поиска в интернет-магазинах.

При этом для крупных покупок или их более детального выбора пользователи часто используют крупные и известные маркетплейсы, где можно сравнить товары в деталях: их особенности, функциональность. К примеру, посетители Robo.market перед выбором конкретного товара сравнивают от 5 до 15 различных предложений, проводя на сайте от 20 минут до 1,5 часов.

Для пользователя маркетплейсы удобны огромным выбором товаров и предложений. Поэтому их популярность будет расти и дальше.

Стратегии работы с покупателями непрерывно меняются

Перестают работать те инструменты, которые приносили огромные прибыли ещё 3–5 лет назад. Вместо них появляются новые, более эффективные, но кардинально другие.

Сегодня у потребителей есть возможность сделать заказ в любом онлайн-магазине мира. Они априори рассчитывают получить качественный товар за приемлемые деньги. И клиентоориентированность — это единственно возможный сегодня путь для ритейлера, который стремится не просто удержаться на рынке, но и получать хорошую прибыль. Клиент ожидает, что покупка будет настолько комфортной, насколько это возможно. И ритейлер должен гарантировать этот комфорт, окружить потребителя заботой и гарантировать ему дружескую поддержку.

Стратегия завоевания доверия состоит из множества мелких шагов. Она должна учитывать массу моментов и вопросов. Но это стоит того, ведь в результате ритейлер получает полностью лояльного клиента, который согласен делать повторные покупки и совершенно бесплатно рекламировать онлайн-магазин своим родным и друзьям.

Так сегодня работают продажи, и именно это ждёт нас в будущем. Сначала позаботиться о клиенте, а затем получить от него благодарность. И скажем честно, нам это нравится.

НОВОСТИ IAB GLOBAL

Nearly 60% of Advertisers' Digital Budgets are Allocated to Video, a Steady Rise Since 2016, According to IAB Research

<https://www.iab.com/news/nearly-60-advertisers-digital-budgets-allocated-video-steady-rise-since-2016-according-iab-research/>

9 in 10 Advertisers Say Original Digital Video Programming Is Critical to Media Plans & Spend on the Medium is Projected to Rise by 68% Between 2016 and the End of the Year

NEW YORK, NY (April 30, 2018) —Fifty-nine percent of marketers' digital advertising budgets are currently allocated to digital video, a consistent climb in share since 2016, according to the "Digital Content

NewFronts: 2018 Video Ad Spend Study,” released today by the Interactive Advertising Bureau (IAB). Furthering the trend, more than 50 percent of buyers plan to increase digital and mobile video spending in the next 12 months, with the additional spend primarily coming from expanding budgets. These advertisers will hike spending on digital video, and mobile video by 53 percent compared to two years ago, to an average of more than \$10 million annually. Investment in original digital video (ODV) programming has also been climbing steadily since 2016 and is expected to surge up to 68 percent by the end of 2018.

Findings indicate that advertisers across all sectors highly value ODV, with automotive and telecom being the biggest spenders, and health and beauty generating the biggest uptick in spend over the course of the last three years. Nearly 9 in 10 advertisers agree that ODV programming is an essential part of the marketing mix, with a majority saying that the medium allows for more prominent placement and branding, in addition to reaching audiences that are unavailable through linear television.

The research also confirms the importance of the NewFronts to brand marketers and media buyers, with 81 percent reporting that they increased their ODV budget as a result of attending last year’s marketplace. Nearly 4 in 10 said that they allocated more of their budget than planned after the 2017 event. At this year’s NewFronts, buyers say quality of programming will be the top driver in allocating funds in 2018, with attractive costs/CPMs coming in a close second.

“Marketers’ commitment to digital video—especially original digital video—has been skyrocketing over the past few years,” said Anna Bager, Executive Vice President, Industry Initiatives, IAB. “These findings reflect consumers’ enthusiasm for the dynamic storytelling which original video programming delivers in spades, and the power of the medium to deliver strong ROI. There is no question that we will see buyers out in full force throughout this week’s NewFronts presentations, as they look to invest more and more of their budgets in the latest original digital video programming opportunities.”

Other key findings:

83 percent of advertisers believe that cross-platform measurement has improved compared to one year ago

Half of buyers plan to spend more on social media video advertising in next 12 months

44 percent of advertisers report strong interest in buying interactive ads on connected TV

Nearly half (48%) of buyers plan to invest in voice artificial intelligence advertising in the next 12 months, with 44 percent saying the same about virtual reality

To download the complete “Digital Content NewFronts: Video Ad Spend Study 2018,” please visit iab.com/video-ad-spend.

Methodology

The research was conducted by Advertiser Perceptions, which surveyed 353 marketer and agency executives online from March 6 – March 16, 2018. To qualify, these executives needed to be involved in digital video advertising decision-making at a company responsible for \$1M+ total ad spend in 2017. More than half of the participants (52%) were senior level (VP+ job title).