

FRESH AIR FOR DIGITAL MARKETING

Digital is HOT HOT HOT

Trends & Hot Topics:

How Big Media/Tech Are Pivoting



january spring

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Meet Your Host

Charity Huff is CEO of January Spring, a digital marketing & advertising agency that works exclusively with publishers.

Full-service digital agency.

We work exclusively with publisher to help you take digital to market:

- Programmatic display
- Streaming TV
- Paid Social
- Targeted eBlasts
- Paid Search





***U.S. ad revenues
are expected to
grow 3.4%
to \$326 billion this year***

March 2023

?!FAANG?!

Facebook

Amazon

Apple

Netflix

Google

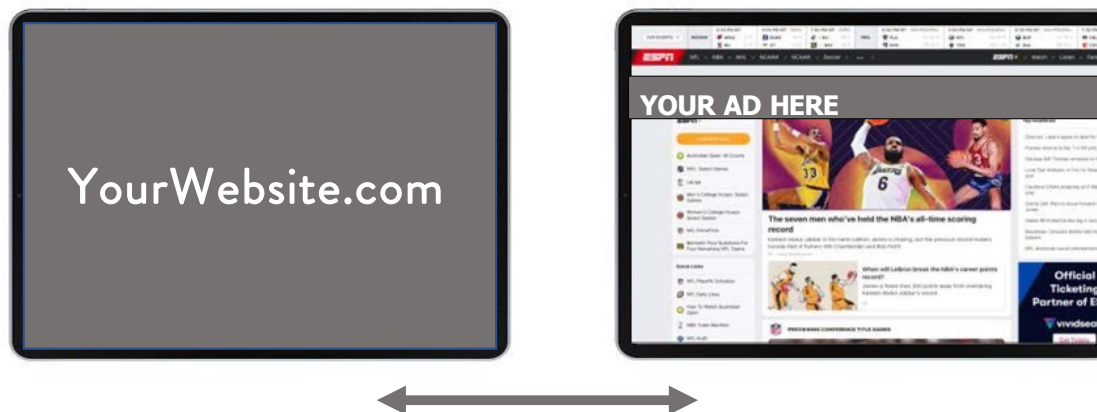
...

And Microsoft!

Google: Cookie Depreciation

We are in the midst of a phase-out of third-party tracking cookies used in digital advertising.

Ads are then served to site visitors by a third party based on each visitor's cookie profile.



*Google's
Chrome will
disallow cookies
in mid-2024*



Google: Cookie Depreciation

“The death of the 3rd-party cookie will privilege those entities that have scale and good 1st-party data.”

Michael Zimbalist, Chief Strategy Officer,
The Philadelphia Media Network



Google: Cookie Depreciation

Advertisers want niche, targeted audiences.

Just shy of half of consumers opt-in for targeting:

- After GDPR was implemented in Europe, 76% of consumers had opted in to receive direct marketing.
- 46% of iPhone users consented to allowing their data to be used for direct marketing, after Apple's big privacy push in 2021.
- Contextual, geographic...and most importantly geo-fencing are not impacted.



The demand for hyper-targeted advertising is growing.

Google: Cookie Depreciation

Where's the opportunity?

*Advertisers want to reach your
Audience!
(1st party data)*



Google: Cookie Depreciation

ADVERTISERS BUY YOUR MEDIA BECAUSE
THEY WANT YOUR AUDIENCE

PUBLISHER SITE RETARGETING

Remarket to your readers on behalf of your advertisers by including your PIXELED site audience in every campaign.

\$14-20 CPM



EMAIL to DEVICE ID TARGETING

Convert your coveted email list into device IDs for use with both programmatic and paid social campaigns. (Recurring usage fee.)

\$16-25 CPM

ADDRESSABLE GEOFENCING

Use your subscriber, event registration or other sources of physical addresses to create another, custom 1st-party audience.

\$14-20 CPM

Microsoft: Chat GPT



why is google freaking out about chat gpt



I'm not aware of any specific instances where Google has expressed concern or "freaked out" about ChatGPT, as ChatGPT is not a Google product. However, Google does have its own natural language processing capabilities and language models, such as BERT and GPT-3, that it has developed for various applications, including search and natural language processing.



It is possible that as a major player in the technology industry, Google may be closely monitoring developments in the field of natural language processing, including advancements in language models like ChatGPT. Additionally, as more companies and organizations develop sophisticated language models, it may increase competition in the industry and potentially impact Google's market share or competitive position. However, without further information, it is difficult to say exactly why Google might be concerned about ChatGPT specifically.



Microsoft: Chat GPT

I think if Google's searches showed less commercial and content farm rubbish, and more authentic results, people might not feel the need to seek alternative ways of getting information like ChatGPT.

yslee 2 months ago

 Rec 55

 Replies 3  Go to conversation

I would expect the 'chatbot google' to run into the same issues as Google Knowledge graph and other quick answers. "Stealing" data from 3rd party websites and cutting off traffic to them would not go nicely with actual data producers. Unless they pay to whoever is giving them the answers.

Timofei Volkov 2 months ago

 Rec 20

 Go to conversation



Microsoft: Chat GPT

Both this and the Times article gloss over a key issue here: monetization. For the most part the panic described is about consumer perception and expectation, but a chat based search solution bypasses the advertising model Google depends on and could upend their very foundations. If someone figures out how to provide chat based search in a profitable way, this could be highly disruptive. But as we've seen with digital assistants, making a cool tech is easier than making it profitable. Using LLM for focused areas (code prediction, office tools) works as they are attached to revenue models. General purpose search is more difficult

BassMonkey 2 months ago

 Rec 33

 Replies 7  Go to conversation



Google: Zero Click Searches

People also ask :

What are zero click searches?

A Zero-Click search **occurs when a SERP displays the answer to a user's query at the top of the page, that does not lead to a click.**



SimilarWeb

<https://support.similarweb.com> › en-us › articles › 360...

[Zero-Click Searches - Similarweb Knowledge Center](#)



Google: Zero Click Searches

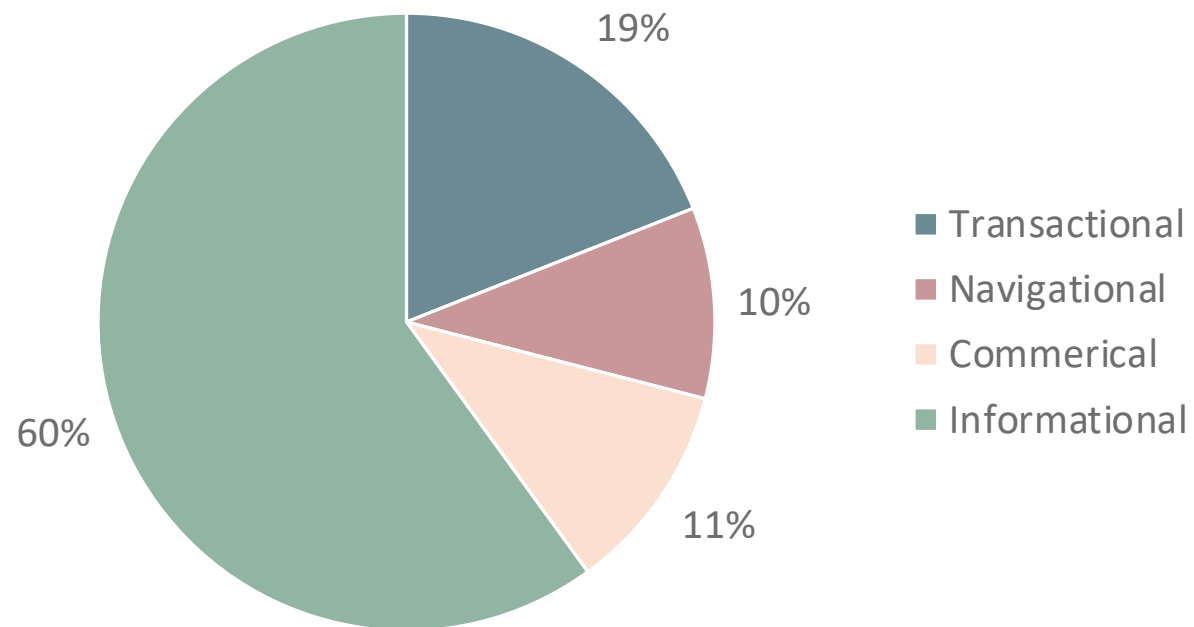
As many as
***57% of users on mobile and
53% on desktop don't click***

an organic or paid result, according to a newly released Semrush study of more than 600,000 searches.



Google: Zero Click Searches

Types of Keywords Used on Google



Google: Zero Click Searches

There are three types of zero-click searches:

1. Featured snippets
2. Instant answers
3. Knowledge graphs



You have the content people are actively seeking.

Optimize your content to answer the question.

Share that content, with an answer to the question on social media.

Google: Zero Click Searches

Results appear when you search for queries with how-to, who, why, or what.

what a good ctr for programmatic



Programmatic CTR

January Spring optimizes our programmatic display campaigns to exceed the industry average of 0.08% CTR. The majority of our campaigns exceed that number by 2 or 3x. **The more targeted the audience, the higher the CTR.** Oct 25, 2021



January Spring

<https://januaryspring.com> › 2021/10/25 › what-is-a-good...

What is a good CTR for my programmatic display campaign?

ⓘ About featured snippets • 🗉 Feedback

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Google: Zero Click Searches

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how to build a good social ad



So what makes a good social media ad?

1. A clearly defined goal.
2. A small target audience.
3. A high-quality, relevant and eye-catching image or video.
4. A short description of the offer.
5. One call-to-action.
6. A link that goes directly to a relevant landing page.



Finalsite

<https://www.finalsite.com> › blog › ~board › post › what-... ⋮

[What Makes a Good Social Media Ad? | Finalsite Blog](#)



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Google: Zero Click Searches

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whats the current interest rate

Images News Videos Shopping Maps Books Flights

About 2,820,000,000 results (0.48 seconds)

Weekly national mortgage interest rate trends

30 year fixed	6.85%
15 year fixed	6.09%
10 year fixed	6.23%
5/1 ARM	5.74%

Bankrate
<https://www.bankrate.com/mortgages/mortgage-rates>

[Compare current mortgage rates for today - Bankrate](#)

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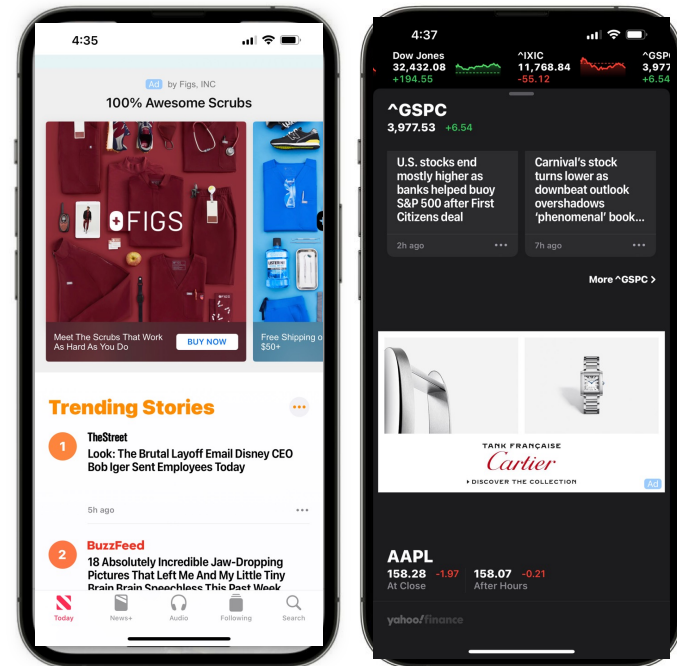
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Apple

Apple's ad revenue is \$3.7B world-wide. Its forecasted to be 20x that in five years.

The majority is from App Search Ads, but they you are now seeing ads in both the NEWS and STOCK apps.



Facebook (META)

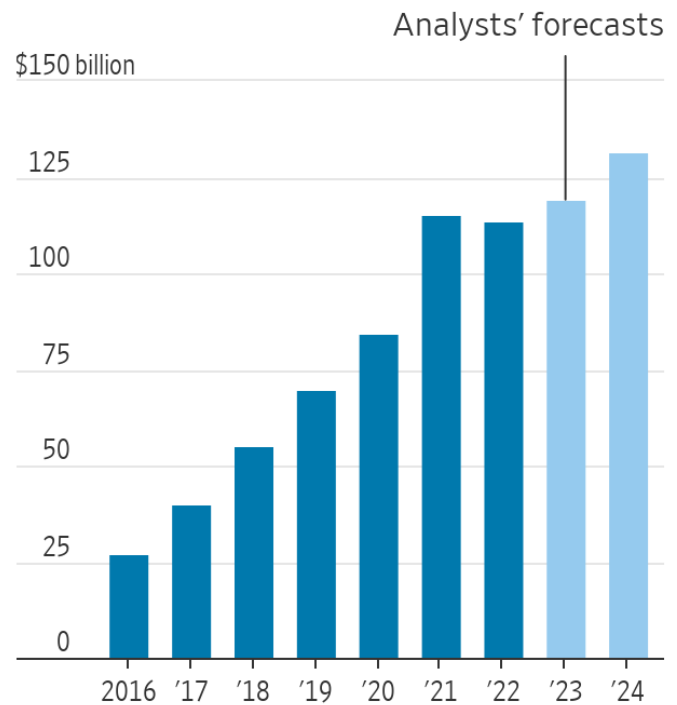
Don't cry for META.

Meta's revenue fell for the first time in 2022.

The decline in revenue is due to advertisers spending less with each campaign.

Banner Ad

Meta Platforms' advertising revenue by year



Source: FactSet



Netflix: Streaming TV

Disney and YouTube both raised their streaming ad service subscription prices and saw an increase in users.

Netflix's users have started to decrease.

Ad supported pricing will create new subscribers for Netflix.

*The majority
of streaming
TV
subscribers
use ad-
supported
services.*



Digital Offering Primer

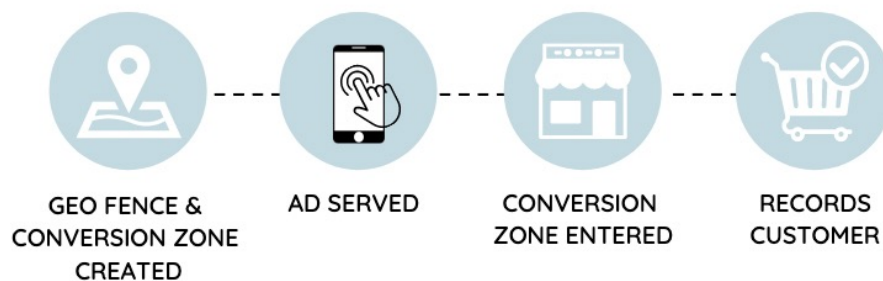
Programmatic Display

TACTICS INCLUDE:

1. Geo Fencing
2. Event Targeting
3. Geo Targeting
4. Keyword Retargeting
5. Site Retargeting
6. Audience Curation

GEO FENCE

Target potential customers who live, work, or visit specific neighborhoods, your competitors, key events or correlating businesses (places where your clients frequent) OR we can deliver digital ads to your mailing list.



GEO TARGET

Target customers in a radius around your business who are searching, researching, and reading about your products and services.



Digital Offering Primer

Programmatic Display

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WEBSITE RE-TARGET

Bring 70% of your website traffic back to your website by retargeting potential customers.



GEO TARGET
AND WEBSITE
RE-TARGET

AUDIENCE CURATION

Take your customization to the next level with our Audience Curation Tool. With this premium add-on you can select an audience based on household composition, interest/hobbies, retail purchases, contributor/donor, travel, gender or household income.

Digital Offering Primer

Paid Social

Paid Social in 2022:

1. Targeting better than what Facebook can give you.
2. Geo-fencing.
3. Expanded reporting, in an easy to use format.



Paid Social Media Facebook and Instagram



AWARENESS ADS

Awareness ads help you reach people who are most likely to remember your ad and help improve brand recall. Use to promote your business locally and to reach as many people as possible in the local area with an interest in your service. Campaigns are optimized for impressions.



TRAFFIC ADS

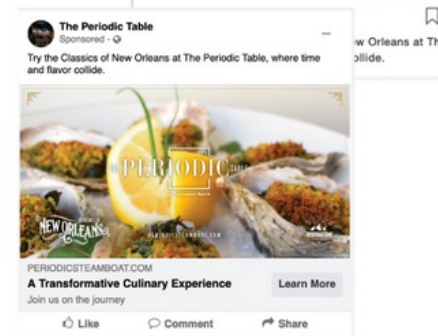
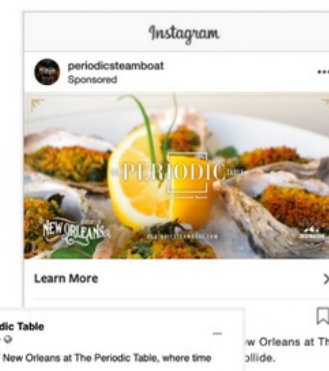
Grow the number of people who are visiting your site and increase the likelihood they'll take valuable action when they get there. Campaigns are optimized for clicks to the website.



VIDEO ADS

Use the video format to show off your product, service, or brand. Include movement and sound to capture attention quickly and show unique features or tell your brand story. Campaigns are optimized for video views.

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CUSTOM AUDIENCES & GEO-FENCING USING LOOK-BACK DATA

Import your existing list of emails, phone numbers, or use our geo-fencing technology to target potential customers based on device IDs.

Reach potential customers who have visited competitors or local events, or places of interest in the past 30-90 days through our exclusive geo-fencing tool. Look-Back device ID data is curated and uploaded into the Facebook/Instagram platform. IDs are matched to existing Facebook users and a Custom Audience is created specifically for your campaign.



EXPANDED REPORTING

24/7 access to performance metrics. See performance details not available through Facebook, including competitive conquering, event targeting, and foot traffic attribution.



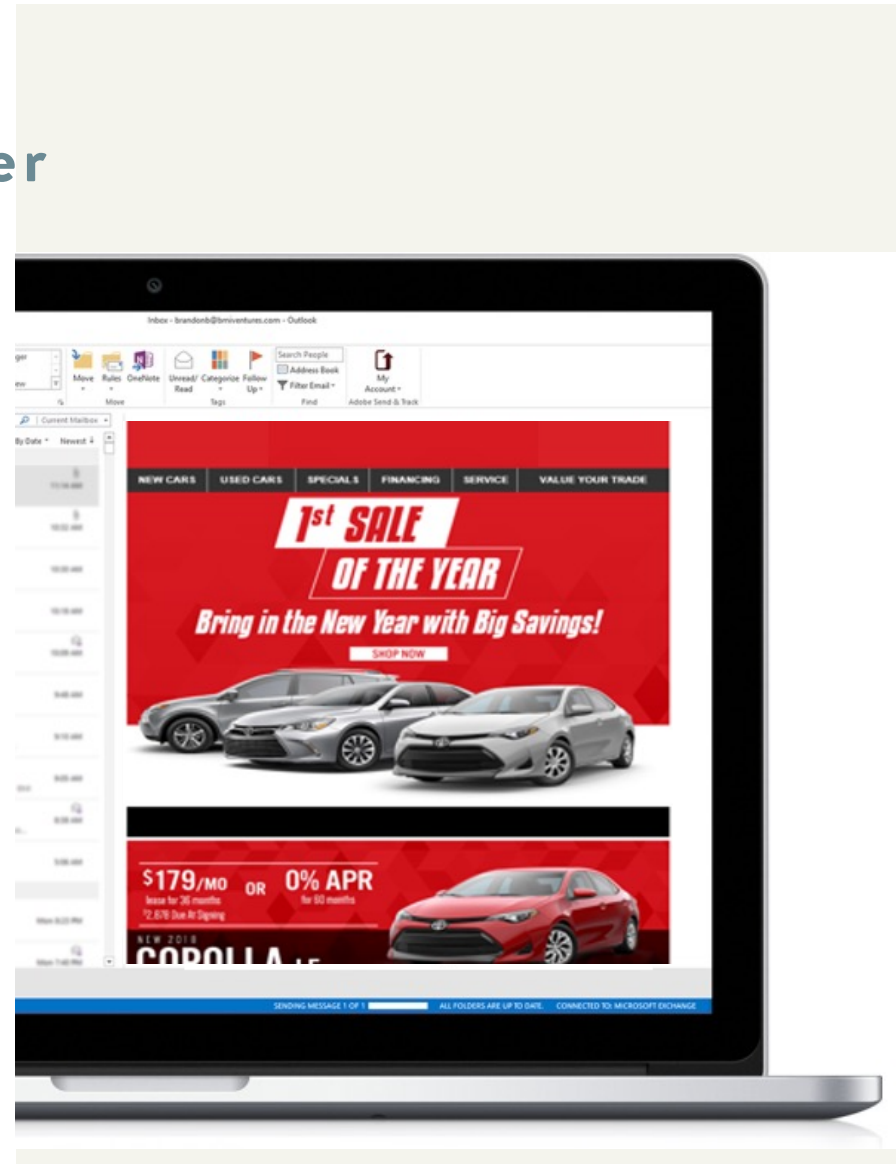
Digital Offering Primer

Targeted eBlasts

CUSTOM AUDIENCE

700+ Demographic, geographic, interest and buying behaviors available for targeting:

- Location
- Age
- Gender
- Income
- Interest
- Purchases



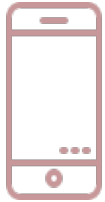
Digital Offering Primer

OTT



OTT is the device *WHERE* you watch the content.

Streaming devices(Roku, Apple tv, Firestick), smart tvs & gaming consoles



CTV is *WHAT* long-form content you watch on your device:

- Streaming the Olympics live on NBC
- Binge watching your favorite show
- Just like broadcast –spots are not skippable
- Programming comes direct from publisher, not through a cable provider.



Digital Offering Primer

OTT

DEVICES

Amazon Fire

Android

Apple TV

Chromecast

Playstation

Roku

Xbox

Slingbox

PUBLISHERS

(this list continues to grow!)

A&E | Accent Health | Anthem Sports & Entertainment | AT&T/DirecTV Now! | BET BigStar.TV | Cinedigm Entertainment | CBS | CNN | Comcast | Cox Media Group Crunchy Roll | Digital Media Rights | Discover Channel | DiscoveryGo | DramaFever E.W. Scripps Newsy | E.W.Scripps | Film On Tv, Inc. | Flipp Media | Fox Networks Group | Fox News | Fox Sports | Fubo.TV | Funimation | Future Today | Gameloft Globo | Gold Line Telemanagement | Graham Media | Haystack | Hyde Interactive Inc | kpex | LoveThisPic.com | MAZ | Meetme | NBC | NewsON | One by AOL Ad Network OVGuide | PaulaDeen.com | PBS | Pelmorex | picoBlu LLC | Plex | PlutoTV PopcornFlix | Render Media | Resignation Media, LLC | RPLlogic | SBS | Screen Media Ventures LLC | Scripps Network, LLC | SendtoNews | Sling TV | Sony Crackle TBS | The Christian Post | The Holiday Spot | Thomsan | Reuters | Tinbu | TNT Toon Goggles | Transgaming | TubiTV Turner | Ustream.tv | Vevo | Viacom | Vice Viki, Inc | Vudu | WeatherNation | Wibbitz | Xumo





If You Don't Present Digital...

Someone else will.



Contact us:

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