

Digital Media Insights

Q1 2020

Introduction

- ◆ Here at twentysix, we have a wide array of specialists delivering amazing results for our clients. Whether it's integrated media strategies or stand-alone campaigns, performance is always at the heart of what we do.
- ◆ With the festive season behind us, that doesn't mean we can take our foot of the gas. It's Q1 – meaning you should ideally start the year off with a bang and begin planning activity for the rest of the 2020.
- ◆ We've pulled together some of the current talking points from the industry that cover data, privacy and audiences. We've also delved into some more channel specific insights that should be useful for your plans this year.
- ◆ So, with all that said, let's dive in...

twentysix
life online®



A woman with long dark hair, wearing glasses and a red scarf, is looking down at a smartphone in her hands. The background is dark with several out-of-focus yellow lights, creating a bokeh effect. The image is framed by a pink border.

Making a difference in digital

Data-driven attribution

What

- ◆ If you don't know what data-driven attribution is, you're probably spending your marketing budget ineffectively
- ◆ DDA is Google's most advanced attribution method that looks at each unique touchpoint a customer has and assigns a specific value to each of them

Why

- ◆ Standard attribution models (last click, linear etc.) have been adequate in the past, but we now have more effective ways to tell which channels and activities are driving conversions at critical points in the customer journey
- ◆ Identifying the most impactful points within the customer journey allows you to focus your spending and benefit from less wastage

How

- ◆ You need a minimum of 10k clicks on Google Search, or 400 conversions within a 30 day period
- ◆ Start reporting on DDA data and you'll be ahead of the curve





Taking on the world

What

- ◆ Brexit – it's causing a lot of uncertainty across all markets, despite brands being urged to push for the global market
- ◆ There's a distinct opportunity for British brands to charge a premium to international customers thanks to their heritage and quality of products

Why

- ◆ 36% of sales for UK brands are taking place overseas, partly thanks to localising their sites and marketing activity
- ◆ Devaluation of the pound post-Brexit will make British goods more affordable in other markets
- ◆ Technological advances in transport and e-commerce platforms are allowing UK brands to find new markets outside of their country's borders

How

- ◆ Only 11% of UK marketers rely on overseas marketing teams to deploy international campaigns. It's about working with key publishers
- ◆ Identify global sales peaks and align your strategy accordingly – forward planning is key!

Do you want a cookie?

What

- ◆ New updates have been set out by the ICO on cookie policies which need to be implemented
- ◆ You must tell people if you set cookies and clearly explain what your cookies do and the purpose behind them
- ◆ User consent needs to be actively gained and clearly given in order to be valid
- ◆ The same rules apply to any 'similar technology to store and gain access to information on someone's device'

Why

- ◆ To protect each customer's personal data and privacy online

How

- ◆ Businesses are ultimately responsible for reviewing their level of compliance against all PECR regulations
- ◆ Full details from the ICO can be found [here](#)





The future is private

What

- ◆ Privacy concerns have led to reduced activity on public social media platforms
- ◆ The industry has seen a rise in communities engaging on private threads and accounts

Why

- ◆ Insights from platforms and events such as Social Media Week have highlighted how the focus on privacy is driving new behaviour trends online
- ◆ Consumers are more wary of trusting and sharing activity on social if it relates to products or businesses

How

- ◆ Review brand opportunities for dark posting on social media
- ◆ Engage with audiences in intimate spaces and groups to stay ahead of the curve



PPC

Introducing Affinity Audiences for search

What

- ◆ Affinity Audiences are coming to Google Search campaigns, following in the footsteps of Display advertising
- ◆ Advertisers can use audiences based on broad browsing interest categories like 'Banking & Finance' and 'Food & Dining'

Why

- ◆ Allows you to engage with your target customers at every point of their customer journey
- ◆ Affinity Audiences allow us to use more bespoke and granular targeting strategies based on active interests
- ◆ With DDA becoming more prevalent, there has never been a better time to reach customers at the most relevant points in their customer journey

How

- ◆ Moving from a last click to data-driven model allows us to be smarter in approach. More data = better performance
- ◆ We can utilise and influence this new audience using IF functions; if you're selling TVs and a user likes cooking, tailor the copy

“Nurture your customer throughout their journey using remarketing for search”

Matt Robson - PPC Manager

Retargeting the right people using your data

- ◇ Retargeting through PPC has seen advancement year-on-year, adding in new capabilities
- ◇ We can target people based on:
 - ◇ Who they are
 - ◇ What they're actively researching
 - ◇ Gmail address
 - ◇ Interaction with your business (new users, returning, converters & more)
- ◇ Not only can we now target on a remarketing basis, but we can now also start the conversation more effectively

In-market



Remarketing



Similar Audiences



Customer Match



Display

The revolution will be televised

What

- ◆ WARC Marketers Toolkit 2020 have put a clear and dominant focus on connected TV, and rightly so, because there's an 80% projected spend increase in online video in 2020

Why

- ◆ Brand safety is at an all time high. If you aren't safe online, why? And what are you doing to rectify it?
- ◆ A stand-out benefit is a premium and quality environment, whether it is standard media via connected TV, online audio streaming services, or the progression of digital out-of-home (DOOH)
- ◆ Contextual targeting combined with premium content will significantly increase your relevant reach, and as a result, efficiency will go through the roof

How

- ◆ Having clearly defined audiences is a must
- ◆ Start slow and tweak – don't rush in. Streamable media is far more expensive than standard programmatic
- ◆ Test, test, TEST!

“People are consuming more and more streamable content, so if you're not taking advantage of it, your competitors will be”

Alex Jackson - Display Manager



Easier eBay advertising

What

- ◆ eBay is one of the largest retail websites in the world with an excess of 150m active buyers
- ◆ They have launched a self-service advertising platform, which permits access to eBay audiences with far fewer requirements than were previously needed

Why

- ◆ You can now access an entirely new audience pool from £200 per month (minimum), rather than the previously required £10k minimum spend
- ◆ The ability to easily target eBay consumers who are already in-market for specific products

How

- ◆ By targeting people clearly considering a purchase, you can look to influence people's decisions and convert new customers
- ◆ Running campaigns with eBay is easier than ever before, so are you missing out by not running activity on this platform?



Affiliates

Transparent transactions

What

- ◆ In order to provide agencies and advertisers with more transparency, Skimlinks have now enabled the clickref data to include the publisher domain name
- ◆ Advertisers are now fully aware of which publisher drove any given Skimlinks sale within a Transaction Report

Why

- ◆ This transparency allows clients to effectively optimise their Skimlinks activity by focusing on key traffic and revenue driving Skimlinks publishers
- ◆ On the flip side, publishers are also able to blacklist any publishers which are not relevant to their brand, meaning they will not earn commission for any sales they drive

How

- ◆ Whether businesses choose to run a Standard Merchant Program or Preferred Partner Programme (if they qualify to do so), Skimlinks campaigns can now be fully optimised towards ROI



Tapping into the Asian markets

What

- ◆ Activity coming from both UK-based Asian affiliates and cross-border has grown significantly over the last year, some of which are dominating UK campaigns

Why

- ◆ Research suggests that the Asian population trusts larger brands significantly more and are therefore attracted to UK-based retailers
- ◆ A recent article by a leading UK-based Chinese content site highlighted the growth of 'haitao', the trend for Chinese online shoppers buying overseas brands - a trade valued at \$125 billion
- ◆ Customers are wary of 'fake beauty' products, which have helped to feed cross-border sales as well as UK-based

How

- ◆ By promoting well-known brands and products, we can effectively target a audience typically comprised of higher-spending customers
- ◆ As with any affiliate campaign, we nurture and build on relationships which enables us to scale activity as we move forward

“A fantastic example of exciting innovation within the affiliate sector, moving away from traditional, mature routes to market”

Hollie Raper - Affiliate Group Head



SEO

BERT has arrived

What

- ◆ Google released a major update to their search algorithm in October
- ◆ BERT stands for - **Bidirectional Encoder Representations from Transformers**
- ◆ Google are calling it the most important update in five years

Why

- ◆ Google's latest search algorithm was created to better understand natural language, taking the nuances and context of words into proper consideration to deliver more relevant results
- ◆ It's Google's neural network-based technique for natural language processing (NLP) pre-training

How

- ◆ BERT analyses search queries, not web pages. On-page SEO becomes more important in terms of using words effectively
- ◆ It is estimated that the BERT update will impact 10% of all search queries, improving how the algorithm determines the results for those queries

“Google is putting greater emphasis on contextual relevancy and as a result it is key for us to be part of the right conversations across the customer funnel through relevant copy”

Jimmy McLaughlin - SEO Strategy Manager



Warning: slow site ahead

What

- ◆ Google Chrome announced a plan to introduce badges indicative of site speed to encourage publishers to optimise their sites for overall speed
- ◆ Google proposed a contextual menu on links that will tell users that a site is slow before they actually click

Why

- ◆ According to Google, the purpose of the badging is to “reward” fast sites and to warn users of slow sites as a way to provide value to them
- ◆ **Google does not state how a badge translates as a reward**

How

- ◆ If these show up on SERPs then it’ll heavily impact click-through rate (CTR) or abandonment rates
- ◆ Lower CTRs and higher abandonment = less sales or leads, and less profit

The importance of Google Search features and how users navigate them

What

- ◆ The Nielsen Norman Group has conducted research into how the visual weight of SERP features influences the path of the user's gaze
- ◆ When features such as featured snippets were present on the results page, the study found that they were looked at by the user in 74% of cases

Why

- ◆ Since the modern results page features different types of results and interactive elements, users are directing their gaze to the various elements in a nonlinear fashion, much like the pinball example

How

- ◆ Whenever this highlights the importance of looking to gain featured snippets for clients
- ◆ Most consumers do not follow specific searching patterns anymore – if a customer isn't linear then you need to find ways to work around this





Content and Comms

QR codes takeover

What

- ◆ QR codes have made a comeback in marketing campaigns
- ◆ Younger demographics (millennials and Gen Z) have been the most receptive
- ◆ QR code users want close relationships with brands and participation in an exclusive online community linking them to other fans

Why

- ◆ QR codes help brands to close the loop between offline and digital activity
- ◆ Eco-friendly, convenient, an easy way to share information and enhances consumer engagement

How

- ◆ Implement QR code use in experiential campaign activity
- ◆ Use to speed up processes, share brand stories, push alternative payment methods and offer brand deals or discounts

“The rise of QR code users gives brands an opportunity to create connections with new audiences”

Hollie O'Brien - Senior Campaign Manager

TikTok's time has come

What

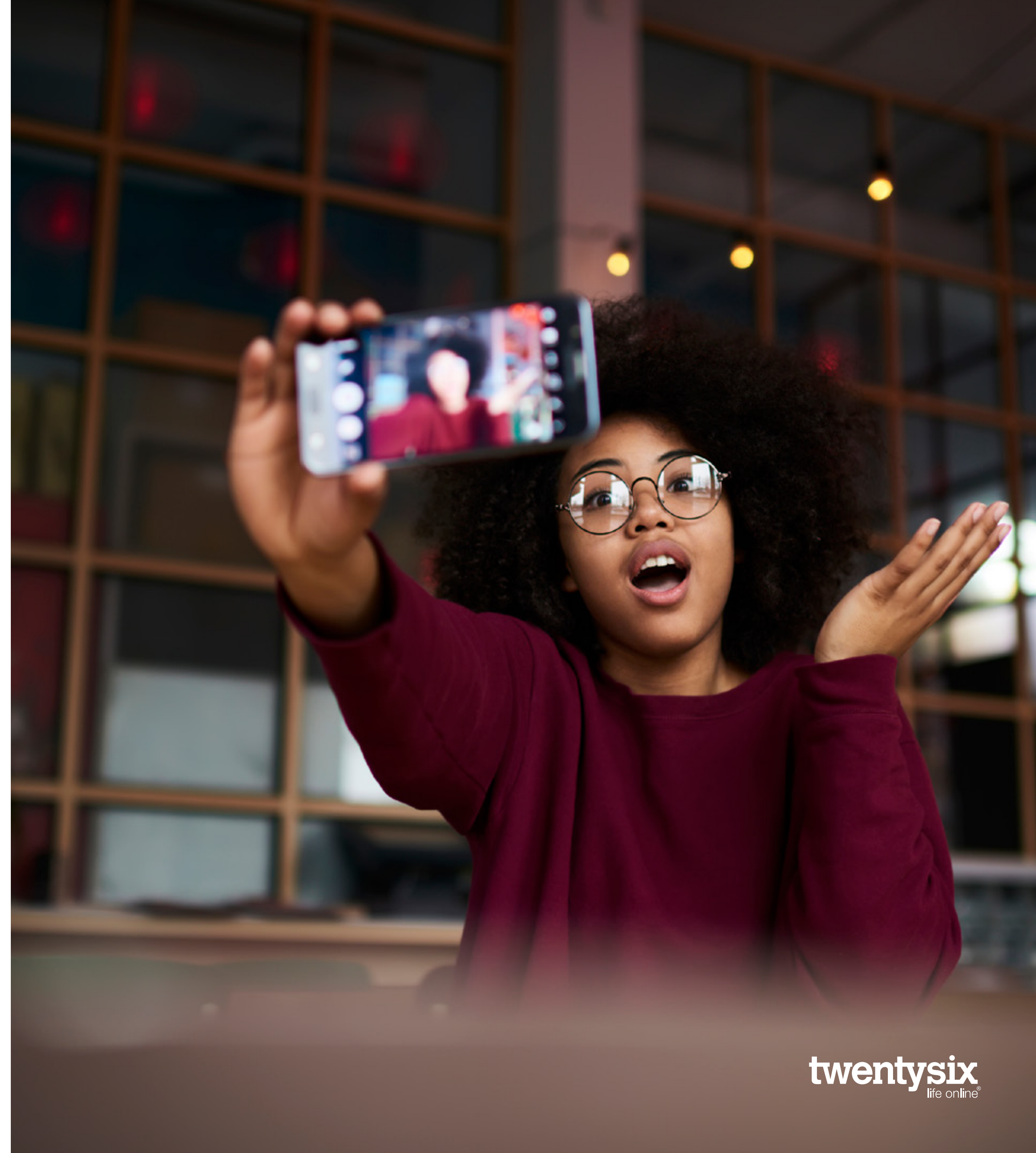
- ◆ TikTok is the fastest growing social media app with 500 million regular users
- ◆ The app has high engagement from younger audiences

Why

- ◆ Content should appear natural which means that production can be inexpensive
- ◆ Can offer a quick way to show a brand's personality
- ◆ The platform is very community driven so brands can speak to engaged audiences

How

- ◆ Share authentic and relatable video content using the app's 15-second format





For more information on how we can help you with your digital marketing challenges, please drop us a line or give us a call.

You can reach us on:

newbusiness@twentysixdigital.com

0800 320 2626

www.twentysixdigital.com

