

## A warm welcome to our first Ai Media Group Newsletter – ‘Candor’.

We have chosen this name for our monthly newsletter because we will be sharing insights from our digital strategy team and leadership that are straightforward and relevant. Our goal is for these insights to help you and your team compete more effectively in these fast-changing times. At Ai Media Group, we are partners in our clients’ success and we know that in the best partnerships, the learning goes both ways. So, if you would like to share your comments or have an interesting perspective, please email me at [s.anderson@aimediagroup.com](mailto:s.anderson@aimediagroup.com).

Cheers,



**Stephanie Anderson** | Chief Marketing & Strategy Officer

### Why ROAS Will Never Be the Same by Stephanie Anderson

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If you understand how your buyer is buying, you can show up at the right place at the right time. You’re making the buyer’s life easier—and creating a great customer experience on the journey to your doorstep. Read [Here](#)

### Re-imagining Enterprise with Ai

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Before, reaching people through technologies like email was considered breakthrough. Today, an average human checks their smartphone over 150 times daily. This phone-fiddling translates into the average enterprise dealing with somewhere between 200-300 million digital signals per day. This implies companies attempt to make sense of around 4 million signals every single day - far too many to analyze and respond to quickly. Read [Here](#)

## Google Announces New Online to Offline Products



Google's focus on local search the past couple of years has some expecting local search traffic to play a heightened role for brick-and-mortar retailers this coming holiday. Google is now teeing up some new shopping features and reporting capabilities ahead of the holiday shopping season.

Read [Here](#)

## Around the Industry

Facebook Local is the social network's stab at Yelp, Foursquare  
Read [Here](#)

Snapchat now lets brands link Sponsored Lens, Geofilter ads to their sites Read [Here](#)

Costco Launches Search Campaign For Food Delivery Service  
Read [Here](#)

Singles Day makes record-setting sales of \$25B in one day  
Read [Here](#)



## What's The Best Time of Year For Online Holiday Shoppers?

### Time of Year When US Internet Users Conduct the Majority of Their Holiday Shopping, Jan 2017

% of respondents



Note: n=738 ages 18+

Source: TrendSource, "Post-Holiday Consumer Insights Study," Feb 9, 2017

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www.eMarketer.com

Although a large chunk of holiday purchases still occur between Thanksgiving and Christmas, the core season has lengthened on both ends. Last year, Black Friday discounts effectively began a week earlier, and this trend is expected to continue, as retailers will likely continue to advance their promotional calendar, prompting shoppers to buy earlier than ever before.