



## The Power of Mobile

OK, last month I finally did it. I made a purchase while commuting home on the train...on Instagram. Yep, it's true. And, since then, I have made two additional purchases of 'suggested' items that were actually perfect for me. I don't know if your day or week is like mine, but Monday through Friday is kind of a blur of working, traveling and family. I depend on the ability of mobility to enable me to do work, keep in touch with friends and even educate myself with podcasts and articles. It is not only comfortable, but vital. And, most of us would agree. In the fraction of downtime we get, are we annoyed or delighted to have suggested products and services appear? Last month we explored the privacy and convenience angles and I am here to say – perfecting personalization is imperative and it is here to stay. So in this edition of Candor, we look at display advertising however and wherever it may occur and the powerful returns businesses can expect. Short of creating a slight cash flow problem for myself, all of this is likely good news.

P.S. Please listen via the link provided below to our CEO's guest appearance on the podcast 'A Shark's Perspective'.

Cheers,

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

## 5 Mobile Advertising Strategies That Will Grow Your Reach

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As online users divide their time across countless channels, platforms and devices, digital marketers know they have only split seconds to attract consumers' attention. Smart marketers are keeping pace with their digitally adept consumers and learning from their behaviors in order to make sound mobile media planning and buying decisions. Here are five distinctions and opportunities in the mobile programmatic landscape. Together, they give marketers the building blocks needed to develop a solid small-screen strategy Read [Here](#)

## PODCAST: A Shark's Perspective -Marketing Podcast

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Attribution, Attribution, Attribution! Ai Media Group's CEO, Sergio Alvarez, talks with Kenneth Kinney, of A Shark's Perspective, about the value of attribution, digital performance, and how marketers can succeed today. Listen [Here](#)

## Why Window Shopping Now Takes Place on Mobile Phones

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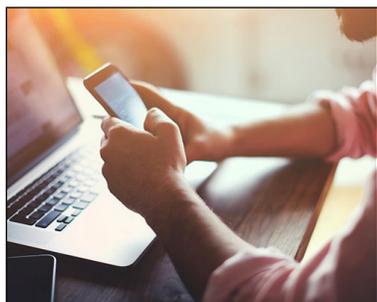


One of my favorite things to do is window shop. I love walking down the street or through a mall and seeing which window displays lure me inside a store. During the holidays, that joy becomes heightened by the beautiful presentations that so many retailers create to delight and entice everyone passing by.

But increasingly, I notice that people are not stopping to look in store windows. Instead, they are looking at their phones. This led to a bit of a revelation: mobile phones are becoming the new holiday window.. Read [Here](#)

## INFOGRAPHIC: How Businesses Can Use Mobile Marketing to Their Advantage

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The marketing industry isn't the same as it was 10 years ago. And much of that is thanks to the rise of smartphones.

Today's marketing initiatives go far beyond print ads and desktop computers, and it's more important than ever to have a mobile marketing campaign in place for your business. If you're feeling stuck, there's no need to worry. With a few quick tips and an understanding of how other businesses are using mobile marketing to their advantage, you'll be well on your way to creating a stellar campaign. Read [Here](#)

## Around the Industry

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The Future of TV Advertising in Today's Digital World.  
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Innovid Joins Google Measurement Partners, Makes Plea for VAST. Read [Here](#)

Google to Retire DoubleClick and AdWords Names in a Rebrand of Its Ad Business. Read [Here](#)

Netflix Is Spending More on Marketing This Year Than Some of Its Rivals Are on Content. Read [Here](#)

