SCBA Digital Information Series

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Top Trends for Digital Advertising in 2018

- Google and Facebook continue to dominate all digital platforms with Google reporting $24 billion in revenue and Facebook reporting $11 billion worldwide.

- Video will represent 80% of all Internet traffic by 2019 with 64% of users more likely to buy a product after viewing a video.

- YouTube will become more attractive to clients as it promotes its "TrueView" feature, allowing clients to only pay for the ads that are viewed for a full 30 seconds on the YouTube platform.

- Despite the dominance of Google and Facebook, Amazon is emerging as the next big player in digital advertising. Group M and its parent, WPP will increase its digital spend with Amazon by 50% in 2018 to $300 million. Amazon has quietly built a $1 billion in ad revenue platform from its vendors wanting access to its Prime customer base. Add Whole Foods to the mix, and the food category will grow rapidly for Amazon in 2018 and beyond.

- "Voice search" has taken the consumer market to new levels. Amazon has sold 20 million "echo" units with Google "Home" now at 24% market share and growing. In addition to voice search, smart hubs and visual search will become common place in 2018. Look for Google Lens, PinInterest Lens, and Amazon's CamFind to help consumers take a picture of the item they want and then search the product to buy online.

- With 90% of sales still happening in-store, clients are seeking more information on the various digital touchpoints that bring consumers to purchase. There is a sharper look at ROI overall and what platform is driving the most sales. ***This is one of Radio's greatest opportunities for inclusion in full media planning. A reminder that Proctor and Gamble pulled $150 million in advertising out of digital with NO impact on their sales.***

- Ad blockers will continue to drag on digital advertising. 25% of Internet users will block ads in 2018, up from 14% in 2015. 70% of users will leave a site if asked to

disable ad blockers. However, if clients make their ads enjoyable and fun to see or hear, they stand a better chance of being absorbed by consumers. Ad blockers remain a serious issue for most digital platforms and clients.

- Messenger Ads will grow in 2018. With 1.3 billion users, the potential for Google as well as Facebook's other chat product, WhatsApp can be substantial. Quality of the ads and its relevance will be key factors in its future.

- Hackers continue to infuse new malware in Google's DoubleClick advertising service to serve ads to consumers that contain cryptocurrency mining software; better known as "Coin Hive Miners".

- ***So, what does that mean?***

- **Coin Hive Miners** is malicious software that often gets downloaded from an infected website or comes bundled with other legitimate software, and which may collect the user's sensitive personal information, open the door to other Coin Hive Miner or viruses and interfere with stable system performance. Spyware and adware are subtypes of Coin Hive Miner that serve a specific purpose, just as their names suggest. **Many malicious programs are designed to be unnoticeable at first, making it hard for the user to trace them to the source.**

- This means that client ads served in certain countries through **DoubleClick beginning on 1/18/18** may have contained nasty new malware that can destroy cellphones using the Android platform as well as "mine" personal data from Phones or PC's, and create fictitious Apps. The malware -- **reported by the Trend Micro Security Intelligence Blog,** showed after an increase in traffic to five malicious domains on January 18 and all came from DoubleClick. The security company detected an increase of nearly 285% in the number of Coin hive miners on January 24. For more information, click here .

- Bots, various malware, fraudulent traffic counts, and ad blockers will continue to create doubt and confusion for digital advertisers with no easy solutions coming in 2018.

This list is by no means exhaustive but it should give the reader a sense of the key trends our clients will be discussing regarding digital advertising. It is written as a gateway to understanding digital advertising in simple and cogent terms.

The more we know about competitive forces, the more value we bring to a client and the relationship.

Sources: Marin Software, eMarketer, Wall Street Journal, Cisco.com, Google.com, Facebook.com, Trend Micro Security.com