Interactive Advertising Spends by Judah Getz

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RBM is a New York digital marketing company and has a longstanding relationship with some of the publishing industryâ€™s most venerable brands. Working for these clients has revealed to them unique insights into online content consumption: from the fluffiest entertainment to the weightiest news analysis. How content is discovered, bought and sold is rapidly changingâ€”the effects of these changes affect all marketers.

It comes as no surprise that in the last five years the print journalism industry has been struggling to find its place in the media marketplace. Print circulation for major US newspapers has fallen steadily over the last decade, and now less than half of US adults read any print edition in a given week.

Yet itâ€™s also important to bear in mind that only in 2010 have interactive advertising spends overtaken print newspaper (not including magazines or other print ad vehicles) amounts at $26B according to the IAB. In comparison, at the beginning of the last decade, newspaper publishing was a $50B business.

Until the advent of the Web, newspapers controlled customer relationships via the newsstand and direct subscriptions. Now, however, two new channels dominate content discovery: search and social media. As a result, a new breed of content has emerged online to take advantage of these channels.

Search engine results pages (SERPs) represent the most precious advertising real estate available to advertisers today. Yet search marketing is perhaps the most technical and time consuming part of online media management. Search marketers often lose sight of the forest for the trees, obsessed with the minutia of keywords, their bids, and ad text. Mature, competitive ad environments erode profit margins and limit growth.

In keeping with the Holistic Search practice, RBM breaks through by focusing on audiences, their needs, behaviors, and pain points. Best-in-class bid technology is merely a price to entry. They optimize for when and where audiences search and meet them with optimal search experience design, maximizing conversion value per search query.

RBMâ€™s CARMA test platform works with the proven Marin Search Marketer software, giving strategists a rapid creative learning platform that builds competitive advantage for their clients week after week. Their KUNU analytics practice marries their client-side conversion dataâ€”revenue, customer acquisitions, and loyaltyâ€”with media spend. As a result, RBM exploits value inefficiencies in search ad auctions, pushing the best ads to the top of best customersâ€™ search results.

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Judah Getz - About Author:
RBM is a New York digital marketing company that delivers superior online strategies all driven by the philosophy that performance reigns supreme. For more information please visit: a New York Digital Marketing Company

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