

gomobile

23 Part 6

GO DIGEST



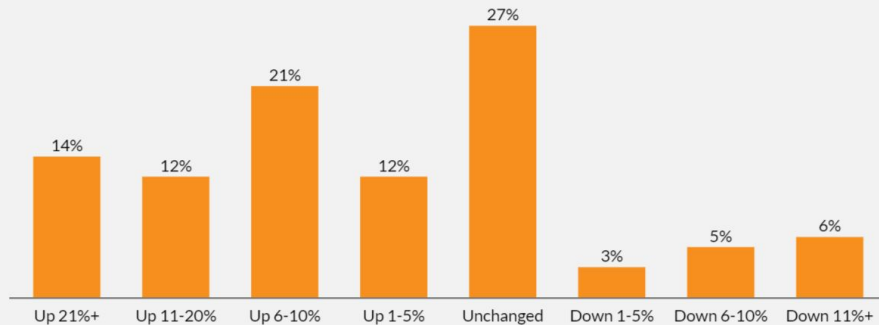


01

Online retailers refine digital marketing strategies in 2023

- 59% of retailers have increased their digital marketing budgets in 2023.
- Two out of three retailers employ cause-based or values marketing.
- Facebook delivers best ROI, retailers report.

How has your 2023 digital marketing budget (total \$) changed compared to 2022?



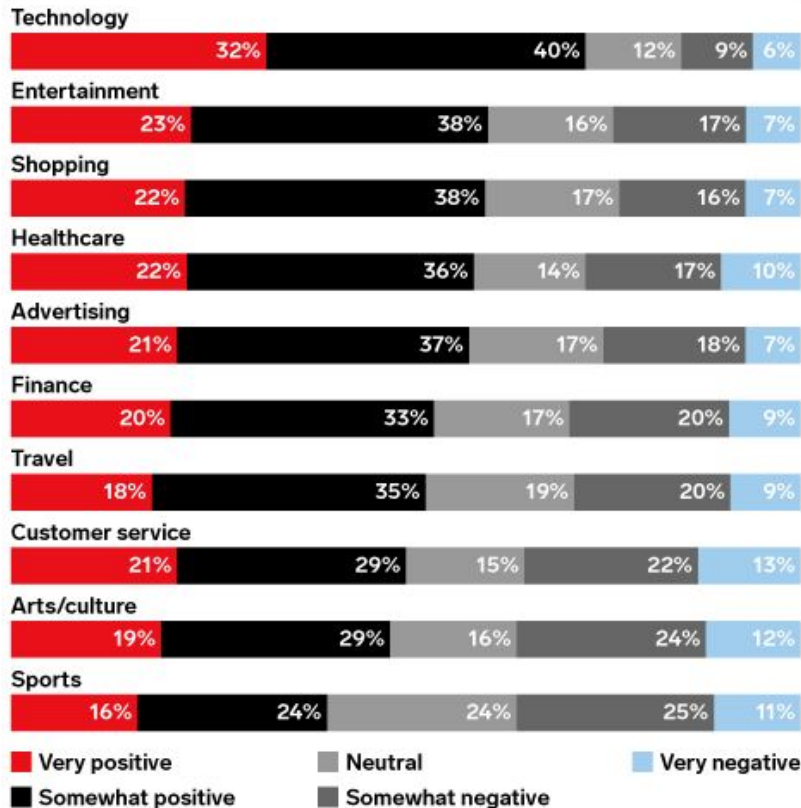
Source: Digital Commerce 360 survey of 97 online retailers, May 2023

02

11,000 ad agency jobs will be replaced with AI by 2030

Impact That US Adults Think Generative AI Will Have on Select Industries, March 2023

% of respondents



Note: n=1,000 ages 18+; numbers may not add up to 100% due to rounding
Source: Dentsu, "Dentsu Consumer Navigator Generative AI 2023," March 31, 2023

03 Emerging Mobile Marketing Trends in 2023 by AppGrowth

1. User Retention Is a Priority
2. App-Driven Customer Journeys
3. Valuegraphics Instead of Demographics
4. New Measurement Frameworks
5. Rise of AI Solutions
6. Personalization Is Key
7. User-Generated Content
8. Growth of Web2App
9. CTV Will Get a Bigger Role
10. New Marketplaces





01

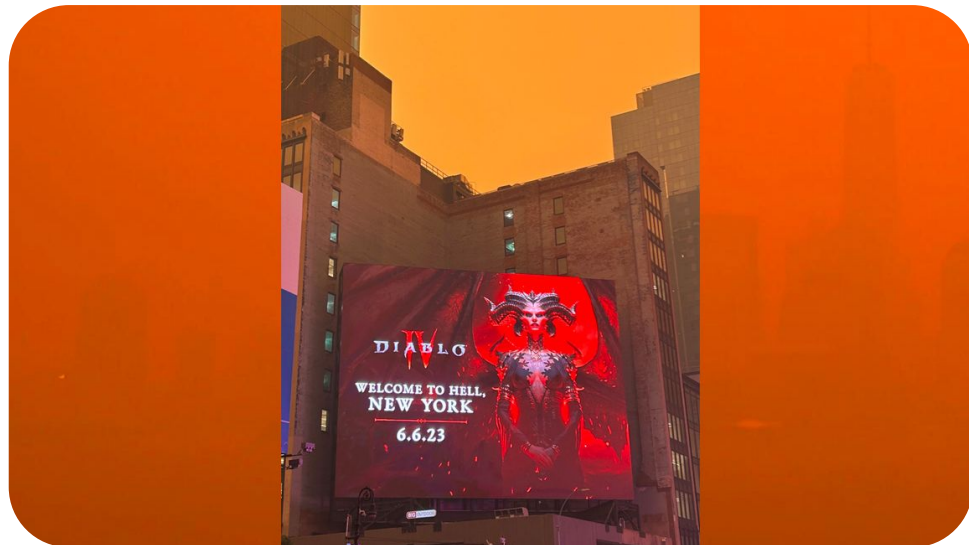
Circle K pilots new Rewarded AR ads in Pokémon Go

Circle K was of the first to pilot the new ads within Pokémon Go to promote its new coffee offering. Players of the game were presented with an ad, which looked like a floating balloon, that guided them to interact with a larger-than-life coffee cup and encouraged them to go to a physical location to try the coffee.



02 Ominous Diablo IV billboard looks 'hellish' as smog engulfs New York

New York is currently shrouded in a cloud of yellow smog, it looks hellish. Not to miss a trick, the quick-minded marketing team behind hit game Diablo IV put out a cheeky ad just for the Big Apple's sweltering denizens. Or was it just a devilish coincidence?



03

Burger King responds to McDonald's ChatGPT taunt

Burger King is having none of McDonald's self-congratulatory advertising. Yesterday, Maccas released an ad campaign stating that when ChatGPT was asked what the most iconic burger in the world was, its answer was the Big Mac.

Not pleased with this result, Burger King was prompted to ask the chatbot: "And which one is the biggest?"





Case studies >>

01

Foot Locker: Attracted 500,000 superfans and sneakerheads

Challenge:

- Get potential customers with a focus on gen z, to follow and engage with Foot Locker social by creating progressive, authentic and engaging content featuring products.

Results:

- Striper content has a 20% greater engagement rate than Foot Locker's channel average, and a 23% greater completion rate.
- 760K Followers gained since we launched their TikTok page in 2021.

02

The Pringles NPC: “Robots were taking our jobs, so we took one of theirs”

Challenges:

- To get the attention of gamers and let them know that they are the chip that helps you stay in the game more than any other snack.

Results:

- 2.8 million minutes watched on Twitch.
- +38% increased brand awareness.
- 1 human getting paid to work in a video game.
- 42 million total impressions.

03

Cisco: Optimized Their Lead Nurturing Strategy Through Conversation Ads

Challenge:

- To effectively connect its diverse data security solutions to the right buyer needs.

Results:

- An open rate of over 62%.
- A click-to-open rate of over 7.6%.
- Leads at a rate of over 14.6% (and the conversion costs were significantly lower than CISCO's targets).



Technologies in business



01

Google Opens Access for Transparency Tool Amid Industry Debate on Ad-Tech Fees

The tool, called Confirming Gross Revenue, lets publishers see the gross revenue from a particular buyer. If that matches the media cost on the buyer's end, both sides of the market should be more confident there are no hidden ad-tech fees.

02

LinkedIn is the next social network to offer AI-powered tools for ad copies

The company said that it uses data from a marketer's LinkedIn page and Campaign Manager setting, including objective, targeting criteria and audience to suggest different introductory text to the ad. LinkedIn — a Microsoft subsidiary — is unsurprisingly using OpenAI models to create different suggestions of copies.

03

WWDC 2023: everything announced at Apple's huge event

As regular as the tides, Apple's Worldwide Developer Conference (WWDC) has become a big and highly anticipated part of our calendar. As is usual, this year's keynote announcements will include all the usual improvements for iOS, iPadOS, watchOS, macOS, and more — but this year is also different, thanks to the reveal of a brand new area for Apple, the Vision Pro headset.



For more news and insights:



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Me and the boys after endorsing
each other's skills on LinkedIn



Let's create digital history together!