

## **Delta Online**

September 2017 Newsletter

### Facebook inflates its ad reach by millions, analyst claims

Facebook inflates the number of people who can see the advertisements on its platform, a Pivotal Research Group analyst said in a note.

Facebook said, "They (reach estimates) are designed to estimate how many people in a given area are eligible to see an ad a business might run. They are not designed to match population or census estimates."

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### REPORT: People are ditching cable at a faster clip than previously thought

eMarketer has also increased its estimates for the growth in cord-cutters substantially for 2017 through 2021, saying that by 2021 the number of cord-cutters will nearly equal the number of people who have never had traditional pay TV, or "cord-nevers."

The company forecasts that there will be 22.2 million cord-cutters over the age of 18 this year, more than the 15.4 million the company had previously predicted.

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### Stacy Cornay asks: Is print dead?

According to the American Marketing Association, print is still a top-of-funnel medium. What continues to make print ads valuable is the nearly undivided attention that readers give to magazine and newspaper content, rather than multi-tasking like they do when consuming digital content.

While print readership is down, those remaining are loyal and have selected the publications that they are interested in.

Ads have a much longer life in this medium than digital. Print advertising is a very efficient way of establishing a brand identity and for communicating that to the identified target market.

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### 67% of Americans are now getting news from social media

More than two-thirds of American adults - 67 percent, to be exact - "get at least some of their news on social media," according to new data released Thursday by Pew Research Center. That's up from 62 percent of American adults in 2016.

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### Geofencing: recruiting's new golden technique?

Given the continuing advances in technology, it is not surprising companies are using new ways to target potential employees.

One of these catching our eye these days is "geofencing." Recruiters are now borrowing this technique, which has been honed by digital marketers and social media platforms to get advertising, marketing and brand messages to hyper-focused audiences.

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### 6 Digital Marketing Stats That Caught Our Eye This Week

Terrible news for IE. They should be concerned, according to The Wall Street Journal,



Joe Mathes

Digital  
Advertising  
Strategist

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which reported that 50 percent of ad impressions served on Internet Explorer were to non-human traffic in a recent FraudLogix study.

Among all browsers, IE was the worst-case scenario-comparatively, about 21 percent of Google Chrome impressions were machine-based instead of to actual eyeballs, FraudLogix found.

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## Why Email Marketing Still Matters In Business

There is a debate in the marketing world about whether or not email marketing is on it's way out. With the rise of social media, chat bots and and text marketing, some make the argument that email is obsolete.

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## Wal-Mart and Google Team Up to Challenge Amazon

Google and Wal-Mart Stores Inc. are joining forces in a partnership that includes enabling voice-ordered purchases from the retail giant on Google's virtual assistant, challenging rival Amazon.com Inc.'s grip on the next wave of e-commerce.

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## Survey: Demand for Multichannel Programmatic is promising

Enterprise marketers - especially those that value local media highly - rate programmatic ad buying across digital and traditional media as one of their top three local marketing technology interests.

As demand may outpace supply right now, local media publishers and marketing tech suppliers should view that as a chance to get their offerings in gear, rather than avoid the fray in fear of commoditized inventory.

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## THE PROGRAMMATIC TV AD EXPLAINER: Forecasts, top trends, and barriers to adoption in the programmatic TV ad-buying space

Digital display advertising was disrupted by programmatic technologies because of the operational efficiencies gained from automating manual processes. But TV is a completely different animal.

The TV advertising space is entrenched in traditional processes that largely depend on direct negotiations between ad buyers and sellers. By incorporating more data, TV advertisers can fine-tune their targeting beyond broad consumer groups, and potentially see higher returns on their ad spend.

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