1ST

D.A.J

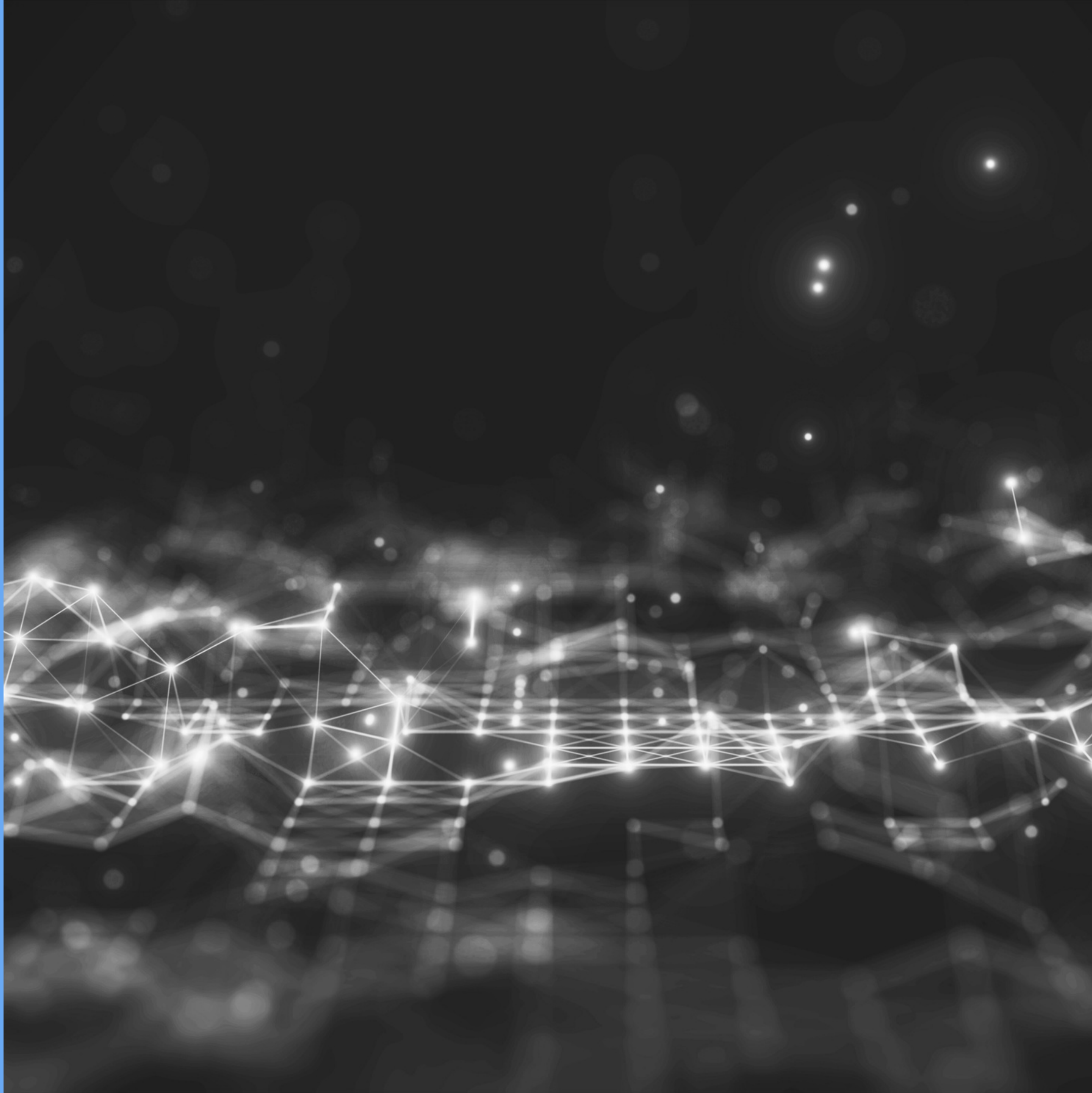## QUARTERLY DIGITAL ADVERTISING JOURNAL

YOUR DISCOVERY AND INNOVATION JOURNEY IN THE DIGITAL ADVERTISING REALM

EDITION

WHAT'S INSIDE?

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TOP INDUSTRY NEWS & TRENDS

TOP 10 DIGITAL ADVERTISING CONFERENCES FOR 2024

UBIDEX

HOW AD TECH IS TRANSFORMING DIGITAL ADVERTISING AND DRIVING IMPACT

Forbes

THE COOKIE END IS NIGH — HERE ARE THE TOP 3 STRATEGIES FOR ADVERTISERS TO SURVIVE

The Drum

WHAT THE FUTURE OF CONTEXTUAL ADVERTISING LOOKS LIKE IN A PRIVACY-FIRST WORLD

Digiday

THE 2024 AD-TECH BATTLEGROUND: IDENTITY AND POLITICS

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WHY THE MARKETING FUNNEL IS DEAD (AND HOW TO EVOLVE)

FORBES

REBOUNDING AFTER A TOXIC RELATIONSHIP WITH COOKIES

AdExchanger

PROGRAMMATIC DIGITAL DISPLAY AD SPEND WILL GROW THREE TIMES AS FAST AS NONPROGRAMMATIC

Insider Intelligence

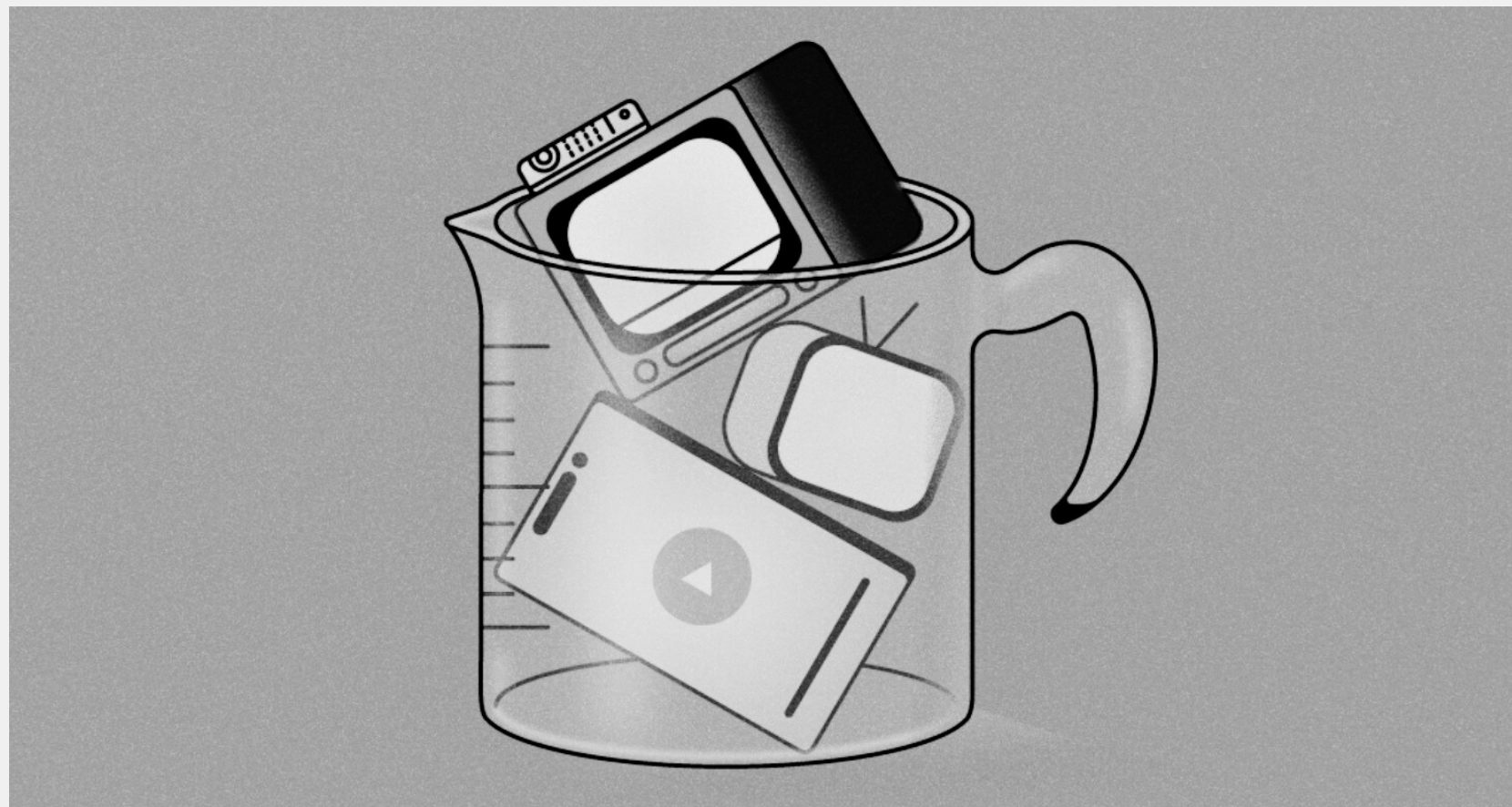**SOME COOKIELESS ALTERNATIVES … STILL USE COOKIES**

AdWeek

EFFECTIVE MEASUREMENT SHOULD PROPEL BRANDS FORWARD – NOT HOLD THEM BACK

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UBIDEX

FREQUENCY MANAGEMENT IS CAPPING CTV AD SPEND

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TOP 5 EMERGING TRENDS IN PROGRAMMATIC ADVERTISING

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DATA-DRIVEN DIGITAL ADVERTISING ISN'T GOING ANYWHERE—IT'S EVOLVING

AdWeek

PLAYLISTS, PODCASTS AND PROGRAMMATIC: THE FUTURE OF AUDIO ADVERTISING

ExchangeWire
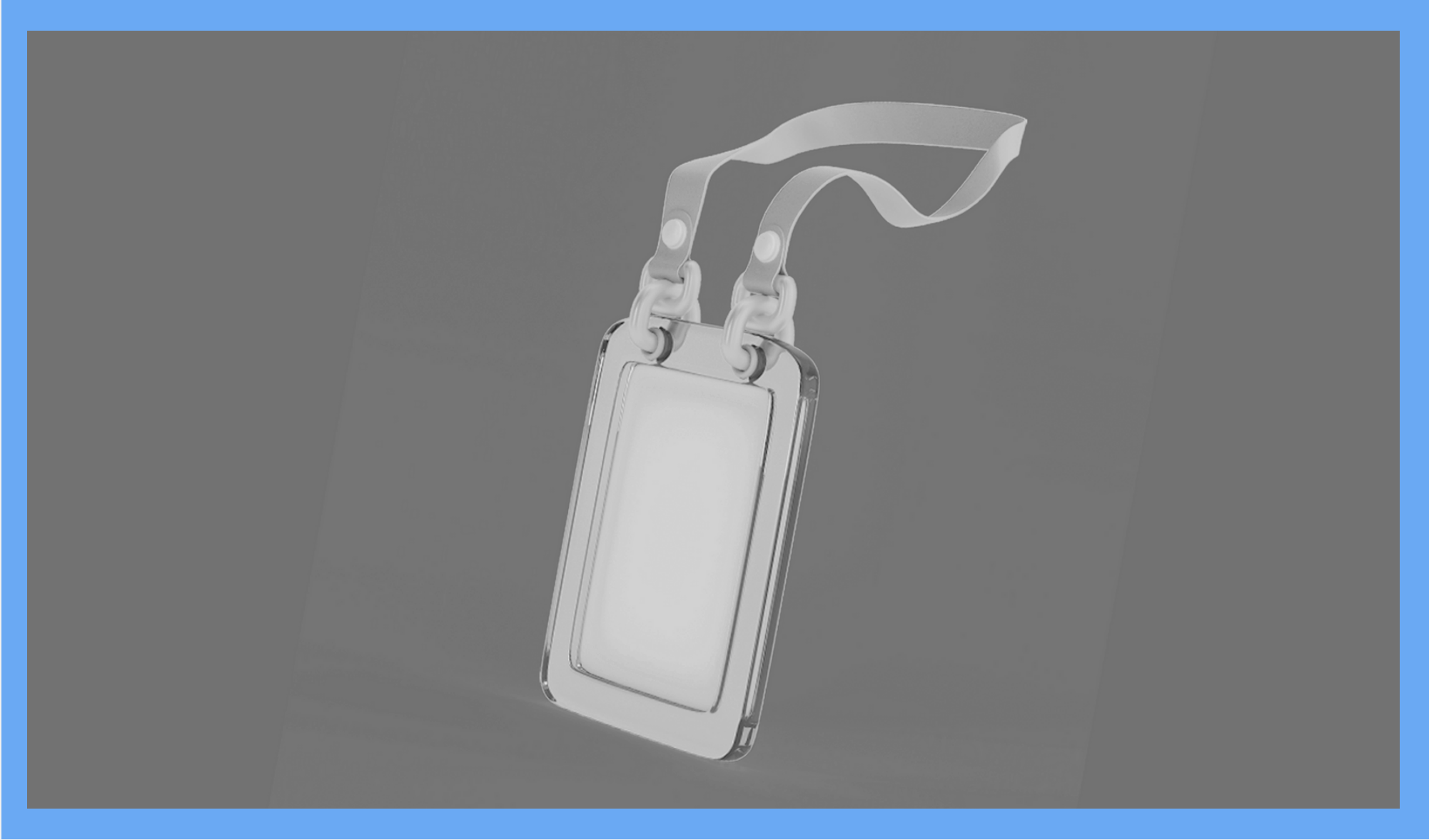
THE 2024 AD-TECH BATTLEGROUND: IDENTITY AND POLITICS

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MUST-READ ARTICLES

TOP 10 DIGITAL ADVERTISING CONFERENCES FOR 2024

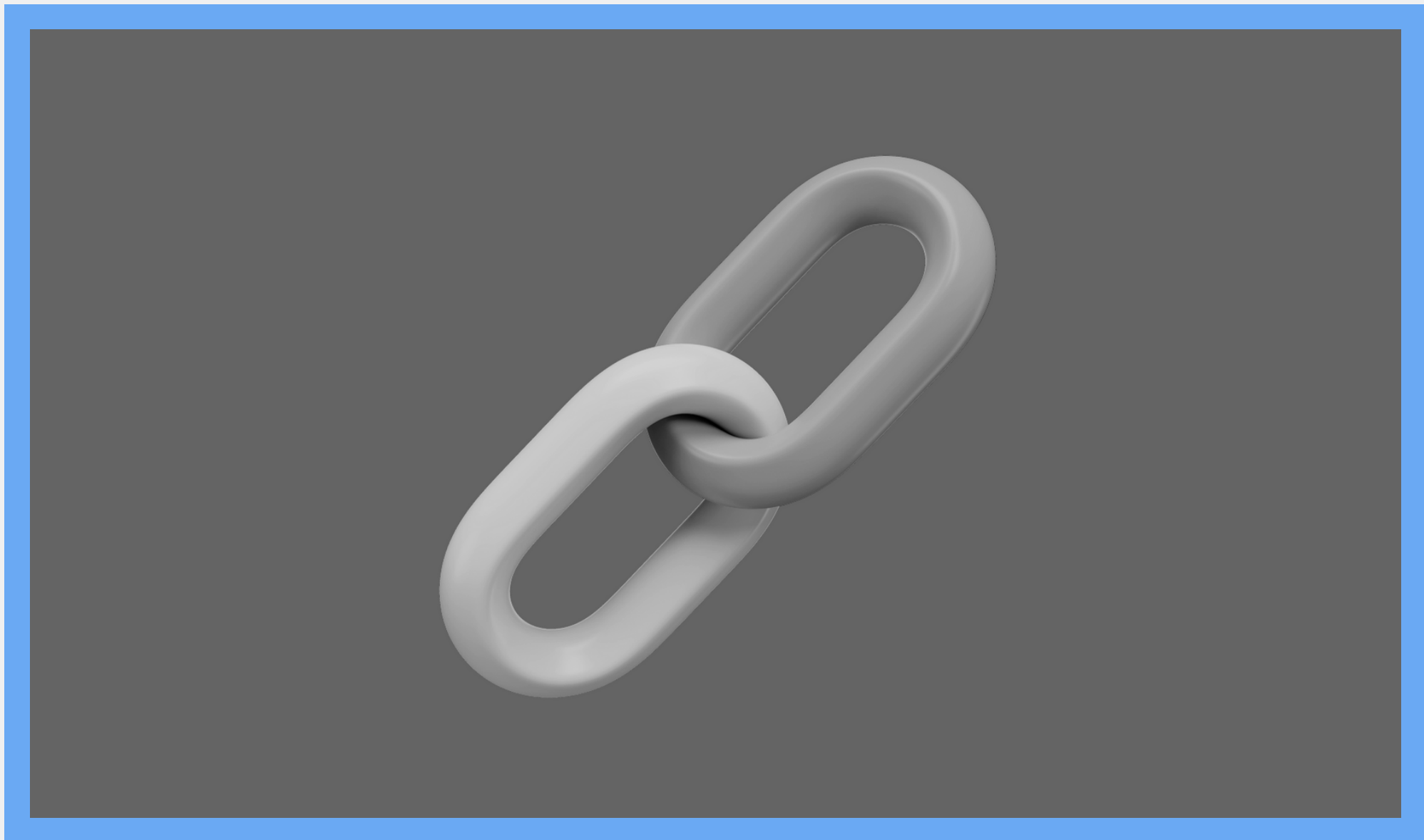Discover the 10 best Digital Advertising conferences to attend in 2024.

Must-visit events for affiliates, media buyers, advertisers, publishers, ad agencies.

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UNDERSTANDING USER RETENTION

Discover how user retention becomes a key to better ROI, user loyalty, and organic customer acquisition.

Read on to see why your brand should prioritize user retention.

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PRIVACY, FIRST-PARTY DATA, CONTEXTUAL TARGETING, CTV AND AUDIO ADVERTISING, OOH

TOP 5 EMERGING TRENDS IN PROGRAMMATIC

Explore the most emerging trends shaping the future of programmatic advertising.

They are creating exciting opportunities for marketers to innovate and deliver results.

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03

EBOOKS & PODCASTS

BEYOND CLICKS:
THE ART OF USER RETENTION

WHAT'S INSIDE?

- **Chapter 1: Understanding User Retention**

- **Chapter 2: Why User Retention Matters**

- **Chapter 3: Evaluating User Retention**

- **Chapter 4: User Retention Strategies**

- **Chapter 5: Data-Driven Decision Making**

DOWNLOAD FOR FREE

ON HEADPHONES:

THE MADTECH PODCAST SPECIAL: ATTENTION IN ADVERTISING

How media buyers are using attention KPIs within their media strategies, and how the use of attention will develop through 2024, considering the flight towards sustainability and the deprecation of third-party cookies.

LISTEN

WHEN GENERATIVE AI MAKES THE AD

Ready or not, generative AI startups are harnessing the power of AI to make ad creative. You've probably got some questions. How can marketers figure out if these startups work for them? What are the hidden costs? The legal risks of using models trained on copyrighted material?

LISTEN

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04

STATS &
FACTS

NUMBERS DON'T LIE:

- **75.5%** is the average customer retention rate across all industries.

- On average, repeat customers spend **3X more** than one-time shoppers.

- A **5%** increase in customer retention results in a **25 to 95%** increase in profit.

- It costs **6X** more to acquire new customers than it does to keep existing ones.

- Repeat customers spend **67%** more than new customers on average.

- Every year, the average company loses **10-25%** of its customers.

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NUMBERS DON'T LIE:

- **80%** of profits are generated by **20%** of customers.

- **65%** of a company's sales are generated by repeat customers.

- **50%** of existing customers are more likely to try new products.

- A tactic that works better as a retention tactic for **22%** of marketers is retargeting.

- **82%** of organizations agree that customer retention costs less than customer acquisition.

05

CASE STUDY

UBIDEX & CONVERT AGAIN

The UBIDEX Toolkit has enabled Convert Again, a media agency, to manage **centralized retargeting and retention campaigns**, providing a single hub for tracking their performance effectively.

Convert Again was able to **efficiently run cross-format retargeting and retention campaigns** for numerous online casino brands. This is made possible through seamless integration with programmatic and direct traffic suppliers.

DOWNLOAD OUR CASE STUDY TO DISCOVER HOW UBIDEX'S CLIENT:

- effectively implemented retargeting and retention strategies
- increased recurring deposits to 36%
- achieved 400-1000% ROI for the return of inactive players scenarios
- get 50,000 Post-view\click attributed deposits monthly
- and more

DOWNLOAD CASE STUDY

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ABOUT UBIDEX

UBIDEX is a unique toolkit for cookieless retargeting, custom audience collection, and programmatic media buying.

Its pioneering technology combines high performance with robust features, enabling the seamless execution of successful user retargeting and retention campaigns. It provides clients with an enhanced ability to collect cookie-less audiences, track first-party user events, efficiently execute retargeting campaigns using niche traffic suppliers, and accurately measure post-view and post-click attribution.

UBIDEX has been developed to help its clients worldwide grow their business results.

QUESTIONS? COMMENTS?

Feel free to share your feedback.

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