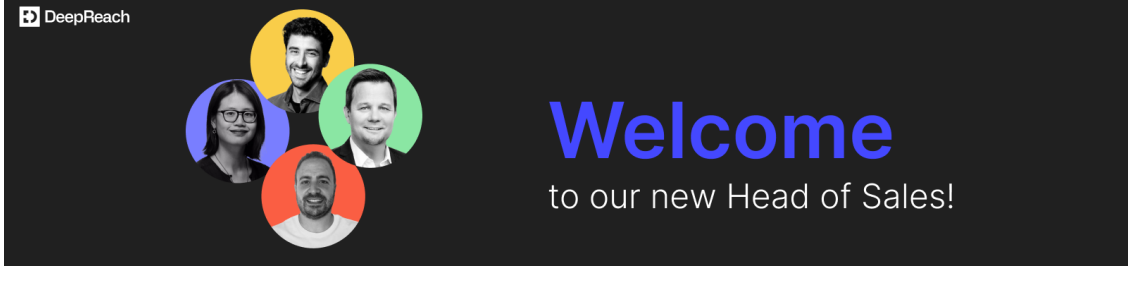




The local marketing newsletter

by DeepReach



DeepReach appoints 4 new Heads of Sales for its expansion in Europe

DeepReach, has reinforced its investment efforts in Europe with the appointment of four highly skilled professionals to its sales team.

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News

[IAB: Digital ad growth hits bottleneck as landscape diversifies](#) - The monetization potential of exciting new areas like AI could be years away, per researchers presenting findings from the latest IAB and PwC annual report.

[Top 3 ways data will impact convenience retailers in 2023](#) - Retailers must be more proactive in adjusting to rapidly changing market dynamics. So how can they achieve that?

[Advertising trends: How to win in a digital world](#) - Kantar's Creative Effectiveness Awards celebrate the world's most creative and effective ads, and we reveal what makes them so great.

[Retail media: how ad agencies decide where to spend in an increasingly crowded space](#) - Globally, the ad dollars being committed to retail media already match the spend going into print. In the next three years we can expect it to rival TV...

[Why ChatGPT may be a blessing and a curse for agencies](#) - AI is making it faster and easier to create content. This increases agencies' productivity and the likelihood of clients doing it themselves.

[GER - Omnichannel future: where retailers should invest today to remain successful tomorrow](#) - Retailers must inspire their customers at all possible touchpoints - whether it be in-store, online, in apps, on social media, or in virtual reality.

[Top attendee questions \(and answers\) from NRF's 2023 state of retail & the consumer](#) - NRF Chief Economist Jack Kleinhenz announced the National Retail Federation's annual forecast anticipating that retail sales will grow between 4% and 6% to more than \$5.13 trillion in 2023.

[How is AI already being put to work in ads?](#) - How Google Ads products can help marketers deliver the performance and impact you need in today's increasingly unpredictable world.

[Twitter reportedly is now requiring all advertisers to pay for verification](#) - If you want to run ads on Elon Musk's Twitter from here on out, you apparently will need to pay for verified status — or buy at least \$1,000 worth of advertising each month.

[Streaming media: unlocking endless marketing opportunities for brands](#) - Thanks to streaming media, marketers have had to get creative to capture our attention. And the good news is that the possibilities are endless.

[Waze: why restaurants should invest in on-the-go customers in 2023](#) - Waze navigation data shows a +40% YOY increase in customer visits to quick service and casual dining restaurants YOY.

[Netflix pleased by ad-supported plan's economics, but offers few details](#) - Netflix executives said that the per member economics of its fledgling ad-supported tier are stronger than its standard, ad-free plan in the U.S.

[3 things to know about the 2023 consumer](#) - The pandemic brought about some significant changes in consumer behavior that many experts thought would become permanent fixtures on the retail landscape.



SAVE THE DATE

The DeepReach team will be present during these
2 wonderful days!

[Read more](#)

Snapchat: what benefits for Local Marketing?



This platform, characterised by its youthful and innovative spirit, operates on the premise of geo-targeting. This feature makes it an excellent tool for launching localised campaigns and tailoring messages to specific geographical areas. Popular among Generation Z, the social network can significantly enhance your overall communication strategy.

[Download](#)



We have crossed the milestone of 30,000 campaigns!

Thanks to all our customers for their trust, we are happy to reach this new milestone!

[Know more](#)



The local adtech sphere is expanding...

DeepReach is proud to reach the milestone of 2000 followers!

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See u, Philippine



Philippine Rucho

Content Manager - DeepReach