# 153 Million Driver License Images Offered on Dark Web

Cybercriminals are offering digital scans of US and Canadian driver’s licenses, likely stolen from IDScan.net.

The post 153 Million Driver License Images Offered on Dark Web appeared first on SecurityWeek.

https://www.securityweek.com/153-million-driver-license-images-offered-on-dark-web/

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# Over 3 Million WordPress Sites Affected by Migration Plugin Vulnerability

The high-severity SQL injection flaw (CVE-2026-19949) could allow unauthenticated attackers to achieve remote code execution.

The post Over 3 Million WordPress Sites Affected by Migration Plugin Vulnerability appeared first on SecurityWeek.

https://www.securityweek.com/over-3-million-wordpress-sites-affected-by-migration-plugin-vulnerability/

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# Google Says Ranking Recovery Takes Months After SEO Issues Are Fixed via @sejournal, @martinibuster

Google explains why fixing what caused a ranking drop doesn’t necessarily mean rankings will come back anytime soon.

The post Google Says Ranking Recovery Takes Months After SEO Issues Are Fixed appeared first on Search Engine Journal.

https://www.searchenginejournal.com/google-says-ranking-recovery-takes-months-after-seo-issues-are-fixed/588268/

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# What Primates Can Teach Us About Social Media Marketing

The future of brands gets decided here. Join the industry’s top marketers at Brandweek for the ideas, insights, and connections shaping what’s next. **Get your ticket.**

We are living through a historical paradox when it comes to human connection. Right now we are connected to more people

than any humans who have ever lived. At the same time, many of us report having never felt more alone.

Social media sits at the center of that paradox. It has transformed how we meet the world, reshaping commerce, culture and human connection.

My mom sees that paradox from the other side of the screen. She is the director of trauma training at McLean Hospital just outside of Boston and, as all moms do, gives me a wiser perspective. Every day, she sees adolescents come in seeking help, witnessing firsthand how technologies built to connect us have the potential to instead deepen loneliness.

To understand why this is happening and the adaptive approaches marketers can take to help change the social media experience, we need look no further than our closest relatives in the animal kingdom.

British biological anthropologist Robin Dunbar noticed something simple: Primates spend much of their day tending one another's fur. Across primate species, time spent on the ritual rose with group size. Primates, he argued, build community through physical touch.

Researchers on Berkeley neurobiologist Doris Tsao's team showed macaques various images while scanning their brains, and found six small areas that lit up far more for faces than any other images. This research led to the insight that we are not creatures who happen to like faces—our brains have specific regions just for processing them. Every face on a thumbnail image taps hardware that evolved millions of years before the iPhone.

Emory University researchers Sarah Brosnan and the late Frans de Waal asked capuchins to exchange tokens for food. A monkey given a cucumber after seeing another receive a tastier, preferred grape sometimes threw the cucumber back.

Now think about your social feed. We call it a feed for a reason: Too often, it fuels the part of us that keeps score. Every viral takedown, every “you deserve this” campaign trades on an ancient ache for that which we do not have. For all our sophistication, we are still marketing to capuchins with credit cards.

The pull of connection, the obsession with faces, the sting of comparison—these studies show traits that live inside all of us, embedded more deeply than we realize.

But there is one more study that my mom and I keep returning to. A study that gives us hope. The same researcher, Frans de Waal—who was one of my professors at Emory—documented what happens after a chimpanzee conflict. Sometimes, an uninvolved chimp approaches and embraces the loser and offers comfort through physical touch. Vulnerability was the permission structure for connection.

Each of these primate truths shows up in our work as marketers. They offer a choice about which human instincts our work rewards.

Dunbar’s work suggests that connection does not scale automatically; it costs attention. Our industry measures reach. The troop measured touch. A million impressions cannot replace what combing gave the troop: small, consistent, intimate moments of recognition and bonding.

Our sensitivity to faces explains why a creator with a face often beats a brand with a logo, and why the faces in our work can matter more than their production value.

The capuchin study shows how comparison and outrage are among the easiest engagement mechanisms to engineer. But that also makes them the costliest, driving numbers while eroding the relationship. And they do it by activating resentment—not the right foundation for building a brand anyone loves.

Vulnerability turns out to be the playbook for the marketing work I am most proud of. The campaigns that actually move people, the ones that build community rather than impressions, all have a version of consolation, of naked vulnerability within them. And through that leap, they access a deeper form of human connection.

The marketing industry has an important role to play. Our work reaches billions of humans every day, across sight, sound, and motion. The brands that win the next decade will be the ones that understand their audience on the deepest level, knowing not only to whom they speak, but how those audiences evolved to be human in the first place.

*Written with contributions from Dr. Cynthia Kaplan, director of trauma training and consultation at McLean Hospital, assistant professor of psychology at Harvard Medical School, and, most importantly, his mom.*

Recommended videos
https://www.adweek.com/social-marketing/what-primates-can-teach-us-about-social-media-marketing/

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# Cisco Warns of Unpatched Secure Email Flaws, Patches Critical Switch Vulnerabilities

Publicly disclosed S/MIME flaws could expose encrypted email content, while critical IOS XR and Nexus bugs could enable remote code execution and authentication bypass.

The post Cisco Warns of Unpatched Secure Email Flaws, Patches Critical Switch Vulnerabilities appeared first on SecurityWeek.

https://www.securityweek.com/cisco-warns-of-unpatched-secure-email-flaws-patches-critical-switch-vulnerabilities/

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# Personalization No Longer Wins. Relevance Is the Real Competitive Advantage


> The future of brands gets decided here. Join the industry's top marketers at Brandweek for the ideas, insights, and connections shaping what's next. **Get your ticket.**


I spend a lot of time with marketing leaders who, on paper, are doing personalization right. With experienced staff, robust data sets, and strategic campaigns, they should be influencing profitable growth.

Instead, they're seeing wasted marketing spend, minimal momentum, and disjointed customer experiences. They may be personalizing, but it's lacking relevance.

Relevance means the message, design, and channel not only make technical sense, but they actually "land" with the target

audience.

## The precision gap

The core difference between personalization and relevance is the question they answer: Personalization is the result of solving for “Who is this person?” Relevance forces marketers to ask themselves a tougher one: “What should we do right now? And what happens if we don’t?”

This is where I’m seeing many brands struggling. They often send more messages—or focus on further refining their segments—in an attempt to improve outcomes. But it doesn’t work.

The real solution requires a connected system that combines identity, customer behavior, and business signals. This foundation and context allow marketers to see intent early, decide what will be effective in that moment, and act before that window of opportunity closes.

## What relevance actually requires

Peeling back marketing buzzwords, the core of relevance is:

**1. Who are you talking to?** Brands need a clear and consistent understanding of who their audience is. I’m not talking about basic personas or segments, but strong identity resolution. If your customer data is fragmented across different databases and platforms, the experience will fracture.

For example, the dreaded email promoting running shoes that the customer already bought. This often happens because browsing, purchase, and loyalty data are disconnected. It may feel like a technology problem internally, but externally, it feels like an irrelevant and frustrating experience.

**2. What matters most?** Signals are highly valuable for relevant marketing, but not every click, scroll, search, or site visit implies intent. Brands need to parse the signals to separate

meaningful actions from low-value activity.

For example, a customer who clicks on one winter coat in October has much different intent than someone who reviews sizing guides, checks inventory on different styles, colors, and brands, and adds one to their cart. Distinguishing between passive interest and purchase intent (and being able to respond accordingly), is the key to success.

**3. What do you do next?** Brands have to be able to act on high-intent signals quickly. Even the strongest signals lose value if they sit in dashboards or require human hours to identify. Timing is an important part of the relevance conversation, and the window of influence is much smaller than anticipated.

For example, if a shopper abandons a cart and doesn’t get a relevant follow-up until a few days later, you’ve likely lost that customer to a competitor.

## Relevance is the personalization multiplier

Moving toward relevance requires intention. Start by focusing on the data and signals that can create measurable value. If something doesn’t have a direct impact on action, it probably doesn’t belong at the center of your strategy.

This might require you to get comfortable pulling back. Not every signal or moment needs a responding message. Knowing when not to engage is part of building trust with customers and ensuring they have a positive experience.

And above all, make sure these decisions connect across the lifecycle. Messages should build on each other, not compete for attention.

This may require a review of your tech stack. Relevance depends on a connected system of intelligence that brings data and context together, not a patchwork of disparate tools.

The brands that outperform are the ones that offer the most relevant experience.

*If you want to dive deeper into how CMOs are navigating the shift to relevance, check out The CMO's New Mandate: Proving Marketing's Impact in the Age of AI.*

Recommended videos
https://www.adweek.com/brand-marketing/personalization-no-longer-wins-relevance-is-the-real-competitive-advantage/

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# AI Slop Cleanup Job Listings Up 87%, Report Says via @sejournal, @MattGSouthern

The Guardian reports AI cleanup listings are up 87%, while freelancers say clients lowball the work.

The post AI Slop Cleanup Job Listings Up 87%, Report Says appeared first on Search Engine Journal.

https://www.searchenginejournal.com/ai-slop-cleanup-job-listings-report/588235/

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# Week of Aug 24 Evening News

# Ratings: ABC and NBC Grow in Both Categories

WNT gets boost in demo, and NBC crosses 7 million total viewers.
https://www.adweek.com/tvnewser/week-of-aug-24-2026-evening-news-ratings/

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# Wellness Brand Rouge Care Let AI Agents Buy Its TV Ads, and Made 5x Its Money Back

The CTV campaign used two agents, one for planning and one for buying
https://www.adweek.com/media/wellness-brand-rouge-care-let-ai-agents-buy-its-tv-ads-and-made-5x-its-money-back/

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# Google AI Mode Prices Differ From Product Carousel For Same Items via @sejournal,

# @MattGSouthern

Data finds Google AI Mode rarely shows the same products as the regular results carousel, and often lists a different seller when it does.

The post Google AI Mode Prices Differ From Product Carousel For Same Items appeared first on Search Engine Journal.

https://www.searchenginejournal.com/google-ai-mode-prices-differ-from-product-carousel-for-same-items/588227/