SearchCap: Google Gmail ads, DuckDuckGp Apple Maps & Amazon ads

Below is what happened in search today, as reported on Search Engine Land and from other places across the web.

From Search Engine Land:

Recent Headlines From **Marketing Land**, Our Sister Site Dedicated To Internet Marketing:

- **Holiday shoppers spent record-breaking $126 billion online in 2018**
  Jan 15, 2019 by Robin Kurzer
  Mobile drove more than half of holiday visits to retailer sites, delivered one-third of the revenue.

- **Everything is e-commerce: Big takeaways from CES**
  Jan 15, 2019 by John Cassillo
  Attracting positive consumer attention, with consent-driven data, puts creative at the forefront with only a razor-thin margin for error.

- **Amazon enables dynamic bidding, bid adjustments for Sponsored Products ads**
  Jan 15, 2019 by Ginny Marvin
  Advertisers can opt-into automated bidding and tailor bids for the search ads by page placement.

- **Join your community at MarTech**
  Jan 15, 2019 by Scott Brinker
  Customer expectations are rising. Management is demanding results. And the technologies to satisfy them both are evolving faster than most organizations can implement. Sound familiar? Then we suggest you attend The MarTech® Conference, April 3-5 in San Jose. Here's why. We feel your pain… Need to demonstrate ROI? Break down the silos? Get management buy-in? […]

- **RE/MAX rolls out new DIY video capability for agents**
  Jan 15, 2019 by Robin Kurzer
  The real estate company's self-serve platform is the latest tool making it easy for marketers to produce video at scale.

- **6 tactics for PPC marketers to save time, reduce stress and improve performance**
  Jan 15, 2019 by Amy Bishop
  Here’s a checklist to make sure you’re as organized as possible to start this year off on the right foot.

- **Salesforce launches Einstein Visual Search for retailer product discovery**
  Jan 14, 2019 by Barry Levine
  This capability is one of several enhancements announced Monday that lets marketers provide more intelligent product choices.

- **Gartner: What the post-disruptive marketing landscape will look like**
  Jan 14, 2019 by Barry Levine
  The research firm predicts the fall of CX as top priority, the advantages of user-controlled data, the automated generation of content at scale and a cutback in marketing analytics.

- **WordPress, Google team on new CMS and monetization for local news publishers**
  Jan 14, 2019 by Greg Sterling
  The platform will offer “out-of-the-box integrations” with various ad and subscription systems, including Google’s.

- **Protect your brand in search**
  Jan 14, 2019 by Digital Marketing Depot
  98% of your competition is brand bidding. Advertisers bid on each others brand and trademarked terms to steal website traffic. This commonplace practice goes largely unchecked across major search verticals and is extremely difficult to monitor at scale. Read this report from Adthena to take the first step towards safeguarding your brand equity. Answered in […]

Search News From Around The Web:

About The Author

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