SearchCap: Twitter AMP analytics, Bing Ads & targeting branded searches

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

From Search Engine Land:

- **Twitter broadens its AMP support to include analytics**
  Dec 6, 2017 by Amy Gesenhues
  Twitter says the new AMP analytics feature will help distinguish page views happening on Twitter versus organic page views.
- **Oracle DMP adds integration with Bing Ads custom audiences**
  Dec 6, 2017 by Susan Wenograd
  This marks the second integration for the audience targeting pilot.
- **Video Advertising: Tips for success in 2018**
  Dec 6, 2017 by Digital Marketing Depot
  Consumer demand for digital video is exploding. According to a recent study by Cisco, video will make up a whopping 80 percent of all internet traffic by 2019. But that's mostly people watching videos of cats falling off furniture, right? Not entirely.
- **The importance of targeting branded searches**
  Dec 6, 2017 by Thomas Stern
  Though many search marketers focus primarily on non-branded searches, columnist Thomas Stern believes it's crucial to invest in a branded search strategy.
- **Omnichannel shoppers collide with Black Friday and Cyber**

Monday, setting new records
Dec 6, 2017 by Christi Olson
Columnist Christi Olson shares consumer and search data from the recent holiday weekend – and provides tips for how to use search to boost your omnichannel holiday marketing strategy.

- **AMP: A case for websites serving developing countries**
  Dec 6, 2017 by Alexis Sanders
  As the gap in connection speeds between developed and developing nations continues to widen, columnist Alexis Sanders argues that brands can use Accelerated Mobile Pages (AMP) to address this gap.

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Search News From Around The Web:

About The Author

Amy Gesenhues is Third Door Media's General Assignment Reporter, covering the latest news and updates for Search Engine Land and Marketing Land. From 2009 to 2012, she was an award-winning syndicated columnist for a number of daily newspapers from New York to Texas. With more than ten years of marketing management experience, she has contributed to a variety of traditional and online publications, including MarketingProfs.com, SoftwareCEO.com, and Sales and Marketing Management Magazine. Read more of Amy's articles.