SearchCap: Voice input for Google mobile web search, paying for search analytics tools, more

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:

- **Two months in, Facebook Attribution gets mixed reviews**
  Jan 29, 2019 by Amy Gesenhues
  Some advertisers are gaining valuable insights from the tool since its release in November, but others aren't as impressed.
- **2019 Marketing Trends**
  Jan 29, 2019 by Digital Marketing Depot
  Marketing isn't what it used to be. There's big data, artificial intelligence, GDPR and agile workflows. All which ladder up to the holy grail of creating an ever-better customer experience. If you want to compete in this rapid digital world, you need to make your customers happy.
- **Best practices for a new era of brand safety**
  Jan 29, 2019 by Danny Macdonald
  A good brand safety initiative should not be limited to the basic standards set by technology partners but a more comprehensive discussion of the brand's needs.
- **Are brands behind the times when it comes to gender stereotypes in ads?**
  Jan 28, 2019 by Amy Gesenhues
  A new report from Kantar finds marketers don't believe they're portraying people in a stereotypical manner, but ad targeting stats tell a different story.
- **Data: Walmart wins holiday store visits, Sears' failure is likely JCPenney and Kohl's gain**
  Jan 28, 2019 by Greg Sterling
  Mobile location data reveal shopping patterns and competitive insights that marketers can exploit.

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.
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