2018 Saw Connected TV Prove Its Worth, but There Are Still Ways Data Can Improve It

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9 Ways Advertising Can Take Advantage of Digital Growth in 2019

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How Brands Can Break Through the Noise and Actively Engage

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Advertising’s Glory Days Have Not Yet Ceased to Exist, and 2019 Will Continue to See More Upheaval

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Augmented and Virtual Reality Will Both Become Immensely Important This Holiday Season

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Consumers Yearn for Privacy, and Marketers Will Need to Respect That in 2019

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Questions That Can Help Brands Refocus Their Content Strategies

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How Can Your Brand Avoid an Experiential Fail? Envision

the Worst Case Scenario

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How Online Reviews Can Foster a Deeper Connection Between Brands and Consumers

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Film Marketers Need to Stop Wasting Time and Money Advertising to People Who Don’t Care About Their Movies

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