



Antonio Deruda

I nuovi trend del marketing digitale



VICdigital



CONFINDUSTRIA VICENZA

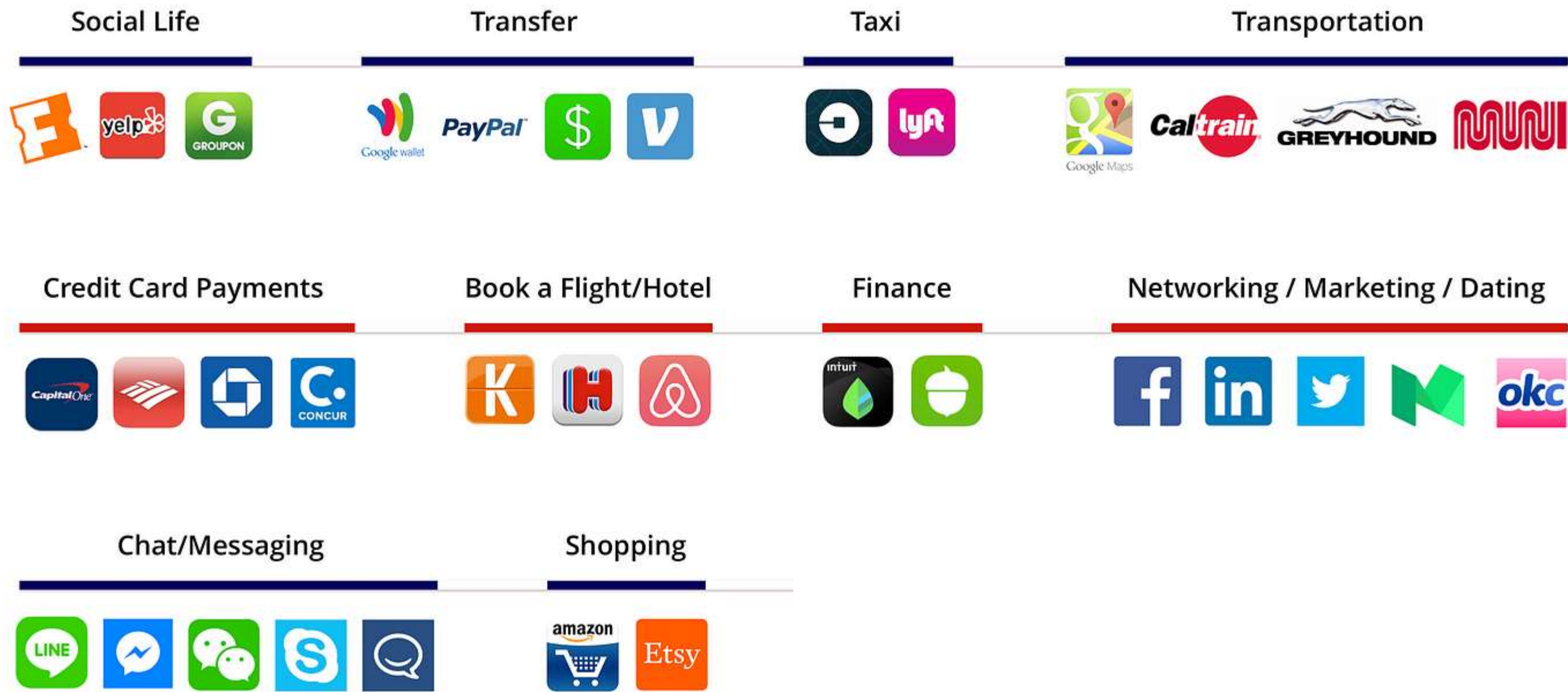
niuko
innovation and knowledge





Linda Yaccarino, CEO X

“Uno spazio incentrato su audio, video, messaggistica, pagamenti e servizi bancari, creando un mercato globale per idee, beni, servizi e opportunità. Il tutto alimentato dall'intelligenza artificiale”.

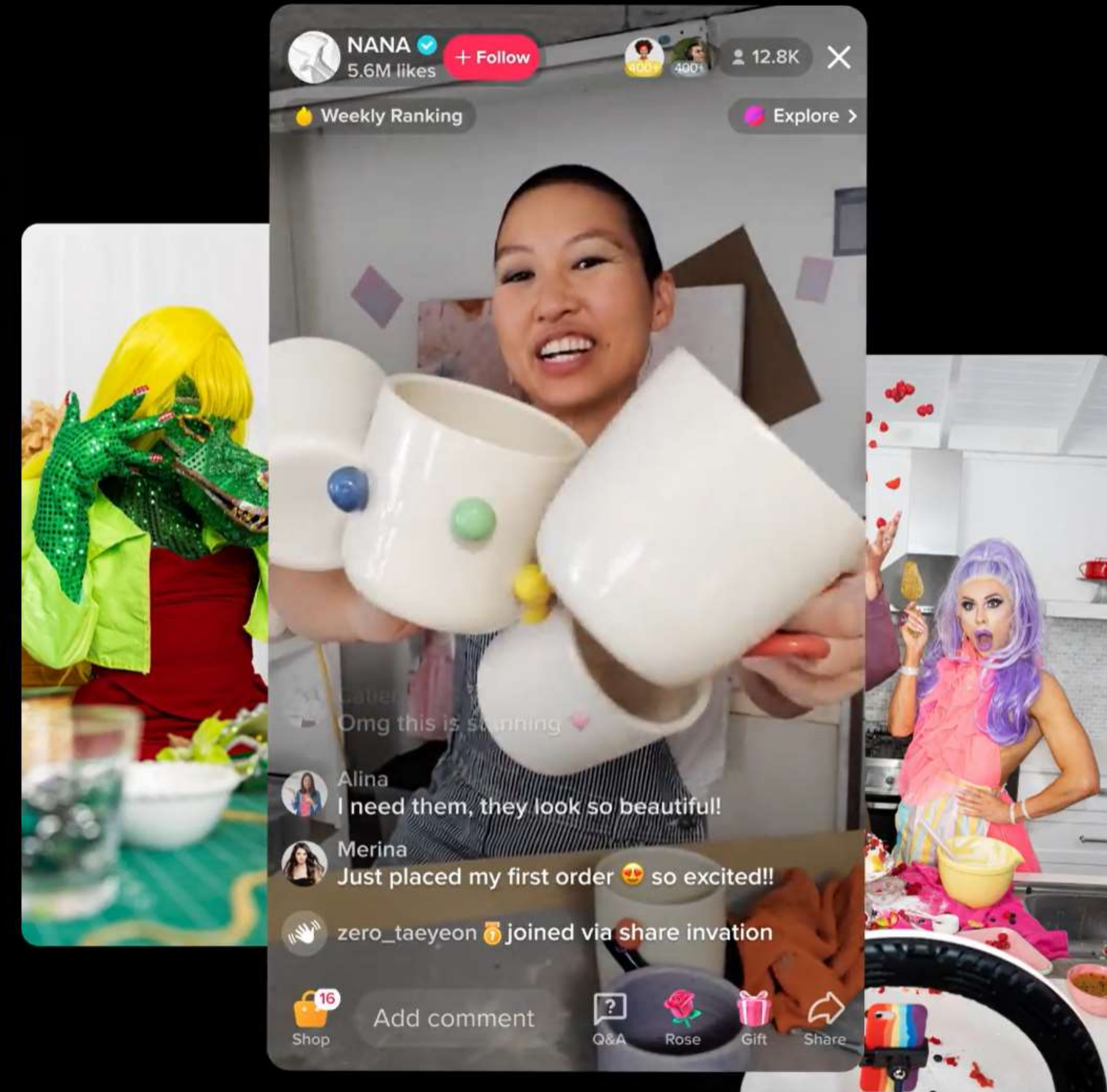


TikTok Shop

Turning discovery into purchase

TikTok Shop is an e-commerce solution integrated within TikTok.

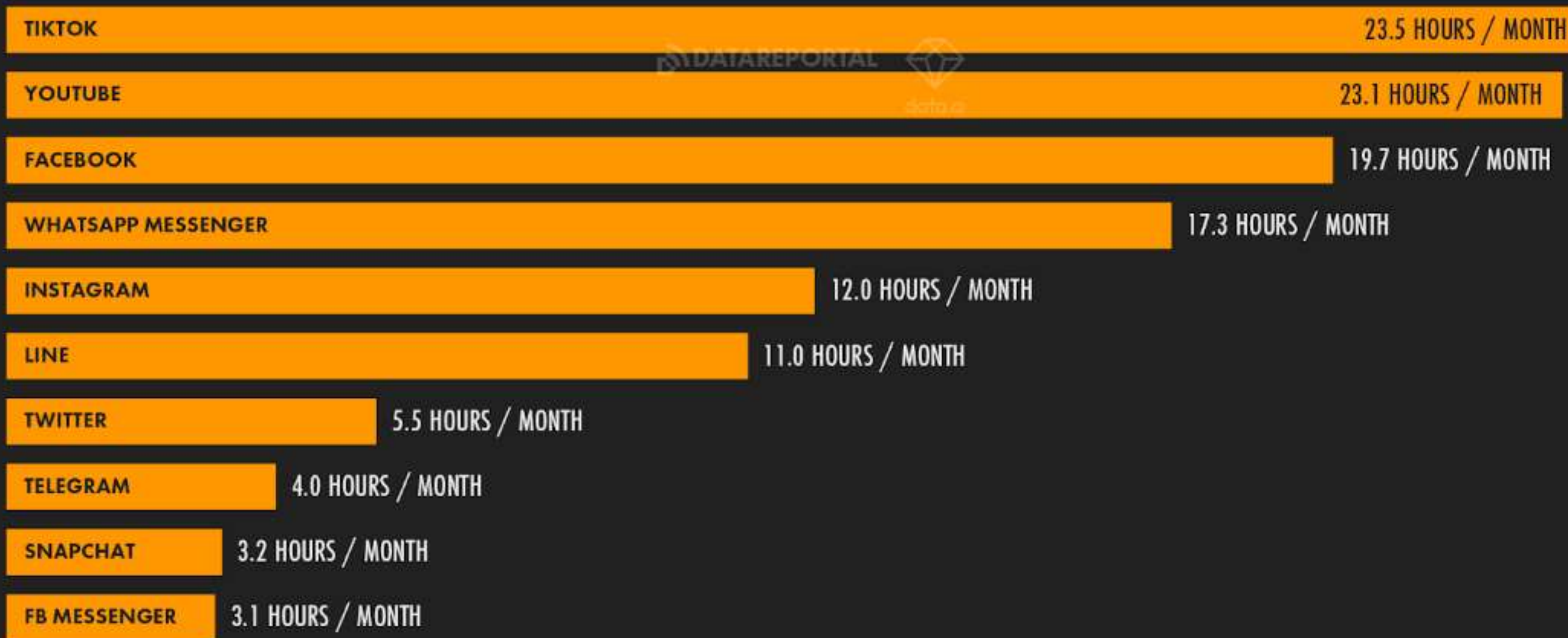
[Get Started >](#)



JAN
2023

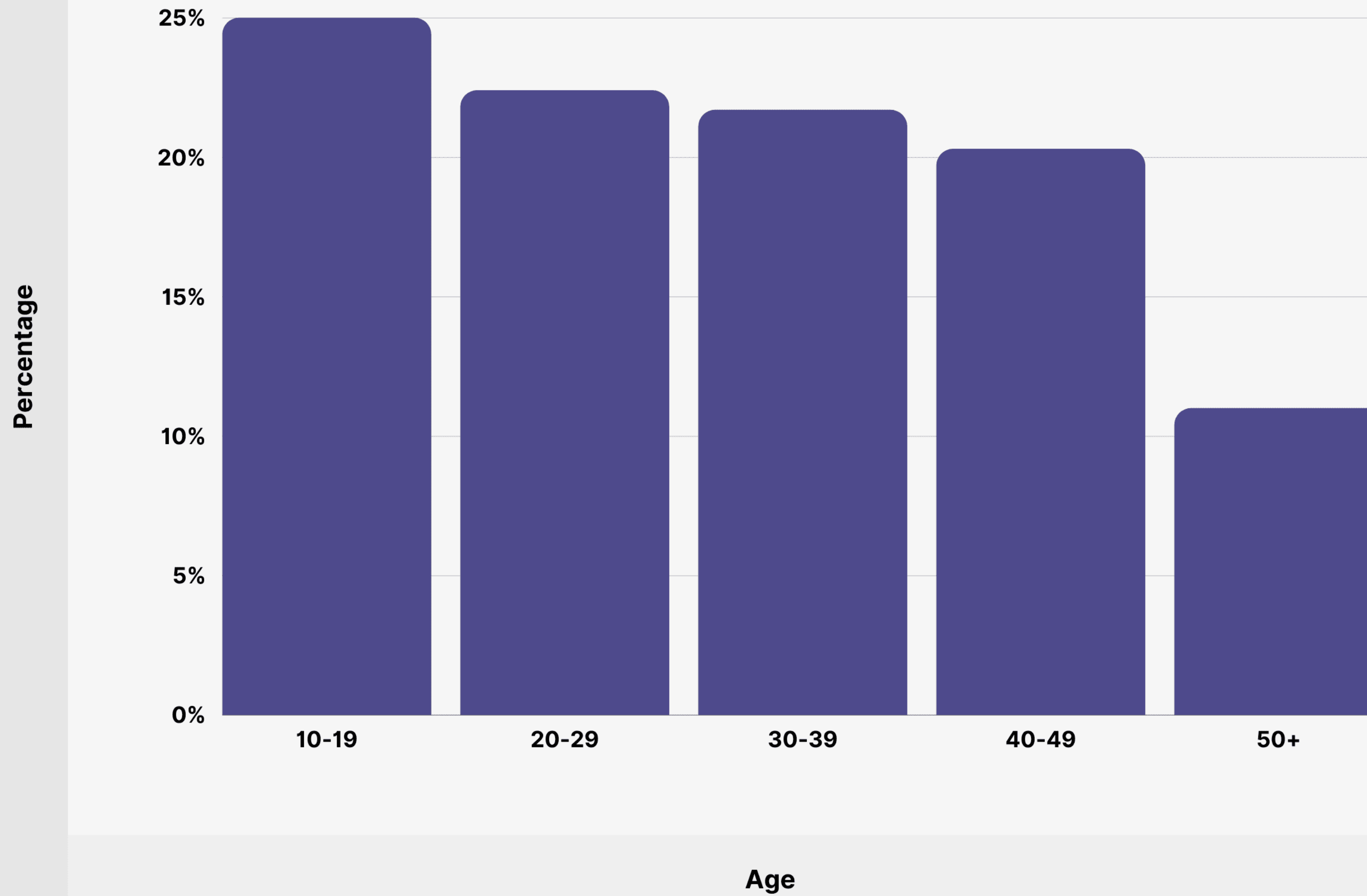
TIME SPENT USING SOCIAL APPS

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP THROUGHOUT 2022



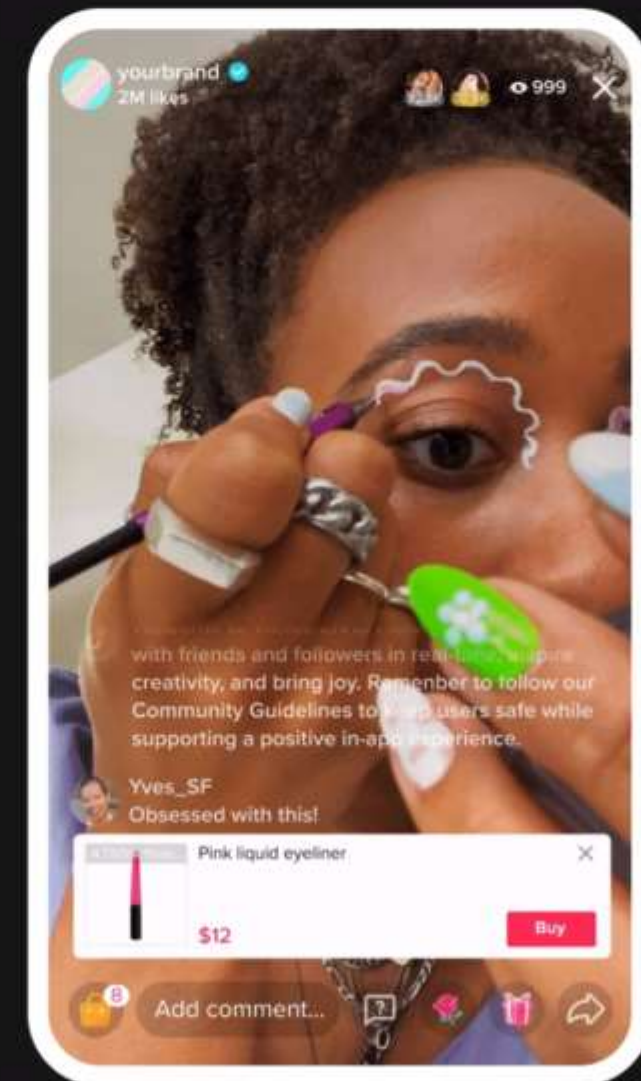
SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2022. FIGURES DO NOT INCLUDE DATA FOR CHINA, SO FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

Demographics: TikTok Users by Age



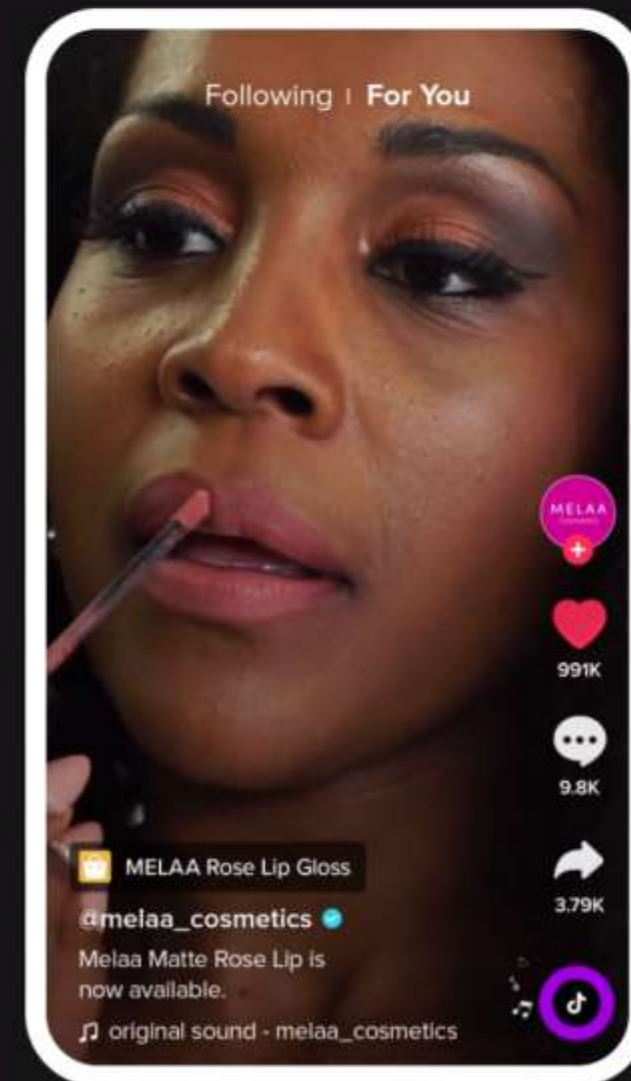
TikTok Shop provides 3 native ways to shop

It enables merchants and creators to showcase and sell products for the TikTok community to discover and purchase directly through a complete in-app experience.



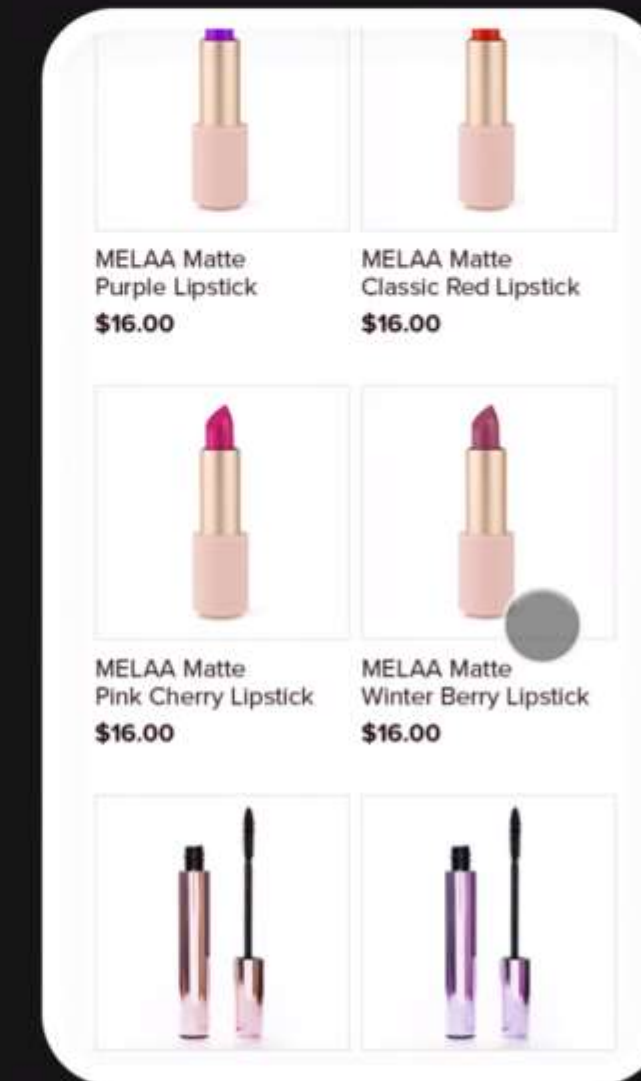
Live shopping

Shop directly from a LIVE by tapping the pinned products or browsing the shopping basket icon



Shoppable videos

Shop directly from a shoppable in-feed video by tapping the product link & basket icon



Product showcase

Shop directly from a brand or creator account and get access to products within the app

61%



of TikTok users have engaged in **e-commerce behaviors** on the platform.

56%



of TikTok users say that ads on TikTok lead them to **discover** new products/brands.

48%



of TikTok users are interested in **making a purchase** on or from TikTok in the next 3 months.

37%



of users are open to buying directly from TikTok because it's **entertaining**.

21%



of users are open to buying directly from TikTok because content & products are **"for me"**.

20%



of users are open to buying directly from TikTok because it **"makes my day better"**.

Servizio | [Social network](#)



TikTok sfida Amazon e testa una piattaforma per l'eCommerce

La nuova funzione in via di sperimentazione si chiama “Trendy Beat” e permetterà a ByteDance di vendere i propri prodotti

di Biagio Simonetta

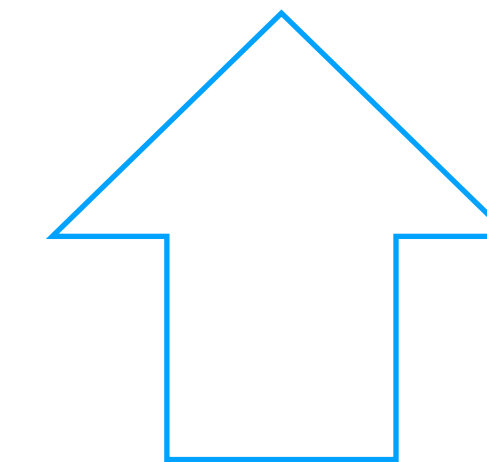
23 giugno 2023



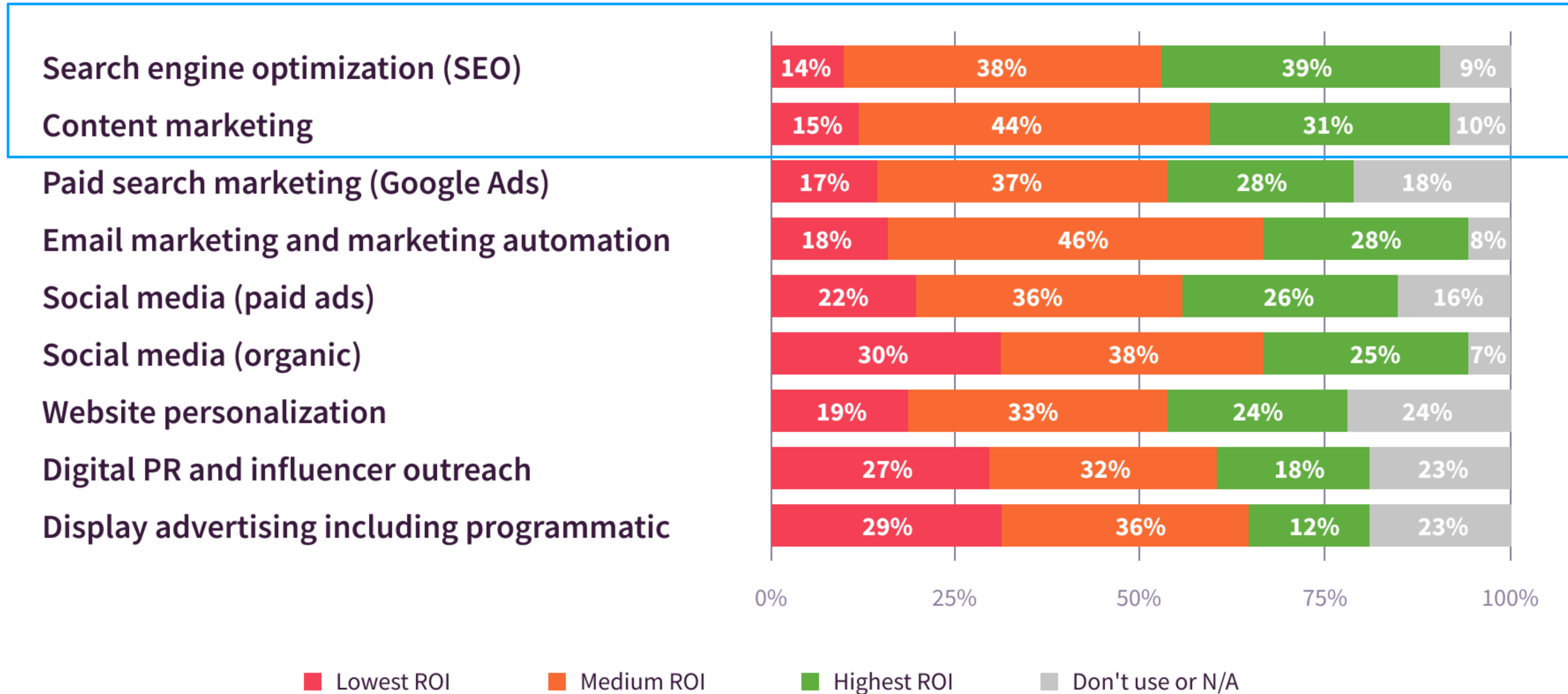
Crescita degli investimenti pubblicitari sui formati video



■ Search ■ Display ■ Video ■ Audio ■ Other



Please rate these digital marketing channels for their relative ROI (Return-on-Investment) expected for your business in 2024



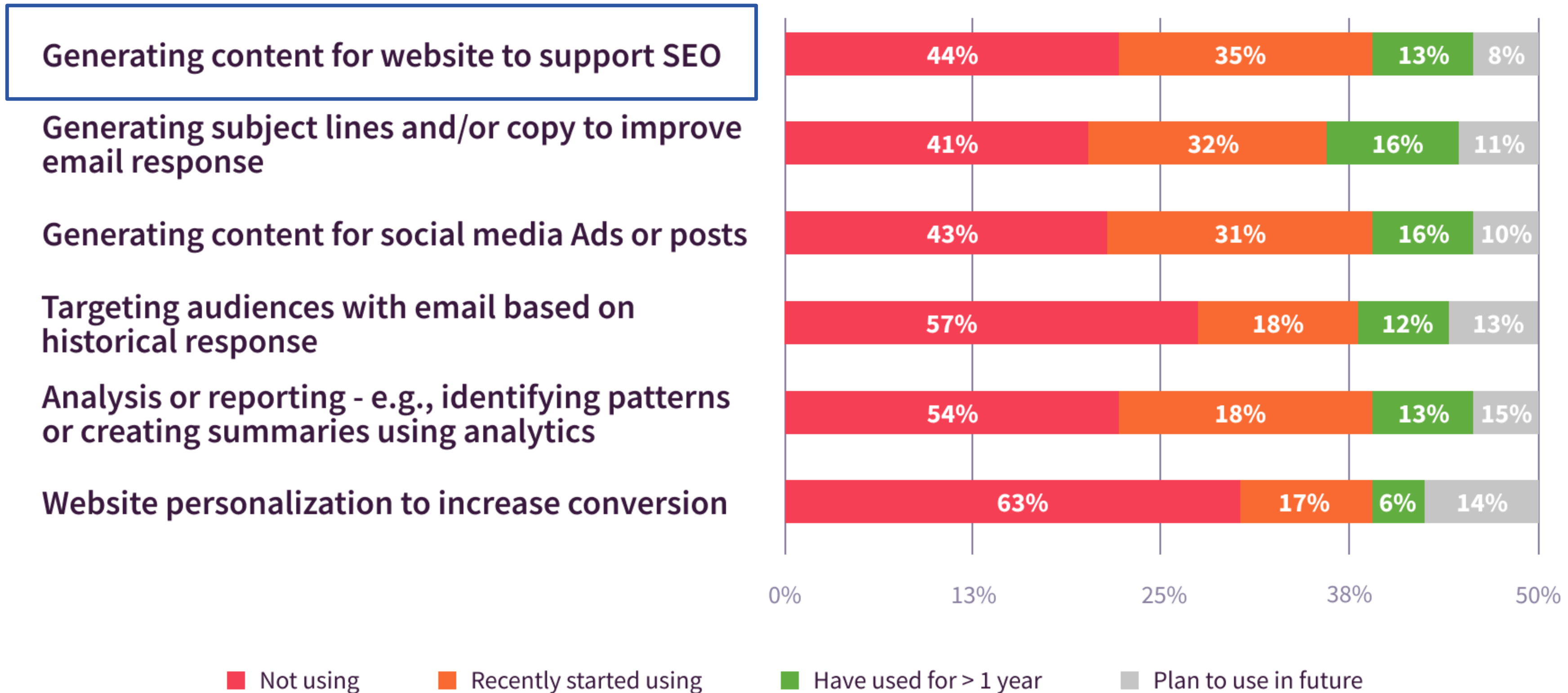
Number of Respondents: 403



4 vantaggi competitivi dell'AI nel Marketing:

1. Raccolta dati
2. Creazione di modelli predittivi
3. Massimizzazione del ROI
4. Integrazione con creatività umana

Current use of AI in marketing for these application



Number of Respondents: 403



Koray Tuğberk GÜBÜR ✓
@KorayGubur · [Follow](#)



30,000,000 Organic Clicks in 4 months with #AI.

Google's algorithm is completely broken.

Next year, AI will bloat the web further.

You will create these types of websites for yourself,
even better than AI.

Join the newsletter:

ktg.digital/Holistic-SEO-17





Guiding you through life's financial journey

Compare rates, crunch numbers and get expert guidance for life's biggest financial moments.



High-yield savings



CD rates



Home purchase



Credit cards



Home equity



Home refinance



Investing



Personal loans

Find what you're looking for. Tell us about your goals and get recommendations tailored to you. [→](#)

What is contribution margin?

SHARE: [f](#) [t](#) [in](#) [✉](#)



2 MIN READ

Published December 25, 2022

Expert verified

Written by **Bankrate** | Edited by **Nina Semczuk** | Reviewed by **Mark Kantrowitz**

Written by **Bankrate** →

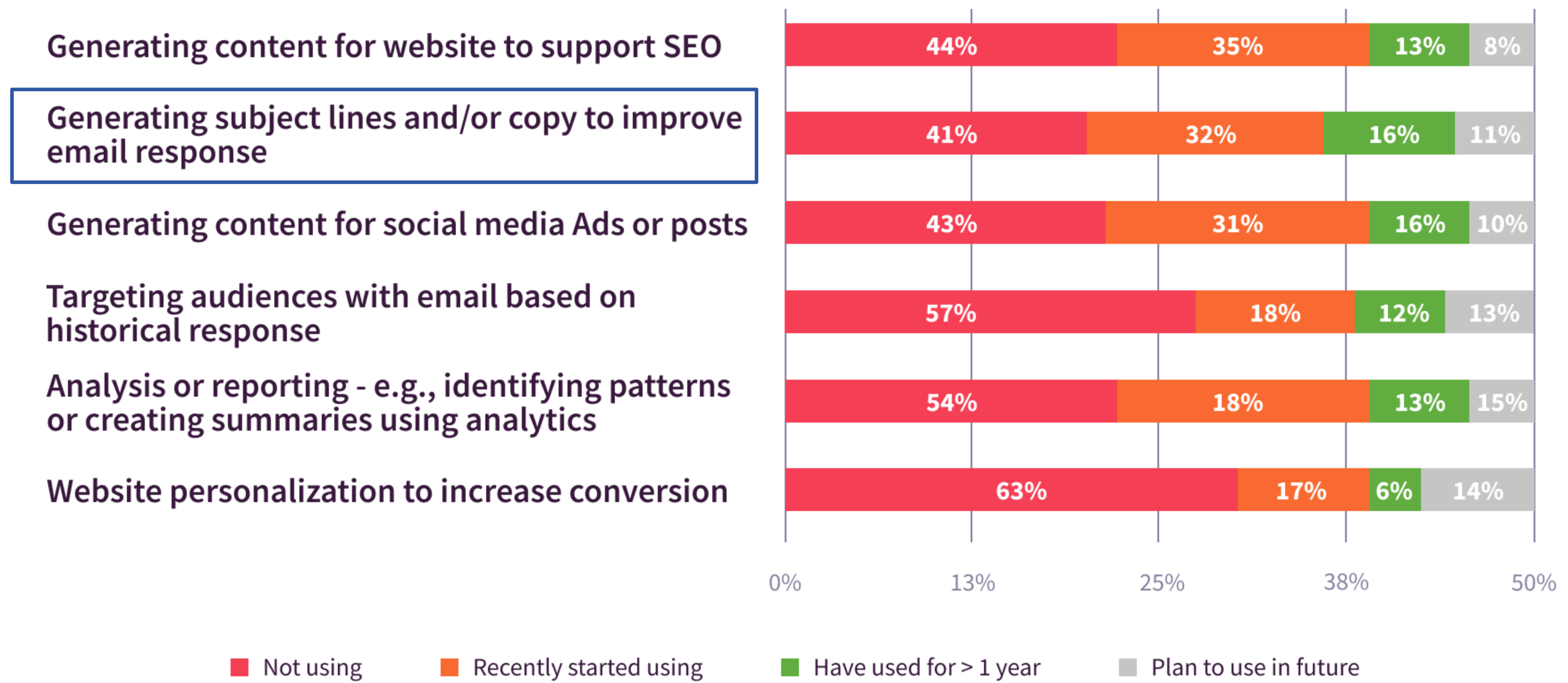
[More info](#)

This article was generated using automation technology and thoroughly edited and fact-checked by an editor on our editorial staff.

...ter financial decisions. While we adhere to strict [editorial integrity](#), this post may ...ners. Here's an explanation for [how we make money](#).

...measure product profitability. Business owners generally use the ...duct basis to determine the portion of sales generated that can contribute to fixed costs. After covering fixed costs, the leftover revenue is the profit. If the margin is ~~negative, the company is losing money~~ producing the product.

Current use of AI in marketing for these application



Number of Respondents: 403

Seneste nyt

I DAG KL. 09:05

Økonom: Forvent ikke stort fald i fødevarerpriserne trods faldende ...

I DAG KL. 08:51

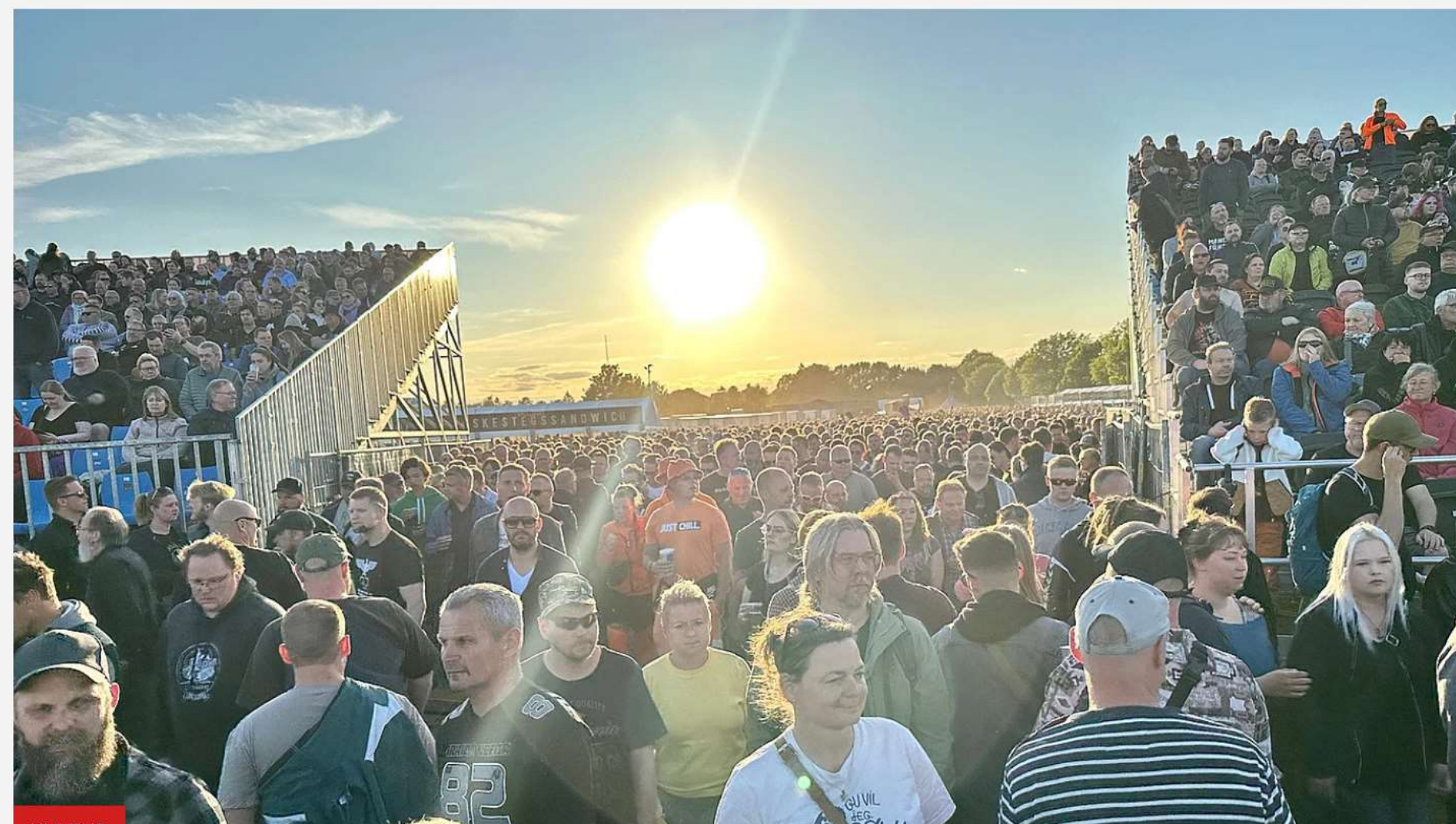
Vej lukket: Slam spredt på landevej

I DAG KL. 08:26

I aften bliver strømmen "vildt" dyr

I DAG KL. 08:00

Boligmar mindre e



KULTUR

Koncertplads med 70.000 tilskuere på vej i Odense



MEST LÆSTE



KULTUR

Et slettet facebookopslag fra Jim Lyngvild løfter lidt mere af sløret for kuldsejlet slotshandel



112

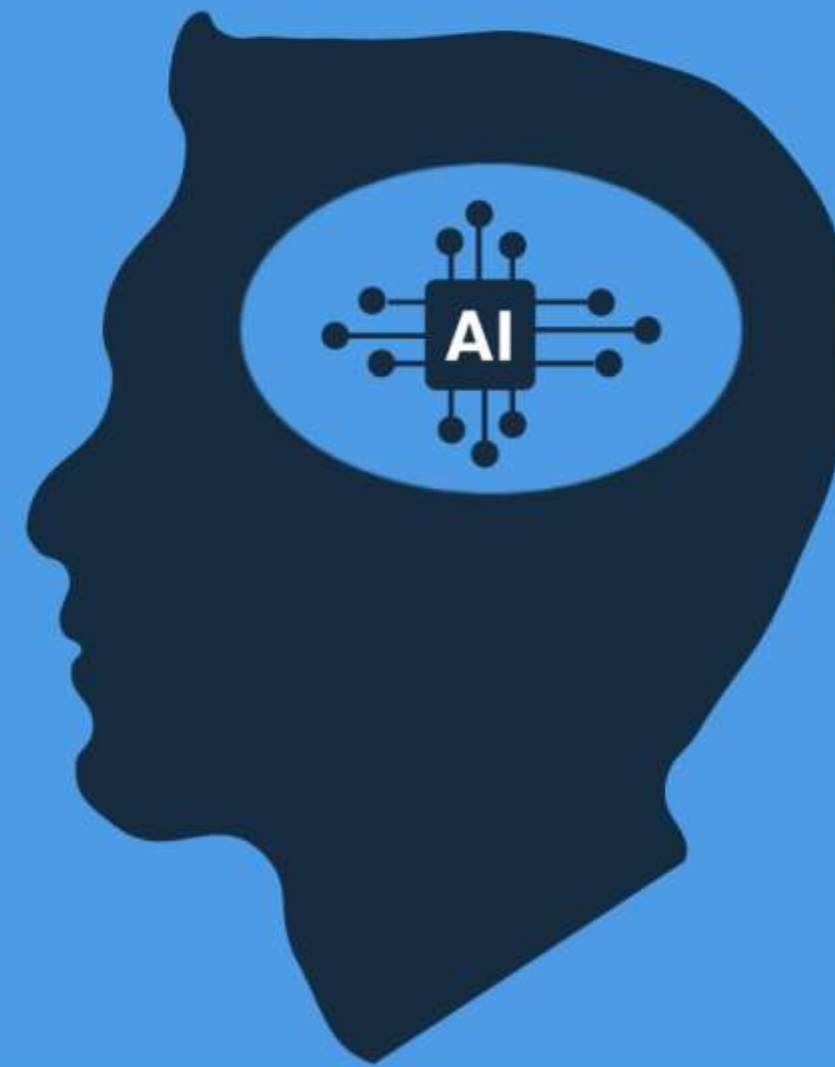
Politiet kommer med god nyhed

Artificial intelligence improved our click-through rate by 59 percent

March 14, 2023

.AI

Research



Indicazioni della Ricerca Google sui contenuti creati con l'IA

[Invia feedback](#)

Mercoledì 8 febbraio 2023

In Google crediamo da tempo nel potere dell'AI di trasformare la capacità di fornire informazioni utili. In questo post condivideremo ulteriori informazioni su come i contenuti generati dall'AI si inseriscono nel nostro approccio di lunga data per mostrare sulla Ricerca contenuti utili per le persone.

Premiare i contenuti di alta qualità, a prescindere da come siano realizzati

I sistemi di ranking di Google mirano a premiare i contenuti originali e di alta qualità che dimostrano gli aspetti di ciò che chiamiamo EEAT, ovvero l'acronimo di Experience, Expertise, Authoritativeness, Trustworthiness (esperienza, competenza, autorevolezza e affidabilità). Maggiori informazioni in merito sono disponibili [nel nostro sito Come funziona la Ricerca](#).

La nostra attenzione alla qualità dei contenuti, invece che alla modalità di produzione, è una guida utile che da anni ci aiuta a fornire agli utenti risultati affidabili e di alta qualità.

Ad esempio, circa 10 anni fa era diffusa una comprensibile preoccupazione per un aumento dei contenuti prodotti in serie ma generati da persone. Nessuno avrebbe considerato ragionevole che, in risposta, vietassimo per tutti i contenuti generati da esseri umani; invece, aveva più senso migliorare i nostri sistemi per premiare i contenuti di qualità, [che è quello che abbiamo fatto](#).

Concentrarsi sul premiare i contenuti di qualità è stato fondamentale per Google sin dagli inizi. Questo continua ancora oggi, anche tramite i nostri [sistemi di ranking](#) progettati per [mostrare informazioni affidabili](#) e il nostro [sistema di contenuti utili](#). Quest'ultimo è stato introdotto l'anno scorso per garantire che gli utenti che eseguono ricerche trovino contenuti creati principalmente per le persone, anziché per scopi correlati al ranking dei risultati di ricerca.

Problemi con l'AI nel Content Marketing

Plagio: i contenuti generati dall'intelligenza artificiale possono essere soggetti a plagio. Spesso gli strumenti di AI riciclano contenuti trovati sul web per creare articoli nuovi.

Problemi di qualità: per trovare contenuti l'AI si basa su algoritmi, quindi non sempre produce contenuti all'altezza degli standard del brand. L'azienda potrebbe usare un tono specifico per i suoi contenuti, ma i generatori AI non saranno in grado di imitare quel tono perché attingono a informazioni già presenti sul web.

Può influire sulla SEO: sebbene i contenuti siano cruciali per la SEO, un maggior numero di contenuti non porta necessariamente risultati e quelli creati con l'AI possono essere penalizzanti, se non sono di qualità.

Richiede ancora un intervento umano: poiché i generatori di testo prendono informazioni già esistenti sul web e le «assemblano», tutti i contenuti richiedono comunque una modifica e un controllo da parte di una persona.

Select your brand tone of voice and watch Jasper get to work.

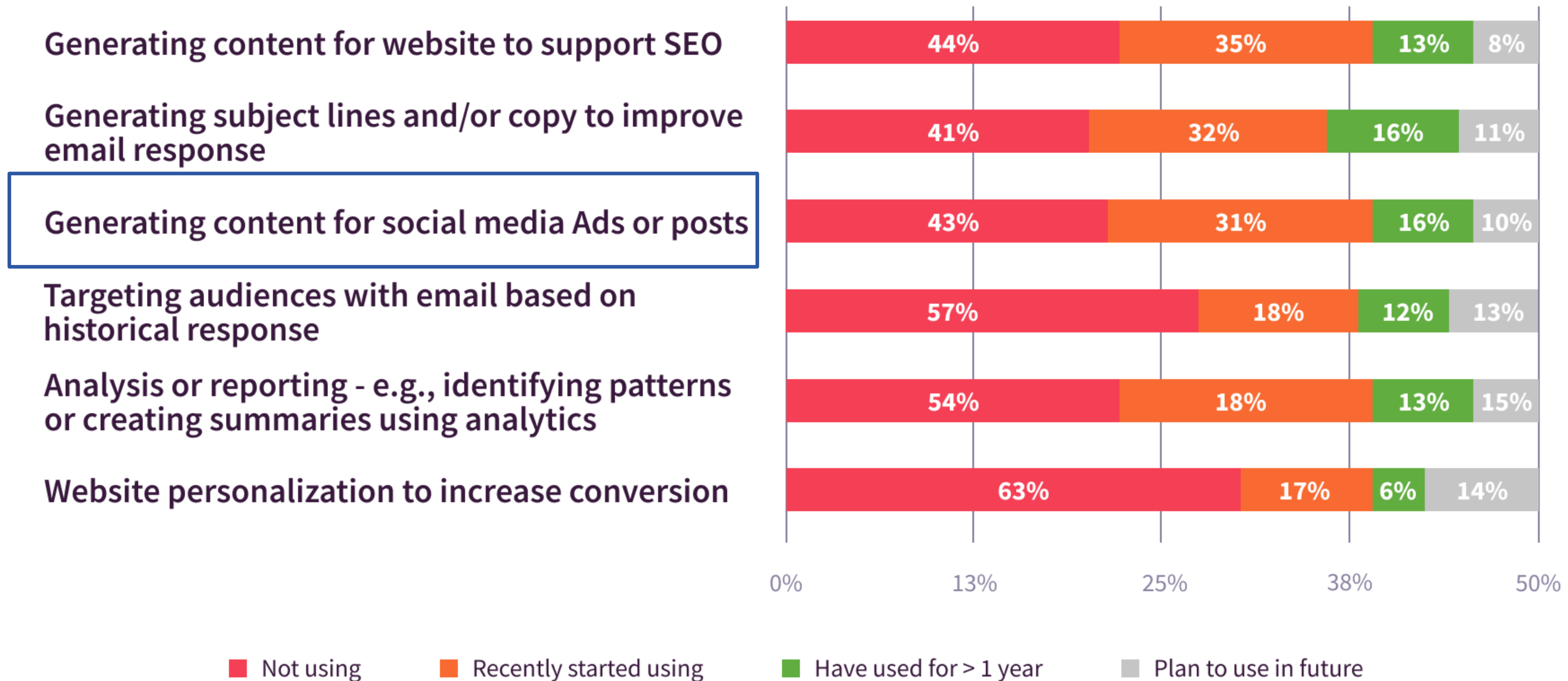
[Cheeky](#)[Formal](#)[Bold](#)[Pirate](#)

Meet Jasper.

On-brand AI content wherever you create.

[→ Try Jasper Free](#)[Request Demo](#)

Current use of AI in marketing for these application



Number of Respondents: 403



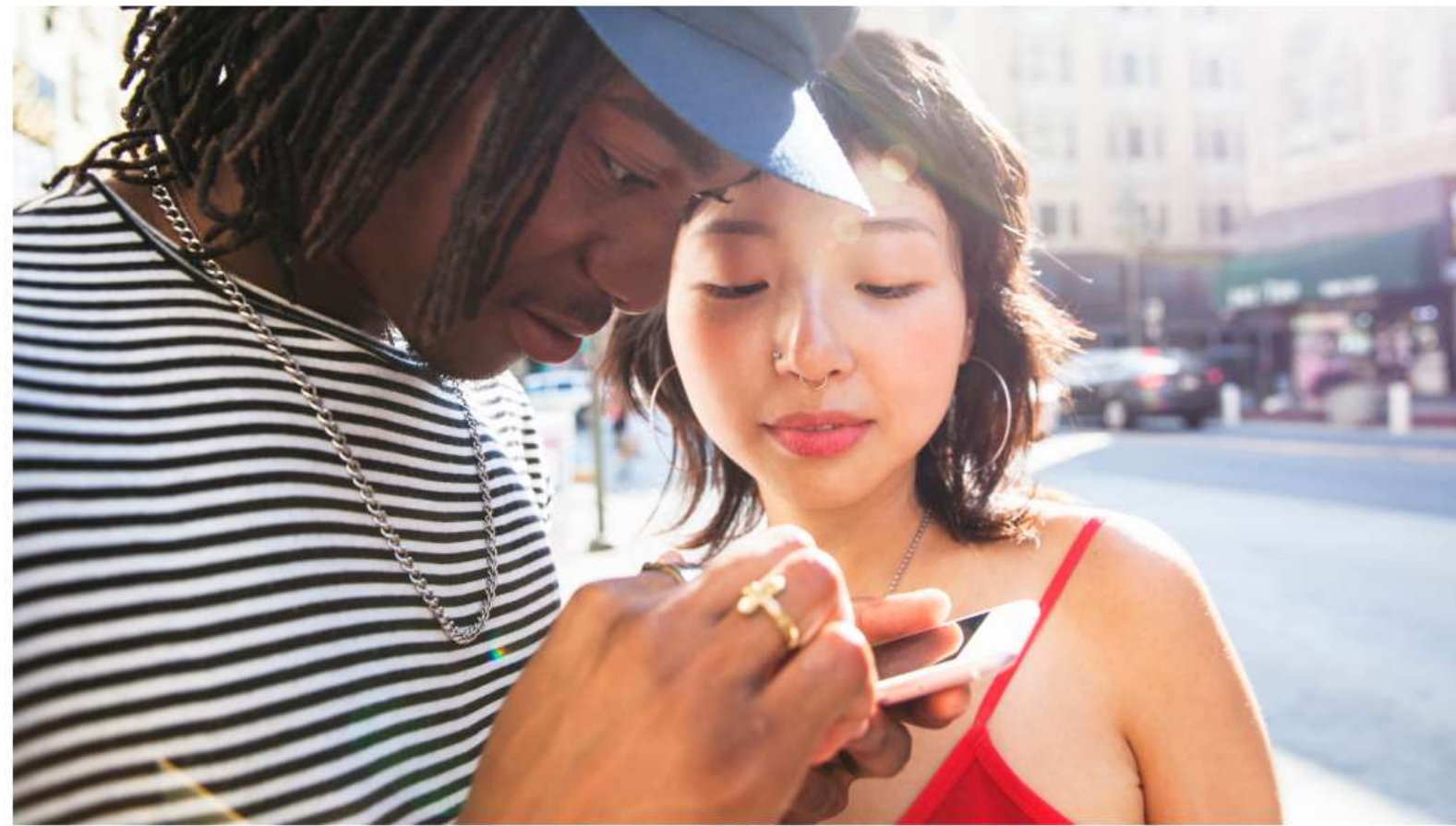
[Coca-Cola® Masterpiece - YouTube](#)

Meta

How AI Influences What You See on Facebook and Instagram

June 29, 2023

By Nick Clegg, President, Global Affairs



Takeaways

- We're sharing more details about how our AI systems rank content for your Feed, Reels, Stories, and other surfaces.
- We're making it easier for you to control what you see on Facebook and Instagram.
- We're making new tools available to support public interest research.

Distribuzione Connessa: i post vengono generalmente visti da una porzione (sempre più limitata) del pubblico che segue la pagina.

Distribuzione Non Connessa: oltre che dai follower, i post compaiono anche sulle bacheche di chi potrebbe essere interessato a determinati contenuti in base a interessi ed esperienze di navigazione.

Contenuto suggerito per te



Motoz Tyres

31 Agosto alle ore 13:44 · 🌐



This desert H/T be lookin thicker than a snicker 🍌🍌🍌😄

📷 [Outback Motortek](#)



👍❤️ 10.240

Commenti: 95 Condivisioni: 114

Contenuto suggerito per te



Martalar scultore si trova presso Comitato Amici del Grifone Tesino.

3 g · 🌐



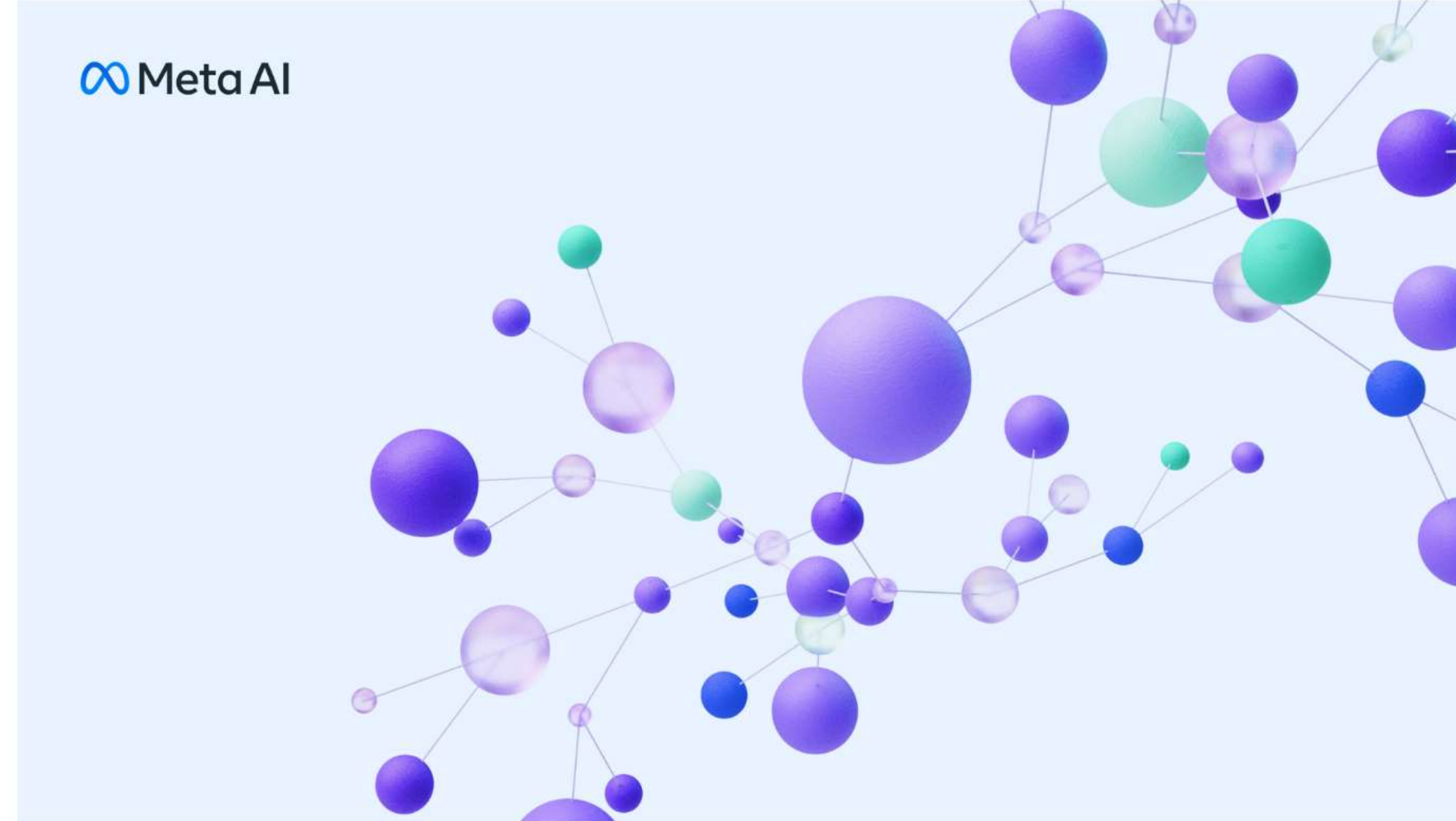
"Grifone Vaia del Tesino " Finito! Più di 2 mesi di lavoro , 35 quintali , 2000 pezzi di radici e legname della tempesta vaia, Il Grifone , alto 6 metri e lungo 9, domina come un guardiano sulla magnifica e panoramica località Celado, dove si può vedere tutto l'altopiano del Tesino e la vetta di cima d'Asta. Posto al confine tra le due regioni Trentino e Veneto la figura mitologica del Grifone vuole rappresentare la fusione tra le due regioni, infatti è fatto per mezzo Leone ... Altro...



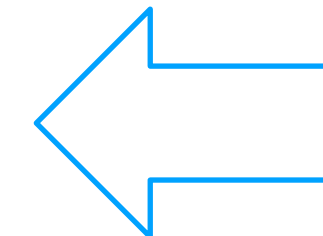
ML Applications

The AI behind unconnected content recommendations on Facebook and Instagram

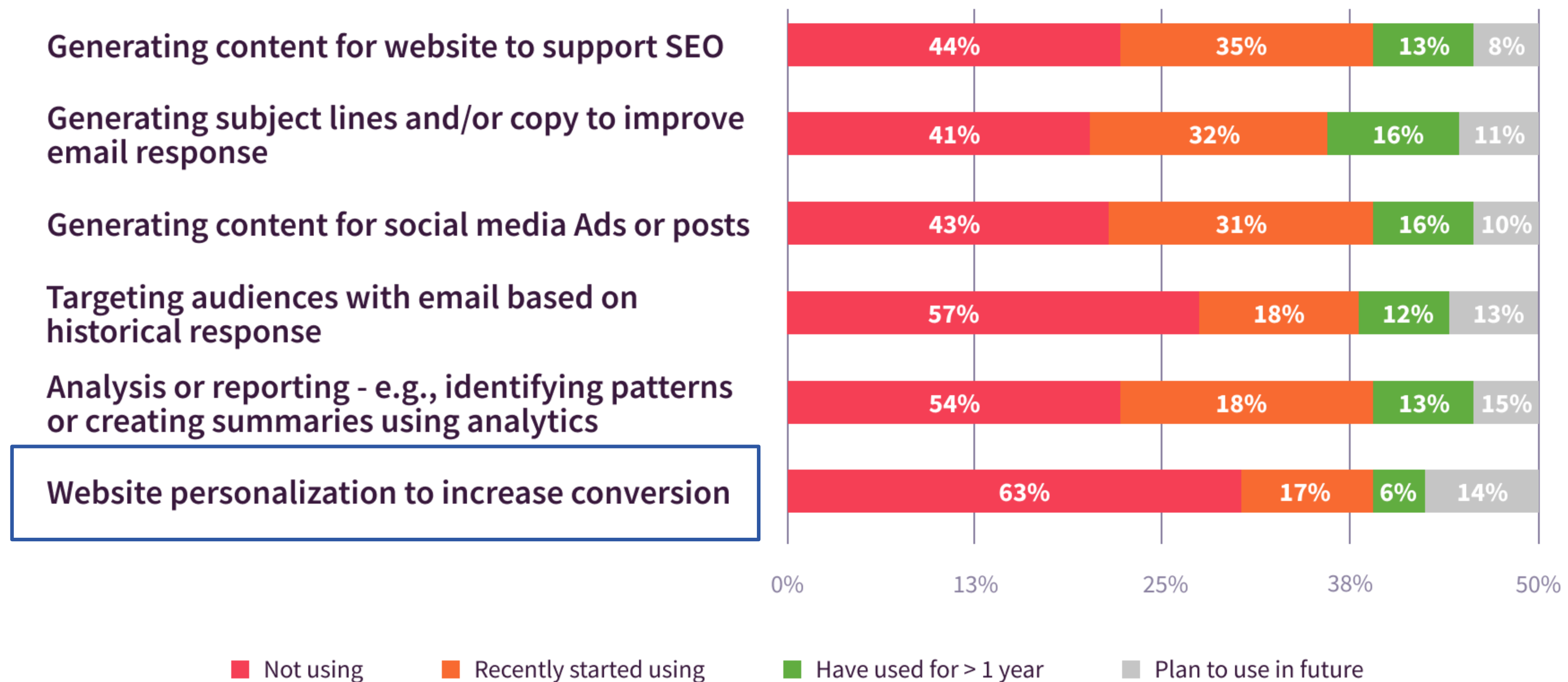
June 29, 2023 • ⌚ 4 minute read



Delivering great content recommendations is an important part of what makes Facebook and Instagram valuable for people around the globe. Our systems show people the most relevant content from their particular connections — the friends, accounts, Groups, and Pages they've chosen to follow. But we also use AI to deliver highly personalized recommendations from the tens of billions of pieces of content that are outside of a person's network of Facebook or Instagram connections. AI-driven recommendations help people dive deeper into their interests and discover new things while also supporting creators in finding new audiences for their work. As Mark Zuckerberg noted on Meta's [most recent earnings call](#), more than 20 percent of content in a person's Facebook and Instagram feeds is now recommended by AI from people, groups, or accounts they don't follow.



Current use of AI in marketing for these application

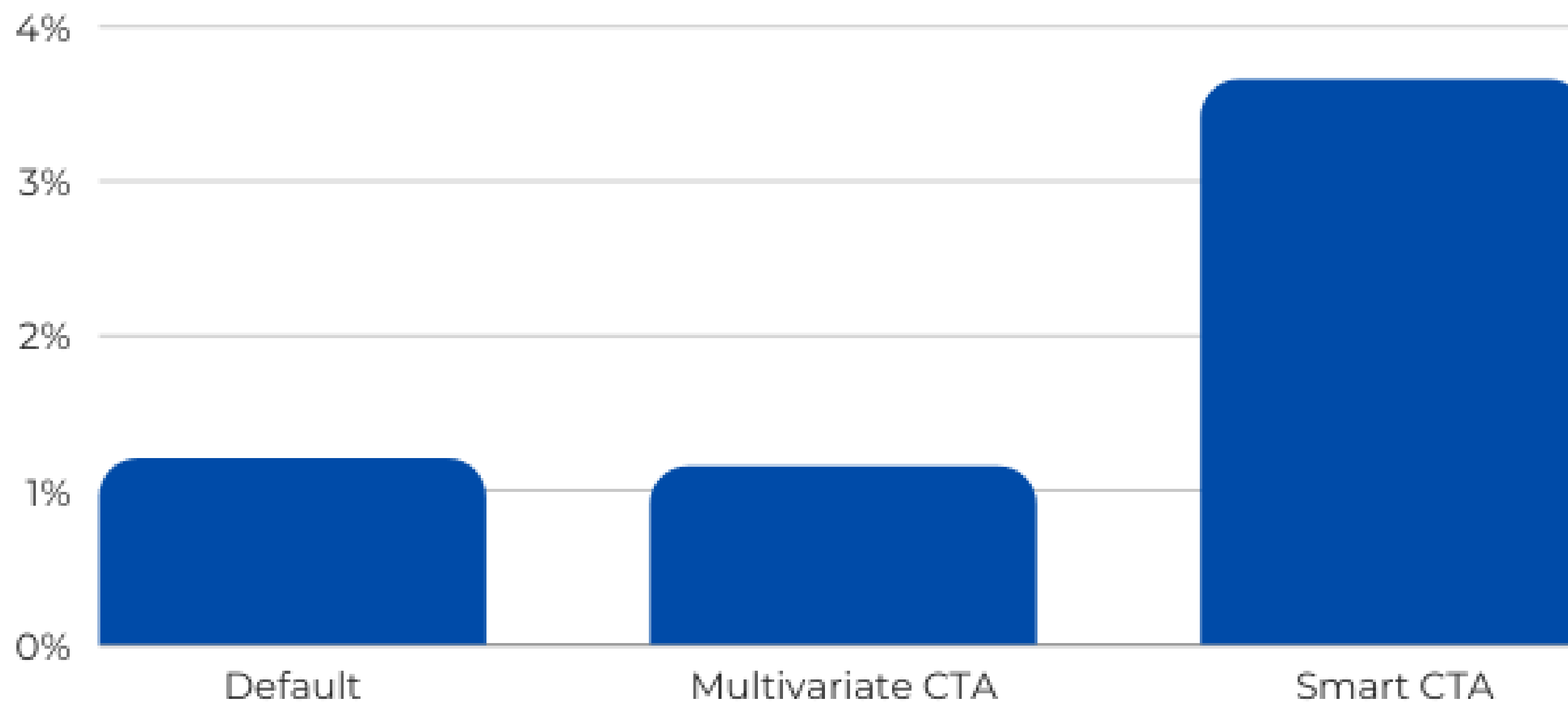


Number of Respondents: 403



CALL TO ACTION COMPARISON

CONVERSION RATE



Source: HubSpot

Personalization

Personalization is done for the user.

Personalization is achieved through customer data and predictive technology.

For example, **Spotify** creates a personalized playlist based on the user's saved playlist and songs they listened to.

Customization

Customization is initiated by the user.

Users themselves curate the experience by selecting what they want brands to show to them.

For example, **Spotify** only shows you songs related to the genre you selected when you first signed up.

Consumer

VS

Commercial

Microsoft Office Windows Surface Xbox Deals Support All Microsoft Search Cart Sign in

New Surface Pro 6

See how the Surface Pro 6 helps Brian and Michael on the field and in the kitchen

[LEARN MORE >](#)

Below the video are four product tiles:

- For a life less ordinary**
Go beyond the traditional with the new Surface Laptop 2.
[SHOP NOW >](#)
- Surface Book 2**
Powerhouse performance in the ultimate laptop.
[SHOP NOW >](#)
- Our future begins**
Own the Xbox One X Metro Saga Bundle and shoot, sneak, and survive your way through the apocalypse.
[SHOP FOR AN XBOX ONE S >](#)
- Xbox One S**
The best value in games and entertainment, with 4K Blu-ray and video streaming.
[SHOP FOR AN XBOX ONE S >](#)

Microsoft Office Windows Surface Xbox Deals Support All Microsoft Search Cart Sign in

This is your 365

Every day is an opportunity to achieve with Office 365

[SHOP NOW >](#)

Below the video are four product tiles:

- For a life less ordinary**
Go beyond the traditional with the new Surface Laptop 2.
[SHOP NOW >](#)
- Surface Book 2**
Powerhouse performance in the ultimate laptop.
[SHOP NOW >](#)
- Office 365 for Business**
Access your files from anywhere, online or offline.
[SHOP NOW >](#)
- Microsoft Azure**
Go serverless—build apps faster without managing infrastructure.
[LEARN MORE >](#)

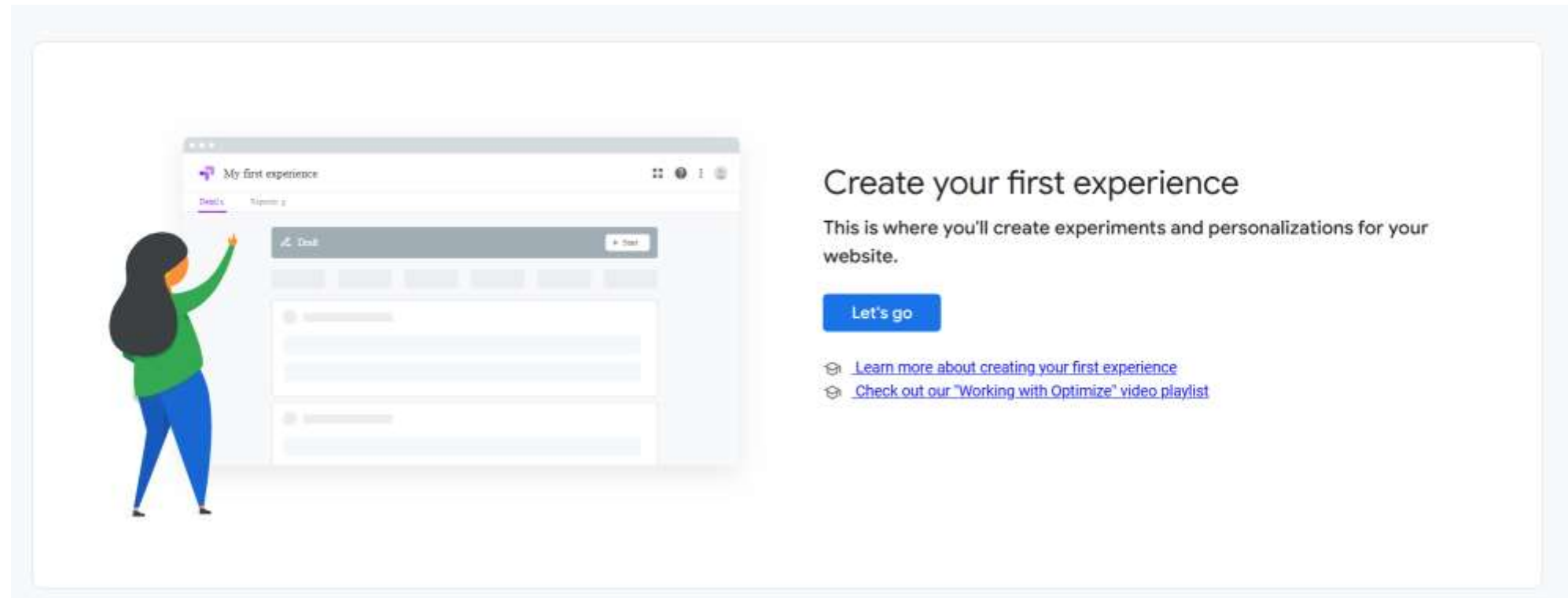


Google Optimize

Your website just got better.

Grow your business by optimizing your website experience and testing changes to your layout, content and more — no coding required.

USE IT FOR FREE



Name *

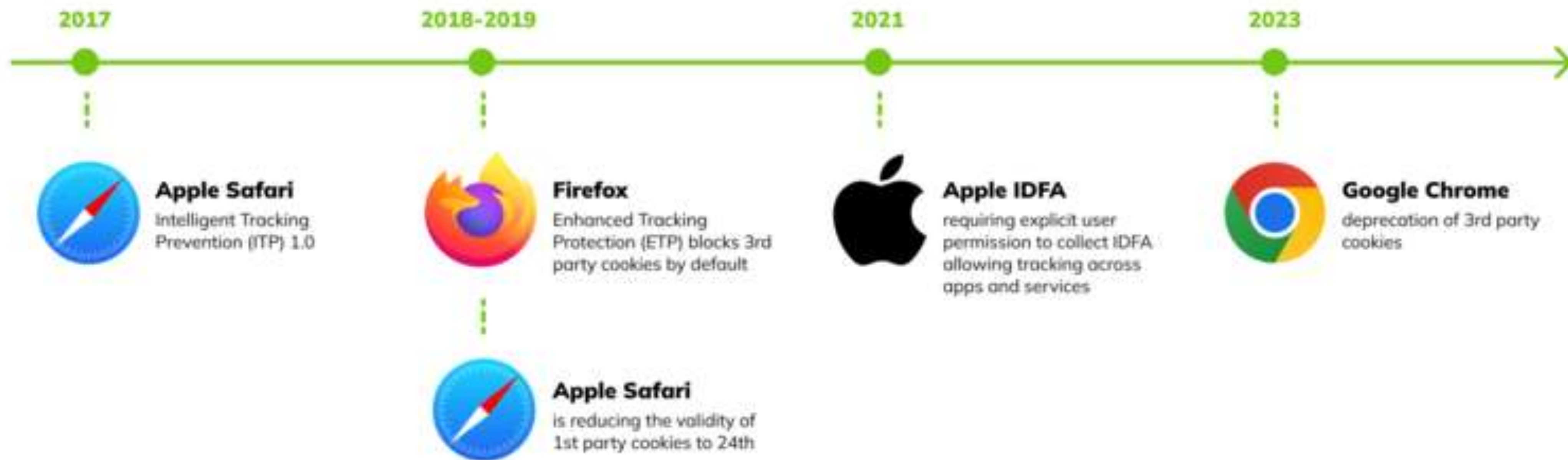
0 / 255

What is the URL of the page you'd like to use? This is called your **editor page**. * [?](#)
e.g. <http://www.example.com> or www.example.com

What type of experience would you like to create?

- A/B test**
Tests two or more variants of a page. Also called an A/B/n test. [Learn more](#)
- Multivariate test**
Tests variants with two or more different sections. [Learn more](#)
- Redirect test**
Tests separate web pages identified by different URLs or paths. [Learn more](#)
- Personalization**
Personalize your page for targeted visitors. [Learn more](#)
- Banner template**
Add a notification banner to the top of your website. [Learn more](#)

Are you ready for a Cookieless World?



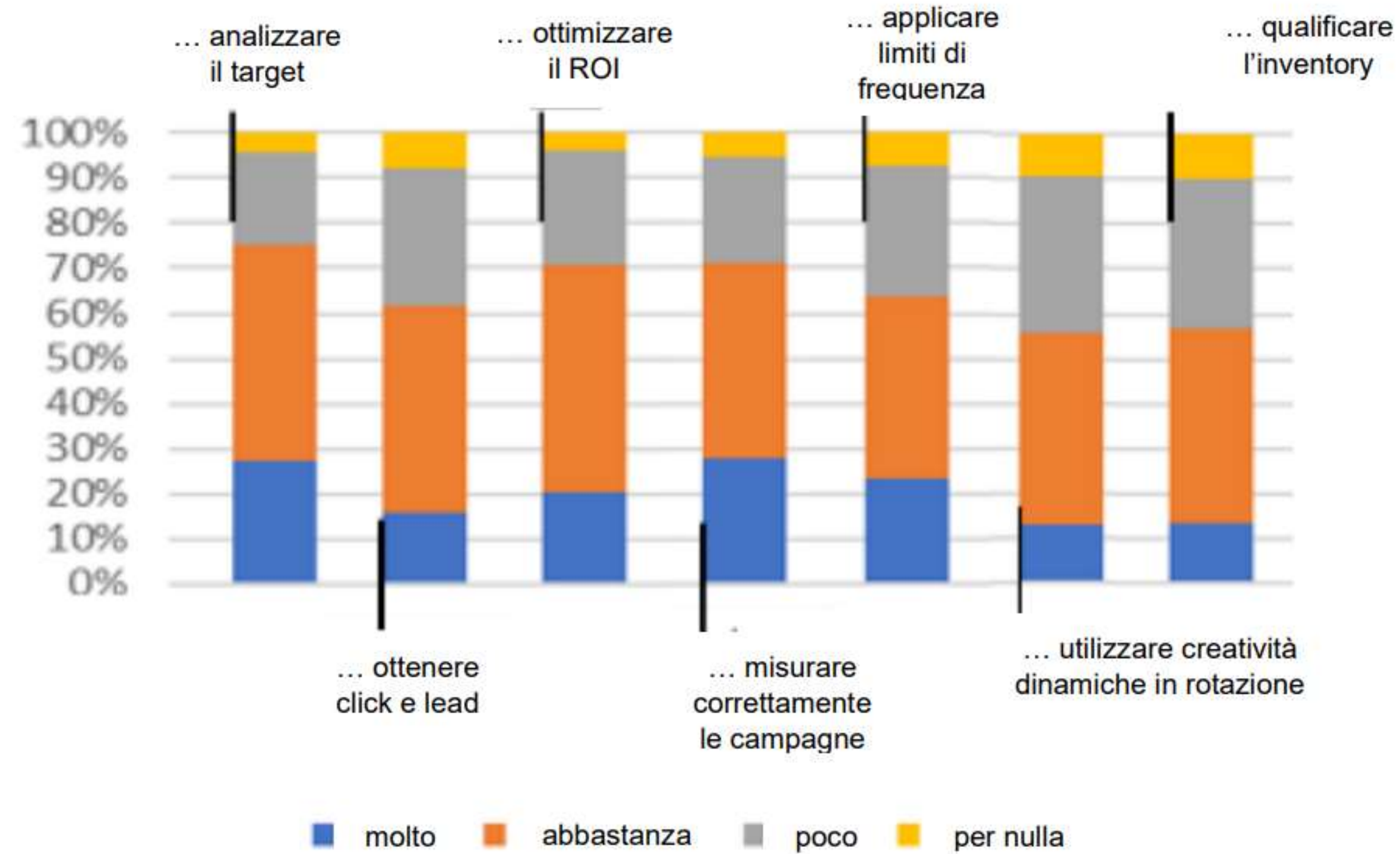
iab.italia



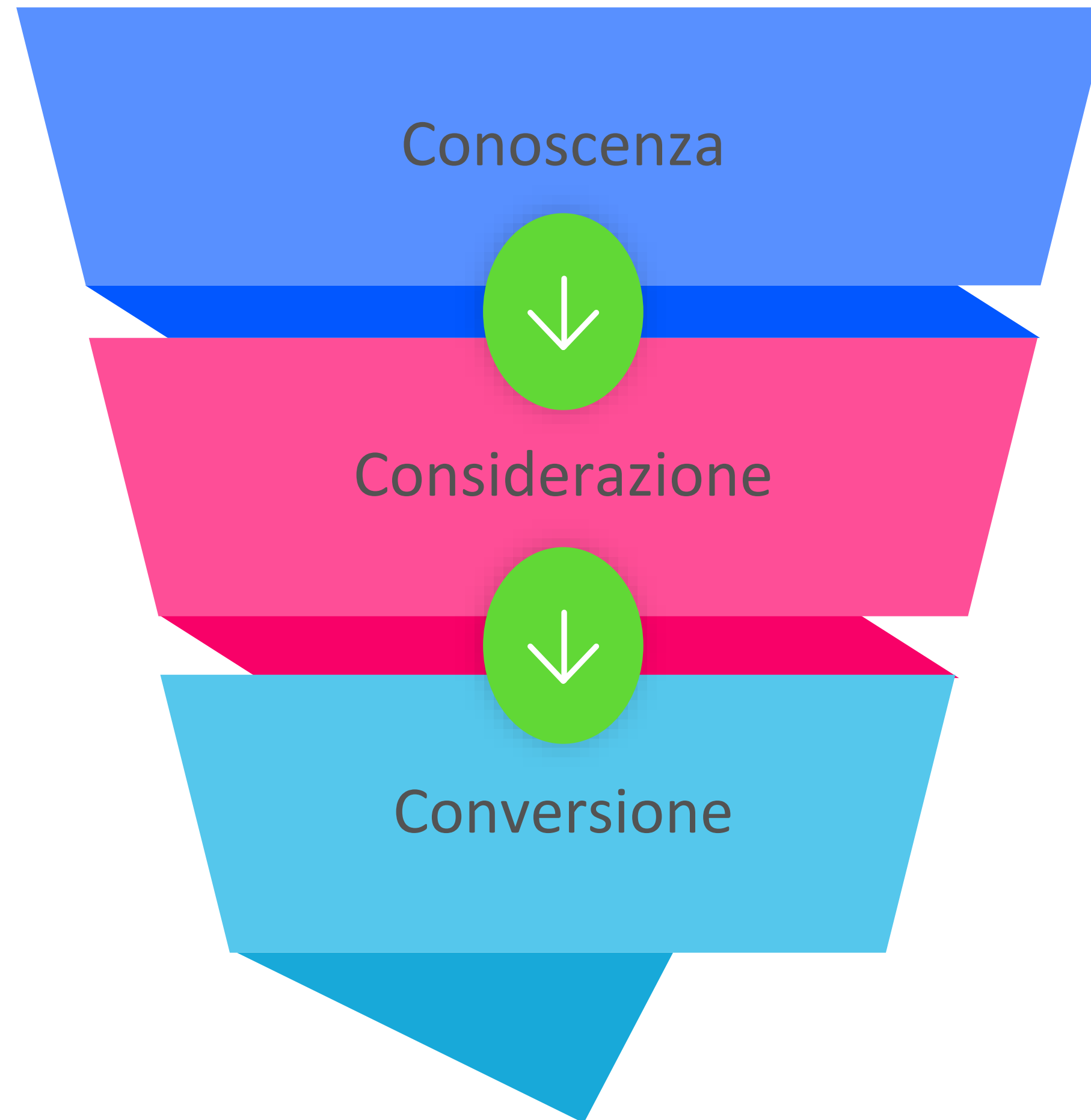
WHITE PAPER
**COOKIE &
COOKIELESS WORLD**

Ottobre 2022

Come ritieni la deprecazione dei cookie di terza parte possa impattare sulla tua attività? Sarà più difficile...



Strategia Full-Funnel



Campagne di copertura

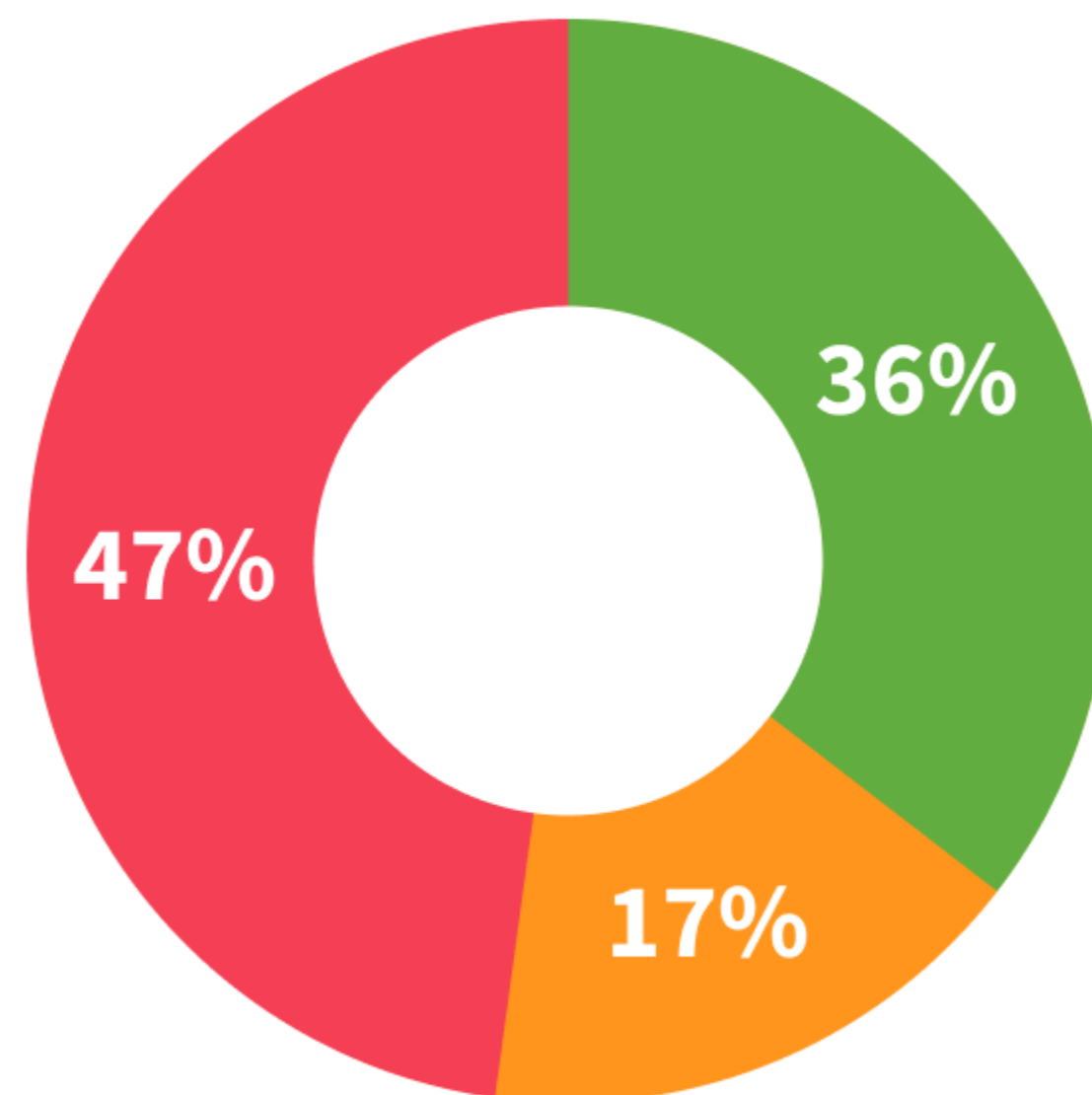
Campagne di retargeting

Campagne di conversione

Impatto sull'attività

- 1) **Minore match** delle conversioni
- 2) Targeting del pubblico meno preciso
- 3) Diminuzione delle dimensioni dei **Pubblici Personalizzati**,
- 4) Minori dati per **ottimizzare** le campagne
- 5) Generale diminuzione dei risultati e un calo delle performance delle campagne. Meta avrebbe stimato **-60% dei ricavi per ogni dollaro speso.**

Does your organization have a clearly-defined digital marketing strategy?



- **Yes** - it's integrated into our marketing strategy
- **Yes** - it's defined into our marketing strategy
- **No** - we are doing digital marketing, but have no defined strategy