



ACHIEVING YOUR BUSINESS OBJECTIVES WITH DIGITAL PAID MEDIA

#IABInsightSeries: Episode 26

The IAB SA hosted its 26th insight event on Zoom yesterday, 20 May featuring host Tshegofatso Phetlhe, creative director at VMLY&R. Speakers included: Marius Swanepoel, media strategy director at Jellyfish; Claudelle Naidoo, MD at MediaCom; Elenor Jensen, director of PWC SA; Khanyisa Melwa from Narrative South Africa; and Mark Prior, Digital and VOD Ad Delivery and Strategy at DStv Media Sales. Episode 26 was sponsored by Jellyfish and brought to you in partnership with DStv Media Sales, Narrative, Everlytic, Gumtree and Bizcommunity. The 2021 IAB Insight Series is also approved for 2 CPD points at CMSA-level under marketing, by the Marketing Association of South Africa.

[READ MORE ON BIZCOM HERE](#)



REVIEW

Digital Content Marketing
Draft definition

DEFINING DIGITAL CONTENT MARKETING

IAB SA Digital Content Marketing Committee: Request for Input

The IAB South Africa Digital Content Marketing Committee was established in late 2020. Among its mandates is to recognise content marketing as a niche discipline and

recommend guidelines in South Africa that are relevant to agencies, brands and publishers. Its first project, developing a framework of what content marketing is and how it exists within the greater digital marketing landscape, will provide the base on which to begin a benchmarking process and build thought-leadership on the subject in South Africa. Read the committee's [working definition of content marketing here](#) and submit comments (in-doc) to Debbie@iabsa.net by 5pm on 25 May 2021.

[READ MORE ON IABSA.NET HERE](#)



IAB Y-COUNCIL x FUTURE MASTERS TOWNHALL

Join in on 15 June at 11am to discuss mentorship in the industry

The IAB South Africa's Youth Action Council is calling on all interested parties in the digital media and marketing space to attend its Future Masters town hall on 15 June via Zoom and also for participation in their Mentor Month initiative throughout the month of June. For the first town hall of 2021, the focus will be mentorship in the industry, the importance of it and also what it really is. This event presents a wonderful opportunity for young people in the industry to come together, take centre stage and discuss issues and topics relevant to them.

[READ MORE ON BIZCOM HERE](#)

[REGISTER TODAY](#)



FUTURE MASTERS MENTOR MONTH

Sign up by 28 May 2021

Are you new to the Media & Marketing industry? Connect with a mentor and chat to top young marketers in the industry to start your career with an edge. The sessions are one-on-one and free throughout the month of June 2021. So, complete this form with as much detail as possible by 28 May 2021 to help us to put you in touch with the right person for you.

[READ MORE AND SIGN UP HERE](#)



IAB GLOBAL: FY 2020 Podcast Advertising Revenue Report

The fourth annual IAB U.S. Podcast Advertising Revenue study, prepared for IAB by PricewaterhouseCoopers LLP (“PwC”), has found that Podcast advertising will grow as much in the next two years as it did in the past decade. This study helps the sell-side benchmark revenue performance against the industry while identifying potential monetisation opportunities at the ad category, ad-type, ad-delivery and content levels. For ad buyers, the results offer insight into the latest opportunities available for podcast ad investment and sponsorships, and Ad tech and data companies can leverage this report to market-size the industry and identify opportunities to bring solutions to the space across measurement and ad-delivery.

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INSIGHT EVENT SERIES

**DIGITAL
AUDIO
MARKETING**

26 AUGUST '21
11AM - 12PM
WEBINAR

IAB INSIGHT SERIES: DIGITAL AUDIO MARKETING

Join in on 26 August 2021 at 11am – 12 noon

In this session “digital audio” refers to partially or entirely advertising-supported audio programming available to consumers on a streaming basis, delivered via the wired and mobile Internet. This includes a wide range of services. Indeed, the term is so all-encompassing that it may prove easier to define what digital audio is not, than to attempt to define what it is. This session will assist us to buy better and leverage one of the fastest growing channels in marketing.

[REGISTER FOR EPISODE 29 HERE](#)

IAB SMARTBRIEF: MARKETING TRENDS

Balancing branding with lead generation

LinkedIn insights from more than 4,000 marketers reveals advertisers can maximize their platform efforts by balancing branding and lead-generation strategies. An infographic categorizes survey results into five principles with supporting statistics demonstrating the value of reaching customers and prospects, broad and narrow targeting and emotional and rational marketing.

[READ MORE ON SOCIAL MEDIA TODAY](#)

IAB SMARTBRIEF: BRANDS AND CAMPAIGNS

Beekman 1802's formula for livestream success

Skin care brand Beekman 1802 co-founders Brent Ridge and Josh Kilmer-Purcell credit their livestream success on QVC, HSN and Facebook Live to product selection, pre-show storyboarding, integration of assets, their casual on-air banter and cute baby goats, with one show generating 400% more in sales than the company's e-commerce site takes in over a typical 24-hour period. "For brands interested in livestream and TV shopping, they have to think about how they're going to educate and entertain customers, and keep people watching for longer," said Ridge.

[READ MORE ON GLOSSY](#)



ONE-STOP SHOP ON APPLE'S IOS PRIVACY CHANGE

ONE-STOP SHOP ON APPLES IOS PRIVACY CHANGE WITH IAB AUSTRALIA

The resources below were compiled by IAB Australia for media and marketing professionals in Australia with education, information and advice on how to assess the impact of Apple's IDFA and ATT changes on advertising and marketing activity. The feature looks at: Doubling down on the SKAdNetwork API; Preparing for the impact of Apple's ATT; Apple's ATT Policy in IOS 14.5 and SKAdNetwork explainer Webinar; Tools for managing and maintaining the SKAdNetwork ID List; a Member Exclusive: Ad Tech Matters with JJ: ATT Review; and Apple's ATT Policy – Early Industry Insights & Recommendations.

[READ MORE ON IBAUSTRALIA.COM](#)



IAB INSIGHT SERIES 2021 - YOUR FIRST 3 EPISODES

Coffee & Catch up on the IAB SA Member Portal

Did you miss the first 3 Episodes of the 2021 IAB Insight Series? IAB members can access the webinar video recordings on the IAB SA member portal. Catch up on Episode 23: The Digital Customer Experience; Episode 24: The Use of Data in Digital Marketing and Episode 25: Unlocking the Digital Publisher Experience.

[ACCESS THE IAB SA MEMBER PORTAL HERE](#)



IAB INSIGHT SERIES 2021 - YOUR NEXT 3 EPISODES

#IABinsights 2021 live episodes are available to the full industry

Are you keen to hear more about Good Work - Works; Integrating Offline and Online Marketing and Digital Audio Marketing? Register now to book your virtual seat to attend one or all three of the upcoming webinars. While the 2021 IAB Insights webinar recordings are available for IAB SA members only, the live webinars are open to the full industry to attend. The 2021 IAB Insight Series is also approved for 2 CPD points at CMSA level under Marketing, by the Marketing Association of South Africa.

[REGISTER FOR EPISODE 27](#)

[REGISTER FOR EPISODE 28](#)

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IMPROVE CUSTOMER RETENTION BY COMMUNICATING BEYOND THE SALE

IAB SA member news: New Digital Marketing Hourglass

It turns out, marketers may have got the sales funnel only half right. A customer journey doesn't end with a sale – that's just the start. The actual conversation only ends when a client leaves; something no business wants. That means, without a seamless journey from sale to onboarding and ongoing support, many organisations are bowing out of most of the client conversation. According to Forrester's 2018 Customer Experience Index, not a single US brand had, at the time, shown leadership in this space. Forrester's 2020 research shows that this has improved dramatically since then. This suggests that the trend is growing, businesses are taking it seriously, and competition in this space is growing too.

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A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa 2021

What can the iab do for you?

Prepared by the IAB South Africa

Download icon

IAB SA Practical Guide to Data Protection for the Digital Advertising Industry

Access for IAB SA members on the IAB SA member portal from today

The IAB South Africa is pleased to launch *A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa*. This resource is intended to assist our members, to ensure legal compliance with relevant data protection frameworks, to safeguard the rights of data subjects, and to enable organisations to continue to process information in a reasonable and responsible manner. IAB members can download the full guide in the IAB Member Assets portal. Email Paula@iabsa.net to access your member code.

**ACCESS THE IAB SA
MEMBER PORTAL HERE**



INSIGHT EVENT SERIES



23 JUNE '21
11AM - 12PM
WEBINAR

PIXEL FOR PURPOSE IAB GOOD WORKS

IAB INSIGHT SERIES: IAB GOOD WORKS

Episode 27: 23 June 2021 11am – 12 noon

Good Work is worth sharing and we would like to share the good work our IAB Members are doing. In Episode 27, we amplify projects with purpose, conscious leadership and authentic brands who solve big (and small) challenges in our communities and beyond. This episode aligns with our IAB SA Bookmarks Pixel for Purpose, as well as IAB Good Works platform. Please email Paula@iabsa.net for sponsorship opportunities.

**REGISTER FOR
EPISODE 27 HERE**



BECOME AN IAB SOUTH AFRICA MEMBER IN MAY

Gain access to IAB SA member only assets and benefits

Join the IAB SA in May 2021 to gain access to IAB SA member benefits and assets, which include *The IAB SA / PwC Online Adspend Report*; *The IAB SA / Narrative Annual Digital Landscape Report*; and the *The IAB SA Consumer Research Report on Digital News behaviour*. Becoming a member in May 2021 will also give you access to the recently released *IAB SA Practical Guide to Data Protection for the Digital Advertising Industry in South Africa*; *IAB Global 2020 Ad Spend Report*, *IAB SA Insights Episode 26 recording* and more. Email Debbie@iabsa.net for more information.

**VIEW IAB SA MEMBER
BENEFITS AND FEES HERE**

About the IAB South Africa:

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

For more information on IAB SA member benefits, [click here](#).

To subscribe to our IAB SA newsletters and mailers click [here](#).

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