

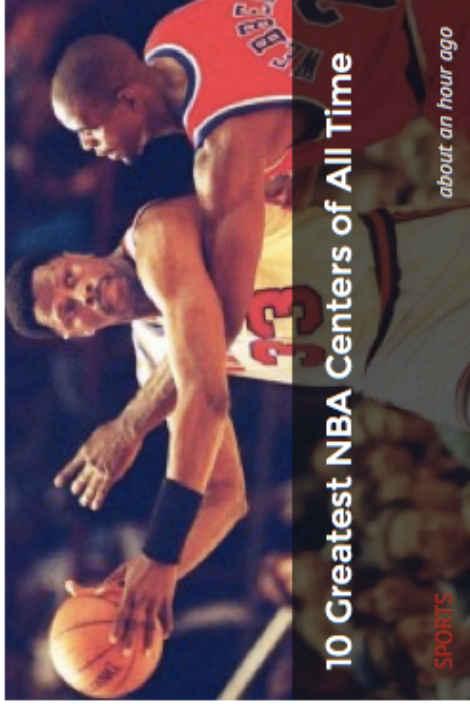


5 WAYS...

Title Success –Organic Traffic

Lilliana Nisihira

Ad Operations Analyst



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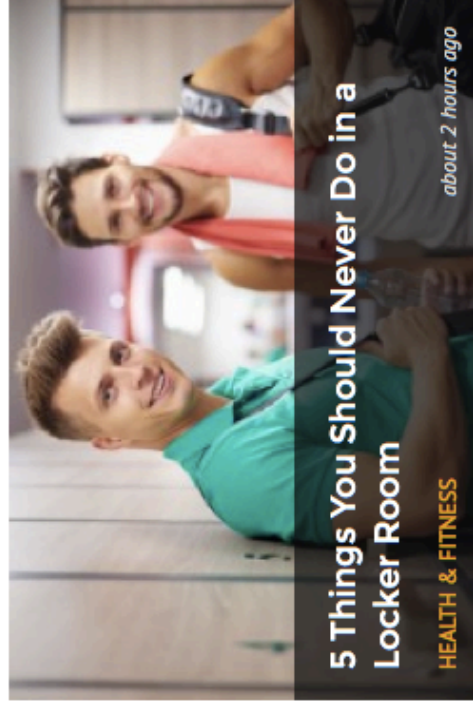
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How the Apple Watch sold the Wrong Product

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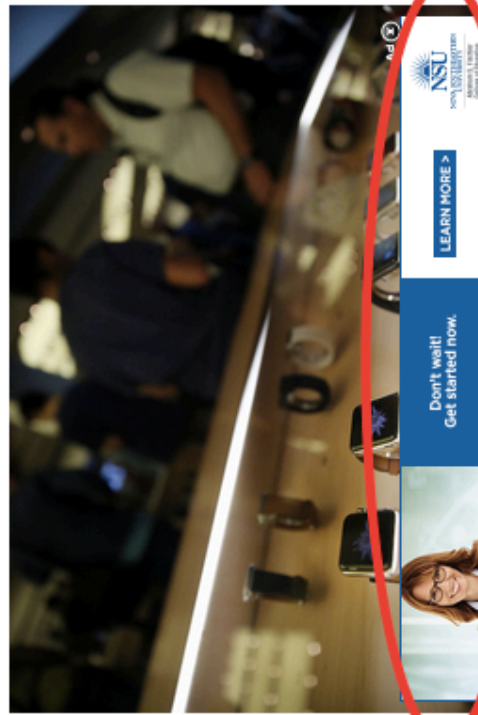


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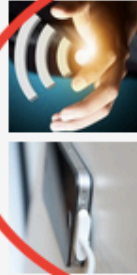
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The Apple Watch made a huge splash when it launched last year. It seemed like the perfect new device for [Apple fans](#), with easy ways to see and respond to notifications, comprehensive fitness-tracking abilities, and quick access to [Apple Pay](#). Even though we're pretty enthusiastic about the potential of new forms of technology, it became clear pretty quickly that [smartwatches](#) aren't yet smart enough to make them worth the investment for most users. And it seems that instead of making a compelling argument for the Apple Watch, the big marketing push that accompanied the device's launch was a [series of ads](#) that focused on the benefits of another kind of wearable device.

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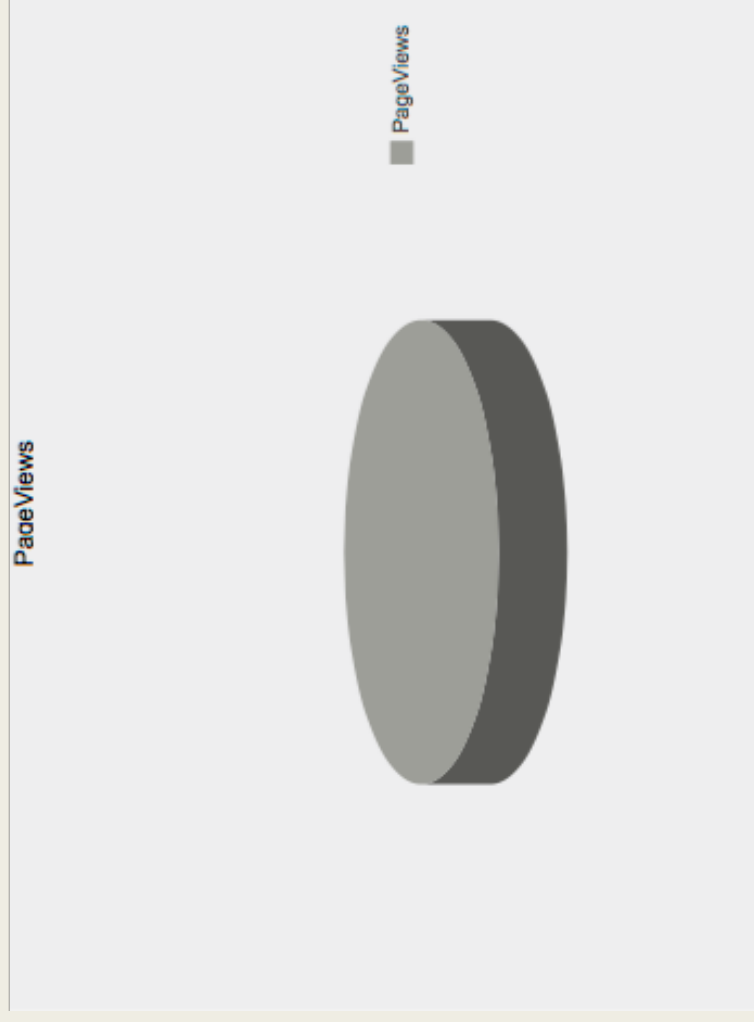


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