

Article Name	Website Link	Date	General Topics/ Industries	Companies	AI summary	AI Key Words
US judge says Google must face some advertisers' antitrust claims, dismisses others	https://www.reuters.com/legal/us-judge-says-google-must-face-some-advertisers-antitrust-claims-dismisses-2024-03-01/	1-Mar-24	Advertising	Google	A U.S. judge has ruled that Google must face a proposed class action lawsuit from advertisers alleging that it monopolizes the ad exchange market. However, the judge dismissed some other antitrust claims related to ad-buying tools used by large advertisers. The judge also allowed Gannett, the largest U.S. newspaper chain, to pursue a separate case against Google for fraudulently concealing anticompetitive effects. The U.S. Justice Department previously sued Google in 2023 for abusing its dominance in digital advertising.	Key Words/Topics: antitrust claims, ad exchange market, ad-buying tools, anti-competitive practices, Gannett, technology, digital advertising, Google Ad Manager, Google's ad exchange, AdX, transparency, ad dollars, publishers Companies: Google, Alphabet, Gannett
ByteDance Revenue Growth Accelerated to 43% in Third Quarter	https://www.theinformation.com/articles/bytedance-revenue-growth-accelerated-to-43-in-third-quarter?utm_campaign=article_email&utm_content=article-12392&utm_medium=email&utm_source=sg&rc=hm8aii	4-Mar-24	Advertising, Company Outlook, E-Commerce, Government & Policy, Privacy Security & Safety , US-China/ Asia	TikTok	ByteDance's revenue in the third quarter of 2023 grew by 43% to \$30.9 billion, with a 40% increase to \$84.4 billion for the first nine months of the year. Despite its strong growth, ByteDance has no immediate plans to go public due to geopolitical tensions and frozen IPO markets. The company has faced challenges navigating the tech policy landscape between China and the US.	ByteDance, TikTok, revenue growth, advertising, e-commerce, operating profit, buyback shares, employees, valuation, IPO, geopolitical tensions, China, US, Sequoia Capital, General Atlantic, tech policy landscape, restricted stock grants
Reddit pilots new tools to help brands boost engagement	https://searchengineland.com/reddit-pro-suite-tools-engagement-438258	8-Mar-24	Advertising, Artificial Intelligence, Social Media	Reddit	Reddit is launching Reddit Pro, a suite of tools to help businesses improve engagement on the platform. The tools include AI-powered insights, performance analytics, publishing tools, and a dashboard to monitor organic engagement. Businesses can also turn organic profile posts into paid ads. The aim is to facilitate meaningful conversations and increase conversions. Access to Reddit Pro is available by reaching out to Reddit directly. The testing phase has already attracted over 200 businesses, with positive results seen in increased activity and upvotes for organic content.	Reddit, Reddit Pro, AI-powered insights, performance analytics, publishing tools, dashboard, organic engagement, businesses, Taco Bell, NFL, The Wall Street Journal, marketing, conversions, testing phase, Roxy Young
Reddit introduces a new ad format that looks similar to posts made by users	https://techcrunch.com/2024/03/14/reddit-introduces-a-new-ad-format-that-looks-similar-to-posts-made-by-users/	14-Mar-24	Advertising, Social Media	Reddit	Reddit introduces a new ad format called free-form ads, designed to resemble regular user posts. The launch coincides with Reddit's IPO preparation. Free-form ads allow advertisers to combine various media types using templates. Early testing shows higher CTR and community engagement. The new ad format is available globally via Reddit Ads Manager, following the recent introduction of Reddit Pro to attract more brands.	Reddit, ad format, free-form ads, user posts, initial public offering (IPO), advertising, social media, megathread, Promoted label, click-through rate (CTR), community engagement, Jim Squires, Reddit Ads Manager, Reddit Pro
Temu Aims to Lessen Reliance on U.S. Shoppers	https://www.theinformation.com/articles/temu-aims-to-lessen-reliance-on-u-s-shoppers?offer=rttsu-engagement-24&utm_campaign=RTSU+-+Temu+U.S.+Rel&utm_content=3426&utm_medium=email&utm_source=cio&utm_term=2436&rc=hm8aii	19-Mar-24	Advertising, E-Commerce, Social Media, US-China/ Asia	Temu	Chinese shopping site Temu aims to reduce its reliance on the U.S. market, which accounted for 60% of its total merchandise sales last year. Temu plans to expand in markets including Europe, the Middle East, Japan, and South Korea, and prioritize stocking up on products popular in those regions. The company's expansion strategy is driven by customer demand and the opportunity to serve more people worldwide. Temu's sales are more concentrated in the U.S. compared to its rival Shein, and recent scrutiny over its supply chain and trade practices, as well as potential labor practice issues, pose challenges for its future in the U.S.	Temu, Chinese shopping site, U.S. politicians, U.S. market, Europe, Middle East, Japan, South Korea, PDD Holdings, U.S. lawmakers, TikTok, ByteDance, Shein, GMV, labor practices, Uyghur Forced Labor Prevention Act, U.S. trade policy, Donald Trump

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ByteDance Profit Jumps 60%, Taking It Past Archrival Tencent	https://www.bloomberg.com/news/articles/2024-04-10/bytedance-profit-jumps-60-taking-it-past-archrival-tencent?utm_campaign=%5BREBRAND%5D+%5BTI-AM%5D+Th&utm_content=1095&utm_medium=email&utm_source=cio&utm_term=124	10-Apr-24	Advertising, Company History, Company Outlook, E-Commerce, Government & Policy, Privacy Security & Safety , Social Media, US-China/ Asia	TikTok	ByteDance's profit surged by 60% in 2023, surpassing Tencent and Alibaba. The company achieved this growth by expanding into international e-commerce and leveraging its popular short-video platforms. Domestically, ByteDance's Douyin platform competes with Tencent's WeChat and Alibaba in e-commerce. Overseas, TikTok Shop has diversified revenue sources. However, challenges in the US market, including a potential ban, and increased scrutiny may impact the company. ByteDance is restructuring and focusing on generative AI. A stock market debut remains uncertain.	Key Words/Topics: ByteDance, profit, TikTok, online rivals, Tencent Holdings, Alibaba Group, short-video platforms, international e-commerce, Douyin, WeChat, Alibaba, Meituan, TikTok Shop, US, Southeast Asia, digital marketing, lawmakers, bill, Senate, political developments, restructuring, jobs, gaming development, enterprise software, generative AI, chatbots, large language models, stock market debut, scrutiny, buy back shares Companies: ByteDance, Tencent Holdings, Alibaba Group, TikTok, Meituan
'Made for Advertising' Websites Are the Marketing Industry's Latest Messy Situation	https://www.wsj.com/articles/made-for-advertising-websites-are-the-marketing-industrys-latest-messy-situation-560c79de?st=m8tuf4i6xme917c&reflink=desktopwebshare_permalink	11-Apr-24	Advertising		The advertising industry is criticizing "made for advertising" (MFA) websites for their poor user experience, questionable results for advertisers, and contribution to increased carbon emissions. Despite warnings, MFA sites earn significant ad revenue and account for about 15% of automated online advertising spending. Ad industry leaders urge advertisers to avoid MFA sites and caution against inadvertently supporting them. Efforts to combat MFA include tools to block MFA content and educate advertisers about the risks.	Key Words/Topics: advertising industry, made for advertising (MFA) websites, clickbait headlines, user experience, carbon emissions, ad revenue, automated online advertising spending, made for arbitrage, user-hostile experience, bot networks, invisible ads, block lists, cheap inventory, programmatic media sellers, publishers, reach, performance metrics, tools to block MFA content, risks Companies: N/A
LinkedIn betting it can take on TikTok and Instagram in influencer marketing	https://www.cnn.com/2024/04/12/linkedin-expands-thought-leader-ads-eyeing-tiktok-and-instagram.html	12-Apr-24	Advertising, Creator Economy, Social Media	Microsoft	LinkedIn is entering the influencer marketing space with Thought Leader ads, aiming to leverage its vast membership base and drive revenue growth. The platform differentiates itself by emphasizing brand safety and targeting a business-focused audience. While ad impressions may be more expensive, advertisers are focused on ROI. LinkedIn faces challenges in building a creator roster but sees opportunities in data transparency and TikTok's regulatory challenges. Despite uncertainties, agencies do not perceive an imminent threat and LinkedIn continues to evolve its advertising offerings.	Microsoft, LinkedIn, TikTok, Instagram, influencer marketing, advertising, creator economy, social media, brand safety, Twitter, X, Thought Leader ads, business-to-business (B2B), ad impressions, return on investment, sales, business leads, creators, agencies, data transparency, regulatory challenges, future outlook
Microsoft starts testing ads in the Windows 11 Start menu	https://www.theverge.com/2024/4/12/24128640/microsoft-windows-11-start-menu-ads-app-recommendations	12-Apr-24	Advertising, New Features	Microsoft	Microsoft is testing ads in the Start menu of Windows 11, specifically in the Recommended section where it suggests apps from the Microsoft Store. This feature is currently available for Windows Insiders in the Beta Channel in the US, but users have the option to disable app promotions in the Settings section. Microsoft is seeking feedback on these changes and may reconsider based on user response. In the past, Microsoft has experimented with ads in File Explorer and has a history of testing ads in Windows. Windows testers are encouraged to provide feedback on the inclusion of ads in Windows 11.	Microsoft, Windows 11, Start menu, ads, Recommended section, Microsoft Store, Windows Insiders, Beta Channel, US, Settings, File Explorer

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Digital Ad Revenue Growth Decelerates Again in 2023, Per IAB Ad Revenue Report	https://www.adexchanger.com/online-advertising/digital-ad-revenue-growth-decelerates-again-in-2023-per-iab-ad-revenue-report/	16-Apr-24	Advertising, Artificial Intelligence, Creator Economy, Privacy Security & Safety , Social Media		According to the IAB Ad Revenue Report, digital ad revenue growth in the US decelerated in 2023 due to inflation, rising interest rates, and industry layoffs. Programmatic ad revenue and certain channels like digital video, retail media, and audio experienced growth, while display and search revenue faced challenges. Privacy concerns continue to impact the industry, and companies are focusing on consumer opt-ins and data accessibility. The IAB is monitoring M&A activity and the potential of generative AI in advertising.	Advertising, Artificial Intelligence, Creator Economy, Privacy Security & Safety, Social Media, Programmatic, Digital video, Retail media, Audio, Display, Search, CTV, IAB
The Chilling of TikTok	https://spyglass.org/the-end-of-tiktok/	24-Apr-24	Advertising, Competition, Government & Policy, Privacy Security & Safety , Social Media, US-China/ Asia	TikTok	The article discusses the potential consequences of the sale or ban of TikTok. It explores the impact on advertising, revenue, user growth, and the service's survival. The author also mentions the possibility of a boost in interest before a decline, the challenges faced by creators, and the distraction caused by legal battles. The article concludes that unless a white knight intervenes, the future of TikTok seems uncertain.	TikTok, advertising, competition, government & policy, privacy security & safety, social media, US-China/ Asia, ByteDance, McDonalds, Vine, Donald Trump, China
Snap Stock Jumps After Company Reports 21% Revenue Growth	https://www.theinformation.com/briefings/snap-stock-jumps-after-company-reports-21-revenue-growth?utm_campaign=%5BREBRAND%5D+%5BTI-AM%5D+Th&utm_content=1095&utm_medium=email&utm_source=cio&utm_term=124&rc=hm8aii	25-Apr-24	Advertising, Social Media, Subscription	Snapchat	Snap's revenue increased by 21% in the first quarter, with a forecasted growth rate between 15% and 18% in the second quarter. The number of subscribers for Snapchat+ rose to over 9 million, and daily active users on the app increased by 10% to 422 million. Snap attributed its recent revenue growth to improvements in its advertising platform and increased demand for its direct-response advertising solutions.	Snap, Snapchat, revenue growth, advertising, social media, subscription, Apple
Pinterest Surges Most Since 2020 on Tilt Toward Shopping, Gen Z	https://www.bloomberg.com/news/articles/2024-04-30/pinterest-revenue-surges-on-popularity-of-shopping-push?cmpid=BBD043024_CUS&utm_medium=email&utm_source=newsletter&utm_term=240430&utm_campaign=closeamericas	30-Apr-24	Advertising, E-Commerce, Social Media, User Growth	Pinterest	Pinterest's first-quarter sales and user growth exceeded expectations, driven by a focus on shopping and Gen Z users. The company reported a 12% increase in global monthly users, reaching 518 million, with over 40% being Gen Z users. Pinterest's investment in digital advertising, partnerships with Amazon and Google, and focus on shoppable content have contributed to its success.	Pinterest, Gen Z, shopping, user growth, advertising, e-commerce, social media, http://amazon.com/ Inc., Alphabet Inc.
Pinterest Shares Surge As Revenue Growth Rebounds	https://www.theinformation.com/briefings/pinterest-shares-surge-as-revenue-growth-rebounds?utm_campaign=%5BREBRAND%5D+%5BTI-AM%5D+Th&utm_content=1095&utm_medium=email&utm_source=cio&utm_term=124&rc=hm8aii	1-May-24	Advertising, Company Outlook, E-Commerce, Social Media	Pinterest	Pinterest shares surged nearly 20% in after-hours trading after reporting its fastest revenue growth since 2021. Revenue rose 23% to \$740 million in Q1, with monthly active users increasing by 12% to 518 million. Pinterest projects Q2 revenue of \$835 million to \$850 million, up 18% to 20% from the previous year.	Pinterest, revenue growth, online scrapbooking site, e-commerce boom, digital ad rebound, monthly active users, Gen Z

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TikTok Tells Advertisers: 'We Are Not Backing Down'	https://www.nytimes.com/2024/05/03/business/media/tiktok-advertisers.html?utm_campaign=article_email&utm_content=article-12749&utm_medium=email&utm_source=sg	3-May-24	Advertising, Government & Policy, Privacy Security & Safety, Social Media, US-China/ Asia	TikTok	TikTok's annual spring pitch to marketers emphasized their determination to challenge the law requiring them to be sold from their Chinese parent company or face a potential ban. Despite concerns about national security in Washington, advertisers were focused on cleverly marketing their products and reaching TikTok's large user base. TikTok introduced new tools for running ads and highlighted their growing user base beyond Gen Z. With competition from other short-form video platforms, TikTok aims to maintain its ad dollars. Last year, TikTok brought in an estimated \$6 billion in U.S. ad sales.	TikTok, L'Oreal, Victoria's Secret, President Biden, Chinese parent company, Madison Avenue, Washington, Sofia Hernandez, Summer Olympics, Paris, Unilever, Vaseline, Craig Brommers, American Eagle, Tim Natividad, Gen Z, Google, YouTube Shorts, Instagram Reels, ByteDance, Brian Wieser, eMarketer, Michael Beckerman
Reddit Shines in First Earnings Report, Sending Stock Soaring	https://www.bloomberg.com/news/articles/2024-05-07/reddit-reports-sales-topping-estimates-in-first-report-since-ipo?cmpid=BBD050724_CUS&utm_medium=email&utm_source=newsletter&utm_term=240507&utm_campaign=closeamericas	7-May-24	Advertising, Company Outlook, Earning Call, User Growth	Reddit	Reddit Inc. reported higher-than-expected quarterly sales in its first earnings report since going public, leading to a 16% jump in its stock price. Revenue increased by 48% to \$243 million, surpassing analysts' estimates. The company attributed the growth to improvements in its advertising system and investments in user experience. Reddit plans to diversify its revenue streams by licensing data to AI companies and expanding internationally.	Reddit, advertising, company outlook, earning call, user growth, Conde Nast, AI companies, Bloomberg Intelligence, profitability, revenue streams, data licensing agreements, user economy, subscriptions, digital gifts, avatars, international expansion, translations, languages, Huffman
Why Investors Are Starting to Take Pinterest Seriously	https://www.theinformation.com/articles/why-investors-are-starting-to-take-pinterest-seriously?utm_campaign=article_email&utm_content=article-12801&utm_medium=email&utm_source=sg&rc=hm8aii	8-May-24	Advertising, Artificial Intelligence, E-Commerce, Recommendation System, Social Media	Pinterest	Pinterest is gaining attention from investors due to its improved financial performance and strategic changes implemented by CEO Bill Ready. The company's revenue growth rate has nearly doubled, and profits have increased. Ready has made the platform more appealing to shoppers and advertisers by making it easier to buy products and providing better data on ad impact. Pinterest's audience, predominantly women of all ages, is seen as more appealing to advertisers than Snapchat's primarily teenage user base. With its potential for long-term growth and successful combination of social media and shopping, Pinterest's stock has the potential to rally further.	Pinterest, Meta Platforms, Google, Bill Ready, Snap, Reddit, Elon Musk, X, Covid-19, Ben Silbermann, Elliott Management, PayPal, artificial intelligence, shopping, retailers, Amazon, Google