

A circular graphic with the text "2018 START" in the center, surrounded by gears and a network of lines.

2018  
START

# Paid Search Advertising in 2018: Developing Trends to Watch

**Google Chrome now has a built-in ad-blocking feature** to filter out the worst ads. As part of the Coalition for Better Ads, Google will block ads that frustrate users.

**Personalized offers in real time are now within reach** for many brands. Keep researching customer use patterns for devices and channels.

**Personalization post-GDPR** will likely require a shift in paid search tactics. Marketers will need to find a way to individualize customer experience while respecting data privacy laws.

**Native advertising continues to grow** as consumers appreciate its non-intrusive nature and value-added content; we advise considering native, especially on mobile.

**Video advertising is still on the rise**, and it's moving toward mobile. This year, consumers will spend an estimated 8 hours a month watching video on smartphones.

**Schema for mobile:** Part of a high-quality customer experience is having relevant, accurate data across all channels. Make sure your shopping ads are displaying on mobile with all the correct schema markup.

**Mobile conversion rates still hover below desktop CVRs** for many segments, to the frustration of paid search marketers. The challenge is to improve the mobile customer experience to drive conversions.

**Image rehabilitation will likely be the greatest challenge** for programmatic. Platforms and exchanges must apply machine learning to their data to improve matches between advertiser, publisher, audience, and offer.

**Preventing fraud and protecting privacy in programmatic** is another challenge. One option is blockchain, the technology underpinning cryptocurrency; another is ads.txt, an uploaded file that green-lights only approved parties.

## AD PRACTICES DEEMED “UNACCEPTABLE” BY THE COUNCIL FOR BETTER ADS (& BLOCKED BY GOOGLE CHROME)

- ◇ Pop-ups
- ◇ Prestitial ads with countdown – ads that appear before the content of a page has loaded and stay open for a number of seconds before letting the user view the content
- ◇ On mobile, all prestitial ads are considered unacceptable, even if the user can close them immediately
- ◇ Auto-playing video ads with sound
- ◇ “Large sticky ads”
- ◇ Mobile only: Ads that take up more than 30% of screen space
- ◇ Mobile only: Flashing automated ads
- ◇ Mobile only: Poststitial ads with countdown – like their prestitial counterparts, these ads make the user wait a number of seconds before accessing the next page
- ◇ Mobile only: Full-screen scrollover ads

The logo for uncommon logic, featuring the text "(un) common logic" in a sans-serif font, with "(un)" in a smaller size above "common".

(un)  
common  
logic

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