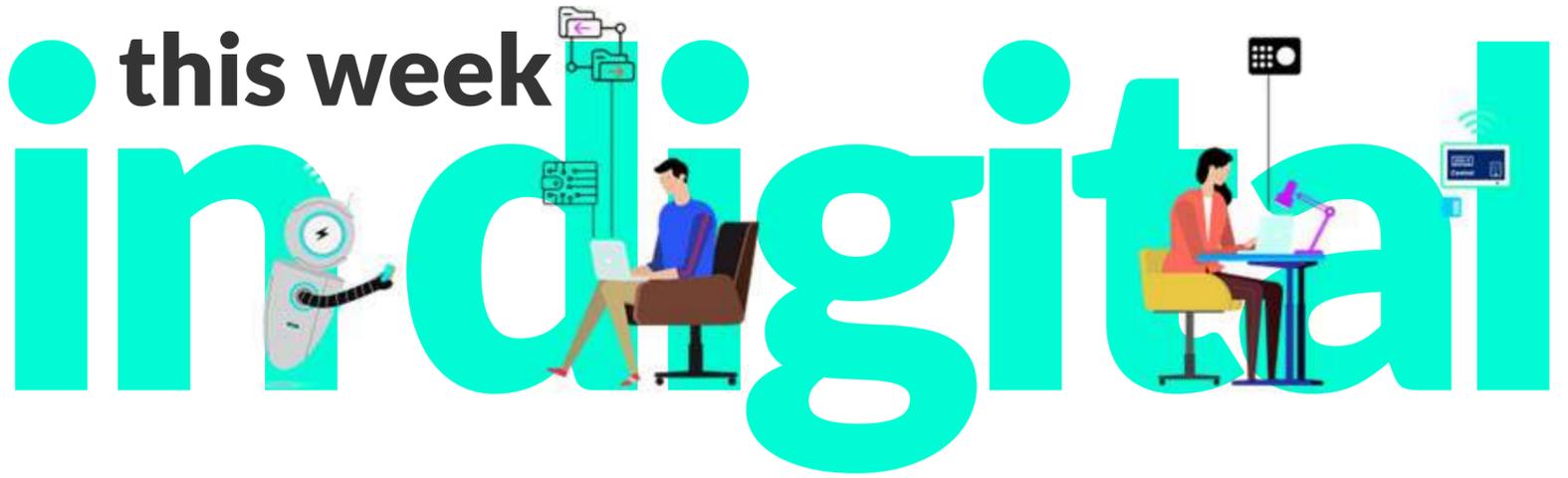


● this week  
**indigital**



**five news  
from the  
week that  
matters**

**8<sup>th</sup> - 14<sup>st</sup> Feb 2020**

# The Gen Z invasion

32% of the world's population, Gen Z outnumbered millennials with an estimated purchasing power of 44 billion annually.

75% of Gen Z spends more time on smartphones. Instagram is the most popular social media platform, followed by YouTube and Snapchat, with an average attention span of 8 seconds to the content.

60% of Gen Z says they're likely to use VR as it becomes more abundant in the future.

# New on social

Instagram has been spotted prototyping a “Latest Posts” feature internally to help users know what’s going on right now and make sure they haven’t missed anything.

Pinterest will soon have its own verified checkmark for approved brands. With 26% user growth and 335 million active users, this can be a huge opportunity for the brands trying to explore the international market.

Snapchat to support 9 Indian languages with the addition of 5 new regional languages, i.e., Bengali, Kannada, Malayalam, Tamil and Telugu.

# Stay top in search

New tools and reports have been recently launched by Google within Google Search Console for review snippets in Google Search and Google Discover.

In a recent update Google allowed users to see the annotations in the change history report and reporting data within Google Ads.

Google updated its local rankings help document and suggested that keywords in the description of Google My Business impact local rankings. Local SEO experts, however, said that keywords in description have no impact.

# The inception of neuro-marketing

The revolutionizing technology measures and analyzes one's brain activity and nervous system to identify the type of content they are more likely to engage with.

Companies like Immersion Neuroscience and Spark Neuro have developed technology that can gauge certain neurochemical and physiological responses, which signal emotional engagement while consuming marketing content.

It may not come into practical application in 2020 but studies in neurometric and complex algorithms continue to develop, indicating a huge impact in future.

# “What did we do before Alexa?”

YouTube recently shared a list of most viewed Super Bowl ads and Amazon’s “What did we do before Alexa?” topped the list with 61.5 million views.

The ad was brought to everyone’s attention when Jeff Bezos tweeted the ad video featuring Ellen DeGeneres and Portia de Rossi on January 29.

It sets a great example of ‘story building’. The audience is ported to a pre-voice-assistant world, indicating that life before Alexa was purposeless. It also shows the brand’s support to queer visibility.

Click [here](#) for the full video.

For suggestions and queries  
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