



We live in the rapidly transforming technology age.



GOOGLE TELLS BUSINESSES...*"GET MOBILE FRIENDLY" and "THERE'S GOING TO BE A BUY BUTTON!"*

Google and other technology giants agree that as of 2015, more searches for businesses, products and services will be performed on smartphones vs. computers.

As Network continues to enhance its Corporate Business Model ever mindful of corporate growth; *Search*, and other related *industry growth* topics related to Search, will be the primary discussion points in this, our semi-annual Newsletter.

TO THE SPECIFICS AT HAND:

NETWORK is in the process of developing the proprietary tools necessary to address two new and extraordinary, advancements: **"Mobile-Ready"** Websites and **"Buy-Buttons"**... *innovations that not only will bring advertisers new profit centers; innovations advertisers will find to be "MUST HAVES" in order to be competitive.*



THE “BUY” BUTTON IS COMING:

NETWORD, through its exclusive licensing partner, Rabbit Marketing, echoes its commitment to that of Google, whose Chief Business Officer, Omid Kordestani last week said: “There’s going to be a “Buy” Button. It’s going to be imminent. The Buy Button Is Coming!”

Pinterest and Instagram agreed. Both turned their heads by confirming rumors that had been floating around for some time: They would also be entering the e-commerce market via “Buy Buttons” and related tools that connect sponsored posts directly to revenue streams for the very first time.

Respective of internet and mobile search, both Mobile-Ready and Buy-Button consumer demand services will be *Advertiser Must Haves* for even the smallest of product or service oriented businesses to be a quickly adopted feature to help close the mobile monetization gap.

[Buy Buttons are about instant gratification for the consumer.](#) It changes the whole last-touch attribution model. You’re no longer driving people to a site; you’re delivering a brand experience within another brand. The Buy Button would appear on an advertiser’s paid product listing ads. Shoppers who click on the ads on their phones will be directed to a Network webpage to make a purchase of that single item as a way to remove friction for users so they buy more things online...*some 90 percent of commerce is still being conducted offline.*

Mobile-Ready and Buy-Button consumer demand services will be “Advertiser Must Haves” for even the smallest of product or service oriented businesses...

GET MOBILE -FRIENDLY OR GET LOST:

There has been more and more information coming from Google recently stressing the importance of being "Mobile Friendly".

While this will surely mean bigger credit card bills for social media devotees everywhere, it also means that marketers can finally enter dollar amounts in the "ROI" columns of their social media advertising/marketing spreadsheets.

GET MOBILE-FRIENDLY OR GET LOST:

There has been more and more information coming from Google recently stressing the importance of being "Mobile Friendly".

Consequently, upcoming search results changes will have a dire effect on businesses that do not have mobile friendly websites. ([Google Launches Mobile Friendly Search Labels](#)) These changes will cause businesses without mobile friendly websites to drop to the **BOTTOM** of search results!

If you know anything about search result algorithms, you know that one algorithm change alone could literally put millions of businesses... out of business!

In an effort to help mobile searchers know which sites they may click on are mobile-friendly versus which ones are not, Google is experimenting with a [New Ranking Algorithm For Mobile](#) friendly websites and [Mobile Usability Reports](#) to help webmasters find issues with their mobile websites.

A few highlights from a recent survey of about 1,100 U.S. adult smartphone users (not tablets, in this study) conducted by market research firms Sterling Research and Smith Geiger states:

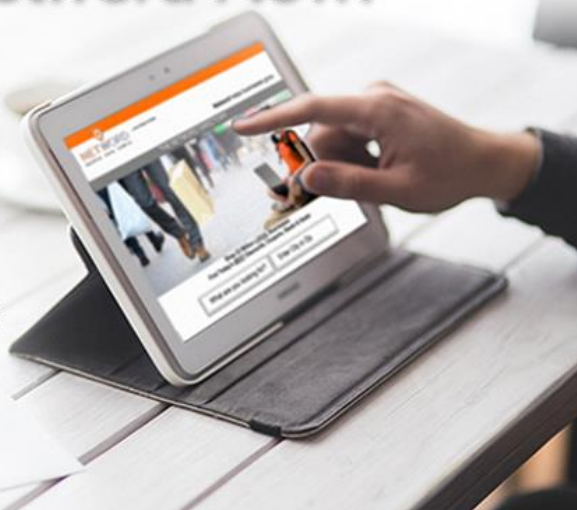
* Two-thirds of smartphone users say a mobile-friendly site makes them more likely to buy a company's product or service, and 74% say they're more likely to return to the site later.

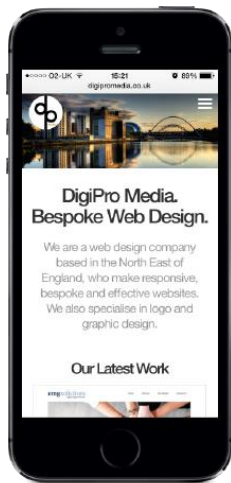


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RESPONSIVE



NOT RESPONSIVE

* 61% say that if they don't find what they're looking for (probably within about five seconds), they'll click away to another site. Half say that even if they like a business, they'll use its site less often if it doesn't work well on their smartphone.

* 72% of users say a mobile-friendly site is important to them, but a nearly unanimous 96% have visited sites that aren't. (Offering a desktop experience on mobile is almost useless.)

Conclusion: 73% of web users prefer mobile-friendly websites and 61% leave a site if it is not mobile-friendly. 73% of mobile searches trigger a call or a visit to a business.

Today's new customer base, for the most part, typically are younger and much more tech savvy. They are no longer only sitting down at their computers to find a new doctor, lawyer, hairstylist or restaurant. They are now searching for those new products or services on their smartphones in increasing numbers! If an advertiser's website is not "Mobile Friendly" greater numbers of potential customers will search elsewhere.

It has become critical that an advertiser's website is easy to read on mobile; **and Network's proprietary tools are now available through its exclusive advertising licensing partner, Rabbit Marketing, as part of our growing Marketing Services Solutions...** An answer to the need!

COMPANY INFORMATION:

Rabbit Marketing, as exclusive Licensee of NETWORK's Dual Resolution; Over 23 Million Business Listing Directory, and; Mobile App, now offers its advertisers the internet's newest "consumer reach" marketing tool: Mobile-Friendly Website configuration. A **MUST** for all advertisers if they want to stay in business these days.

And if you want to understand why Rabbit Marketing has become the "go-to" source for "advertiser results", just take a look at Rabbit Marketing's **recently updated Logo and Branded Website**, and how it reflects its dynamic and proven capability to administer to the complexity of every advertiser's need for results-oriented Marketing Services Solutions. Indeed, Rabbit Marketing has the flexibility and know-how to adjust to even the most complex of ambiguities in the ever-changing realm of internet and mobile marketing...and the resources to "make things happen." Additionally...





NETWORK's Consumer Oriented Dual Resolution Technology continues to be updated as well. To be more specific, as SEARCH has become more sophisticated and major search engines more compliance oriented; NETWORK not only continues to upgrade and refine its technology for seamless integration for utilization across not only all major search engines, but Social Media sites (e.g. Facebook, Twitter) and e-commerce sites (e.g. Amazon, eBay...) as well.

Moving forward, while consumers may currently download the browser extension for Google Chrome from either the Google Chrome Web Store [Google Download](#) or the NETWORK's [Website Download](#); individual browser extensions will shortly be available from their respective (e.g. Firefox via addons.mozilla.org ...etc...) marketplaces.

NETWORK's "next major evolution" of the technology includes adding integration for AOL, Ask, Lycos, Excite, Duckduckgo, Baidu, eBay, Amazon, YouTube, Twitter, Flickr, Yelp, Tumblr and Wolframalpha, etc....

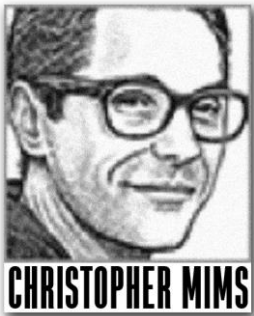
Gone are the days of billboards, television commercials, and radio ads - or, if they're not gone, at least they're not the only game in town.

To Reinforce this thinking, take a look at a recent Wall Street Journal internet and mobile advertising oriented article:

Hats Off to Web Advertising. No, Really.

Advertising technology has been a breeding ground for Web innovation

10:56 a.m. ET



It's axiomatic that advertising on the Internet is at best a necessary evil. What's worse, just as the finance industry once vacuumed up the best and brightest from America's elite colleges, this new source of filthy lucre has proved irresistible to people who might otherwise produce something useful. "Go West, young people, so you can figure out how to optimize engagement among millennials ages 18-30 in the top quartile of disposable income."

Here's how Harvard-educated math wunderkind Jeff Hammerbacher summed it up in 2011: *"The best minds of my generation are thinking about how to make people click ads."*

But what if everyone is wrong about ads? What if ads, in a fairly direct way, are responsible for much of what is magical, automated and "smart" about our gadgets and the Internet today?

There's the simple argument that without ads, there would be no Gmail, no Facebook, no countless other services on which we all rely every day, but that isn't what I'm talking about.

If we were to write a sort of People's History of the Internet from the perspective of the ones who built it, a common theme would arise again and again: Many of those behind the curtain building the things we rely on cut their teeth in the ad tech world. Since the debut of the Web banner ad in 1994, ad tech has been a finishing school for some of the greatest minds in tech history, from unsung engineers to Sheryl Sandberg, who headed Google's ad products for seven years before becoming chief operating officer of Facebook.

One of those people is Gokul Rajaram, now at payment-processing provider Square. He was lead engineer of one of the very first ad networks, at email provider Juno, before going on to lead the ad tech teams at both Google and Facebook.



Early on, one of the things Mr. Rajaram and his team pioneered was the use of techniques, known as “machine learning,” that now power almost every system on the Internet that has the least bit of artificial intelligence, whether it’s Facebook deciding what to show in your news feed or Apple’s Siri learning to better understand your voice.

“Advertising was the first commercial domain to which machine learning was used at scale,” says Mr. Rajaram. Vast advertising markets that had to decide what ad to show in milliseconds meant that from the very beginning of internet advertising, unprecedented amounts of data were flowing into growing quantities of computing power.

Like a kind of Manhattan project for data, solving the problem of ad matching and delivery meant taking formerly obscure areas of research and transforming it into something everyone could use. “Powerful machine learning techniques were just starting to be developed in academia,” says Mr. Rajaram, but ad networks would have been impossible without them.

In 2012, Ray Chan moved from an ad tech startup to his current project, Culinary Agents, which is like LinkedIn but for the food services industry. Skills he gained while figuring out how to get people to click on ads, like predictive analytics, now help others get jobs, he says.

Even the “sharing economy” is arguably an outgrowth of ad tech, says Mr. Rajaram, whose latest endeavor is a food delivery “startup in a startup” at Square called Caviar. Marketplaces like Google’s AdSense, which had to be equally good at serving businesses and consumers, were among the earliest and most sophisticated examples of the two-sided markets that gave rise to Uber and Airbnb, which have to serve both suppliers and customers equally well.

I'm not saying all this excuses some seriously egregious practices of the ad tech industry, but the importance of ad tech in the history of the Internet illustrates a larger principle, one also seen in the history of military technology: Just I'm not saying all excuses some seriously egregious practices of the ad tech industry, but the importance of ad tech in the this history of the Internet illustrates a larger principle, one also seen in the history of military technology: Just as the nuclear bomb became nuclear power, **ad tech is continually having a swords-to-plowshares moment.**

The resources companies like Facebook, Google and others are able to pour into creative uses for what is in the end simply applied mathematics pays dividends for the entire tech ecosystem, and ultimately everyone who uses it.



Download the app now.

Search 23 million business listings as fast as you can tap.

NETWORK helps businesses grow.



Search for all your go-to businesses in one place.
Find the cheapest gas around. The new NETWORK helps you get things done, and fast.

Editor's Note: **millennial millionaires be damned: Internet and mobile advertising is not only here to STAY...It's an absolute must for any business that wants to STAY IN BUSINESS!**

