

Digital Trends Report May 2019

May marks the anniversary of GDPR - but how has GDPR affected consumer perceptions and opting-in?

New survey of 2,230 UK consumers by [TrustArc and Ipsos](#) questions the effectiveness of recent GDPR privacy regulations:

- 57% said they would be more likely to do business with publishers and brands that could demonstrate GDPR compliance, with a badge or seal.
- 25% of UK survey respondents felt able to tell if a company was GDPR compliant.
- 36% agreed with the statement "I trust companies and organizations with my personal data more since the GDPR privacy regulation came into effect one year ago."
- 66% don't know or disagreed with the notion that it had been effective.

What does this mean? If you haven't wrapped your head around GDPR you need to. By not being compliant you open yourself up to hefty fines and risk impacting your reputation - something that takes years to build but only seconds to destroy. It's clear from these stats that compliance with GDPR is something your consumers not only look for but it helps position your business as being trustworthy.

Bonus Information for App Devs: Despite opt-in for notifications dropping by 5%, notification rate have risen, as has sharing of location data meaning that there's an element of trust coming through from the implementation GDPR. Just remember, even though people are opting-in less, those that are in, are fully engaged and happy to be nudged. [For more info click here.](#)

Ads are coming to WhatsApp...

WhatsApp confirms that ads will start appearing in the app in 2020. The Status Ads will take up the entire screen, the same way a standard WhatsApp status would. But rather than show the name of the contact at the top of the screen, the name of the company is shown instead and swiping up will reveal more information.

What does this mean? Although WhatsApp for businesses is not as popular in the UK as it is in India, for example, if you use WhatsApp for your business we suggest that you trial these new features while their still 'new'. Don't wait for reports to come back about the effectiveness of using them, just test them out on your audience for yourself! [For more info click here.](#)

GET IN TOUCH

Digital Trends Report May 2019

Create your own AR effects on Instagram...

Facebook is opening up its AR platform, Spark AR Studio, to Instagram. At the moment, all Instagram camera effects are made in-house however, soon Instagram will be allowing anyone to make and publish their own AR effects and filters which they can publish on their Instagram profile or story. Users can select other people's effects that they like and apply it to their own posts, and so on - albeit, with the original account labeled at the bottom, giving credit to the original creator.

According to Spark product managers, it will be incredibly easy to use, with drag and drop functionality, it will be free and compatible with both Windows and Mac OS.

What does this mean? Aside from there being even more AR effects on Instagram than ever before, you might see them from brands you follow and there will be the opportunity to create your own. With your followers, and people who discover your effect through the search, using your effects you'll be able to increase reach more than ever before and create a new experience for your followers. [For more info click here](#)

Is this an ad?

LinkedIn is adding an additional functionality that will allow users will now be able to see all the native ads a company has run on LinkedIn in the last 6 months in an Ads tab similar to that of Facebook pages ('Info & Ads') - offering more transparency to users.

What does this mean? Transparency isn't going anywhere and with social networking taking steps like this to ensure that users are clued up consumers across the web and offline are expecting more from businesses in terms of their own honesty and transparency. Trying to hide sponsored posts with influencers? Sorry, that just won't fly with the community any more. [For more info click here](#)

Did you delete your browser history?

If you, like us, are conscious about the digital trail you leave behind then hopefully this announcement will allow you to breathe a sigh of relief. Google has introduced an 'auto-delete' feature that deletes your search and location history after 3 months.

What does this mean? This could affect the volume of data that Google has for search trends and could impact the frequency of which user's delete browser cookies, overall making tracking and retargeting them a time-sensitive thing. [For more info click here.](#)

GET IN TOUCH

Digital Trends Report May 2019

Facebook adds more features for businesses

Facebook's new feature allows users to book appointments directly through a business's Facebook and Instagram page in an attempt to increase inbound leads and business revenues on a platform that is notorious for demoting a business page's content.

What does this mean? Whether or not you are all that active on Facebook, or Instagram for your business, we recommend setting this up as it's straightforward and could help you obtain more bookings without having to lift a finger. [For more info click here.](#)

Unblocking blockchain

Facebook is further loosening its limitations on blockchain ads... if only somewhat. As of May 8th, the social network will no longer require pre-approval for ads tied to blockchain tech, news, education or events linked to cryptocurrency.

What does this mean? While marketers will still need clearance if they want to run ads promoting cryptocurrency itself, this should lead to considerably more publicity for blockchain as a whole. [For more info click here.](#)

GET IN TOUCH