**A Look at Mobile's Digital Dominance**

Mobile marketing appears to be adjusting to consumer behavior shifts, per Merkle's Q1 Digital Marketing Report. To take full advantage, marketers should adopt new local ad formats as they come along and focus on mobile campaigns via Google mobile and Facebook, writes Merkle's Andy Taylor.

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<https://www.martechadvisor.com/articles/mobile-marketing/marketers-take-note-mobile-drives-key-trends-across-digital-marketing-channels/>

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