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UNDER THE HOOD

Google Analytics 4: Back to Basics

Google Analytics (GA4) is the essential tool for monitoring your website tracking. We go back to basics to ensure your GA4 is installed and configured properly.

[GUIDE AND VIDEO HERE →](#)



THROTTLE TALK

Website Privacy 2026

Join Digital Throttle founder Bryan Robb for a recorded webinar on the latest website privacy laws, consent banners, and what to do now to stay compliant in 2026.

[WATCH HERE →](#)



QUICK SHIFT

Focused Ad Landing Pages

You only have a few seconds to keep someone engaged after they click your ad. Focused landing pages give visitors clear answers, tell a product story, and help turn curious clicks into customers.

[READ FULL STORY →](#)

10SEC

Consumers decide to stay or leave your site within 10 seconds of visiting a webpage.



PIT STOP

Top three news items from the world and business of advertising.

1

AI Conversations, Not Clicks

Google and OpenAI are testing sponsored Agent experiences that bring AI directly into advertising.

[READ FULL STORY →](#)

2

Reddit Emerging as a Serious Performance Channel

Reddit is rolling out new ad tools and shopping capabilities to help brands reach high-intent audiences.

[READ FULL STORY →](#)

3

Consumers More Cautious with AI-Generated Ads

A new study finds 54% of consumers trust brands less when an ad appears to be AI-generated.

[READ FULL STORY →](#)



GEAR UP

Show your online ads around physical locations for any consumer or trade events. Use hyper-targeted online ads to drive booth traffic and advertising reach. Create a virtual presence at key events, even if you're not attending.



Display Your Ads in Las Vegas During SEMA and AAPEX Week