

Freshly brewed agency news and insights.

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## **NORDIC CLICK COFFEE BREAK**



### **You Made It! Long Weekend Ahead.**

We couldn't be happier to report the S.S. NordicClick is in the water, which means summer is coming in quick. There's really no better time of year to be lakeside, so if you're waiting for your invitation to stop by our office, this is it! (Think we're just being Minnesota nice? Keep scrolling - we're rolling out the welcome mat in t-minus 27 days.)

#### **In this issue:**

- 3 important things to know about Google's new responsive ad format
- How advancements in artificial intelligence and machine learning apply to marketers (who knew?)
- Key areas to optimize if your business is using Pinterest
- 2 Facebook advertising features that have us breathing a major sigh of relief
- An invitation to our 10th birthday party!
- The latest installment of NC Cribs: Cubes Edition

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## **NORDIC CLICK CRAM SESSION**

Learn something new before you log off for the holiday weekend. Read our latest blogs below!

## PPC UPDATE:

### 3 Things You May Not Know About Google's Responsive Ads



#### [3 Things You May Not Know About Google's Responsive Ads](#)

Google AdWords' responsive ad format has awesome potential, but it still gives way to a few quirks you'll want to know about. Here are 3 key things to know.



## A DIGITAL MARKETER'S INTRO TO Artificial Intelligence & Machine Learning

#### [A Digital Marketer's Intro to Artificial Intelligence](#)

From social to SEO, how do amazing advancements in artificial intelligence apply to us marketers? Learn what AI is, why it matters, and how to get started.



### [Pinterest Marketing: 3 Areas to Optimize](#)

With 150 million active users and about 2 billion searches per month, Pinterest is worth considering. Learn 3 things to optimize for best business results.



### [2 Facebook Ad Features That Will Save You Serious Time & Money](#)

The new addition of automated rules and split testing for Facebook brings a lot of opportunity for saving you some serious time and money on your ads!

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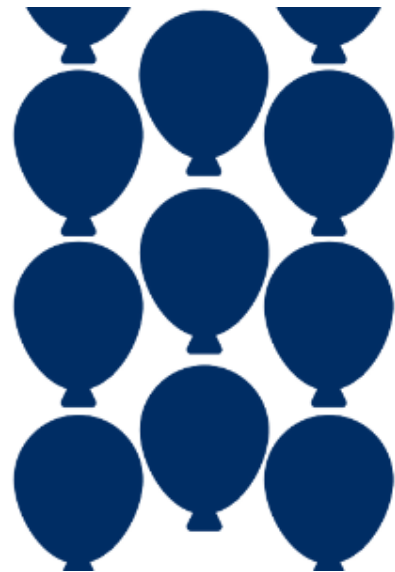


 **NORDIC** **CLICK CURRENTLY**



HELP US CELEBRATE  
**NORDICCLICK'S**  
**10th**  
**BIRTHDAY**

JUNE 22ND  4:30 TO 8PM



[RSVP & Event Details Here](#)

## NC Cribs: Cubes Edition

*Who remembers the early 2000s MTV reality series, Cribs? Each episode showcased a celebrity giving a grand tour of his or her not-so-humble abode. It's basically the Parade of Homes for the Hollywood enthusiast. A guilty pleasure for some around this office, we were inspired to create our own spin-off. So, as a tribute to our MTV roots, we give you NC Cribs: Cubes Edition.*



**This cube belongs to:** Carrie

**My cube would not be complete without:** Stacks of sticky notes. I take a lot of notes and brightly colored sticky notes are essential.

**The most recent renovation to my cube was:** My new calendar that allows me to see 2 full months! I'm always looking ahead.

**My cube style in 3 words:** Sunny, Stylish, Secluded



## NORDIC **CLICK CHAT**

If you were a cartoon character, who would you be and why?

**Jared:** "Vegeta from Dragon Ball Z. He's hard headed but cares about people and always wants to get better at things."

**Jody:** "I would be Lucy van Pelt from Charlie Brown. She's fearless and I find her sarcasm to be quite hilarious."

**Mike:** "Yosemite Sam - because I am short and feisty."





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