

Top 50

PushCrew MicroInsights

to make you smarter

About PushCrew MicroInsights

MicroInsights by PushCrew is a new way to stay up-to-date with the latest happenings and trends from the world of tech, business, design and marketing. Subscribe to Microinsights to get the 4-5 daily insights on your desktop/mobile device via website push notifications. No need to go to news websites to know what's going on in the tech world. We bring news that matters directly to your device.

MicroInsights is powered by [PushCrew](#), a tool that lets any website send push notifications to its audience.

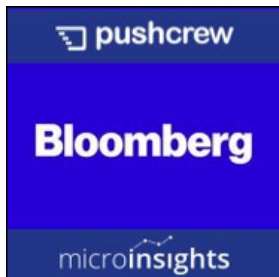
In this eBook, we're listing the most awesome 50 microinsights we've shared in the past. We'll keep updating this guide every month to get you the most amazing, most impactful microinsights we're sharing on a regular basis. For now, enjoy these 50 super microinsights!

#1: Future of Tech

	What does the future look like? The Big 3 Technologies to Watch Over the Next Decade – Genomics, Nanotechnology and Robotics https://microinsights.pushcrew.com
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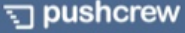
Source: <http://www.forbes.com/sites/gregsatell/2016/04/15/the-3-big-technologies-to-watch-over-the-next-decade-genomics-nanotechnology-and-robotics/#1dd275767a30>

#2: Chat Commerce

	“Chat commerce” the new way to move merchandise Startups are now selling Vinyl Records, Graphic Novels and Indian Food via Text Message https://microinsights.pushcrew.com
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Source: <http://www.bloomberg.com/news/articles/2016-04-14/these-startups-are-selling-vinyl-records-graphic-novels-and-indian-food-via-text-message>

#3: Google Search Trends

  	“Near me “ searches are on the rise Google searches containing “near me” have increased 34X in 2011 and doubled from 2014 to 2015 https://microinsights.pushcrew.com
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Source: <https://www.thinkwithgoogle.com/articles/i-want-to-go-micro-moments.html>

#4: AI and Art

  	DeepArt, the computer that paints your portrait What would you say to having your selfie turned into a Van Gogh or Matisse painting? https://microinsights.pushcrew.com
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Source: <http://techxplore.com/news/2016-04-deepart-portrait.html>

#5: Social Media Engagement

 pushcrew microinsights	Facebook users are sharing posts more frequently But liking and commenting less
https://microinsights.pushcrew.com	

Source: <http://marketingland.com/facebook-users-sharing-posts-frequently-liking-commenting-less-173064/?ref=pushcrew>

#6: Visual Programming for Designers

 pushcrew microinsights	Facebook has a new tool for designers Origami Studio uses visual programming to create awesome app prototypes
https://microinsights.pushcrew.com	

Source: <http://thenextweb.com/dd/2016/04/14/facebook-origami-studio/?ref=pushcrew>

#7: Customer Journey Strategy



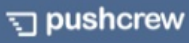
Customer journey strategy is key to marketing

65% of high-performing marketing teams have a customer journey strategy

<https://microinsights.pushcrew.com>

Source: <https://econsultancy.com/blog/67728-top-10-digital-marketing-stats-of-the-week-4/?ref=pushcrew>

#8: Persuasion Tips



Urgency ≠ Persuasion

Urgency may lead to increased friction. Don't make people take part in a race they don't care about

<https://microinsights.pushcrew.com>

Source: <http://conversionxl.com/5-insights-every-speaker-conversionxl-live-2016/?ref=pushcrew>

#9: Social Media for B2B

 The logo for Forbes Tech microinsights, featuring the word "Forbes" in a large, bold, serif font, "TECH" in a bold, sans-serif font, and "microinsights" in a smaller, sans-serif font below it.	LinkedIn – best social media platform for B2B? Two-thirds of B2B marketers rank LinkedIn over Twitter, YouTube, SlideShare and Facebook https://microinsights.pushcrew.com
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Source: <http://www.forbes.com/sites/jaysondemers/2015/12/10/35-content-marketing-statistics-you-need-to-know-in-2016/#274c297d4363>

#10: Solar Energy

 The Engadget logo, featuring a large, stylized lowercase letter 'e' in a bold, sans-serif font, with "microinsights" in a smaller, sans-serif font below it.	New solar cell generates power from raindrops Rain is normally a solar energy cell's worst nemesis, but the new technology could make it an ally https://microinsights.pushcrew.com
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Source: <http://www.engadget.com/2016/04/11/solar-cell-generates-power-from-raindrops/?ref=pushcrew>

#11: Social videos

	Social media app Hootsuite gets video feature Users can now share video across YouTube, Facebook, Twitter and Instagram https://microinsight.pushcrew.com
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Source: <http://www.marketingmagazine.co.uk/article/hootsuite-announces-video-integrations/1391812>

#12: Fossil Fuels, Clean Energy

	The quest to end the use of fossil fuels Study: we can ditch fossil fuels and move to cleaner energy in 10 years https://microinsights.pushcrew.com
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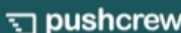
Source: <http://www.engadget.com/2016/04/17/study-says-fossil-fuels-could-end-in-10-years/?ref=pushcrew>

#13: Ad Blockers

  	Majority of users frustrated by disruptive ads Accenture survey says that 61% are aware of ad-blocking systems and 42% are willing to pay for them https://microinsights.pushcrew.com
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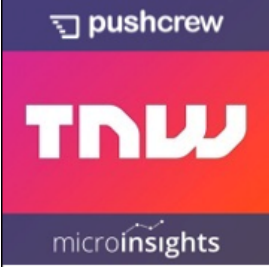
Source: <http://marketingland.com/majority-users-frustrated-disruptive-ads-aware-blocking-survey-173541/?ref=pushcrew>

#14: Banks and Fintech

  	Banks and fintech in 2025: An unlikely alliance In just 10 years, we can expect banks to look like technology startups. Check it out! https://microinsights.pushcrew.com
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Source: <http://techcrunch.com/2016/04/19/banks-and-fintech-in-2025-an-unlikely-alliance/?ref=pushcrew>

#15: Chrome OS

	Chromebook users are in for a surprise Chrome 50 is bringing material design and a new 'hybrid' layout to Chrome OS https://microinsights.pushcrew.com
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Source: <http://thenextweb.com/dd/2016/04/20/googles-chrome-os-material-design/?ref=pushcrew>

#16: Google Books

	Challenge to Google Books is declined The project has been opposed by authors who argued that it amounted to copyright infringement https://microinsights.pushcrew.com
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Source: <http://www.nytimes.com/2016/04/19/technology/google-books-case.html?ref=technology>

#17: Walmart Online

 pushcrew microinsights	Walmart looks to quickly boost online inventory Partners with ChannelAdvisor to compete better with Amazon and other marketplaces https://microinsights.pushcrew.com
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Source: <http://marketingland.com/walmart-online-marketplace-channeladvisor-integration-173393>

#18: Ad Revenue

 pushcrew microinsights	Media websites face decreasing ad revenue In 2016, 85 cents of every new dollar spent in online advertising will go to Google or Facebook https://microinsights.pushcrew.com
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Source: http://www.nytimes.com/2016/04/18/business/media-websites-battle-falteringad-revenue-and-traffic.html?_r=0

#19: Apple Pay

	Apple Pay comes to Singapore This marks the mobile payment service's expansion into its sixth country and its second in Asia https://microinsights.pushcrew.com
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Source: <http://www.theverge.com/2016/4/18/11456638/apple-pay-american-express-rollout-singapore>

#20: ADAS

	Advanced Driver Assistance Systems (ADAS) Analysts predict that ADAS are going to be big business in the next decade — around \$132 billion https://microinsights.pushcrew.com
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Source: <http://techcrunch.com/2016/04/18/abi-research-predicts-no-more-night-vision-for-vehicles/?ref=pushcrew>

#21: Drone Racing

	ESPN has decided Drone Racing is a real sport The International Drone Racing Association and ESPN announced a multi-year distribution deal https://microinsights.pushcrew.com
	
	

Source: <http://www.wired.com/2016/04/espn-decided-drone-racing-sport-internet/?ref=pushcrew>

#22: Ad positioning

	AdWords CTR increases after ad repositioning CTR increased for all but one of the top four ad positions after Google dropped the right-side ads https://microinsights.pushcrew.com
	
	

Source: <http://www.marketingtechnews.net/news/2016/mar/15/early-studies-show-increase-adwords-ctr-google-drops-right-side-ads/?ref=pushcrew>

#23: VR

	VR headset gang gets yet another entrant: Huawei These are apparently the first VR headsets to offer 360-degree sound field on the go https://microinsights.pushcrew.com
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Source: <http://techxplode.com/news/2016-04-virtual-reality-headset-gang-entrant.html>

#24: And some more VR

	Facebook creates a VR selfie stick Take selfies in virtual reality at places you've probably never even been to https://microinsights.pushcrew.com
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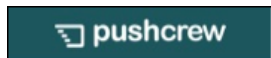
Source: <http://thenextweb.com/creativity/2016/04/13/facebook-vr-selfie-stick-oculus/?ref=pushcrew>

#25: AI

	Google powers up its TensorFlow Open Source AI The new version adds the ability to run it on multiple machines and servers at the same time https://microinsights.pushcrew.com
	
	

Source: <http://www.wired.com/2016/04/google-supercharging-tensorflow-open-source-ai/?ref=pushcrew>

#26: Life Hacking Tools

	Google Calendar launches new feature: Goals It uses machine learning to help you figure out when you have time to pencil in day-to-day stuff https://microinsights.pushcrew.com
	
	

Source: <http://techcrunch.com/2016/04/12/google-calendar-goals/?ref=pushcrew>

#27: Bitcoin



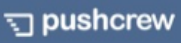
Can Bitcoin infiltrate the brand space?

1/5th of UK employees believe their companies will accept Bitcoin & other digital currencies by 2020

<https://microinsights.pushcrew.com>

Source: <http://www.marketingtechnews.net/news/2016/apr/12/can-bitcoin-infiltrate-brand-space-employees-think-so/?ref=pushcrew>

#28: Website Popups



People hate popups, but they inc. conversions

Why? The effort they require tells your brain you like something since you're willing to put it in

<https://microinsights.pushcrew.com>

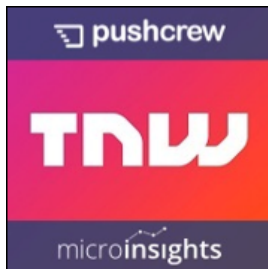
Source: <http://conversionxl.com/5-insights-every-speaker-conversionxl-live-2016/?ref=pushcrew>

#29: Voice Control App

	Control Android with your voice Google is testing an Android app that lets you control some primary functions with only your voice https://microinsights.pushcrew.com
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Source: <http://www.theverge.com/2016/4/11/11411460/google-voice-access-android-app-accessibility?ref=pushcrew>

#30: Content Management System (CMS)

	Adobe Labs could be the smart CMS of the future Its not only trying to help us be creative, but also building content for multiple delivery mediums https://microinsights.pushcrew.com
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Source: <http://thenextweb.com/creativity/2016/03/24/adobe-labs-new-features-content-creation/#gref>

#31: Security and Privacy

	URL Shorteners may put you at risk
	Researchers crack Microsoft and Google's shortened URLs to spy on people
	https://microinsights.pushcrew.com

Source: <http://www.wired.com/2016/04/researchers-cracked-microsoft-googles-shortened-urls-spy-people/?ref=pushcrew>

#32: Tech Startups

	Spain's fastest growing tech startup
	Subasta de Ocio, which lets users bid on overcapacity of hotels, restaurants & other activities
	https://microinsights.pushcrew.com

Source: <http://thenextweb.com/insider/2016/04/11/tech5-spain-subasta-de-ocio-crowned-spains-fastest-growing-tech-startup/?ref=pushcrew>

#33: Flat Design



Google unveils revamped app icons

Google Play app icons get the candy-colored flat design treatment

<https://microinsights.pushcrew.com>

Source: <http://www.theverge.com/2016/4/4/11362476/google-play-store-app-icon-redesign/?ref=pushcrew>

#34: Robots



Google robot reveals the future of manual labor

The robot is shown walking in a number of situations that can be challenging even for humans

<https://microinsights.pushcrew.com>

Source: http://mashable.com/2016/04/09/google-bipedal-robot/?utm_cid=mash-prod-nav-sub-st#l3HyilwcsqqB

#35: Data Analytics

 Marketing Land 	Segment adds more data sources In addition to connecting data to analytics tools, it also adds out-of-the-box BI reports https://microinsights.pushcrew.com
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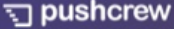
Source: <http://marketingland.com/segment-adds-data-sources-besides-apps-sites-hub-172060/?ref=pushcrew>

#36: HTTPS

  	WordPress turns on HTTPS for all websites Without websites having to do anything. You get an SSL certificate! Everyone gets an SSL certificate https://microinsights.pushcrew.com
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Source: <http://techcrunch.com/2016/04/08/wordpress-com-turns-on-https-encryption-for-all-websites/?ref=pushcrew>

#37: New Currency

  	Japan to begin testing fingerprints as currency Tourists will verify their identities and buy goods & services using nothing more than a fingerprint https://microinsights.pushcrew.com
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Source: <http://thenextweb.com/insider/2016/04/08/japan-begin-testing-fingerprints-currency/?ref=pushcrew>

#38: Predictive Analytics

  	Predictive Analytics keeps discovering new uses AdTheorent uses machine-learning model to tell if you'll visit a store after seeing an ad https://microinsights.pushcrew.com
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Source: <http://marketingland.com/ad-network-adtheorent-can-now-forecast-youre-likely-visit-physical-store-seeing-ad-171179/?ref=pushcrew>

#39: Y Combinator

	HN community can now pick Y Combinator companies At least two startups will be chosen via “Apply HN” posts https://microinsights.pushcrew.com
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Source: <http://techcrunch.com/2016/04/06/y-combinator-flirts-with-having-hacker-news-community-pick-fellowship-companies/?ref=pushcrew>

#40: Product Roadmap

	Slack opens up its Trello board So you can see what it's going to build next. Events API and interactive messages in the near future https://microinsights.pushcrew.com
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Source: <http://thenextweb.com/apps/2016/04/07/slack-roadmap/?ref=pushcrew>

#41: Apple Maps

	Apple Maps gives public transit routes in Canada People in Montreal can now use the iOS 9 version of Maps to check bus, train, & ferry information https://microinsights.pushcrew.com
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Source: <http://www.theverge.com/2016/4/6/11382096/apple-maps-public-transport-montreal/?ref=pushcrew>

#42: Machine Intelligence and Lip Reading

	Machines get a little better at lip reading Latest algorithm is correct 25% of the time compared to lip readers who get it right 50% of the time https://microinsights.pushcrew.com
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Source: <http://www.popsoci.com/machines-get-little-better-at-lip-reading/?ref=pushcrew>

#43: Content Writing Tip

	Writing a listicle? Round it off to 10 items 10 item lists on avg. receive 4 times as many shares than the 2nd most popular list number: 23 https://microinsights.pushcrew.com
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Source: <http://okdork.com/2014/04/21/why-content-goes-viral-what-analyzing-100-millions-articles-taught-us/?ref=pushcrew>

#44: Tech and Pharma

	IBM & Pfizer come together for a unique project The two companies will help measure Parkinson's symptoms using IoT and analytics https://microinsights.pushcrew.com
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Source: <http://techcrunch.com/2016/04/06/ibm-pfizer-launch-joint-experiment-putting-iot-and-analytics-to-bear-on-parkinsons-disease/?ref=pushcrew>

#45: Developer trends



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Developers in India are 6 yrs younger than in US

Looking for the future of developer growth? Look no further than India, Russia, Poland, and Brazil.

<https://microinsights.pushcrew.com>

Source: <http://stackoverflow.com/research/developer-survey-2016/?ref=pushcrew>

#46: Internet of Things (IoT)



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IoT to capture 11% of world economy by 2025

The Internet of Things may have a potential economic impact of upto \$11.1 trillion a year by 2025

<https://microinsights.pushcrew.com>

Source: <http://www.mckinsey.com/business-functions/business-technology/our-insights/the-internet-of-things-the-value-of-digitizing-the-physical-world>

#47: Video Marketing

	One more reason to invest in video marketing Social video generates 1200% more shares than text and images combined https://microinsights.pushcrew.com
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Source: <https://www.impactbnd.com/blog/video-marketing-stats-of-2016-infographic>

#48: Customer Relationship Management (CRM) software

	Top marketers lean on CRM tools High performers are 3.3X more likely than underperformers to use CRM tools extensively https://microinsights.pushcrew.com
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Source: http://www.huffingtonpost.com/entry/state-of-marketing-2016-5_b_9569592.html

#49: Tech IPOs



No. of Tech IPOs in US in Q1 2016 - 0

The last time that happened was in Q1 2009, during the depths of the Great Recession

<https://microinsights.pushcrew.com>

Source: <http://qz.com/652261/the-market-for-tech-ipos-hasnt-been-this-awful-since-the-great-recession/>

#50: VR



VR market value hitting \$1 billion this year

Augmented Reality(AR) & Virtual Reality(VR) the two technologies to make the biggest impact in 2016

<https://microinsights.pushcrew.com>

Source: <http://www.deloitte.com/global/en/pages/technology/articles/tech-trends.html?ref=pushcrew>

Thanks for reading!