

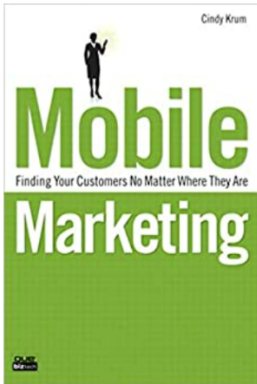


Word to Your MUM: Unraveling the Unknown Powerhouse of Google Algorithms

Cindy Krum
Friends of Search, 2025



The 10 Most Influential SEO Experts of 2022



books.google.com > books

Mobile Marketing: Finding Your Customers No Matter Where ...

Cindy Krum · 2010

Now, one of the field's leading pioneers shows exactly how to make mobile marketing work for your business. Cindy Krum cuts through the hype, revealing what's working—and what isn't.

Amazon.com
https://www.amazon.com > Mobile-Marketing-Finding...

Mobile Marketing: Finding Your Customers No Matter Where ...

Cindy Krum is the Founder & CEO of MobileMoxie (previously Rank-Mobile). She is considered a thought-leader in mobile SEO and ASO marketing and has been ...

Publisher: Que Publishing; 1st edition (Februar... Dimensions: 5.9 x 0.82 x 8.8 inches

★★★★★ Rating: 4.4 · 47 reviews · \$11.96 (typically \$16.63)

Follow the Author



Cindy Krum



Cindy Krum (She/Her)
Founder & CEO of MobileMoxie, Inc





Word to Your MUM: Unraveling the Unknown Powerhouse of Google Algorithms

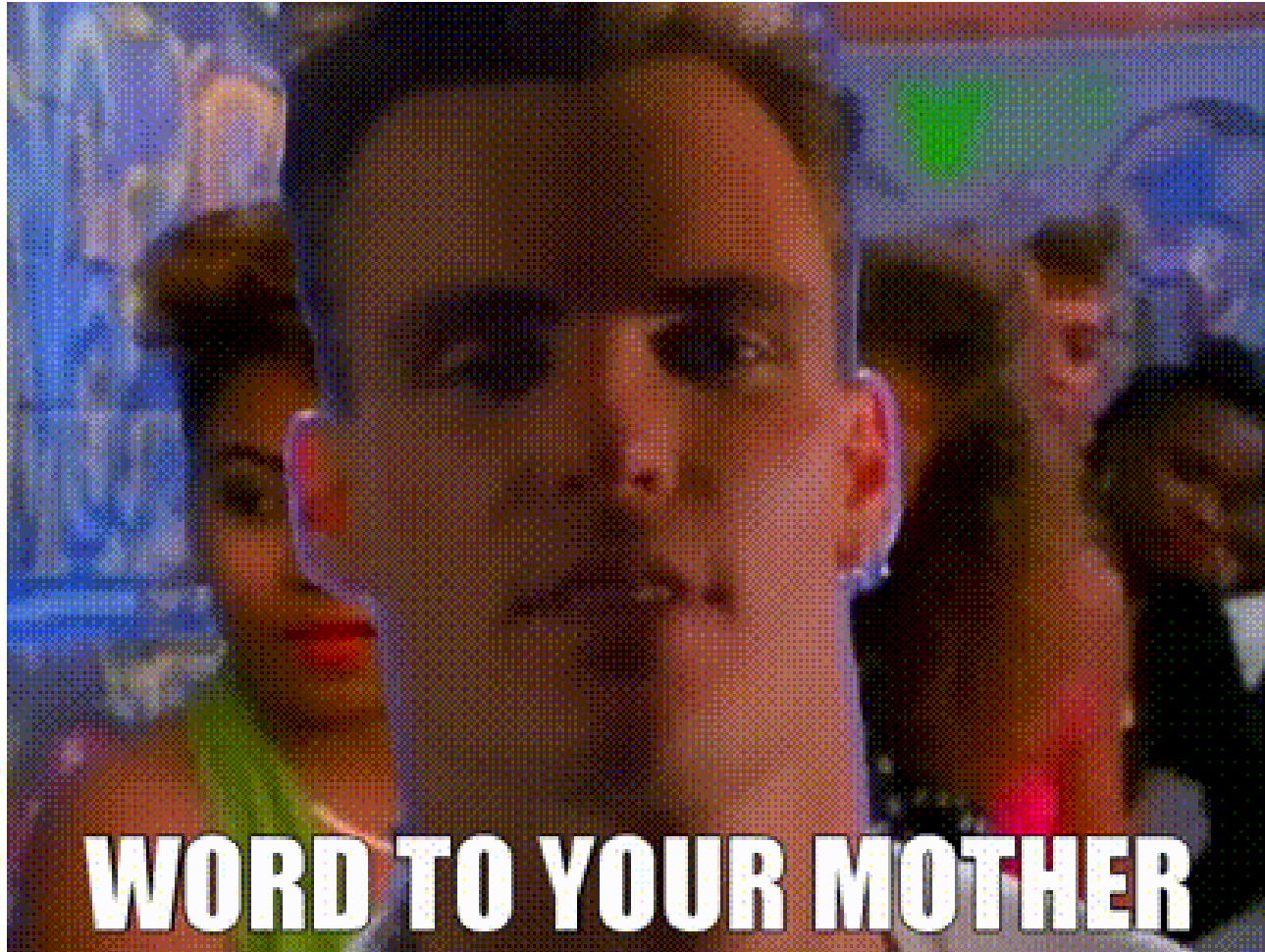
Cindy Krum
Friends of Search, 2025





Ice Ice Baby

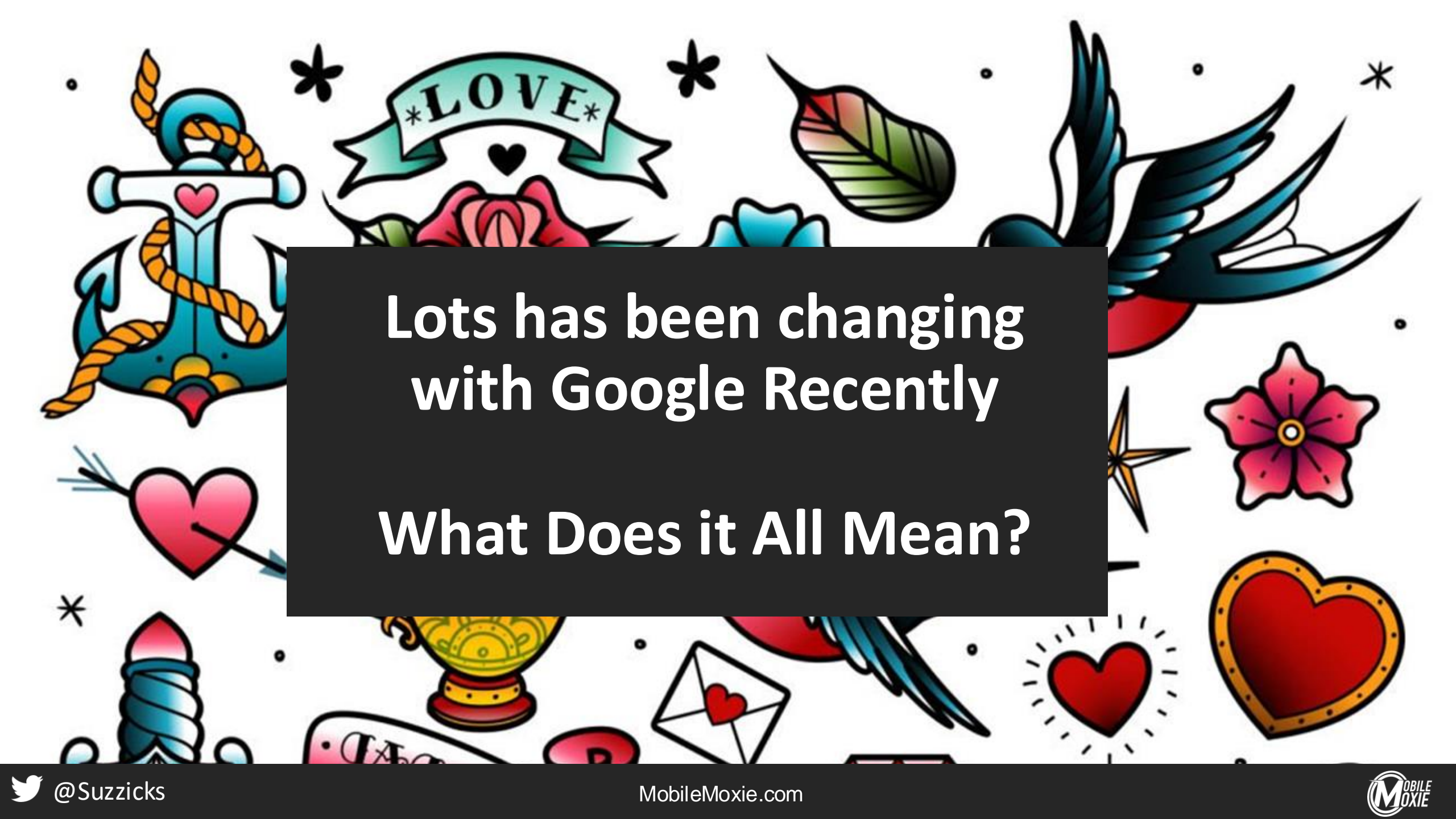
Song by Vanilla Ice :



Ice, ice baby
Vanilla Ice, ice baby
Vanilla Ice, ice baby
Vanilla Ice, ice baby
Vanilla Ice

Yo man, let's get out of here
Word to your mother

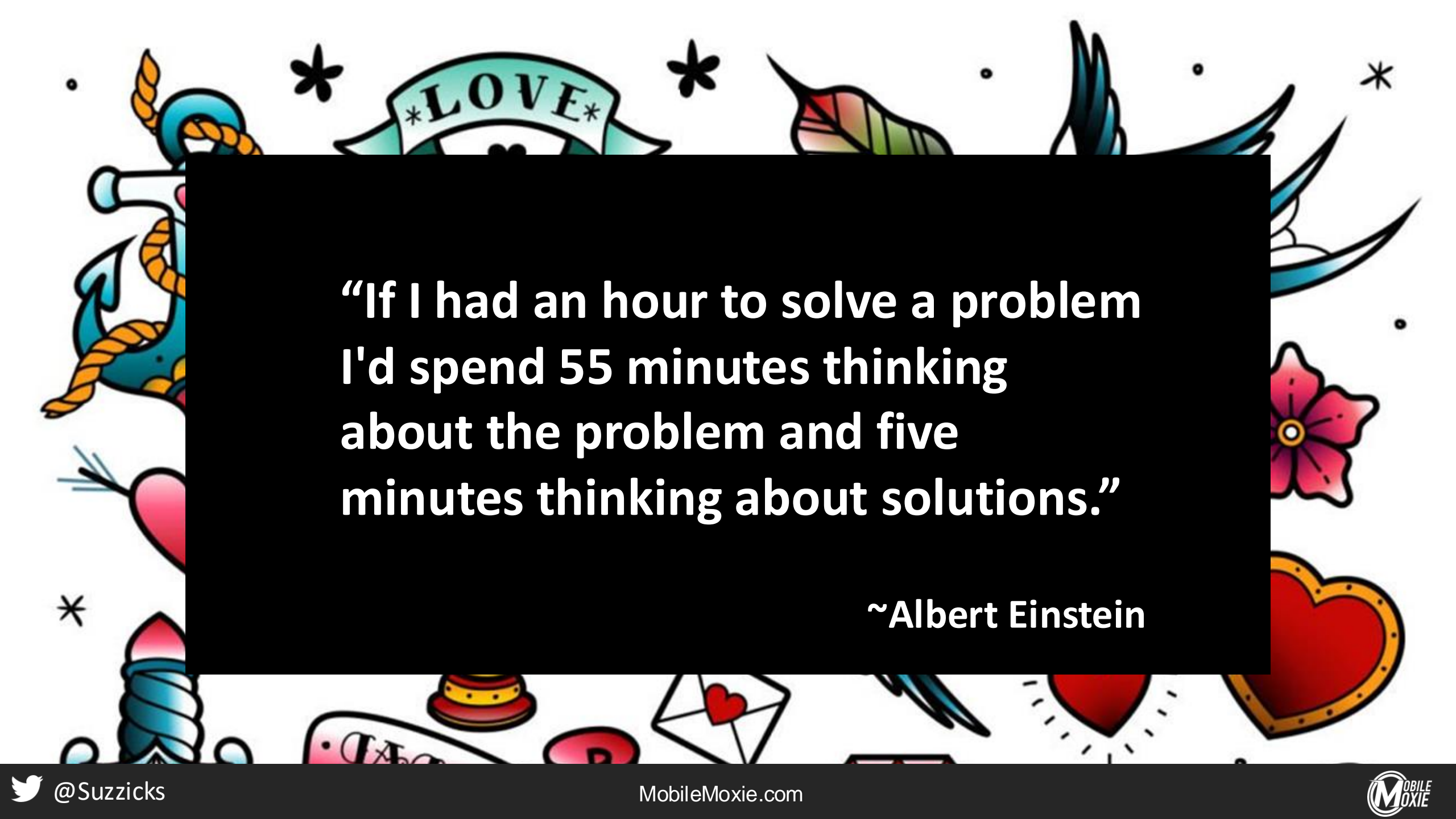
Ice, ice baby, too cold
Ice, ice baby, too cold, too cold
Ice, ice baby, too cold, too cold
Ice, ice baby, too cold, too cold



**Lots has been changing
with Google Recently
What Does it All Mean?**

Preview...

- **Google's Main Limitation in AI is the Cost of Processing Power**
 - AIO & Now AI Mode Are Much More Expensive to Run than Search
 - To Cover Costs, Google Needs to Increase Revenues & Decrease Costs at the Same Time
 - When Google can't get money directly, they will opt for personal data that they can use to target ads better
 - MUM Journey Modeling helps with all of that
- **MUM is Core to Googles Planned Future Success**
 - MUM is About Context – Which Can Come from Text & Non-Text Data
 - MUM Filters & Journeys Help Limit Processing Needs in a Search
 - Personalized Journey Modeling helps Google serve better ads that are more likely to convert
 - MUM Journey Modeling may be part of AI Overviews and AI Mode Search



**“If I had an hour to solve a problem
I'd spend 55 minutes thinking
about the problem and five
minutes thinking about solutions.”**

~Albert Einstein



New Google

1M 6M 1Y 2Y All time

Export

Organic Traffic 8,732,473/month

Organic Traffic Paid Traffic | Notes

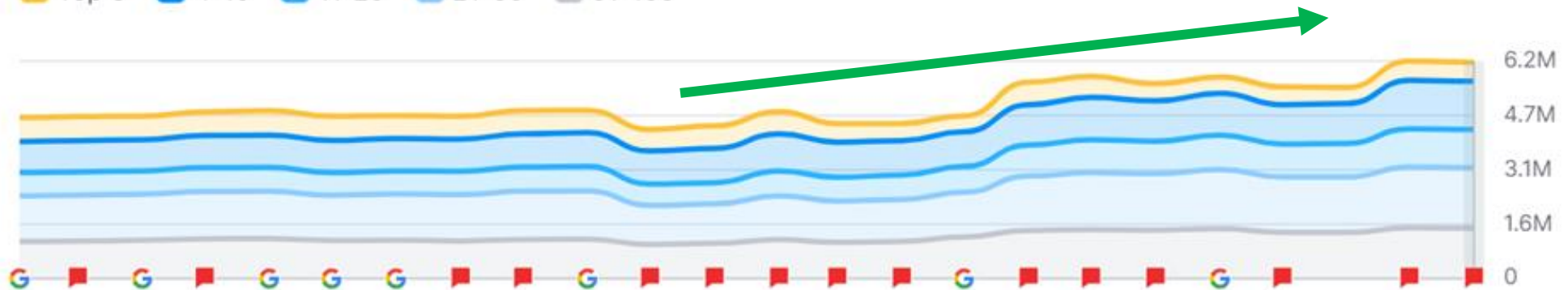
Traffic Goes Down



Organic Keywords 6,192,189

Top 3 4-10 11-20 21-50 51-100

Even When Rankings Go Up





Mads Rigét

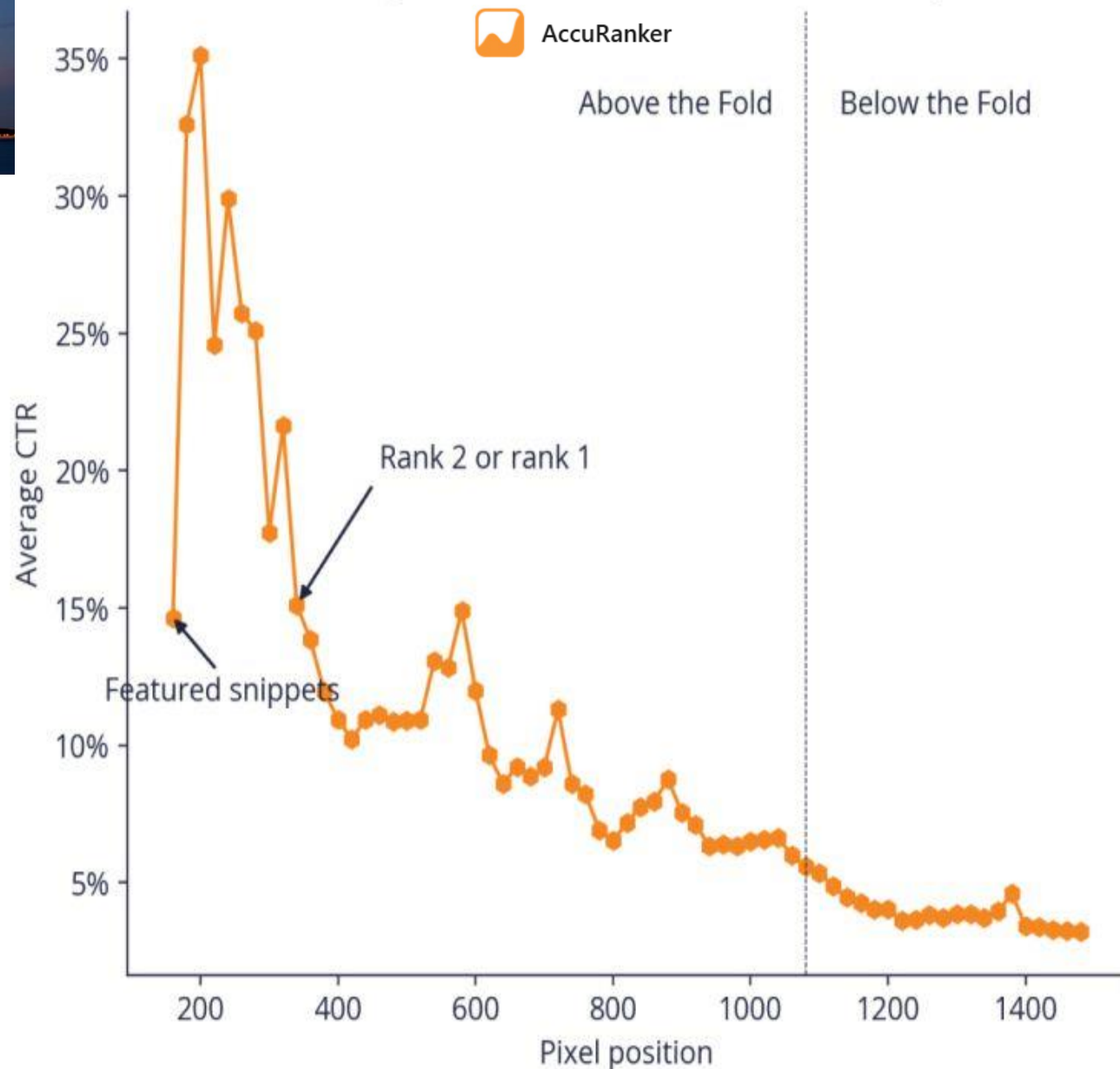
There has been a significant shift in how many clicks the average SERP gets

AccuRanker conducted a study based on 1.3 billion Google searches, which takes more than 120 parameters into account.

TL;DR

- AI Overviews have a huge impact on CTRs for organic results
- Pixel position is more important than rank
- The variation in CTR for ranks 1-3 is enormous, highlighting the need for an accurate CTR model

Average CTRs by pixel position (desktop)



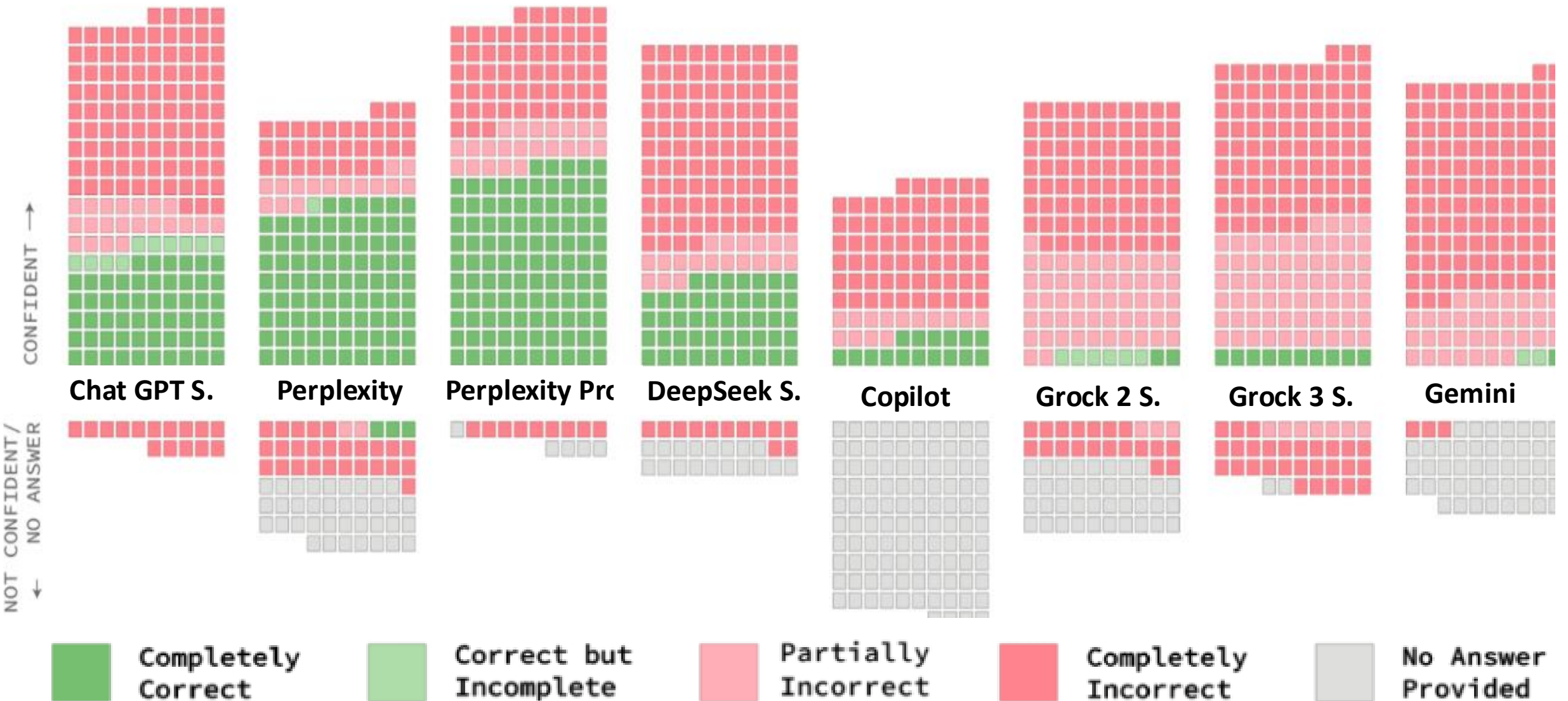
Paid & Organic CTR Trends – 12 months

DATE (YEAR MONTH)	ORGANIC CTR- AIO NOT SHOWN	ORGANIC CTR- AIO SHOWN	PAID CTR- AIO NOT SHOWN	PAID CTR- AIO SHOWN
Jan 2025	3.97%	0.64%	17.24%	6.56%
Dec 2024	4.71%	0.71%	13.57%	6.95%
Nov 2024	3.35%	0.76%	15.05%	8.21%
Oct 2024	2.97%	0.84%	20.11%	9.15%
Sept 2024	3.13%	0.97%	20.23%	9.53%
Aug 2024	2.78%	0.89%	21.06%	8.92%
Jul 2024	2.03%	0.91%	22.33%	8.16%
Jun 2024	2.29%	0.91%	23.93%	8.19%
May 2024	2.19%	0.98%	22.02%	8.12%
Apr 2024	3.02%	1.24%	23.77%	8.43%
Mar 2024	3.24%	1.27%	22.01%	8.80%
Feb 2024	3.61%	1.37%	20.14%	10.23%
Jan 2024	2.68%	1.41%	23.07%	8.76%

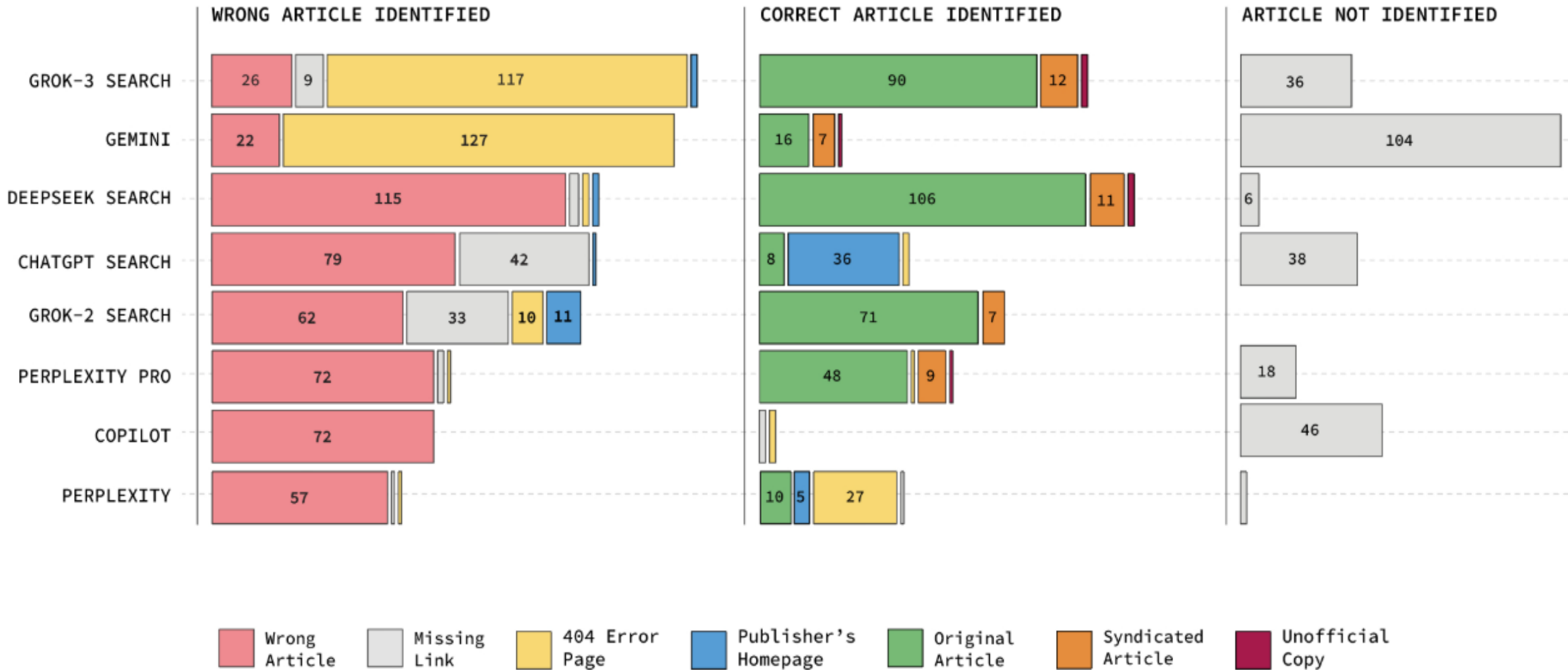
AI Overviews
Hurt CTR

seer
interactive

Generative Search Tools Are Often Confidently Wrong



Generative Search Tools Fabricated Links & Cited Syndicated + Plagiarized Articles



AI Overview Data in People Also Ask

People also ask :

What is Vanilla Ice doing right now?

Is Vanilla Ice still married?

AI Overview

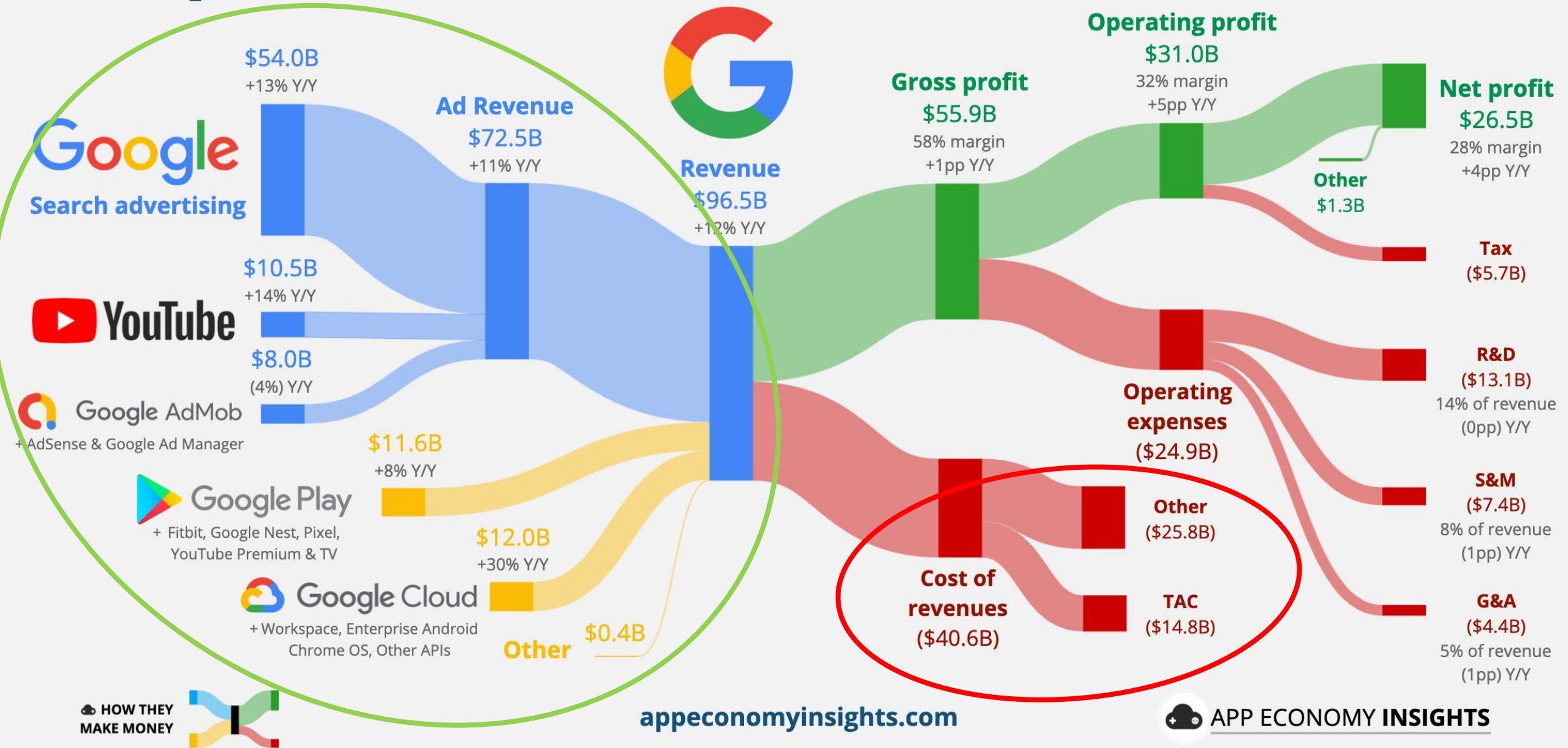
No, Vanilla Ice is not currently married. His wife, Laura Van Winkle, filed for divorce in 2016 after nearly 20 years of marriage.

Explanation

- Vanilla Ice, whose real name is Robert Van Winkle, was married to Laura Giaritta from 1997 to 2016. They have two daughters together, Dusti Rain and KeeLee Breeze.
- The couple had a volatile history, with Vanilla Ice being arrested for domestic violence on multiple occasions. In 2008, he was arrested for domestic battery after allegedly hitting Laura, but the case was later dropped.



Alphabet Q4 FY24 Income Statement

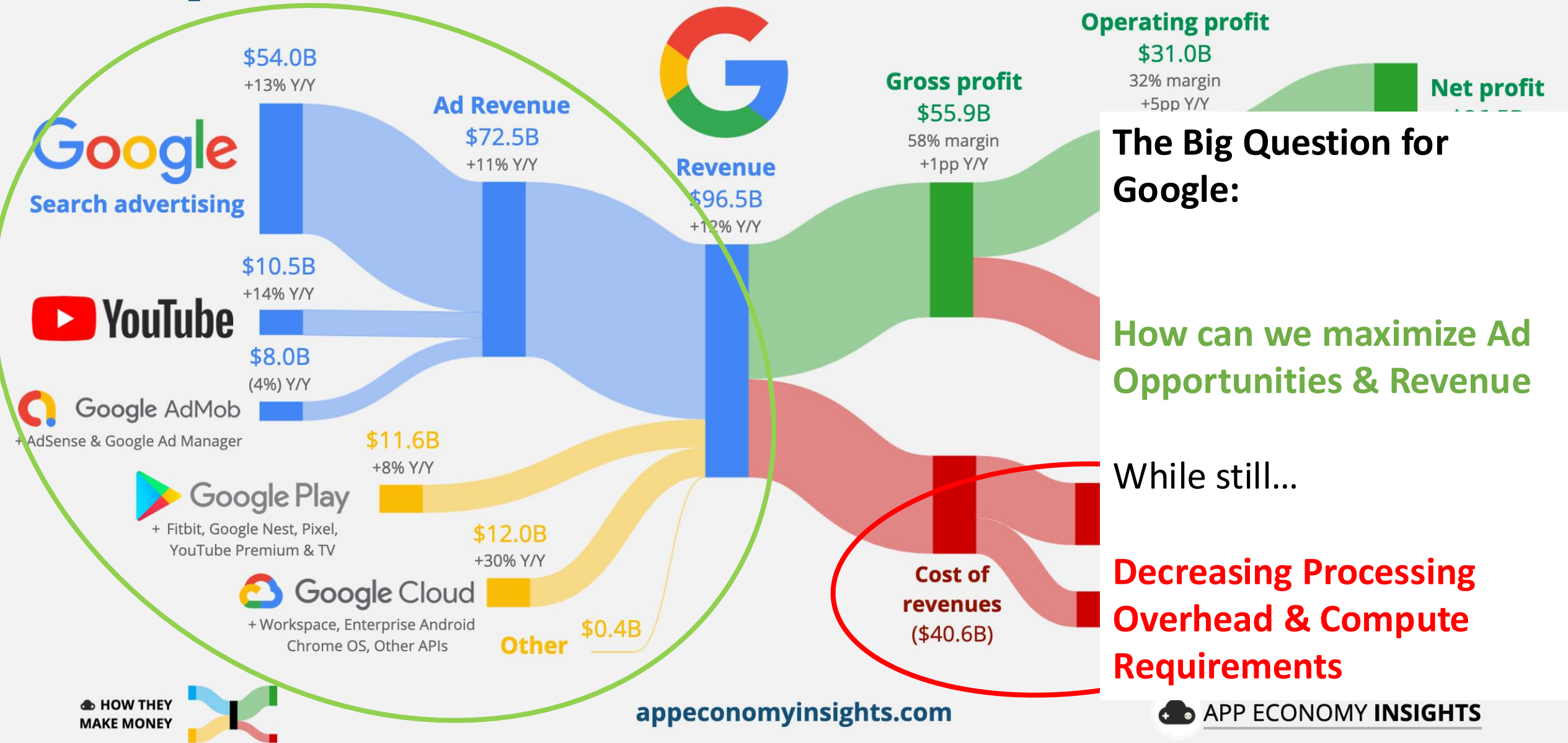


HOW THEY MAKE MONEY

appeconomyinsights.com

APP ECONOMY INSIGHTS

Alphabet Q4 FY24 Income Statement



The Big Question for Google:

How can we maximize Ad Opportunities & Revenue

While still...

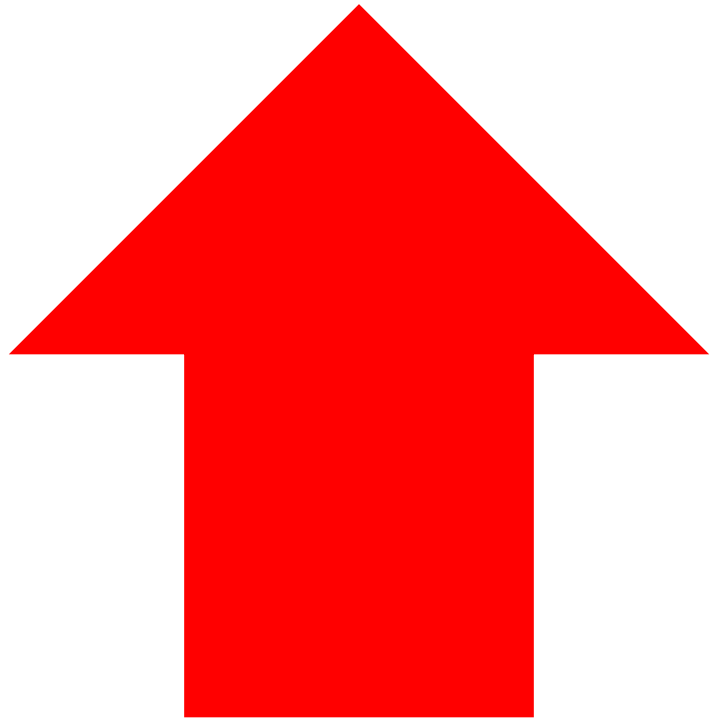
Decreasing Processing Overhead & Compute Requirements

HOW THEY MAKE MONEY

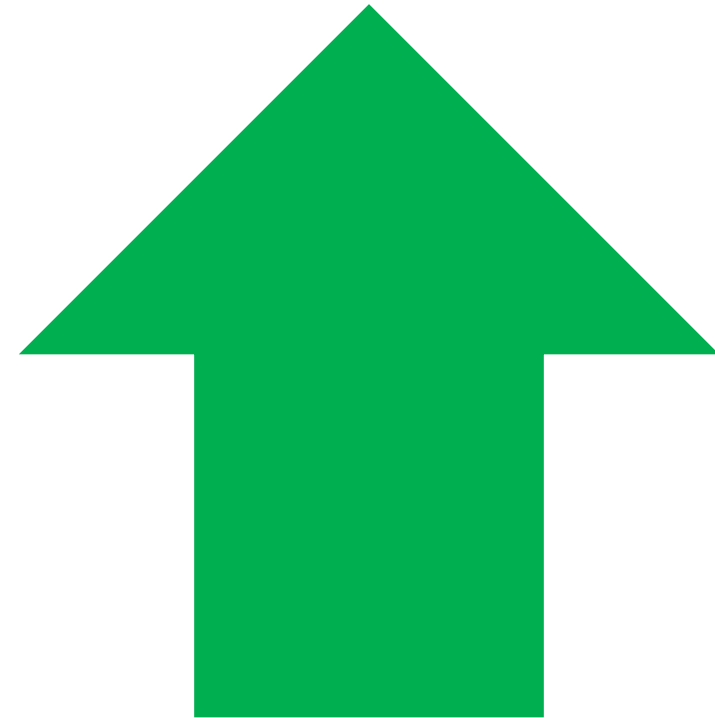
appeconomyinsights.com

APP ECONOMY INSIGHTS

**Cost of Generating
AI Overviews & AI
Mode Search**



**Revenue Needed
from Additional Ad
Sales, Clicks & Views**





Google MUM: Multi-Task Unified Model



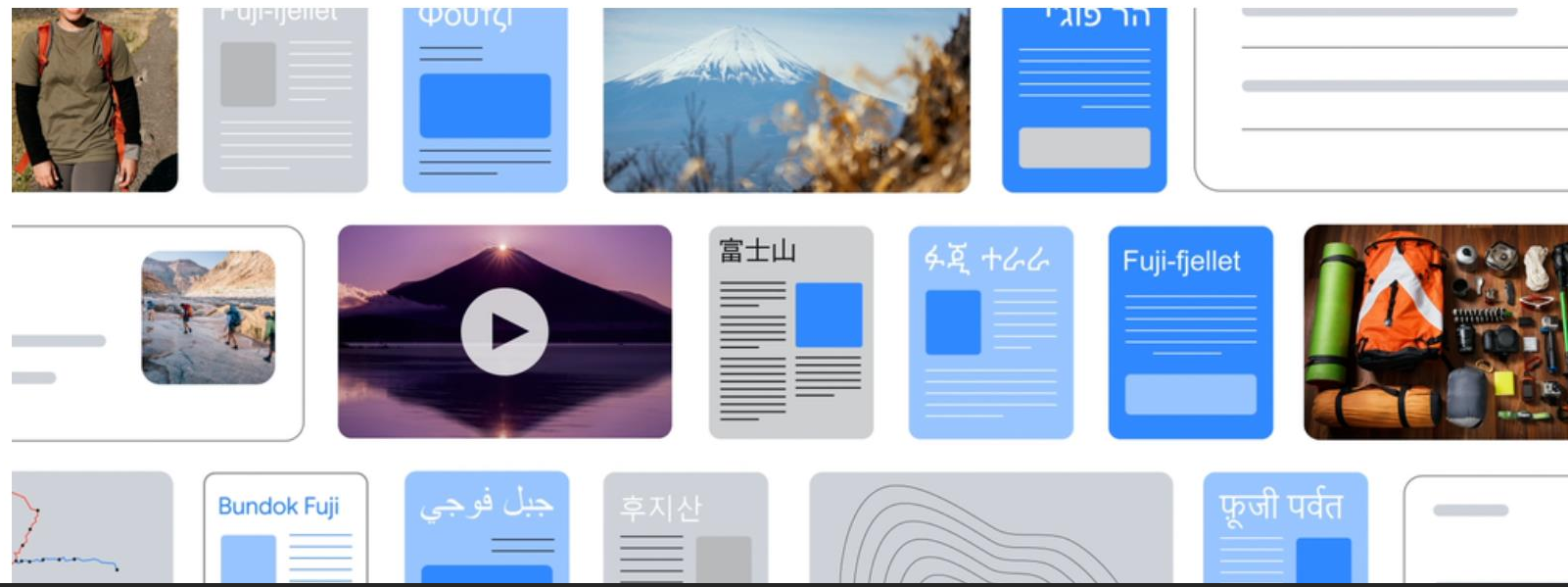
SEARCH

MUM: A new AI milestone for understanding information

May 18, 2021 · 4 min read

P Pandu Nayak
Google Fellow and Vice President,
Search

Share



🔍 I've hiked Mt. Adams and now want to hike Mt. Fuji next fall, what should I do differently to prepare?

EVOLUTION OF DATA MODELING FOR SEARCH:



Keywords

Entities

MUM
Journeys

EVOLUTION OF SEO:



Keywords

Entities

MUM
Journeys



Vanilla Ice

American rapper and actor

Overview

Songs

Movies and shows

Events

Albums

Listen



YouTube • vanillaiiceVEVO

Vanilla Ice - Ice Ice Baby (Official Music Video)

REMASTERED IN HD! Is this a stone-cold classic or a one-hit wonder?

Mar 4, 2009

Age

57 years

Oct 31, 1967

Full name

Robert Matthew Van Winkle

See also

- Ice Ice Baby Song
- Ice Ice Baby Song by Vanilla Ice

Wikipedia
https://en.wikipedia.org/wiki/Vanilla_Ice

Vanilla Ice

Robert Matthew Van Winkle (born October 31, 1967), known professionally as Vanilla Ice, is an American rapper, actor, and television host.



Listen



YouTube



Spotify



YouTube



Apple Music

Vanilla Ice

American rapper and actor

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YouTube • vanillaiiceVEVO
Vanilla Ice - Ice Ice Baby (Official Music Video)
REMASTERED IN HD! Is this a stone-cold classic or a one-hit wonder?
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Ice Ice Baby
Song

Ice Ice Baby
Song by Vanilla Ice

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https://en.wikipedia.org/wiki/Vanilla_Ice

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Listen



YouTube



Spotify



YouTube



Apple Music

Vanilla Ice > Place of birth :

South Dallas, Dallas, TX



Image: Gabe Ginsberg, Getty Images

Date of birth

October 31, 1967

Age

57 years

Parent

William Basil Van Winkle



Robert Matthew Van Winkle was born in Dallas, Texas, on October 31, 1967. Van Winkle has never known his biological father; he was given the family name of the man his mother was married to at the time of his birth.

Wikipedia https://en.wikipedia.org/wiki/Vanilla_Ice

Vanilla Ice - Wikipedia

People also ask :



South Dallas

Neighborhood in Dallas, Texas



vanilla ice book

Refine results

◀ For Sale Under \$20 Price Online Used Biography Cooking Store Boy Non-fiction Images

Genre

- Kids' Books
- Romance
- Biography
- Cooking

[See more](#)

Stores

- Barnes & Noble
- Amazon
- Walmart
- eBay

[See more](#)



Amazon.com

<https://www.amazon.com> › Ice-Vanilla-Story-His-Words

Ice by Ice: The Vanilla Ice Story in His Own Words

Book details · **Print length. 164 pages** · Language. English · Publisher. Avon Books · Publication date. January 1, 1991 · ISBN-10. 0380765942 · ISBN-13. 978-0380765942.

In stock · 3.7 ★★★★★ (13) · 30-day returns



Popular products



coloring vanilla ice book



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Tools

X Coloring Free Adult Coloring Book Nearby Online Buy Reviews For Sale On sale Recipe Gi



Amazon.com

https://www.amazon.com › Coloring-Between-Rhymes-...

Coloring Between the Rhymes: A Vanilla Ice ...

Each page is meticulously designed to immerse you in an icy wonderland where you can **color intricate ice cream-themed illustrations** while learning the lyrics to the legendary hit "Ice Ice Baby."

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Amazon.com

https://www.amazon.com › Craigs... · Translate this page

Coloring Between the Rhymes: A Vanilla Ice Coloring Book for ...

Dive into a deliciously creative world with **Coloring Between the Rhymes: A Vanilla Ice Coloring Book for Adults**. This unique adult coloring book combines ...



coloring vanilla ice book

All Images Shopping Video

X Coloring Free Adult Co

Amazon.com
https://www.amazon.com > Color

Coloring Between the Rh

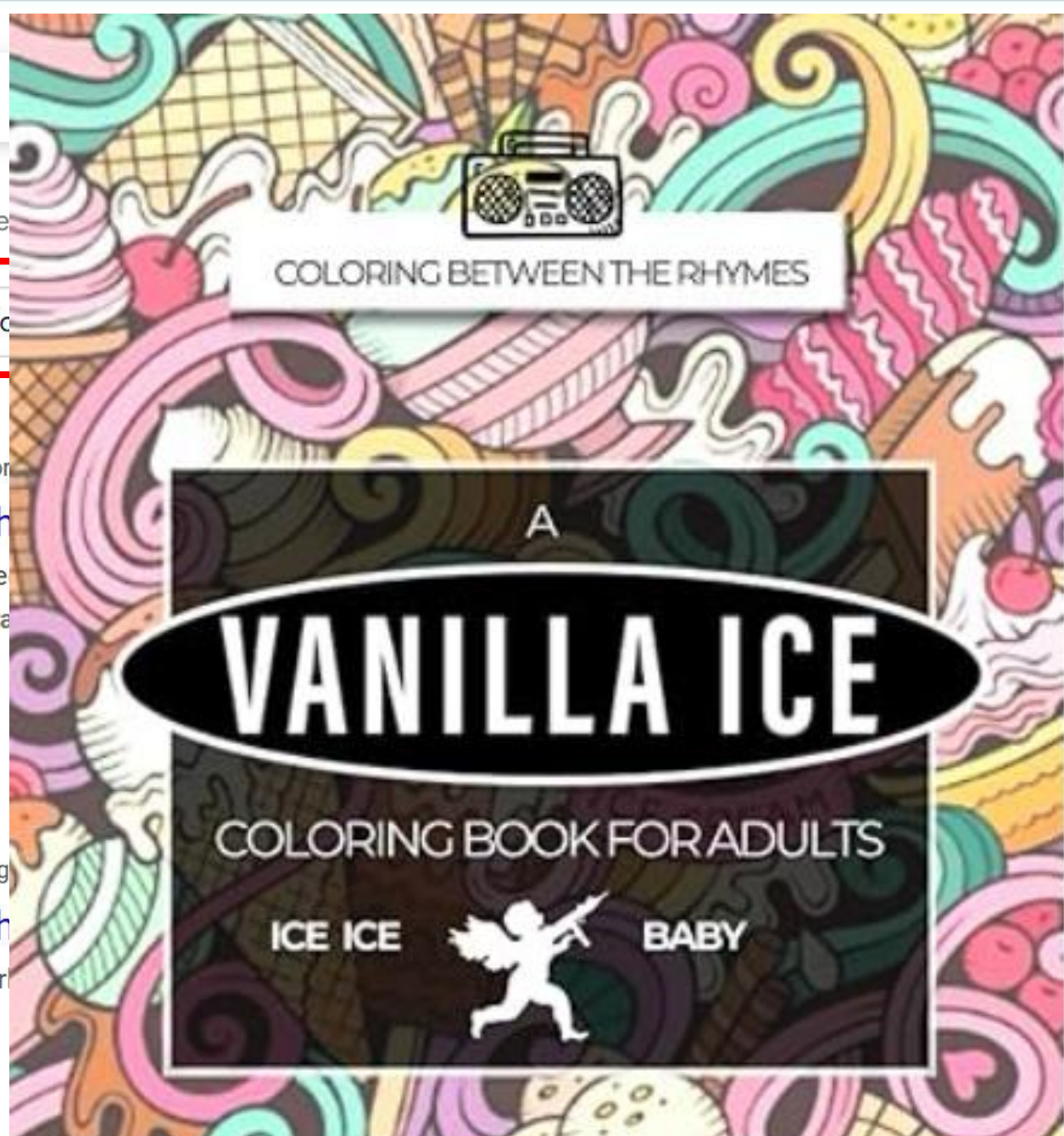
Each page is meticulously designe
intricate ice cream-themed illustra
Baby."

In stock · 30-day returns

Amazon.com
https://www.amazon.com > Craig

Coloring Between the Rh

Dive into a deliciously creative wor
book combines ...



Tools

Recipe Gi



que adult coloring



Filters = Journeys = Conversations

Vanilla Ice

American rapper and actor

- Overview
- Songs
- Movies and shows
- Events
- Albums
- Listen





Vanilla Ice

American rapper and actor

- Overview
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- Albums
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Vanilla Ice

American rapper and actor

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Vanilla Ice

American rapper and actor

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- Albums
- Listen



vanilla ice songs



All Videos Images



Vanilla Ice

American rapper and actor



vanilla ice movies

All Videos Images



Vanilla Ice

American rapper and actor



vanilla ice discography

All Images



Vanilla Ice

American rapper and actor



vanilla ice ice ice baby



All Images Shopping Videos Forums News Web : More

Tools

Vanilla Ice / Songs

- Ice Ice Baby**
To the Extreme
- Too Cold**
Hard to Swallow
- Bands Out**
Bands Out
- Ninja Rap**
Teenage Mutant Ninja Turtles II: The ...
- Get Wit' It**
Cool as Ice
- Satisfaction**
Hooked
- Roll 'Em Up**
Mind Blowin'
- Play That Funky Music**
Hooked
- Joyburst**
Joyburst
- Jump Around**
Vanilla Ice Is Back!
- Rollin' In My 5.0**
Extremely Live
- Cool as Ice**
Cool as Ice

Ice Ice Baby

Song by Vanilla Ice · 1990

- Overview
- Lyrics
- Listen
- Artists
- Other



History

Chrome history

Tabs from other devices

Turn off Journeys

Clear browsing data

Search history

List

Journeys

"vanilla where is he now"



vanilla where is he now - Google Search

google.com/search?q=vanilla+where+is+he+now&rlz=1C1RXQR_enUS1121US1121&sourceid=chrome&ie=UTF-8



Vanilla Ice stays rich thanks to investing in real estate

nypost.com/2024/06/17/real-estate/vanilla-ice-stays-rich-thanks-to-investing-in-real-estate/#:~:text=By 2018%2C Van Winkle was,6/17



Vanilla Ice (@vanillaiceofficial) • Instagram photos and videos

instagram.com/vanillaiceofficial/?hl=en

"coloring vanilla ice book"



coloring vanilla ice book - Google Search

google.com/search?q=coloring+vanilla+ice+book&rlz=1C1RXQR_enUS1121US1121&sourceid=chrome&ie=UTF-8



Amazon.com | CUSHIONAIRE Women's Madrid Strappy Kitten Heel Sandals +Memory Foam, Wide Widths Available RED

Your Google Account may have other forms of browsing history at myactivity.google.com

History

Chrome history

Tabs from other devices

Turn off Journeys

Clear browsing data

Search history

List

Journeys

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vanilla where is he now - Google Search

google.com/search?q=vanilla+where+is+he+now&rlz=1C1RXQR_enUS1121US1121&sourceid=chrome&ie=UTF-8



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nypost.com/2024/06/17/real-estate/vanilla-ice-stays-rich-thanks-to-investing-in-real-estate/#:~:text=By 2018%2C Van Winkle was,6/17



Vanilla Ice (@vanillaiceofficial) • Instagram photos and videos

instagram.com/vanillaiceofficial/?hl=en

"coloring vanilla ice book"



coloring vanilla ice book - Google Search

google.com/search?q=coloring+vanilla+ice+book&rlz=1C1RXQR_enUS1121US1121&sourceid=chrome&ie=UTF-8



Amazon.com | CUSHIONAIRE Women's Madrid Strappy Kitten Heel Sandals +Memory Foam, Wide Widths Available RED

Your Google Account may have other forms of browsing history at myactivity.google.com

History

Chrome history

Tabs from other devices

Turn off Journeys

Clear browsing data

Search history

By date

By group

Now called....

"vanilla where is he now"



vanilla where is he now - Google Search

google.com/search?q=vanilla+where+is+he+now&rlz=1C1RXQR_enUS1121US1121&sourceid=chrome&ie=UTF-8



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nypost.com/2024/06/17/real-estate/vanilla-ice-stays-rich-thanks-to-investing-in-real-estate/#:~:text=By 2018%2C Van Winkle was,6/17



Vanilla Ice (@vanillaiceofficial) • Instagram photos and videos

instagram.com/vanillaiceofficial/?hl=en

"coloring vanilla ice book"



coloring vanilla ice book - Google Search

google.com/search?q=coloring+vanilla+ice+book&rlz=1C1RXQR_enUS1121US1121&sourceid=chrome&ie=UTF-8



Amazon.com | CUSHIONAIRE Women's Madrid Strappy Kitten Heel Sandals +Memory Foam, Wide Widths Available RED



Your Google Account may have other forms of browsing history at myactivity.google.com





Q Search history

☰ By date 🔄 By group

“kanye west and kim kardashian”

36 days ago

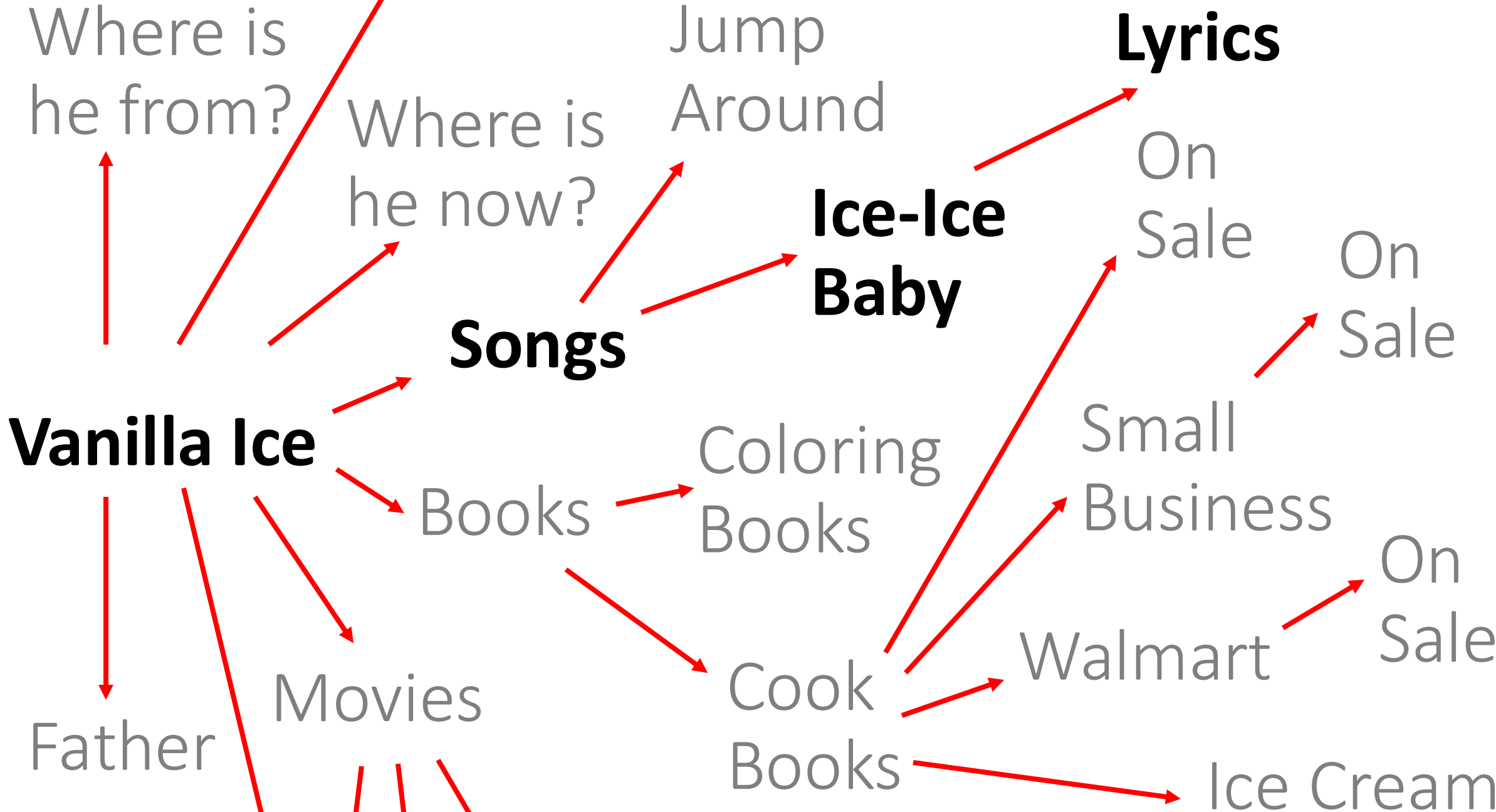
-  kanye west and kim kardashian - Google Search
google.com/search?q=kanye+west+and+kim+kardashian&rlz=1C1RXQR_enUS1121US1121&sourceid=chrome&ie=UTF-8
-  kanye west and kim kardashian - Google Search
google.com/search?gs_ssp=eJzj4tVP1zc0LDOzyLW0qLQ0YPSSzU7Mq0xVKE8tLIFizEtRyM7MVchOLEpJL.../7ITMwDAEhyDzA&q=kanye+west+and+kim+kardashian&rlz=1C1RX...

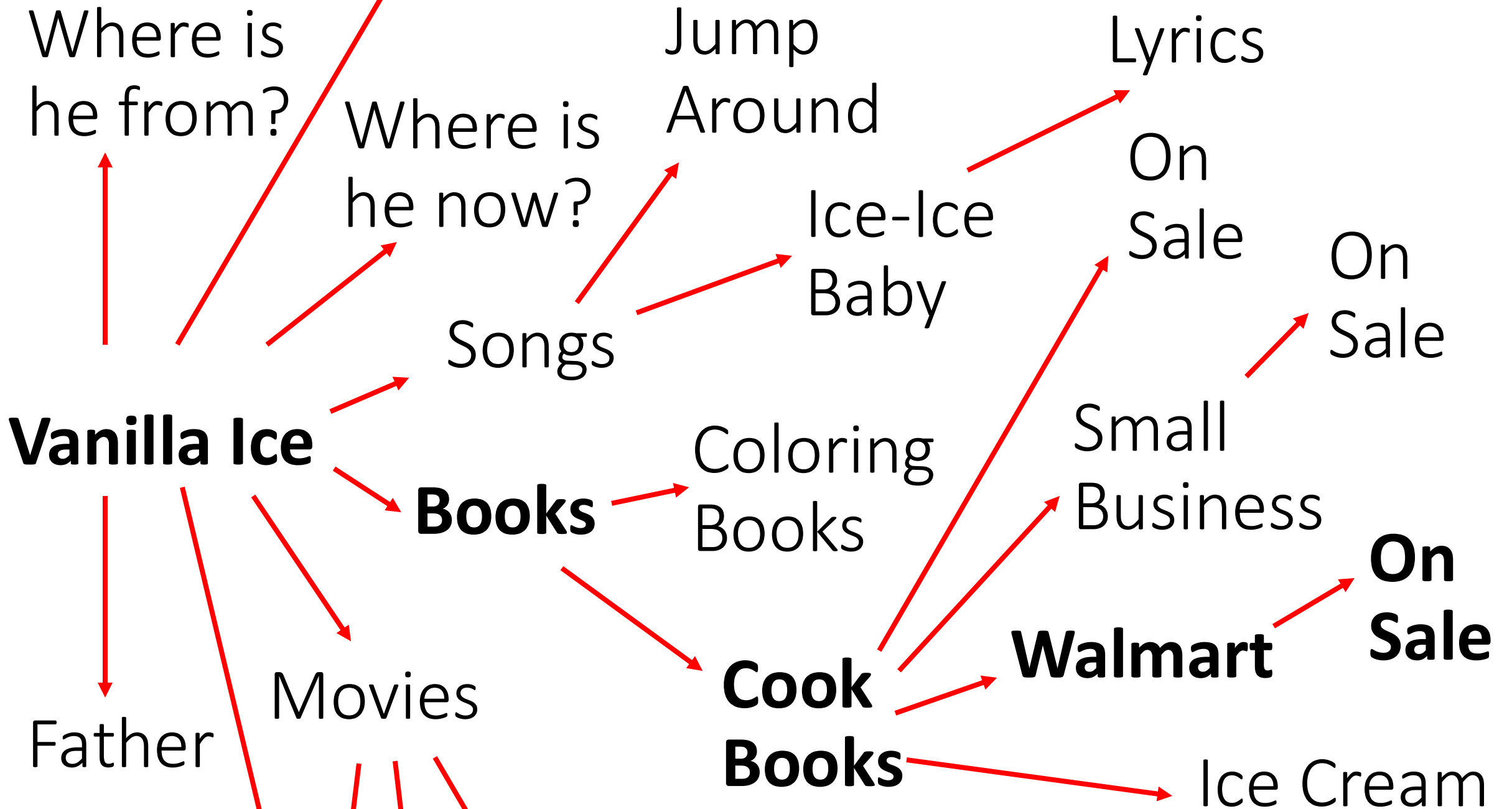
 mortgage interest rates  kylie jenner  bianca censori  pete davidson

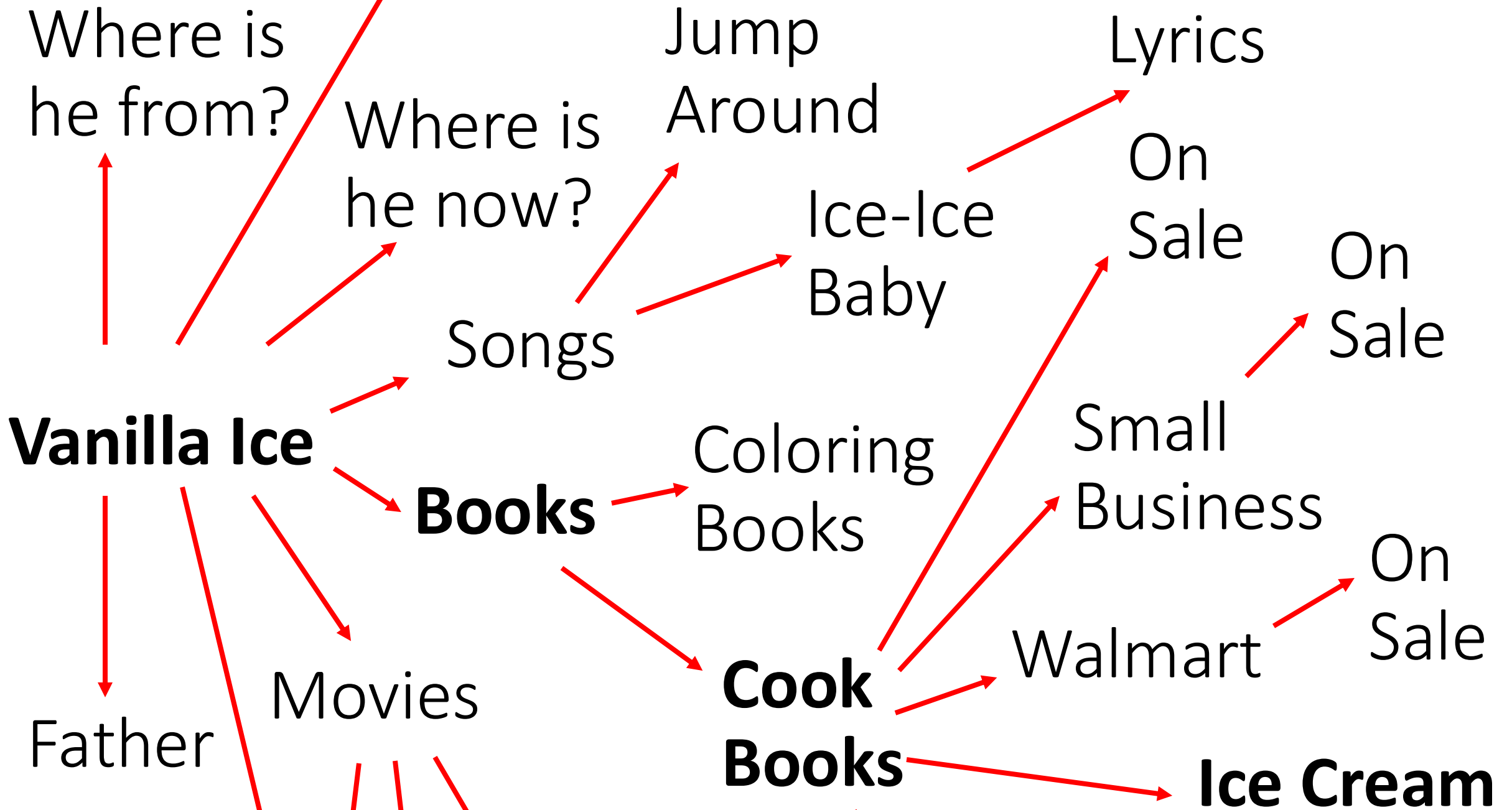
Possible Next Steps in your Journey

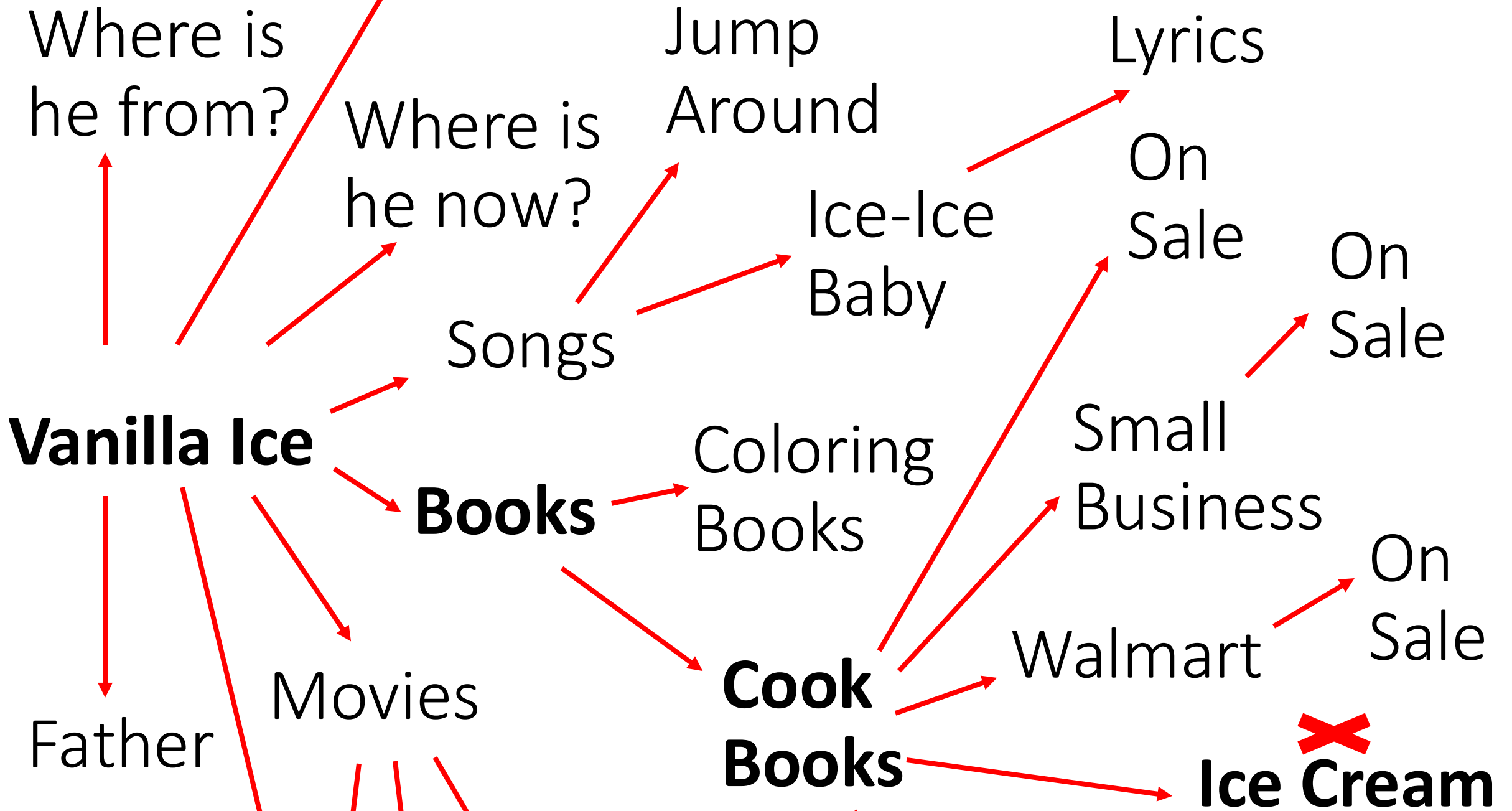
- Google is postulating next steps in a Journey directly in your ‘By Group’ History Tab.













Filters = Journeys = Conversations
ALL IN: AI Overviews & AI Mode

◆ AI Overview [Learn more](#) ⋮

You can book Vanilla Ice for speaking engagements, personal appearances, and corporate events **through a booking agent**. [↗](#)

Booking agents

- **All American Speakers:** Book Vanilla Ice for speaking engagements, personal appearances, product endorsements, and corporate entertainment [↗](#)
- **Celebrity Talent:** Book Vanilla Ice for corporate events and performances [↗](#)
- **Gotham Artists:** Book Vanilla Ice for speaking engagements [↗](#)
- **Jay Siegan Presents:** Book Vanilla Ice for private and corporate events [↗](#)

Vanilla Ice's speaking fee

Vanilla Ice's speaking fee typically ranges from \$75,000 to \$100,000. The fee can vary depending on the type of event, travel, and other factors. [↗](#)

Vanilla Ice's book

Vanilla Ice also wrote a book called Ice by Ice: The Vanilla Ice Story in His Own Words. The book chronicles his life in Miami street gangs, his drag-racing career, and his relationship with Madonna. [↗](#)

Ice by Ice: The Vanilla Ice Story in His Own Words - Amazon.com

Vanilla Ice, A.K.A. the "Elvis of Rap," cold kicks it again with his new book. Kick what, you might ask? I really have no idea, bu...

Amazon.com ⋮

Hire Vanilla Ice for a Corporate Event or Performance Booking.

CALL US TODAY 725-228-5100 and speak with a CTI Vanilla Ice booking agent to get direct availability and pricing for having...

Celebrity Talent International ⋮

Hire Vanilla Ice for Private & Corporate Events - Jay Siegan Presents

Book Vanilla Ice for your next event!

Jay Siegan Presents ⋮

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◆ AI Overview

[Learn more](#)

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Booking agents

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Book Vanilla Ice for your next event!

Jay Siegan Presents [⋮](#)

Show all

AI Hedging the Results with Some Disambiguation

AI Overview

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Ice by Ice: The Vanilla Ice Story in His Own Words - Amazon.com

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Celebrity Talent International

Hire Vanilla Ice for Private & Corporate Events - Jay Siegan Presents

Book Vanilla Ice for your next event!

Jay Siegan Presents

Show all

Google begins testing AI Mode while rolling out Gemini 2.0 AI Overviews

Plus, AI Overviews are now available to more searchers, including teenagers.

Barry Schwartz on March 5, 2025 at 12:00 pm | Reading time: 5 minutes

AI Mode uses a “query fan-out” technique that issues multiple related searches concurrently across subtopics and multiple data sources and then brings those results together to provide a response. Google said using this query fan-out method provides searchers with a “more breadth and depth of information than a traditional search on Google.”



Where is he from?

Where is he now?

Jump Around

Lyrics

On Sale

On Sale

Songs

Ice-Ice Baby

Vanilla Ice

Coloring Books

Small Business

Books

On Sale

Father

Movies

Cook Books

Walmart

Ice Cream



QUERY: Why was Vanilla Ice So Popular?

Search Labs | AI Overview

WB +1

Vanilla Ice gained immense popularity in the early 1990s, primarily due to his breakthrough hit "Ice Ice Baby," which became the first hip-hop single to top the Billboard pop chart and made him the first white rapper to achieve mainstream success.

Show more



Reddit · r/AskReddit

10+ comments · 11 years ago

Normal

AI Mode

why was vanilla ice so popular

AI Mode is experimental and can make mistakes.
[Learn more](#)

6 sites

Vanilla Ice - Wikipedia

Wikipedia

Vanilla Ice achieved immense popularity in the early 1990s due to a confluence of factors:

1. Catchy Music and a Hit Song:

- His breakout single, "Ice Ice Baby,"

QUERY: Are there Vanilla Ice coloring books

are there Vanilla Ice coloring books

AI Mode is experimental and can make mistakes. [Learn more](#)

3 sites

Coloring Between the Rhymes: A Vanilla Ice...



Vanilla Page -

Amazon.com

Pinte

Yes, it appears there is at least one Vanilla Ice coloring book available. It's titled "Coloring Between the Rhymes: A Vanilla Ice Coloring Book for Adults".

According to the description, this coloring book combines the nostalgia of Vanilla Ice's hit song "Ice Ice Baby" with illustrations inspired by ice cream. The book features lyrics from the song and ice cream-themed artwork for you to color. You can find it at [Amazon.com](#).

Ask AI Mode



Home



Search



Saved



Notifications

According to the description, this coloring book combines the nostalgia of Vanilla Ice's hit song "Ice Ice Baby" with illustrations inspired by ice cream. The book features lyrics from the song and ice cream-themed artwork for you to color. You can find it at [Amazon.com](#).

In addition, you can find general vanilla ice cream themed coloring pages online, such as those on [Pinterest](#) and [Twisty Noodle](#).

Help improve AI Mode by providing feedback.



Coloring Between the Rhymes: A Vanilla Ice Coloring Book for Adults



Amazon.com

Vanilla Ice Cream Coloring Page -

Ask AI Mode



Home



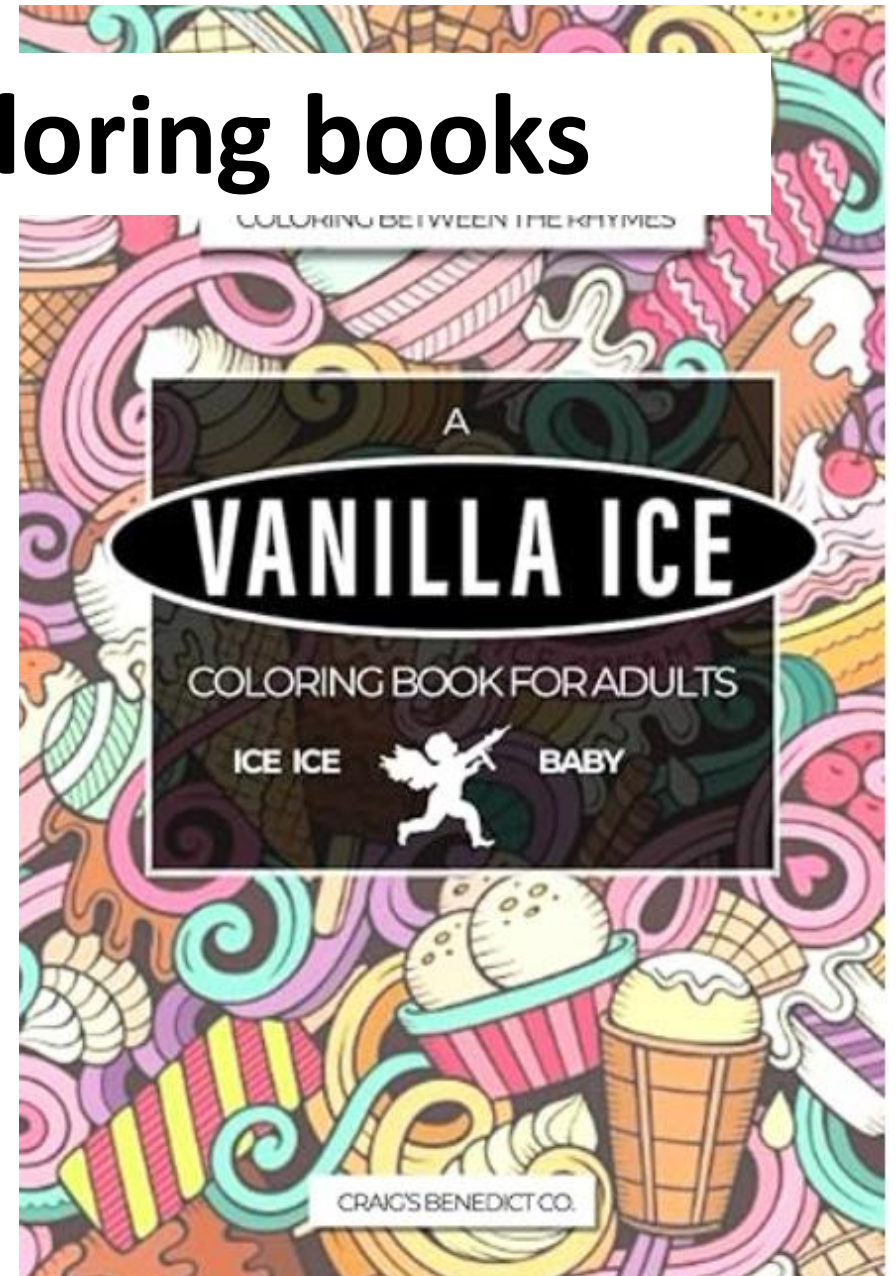
Search



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Notifications

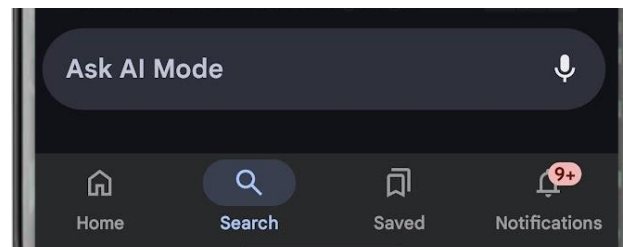
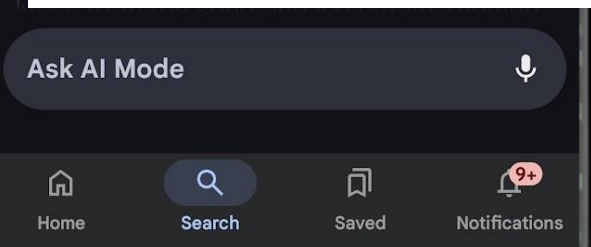


QUERY: Are there Vanilla Ice coloring books

are there Vanilla Ice coloring books

According to the description, this coloring book combines the nostalgia of Vanilla Ice's

- 2 Screens long
- Starts with a small lateral carousel of 2 web results
- Mostly text like an AI Overview
- Ends with 2 web results, repeated from the first carousel & a 'Show All' button



QUERY: Are there Vanilla Ice coloring books

are there Vanilla Ice coloring books

AI Mode is experimental and can make mistakes. [Learn more](#)

3 sites

Coloring Between the Rhymes: A Vanilla Ice...



Vanilla Page -

Amazon.com

Pinte

Yes, it appears there is at least one Vanilla Ice coloring book available. It's titled "Coloring Between the Rhymes: A Vanilla Ice Coloring Book for Adults".

According to the description, this coloring book combines the nostalgia of Vanilla Ice's hit song "Ice Ice Baby" with illustrations inspired by ice cream. The book features lyrics from the song and ice cream-themed artwork for you to color. You can find it at [Amazon.com](#).

Ask AI Mode



Home



Search



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Notifications

According to the description, this coloring book combines the nostalgia of Vanilla Ice's hit song "Ice Ice Baby" with illustrations inspired by ice cream. The book features lyrics from the song and ice cream-themed artwork for you to color. You can find it at [Amazon.com](#).

In addition, you can find general vanilla ice cream themed coloring pages online, such as those on [Pinterest](#) and [Twisty Noodle](#).

Help improve AI Mode by providing feedback.



Coloring Between the Rhymes: A Vanilla Ice Coloring Book for Adults



Amazon.com

Vanilla Ice Cream Coloring Page -

Ask AI Mode



Home



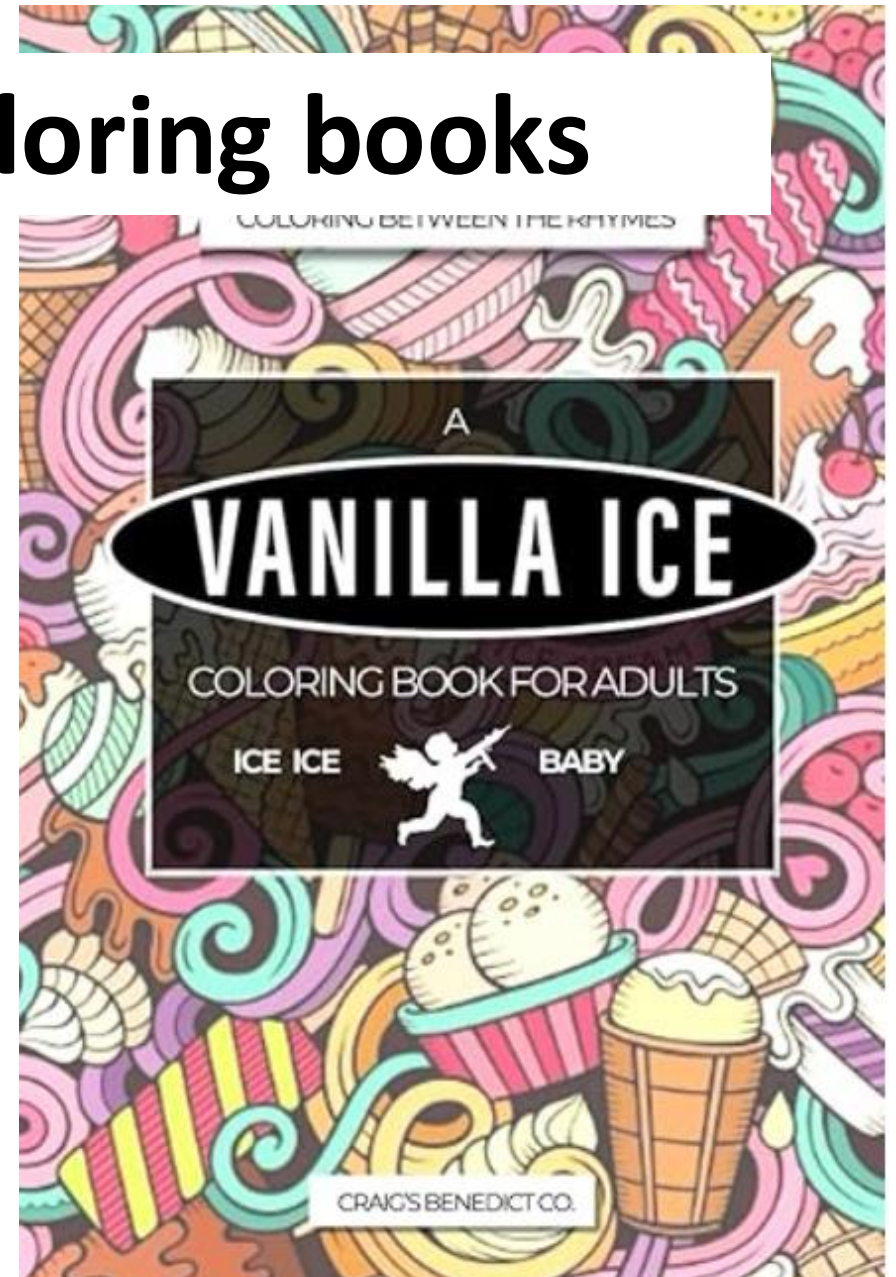
Search



Saved



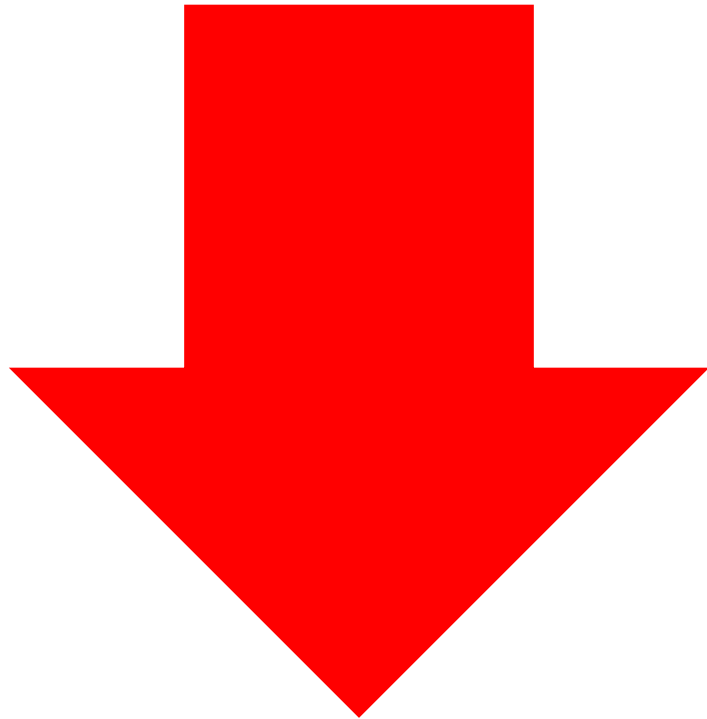
Notifications



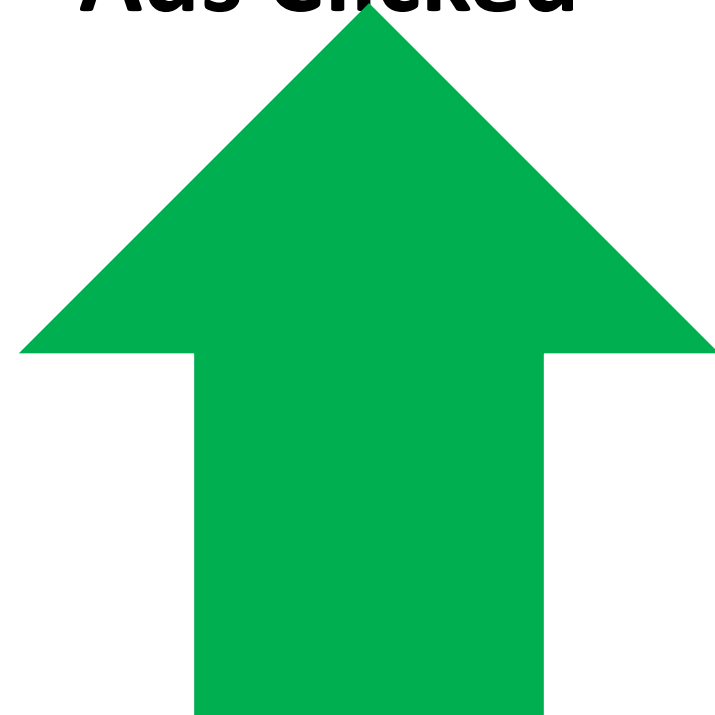


Ok
So What?

**MUM Journeys
Decrease Processing
Costs for AI**



**MUM Journeys
Increase The Number
of SERPs Served &
Ads Clicked**



**MUM Journeys
Decrease Processing
Costs for AI**

**MUM Journeys
Increase The Number
of SERPs Served &
Ads Clicked**





Micro-Moments:

- I Want To Know
- I Want to Go
- I Want to Do
- I Want to Buy





I Want to Know

Vanilla Ice

American rapper and actor

Overview

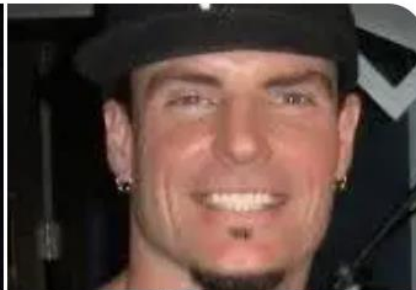
Songs

Movies and shows

Events

Albums

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Vanilla Ice - Ice Ice Baby (Official Music Video)

REMASTERED IN HD! Is this a stone-cold classic or a one-hit wonder?

Mar 4, 2009

Age

57 years

Oct 31, 1967

Full name

Robert Matthew Van Winkle

See also

- Ice Ice Baby Song
- Ice Ice Baby Song by Vanilla Ice

Wikipedia
https://en.wikipedia.org/wiki/Vanilla_Ice

Vanilla Ice

Robert Matthew Van Winkle (born October 31, 1967), known professionally as Vanilla Ice, is an American rapper, actor, and television host.



Listen



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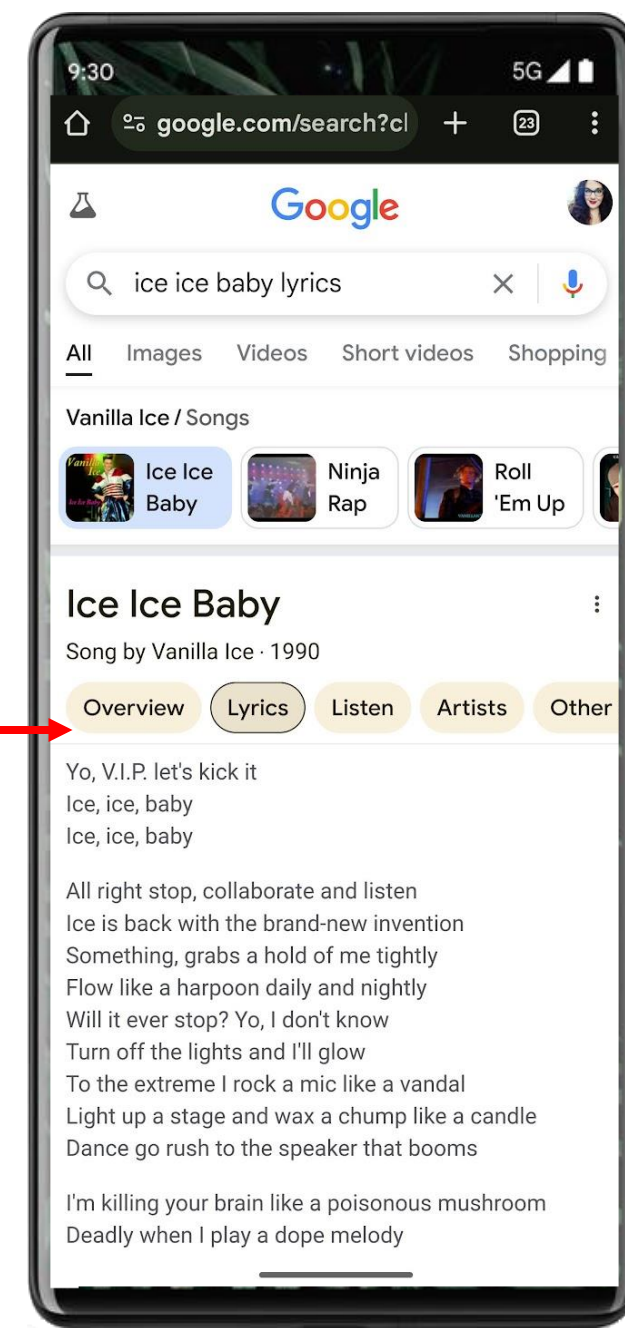
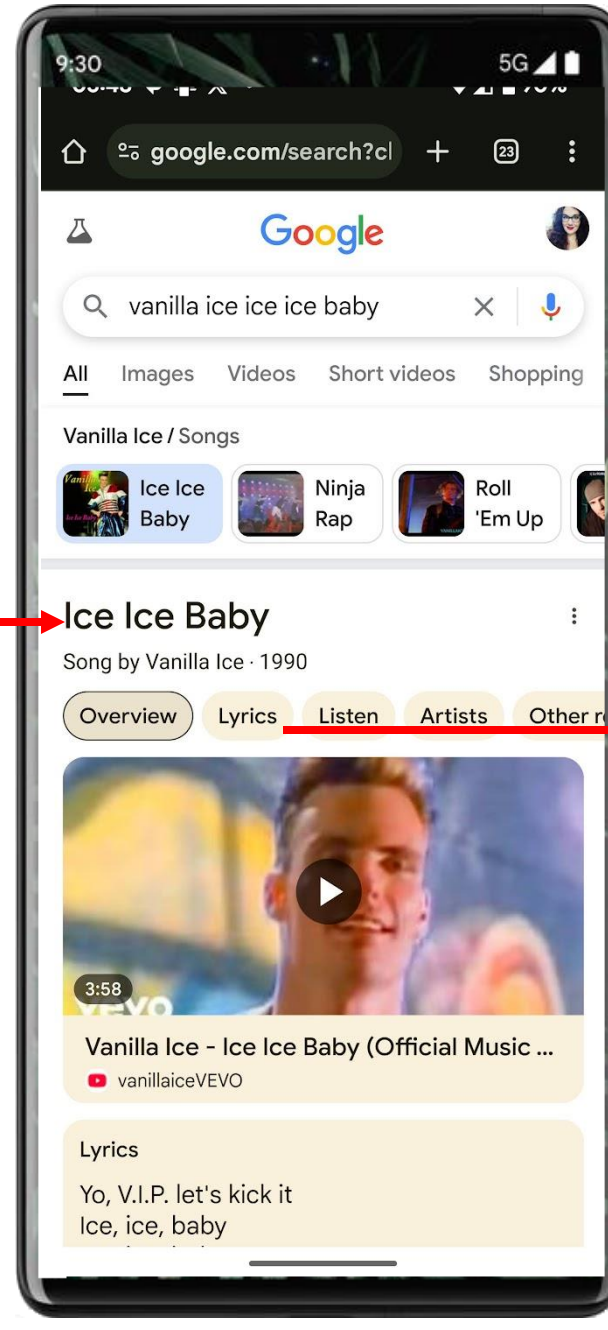
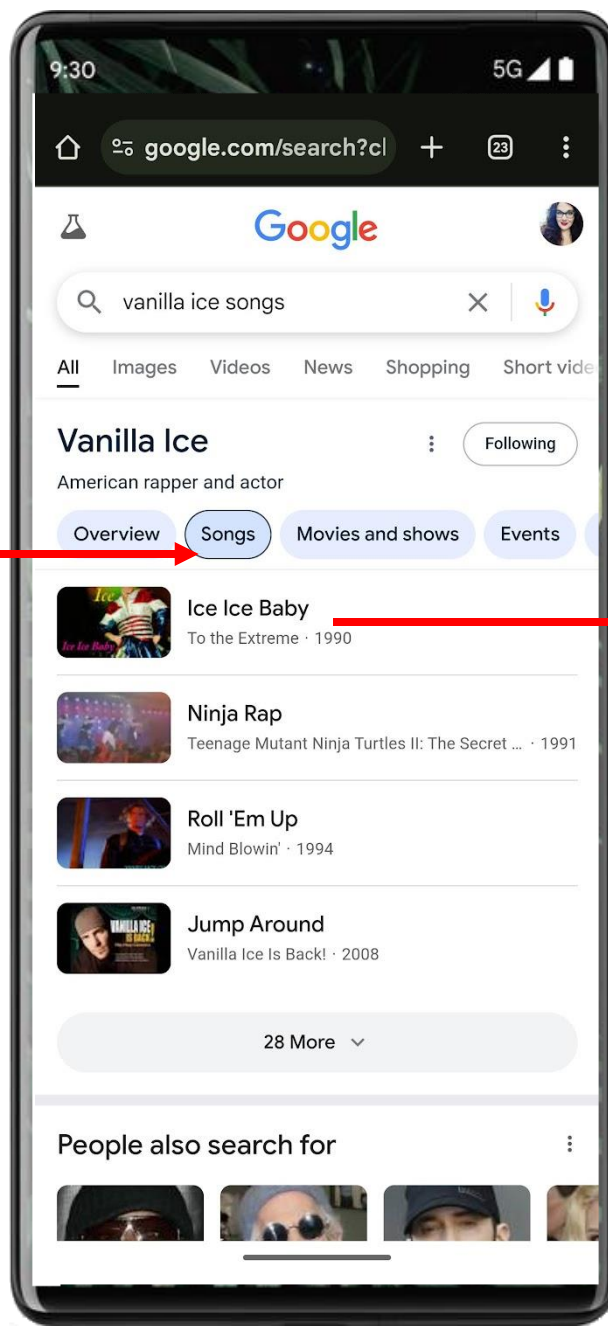
Spotify



YouTube



Apple Music





I Want to
Go

9:30
August 23



16°C

Climate control



24°C



Spotify



test drive
Ariana Grande



Your home



Off
Garage light

Paused
Garage speaker

Notifications



Take Nala to the vet
10:00



Home
Missed call



@Suzzicks

MobileMoxie.com





- Ads in the 3 Pack for Maps
- Ads in the GBP Profile pages
- Local Service Ads (LSAs)
- Merchant Center in GBP
- Data from Tracking On & Offline Interactions



I Want to Do



Vanilla Ice

American rapper and actor

Overview

Songs

Albums

Movies and shows

Events

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Movies and shows



Cool as Ice
1991



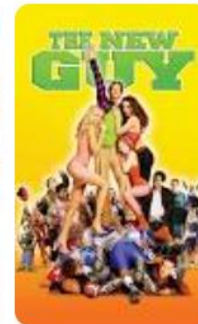
That's My Boy
2012



The Ridiculous
6
2015



The Vanilla Ice
Project
2010 – 2019



The New Guy
2002



Teenage Mutant
Ninja Turtles II...
1991



Overview

Robert Matthew Van Winkle, known professionally as Vanilla Ice, is an American rapper, actor, and television host. Born in Dallas and raised there and in Miami, he was the first solo white rapper to achieve commercial success following the 1990 release of his best-known hit "Ice Ice Baby". [Wikipedia](#)

Born: 1967 (age 57 years), South Dallas, Dallas, TX

Full name: Robert Matthew Van Winkle

Children: KeeLee Breeze Van Winkle, Dusti Rain Van Winkle, Priscilla Love VanWinkle

Height: 6' 0"

Feedback



Vanilla Ice

American rapper and actor ⋮

Overview

Songs

Albums

Movies and shows

Events

Listen

Songs



Ice Ice Baby
To the Extreme · 1990



Ninja Rap
Teenage Mutant Ninja Turtles II...



Roll 'Em Up
Mind Blowin' · 1994



Jump Around
Vanilla Ice Is Back! · 2008



Too Cold
Hard to Swallow · 1998



Get Wit' It
Cool as Ice · 1991



Play That Funky Music
Hooked · 1989



Rollin' In My 5.0
Extremely Live · 1991



Bands Out
Bands Out · 2023



Satisfaction
Hooked · 1989

Show more ⌵

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YouTube



Spotify



YouTube
Music



Apple Music

Overview

Robert Matthew Van Winkle, known professionally as Vanilla Ice, is an American rapper, actor, and television host. Born in Dallas and raised there and in Miami, he was the first solo white rapper to achieve commercial success following the 1990 release of his best-known hit "Ice Ice Baby". [Wikipedia](#)

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Full name: Robert Matthew Van Winkle

Children: [Keel ee Breeze Van Winkle](#), [Dusti Rain Van Winkle](#)



The Vanilla Ice Project

2010 · Reality · 9 seasons

Overview

Watch show

Episode guide

Cast

Watch show

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Philo Subscription Watch	YouTube Primetime subscription Watch
Hulu Premium subscription Watch	Sling TV Premium subscription Watch
The Roku Channel Premium subscription Watch	Amazon Prime Video Premium subscription Watch
YouTube TV Premium subscription Watch	Apple TV \$1.99 Watch
Fandango at Home Watch	

Overview

6.7/10 · [IMDb](#)

88% liked this TV show

Google users



Vanilla Ice has gone from rapping music to rapping nails. The '90s pop icon has been in the home-flipping business for nearly two decades, a hit renovator just as much as he was a hit music maker. The projects profiled in this series are mega-square-foot mansions in Palm Beach, Fla., where Ice tries... [MORE](#) ▾

Network: [Magnolia Network](#)

First episode date: October 14, 2010 (USA)

Final episode date: September 7, 2019

Executive producers: [Matthew Levine](#); [Timothy T.P. Robbins](#); [Max Weissman](#)

[Feedback](#)

The Vanilla Ice Project

2010 · Reality · 9 seasons

Overview

Watch show

Episode guide

Cast



cmy HGTV

The Vanilla Ice Project - HGTV

About the Show. Vanilla Ice is back to tackle his toughest Florida flip ever. The pop icon and knock-out home renovator has taken his biggest risk yet, ...

Where to watch



Discovery Plus
Subscription



+10 more

Ratings



IMDb

6.7/10



Wikipedia

https://en.wikipedia.org/wiki/The_Vanilla_Ice_Project

The Vanilla Ice Project



Watch show

EDIT SERVICES





Rapping it Up

Try now TV-G CC

Max [Sign up](#)



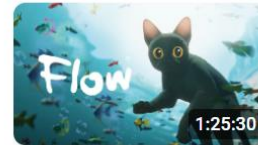
Watch on YouTube



Rapping it Up
 S1 E11 • The Vanilla Ice Project
 Reality • 2011 • 19 min
 English (United States) audio
 TV-G

Watch with Max

All From Max



Flow
 Max Animated Flow
 Try now PG



Beat Bobby Flay
 Max • S1 E1 • Beat Bobby Flay
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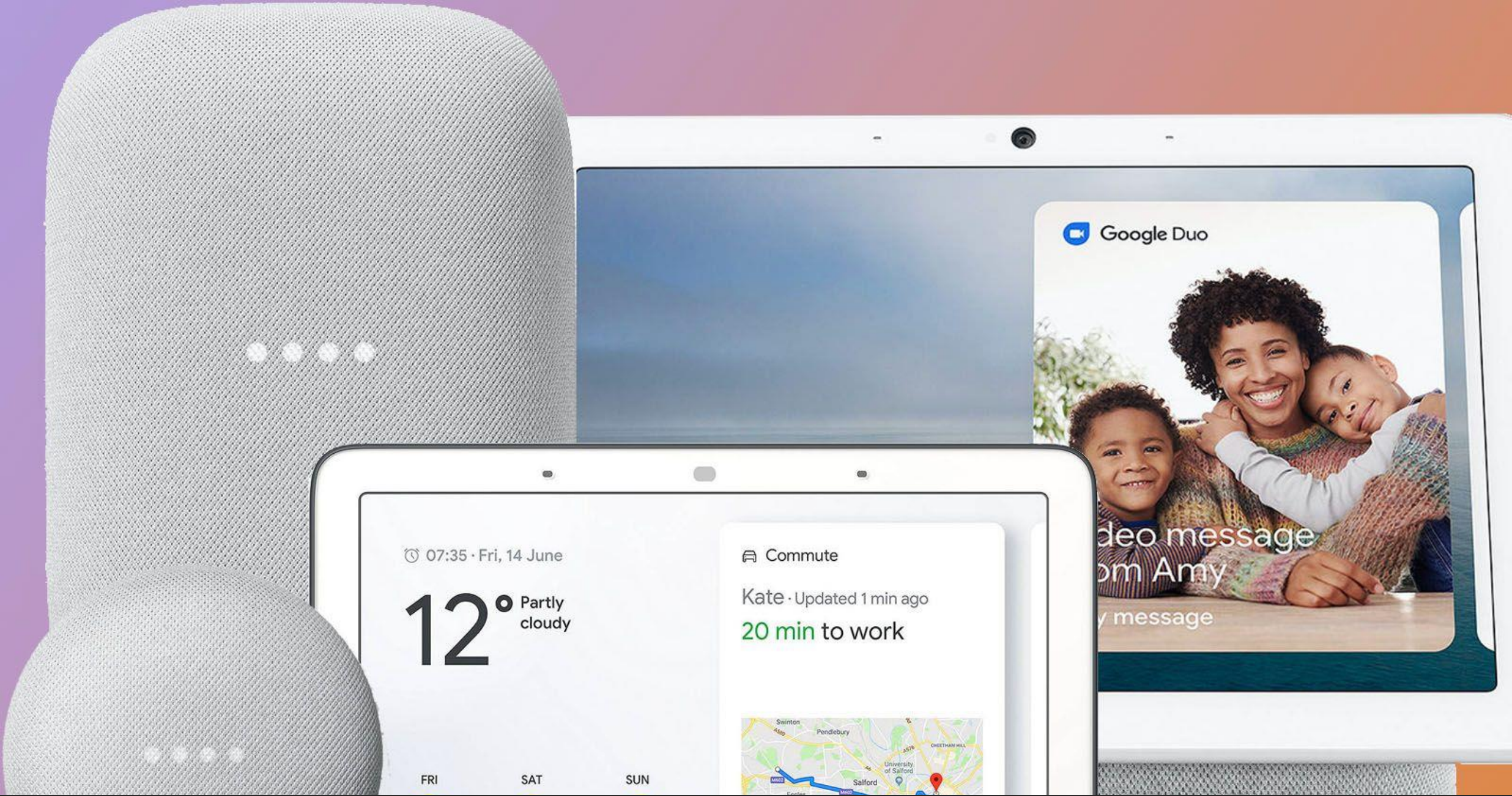
Sesame Street
 Max • S5 E1 • Heavy Snow Falls...
 Try now TV-Y



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 Max • S1 E1 • Classics
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Adventure Time
 Max • S1 E1 • Slumber Party Pa...
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I Want to Buy

Refine results

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Stores

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- Barnes & Noble
- audible.com
- eBay

See more

Price

- Under \$10
- \$10 - \$20
- Over \$20

Amazon.com
<https://www.amazon.com> › Ice-Vanilla-Story-His-Words

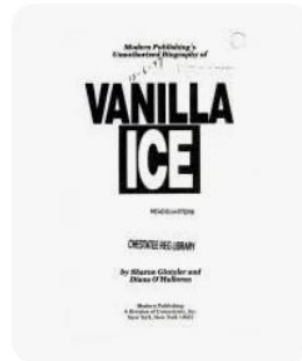
Ice by Ice: The Vanilla Ice Story in His Own Words

Book overview. The **autobiography** of the first white musician to achieve fame and success in the world of rap.

In stock · 3.7 ★★★★★ (13) · 30-day returns



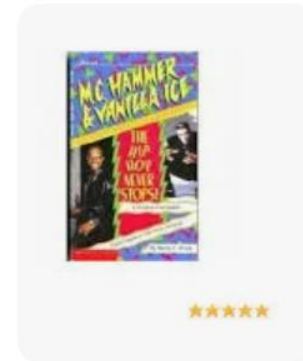
Popular products :



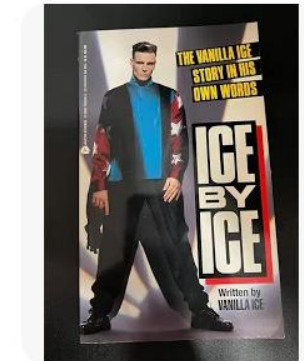
Modern Publishing's Unauthorized...



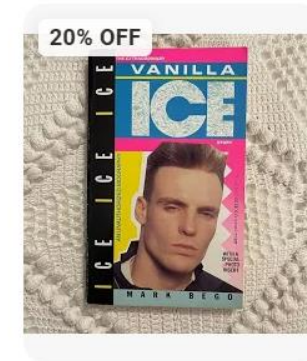
Vanilla Ice 41 Success Facts -...



M.C. Hammer & Vanilla Ice: The Hip...



Ice By Ice: The Vanilla Ice Story In...



The Extraordinary Vanilla Ice By Mark...

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Price: high to low

Genre ^

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- Romance
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Stores ^

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In stores nearby :



Nearby, 3 mi

Great Value Vanilla Ice Cream

\$7.27

Walmart & more
3.0 ★★★★★ (248)



Nearby, 0.7 mi

Tillamook Old-Fashioned Vanilla...

\$6.49 ~~\$7~~

Safeway & more
4.5 ★★★★★ (305)



Nearby, 3 mi

Vanilla Ice Ice Ice Baby LP (Coke...

\$27.99

soldoutvinyl... & more
Small business
5.0 ★★★★★ (1)



Nearby, 0.5 mi

Kroger Deluxe Vividly Vanilla Ice...

\$2.99

King Soopers & more



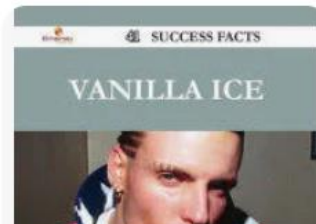
Nearby, 2 mi

Blue Bunny Vanilla Bean Ice Cream

\$3.99 ~~\$5~~

Target & more
4.4 ★★★★★ (948)

Popular products :





So What Do You Do?

Ice Ice Baby

Song by Vanilla Ice :

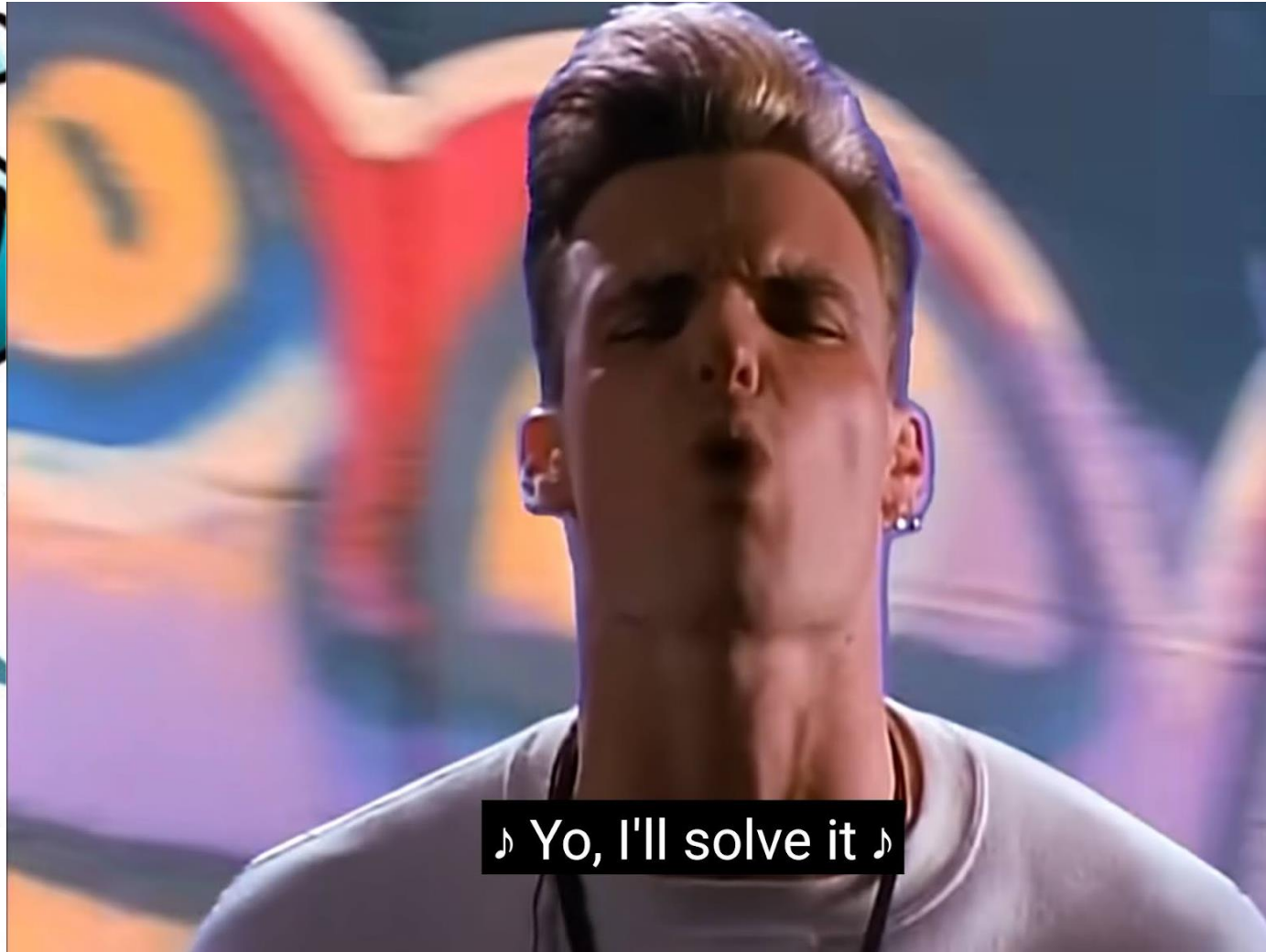


♪ And if there was a problem ♪



Ice Ice Baby

Song by Vanilla Ice

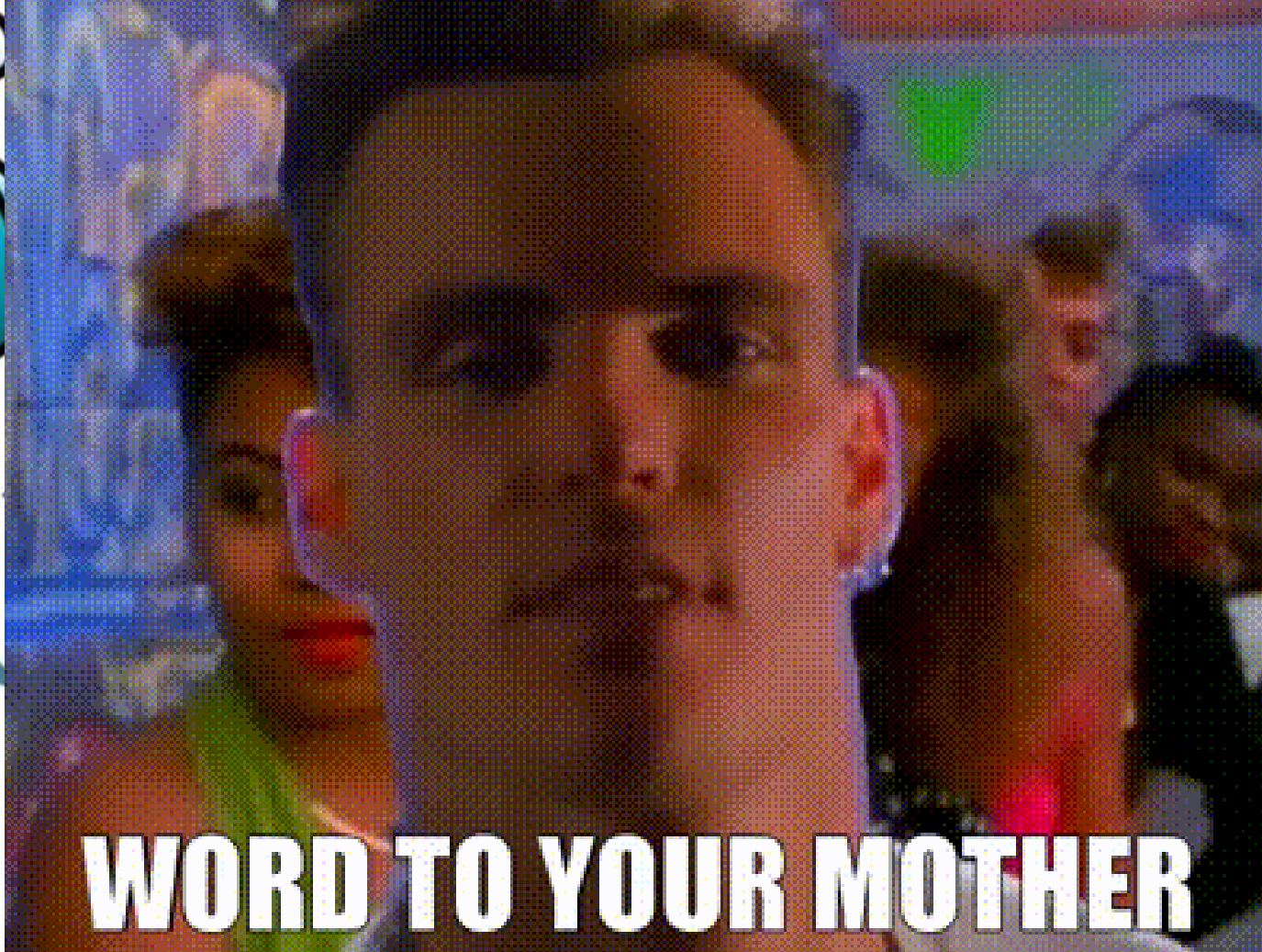


♪ Yo, I'll solve it ♪

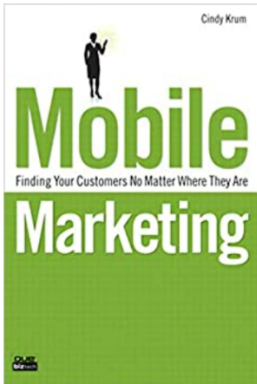


Ice Ice Baby

Song by Vanilla Ice :



The 10 Most Influential SEO Experts of 2022



books.google.com > books

Mobile Marketing: Finding Your Customers No Matter Where ...

Cindy Krum · 2010

Now, one of the field's leading pioneers shows exactly how to make mobile marketing work for your business. Cindy Krum cuts through the hype, revealing what's working—and what isn't.

Amazon.com
<https://www.amazon.com/Mobile-Marketing-Finding...>

Mobile Marketing: Finding Your Customers No Matter Where ...

Cindy Krum is the Founder & CEO of MobileMoxie (previously Rank-Mobile). She is considered a thought-leader in mobile SEO and ASO marketing and has been ...

Publisher: Que Publishing; 1st edition (Februar... Dimensions: 5.9 x 0.82 x 8.8 inches

★★★★★ Rating: 4.4 · 47 reviews · \$11.96 (typically \$16.63)

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Cindy Krum



Cindy Krum (She/Her)
Founder & CEO of MobileMoxie, Inc



