



**JOURNEY**



**DIGITAL**

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**TRENDS**

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# X partners with Google Display Network



After news that X had a big drop in revenue from advertising earlier this year it was clear that X had to work on a solution to improve revenue, due to this it started outsourcing ad some of its ad space to Google.

It is still unclear on all of the benefits of this partnership however the partnership between Google Display Network and X promises a great ecosystem for advertisers to reach a wide array of audiences and having Google's targeting systems along with X's 200 million actively engaged individuals will lead to amazing ad opportunities.

We believe that this partnership will enable Google ads to offer better audience combinations to advertisers especially in the GCC region which has lots of audiences in X and for X this is a great opportunity to sell ad inventory which will enable X to fully improve their ad inventory and have better experience to users.

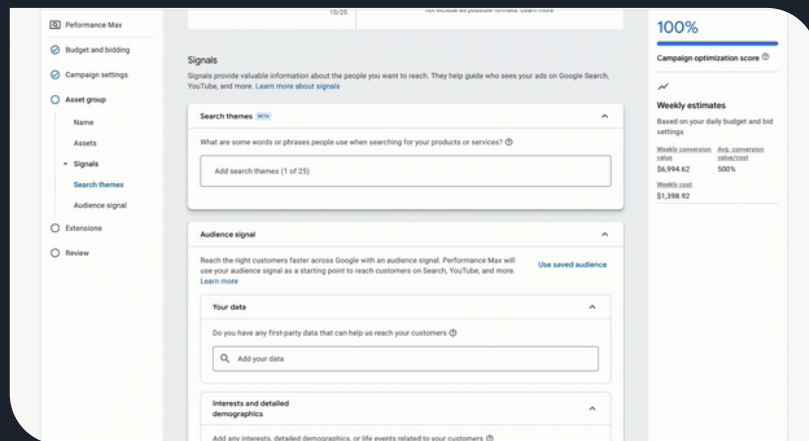
# Facebook & Instagram ad-free program

Meta is introducing a new choice for users to subscribe in an ad-free program which will enable users to have no ads version of Meta, this product will be launching in Europe and according to The Verge “The fee to go ad-free is €9.99 per month when purchased on the web or €12.99 per month if purchased through Google’s or Apple’s app stores.



It is suggested by many sources online that Meta offering this new program/ option is because of new EU privacy regulations in short anyone who is 18 or older and is on Meta can decide now either to pay the subscription fee each month for an ad free experience or use Meta for free and in turn get targeted by ads.

# Google's Performance Max – Search themes








Google had added a new item in its features for Performance Max named Search themes, this basically helps Google by letting advertisers fill the gaps by adding information about their business that they expect will help in getting more relevant traffic via Performance Max, below are examples from Google that they believe adding search themes can help in about the advertisers business in case AI can't easily learn or find quickly :

- 1-The advertiser's landing page doesn't have complete details or the latest updates about the products and services.
- 2- The advertiser just expanded into a new market or launched a new product or service where his campaigns don't have extensive performance history. (promotion or sale for holiday season also needs performance history)

So in short Search themes lets advertiser choose queries that he knows that customers are looking for which will help in getting more conversions and better overall performance.



# Google’s Demand Gen campaigns – Launched to all customers globally

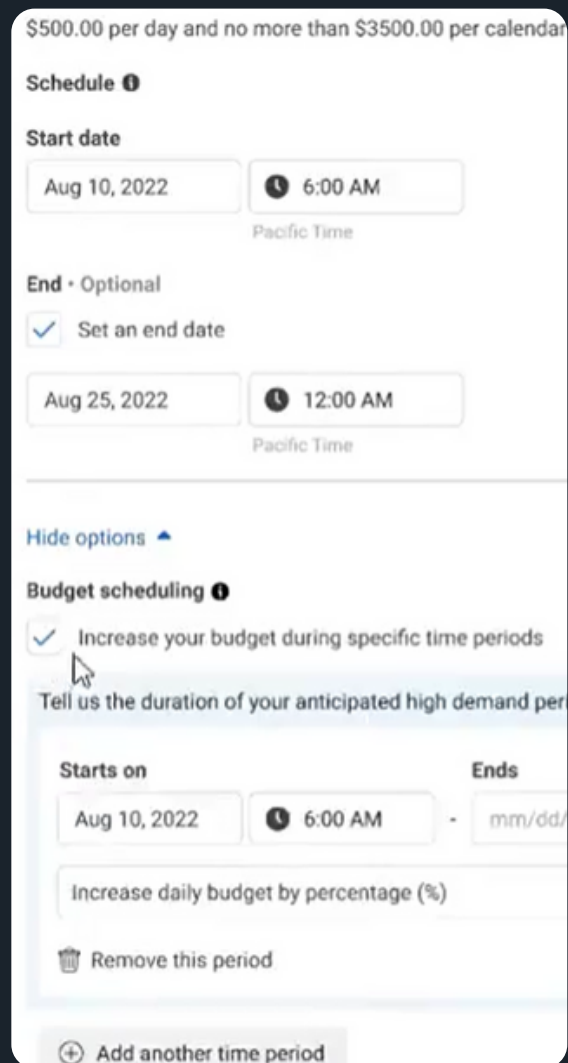
	Discovery ads		New Demand Gen features
 Expanded reach	YouTube: Home, Search & Watch Next feeds, Discover, Gmail	+	YouTube Shorts, In-Stream
 Tailored ad experiences	Image ads, Product feeds	+	Image + video ads in one campaign, new ad creation workflow with previews, A/B Experiments (images + videos)
 Flexible bidding options	Conversions, Conversion Value	+	Maximize Clicks
 Reporting & Measurement	Standard Google Ads reporting, Asset reporting, Unique Reach	+	Conversion Path Reports, Data Driven Attribution, Brand Lift, Conversion Lift* <small>*Coming soon</small>
 Audiences	Google Audiences, optimized targeting	+	Lookalike Segments, Device targeting* <small>*Coming soon</small>

Google’s new generation discovery campaigns have launched to all customers globally, according to search engine journal Demand Gen campaigns have new features that wasn’t in the original discovery campaigns such as expanded reach and providing new placements (e.g: YouTube shorts) and having more tailor ad experience such as including videos ad and image in one campaign.



# Meta announces time-based budget scheduling

In case you were away or not focusing on Meta’s ad set level Meta has added a new time based budget scheduling enabling advertisers to set a higher budget in certain time periods enabling better budget management that will help advertisers to make the best use out of their budget in key commercial moments and after those commercial moments end the advertiser can set the budget easily back to normal decreasing manual input every day, we believe this feature is incredibly important as it will help advertisers make use out of data found in their breakdown such as utilizing more budget in days that help drive more results in a cost efficient way.



# Amazon announces Sponsored TV



Amazon has decided to expand its ad offering and announced Sponsored TV which is a self-serve ads that allow brands to sell a self-service ad system that will allow brands of all sizes (since it requires no minimum spend) that sell goods on Amazon to reach more customers by serving ads on Amazon Fire TV apps and Twitch, we believe this is huge as it helps advertisers place their ads in CTV content using Amazon therefore tackling even more touchpoints in the funnel.

Reference list:

1-[X \(Twitter\) partners with Google Ad Manager \(searchengineland.com\)](#)

2-[Facebook and Instagram to Offer Subscription for No Ads in Europe | Meta \(fb.com\)](#)

3-[Unlock new relevant traffic on Performance Max with search themes - Google Ads Help](#)

4-[Get ready to upgrade your Discovery ads to Demand Gen - Google Ads Help](#)

5-[Meta Announces New Ad Tools for the Holidays | Social Media Today](#)

6-[Explained: What we know about Sponsored TV - Intentwise Blog](#)

