



DIGITAL JOURNEY



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TRENDS

JOURNEY RECAP



Meta Provides Turn Around to Avoid Apple Fees



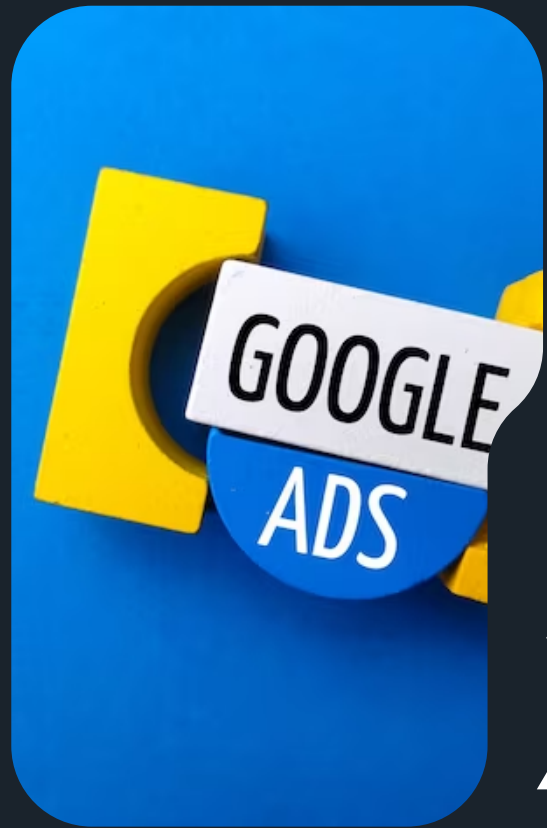
Problems between Meta and Apple arising because of in-app payment continues, as starting in Feb 2024 Apple will start charging iOS users a 30% service charge on boosted ads if they are done on App, Meta has decided that advertisers will be the ones to absorb that cost and on their website which showcases that Meta is dissatisfied with the situation Meta encouraged advertisers to use desktop when creating ads to avoid the 30% charge.

Meta said the following “To support the millions of small businesses that use boosted posts on Facebook and Instagram, advertisers can now go to Instagram.com and Facebook.com on mobile and desktop to boost their content and avoid a 30% Apple service charge.”

We believe a 30% is a huge especially for SMEs who are still starting and trying to make a living off digital marketing ads using Meta.

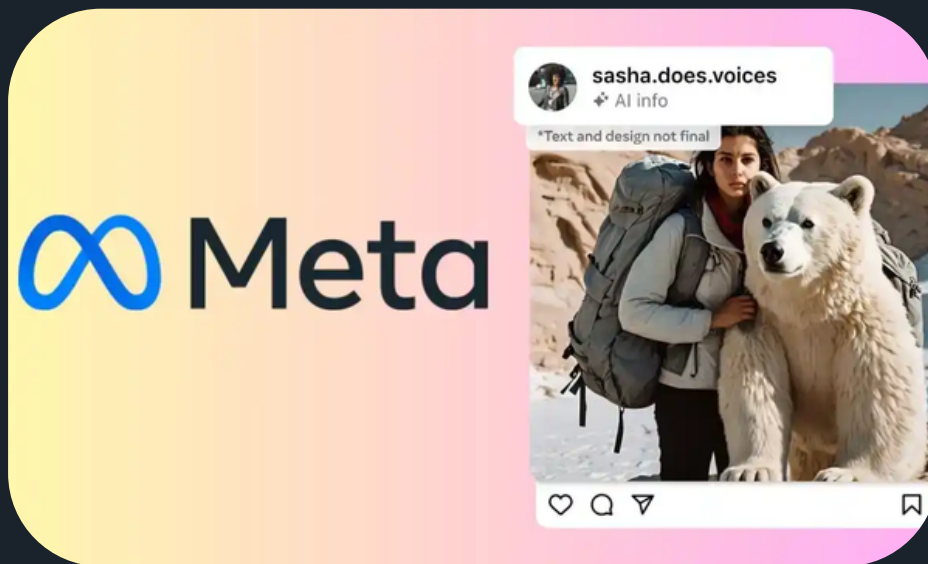
Google ads to start pausing ad groups with low activity

In an effort to improve overall campaign performance Google has stated that starting March 11, 2024 they will be rolling out a change that automatically pauses ad groups that were created at least 13 months ago and have not had impressions in the past 13 months, this is expected to be completed in all Google Ads account by April 30.



Advertisers can re-enable paused ad groups however Google recommended that advertisers review their ad groups and campaigns before enabling them, we believe this will be a very good update from Google as many of the advertisers especially those getting started make a lot of mistakes in campaign structures especially search campaigns, they add a lot of keywords that have no impressions or search volume leading to clutter in their keyword structure.

Labeling AI-Generated Images on Meta



Meta says that users when browsing through Facebook, Instagram and Threads they will start to see labels on AI-generated images, in order to do this Meta said that it will be working with industry partners on the technical standards which will help differentiate between images that are AI generated or not, this is part of the effort to decrease harm coming from AI-generated images in various situations such as election misinformation to spreading lies using fake imagery and more

Facebook and Instagram users will start seeing labels on AI-generated images that appear on their social media feeds, part of a broader tech industry initiative to sort between what's real and not.

Google Ads Editor version 2.6 launches with new features



Google Ads Editor

For advertisers who aren't aware of Google Ads Editor it is basically a free, downloadable application for managing your Google Ads campaigns, the process is as follows you download one or more of your Google Ad accounts, make changes offline and then upload those changes to Google Ads, its arguably most important feature is editing and making changes in bulk as well as manage and edit multiple Google Ad accounts at the same time.

below some of the features in the update as mentioned by Google:

A- Google Display ads to Performance Max migration. Editor now supports the migration of Display campaigns to Performance Max campaigns.

B- Performance Max migration with experiments. Editor now lets you create and manage experiments in Performance Max, so you can compare Performance Max campaign performance against other campaign types. There is also added support for Display to Performance Max migration. In addition, you'll be able to create experiments for the purposes of comparing campaign performance.

C- Paused by system. Editor now lets you filter different "Paused by system" reasons, giving you the ability to review and potentially enable paused ad groups in bulk when necessary.



Reference list:

- 1-<https://www.facebook.com/business/news/new-ways-for-small-business-to-boost-and-avoid-apple-service-charges>
- 2-<https://www.socialmediatoday.com/news/meta-prompts-advertisers-purchase-boosted-posts-on-desktop-avoid-fees/707700/>
- 3-<https://searchengineland.com/google-pause-ad-groups-low-activity-438076>
- 4-<https://ads-developers.googleblog.com/2024/02/google-ads-ad-groups-start-pausing.html>
- 5-<https://apnews.com/article/meta-adds-labels-to-ai-imagery-deepfakes-415163d053ed915042a04f1ec3d9eafa>
- 6-<https://about.fb.com/news/2024/02/labeling-ai-generated-images-on-facebook-instagram-and-threads/>
- 7-<https://searchengineland.com/google-ads-editor-version-2-6-438088>
- 8-<https://support.google.com/google-ads/editor/answer/14439157?hl=en>

