



# DIGITAL JOURNEY

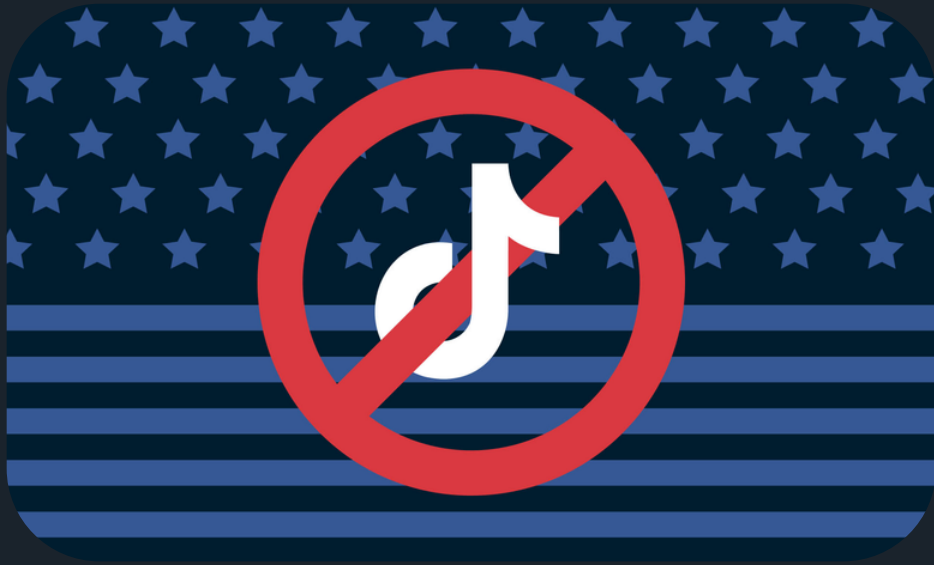


MARCH 2024



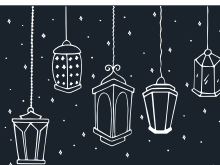
**JOURNEY RECAP**

# TikTok facing a potential ban in USA



Bydance 'TikTok' might face a potential ban in USA, The house of Representatives in USA has passed a bill that could potentially ban TikTok in the upcoming period and surprisingly President Biden stated that he would sign it into Law if also passed in the senate, when these news occurred ByteDance released an economic impact report stating that the platform has helped a huge amount of small to mid-sized businesses in 2023 helping those businesses generate around \$14.7 billion showcasing huge contribution to US businesses and there are several businesses in USA that rely on TikTok that is addition to 224,000 jobs which were supported in 2023.

We believe that if a potential ban occurs it will take time as tensions regarding TikTok activity has been an ongoing concern for a while now and for the time being no action was taken to stop the application in USA.



# New updates coming to Meta's advantage+

Meta announced two very important updates to its advantage+ , The first update is “Advantage+ creative optimizations”, adding more features to asset customization now advantage+ will help optimize video ads on reels or even mobile Facebook and Instagram apps with 9:16, since there is a tremendous rise in reels viewership Meta is focusing on enabling advertiser use this format to its fullest extent.



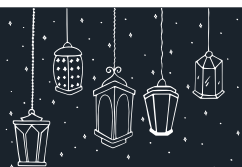
The second update is very important for brands with eCom ads, the update is for advantage catalog ads helping provide more personalized recommendations to users when seeing product catalog ads, users will be provided with products they are most interested in and the new process will provide more capacity to showcase the most relevant products, another very sweet update is that brands are allowed to provide a hero or key visual and to be in the center of catalog ads while Meta's AI will do its role by providing audience with best relevant products from the catalog.

# Musk announces more changes to X

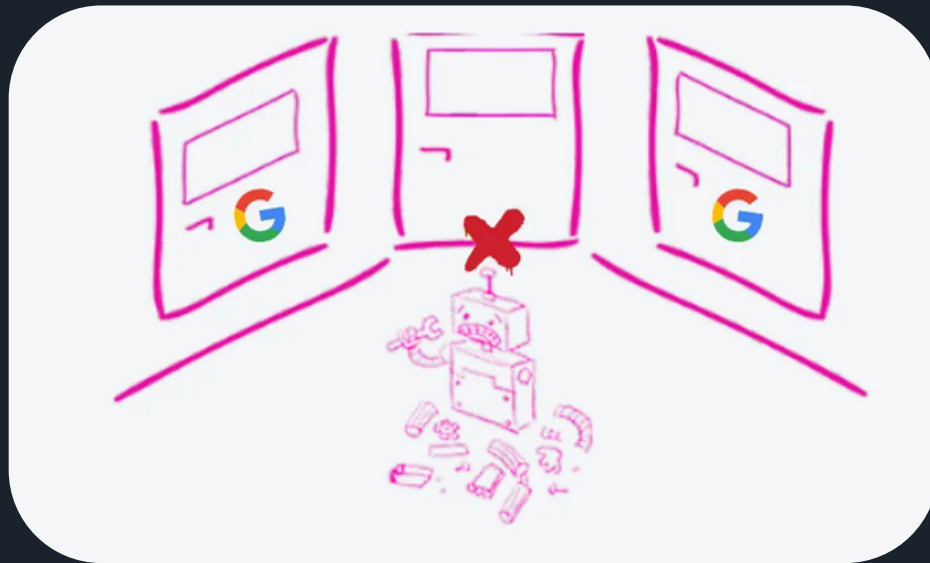


X previously Twitter has lots of changes in the last few year and it appears more change is coming, Elon Musk has announced new changes which will allow certain accounts to unlock free premium features, he said that moving forward all X accounts that have over 2500 verified subscriber followers will Posting on the platform get premium features for free and accounts which have over 5000 will have more features which will be labeled as premium+ for free.

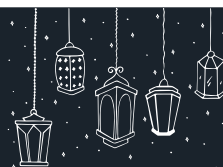
X premium features previously cost \$8/month, and this includes sharing longer posts, video uploads and having less ads while the more premium +Users get all the features of premium with no ads as well as access to Grok AI.



# Google is completely deindexing websites with low quality content



Google had always focused on many things when it comes to which websites to push further in SEO and to name a few attributes are originality, depth and value to the reader, content that has copied content or weak content most of the times isn't pushed. After March's update that Google did many websites suddenly found themselves gone from Google's SERPs, Google has promised to clean up to 40% of low quality websites that provides useless information as well as poor user experience even small websites that uses AI content are also a target and it seems Google's ability to detect AI content has vastly improved which helped Google punish those using AI content.



Reference list:

1-[Hoping to stall a ban, TikTok says it generated \\$14.7B for US small businesses last year | TechCrunch](#)

2-[When would a TikTok ban go into effect? - CBS News](#)

3-<https://searchengineland.com/meta-updates-advantage-shopping-ads-438363>

4-<https://www.socialmediatoday.com/news/meta-announces-range-updates-advantage-shopping-ads/710064/>

5-[Elon Musk Makes Major Changes to X \(Twitter\). What to Know | TIME](#)

6-[Google's March 2024 core update: 5 things you need to know \(searchengineland.com\)https://searchengineland.com/google-ads-editor-version-2-6-438088](https://searchengineland.com/google-ads-editor-version-2-6-438088)

