



# DIGITAL 422 JOURNEY

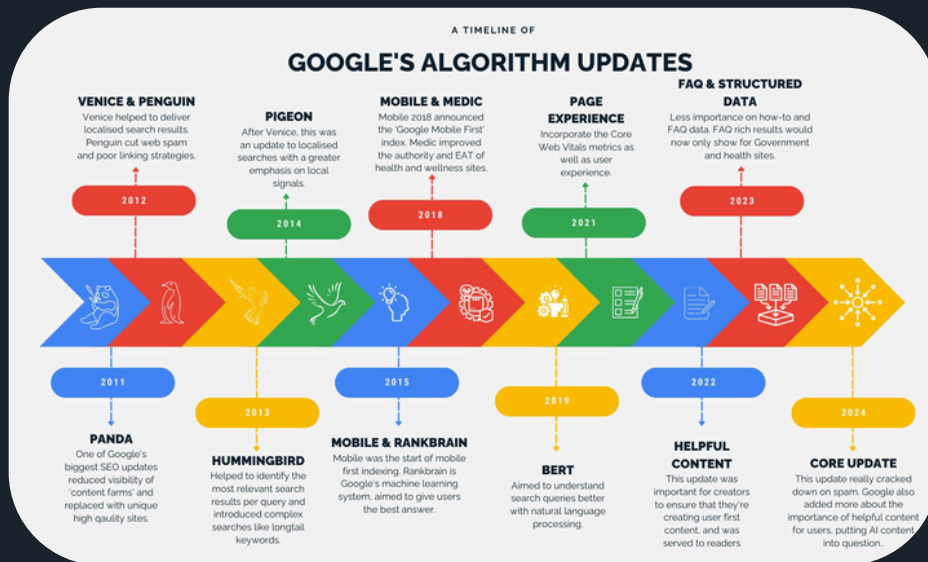
DEC 2024



JOURNEY RECAP



# Google confirmed algorithm update summary



The Google December 2024 core update started on December 12 and completed 6 days later on December 18. This update was a bit of a surprise, the December 2024 core update was more volatile and more widespread than the November 2024 core update, but less so than the August and March 2024 core updates, according to data providers.

In short, write helpful content for people and not to rank in search engines.

“There’s nothing new or special that creators need to do for this update as long as they’ve been making satisfying content meant for people. For those that might not be ranking as well, we strongly encourage reading our creating helpful, reliable, people-first content help page,” Google said previously.

# Black Friday hits a record \$74.4B in sales online, up 5% on last year



Adobe said 55% of all online spend was made on mobile devices, working out to \$5.9 billion, up 12.1% year-on-year.

Discounts continue to drive sales. Unsurprisingly, the highest mark-downs were on categories that people are likely buying as early holiday presents. Toys were discounted by as much as 27.8%, electronics, 27.4%, and TVs 24.2%.

Chatbots continue to figure as a theme. Adobe said that traffic to retail sites from GenAI chatbots was up by 1,800% last year, although you have to remember that they would have been considerably more rare, and less functional, last year. Adobe said that in a survey it did of 5,000 consumers in the U.S., 20% said they were using chatbots to find deals and other shopping recommendations. Whether chatbot creators leverage that to build out advertising will be an interesting development to watch. In the meantime, it definitely points to one more way that chatbots are threatening to upend discovery through search engines.



# Google Ad Introduces Audience Curation Tools, But Only For Digital Marketing Agencies



The new curation tools let us:

- Create custom audience groups: You can now group people based on specific demographics, behaviors, or interests to better match your ideal customer profile.
- Bundle ad inventory: Whether it's premium placements or specific themes, we can organize ad spaces to align with your campaign goals.
- Offer flexible ad-buying options: We'll package everything in a way that simplifies decisions, making the whole process easier and more effective.
- Streamline campaign workflows: Everything is managed in one place, so we can launch campaigns faster and with fewer headaches.
- Provide better reporting: With curated packages, we can deliver clearer insights about who your ads are reaching and how well they're performing.





# Meta Ads Adds Frequency Controls To Auction Based Campaigns



Before this update, Meta offered Frequency Cap to limit how many times someone saw your ad over a set period. Now, you can choose between:

- Frequency Cap: Limits the maximum number of impressions a person sees during your campaign.
- Target Frequency: Sets the average number of impressions per week for each person reached.

The key difference? Target Frequency focuses on building consistent exposure with your audience, helping you hit a specific number of impressions weekly. It's perfect if your goal is to create lasting awareness or engage the same people multiple times to reinforce your message.

Reference list:



- <https://searchengineland.com/data-providers-google-december-2024-core-update-was-more-volatile-than-last-449744>
- <https://techcrunch.com/2024/11/30/black-friday-hits-a-record-74-4b-in-sales-online-up-5-on-last-year/>
- <https://www.digitalposition.com/resources/blog/ppc/google-ad-introduces-audience-curation-tools-but-only-for-digital-marketing-agencies/>
- <https://www.digitalposition.com/resources/blog/ppc/meta-ads-adds-frequency-controls-to-auction-based-campaigns/>

