

# Digital Update

Q3 2021



# What's been happening in the world of digital marketing?

It can be hard to keep up...!

Every quarter, we break down the latest features, announcements and trends in a handy bitesize document designed to keep our clients up-to-date and their respective brand adopting the shiniest emerging ad formats and best practices out there.

[We'd love to arrange a coffee to chat these through in more detail](#)  
so if anything below catches your eye then please pick up the phone.

# Pay Per Click

## Google Opens Data Driven Attribution Modelling to All

Data driven attribution uses machine learning to accurately report on how each marketing touchpoint contributed to a sale or conversion point, rather than placing focusing solely the last ad a user interacted with before making a purchase or completing an enquiry. Previously, Google had a minimum data threshold for data driven attribution which allowed only big spend advertisers with a significant conversion stream to have access, [however the modelling is now open to all.](#)

What do we think?

This form of attribution modelling will become critical in a cookie-less future where artificial intelligence can fill the gaps in data and preserve measurement.

## Expanded Text Ads to be Removed in June 2022

Next year, Google will remove the ability to create traditional Expanded Text Ads. Instead, [advertisers will have to utilise Responsive Search Ads](#) – an ad format which comprises of 15 headlines and 4 descriptions which Google will test and serve different combinations.

What do we think?

We knew the end to Expanded Text Ads was coming, so we have proactively implemented Responsive Search Ads across all our accounts. RSAs will still have the ability to pin headlines and descriptions, meaning we can keep control of what information is shown when necessary.

## Google Provides More Search Query Data... Kind of!

In one of our previous updates, we reported that Google Ads was removing search query data from its reporting; limiting this to only search queries that had been searched for by a significant number of users. This remains the case, though in September Google announced that [queries that have been searched for, but not necessarily clicked \(as was previously the case\) will start to appear in advertiser's accounts.](#)

What do we think?

Search query data is the lifeblood of Search Ads campaign optimisation – so this is good news! Google Ads has clearly listened to its advertisers who have requested that more data was made available to help steer keyword-targeted advertising strategies.

# Organic and Paid Social



## TikTok Reaches a Billion Active Users

[TikTok has now reached a new milestone of one billion monthly active users.](#) Following its success, other social channels are trying to follow in TikTok's footsteps by trialing recommendations on a user's interactions with content on the app. This algorithm proves particularly successful, as it allows the user to see content that is relevant to them and results in a higher recall and engagement rate.

What do we think?

This demonstrates TikTok's power as a social media channel and highlights the importance of brands having a presence on this platform in order to be part of the conversation and awareness of growing trends amongst consumers.



## Twitter Updates Video for a Higher Quality Viewing Experience

Twitter has announced that it's improved its video display process to ensure higher performance in playback. The updated formatting process now works to [provide a better, smoother video playback experience.](#) ensuring videos look their best, whenever somebody comes across them in-stream. So, now your tweeted videos won't look like you're watching them through a dirty window on a rainy day, a good update for everyone.

What do we think?

We think this is a much needed step in the right direction for Twitter and will allow it to compete better with the other social platforms already providing high quality video content.



## Boost Instagram Posts Driving Users to Message Them on WhatsApp

Businesses on Instagram can now run boosted posts that drive potential customers to message them on WhatsApp, so long as their WhatsApp Business and Instagram accounts are connected. This launch looks to create a more seamless way for businesses to connect with people on WhatsApp and [provide another way for businesses to reach their goals.](#)

What do we think?

This is a great step forward and will allow businesses to create better relationships with their customers, ensuring customer satisfaction and a closer community with potential customers.



# SEO

## Google's Big July Update

Big Google updates always create an air of uncertainty in the space as no one truly knows how they will impact results. [This was a core algorithm update](#) which implies the changes introduced reached far and wide across the ranking and indexing processes.

What do we think?

Google updates are an inevitable part of SEO and whilst it's important to keep abreast of them, it's impossible to really know what they're targeting. We find that having a set of clear user centric principles for search helps keep us on the right side of things (touch wood).

## Google Announce New MUM Algorithm

Google's new MUM (Multitask, Unified Model) algorithm will be integrated into search results in the coming months. This will allow [searches for certain topics to be expanded and creates a more intuitive search experience](#). The main feature is the ability to search with images instead of just text.

What do we think?

It's an exciting change to the search experience. Our focus will be monitoring what kind of searches it gets rolled out on and how best we can leverage it for our clients.

## Google's Making it Easier to Validate Sources in Search

Google is updating it's search results to make it [easier for users to identify if a website is a trustworthy source of information](#) before clicking a link in search results. Users will now be able to expand 'about this result' cards including description of the domain.

What do we think?

We think this will be a great update, anything that makes it easier for users to determine a reputable source can only be a good thing. However, it will be interesting to see what the results look like once live.

A close-up photograph of a pug dog's face, looking directly at the camera. The dog is wearing a large, shaggy, white wig that covers its head and ears. The background is dark and out of focus.

## Seen Something That Has Caught Your Eye?

Contact our team today to chat about how we  
can improve your digital strategy next quarter!

Craig Edwardson | Head of Digital Marketing

[craig.edwardson@bigpartnership.co.uk](mailto:craig.edwardson@bigpartnership.co.uk)

Megan Reid | Head of Social Media

[megan.reid@bigpartnership.co.uk](mailto:megan.reid@bigpartnership.co.uk)

Ross Cook | Senior SEO Consultant

[ross.cook@bigpartnership.co.uk](mailto:ross.cook@bigpartnership.co.uk)