

Digital Update

Q2 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 Updates Customer Match Audience at Livestream Event

Google has removed the \$50,000 spend threshold for its Customer Match audience feature, [which allows advertisers to use their first-party data to remarket to customers](#) across Search, Shopping, Gmail & YouTube. With a world without cookies getting ever closer, it's important to get ahead of your competitors.

What do we think?

By removing the spend threshold, Google has made Customer Match useful for more businesses worldwide. This means that when traditional website cookies eventually retire, the updated customer match feature will be available for all advertisers to use for remarketing purposes.

Google Pushes Third Party Abandonment to 2023

As mentioned in our last update, Google is set to ditch third party cookies in the near future. [Privacy Sandbox have since updated the timeline](#). The initial stages will begin in late 2022 with full abandonment of cookies coming into effect from mid 2023.

What do we think?

We are pleased that traditional remarketing using website cookies will be around a little while longer however the team are already testing and developing ideas for a world after third party cookies.

Further Updates to Automation & Advertiser Insights

Automation continues to be a high priority for Google. In October 2020, Google announced its 'Performance Max' feature, a fully automated campaign type that drives results across all Google Ads inventory and provides relevant insights into how automation is delivering those results. At their [annual livestream event](#) in May, Google announced that the Performance Max feature is now available to all advertisers worldwide.

What do we think?

According to Google, ~80% of advertisers are using automated strategies and are seeing positive results. The need for automation is becoming increasingly more important. Get in touch with our team today to see how Performance Max can deliver insights, as well as strong results for your business.

Organic and Paid Social



Instagram Launches Live Test of Image & Video Uploads From the Desktop Version of the App

[Instagram begins rolling out its first live test of the ability to publish content from the desktop version of the app.](#) Users can upload images and video straight from their desktop, with filtering and editing tools available for this content. However, whilst the live test allows you to upload to your feed, Instagram stories and reels are not yet an available function on the desktop version with full functionality coming nearer in the future.

What do we think?

While this function will certainly help content creators with uploading new content, without full functionality, most will continue to use creator studio or the app itself.



Instagram Tests New Content Recommendations Within the Main Feed

Instagram is trailing a Tik-Tok style recommendations feed to users by sharing content that is linked to their interests. Testing new controls, [users will be able to add specific topics to their suggested posts allowing different content types to be displayed.](#) Although this is in its early stages, this update could signal a major shift in how the platform works and the type of content users can see.

What do we think?

'If successfully rolled out, this is an excellent tool for brands as they will be able to target users specifically on their likes and interests and could expand audience reach.



Twitter to follow Facebook and Let Spaces Hosts Download an Audio File of Their Space

Twitter is allowing users to download your Spaces audio which will be held on the platform for 30 days. Users will need to download their personal data files, which Twitter will provide access to, on request. Once requested, this new function will eventually allow you to be able to find your Spaces audio in the 'Data' folder within the zip. This could provide more utility, and value for Spaces, [with people then able to re-purpose that audio content to expand their audience reach, and boost connection with those who may not have been able to tune in live.](#)

What do we think?

This has large potential for brands who are looking to tap into the audio social trend as Twitter is leading the way, with the reach and engagement potential of Spaces much higher than Clubhouse rooms.

SEO



Google's John Mueller Doesn't See SEO Becoming Obsolete Any Time Soon

When asked a question on the future of SEO with regards to machine learning advancements Mueller responded "I think one of the things that people always worry about is everything around machine learning and that Google's algorithms will get so far as to automatically understand every website and SEO will be obsolete, nobody will need to do that. [I don't think that will happen.](#)"

What do we think?

Phew! Despite the advancement of machine learning and AI, SEO is so nuanced that there will always be a requirement for marketers that can marry technology, experience and human psychology. One positive is that we do see the bar for successful SEO rising as these 'smart' tools lower the barriers to entry.

Your Site's Appearance May Impact Search Visibility

In a recent response to an enquiry about gradual traffic decline Google advised "looking at different site elements that may affect visitor perception". Google went on to suggest that "[the design of a site could be holding it back in search rankings](#), if it doesn't meet the users' quality expectations".

What do we think?

Whilst it's interesting to hear this confirmed, for those of us that can read between the lines there is no surprise here. Google is highly focused on user experience; website design is a huge part of that. We often include design recommendations as part of our SEO audits as the better a website's experience, the more likely a user is to convert.

Google Is Testing Business Seller Ratings In Organic Search

Google has begun testing seller ratings (stars) in organic search, a feature that was previously only visible in paid search. Brian Freiesleben has been credited with the discovery. As part of the test, [star ratings are shown in SERPs](#) based on the website's rating in Google Merchant Center. This is an important development for two reasons, the first is that this was a feature reserved solely for paid ads; the second is that the ratings do not require any structured data markup to be implemented.

What do we think?

Based on the information above it seems that retail site owners will have little to no control over whether the stars show or not. Making it more important than ever to push for reviews and ratings from customers.



Seen Something That Has Caught Your Eye?

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

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