

On Trend

Everything digital.
Q2 round up 2024.

Hello, we're



Instagram's latest features help to boost engagement and reward influencers

What's happening?

Instagram has been teasing numerous new features that aim to enhance its platform. Users will now be able to edit DMs, helping users to make changes to messages and correct spelling mistakes without sending multiple messages. Furthermore, reel previews will be introduced to send reels to friends or selected non-followers for feedback before sharing to their feed.

What do we think?

Overall, these updates could help boost user engagement and content reach. Unskippable ads should help increase ad revenue by ensuring full viewer attention. However, it does run the risk of annoying users. Editing DMs is a welcomed change that will enhance user convenience and communication whilst also reducing messaging spam, whilst the 'send a preview' feature will help creators perfect their content, improving Reel quality. Finally, financial incentives for influencers to post on Threads could drive traffic and content creation, boosting its adoption and engagement rates.



\$5K

**OFFERED TO
INFLUENCERS WHO
BEGIN POSTING
ON THREADS**



10K



**VIEWS ON
THREADS =
PAY-OUT FOR
INFLUENCERS**

X becomes more private

What's happening?

X has made likes private on the platform, meaning only users can see what they've liked. This change is part of X's broader initiative to enhance user privacy and control over personal interactions on the platform. Users can now engage with content without their likes being visible to their followers or the public.

What do we think?

This change will help enhance user privacy, encouraging more authentic interactions with content. Users might feel more comfortable engaging with posts without public scrutiny, leading to more genuine likes. Additionally, this shift could result in a more personalised content curation on the 'For You' page, as the algorithm gains a clearer understanding of user preferences without external influences. This update could foster a more engaging and user-centric experience on X.

TikTok reveals additional features for creators and shoppers

What's happening?

TikTok is introducing a scheduling feature for creators to plan posts, ensuring a consistent posting schedule and optimal timing without needing to be online. Additionally, a new image search feature for TikTok Shop lets users upload photos to find similar products, enhancing the shopping experience by mirroring Pinterest and Google Lens capabilities, and potentially boosting shopping engagement on the platform.

What do we think?

These updates enhance TikTok's functionality and appeal. Scheduled posts will improve creators' consistency and productivity. The 60-minute video uploads will allow for a broader range of content, and the image search feature will simplify shopping, driving higher user engagement and satisfaction. These features collectively position TikTok as a versatile and competitive platform in content creation and social commerce.





LinkedIn enhances company pages with an advanced insight dashboard

What's happening?

LinkedIn has launched a new dashboard for company page insights, providing a more comprehensive view of page performance. The updated dashboard includes detailed analytics, allowing businesses to monitor page activity, track engagement metrics, and understand audience demographics more effectively.

What do we think?

The new dashboard will make it easier for businesses to track notifications, manage their pages, and engage with their audience. This AI-driven update will likely lead to more informed decision-making and better overall performance on the platform. By offering deeper insights, LinkedIn empowers companies to refine their content strategies, improve audience targeting, and enhance engagement. This update is a significant step towards making LinkedIn a more powerful tool for businesses to build their brand and connect with their professional audience.

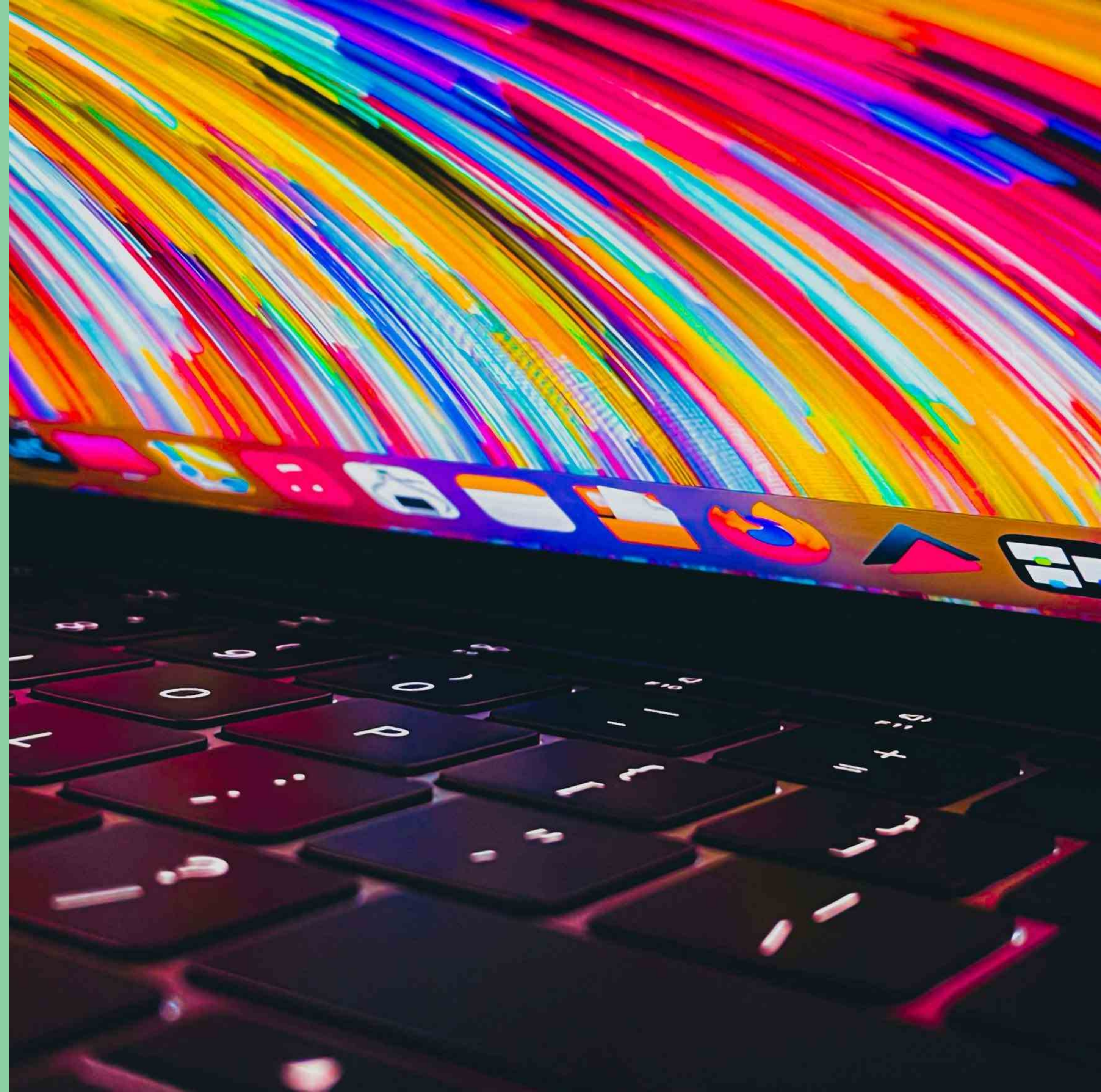
Financial Times and OpenAI forge strategic partnership

What's happening?

One of the most significant strategic partnership and licensing agreements recently has been forged between The Financial Times (FT) and OpenAI. This collaboration aims to enhance ChatGPT by integrating attributed content from the FT. Under the agreement, the FT will license its extensive material to OpenAI, aiding in developing advanced generative AI technology capable of producing text, images, and code indistinguishable from those created by humans. This landmark deal marks the fifth significant agreement OpenAI has secured over the past year, highlighting its ongoing commitment to advancing AI capabilities through strategic partnerships.

What do we think?

Although the fee of this partnership was not disclosed, it is clear that this is a monumental deal between two large companies. It feels like AI is at the top of everyone's agenda every week; we continue to see how OpenAI is changing the landscape of search marketing, and the excitement around the possibilities is endless.





Emphasising quality content, mobile optimisation, and AI-driven search

What's happening?

In May, several significant SEO updates reshaped the digital marketing landscape. Google's latest algorithm update emphasises the importance of high-quality, user-centric content, penalising sites with thin or spammy content. The enhanced focus on E-A-T (Expertise, Authoritativeness, Trustworthiness) means that websites must now demonstrate credible expertise in their respective fields. Mobile-first indexing continues to be a priority, with a stronger push for mobile optimisation and faster page load times.

What do we think?

These updates bring a fresh perspective on how we should approach content and user experience. In the era of widespread misinformation, the focus on trustworthiness encourages everyone to maintain credibility and reliability. Overall, these updates push websites towards higher standards, benefiting both users and the broader digital ecosystem and emphasising that content isn't just king; credibility always reigns supreme.

Google delays cookie phase-out: what it means for advertisers

What's happening?

Google has postponed the phase-out of third-party cookies. The change comes after significant scrutiny from advertisers within the UK Competition and Markets Authority (CMA), which raised concerns about competition. The initial phase-out of third-party cookies was announced in January 2020; however, hurdles imposed by the CMA have made Google's deadlines unrealistic. Google stated that "they are aware of ongoing challenges related to feedback from the industry."

What do we think?

This has been a talking point amongst marketers about how best to adapt to the situation presented. The announcement of a delay in this phase-out is good news for marketers, giving them additional time to trial alternative methods for collecting third-party data. At Google Marketing Live 2024, Google announced a new centralised hub for all first-party data, emphasising the importance of AI in strategies to help with success in the transition. With Google understanding the concerns of advertisers and offering alternatives to aid the transition, this extended period appears to be extremely important for advertisers to grasp the changes.

2025

EXTENDED

COOKIE

PHASE-OUT

Boost your campaigns: Google's new AI-powered brand recommendations

What's happening?

Google has launched a new set of AI-powered brand recommendations that can be implemented within awareness and consideration campaigns, with cost-per-thousand and cost-per-view bidding. These brand recommendations analyse an advertiser's Google history and campaign settings alongside industry trends to automatically identify ways to enhance brand performance. The recommendations are divided into five categories: ads and assets, bidding and budgets, keywords and targeting, measurement, and full-funnel opportunities.

What do we think?

With recommendations customised for each advertiser, this offers an excellent way for advertisers to stay on top of campaign performance maximisation so they can control what to activate. Google has stated that advertisers must embrace AI changes to maximise brand campaign performance. With AI at the forefront of Google's plans, these AI recommendations offer an excellent opportunity for advertisers to adopt changes quickly and effectively, positively impacting performance. These recommendations are updated regularly as Google's systems discover new means for success and additional optimisation, allowing advertisers to stay on top of the ever-changing best practices.

Streamline your ad strategy: Google's new keyword auto-pause feature

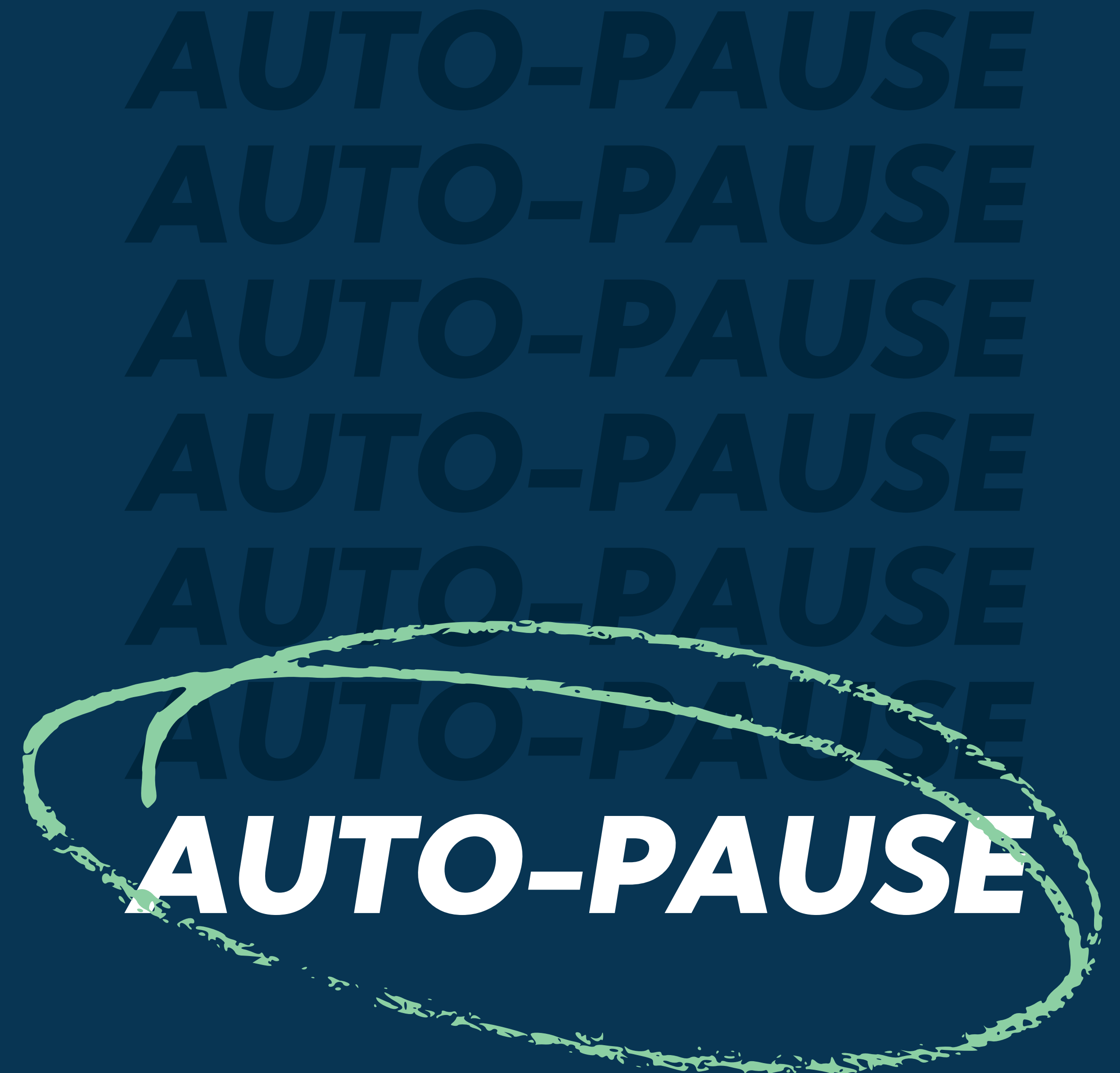
What's happening?

Google has announced that they will automatically pause keywords with low performance. Google has confirmed that these keywords can be reactivated manually within the account, as they are not being removed from the campaign. However, the groups will be paused again if reintroduced and still garner no impressions after three months.

What do we think?

This change comes shortly after another announcement that ad groups would be automatically paused using the same low-performance metrics. This is a positive implementation that should help advertisers. Advertisers potentially manage hundreds of ad groups and keywords and have limited time to manually pause low-performing keywords that they do not believe are damaging performance. However, ad groups and keywords with no impressions drag down the overall account performance and can harm the quality of the data provided by the ads. The automatic pausing of low-performing keywords and ad groups should help advertisers maintain quality scores and performance.

13 MONTHS LOW PERFORMANCE =





Let's talk

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