

PPC Update

By: Ilana Wechsler

❖ Adwords Updates

- Brand New Interface
 - Adwords are in the process of rolling out their brand new interface.
 - You may have seen in your AdWords account a little blue box down the bottom right hand corner, saying for a better user experience click to the new interface.
 - Google have come out and said that they're going to be retiring the old interface soon.
- Promotions ad extension
 - It's a promotional ad extension which is like the other ad extensions that are available out there.
 - This is just for promotions where you can say you know 20% off or whatever is your promotion.
 - You have to do it through the new Adwords interface.
- Retiring of review ad extension
 - It shows a snippet of a review that somebody has left.
- Customer match
 - Latest update is they will match with additional fields such as phone numbers.
 - A pretty savvy update which is no doubt helpful for some people who have other database information.
 - Perhaps the match rate with the gmail email addresses wasn't that great, you can include name and phone number as well as other matching abilities.

❖ Facebook Updates

- Algorithm Update
 - Mark Zuckerberg statement did not mention of ads and I don't really suspect it to impact the ads in any way because that's their revenue generating mechanism and they are listed companies.
 - Algorithm change was really about all the organic posts and trying to get engagement that way.
- Power Editor to retire soon
 - An email from Facebook saying that the power editor is going to be retired.
 - It is a tool designed for larger advertisers who want to create, edit and publish multiple ads at once.

➤ New Placement

- Facebook announced that a new ad placement been running ads on Facebook for some time.
- It is just started to offer ads within the marketplace placement.
- That's been on Facebook, if you're a Facebook user you might have seen the marketplace which is a place kind of where people buy and sell some of their second hand goods.