

PPC Updates

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Adwords Update - New Interface:

- In your AdWords account a little blue box down the bottom right hand corner corner saying for a better user experience, click to the new interface and Google have come out and said that they're going to be retiring the old interface soon.
- But much to the complaints of a lot of people in the industry, Google decided to hold off retiring the old interface just yet.

Adwords Update - Promotions Ad Extensions:

- One of Google's ways to make people use the interface is make new features accessible only when you're using the new AdWords interface and Promotions Ad Extensions are one of those.
- This is just for promotions where you can say, "20% off!" or whatever is your promotion

Adwords Update - Retiring Review Ad Extensions:

- Google is discontinuing the Review Ad Extensions. Review ad extensions basically is , where it's shows a snippet of a review that somebody has left in your business.

Adwords Update - Customer Match:

- The latest update with customer match is that they will match with additional fields such as phone numbers, etc.
- A pretty helpful for some people who have other database information. So you can include name and phone number as well as other matching abilities.

Facebook Update - Algorithm Update:

- There's no need to panic on this since this doesn't affect the ads.
- The algorithm change was really about all the organic posts and trying to get engagement that way. And people I think, are experiencing a loss of engagement, if with some of their organic posts.

Facebook Update - Discontinuing of Power Editor:

- Facebook recently sent an email saying that the Power Editor is going to be discontinued. Power Editor in our experience is very buggy, clunky, and it was difficult to use. And this news calls for a celebration.
- If you haven't received an email yet and you're fond of using the Power Editor, don't panic.

Facebook Update - Announcement of New Ad Placement:

- You might have seen the marketplace, which is a place where people buy and sell some of their secondhand goods.
- If you're in e commerce, I think this is actually a really good opportunity to try this new placement because someone's pursuing and viewing the marketplace area that obviously looking to buy something that's a great opportunity to have a an ad for a particular ecommerce product that you're selling.