

Google Marketing Livestream 2021

B I N G O

It's all about privacy. No really, it is.	ETAs are being retired, it's RSA only now.	Bye bye keyword targeting!	It's all about the customer journey.	SMART campaigns are now the only option.
Only automated bidding strategies will be allowed.	We are not worried about anything Apple does.	Campaigns will soon have to be across all Google platforms & formats.	No feed? No problem! You don't need them for any shopping now.	We have a great new B2B offering! JUST KIDDING!
It's all about advertising in the "new normal"	FLoC is so totally going to happen.		1st party data - we have it & you want it.	You will no longer be able to enter negative keywords. The AI will handle that.
Have we mentioned automation?	All search query data will be hidden. We just can't trust you with it.	We respect & protect your data unlike that other platform that rhymes w/ "Mace Look".	Accounts will be auto optimized monthly (no opt out!).	We truly care about small businesses. No really, we do.
"In a cookieless future" you don't have to worry...	We are super serious about "brand safety" but still won't remove content	All campaigns will have DSA incorporated into them.	It is all about incremental improvements now.	Forget about conversions & attribution as you've known them.

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