

Google Marketing Live – May 24, 2022

B I N G O

We will still use privacy as the reason for hiding data.	Broad match is the only keyword targeting type for 2023.	Performance Max will be the only campaign type in 2023.	No more keyword bidding - it's topics only now.	You can both observe AND target audiences now.
We have don't really have an answer for loss of cookie data.	Google Analytics 4 (we will just keep repeating it).	You must accept at least 25% of our recommendations or else!	All search query data will now be hidden, because PRIVACY.	No more negative keywords.
As we all adjust to the "new normal..."	We are investing in support! (Just kidding)		B2B will be a primary focus in 2022 & beyond! (Gotcha!)	The power of Machine Learning...
All campaigns will have to run video ads.	Our machines make amazing videos.	Something, something, first party data...	Of course we care about brand safety, but exclusions are limited.	In a privacy first world...
Smart bidding will be the only bidding option in 2023.	Without cookies we will have even more made up numbers!	Have we mentioned video? YouTube will be huge in 2023.	We can still track conversions, even without data. It's magic!	Have we talked enough about automation yet today?



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