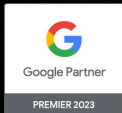


# Here's what happened

Our take on the trends you need to know about from the past month

July 2024



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Corporation

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# Recent industry updates to help you stay ahead

-  [TikTok planning to launch In-app shopping platform in Spain and Ireland](#)
-  [Google abandons plans to eliminate third-party cookies](#)
-  [OpenAI starts testing SearchGPT prototype, Google rival is getting ready](#)
-  [Reddit launches Lead Generation Ads](#)
-  [Is the future of Reddit Google-Only? Microsoft confirms Reddit blocked Bing](#)
-  [eMarketer predicts reddit users will increase time spent on the platform by 11.0% this year](#)
-  [Google to upgrade all retailers to new Merchant Center by September](#)
-  [Microsoft Ads launches AI-powered tools for asset recommendation and generation](#)
-  [LinkedIn announces sponsored company newsletters](#)
-  [X is testing downvote button, but doesn't want it to be used like Reddit](#)



# Trends in focus

The latest trends in digital, plus advice from the experts



**1** **Google's 3rd party cookie U-turn:** Google have reversed plans on third-party cookie deprecation - here's what it means

**2** **SearchGPT:** OpenAI announce plans to launch search prototype - a threat to Google's search business

**3** **Marketing on Reddit:** How brands can capitalise on Reddit user growth and the increased traffic from Google search queries





# 1

## Google's 3rd party cookie U-turn

Google have reversed plans on third-party cookie deprecation. Here's what it means for advertisers



# What's the latest?

Google have [announced its decision to reverse plans to phase out third-party cookies](#) in Chrome by default.

Instead it will now be providing the user with a choice to either accept or block cookies as part of their browsing experience.

There has of yet been no definitive timings on exactly when Google plan to introduce this, but given the latest deadline for a third-party cookie default block was the end of 2024, we can assume no earlier than this.

This means third-party cookies will still disappear — at least most of them — in Chrome. This happened when Apple introduced App Tracking Transparency controls; most users opted out of tracking, causing a significant drop in third-party targeting and the advertising that depends on it.



# Measurement limitations

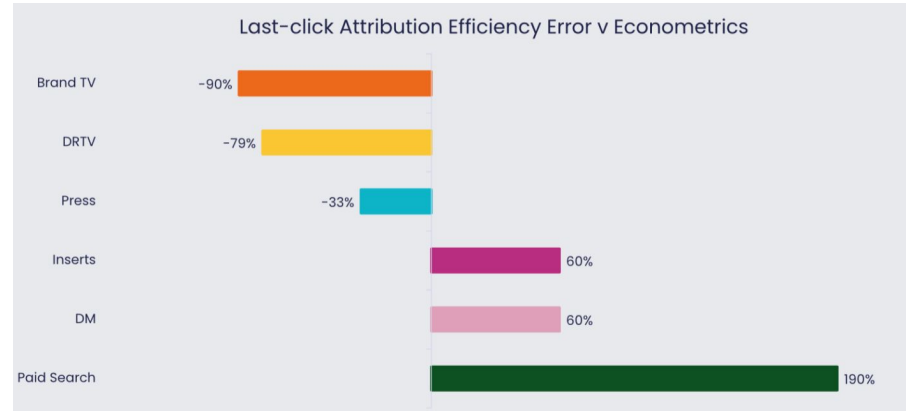
While Google Chrome will continue to enable 3rd party cookies, remember that cookie-based attribution over-emphasises short-term, immediate response channels and will struggle to measure the true impact of brand campaigns.

Relying solely on digital attribution for measurement can foster short-termism in marketing.

Successful brands will explore alternative measurement tactics to truly understand the effectiveness of different marketing channels and their impact on the bottom line.

We're still recommending brands explore additional measurement solutions to get a better understanding of the ROI delivered from each marketing channel.

Namely, [incrementality testing](#), [media mix modelling](#) and [multi-touch modelling](#).



Source: Magic Numbers



# What should you do?

In the short-term, if you're currently utilising third-party cookies as part of your digital advertising targeting, there's no need to make any immediate changes to your targeting, but expect the availability of this data to decline as Google start to offer more explicit opt-out messaging in Chrome.

Therefore, we would advise focusing on the following in the medium term:

- **First and zero party data:** it's important to collate, enrich and test digital activation against data that you own. This is one of your most valuable assets and can't be replicated by the competition.
- **Alternative targeting:** here are multiple other routes to finding your audience such as contextual targeting, leveraging data partnerships, or Google's own Privacy Sandbox, when it's fully available.
- **Triangulate ROI:** layer in MMM, and incrementality experiments to validate the ROI delivered across different marketing channels.

We're here and ready to advise and guide you through this changing landscape.





# 2

## SearchGPT

OpenAI announce plans to launch search prototype: a threat to Google's search business



# Introducing SearchGPT

OpenAI is testing a new search engine that uses generative artificial intelligence to produce results, raising the prospect of a significant challenge to Google's dominance of the online search market.

[SearchGPT](#) will launch with a small group of users and publishers before a potential wider rollout, the company announced on Thursday. OpenAI ultimately intends to incorporate the search features into ChatGPT, rather offer a standalone product.

"Getting answers on the web can take a lot of effort, often requiring multiple attempts to get relevant results," OpenAI said [in a blog post](#) which hailed "a new way" to Search. "We believe that by enhancing the conversational capabilities of our models with real-time information from the web, finding what you're looking for can be faster and easier."

The screenshot displays a search engine interface with the query "music festivals in boone north carolina in august". The results are organized into two columns. The left column lists several sources: "Explore Boone" with a link to a "Calendar of Events near Boone, NC - Concerts, Festivals, Sports, Theater"; "Concerts & Music near Boone, NC" with a link to "Calendar of Events near Boone, NC - Concerts, Festivals, Sports, Theater"; "Jones House Cultural Center" with a link to "Summer Concerts - Jones House Cultural Center - Town of Boone Jones..."; "AppTheatre" with a link to "Events & Tickets - The Appalachian Theatre of the High Country"; and "AppSummer" with a link to "An Appalachian Summer Festival | Music, Dance, Theatre, Film, and ...". The right column features a section titled "Music Festivals in Boone, NC in August 2024" with the text "In August, there are several music festivals and events happening in Boone, North Carolina:". Below this, four festival cards are shown: "An Appalachian Summer Festival" (with a colorful circular logo), "Mountain Dance and Folk Festival" (with a photo of a festival scene), "Summer Concerts at the Jones House" (with a photo of a stage), and "Appalachian Theatre of the High Country" (with a photo of a building). A search bar at the bottom right contains the text "Ask a follow-up...".



# What will the impact be?

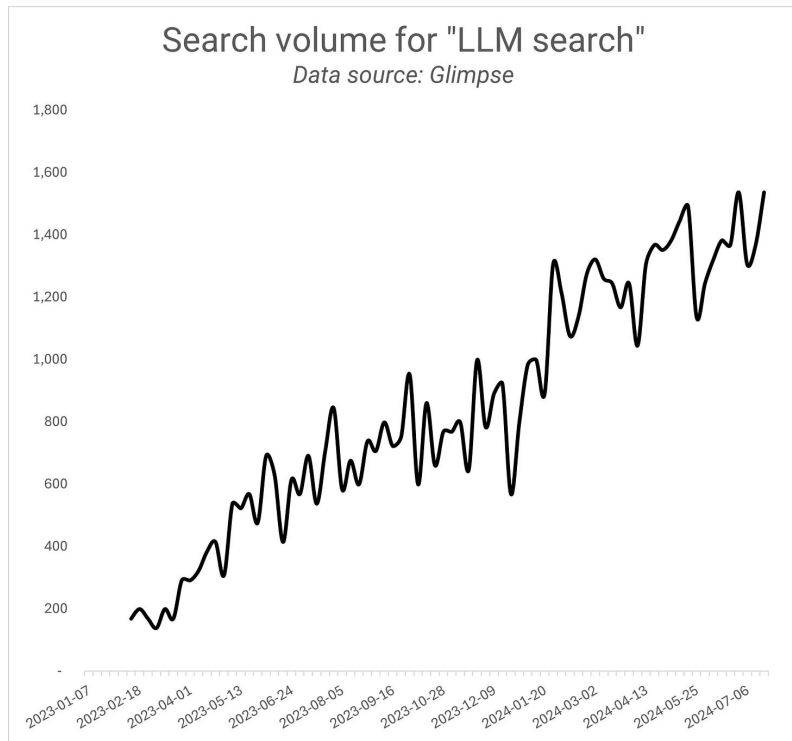
SearchGPT can provide a very different user experience than Google because it's not reliant on ad revenue.

Compared to ChatGPT, SearchGPT has more pronounced links to web results, which will likely help publishers generate (some) traffic.

ChatGPT is already emerging as a source of leads. As an example, we recently received a lead from a multinational company who used ChatGPT to find "the best digital strategy agencies in Europe". While it may not be the norm, this technology is increasingly being used.

SearchGPT has a chance to become relevant for SEO quickly, with the [Apple Intelligence integration](#) likely to spur adoption even more and convert search users away from Google over time.

**How then can we start to assess how our brand appears in LLMs such as ChatGPT?**



# Measuring “Share of Model”

The concept of “Share of Model” relates to measuring a brand’s presence within AI data sets, specifically LLMs, as a proportion of the total mentions within a category.

This metric provides an overview of a brand’s overall ‘visibility’ to AI models, which is crucial for marketers. By tracking how a brand’s mention rate evolves over time in comparison to key competitors, it’s plausible that we’ll see similar benefits to Share of Search, which has proven valuable as a leading indicator of market share.

One practical approach to tracking Share of Model involves prompting the model with a set of relevant queries, exporting to Google sheets and analysing visibility versus competitors.

We’ve provided more information on our website [here](#).

which insurance companies have the best customer service in the UK?



In the UK, several insurance companies are renowned for their excellent customer service. Here are some of the top ones:

1. **Direct Line:** Consistently praised for its responsive and helpful customer service team.
2. **LV= (Liverpool Victoria):** Known for high customer satisfaction, particularly in car and home insurance.
3. **NFU Mutual:** Highly regarded for its personalized service, especially in rural and agricultural communities.
4. **Saga:** Specializes in insurance for those over 50, with strong customer service ratings.
5. **John Lewis Finance:** Offers a range of insurance products backed by their reputable customer service.





# SearchGPT: how should you adapt?

The first step to preparing for a likely increase in users of ChatGPT's search offering is to assess how your brand is currently perceived by LLMs. [Read our guide here on where to start.](#)

From there, you'll be able to assess the information sources used by ChatGPT to start to figure out which sources are used by the LLMs to surface results for specific queries, so that you can ensure your brand is present.

Remember, LLMs rely on existing data on the web just like Google, and much of the advice around boosting visibility in LLMs will align with recent advice and best practice for traditional SEO, such as boosting your brands position as a credible entity in Google ([E-E-A-T](#)) and [entity optimisation](#).



# 3

## **Marketing on Reddit**

How brands can capitalise on Reddit user growth and the increased traffic from Google search queries



# The rise of Reddit

According to Similarweb, [Reddit's traffic was up by nearly 40 percent year over year from Google.](#)

Anyone who regularly uses Google Search can probably attest to Reddit's recent prevalence on search results pages.

We know that Google are putting more emphasis on UGC and pulling in listings from platforms such as Reddit, whom Google have recently [agreed a partnership with to train their AI models.](#)

The most likely reason for the increase in Reddit links appearing in Google search, is one of Google's recent search updates. The tech giant recently updated its search algorithm in order to prioritise "helpful content" that appears in discussion forums.



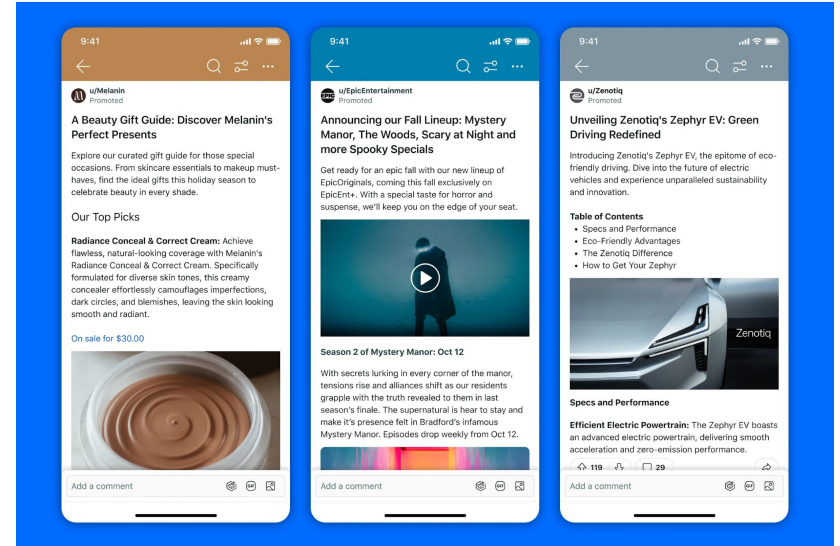
# Reddit increasing ad formats

At the same time as their user base and traffic is on the rise, it's no surprise that Reddit are looking to capitalise by investing in new ad formats.

Reddit have recently [launched lead generation ads for B2B](#), and are in the process of developing creative asset generation capabilities akin to those seen in Google Performance Max.

Reddit recently acquired AI company '[Memorable AI](#)', to build its own version of PMax.

The acquisition puts Reddit in a better position to compete with Google, Meta, Amazon and TikTok, which have all expanded their AI-based creative generation and optimisation tools within the past year.





# Time to take Reddit seriously?

With declining real estate in Google due to the rise of AI overviews, and the increased prominence of Reddit links in Google search engine result pages, it's definitely worth paying more attention to Reddit as part of your marketing strategy.

The smart play here for brands would be to begin testing the waters (if you're not already doing so) with advertising features on Reddit, as a way of circumnavigating the rising competition within Google Ads.

If Reddit pages are continuing to rank well for more organic listings in Google, it's likely that you'll be able to reach an increased volume of relevant users on the platform - displaying ads on the destination sites for high intent search queries may be cheaper than advertising on Google, as an example.



# Thanks for reading

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