DIGITAL DIGEST

January 2022

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by Aleph

Today's **rundown**

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Meta
Authorized
Sales Partner

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Conversion API Gateway Integration Complications

Meta has recently released v1.0.6, to fix the auto-renewal issue for all advertisers who are using default Conversions API Gateway certificates. Refer to **this new guide** to upgrade to v1.0.6 and confirm your certificate status.

Conversion Reporting & Modeling Product Improvements

Following new privacy policies enforced by the iOS14.5 updates, Meta has continued to accelerate efforts to improve products and maximize campaign efficiency.

The modeling and reporting updates are as follows:

- More attribution reporting through Aggregated Event Measurement (AEM), SKAdNetwork (SKAN), and through modeling
- Expanded AEM and SKAN conversion reporting capabilities
- Improved how the systems work with SKAdNetwork
- Testing App AEM with advertisers who run Catalog Sales with plans to expand availability in the new year

Best results are achieved in combination with Meta's best practices for conversion campaigns. Find out more **here**.

Lead Ads Webinar | How to Drive Quality Leads with Meta

Meta will introduce an update to their Lead Ads product that will help businesses find quality leads that matter with Conversion Leads Optimization.

JANUARY 26, 2022 | 10:00 GMT, 11:00 CET

Click **HERE** to register.

🔥

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Reduce Audience Fragmentation

You can now create a rule to automatically merge ad set audiences with similar setup and creatives, but different audiences. Combining ad sets can help improve budget efficiency and exit the learning phase sooner.

This feature is being rolled out gradually. Discover **more**.

Leverage Creators & Influencers

How?... With Branded Content ads.

Meta has shared new product features and external resources, meaning working with creators has never been easier for your in-house teams. Meta has launched 'creator permissions' which you can use on your accounts, making it simpler to:

- Create branded content

- Create ads with influencers

- Leverage the creator's followers

The Collaboration Center allows you to manage all account level creator permissions across Branded Content ads. Follow this **Setup Guide** to start your journey.

Find out more **here**.

Updates! Instagram Video Ads

Instagram is rolling out two updates to video ads:

(1) Ads can be created from existing Instagram videos up to 1 hour

(2) Expansion of aspect ratios supported for video ads in IG Feed and Explore

Find out more about ad creation from existing **Instagram videos** and discover information regarding **aspect ratio expansion**.

2022 Instagram Trends

Don't miss the first edition of the **Instagram trend report**.

∞ Meta

WHAT'S NEW & RELEVANT
ON TWITTER

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Here Comes The Crypto

🔥 *hot topic*

Select markets are now available for advertising cryptocurrency products, such as exchanges, and hot wallets, if the required licenses are in place. Contact Httpool for whitelisting possibilities.

Find out more **here**.

ePrivacy Directive

To meet regulations related to more stringent cookie requirements under the EU cookie law, Twitter will begin rolling out a new cookie banner in both the EU and UK. This banner gives users the ability to refuse certain types of cookies, including those that gather data used for targeted advertising, with possible impacts on optimization and audience size.

Ad Naming is here!

Ad naming is gradually being introduced across all ad accounts, allowing users to streamline their processes, and making it easier to manage creatives and campaigns.

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WHAT'S NEW & RELEVANT
ON WISE.BLUE

WISE.BLUE

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Save Time! Automate, Optimize and Analyze

Wise.Blue has introduced **Automated Catalog Ads** (ACA), yet another feature geared to saving you time. Using the catalog (product feed), Wise.Blue can automatically create ads, and schedule them for allocated campaigns. Moreover, updates in the catalog mean changes are automatically applied to the scheduled campaign, and thus, the ACA will also refresh the campaign creative for you!

Benefits:

-   Significantly reduce the time spent on ad creation. Within one Google sheet, localized ads can be launched across various accounts, and campaigns within 10 minutes

-   Create multiple ads instantly (reduce human error!)

Find out more **here**.

> " **A Global solution for performance marketing on Twitter.** "

Wise.Blue provides technology, and support for advertisers to run advanced performance campaigns on Twitter, with unique ad formats, and extended targeting. The solution leverages machine learning and predictive algorithms, ensuring maximum performance and relevancy for every ad-dollar spent. Advanced analytics provide actionable insights, tailoring each campaign, and meeting all client requirements.

*Read more about Wise.Blue **here**.*

For additional insights about Wise.Blue and case studies please visit **this link**. 🔥

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WHAT'S NEW & RELEVANT
ON SNAPCHAT

Ads Manager Campaign Optimization Certification Available

Ads Manager Campaign Optimization, a new practice-based Snap Focus certification, has been recently launched. This provides learners with a deeper understanding of available tools and resources, to report and measure campaign performance, as well as the best application to optimize campaign results. The certification perfectly complements the existing Ads Manager Campaign Activation certification, which was launched earlier last summer.

Find out more **here**.

New Live Commercials

New countries have been recently added for Commercials including **India**, **Belgium**, and **Finland**. Commercials are non-skippable six-second video ads, which appear within Snapchat's Curated Content and games.

Find out more **here**.

Brand Safety Certification Available

The latest course on Snapchat Focus has been launched, and this time, Snap is talking about Brand Safety. The course is geared towards partners, demonstrating safety measures across Snapchat, and explaining how the protection of both their community and brands, is built into Snapchat's fundamental architecture, product design, and policies.

Dive in and find out **more**.

Lens Web Builder: Shopping Makeup Template Added

Create AR beauty shopping and try-on Lenses in minutes with the Makeup Shopping Template in Lens Web Builder! Snapchatters can now try on multiple cosmetic looks in a single Lens and swipe through different shoppable Product Cards.

Find more information **here**.
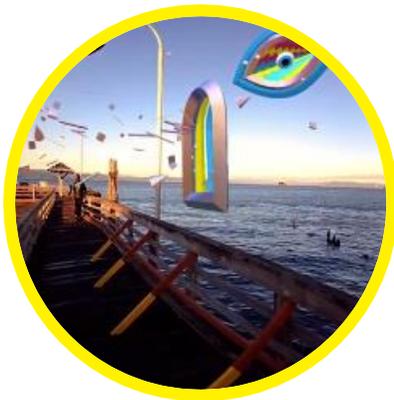
Lens Studio Updates

New features added for advanced Lens creation within Lens Studio:

Sounds: The integration of a sound library in the Lens Studio enables the discovery and import of licensed music tracks in Lenses.

Physics: Enables you to dynamically simulate real-world physics effects in your projects. Objects in the scene can now behave and interact with forces such as gravity, velocity, and acceleration.

API Library: Lens Studio Asset Library now includes 3rd party APIs which can be used in lenses by Lens developers.

World Mesh: Provides 3D mesh reconstruction and depth texture of the real world for recent devices.

Find out more about Lens Studio updates **here**.

Event Specific Tracking

Conversions are counted when LinkedIn members take an action on your website. Now you can install an event-specific image pixel that loads when the conversion action is taken.

Read more **here**.

An End to Sponsored Messaging for EU

A recent ruling by the European Court of Justice, dated 25th November, determined that native inbox advertising requires direct marketing consent. This means that from January 10th, existing LinkedIn Sponsored Messaging campaigns targeting the EU, will stop delivering.

Find out more **here**.

LinkedIn Launches in Hindi

LinkedIn marked a new milestone with the launch of Hindi, the first Indian regional language on LinkedIn, with the goal to support 600 million Hindi language speakers globally.

Find more information **here**.

LMS Top Case Studies from 2021

Success Stories on LinkedIn: **Top Case Studies from 2021**. Use these stories to inspire your own playbook for the year to come.