

June and July ad updates from Google, Meta, and others highlight retail media, targeting tools, and social media

Article

The US ad market **grew for the first time in 11 months this May**, according to Standard Media's US Ad Market Tracker. Now the **question is if expansion can continue**. June and the start of July brought a host of ad updates that could help continued growth, including ad tools enhancements from Google and Microsoft, retail media opportunities from Roku and Uber, and more. Here's a breakdown of what's new.

Player: Google

Google made a host of updates to its ad management tools, including **introducing a new design for Google Ads**, **updating its API**, and **improving Google Ads Editor**. Many of the updates provide more control for advertisers, which are reinforced by **changes to its shopping ads policies** and **enhancements for brand restrictions**.

Google also **launched two AI-powered features** that place ads in optimal positions within Google's products.

YouTube is testing **restricting ad blockers to three video views**, at which point users would have to disable the blockers, resulting in more eyes on YouTube ads.

Player: Meta

Meta introduced Threads, its Twitter copycat, **which doesn't have ads yet** but did just get **branded content tools for creators**. That means Threads could become a hub for influencers. Stand by for news on when the platform will introduce ads.

Instagram is **getting new ad features on Reels**, its TikTok copycat, in the form of app promotion ads. The platform is also testing single-image ads and an inventory filter to enhance brand safety on Reels.

Player: TikTok

TikTok **launched Creative Challenge**, which allows brands to submit a brief for an ad and get ad options crowdsourced from creators, who would then be paid out based on performance metrics.

TikTok also **launched an AI ad script generator**, part of a trend of social platforms—including **Snap** and **LinkedIn**—using generative AI for ad copy.

Player: Microsoft

Microsoft made a number of changes to its ad management tools, **renaming several ad platforms** and introducing **AI-based targeting, generative AI in responsive search ads, and more**. The platform will also **limit ads to verified advertisers starting August 1**, so if your brand isn't yet verified with Microsoft, now is the time to do so.

Player: Roku

Roku is **working with Shopify to enable on-screen purchases** directly from ecommerce ads. The partnership moves connected TV ads closer to the point of sale and improves customer data for advertisers through the retail partnership.

Player: Uber

Uber is getting **video ads in all its apps**, running after customers place orders, within search ads, and during rides, as part of Uber's moves to grow its retail media network.

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