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Visionary or dangerous? 😞

1 message

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Today is all about the deals. Whether you are considering switching to an ad-supported plan for your Netflix binge-watching or keeping an eye out for new Google Search features that will allow you to spot a deal from a mile away. Plus, Elon Musk has everyone concerned.

Today's Top 3 Stories:

- 1) Netflix has released its most affordable plan, and it's got ads.
- 2) Google is making it easier to find (and buy) holiday deals!
- 3) Elon Musk meets with concerned advertisers in New York amid exec's exodus.

Netflix**Binge Watching, Plus Ads!**



Credit: AdAge

What Happened?

Back in [October](#), Netflix announced it would be launching a new subscription plan, "Basic with Ads," that will provide users with the same great variety of TV shows and movies at a more affordable price point.

The plan is [now live in Canada and Mexico](#) and will be available for users in the United States on 3 November.

What Does It Mean?

As Netflix announced on its website, they now have "a price plan for every fan." At the same time, advertisers will now have access to "a diverse audience, including younger viewers who increasingly don't watch linear TV, in a premium environment with seamless, high-resolution ads experience."

For US users, the new plan will cost \$6.99, or \$3 cheaper than the most affordable option at the moment. Ads will be spaced for an average of four to five minutes per hour and have "very tight frequency caps" to ensure the same ad is not seen repeatedly.

In terms of the content, the announcement noted "licensing restrictions," which will prohibit certain content from being available on the ad-supported plan. The library content for each country is expected to vary, with less than 5 to 10 percent being unsupported at this stage.

Netflix's change of direction, influenced by subscriber losses and the overall competitive media landscape, was met with caution from users as well as advertisers due to their somewhat aggressive pricing.

At the same time, reports from Netflix indicate overwhelming interest, with a sold-out inventory for their launch date.

Why Should I Care?

If you are a Netflix subscriber, this is the time to consider what an ad-free experience is worth to you. For advertisers and media buyers, the new direction adds a new venue of opportunities worth exploring.

Key Takeaways

🟡 Netflix's new "Basic with Ads" plan launches in the US Thursday, November 3, 2022.

👤 The new pricing plan will cost \$6.99 and include 15 to 30 seconds non-skippable ads before and during films and TV shows.

🛑 The streaming service had a challenging year, with significant subscriber losses and a drop in market valuation from \$300B to just under \$90B. The move aims to bring in new subscribers and entice advertisers.

Google

Holiday Deals Made Easy.. Courtesy of Google!



Credit: Search Engine Land

What Happened?

The search engine giant has [rolled out new Google Search features](#) just before the holiday shopping frenzy hits to make it easier for shoppers to snag a deal. The features include promotion badges, coupon clipping, deals comparisons, and price insights that will be visible during product searches, as well as side-by-side deal views.

What Does It Mean?

Google has updated its search engine to include "Coupons, Price Insights, and Recommendations."

This means that when you're looking for a product on Google, you'll be able to see whether or not it's on sale, how much you would usually pay for it, and what kind of discounts are available.

For example, Google said users might now see a promotion badge show up under an item with the heading "15% off with coupon code HOLIDAYS".

Similar to searching for a flight, the price insights feature will tell shoppers whether the price of an item is considered high or low for the specific retailer.

The price insight feature was already available through Google's Shopping Tab but will now be utilized by even more users on Search.

As was noted by Google in its blog post announcement, 43 % of Americans are more focused on finding deals and sales this year, a statistic which makes sense considering the grim financial forecasts for next year.

The features are expected to roll out in the next couple of weeks.

The original announcement can be found [here](#).

Why Should I Care?

The new features will help consumers make better buying decisions and potentially allow advertisers to make more sales by highlighting their products and current deals.

If you are an advertiser, this is a good time to look at your Merchant Center and fill in the missing details.

Key Takeaways

👉 Google has added new features to Search that will help users find deals.

📄 These include promotion badges, coupon clipping, deals comparisons, and price insights.

📅 No official launch date was named, but it is expected they will be available within the next couple of weeks.

Twitter

Visionary or Dangerous?



Credit: AdAge

What Happened?

It's been a rough couple of weeks for Elon Musk and his newly acquired company, Twitter. The CEO of Tesla is [said to be in New York](#) to appease concerns over brand safety and discuss next steps with agencies and advertisers.

What Does It Mean?

Just last week, General Motors, a rival of Elon Musk's Tesla, announced it will temporarily suspend advertising on the platform as they continue to "understand the direction of the platform under their new ownership."

At the same time, reports state that IPG's Mediabrands - one of the largest advertising companies - has advised clients to hold off from ad spending while the dust settles and Musk makes his intention known about the new direction.

Musk's promise to allow "free speech" on the platform and subsequent comments on a new "content moderation council" that will reinstate banned accounts has contributed to advertisers' hesitation.

According to the report by AdAge, advertisers are concerned with Musk's public comments and how creating a "warm and welcoming place for all" can prevent hate speech, misinformation and hate speech from taking over the platform.

Why Should I Care?

As the leader of one of the most popular social media platforms, Musk's moves will be analyzed closely and be of concern for users and advertisers alike.

At the end of the day, when considering the right person to lead the conversation on how brands can be protected from misinformation, you need someone who isn't directly responsible for creating it.

Key Takeaways



Elon Musk is allegedly in New York to discuss brand safety concerns with advertisers.

👁️ Fears over his leadership and new direction have led prominent advertising companies to pause their ads on the platform.

😬 The reality is that brands are not willing to take any risks when it comes to their advertising dollars and will be monitoring the situation closely.

In Other News:

🔍 Google: Adds Google Lens Button to Home Page Search Box - [Read More](#)

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