

SearchCap: Google political ads, movie tickets & shopping with dynamic remarketing

Below is what happened in search today, as reported on Search Engine Land and from other places across the web.

From Search Engine Land:

- **Google voice-enables movie-ticket buying with Fandango**
May 4, 2018 by Greg Sterling

Enhanced capability is likely a preview of many similar Google Assistant integrations to come.

- **Google rolls out new ID requirements for US political ads**

May 4, 2018 by Robin Kurzer

Due to increased scrutiny of how these ads affect users and voters, company says more transparency initiatives are to come.

- **Google AdWords new responsive search ads can show 3 headlines**

May 4, 2018 by Ginny Marvin

The new ad format, now in beta, offers more real estate and dynamically combines an advertiser's headlines and descriptions.

- **Has Amazon ended its Google Shopping campaigns?**

May 4, 2018 by Amy Gesenhues

Reports from digital marketing firm Merkle show Amazon's Shopping campaigns slowed after end of Q1, stopped abruptly April 28.

- **Search in Pics: Google's Greatest Talent show, a human-sized bird cage & Google's Emmy**

May 4, 2018 by Barry Schwartz

In this week's Search In Pictures, here are the latest images culled from the web, showing what people eat at the search engine companies, how they play, who they meet, where they speak, what toys they have and more. Google's Greatest Talent: Source: Instagram The YouTube and Google Emmy from 2013: Source: Instagram Google has [...]

- **Google combos Shopping & dynamic remarketing in new goal-optimized Shopping campaign type**

May 4, 2018 by Ginny Marvin

Campaigns are optimized to the campaign conversion goal,

and ads can run on Search, YouTube, Gmail and the Display Network.

- **Where to find ideas for content your audience will love, look at and link to**

May 4, 2018 by Jeremy Knauff

If you're looking for new, inspirational and trendy content ideas, consider using sites that provide answers and solutions, says contributor Jeremy Knauff. Here are 5 good places to start.

Recent Headlines From Marketing Land, Our Sister Site Dedicated To Internet Marketing:

Search News From Around The Web:

About The Author

<http://feeds.searchengineland.com/~r/searchengineland/~3/oG3JKbssScY/searchcap-google-political-ads-movie-tickets-shopping-with-dynamic-remarketing-297591>