

Galactic Fed Marketing Lab: Issue 10

We come in peace with Issue #10 of the Galactic Fed Marketing Lab.

Meta Verified is now available for businesses. Yay? Well, let's read the fine print before we celebrate. On the bright side, the new Google probationary period for advertisers is not as bad as some couch experts painted it.

We'll also talk about why ChatGPT performance may be declining, how to produce more UGC to lure in Gen Z, and why you should opt for the .webP image format on your website

Buckle up!





▶ What is the probationary period for Google advertisers? How can it impact my ads?

In short: It's a one-time hiccup for a limited number of advertisers.

First of all, don't sweat it - most likely, you won't even be impacted. Second, if you will, chances are you had it coming as you violated other Google policies.

Here's why:

Limited Ads Serving is a new policy aimed at reducing the number of misleading ads on the platform. It does so by "limiting impressions of ads that have a higher potential of causing abuse or a poor experience for our users."

If your account gets flagged, Google will initiate a probation period to evaluate user feedback, your history of adherence to other advertising policies, and identity verification. Annoyingly, they don't say how long this might take.

Limited Ads Serving Policy Might Affect Accounts That:



Are not qualified advertisers



Promote ads within specific scenarios



Reference another brand's name, logo, or likeness



Receive negative user feedback



Have a history of Google's policies violation

Since the policy only targets new accounts that Google hasn't learned to trust yet, the best thing you can do to avoid being flagged is to **verify your account**. The process takes time and is a bit tedious, but you'll want to do it anyway as it opens up more advertising opportunities.

Also, a quite obvious solution is to avoid the **specific scenarios** Google mentions in the policy. Most of them are related to potentially malicious and misleading use of another brand's identity, which is against best practices anyway.

Worst comes to worst, you will receive an in-account notification with more details.

Silver lining:

Your account will still be fully accessible, and the unaffected-by-the-policy ads will continue running normally.



▶ We've been getting less consistent results with ChatGPT even though it used to be great. Is it just us or have you noticed something as well?

In short: Let's ask ChatGPT itself.

When ChatGPT was first introduced in November 2022, it was revolutionary. Its capabilities seemed unbelievable, the "I'm going to lose my job" concerns got out of hand, and thousands turned from crypto experts to prompt engineers overnight.

Almost a year later, ChatGPT is losing traffic and visits for the third **month in a row** and performs so inconsistently that researchers from Stanford University and UC Berkeley put it to the test. It showed that **both GPT-3.5 and GPT-4 changed significantly** from March to June 2023, with the performance plummeting for some math and code-related tasks.

Many jumped to **accuse Open AI of lowering the performance** to save costs and manage (read, decrease) interest. It generated so much buzz that even OpenAI's VP of Product Peter Welinder **spoke up on Twitter**, pointing out:



Peter Welinder 
@npew

No, we haven't made GPT-4 dumber. Quite the opposite: we make each new version smarter than the previous one.

Current hypothesis: When you use it more heavily, you start noticing issues you didn't see before.

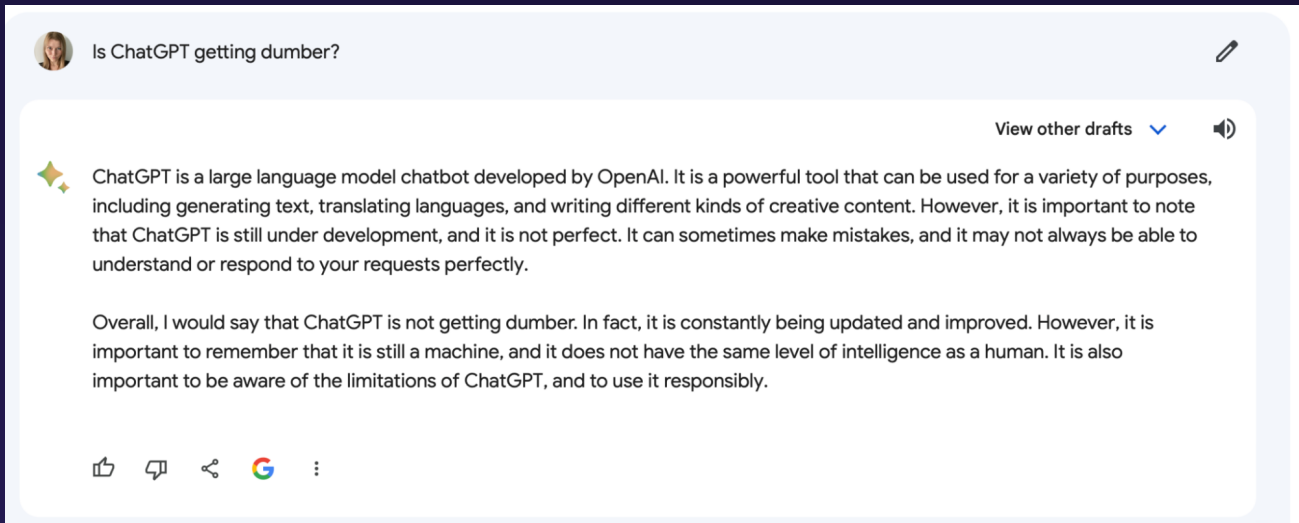
8:10 PM · Jul 13, 2023 · **658.5K** Views



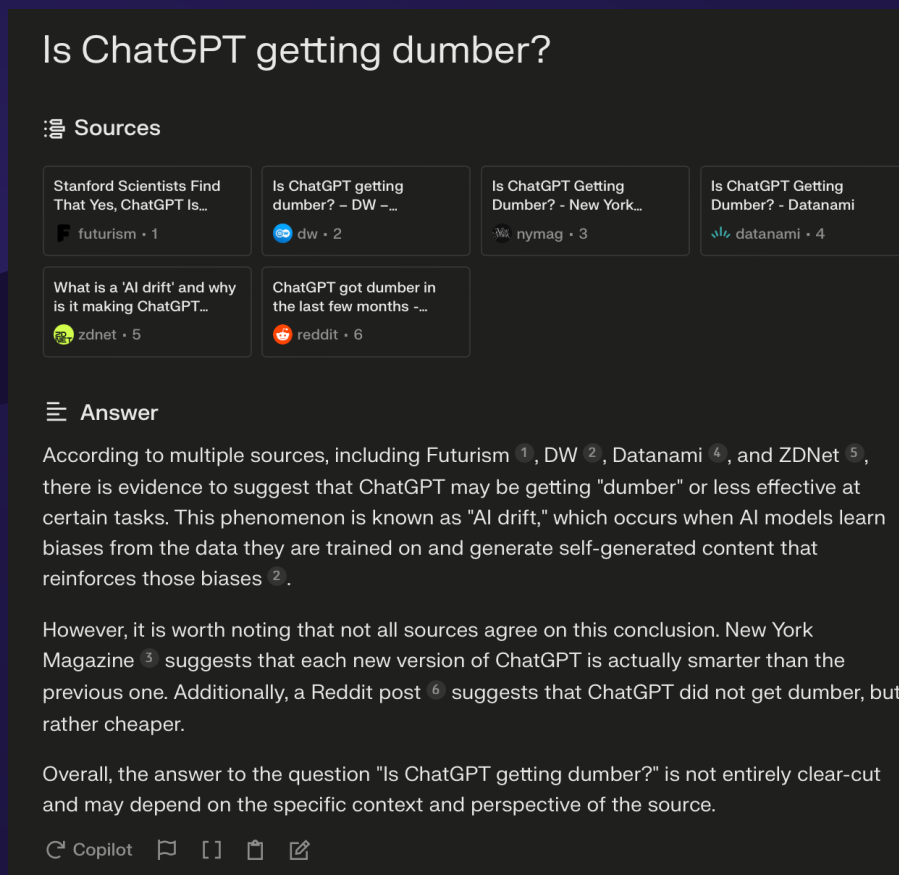
So, is ChatGPT still useful for marketing? In our experience, it's been great for conducting initial research, brainstorming, putting pieces of content together, generating ideas, applying timeless frameworks, and similar tasks that require more computational and less creative power.

Out of curiosity, let's see what the AI tools themselves have to say on the subject.

Bard is being polite and vague, as usual:



Perplexity AI refers to the concept of the **AI Drift**:



And ChatGPT, as you can expect, defends itself by shifting the blame onto us humans (but some of its points are solid):



Is ChatGPT getting dumber?



ChatGPT, or any version of the GPT models from OpenAI, doesn't inherently "get dumber" over time. However, there are a few factors to consider when evaluating the perceived effectiveness of the model:



1. **Expectations:** As users become more familiar with the model, they might start expecting more intricate or precise answers. Over time, as these expectations grow, the model might seem less impressive or less accurate.
2. **Complex Queries:** Some questions can be very complex or can be phrased in ways that make it harder for the model to generate a relevant response. While GPT models like ChatGPT are advanced, they aren't perfect and can sometimes misunderstand or misinterpret questions.
3. **Knowledge Cutoff:** As of my last training data in September 2021, I'm unaware of events or developments after this time. As time goes on, this gap can become more noticeable to users inquiring about recent events, technologies, or trends.
4. **Feedback Loop:** Repeated interactions, especially those that follow patterns (like frequently asking the model to generate stories or answer similar questions), can create a feedback loop where the model seems repetitive or less "intelligent".
5. **Comparisons:** If you're comparing the performance of ChatGPT against newer models or versions, it might seem less capable by comparison.
6. **Technical Issues:** There could be external factors, such as server issues, platform challenges, or integration bugs, that might impact the perceived performance of the model.

Remember, GPT models are based on patterns in the data they've been trained on. They don't "learn" or "evolve" in the traditional sense after the initial training is completed. If there's ever a perceived decrease in performance, it's typically due to the factors listed above, rather than the model itself degrading.

All in all, it's still a great tool. We simply need to learn how to maximize its performance and consider its limitations. Maybe the classic "Jack of all trades, master of none" applies to AI as well 😊

▶ I heard .webP images can improve website loading speed. How does it work?

In short: It provides lossy and lossless image compression.

WebP is a cool image format that is ~30% lighter than PNGs and JPEGs thanks to insane lossless and lossy compression. The way it works is quite technical ([here](#) are more details if you're interested), so we'll just say one thing: this format was developed by Google.

So yeah, it is good for your website and SEO.

It was introduced in 2011, and then mass adopted in 2020. Now, most browsers, CMS platforms, and graphic tools support .webP images, although **only 10%** of websites use this format.

This is surprising considering the benefits a simple change in image format can bring:

6 Reasons WebP Images Beat JPEGs and PNGs



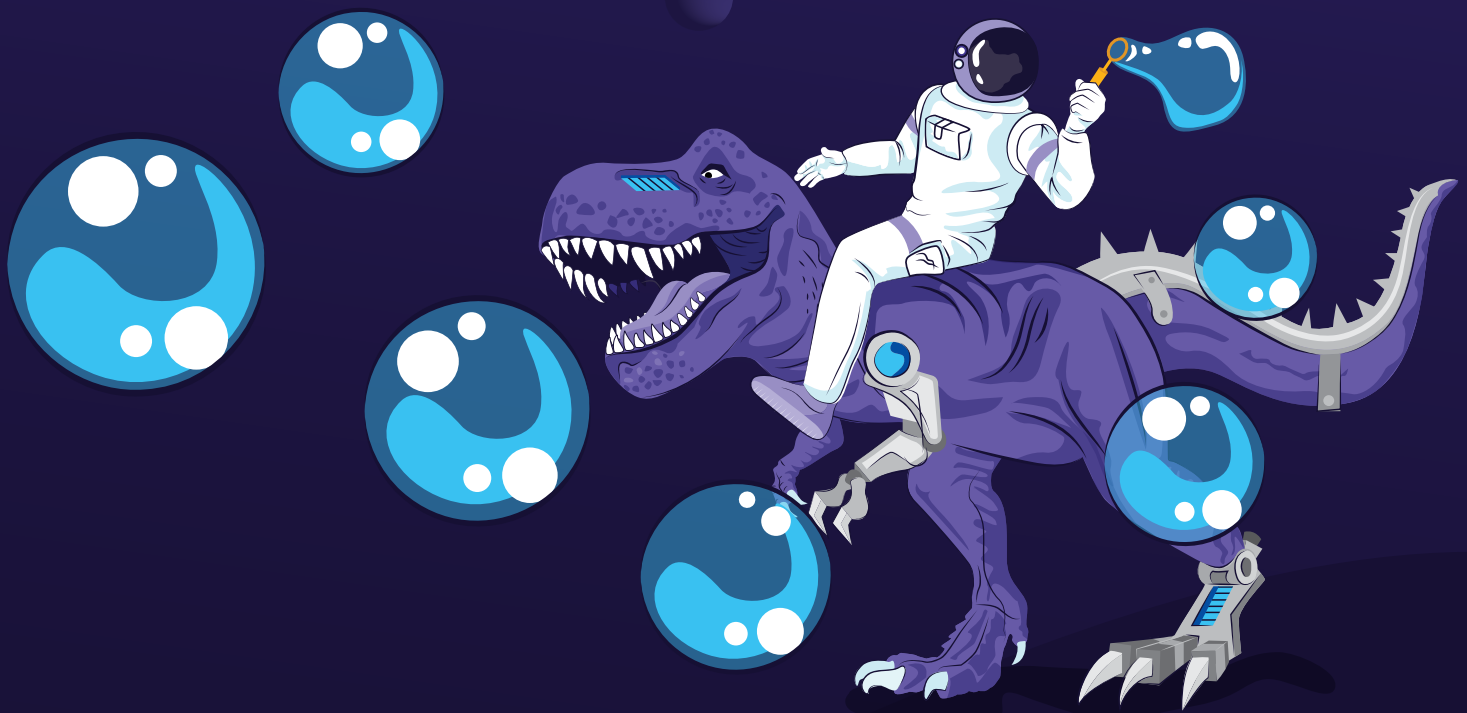
To convert your existing images into .webp format, you'll need a tool. Here are a few options:

Use **Google's software** to bulk convert images on your computer

Use graphic tools like Canva, Photoshop, or Google Photos to create native .webP images and convert traditional formats

Use tools or plugins in your CMS: most platforms, including WordPress and Webflow, support native converters

The process might take some time but a website that loads 30% faster can have an incredible positive impact on your marketing performance.



▶ Meta Verified is now available for business accounts - should I get it?

In short: Worth a shot but don't get your expectations too high.

The blue check is finally **coming to business accounts** on Facebook and Instagram, promising further expansion to WhatsApp. Verification on one platform will cost \$22/month and \$35/month for the IG+FB bundle. Having a Facebook subscription activates the blue check on Messenger, and an Instagram Verified badge will also appear on Threads.

Like the individual creator subscription, Business Meta Verified is supposed to give access to features like priority customer support and impersonation protection and increased organic reach and priority in search results. "Supposed to" because quite some **personal accounts complained** that the level of support remained the same. Which is... you know 🙄


The application process is fairly simple:

Step 1. Start your application

Step 2. Select your business

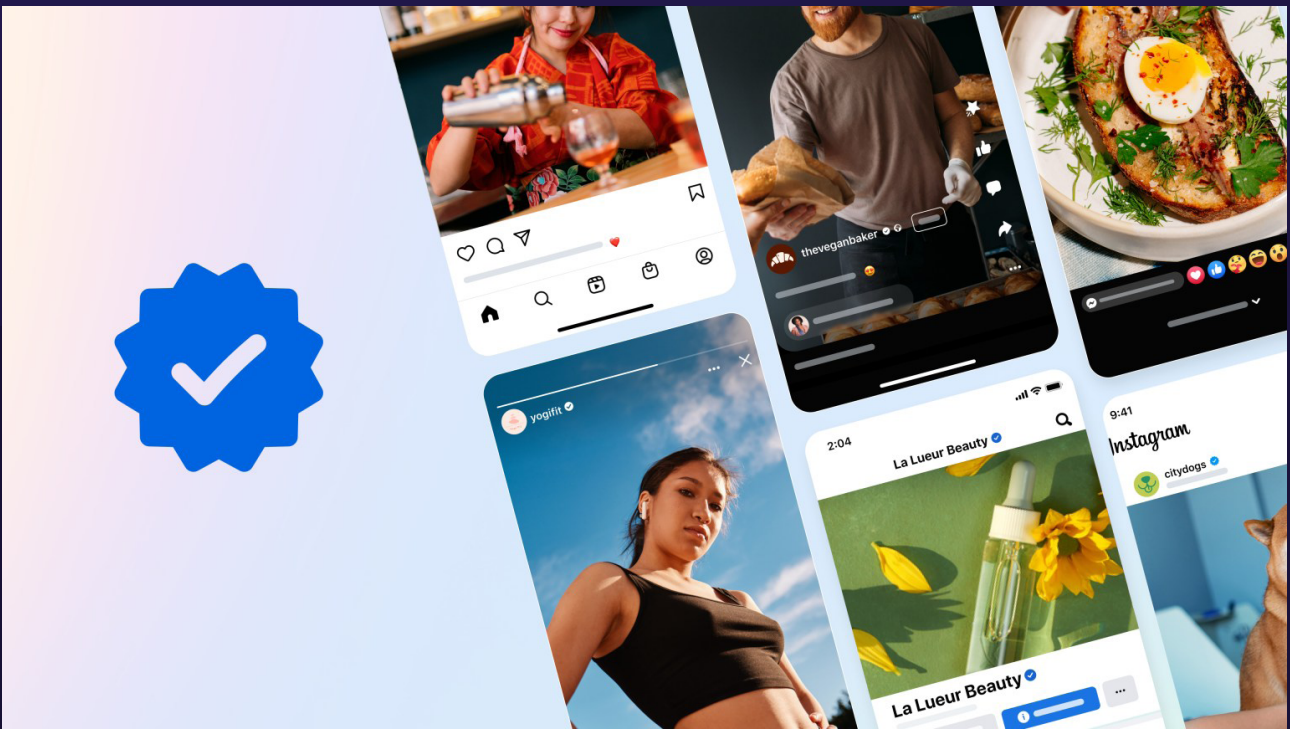
Step 3. Verify business details

Step 4. Get reviewed


Stand out with Meta Verified
Get a verified badge to build confidence with your customers.
[Sign up now](#)

It all sounds good until you start reading the fine print.

- 1 The priority support they offer with a subscription is already available to advertisers.
- 2 The search results priority is only applicable when “a user query exactly matches a verified business name.”
- 3 Once verified, businesses won’t be able to change any of the account’s details, including profile picture and name.



All in all, if you’re at risk of impersonation or seek to protect your account, becoming Meta Verified might be worth your while. If you hope it’ll significantly increase your organic reach and performance, we’d recommend investing the \$22 in an AI tool for social media.

▶ Is it true that Gen Z prefers UGC content over curated brand content? What are the strategies to produce more user-generated content?

In short: Word 🗨️

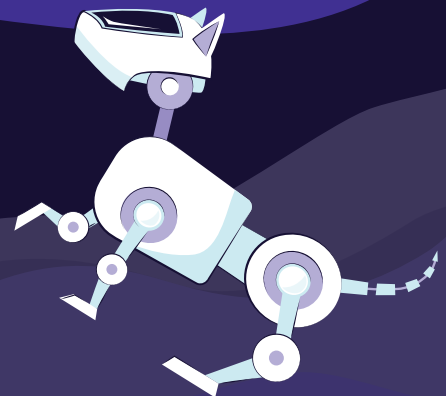
Gen Z got online around the time it became too basic to just post stuff on social media for friends, and everyone wanted to become a creator.

It significantly shifted what was considered user-generated content. In marketing offices, UGC used to reference content created by followers for the brand - say, a picture of someone in Adidas shoes. Now, it's pretty much any content produced by users.

So yes, Gen Z loves UGC. They are generally the drivers behind those silly TikTok dances, hashtag challenges, asking every man if they **think about the Roman Empire** often enough.

A recent **report by InMobi** confirms the trend and explains why brands should care about Gen Z's likes and dislikes:

"The clear generational divide shows how the content vehicle of the time creates lasting habits and familiarity. To win over Gen Z as they come into purchasing power and boardroom and political influence, UGC will be the critical lever across the content ecosystem. You can see this with the NFL's Sunday Ticket deal with YouTube that starts this year as they move away from a long-standing partnership with Dish TV to court Gen Z fans to the sport."



So, how can you produce more UGC as a brand?

Where Brands Can Source UGC



OFFER INCENTIVE

Reward your followers for posting branded content



RUN A CONTEST

Encourage them to post with a specific hashtag for a higher-value reward



APPRECIATE THEIR EFFORT

Promote UGC on your socials, website, and other channels to show appreciation



PARTNER WITH INFLUENCERS

They can set a trend in motion on your behalf



EMPLOY CREATIVE FORMATS

User feedback, comments, customer support interaction can be a cool UGC format



CREATE UGC-LIKE CONTENT

Feature your employees, follow the trends, be relatable

Basically, just create content for people, not your customers. Social media are meant to be peer-to-peer, so it's crucial to **humanize your brand** and have a distinct personality. **Wendy's on X** is a great example of how a brand manages to distill its tone of voice into a killer social media strategy.



That's a wrap!

Thank you for reading our newsletter - we'll be back soon with more juicy insights.

See you next month!

