CUSTOMER MATCH:

MEMBERSHIP DURATION UPDATE

GEORGI ZAYAKOV

CUSTOMER MATCH UPDATE

MEMBERSHIP EXPIRATION

Google Ads & Display & Video 360 are updating Customer Match list durations to a maximum of 540 days.

Effective Date: April 7, 2025

CUSTOMER MATCH UPDATE
WHAT DOES IT MEAN?

Existing lists with no expiration or durations > 540 days will be automatically updated to 540 days.

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CUSTOMER MATCH UPDATE

SO WHAT?

- List sizes will shrink as memberships expire.

- Campaigns targeting too few users may pause automatically.

- You must refresh your lists to maintain audience size.

CUSTOMER MATCH UPDATE
ACTION PLAN

Before April 7, 2025:

- Refresh Customer Match lists to retain memberships.

- Replace expired lists with updated data.

- Check campaign performance to avoid interruptions.

CUSTOMER MATCH UPDATE
AFTER HOMEWORK IS DONE

Ongoing Maintenance: Regularly re-upload customer data to keep lists active.

- membership_life_span >540 will return an error (RangeError.TOO_HIGH).

- Existing lists will be migrated to 540-day max.

- No action needed if you don't set membership_life_span & refresh lists regularly.

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CUSTOMER MATCH UPDATE
DV360 API CHANGES

- firstAndThirdPartyAudiences.create & patch requests

- membershipDurationDays >540 will return a 400 error.

- Existing lists will automatically update to 540 days max.

CUSTOMER MATCH UPDATE
FINAL TAKEAWAYS

Key Actions to Take:

- Refresh your Customer Match lists before April 7, 2025

- Check API configurations to avoid errors

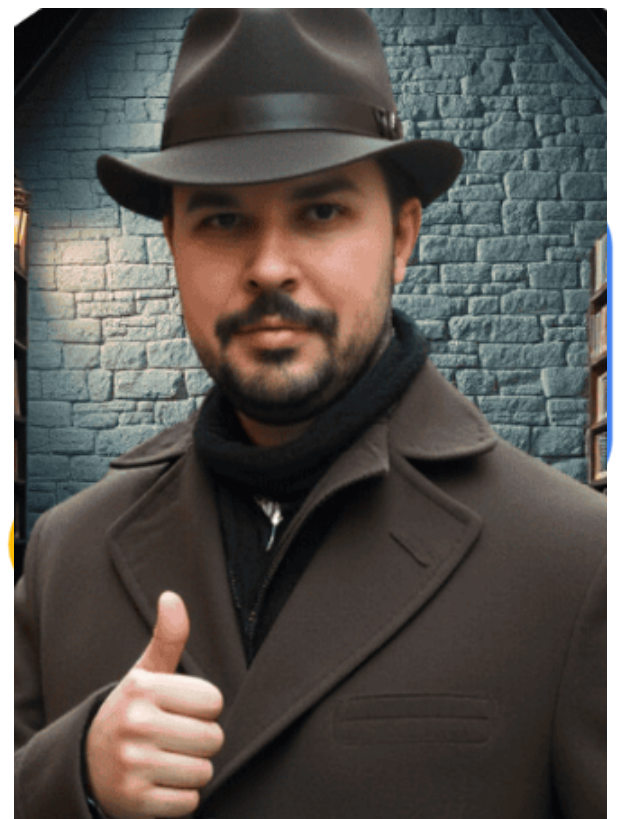- Regularly update lists to maintain campaign performance

CUSTOMER MATCH UPDATE

ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your Google Ads questions? Simply ask the Google Ads Detective!

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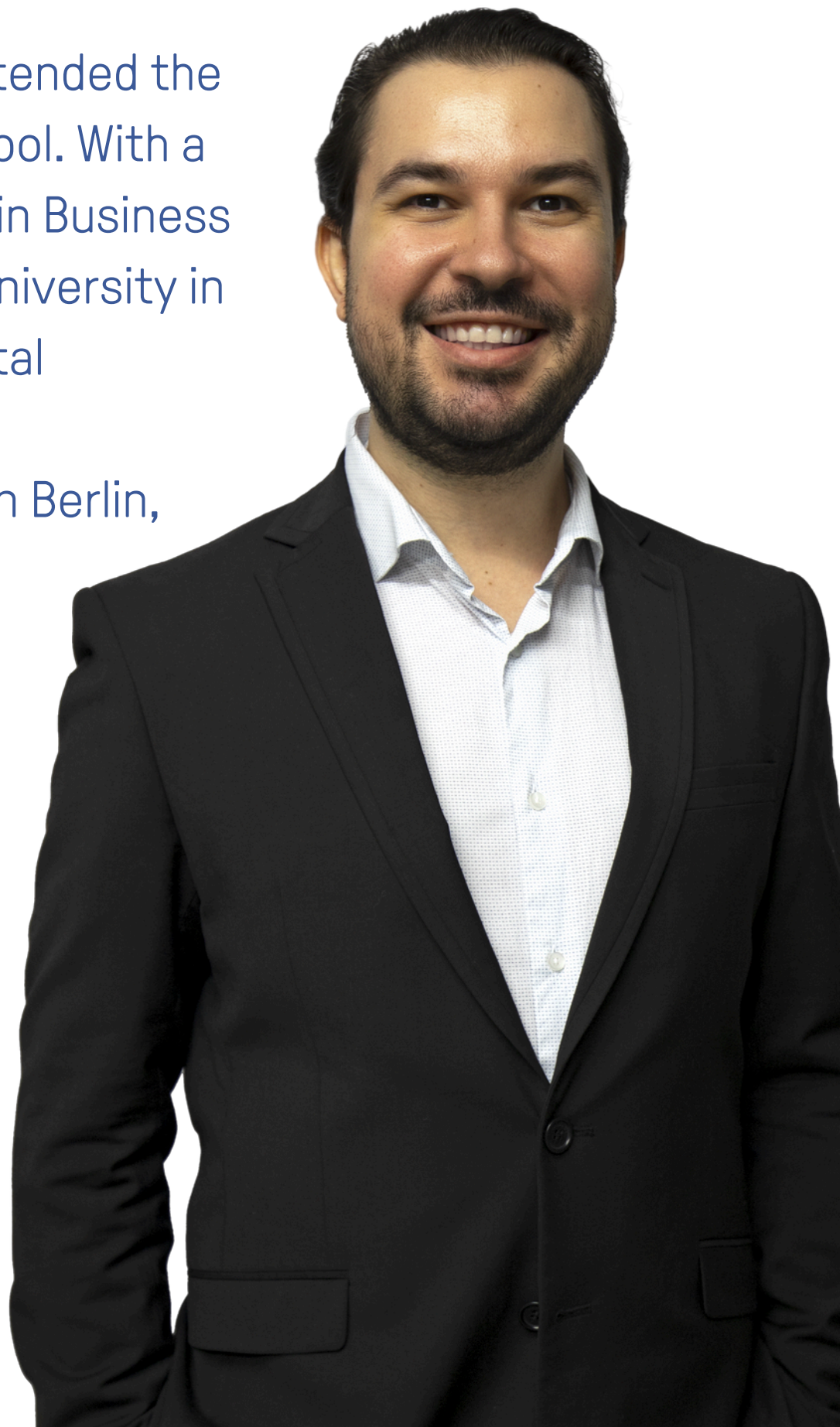https://www.hutter-consult.com/downloads/google-ads-detective/

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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.
He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon. Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.

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