Google Marketing Live 2023
Product Announcements

CUSTOMER CONNECTIONS	**Automatically created assets**
CUSTOMER CONNECTIONS	**Brand restrictions in broad match**
CUSTOMER CONNECTIONS	**Business Information**
CUSTOMER CONNECTIONS	**Content Suitability Impact Forecasting**
CUSTOMER CONNECTIONS	**Conversational experience in Google Ads**
CUSTOMER CONNECTIONS	**Google Analytics 4 and SKAdNetwork**
CUSTOMER CONNECTIONS	**Improved Google Ads design**
CUSTOMER CONNECTIONS	**New ads experiences with generative AI**
CUSTOMER CONNECTIONS√	**New features in Performance Max**

- ➔ New customer lifecycle goals in Performance Max
- ➔ New Customer Acquisition in Google Ads
- ➔ Re-engagement goal in Performance Max
- ➔ Features to simplify Performance Max campaign creation
- ➔ Test and learn with Performance Max custom experiments
- ➔ Improved insights to understand Performance Max performance
- ➔ New features in Ads Creative Studio

CUSTOMER CONNECTIONS	**PAIR for Clean Rooms**
CUSTOMER CONNECTIONS	**Web to App Connect**
CREATIVE	**Creative Video Solutions**
CREATIVE	**Product Studio**
CREATIVE	**Image Assets (fka Image Extensions)**
CREATIVE	**Insights for Responsive Search Ads**
CREATIVE	**Local Offers on Video Action Campaigns**
CREATIVE	**Merchant Center Next**
CREATIVE	**Revamped asset creation flow in Performance Max**
CREATIVE	**Travel Feeds in Search Ads**
CONFIDENCE	**Ads Data Hub for Marketers**
CONFIDENCE	**Conversion Lift for Performance Max**
CONFIDENCE	**Conversion-based Customer Lists**
CONFIDENCE	**Deferred Value Adjustments**
CONFIDENCE	**Durable Audience Solutions**
CONFIDENCE	**Enhanced Conversions for Leads**
CONFIDENCE	**Google Analytics 4: audience builder in Google Ads**
CONFIDENCE	**Google Analytics 4: Privacy Sandbox Integrations**
CONFIDENCE	**Improved Attribution Import from Google Analytics 4 to Google Ads**
CONFIDENCE	**On-device Conversion Measurement for iOS App Campaigns**
CONFIDENCE	**Server-Side Google Tag Manager**

Automatically created assets

Automatically created assets generate high quality, tailored assets to help you deliver more relevant ads and achieve your business objectives, while saving you time. Later this year, automatically created assets will start using generative AI to create assets that are even more relevant to customers' queries.

Early adopters of automatically created assets for headlines and descriptions see an average of **2% more conversions at a similar cost per conversion** among ad groups with responsive search ads.
Source: Google internal data, Global, 7/25/2022 - 8/20/2022

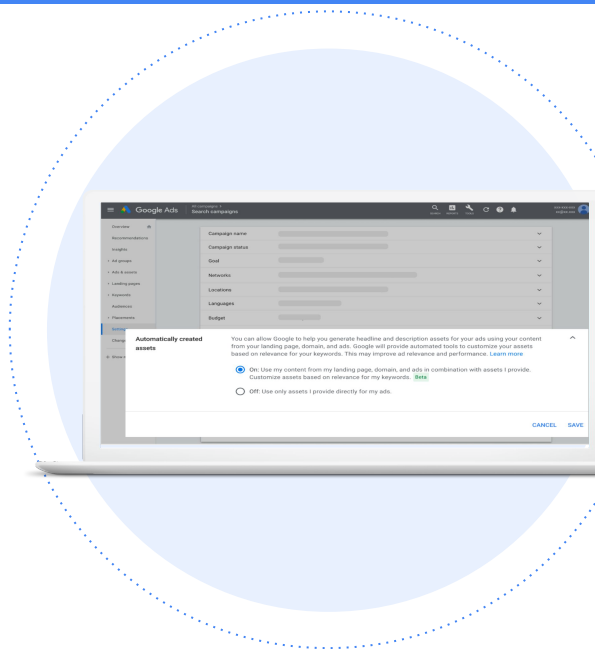## ⭐ Automatically created assets benefits

💡 **More relevant ads**
Improve user experience with query, ad copy, and landing page continuity

✏️ **Increase performance**
Increase RSA performance by automatically creating more headlines and descriptions

🚀 **Improve efficiency**
Reduce the amount of manual work needed to create and upkeep relevant ad copy

💡 How it works

Automatically created assets (ACA) is a campaign-level, opt-in setting. Opting in enables Google to generate tailored headlines & descriptions extracted from advertisers' content, like landing pages, existing ads and keywords.

Enabling ACA is as easy as the click of a button	Assets that are automatically generated based on content like your landing page, existing ads, and keywords in your ad group are used to show the RSA predicted to perform the best	Ad strength will now factor into **both** advertiser and automatically created assets when calculating rating, categories, and action items. The ad rating can stay the same or increase, it cannot go down	Best practices for automatically created assets include ensuring website content is accurate, as well as keeping user generated headlines & descriptions

Language Availability: English open beta; SP, IT, FR, PT, JP, NL, DE coming soon

Brand restrictions in broad match

Broad match has become the most efficient way to increase Search coverage and meet your performance goals. Broad match can drive **+35%** and **+25%** more conversions than Exact and Phrase match respectively when using tCPA, and **+12%** more conversion value when using tROAS bid strategy. However, it has been complex to use broad match in campaigns that must be restricted to specific brands.

To make it easier for you to efficiently expand reach of your brand and benefit from broad match in all performance search campaigns, we are introducing a brand restriction that limits campaigns using broad match to only reach branded traffic.

"We have renewed faith in Broad match and its ability to match relevant brand queries. We were able to double our conversion value with Brand Restrictions" - RBC
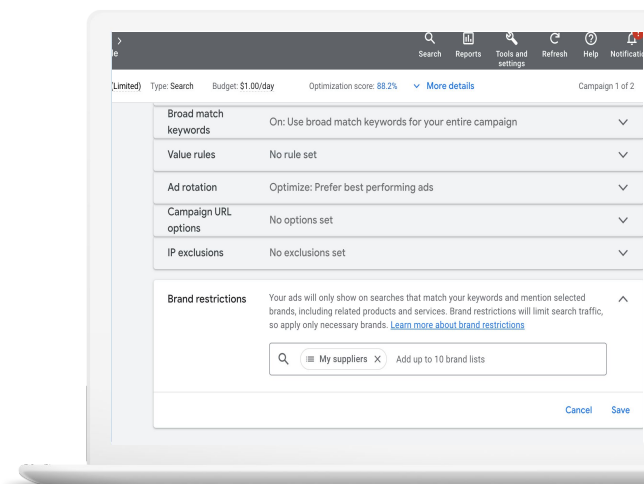
Brand restrictions benefits

Ensure a campaign only matches traffic related to the brands you want while getting all the performance benefits of broad match.

Vs. Phrase or Exact match

Increased reach by capturing more Keyword variations, e.g., misspellings, foreign scripts, product lines.

Vs. Broad match w/o Brand Restrictions

Reduce matching to unbranded traffic, while limiting traffic less than phrase or exact.

How it works

AI brand detection recognizes a brand when it's mentioned in a search query. When Brand Restrictions are applied, they will restrict broad Search traffic to selected brands and related products and services.

- **Campaigns must have** the Broad Match Campaign Keywords setting on and a Smart Bidding Strategy

- **Navigate to** 'more settings' and select **'Brand Restrictions'**. Create and edit account level lists directly in the campaign

- **Click +New Brand List** to select the brands to which you want to restrict broad searches for AND **click SAVE**

- **Traffic that does not mention or directly refer to a brand selected will be blocked**

Case Studies

Royal Bank of Canada (RBC) had the challenge of scaling volume while keeping an efficient ROI for Search campaigns. They wanted to use broad match for their brand campaigns, but were concerned about relevance on those terms.

When they tested brand restrictions, they saw **2x the conversions and conversion value**, while improving **ROAS by 4%** compared to the control arm. With this success, RBC applied this strategy across their lines of business.

96%
Increase in conversions

109%
Increase in Conversion Value

Business Information

With business information, **Search ads will now render with a logo and business name**. Advertisers can use business names and logos to help users better understand the source of ads they see, and to make ads more engaging within the Search page.

+8% Advertisers that show a business logo and name with their Search ads see **an average of 8% more conversions** at a similar cost per conversion.
Source: Google internal data, Global, 3/9/2023 - 3/22/2023

Business information benefits

Builds recognition and trust with users.

Increases awareness of brands and their offerings.

Increases conversions on average by 8% at a similar CPA.

10:26

Google

🔍 hotels in hawaii ✕

All   News   Maps   Shopping   Images   Vide

Sponsored

Balmy Sun Hotel
https://www.balmysunhotel.com

Balmy Sun Hotel In Hawaii - Official Site - Book Direct

Visit our 5 star hotel and immerse yourself in a getaway that you'll never forget. Take a stroll on our private beach or go for a swim in our pool that overlooks the ocean.
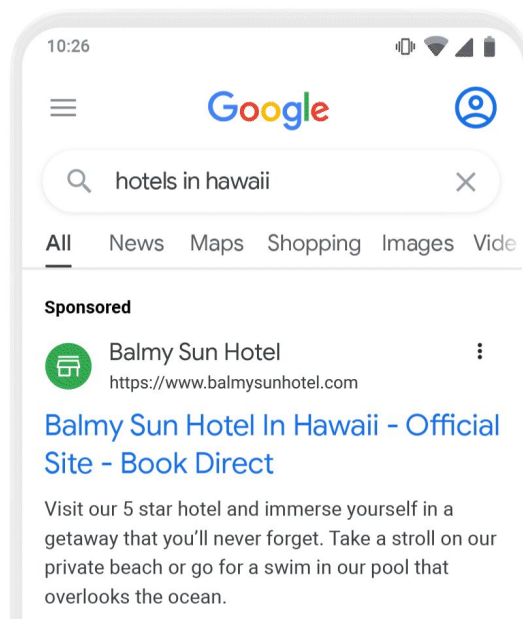
How it works

Google will automatically crawl domains and render a business name and logo next to an ad when applicable. **Advertisers can also upload their own assets in the Google Ads UI**, which is recommended.

⚠️ **If an advertiser is not eligible to use Business Information,** they will receive the new default UI.

Content Suitability Impact Forecasting

With our suitability settings for YouTube Ads, you can curate the environment where your ads appear. We've seen that when businesses fully understand how to apply these settings, they may experience better reach and results. Impact forecasting is a new tool that will give you more information on the potential effects of your controls.

99%
of YouTube advertising meets **99% effectiveness for brand safety** across in-stream, livestream, Shorts, and Watch Next & Home feed content as determined by GARM's standards
Source: Google Internal Data, Global, 2021-2022

Impact Forecasting benefits

More information to make the best suitability decisions for your brand

Unlock more inventory by understanding the impact of Suitability controls

Plan for performance in your campaigns

Understand the impact across platforms

---

a customer | OPS CONTROL CENTER >

Help | Notifications | [no login email]

📈 **Estimated impact**

Estimated impact based on your current content suitability settings

Reduced inventory:
10-25%

Reduced impressions:
5-10%

Increased CPM:
2-5%

How it works

Log into Google Ads and navigate to the Content Suitability Center, where you can find all Suitability controls for your account. These settings will cascade to all campaigns on YouTube and Display inventory.

1. **Enter your Suitability settings** as you normally do

2. **Wait while Google Ads estimates any impact** your settings have on ad performance

3. **The impact on ad performance**, if any, will be shown on the right hand side

4. **Based on the estimated impact**, if any, adjust your Suitability settings then return to Step 2, or click "Save"

Market Availability: Global

Watch the Video →

Conversational experience in Google Ads

Combine your expertise with Google AI to create better Search campaigns. Ask Google Ads for ideas, just like you might ask a colleague, to easily generate effective keywords, headlines, descriptions, images and other assets.

Powered by a large language model designed to drive better results for your business. It combines the expertise of advertisers with Google AI trained on ads data, and specialized in search campaign setup.

Conversational experience benefits

Multiply your expertise and creativity with Google AI
Brainstorm with Google Ads on ideas to improve your campaigns. Adjust things like the tone of your ad copy with easy and direct input.

Guide Google AI to optimize based on your business needs
AI specialized in search campaign setup drives better results for your business.

Confidently make decision with powerful AI models
Designed with safeguards to ensure conversations stay focused on campaign setup & optimization.
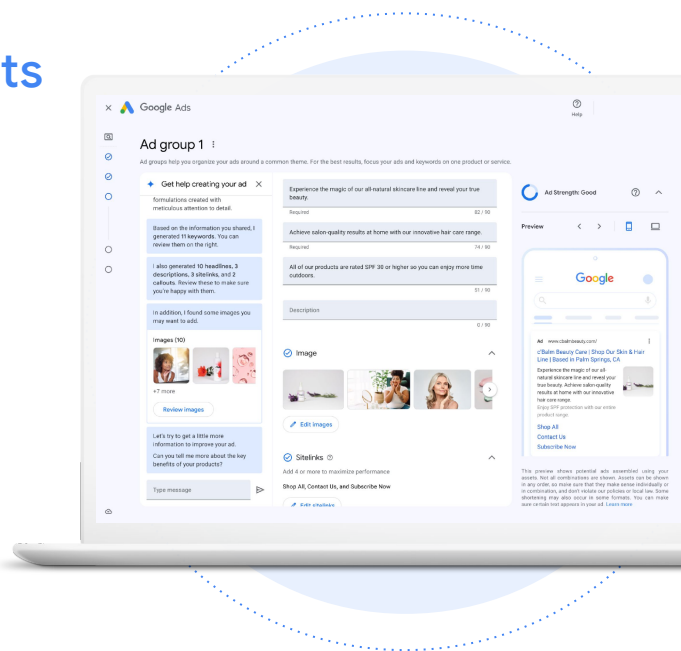
How it works

Talk directly with Google AI to create campaign assets like keywords, images, headlines, descriptions, and more.

Advertisers can choose to engage with the conversational experience as much as they like when setting up a new search campaign in Google Ads.

Conversational experience leverages landing page content as well as input from the advertisers to generate keywords and other asset suggestions.

Advertisers can continue to collaborate with the conversational experience by providing feedback and exploring different ways to improve their campaign.

Advertisers determine which suggestions to include and then they can launch their new search campaign.

Market Availability: Pilot (July)

Google Analytics 4 and SKAdNetwork

With the rollout of Apple's App Tracking Transparency (ATT) framework, SKAdNetwork, Apple's app attribution solution has become an **important input in measuring and optimizing your iOS App campaign performance.** So, we continue to deepen our integrations with SKAdNetwork to ensure modeled reporting for your iOS campaigns remains comprehensive and accurate.

Today, Google Analytics 4 can help you register your app with SKAdNetwork for improved cross-network app install reporting and attribution. In the future, we'll support a set of SKAdNetwork features to enable reporting in Google Analytics 4 and bid optimization in Google Ads.

For app advertisers, iOS ground truth measurement has begun to diminish post iOS 14 and ATT. Apple's SKAdNetwork is a privacy-safe conversion measurement solution that can solve for this gap.

Google Analytics 4 is developing a suite of SKAdNetwork features aimed at helping advertisers bolster iOS measurement and activation with SKAdNetwork data. The first milestone is to bring SKAdNetwork cross-channel installs into reporting to provide true cross-channel, cross-network attribution for iOS installs. The next milestone is to support conversion value setting in the Google Analytics 4 UI for post-install reporting and bid optimization in Google Ads.

Install

SKAdNetwork

Conversion Modeling Input

Reporting

Bid Optimization
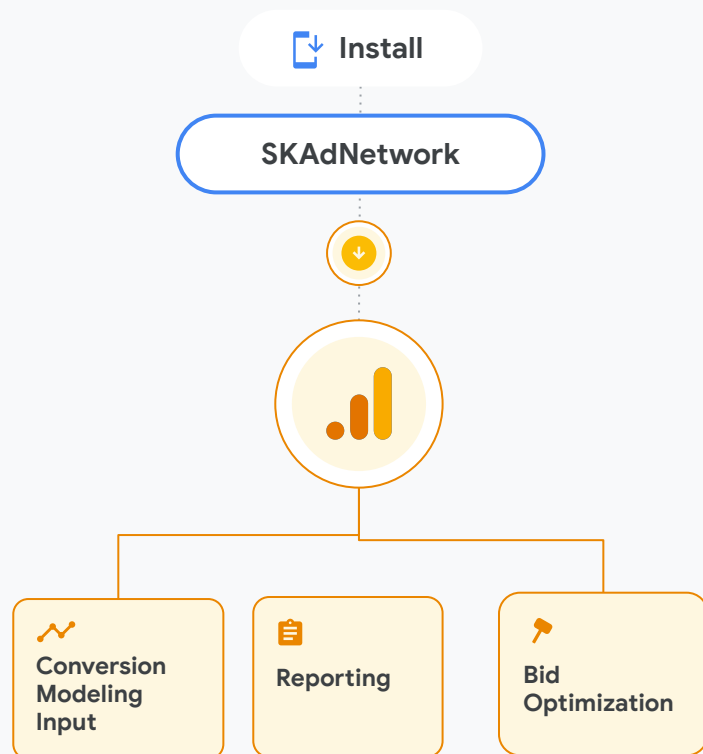
How to prepare

Make sure you've upgraded to the latest version of Google Analytics for Firebase SDK which automatically registers your app for SKAdNetwork postbacks.

Once these features are live in GA4, you'll be able to send SKAdnetwork data to Google Analytics 4 for reporting purposes. You'll also be able to set your SKAdnetwork conversion value schema from directly within the UI to power bid optimization in Google Ads. More details to come on implementation.

Market Availability: SKAN cross-channel installs for reporting (Q2 '23), SKAN conversion value setting (Q2 '23), post-install reporting (H2 '23)

**Watch the Video** →

An improved Google Ads design

The new Google Ads design makes the tools and data you rely on easier to find, so you can work faster.

The new design reorganizes pages into more thematically linked groupings to make it easier to move around the product, all without changing the functionality of those pages.

Google Ads redesign benefits

This new design doesn't change the features you rely on. It just helps you:

- **Find pages and tools faster** with a new, unified navigation

- **Get things done faster**, because pages are grouped by task

- **Enjoy a contemporary look and feel** with less clutter, a new font, and the ability to customize spacing

- **Stay focused on your goals**, with new categories that highlight pages critical to campaign success
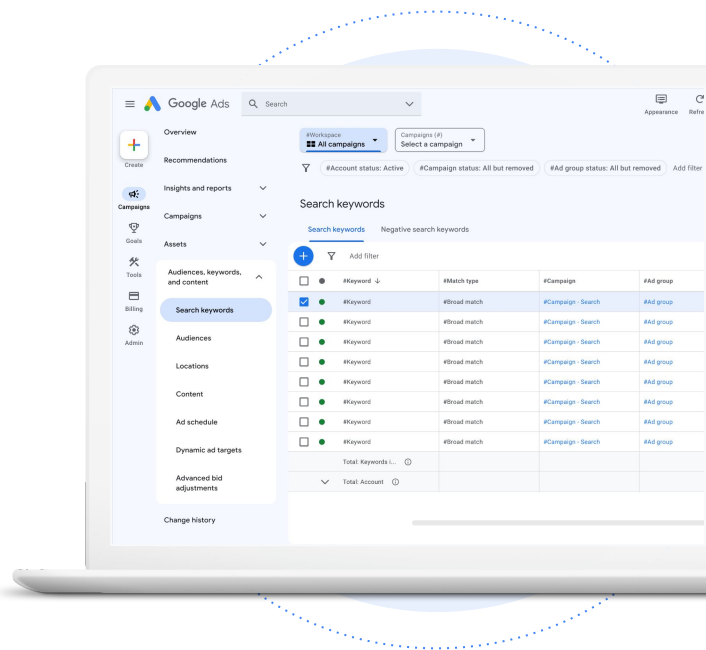
Resources

The new design will soon be available to all advertisers.

Visit our help center, or talk to your Google account manager to learn more.

Market availability: Partial rollout

Tip: Use search

Ads' updated search tool can help you quickly learn the new layout, and get back to building winning campaigns.

Start typing a page name to get there fast — and see how to get there next time.

Bonus tip:
Tour the new design from the 'Appearance' menu in the top right of Ads
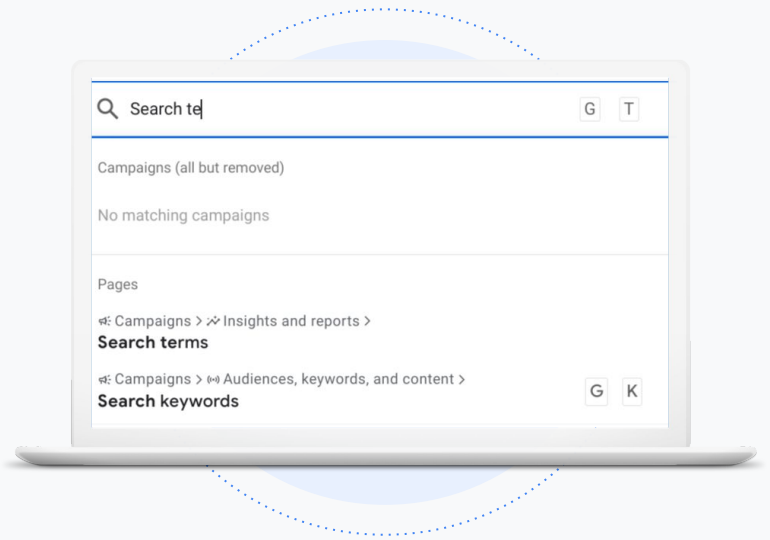
What's changing

Some pages and tools have moved. But because they're grouped by workflow, you'll be doing less scrolling and clicking to get things done.

Insights and reports
With insights and reports combined, it's easier to analyze, optimize, and share results

Campaigns
This new section combines all pages you need to create, manage, and analyze campaigns and experiments

Audiences, keywords, and content
This new category brings your audiences and the tools you use to define them together

Goals
This new section unifies conversion goals and conversion measurement to make it easy to measure your progress toward your advertising goals

Tools
Your most important advertising tools, now part of the main menu. Here you'll find tools like Performance Planner, ad preview and diagnosis, and much more.
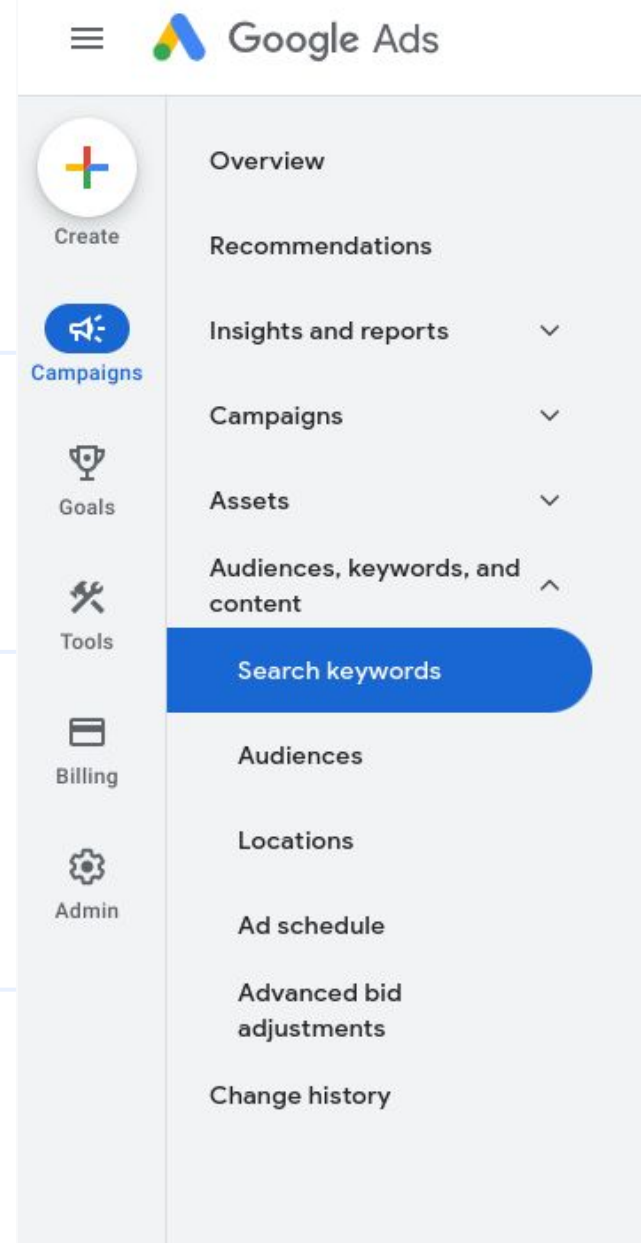
New ads experiences with generative AI

As we use the power of generative AI to create more natural and intuitive Search experiences, ads will continue to play an important role in helping people connect with useful information and allowing businesses to be discovered online.

Key features and benefits

Drive more engagement and visibility of your ads along the search journey with ads appearing in dedicated ad slots above, below and within the AI-powered snapshot and conversational mode.
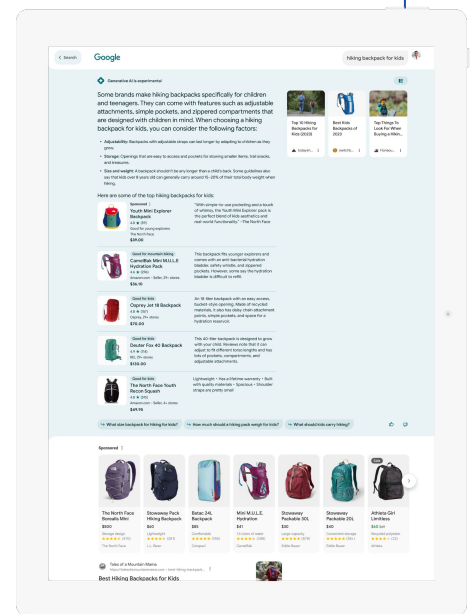
Reach more relevant customers as they provide additional context in their follow up questions along their search journey, you can reach them in more relevant moments.

For illustrative purposes

AI-powered snapshot in conversational mode
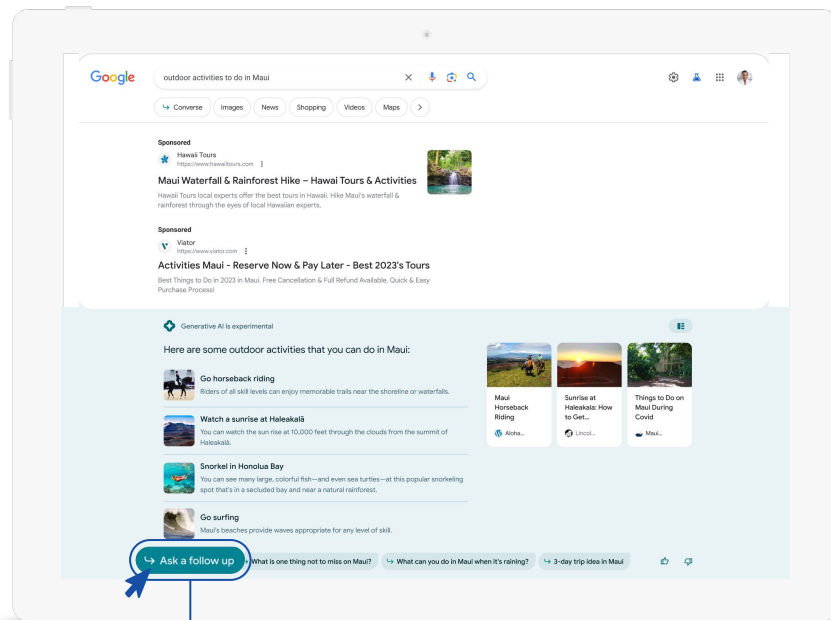
Ask a follow up question to enter conversational mode

For illustrative purposes

How it works

This new **Search Generative Experience (SGE)** can be found in **Search Labs**, a new program to access early experiments in Search. Ads that show up as a part of this experiment will be from existing Google Ads campaigns.

Advertisers don't need to take any action. We encourage advertisers to use AI-powered ads solutions for their Search campaigns like Value Based Bidding, responsive search ads with image assets, Broad Match coupled with Performance Max campaigns.

To try out generative AI in Search, just tap the Labs icon 🧪 in the **Google app** or Chrome desktop to express your interest, and visit **labs.google.com/search** to learn more.

Market Availability: US, English only

New features in Performance Max

New customer lifecycle goals in Performance Max

⭐ **New customer acquisition goals** allow you to optimize for new customers, in addition to maximizing sales. Through the three different modes available today, you can:

1. Only bid for new customers

2. Bid higher for new customers than existing

3. New! Bid higher for *high value customers* than regular new customers and existing customers

♡ **Re-engagement goals** will allow you to optimize your campaigns to reach customers at every decision-making point in their lifecycle journey. In addition to new customer acquisition, use re-engagement goals to easily optimize for other lifecycle stages, like retention and re-engagement of churned customers, leveraging Google automation to achieve these.

→ Advertisers who highly value new customer acquisitions and use New Customer Value Mode

improved their ROAS by	improved their new customer ratio by	with a reduced acquisition cost for new customers by
9%	**5%**	**7%**

Average uplift in performance based on internal studies. Individual results may vary according to campaign details.

Watch the Video →

Google

New Customer Acquisition in Google Ads

With the New Customer Acquisition goal, you can optimize for new customers, in addition to maximizing sales.

⭐ Benefits of new customer acquisition goal

Easy implementation
Use bulk features in Google Ads or Google Ads API to choose the mode based on your new customer acquisition goals.

Use 1P data
Use your 1P data through a customer list or website tag to boost your performance.

See reporting
See new v. returning customer reporting.
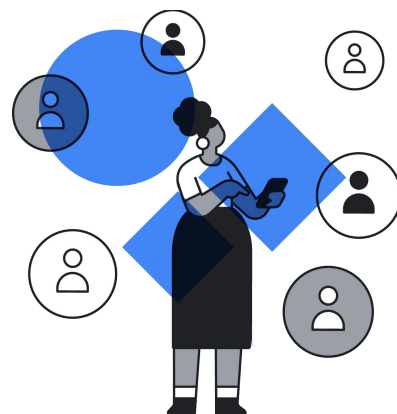
NC Value Mode

👤 **Bid higher for new customers than existing**

Drive online sales by targeting all users and optimizing for new customers.

Best for **Online Sales**

+9%

Advertisers who highly value new customer acquisitions and use New Customer Value Mode improved their ROAS by 9%, improved their new customer ratio by 5% with a reduced acquisition cost for new customers by 7%

Average uplift in performance based on internal studies. Individual results may vary according to campaign details.

NC Only Mode

👤 **Only bid for new customers**

Drive online sales and leads by optimizing for new customers.

Best for **Lead Generation** | **Online Sales**

+13%

Advertisers that use the New Customer Only mode have improved their new customer ratio by 13% with a reduced acquisition cost for new customers by -19%

Average uplift in performance based on internal studies. Individual results may vary according to campaign details.

NCA with HVO

👤 **Bid higher for new high value customers than regular new customers and existing**   BETA

Drive online sales by targeting all users and optimizing for new high value new customers.

Best for **Online Sales**

Market Availability: NCA in General Availability; NCA HVO beta launching Q2

Watch the Video →

How it works

NCA works by using your first-party data lists to analyze users' characteristics and then use AI to predict and find new and new high value users. Your first-party can also be used to bid higher for new customers or new high value customers.

Customer list

- **Strongly recommended** for all advertisers to improve accuracy of new customer detection; required for advertisers who do not track Purchases
- **Improve** new customer matching and bidding by using your own definition of a new customer by providing a customer list to Google
- **Requires** uploading a [Customer Match](#) list to your Google Ads account

Auto detection

- **All advertisers automatically enrolled**
- **Google algorithm** used to determine whether a user is a new or returning customer based on a 540 day lookback window
- **Automatically activated** when you change campaign-level conversion goals to include "new customer acquisition"

Global site tag

- **Higher level of effort**, recommended for those wanting real-time data integration
- **Improve** new customer matching by using your own definition of a new customer with a tag
- **Requires website tagging** ([Global Site Tag](#) + new customer parameters) to report at time of conversion whether a user is new or returning. For app-heavy retailers, app tagging is also supported via Firebase

Re-engagement goal in Performance Max

Lifecycle goals enables you to **optimize your campaigns to reach customers at every decision-making point** in their lifecycle journey. In addition to new customer acquisition, the re-engagement goal will enable you to **re-engage lapsed or disengaged customers** powered by AI and first-party data.

Re-engagement goal benefits
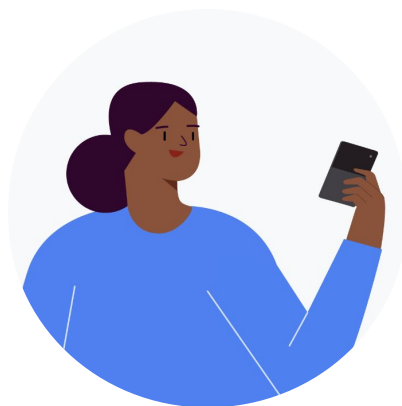
Bid more effectively to re-engage lapsed customers.

Report conversions from lapsed customers directly in the Google Ads UI.

Define lapsed customers to further optimize bidding, while targeting all existing customers.

How it works

The re-engagement goal will work by using your first-party data lists to predict lapsed users and use AI to bid effectively for these customers.

Customer list

Drive re-engagement using your own definition of an existing customer by providing a customer list to Google. Requires uploading a Customer Match list to your Google Ads account.

Global site tag

Improve re-engagement matching by using your own definition of an existing customer with a tag. Requires website tagging (Global Site Tag + new customer parameters) to report at time of conversion whether a user is new or returning. For app-heavy retailers, app tagging is also supported via Firebase.

Market Availability: Launching in beta in Q3'23

Watch the Video →

Features to simplify Performance Max campaign creation

Generate high-quality assets using Google AI. You can now harness the power of Google AI to easily curate and generate brand new, high-quality creative including text, images, and videos in campaign construction, by entering some basic information about your business and your goals.

Surface Optimization score recommendations during campaign construction, including budget or bidding recommendations, so you can find easy ways to improve your campaign while you're in the process of making it.

Use Campaign pre-fills to streamline the campaign creation workflow.

Watch the Video →

Test and learn with Performance Max custom experiments

Google Ads experiments can help you continuously improve the performance of your campaigns. When you test different campaign settings, you reach more customers and drive better results quickly and efficiently for your business.

Performance Max custom experiments will let you test changes within your Performance Max campaign. For example, you can test if using a value based bidding strategy for your campaign drives more results for your business.

Setup your custom Performance Max experiment
Measure how different optimizations can improve your campaign performance

Experiment name

Experiment for Market fresh blooms

39/255

Performance Max (control)

● Market fresh blooms - spring campaign

Budget	$77/day
Domain	florasfinest.com
Goals	Leads
Locations	USA
Languages	English (US)
Bid strategy	Maximize conversions

Select an existing Performance Max campaign before starting the experiment

Select a Performance Max setting to test

Bidding ▾

Settings for Control arm

Maximize conversions

Target cost per acquisition $39

vs.

Settings for Treatment arm

Maximize conversion value ▾

☑ Set a target return on ad spend (optional)

Target ROAS ⑦

133 %

Watch the Video →

Improved insights to understand Performance Max performance

New asset insights will include more data on your assets to help you better understand asset performance. You'll also get easy-to-apply recommendations on how to improve your assets.

Search term insights will now include historic insights and insights for custom date ranges. You'll also be able to download your Search term insights and access them in the Google Ads API. You'll be able to see all your Search term categories now, instead of having some as uncategorized.

Watch the Video →
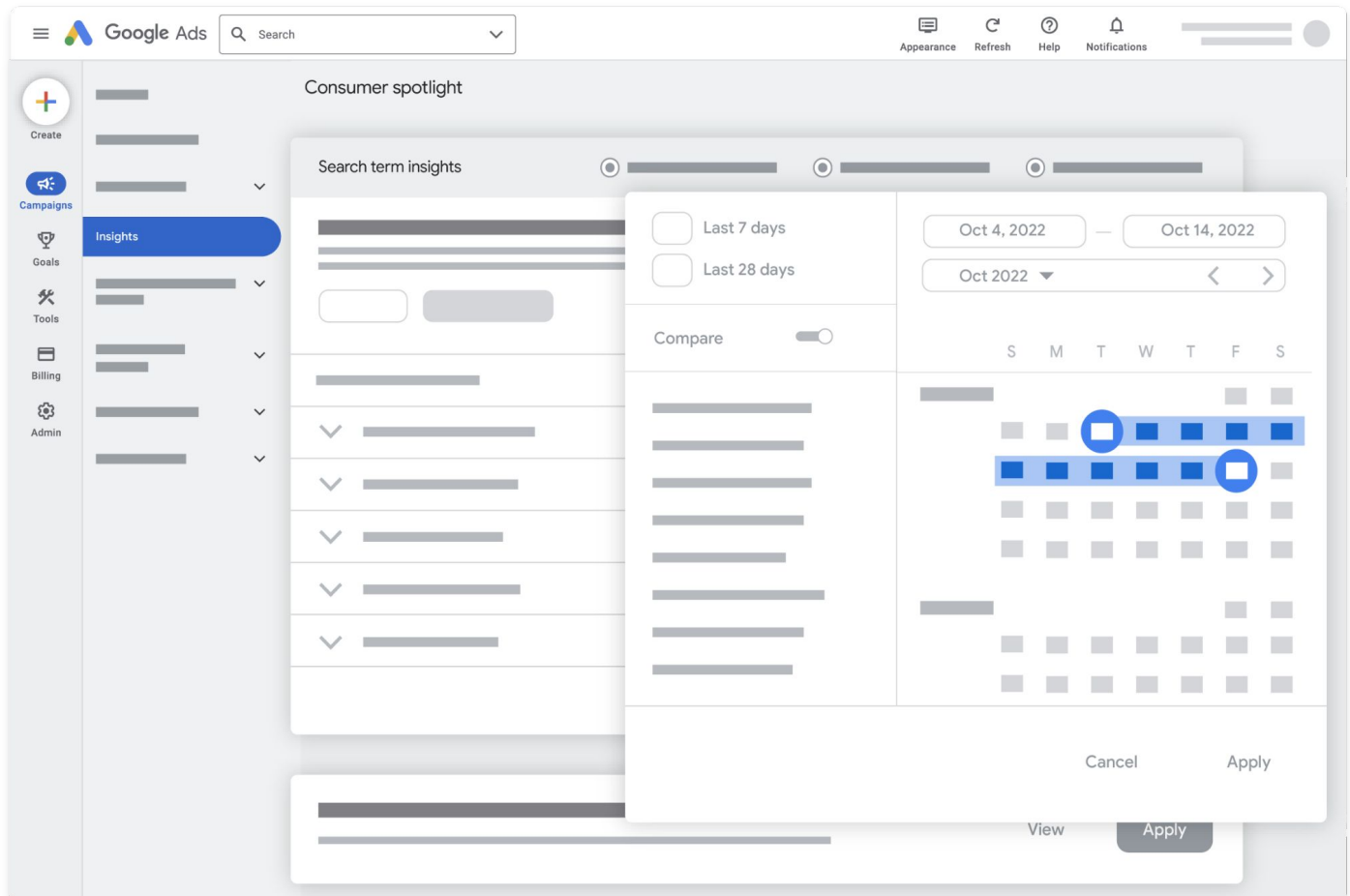
New features in Ads Creative Studio

Ads Creative Studio is a creative management platform designed for creative teams to build ads, **manage creative assets, and share them with media teams.** Ads Creative Studio can improve collaboration and transparency between your creative and media teams and help you create effective ads with more efficiency and scale.

Preview and export Performance Max assets with Ads Creative Studio. You'll see best practices and specifications to ensure that creative is set up for success ahead of deployment.

New insights in Ads Creative Studio will provide you with information about trends in Search. This supplementary tool will let you get exploratory access to the latest and greatest Search data to help you plan and develop creative.

Watch the Video →

PAIR for Clean Rooms

Publisher Advertiser Identity Reconciliation, or PAIR, is a new solution that **gives publishers and advertisers the option to securely and privately reconcile their first-party data for audiences who have visited both an advertiser's and a publisher's site.** We believe solutions based on first-party data are a better path forward vs solutions that aim to replicate tracking people across the web. Our focus is on building sustainable long term solutions that meet consumer expectations for privacy.

We are excited to release PAIR's clean room integrations into beta, with clean room providers fully streamlining data management, encryption key workflows, match rate insights, and the onboarding of advertiser-encrypted PAIR datasets.

PAIR's first wave of integrated clean room partners are Habu, InfoSum, and LiveRamp.

Why PAIR?

Control
Advertisers and publishers will maintain ownership and fully control the data they share; data cannot be pooled to create profiles.

Protection
PAIR's advanced encryption design protects against data leakage and prevents tracking users across the web.

Choice
Publishers and advertisers have the choice of setting inventory: non-guaranteed and guaranteed inventory, auction types: open and private auctions, and desired CPMs for monetization controls.

Reach
PAIR is an ecosystem solution, designed for use with all browsers and SSPs.

Why PAIR for Clean Rooms?

1. **Decentralized** protocol for independent onboarding

2. **End-to-end workflow management:** publisher & advertiser data ingestion, encryption key creation & applications, and onboarding advertiser PAIR-encrypted data to DV360

3. **Scaling the PAIR workflow** for simple setup and implementation across multiple publishers at once

4. **Ease** of PAIR campaign activation in DV360

Requirement: Must onboard tests via one of the listed clean room partners.

Resource:
PAIR for Clean Rooms Workflow Visual

Web to App Connect

Web to App Connect is our one-stop destination to help you establish in-app conversion measurement, bidding, and to implement deep links that can increase your campaign performance and deliver better ad experiences for customers that have your app.

2X Conversions

On average, Web to App Connect delivers a 2x higher conversion rate for clicks that land on your app versus your mobile website.
Source: Google Data. Global divisions. Feb-March 2022 Experiment.

⭐ Web to App Connect benefits

⚡ Help improve mobile ROI:
Optimize for performance using conversion data from your mobile website and app & improve App Campaigns for Installs performance.

📊 Close the loop on mobile conversions:
Define and measure important conversions for both your mobile website and app.

🚀 Deliver a more seamless mobile ad experience:
Direct your app customers from your ads to where they can easily complete their desired action in your app.

💡 How it works

Web to App Connect provides advertisers with a guided setup flow, where advertisers can easily view specific implementation steps.

- **Performance overview:** View summary of performance stats

- **Measurement:**
  Set up App Conversion Tracking (e.g. Firebase, 3P AAP), link it with Google Ads, and enable 'auto-tagging'

- **Deep Linking:**
  Identify mWeb URLs yet to be deep linked, fix misconfigured deep links, and implement new deep links

Watch the Video →
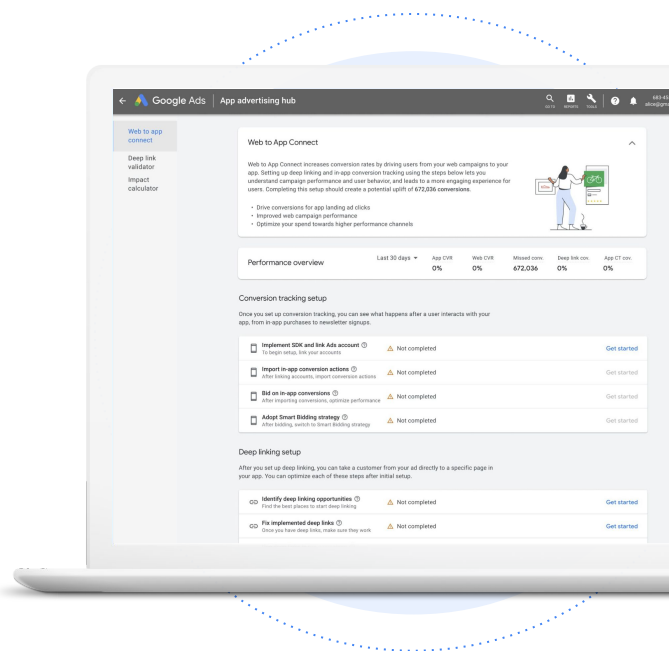
🔖 Case Study

Online fashion retailer boohoo is a powerful example of using Web to App Connect to improve their user app experience and bottom line.
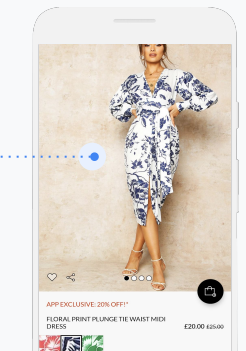
boohoo saw a +33% return on ad spend

Web to App Connect helped boohoo enhance their web-to-app experience, and helped them achieve a **25% increase in revenue**, with more than 5 times higher conversion rate when driving users to their app versus to their mobile website, and a **33% higher return on ad spend**.

User clicks on Shopping ad
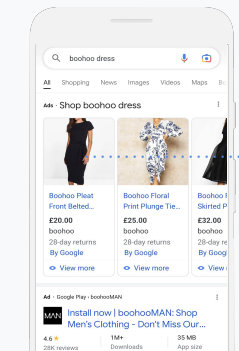
User lands on same product in app

✓ Get Started

Check if you have access to the Open Beta today by **navigating to**

Settings & Tools ⊙ App Advertising Hub ⊙ Web to App Connect in your Google Ads account.

⚠ **If you do not have access,** reach out to your Google team to join the Open Beta**.**

📎 Resources

👆 Help Center
Visit our Help Center to stay up to date with Web to App Connect.

▶️ Product Deep Dive Video
Learn how to use the Web to App Connect UI in Google Ads.

🔗 Deep Linking Help Center
Get started with deep links here.

⚙️ Deep Linking Tools
Use the Deeplink Impact Calculator and the Deeplink Validator in order to implement deep links.

Think with Google
Explore top 3 areas to prioritize for better business outcomes with apps.

Creative Video Solutions

AI-powered innovations appear across video-focused products to deliver efficiencies in the creative process and enhance human ingenuity – leading to improved campaign performance and effectiveness across formats and surfaces.

+20% Based on internal data, **advertisers that included at least 1 video of each orientation** (horizontal, vertical, and square) to their Performance Max Campaigns **delivered 20% more conversions** in YouTube compared to horizontal videos alone.
Source: Google data, Global, November 2022

Key benefits for advertisers

Reduce the time and effort spent on creatively exhausting tasks like cropping.

Make it easier and faster to create effective video ads in multiple formats.

Lower the skill barriers to video creation.

Ensure you campaigns have the right set of assets to succeed.

How these solutions work

Today, we call upon Google AI to assist advertisers in multiple instances depending on their creative needs:

Google AI **can create multiple videos** using assets a brand provides in their campaigns.

Google AI **can make videos fit** for more formats and surfaces by intelligently flipping a video from horizontal to vertical and square.

Google AI **can expand the reach** of your campaign by trimming an existing video to generate 6s bumper ads.

Google AI **can make videos** more effective by generating a voiceover using text-to-speech technology and adding it to a video.

Watch the Video →

Case Study

Sony unlocked the benefits of voice-over across their video ads by using Google AI text-to-speech technology available directly in Google Ads.
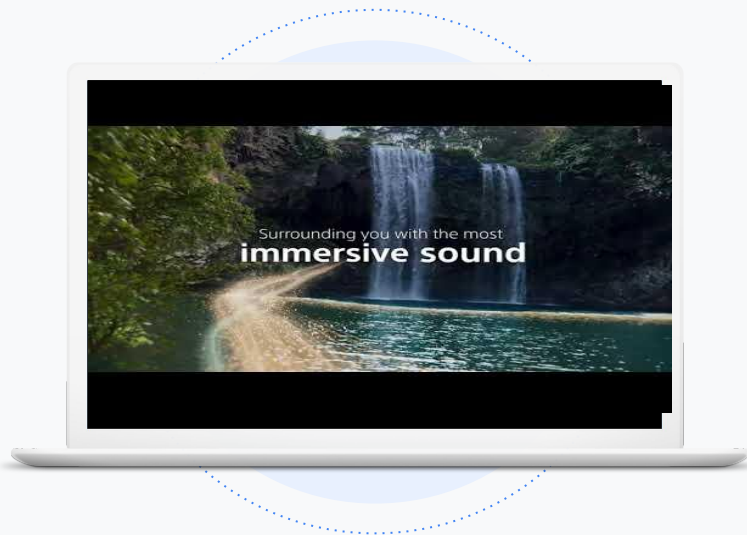
+25%

Higher Ad Recall lift Vs. no VO

-50%

Lower cost per lifted User vs. no VO

Surrounding you with the most immersive sound

Get Started

Some of these solutions automatically deploy in App and Performance Max campaigns when a campaign is missing the optimal mix of video assets. That means you can focus on providing great base assets, rather than cropping and resizing. Voice-over and trim video solutions are available inside Google Ads Asset Library.

1.

Go to the Asset Library in Google Ads.
You can find it under Tools & Settings > Shared Library.

2.

Click on the + button.
Inside Video, you will find the options to add a voice-over or trim your video with help of Google AI.
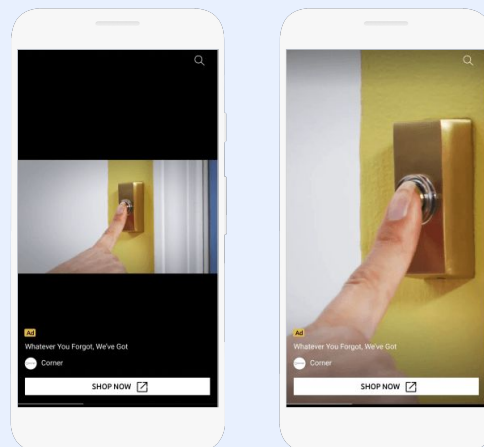
3.

Benefit from Google AI powered video solutions automatically.
In App and Performance Max campaigns, Google AI will create videos automatically if you do not have your own to upload. If you only have a horizontal video, the flip video solution will create a vertical and square version for your campaign.

Google AI Flip video technology:

Google AI Autogen video technology:

Product Studio

Product Studio is a new suite of free, AI-powered tools available within **Merchant Center Next and the Google & YouTube app on Shopify** that helps save you time and resources while helping enhance and create high-quality product images. The tools can help you generate scenes, increase image resolution, and edit backgrounds. Your new images can help you attract more customers when you scale them across your marketing channels.

+76%

Offers with more than one image see a **76% average increase** in impressions and a **32% increase in clicks**.

Source: Google Data, Global, April 6th, 2023

Product Studio benefits

Save on resources and time.

Product Studio is free and helps reduce the time, resources, and budget needed for product shoots and post-production edits.

Ease of use.

Enjoy a seamless experience as you manage, create, and upload product content directly in the platform.

Attract more customers on Google and brand channels.

Product Studio's AI-powered tools help you create a variety of product images that you can use across your marketing channels and Google platforms such as Search, Maps, and YouTube.

How it works

- **Generate scene:** Use Google AI paired with your creativity to make high-quality product images. Select a product, input a prompt, and watch as a lifestyle background scene is generated for your product. No two background scenes are alike.

- **Increase resolution:** Within seconds, improve the quality of your product image without degrading quality.

- **Edit background:** Remove unwanted backgrounds from product images, and add a white or transparent background.
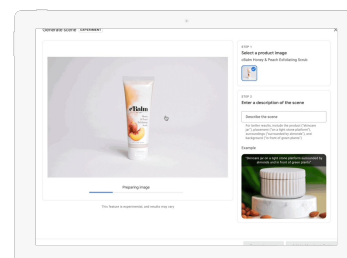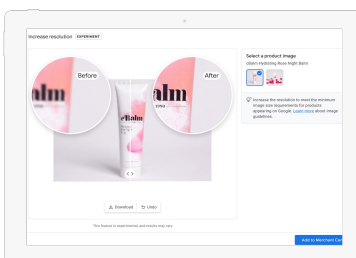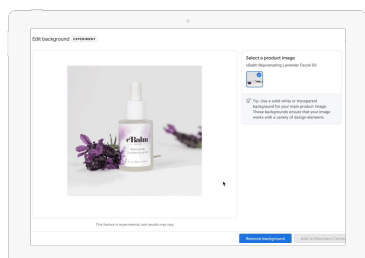
For more information, contact your Google team.

Market Availability: Beta coming soon, EN-US only

Google

⭐ Merchant Center Next
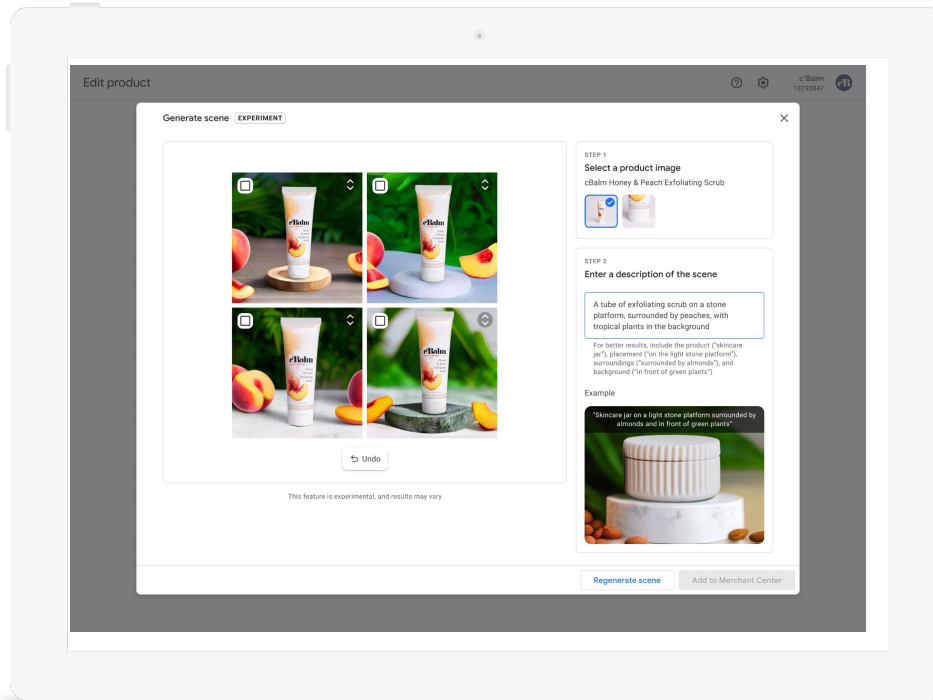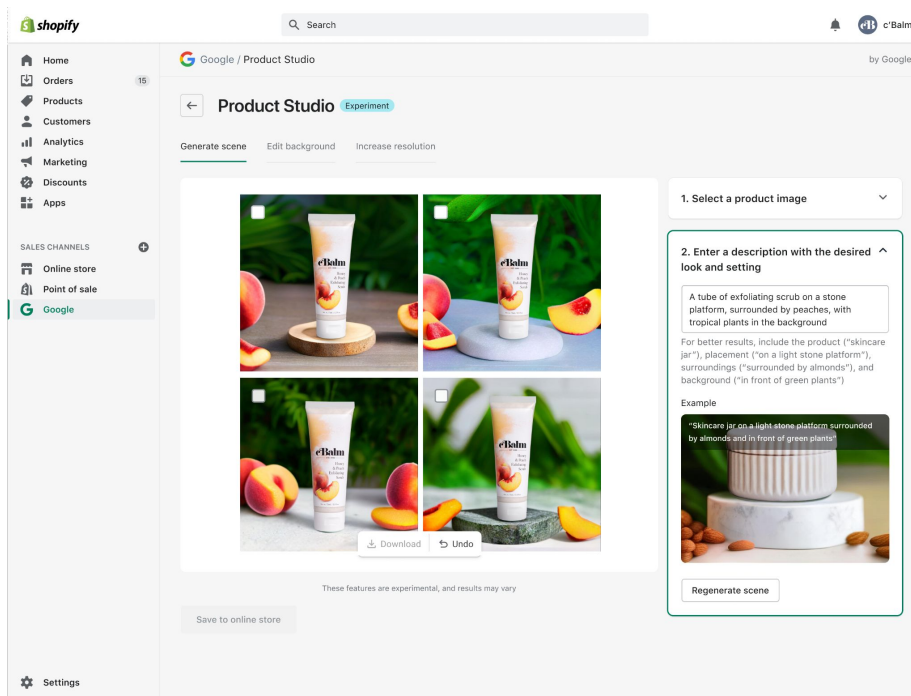

⭐ Google & YouTube app on Shopify

Image Assets (fka image extensions)

Image Assets are search ad assets that allow you to upload rich, relevant images to complement your existing text ads. With compelling visuals of products or services that **enhance the message of your text ad, image assets can help drive performance for your ads.**
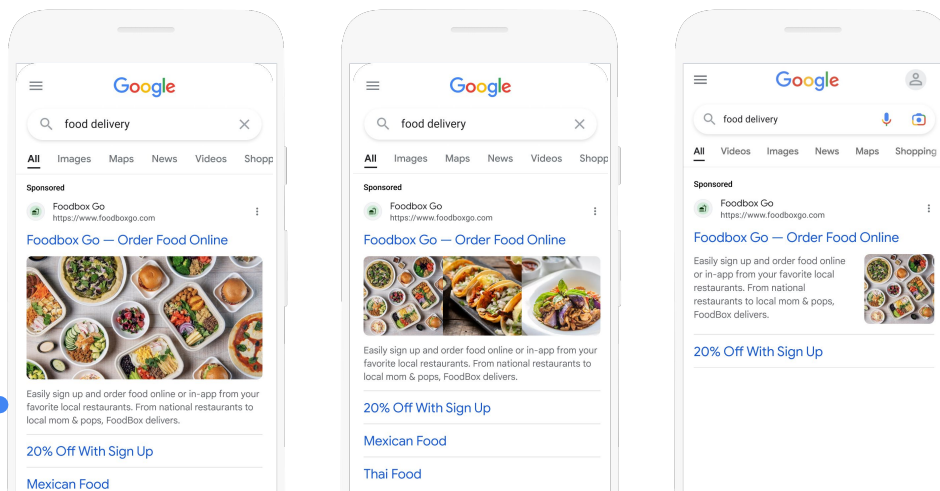
How Image Assets work

📋 Text Ad

Primary components of the text ad remain the same:

- Headline(s)
- Description(s)
- Visual URL and Final URL

🖼 Image Component

- **1x1 image(s) or 1.91x1 image** that you upload, serves on the bottom right portion of the ad, or below the ad for the 1.91x1 ratio.

- **Clickable image** that leads to the same final URL as a headline click.

Best Practices

🎴 Images

- Image assets perform best when closely relevant to queries within the ad group or campaign.

- Images should convey useful information to the searcher and match the experience they will find on your landing page.

- Put your important content in the center 80% of the image.

✅ Implementation

- Create image assets in high volume ad groups /campaigns to supplement coverage and provide for greater control over image relevance and brand guidelines.

- **Utilize 4+ images for each ad group or campaign** - and provide both 1x1 as well as 1.91x1 aspect ratios to maximize serving in various format experiments.

💡✦ **Pro tip**   Turn on **dynamic image assets** to allow Google use the image content of your ad's Final URL to automatically complement existing text ads with a relevant image. Ad groups with an eligible, approved advertiser provided image asset will always serve over a dynamic image asset

Watch the Video →

✓ Learn how to maximize the performance of your text ads **here**

⊕ How to add image assets in **three simple steps:**
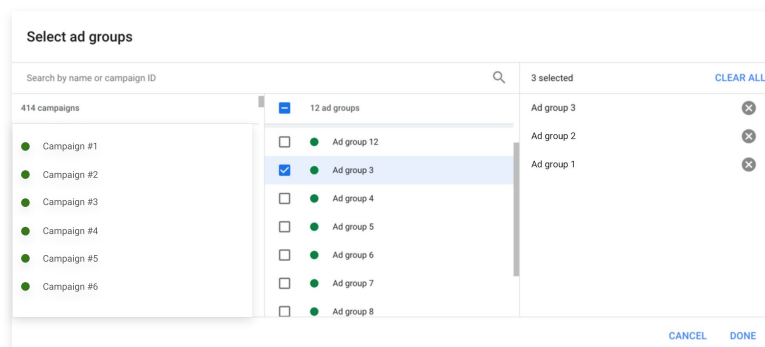

🖼 **STEP 1**

Create a new asset

① Go to '**Ads & assets**' tab

② Select '**Assets**'

③ Click the ⊕ button to **create a new asset**

④ Select '**Image**' type
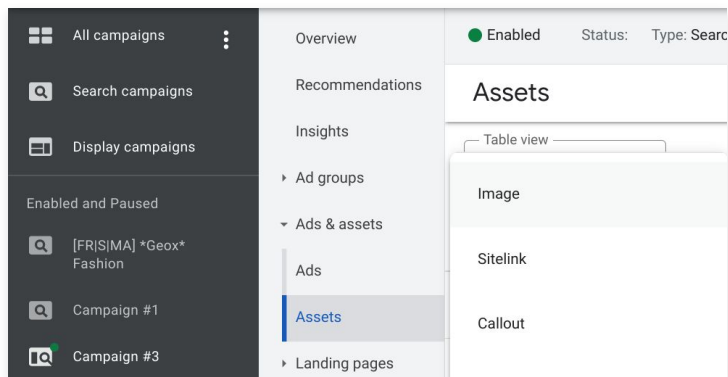
👥 **STEP 2**

Select ad groups

Image Asset is a **campaign or ad group level asset.** Select ad groups or campaigns for which to create image assets.
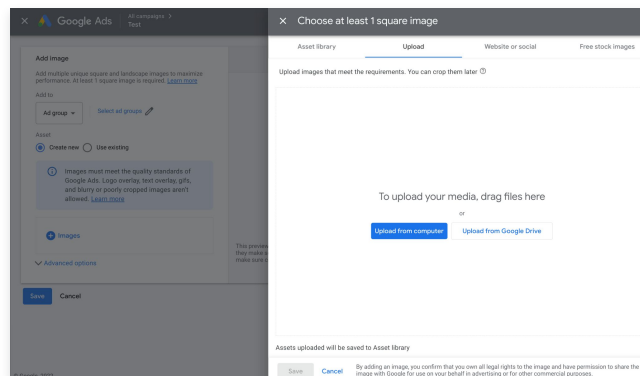

🖼 **STEP 3**

Provide Images

Choose between two options for providing images:

⊙ **Create new images:** Choose from different options to add images: scan website, upload, & recently used.

⊙ **Use existing images:** Select from image assets that already exist in any ad group or campaign in the account.

☑ For image **quality requirements,** please refer to this **Help Center article.**

Insights for Responsive Search Ads

RSA Insights help you understand top search term categories your ads are appearing for. These insights can help you update low performing assets and improve their ad relevance. This information can then be used to build additional ads to more accurately reflect search terms that your ads are currently appearing for.

RSA Insights identifies opportunities to optimize your creatives in new search categories.

RSA Insights benefits

⚡ **Better performance**
by providing more information to advertisers for campaign optimization

📈 **Increased efficiency**
with more test-worthy insights

🚀 **Improved performance**
when you expand campaigns to include new keywords
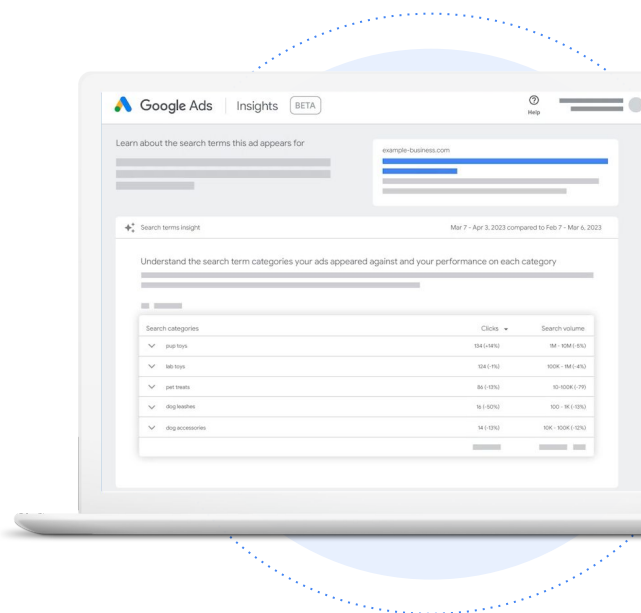
How it works

From an ad's asset detail report, advertisers can click into Insights and see the search categories that have been driving performance.

Search terms insights shows the search categories customers use to find your business

The trends are reported monthly, with a MoM% view available

Search volume and metrics, like conversions, are available for each search category

Use RSA Insights to understand which search categories drive your ads' performance

Market Availability: Global

Watch the Video ⟶
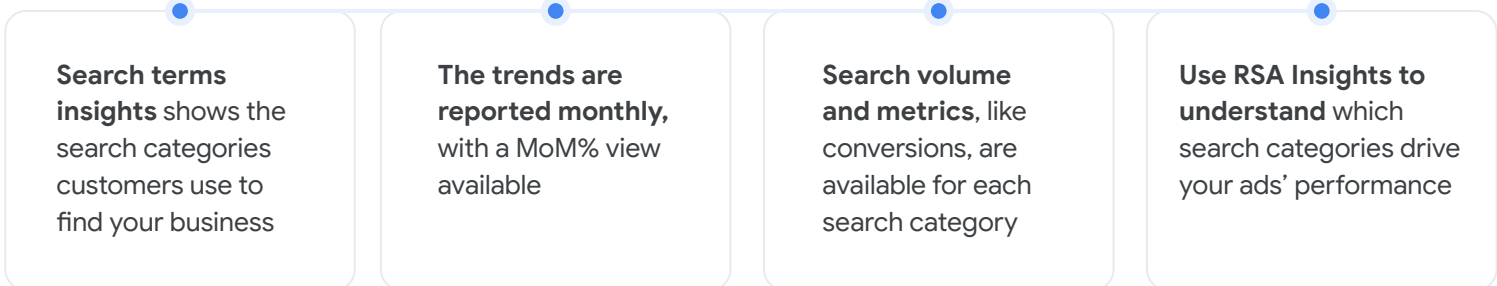
Local offers on Video Action Campaigns

Local offers for product feeds on Video action campaigns (VAC) is an optional creative add-on that allows brands to show local brick & mortar offers in addition to online offers, **turning the product feed into a true omnichannel creative add-on for VAC.**

75% of customers **expect brands to provide a seamless experience as they navigate between online and in-store** touch points
Source: 1. Source: Google/Ipsos, Holiday Shopping Study, Oct 2021 – Jan 2022, Online survey, US, n=7,253, Americans 18+ who conducted holiday shopping activities in past two days

Local Offers on VAC benefits

By adding product feeds to a video action campaign, **advertisers turn their video ads into a visually rich and shoppable storefront,** which has proved to increase conversion volume up to 60%.

Drives additional value to advertisers by:

- **Expanding** available product inventory to online and offline offers
- **Increases** ad effectiveness by customizing a customers path to purchase
- **Elevate** local brick and mortar store awareness for the user
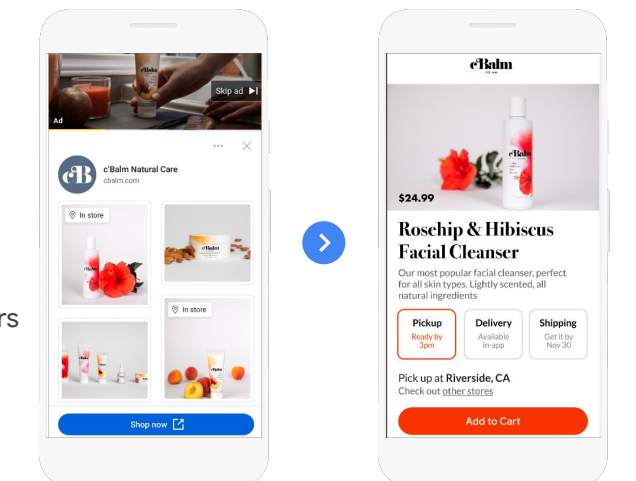
How it works

Link your Video action campaign to a Google Merchant Center (GMC) local inventory feed. Ensure you have a Merchant hosted local storefront (full).

When a VAC in-stream ad with local offer is displayed that ad will include a mix of online and offline offers if the user is located within ~ 25 miles of a brick and mortar store with available product inventory.

When the user clicks on a product, they're taken to the advertiser's online storefront where the user can choose to purchase online or pick it up from the local store indicated on the website.

Market Availability: Markets where LIA is available

Watch the Video

Merchant Center Next

Merchant Center Next, our simplified platform for businesses to manage how their products show up on Google. Merchant Center Next is easier, let's you control how your products appear across Google, and gives you valuable insights about your business, products, and market.

Manage and promote your business presence and products across Google in one easy place – so you can really stand out for your audience across all of Google's channels, such as Search, Maps, YouTube, and more.

Merchant Center Next benefits

Manage products more easily
Automatically connect your product data from your website and control how your products appear across Google. If you have a physical store, display your in-store products on Google Search and Maps by adding them to your physical locations in Merchant Center.

Fix issues quickly with guidance
Prioritize which products to fix based on how many potential clicks a product can get on Google.
View your most impactful issues at a glance and a list of all products that need your attention.

Understand your overall performance
Get valuable insights about your business, products, market, and more with holistic performance reports. Easily find answers to your performance questions, whether you need a quick overview or a more in-depth analysis.
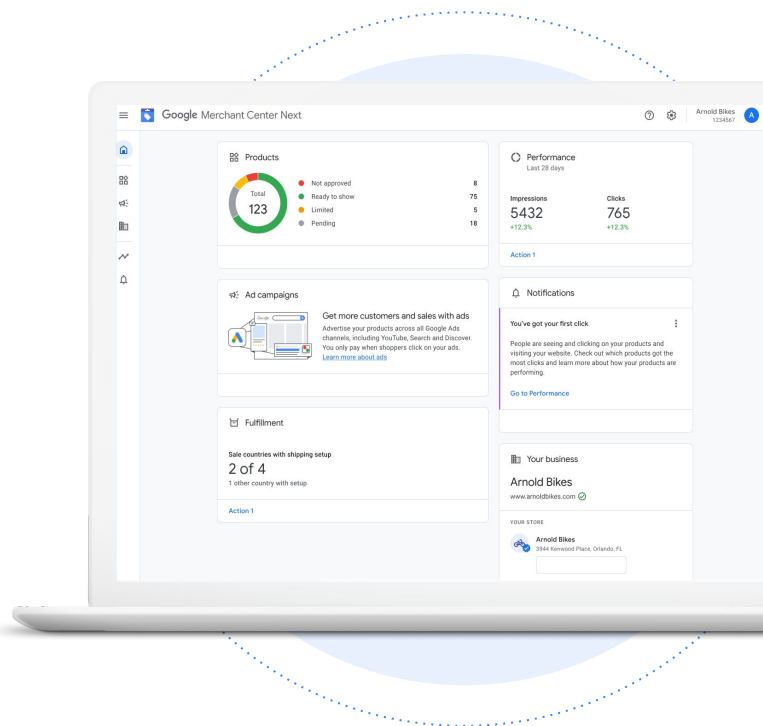
Availability

Merchant Center Next has already started rolling out for new users. We'll start upgrading smaller businesses over the coming months, with plans to complete the rollout in 2024. Merchants will be notified when the new experience is ready for them.

Google

Revamped Asset Creation Flow in Performance Max

With the revamped asset creation flow in Performance Max campaigns, you can harness the power of Google AI to easily curate and generate high-quality text and image assets.

Adding a diverse range of assets and keeping them fresh over time helps you improve results by maximizing your eligibility to serve on the full range of ad inventory.

☆ Google AI for Assets benefits

Easily create custom ad assets

Performance Max uses AI to curate assets you already have from your website and other campaigns. Soon, it'll also use generative AI to help you create new and original assets.
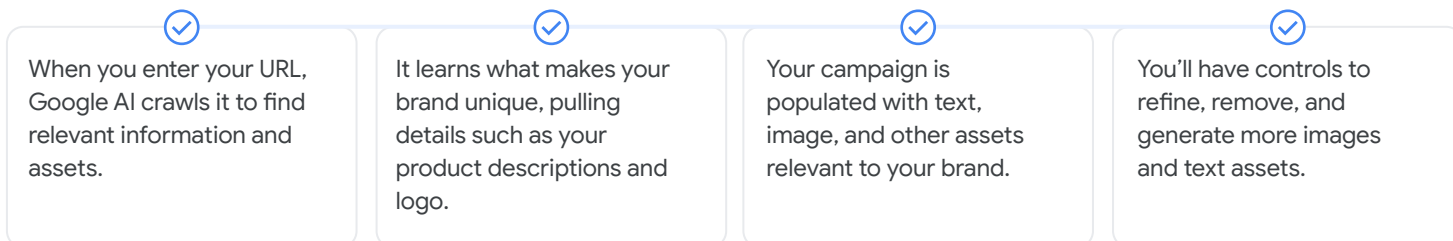
Multiply your expertise

You're in control of your creative. Throughout the campaign creation process, you can revise or remove suggested assets. You can also direct AI to create more options based on your vision.

Gain new insights

Need more creative ideas? You'll also get insights on which assets perform best, along with recommendations on where adding new assets would have the most impact.

💡 How it works

Google AI can easily generate beautiful and compelling creative assets for your Performance Max campaigns.

✓	✓	✓	✓
When you enter your URL, Google AI crawls it to find relevant information and assets.	It learns what makes your brand unique, pulling details such as your product descriptions and logo.	Your campaign is populated with text, image, and other assets relevant to your brand.	You'll have controls to refine, remove, and generate more images and text assets.

♡ Best Practices

There are thousands of inventory types across Google channels, and thousands of creative combinations to experiment with, creating millions of creative touch points to optimize towards in Performance Max.

● **Max Assets**
Use Google AI to create the maximum number of assets per asset type to ensure you can serve on all inventory.

● **Refresh**
Replace "low" performers at least 1x per quarter. Assets generated with Google AI can easily be created for continuous refreshing.

✓ Get started

These features for generating and curating assets with Google AI in Performance Max will be launching in 2023 and beyond

📋 Text
● Curate and generate headlines and descriptions

🖼 Images
● Generate images from a text prompt
● Fix and improve existing assets via upscaling or uncropping

🎬 Video
● Generated assets can be used in Video Creator
● Autoflip functionality for Shorts inventory

Market Availability: English-speaking countries

Enter your website and **Google AI** will learn about your brand, pulling in relevant information.
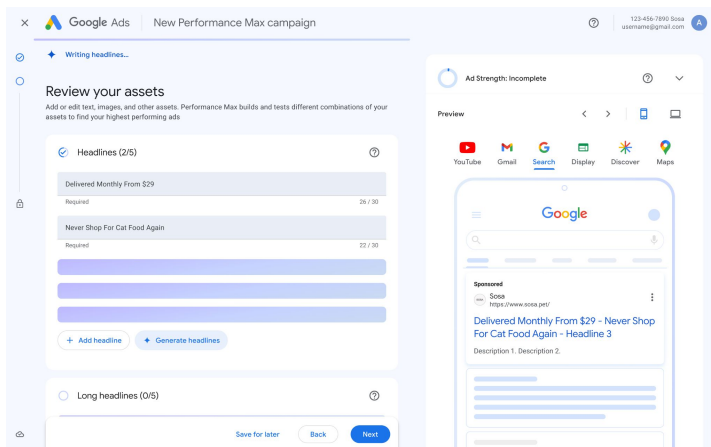
Your campaign will be populated with **text** and **image assets** relevant to
your brand.
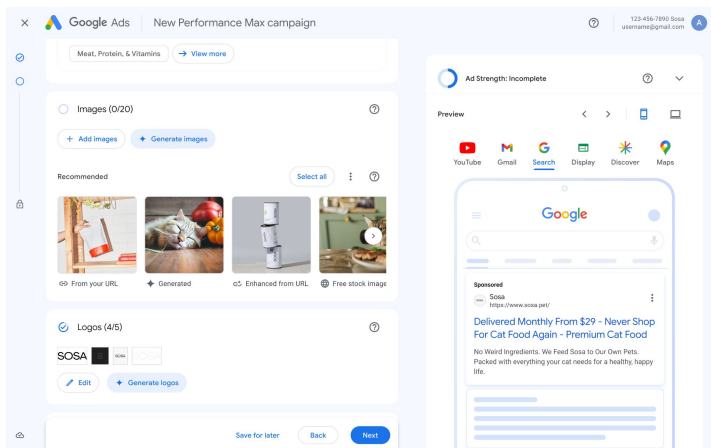
You can input text and generate more images with AI, all while staying in control with the ability to refine assets, remove the ones you don't like, and preview your ads.
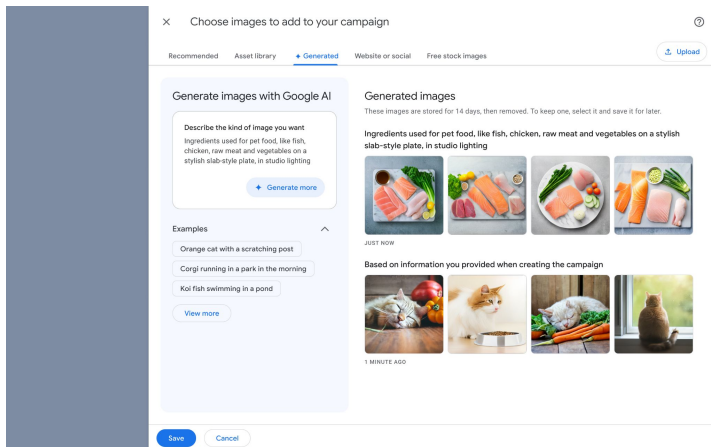
Travel Feeds in Search Ads

Surface rich, visual content from your travel feeds into Search ads to drive more direct bookings.

How it works

1.

Connect price & availability directly in your Search Ads account where you'd like to surface feed data

2.

Drive incremental traffic and more direct bookings

3.

Promote across Google surfaces
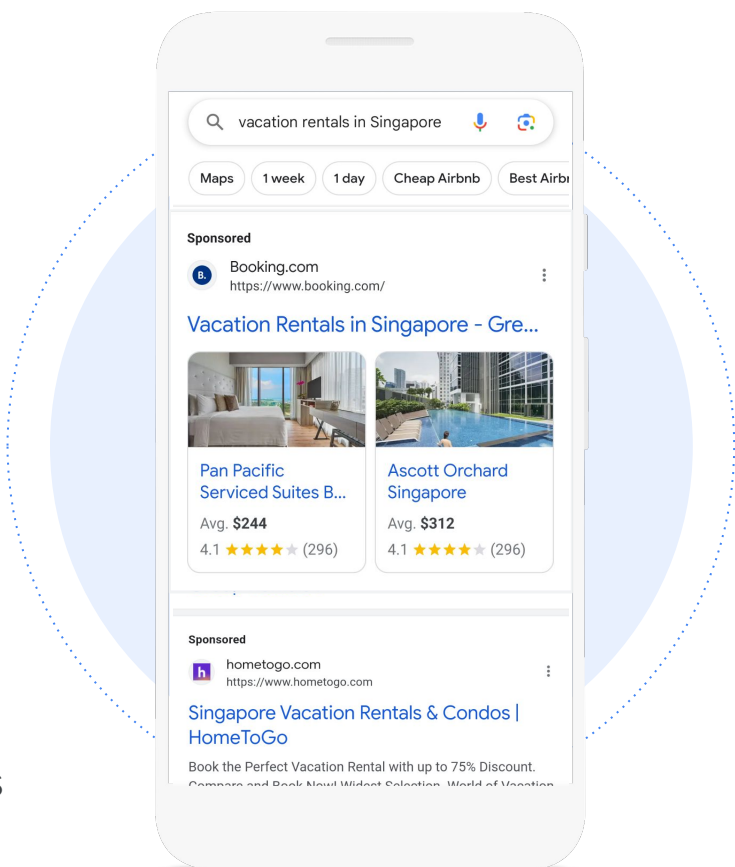
Bolder Visual Ads across Travel Verticals

Your assets show the best of your business, and we're using our AI to help you highlight details that match what consumers are looking for.

⭐ Travel feeds in Search ads benefits

✏️ Direct your potential visitors directly to your booking flow - **in one click!**

🚀 Show off the prices, images, reviews, and amenities that **matter the most to travelers.**

Vacation Rentals

Things To Do
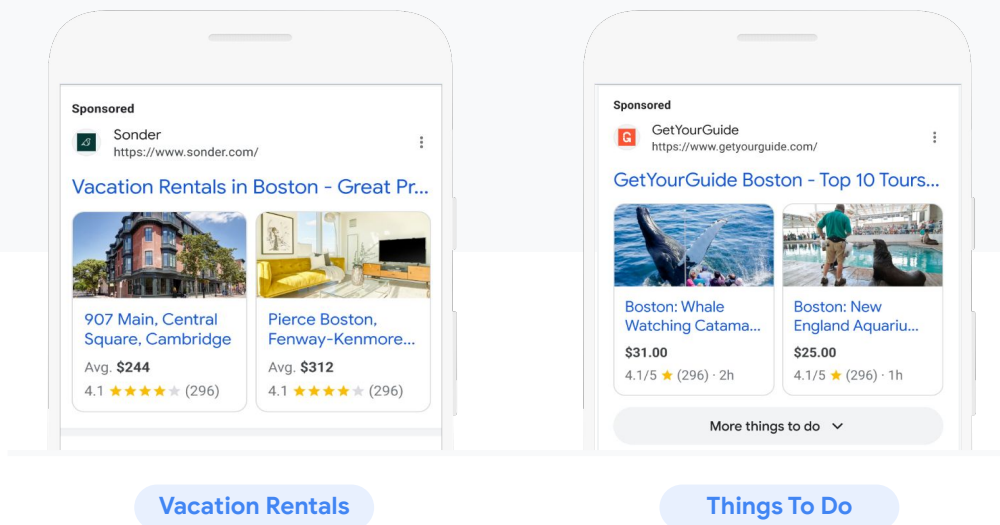
→ See it in action

If someone searches "hotels in los angeles" **and then adds a filter** to indicate "dog friendly" or "with a pool," **the results, including your ads, will specifically feature those extra details** they want for their stay.

Hotels
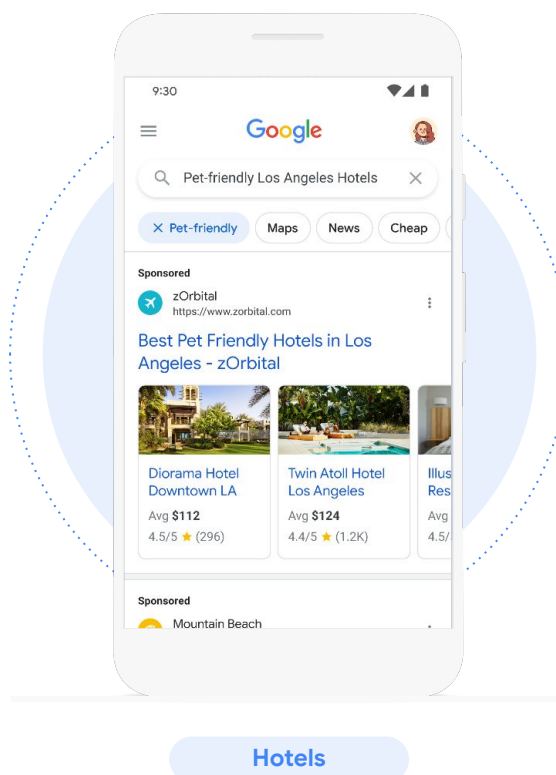
Ads Data Hub for Marketers

Ads Data Hub (ADH) for Marketers empowers advertisers and agencies to join their own data with Google ads data to tailor their measurement and activation strategy to unique business needs while preserving user privacy.

Advertisers and agencies are able to analyze their data and seamlessly access insights to better inform the way they purchase media.

Key benefits

Custom Measurement
Access to granular ads data and modeling to align analyses with your specific business objectives.

Power of customer data
Enrich your analyses by combining Google ads data with your own data in a secure environment

Direct Activation
Turn insights into action with direct integrations with Google buying platforms

Your data is secure

① Robust privacy checks
Users can never be identified individually, with strict aggregation rules and privacy checks

② Customers remain in control of their own data
Google does not have access to customer data, which is kept in a secure environment of their own at all times

③ Transparency for Marketers
You are provided with visibility on how data is being processed when running analyses
(history logs, error messages)
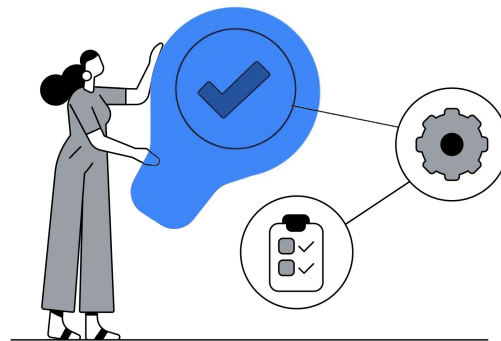
♡ Customer story

Swiggy is India's largest and highest-valued online food ordering and delivery platform founded in 2014. By enabling Ads Data Hub for Marketers, they are able to join media data with CRM data to get a more comprehensive user journey view based on RDID joins. With the combined data and fine tuning their audience strategy, they saw **21%** Lower Cost Per Install, **29%** Lower overall Cost per Acquisition, and **12%** higher Order Rate.

⚡ SWIGGY

21%	**29%**	**12%**
Lower Cost Per Install	Lower overall Cost Per Acquisition	Higher Order Rate

→ **Get Started**

Conversion lift for Performance Max

Google's lift measurement enables advertisers to run controlled experiments to measure the causal, incremental effects of your Google marketing campaigns. **We're happy to announce that we're expanding our offering for Performance Max campaigns this year.**

64%

According to a study conducted by MMA and Appsflyer, 64% of marketing executives plan to invest more in measurement solutions like incrementally and media mix modeling in response to privacy regulations.
Source: MMA, AppsFlyer. "Apple, IDFA and iOS14: New Challenges, New Opportunities for Marketers," September 2020, pp. 12

Conversion Lift for Performance Max benefits

⟩ **Conversion Lift** enables you to understand how many incremental conversions are driven by your Performance Max investment.

⟩ **We're providing self-service access to create Conversion Lift studies**, either split by users or by geographical regions.

⟩ **Users-based** randomly separate your audience into **users who see your ads and users who don't see your ads**, while **geo-based** compares performance from **regions where your ads were shown to regions where they weren't.**

Advertisers that use Performance Max campaign in their account see an average of 18% total incremental conversions at a similar cost per action.

Source: Google Data, Global, Ads, November - December 2022

How it works

By leveraging the Lift Measurement UI you'll be able to select Performance Max campaigns to run holdout test to understand the efficiency of this campaigns within your media plan.

Work with your account team to see if you are eligible for this beta

Set up the study in the Lift Measurement tab

We will **implement** the holdback automatically in the back end

After selected period of time, get reporting directly from UI

Market Availability: Opening beta in Q3   Conversion lift based on Users : Globally / Conversion Lift based on Geography : US, DE, FR, GB, NL, IT, ES.

Case Study

HomeCentre drives **8% more incremental store revenue** with Performance Max for store goals

The results have conclusively shown us that Google Performance Max for store goals are highly effective at driving incremental sales at our stores and at scale.

—Sitaram Kumar, VP

7.8x
ROAS

+6%
Incremental
Store transactions

Get Started

Reach out to your account team today to confirm availability for Google's lift measurement suite.

1. **Define** your hypothesis, what do you expect to find by running incrementality on Performance Max?

2. **Work** with your account team to define if your best fitted for a users based or a geo based split.

3. **Set up** the study in Google Ads UI and make sure your Performance Max campaign follows all the best practices.

4. **Analyze** the results and turn the outcomes into business actions by following the Modern Measurement Guide.

Test

Control

Your ad

Those who **saw** your ad

Those who **would have seen** your ad

Other ad

Incremental/ lifted users

Baseline

Didn't convert   Converted **because** of this ad   Converted **regardless** of this ad
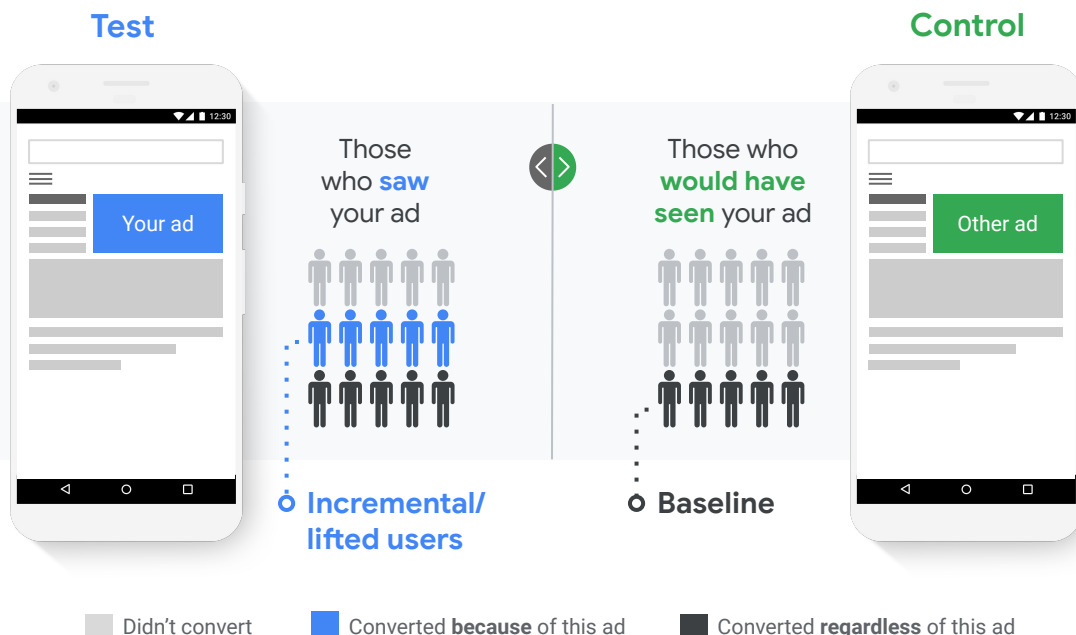
Conversion-based customer lists

Introducing an automated way to upload your first-party data with **conversion-based customer lists**. By opting into this feature, you can automatically create audience lists based on specific conversion goals (e.g. purchases), simplifying the path to first-party data measurement & activation.

66%

of surveyed users consider it important to have a personalized experience with a brand.
Source: Think With Google "Why durable solutions are needed to build the future of audiences", 2023

⭐ Key Benefits

Using this feature will allow you to **better tailor your marketing strategy to customers who have completed conversion actions** like subscribing to a newsletter, purchasing a specific product, or submitting a lead.

Conversion-based customer lists are **updated in real-time and automatically applied to campaigns with Smart Bidding enabled**, providing an even richer signal to Google's AI to improve your campaign performance.
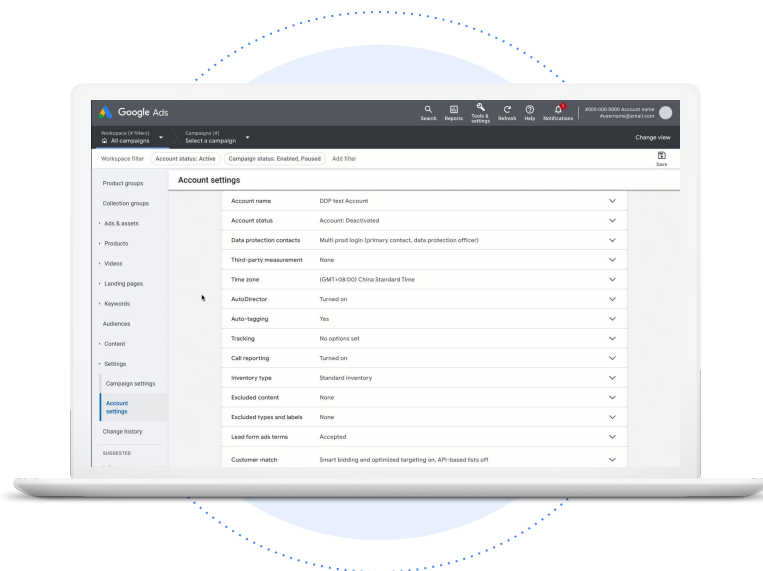
✓ Get Started

In order to opt into conversion-based customer lists you have to first set up Enhanced Conversions for Web via Google Tag Manager, Google Tag, or the Google Ads API. Both automatic and manual setups are supported.

1. **Confirm** you have implemented Enhanced Conversions <u>and</u> opt into Google's Customer Match policy terms

2. **Check the box** to opt into "turn on conversion-based customer lists" at the account level

3. **Once enabled**, Google Ads will auto-generate an audience segment for each goal in the conversions summary page.

4. **All audience** lists will be available in the Audience Manager and will be categorized as "conversion-based" lists

Watch the Video →

Ways to activate conversion-based customer lists

Signal for Google's AI
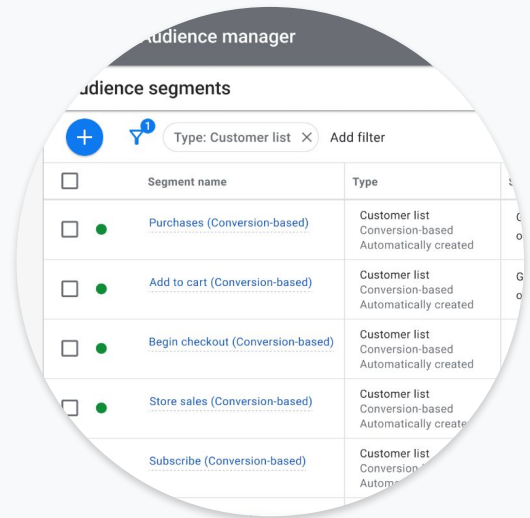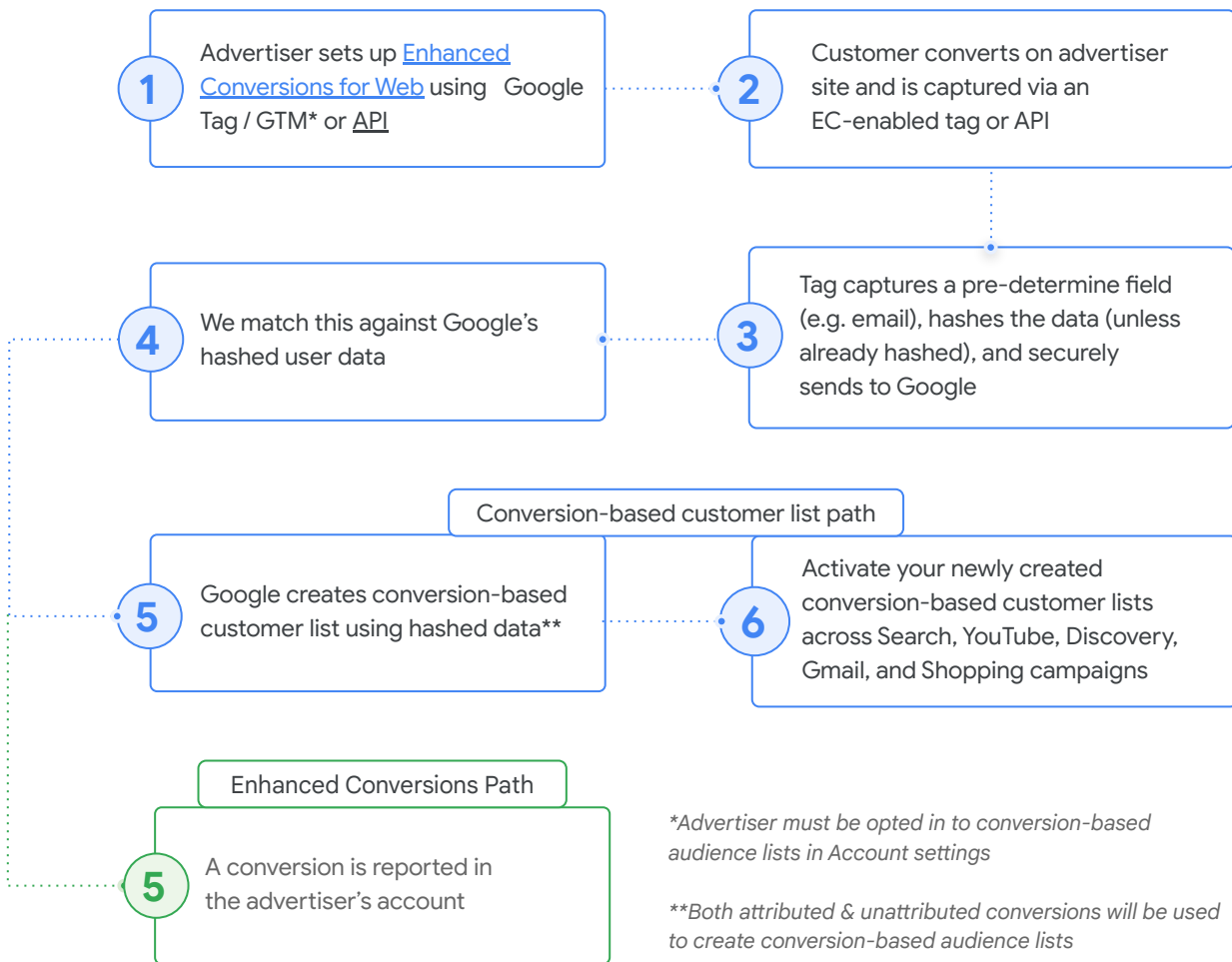
Apply lists to campaigns with Smart Bidding enabled for maximum performance.

Audience Targeting

Utilize lists in "Targeting" or "Exclusion" modes for personalization or to exclusively reach new customers.

Audience manager

Audience segments

Type: Customer list ✕   Add filter

	Segment name	Type	
●	Purchases (Conversion-based)	Customer list Conversion-based Automatically created	
●	Add to cart (Conversion-based)	Customer list Conversion-based Automatically created	
●	Begin checkout (Conversion-based)	Customer list Conversion-based Automatically created	
●	Store sales (Conversion-based)	Customer list Conversion-based Automatically create	
	Subscribe (Conversion-based)	Customer list Conversion Autom	

How it Works

1 Advertiser sets up Enhanced Conversions for Web using Google Tag / GTM* or API

2 Customer converts on advertiser site and is captured via an EC-enabled tag or API

3 Tag captures a pre-determine field (e.g. email), hashes the data (unless already hashed), and securely sends to Google

4 We match this against Google's hashed user data

Conversion-based customer list path

5 Google creates conversion-based customer list using hashed data**

6 Activate your newly created conversion-based customer lists across Search, YouTube, Discovery, Gmail, and Shopping campaigns

Enhanced Conversions Path

5 A conversion is reported in the advertiser's account

*Advertiser must be opted in to conversion-based audience lists in Account settings

**Both attributed & unattributed conversions will be used to create conversion-based audience lists

Deferred Value Adjustments

Deferred conversion value with offline conversion adjustments (OCA) is a method for you to share custom values (eg, profit, margins) in a deferred manner for online purchase tags. Instead of using OCI for importing deferred events and values, we ask to effectively send "0" value in Tags so that a subsequent downstream OCA value will be ingested and treated by bidding as the only conversion value to train on.

Deferred Value Adjustments benefits

⊘ **Optimize** to your custom deferred value available offline.

⊘ **Leverage benefits from Tag + EC**: greater durability through tag and EC future-proof measurement and improved performance.

⊘ **By leveraging this beta, Bidding will only train on the deferred OCA values and will ignore the original $0 values** that were passed back by the tag. Since Bidding will not retrain on this data, it can result in improvement in performance.

How it works

1	2	3	4	5	6
User clicks search ad	User makes online purchase *Value = $100* *$0*	Advertiser calculates $10 profit	Advertiser restates new value ($10)	Measurement reflects "new" value	Bidding only trains on deferred value
	Original value recorded by Tag		*Sent via OCA in Ads API*		

● **To participate, please send "0" value in Tags** so that a subsequent downstream OCA value will be ingested and treated by bidding as 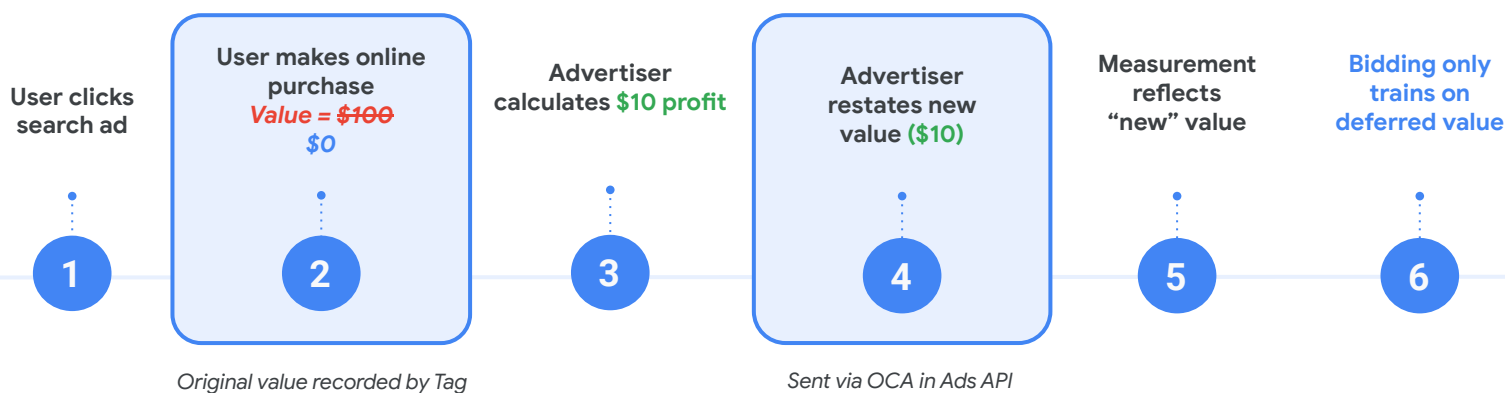the only conversion value to train on. We recommend passing the deferred value within 7 days of the original tag-based conversion.

Market Availability: Global

Watch the Video →

Durable Audience Solutions

At Google, we've been innovating our audience solutions to help brands engage with the right people at the right time while protecting user information. These include **Customer Match**, to help you activate your first-party data, plus AI-powered solutions like **Optimized Targeting**, **Audience Expansion**, and **Audience Insights**, to bring you the power of Google's machine learning.

+49%

Being privacy ready gives your brand a competitive advantage. A recent study showed that providing **a positive privacy experience can increase your share of brand preference by 49%.**
Source: Google/Ipsos, Brazil, Canada, Mexico, U.S., Privacy by Design: The benefits of putting people in control, n=8,000 online participants aged 18-70, July 2022.

Benefits of durable audience solutions

- With **Customer Match**, you can multiply customer connections at scale using online and offline data across marketing channels

- **Audience Expansion** unlocks audience growth in a privacy-safe way using advanced ML, to help you achieve your reach goals

- **Optimized Targeting** helps you find new and relevant audiences based on your campaigns' KPIs

- Finally, **Audience Insights** will help you determine the most relevant ads for your business

How it works

First-party data provides the foundation for solutions powered by Google AI. As the industry continues to undergo changes, Google AI helps marketers drive results while respecting user privacy.

- **Customer Match** uses the consented first-party data customers have shared with you to show them relevant ads.

- **Optimized Targeting** looks beyond manually selected audience segments to find audience segments you might have missed and improve your campaign's performance.

- You can use **Audience expansion** to reach more people who look like your selected audience while maintaining your CPM and CPV bids.

- **Audience insights** gives you better understanding of the unique characteristics of user groups that drive strong performance, so you can make more informed decisions.

Market Availability: Global

Watch the Video →

Case Study

Advertisers who use optimized targeting on Google Display Ads see, on average, a **50%** increase in conversions at a comparable ROI[1]

+55%

Advertisers who use optimized targeting with first-party audiences on Display & Video 360 can see, on average, a 55% improvement[2]

+149%

Korean-language education platform Real Class drove 149% more conversions at a 23% lower cost per acquisition by using optimized targeting with Video action campaigns

[1]Source: Google Data, Global, Oct. 27, 2022–Nov. 8, 2022.
[2]Source: Google Data, Global, 9/8/22 - 9/15/22

Get Started

1.

The first step is to set up a measurement foundation to build first-party data

2.

Be sure to adopt durable measurement tactics that use AI signals to fill gaps and improve accuracy of conversions

3.

Then, activate on your learnings and insights to drive growth: connect with the right people at scale and drive business growth with...

4.

Customer Match: use it to reach new customers and deepen relationships with existing ones

5.

Optimized Targeting: use it to reach new and relevant people who are likely to convert

6.

Audience expansion: use it to unlock audience growth for video campaigns in a privacy-safe way

7.

Audience Insights: use it to better understand your customers – and how to engage with them

What the future holds for audiences

As **Chrome's deprecation of third-party cookies** (3PC) approaches, Google Ads and Display & Video 360 have been experimenting with interest-based **audience solutions**.

In Q1 2023, Google's ads platforms conducted an **experiment** to understand how our interest-based audience (IBA) solutions perform when they rely on a combination of privacy-preserving signals, like contextual information, the **Topics API** from the Privacy Sandbox and first-party identifiers such as **Publisher Provided IDs**.

We learned that IBA solutions with privacy-preserving signals showed promise compared to 3PC. The experiment showed that when using IBA solutions with privacy-preserving signals, advertiser spending on IBA — as a proxy for scale reached — decreased by 2-7% compared to 3PC-based results. For conversions per dollar, as a proxy for return on investment, the decrease was 1-3%.[3]
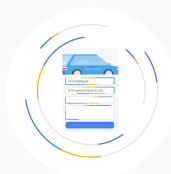
LEARN MORE

Enhanced Conversions for Leads

Google Ads **Enhanced Conversions for Leads** allows you to measure offline conversions driven by Google ads using your first-party data (e.g. qualified leads or converted leads).

Google is committed to **protecting the confidentiality and security** of the data you share with us.

How it works

- When a customer submits a lead form on your website, you may receive first-party customer data such as an email address, name, and/or phone number.

- This data can be captured in your conversion tracking tags, hashed, sent to Google in its hashed form, and then used to enhance your conversion measurement.

User clicks on an ad and arrives on your site.	User browses your site and reads about your product/service.	User fills in a form on your site and becomes a lead for your business. Your website sends Google hashed lead information (e.g.hashed email address) that you specify.	You store the lead information in your CRM database. **(GCLID storage is not required)**.	When a lead converts offline (e.g. becomes a customer), you upload the hashed lead information. Google matches the hashed information back to the ad that drove the lead.

Benefits

1. Easy to set up: Configure measurement entirely from your Google Ads account.

2. Optimize your campaigns to sales and transactions that happen off your website.

3. Implement using the global site tag or with Google Tag Manager.

Upload your offline conversions with EC for leads

Manual Upload

Upload **CSV, Excel** or **Google Sheets** files directly into the Google Ads via the user interface.

Scheduled Upload

Schedule a regular upload with Google Sheets. Choose the frequency with which you'd like us to upload your conversions.
Zapier can help automate sending data from compatible CRMs to Google Sheets.

Automatic Upload

Upload conversion data via **Google Ads API, Zapier, Salesforce and more**[1].

More manual   More automated

[1] Support for Enhanced conversions for leads available in beta today. Additional CRMs and data sources coming soon..

Watch the Video →

Google

Google Analytics 4: audience builder in Google Ads

Now you can easily build and apply Analytics audiences - including predictive audiences - directly as you build campaigns in Google Ads. Build better audiences by relying on the extensive behavioral insights available only in Google Analytics 4.

SIMPLICITY

Simplify audience creation by reducing the number of steps and limiting cross product navigation

CHOICE & CUSTOMIZATION

Leverage valuable 1P site behavior signals to create effective audiences, including predictive audiences, and improve campaign performance

How to create audiences

Create GA4 Audiences in Google Ads Audience Manager

1. **Navigate to** Audience Manager under Shared Library
2. **Click** 'Segments' in page menu
3. **Click** the blue '+' button and select 'Google Analytics'
4. **Start** creating audiences

Create GA4 Audiences during campaign creation

1. **While creating a new campaign**, click 'Add an audience' on the 'Audience' card.
2. **Click on** the search bar under 'Your data' and click '+ Your data'
3. **Select** 'Google Analytics segments'
4. **Start** creating audiences

Access to feature

Access to this feature in Google Ads relies on new user access management as part of the Google Ads linking process (details)

✕ New segment

Segment types powered by other products

.ıl

Google Analytics segments
Website visitors or app users from
Google Analytics

Segment types available in Audience manager

App users
People who have interacted with
your mobile app

Website visitors
People who visit
landing page

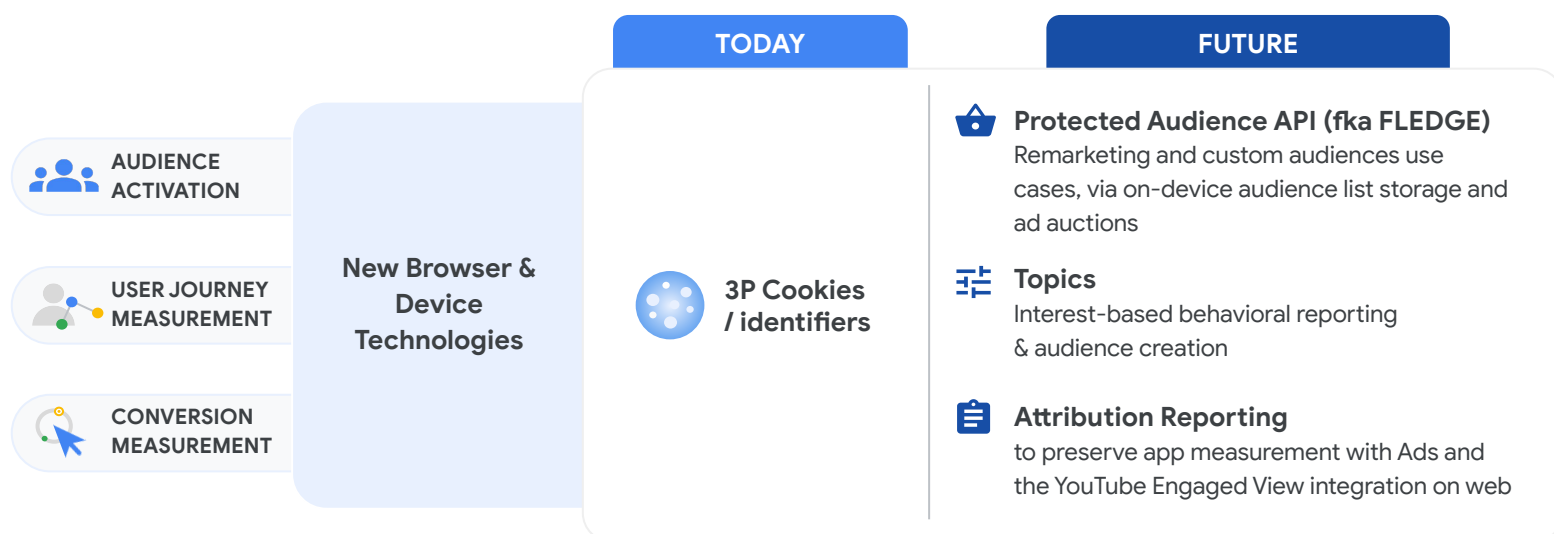Select a Google Analytics property

🔍 Search linked Google Analytics proper

CONTINUE   CANCEL

Market Availability: Coming soon

Watch the Video →

Google Analytics 4: Privacy Sandbox Integrations

Google Analytics will be integrating with Chrome and Android's Privacy Sandbox APIs to ensure you can continue to use Google Analytics for cross-channel, privacy-centric measurement, attribution, and remarketing.

TODAY

FUTURE

AUDIENCE ACTIVATION

USER JOURNEY MEASUREMENT

CONVERSION MEASUREMENT

New Browser & Device Technologies

3P Cookies / identifiers

Protected Audience API (fka FLEDGE)
Remarketing and custom audiences use cases, via on-device audience list storage and ad auctions

Topics
Interest-based behavioral reporting & audience creation

Attribution Reporting
to preserve app measurement with Ads and the YouTube Engaged View integration on web

How it works

- **Protected Audience API (fka FLEDGE) integration:** GA4 will offer an integration with Protected Audience API to significantly recover display remarketing use cases. The Protected Audience API offers new privacy-preserving ways to power remarketing and custom audience solutions so advertisers can re-engage with site visitors without the need for cross-site third-party tracking.

- **Topics integration:** Will enable interest-based behavioral reporting and audience creation on Chrome and Android.

- **Attribution Reporting integration:** The Attribution Reporting API supports measurement of clicks and views with event-level and aggregate reports. Google Analytics is integrating with the Attribution Reporting API to preserve app measurement with Ads and the YouTube Engaged View integration (as all other GA4 attribution use cases operate on a 1p identifier).

Watch the Video

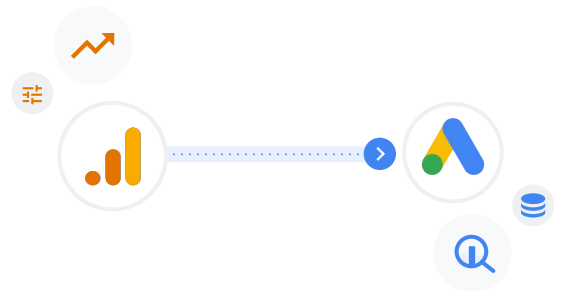# Improved Attribution import from Google Analytics 4 to Google Ads

The customer journey is becoming more complex and users engage with businesses on a number of different channels and devices. It's important that our **measurement solutions allow customers to understand and optimize based on the full user journey**, inclusive of all marketing channels.

Previously, web conversions were imported from GA4 on a Paid & Organic Channel last click basis and then attributed in Google Ads based on the selected Ads attribution model. This could have resulted in some Paid & Organic conversion credits not being included in optimization.
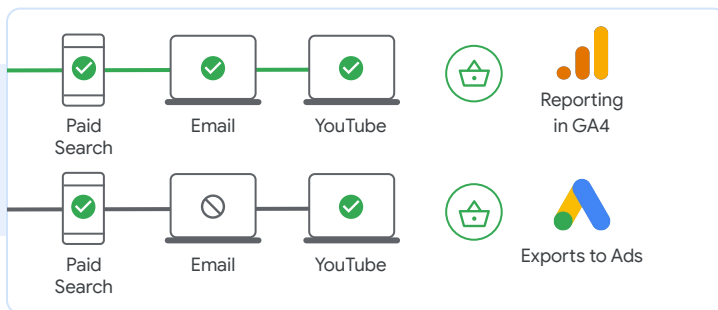
What's changing?

With this upgrade, Paid & Organic Channel conversion credit for web conversions will be imported to Google Ads (even if the last non-direct click was not Google advertising), leading to more accurate measurement and better optimization.
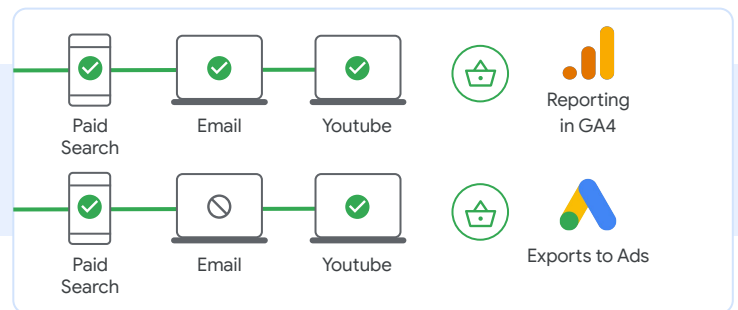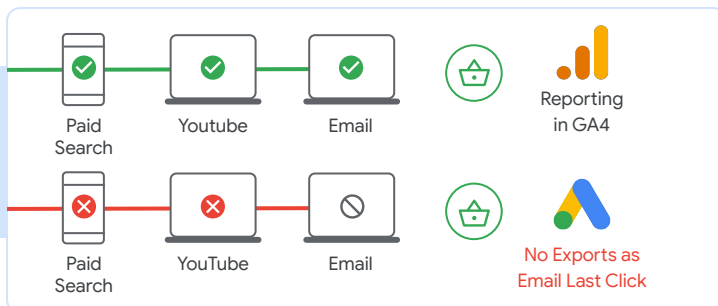
	Before	After!
Path 1	Paid Search — Email — YouTube → 🛒 Reporting in GA4 Paid Search — Email — YouTube → 🛒 Exports to Ads	Paid Search — Email — Youtube → 🛒 Reporting in GA4 Paid Search — Email — Youtube → 🛒 Exports to Ads
	Conversion credits not fully aligned between Ads & Analytics	*Conversion credits better aligned between Ads & Analytics*
Path 2	Paid Search — Youtube — Email → 🛒 Reporting in GA4 Paid Search — YouTube — Email → 🛒 No Exports as Email Last Click	Paid Search — YouTube — Email → 🛒 Reporting in GA4 Paid Search — YouTube — Email → 🛒 Better Exports to Ads
	Conversion credits not exported from Analytics to Ads (last-click is not Google Ads)	*Conversion credits better aligned between Ads & Analytics*

Market Availability: Global

Watch the Video →
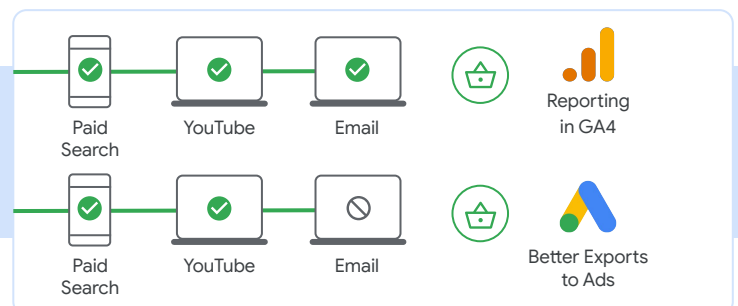
💡 How does Analytics to Ads credit alignment improve?

Following improvements in Google Analytics 4 to Google Ads exports will result in more accurate reporting and better bid optimization in Google ads:

Paid & Organic Channel DDA: Exported conversions can leverage paid & organic channel data driven attribution

Video: Measurement of YouTube EVC (engaged view conversions) supported

Web conversion only: Supports cross-device user journeys for exports of web conversions on Search, Display and YouTube Networks (with the exception of Hotel, Local and Discovery ads)

→ **All this aligns better to what is reported in Google Analytics... let's explain with an illustration**

→ User Journey Illustration (DDA example)

GA4 DDA Reporting

0.1   0.3   0.2   0.4   *Aligned*   = 1

Non-direct Last-Click credits Exported to Google Ads

1   = 1

Before

Apply DDA in Google Ads for Bidding*

0.2*   0.3*   0.5*   *Not fully aligned*   = 1

After!

Improved DDA Exports to Google Ads

(new offering for GA4 conversion exports)

0.1*   0.3*   0.4*   *Aligned*   = 0.8
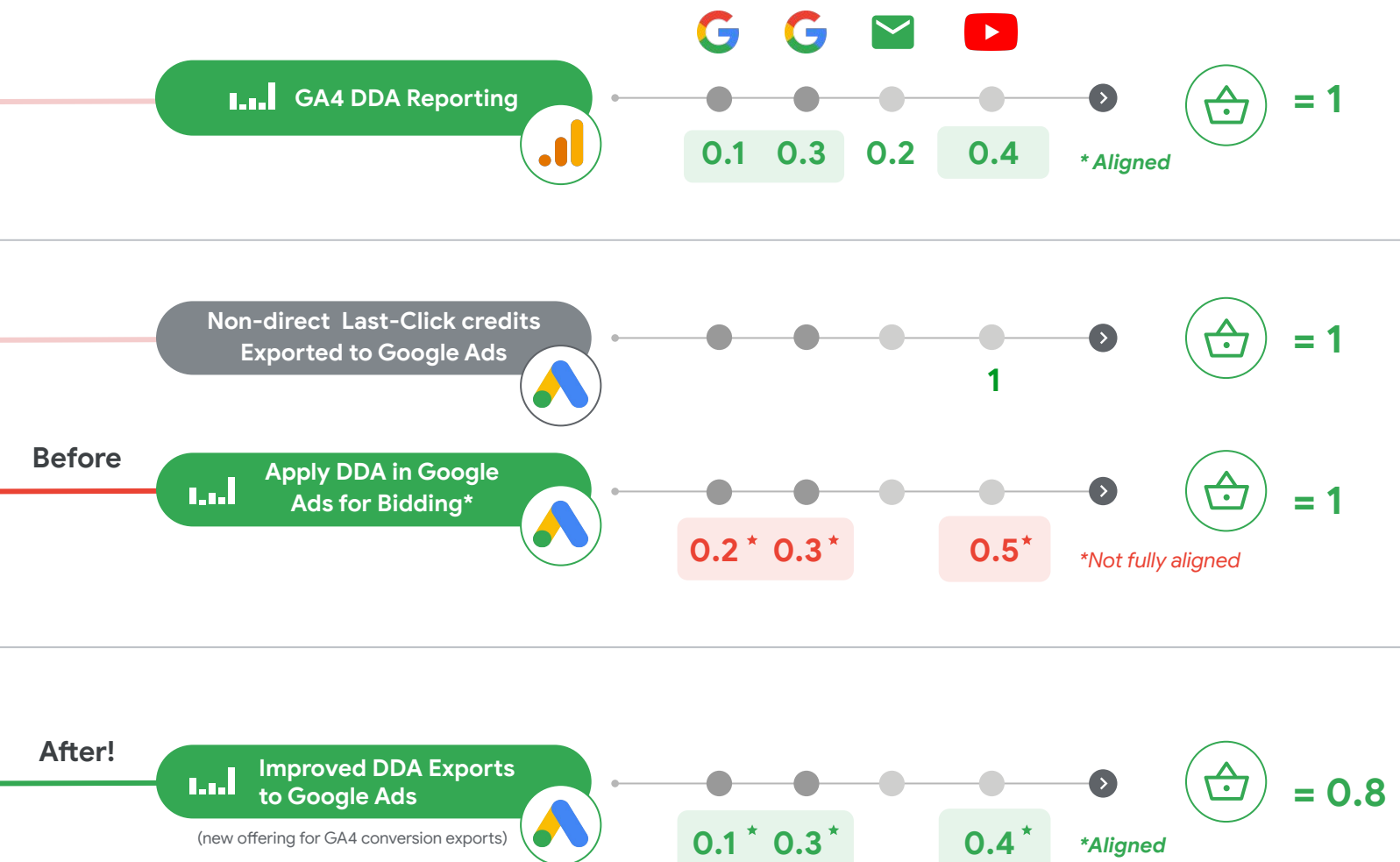
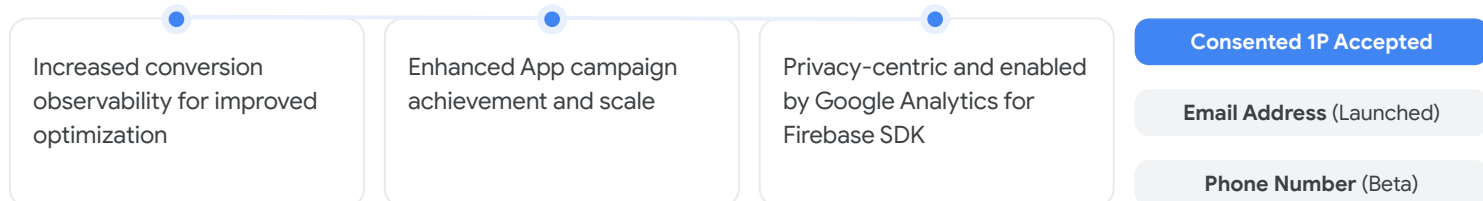# On-device conversion measurement for iOS App campaigns

User expectations for online privacy are changing, and policies & platforms are evolving in response. In light of privacy changes on iOS, we rely more on tools like conversion modeling and consented first-party data to help cover measurement gaps.

Your first-party data will be valuable in maintaining and enhancing scale and achievement for iOS App campaigns.
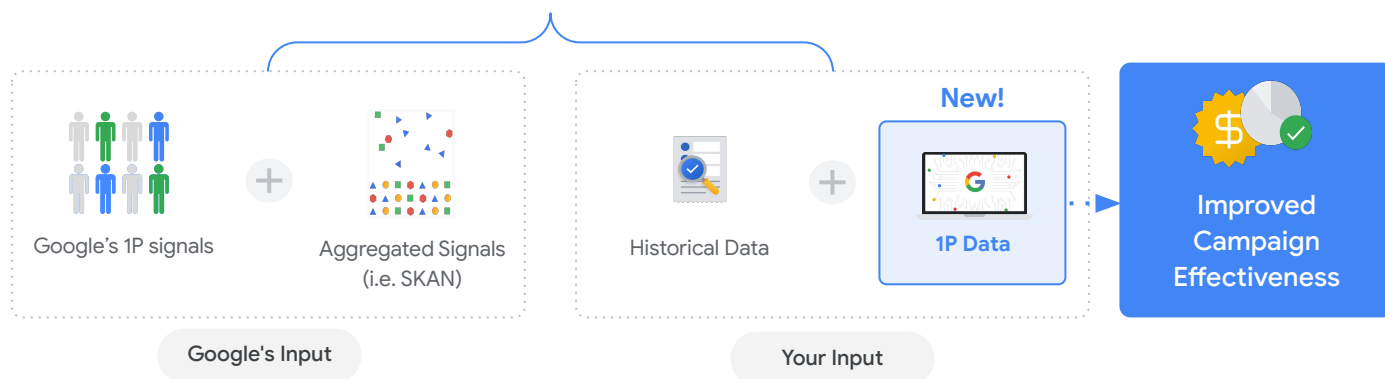
With on-device conversion measurement through the Firebase SDK, user interactions with App campaigns can be matched to app conversions in a way that prevents user-identifying information from leaving a user's device. This additional source of ground truth will help us improve the accuracy of our conversion modeling, by having additional deterministic signal sent to our models. **This solution requires the consented collection of first-party data such as emails and phone numbers.**

On-device conversion measurement for iOS benefits

Increased conversion observability for improved optimization

Enhanced App campaign achievement and scale

Privacy-centric and enabled by Google Analytics for Firebase SDK

Consented 1P Accepted

Email Address (Launched)

Phone Number (Beta)

On-device conversion measurement for iOS App campaigns is a privacy-centric solution that uses your consented first-party data to increase the observable conversions available for campaign modeling and optimization. This works without any user-identifying information ever leaving a user's device or being disclosed to external parties, including Google.

Google's 1P signals + Aggregated Signals (i.e. SKAN)

Historical Data + **New!** 1P Data → Improved Campaign Effectiveness

Google's Input

Your Input

Results

12% Increase in App Installs*

For apps with a majority of users logging in, **implementing on-device conversion measurement for iOS App campaigns drove a median 12% increase in user installs** on Google's owned inventory.

Source: Google Internal Data, Dec 2022 traffic experiment.
Requires bidding to Google Analytics for Firebase events
This is inclusive of aggregate lift across YouTube and Search.

Get Started

In order to take advantage of the solution, please follow the following steps.

1.
Collect consented user emails or phone numbers
Consented use of emails must be established. If not collecting emails, consider Firebase Authentication.

2.
Enable the Google Analytics for Firebase SDK
Consented use of emails must be established. If not collecting emails, consider Firebase Authentication.

3.
Bid on Google Analytics 4 Events
Utilize these conversions in our models by applying them to your Google App campaigns.

4.
Implement minor code changes in your app
Review the technical documentation and make the proper changes to your apps code base.

5.
Reach out to your Google Representative
In case you have any additional questions, they will be able to support you

Inventory Compatibility

Currently, On-Device Conversion Measurement is only compatible with Google App campaigns across YouTube and Google Search.

Server-Side Google Tag Manager

Server-Side Google Tag Manager (GTM) is built with the privacy-first future in mind. It offers unparalleled transparency and control over the data collected from your websites and apps. It is also designed to last - with native integrations with Enhanced Conversions, Consent Mode, and, in the future, the Privacy Sandbox APIs.

Server-Side GTM benefits

Transparency: A single data stream from your website to your own secure server provides insight into data collected and transmitted

Control: Option to redact and augment data before it ever reaches Google or other 3Ps (e.g., IP addresses)

Durability: Support for Enhanced Conversions, Consent Mode, and server set cookies builds a foundation for conversion modeling

Integration: Highly extensible with native integrations across cloud platforms, Google and 3P measurement solutions

SERVER-SIDE DATA COLLECTION MODEL
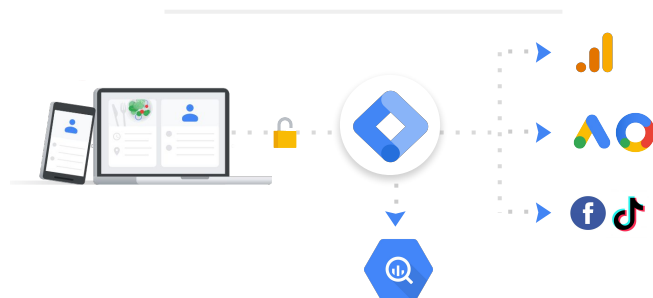
Data is sent to your server before transmission to partners or even BigQuery

How it works

With server-side tagging, an additional layer of control is inserted between the user and the marketing vendor. This layer allows you to control the exact composition of data that the vendors receive.

The container on your web page or app communicates to the server container with network (HTTP) requests	The server container acts like an API endpoint or proxy, and instead of the requests being sent directly to Google or a vendor, they get sent to your server endpoint	You have full control over all data in your server environment. Requests can be observed, redacted, augmented, or transformed	The server container then takes the info in these event data objects and form HTTP requests to their respective outgoing requests

Market Availability: General Availability

Watch the Video →