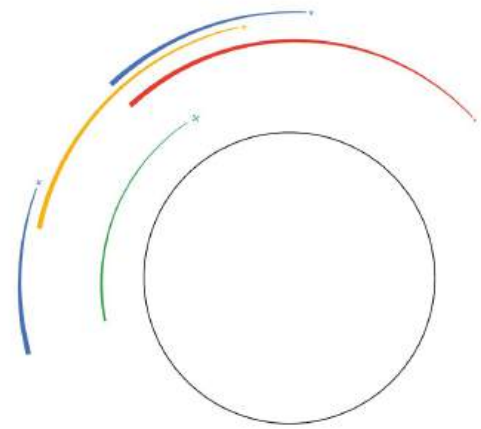


# Hi, welcome!

Get ready to unlock the power of Google Ads! In this workshop, we'll cover an introduction to PMax and explore how to unlock Demand Gen. Equip yourself with the knowledge and tools needed to elevate your advertising game with these key campaign types.



Abdelrahman Elsawalhy  
Senior Account Manager  
Google Ireland





# Agenda



Introduction & Updates



Unlocking Growth with Performance Max



Break



Unlocking New Audiences with Demand Gen



START PRESENTATION



# Workshop Alignment



## Purpose

This session introduces Performance Max (PMax) fundamentals. We will also explore how to effectively unlock the potential of Demand Gen campaigns. Gain foundational knowledge on leveraging both powerful Google Ads channels.



## Benefit

By the end, you will understand PMax and Demand Gen basics. You'll identify relevant scenarios for their use in your goals. Feel equipped to explore and leverage their unique value.



## Check

How does that sound?



# Product Deep-Dive

Use the full power of Google's AI to multiply conversions across Google Ads inventory

Google

# Objectives are goals, grouped into 4 types:



# Examples of Business & Marketing Objectives

Most BOs and MOs should fall into these categories:

## Business Objectives (BO)

### Market Share

Grow the percent of the business' total sales within its industry.

---

### Profit

Grow the amount of money the business has after subtracting costs.

---

### Revenue

Grow the total amount of money that the business brings in.

---

### Volume

Increase units sold, number of leads or capacity of the business.

## Marketing Objectives (MO)



### Awareness & Consideration

The degree of recognition or recall of a brand or product by consumers | Interactions or proxies (not conversions) that indicate a user intends to engage further with your brand or product with a potential intent to purchase

---



### Leads

Web or app-based conversion events (or proxies for them) that do not result in immediate revenue, but are associated with potential future revenue

---



### Sales Online

Web or app-based conversion events (or proxies for them) that result in immediate revenue transacted online (and potentially future revenue as well)

---



### Sales Offline

Transactions (visits, actions or sales) that take place in a physical location

---



### App Install

Conversion events where a user downloads a mobile application on their phone

Google Ads Products

# Drive more conversions across Google Ads inventory

Multiply your customer connections



Shopping



Search



YouTube



Maps



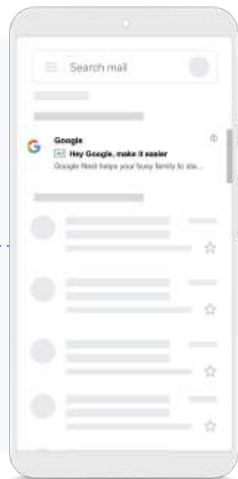
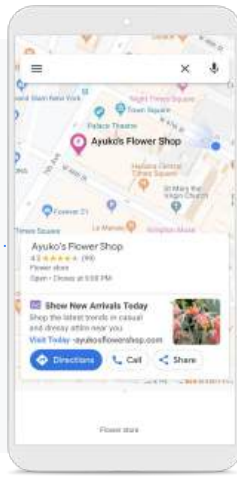
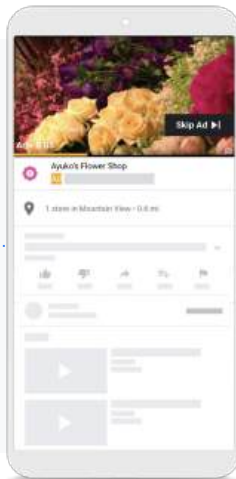
Display



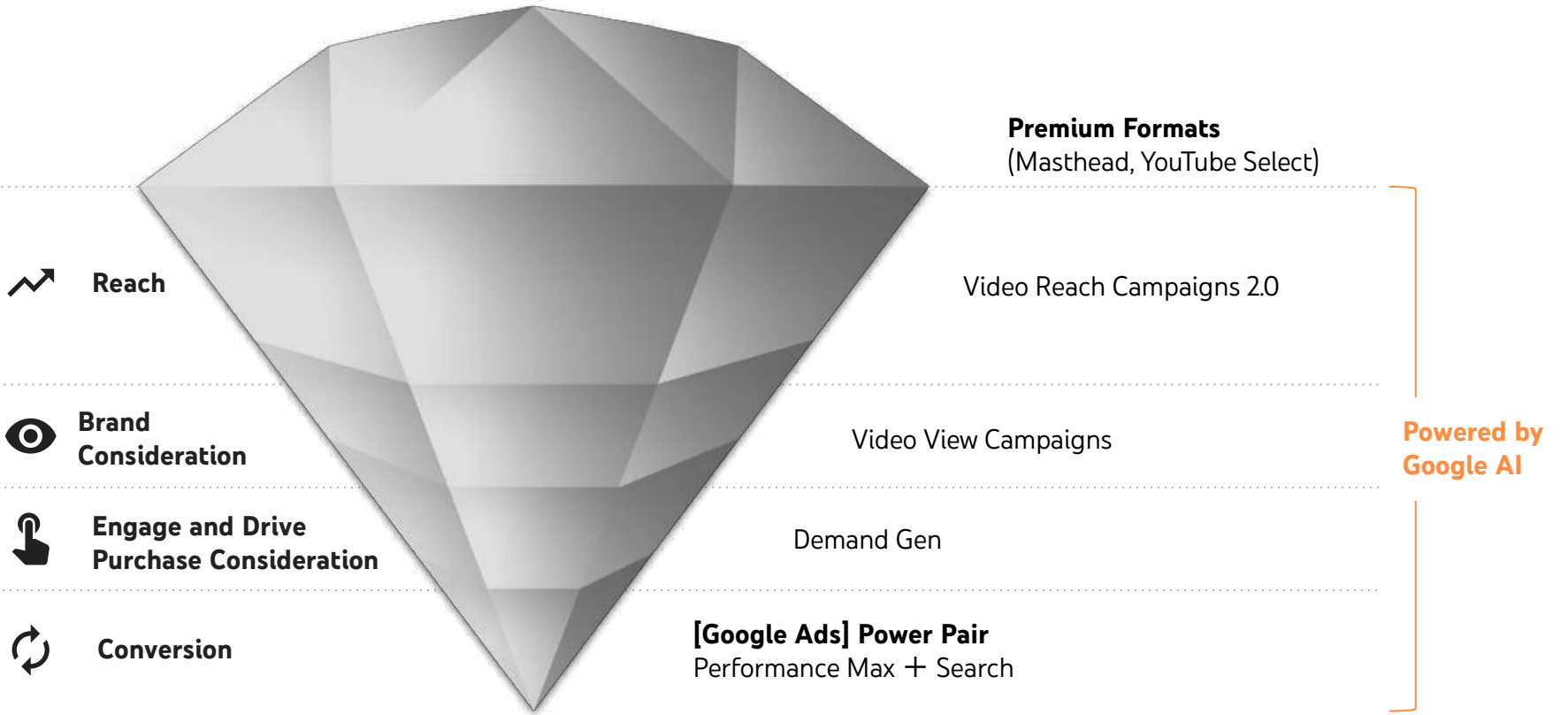
Gmail



Discover














# Full Funnel Solutions










# Focus on your goals and what matters most

Performance Max is a goal-driven campaign and you can optimize to one or more goals. You can assign different values to different conversions to let Performance Max know what types of actions and customers are most valuable to you.




## Online Sales

-  Online Purchase
-  In-App Purchase
-  New Customer Acquisition
-  New Customer Acquisition with high value optimization
-  Retention
-  Loyalty Sign Up
-  Subscription
-  Store sales
-  Add to cart
-  Begin checkout
-  Profit optimization (beta)

## Lead Generation

-  Request Quote
-  Signup
-  Lead Form
-  Phone call leads
-  Imported lead
-  Book appointment
-  Contact


## Offline Sales

-  Store Visit
-  Store sales
-  Local Actions (direction and Google hosted contacts)



Be where discovery **starts** and decisions are made

Consumer behavior is  
**(predictably) unpredictable**





Searching



Streaming



Today's consumer is **seamlessly** and **simultaneously** moving across **4 key behaviors**.



Scrolling



Shopping

# And they're **using multiple touchpoints** to do this research:

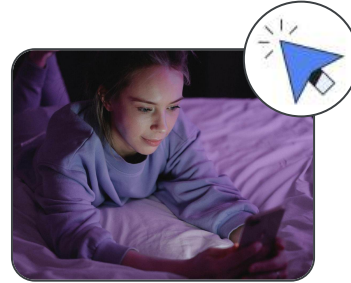
**75% of shoppers cross-check multiple sources** to see if the information they find is true.<sup>1</sup>

Users say that **Google is the No. 1 most trusted platform** for delivering the right information at the right time.<sup>2</sup>

1. Google/ Ipsos. AU, BR, CA, FR, DE, IN, IT, JP, MX, NL, SG, KR, ES, TW, TH, U.K., U.S., VN, The Relevance Factor, n=18,003 online shoppers 18+, March 2024.  
2. Google/ Ipsos. AU, BR, CA, FR, DE, IN, IT, JP, MX, NL, SG, KR, ES, TW, TH, U.K., U.S., VN, The Relevance Factor, use Google while shopping (n=15,097) online shoppers 18+, March 2024.

Consumer behavior is evolving  
and your marketing strategy  
needs to evolve alongside it

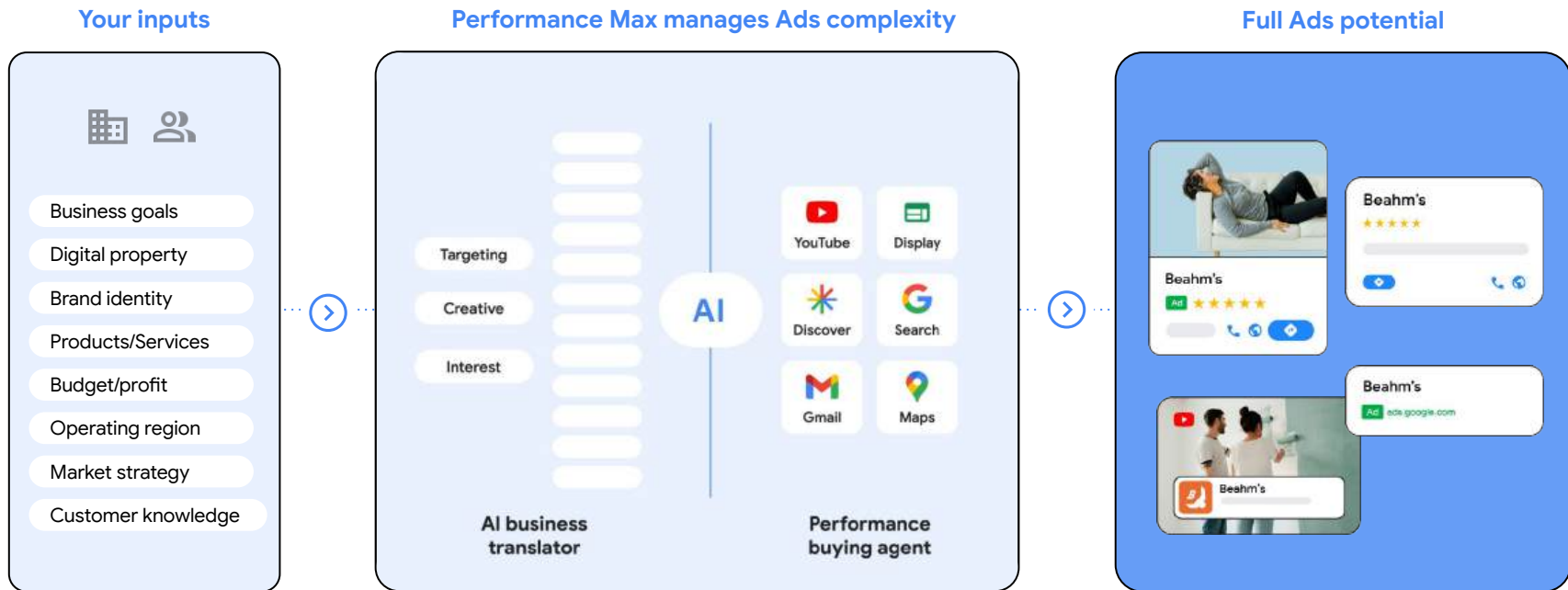
# Performance Max is the only campaign that helps you **capture all 4 key behaviors**



Get the full power of Google's channels and AI, all in one campaign to maximize performance.



Your knowledge of your business and customers allows you to partner with Google AI and drive greater results across all of Google's channels, all while simplifying campaign management.



# How can Performance Max help my business grow?

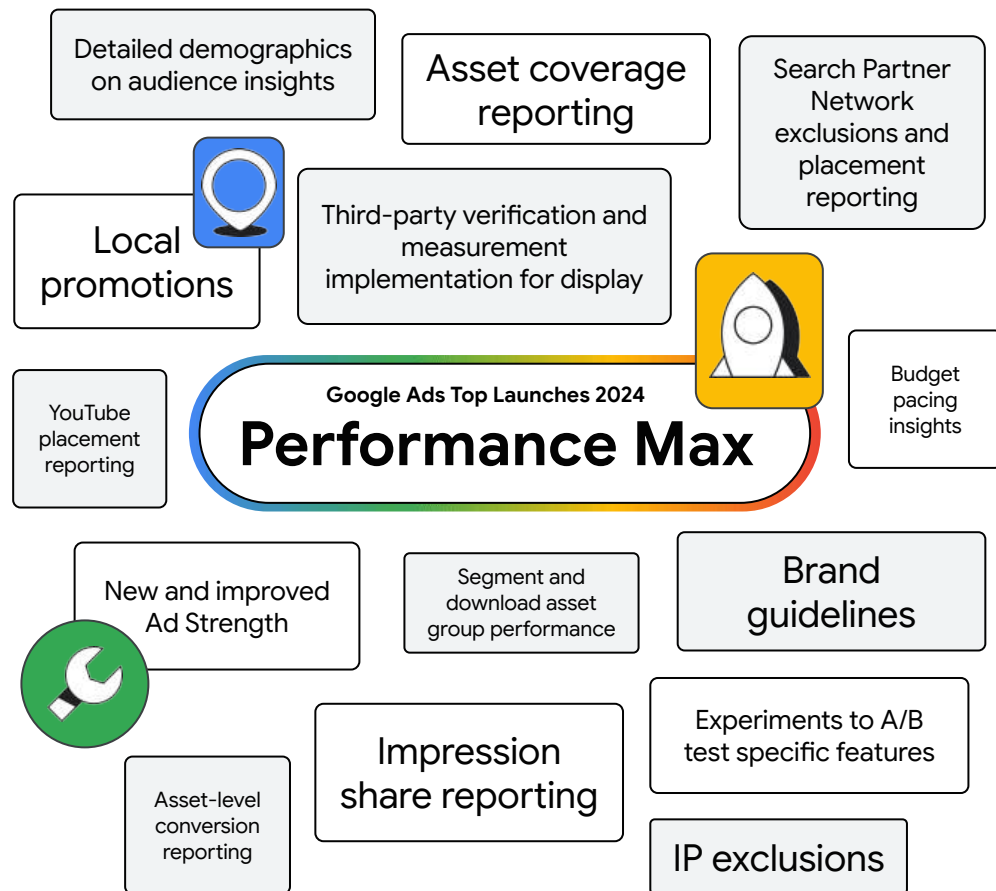


## With Performance Max, you can:

- **Reach consumers wherever they are along their purchase journey across all of Google's platforms, including:**
  - Search
  - Gmail
  - Discover
  - Shopping
  - Display
  - Maps
  - YouTube
- **Take the guesswork out of traditional audience targeting.** Use Google AI to automatically unlock new audience segments you may have overlooked that drive performance.
- **Find your highest-ROI conversion opportunities in real time.** Your next, profitable conversion could come from a channel that you hadn't expected or considered.
- **Access new controls, reporting and insights as we continuously build features based on your feedback.** In 2024 alone, we introduced highly-requested features like campaign-level negatives, IP exclusions, and asset-level conversion reporting and we're continuing this trend in 2025.

# As consumer behavior has evolved, so has Performance Max.

In 2024 alone, we launched a wide variety of features, aimed at providing more transparency and ways to steer AI, letting you find new ways to optimize and capture consumer behavior across the 4 key behaviors of shopping, scrolling, streaming, and searching.



Performance Max makes it easier than ever to deliver the **right message** to the **right audience** at the **right time**.

Google Ads

# Performance Max: Best Practices

# Table of Contents

## Foundational Best Practices Across Marketing Objective (MO)

- Optimize to the right conversion goals
- Structure your campaign according to your goal
- Set optimal budgets and bidding strategies
- Provide sufficient, high quality assets
- Group relevant assets into asset groups
- Maximize reach & relevance with key signals
- Find growth opportunities with Insights
- Recommendations can help identify low-hanging fruit optimizations
- Use Performance Max A/B experiments to evaluate performance

## Lead Generation Best Practices

- Set up lead generation conversion goals
- Leveraging automation for volume or value
- Optimize lead form and website to drive quality leads
- Additional lead gen campaign optimizations

## Online Sales Best Practices

- Campaign optimization
- Sales-based best practices
- Deliver greater PMax ad performance with Web to App Connect

## Offline Sales Best Practices

- Location-based Best Practices
- Location-based Bidding Best Practices

## Best Practices for Performance Max with omnichannel goals

## Best Practices for Performance Max with travel goals

## Channel best practice across marketing objective

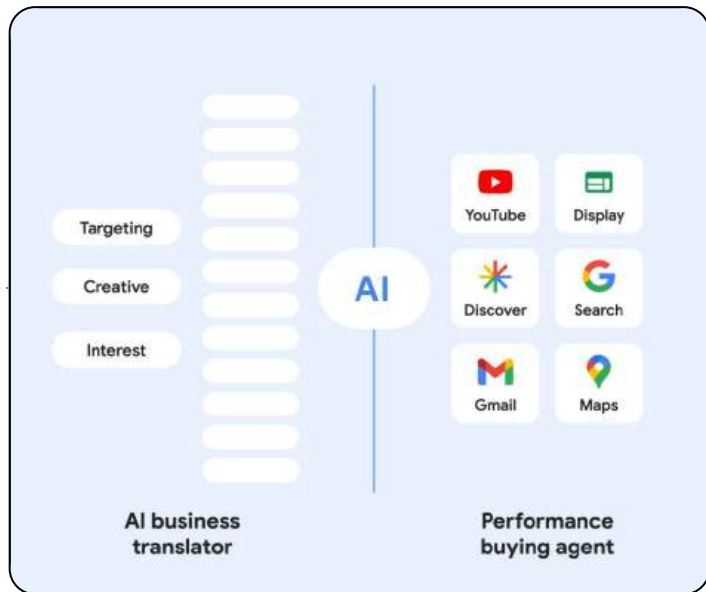
# **Foundational Best Practices Across Marketing Objective (MO)**

Your knowledge of your business and customers allows you to partner with Google AI and drive greater results across all of Google's channels, all while simplifying campaign management.

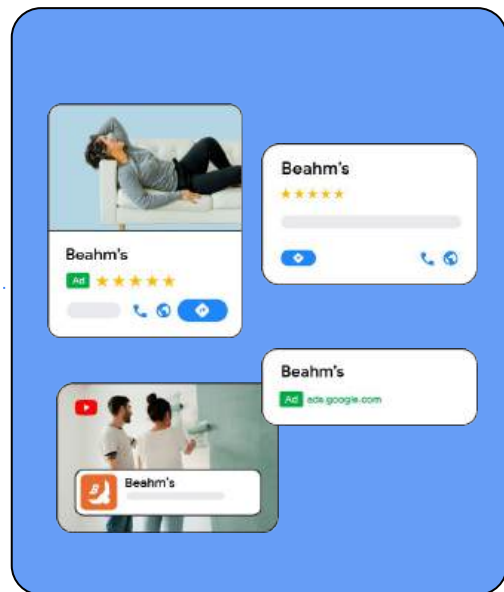
### Customer inputs



### Performance Max manages Ads complexity



### Full Ads potential



# 01

## Build your campaign and optimize for the right conversion goal



Select the conversion goals that most closely represent your business objectives to get the most out of your campaign as this directly impacts how Performance Max bids, serves, and measures.

**Use value-based bidding if you're tracking values** with your conversions. Select "[Maximize conversion value](#)" as your bid strategy to drive as much conversion value as possible within your budget. If you have specific ROI goals, you can also add a [ROAS target](#).

If you can't use value-based bidding because you're not tracking values and care about all your conversions equally, use "[Maximize conversions](#)" to drive as many conversions as possible within your budget. You can also add a [CPA target](#).

# 02

## Maximize asset coverage



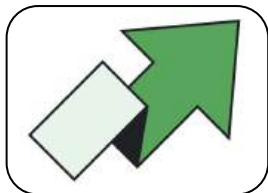
Upload the maximum number of headlines, descriptions, images, and videos to each asset group. With more assets, you'll be eligible for more formats, giving Performance Max as many opportunities as possible to deliver your message.

You can use [asset generation](#) to easily increase your asset diversity and variety in just a few clicks. Organize relevant assets into asset groups by a common theme to promote specific product categories, appeal to specific audiences, or test different creative messaging.

We also recommend that you stay opted into [automatically created](#) and automatically enhanced assets to further increase your asset variety and expand coverage.

# 03

## Great results start with great inputs



Use your knowledge of your business and customers to steer AI through various inputs. You can provide Performance Max with:

- Audience signals by uploading your data (i.e. customer lists)
- More landing pages via URL expansion
- Search themes
- Measurement that is properly set up, such as Enhanced Conversions & Google Analytics 4
- Lifecycle goals,
- And more!



# Set up for success

Optimize to the right conversion goal and  
structure your campaign with intention

# Optimize to the right conversion goals

**Did you know?** Your selected [conversion goals](#) determine how your campaigns optimize bidding, reach users and serve creatives. Carefully select the conversion goals that most closely represent your business objectives to get the most your of your campaign.

## Conversion goals best practices

For measurement and optimization, select the lowest funnel conversions with reasonable volume and that are most closely aligned to the final business outcome to drive the best results. In order to best track and optimize off of those conversions:

Ensure you have tagging setup via [the global site tag](#) (gTag).

Use [Data-Driven Attribution](#) with those conversions, to accurately assign credit to interactions across channels

Enable [Enhanced Conversions](#) for more accurate conversion measurement

**Track values for your conversions when possible to determine which conversions are worth the most to your business ([value bidding calculator, guide](#)). Use a value-based bid strategy to maximize performance for your budget.**

**Tip:** You can use [Value Rules](#) to differentiate conversions by audience, location and device depending on which ones are worth the most to your business.



### ProTip

If you are an advertiser in EEA/UK, implement [Consent Mode](#) to preserve measurement.

Optimize based on customer lifecycle & value

## Use the **new customer** acquisition goal to optimize towards new customers:

With the [new customer acquisition](#) goal, you can optimize for new customers in addition to maximizing sales and leads. The new customer acquisition goal has two modes that enable you to reach your campaign goals, and both are powered by Google conversion data and your first party data.



### **New Customer Value Mode (Recommended):**

If you want to grow online sales, but also grow new customers, use the new customer value mode.



### **High Value New Customer Mode:**

This mode enables you to set different bidding priorities for high value new prospects, regular new customers and existing ones.



### **New Customer Only Mode:**

If you have dedicated budgets for new customers, use new customer only mode.

Optimize based on customer lifecycle & value

# Use the **new customer** acquisition goal to optimize towards new customers:

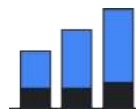
## Best practices

**Leverage new customer acquisition reporting** by adding new vs. returning tag parameters to improve the accuracy of new vs. returning customer performance in your campaigns. Use self reporting tags to improve accuracy of new customer detection.

**Refresh customer match lists often** and ensure lists are added at goal configuration in account settings under Conversions. If you see low match rates within Customer Match, you can improve by adding additional match keys and/or use CDP partners to enhance data.

**Upload Customer Match Lists or use tag-based Remarketing Lists.** Label your audiences with audience customer types to help inform Google AI solutions.

**Set the value assigned to each of the customer segments** you'll be optimizing for. The set value is added to a user's purchase conversion to help Smart Bidding to optimize towards your desired customer segments. Calculating value: New Customer Value Mode = 2x the average order value. High Value New Customer Mode = 2x the new customer value.



### Did you know:

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%.

Optimize based on customer lifecycle & value

## Use the **retention goal** to optimize towards returning customers:

The [retention goal](#) in Google Ads is designed to drive customer loyalty and high lifetime value (LTV) within your business. This goal offers the following modes within Performance Max campaigns, allowing you to target specific segments of existing customers:



### Customer Win-Back Mode (beta):

This mode helps you reconnect with lapsed customers – those who haven't engaged with your brand for a certain period of time as defined by your business.

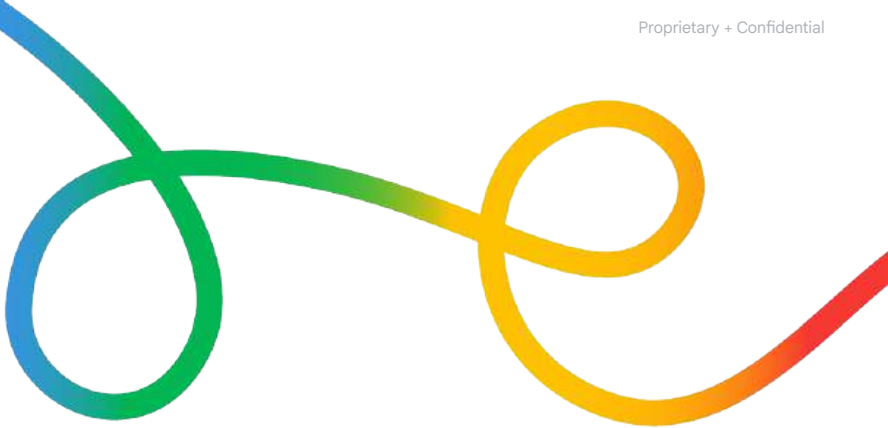


### High Value Customer Win-Back Mode (beta)

This mode allows you to re-engage with customers who previously drove high value to your business, from a high frequency of purchases, large basket size, or high value orders, but have since stopped engaging with your business.

Optimize based on customer lifecycle & value

# Use the **retention goal** to optimize towards returning customers:



## Best practices

**Define your lapsed customer:** Determine the timeframe that aligns with your customer lifecycle (for example, no purchases within 6 months), ensuring that your Customer Match list reflects these criteria.

**Allocate sufficient budget:** Increase your budget by at least 20% initially to accommodate the retention goal's focus on previously inactive customers

**Provide accurate values:** Assign realistic values to new, existing and lapsed customers to help Google Ads optimise bidding strategies.

**Iteratively refine:** Continuously monitor performance and adjust your strategy as needed for optimal results.



### Prerequisites:

Ensure you are running Performance Max campaigns with purchase conversions.

# Structure your campaign according to your goal

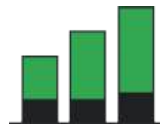
Set up Performance Max campaigns that help to meet your marketing and budget objectives/goals. It is best practice to create a single campaign for your business. However, you can run multiple campaigns within the same account - AI will prioritize the most relevant ad to deliver the best value to the advertiser. See guidance below:



## Campaign Structure Best Practices:

Multiple conversion goals can be combined in one Performance Max campaign if the advertiser has one shared budget across their goals and would like to maximize their overall performance.

Create multiple asset groups within the same campaign to group assets that should serve in sets/themes. You may also want to create multiple asset groups if certain assets are more relevant to specific audiences.



## Create multiple Performance Max campaigns in case of:

Different budgets per marketing objective

Different budgets or ROI targets for certain products or geos

Different budgets for different target locations/languages

Different budgets for specific creative strategies  
(ex. seasonal creative, grand openings or in-store events/sales)

# Set optimal budgets and bidding strategies



## Set a [daily budget](#) that is likely to drive conversions at your current CPA/ROAS

- Performance Max will recommend a daily budget when you first set up the campaign. You may choose from the suggested options or set your own.
- Monitor your recommendations page for suggestions on when and how much to raise budgets to get more conversions or conversion value at your current ROI.
- Campaigns with an ROI target should avoid being budget constrained. If you see a Constrained Budget flag in your campaign, raise your budget until you are no longer constrained.

## Start with a bidding target that's at least the past 30-day historical account average, adjusting for conversion delay.\*

- Remember to use the Maximize Conversion Value bidding strategy (with an optional ROAS target) if your conversions have a value attached.
- You can adjust your ROI targets once your campaign has ramped up. Monitor the recommendations page for target CPA/ROAS suggestions.
- The bid strategy report is an important tool to understand how your Smart Bidding strategies are performing. It includes tailored metrics to show you what's most relevant to each type of bidding strategy, as well as other important data like your bid strategy status, average target, conversion delay, and top signals.

\* 30-day historical account average should be based on comparable campaigns (i.e. campaigns with the same conversions, excluding brand search campaigns)

# Maximize Asset Coverage

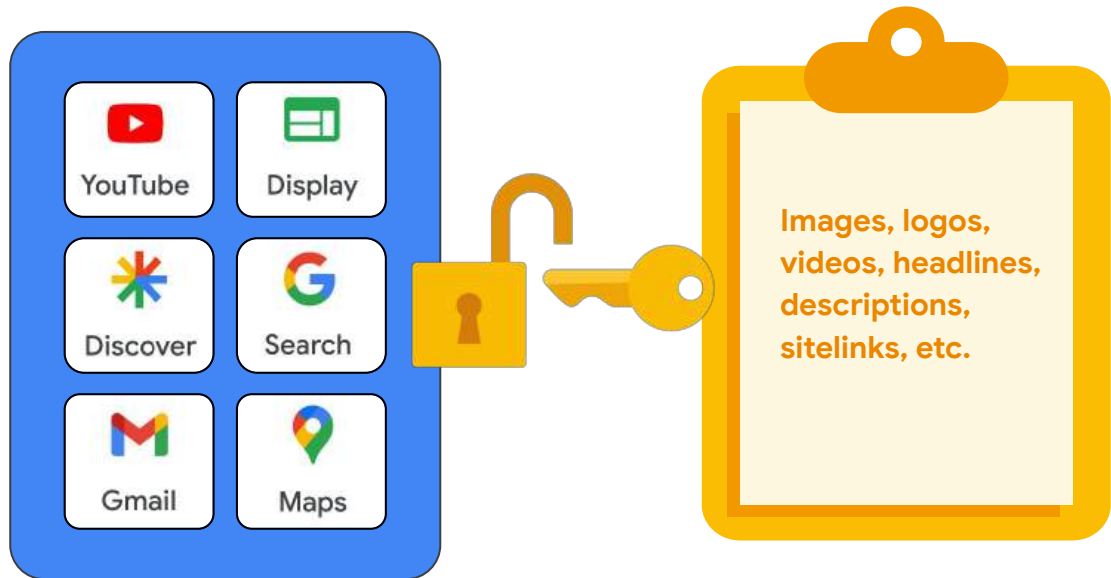
A woman with long hair, wearing a purple hoodie, is lying on a bed with white sheets. She is looking down at a laptop screen which is open in front of her. The room is dimly lit, with a purple glow emanating from the laptop screen, casting a soft light on her face and the surrounding environment. The background is dark, suggesting a night or low-light setting.

Have the right creative components to unlock valuable inventory

# Upload a variety of creative assets to unlock valuable inventory

The best way to maximize your conversion potential is to be present across all of Google's channels - the right message for the right person at the right time.

**But you can only unlock access to these channels if you have the creative components available to fit each channel's unique ad inventory.**



# Provide sufficient, high quality assets

## Text Best Practices:

- 15 headlines with <30 characters
- 1 headline with <15 characters
- 1 long headline <90 characters
- 5 descriptions with a mix of long ( <90 characters) and short (<60 characters)
- Business name as brand name in plain text
- 1 call-to-action
- All relevant extensions added

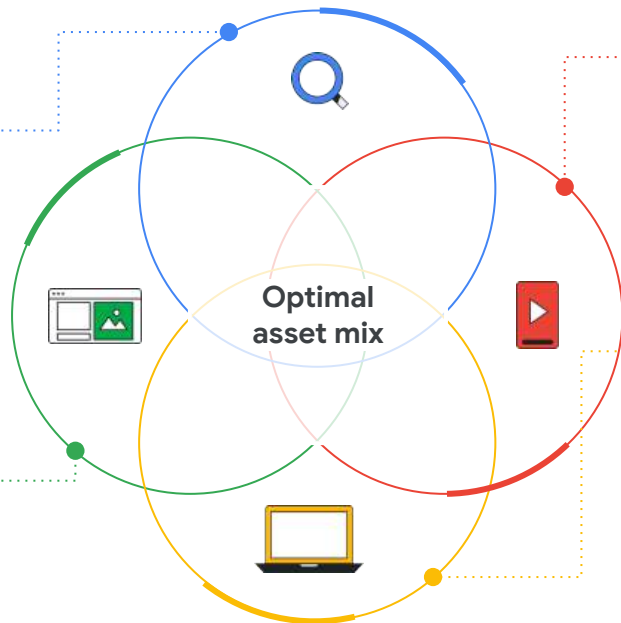
## Image Best Practices

Add up to 20 images with at least:

- 5 landscape - 1200x628 recommended
- 5 square - 1200x1200 recommended
- 5 portrait - 960x1200 recommended
- 1 314x314 square for Store Visits Goals

Find more best practices for specific assets here: [Images](#), [Image Assets](#)

Find more best practices for PMax Creatives [here](#).



## Video Best Practices

- 5 videos with at least one of each orientation (vertical, square, horizontal) and one >10 seconds in length

Find more best practices for specific assets here: [Videos](#), [Video Assets](#), and use the [Video Creation Tool](#) to build Youtube-optimized video assets.

## Logo Best Practices

- 2 logos, 1:1 and 4:1 dimensions



## ProTip

Use Campaign Translator to translate text assets for different languages/countries, and use native images when possible to ensure content is relevant to the target audience.

# Text best practices

## Quantity and specifications

Asset	Specifications	Min	Max
Final URL		1	1
Headline	30 characters max; include at least one with 15 characters or less	3	15
Long headline	90 characters max	1	5
Description	90 characters max; include at least one with 60 characters or less	2	5
Business name	25 characters max	1	1
Call-to-action	Automated by default, or select from a list	1	1
Display URL path	15 characters max each	0	2

## Content



Introduce your product with a simple straightforward description.

**Ex: “Company X Delivers Food to You.”**



Pique the reader’s curiosity with a funny, compelling thought or attention grabber.

**Ex: “What sounds good tonight?”**



Focus on a unique specific feature or benefit. Consider what your product is making possible for the consumer.

**Ex: “Local Restaurant Delivery.”**



Compel the reader to do/receive something through a direct call to action statement.

**Ex: “Order your favorite meals.”**

# Image & logo best practices

## Quantity and specifications

Image count best practice: 15 per asset group | Max file size: 5120 KB

### Portrait image

4:5

- 960 x 1200 recommended
- 480 x 600 minimum
- Not required

### Square image

1:1

- 1200 x 1200 recommended
- 300 x 300 minimum
- At least one required

### Landscape image

1.91:1

- 1200 x 628 recommended
- 600 x 314 minimum
- At least one required

### Square logo

1:1

- 1200 x 1200 recommended
- 128 x 128 minimum
- At least one required

### Landscape logo

4:1

- 1200 x 300 recommended
- 512 x 128 minimum
- Not required

## Content



### Keep it simple:

Use simple designs with minimal but accurate text.



### Engage with the content:

Use engaging and relevant images — i.e., action shots or product images. Avoid overly staged stock photography



### Appeal visually:

Upload images with high pixel density to ensure visibility when resized for different screens— minimize blank space and use tight framing.

# Video is a core part of achieving improved performance on PMax

Based on internal data, Advertisers that included at least one video in their Performance Max campaigns saw an average increase of **12% total additional conversions**. Your **custom video asset** is preferred for PMax campaigns, but we recognize that not every performance advertiser will have action-oriented video assets readily available. See resources and best practices below.

## Resources

### Video creation in Google Ads:

A self-service ad creation tool where you can populate pre-made video templates specifically tailored to your campaign goal.

### Advertiser created video:

Custom-made videos are ideal: explore if you can repurpose other performance assets (e.g. App campaign), or even take a video from your mobile phone for YouTube Shorts.

### Production Creative Works:

Our team of skilled producers can leverage simple static assets along with music and text to create a professional, eye-catching video.

### Auto-generated videos:

If you don't have a video to upload, one will be automatically generated for you using a variety of proven templates, populated by images and text you provide. If you upload a video asset later on, the auto-generated one will stop serving.

# Video is a core part of achieving improved performance on PMax

## Best practices

Add 5 videos per Asset Group, with at least 1 of each aspect ratio (square, horizontal, vertical)

Include different video aspect ratios to optimize for all video inventory types

Start with the ABCD principles:

**Attention:** Jump into the action, augment with audio & supersize fonts, keep visuals bright, contrasted

**Branding:** Make the product the ad, start with the product and add the brand to support

**Connection:** Be tangible, focus on the value prop and pricing, set up the need and be specific with showing, telling and supporting benefits

**Direction:** Present ask after context is set, connect CTA to context, demystify the process and entice to motivate



ProTip

Horizontal, Square, & Vertical Orientations

16:9

1:1

9:16

**Including all three video orientations maximizes ad performance:** 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.**

# Group relevant assets into asset groups

## Asset group best practices:

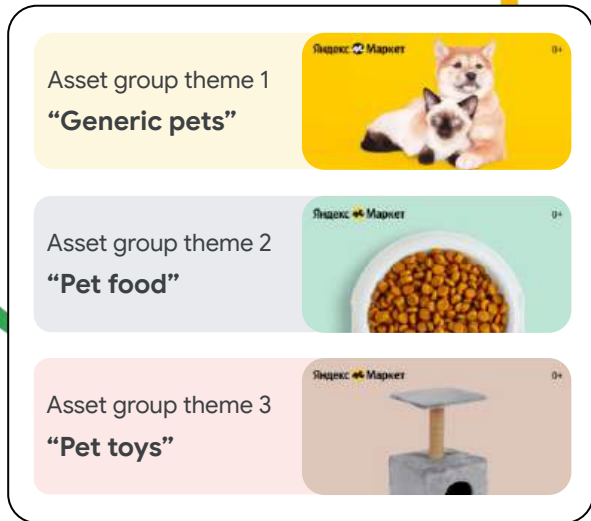
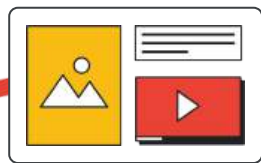
- Use multiple asset groups in one Performance Max campaign, separating asset groups by content category/theme/language or target audience.
- When [creating a new asset group](#), ensure that each new asset group has a full set of assets and good variety.
- Use the [Ad Strength](#) indicator in the 'Edit assets' panel to determine if an Asset Group is set up for success. You can also view the [Asset Coverage Report](#) to pinpoint asset groups that have asset coverage gaps and receive specific recommendations to help you improve them.
- **After your ads have been running for 2-3 weeks:**
  - Use the Asset level report to view performance data, including conversion, conversion value, and value/conversions, alongside Performance Labels. If you see any “Low” performance assets, replace them with other assets.
  - Refresh your creative! Creative is your most powerful tool to drive performance, and allows you to customize your ads to relevant audiences.



+6%

### Did you know:

Advertisers who improve Ad Strength from “Poor” to “Excellent” on median see an increase of 6% in conversions/conversion value at a similar cost per action (CPA)/return on ad spend (ROAS) in their Performance Max campaigns.



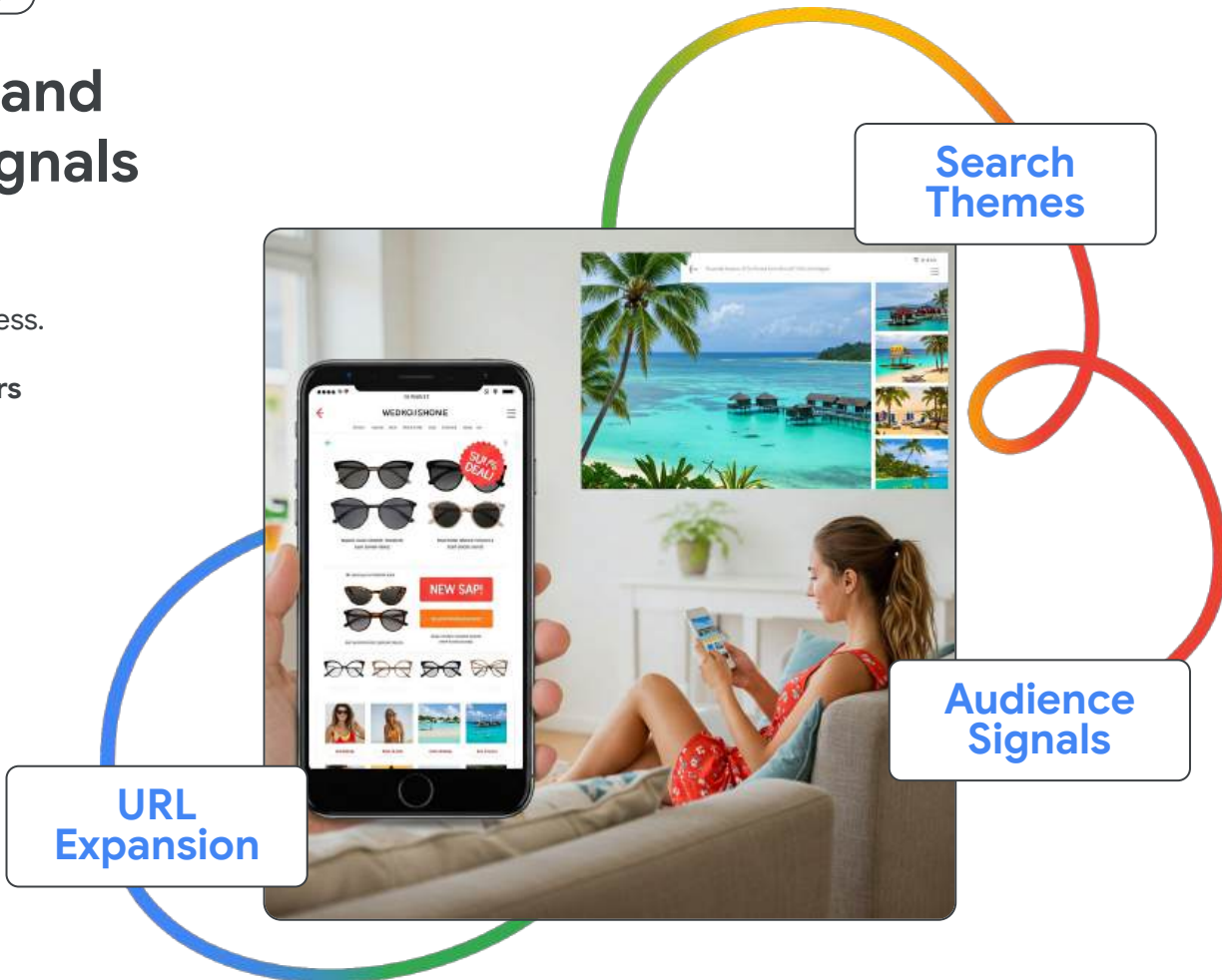
# Inputs to steer AI

Maximize your reach and relevance with key signals

# Maximize your reach and relevance with key signals

Your knowledge of your customers and your business are key factors in guiding AI to success.

To help you reach more potential customers relevant for your business, leverage URL Expansion, Search Themes, and Audience Signals to steer AI.



Search Themes

Audience Signals

URL Expansion

# Turn on URL expansion to expand reach

The [Final URL Expansion](#) feature can help drive maximum coverage on relevant Search queries by



Showing up on additional searches that have a higher likelihood of leading to conversions

Driving traffic to the most appropriate landing pages dynamically based on the query

Using landing page content to dynamically customize headlines and descriptions for your ads.



## Did you know:

Advertisers who use Final URL expansion with Performance Max campaigns see an average **increase of over 9% in conversions / conversion value** at a similar Cost Per Action (CPA) / Return on Ad Spend (ROAS), based on internal Google data.

## Pro-tip



Add a [Page Feed](#) to specify which URLs to use in ads for your Performance Max campaign. It helps Google Ads check that all relevant pages are indexed, determine when to show your ads, and where to direct people on your website.



If you have pages that you need to exclude from sending traffic to, you can use URL exclusion or URL parameter rules. Be sure to exclude any web pages that are not aligned with the campaign's language setting, for the best user experience.



Review URLs that have been used in Campaign level > Report > Landing Page.

# Increase relevance by adding Search themes that matter to your business

Search themes are an additional way for you to **provide insights only you know** about your customers and business - helping your Performance Max campaigns serve on placements that may not be obvious to AI, but where you expect to drive good results. Search Themes can be especially useful when your landing page doesn't have complete details/updates about a product or promotion you want to drive traffic to.

## How to get started:

- 01** Try adding search themes related to an upcoming seasonal/promotional event or a new product/service line.
- 02** Leverage the [new Search Term Insights and Usefulness Indicator](#) to understand how your Search Themes are performing in terms of incremental traffic and conversions.
- 03** Add new themes based on your insights on what's working (up to 25 themes per asset group).

# Increase relevance by adding Search themes that matter to your business



## Did you know:

Search themes in Performance Max are **cross-channel**, allowing you to find more conversions by reaching potential customers who have searched for your products also on YouTube or Gmail.

## Best practices

**Be specific with seasonal themes** - the name of the season by itself is probably too broad, but “Christmas decorations,” “iftar buffet foods”, or “back to school supplies” could make great search themes for advertisers who want to quickly ramp up their spend on these themes.

**Avoid adding very specific search themes already available in the landing page** (e.g., specific products mentioned in the landing page)  
- Example: If the landing page contains “personalized jewelry”, potential search themes could be “custom bracelet”, “name necklace”.

**Focus on upper funnel categorical themes** - “best tv”, “best smart tv for the money”, “kids activity”, “outdoor activities”

Example: If a hotel offers unique amenities, or there are elements about its location that are attractive but aren't significant enough to highlight in your creatives, e.g., “hotel near the nyc marathon start line”, those could make good search themes. This can help you show up when users who have searched for these themes are discovering NYC restaurants in the Google App, for example.

# Leverage your customer insights and speed up the campaign ramp up period with Audience Signals

Your knowledge of your customers and why they're valuable is vital to helping guide AI in the right direction. [Audience signals](#) enable you to provide the audiences most likely to perform well against your goals to speed up the learning process.

You can add one audience signal per asset group, and each audience signal can be composed of multiple audience segments. See more details on different types of audiences: [Remarketing](#), [Custom Audiences](#) and [Customer Match](#) lists.



## Pro-tip

Combined, URL Expansion, Search Themes, and Audience Signals provide comprehensive insights for steering AI and maximizing reach. You can also use each feature separately

## Pro-tip



Use audience lists to provide data about previous purchasers, and use custom segments to provide insight into the search keywords, web URLs, and apps your customers typically engage with.



If you have audience data specific to a country or localized webpage (remarketing lists, purchaser lists, etc.), be sure to include that data as an audience signal.



If you are only focused on reaching new customers, make sure to use [new customer acquisition \(NCA\) goals](#). You can add your first-party data in addition to audience signals.

# Evaluate & Grow

Uncover ways to improve your campaign with Insights & Reporting

# Find growth opportunities with Insights

Use the Insights tab to:

**Monitor and understand performance** with automated reports that highlight how key metrics have shifted over time.

**Troubleshoot** by identifying, diagnosing and assisting in fixing performance issues so you can better run successful ads.

**Identify market opportunities** by surfacing intelligence on consumers and demand so you can adapt to market changes and grow your business

**Optimize performance** by prescribing relevant actions both within and outside of Google Ads to improve ads performance

Recommendations

Insights

▶ Campaigns

🌟 Top Insights

**CONSUMER INTEREST INSIGHT**  
Searches for "pet health" and 3 other categories increased by a total... [+1 more](#)

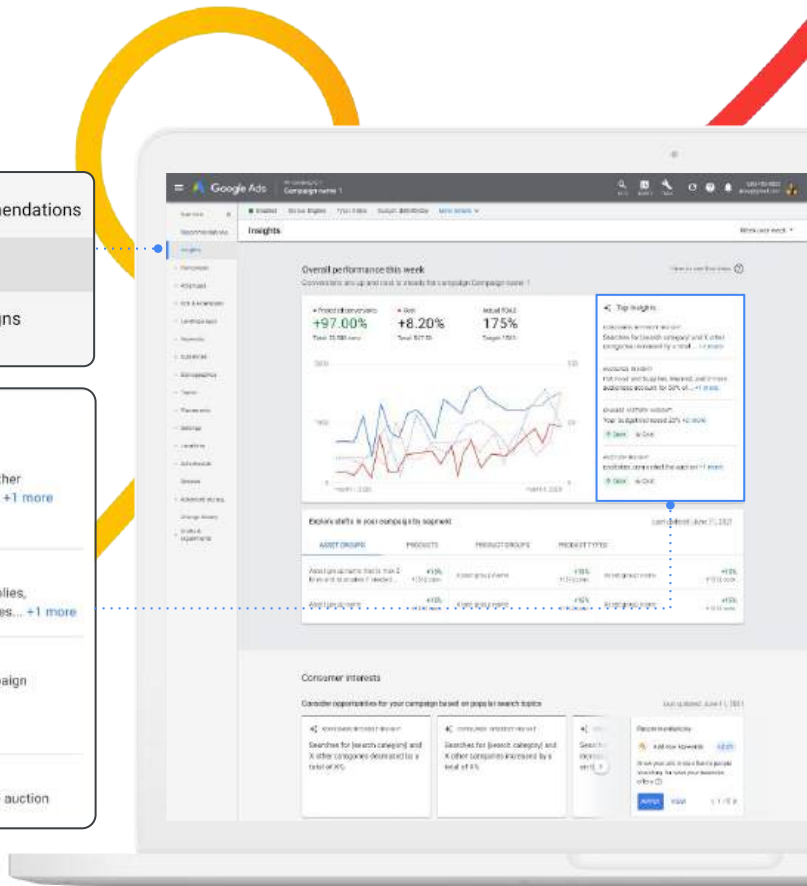
↑ Conversions

**AUDIENCE INSIGHT**  
You provided signals for Pet supplies, Dog Lovers, +1 more top audiences... [+1 more](#)

**CHANGE HISTORY INSIGHT**  
You added 20 asset to your campaign [+2 more](#)

↑ Conversions   ↑ Cost

**AUCTION INSIGHT**  
pethealthexample.com exited the auction [+1 more](#)



# Recommendations can help identify low-hanging fruit optimizations

Use optimization score and recommendations to identify optimization opportunities for your campaign.



## Bids & budgets

- Budgets: Move unused budgets, Raise your budgets, Raise your budgets for upcoming traffic increases
- Bidding: Add store bidding in conversions, Add App Conversions
- Adjustments: Adjust your CPA targets, Adjust your ROAS targets
- New Targets: Set a Target CPA, Set a Target ROAS, Set a Target CPA to capture upcoming traffic increases, Set up a Target ROAS to capture upcoming traffic increases, Set up new customer acquisition goal
- Measurement: Fix global site tag issues, Set up conversion tracking, Set up Enhanced conversions, Set up global site tag, Set up a Google Analytics 4 property, Use consent mode

# Recommendations can help identify low-hanging fruit optimizations

Use optimization score and recommendations to identify optimization opportunities for your campaign.

## Ads & extensions

- Adopt “pickup later” ad format
- Improve your Performance Max assets groups

## Repairs

- Product feed fixes: Add products to your Shopping campaigns, Fix disapproved products in your campaigns
- Merchant Center warnings: Prevent Merchant Center account Suspension, Prevent Merchant Center account Suspension warning

## Keywords & targeting

- Audiences: Refresh your customer match lists, Set up audience sources, Upload Customer match lists
- Eligible Products: Target all eligible Shopping products

## Automated campaigns

- Create a Performance Max campaign that includes store goals



## Your Turn!

Questions, comments, or a-ha moments before our pause.



# Demand Gen

Amplify your brand and drive demand





# Generate demand to drive sales today *and* tomorrow

Growing demand ensures you don't hit a "sales ceiling." Influence consumers in the mid-funnel to create consistent future demand and drive sales growth.



# Consumers are **considering** purchases more than ever



**1 out of 3**

consumers are spending more time making decisions and considering more brands<sup>1</sup>



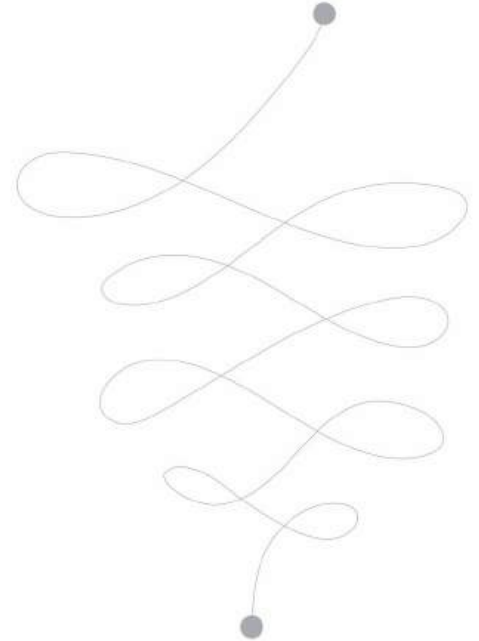
**48%**

of customers are happy to switch providers for a better deal<sup>2</sup>



**3X**

Increase in likelihood of purchase for brands in a consumer's initial consideration set<sup>3</sup>



# Consumers turn to YouTube & Google to discover & take action

 **2x**

more likely to **discover new products/brands on YouTube** vs. traditional social platforms

 **86%**

of online users spring into **immediate action after discovering something new** on YouTube or Google

Introducing

# Demand Gen campaigns

Engage and **convert consumers** with immersive, relevant, and visual creatives that grab attention and **spur action** in a single campaign



# Demand Gen combines Google & YouTube touchpoints to grab attention and spur action



## Expanded Impact

Access to YouTube & Google's most immersive, personalized touchpoints



## Tailored Ad-Experiences

Audience-first creatives that drive demand



## AI-Powered Bidding & Measurement

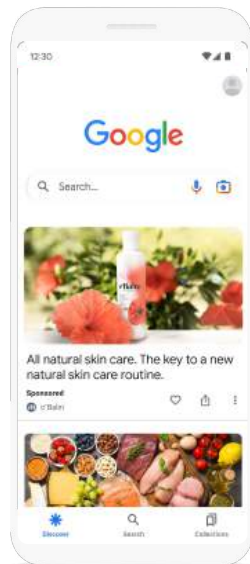
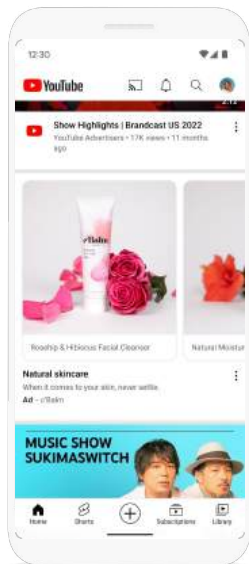
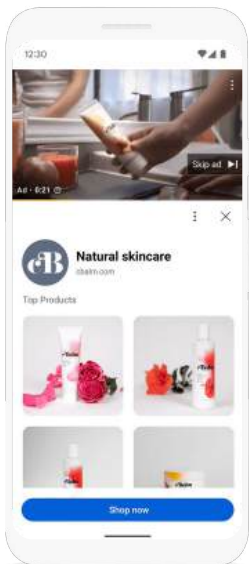
Future-proof tools to measure the full value of campaigns

01

# Expanded Impact

Access to YouTube & Google's  
most immersive, visual touchpoints

# Demand Gen campaigns can reach up to **3 billion** users monthly



 YouTube Shorts

 YouTube in-stream

 YouTube Feeds

 Discover

 Gmail

 Google Video Partners

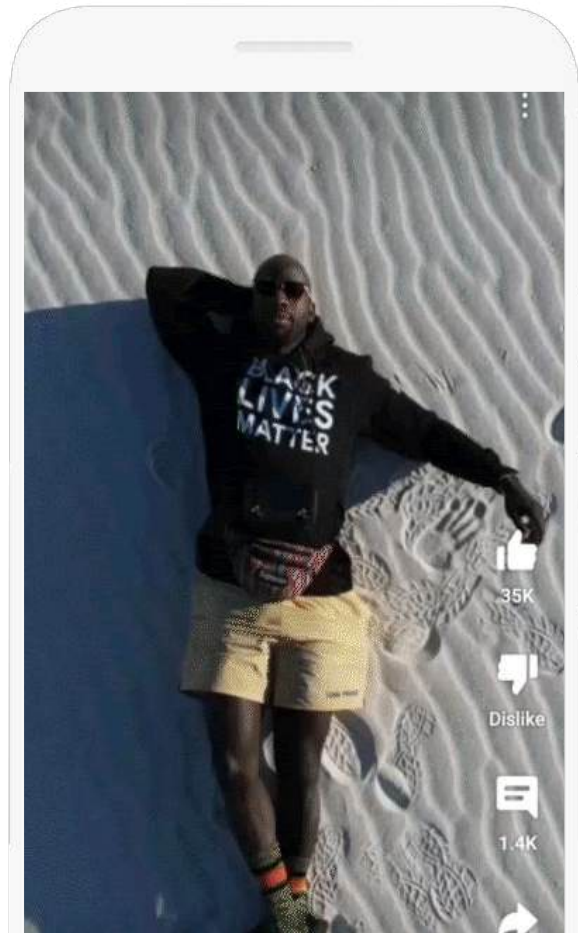
# YouTube's audience is the largest and most engaged



# 84%

of users 18 - 24 watch video on YouTube,  
**vs. 66%** on Instagram and **63%** on TikTok  
Users spend **46 min/day** with YouTube,  
**vs. 37.1 min/day** with TikTok

Source: eMarketer, "US Social Video Usage 2022 - From TikTok to Reels to Livestreaming, Video is Driving Major Changes in Consumption Patterns"



# Access the YouTube you know but **Short**



YouTube Shorts has surpassed

# 70 billion

daily views globally

(2.2x vs. 2022)



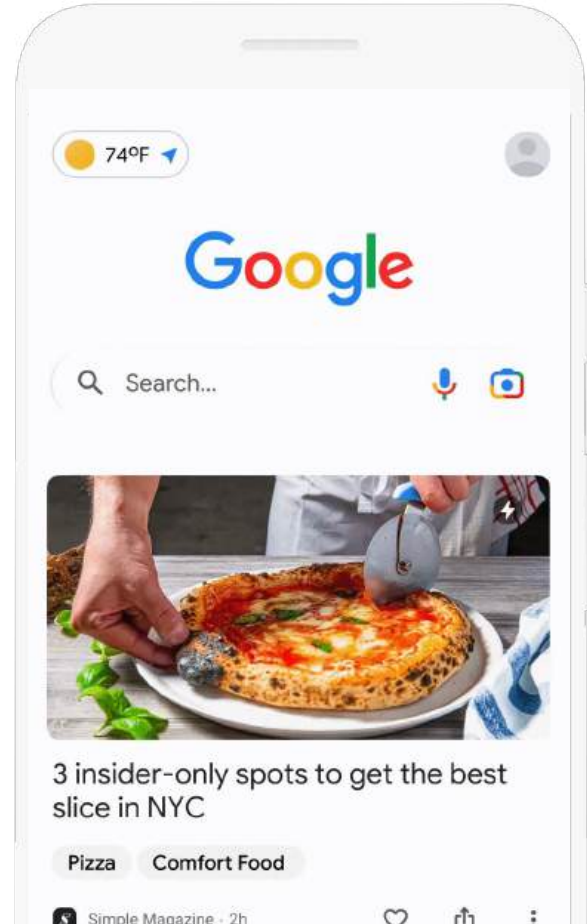
# Discover



# 99%

of **Gen Z** online users say they use YouTube or Google feeds monthly.

Source: Google/Ipsos, Video & Social Impact Study, July 2023-August 2023



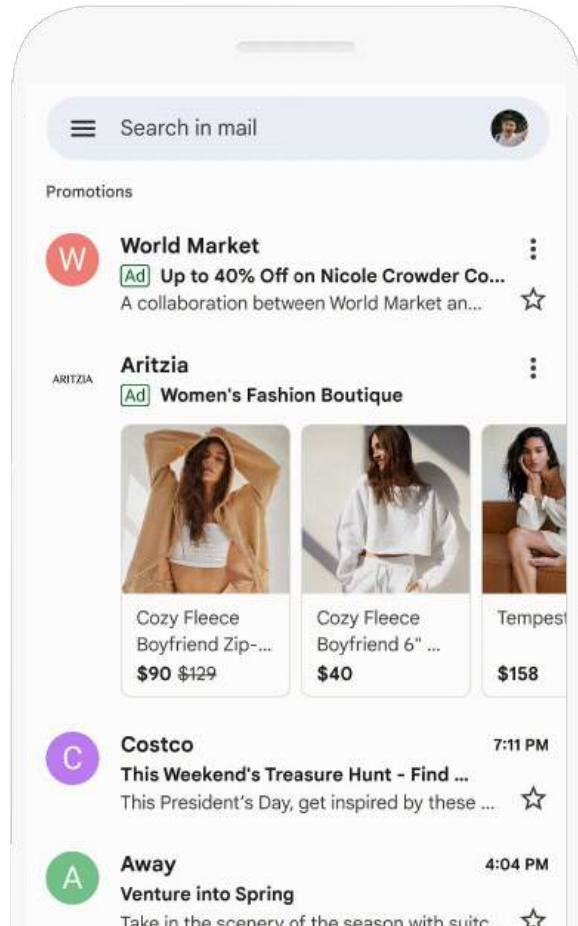
# Gmail



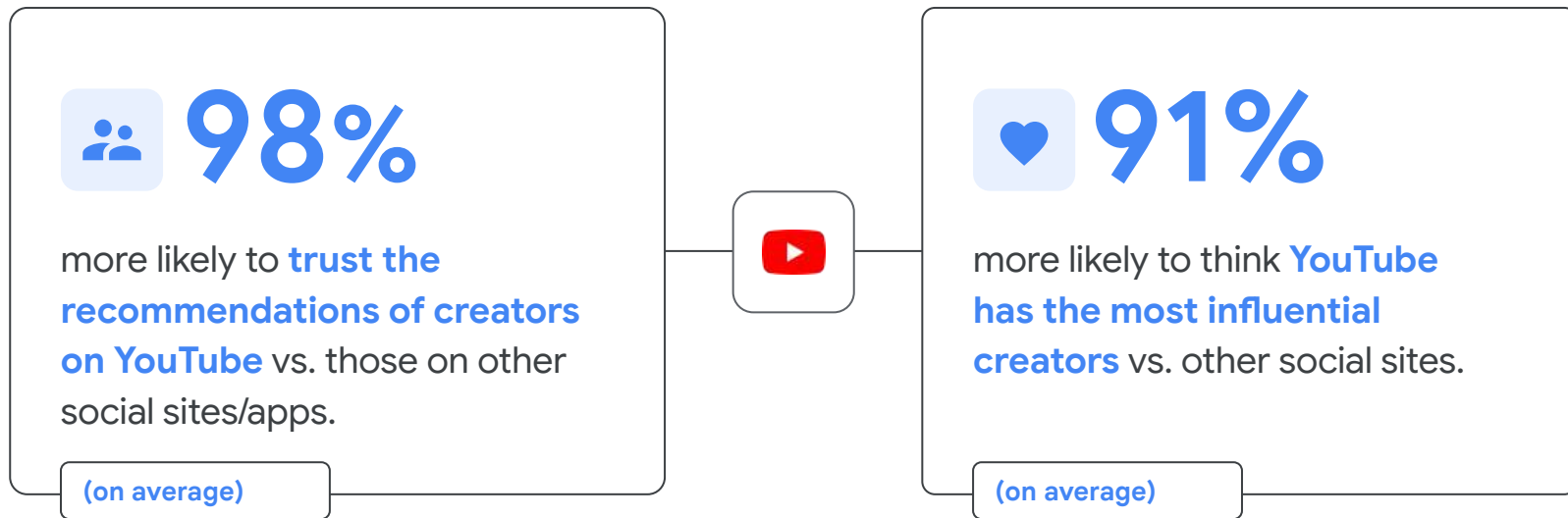
# 67%

of consumers are more likely to buy a product after seeing it in an ad on Google or YouTube **vs. other social sites/apps.**

Source: Google/Ipsos, Video & Social Impact Study, July 2023-August 2023



# Consumers **trust & engage** with youtube creators more than those on social platforms



Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023

## YouTube is the leader in social search

🔍 2x

more likely to say they  
search on YouTube regularly  
vs. other social sites/apps.

Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023





# Consumers prefer ads on YouTube more than ads on other platforms

# #1

Online users are **most likely to rank YouTube as the #1 site/app for ads they prefer the most.**

Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023–August 2023, online survey, n=13328 US, UK, BR, FR, DE, IT, JP online users 18–54 who use social apps/sites monthly or more often (social apps/sites: Discover, YouTube, YouTube Shorts, Gmail, Facebook, Instagram, TikTok, Twitter, Snapchat).

# YouTube In-Feed & In-Stream



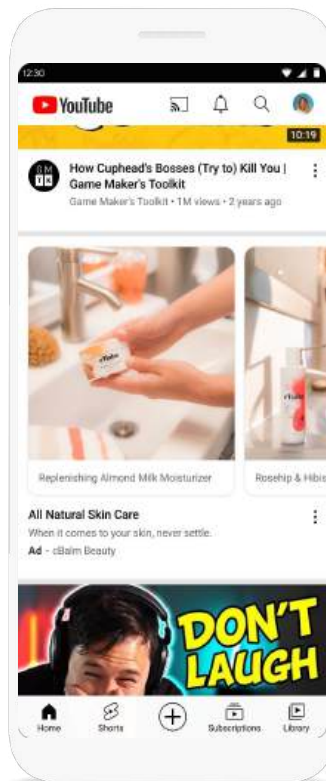
# 2x

Online users are over 2x more likely to use YouTube to relax and unwind **vs. other social sites/apps.**

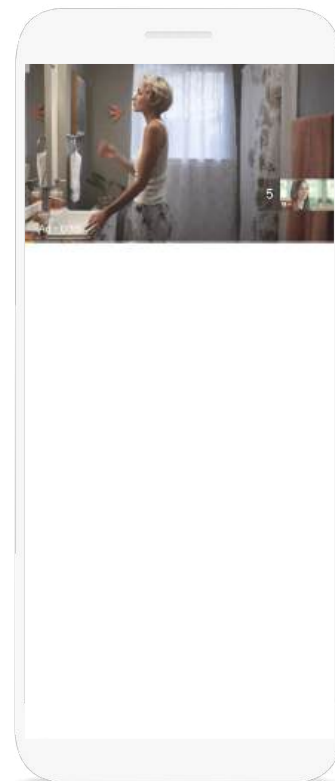
(on average)

Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023

in-feed

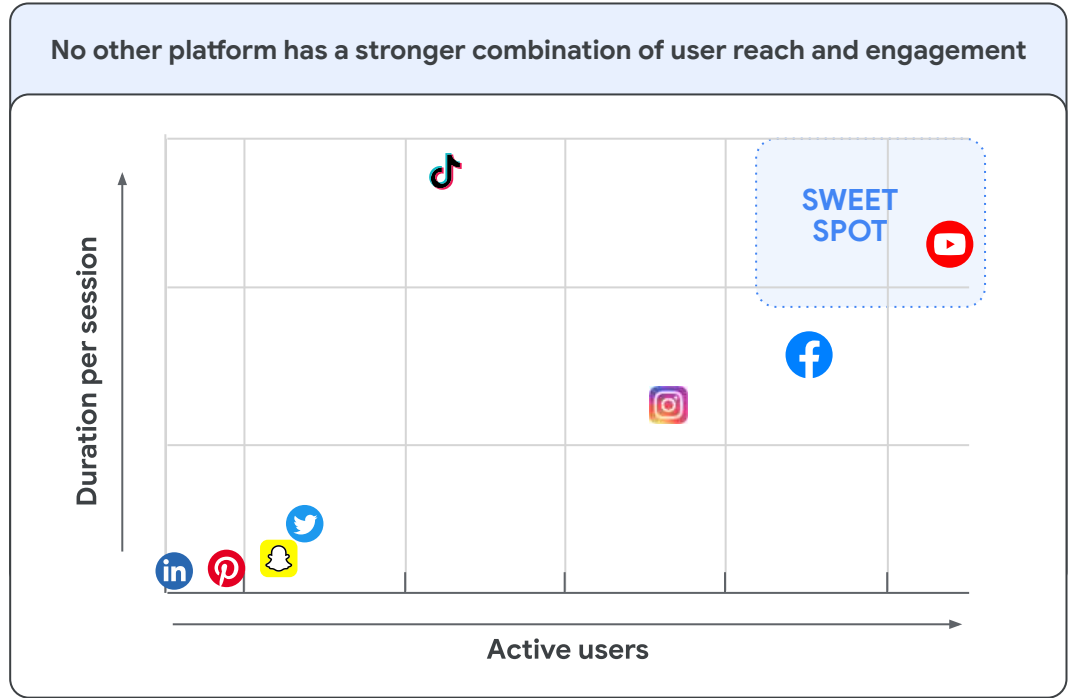


in-stream

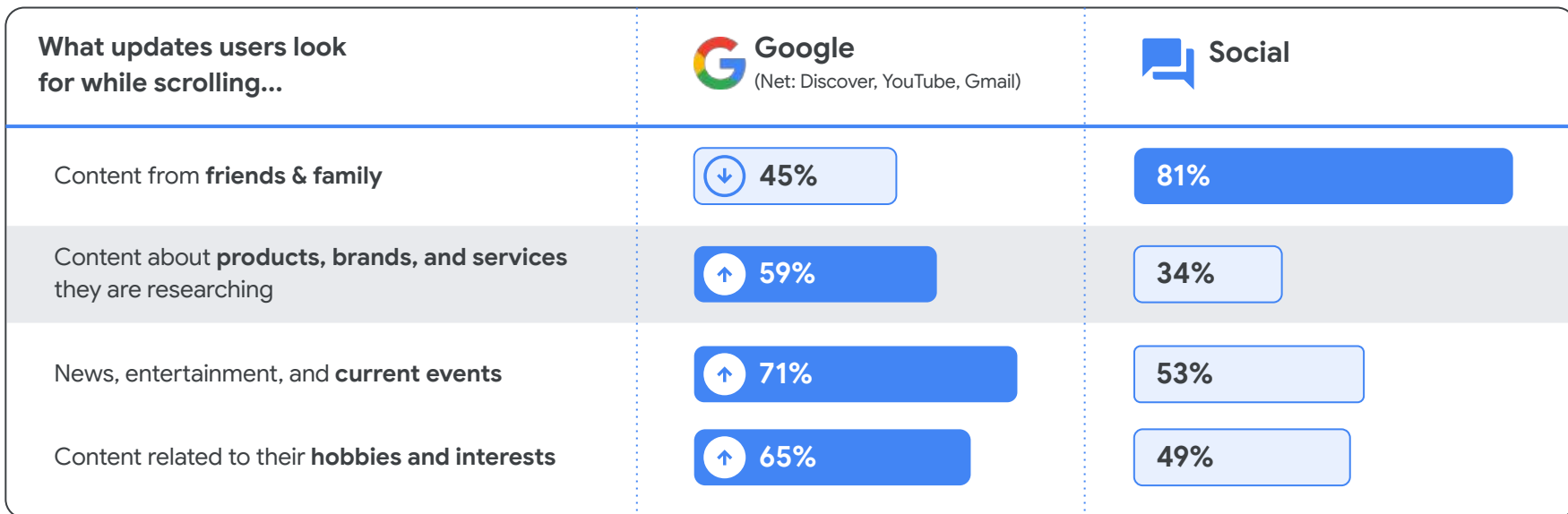




# YouTube: Broadest reach & deep user engagement



# Consumers are in the right mentality on Google Feeds: 91% of users have taken an action



Significantly higher than Social\*



Significantly lower than Social \*

Source: 1) Google/Ipsos, Google Feed Consumer Insights, April 2022, Online survey, US. Americans 18+ who use at least one Google feed (feeds defined as Google app, Chrome app, YouTube, Gmail) on a mobile device monthly or more often. \*95% confidence

02

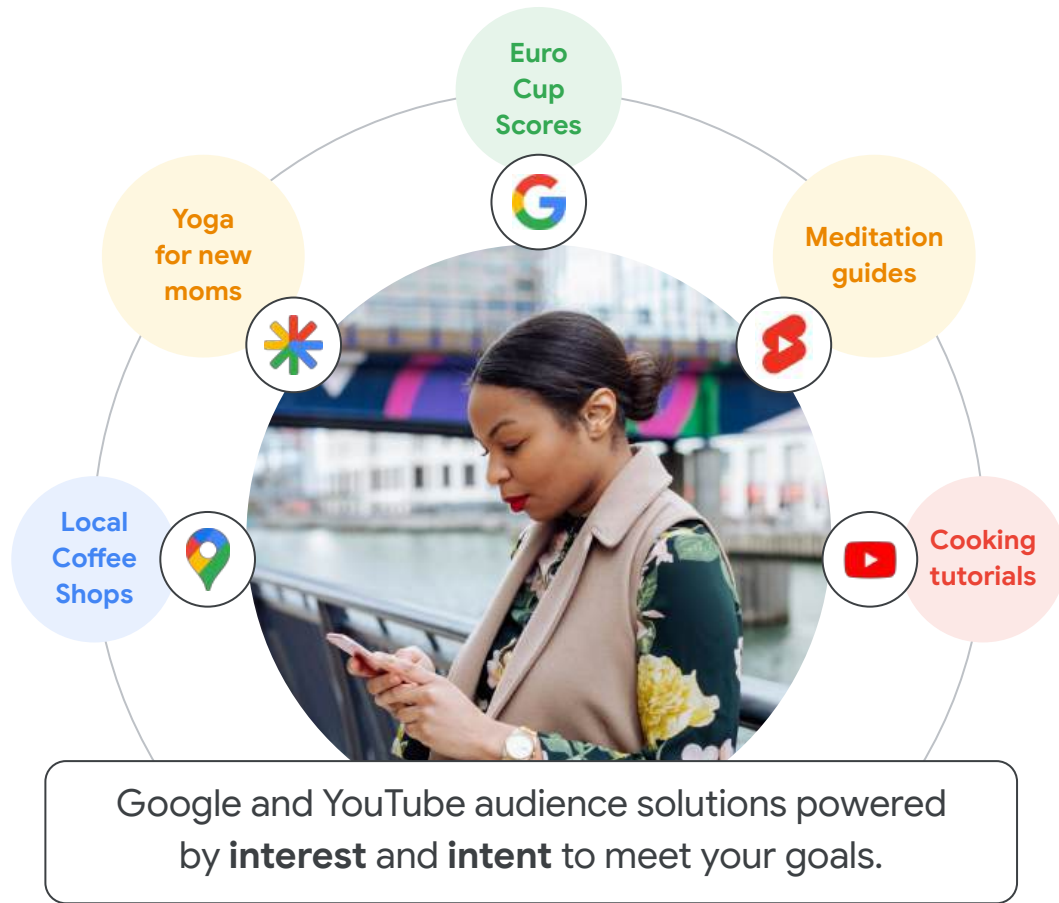
# Tailored Ad Experiences

Audience-first creatives  
that drive demand



# We package consumer mindsets

Our audience solutions can differentiate between a customer with **interest** vs. **purchase intent**



# NEW! | Creative insights to drive performance



**Understand performance at a more granular level. segmentation includes:**

- Skippable In-Stream
- In-Feed
- Shorts



**Segment performance at the campaign, ad group, ad and video-levels**

Drill down to understand how to best optimize your strategy to account for the difference in formats.



**Leverage learnings to drive further experimentation.**

Optimize your current campaigns based on learnings and determine additional tests that can be run based on the results

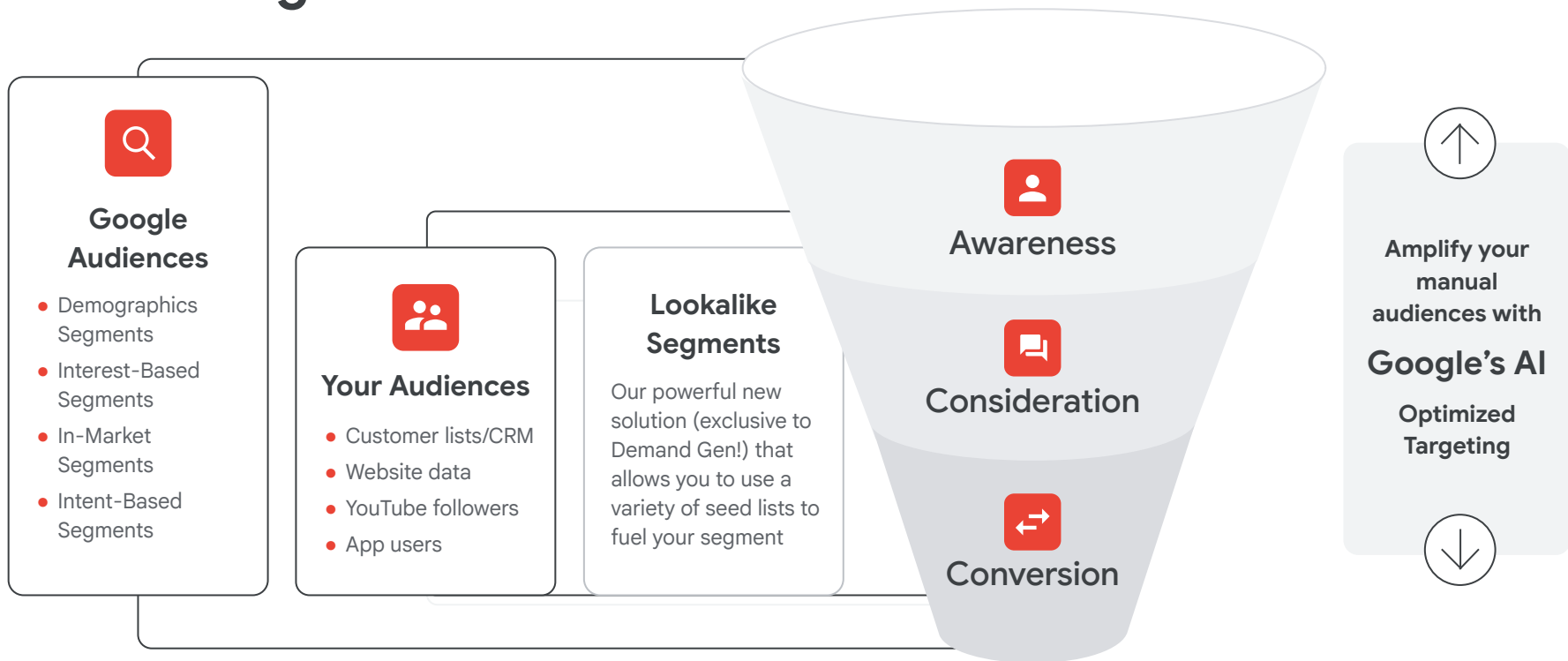
**NEW!**

# Creative Preferences



Create and assign assets for specific surfaces in Demand Gen campaigns!

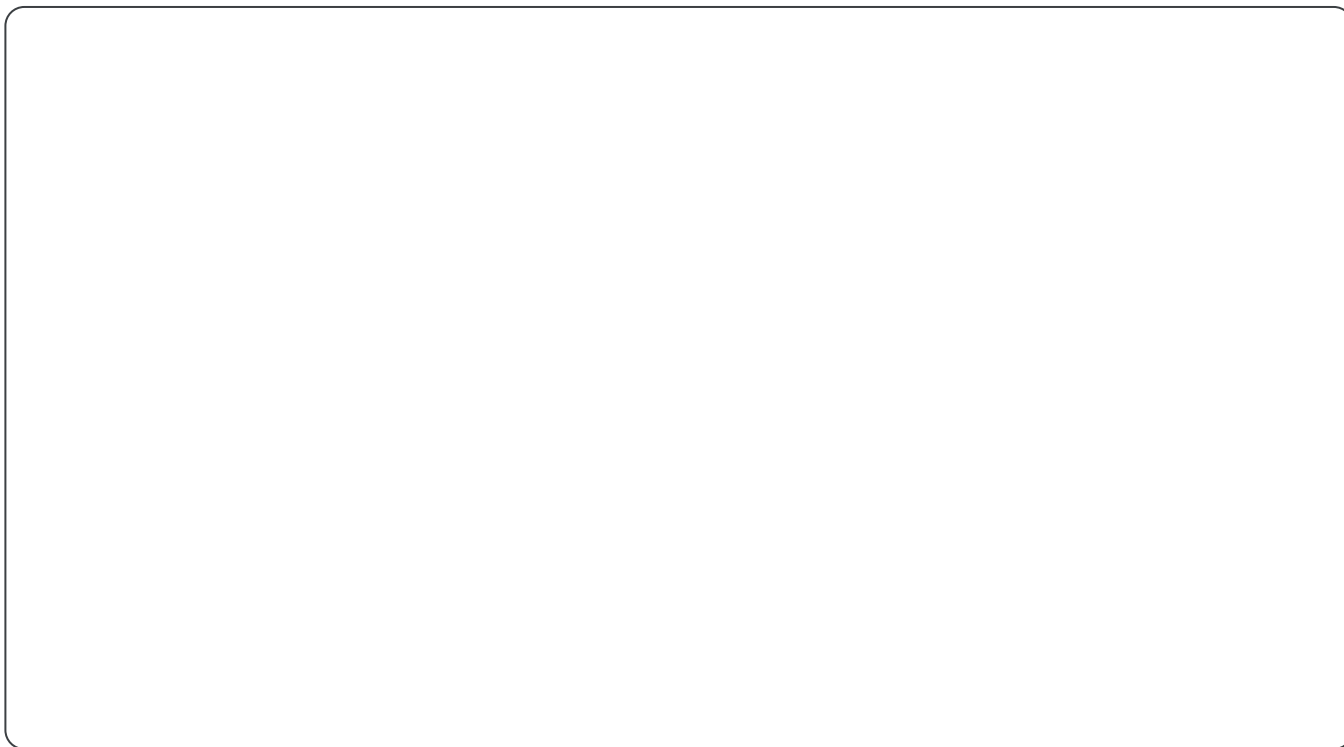
# Recreate the persona you're using on social platforms with Google



# Find untapped audiences with **Lookalike segments**



# Craft stronger ads with new ad creation flow & previews



# 03

# AI-Powered Bidding & Measurement

Fuel the funnel and measure the full value of campaigns

# Optimize for your unique goals with bidding powered by Google AI



## Maximize Clicks Bidding

Get as many high value users as possible to your website, within your budget.

- Optimize for website traffic
- Compatible with Image ads and video ads
- No conversion tracking required



## Conversion-Based Bidding

Bid against conversions that represent more efficient cost per conversions or total conversions to your business.

- Target CPA
- Maximize Conversions



## Value-Based Bidding

Bid against conversions that represent higher conversion values to your business.

- Target ROAS
- Max Conversion Value\*

\*Allowlisting required - Request your account team to help get allowlisted. Eligibility criteria apply.

# Measure value beyond the conversion with Brand Lift & Search Lift



Measuring beyond the conversion allows you to analyze consideration metrics, helping to understand your customers' perceptions, search impact, and more!



## Brand Lift

Understand the effectiveness of your ad, using data from surveys to measure whether you drove an increase in Awareness, Consideration, Purchase Intent, and more, of your brand or product.



## Search Lift

Analyze the increased likelihood a user has to search for a brand/product on Google.com and YouTube.com for your campaign in order to drive advertisers to optimize and understand the consideration of their brand.

# Prove impact through incrementality testing



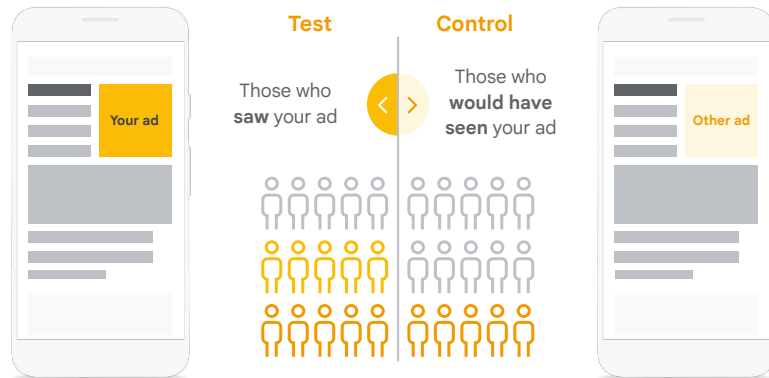
Understand whether an ad compelled customers to take an action and thus, prove the causal impact of Demand Gen through Google's incrementality solutions.



## Conversion Lift Based on Users

Incrementality helps to understand how many more conversions occurred via showing ads on a particular campaign type that they wouldn't have gotten otherwise.

Measure the change in consumer behavior directly caused by exposure of an ad by randomly withholding ads from users in a control group to measure lift driven by ads in the treatment group.



● Didn't convert    
 ● Converted **because** of this ad    
 ● Converted **regardless** of this ad

# 04

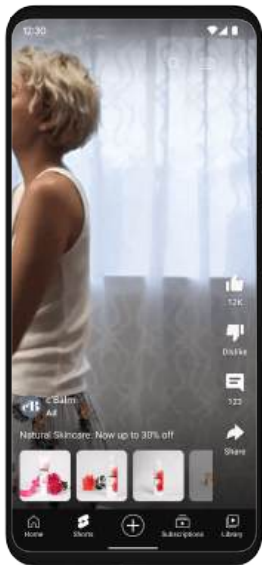
## Demand Gen for Complementary Performance

How to maximize your Google performance using Demand Gen

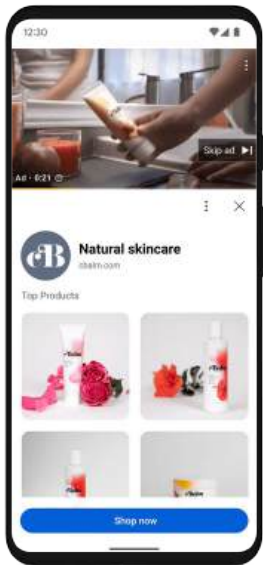
Demand Gen


# Create & convert demand with Demand Gen

Create and convert demand across YouTube and Google's most immersive experiences



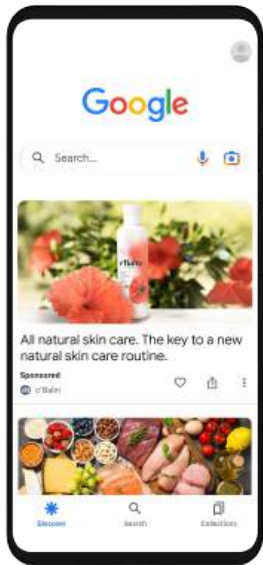
 YouTube Shorts



 YouTube in-stream



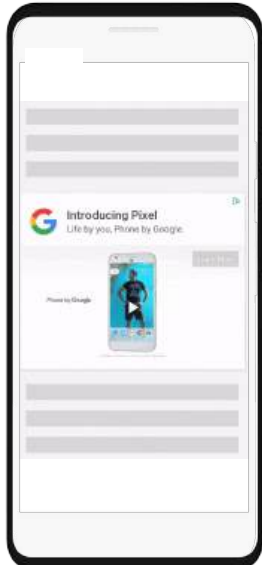
 YouTube Feeds



 Discover



 Gmail



 Google Video Partners

# Complement the **Power Pair** with **Demand Gen** to create new demand for key Online Sales & Lead Gen use cases



## Grow your volume on visual-first inventory

Maximize volume while implementing a lower ROAS target for Demand Gen's visual-first inventory relative to the Power Pair (or higher CPA target)



## Tailor your marketing for audiences & creative you care most about

Use tailored tactics to grow demand, including pinning creative to specific inventory types



## Lean more into YouTube

Use video-specific creative options and reporting to ensure you reach and engage with audiences on YouTube

14%

On average, advertisers that added Demand Gen to their Search and/or Performance Max campaigns saw 14% more conversions

# Demand Gen combines the best of Google & YouTube's visual surfaces, **powered by Google AI**



## Expanded Impact

Access to YouTube & Google's most immersive, personalized touchpoints

- Video, image and product feed ads across YouTube (Shorts, In-Stream, Home Feed & Search), Discover & Gmail
- Reach 3B+ users
- 70B+ global daily views on Shorts



## Tailored Ad-Experiences

Audience-first creatives that drive demand

- A/B Experiments
- Lookalike segments, Google segments & device targeting
- Creative & Audience Insights
- Simplified campaign set-up
- Performance planner
- Creative preferences



## AI-Powered Bidding & Measurement

Future-proof tools to measure the full value of campaigns

- Bidding for Conversion, Value-based, & Clicks
- Search Lift, Brand Lift & Conversion Lift
- Data-Driven Attribution
- Segment-by-format reporting

# Demand Gen campaigns drive results



**6% more  
conversions per  
dollar**

On average, advertisers who run both image and video ads with Demand Gen campaigns see **6% more conversions per dollar** than those running image-only ads in Discovery campaigns.

## Additionally

1. On average, advertisers drove **5% more conversions per dollar** with Demand Gen campaigns compared to Discovery campaigns.
2. On average, advertisers who run image-only ads with Demand Gen campaigns drove **4% more conversions per dollar** than those using Discovery campaigns.

05

# Best Practices

# Best Practices Overview



## What are Demand Gen best practices?

Best Practices are our recommended strategies for ensuring your Demand Gen campaigns are set up for success. These best practices span across conversion health, campaign structure, bidding, budget setting, creatives, and audiences.



### Conversion Health

- Conversion Setup
- Appify & Deep Linking
- Sitewide Tagging
- Enhanced Conversions
- Data Driven Attribution (DDA)



### Campaign Structure

- Learning Period
- Ad Group Consolidation
- Product Feeds



### Bidding Strategy

- tROAS and tCPA
- Max Conversions
- Max Clicks
- Bid Strategy Report



### Budget Setting

- Total Budgets
- tCPA
- Max Conversions
- tROAS



### Creatives

- Image Creatives
- Video Creatives
- Image + Video
- Creative Variants
- Text and Captions
- Experiments
- Policy



### Audiences

- Optimized Targeting
- Customer Match/1P
- In-Market
- Lookalikes
- X-Campaign Audiences

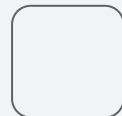
# End of product deep-dive



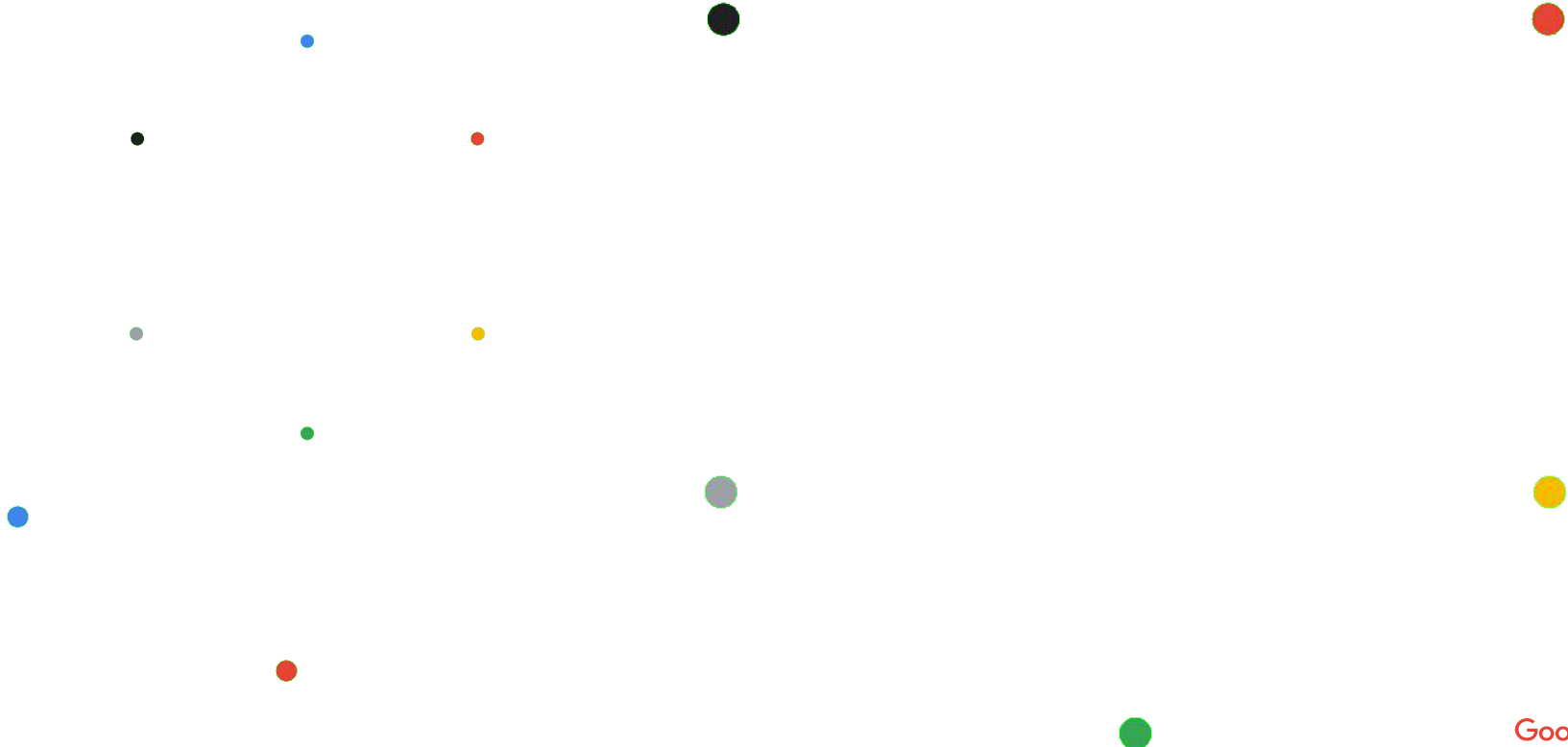


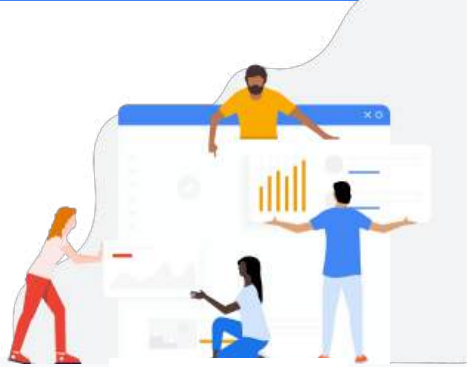
# Share Your Thoughts on this workshop

Your Feedback Guides Our Next Workshop



# Any Questions?





Google

Thank you

