



## Google Marketing Live

The performance promise of AI coming to life

Updated: May 31<sup>st</sup> 2024

**Better decisions, faster.**



## AI dominates Google Marketing Live

### AI-Powered Ad Creation and Optimization

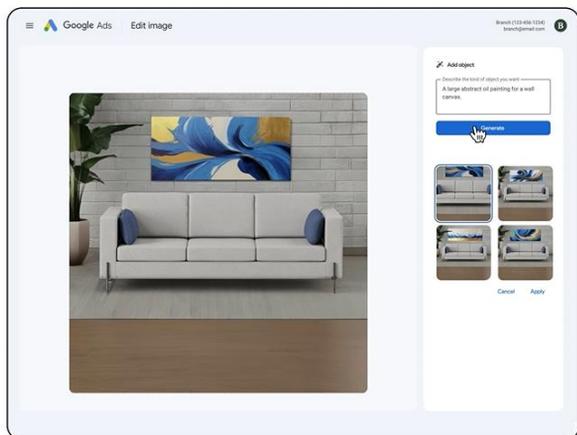
After recent cloud and developer events, Google's primary ad revenue streams became the focus of [Google Marketing Live 2024](#).

Six Google products now reach over [two billion users](#), so innovations announced here scale very quickly.

The primary theme was how [AI is transforming various aspects](#) of advertising and marketing, [including ad creative, expanded experiences, brand narratives, and upgraded measurement](#). Google also shared a complete [specification of products with us](#).

Google announced several AI-powered tools to help advertisers [create and optimize ad creatives](#) at scale.

Performance Max campaigns can now [generate high-quality ad variations](#) at a mass scale while adhering to brand guidelines using generative AI. Advertisers can upload font, color guidelines, and image references for AI to generate on-brand assets.



New [image editing capabilities in Performance Max](#) allow adding objects, extending backgrounds, and cropping images to fit any ad format using AI. Retailers can [highlight products](#) from their [Merchant Center](#) feeds.

AI will recommend [product placements in different contexts to](#) inspire creative exploration. Google Ads and Search Ads 360 will soon allow users to effortlessly use [natural language prompts](#) to filter data and build reports with visuals.

### Immersive and Interactive Ad Experiences

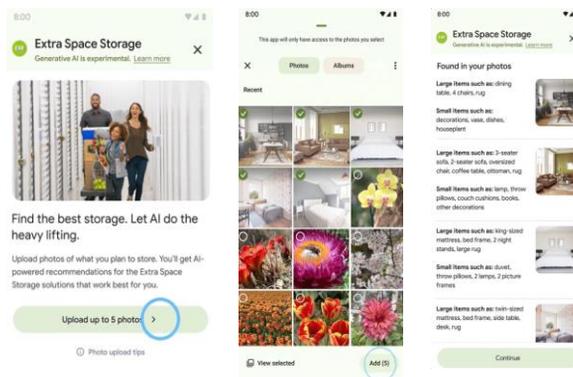
Generative technologies hold significant promise to provide more engaging and personalized ad experiences. Although early [problems with AI Overviews](#) have been reported.

Google claims the new AI Overviews drive better engagement, more searches, and higher-quality clicks to date. [Search ads appeared above and below AI Overviews](#).

Ads [native to AI overviews](#) deeply embedded in knowledge graphs will be tested to better respond to use intent.

[One in four of the 12bn](#) visual searches per month have commercial intent, and [video search](#) is also coming soon. [Shopping ads are now appearing in Google Lens](#) searches.

AI-powered recommendation ads are being tested to guide users through complex purchases by taking multimodal inputs like photos and providing tailored recommendations.



For example, a [storage company ad](#) guides the user through photographing items and calculating storage needs with the transaction completed on the brand site.

Google research illustrates that [confident consumers](#) are far more likely to buy, so it should be more helpful; other examples include:

- [Virtual try-ons](#) for [apparel ads](#) let shoppers see how clothes fit on different body types.
- [360-degree view ads](#) showcase products in a 3D spin using just a few product images.

Better decisions, faster.

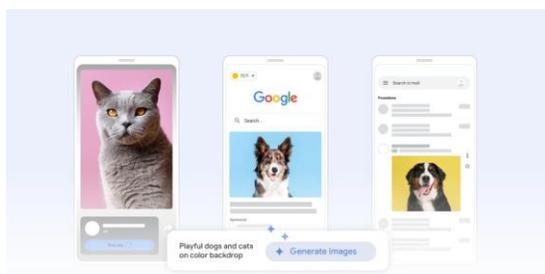


## Brand Showcasing and Visual Storytelling

As AIs automate ad creative and placement optimization, there is a danger that ads will become homogenous. Therefore, brands must focus on [leveraging their distinctive assets](#), telling stories, driving purpose, and addressing unmet needs.

Google announced [several tools to help merchants better showcase their brands](#) and create visual content.

[Demand Gen](#) was launched last year to apply automation and performance principles further up the funnel. [Generative image tools](#) and [animated ads](#) have been launched for English-language advertisers in Demand Gen.



Demand Gen campaigns can reach up to [three billion users monthly](#) across YouTube, Discover, and Gmail with vertical video ads, stickers, and animated image ads. It will soon expand to DV360 and Search 360.

Meanwhile, audience [lookalike thresholds will be reduced](#) from 1000 users to 100, enabling the targeting of smaller niche audiences.

Product feeds are essential to Demand Gen's success, driving [33% more conversions](#) at the same CPA.

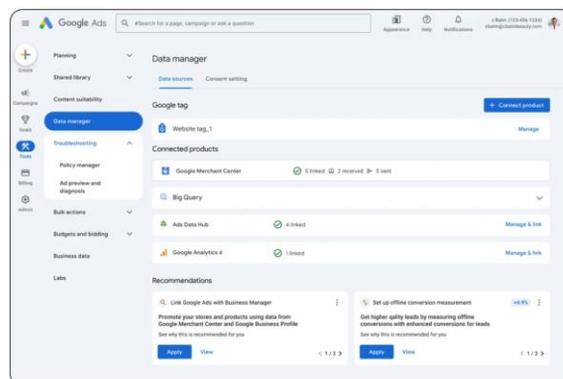
YouTube Shorts has scaled to 70bn views per day-vertical [assets improve view-through rates by 40%](#). Interactivity drives higher engagement, so [stickers for YouTube Shorts](#) ads were announced at GML.

[Product Studio](#) will allow AI to generate [brand/style-aligned](#) images and videos from a single product photo. New [visual brand profiles](#) on Search will highlight brand imagery, videos, customer reviews, deals, and shipping policies from Merchant Center data.

## Data Management and AI Measurement

AI also applies to measurement and data management, accelerating learning and simplifying governance across complex campaigns.

The Ads [Data Manager](#) tool, which helps activate first-party-data-enabled campaigns, is [now fully rolled out](#). Widely dispersed first-party data sources from email lists, conversion data, or surveys can be connected in one place.



Simplify the process of connecting and using your first-party data with Google Ads Data Manager

Profitability will be a [performance goal in Pmax](#) and standard Shopping campaigns. Tests have shown a 15% uplift in profitability.

[Measurement Diagnostics](#) hub in Google Ads and Campaign Manager 360 will provide personalized recommendations to validate and troubleshoot measurement setup.

[Meridian](#), Google's open-source marketing mix model, will be rolled out globally in 2024 to help marketers confidently measure their strategy's impact.

[Google Analytics 4](#) will allow benchmarking performance against similar businesses and integration of non-Google campaign data.

AI tools are enabling a transformation from a linear process of creative media and measurement to a [continuous flywheel of growth](#).

The key to success is understanding the [users' intent](#) at any given moment to generate the most powerful experience possible.



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