



Google Marketing Live

The performance promise of AI coming to life

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Better decisions, faster.



AI dominates Google Marketing Live

AI-Powered Ad Creation and Optimization

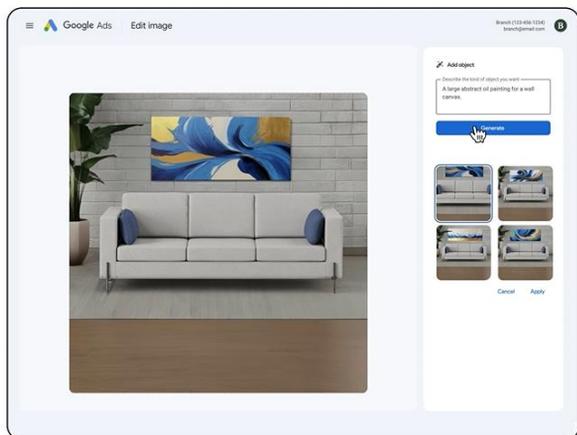
After recent cloud and developer events, Google's primary ad revenue streams became the focus of [Google Marketing Live 2024](#).

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

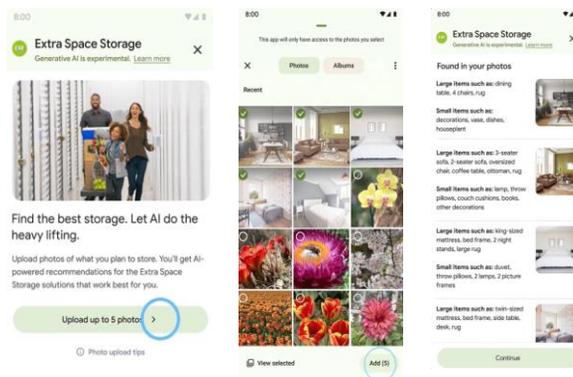
Generative technologies hold significant promise to provide more engaging and personalized ad experiences. Although early [problems with AI Overviews](#) have been reported.

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.

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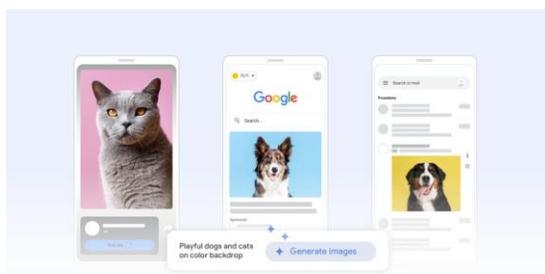


Brand Showcasing and Visual Storytelling

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.

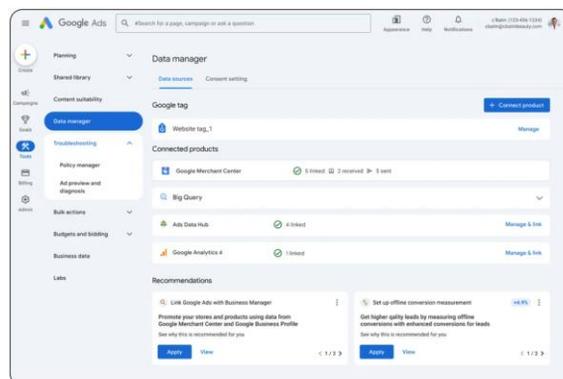
YouTube Shorts has scaled to 70bn views per day-vertical [assets improve view-through rates by 40%](#). Interactivity drives higher engagement, so [stickers for YouTube Shorts](#) ads were announced at GML.

[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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