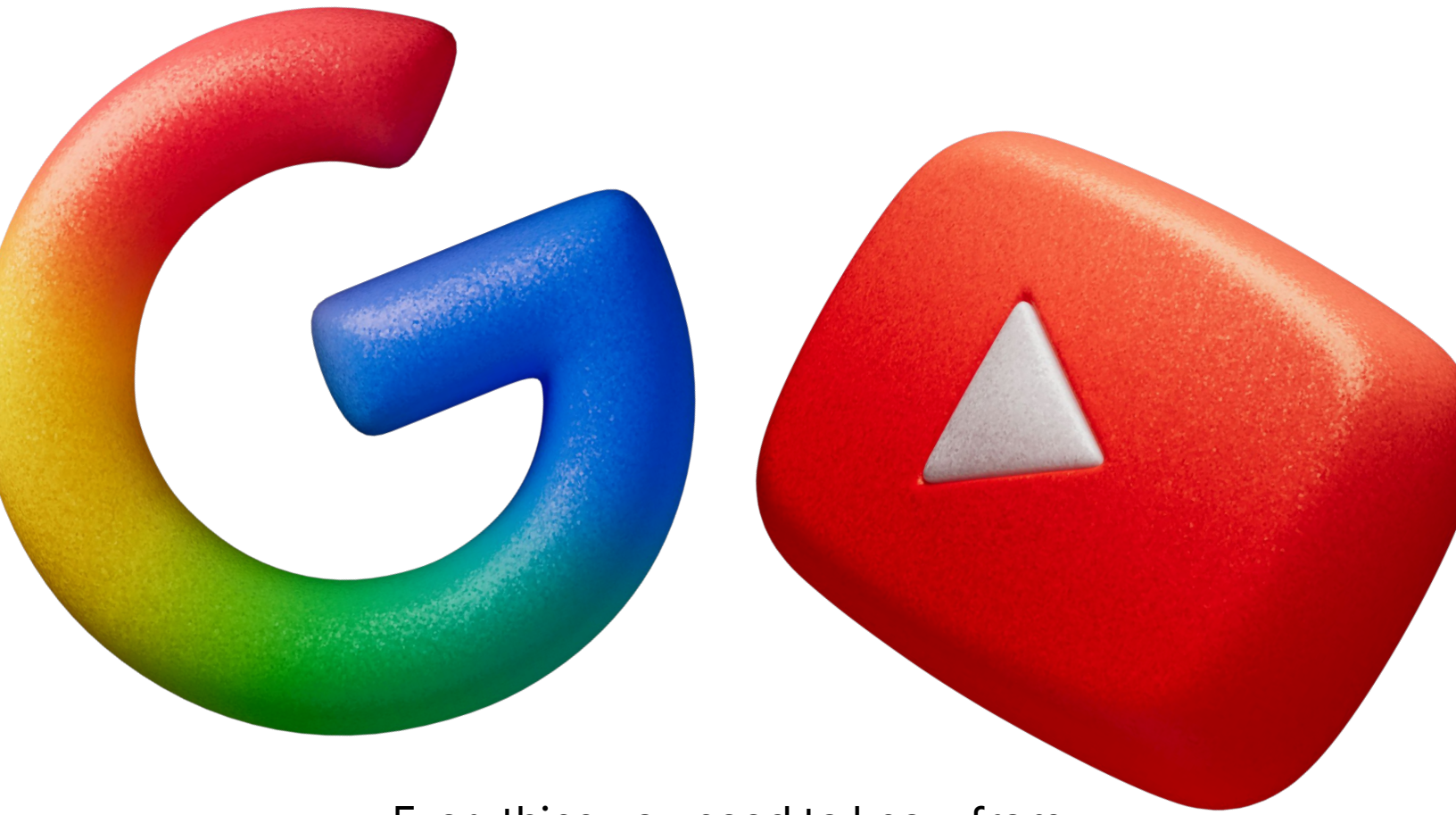


Your competitive advantage in the AI era



Everything you need to know from

**Google
Marketing
Live**

2026



Marketing at the speed of AI

Foreword from **Vidhya Srinivasan**,
VP/GM of Ads and Commerce at Google

We are living through the most profound shift in the history of marketing. As consumer habits evolve, Gemini is the AI engine driving our next generation of ads.



At Google Marketing Live, we shared **how we're delivering solutions that address your priorities:**

You asked where Search is headed.

We are bringing ads to AI Search experiences to help you win in this new landscape.

You asked about agentic commerce.

We are building the infrastructure to power the future of online sales — in partnership with the industry.

You asked how to unlock performance on YouTube.

We are delivering new tools to drive demand and measurable, bottom-line conversions.

You asked for help to generate creative.

We are bringing generative AI tools to Google Ads so every business can create high-performing ads.

You asked how to use data to make better media investment decisions.

We are providing the foundations for solid measurement.

You asked us to take the burden off execution.

We are developing powerful AI agents that make a difference across our ads platforms.

We have the engine. You have the ambition. Let's put them to work together. Read on for the top takeaways from Google Marketing Live and how to apply them to your business.

Key Google Marketing Live takeaways

Search

AI is the **best thing that has ever happened to Google Search.**

Agentic Commerce

A paradigm shift that removes friction, **turning curiosity into checkout.**

YouTube

Build your **brand or drive performance?**
On YouTube, **you can do both.**

Creative

Build hard-performing creative **at scale, in real time.**

Measurement

Data strength and measurement are the **foundation for growth.**



Search

AI is the **best thing** that has ever happened to Google Search

We've been on a journey to bring together the best of a search engine with the best of AI.

We started this massive transformation when we introduced **AI Overviews**. And just a year ago, we launched **AI Mode**, which allows you to have a back-and-forth with Search.

AI Mode is completely changing the way people search and discover.

As people have learned how much more Search can do, they've started bringing more questions. So much so that **last quarter, we saw Search queries reach an all-time high.**¹

**1B**

AI Mode has surpassed **1 billion** monthly users²

3X

AI Mode queries are **3X as long** as traditional Search queries³

To win in the new era of AI-powered Search, you need **AI-powered ads**



For consumers, the age-old trade-off between a smart decision and a fast decision is over.

With Google Search, deep, thoughtful, and personalized research is now possible at the speed of an impulse buy.


As Search becomes more intelligent, the ads do, too.

We aren't just bringing ads to AI Search experiences; we are reinventing what an ad is in that context.

Direct Offers give your highest-intent customers something special at the exact moment they're ready to buy. We're bringing them into AI Mode as a seamless part of the conversation.


AI-powered Shopping ads show people a curated list of products based on the exact criteria they're searching for — no matter how long or complicated the query.

Now you can even **chat with ads**. These agentic ads are built with Gemini to get more qualified leads in your pipeline.



In the new era of Search, the best ads are just answers. Be the answer customers are looking for with

AI Max for Search and Performance Max. [Learn more](#) 

How do you show up in AI Search? Lead with what only your brand can say, focus on helpful content, and be agent-ready. Get the [latest SEO guidance from Google](#) 

Google gives you a **direct path to growth** in the era of agentic commerce

Google has built the foundation for agentic commerce that works for retailers and merchants.


It starts with the **Shopping Graph**. With more than 60 billion listings,⁴ this dataset — supercharged by Gemini, Search, and YouTube — understands intent like never before.

We recently introduced the **Universal Commerce Protocol (UCP)**, a new industry standard built with leaders like Shopify, Etsy, Wayfair, Target, Walmart, Amazon, Meta, Microsoft, Salesforce, and Stripe. **UCP** serves as a common language, connecting agents and merchants effortlessly without custom code.

UCP allows live data — including inventory, loyalty, and checkout benefits — to flow directly to the customer in real time. This facilitates discovery and reduces friction during key moments like checkout, while ensuring you retain full control over your relationships and data.

With **UCP**, we are making the entire journey more seamless — moving customers from discovery to decision in ways never before possible.



Make sure you have **rich feeds with all your product details** in **Merchant Center**. High-quality feeds are the best way to be discoverable in conversational Search. It's the difference between not showing up and being the exact answer. [Learn more](#) 

Build your brand, or drive performance? On YouTube, you can do both



At Google Marketing Live, we addressed marketers' top questions about performance on YouTube.

What makes YouTube the best platform for performance marketers right now?

It comes down to audiences and attention. Virtually everyone in the U.S. is on YouTube.*⁵ That's a unique audience you can't find anywhere else. **45% of YouTube Shorts users aren't on TikTok, and 65% aren't on Instagram Reels.**⁶ Our viewers are leaned in, engaged, and deeply trust YouTube creators. This attention and trust translate into purchase decisions.

YouTube is **No. 1 in streaming watch time** and has been for 3 years, beating out Netflix, Amazon Prime Video, and Disney.⁷

30%

In just the second half of the last year, we made hundreds of enhancements to Demand Gen that drove a **30% increase in conversions** on average.⁸

How can I get the best possible performance on YouTube?

The answer is Demand Gen. **Adding Demand Gen to Search and Performance Max campaigns drives 10% higher ROAS and 12% higher sales effectiveness on average.**⁹ Built with Gemini, Demand Gen uses high-value signals from YouTube and Google Search to capture billions of moments of intent — predicting what your customers want next by turning discovery into demand.

*According to Nielsen, YouTube reached over 244 million people aged 18+ across devices in the U.S. in November, which is 91% of the U.S. population 18+⁵

Change the conversation with your CFO

How do I know my YouTube campaigns are paying off?

To measure YouTube's true impact, focus on what counts as a real view, how to assign credit across channels, and long-term value.

Not all views are equal. YouTube uses **Engaged View Conversions** — the gold standard — ensuring someone chose to watch your ad before purchasing, rather than just scrolling past.

Campaign Type Attribution provides an apples-to-apples comparison by highlighting every conversion Demand Gen contributes to.

Look beyond the initial 30 days. When accounting for immediate sales and brand equity, **YouTube drives 86% higher incremental long-term ROAS than paid social.**¹⁰

Adopt **Demand Gen** to create, capture, and convert demand. New features announced at GML include Maps inventory, expanded Product Feeds, and more ways to integrate creator assets into your campaigns.

[Learn more](#) 

Build ads that work at scale

Creative is the ultimate driver of ad effectiveness, contributing to nearly **half of incremental sales**.¹¹

Yet keeping pace with the constant demand for fresh, high-quality content has long been a massive bottleneck. Google is solving this friction, **helping you build and scale high-quality creative that performs**.

By integrating our most advanced AI models — including Gemini and Veo — directly into **Asset Studio**, you can now build, scale, and test professional-grade assets in minutes.

Whether you are pulling assets from tools like Product Studio or Pomelli — a new tool from Google Labs that helps small businesses generate high-quality, on-brand creative assets — or even third-party tools like Canva and Adobe, everything connects seamlessly.

This allows you to scale high-performing storytelling across YouTube, Search, and Discover while maintaining total control over your brand guidelines. With **built-in, one-click A/B testing**, you can confidently let your biggest ideas take flight and turn them into high-performing ads that scale like never before.

Centralize your production in **Asset Studio** across your first- and third-party creative tools to generate **high-quality creative** and turn it into **high-performing ads**.

[Learn more](#) 



Data strength and measurement are the foundation for growth

Measurement is no longer just tracking; it's the competitive engine fueling your AI. To navigate today's journeys, successful marketers rely on a **modern measurement playbook** anchored in **three pillars**.



Data strength

In a fast-moving market, the rewards of getting your data right compound quickly. Maximize your signals by connecting sources in Data Manager and Google tag gateway.


Causality

To move at the speed of AI, you need timely, trustworthy signals. We've introduced **Attributed Branded Searches (ABS)** for short-term intent and **Qualified Future Conversions (QFC)** to prove long-term impact.



Unified view

Meridian, our next-generation open-source MMM, provides a complete view of performance. Now integrated into Google Analytics 360, it serves as your data command center.

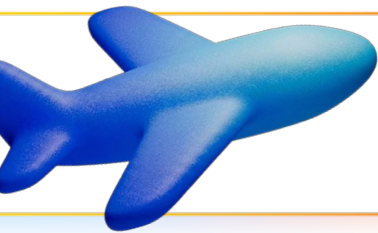
Deploy **Google tag gateway** to build your data strength and make measurement your decision and growth engine. [Learn more](#) 

Brands winning in the AI era

AI MAX

Lufthansa Group takes performance to new heights

Reaching today's travel bookers — where intent shifts across destination, timing, and trip type — can require thousands of ad variations. With **AI Max**, Lufthansa Group served relevant ads to match longer queries.



The result: Lufthansa Group met customers in their exact moments of inspiration, **increasing conversion rate by 16% and boosting ROAS by 24%.**

DEMAND GEN

General Motors drives online and dealership traffic

A car isn't an impulse buy, so GM needed to find consumers early in their research phase and stay with them until they drove off the lot. Pairing premium YouTube placements with Demand Gen successfully bridged brand storytelling with local sales. This approach engaged shoppers from research to dealership across GM brands.

The result: GM's full consumer journey strategy across its portfolio drove a **3X return on investment for the brand** on YouTube.



DATA STRENGTH

Dr. Martens boots data strength into profitable growth

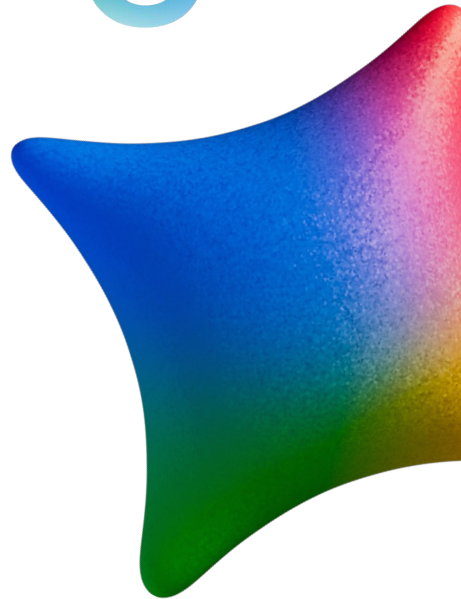
To secure long-term growth, Dr. Martens shifted focus toward its high-margin products. The brand fed its first-party margin data directly into Performance Max to optimize campaigns for the strongest financial returns, not just easy conversions.



The result: By strengthening its data and optimizing for actual product profitability, Dr. Martens **drove a 16% revenue.**

Make the Gemini advantage your **business** advantage

We are putting the Gemini advantage directly into your hands with harder-working ad formats built for the AI era, and better campaign performance that drives **real business results**.



Jump-start your next campaign on [Accelerate with Google](#). 



1. Google I/O 2026.
2. Google I/O 2026.
3. AI Mode searches are on average 3X as long as traditional Searches. Source: Google Internal Data.
4. There are more than 60 billion listings in Google's Shopping Graph. Source: Google Internal Data, Global Commerce, April 2026.
5. According to Nielsen, YouTube reached over 244 million people aged 18+ across devices in the U.S. in November, which is 91% of the U.S. adult population 18+. Source: Nielsen Media Impact; Nov. 1, 2025-Nov. 28, 2025; Computer/Mobile/CTV; Total Reach.Nielsen Media Impact; Nov. 1, 2025-Nov. 28, 2025; Computer/Mobile/CTV; Total Reach.
6. According to a survey conducted by GWI, in the U.S., 45% of YouTube Shorts users don't use TikTok and 65% don't use Instagram Reels. Source: GWI, all internet users aged 18+, Feb. 2025.
7. According to The Gauge report by Nielsen, YouTube has been No. 1 in streaming watch time in the U.S. for three years (ahead of Netflix, Disney and Prime Video). Source: Nielsen Gauge U.S., Feb. 2026.
8. In the second half of 2025, we introduced hundreds of improvements to Demand Gen campaigns that, on average, are driving a 30% increase in conversions or conversion value for advertisers, according to an internal experiment (Global, H2 2025). Source: Google Internal Data, Global Demand Gen Experiment results, H2 2025.
9. Based on a Nielsen MMM meta analysis, on average, adding Google AI-powered Demand Gen to Search and Performance Max campaigns delivers 10% higher ROAS and 12% higher sales effectiveness than those without Demand Gen. Source: Nielsen MMM meta analysis commissioned by Google in 2024 that measured Google AI-powered Search ads; research spanned 1.1 million campaigns across 104 weeks from food, beverages, restaurants; home & personal care; retail; branded apparel & durables; telecommunications; and automotive verticals between 2022 and 2024; ROAS defined as incremental sales per \$ spent; sales effectiveness defined as incremental sales per 1,000 impressions.
10. According to a Google-commissioned custom MMM meta-analysis with Circana in the U.S., on average, YouTube drove 86% higher incremental long-term ROAS than paid social. Source: Circana, LLC, MMM meta analyses commissioned by Google in 2025 that measured the long-term impact of media via brand equity pathways; research included 20 brand-level observations derived from 40 MMM models spanning 104 weeks across 10 U.S. CPG brands in the home care, personal care, beauty, food & beverage verticals (2023-2024); ROAS defined as incremental sales per \$ spent for total Google media.
11. Advertising creative drives nearly half (49%) of incremental sales and remains the most critical driver of advertising effectiveness by a wide margin. Source: NCSolutions, 2023.

Google

