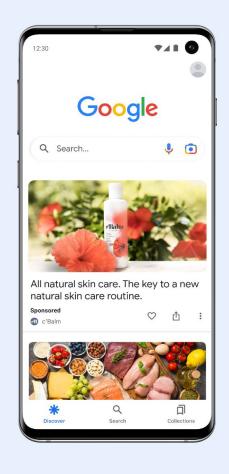


Demand Gen Implementation Guide



August, 2023

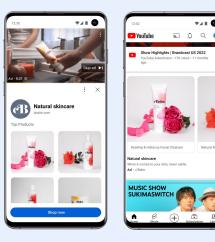
Let's talk about Demand Gen

Demand Gen campaigns help advertisers find and convert consumers with immersive, relevant, and visual creatives that grab attention and spur action in the right moment.

Key Benefits

- Expanded impact with access to YouTube & Google's most immersive, visual touchpoints
- 2. Tailored ad experiences that use audience-first creative that drives demand
- 3. Al-powered bidding & measurement that fuels the funnel and measures the impact





YouTube Shorts YouTube in-stream YouTube in-feed

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 All natural skin care. The key to a new natural skin care routine.
 All Natural Skin

 Matural skin care. The key to a new natural skin care routine.
 All Natural Skin

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 Concle
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Discover

Centre 100 centre

Gmail

741 0

Tailored ads powered by Google Al help advertisers find and convert consumers with dynamic, relevant, and multi-format creatives that grab attention and spur action in the right moment.







Construction How-To



Other Resources & Support

01

Demand Gen Launch Guidance



Beta Testing Guidance

Launch Guidance

Audience	Try replicating your audience approach from comparable Social or Video Action campaigns, and try testing Lookalikes. Running the same audience as your existing campaigns will not affect performance.
Budget	Conversion based bidding: set a daily budget equal to 15x your Expected CPA Value based bidding: set a daily budget equal to 20x (expected average conversion value / tROAS)
Bidding	Try similar bid levels to your Social or Video Action campaigns, and set your conversion attribution window to <28 days.
Creative	Leverage existing social video and image creative assets.
Duration	We recommend a minimum of 4-6 weeks test duration . Make sure to factor in conversion delays, and extend the duration if need be to avoid unexpected performance issues.
Evaluation Benchmark	Evaluate performance against your comparable social campaigns. Previous Discovery or Video Action campaigns can be used as a secondary benchmark.

*To avoid a cold start, set a minimum viable daily budget of at least \$100 per ad group. Ad groups with more than 50 conversions perform better, so optimize your campaign level budgets to maximize conversions volume.

02

Demand Gen Construction How-To

Construction How-To: Campaign Set-Up

Choose your campaign objective

Demand Gen will appear under:

- Sales
- Leads
- Website Traffic
- Create a campaign without a goal's guidance

🔥 New campaign	Q Search for a campaign		Appearance Help Notifications
Vhat's your campaign object	ctive?		
Choose your objective			
Q	ence to the goals and settings that will wo		
\Diamond	õ	iii.	+:
Sales Drive sales online, in app, by phone,	Leads Get leads and other conversions by	Website traffic Get the right people to visit your	Product and brand consideration
or in store	encouraging customers to take action	website	Encourage people to explore your products or services
	Ð	0	ŵ
Brand awareness and reach	App promotion	Local store visits and	Create a campaign without a
Reach a broad audience and build awareness	Get more installs, engagement and pre-registration for your app	promotions Drive visits to local stores, including	goal's guidance Choose a campaign type first,
anateness	pre registration for your app	Drive visits to local stores, including restaurants and dealerships.	without a recommendation based on your objective.

Select Demand Gen

The option to select a Demand Gen campaign will be in the same Google Ads location you know and love, alongside the other Google campaign types you know and love.

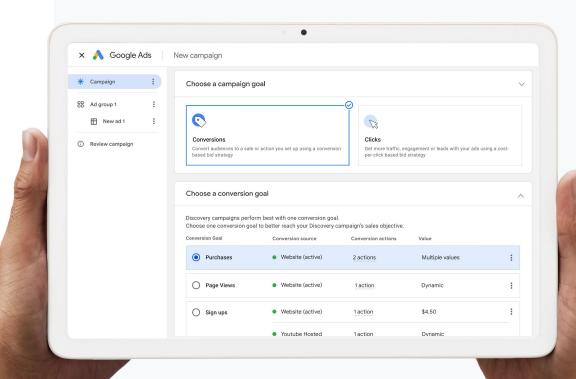
* Campaign	:	Select a campaign type			
88 Ad group 1	:				
 Review campaign 		Search Get in front of high-intent customers at the right time on Google Search	Performances across all of Google with a single campaign. See how it works	Display Reach customers across 3 million sites and apps with engaging creative	Shopping Showcase your products to shoppers as they explore what to buy
		Video Reach viewers on YouTube and get conversions	Demand Gen Run ads on YouTube, Gmail, Discove, and more		
					Cancel

Choose your conversion goal

(if your campaign goal is conversions)

To drive the best performance with Demand Gen, make sure you are selecting **only one** conversion goal per campaign.

Note: if you do not have conversion actions set up in your account, you will be prompted to set up a new conversion action. You do not require conversion tracking set up for Maximize Clicks bidding.



Enter your desired campaign settings

If you're using Demand Gen for the first time or don't know where to start, we recommend selecting:

Location: Country level

Bid Strategy (Conversions): for conversion campaigns, start with Maximize Conversions until you reach >50 conversions. Then, if you know your desired CPA, switch to tCPA.

Bid Strategy (Value): value-based bidding features will appear in Google Ads for eligible campaigns/accounts. Your account should:

- Have 100+ Demand Gen campaign conversions to use Max Conversion Value
- Have 75+ Demand Gen campaign conversions (10 of which occurred in the last 7 days) to use tROAS bidding

Bid Strategy (Clicks): for click campaigns, use Max Clicks bidding.

Note: You should not change the conversion goal when switching from tCPA to tROAS.

* 0	ampaign	Select locations to target ⑦	
E	d group 1 : B New ad 1 : eview campaign	 All countries and territories United states and Canada United States Enter another location 	
		Languages Select languages to target ⑦ Languages All languages targeted	^
		Bid strategy	^
		How do you want to optimize your ad delivery? Choose a goal Conversions (recommended)	

Enter your desired budget

Once you've selected your settings, make sure you support your campaign with a sufficient budget based on your bid type selection:

tCPA Bidding: Set a daily budget of at least 15x tCPA

Max Conversions Bidding: Set a daily budget of at least 15x your expected Average CPA

Max Clicks Bidding: No minimum budget required

tROAS Bidding: Set a daily budget of at least 20*(Expected Avg. Conversion Value / tROAS)

Max Conversion Value Bidding: Set a daily budget of at least 15x expected average CPA

Note: To avoid performance volatility, set a minimum viable daily budget of at least \$100 per ad group. Ad groups with >50 conversions perform better.

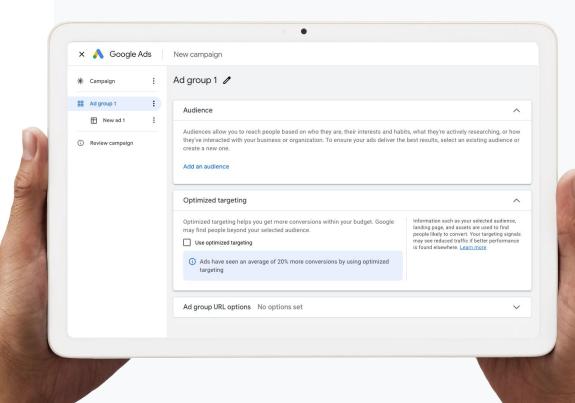
🗙 , Google Ads	New campaign	
* Campaign	Bid strategy	^
Ad group 1 ⋮	How do you want to optimize your ad delivery? Choose a goal Conversions (recommended) Set a target cost per action Target CPA \$ 5.50	
	Budget and date	~
	Enter a budget amount Daily budget \$ Choose a start date Start date Apr 2nd, 2023 * (i) By default, your budget will be distributed across all of your ad groups with an optional ad group spend limit. To set a	

Choose your desired audiences

You can add a new audience, and/or select any existing audiences that you have previously built in Google Ads.

Tip: to maximize performance, we recommend that you:

- Enable optimized targeting from Day 1 to add scale and efficiency (this can be de-selected at any time)
- Use at least 1 In-Market Audience in your campaign
- Test Lookalike Segments
- Include all relevant audiences themes in one ad group to consolidate model learning



Choose your desired ad formats

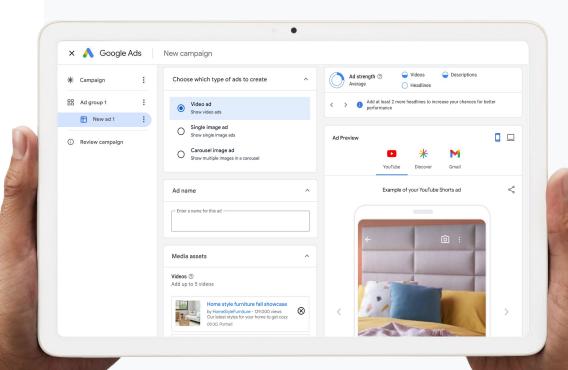
Select your desired ad formats, and follow the guided flow to supply the necessary assets. With Demand Gen, you can select from:

- Video ad
- Image ad
- Carousel ad

Tip: to maximize performance, we recommend that you:

- Create campaigns that use both Image and Video assets from your existing Social and Video Action campaigns
- Follow the "Rule of 3" by including:
 - All aspect ratios for images (portrait, square, landscape)
 - All aspect ratios for videos (square, landscape, vertical)
 - 3 descriptions & 3 headlines

Tip: for retail users, append your GMC product feeds to turn your ads into a virtual storefront



Complete your review & submission

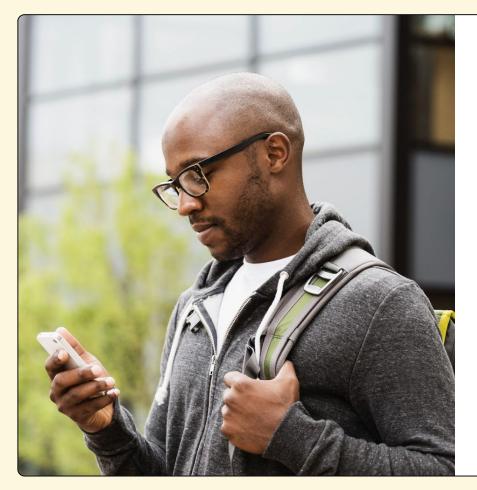
The **Review Campaign page** will give you an overview of all the settings you selected. Review and submit when you're ready.

Now, you are ready to launch!

* Campaign	: Review your campaign
88 Ad group 1	: New-Sales Campaign
Review campaign	: Daily budget Start date Conversion goal Target CPA \$1,000.00 Oct 1, 2022 Website sales ##
	Your campaign may not perform well because your target cost-per-action is too low. Try setting it to at least \$5.50 instead. Suggested based on similar high-performing Discovery campaigns in this account Set target to \$5.50
	More settings
	 2 Ad groups in New-Sales Campaign
	Ad group 1
	Budget limit Target CPA Ads Available impressions \$1,000.00 \$5.50 3 250M
	Audience: Our current customers and similar customers

03

Demand Gen Other Resources & Support



Once you've mastered the basics, check out these helpful resources in the Google Help Center to learn more:

- <u>About Demand Gen Campaigns</u>
- Create a Demand Gen Campaign
- Demand Gen Campaign Asset Quality & Policy Requirements
- Demand Gen Asset Specs & Best Practices
- <u>Create A/B Experiments for Demand Gen Campaigns</u>
- Use a Product Feed to Show Your Products in Demand Gen
 Campaigns
- About Ad Strength for Demand Gen Campaigns
- About Demand Gen Campaign Metrics & Reporting
- <u>Use Lookalike Segments to Grow Your Audience</u>

Thank you

Google