AI Innovation Day

Unlock the Future of Google Ads

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01

Cross-Marketing Objective Solutions
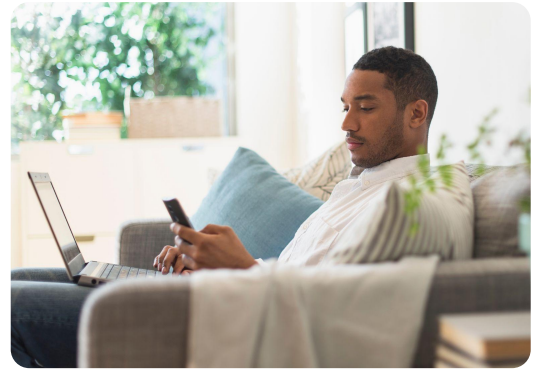
Performance Max creative improvements

🌐 **Availability:** Global   🌐 **Languages:** English

We've upgraded the underlying technology for asset generation so it's built specifically for advertising. We did this by tuning our models with performance data that includes advertisers' specific industries. Combined with their data, these are the core ingredients to help them create high-quality, performant creative.

→ Learn how to generate and edit images with Google AI **here**.

Ads in AI Overviews: Reach customers in new moments of exploration on Search

🌐 **Availability:** US mobile experiments   🌐 **Languages:** English

As we apply the power of generative AI to Search, ads will continue to play a critical role in helping consumers find useful information or letting businesses be discovered online. With the power of generative AI, we have the opportunity to help advertisers reach potential customers earlier in their search journeys.

→ Express your interest **here**.

Conversational experience: Create better Search campaigns

🌐 **Availability:** Global (not available to sensitive verticals)   🌐 **Languages:** All

Conversational experience in Google Ads allows advertisers to combine their expertise with Google AI to create better Search campaigns. They can converse with Google AI for ideas to easily create effective keywords, headlines, descriptions, images, and sitelinks.

→ Learn more about conversational experience in Google Ads **here**.

⚠ **Express Your Interest:** Complete **the form** to be among the first to try Google Ads new products

Generated Assets in Google Display Ads

🌐 **Availability:** Global (not available to sensitive verticals)   🌐 **Languages:** All

We've upgraded our underlining AI technology to develop assets specifically for advertising. Generated Assets leverages AI to generate relevant image assets using signals such as company's business information, landing page data, campaign goals, and your existing uploaded images to apply new assets into existing campaigns.

→ Express your interest **here.**

Animated image ads on Shorts

🌐 **Availability:** Global   🌐 **Languages:** All

Advertisers can make the most of Google AI and their own data to showcase products to potential customers on YouTube Shorts at the right moment.

→ Express your interest **here**.

New Customer High Value Mode

🌐 **Availability:** Global   🌐 **Languages:** All

New customer acquisition goal in high value mode allows advertisers to make the most of their campaigns by acquiring new customers with high predicted lifetime value for their business as well as optimizing for regular new customers.

→ Learn about the new customer acquisition goal **here.**

Win-Back and High Value Win-Back Mode

🌐 **Availability:** Global   🌐 **Languages:** All

The Retention Goal in Win-Back and High Value Win-Back Mode enables advertisers to optimize their campaigns towards lapsed customers and high value lapsed customers.

→ Learn more **here.**

Search Bidding Exploration

🌐 **Availability:** Global   🌐 **Languages:** All

Exploration is a new, AI-powered feature designed to identify new sources of valuable traffic to help maximize performance for campaigns using Smart Bidding.

→ Express your interest **here.**

⚠ **Express Your Interest:** Complete **the form** to be among the first to try Google Ads new products

02

Awareness
& Consideration

Reach Planner for Video Reach Campaigns Efficient Reach

| 🌐 **Availability:** All customers who have access to Reach Planner | 🌐 **Languages:** All |

This new feature in Reach Planner that allows users to forecast for an automated mix of all surfaces/formats (Skippable In-Stream, Bumper, In-Feed Video, Shorts) to efficiently maximize reach on YouTube. It is currently available to all customers after being in a select beta. Introducing a new Auction vs Reserve dropdown and new ad format picker.

▶ Express your interest **here.**

Video View Campaigns (VVC) with Inventory Selection Pilot

| 🌐 **Availability:** Limited Pilot Q4 2024 w/ limited slots | 🌐 **Languages:** All |

The Video View Campaigns (VVC) pilot introduces inventory selection when buying. This includes the ability to buy, on a CPV basis, Shorts-only or a combination of 2 inventory sources (Shorts, In-Stream, In-Feed). The Pilot is a small, controlled test with limited spots available.

▶ Express your interest **here.**

Partnership ads powered by BrandConnect

| 🌐 **Availability:** Global | 🌐 **Languages:** All |

With partnership ads powered by BrandConnect, advertisers can make the most of authentic creator videos as ads to drive performance and reach new audiences.

▶ Learn more about Partnership ads powered by BrandConnect **here.**

New Shorts format innovation makes ads interactive and fun

| 🌐 **Availability:** Global | 🌐 **Languages:** All |

Advertisers can boost interaction, brand affinity, and increase conversions with innovations that are native to the Shorts experience.

▶ Express your interest **here.**

⚠ **Express Your Interest:** Complete **the form** to be among the first to try Google Ads new products

03

Drive
Online Sales

New features in Product Studio

🌐 **Availability:** Live: US, CA, AUS, UK, IN, JP   🌐 **Languages:** English, Japanese

A suite of open-access tools, AI-powered tools helps advertisers enhance and create high-quality product images and videos, saving time and resources.

→ Express your interest **here.**

Personalized pricing for shopping: New customer and loyalty discounts

🌐 **Availability:** US Only   🌐 **Languages:** English

Marketers are seeking ways to pivot from product-first to consumer-first marketing by integrating first-party data into their strategies and reaching their most profitable customer segments to drive lifetime value and loyalty.

→ Express your interest **here.**

New Shopping ads formats: Video Highlights

🌐 **Availability:** US Only   🌐 **Languages:** English

Showcase an immersive experience in your Shopping ads with a curated set of videos, helpful product summaries, and related items from your brand.

→ Express your interest **here.**

Optimize bidding to gross profit

🌐 **Availability:** Global   🌐 **Languages:** All

Smart Bidding AI trains on transaction-level gross profit data to maximize gross profit for retailer advertisers.

→ Express your interest **here.**

⚠ **Express Your Interest:** Complete **the form** to be among the first to try Google Ads new products