Google Ads Academy

Google Ads:

Scaling Your Business with AI



Google

Your Google Team today!



Chinkita



Dinesh



Ming Quan Aw



Myca



Pree



Farid

Precision Measurement in an AI-First World



Farid Mohammad

Lead Gen Account Manager, SEA
Google

Google Ads AI Blueprint: Building a roadmap that turns data into a competitive moat



The Power of 1st Party Data to Supercharge AI Signals

Build Data Strength to Fuel Performance

The Reality Check: AI is only as smart as the data you feed it. "Garbage in, garbage out".

1. **Data Manager (The "Easy Button")**
   Centralized hub that simplifies connecting first-party data (like CRM or CDP) to Google products without complex coding, enabling faster AI-driven activation

2. **Google Tag Gateway (The "Shield")**
   Server-side tagging solution that protects data visibility against browser restrictions, improving conversion tracking by moving measurement to a first-party context

3. **Maximize Signals (Strong Data Foundation)**
   Move beyond click-tracking by passing a robust mix of identifiers (gCLID, Hashed PII, IP addresses) to provide Google AI with the data needed for accurate modeling

Activate High-Value Audiences

The Reality Check: Don't just collect data, put it to work.

1. **First-Party Audiences (The Competitive Edge)**
   Leverage Customer Match to guide AI in finding high-lifetime-value customers, shifting the focus from "cheap volume" to long-term profitability.

2. **Outcome-Based Audiences (The Scale Engine)**
   Use lookalikes and optimized targeting to expand beyond seed lists, systematically unlocking new demand pockets while maintaining efficiency.

3. **Google Analytics (The Bridge)**
   Connect GA4 to Ads to gain a holistic view of the entire customer journey, allowing the bidding model to to learn from more than just the final click.

Prove and Grow ROI

The Reality Check: CFOs and other budget decision-makers don't care about clicks; they care about incremental growth. "Soft results" often mean "incomplete measurement."

1. **Incrementality (The "Truth Serum")**
   Use experiments and Geo testing to prove the true causal impact of ads, answering whether sales would have occurred without marketing spend

2. **Marketing Mix Model (The Strategic View)**: Google's open-source "Meridian," provides a holistic, unbiased view of budget allocation across all channels, ensuring no under-investment in high-impact areas

3. **Attribution / DDA (The Real-Time Optimizer)**: Data-Driven Attribution (DDA) assigns credit to every touchpoint in the journey, feeding Smart Bidding with the data needed to optimize performance in real-time.

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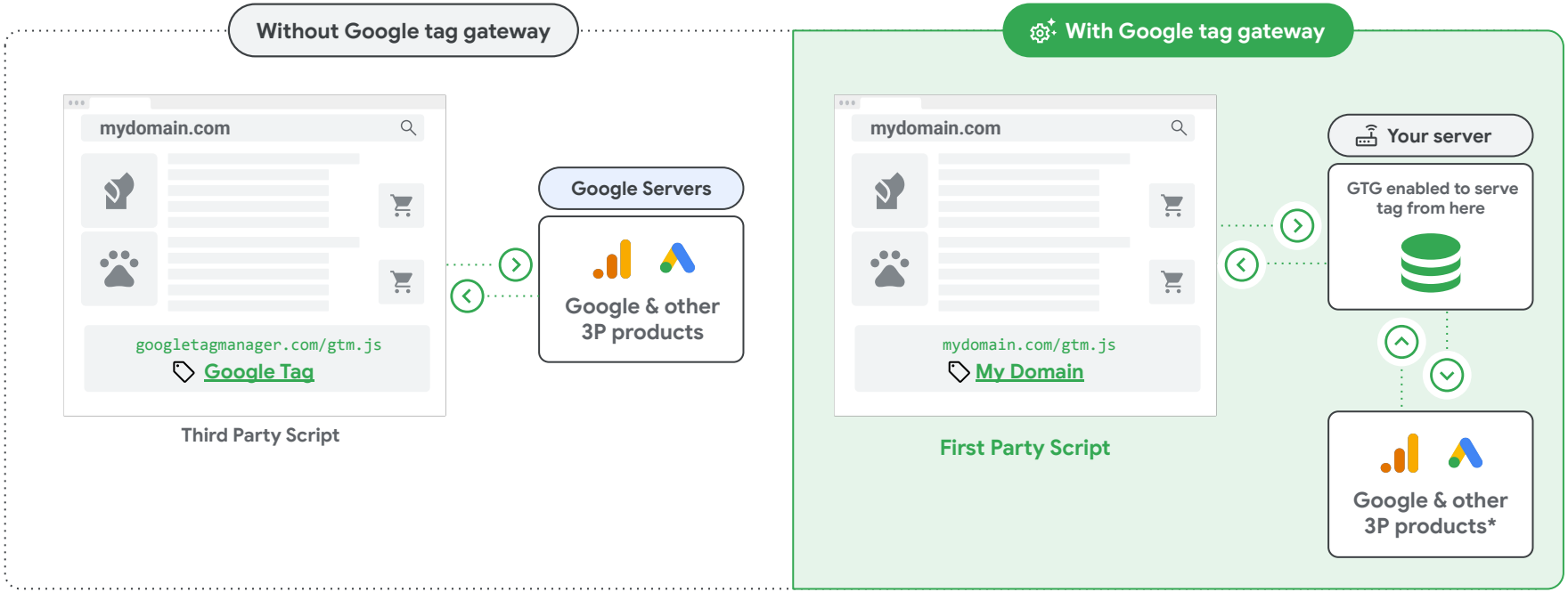
What is Google tag gateway for advertisers?

Traditionally, the Google tag runs from a third-party domain (googletagmanager.com/). Google tag gateway is a feature which enables you to serve Google scripts directly from your own servers (https://mydomain.com/).



*Not all third-party scripts will initialize in a first-party context when loaded from Google Tag Manager via Google Tag Gateway. However, they will continue to function in a 3P context.

What are the different ways to implement Google tag gateway?

01

Cloudflare & Akamai Content Delivery Networks (CDN)

One click integration takes care of enabling -

1. **1P URLs** with random path.
2. **Auto-retagging** your website
3. **Privacy by default** (encryption in browser)
4. **Set routing rules** from your website

02

Other Content Delivery Networks (CDN)

Manual implementation for your choice of CDN -

1. Setup with your web or server containers or gtag
2. Any 1p infrastructure (CDN, load balancer, web server)
3. Generic instructions per CDN updated on devsite

03

Server side tags (sGTM)

1. One-click to upgrade from 3P to 1P serving, if customer on Cloudflare or Akamai - no retagging needed!
2. Manual Implementation with CDN (faster) or via container (more complex)

04

Content Management System (CMS)

1. 1P by default: New integrations will enable sites to benefit from GTG with little to no effort
2. One click enablement will help agencies and developers easily scale GTG

*Not all third-party scripts will initialize in a first-party context when loaded from Google Tag Manager via Google Tag Gateway. They will continue to function in a 3P context.



Customer Match data has high value and helps drive performance

Customer Match

+20% CPD **3.6% CPC**

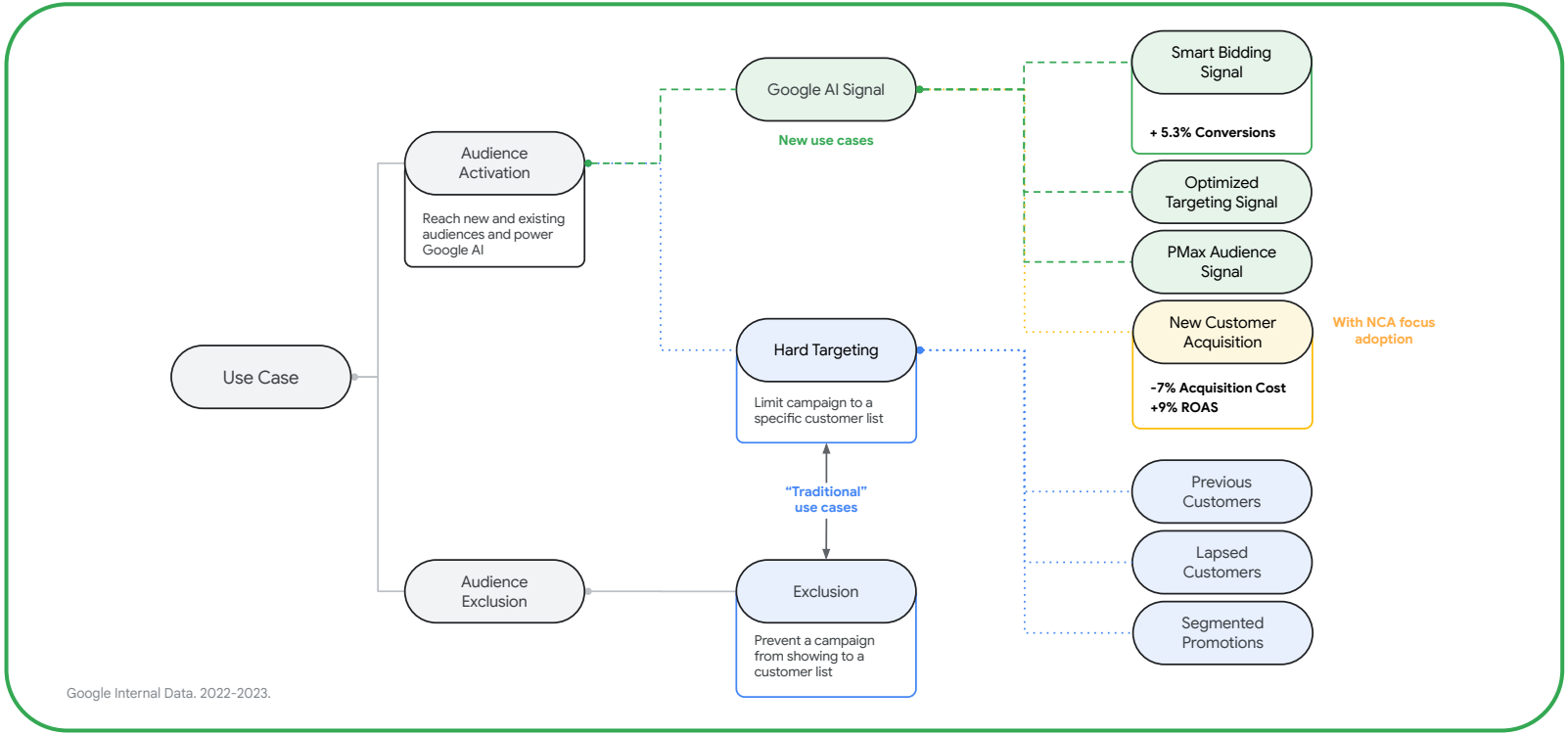
When Customer Match is applied to Smart Bidding campaigns, we see a 20% increase in conversions per dollar and a 3.6% reduction in cost per click.

Convert more with Customer Match

5.3% Conversions

When Customer Match is applied to Smart Bidding campaigns, we see an average 5.3% increase in conversions.

Customer Match now offers signals for optimizations (beyond traditional targeting/exclusion use cases)



...with impact across different goals

Advertiser Goal	Difficulty	Recommended Solution	Benefit
Boost overall campaign performance	Automatic	Auto inclusion of Customer Match lists as **signals in Smart bidding** models will leverage the best most relevant signals for campaign performance.	**+5.3% Conversions**
Find valuable customers on video & display	Automatic	Auto inclusion of Customer lists as audience **signals in Optimized targeting** finds customers you may have missed with manual targeting and demographic signals.	**+52% Conversions** at a comparable CPA to their originally selected audience*
Reach valuable audiences, faster, across all channels	Beginner	Apply Customer lists as audience **signals in Performance Max**.	**+ 18% Conversions** at a similar cost per action*
Convert new customers or drive new leads	Intermediate	**New customer acquisition goal** (available for Performance Max and Search).	**-7% Acquisition Cost*** **+9% ROAS***
Personalize marketing strategy	Advanced	Import previous customer data to **hard target** in upsell or cross-sell campaigns.	**+ 79% CTR** and **+ 67% higher CVR** vs non-audience search traffic*

Best practice: Advertisers can use customer lists as signals and for NCA simultaneously

Deep Dive: An overview of signals for Lead Gen advertisers to boost their ROI

Signal Type	Key	Importance (high/medium)	Benefit
Ad Interaction signals	**Google Click ID (GCLID/DCLID)**	**High (Strongly recommended)** Pass via connectors/API	**GCLID/DCLIDs** allow to identify the campaign and other attributes of the click associated with ads.
	Session Attributes	**Medium** Pass via connectors/API	**Share session attributes:** This new field captures additional click and session metadata to enable Google Ads to more accurately attribute conversions to the correct campaigns.
	Braid (gbraid/wbraid)	**Medium** Pass via connectors/API	**Add these URL parameters** whenever GCLID and UPD are unavailable to maintain conversion reporting in a privacy-safe way.
Customer signals	**Hashed PII**	**High (Strongly recommended)** Pass via tag and connectors/API	**Add user-provided data** (email, phone number) to all conversions to benefit from performance features **including cross-device and engaged view conversions**
	Match ID	**High (SA360/CM360/DV360)** Pass via connectors/API	**Append an anonymized, authenticated customer signal** for conversions to enable attribution.
	IP Address	**High (outside of EEA, CH, UK*)** Pass via connectors/API	**Append User IP Address** to all conversions to capture the full breadth of measurement when attribution, based on this signal, is available. Only available outside of UK, CH and EEA.
	Consent Status	**High (for EEA)** Pass via tag and connectors/API	**Provide user consent status** to adjust Google tag behavior and improve conversion modeling
Transaction signals	Transaction ID	**Medium** Pass via connectors/API	**Implement a unique event identifier** to prevent duplicate conversions from being counted.
	Transaction Values	**Medium** Pass via tag or connectors/API	**Set up conversion value measurement** to measure and optimize the true business impact of your ad campaigns

***Important!** Google Ads does not support IP address matching for end users in the European Economic Area (EEA), United Kingdom (UK), or Switzerland (CH). Add logic to conditionally exclude sharing IP addresses from users from these regions and ensure that you provide users with clear and comprehensive information about the data you collect on your sites, apps, and other properties and get consent where required by law or any applicable Google policies.

Three Steps to Implement Enhanced Conversions for Leads

Step 1

Connect your data sources in Data Manager

You can now connect, manage and optimize all your data sources (website, app, Google Analytics, CRM, etc.) in one place.

Step 2

Maximize your Signals in Data Manager

Set up your tag and include GCLID and Hashed PII (email) in your offline upload.

Bonus! Utilize a diverse set of signals—including ad interaction data and transactional information—to optimize the accuracy and completeness of your data set.

Step 3

Activate your data with Google AI

Once you have implemented, activate it using attribution, audiences, campaigns and bidding.

Boost Conversions by +10% with GCLID + Hashed PII

The Future of Engagement is Messaging

71%

of online shoppers are more likely to buy from a company they can message directly[1]

2.5x

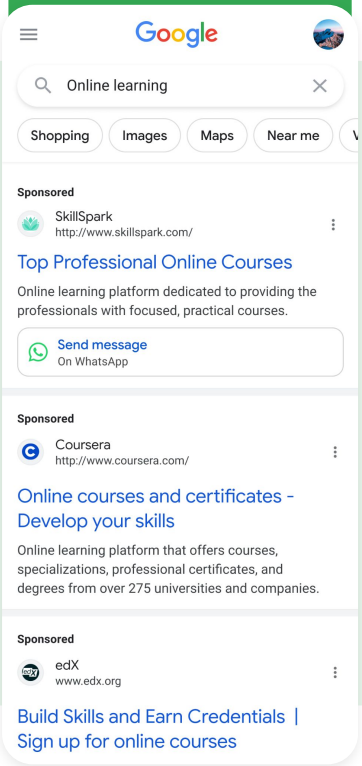
Consumers are 2.5x more likely to engage via messaging for support than traditional channels[2]

96%

say they're likely to purchase when brands send personalized messages[3]

1. PMW, July 2024; 2. Twilio's Global Study: Consumer Engagement Best Practices for 2020; 3. Attentive, Consumer Trends Report, April 10, 2025

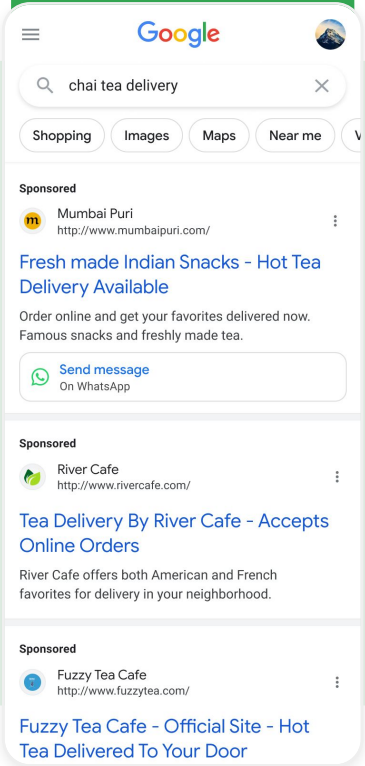
Lead Generation



The next paradigm of digital interaction

- Personalized
- Engaging
- On-Demand
- Natural

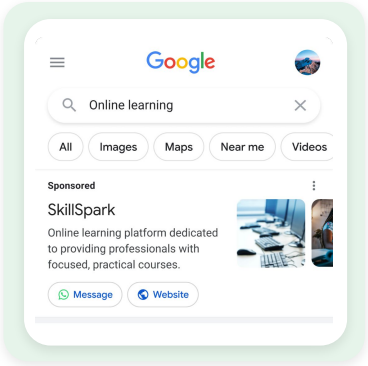
Commerce

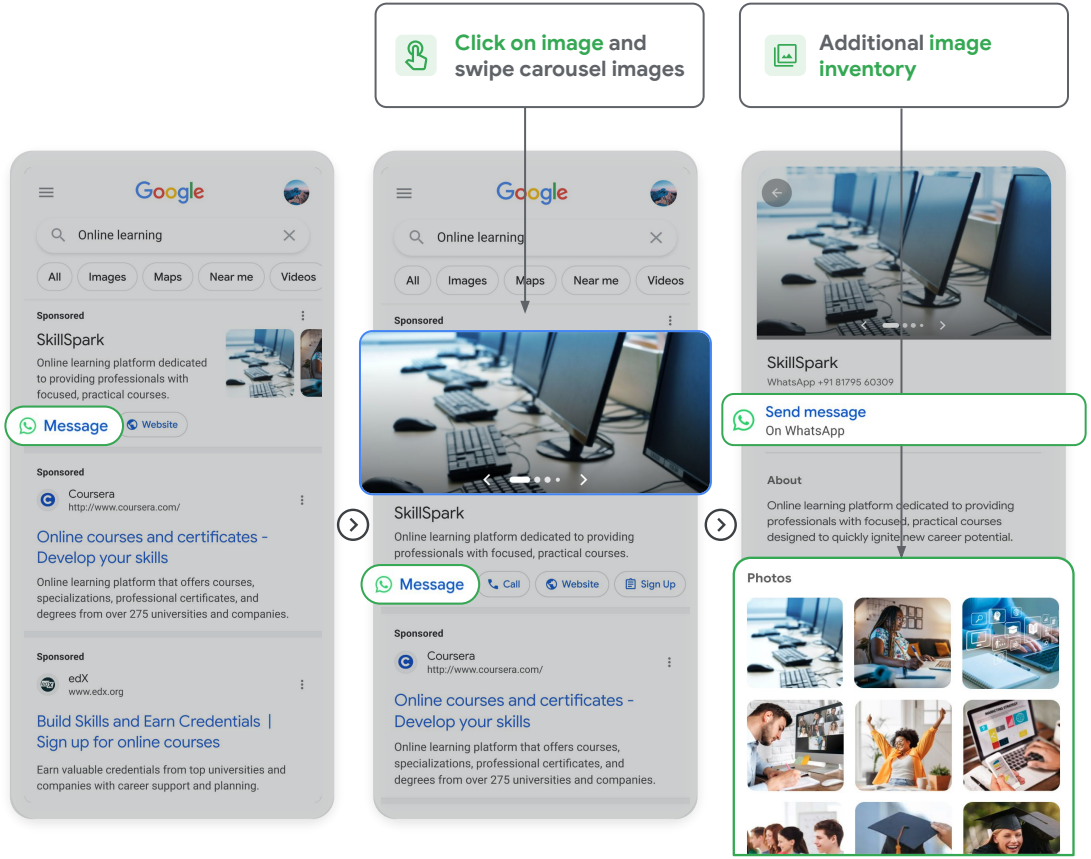


Reach

Message Forward

Multiple touch points to engage and start a conversation

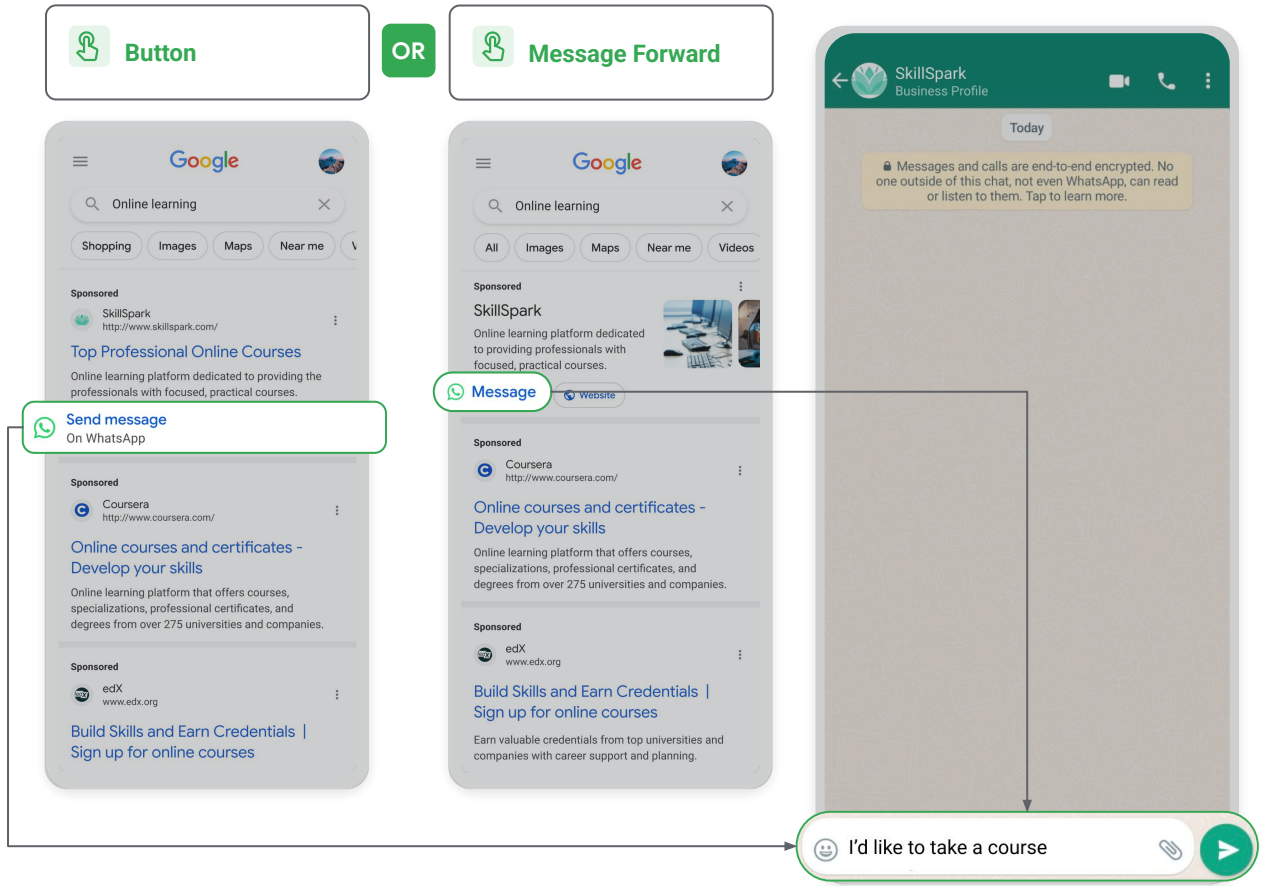




Engage

Turn Clicks into Conversations

Convert your most qualified high-intent search traffic directly **into active leads ready to interact.**

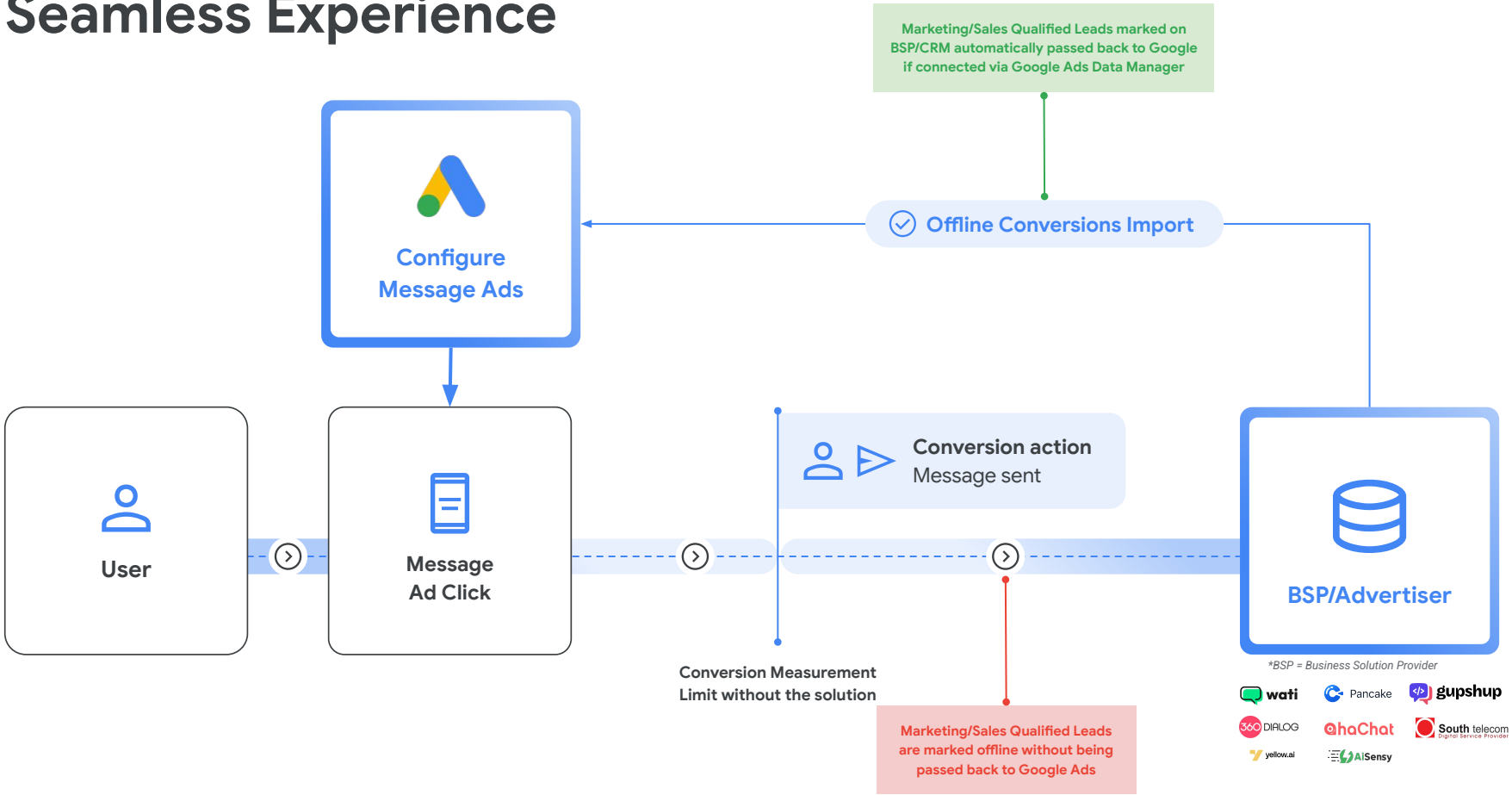


Implementation Process Overview

01	New Campaign	• Create + New campaign
02	Choose your Objective	• Select Leads • **Goal Selection:** Leads From Messages (Conversation Started) **as your only campaign goal**
03	Select Campaign Type	• Search • Check **Messages from your Ads** in the Goals box
04	Campaign Set Up	• Select Bidding **(Recommendation: Max Conversions)** • Choose Campaign Settings
05	Budget	• Select Daily budget

06	☆ Add Message Asset	• **Select More Asset Types:** Click on **Messages**
		  ○ Select The Messaging Platform you wish to use
		  ○ Add Message Asset with Verified Messaging Platform number or URL

Seamless Experience



Messaging Partners we work with

APAC

wati
Pancake
gupshup
360 DIALOG
haChat
South telecom Digital Service Provider
yellow.ai
AiSensy

LATAM

botmaker
mundiale
OmniChat
blip
wati
smarters
infobip
Cliengo
360 DIALOG
Jelou
ATOM

EMEA

360 DIALOG
infobip

*Some regional partners might be able to operate at global level. Please reach out to your local partnerships team for any questions

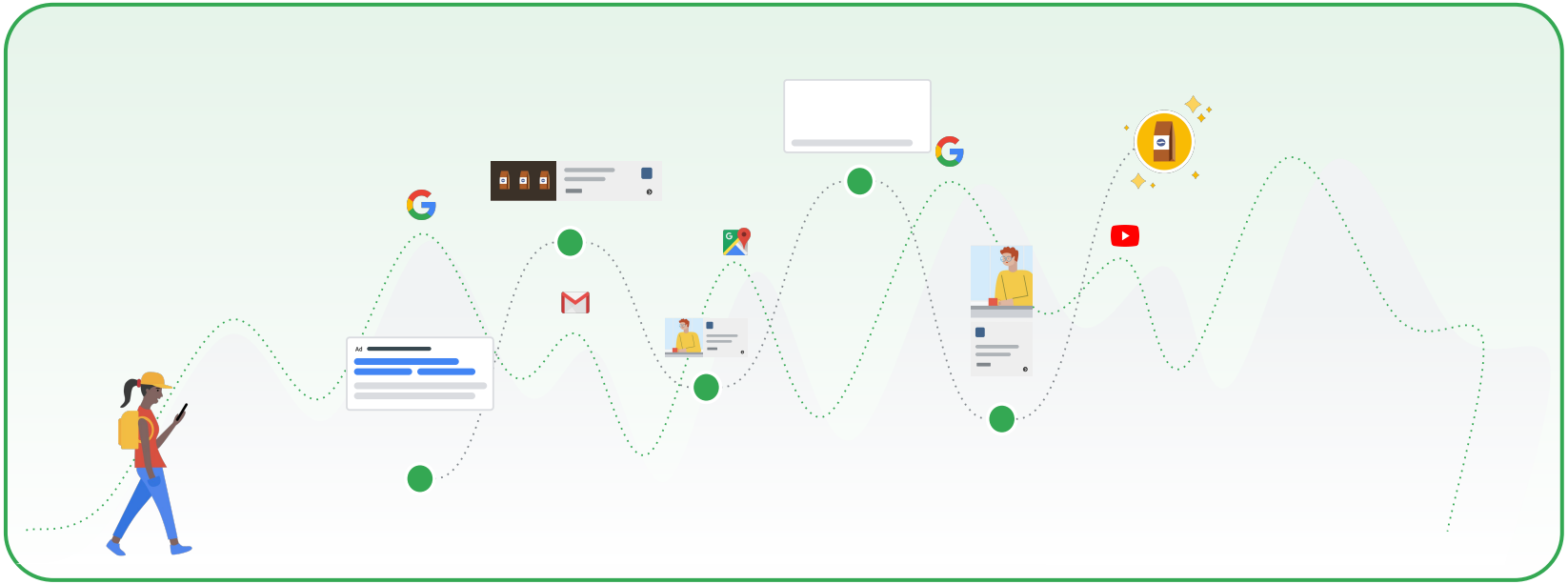
GA4 Deep Dive & Proving The Win



Chinkita Chugh

E-Commerce Account Manager, SEA
Google

Attribution is the act of assigning key event credit to different ads, user actions and other factors along a customers path



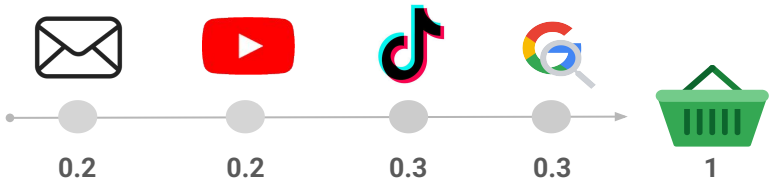
Proper attribution,
built on top of a strong
measurement foundation,
turns data into
actionable insights
for in-flight optimizations
and budget planning



Different attribution models tell different stories

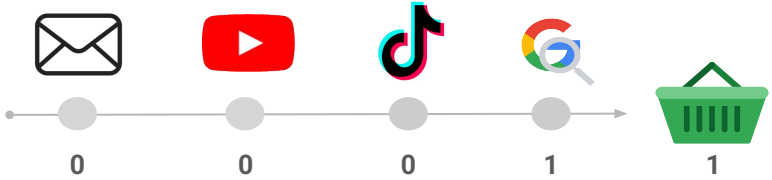
Data Driven Attribution

Multi touch attribution assigns fractional credit to each touchpoint in the conversion based on the touchpoints relative contribution to the conversion

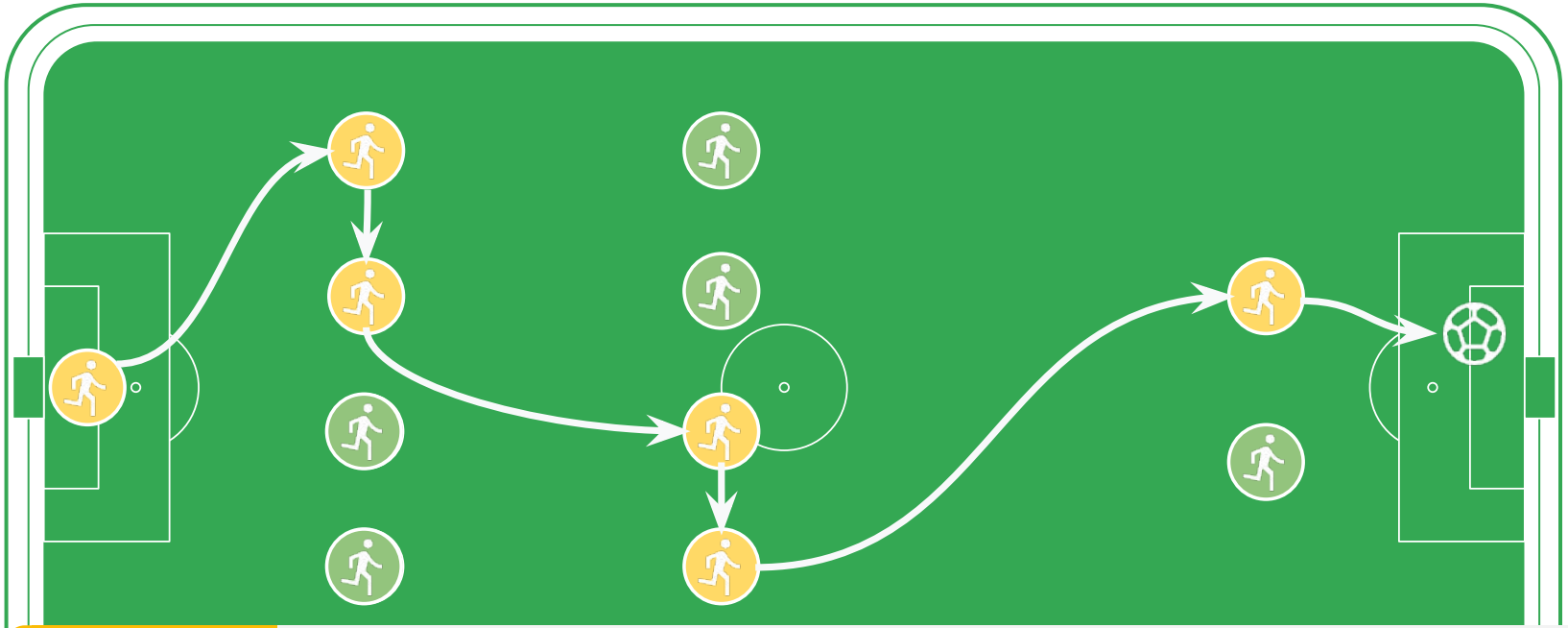


Last Click Attribution

With last click attribution 100% of the conversion credit will be assigned to the final touchpoint prior to conversion

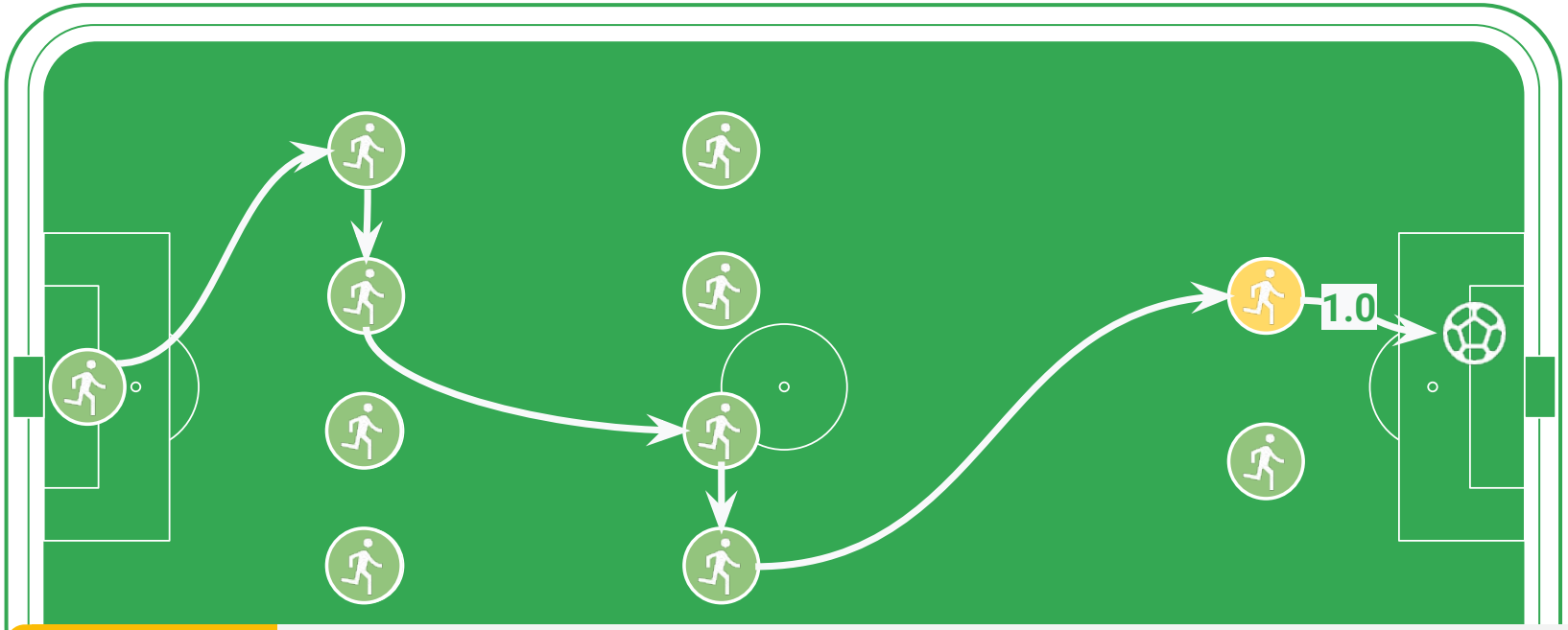


The Football Analogy



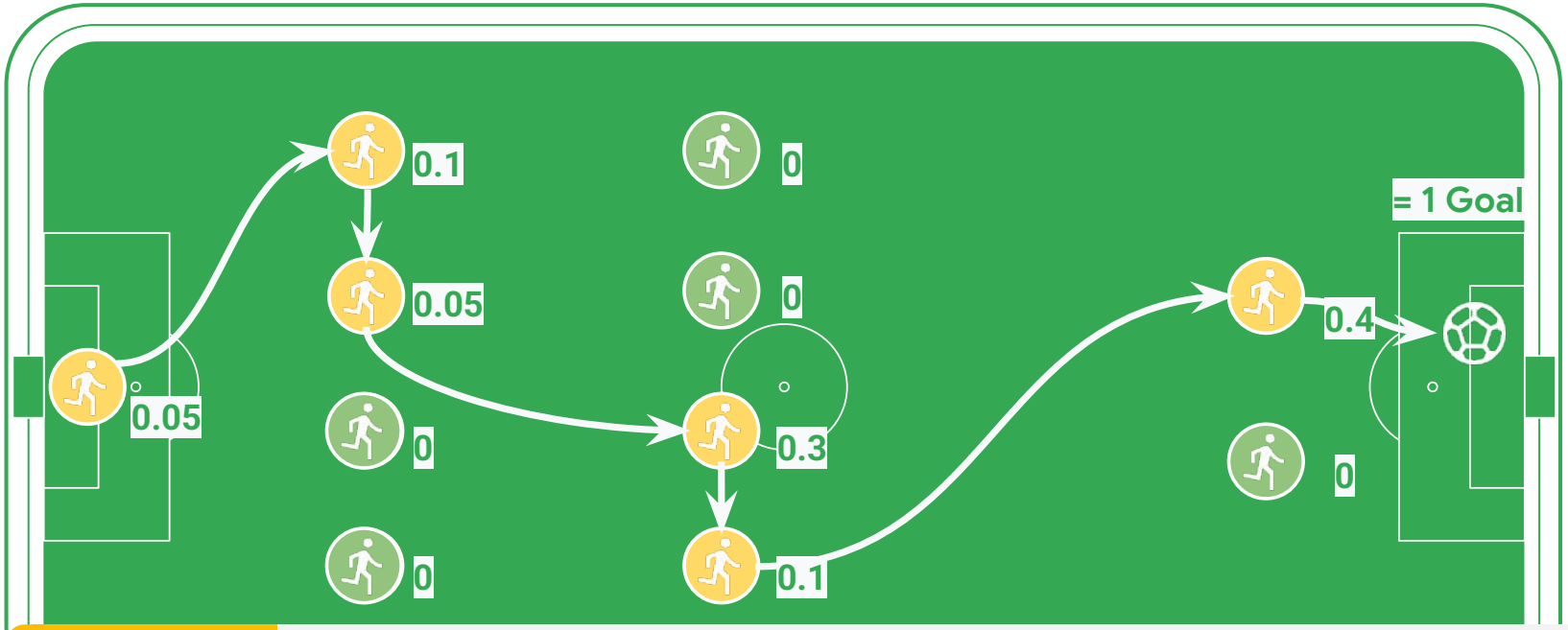
Six players touched the ball before it was scored. If you are the responsible for player personnel of the club, how should you **distribute recognition** for scoring the goal? In other words, **which player(s)** should we attribute the credit to? This is the same question marketers face when assigning credit to different channels that “scored” a conversion.

The Football Analogy



One solution would be to simply credit the **last player** in touch with the ball. While this player ultimately scored the goal, it doesn't consider the rest of the **players who all contributed**. Managing a team this way could end up with a squad of only strikers, which would not lead to the most effective team performances

The Football Analogy



Using multi touch attribution (such as DDA) we can better understand the **contribution of each player** more accurately. Using data we can **distribute credit** amongst all players along the path to conversion, and the ability to do so accurately is amplified in digital advertising where we have billions to priors to learn how to best attribute credit.

Attribution Terminology

Football Components

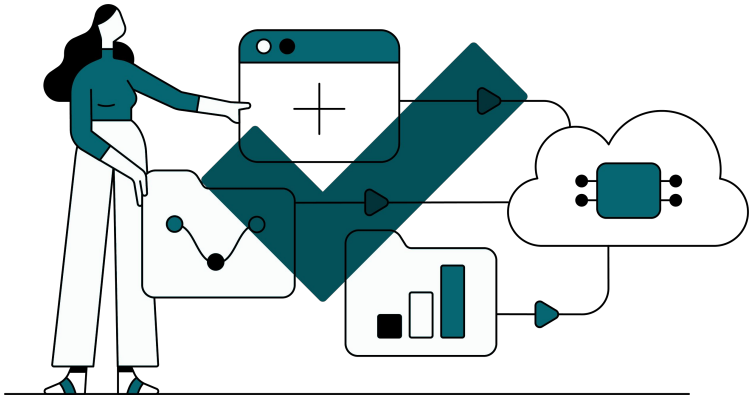
Football's path to the goal
The Goal Scored
Each player's interaction with the ball
Recognition a player gets for the goal
Method / Calculation used to give recognition

Google Analytics Attribution Components

Conversion Path
Conversion
Touchpoint
Credit
Attribution Model

Google Analytics brings exciting attribution improvements

- Cross platform attribution (Web + App)
- DDA Improvements
  - Available for both Analytics and Analytics 360
  - Additional modeling signals
  - Reduced threshold to access
- Enhanced Conversions
- Additional Attribution reports
- True cross-channel DDA exports to Google Ads
- Integrations and exports to SA360/DV360



Google Analytics Attribution Reports

Model Comparison Report

Explore data across a variety of dimensions to gain insights on channel performance

Compare how attribution changes across DDA and Last Click

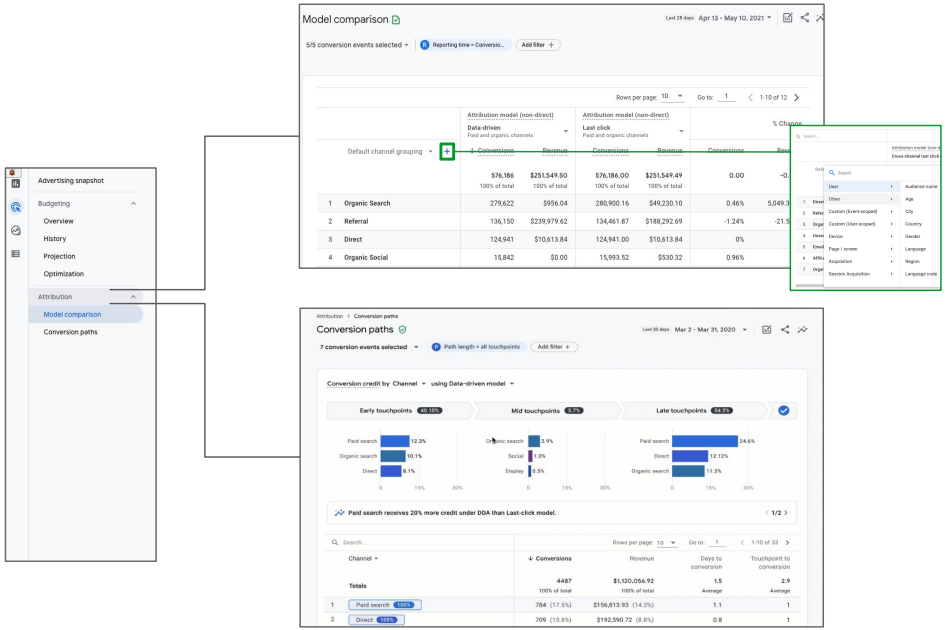
Conversion Paths Report

Best of UA Attribution reports in one central location

Uncover which channels best contribute to different parts of the funnel

View top paths, time to conversion, average path length and more

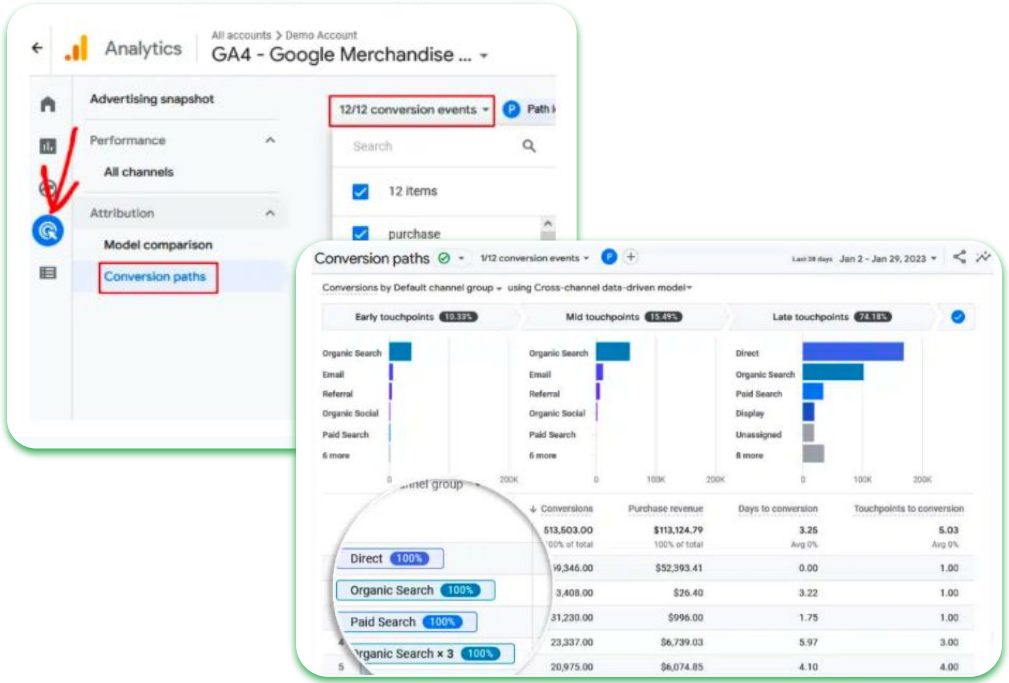
Note: *Report is Event scoped but attribution is selected within report (not tied to property attribution settings)*



Attribution path report

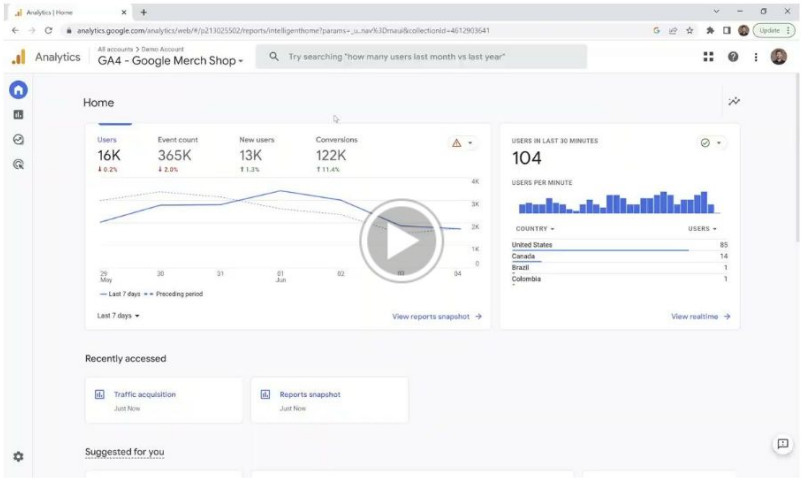
In order to see your conversion paths in GA4, navigate to the Advertising reports menu and click on Conversion paths.

View only the conversion paths for **events** you want Example - you could select only the purchase event to see all the conversion paths for users who completed a purchase.



Traffic acquisition report

1. Click on *Reports* in the left hand rail
2. Under *Life cycle*, click on *Acquisition*
3. Click on *Traffic acquisition*
4. View the table at the bottom and add *Session source / medium* to drill down each channel more granularly
   - *Note: Cross-Network includes PMax & Display traffic!*

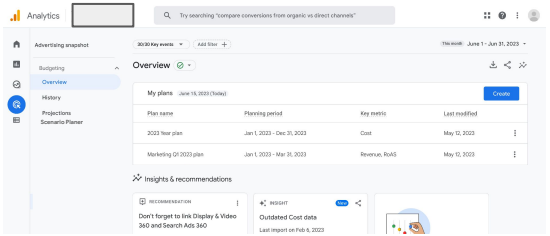


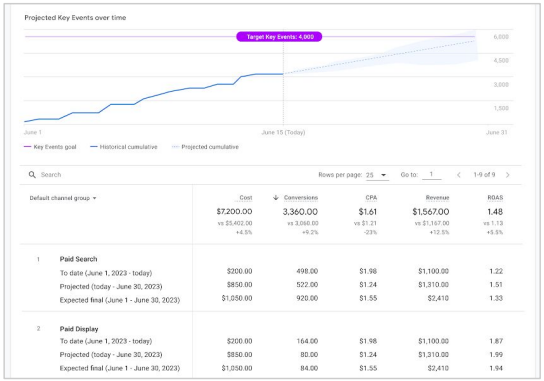
Cross Channel Budgeting

The Google Analytics budgeting module will allow advertisers to use GA cross channel attribution insights to effectively plan and manage media budgets

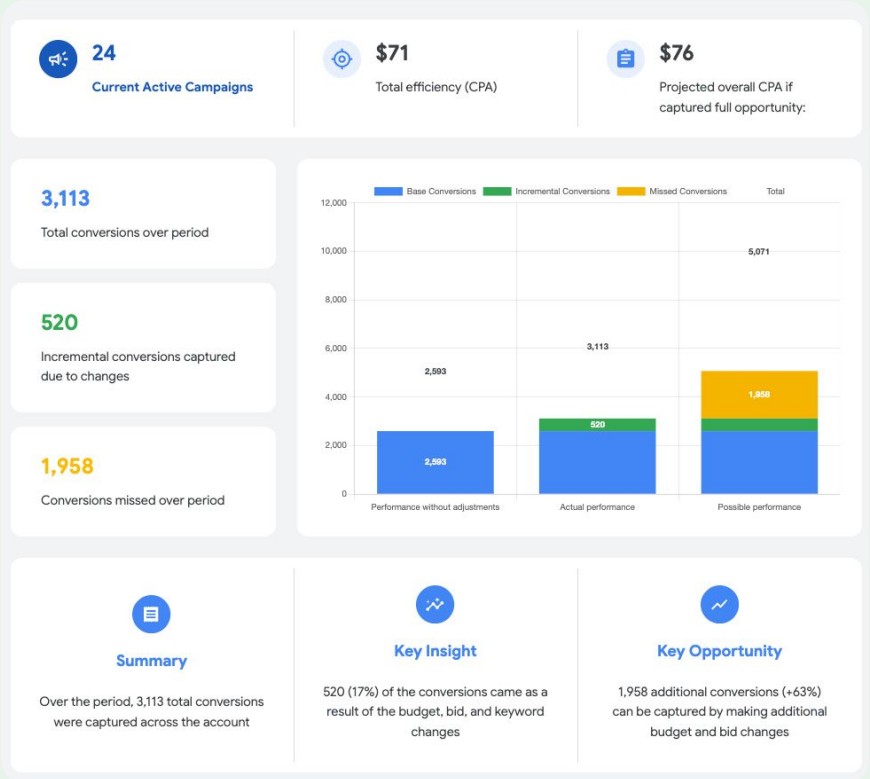
The Projections report will support in-flight cross channel optimizations to ensure that campaign goals are met.

The Scenario Planner tool will use best-in-class modeling to help marketers create highly effective media plans through cross channel budget allocation





Value tool



Benefit of the tool

01

Track campaigns efficiency

Track campaign performance and efficiency (ROAS/ CPA)

02

Quantify impact

Quantify the impact of said change for campaigns
and keywords.

03

Identify opportunities

Identify and quantify incremental conversions missed opportunities for their business.

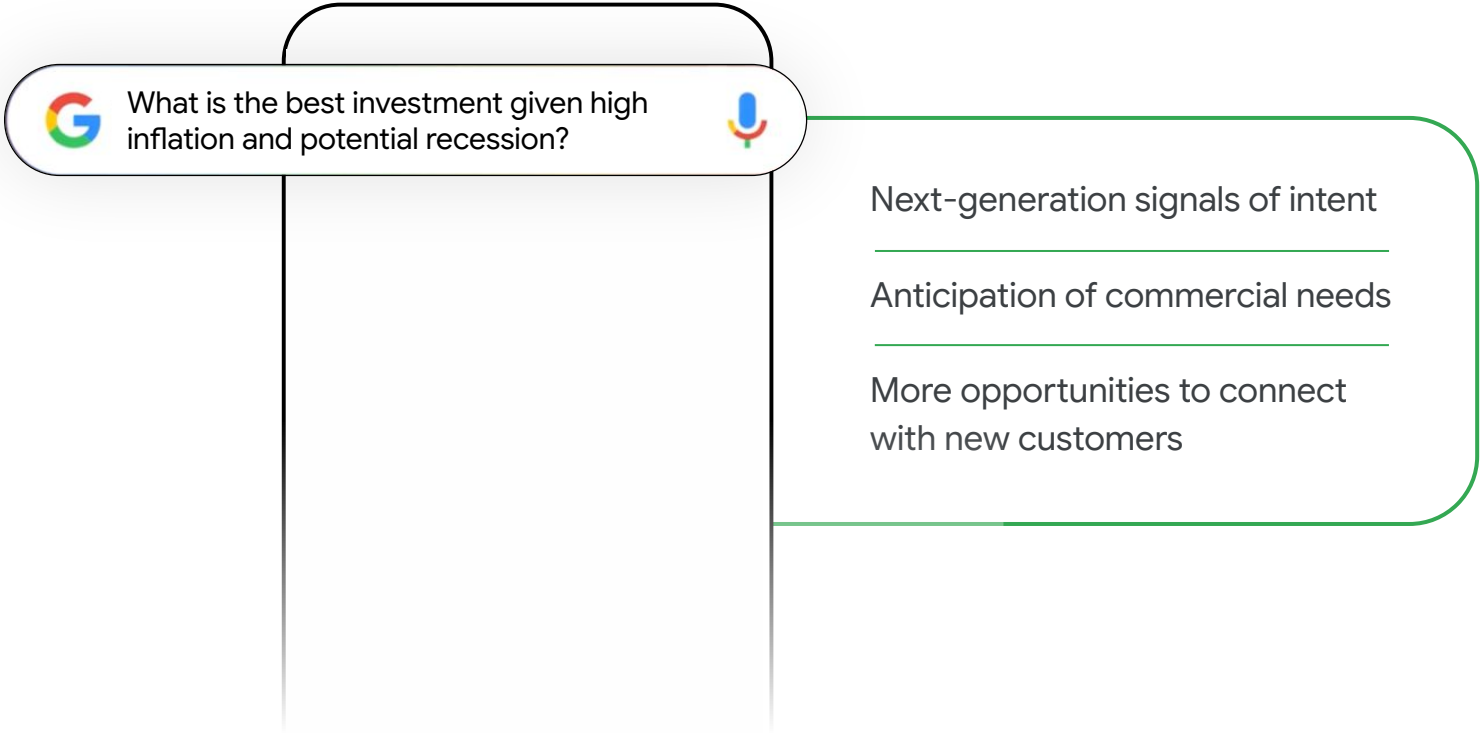
The Multi-Channel Engine: Search and Performance Max



Dinesh Sheombar

Regional Product Lead, APAC
Google

A New Era of Google Search means new business opportunities



Tailor your ads to match customer intent

Expand your keyword reach with tailored ad copy to match user intent in real-time

Best payroll software for small businesses with 47 employees

Payroll

Broad match keywords that could be matched with the users query '**Best payroll software for SMBs**'

AND / OR

Keywordless targeting leverages a non-keyword asset that best matches the query to your potential ad.

Not customized

Google

best payroll software for...

AI Mode | All | Forums | Short videos | Videos

Sponsored results

ADP
https://www.adp.com

Payroll for Small Business

Get Payroll Done Right — Whether you've been in business for 1 hour or 15+years, ADP has you...

For 1 to 49 Employees

Run Payroll In A Few Easy Trusted By Over 900,000 SMBs

3 Months Free Payroll

All-In-One Payroll Solutions Designed To Help Your Company Grow.

Customized

Google

best payroll software for...

AI Mode | All | Forums | Short videos | Videos

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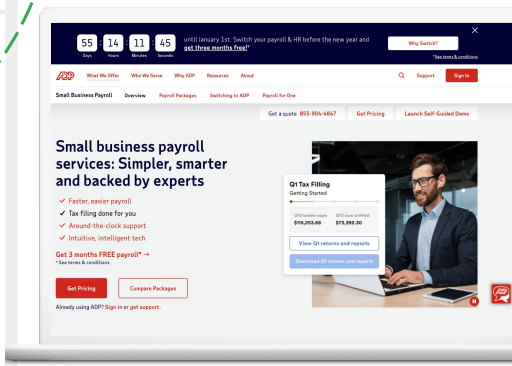
All-In-One Payroll Solutions Designed To Help Your Company Grow.

Best payroll software for small businesses with **47 employees**



Search Term Matching

Text Customization

Final URL Expansion

At the heart of AI Powered Performance is your Control & Safeguards

Targeting Controls

Negative keywords lists to curb targeting queries deemed irrelevant

Location Targeting at ad group levels to inform the system of the context in which you want to target queries.

Brand Controls

The system is **designed to fact-check** generated content against landing page content.

Leverage **Brand inclusion and exclusion** settings to gain control over branded term presence in search results.

Creative Controls

Advertisers can use **URL exclusions & inclusions** to control which URLs to leverage..

Text guidelines: specify terms, phrases, concepts, or brand tone to exclude from automatically generated headlines & descriptions.

Account Level: AI Max Best Practices

Apply these best practice concepts to your AI Max strategy for supercharged success

Campaign Structure

Have only a single version of each campaign instead of multiple versions that are segmented by match type, location, etc (Utilize your Exact Match campaign)

Why?

Multiple versions of a campaign with identical keywords will have duplicate targeting as a result of AI Max's expanded matching capabilities.

Theming Ad Groups

Ensure that each ad group is focused on a clear theme and that the ads include only thematically relevant assets and landing pages.

Why?

The ad group theme and ads are used for search term matching, text customization, and final URL expansion and can help to ensure relevance.

Keyword Consolidation

Have only one instance of each keyword (on any match type)—or if there's more than one instance, at least have them all in one ad group.

Why?

All keywords will use broad match targeting, but ad group consolidation will help keyword prioritization match queries with the right ad group.

Performance Max Refresher: Control & Safeguards



Managing Brand Presentation & Assets

Brand Guidelines (Colors, Fonts): Defines the visual identity:

- About brand guidelines

Text Customization & Text Guidelines (Beta): Controls AI-generated text assets to align with brand voice

- Use text guidelines with Performance Max and Search campaigns (beta)

Image Controls (Landing page images, enhancements): Manages how image assets are sourced and modified:

- About Performance Max image enhancements and landing page images
- About image assets for Performance Max campaigns

Targeting Asset removal: Allows removal of any unsuitable assets (AI-generated or uploaded)

- Controlling text customization in Performance Max Campaigns
- About asset reporting in Performance Max (To View assets for removal)

Ensuring Brand Safety

Account-Level Brand Safety & Content Suitability:

About content suitability**:** Sets account-wide controls for the types of content ads can appear next to



Controlling Campaign Reach & Targeting

Search Themes

- Use search themes with your Performance Max campaign: Provides positive signals to guide PMax on relevant search queries.

Negative Keywords (Campaign & Account): Excludes irrelevant search terms to refine targeting

- Negative keywords in Performance Max campaigns
- About negative keywords
- About account-level negative keywords

Brand Exclusions: Prevents ads from showing on searches for specific brand names.

- About brand settings for Search and Performance Max
- Apply brand exclusions to Performance Max or Search campaigns

1P Audience Exclusions (Data Segment Exclusions): Excludes specific first-party audience lists from targeting

- About data exclusions

URL Expansion & Exclusions:
Manages which landing pages PMax can use and allows exclusions.

- About URL exclusion in Performance Max
- About Final URL expansion in Performance Max

Placement Exclusions (Account Level):
Prevents ads from appearing on specific websites, apps, or videos.

- Exclude placements at the account level

Deciphering the Data: Leveraging Channel Reporting and Conversion Paths



Ming Quan Aw

Lead Gen Account Manager, SEA
Google

INTERNAL ONLY

For active PMax Campaigns, PMax Channel Reporting will share these metrics

Across these Channels



Impressions



Interactions



Clicks



Conversions/Conversion Value



Results/Results Value

Includes all conversion goals in the account that has primary conversion actions



Cost



Search



YouTube



Display



Discover



Maps



Gmail

With segmentations for ads using product data from GMC Feed and ads using video

'Ads Using Product Data' can include Shopping ads (formerly known as Product Listing Ads) on Search, Dynamic Remarketing on Display or Shoppable videos on YouTube

How are the channels defined?

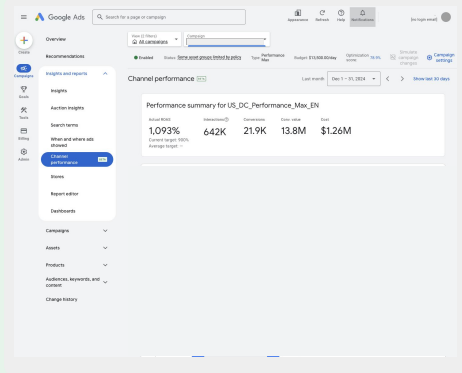
Channel Name	Definition
Search	Includes Any ad that serves on Google.com, the Google Search app (excluding Discover feed), or Search partners
Display Network	Includes Any ad that serves on the Google Display Network or Google Video Partners
YouTube	Includes Any ad that serves on YouTube.com or the YouTube app
Discover	Includes Any ad that serves on the Discover feed
Gmail	Includes Any ad that serves on Gmail
Maps	Includes Any ad that serves on google.com/maps or on the Google Maps mobile app

"Ads using product data" indicate various types of ads using data from Shopping product feed across channels (e.g. Shopping ads (fka as PLA) on Search, Dynamic Remarketing on Display or Shoppable videos on YouTube)

Important: Different types of ad formats can show across channels.

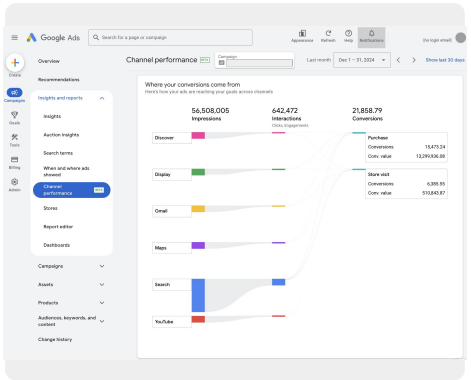
For example, YouTube channel serves in various formats including text, image, and videos. Even if you are opted out of video, you can still serve on non-video formats on the YouTube channel.

Channel performance page for Performance Max shows channel-level reporting



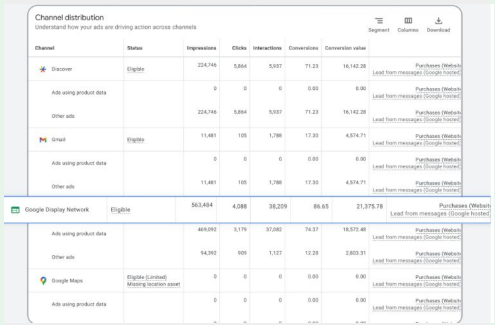
Performance Summary

helps you understand a snapshot of their PMax campaign performance.



Channel-to-Goals Visualization

shows how PMax uses channels to achieve your goals, from impressions to conversions.



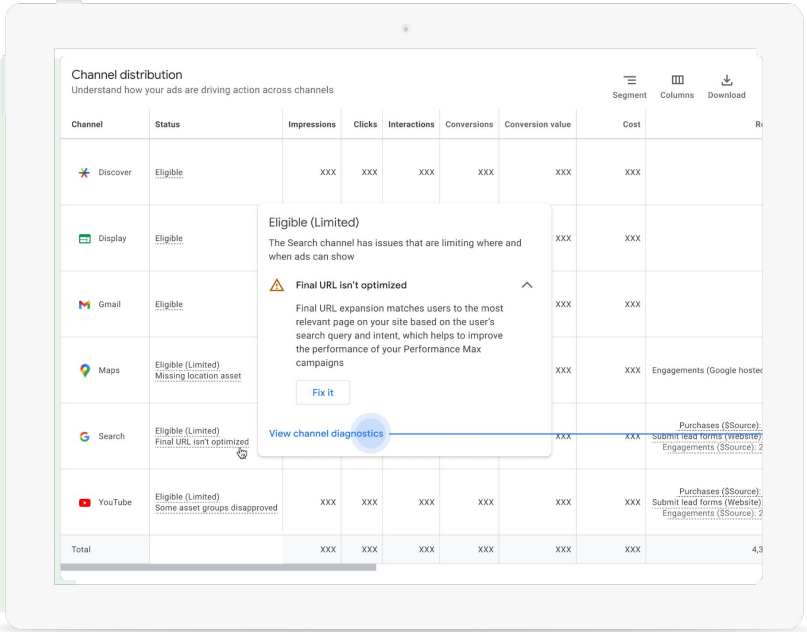
Channel Distribution Table

helps you breakdown channel-level performance for your PMax Campaign.

Channel-level Diagnostics will help to maximize results across channels

Channel Statuses & Diagnostics

Channel-level Diagnostics will help optimize the best results across channels. Diagnostics are a starting point to address any issues & activate channels.



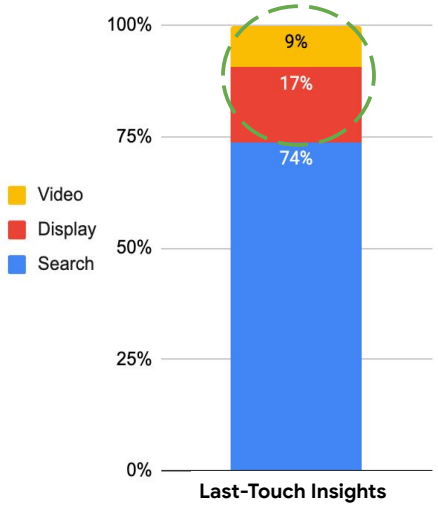
Google

Path to Conversion
Example Insights

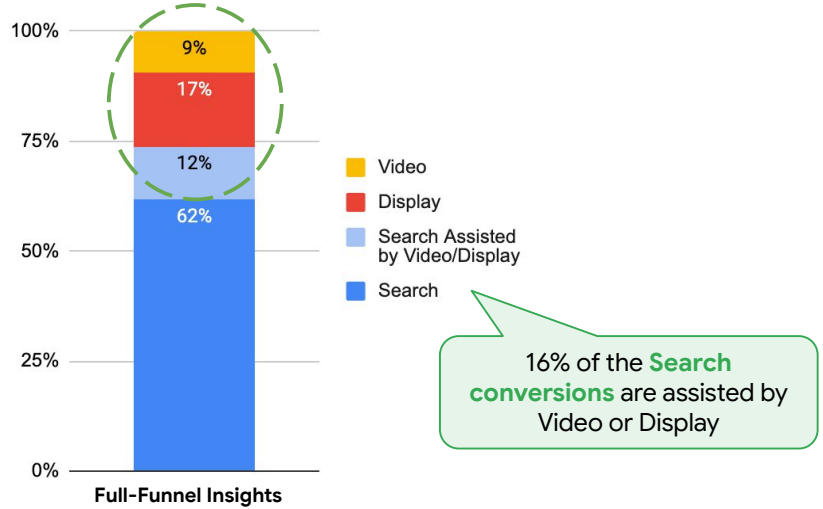
Campaign Manager 360

Display & Video fuels ~12% additional conversions across the Full Funnel

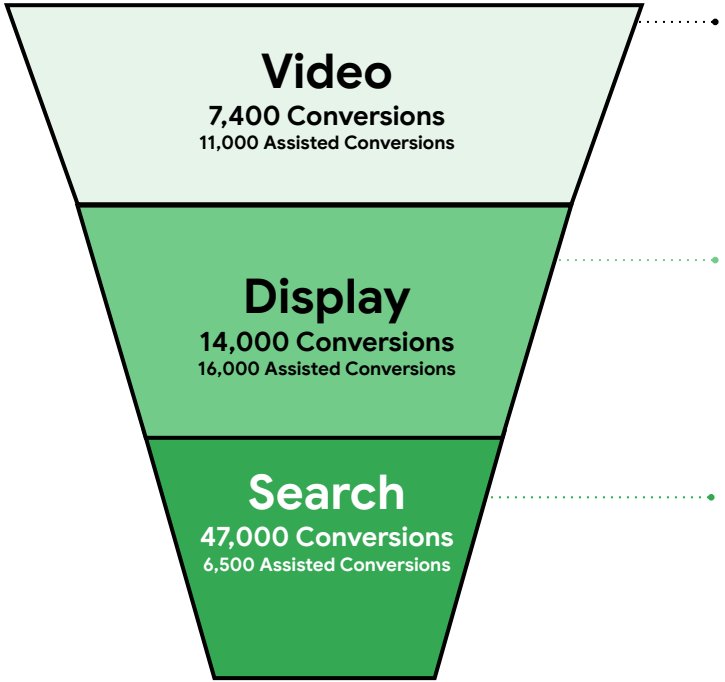
26% of the conversions are directly driven by Video & Display



38% of the conversions are driven or assisted by Video & Display



Assisted Conversions Shows Value in Upper-Funnel Media



Users are 1.5x more likely to convert when Video is in the path
Although video has lower total conversions than other channels, its high Assisted Conversions Ratio indicates Video brings users down the funnel when they're exposed in the consumer journey.

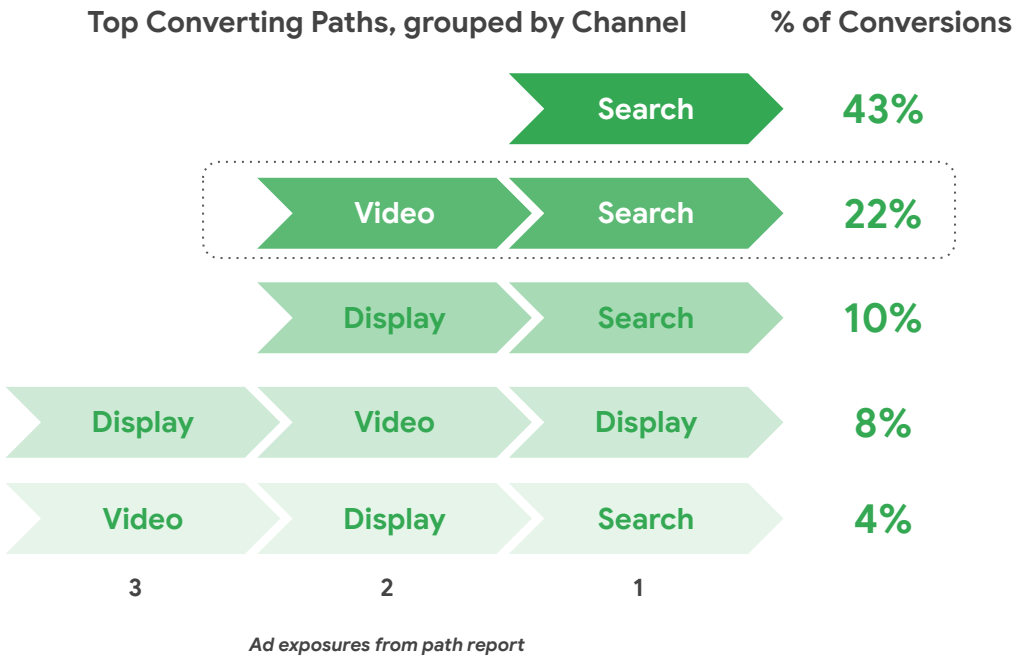
Users are 1.1x more likely to convert when Display is in the path
Similar to Video, Display has a high Assist Ratio indicating its impact of bringing users to the final conversion touchpoint through Search.

Search is responsible for bringing users across the finish line
Search has a low Assist Ratio at 0.14x, meaning its most responsible for the final conversion touchpoint.

“Video-> Search” is the most common conversion path when multiple channels are in the path

Top Converting Paths identify the best media combinations to drive consumer conversions

Understand what media pairings drive users to convert more than others. This can be used to piece together the consumer journey and what combinations of ad exposures are more likely to drive conversions.



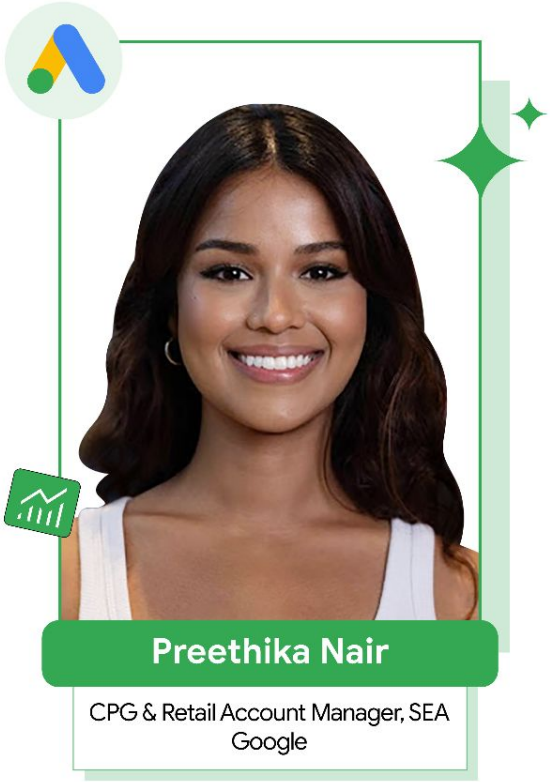
Display and Video work well together in driving conversions

89% of assisted Display conversions are assisted by Video

76% of assisted Video conversions are assisted by Display

68% of conversions are assisted by display or video

Creative Velocity &
The Future of Video Creation



“

2026 Is The Year Storytelling Becomes A CMO’s Most Profitable Skill”

Lilian Raji
Forbes

Good Creative is Good for Business

NCSolutions

Creative is the dominant ROI driver across all media platforms.

All media



Source: Nielsen Catalina Solutions 2023 *Updated!*

Your Competitive Edge

The Last Great Competitive Advantage

In an automated world, your story is your point of differentiation.

Source: Creative Integration in MMM, Google & Ekimetrics, July 2024

60%

Video Performance

Creative execution explains 60% of video performance variance amongst creative and format variables.[1]

2.2x

Increase in ROI

Improving creative quality can increase ROI by 2.2x.[1]

81%

Ads are Suboptimal

A Ekimetrics analysis revealed that 81% of the ads they studied were suboptimal (scored less than 40% of the key creative best practices).[1]

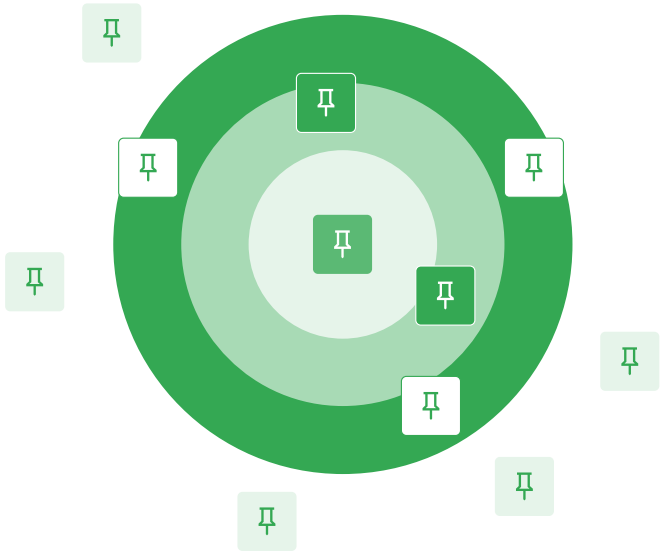
Your Competitive Edge

The Myth of the All-Purpose Ad
Using a single creative for every objective is the fastest way to dilute your ROI.

A Brand Story doesn't drive a click; a Promo Story doesn't build a Brand.

Internal Google studies observed advertisers who used one ad across the marketing funnel:

- **Over 50%** of ads used across the funnel failed to achieve top performance on **any** marketing objective.
- **Less than 10%** of ads were able to perform across the full funnel (Awareness, Consideration, and Action).
- If you aren't tailoring your story to your specific goal, you could be part of the 90% missing their targets.



Numbers were rounded for external use.
Source: Google Brand Lift Survey 2.0 meta analysis, Global, April 2019 ~ Nov 2022. Data from 5,718 videos from 691 advertisers. Videos tested for 3 marketing objectives (Upper Funnel (Awareness or Recall), Middle Funnel (Consideration), Lower Funnel (Purchase Intent)). Top performance defined as top quartile for BLS results. Note: "one ad" is defined as a single video asset, such as a skippable in-stream or a bumper ad.

Good creative starts with Asset Coverage

What is asset coverage?

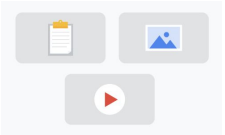
Simply put, asset coverage is the **number and variation of creative assets** uploaded to a Google Ads campaign needed to achieve **optimal efficiency**.

Why does asset coverage matter?

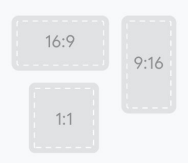
Asset coverage ensures the greatest possible campaign performance by “feeding the machine” with the right amount and variety of creative assets needed to...

1. **Unlock valuable inventory** (more reach)
2. **Improve machine learning** (more efficiency)
3. **Futureproof your campaign** (more performance)

Coverage includes:



Asset type
(text, images, video)



Asset size or ratio
(landscape, vertical, square)



Asset length
(character count, video length)

**Other required assets include: Logos, Business Name and CTAs*

MEET ASSET STUDIO.

Our **one-stop-shop for ad creatives** within Google Ads providing **tools to ideate, build, and modify assets for ad campaigns.**



All you need is a smartphone. Reimagine existing assets, generate new variations, and scale your creative without limits.











Your Competitive Edge

Asset Coverage has become increasingly automated
Efficiency is the New Baseline. Your Story is the New Breakthrough.

Original Version



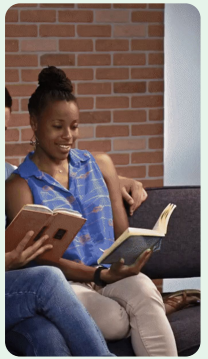
- Horizontal
- Wide frame
- :15

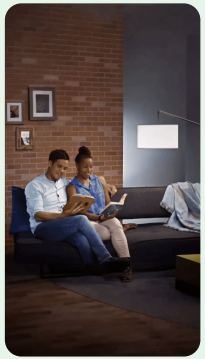
Enhanced with AI



- Horizontal
- :10

Vertical





- **Zoomed-in**
  for mobile
  best practices

Bring one asset → **Let Google AI fill in the gaps (ratios, lengths, and other best practices)**

Asset Studio Benefits



One Central Hub

A dedicated space to view, create, and edit all assets, saving time and simplifying management for users within Google Ads.



Built-In AI Partner

Quickly generate asset variations, removing the need for extensive design resources and achieve asset variety.



Smart Workflows

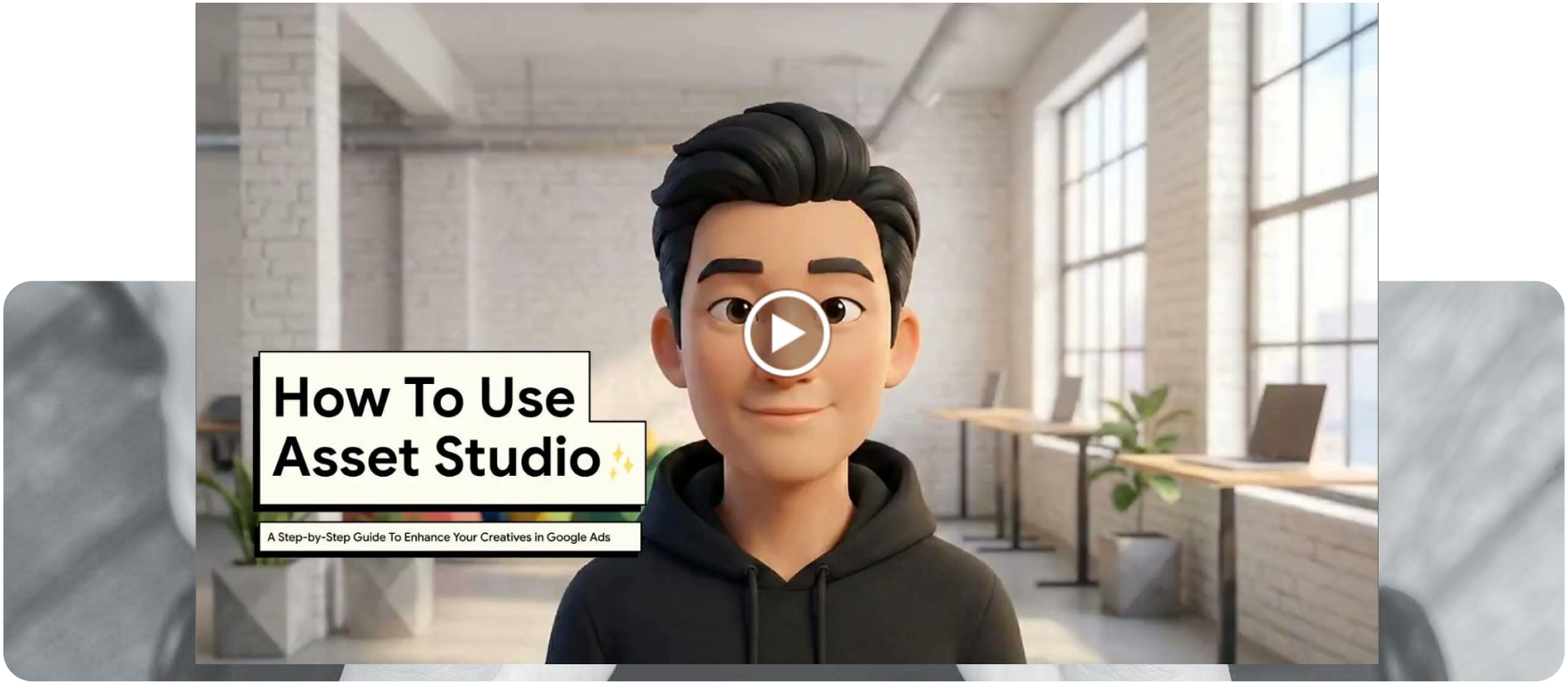
Provides "nudges" and templates to jumpstart asset creation based on performance insights.



Zero Additional Cost

These tools are free to use within Google Ads, reducing production costs for advertisers with limited budgets.

Watch our Asset Studio Demo! [LINK HERE]




Creative Tools Overview
AI Mode

Image Tools

powered by Nano Banana 🍌

Tool	Goal
Generate Images	Generate engaging, photorealistic images from scratch using just a text prompt.
AI Image Editor	Create multiple versions of a single asset using AI to replace background, swap elements, or cover all aspect ratios
Generating Images w/products	Create compelling, product-faithful advertising imagery using generative AI in seconds.

Video Tools

Tool	Goal
Image-to-video powered by Veo ⭐	Transforms static images into a video utilizing the power of Google AI. Designed to help advertisers with no resources create content.
Video Creation	Create professional, campaign-ready video ads. Build from templates or existing assets. No production experience required.
Trim Video	Adjust existing videos into shorter clips for various ad formats.
Voice Overs	Enhance any video with professional, HQ voice-over. Choose diverse voices and languages to generate audio instantly!

AI Image Editor

powered by Nano Banana 🍌

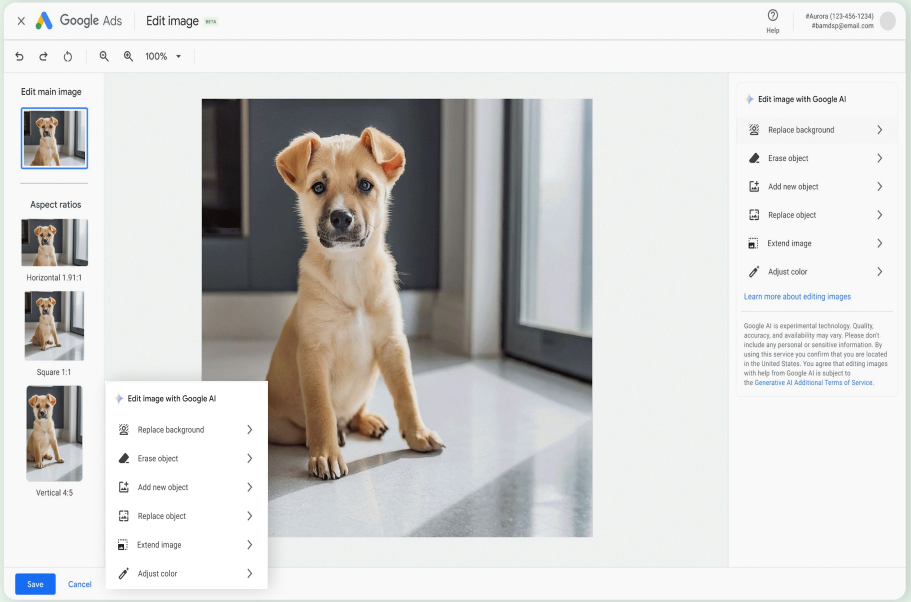
Quickly generate asset variations

Create multiple versions of a single base asset using generative AI to replace the background, swap elements of existing images, or extend image borders to cover all aspect ratios.

The image editor gives you control over the assets you create. This AI functionality makes it faster and easier to create new assets, leaving you in control of what to create and which images to use in your ads.

New features including bulk editing and prompt assistance are now fully launched within the tool

Target Audience: All advertisers and agencies that need to do last mile edits, or lack creative resourcing to generated and edit images for their campaigns



Advertiser benefits:

Produce images that relate to localized, seasonal or promotion based campaigns

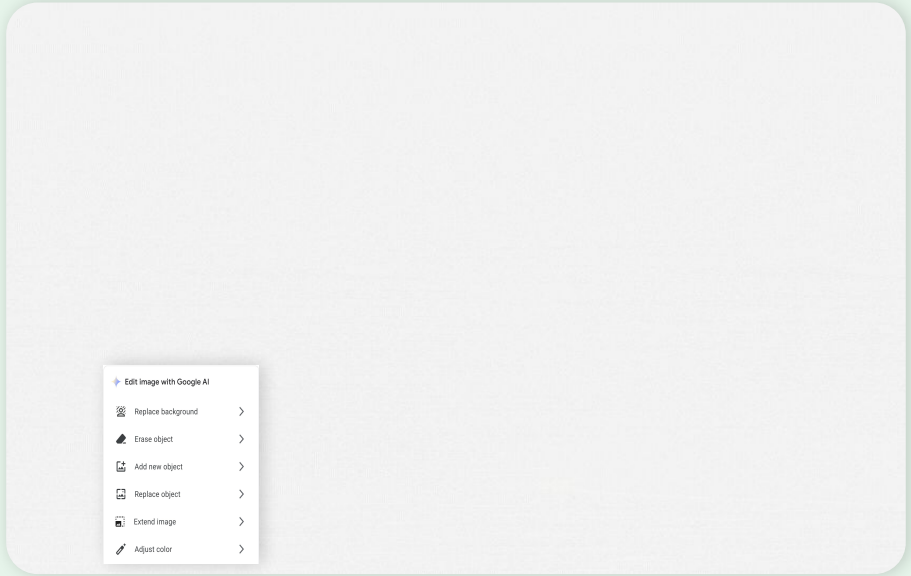
Improve ad strength and maximize ad coverage

Image-to-Video:

powered by Veo ⭐

Image to Video is a powerful feature in Google Ads Asset Studio that instantly transforms a static image into a 5 or 10 second video ad utilizing the power of Google AI. It's designed to help advertisers with no video production resources quickly create compelling content. Advertisers can seamlessly build campaign-ready videos by selecting an image, customizing it with audio, text, and a logo, and then applying one of several high-quality templates.

Target Audience: This is a good fit for customers comfortable with AI-generated assets looking to add videos to their campaigns and increase asset variety to drive performance on YouTube.



Advertiser benefits:

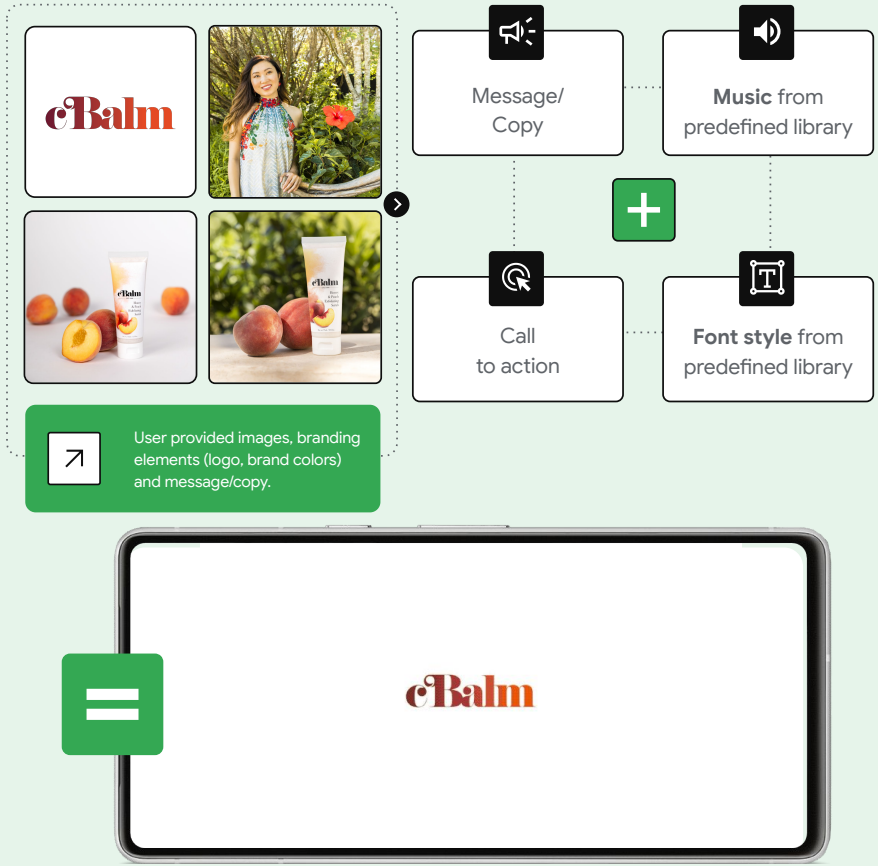
- Generate video ads quickly using the assets you already have: turn images into videos easily and quickly, saving time and resources spent in the video-making / editing process.
- Unlock the full power of Veo while maintaining control: Review the generated video clips from images and customize them to suit your needs by applying visual templates, text, audio, and brand styles.
- Leverage AI across your whole creative production process: with Nano Banana and Veo now fully integrated into Google AI you can literally go from nothing to a fully fledged video ad directly within Google Ads.

Video Creation in Google Ads

Video Creation in Google Ads is a free, self-service tool that empowers advertisers to **quickly produce horizontal and/or vertical video ads** directly within the Google Ads platform. It's designed to make video ad creation accessible for all advertisers, regardless of their video production experience or resources.

How it Works

1. Select a Template: Choose from a variety of templates optimized for different goals.
2. Populate with Assets: Upload or use existing images, branding elements (logo, colors), and messaging/copy/voice-over.
3. Refine & Export: Crop or refocus images as needed. The final video ad is uploaded to a YouTube channel (advertiser-owned or private storage) and is ready for use in campaigns.



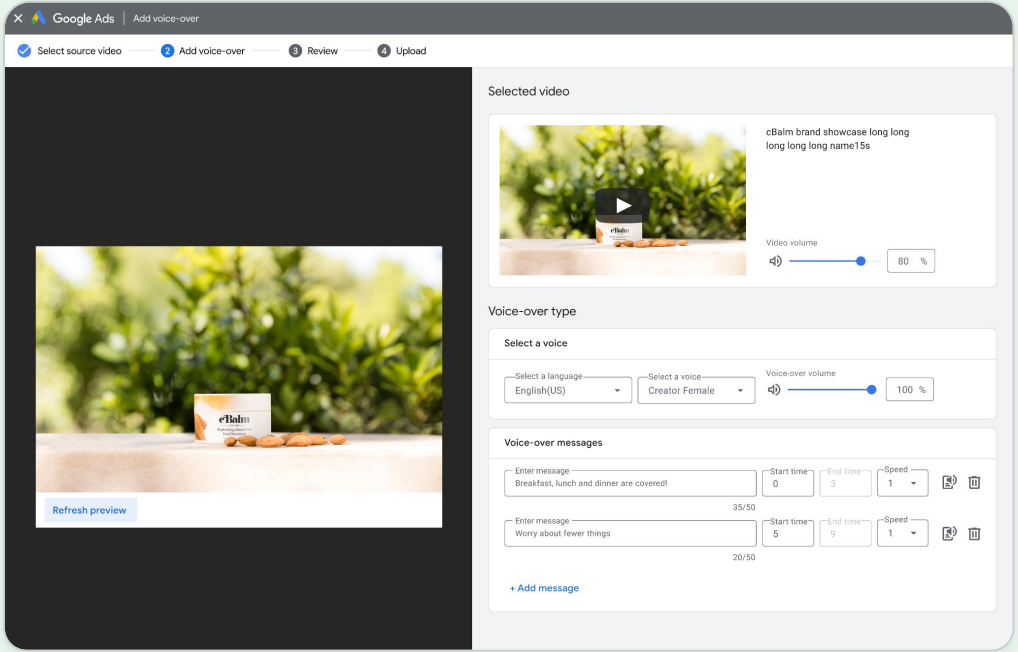
Video Voice-Over

Voice-over in Google Ads is a **self service feature** developed to empower all advertisers to take advantage of YouTube's sound-on environment and leverage our proven creative effectiveness best practices. Through this feature, advertisers can easily generate voice-over for any YouTube video ad.

Voice-over can be accessed through asset library in Google Ads and can be used to overlay voice-over onto any video format across campaigns.

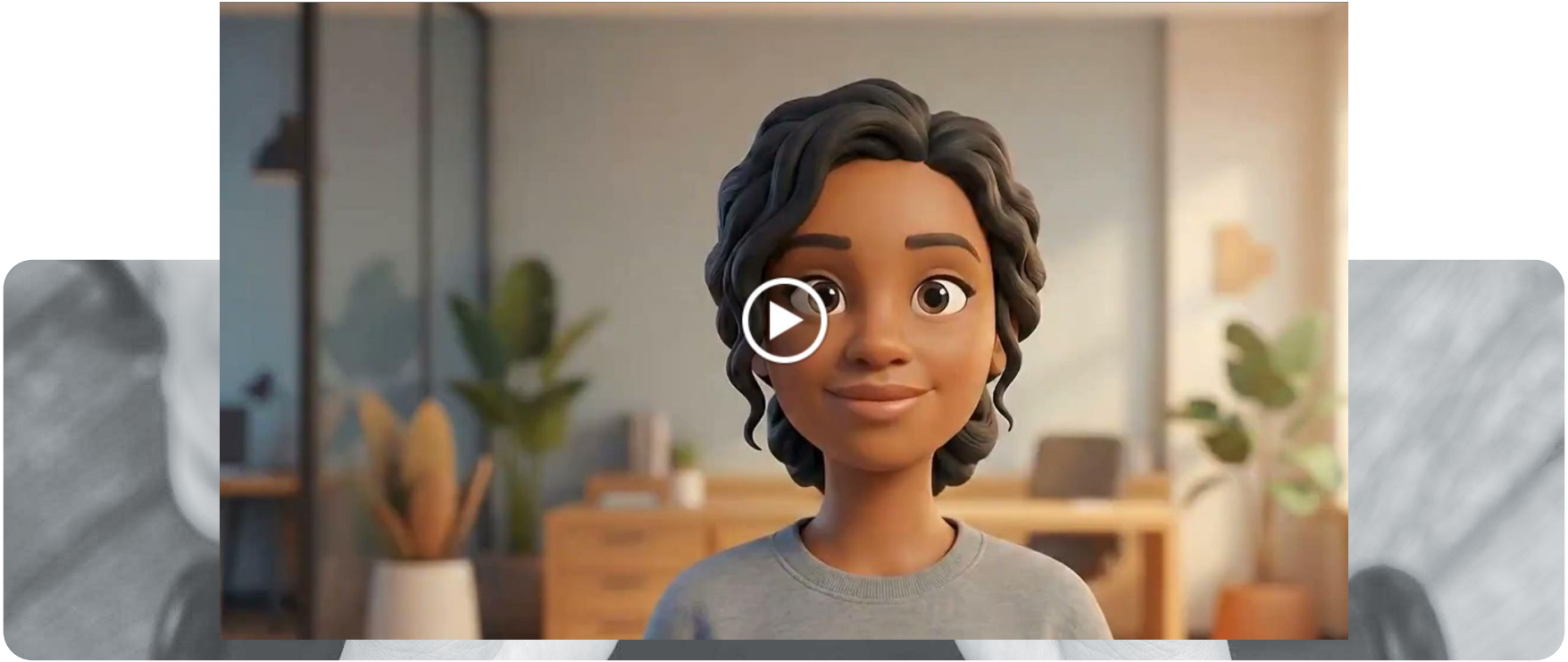
How to: In Asset Library, simply select the video you want to add voice-over to, type in your script, choose the most appropriate voice for your brand and campaign goals, and click to create a voice-over enhanced video in minutes.

Advertiser benefits: easily incorporate voice-over onto any video to take advantage of YouTube's sound-on environment and align your ad to our best practices.



Watch this demo that brings all the tools together!

[LINK HERE]



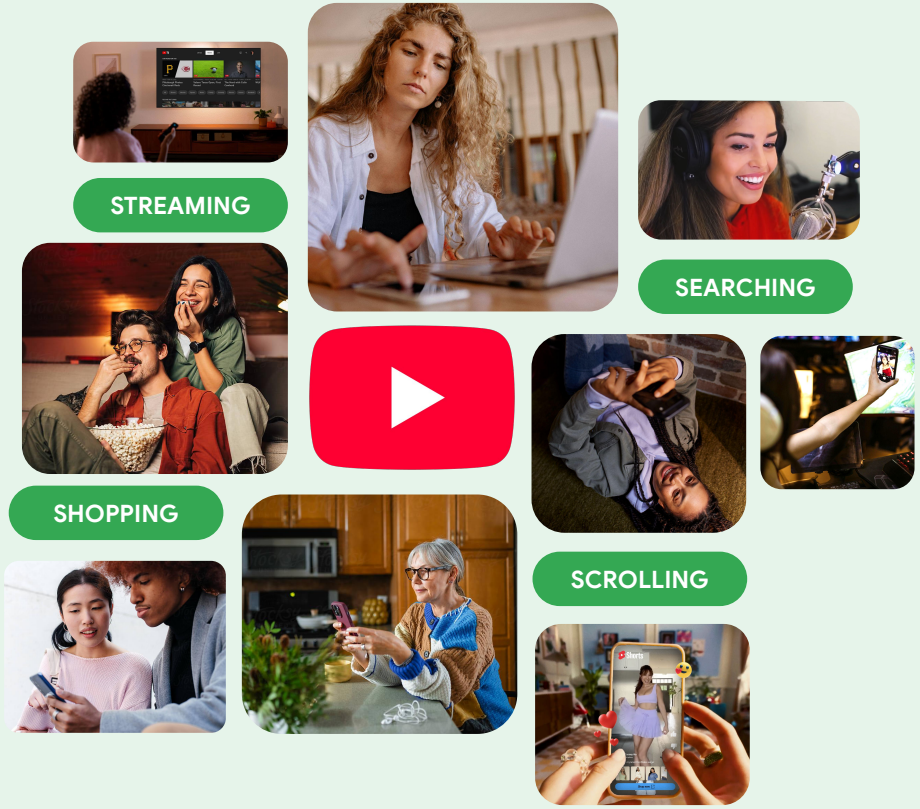
FAQ

If a new asset is being created, who is the owner of that asset?	As stated in the Per the Google Terms of Service, when you use applicable services to generate original content, Google does not claim ownership over that content.
Do we have any legal disclaimers attached to GenAI creative, that alerts the consumer that this asset is AI generated?	Google does not automatically attach a text disclaimer to the GenAI creative at this time. However, all images that are generated with Google AI are embedded with SynthID to check the provenance of images to determine whether or not they were generated or edited using Google AI.
Will the images be unique?	Yes, we employ technical measures to ensure content is novel and unique; no two advertisers get identical results. In addition, we use high-quality, diverse datasets in a responsible way to help our models understand the world.
Who has access to Asset Studio? Can users without Google Ads access it?	In order to access Asset Studio, you must have a Google Ads account.
Can I download assets from Asset Studio to use outside of Google Ads?	There is no download button within Asset Studio, however, you can upload videos to YouTube as unlisted and share them for review or you can select an image an generate a preview URL.

The Creator Economy on YouTube



Video has changed how we interact with social, and creators are at the center of this shift



Why YouTube Creators? They master the A.R.T. of influence ...

Attention

Unrivaled creative freedom cuts through the clutter to actually be seen and heard

Relevance

Communities of passionate fans allow you to connect with an audiences' true needs and desires

Trust

Deep engagement builds credibility that makes messages stick and inspire action

Why YouTube Creators? They master the A.R.T. of influence ...

Attention

Unrivaled creative freedom cuts through the clutter to actually be seen and heard

70% **of YouTube Creators post both short and long form** on their channel (1P data)

Relevance

Communities of passionate fans allow you to connect with an audiences' true needs and desires

92% agree that YouTube has **content relevant to their needs**, outperforming social media average (Kantar)

Trust

Deep engagement builds credibility that makes messages stick and inspire action

98% **more likely to trust the recos of creators** on YouTube vs. those on other social platforms (Ipsos)

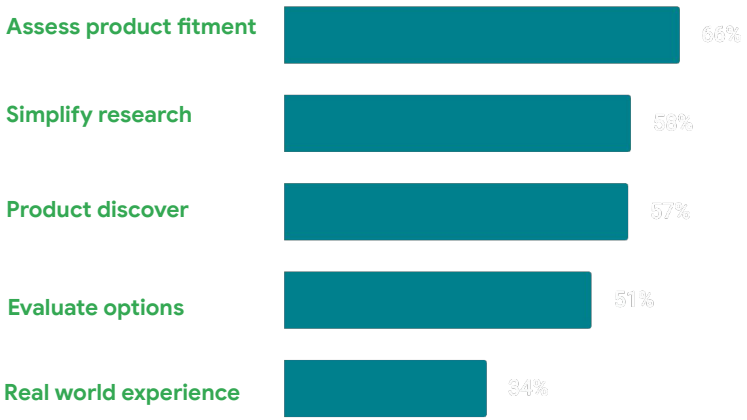
YouTube Shorts is being used widely by SEA shoppers

85%

of SEA respondents use YouTube Shorts when shopping

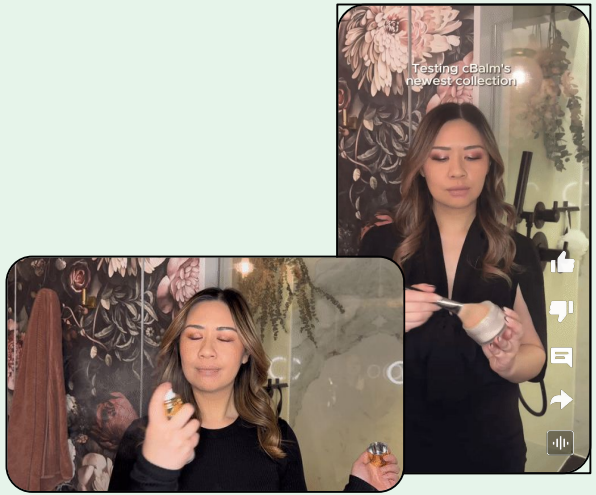
VS 89% 63%

How Short form video influences purchase decisions

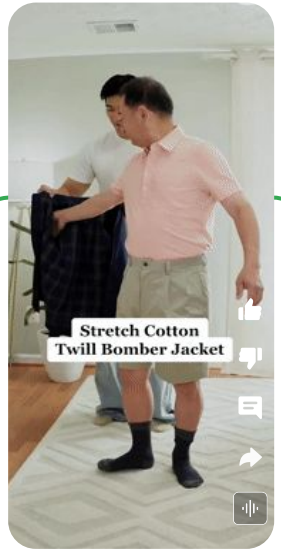


Source: Google x Kantar Shopper Pulse - The role of YouTube Shorts in SEA
uestion: Q4. What platform did you watch the short-form videos on in the past month? Base: Total respondents =1732
Question: Q3. What made the short-form video influential? Base: Total respondents =1732

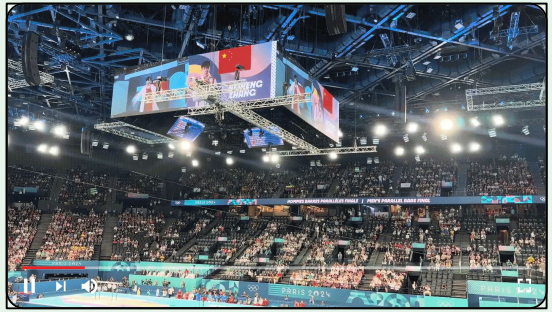
Get more from your social strategy with YouTube



Use the unique power of **multi-formats**



or go **vertical video only**



and collaborate with **YouTube Creators**

Partnership Ads

Use authentic creator videos to drive even more performance



CREATOR VIDEO

Hosted on the Creator's YouTube Channel

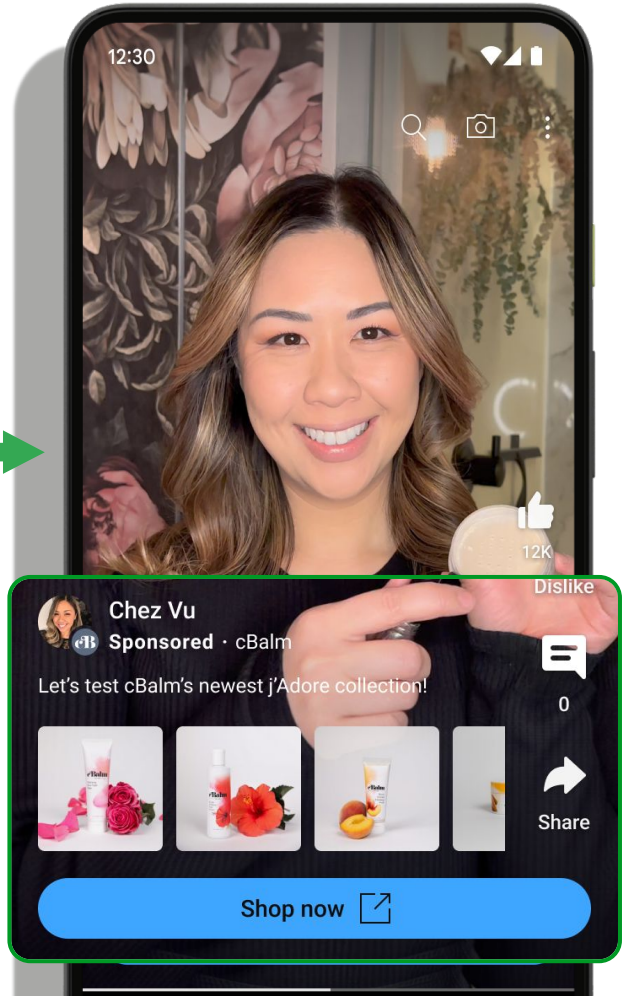
+

VIDEO REACH CAMPAIGN

VIDEO VIEW CAMPAIGN

DEMAND GEN

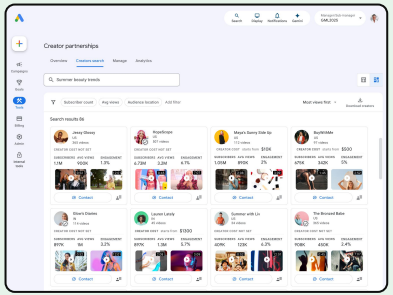
→



Up to 20% higher conversions on the Shorts feed than with advertiser ads alone[1]

Source: Google Data, Google, YouTube Ads, Oct '23–Nov '23

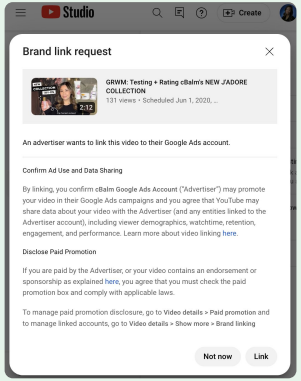
Get started with 4 steps: Find, Partner, Boost, Measure



Step 01

Find the right creators

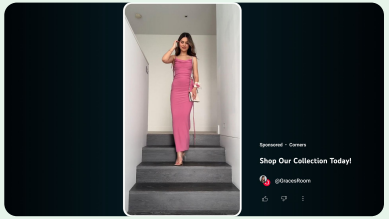
Discover existing sponsored content or find new creators to partner with using YouTube Creator Partnerships. If you have a Creator you're working with, move to Step 2 →



Step 02

Partner on sponsored content

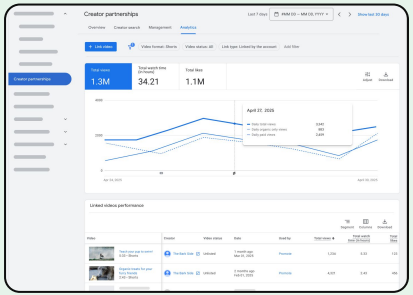
Enable the partnership with brand partner access (fka video linking), the essential bridge between creator content and Google Ads/DV360



Step 03

Boost the sponsored content as an ad

Boost authentic creator content across the funnel as an ad in your AI-powered campaigns



Step 04

Measure the impact

Measure the holistic impact of your campaign with paid and organic analytics in YouTube Creator Partnership

WRAP-UP: Your Google Ads AI Blueprint

