

Google Ads Academy

AI accelerate 2026 with Google Ads

13 January 2026 | 3:00 PM - 4:00 PM SGT
Live on Gather



Hello, Pao

Make a photo look like instant film



Create a professional headshot



Make my own custom mini figure



Give me a 90s pixie cut



What was your 2026 new year resolution/wish?



Gemini Ultra Subscription Giveaway

Lookout for your account manager's
email on how to enter

A new era of Google Search means **new business opportunities**

Next-generation signals of intent

Anticipation of commercial needs

More opportunities to connect with new customers

The image shows a Google search interface. At the top, the search bar contains the query "why is my pool green and how do I clean it". Below the search bar, there is an "AI Overview" section with a "Learn more" link. The AI overview text states: "Algae growth is the most common reason for a green pool, especially in hot weather. Chlorine levels that drop for even a day can start an algae outbreak. Other reasons for a green pool include phosphates or metals in the water." Below this, there are two sponsored search results. The first is for "Aiper" with the headline "Wavepath Navigation Technology | Best summer deals" and subtext "Quality Assurance - Aiper Seagull Pro...". The second is for "Vorato" with the headline "Robotic Swimming Pool Vacuum Cleaners | Vorato" and subtext "Say goodbye to tedious pool cleaning...". At the bottom of the sponsored results, it says "Generative AI is experimental."

why is my pool green and how do I clean it

AI Overview Learn more

Algae growth is the most common reason for a green pool, especially in hot weather. Chlorine levels that drop for even a day can start an algae outbreak. Other reasons for a green pool include phosphates or metals in the water.

Zodiac New Zealand Neave Gro

DIY Pool Cleaning Tips: How to Swimming Questions

Why is my pool from phosphat

Sponsored

Vacuum cleaners to clean your pool:

Vacuuming can be helpful after chlorination to remove dead algae that settle at the bottom.

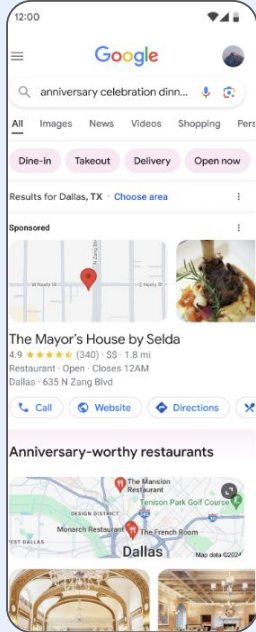
Aiper Wavepath Navigation Technology | Best summer deals Quality Assurance - Aiper Seagull Pro...

Vorato Robotic Swimming Pool Vacuum Cleaners | Vorato Say goodbye to tedious pool cleaning...

Generative AI is experimental.

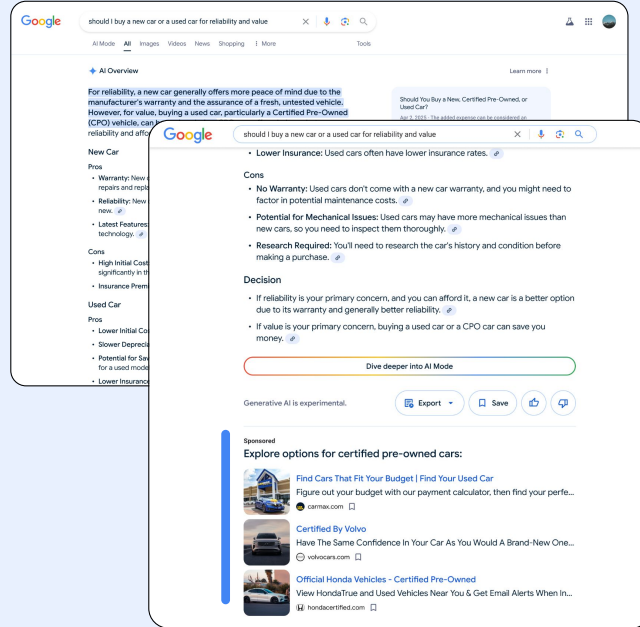
Ads & AI Overviews

Ads Above & Below AIO



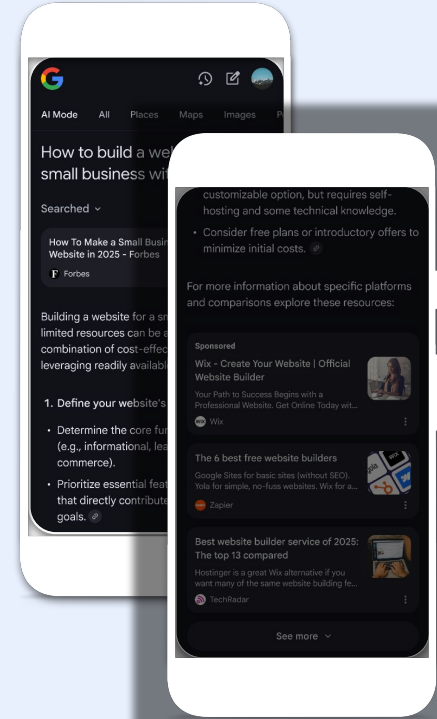
Launched in all 200+ countries
where AIOs are launched

Ads within AIO



Launched in the US

Ads in AI Mode



Starting as an experiment in the U.S

Ads above & below AI Overviews

Launched in all 200+ countries & languages where AI Overviews are available



Ad Formats

- Text Ads
- Shopping Ads
- Local Ads
- App Ads



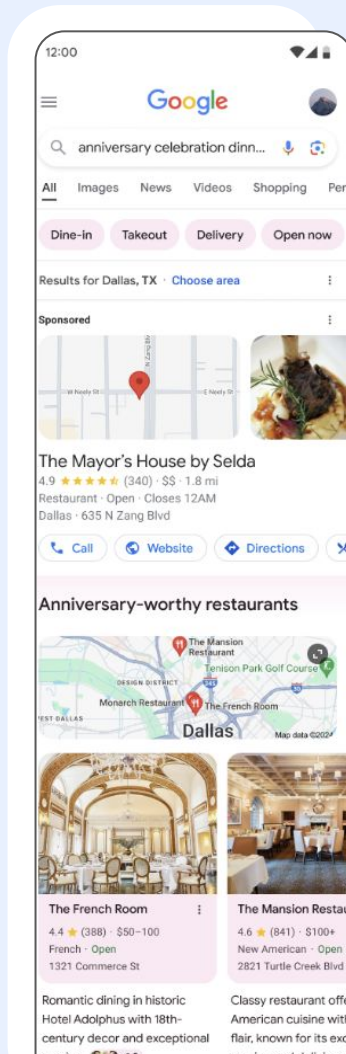
Campaign Types

- Search
- Shopping
- Performance Max
- App



Devices

- All devices



Local ad above
AI Overview

AI Overview

Ads in AI Overviews

Launched in the US for desktop & mobile

Shopping Ads in AIO

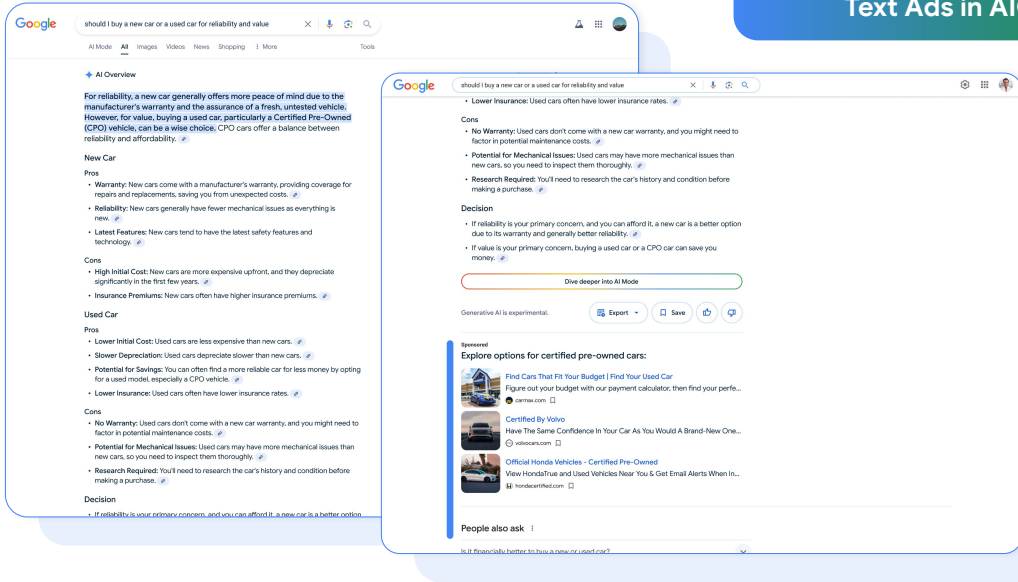
Get consumers from discovery to decision faster, by integrating ads into helpful AI-powered responses.

Available as an experiment in select English speaking countries*

Ads in AI Overviews

Launched in the US for desktop & mobile

Text Ads in AIO



Get consumers from discovery to decision faster, by integrating ads into helpful AI-powered responses.

Available as an experiment in select English speaking countries*

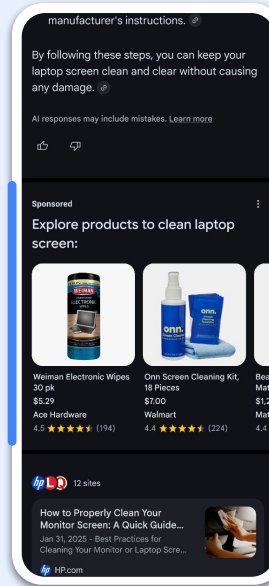
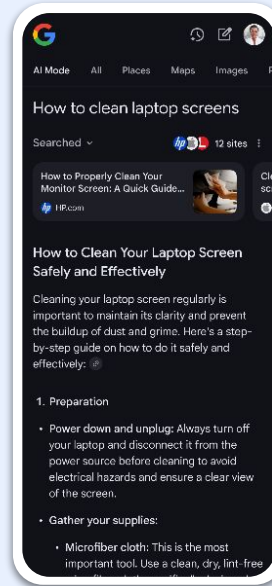
*Rolling out to Canada, Nigeria, Kenya, India, Pakistan, Philippines, Malaysia, Singapore, Indonesia, Australia, New Zealand

Ads in AI Mode

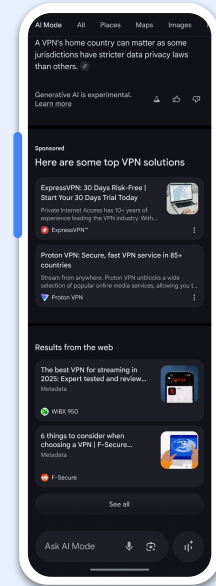
Ads below the 1st response: Starting now as an experiment in the US for desktop & mobile

Be part of our most powerful AI search experience, as customers explore their toughest questions with AI Mode.

Shopping Ads below the response



Text Ads below the response

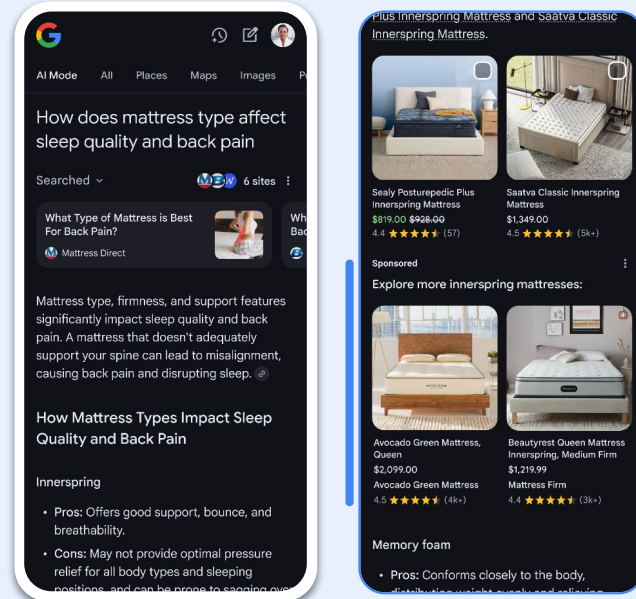


Ads in AI Mode

Ads integrated in the 1st response: Starting in Q4 2025 as an experiment in the US for desktop & mobile

Be part of our most powerful AI search experience, as customers explore their toughest questions with AI Mode.

Shopping Ads integrated in the response

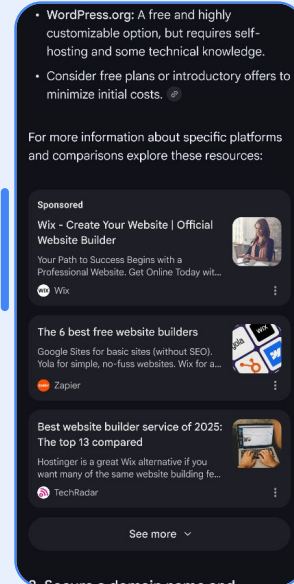
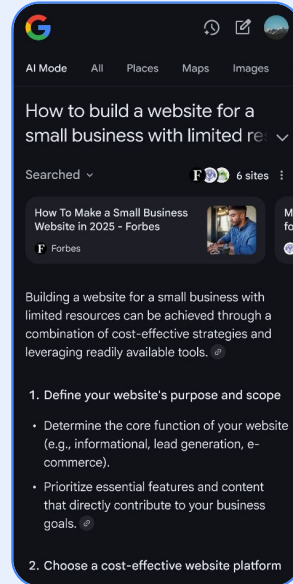


Ads in AI Mode

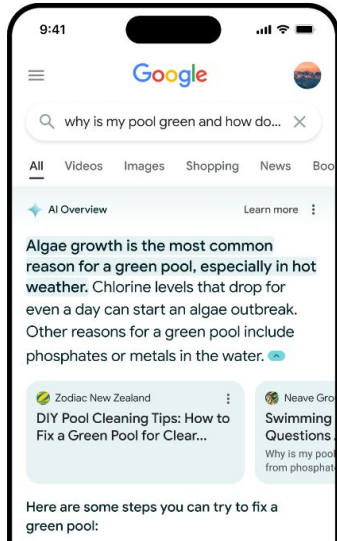
Ads integrated in the 1st response: Starting in Q4 2025 as an experiment in the US for desktop & mobile

Be part of our most powerful AI search experience, as customers explore their toughest questions with AI Mode.

Text Ads integrated in the response



Ads in AI Overviews & AI Mode: How it works



User query

Content of AI response

Understand user intent

Show highly relevant ads

Sponsored

Vacuum cleaners to clean your pool:

Vacuumping can be helpful after chlorination to remove dead algae that settle at the bottom.



Aiper

Wavepath Navigation Technology | Best summer deals
Quality Assurance - Aiper Seagull Pro...



Vorato

Robotic Swimming Pool Vacuum Cleaners | Vorato
Say goodbye to tedious pool cleaning...

Generative AI is experimental.



Ad Formats

Text Ads
Shopping Ads



Campaign Types

Search (w/ AI Max or broad match)
Shopping
Performance Max



Countries & Languages

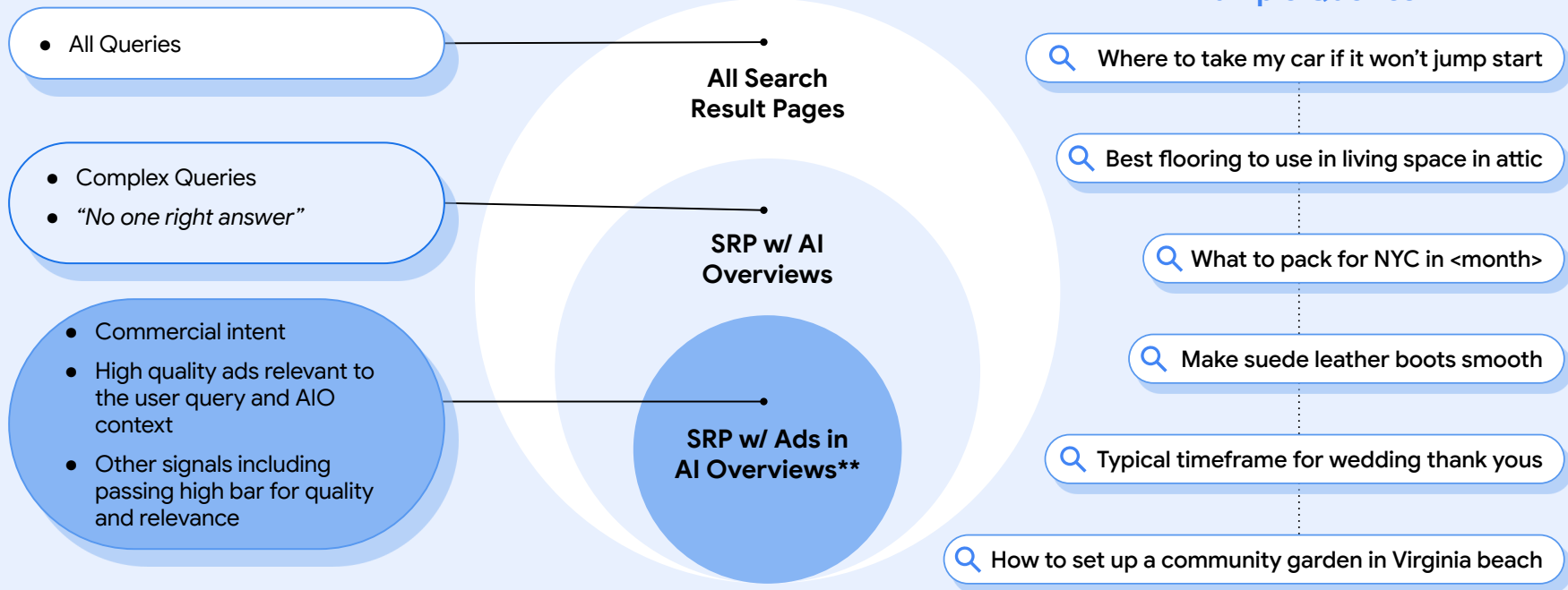
SG, MY, PH, PK
In English, Malay, Chinese, Urdu



Devices

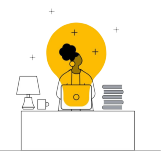
Mobile
Desktop

Understanding when Ads in AI Overviews trigger*



*Illustrative only - not meant to indicate scale and percentage triggering. Query criteria and examples are not exhaustive

To show ads on AI powered Search experiences, you need **AI-powered Targeting Solutions (AI Max)**



How Ads in AI Overviews & AI Mode Work

- **15%** of queries each day are new. Queries are getting longer and more complex. AI Overviews and AI Mode answer complex / answer seeking queries.
- Ads in AI Overviews / AI Mode are matched to our understanding of the user intent based on 1) the user query and 2) the content of the AI Overview / AI Mode response

Broad Match on Search Campaigns

Comprehensive keyword coverage with better intent & language understanding.

Search Terms Matching on AI Max for Search (beta) Or Performance Max

Fully automated solutions that include keywords and keywordless targeting to uncover additional search queries.

AI Max for Search campaigns, in one click, will enhance your existing search campaigns with the controls and transparency you need to deliver on relevancy at the scale of human curiosity

Leverages the best of Google's AI now in Search Settings to help you find, reassure and direct your potential customers



Reach more customers
in **while searching**



Connect with customers
with **greater
relevance**



Deliver customers an **individualised
journey** sending them to a helpful
landing page

AI Max for Search campaigns Settings

Search Term Matching

Expands the reach of your Search campaigns beyond keywords.

Automatically Created Assets

Use existing copy, landing page content & user query for a highly relevant ad.

Final URL

Replaces ad final URL with most relevant landing page (user's search query and intent.)

AI Max for Search campaigns in action

Search Term Matching

🔍 skin care for dry sensitive skin

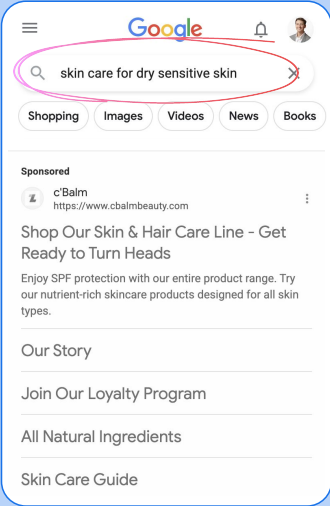
☑️ Moisturizer

Broad Match keyword that could be matched with the query 'skin care for dry sensitive skin'

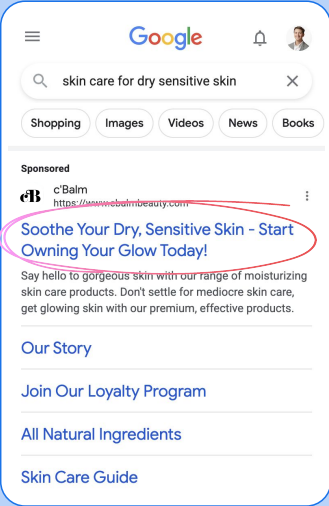
AND / OR

Our keywordless tech finds the page that best matches the query on your website'

Automatically Created Assets

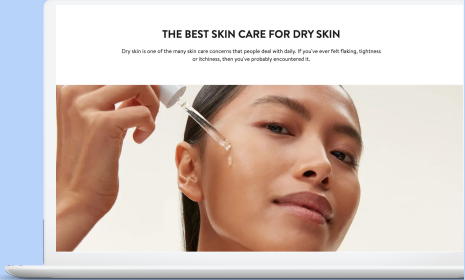


From:
No ACA assets



To:
With ACA assets

Final URL



1. Nielsen MMM meta analysis commissioned by Google in 2024 that measured Google AI-powered Search ads. Research spanned 1.1MM 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 1000 impressions

AI Max for Search campaigns settings improves your Performance at each stage of an ad journey

How does search that is intent based targeting, automatically created copy and URL expansion improve your performance



How does Automatically Created Assets Work?

Enable Automatically Created Assets to draw on your existing headline, landing page copy and generative AI to ensure your ad copy is relevant to the specific user query.

With increasing demands on personalisation a general ad will no longer suit the majority of your audience

...

but creating individual variations in real time is impossible for everyone except AI.

Advertiser text assets within a responsive search ad (3-15 Headlines, 2-4 Descriptions)

- | | |
|---------------|-----------------|
| ■ Headline 1 | ● Description 1 |
| ■ Headline 2 | ● Description 2 |
| ■ Headline 3 | ● Description 3 |
| ■ Headline 4 | ● Description 4 |
| ■ Headline 5 | ● Description 4 |
| ■ Headline 6 | ● Description 4 |
| ■ Headline 15 | |

Automatically Created Assets enabled:
Assets created from Landing Page or other assets in Ad Group

- | | |
|--------------|-----------------|
| ■ Headline A | ● Description A |
| ■ Headline B | ● Description B |
| ■ Headline C | ● Description C |
| ■ Headline D | ● Description C |
| ■ Headline E | ● Description D |
| ■ Headline F | ● Description D |

Possible ad combinations

Headline 1 | Headline 2 | Headline 3
[Ad](#) example.com
Description 1. Description 2

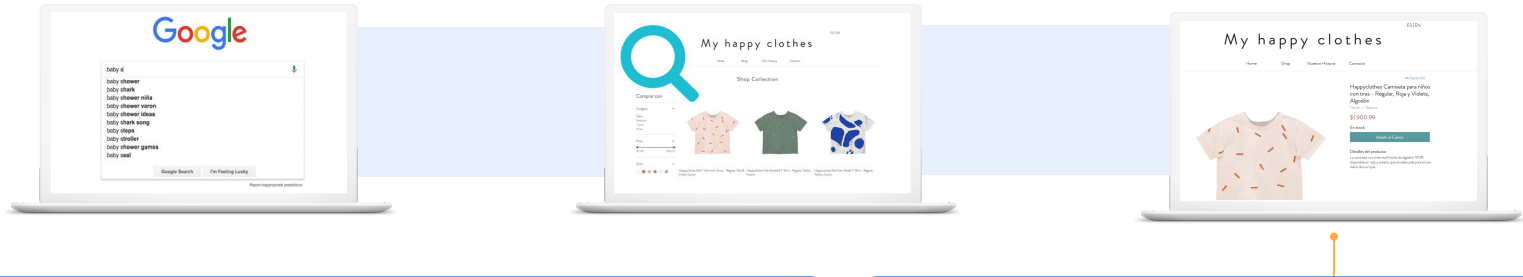
Headline 4 | Headline 2 | Headline 5
[Ad](#) example.com
Description 3. Description D

Headline B | Headline E | Headline 5
[Ad](#) example.com
Description 3. Description 1

etc.

How does URL Optimization Work?

This setting allows machine learning to select the best landing page based on the users query and intent to drive the best performance



Google finds the best landing page within your website for each user query

If a user query is relevant to the content on your site and you are entering the auction with your targeting, URL Expansion will crawl landing page content and utilize Google AI to find the URL most relevant to the query your user searches.

Relevant Landing Page

URL Expansions then directs the visitor to **the landing page most relevant to his/her query**

Eco-friendly fashion | 20% off all onesies | Buy online today

www.myhappyclothes.com

Onesies, t-shirts, and shoes tested and loved by our own happy kid

At the heart of AI Powered Performance is Your Control and Safeguards

We've heard your feedback that you want a simpler AI powered solution that delivers powerful performance without sacrificing control or transparency.

Controls you utilise as you upgrade your search setting to AI Max for Search campaigns:

Negative Keyword Lists

To ensure targeting stays within your product offering review your search term report for terms you might want to consider adding in a negative keyword.

Continue to review your search term report for further negative keywords to find a balance between reach and relevance.

Advertiser provided High Strength Headlines and Descriptions

The headlines and descriptions advertisers create serve in combination with text optimizations to create RSAs predicted to perform the strongest. Ensure your existing ad copy is still at least Good to Excellent to help fuel the machine with high quality material.

Asset Removals

To ensure Ad Copy is aligned to brand requirements, compliance etc you will have the option to remove assets that don't meet your requirements. Note: an asset could have been generated by a specific user query (and history) so providing some flexibility to meet customers with language they are expecting will aid in relevance.

URL Exclusions

To ensure your campaigns are utilising the most relevant landing pages for the business product you are advertising you are able to add URL exclusions to ensure the customer is sent to a relevant area of your website. You will find this control in the settings of the campaign.

Asset Exclusions [Coming Soon]

[Coming Soon] To ensure ad copy meets your requirements add in asset exclusions which will prevent automatically created assets from using those phrases and words in headlines and descriptions.

Continue to review generated ad copy monthly to balance relevance and brand messaging.



With Google's AI capabilities brought to Search and Demand Gen, what's the benefit of using **Performance Max**?



Do I need both AI Max in Search and **PMax**? What's the difference?



With Google's AI capabilities brought to Search and Demand Gen, what's the benefit of using **Performance Max**?

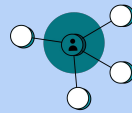


Do I need both AI Max in Search and **PMax**? What's the difference?

Consumer purchase journeys aren't limited to a single channel. Today's consumers are moving seamlessly and simultaneously across 4 key behaviors: streaming, scrolling, searching, and shopping.

- Performance Max is the only campaign that helps you capture all 4 key behaviors (streaming, scrolling, searching, and shopping) in one place.
- Performance Max drives the strongest performance and ROAS across all of Google's channels, in one easy-to-use campaign.

Based on internal Google data and 3rd party studies, we see the **Performance Max** can deliver better results when combined with your existing campaign strategy.



For example, based on a Nielsen MMM meta analysis, on average, Google AI-powered Performance Max delivers 8% higher ROAS and 10% higher sales effectiveness than only Search strategies.

Performance Max and AI Max use the latest Google AI features to deliver on performance and personalization at scale

Performance Max and AI Max are powered by the same Search AI features and technology

Search Ads

+With AI Max settings

Where your customers discover and decide.



- **AI Max for Search** is the next evolution in supercharging performance on text search, expanding keyword targeting to landing page and asset-based matches.
- Utilize additional controls like brand inclusions, and location targeting at the Ad Group level, and reporting that shows AI Max additions.

Performance Max

+With Search best practices

Get the full power of Google's channels and AI, all in one campaign.



- **PMax** is the only campaign that allows customers to capture 4 key consumer behaviors all in one: searching, streaming, scrolling & shopping.
- Supercharge performance on search with the same AI technology as AI Max which utilizes expansions on Search Themes in addition to landing page and asset-based matches.

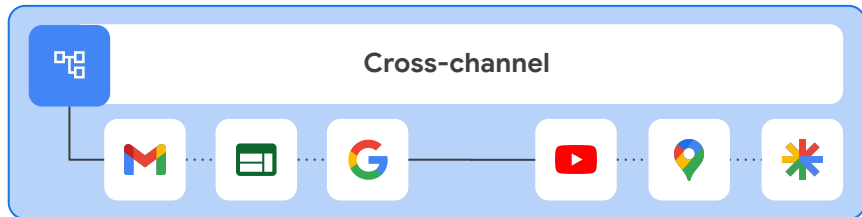
Performance Max: Maximize results across channels

Drive maximum conversions and conversion value by connecting with consumers across all of Google's channels.

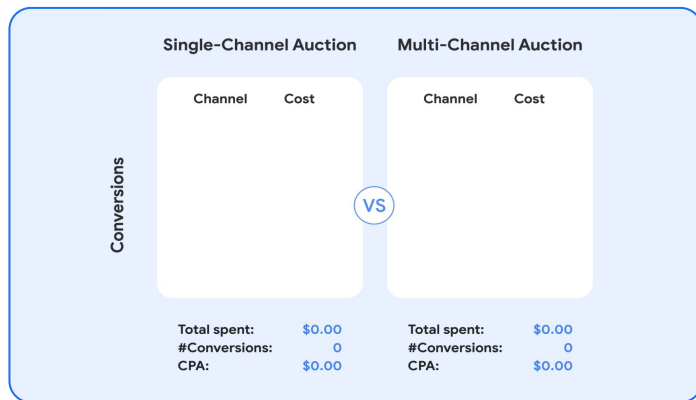
🕒 **With Performance Max, you can leverage the power of cross channel marginal ROI optimization:**

- Find your highest-ROI conversion opportunities in real time.
- Take the guesswork out of traditional audience targeting.
- Access new controls, reporting and insights.

Most retailers are already using Performance Max and seeing great results. And beyond retail, advertisers who adopt Performance Max see an average increase of **27% more conversions or value at a similar CPA/ROAS.4**



Performance Max is the only campaign type that optimizes towards **Marginal ROI** within and across channels.

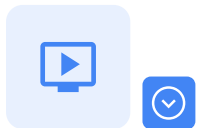


From the above illustration - Compared to a single channel auction, PMax can find conversions on Display (\$2), and YouTube (\$3) at a better ROI than the next available search conversion (\$4) - even if search has a lower historical CPA at the time of those auctions.

What are the main technical differences between AI Max, PMax, Broad Match, and DSA?

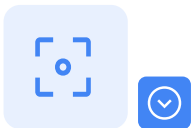
	AI Max	PMax	DSA	Broad Match
Text Customization (fka ACA) <i>(uses Gen AI for headline and description creation)</i>	✓	✓		✓
Final URL Expansion	✓	✓		
Offers 3P Network controls <i>(e.g. SPN on/off)</i>	✓		✓	✓
Keywordless landing-page based targeting	✓	✓	✓	
Keywordless asset-based targeting	✓	✓		
Serves on both text and non-text Search inventory		✓		
Search Term Report with cost data	✓	✓	✓	✓
Ad Group controls <i>(e.g. location, brand)</i>	✓			

Key takeaways to ensure you're 'Search AI Ready'



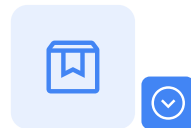
AI Max and PMax Search have the same great AI technology that includes:

- Keyword /Search Theme expansion
- Landing page keywordless targeting
- Asset-based keywordless targeting
- Text customization
- Final URL Expansion



Focus on upgrading existing Search campaigns to AI Max in order to:

- Future proof your campaigns for the ever-changing world of AI
- Easily capture additional value from the campaigns you already have



PMax is fully "Search AI Ready" out of the box!

- Keywordless technology is 'always on', and Text customization and Final URL expansion are 'on' by default
- Add Search Themes to drive even stronger performance.

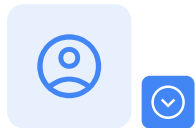
How does our system handle the overlap between **AI Max** and **PMax**?



Search and PMax campaigns may be eligible for the same auctions today.

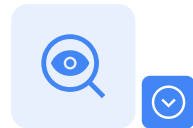
We built AI Max to have parity with Search on PMax, so both AI Max and PMax campaigns may be eligible for the same Search auctions.

Note that today this is already the case, although to a lesser extent.



If the user's search query is identical to an eligible Search keyword of any match type in your account, **the Search campaign will be prioritized over PMax.**

If the query **isn't identical** to an eligible Search keyword, **the campaign or ad with the highest Ad Rank will be selected.**



Trumping will work the same as it does today, even with AI Max settings turned on.

If the user's search query is identical to an eligible Search keyword of any match type in your account, the Search campaign will be prioritized over AI Max expansions, and PMax.

Why should I keep running both **AI Max** for Search and **PMax** if they have the same Search **AI features**?



While PMax and AI Max share the same AI powered settings, your auction coverage might not be perfectly overlapping if the campaigns have different settings, targeting, or goals.



Utilizing AI Max on all your search campaigns will ensure your Search-only spend is utilizing the best in AI tech.



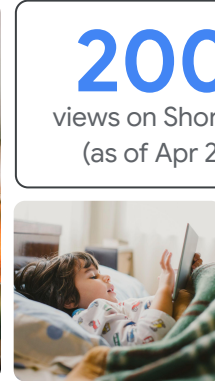
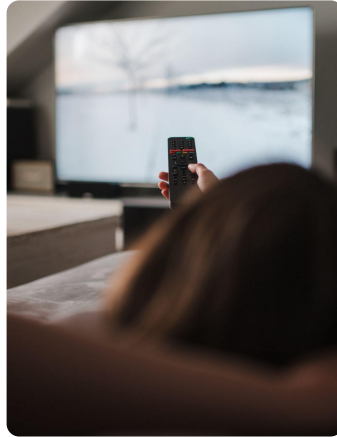
And continued use of PMax will ensure you're utilizing AI tech for additional search auctions your PMax campaign is optimizing towards.

Video consumption has exploded across formats and screens



1B

hours of YouTube content on TV daily



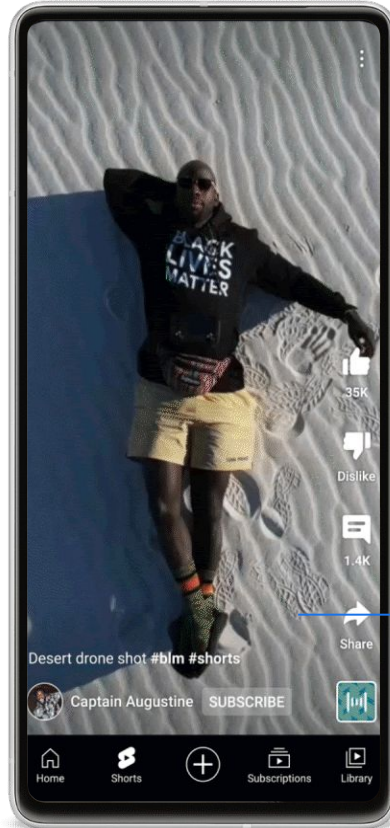
200B

views on Shorts daily
(as of Apr 2025)



SHORTS MOMENTUM CONTINUES TO GROW ACROSS SEA

with format is
being consumed
across different
generations



65% of **Singaporeans** are on YouTube Shorts

For **18-24 y/o**, YouTube is the #1 service used daily vs. other social video platforms.



43% of **Malaysians** are on YouTube Shorts

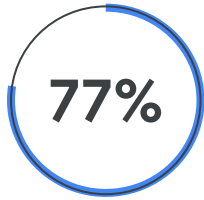
79% of Gen-Z viewers agree that YouTube is the video service they love the most!



51% of **18-44 Filipinos** are on YouTube Shorts

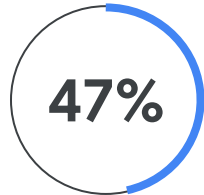
92% of Gen-Z viewers agree that YouTube is the video service they watch the most!

We're also facing a dramatically different consumer landscape...



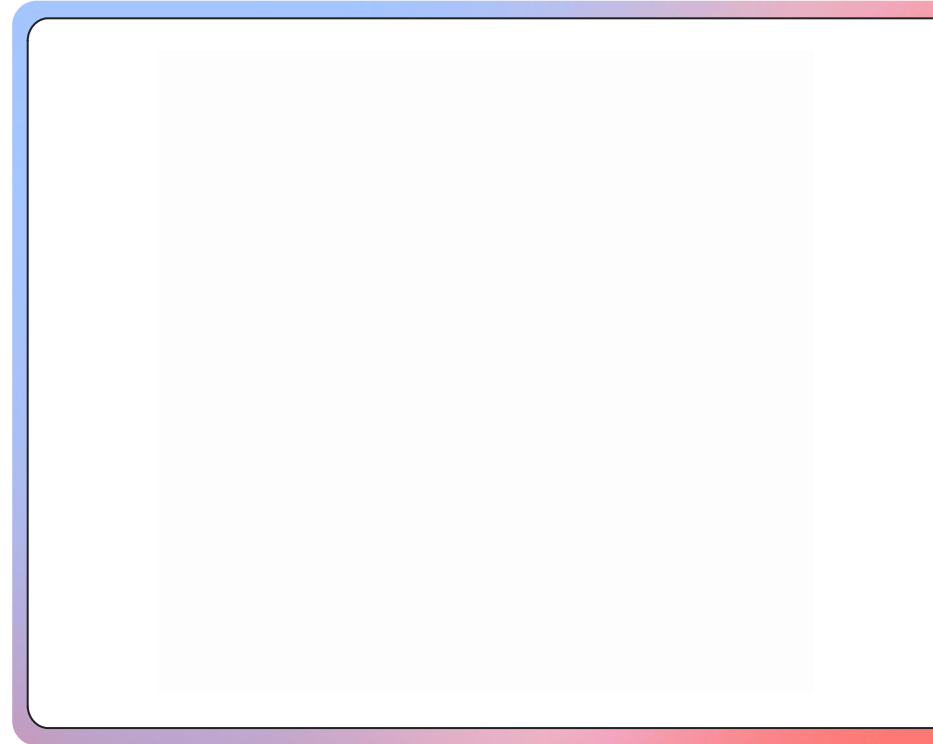
More **research**

of consumers who made a purchase decision needed up to six months to decide



More **openness**

of consumers in surveyed markets have purchased at least one new brand they've never bought before in the past month

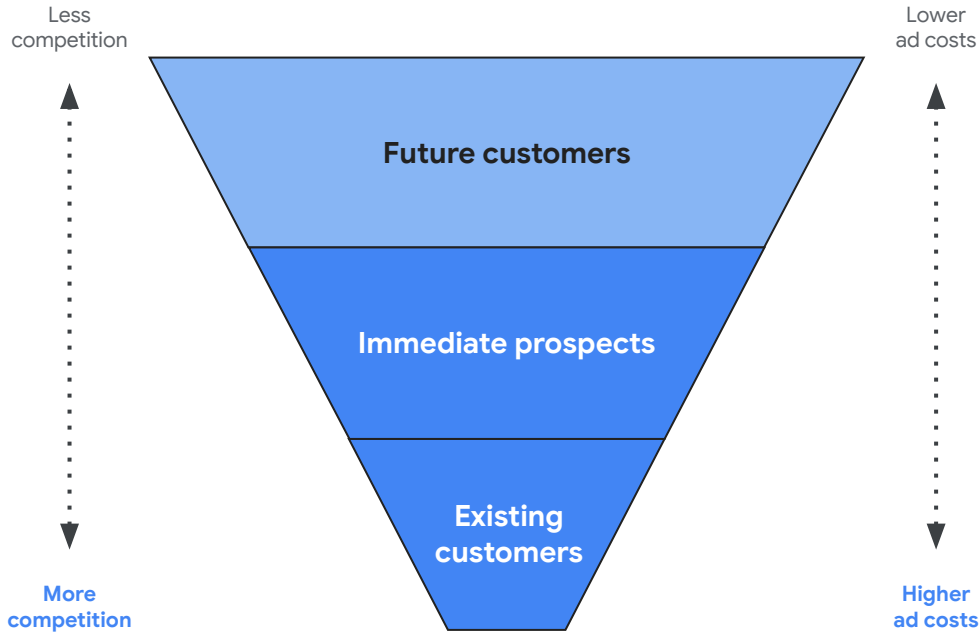




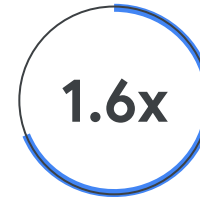
**So what
does this mean
for you?**



Focusing purely on bottom of funnel is tempting and converting the existing demand is easy in the short-term



A **Full Funnel Approach** is needed to supplement your mid-low funnel focused campaigns and for **future growth**



YouTube has the **Best ROI** of all online video

Recorded by Nielsen

Source: NIELSEN COMPASS, U.S., TOTAL CPG, Q3 2019-Q2 2021., DURING Q4 2019 TO Q2 2021, WITH 1.6X GREATER ROI VS. ALL OTHER OLV.

But you're fighting everyone else in the space

Full funnel strategy drives better performance for your brand



Investing across all marketing objectives...

+67%

drove 67% higher ROI vs Action only¹

Action: Search, and/or PMax, and/or CPA Video



Users seeing YouTube Ads...

+18%

Searched 18.9% more than those who didn't see a YouTube Ad²



New investments in Brand (CPM/CPV) and CPA video (DG/VAC)...

+49%

in brands that were previously only spending on Search/PMax boosted overall sales effectiveness by 49%³

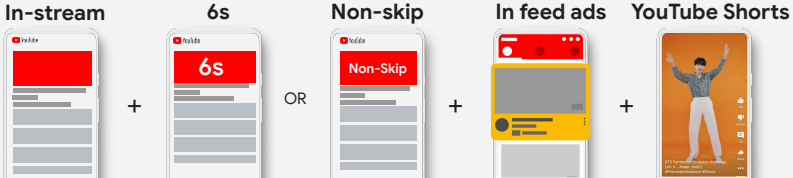


Google AI powered Video Solutions to unlock your growth

Benefit

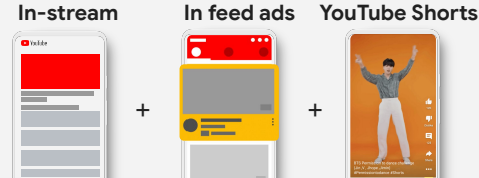
Cost Efficient Reach

Video Reach Campaigns (VRC 2.0)



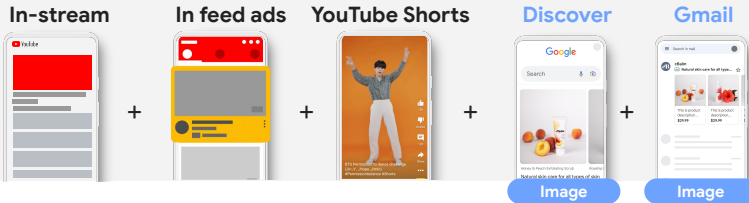
Cost Efficient Views

Video View Campaigns (VVC)



Generate Demand and Drive Action

Demand Gen

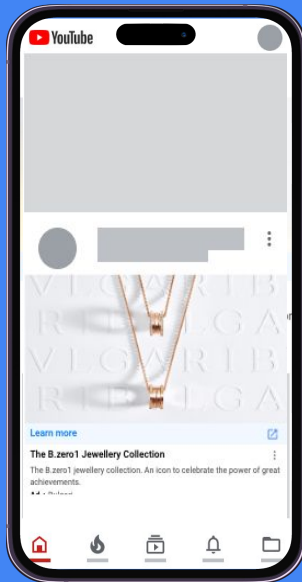


Demand Gen: Harnessing the Power of Google & YouTube best inventories to expand impact and drive demand

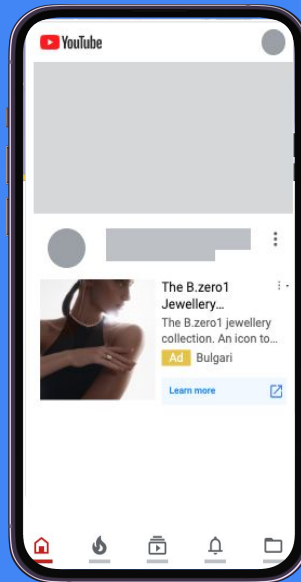
Demand Gen inventory are mixing video and images.



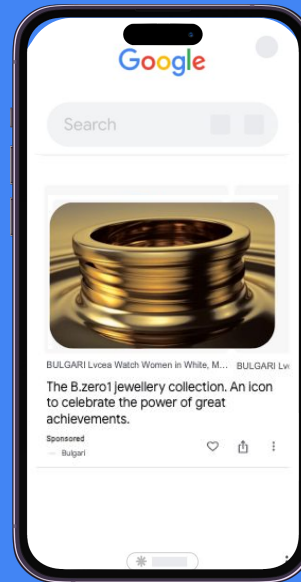
 YOUTUBE SHORTS



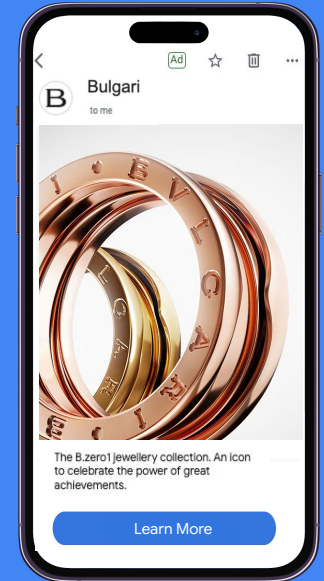
YOUTUBE INSTREAM



YOUTUBE IN-FEED



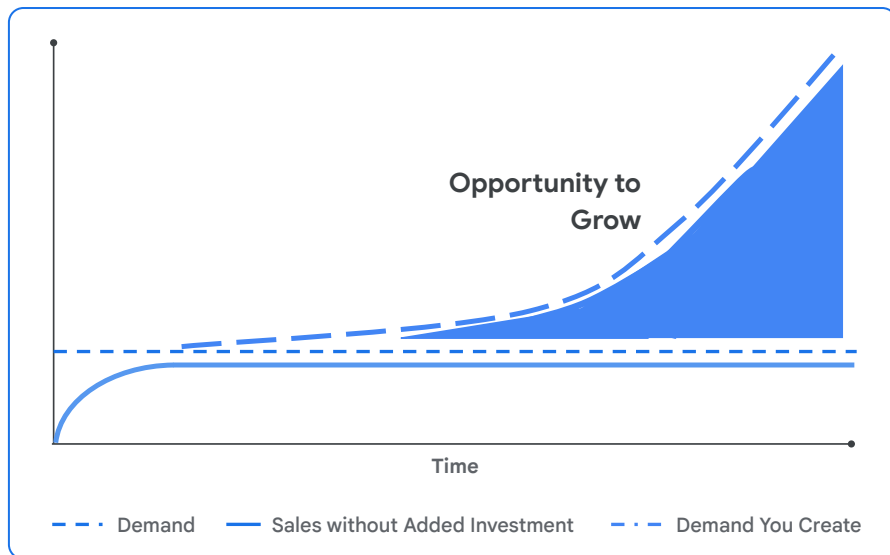
 DISCOVER



 GMAIL

Generate demand to drive sales today *and* tomorrow

Growing demand ensures you don't hit a "sales ceiling." Influence consumers in the mid-funnel to create consistent future demand and drive sales growth.



68%

of **Demand Gen conversions** came from **users who did not see the brand's ads on Google Search** in the 30 days prior to converting²

Source: 1) Google/Ipsos, Global Consumer Journeys, 2024, online survey, n=52,35 consumers 18+, AR, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK. 2) Google Internal Data, February 2025 - March 2025

Build a **strong Demand Gen campaign with best practices** from the start

1

Audiences

- Use Lookalike Segments or
- Use Optimized Targeting

2

Bid & Budget

- Set bid targets similar to your social campaigns
- Set a daily budget of >USD\$100 at the campaign level

3

Creative

- Include at least 1x image
- Include at least 1x horizontal video
- Include at least 1x vertical video

4

Measurement

- Add the Conversion Tracking tag to every page of your website
- Use Enhanced Conversions* or EC for Leads
- Use Data-Driven Attribution (DDA)

5

Optimization

- Collect 30+ conversions to exit the Learning Phase before making changes
- Limit bid changes to +/-15% during the campaign period

Not all creative is equal...

Out of Sight,
Out of Mind

>1-6s

>1-6s

10s

10-30s

Meta / Tiktok

YouTube Shorts

YouTube In-Stream

The way we measure

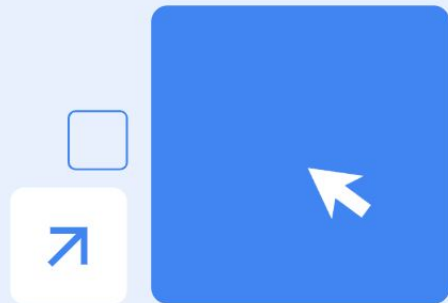
These metrics are core to your Demand Gen campaign, and it's important to know the differences between each of these metrics.

Metric	Definition	Asset Type	Find It In	Bid Towards?	Settings
Click through conversion (CTC)	Viewer clicks on an ad and converts on website	Image & Video	Conversion column	Yes	30 Day window, adjustable (1 to 90 days)
Engaged view conversion (EVC)	Viewer chooses to watch (Instream: 10s+, Shorts & Feed: 5s+*) then converts directly on website	Video			3 day window, adjustable (1 to 30 days)
View through conversion (VTC)	Viewer sees ad impression then converts directly on website	Image & Video	Ability to add VTCs as a custom column	No, only available as additional reporting	1 day window, adjustable (1 to 30 days)

*YouTube Shorts EVCs can also be counted if a viewer clicks the call to action button on the video ad or clicks the like/comment/share button on the video ad or a viewer swipes up and down triggering a new impression and a new view if watched for at least 10 seconds.

We're excited to announce the launch of VTC Optimization - for Demand Gen campaigns (YouTube only, additional channels coming next year).

This feature aims to provide more apples to apples optimization comparison with other advertising platforms and drive strengthened performance for your campaigns.




Understanding & optimizing for VTCs

A view through conversion is when a user sees your ad impression and then converts without clicking.

With this launch, we're enabling you to optimize your campaigns to include this metric, resulting in enhanced performance & conversion reporting.

Example | How attribution differences can impact performance reporting

	CTCs	EVCs	VTCs	Reported Conversions	CPA
Other 1P Publishers	20	25	55	100	\$10
	20	25	55	45	\$22.22

Google **does not include VTCs** in our conversions column. This can lead to interpretations that ROI is lower with Google.

Enabling Value for Demand Gen Campaigns

Test out VTCs in your Demand Gen campaigns to drive enhanced performance and value for your customers.

01



What is it?

- With the launch of VTC optimization, we are now enabling customers to optimize their campaigns to include this metric.
- VTC optimization will be default off for customers, but we strongly recommend turning it on (available at the campaign level) to enhance your performance!

02

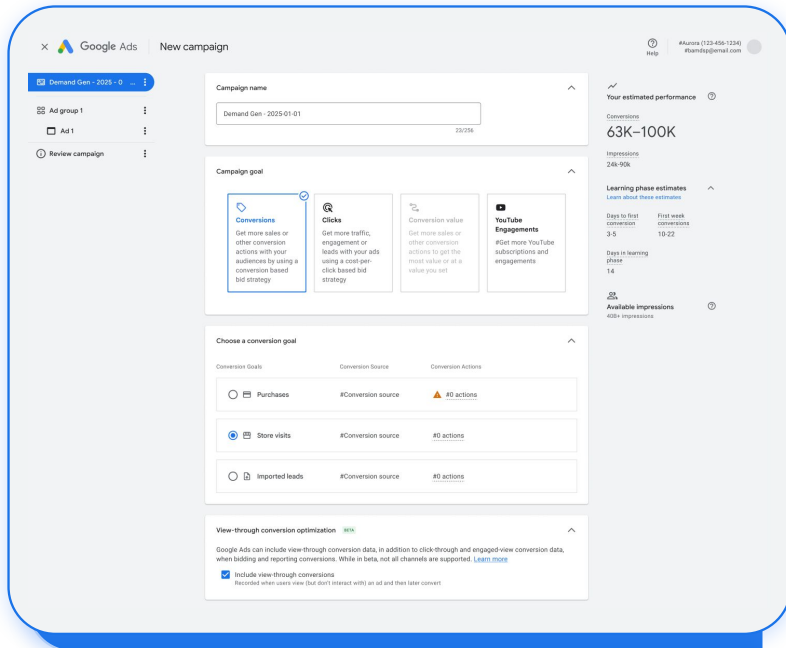


What's the value?

- Unlock scale and performance - scale your campaigns with more conversions and budget utilization
- Faster early stage conversions – Get the first few conversions in a shorter amount of time
- Drive parity - customers are already utilizing VTCs today in optimization & reporting

VTC Optimization selection for new campaigns

VTC optimization will be available in the Demand Gen campaign construction



Advertisers setting up a new campaigns can enable VTC optimization during the standard campaign creation workflow.

This will be an opt-in setting within the Google Ads UI. The default setting will be "off" during campaign creation, and if opted-in, an option for opt-out later will be available.

Demonstrate Demand Gen's **impact**

01

Use platform comparable reports

Factor in the impact of **view-through conversions (VTC)** while also isolating Demand Gen campaigns to understand campaigns' true value.

What to look for:

- Is Demand Gen providing comparable CPA/ROAS to other social platforms?

02

Assess influence on overall strategy

Utilize **Account Level Metrics** and **Attribution reports** to show how adding Demand Gen to your Google mix impacts overall account level performance.

What to look for:

- How does Demand Gen add value on account level CPA/ROAS?
- Is Demand Gen adding assistive value for conversions?

03

Measure incremental value

Use **Conversion lift studies** to prove how Demand Gen yields incremental conversions to performance objectives.

What to look for:

- Is Demand Gen contributing to drive incremental sales?

It first starts with apples to apples set-up



Conversion Settings

Conversion event:
use the same event on all platforms

Attribution windows:
Make sure you mirror your attribution windows across platforms

Budgets

Follow Demand Gen best practices, but align campaign budgets to be similar

Bid Strategies

Align bid strategies to assure that all platforms are optimizing towards the same objective

Audiences

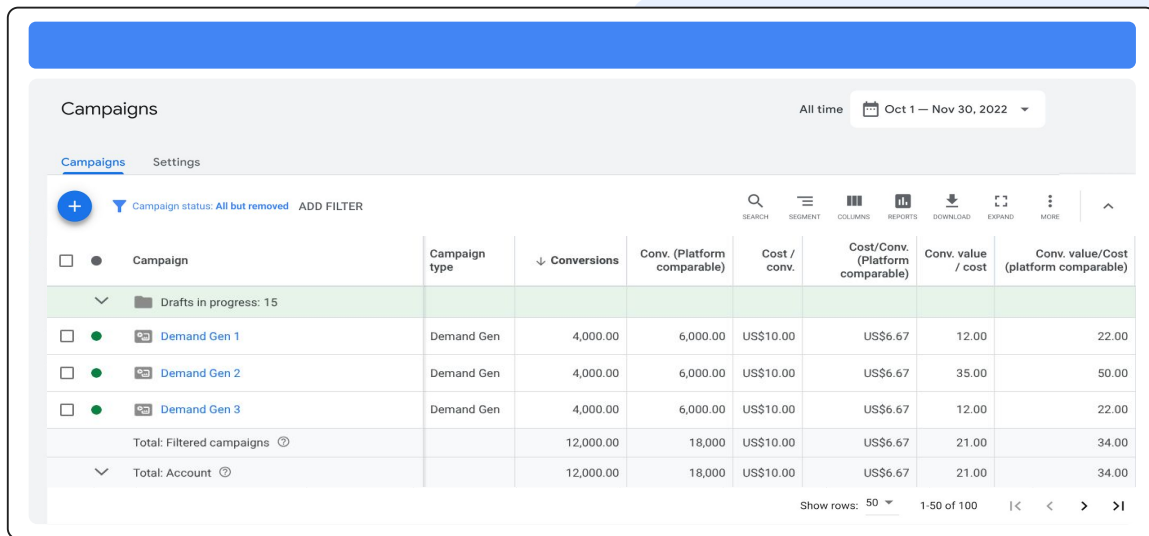
Use similar targeting for each ad group
For 1p data, use the same upload list

Creatives

Ensure parity in all areas (quantity, format, and assets)

Then, move onto measurement parity

Use Demand Gen's new measurement data sets in Google Ads - Conversions (Platform Comparable)



The screenshot shows the Google Ads 'Campaigns' page for the period Oct 1 - Nov 30, 2022. It displays a table of Demand Gen campaigns with the following data:

Campaign	Campaign type	↓ Conversions	Conv. (Platform comparable)	Cost / conv.	Cost/Conv. (Platform comparable)	Conv. value / cost	Conv. value/Cost (platform comparable)
Drafts in progress: 15							
Demand Gen 1	Demand Gen	4,000.00	6,000.00	US\$10.00	US\$6.67	12.00	22.00
Demand Gen 2	Demand Gen	4,000.00	6,000.00	US\$10.00	US\$6.67	35.00	50.00
Demand Gen 3	Demand Gen	4,000.00	6,000.00	US\$10.00	US\$6.67	12.00	22.00
Total: Filtered campaigns		12,000.00	18,000	US\$10.00	US\$6.67	21.00	34.00
Total: Account		12,000.00	18,000	US\$10.00	US\$6.67	21.00	34.00



What is Conversions (Platform Comparable)?

This data set provides an alternative reporting view for Demand Gen campaigns. It includes the impact of view-through conversions (VTC) while also isolating Demand Gen from the rest of the Google ecosystem. This allows for a more similar comparison between DG and other advertising platforms.

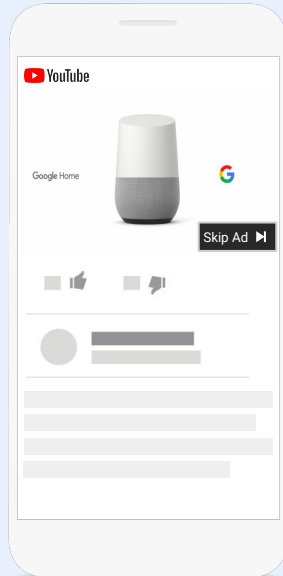
Please note: this additional column does not impact optimization and bidding.



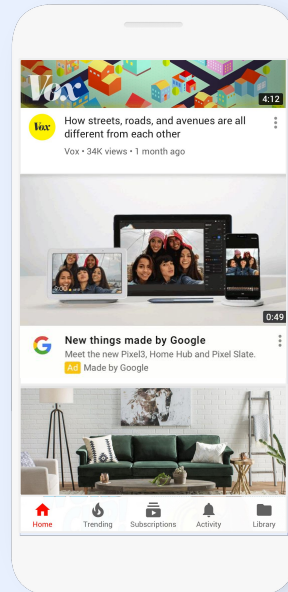
Please note: this additional column does not impact optimization and bidding.

There are many ways to reach your potential customers on YouTube...

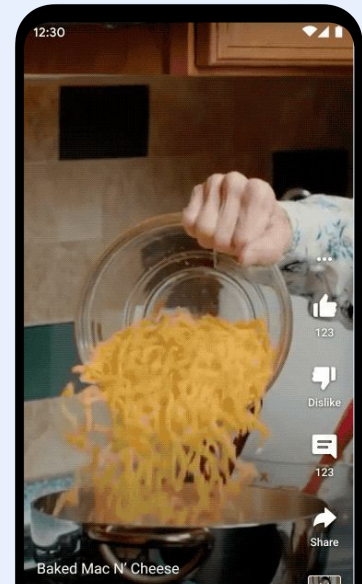
When they're **streaming video content**



When they're scrolling through a **personalized feed** of recommended videos to watch next



When they're **consuming short form** within an immersive video player



Full Funnel Strategy is helping advertisers drive better results- Adopting **Youtube Brand** solutions is the key for efficiency

**+ Reach
& Brand lift**

Unique reach increases **134%** (on average) when adding Brand video to Action video

Advertisers that utilized a full funnel strategy drove **positive lift across all brand lift metrics**

**+ Search lift
+ Assist. Conversios**

Over 50% of YouTube advertisers saw **incremental search lift** when adding Brand to Action video, with a median incremental lift of **25%**

YouTube advertisers see brand video driving **28% of their conversion assists**

+ Conversion lift

Over 55% of YouTube advertisers saw an uplift in conversions when adding Brand to Action video, **driving 10%+ incremental conversions**

Vertical highlights! % of advertisers within each vertical that drove an uplift in conversions when adding Brand to Action video:

Finance **60%+**

Technology **55%+**

Media & Entertainment **65%+**

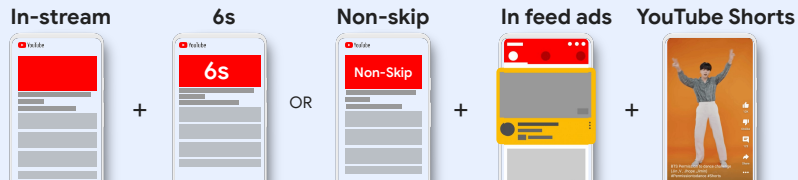
Education & Government **60%+**

Expand with efficient Reach and Views

Objective

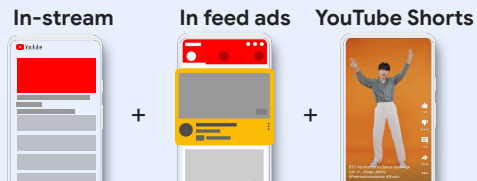
Cost Efficient Reach

Video Reach Campaigns (VRC 2.0)



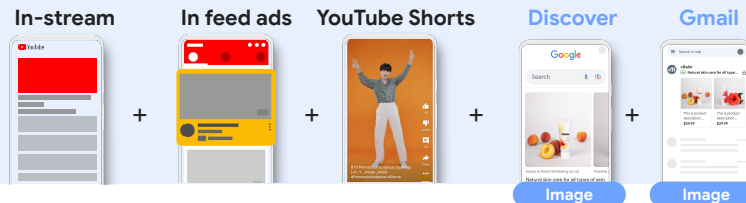
Cost Efficient Views

Video View Campaigns (VVC)



Generate Demand and Drive Action

Demand Gen

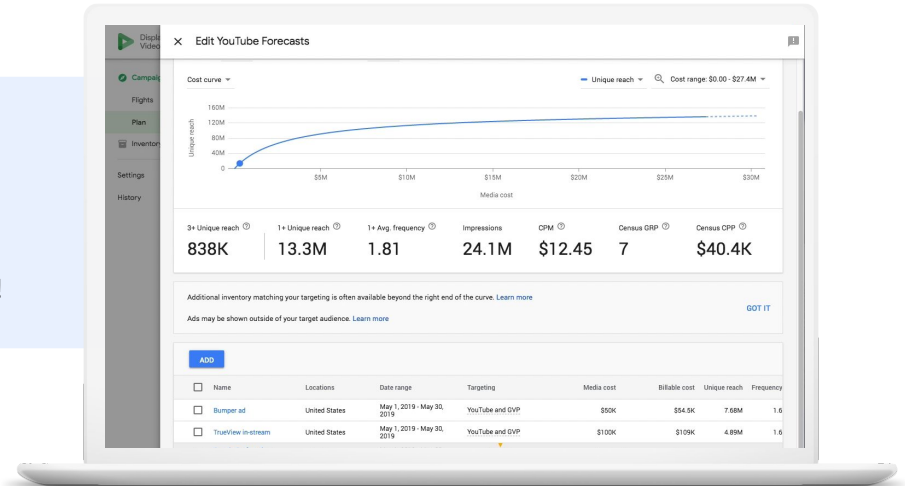


Plan your YouTube full funnel solutions using Reach Planner



Plan for FULL FUNNEL in REACH PLANNER

Action & Consideration & Awareness Marketing
Objectives & formats are now available in Reach Planner!



Reach Planner will suggest you the best Full funnel media plan for your business

- Once you select the plan, you can customize budgets, formats, audiences, etc.
- Select the **Advanced plan - Conversion Creation** to create a Funnel Up Media Plan with a Full Funnel Product Mix recommendation (DG, VVC, VRC)

Advanced plans NEW

Select a mix of ad types based on your goals

Product mix data is refreshed regularly to account for market changes and seasonality



ACTION +2 more

20% **Video reach campaign**
(CPM)

10% **Video view campaign**
(CPV)

70% **Demand Gen** (CPA)

NEW

Conversion creation ⓘ

Add awareness and brand consideration formats to reach new customers and increase your future conversions



AWARENESS +2 more

65% **Video reach campaign**
(CPM)

20% **Video view campaign**
(CPV)

15% **Demand Gen** (CPA)

NEW

Conversion capture ⓘ

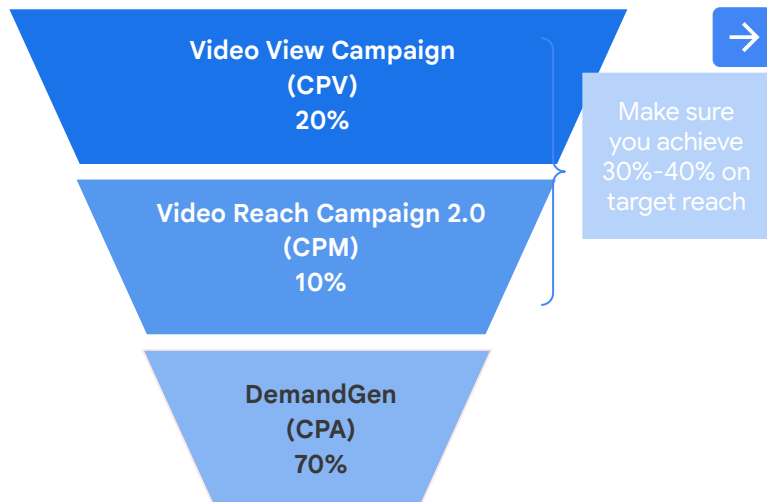
Add action and brand consideration formats to capture conversions from customers who are already interested in your brand



Create your own

Select your own mix of ad types and assign budget to each

Best efficient Youtube product mix for Direct Response customers



Why we believe in this reco



Conversions

Users seeing both Brand and Action advertising **convert at a rate that is 11% higher** than what it would have been had these users not seen Brand ads



Unique Reach

On average, YouTube Full-Funnel advertisers see their Awareness campaigns drive reach that is **75% incremental** beyond their Action campaigns.

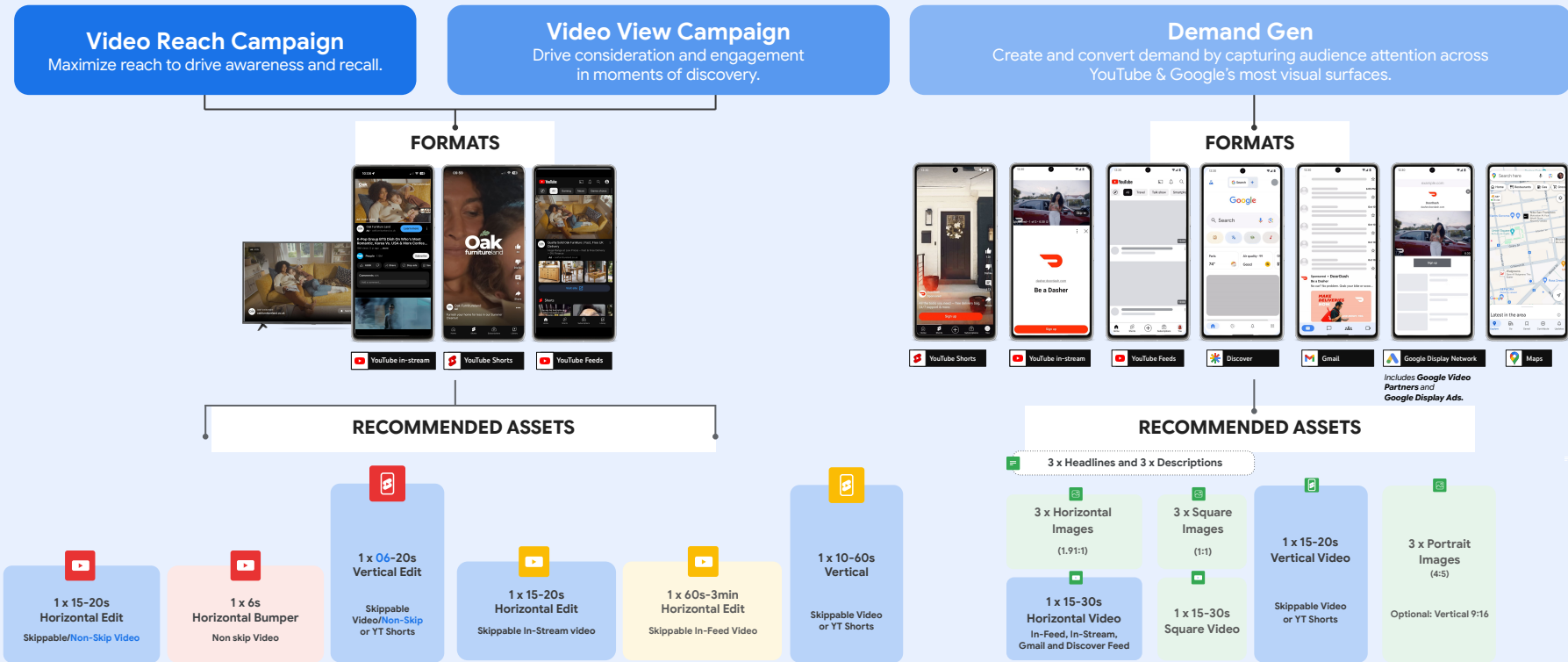
Key KPIs:

- **Primary:** Branded Search Volume, Account CPA/ROAS, Assisted Conversions
- **Secondary:** Reach, Search Lift

New! **VRC + VVC Better together:** Based on a Nielsen MMM meta analysis, on average, Google's AI-powered VRC 2.0 + VVC delivers 23% higher sales effectiveness than VRC 2.0 only.

Drive Asset Variety:

Create a more powerful campaign by using the recommended assets



VRC flavor that is best aligned to your campaign goals

Based on a Nielsen MMM meta analysis, on average, Google AI-powered VRC mixes of In-Stream, In-Feed and Shorts optimized for Efficient Reach deliver **40% higher ROAS than In-Stream only**.

Maximize your
unique reach



EFFICIENT REACH

Skippables, 6s bumpers, In-Feed
Videos & Shorts

Drive reach of your
complete message



EFFICIENT COMPLETIONS Beta

Skippables &
Non-skippables

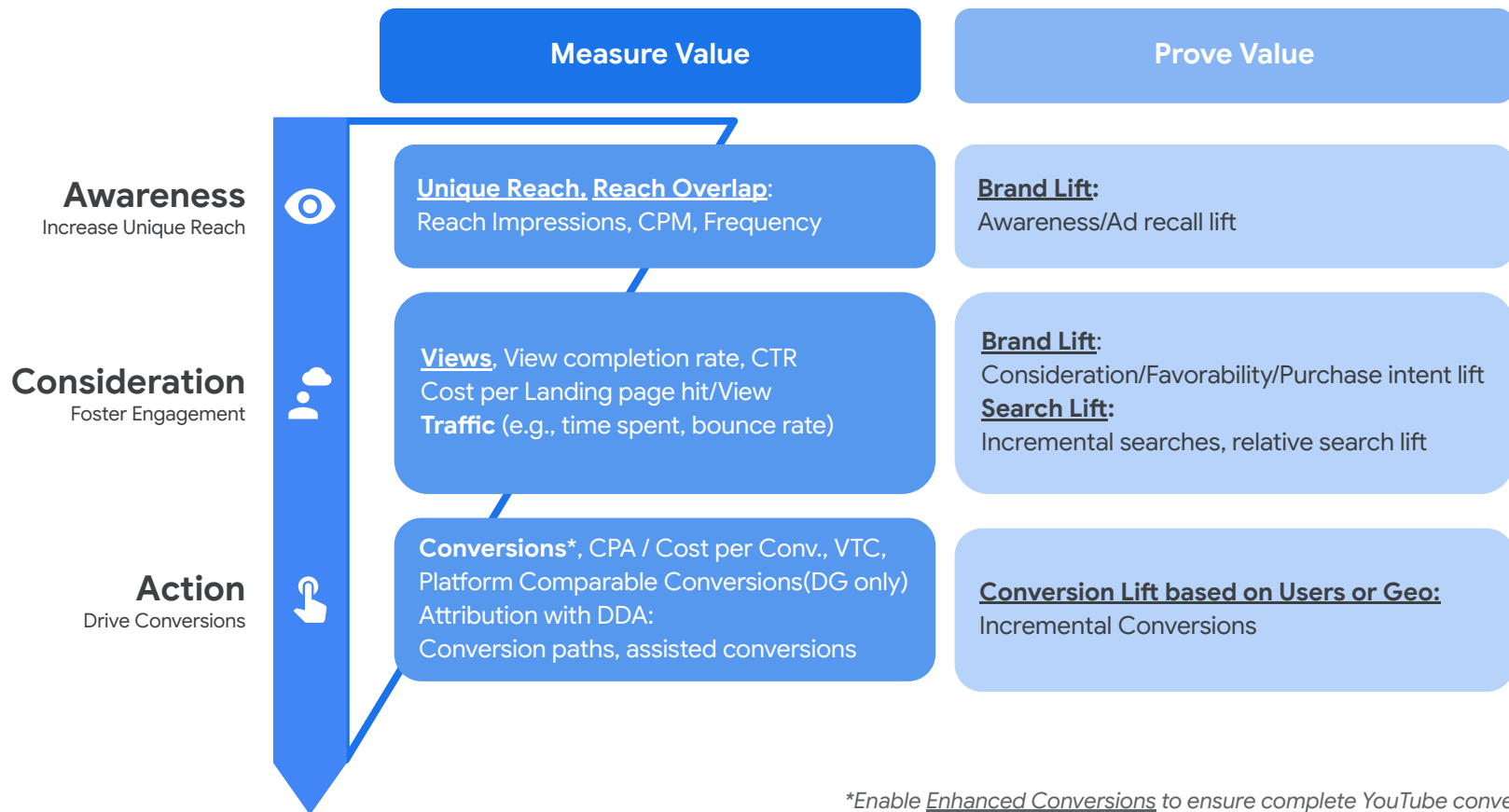
Optimize unique reach towards
frequency and maximize brand lift



TARGET FREQUENCY

Skippables
& 6s bumpers

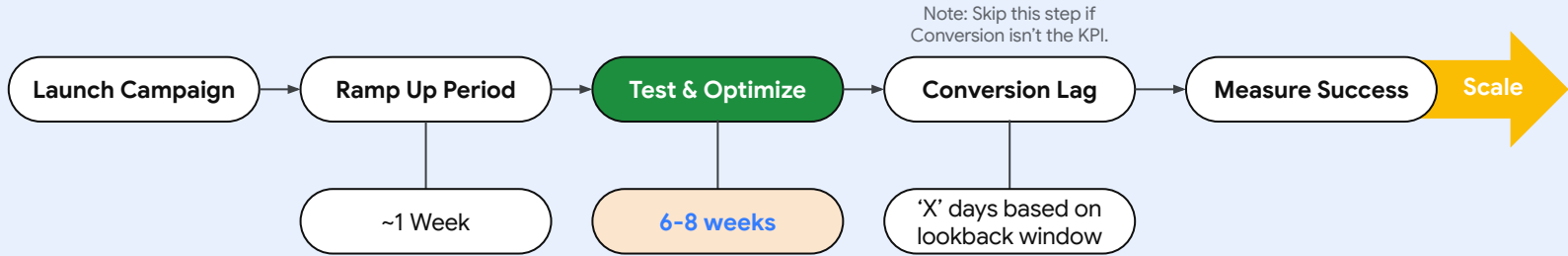
Effective Youtube Measurement to drive your KPI



*Enable Enhanced Conversions to ensure complete YouTube conversion measurement

Tips for a productive 'Test and Learn' Strategy


Campaign Timeline



Helpful Tips

- Ensure **clarity** on the **test goals and KPIs, sufficient ramp up time, and budget.**
- Ideally test levers that will drive your end goal AND is **forecastable & measurable via our tools** (i.e. Reach Planner, unique reach, etc.)
- **Avoid making drastic changes** to the set up during testing period
- Following the conclusion of the campaign, **discuss key learnings + recommendations**


Google durable measurement & first-party data solutions:

 **User interaction** with your business

01

Google tag

Capture first-party data and connect website activity to your Google Ads campaign.



02

Enhanced conversions for web


Attribute conversions accurately with first-party data when cookies are not present.



03

Enhanced conversions for GA4


Supplements your existing conversion data with hashed, first-party data



04

Enhanced conversions for leads


Connect offline conversions to your campaigns using your first-party data.




05

Customer Match

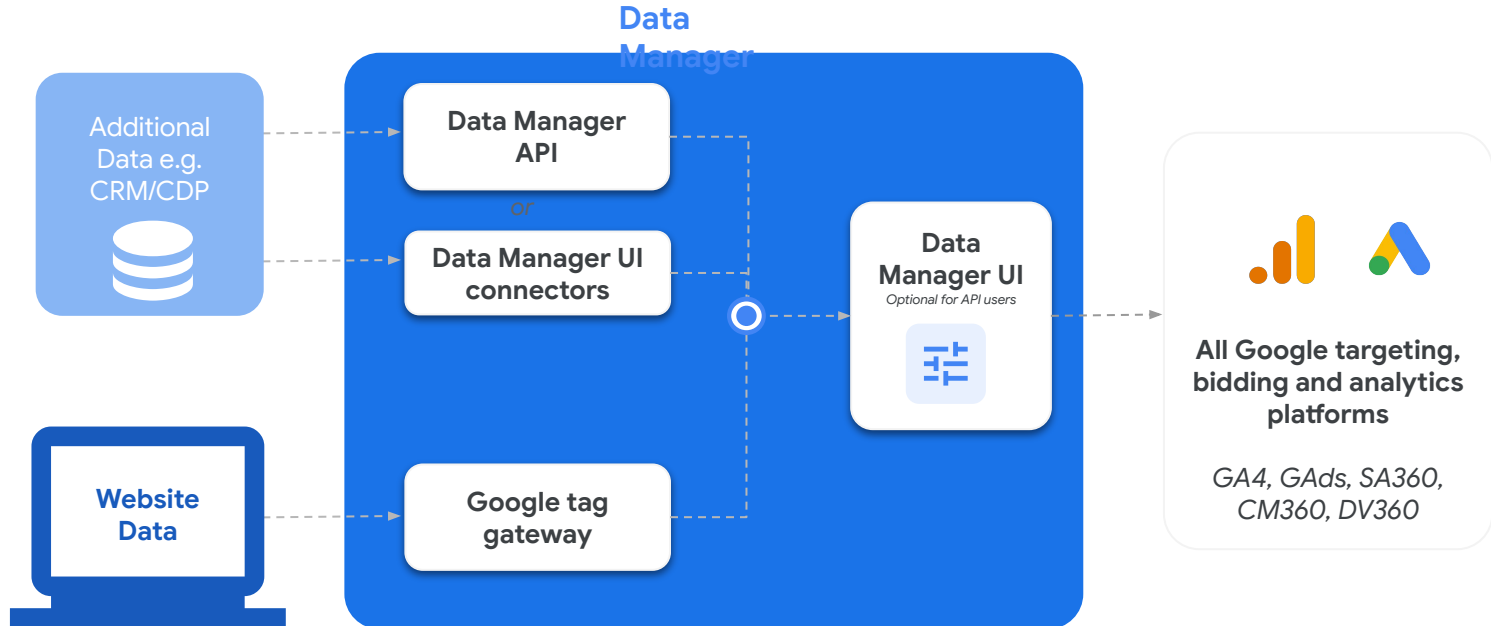
Reach existing and build new audiences with your consented first-party data.



 **Maximum growth** through AI powered optimization

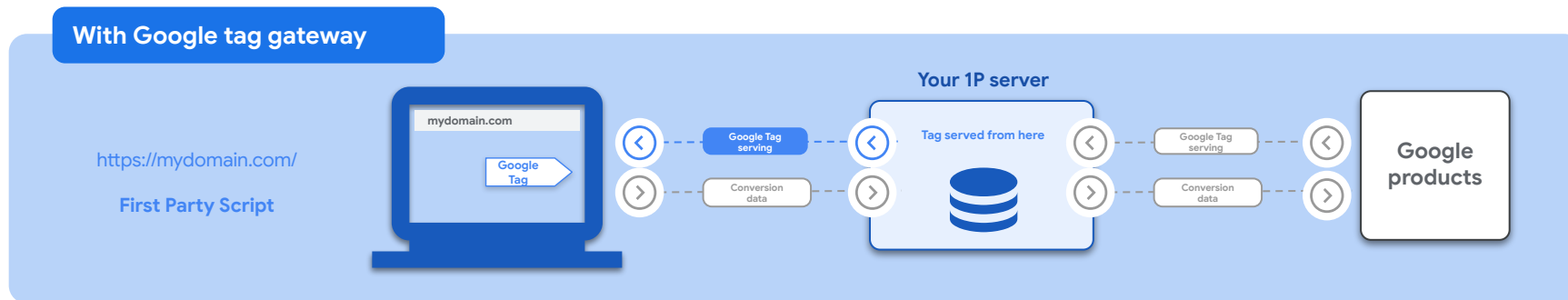
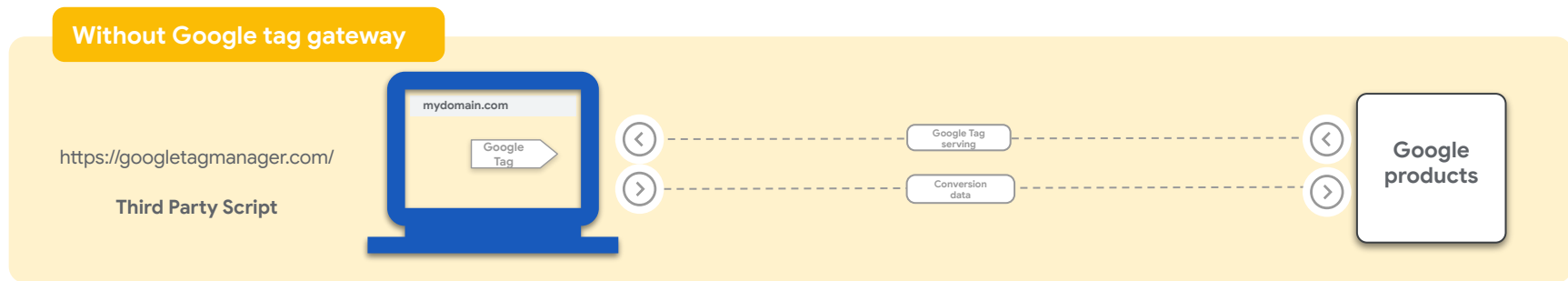
Durable measurement & first-party data foundation

The Data Strength Setup



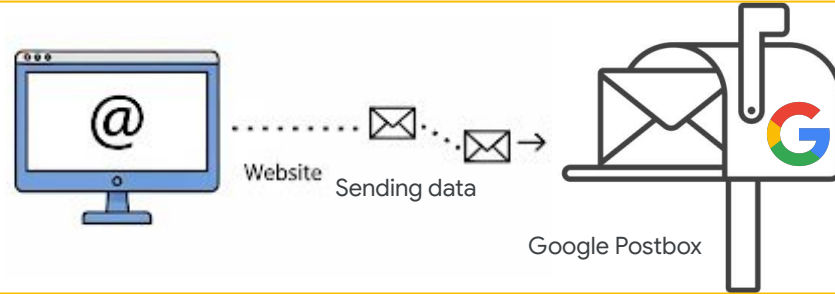
What is **Google tag gateway** for advertisers?

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/).

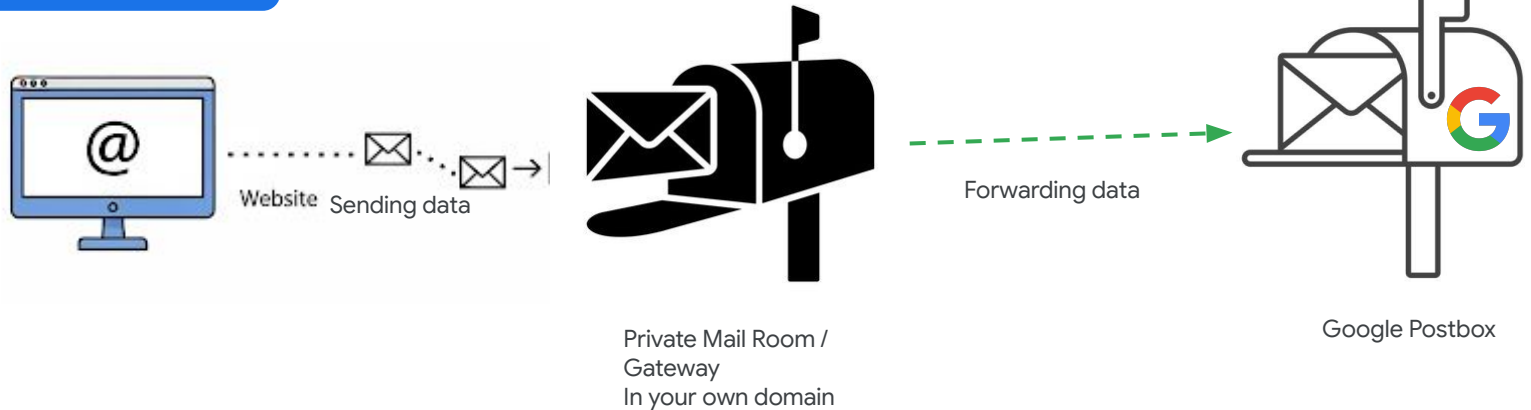


How it works:

Without Google tag gateway

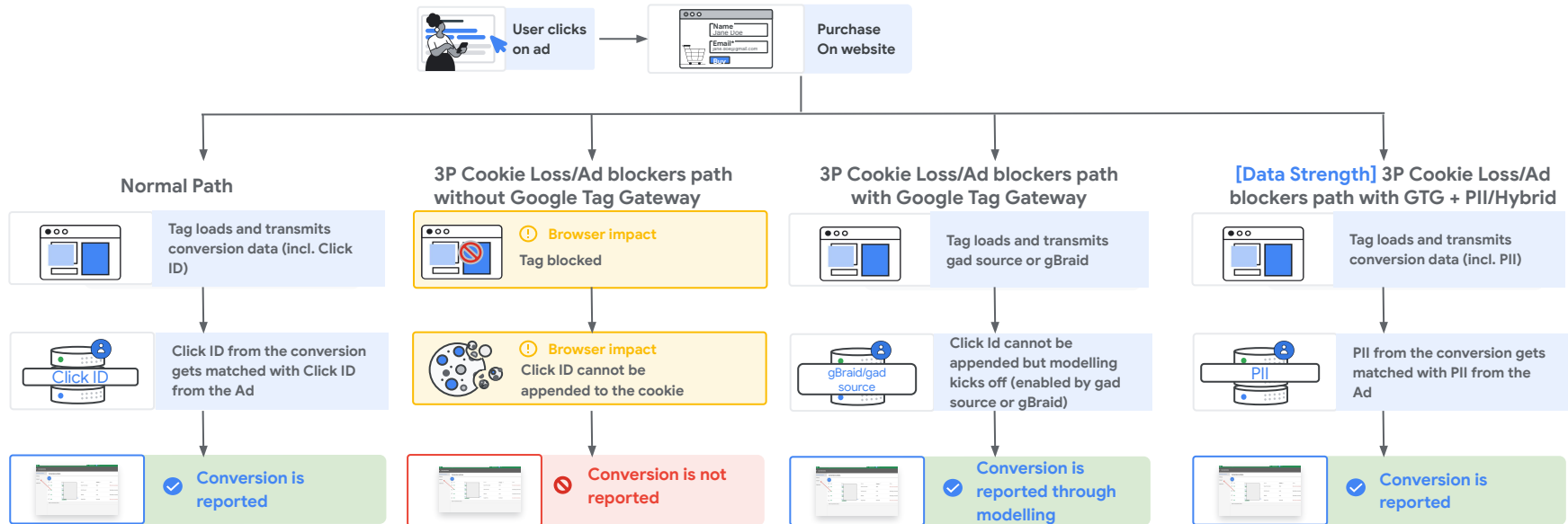


With Google tag gateway



Why do we care so much about Google Tag Gateway?

Google tags with Google Tag Gateway do not get blocked by these browser changes enabling customers to benefit from full efficacy of our measurement now and in the future.



New Uplift Stat for **Google Tag Gateway** Adopters!

14%

more
conversions



GTG adopters on average observed a **conversion uplift of +14%** during the same period of time.

Benefits of Google tag gateway for users

The ability to serve the Google tag from your own server has significant performance, analytics and security benefits

01



Increased measured conversions & GA hits

Improved data quality by ensuring your Google tag can operate effectively in accordance with browser policies that restrict third-party measurement without any code change.

Performance

02



Improved conversion modelling

Improved data collection from unblocked tags offsets the impact of less durable identifiers like gCLID, ensuring more accurate modeling.

Performance

03



Boost Data Security

Minimizing third-party integrations on your website enhances security by reducing potential vulnerabilities.

Security

04



[Coming in 2026 in Cloudflare] Improved measurement of returning users

Benefit from server-managed cookies which have longer lifespan than client side cookies, leading to better conversion measurement for returning users.

Performance

05



[Via CDN] Enhanced data control

Gain control over the data that you share with third-party platforms.

e.g. With Advanced Consent Mode: IP addresses are automatically redacted for unconsented users.

Privacy

What are the different ways to implement Google tag gateway?

1

Cloudflare Content Delivery Network (CDN)

[One click integration](#) takes care of enabling -

- i. **1P URLs** with random path
- ii. **Auto-retagging** your website
- iii. **Privacy by default** (encryption in browser)
- iv. **Set routing rules** from your website

2

Other Content Delivery Networks (CDN)

[Manual implementation](#) for your choice of CDN -

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

3

Server side tags (sGTM)

1. [One-click to upgrade](#) from 3P to 1P serving, if customer on Cloudflare - no retagging needed!

2. [Manual Implementation](#) with CDN (faster) or via container (complex implementation)

4

Content Management System (CMS)

1. **1P by default:** Uber routing rules updated across CMS - captures all websites in CMS

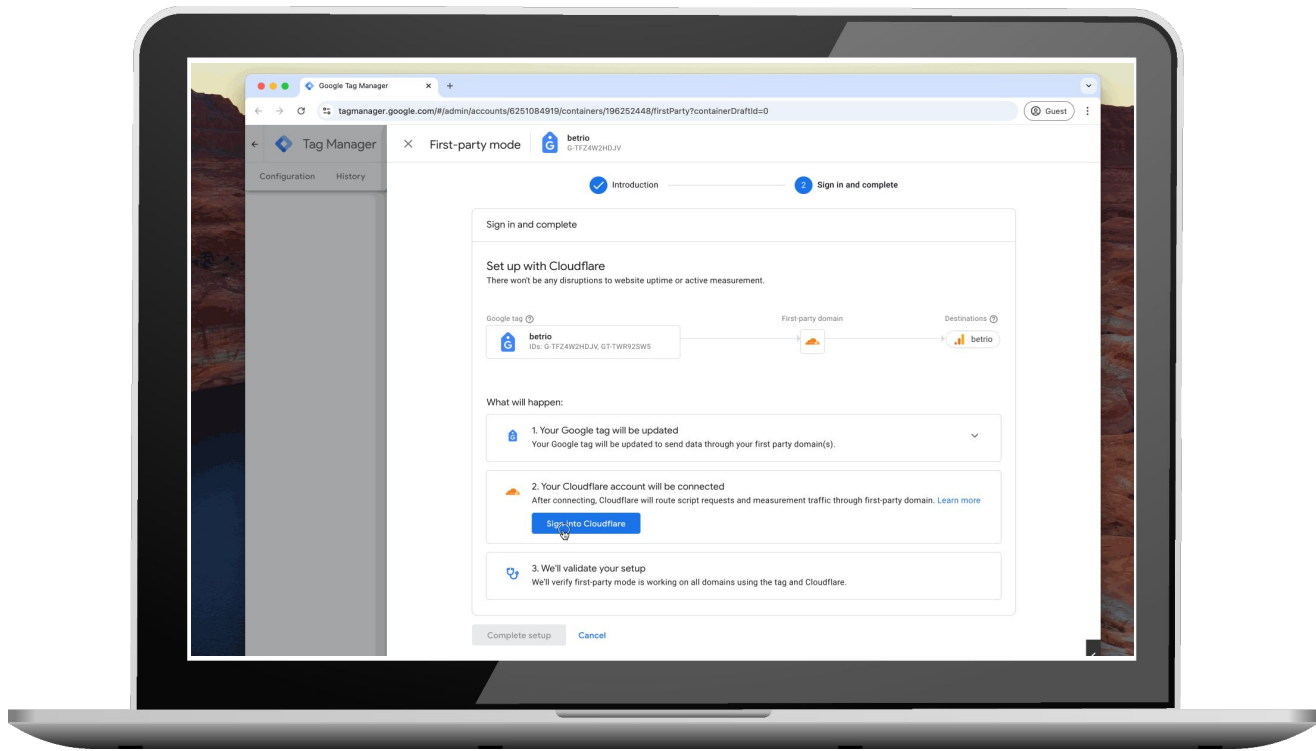
2. **One click enablement** for CMS not updating uber routing rule

COMING SOON

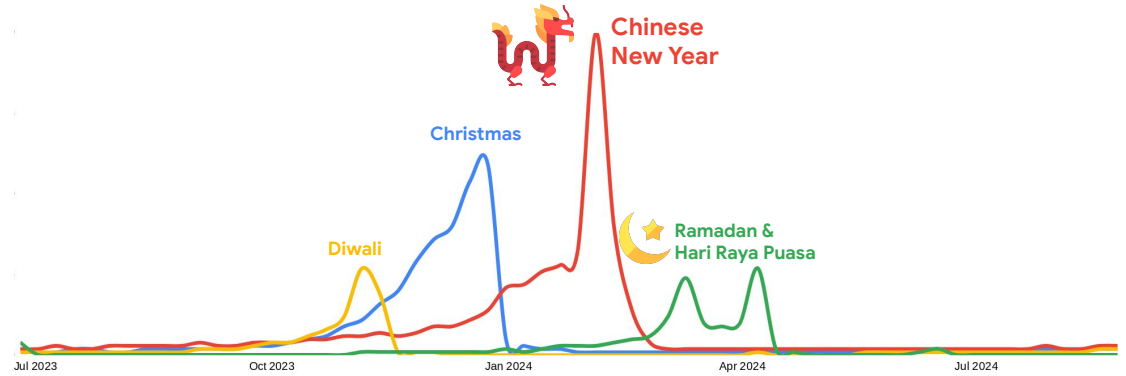
Enabling Google tag gateway via Content Delivery Network

How to enable **Google tag gateway** via **Cloudflare CDN**?

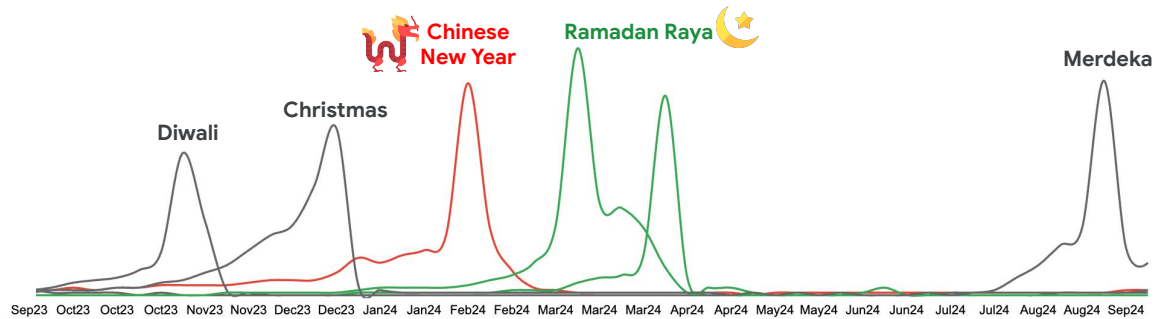
Full instructions are available in the [help center](#); can done in 5 clicks, no code changes or re-tagging required. Free.



2 key festive and cultural moments in Singapore & Malaysia are just around the corner



Singapore



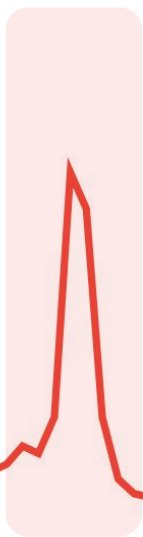
Malaysia

Be ready, Chinese New Year Preparations

starts early

Preparations for CNY start at least 5 weeks prior

5 weeks



CNY 2022

5 weeks



CNY 2023

5 weeks



CNY 2025

CHINESE NEW YEAR CONTINUES TO BE SINGAPORE'S MOST CELEBRATED FESTIVE MOMENT; WHAT'S ON SINGAPOREANS' MINDS REGARDING THE HOLIDAY?



Top Rising Searches (CNY 2025 vs CNY 2024)



Being out and about: are things open?

- Q +28k% giant singapore chinese new year
- Q +900% ikea opening hours cny sg
- Q +207% marina bay chinese new year fireworks



Where and what to eat?

- Q +768% chinese new year fruit platter
- Q +300% sweet rice balls chinese new year
- Q +286% rasa sayang cny goodies



Well wishes to friends and family

- Q +75k% cny greetings snake
- Q +1090% cny gong xi gong xi
- Q +791% chinese new year greeting card message



Personal finances and promotions

- Q +675% uob lunar new year promotion
- Q +576% posb atm chinese new year
- Q +63% uob lunar new year notes



How to celebrate traditions & customs

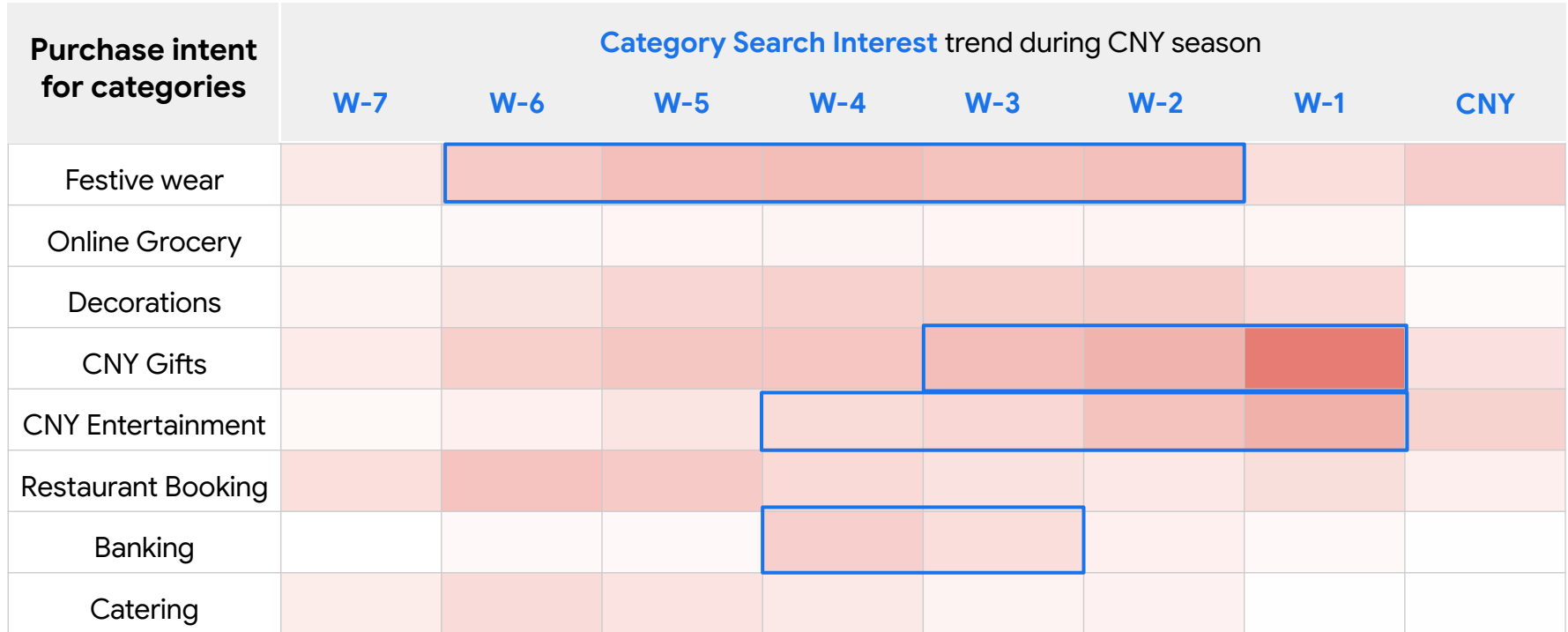
- Q +630% 中国 春节 晚会
- Q +363% chinese new year costume for kids
- Q +360% men chinese new year outfit



Gifting and DIY

- Q +9k% adidas cny jacket
- Q +710% 新年 红包 灯笼 制作
- Q +662% boys chinese new year craft

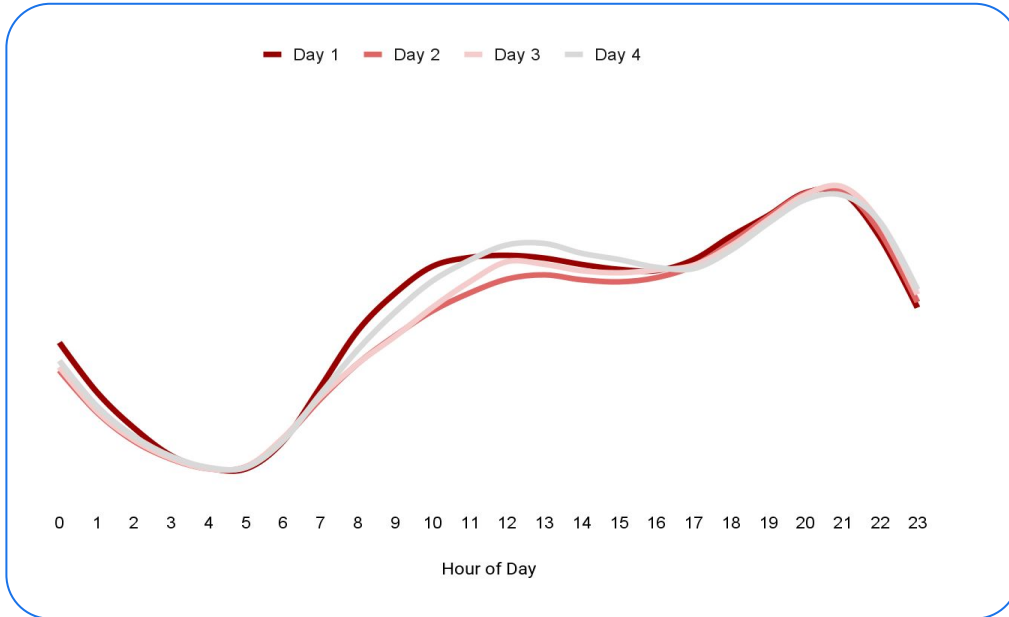
CONSUMER'S SHOPPING NEEDS SHIFT IN WEEKS LEADING UP TO CHINESE NEW YEAR



ONLINE VIDEO CONSUMPTION BECOMES AN ALL DAY AFFAIR DURING CHINESE NEW YEAR



YouTube Views, Singapore, 2025



Relatively high and even consumption throughout the day as Singaporeans seek entertainment during festive visiting, with peaks at night post-visits

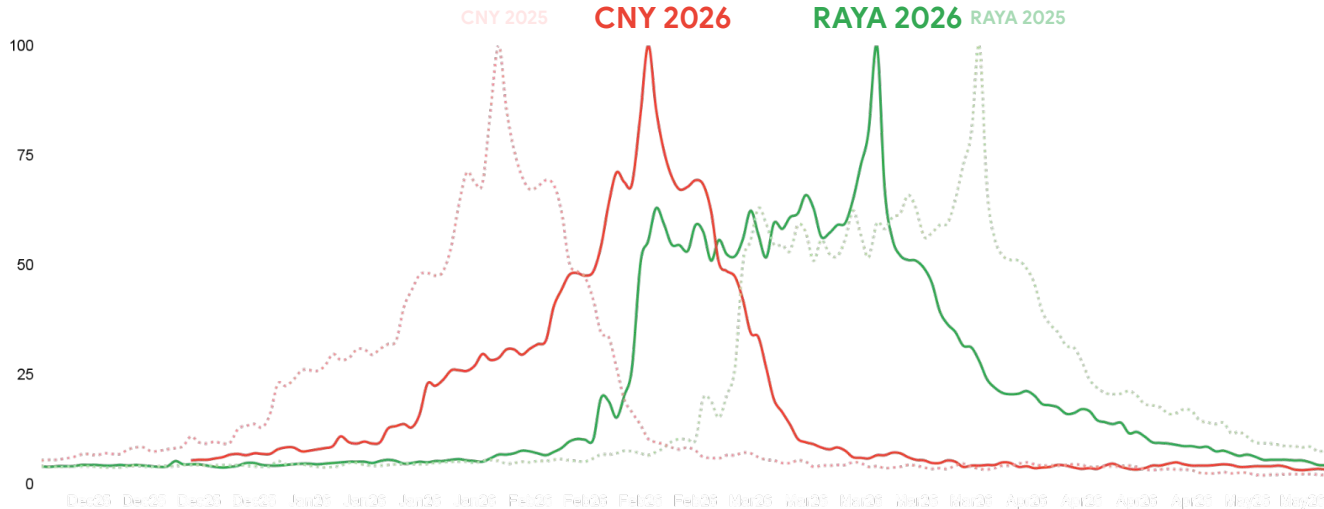
Consumption remains even throughout the period since the Day 1- Day 2 being Wed/Thu may take benefit to convert it to a **long weekend**

GONGXIRAYA 2026

VIDEO CONSUMPTION IN MALAYSIA



CHINESE NEW YEAR STARTS LATER
RAMADAN RAYA STARTS EARLIER





CHINESE NEW YEAR PURCHASE INTENT



CNY VIEWERSHIP ON YOUTUBE

PURCHASE INTENT

Beauty & Personal Care

Computers & Electronics

Finance

Food & Groceries

Gifts

Motor Vehicles

Restaurants

Travel & Tourism

W-5

W-4

W-3

W-2

W-1

W1

W2

W3

W4

W5

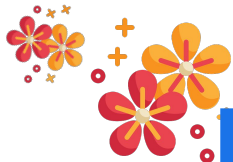
Early Shopping

Pre-CNY Preparations

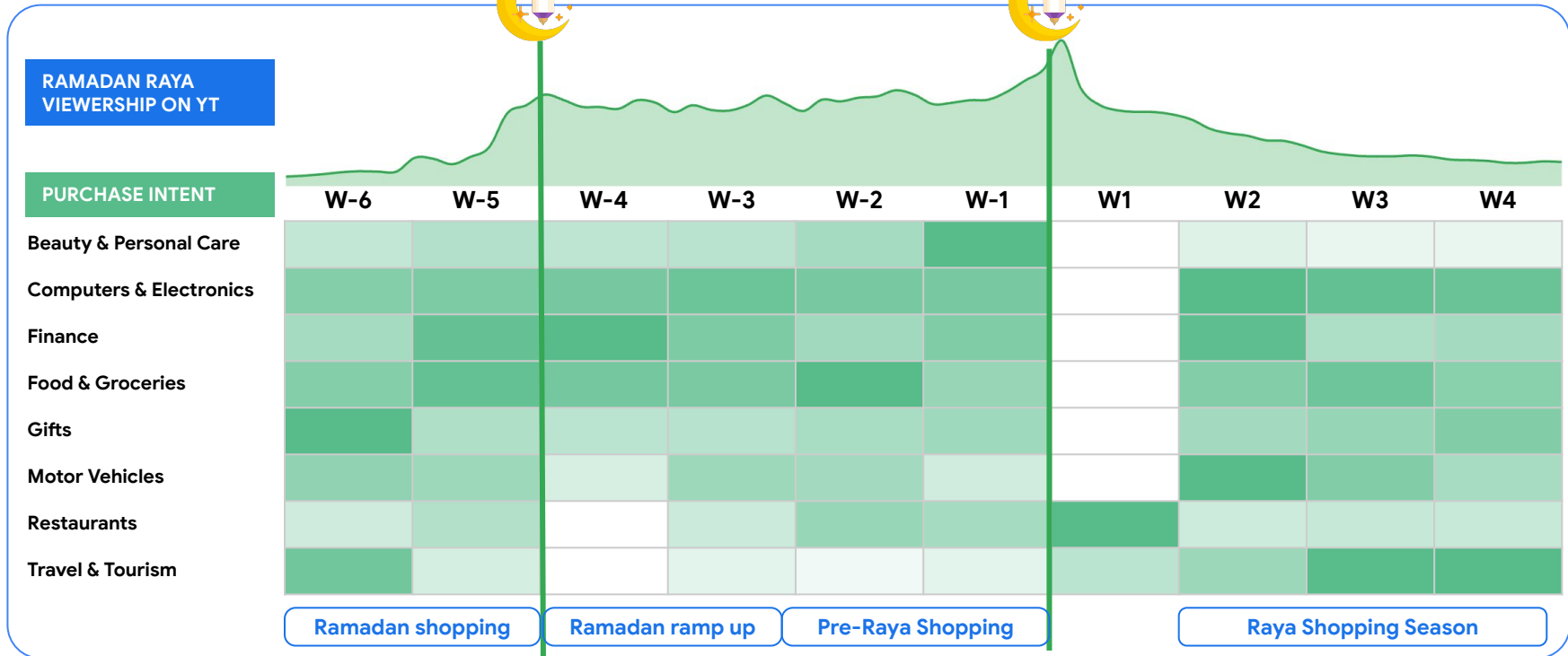
Last minute shopping, decorations, reunion dinner, drawing money for red packets, watching CNY eve gala

Additional Notable CNY Moments

CNY D5 Break 5 (dumplings, sweeping floors)
CNY D12-14 Lantern Festival (Match making)
CNY D14 Li Chun (Depositing money for luck)



RAMADAN RAYA PURCHASE INTENT



Gongxi Raya Insights

Festive content is sssso huge on YouTube that it can be defined as a topic by itself



CHINESE NEW YEAR

related content

>139 MILLION

views



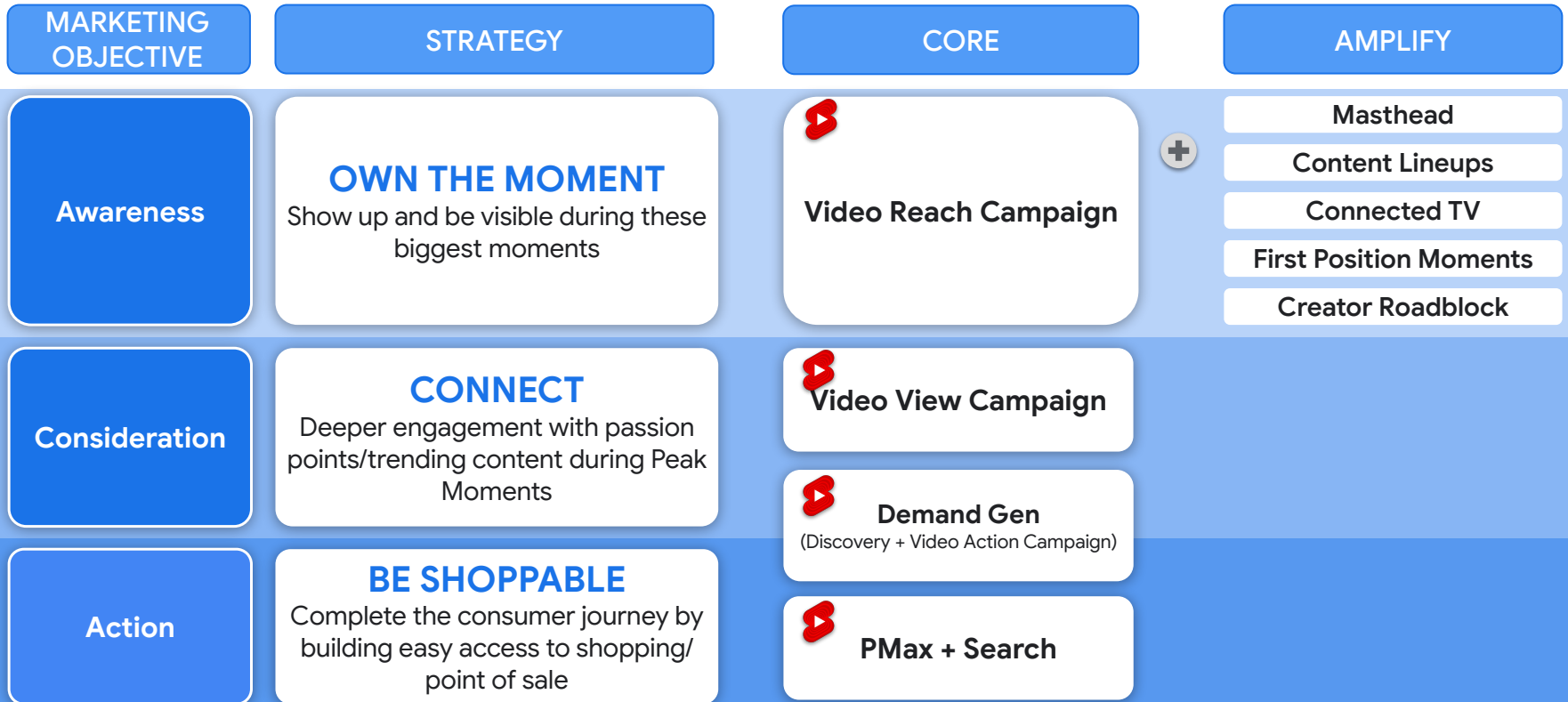
RAMADAN RAYA

related content

>450 MILLION

views

A relevant and effective Google strategy to supercharge your peak moment campaigns



INTRODUCING, THE ALL NEW IMMERSIVE MASTHEAD YOUTUBE'S FASTEST GROWING SCREEN

BUILT FOR PERFORMANCE

+30% Completion Rate*
+10% View Through Rates*
Up to 6x more views
* Early campaign tests



IMAGINE OWNING THIS SPOT
FOR A WEEK @ 50% SHARE?



UNLOCK

MASTHEADS

Seasonal Period 9th Feb - 22nd March
Minimum spends apply

Unlock GONGXIRAYA GOLDEN HOURS
INSIGHTS PACK for all Masthead buyers

* VIP discounts apply



GONGXIRAYA CONTENT PACK



INTERCEPT, TREND & BE ACROSS THE TOP CONTENT OF THE SEASON

THE FRESHEST 2026

CONTENT LINEUPS +

NEW
INTERCEPT GONGXIRAYA
ACROSS ALL SURFACES WITH AI



CNY PACK

CNY Trending Lineup +
2026 Top Chinese Content Lineup



RAMADAN RAYA PACK

Ramadan Raya Trending Lineup +
2026 Top Malay Content Lineup

PLUS ACCESS TO ALL EXCLUSIVE TRENDING LINEUPS
FOOD, BEAUTY, GAMING, SHOPPING, TRAVEL



UP TO
69%
Average ROI
Increase

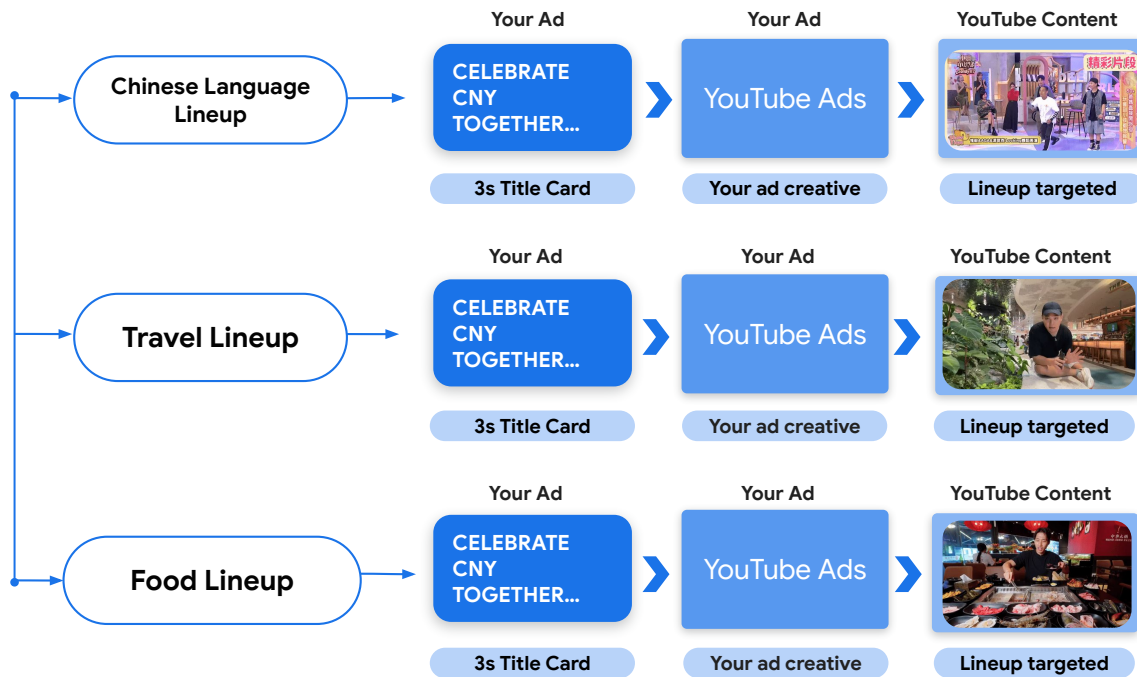
with 25% investment of
campaigns in Lineups vs
average campaigns

Minimum Spends
Apply

FIRST POSITION MOMENTS: BE THE 1ST AD YOUR AUDIENCES SEE WHEN THEY WATCH THE HOTTEST CONTENT DURING CNY

A LONG LASTING IMPRESSION...

Add **First Position** to the **Lineups** of your **choice** and be the first thing your audiences see when they watch the content!



Some example of Activation Plans

Singapore & Malaysia forecasts

Let us know any opportunities we can help you follow-up on via the **feedback form**

SCENARIO 1

Brand Blast

1. Video Reach Campaign 2.0
2. CPM Masthead
3. Content Lineup + First Position Moment

Recommended with Brand Lift & Search Lift

60% Reach
2freq/ week
Creative best practices
2+CPM mix

SCENARIO 2

Performance Expansion

On top of always-on

1. Search (AI Max)
2. Performance Max
3. DemandGen

Recommended with Brand Lift & Search Lift

+20% incremental for peak season forecasting

TENTPOLE

Tentpole Sponsorships

1. MY CNY & Raya Package (350k MYR)

CPM/CPH Masthead,, Lineups, First Position, CTV, Auction

2. SG CNY Package (150k SGD)

CPM/CPH Masthead,, Lineups, First Position, CTV, Auction

**** NDA-Only Packages with exclusive and priority inventory access**

Please let us know via feedback form if you may be interested for the full package details

Media Mix

Media Principles

05

Wrapping It Up



Gemini Ultra Subscription Giveaway

Lookout for your account manager's
email on how to enter