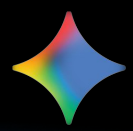


Your ROI Essentials guide

from
Google Marketing Live



Practical steps to help you maximise your ROI

3 Essential steps to help you create, capture and convert high quality leads with the best returns.

Step 1: Build your ROI measurement foundation



Build your data strength to accurately measure your leads ROI

Connect your online to offline sales with Enhanced conversions for leads

Improves the accuracy of your measurement of sales or interaction that happen offline in a privacy-safe way.

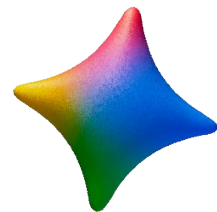
[\[Link to resource\]](#)

Set up Google Tag Gateway

Google tag gateway for advertisers enhances the accuracy of your conversion data by routing it through your website's own server, and making it more resilient.

[\[Link to resource\]](#)

Step 2: Drive performance with AI-Powered solutions



Drive quality leads across Google Search and YouTube

Activate AI Max in Search campaigns

AI Max brings the best of Google AI into your Search campaigns with a comprehensive suite of targeting and creative enhancements.

[\[Link to resource\]](#)

Apply updated SEO best practices for generative AI search

Optimising your website for generative AI features on Google Search.

[\[Link to resource\]](#)

Create and convert new customers with Demand Gen campaigns

Follow our [best practices guide](#) to optimise your Demand Gen campaigns.

Step 3: Develop stronger creatives



Discover new creative tools and best practices to help you optimise and scale your best creatives

Customise your Search creative with AI Brief

Powered by Gemini, AI Brief helps you guide Google AI with context about your business, audience and messaging goals to create more relevant Search creative.

[\[Link to resource\]](#)

Unify your creative in Asset Studio (coming soon)

Your centralised hub in Google Ads to bring in existing brand assets, generate new creative with Google AI and measure with one-click testing.

[\[Link to resource\]](#)

Visit Accelerate with Google

to explore everything we announced at Google Marketing Live.

Google