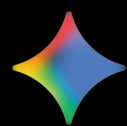


Your ROI Essentials Guide

from
Google Marketing Live



Practical steps to help
you maximise your ROI

3 Essential steps to help you create,
capture and drive high value sales
with the best returns.

Step 1: Build your ROI measurement and commerce foundation



Build your data strength to accurately measure your ROI performance.
Get discovered more with strong product feed hygiene

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

Use Data Manager to consolidate your data



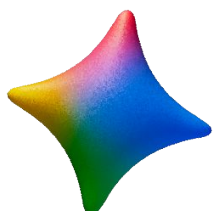
A one-stop shop for unifying and connecting your data from website, app, physical store or CRM platform to maximise the signals for AI-powered performance.
[\[Link to resource\]](#)

Invest in Google Merchant center product feed health



Add product sale badge and product reviews to make your shopping ads more competitive and trustworthy.
[\[Link to resource\]](#)

Step 2: Drive performance with AI-Powered solutions



Drive sales across Google Search and YouTube

Upgrade your shopping campaign with AI Max



Help capture the complex, conversational queries that standard shopping campaigns miss to drive immediate incremental reach.
[\[Link to resource\]](#)

Create and convert new customers with Demand Gen campaigns



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

NEW

Visual - rich search formats

Because shoppers love to wander on Image Search, our native formats place your brand or specific products directly in that discovery flow. [\[Link to resource\]](#)

Step 3: Develop stronger creatives



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

Leverage creator videos in your Demand Gen campaign



Elevate your campaign creative by boosting creator videos directly within the **Google Ads asset picker** during campaign setup. [\[Link to resource\]](#)

Unify your creative in Asset Studio



Your centralised hub in Google Ads to bring in existing brand assets, generate new creative with Google AI and measure with one-click testing. [\[Link to resource\]](#)

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