



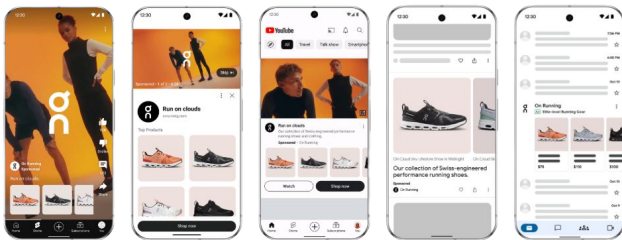
Boost Your Demand Gen Performance with Product Feeds

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You're already leveraging **Demand Gen to connect with customers**. Now, turn your ads into dynamic virtual storefronts by simply connecting your Google Merchant Center (GMC) feed.



+20% More Conversions
(on average, for tROAS Campaigns)



Showcase Your Products Across YouTube & Google

Google AI dynamically showcases the most relevant products across YouTube, Discover, Gmail and other placements.

Why Add Your Product Feed?



Turn Ads into Virtual Stores:

Create a virtual storefront within your ads. Display products directly to engaged audiences across YouTube and Google, driving interest and increasing purchases.



Engage Shoppers Visually:

Use your high-quality image and video ad creatives alongside compelling ad copy to capture attention and drive interest.



Personalized Experiences:

Google AI dynamically showcases the most relevant products to each user at the right moment, increasing the likelihood of engagement and conversion.



Flexibility and Control:



Choose Your Strategy:

Opt to include your entire product catalog and let Google AI select the best-performing products, or manually select specific products or groups that align with your campaign goals.



Tailored Promotion:

Pair specific products with relevant audience segments and utilize various image and video formats to effectively promote your offerings.



PRO TIP: Product Feeds will also boost your clicks. On average, advertisers see **18% more clicks** at a similar cost by adding product feeds to Demand Gen campaigns with shallow conversions*.

Simple Setup, Powerful Results

Integrating your product feed is straightforward and unlocks powerful benefits for your existing Demand Gen campaigns.



Getting Started is Easy

Update your campaigns today!

01

Navigate to Campaign Settings

Go into Google Ads and select the existing Demand Gen campaign you want to edit.

02

Find Product Feeds

Within the campaign settings, locate the "Product feeds" section.

03

Enable the Feed

Click the toggle switch to activate the "Run a product feed campaign" option.

04

Confirm Your Feed

Select the correct Merchant Center account and the specific feed or feed label containing the products you want to advertise.

★ Success Stories:

PRADA

Prada Sees Lift Across the Funnel

Luxury brand **Prada** used Demand Gen with product feeds to showcase its new collection. By enhancing video assets with relevant products and using optimized targeting, they achieved significant gains vs control group:

- ↗ **+70%** Increase in Purchases
- ↗ **+47%** Increase in "Add to Carts"
- ↗ **98%** of users reached were incremental



On Achieves 4X Better ROAS

Sportswear brand **On** integrated product feeds with image and video assets in their Demand Gen campaigns across the US, UK, and Germany. Aiming to drive quality traffic and sales, they saw outstanding results compared to previous Discovery campaigns:

- ↗ **+460%** (4.6X) Improvement in ROAS
- ↗ **+34%** Increase in pages per session
- ↘ **-39%** Decrease in Bounce Rate



PRO TIP: Take advantage of Checkout on Merchant (US Only) by adding a product checkout link to super boost your campaigns. On average, advertisers who provide checkout links achieve **11% increase in Conversion Value** at similar CPA/ROAS.