

# Top 5 from GML 2025

1

## Be where your customers are in real time, with the best returns.

Today's customer journeys are dynamic, not linear. **Connect with customers across searching, streaming, scrolling, and shopping on Google and YouTube** with our reach, influence, trust and best-in class AI tools.



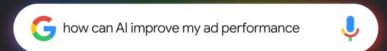
- When a new product, brand, or retailer is discovered, Google or YouTube are part of that journey **two out of three times**.<sup>1</sup>

2

## AI is giving Google Search superpowers.

**With AI, Google Search now understands why, not just what.**

This means we can anticipate user needs, transforming their curiosity into discovery and confident decisions, unlocking more opportunities for meaningful customer connections.



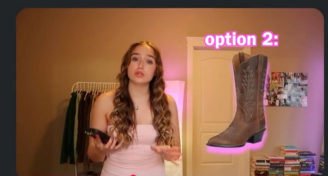
- Google Search continues to see overall query growth and AI Overviews reach 1.5B users monthly.**<sup>2</sup>
- Gen Z are heavy users of Google Search; signed-in users 18-24 issue more queries daily than other age groups.**<sup>3</sup>

**Top Tip:** Activate **AI Max for Search**. It can help reach new queries and drive **27% more conversions**.<sup>4</sup>

3

## There's only one YouTube.

YouTube isn't just for branding. **It's a discovery powerhouse for reaching new customers.** Trusted creators and cutting-edge shopping features make YouTube a powerful driver of conversions for your business.



- According to a custom MMM meta-analysis we commissioned with Nielsen, on average, YouTube drives higher long-term ROAS than TV, other online video and paid social.<sup>5</sup>

**Top Tip:** Unlock the full potential of **Demand Gen**, with advertisers experiencing **26% growth in conversions per dollar year-over-year**.<sup>6</sup> Amplify results by transforming your creative strategy with Asset Studio.

## Google AI Essentials 2.0

Get your next-gen AI assessment: Be ready for tomorrow, today.



# Top 5 from GML 2025

# 4

## Help maximize your ROI with the Power Pack.

Take full advantage of our next-gen AI powered solutions—Performance Max, AI Max for Search, and Demand Gen—to help **drive performance across Search and YouTube.**



◆ **Combined, nothing compares to the performance you get.** For every dollar spent on Google Search, you get an incremental \$6 back.<sup>7</sup> And, as a leading third-party MMM provider found, running Google Search and YouTube campaigns together drove 21% higher ROAS versus all other media overall.<sup>8</sup>

# 5

## Fuel your AI.

**Content and data can enable AI to remix, scale, and optimize your campaigns.** Asset Studio in Google Ads & Merchant Center helps make ad creation easier while measurement tools help you understand what's driving growth and ROI.

Data

◆ Over the past 12 months, **marketers leading in AI report 60% higher revenue and adapt to trends twice as fast.**<sup>9</sup> Check out the new AI Essentials.

**Top Tip: Your data is your advantage. Build an AI advantage with Data Manager:** Connect your first-party data, upgrade your tag, and with the Google Tag Gateway, marketers get on average 11% more signals.<sup>10</sup>

[1] Consumers say they used Google or YouTube in about two thirds of their purchases where a new brand, product, or retailer was discovered. (Source: Google/Ipsos, Global Consumer Journeys, Dec 2024, online survey, online shoppers 18+ who made a purchase in the past week where a new product, new brand or new retailer was discovered, n=5,303 new product purchases, n=6,416 new brand purchases, n=4,213 purchases from new retailers, AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK.)

[2] AI Overviews reach 1.5B users monthly. (Source: Google I/O 2025.)

[3] Google Internal Data, October 2024

[4] Advertisers that adopt AI Max for Search campaigns are seeing 27% more conversions at a similar CPA or ROAS compared to campaigns that mostly use exact and phrase match keywords. (Source: Google internal data, 2025; based on campaigns with more than 70% of conversions or conversion value from exact or phrase match keywords for non-Retail advertisers.)

[5] YouTube vs TV (1.89x); YouTube vs other online video (2.1x); YouTube vs Paid Social (2.3x). (Source: Equity-to-Sales MMM Meta Analysis commissioned by Google, covering a 2-year measurement period of 20 CPG brands from across the 2021-2023 timeframe. "Long-term ROAS" is defined as impact of each marketing channel in driving brand equity & this brand equity's impact in driving sales, relative to the marketing channel's media spend.

[6] From 60+ launches to Demand Gen last year, including many AI-powered improvements, advertisers on average are seeing a 26% year-over-year increase in conversions per dollar spent for goals like purchases and leads. (Source: Google Internal Data, Global, Q4 2023 vs. Q4 2024.)

[7] Google Search drives an incremental ROAS of \$6 for every dollar advertisers spend on paid campaigns globally. (Source: Google Conversion Lift Analysis, Global, 143 Conversion Lift studies run between January 2021 - July 2024.)

[8] In MMMs run by TransUnion in the US, running Google Search and YouTube campaigns together drove 21% higher ROAS vs. all other media. (Source: Google-commissioned TransUnion MMM Meta-Analysis & Synergy Simulations of YT + Search vs. All Other Media in aggregate, US, 4,046 Auto, Consumer Electronics, CPG, Finance, Retail, and Travel models, Q1 2022 - Q4 2024.)

[9] Over the past 12 months, marketers leading in AI report 60% higher revenue growth than their peers and adapt to consumer trends twice as fast. (Source: Google / BCG, Path to AI Excellence, Global, n=398 Leading vs n = 819 Essentials, marketing AI decision-makers/ influencers at small to large companies, Sept 2024.)

[10] Advertisers who configured Google tag gateway for advertisers, saw 11% more signals. (Source: Google Data, Global, Performance, Apr 09, 2025 - Apr 16, 2025 7d trailing median [Uplift is based on Google tag script loads comparing tags not operating Google tag gateway versus tags operating in Google tag gateway].)

## Google AI Essentials 2.0

Get your next-gen AI assessment: Be ready for tomorrow, today.

