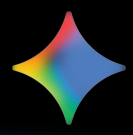


Your ROI Essentials Guide

from
Google Marketing Live



Practical steps to help
you maximise your ROI

3 Essential steps to help you create,
capture and convert demand better
with the best returns.

Step 1: Build your ROI measurement foundation



Build your data strength to accurately measure your ROI performance

Set up Google Tag Gateway



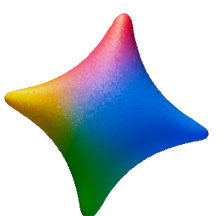
Google tag gateway for advertisers enhances the accuracy of your conversion data by routing it through your website's own server, and making it more resilient. [\[Link to resource\]](#)

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

Step 2: Drive performance with Google Ads AI-Powered solutions



Effectively reach your customers 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. [\[Link to resource\]](#)

Create and convert new customers with Demand Gen campaigns



Select [new customer acquisition goals](#) to reach and convert new customers as they're in their discovery phase.
Optimise campaign towards [view-through conversions](#) to capture conversions from your ad impression.

NEW FEATURE

Try creator videos in Google Ads asset picker

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

Step 3: Develop stronger creative

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

New creative tool! 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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