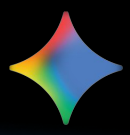


Your ROI Essentials guide

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.

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

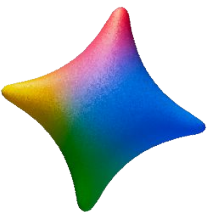
Set up Google Tag Gateway



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 Leads 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: Build 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



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