

EMEA
Product Kickoff
H1 2023



Today's product updates



Measurement Solutions

10:20 GMT



Search & X-product Performance Media

10:40 GMT



Video & Display Media

11:40 GMT

Closing Remarks

12:00 GMT

Privacy Centric Measurement



Conversion-based Audiences with First-Party Data & Customer Match

Launch Phase

Market

Rollout starting April

Global

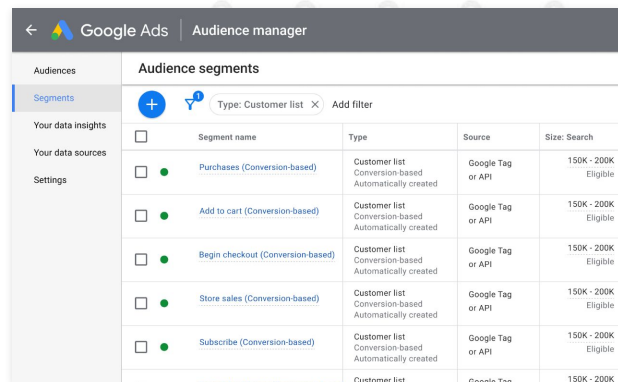
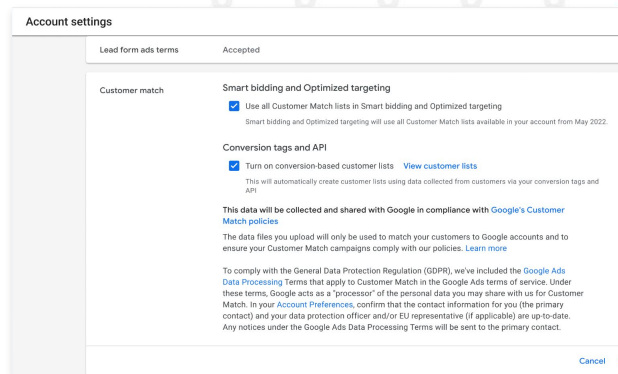
How does this product help marketers?

Create audience lists with ease and keep your first-party data fresh and up-to-date, allowing you drive performance, re-engage your customers and provide rich signals to Google's AI

Product description

By enabling conversion-based audience lists in Account Settings, customer segments specific to your business will be automatically generated as long as Enhanced Conversions for Web is implemented.

These lists will be updated in real-time, ensuring that your data segments reflect the most up-to-date information about your customers.



Enhanced Conversions for Leads

Launch Phase

Launched

Market

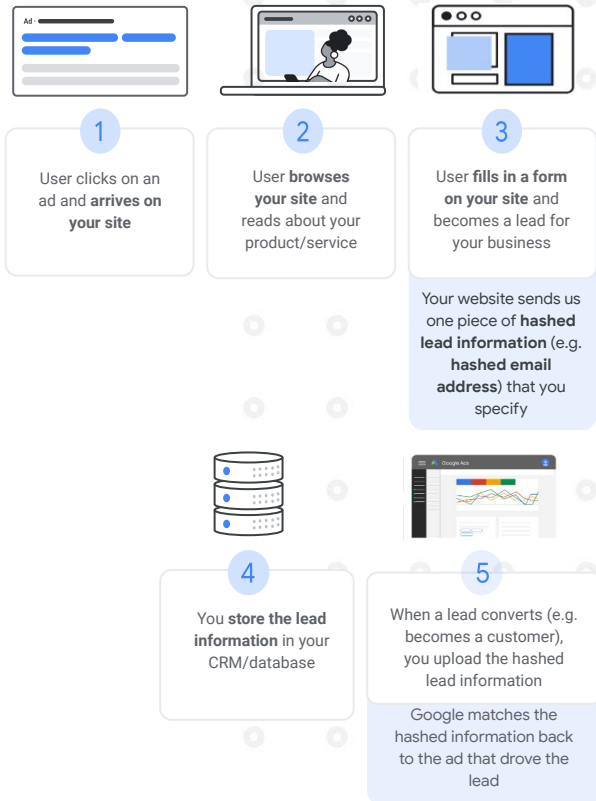
Global

How does this product help marketers?

A simplified way of importing offline data in Google Ads for value based bidding, that does not require you to capture/store GCLIDs, but rather relies on advertiser provided hashed PII data.

Feature description

- Enhanced Conversions for Leads is our recommended offline value import solution for advertisers with Lead Gen goals
- Must be implemented with a Google Ads Tag
- Allows to import offline value up to 63 days after conversion
- Additional features launching in 2023:
 - Support for Consent Mode and Enhanced Conversions modelling
 - Support for cross-device, ITP/ETP, view through conversions and engaged view conversions modelling



Google Analytics 4 - Item Scoped Custom Dimensions & Custom Channel Groups

Launch Phase

Q1, 2023

Market

Global

How does Google Analytics 4 help marketers?

Item Scoped Custom Dimensions help advertisers capture additional information in their Ecommerce journey and Custom Channel Groups enable advertisers aptly categorize their media channels!

Feature description

Coming in Q1:

- **Item Scoped Custom Dimensions:** Retailers can capture if product is in stock vs out of stock, Travel clients can track route information/add-ons etc
- **Custom Channel Grouping:** customize Channel Groups per business needs based on the default channel grouping in GA4! Applies retroactively & available in core reporting, Attribution & Explore Module

```
1 items: [  
2   {  
3     item_id: "SKU_12345",  
4     item_name: "Stan and Friends Tee",  
5     item_size: "Large",  
6     affiliation: "Google Merchandise Store",  
7     availability: "in stock",  
8     coupon: "SUMMER_FUN",  
9     discount: 2.22,  
10    index: 0,  
11  }
```

&

× New custom dimension Save

⚠ Creating a custom dimension with a high number of unique values may negatively impact your reports. Be sure to follow best practices when creating custom dimensions.

[Learn more about best practices](#)

Dimension name [?] Scope [?]

Description [?]

Item parameter [?]

Google Analytics 4 - Reporting Enhancements

Launch Phase

General Availability

Market

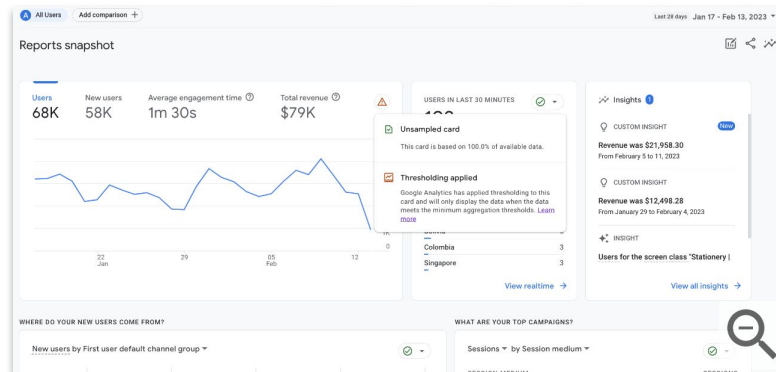
Global

How does this product help marketers?

Reporting Enhancements to assist advertisers with data quality & precision to derive faster insights from their Analytics data.
Building towards increased parity with Universal Analytics

Feature description: Reporting Enhancements & Launches

- **Behavioral Modeling** available in Real Time reports!
- **Data quality icon at the individual card level:**
Now precisely shows which messages apply to each card in a report
- **A new "(other)" row message in data quality icon:**
 - Options to reduce or eliminate cardinality limits
 - One-click option to create the same report in Explore
 - 360 properties also have access to expanded data sets, allowing you to flag up to 100 reports per property as high priority, removing (other) row permanently if flagged
- **New sampling controls for Google Analytics 360 properties** for faster, more detailed results
- **Landing Page** report, **Filters in Detail** reports
eCommerce Dimensions in Explorations and Data API



Some data condensed

This report condenses some of your data in the (other) row. [Learn more](#)

[Create an exploration](#)

[Expand this data](#)

Heavily sampled exploration

This report is based on 8.9% of available data. A smaller sample size means that the data in this report is less accurate. [Learn more](#)

Faster results

More detailed results
Results are based on a larger subset of data

Faster results
Results are based on a smaller subset of data

Advanced Measurement: Media Effectiveness



External Conversion Lift User Based - Video Action

Status

Beta

Market

Global

Platform Availability



GMP



Google Ads

How does this product help marketers?

Measure the causal impact of your campaigns, rigorously answering the question: **How many conversions occurred because users saw the ads?**

Product description

- External self-service access for you to design and launch Conversion Lift experiments on your Video campaigns
- Experiment feasibility recommendations will tell you how likely the experiment is to get conclusive results and what to do to improve the experiment's feasibility
- In-UI reporting will show you the lift driven by your campaigns at an aggregate level, as well as broken out by demographic and conversion category & action, which can help to further optimize your campaigns



Marketing Mix Modeling

Reach & Frequency Data

Launch Phase

Upcoming

Market

Global

How does this product help marketers?

This data allows you to understand the impact of Reach and Frequency on your Google media ROI, and find the optimal Reach and Frequency to maximize efficiency and effectiveness.

Product description

- Google's MMM Data Feed provides MMM providers and advertisers with aggregated clicks, impressions, and cost for a selected group of campaigns
- MMM Data Platform enables your Google sales team to validate data before it is sent to ensure it is fully accurate and ready to go into the model.
- During the process of data validation, your sales team will be able to select groups of campaigns and have the ability to send Reach and/or Frequency data for these campaigns.

Self-Onboarding Platform and Automated Recurring Requests

Launch Phase

Upcoming

Market

Global

How do these product help marketers?

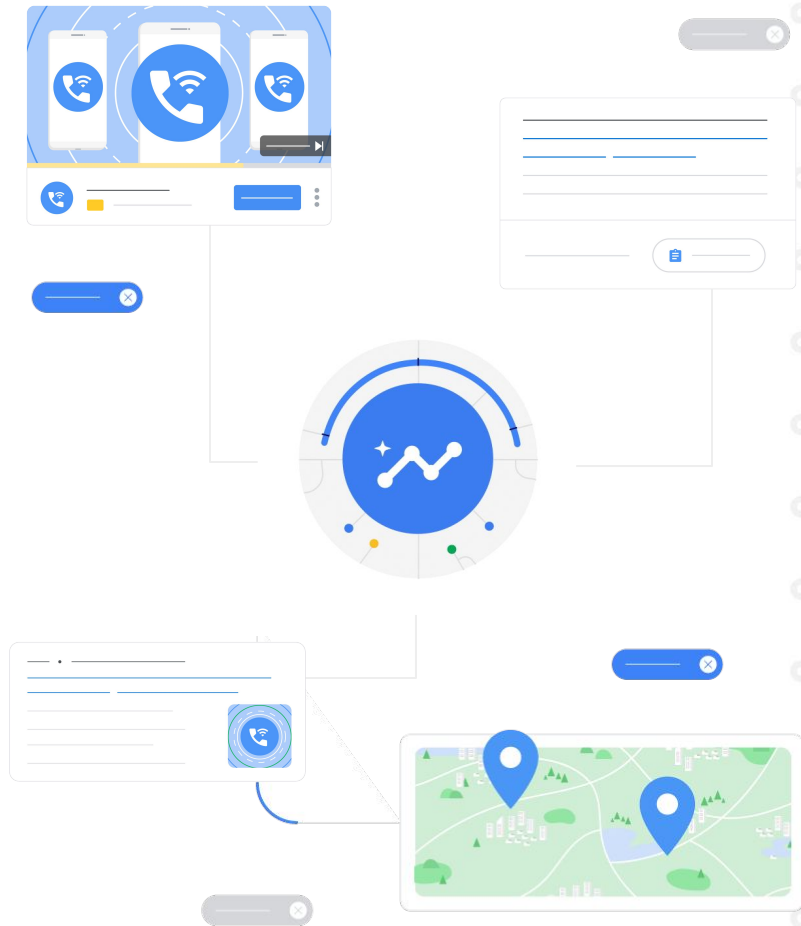
Request Google MMM data and track the status of your data requests. Automated recurring requests deliver Google MMM data on your schedule, simplifying data collection.

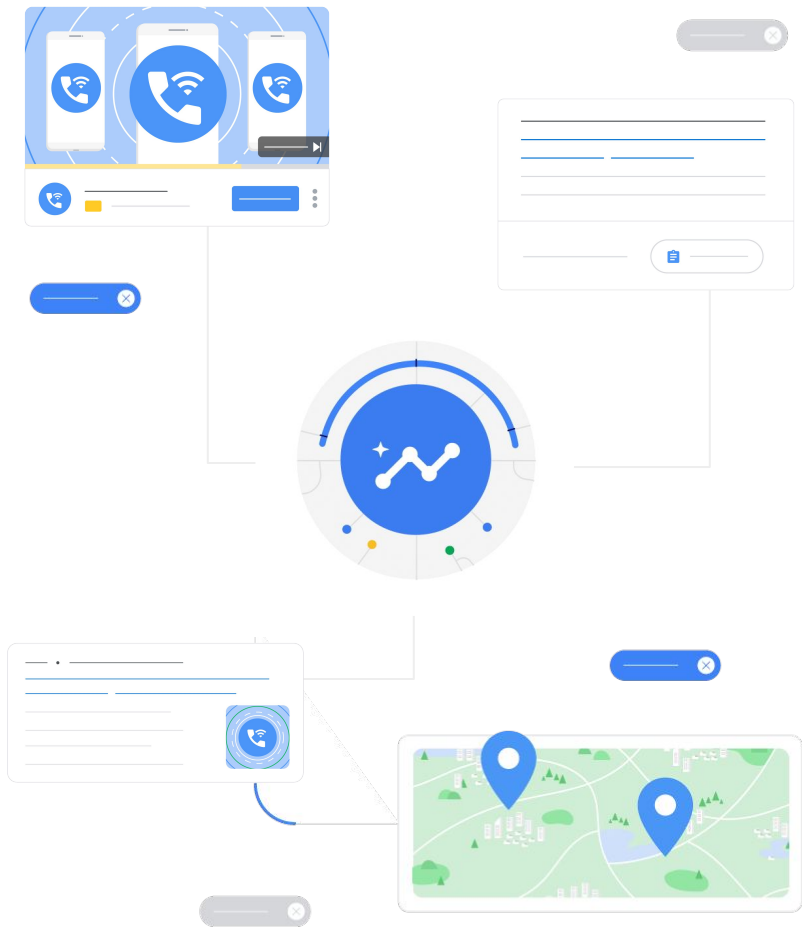
Product description

External UI which advertisers can access via an email link, add multiple users and request MMM data for their brands. They can then track requests and receive data directly via the platform.

Performance Max







Performance Max uses the full power of Google's AI to help you multiply conversions across Google Ads inventory. Find untapped growth opportunities from new search queries and channels to drive better results towards your goals.

In times of macroeconomic uncertainty, advertisers need to maximize ROI and make their investments count. Performance Max optimizes your budget across channels in real time to get your business to peak budget agility and help you quickly adapt to fast-changing consumer trends.

Advertisers who use Performance Max
achieve on average **over 18% more conversions**
at a similar cost per action.

This is a big improvement from the average increase
of 13% conversions we saw previously, and has been
driven by AI advancements in bidding and creative,
and new formats like YouTube Shorts.

*Average uplift in performance based on internal studies. Individual results may vary according to campaign details.

Performance Max uses Google's AI to drive results in 3 ways



1.

Better Insights

Gain more transparency,, monitor and understand performance shifts, troubleshoot any issues, identify market opportunities, and optimise performance



2.

Better Testing Tools & Levers to steer AI

Test incremental impact of Performance Max campaigns and gain more control over your campaigns with set of "Levers to steer Google's AI"



3.

Better Integrations & Consolidation

Access the full breadth of Google inventory from a single campaign to engage customers for your specific goals - use Upgrade tools and enterprise integrations to deliver value

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Insights Page for Performance Max

Launch Phase

Market

Live

Global

How does this product help marketers?

Get the insights you need to understand and quickly improve your campaign performance

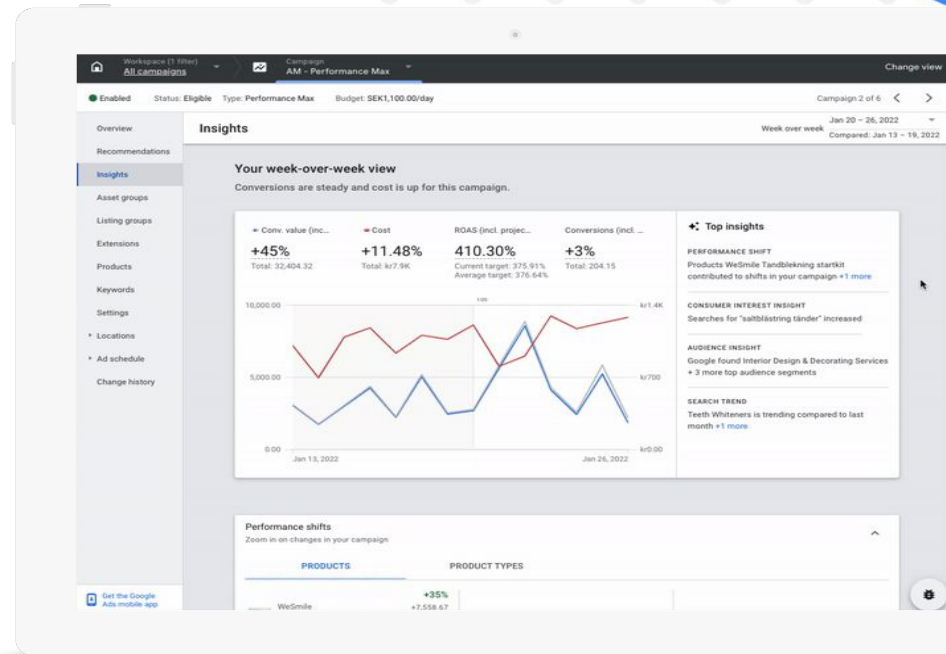
Product description

The Insights Page helps you

- Understand, monitor and optimise performance
- Troubleshoot issues
- Identify new market opportunities



As your campaign accumulates more conversion and engagement volumes, our algorithms will generate more insights and trends for your business.



Insights Page for Performance Max

Insights available

Performance shifts & Auction insights

Search Terms

Search Trends & Demand forecasts

Assets

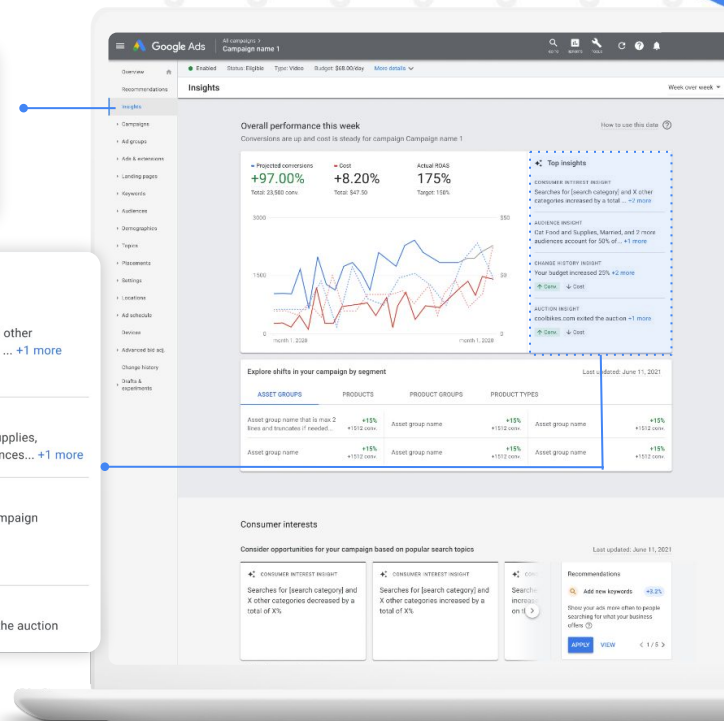
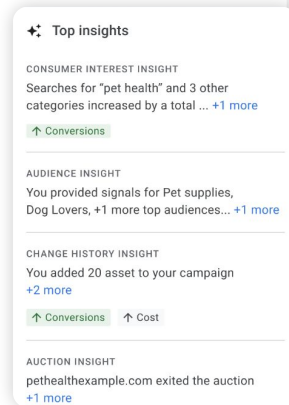
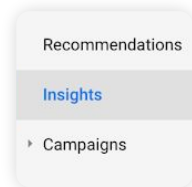
How you use them

Understand performance fluctuations, make campaign adjustments

Improve your creatives, landing pages, shopping feeds, and even what products to stock and sell

See demand trends and if you're meeting existing or predicted demand, and adjust strategy as needed

See what assets resonate best with specific audiences, adjust creative tactics as necessary



Performance Planner

Launch Phase

Launched

Market

Global

Description

Maximise performance across a group of campaigns or accounts. It is based on your inputs of different spend levels and return on investment (ROI) targets to plan up-to 18 months ahead.

How does this product help marketers?

Anticipate changes in market demand.
Grow ROI by using Google auction data signals.



Performance Max uses Google's AI to drive results in 3 ways



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Access the full breadth of Google inventory from a single campaign to engage customers for your specific goals - use Upgrade tools and enterprise integrations to deliver value

New Testing Solutions for Performance Max

Launch Phase

Launched

Market

Global

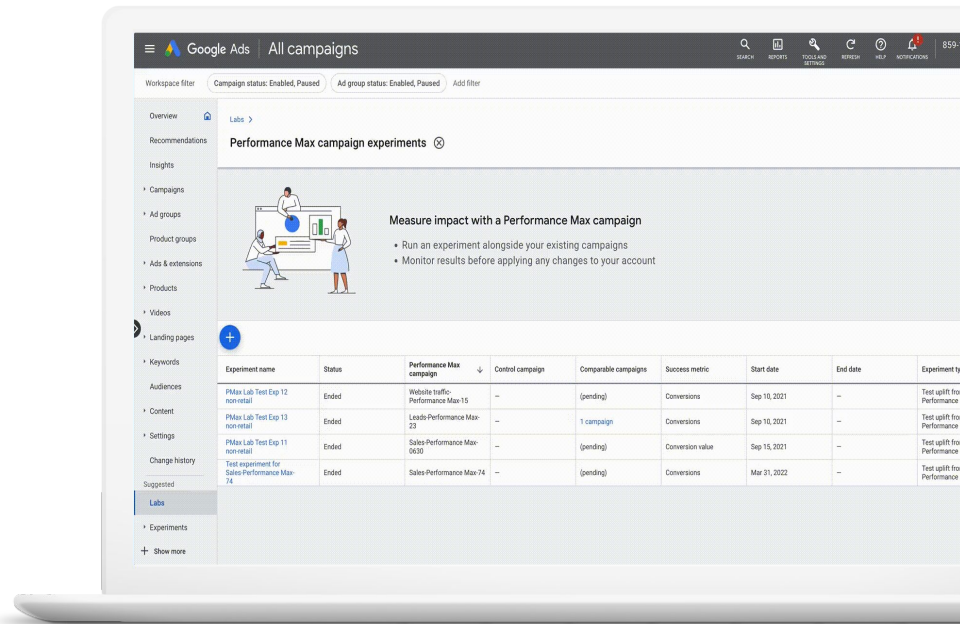
How does this product help marketers?

Two new solutions to help you help you test Performance Max vs your previous approach

Product description

- 1) **Test vs Standard Shopping Campaign** to understand why you should consider upgrading to Performance Max
- 2) **Test uplift from running Performance Max** by running A/B experiments to measure changes to conversions or conversion value when Performance Max campaigns are added as a complement to other comparable campaigns*

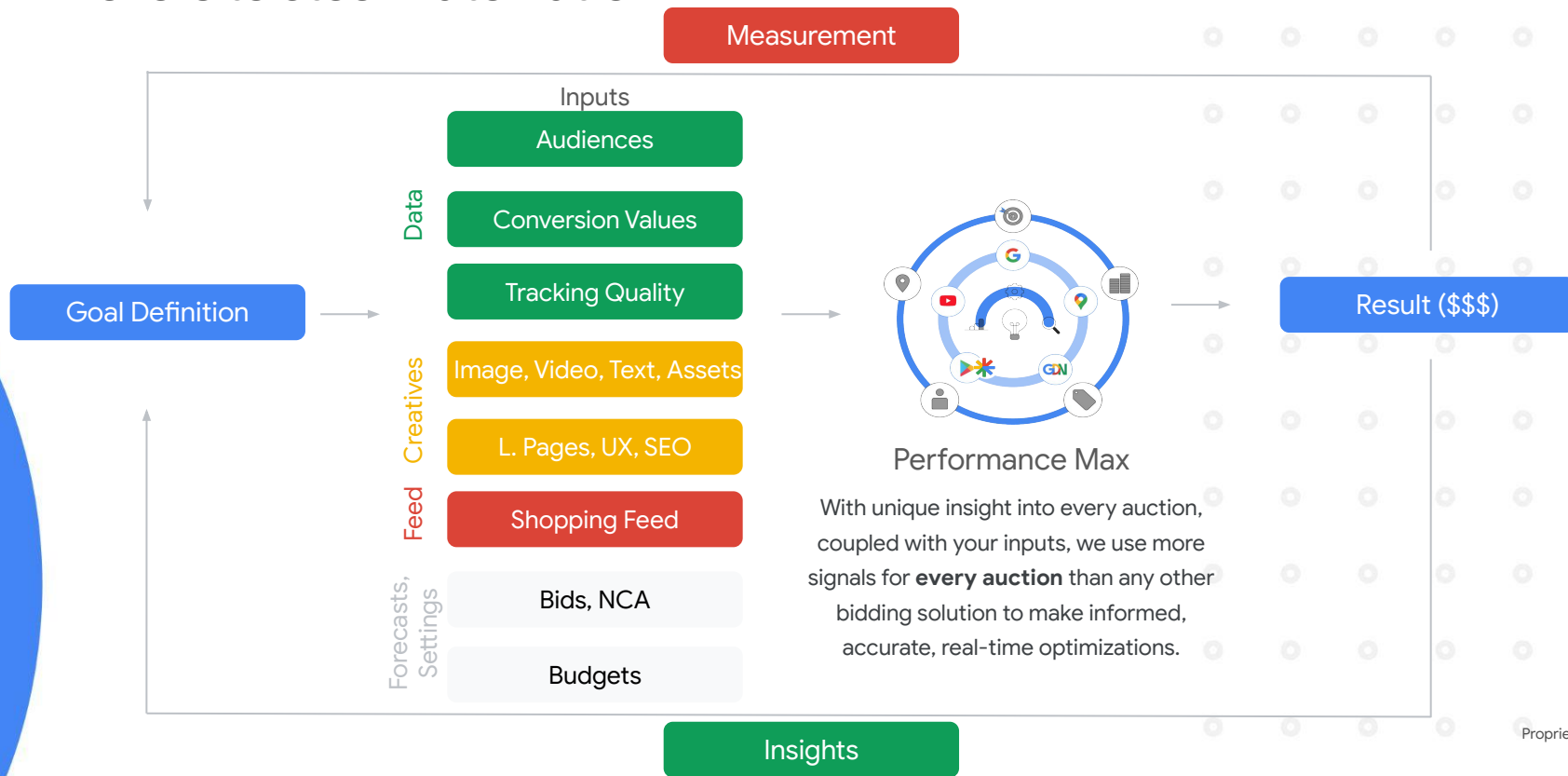
*in the same account not using GMC feeds.



Proprietary + Confidential

Google

Levers to Steer Automation



Page feeds

Launch Phase

Beta

Market

Global

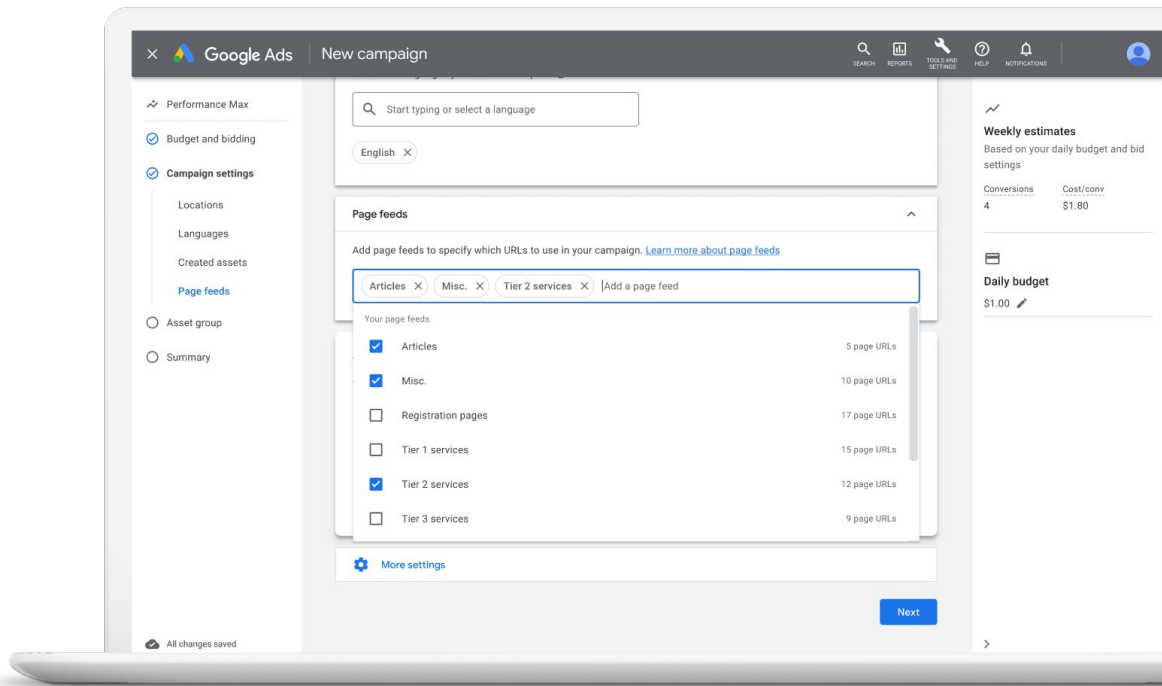
How does this product help marketers?

Improved page level targeting for your PMax campaigns

Product Description

In the coming months, you'll be able to upload a feed of page URLs to refine your results when using the final URL expansion feature.

The feature works with both final URL expansion options ON / OFF



Performance Max

Bidding

Campaign settings

Asset group

Name

Assets

Audience signal

Budget

Summary

Add some headlines

Ad strength Incomplete

Images Videos

Headlines Descriptions

Videos Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.



+ Videos

Headlines Add up to 5 headlines View suggestions

Headline 0 / 30

Headline 0 / 30

Headline 0 / 30

+ Headline

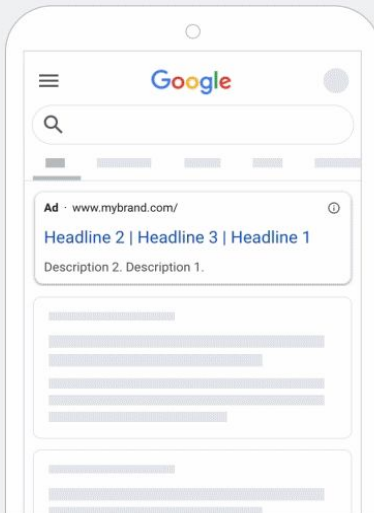
Long headlines Add up to 5 long headlines

Preview

YouTube Gmail Search Display Discover

Search ad

Provide 3 headlines and 2 descriptions



Campaign-level brand exclusions

Launch Phase

Beta

Market

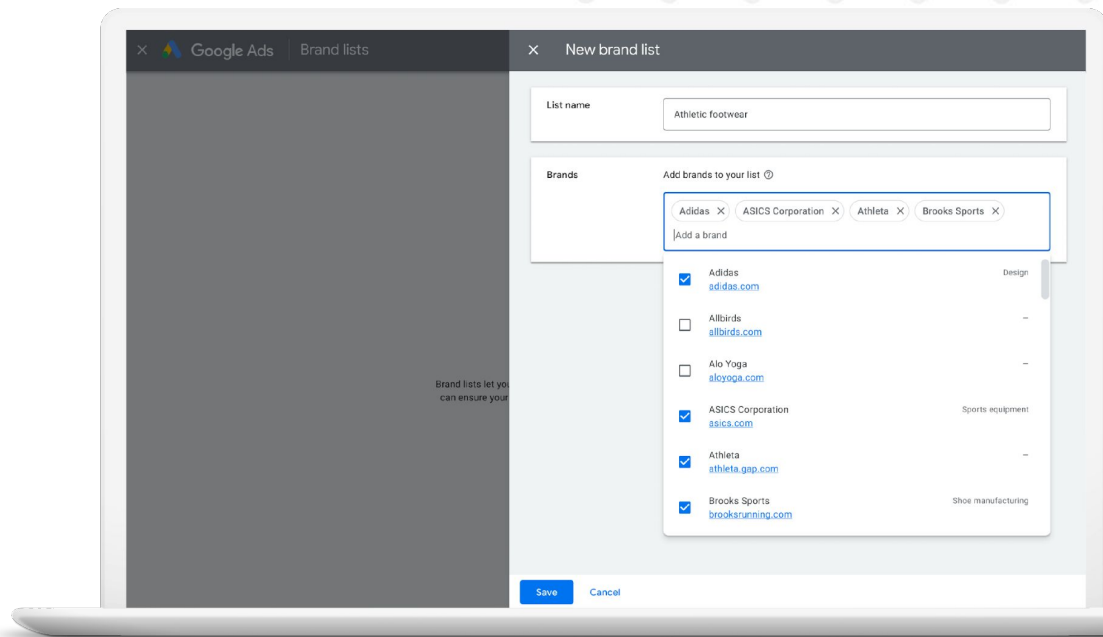
Global

How does this product help marketers?

Marketers will have additional brand safety and controls with PMax on a selected inventory

Product Description

- Control which brands your campaign matches to — including your own brand —with campaign-level brand exclusions
- Brand exclusions apply to Search and Shopping traffic in Performance Max
- Apply different exclusions for each campaign or use shared lists across multiple Performance Max campaigns.
- Find brand names in the UI and add them to the exclusion list.



New Customer Acquisition Goal

Launch Phase

Launched

Market

Global

How does this product help marketers?

Optimize for new customers, in addition to maximizing sales.

Product description

Select your customer lists, set customer acquisition value and your campaign will optimize towards new consumers. Get reporting for value from new vs. returning customers.

- **New Customer Value Mode:** Bid higher for new customers than existing
- **New Customer Only Mode:** Only bid for new customers

NCA with High Value Optimisation

Launch Phase

Beta

Market

Global

How does this product help marketers?

Acquire new customers with high predicted lifetime value for your business, while optimizing for regular new customers.

Product description

Advertisers share **Customer Match list(s) of segmented high value customers based on the value to their business over time**, in addition to setting new customer acquisition value for high and regular and your campaign will optimize towards both high value new consumers and regular new customers.

Store Sales Reporting and Bidding in Performance Max

Launch Phase

Beta

Market

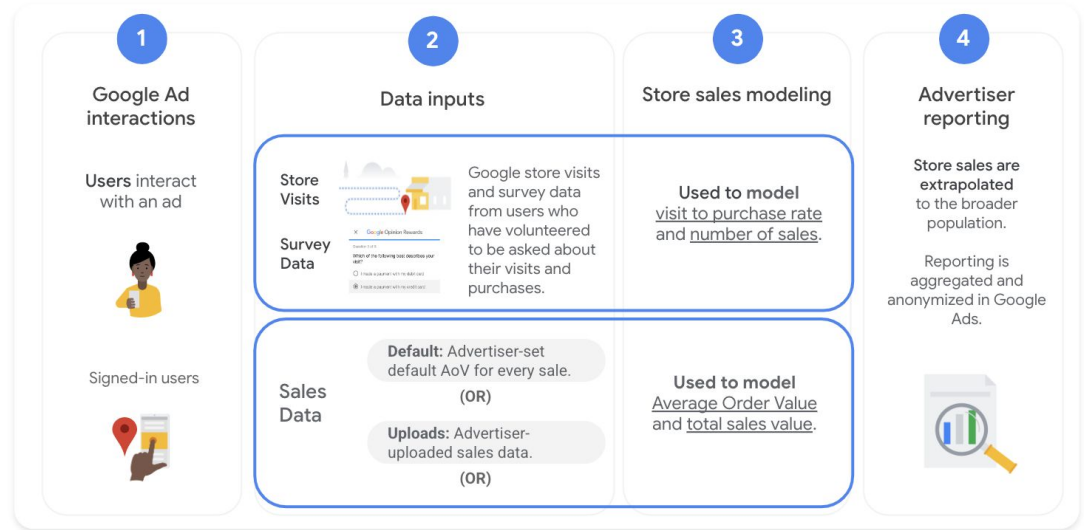
Global

How does this product help marketers?

Calculate the true value of return on ad spend (ROAS) of your Performance Max campaigns driving in store purchases.

Product Description

- Bid and report to store sales conversion actions for your store or omnichannel goals.
- Eligibility: You must be a retailer or a restaurant located in a market with store visits reporting and meet our privacy thresholds.



Burst Style Campaign Recommendations in Performance Max for store goals

Launch Phase Market

Launched Global

How does this product help marketers?

Take advantage of shorter session moments that deliver performance in less time than traditional campaigns (2 weeks vs 30 days)

Product Description

- Run burst style Performance Max for store goals campaigns to generate foot traffic for short seasonal events like Back-to-School, Black Friday, New store openings, etc
- Through further developments, recommended daily investments and campaign run times have reduced further!

NEW THRESHOLDS		
Existing Advertiser Local Campaign Recommendation*		
30 days	\$100/day	10 locations
21 days	\$500/day	10 locations
14 days	\$1,500/day	10 locations
10 days (beta)	\$3,000/day	10 locations

*Local campaign creation will remain available as long as a CID has at least one existing campaign that has not been migrated to PMax for store goals

NEW THRESHOLDS		
Existing Advertiser PMax store goals Recommendation*		
30 days	\$100/day	10 locations
21 days	\$500/day	10 locations
14 days	\$1,500/day	10 locations

*For PMax store goals without targets (i.e. Maximize Conversions and/or Maximize Conversion value bidding strategies)

Performance Max uses Google's AI to drive results in 3 ways



1.

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2.

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Test incremental impact of Performance Max campaigns and gain more control over your campaigns with set of "Levers to steer Google's AI"



3.

Better Integrations & Consolidation

Access the full breadth of Google inventory from a single campaign to engage customers for your specific goals - use Upgrade tools and enterprise integrations to deliver value

Performance Max Support in SA360



Maximize performance across Google Ads inventory using automation, saving you time and driving towards your goals

	Feature	Launch phase
●	Campaign Management and Floodlight Reporting support	Launched
●	Click-through conversions Floodlight bidding support (with bidding migration)	Launched
●	SA360 billing for PMax	Varied from April
●	Google Ads SSC/Local campaign upgrade tool access after bidding migrated to New SA360	H1'23

Smart Shopping and Local Campaigns Upgrades to PMax

Launch Phase

Ongoing

Market

Global

Smart Shopping Campaigns to PMax

Smart Shopping Campaigns Upgrade to PMax for SA360 advertisers who successfully migrated to the New SA360 experience will happen in batches this year, with an easy 1-click SSC to PMax upgrade tool being released post SA360 bidding migration post eligibility.

Local Campaigns to PMax

Upgrade to be completed by end of Q2'23. The Self upgrade, 1-click tool is open. The Auto upgrades will launch on April 4. With feature parity between LC and PMax for store goals there are no new LC creation going forward.

Campaign > Info Bar up top

The screenshot shows the Google Ads interface for a campaign. At the top, there are navigation elements: 'All campaigns', 'Campaign', and 'Ad groups (1)'. Below this, the campaign status is 'Paused' and the type is 'Shopping'. A red box highlights the 'Upgrade available' notification. A larger red box highlights a detailed notification that reads: 'Upgrade available. Get more conversions by upgrading to Performance Max, which will replace Smart Shopping in July. [Learn more about upgrading to Performance Max](#). Upgrade to Performance Max'. The interface also shows a sidebar with 'Overview', 'Ad groups', 'Auction insights', and 'Product groups'. The 'Ad groups' section is currently selected.

Performance Max for Travel Goals

Launch Phase

General availability

Market

Global

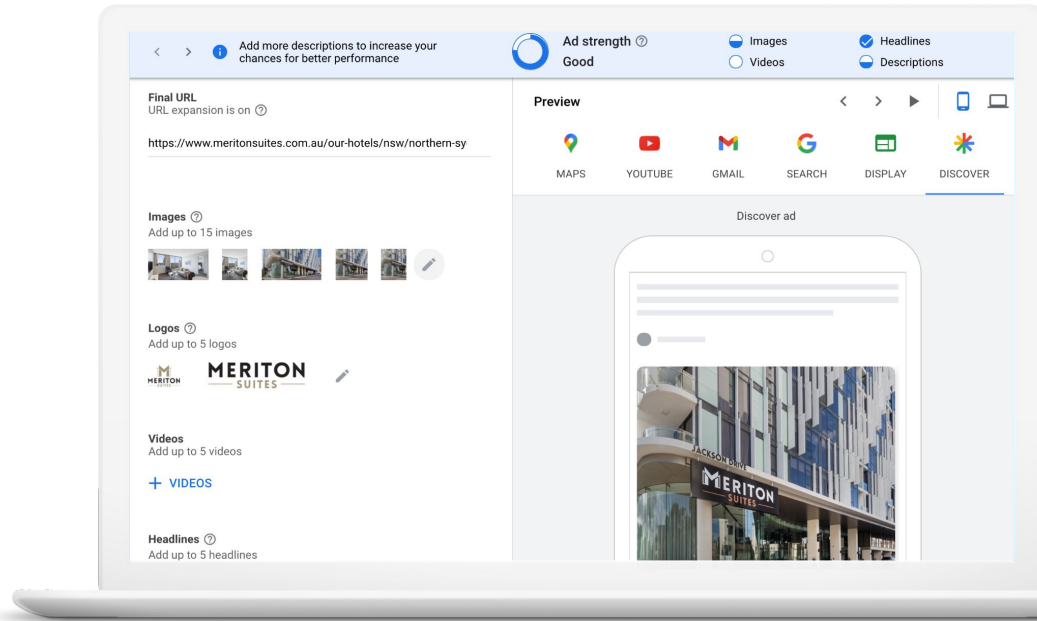
How does this product help marketers?

Automated goal-based campaign serves across Google networks with property-specific assets and audiences

Product description

In addition to Performance Max functionality, with PMax for Travel Goals hotels advertisers can

- Use automated assets
- Increase reach on Search for property related results via Hotels Inventory Targeting
- Measure performance with property-specific reporting
- Use pre-populated audience hints matched to the hotel for targeting



Search Updates





Search

About 14,720,000,000 results (0.27 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

New York, NY

Change location

Any time

Past hour

past 24 hours

Past 3 days

Past week

Past month

Past year

Sole Sanctuary | solesanctuary.com



Fresh Kicks



Sneakeropolis



High Top Haven



Red and black sports shoes - 6.0

\$84.99



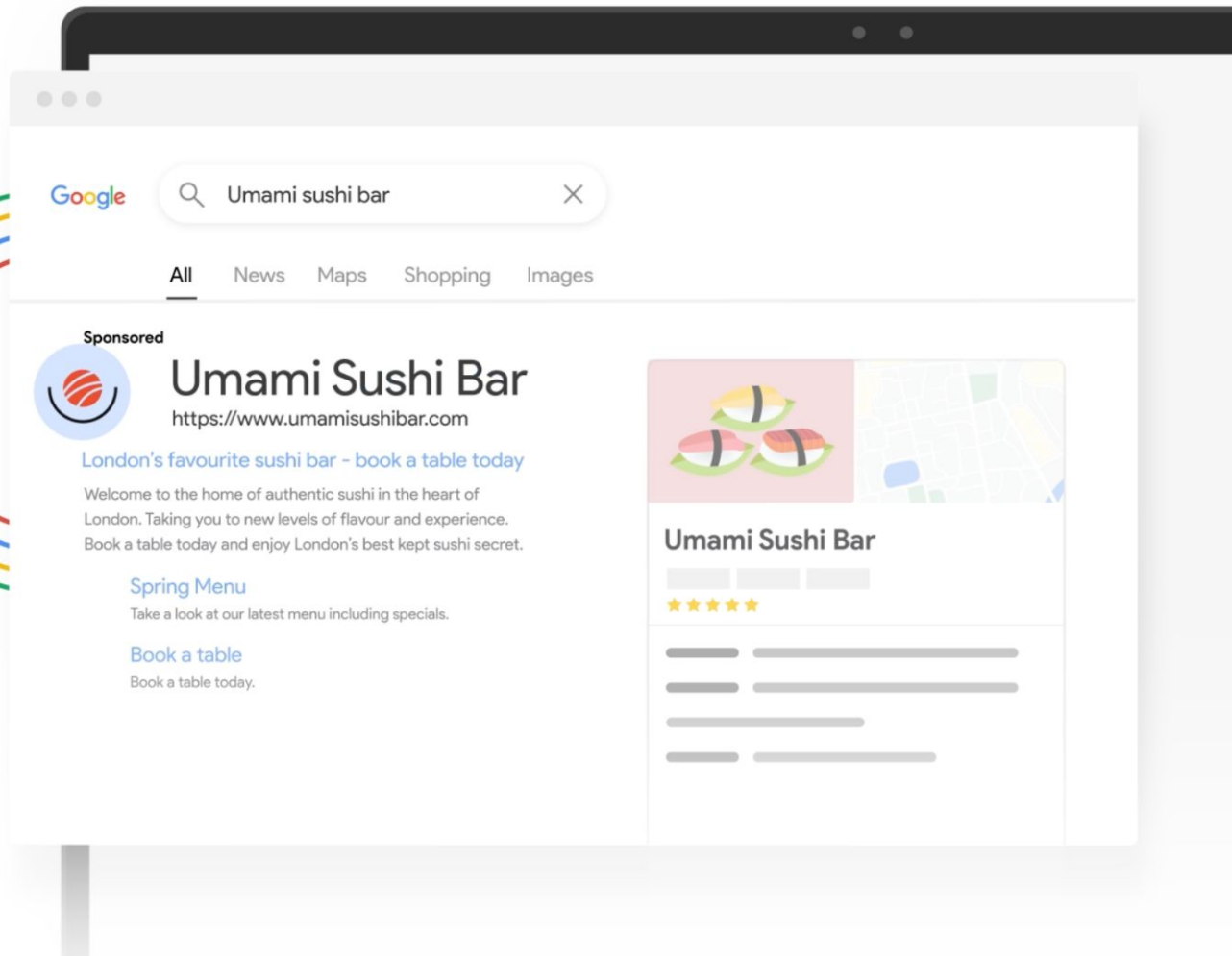
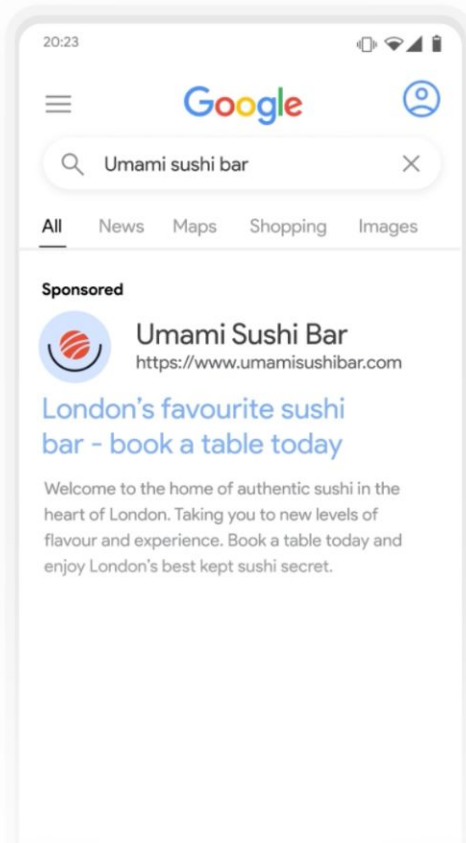
Mint green sports shoes - 6.0

\$59.99



Blue low top shoes - 6.0

\$74.99



20:23



Google



Local food delivery



All

News

Maps

Shopping

Images

Sponsored

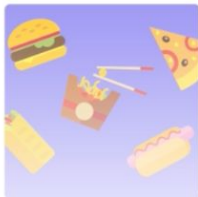


Fastest Foods

<https://www.fastestfoods.com>

The tastiest food to your door - order now

Craving fast food but don't feel like leaving your couch? Look no further! We bring your favorite food straight to your doorstep in record time. Order now and satisfy your hunger!



Google



Local food delivery



All

News

Maps

Shopping

Images

Sponsored



Fastest Foods

<https://www.fastestfoods.com>

The tastiest food to your door - order now

Craving fast food but don't feel like leaving your couch? Look no further!

[Order now](#) • [Local Indian Cuisine](#) • [Local Pizza Restaurants](#) • [Join The Team](#)

Sponsored



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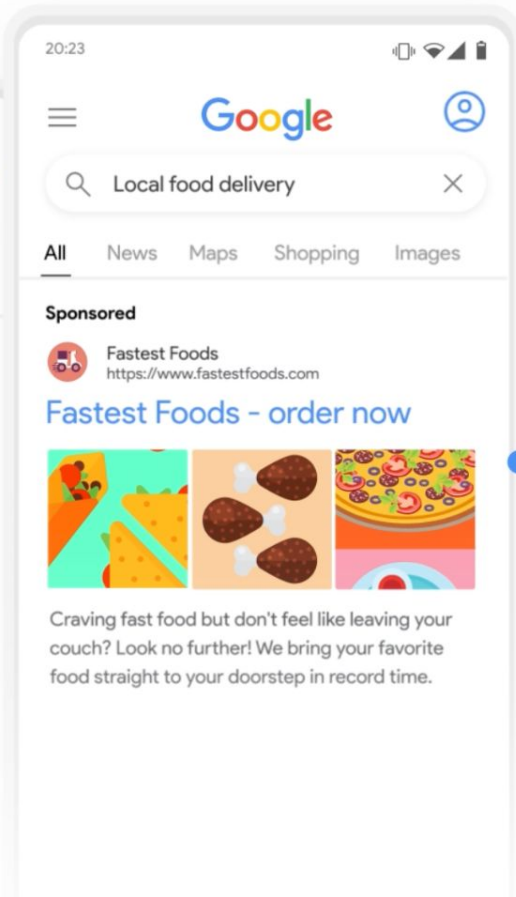
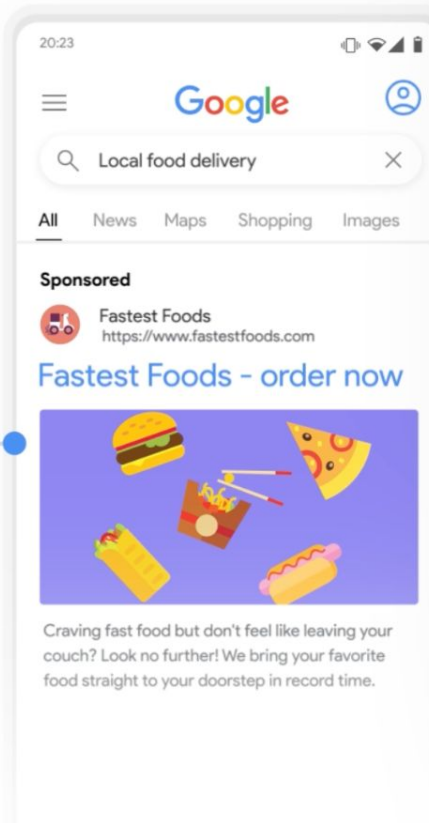
Craving fast food but don't feel like leaving your couch? Look no further!

[Order now](#) • [Local Indian Cuisine](#) • [Local Pizza Restaurants](#) • [Join The Team](#)



LANDSCAPE FORMAT

1.91x1 image ratio



3 IMAGE COLLAGE

Must have 3+ unique and approved image assets to be eligible to serve this format; no other advertiser action needed

Understanding how Automatically Created Assets work

Automatically Created Assets helps advertisers create headlines and descriptions to be used within RSA

Advertiser text assets within a responsive search ad (3-15 Headlines, 2-4 Descriptions)

- Headline 1
- Headline 2
- Headline 3
- Headline 4
- Headline 5
- Headline 6
- Description 1
- Description 2
- Description 3
- Description 4

Automatically Created Assets enabled:
Assets created from Landing Page or other assets
in Ad Group

- Headline A
- Headline B
- Headline C
- Headline D
- Headline E
- Headline F
- Description A
- Description B
- Description C
- Description D

Possible ad combinations

Headline 1 | Headline 2 | Headline 5

Ad <https://example.com>

Description 1. Description 2.

Headline 3 | Headline 4 | Headline A

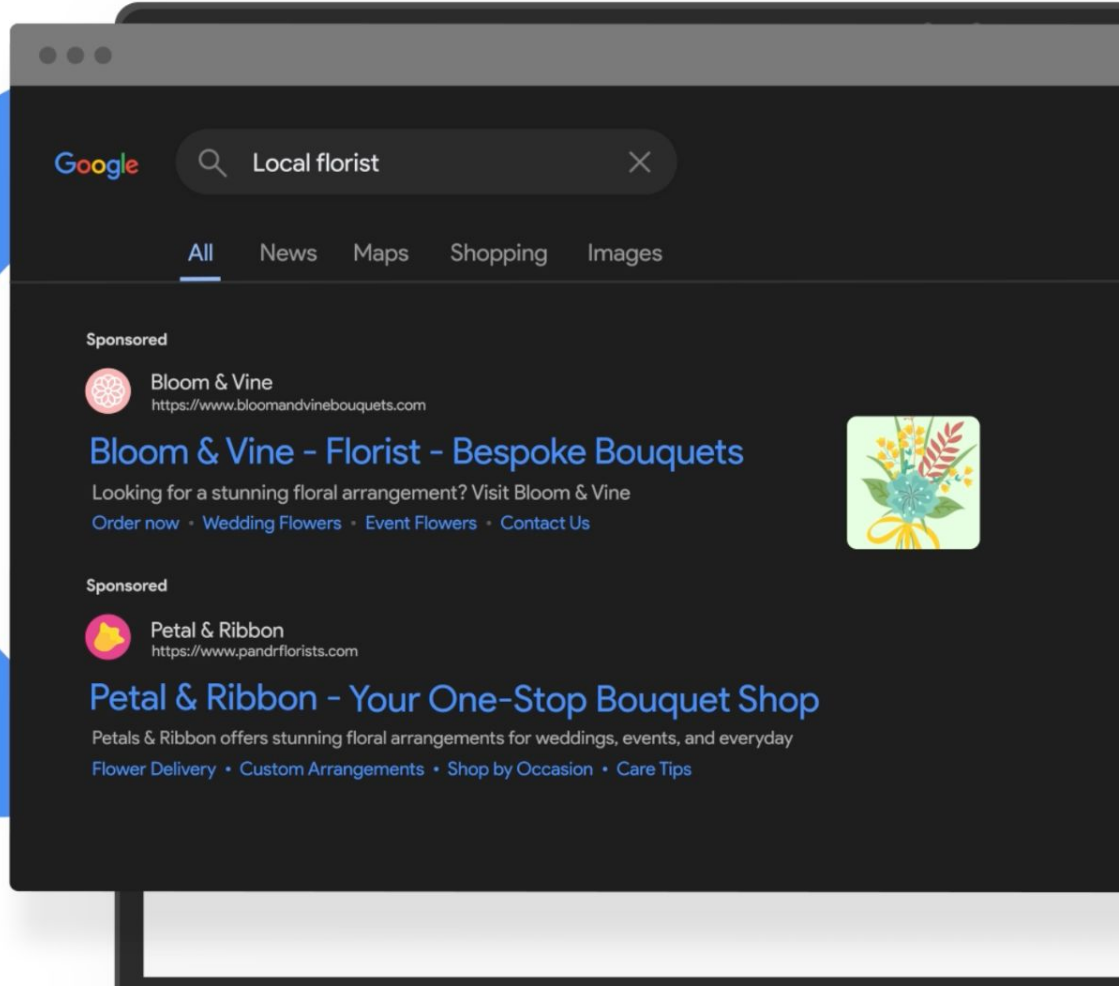
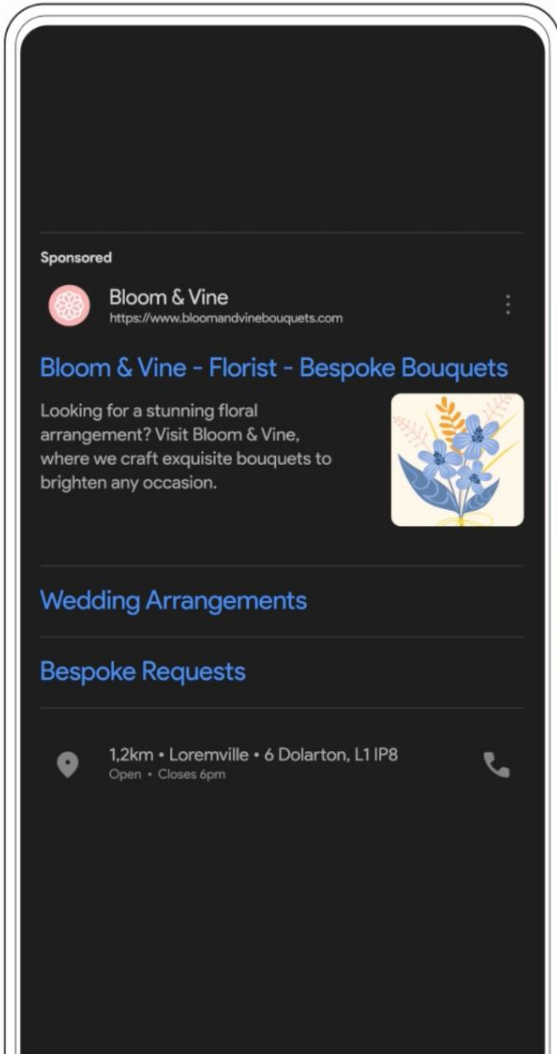
Ad <https://example.com>

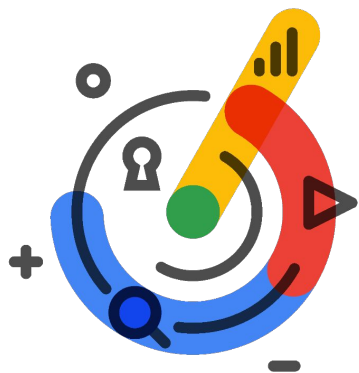
Description 3. Description C.

Headline B | Headline E | Headline 3

Ad <https://example.com>

Description 1.





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H1 2023

Pre-Populated Assets & Keywords

Launch Phase

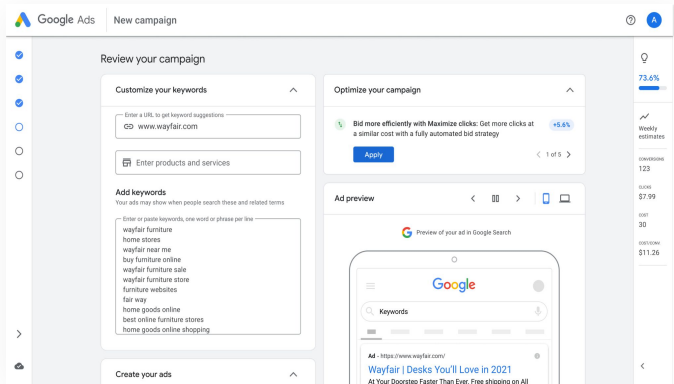
Launched

Market

Global

How does this product help marketers?

Simplifies new campaign planning by giving the budget & traffic estimates (& changes) for different keywords.



Recommended Budgets

Launch Phase

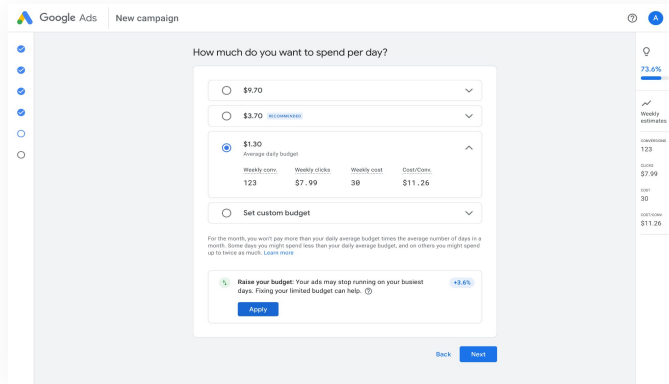
Launched

Market

Global

How does this product help marketers?

Provides the recommended budget amount and optimisation score based on the targeting, creatives, assets provided.





EMEA
Product Kickoff
H1 2023



Drive Conversions & Revenue with the new metric: Interaction to Next Paint

Launch Phase

Beta

Market

Global

How does this product help marketers?

Better user experiences when navigating a page as site owners can use it to ensure their pages are responsive.

Product description

- Represents a page's overall responsiveness by measuring all interactions made with a page.
- To ensure you're delivering user experiences with good responsiveness, a good threshold to measure is the 75th percentile of page loads recorded in the field, segmented across mobile and desktop devices:
 - **Below or at 200 milliseconds** means that your page has **good responsiveness**.
 - **Above 200 milliseconds and below or at 500 milliseconds** means that your page's responsiveness **needs improvement**.
 - **Above 500 milliseconds** means that your page has **poor responsiveness**.



App Campaign Updates



1. Users love Apps

~90%

of mobile internet time spent
in apps, avg 4.8 hours / day¹

2. Users expect a seamless experience

5x

The average consumer switches
5 times between web and apps
in a 30 min session.

From early testing, with the dynamic search ad integration with App campaigns, advertisers who have high deeplink coverage have seen a median **+30% increase in installs** and a **+24% increase in in-app conversions** for their app install ads served on Google Search*



+24% in-app conversions



+30% installs

Deep Link Impact Calculator

Launch Phase

Launched

Market

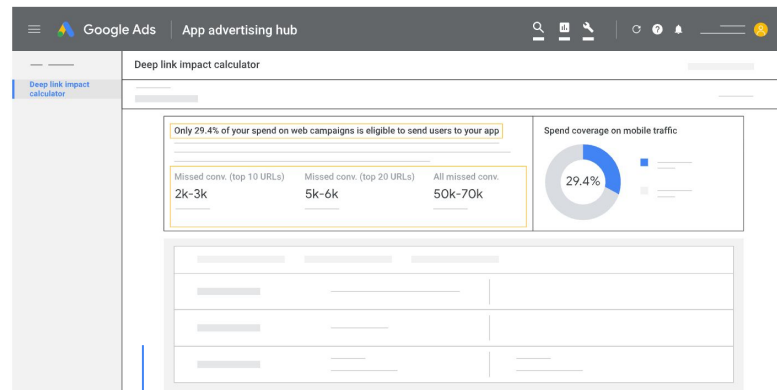
Global

How does this product help marketers?

Provides a list of all the missing web URLs you should consider implementing as deep links (specifically App Links for Android and Universal Links for iOS), and the missed opportunity from not implementing those.

Product description

- Identify the URLs that you should implement as App Links (Android) and Universal Links (iOS) in your apps.
- Identify your current spend [coverage on mobile traffic](#).
- Understand any [missed opportunities](#) and how many more conversions you may be able to get by implementing missing deep links.
- Download or send a [report](#) for easier documentation and sharing with relevant stakeholders in your organization.



How to access:

1. In Google Ads click on "Tools."
2. Find "App Advertising Hub" under "Planning."
3. You'll find the Deep Link Impact Calculator in the menu.

Deep Link Impact Validator

Launch Phase

Launched

Market

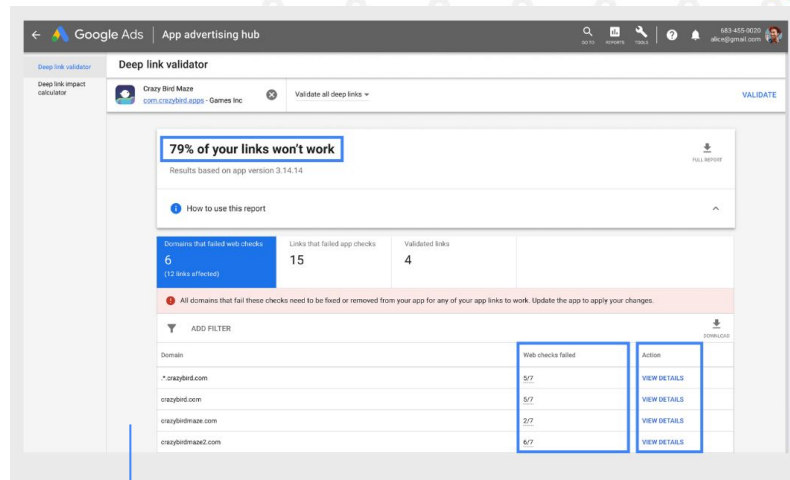
Global

How does this product help marketers?

Lets you validate deep links for either your entire App, or a specific App Link or Custom Scheme within your app. Using the tool you can see, send, and download a detailed report that contains all the checks the tool performed on your link, and how the missed configurations should be fixed

Product description

- Validate your [entire mobile app](#) or a [specific link](#).
- Understand the fixes you need to make so all your links are configured correctly.
- Download or send the [report](#) for easier documentation and sharing with relevant stakeholders in your organization.
- Make the necessary changes in your app and website.



How to access:

1. In Google Ads click on "Tools."
2. Find "App Advertising Hub" under "Planning."
3. You'll find the Deep Link Validator in the menu.

Proprietary + Confidential

Google

App campaigns for engagement (ACe)

Launch Phase

Launched

Market

Global

How does this product help marketers?

Offer you a great solution to focus on value, enabling you to activate and nurture your existing and most valuable users and fuel your lifecycle marketing efforts.

Product description

- Fully AI powered campaigns that will serve across multiple google properties and **target users who have downloaded your app**, encouraging them to take a specific in-app action
- **App campaigns for engagement** objectives is to improve customer retention and long term revenue by **increasing active users, generating sales**, and **reducing churn**
- Our data tells us that **returning users have a LTV 50% higher than new ones**, and App campaigns for engagement allow you to reach, engaged and convert these more valuable customers.



+50%

Uplift in revenue of paying users
who were retargeted vs. new users

Optiscore for Apps

Launch Phase

Launched

Market

Global

How does this product help marketers?

The primary source of personalized recommendations for all App advertisers, to improve overall performance and reach long-term objectives

Product description

- Uses automation to give you personalized and [real time recommendations tailored](#) to your account's performance.
- Helps you [prioritizing](#) the actions that will have the [most impact](#) on your business and [drive growth](#)
- Supports [execution to efficiently manage multiple activities and automates processes at scale](#)



 +14%

Increasing your account-level optimization score by 10 points can drive a 14% median increase in conversions

On Device Conversion Measurement

Launch Phase

Launched

Market

Global

How does this product help marketers?

Improve the overall quality of our conversion modeling for customers across our owned and operated apps for iOS.

Product description

- On device conversion measurement for iOS is a privacy-centric solution to enable more accurate conversion measurement by increasing deterministic data.
- It relies on on-device matching of your 1P data, where neither the advertiser nor Google can ever identify the individual converting user.
- Provides our conversion models an additional source of ground truth, which is deterministic by nature, with the objective of improving the overall quality of our conversion modeling.



For apps with a majority of users logging in, implementing on-device conversion measurement for iOS App campaigns drove a median 19% increase in user installs on YouTube instream inventory.

Source: Google Internal Data, Dec 2022 experiment
Requires bidding to Google Analytics for Firebase events

Retail Updates



Profitability Reporting & Optimization with Conversion with Cart Data

Launch Phase

Q3'23 Pilot

Market

Global

How does this product help marketers?

Drive greater profitability from Google Ads through profit-centered reporting & optimization.

Product description

- Understand which products drive **high AOV**
- Identify **cross selling** & **upselling** opportunities
- See which which products / brands / categories / campaigns are driving **profitability**
- (TBC) A/B test **profit-optimizing** campaigns

[How to set up Conversion with Cart Data](#)

Conversions

<input type="checkbox"/> Conversions	<input type="checkbox"/> Cost / conv.	<input type="checkbox"/> Conv. rate	<input type="checkbox"/> Conv. value
<input type="checkbox"/> Conv. value / cost	<input type="checkbox"/> Conv. value / click	<input type="checkbox"/> Value / conv.	
<input type="checkbox"/> All conv.	<input type="checkbox"/> Cost / all conv.	<input type="checkbox"/> All conv. rate	<input type="checkbox"/> All conv. value
<input type="checkbox"/> All conv. value / cost	<input type="checkbox"/> All conv. value / click	<input type="checkbox"/> Value / all conv.	
<input type="checkbox"/> All conv. (by conv. time)	<input type="checkbox"/> All conv. value (by conv. time)	<input type="checkbox"/> Value / all conv. (by conv. time)	
<input checked="" type="checkbox"/> Orders	<input checked="" type="checkbox"/> Avg. cart size	<input checked="" type="checkbox"/> Avg. order value	<input checked="" type="checkbox"/> Cost of goods sold
<input checked="" type="checkbox"/> Gross profit	<input checked="" type="checkbox"/> Revenue		

Orders	Avg. basket size	Avg. order value	Cost of goods sold	Gross profit	Revenue
16.41	1.08	\$101.12	\$350.17	\$414.22	\$1,659.05
16.41	1.08	\$101.12	\$350.17	\$414.22	\$1,659.05
6.89	1.13	\$91.37	\$54.51	\$25.44	\$629.43
3.77	1.00	\$86.13	\$77.70	\$111.96	\$324.41

Store Sales Automatic Dynamic Reporting

Launch Phase

Launched for eligible customers

Market

UK, DE, FR, NL, BR, AU, CA

How does this product help marketers?

Measuring the revenue impact of your Google Media in store is now easier than ever with the new SSI automatic dynamic reporting.

Product description

Eligible customers can **automatically receive dynamic average order values for their store sales.**

- AOV is dynamically modeled using **Google opinion rewards survey receipts**, down to keyword level.
- Allows advertisers to understand the varying Store Sales AOV across inventory directly in their Google Ads reporting, **without having to upload 1P data.**
- Use this automatic dynamic reporting to **bid to store sales with Omnichannel Bidding.**

<input type="checkbox"/> ● Campaign	Store sales avg. conv. value	Store sales conv. value
Total: All but removed campaigns ⓘ	\$98.51	\$2,594,628.23
<input type="checkbox"/> ● 🗑 Campaign A	\$85.38	\$81,451.98
<input type="checkbox"/> ● 🗑 Campaign B	\$87.67	\$80,038.27
<input type="checkbox"/> ● 🗑 Campaign C	\$100.68	\$120,815.52

- Store sales revenue modeled can now be modelling using **Google opinion rewards survey receipts**

Auto-Feed Crawl/Pixel

Launch Phase

Pilot (Pixel)
Beta (Crawl)

Market

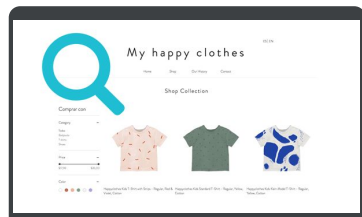
All LIA markets

How does this product help marketers?

This new feature automatically creates an inventory feed for Local Inventory Ads, reducing the onboarding time.

Product description

- Merchants being **eligible for Merchant Hosted Local Storefront Basic/Full** (aka having in-store availability on their website) can either have Google crawl their website or implement a pixel to get an automated Local Inventory feed created
- Contact your Google POC get your account allowlisted for the new Auto-feed options
- Caveats:
 - Crawler will only capture a fraction of inventory
 - Pixel needs to be added to website



Pixel based Auto-Feed

Solution: Leverage any tag managers to pickup LIA feed information from your website

Crawl based Auto-Feed

Solution: Google crawls merchant website to deduce local availability information and create inventory feed



Pickup later for Online Feed & LIA feed

Launch Phase

Open Beta

Market

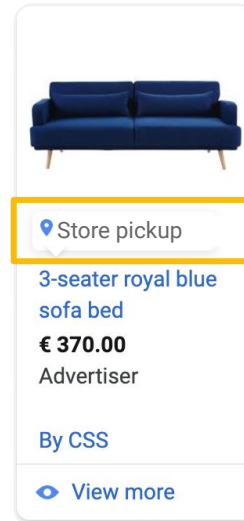
All LIA markets

How does this product help marketers?

Drive both ecommerce and offline sales by promoting omnichannel fulfilment options

Product description

- Use **Pickup later** for your (online) primary feed if you don't run Local Inventory ads or to promote never in-stock, online only inventory that can be shipped to the store (+17% CTR vs PLA)*
- Use **Pickup later for LIA** to promote out-of-stock inventory that can be shipped to store within a few days (+17% CTR vs PLA)**



Fill out the interest form get your account allowlisted for [Pickup later for Online Feed](#) or [Pickup later for LIA feed](#)

*Add "pickup_method" and "pickup_sla" to your primary feed to enable pick up later for PLA

**Add "pickup_method" and "pickup_sla" to either the primary feed or the LIA feed.

Proprietary + Confidential

Travel Updates



Travel Carousel Formats

Launch Phase

Launched

Market

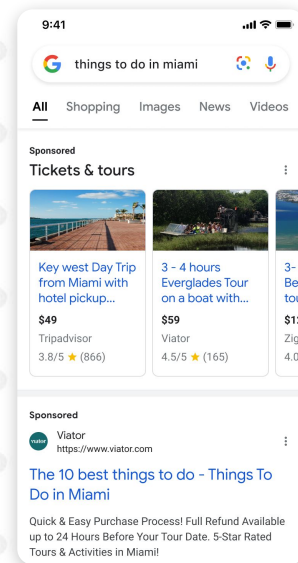
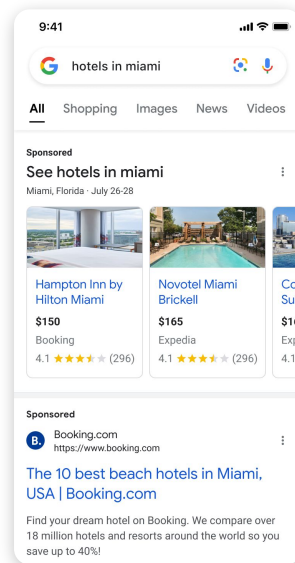
Global (Hotels)
Selected (Things To Do)

How does this product help marketers?

Makes it easier for partners to highlight their products and drive consideration via the carousel format, offering rich content such as images, ratings, prices, reviews and partner names

Product description

- Formats will show at the top of the SERP for destination hotel and destination Things To Do queries
- The carousels will showcase multiple advertisers and offerings across the carousel, with one offering and advertiser per card, and any clicks on these carousel will lead users directly to the partner website
- Looking forward: expanding coverage for these carousel units by expanding across new markets and devices



Brand Effectiveness



Regaining market
share costs nearly

2x

vs near-term savings
on brand investments

BCG, Don't Cut Your Brand-Marketing Budget. Rethink It. 2023

Brands that increase 1 ppts in
awareness and consideration drives

+1 ppts

in sales, while decreasing
overall CPA by -1 ppts

Nielsen, Brand Resonance Report 2021

Brand Lift on Mastheads

Launch Phase

Q1 2023 GA

Market

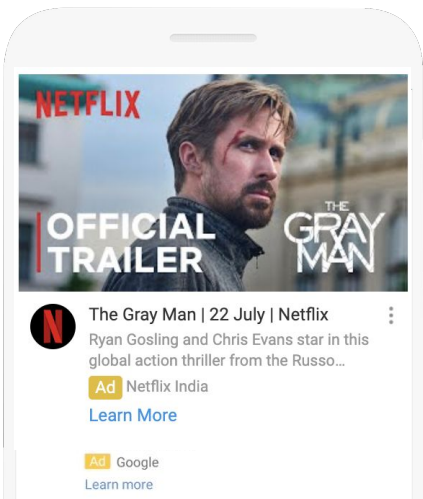
Global

How does this product help marketers?

Understand how large scale ad formats can boost performance in ad recall and awareness

Product description

- Ad Recall and Awareness
- CPH not supported



Brand Lift for Display (DV360)

Launch Phase

Q2 Closed Beta

Market

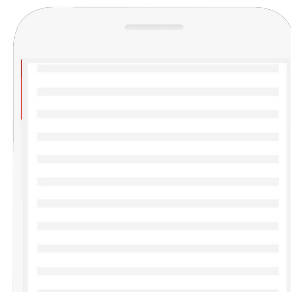
Global

How does this product help marketers?

Video and Display working together boosts performance on brand equity by 2.7x. Being able to measure this enables us to plan and optimize on this effect.

Product description

- Non-O&O, AdX and 3P exchange inventory
- Min budget \$15k/28 days per survey question
- Does not include Ad Recall



Coviewing metrics

Launch Phase Market Platform Availability

Q2 2023 GA

Global



How does this product help marketers?

Discover the true impact of your video ads campaigns with CTV targeting to plan and optimize for full effect.

Product description

- Impacts Lifted Users (and later Cost per Lifted User)
- Only for CTV, no other device
- Validated by surveys and 3P panels

YouTube survey • 0:28

Including yourself, how many people are watching this TV right now?

1

2

3

4 or more

Prefer not to answer

SKIP SURVEY

Email Notifications

Launch Phase Market Platform Availability

Q1 2023 GA

Global



How does this product help marketers?

Understand when your surveys have ended successfully or without results, to optimize tactics, shift budgets and re-measure

Product description

- Updates when
 - a study has finished (with or without results)
 - there a change in eligibility
- Freq: One for each type per day. Opt-out possible



Your Brand Lift study
"Google_Pixel_May_22" has
completed

Your Brand Lift study "Google_Pixel_May_22" ran from May 02, 2022 to May 02, 2022 and produced the following results:

Survey question metrics where you got lift: Ad recall, Awareness, Consideration

Proprietary + Confidential

Google

Video Action Planning



Video Action Planning & Forecasting in Reach Planner Google Ads

Launch Phase

Launched

Market

Global (Google Ads)

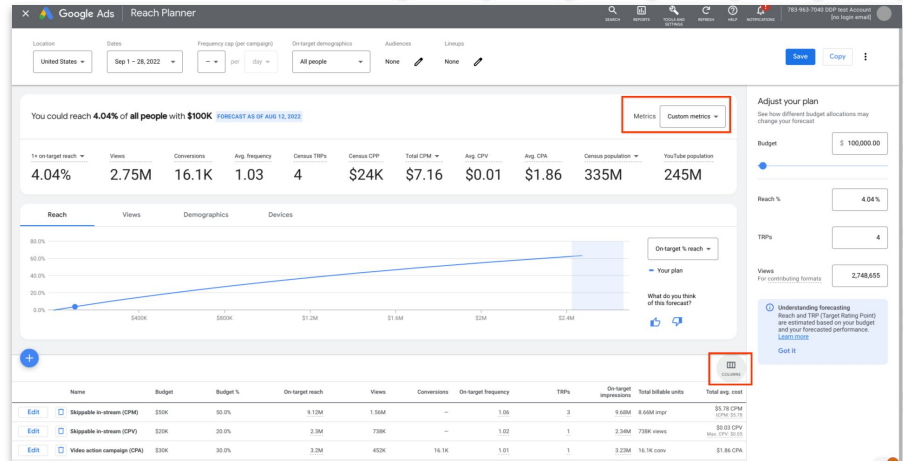
How does this product help marketers?

Allows you to forecast for conversions for the first time in the tool

Product description

Accurately plan YouTube & Google Video Partner (GVP) forecasts for **Conversions**, Views, Reach, and Impressions based metrics in 60+ markets globally, speaking in the brand marketer language of in-demo target, reach & frequency, with:

- unique reach in people (not cookies)
- across devices (mobile + desktop + connected TV)
 - Including co-viewed impressions
- TRP and CPP calculations
- for Google's brand formats
- and demographics or Google audiences



DV360



Centralised Inventory Management - Central Partner Workspace

Launch Phase

Market

Beta

Global

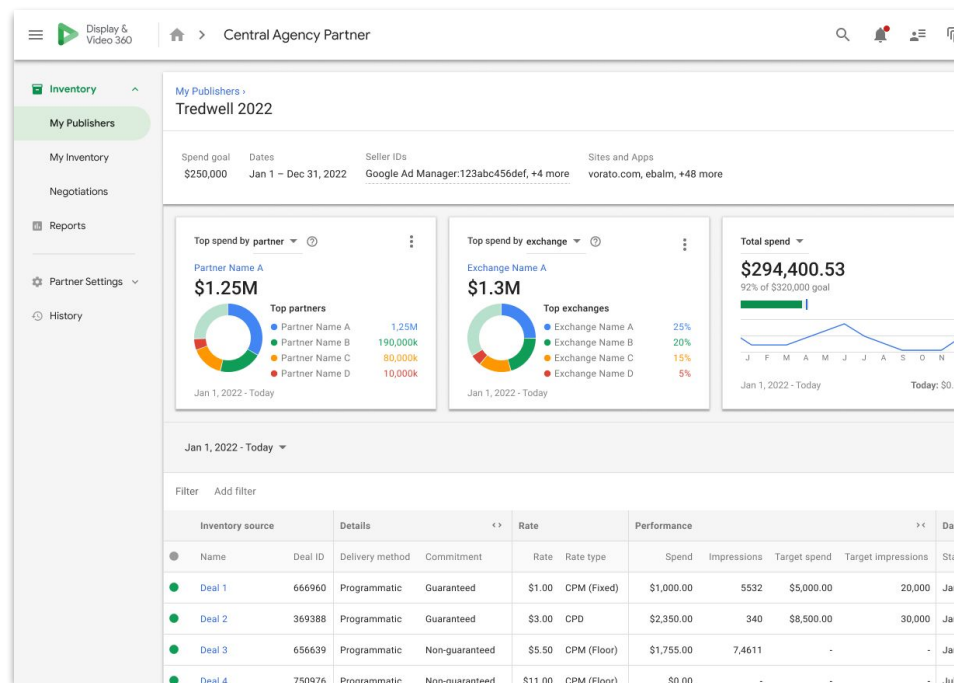
How does this product help marketers?

Efficiently manage and track deal spend across DV360 Partners

- **Programmatic Teams:** Manage deals centrally centrally
- **Investment Leads:** Track publisher spend cross partner

Product description

- Centralises deal creation, management and reporting workflows into a new DV360 partner type that links all other agency partners into a single view in the platform.
- Access new cross partner deal workflows in 'My Inventory' and access to a new module called 'My Publishers,' allowing you to create publishers, view all cross-agency deals associated with a publisher, monitor delivery of each deal in one place and get automated visual insights into spend.



Proprietary + Confidential

Google

Display & Video 360 Instant Deals

Launch Phase

GA with **Google Ad Manager**
Beta with **AJA Exchange**

Market

Global

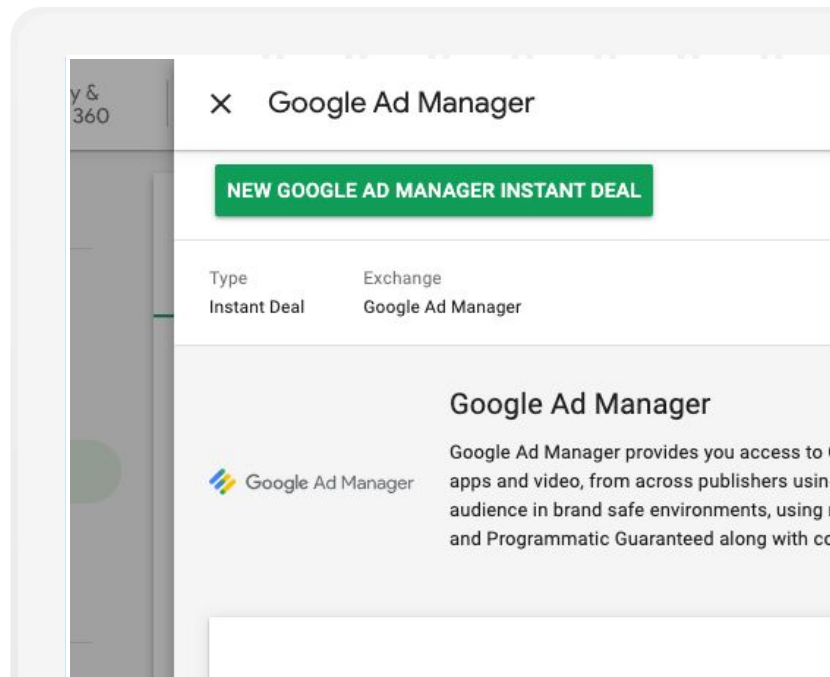
How does this product help marketers?

Build custom packaged deal inventory instantly using new and unique, sell-side audience and contextual signals.

Product description

A new way to buy within Display & Video 360 that automates deal curation and enables customers to create customized “packages” of inventory using new sell-side signals that we have brought into DV360 for direct targeting in the deal setup process. What are these unique signals?

- **Several unique contextual and audience signals** not commonly available in open auction, with a focus on formats like CTV & Audio
- **Is durable** to go beyond third-party cookie deprecation (3PCD)





EMEA
Product Kickoff
H1 2023

