

Accelerate with Google

Playbook

Systems Check for the AI era



The AI-Ready Mindset

- **The Reality:** In 2026, AI is no longer a differentiator; it is a universal engine available to everyone.
- **The Differentiator:** Your proprietary, first-party data is the only exclusive fuel left that your competitors cannot copy. Marketers who perceive using first-party customer data as enabling AI report seeing a 30% lift in performance compared to those who don't.

Source: Google/Kantar, Measurement & AI Benefits & Opportunities, April 2023, US, Advertisers that perceive enabling AI / automation as a benefit of 1P Data: N=110



The facts: Businesses leading in AI adoption report **60% higher revenue growth** than those just starting out. But less than 20% of companies are at this leading stage.

Source: Google/BCG, Path to AI Excellence, Global, N=2,135, marketing AI decisionmakers/influencers at small to large companies, Sept. 2024.

The Mindset Shift: From Fear to Focus

FOMA: Focus on Maximizing Advantages

FOMO: Fear of Missing Out

FOMU: Fear of Messing Up

The key to success is moving past the Fear of Missing Out and the Fear of Messing Up in order to avoid reactive, disconnected strategies that only fuel anxiety.

Instead, adopt a FOMA mindset: Focus on Maximizing Advantages. What does this mean? Partnering with AI to learn by doing and embracing uncertainty to turn it into added opportunities for adding value.

Source: services.google.com/fh/files/misc/the_unsaid_google.pdf

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Leaders' Brief 

Rethink ROI in the AI era

📖 Read

The Effectiveness Equation to discover why the 40-60% brand-building split is the sweet spot for maximizing media ROI.



Ready to stop guessing and start knowing?
Pay attention to these three pillars:

1

Upgrade your Foundation:

Building data strength with first-party signals.

2

Rethink your Valuation:

Using incrementality as an offensive strategy, not just defense.

3

Fix your Calibration:

Reconciling truths across Attribution, Incrementality, and MMM.

Upgrade your Foundation

AI is only as good as the data it consumes. Think of your proprietary first-party data as premium fuel for driving superior ROI. In such a competitive environment, it can be a truly unique advance.

What is Data Strength? Data Strength is the comprehensive data setup that ensures the necessary input for Google AI to achieve the best ROI for your business.

Connect your Data Sources

Break down silos by unifying your website, app, and CRM data into a single source of truth.

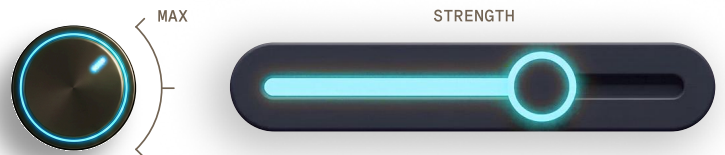
- **Upgrade to Google Tag Gateway:** Move to resilient, server-side measurement to enhance first-party control and ensure privacy by default via Confidential Computing. Advertisers who configure Google Tag Gateway see an average of 14% more conversions.
Source: Google Internal Data, Global, Finance, July-Dec 2024 vs Jan-June 2025.
- **Leverage Data Manager:** Easily import offline data and audiences via a simple UI or API, without needing extensive technical resources.

Maximise your Signals

AI is a multiplier; if you feed it noisy data, it multiplies your mistakes.

✓ Action

Go beyond basic tracking. Enrich your data by securely passing diverse identifiers like GCLID, Hashed PII (via Enhanced Conversions for Web or Leads), Session Attributes, and Transaction Values.



In
Conversation

How Data Strength Fuels your AI Engine

Watch In Conversation with
L'Oréal and TRKKN.

WATCH NOW

“Break the Silos, bring **every data pipe into one place** and know where you want to go, in six months, 12 months and 18 months, so you have a goal and you have a plan for your business impact.”



Max-Philipp Deitmer
TRKKN CEO

“If you are really preparing your **infrastructure to be AI-ready**, you are owning your growth. You can not just chase ROI; you can also **build a meaningful relationship** through the data with your own system, but also with your customer.”



Franziska Eickhoff
L'Oréal CDAO DACH

Rethink your Valuation: **Incrementality**

Gain confidence in your strategy by grounding your decisions in causal data, moving beyond just modeled attribution.

✓ Action

Stop using incrementality just to prove you didn't waste money. Use experiments to find the lift your competitors are missing. For example, Google Search drives an incremental ROAS of \$5.04 for every dollar US advertisers spend on their paid campaigns.

Source: Google Conversion Lift Analysis, US, 47 Conversion Lift studies run between Jan 2021 - July 2024.

Unlock Long-Term Value: Adopt new metrics like Attributed Brand Searches to measure the long-term value of your campaigns beyond standard conversions. For example, one apparel brand saw up to a 70% uplift for their Demand Gen campaigns using this metric.

Source: Google campaign data, Dec 2025 to Jan 2026

Fix your Calibration: **Marketing Mix Modeling**

In a world of black boxes, you need a reconciled truth. MMM acts as your GPS, showing if you are heading towards true business growth.

CALIBRATION

✓ Action

Use advanced models, like Google's open-source Meridian, and calibrate them using regular incrementality experiments to scale your budget and discover new growth opportunities.

Then all that's left to do is **activate your data** with Google AI

As soon as your data is in good shape, you'll be ready to reach customers seamlessly through their streaming, shopping, searching, and scrolling habits. How about some easy ways in to get you started?

- Feed your high-quality signals into campaigns like **AI Max for Search**, **Performance Max**, and **Demand Gen** for powerful AI-powered campaigns.
- Use **Value-Based Bidding (VBB)** to upgrade your bidding strategies to optimize campaigns for your most profitable customers, leveraging your imported transaction values and first-party audience lists.

Join us live or watch on-demand to **dive even deeper**

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Leaders' Brief:

**Rethink ROI
in the AI era**

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Drive next level growth with

AI Max for Search

▶ Watch

Set your data foundations with

Enhanced Conversions

▶ Watch

Unlock AI Performance

Master your Data Strength