

Google

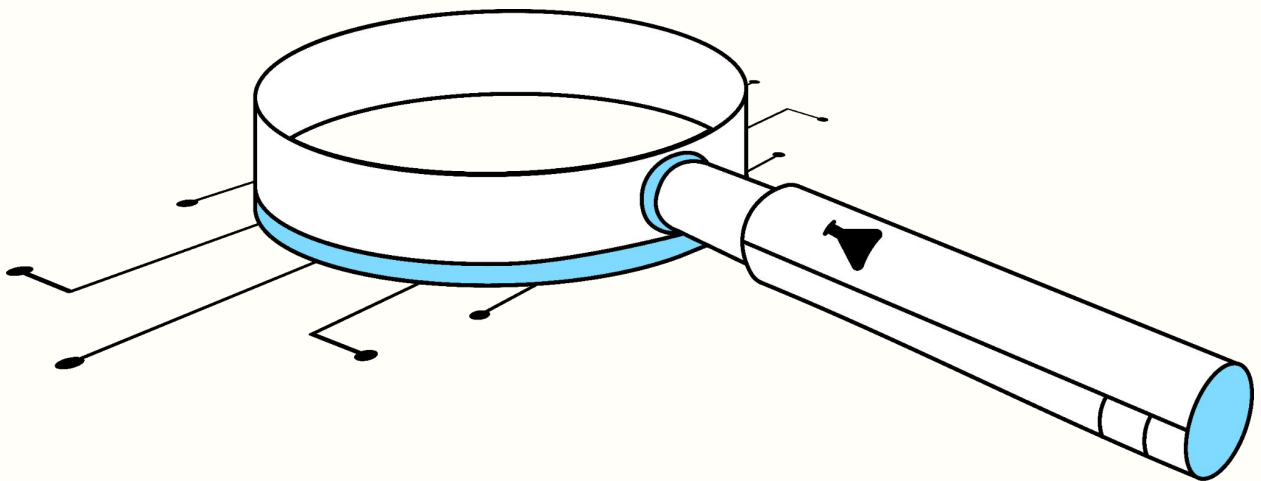
Marketing

Live

2024



brainlabs



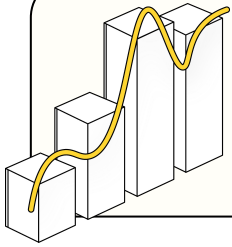


Introduction

We are entering a transformative era for AI and advertising, as evidenced by Google's forthcoming product launches. Over the past two years, search behavior has undergone a significant evolution. Consumers now employ longer, more complex queries, utilize voice search, and engage in conversational searches. Search is also becoming multimodal, with an increasing use of images as input - for example, Google has processed over 12 billion visual searches from people using Lens. AI is poised to meet these evolving needs, delivering new experiences at pivotal moments in the consumer journey.

At Google Marketing Live 2024 Google shared new innovations that enable advertisers to put Google AI to work for their business, encompassing everything from results measurement to media purchasing and creative development. This is an extraordinary moment for our industry, and Brainlabs is enthusiastic about these advancements across measurement, media, and creative.





Measurement



Google Ads Data Manager

In an AI-powered environment, the importance of accurate measurement and robust data cannot be overstated. AI systems require dependable data to function effectively. In Google Ads that means tapping into your data's potential. But the integration of first-party data into the advertising system continues to present challenges for many advertisers.

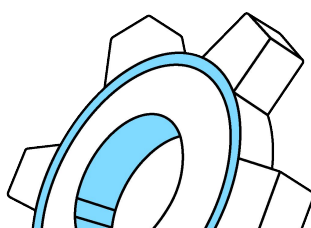
In response, Google launched the Google Ads Data Manager, a new tool designed to streamline the management and application of first-party data across Google Ads solutions, now generally available. This tool centralizes data management controls, thereby facilitating the potential to drive incremental revenue and enhance business outcomes. It harmonizes workflows, addressing the challenge of first-party data management. It is collaborative, and ensures that marketers and analysts can work together securely, promoting data compliance and facilitating the achievement of marketing goals. Data Manager is now available to all users, equipping them with new reports and diagnostics to monitor the status of data connections and the freshness of customer lists.

By simplifying the management of these essential elements, Google ensures that AI can function efficiently on your behalf.



The Brainlabs View

We're enthusiastic about the introduction of Google Ads Data Manager due to its user-friendly design, which requires minimal to no coding expertise. This feature simplifies the integration of various data sources with Google Ads. It is meticulously engineered to refine the offline conversion import process by enhancing its intuitiveness. Users can directly map data fields within the user interface, streamlining the connection of data regardless of its location. This efficiency eliminates the need for repetitive linking of first-party data for measurement, offline conversion import, or audience targeting.





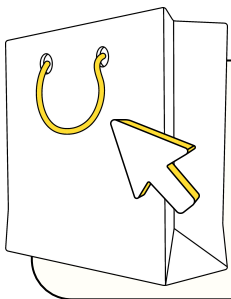
AI Essentials in Optiscore

Google is also updating the recommendation page of the Google Ads UI, specifically the Optiscore page, to add the “AI Essentials” category, available to all customers in every market and language. Optiscore helps monitor account optimization performance and identify growth opportunities. With the “AI Essentials” tag, advertisers can prioritize product recommendations based on real-time account data, understand the impact of next steps, and see the estimated optimization score uplift for each recommendation. Google has observed that advertisers who increase their account-level optimization score by at least 10 points see an average of 15% increase in conversions.



The Brainlabs View

We're highly pleased with the introduction of this new feature, as it streamlines the process of implementing AI optimization across all Google accounts. This enhancement not only saves time but also simplifies the strategic identification and execution of priority AI components for optimization.



Media



Profit Optimization Goal

In the realm of retail commerce, Google is investing in ways for marketers to share success metrics that matter to their business, enabling Google AI to optimize for the right goals. Profit-driven marketing has been a long-discussed topic, and now profit optimization goals are officially available for both Performance Max (PMax) and Standard Shopping campaigns. For example, if a retailer offers two pairs of sunglasses priced at \$100 each, but with different production costs, it will be easier to use smart bidding to optimize for profit. Google will use profit data from existing sources, so there's no need to pass profits through conversion tags. You can switch between revenue and profit goals without disrupting performance, making it easy to continue the same campaigns and bidding setup.





The Brainlabs View

We not only endorse the introduction of the Profit Optimization goal, having previously conducted tests around profit margins using our own proprietary technology stack, but also advocate for the expansion of Google's Profit Bidding functionality to include offline conversions, such as store visits. This expansion will represent a significant enhancement to the current capabilities.



Loyalty Promotions

If you have a loyalty program, you now have a new way to tailor promotions in your ads, such as highlighting member-only exclusive offers or special pricing through “Loyalty Promotions.” This feedback from marketers highlights the importance of differentiating new and existing customers. By leveraging first-party data and sharing loyalty customer lists, you can tailor bidding and ads for customers inside and outside of your loyalty program in a privacy-safe way. For example, you can highlight loyalty benefits like member-only pricing or free gifts, improving relationships with consumers and encouraging recurring purchases with compelling offers.

Will “Loyalty Promotions” only be compatible with data uploaded through the new Google Ads Data Manager? No, Data Manager also enables client first-party data to be used in customer match lists. The core requirement for “Loyalty Promotions” is to have Customer Match set up, as it leverages your first-party data.

10% OFF

Pink Pointed Toe Pumps

\$63.00 ~~\$70~~

Member price

Shoe Store

Get it today

[Shop now](#)



The Brainlabs View

We suggest expanding Loyalty Promotions from pure retail to the travel and hospitality verticals, leveraging Google Hotel Ads as an additional format to test.





Visual Brand Profile on Google Search

In the media category, Google is unveiling the "visual brand profile on Google Search," an organic search feature designed as a digital hub for brands within Google Search. Notably, over 40% of shopping searches reference a brand or retailer, highlighting consumer interest in brand discovery*. This new profile aims to connect brands with inquisitive shoppers by presenting their ethos through images, videos, and reviews, and by emphasizing deals, promotions, and shipping policies.

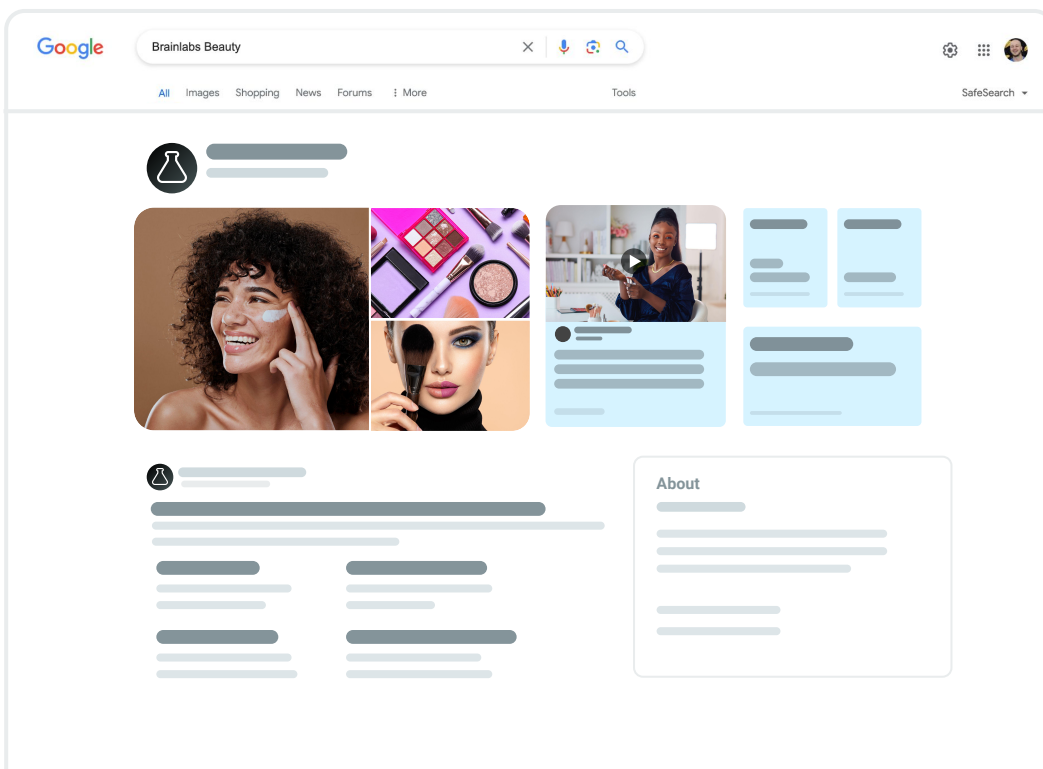
Currently, retailers are not required to undertake significant actions. The content displayed in the visual brand profile is derived from the retailer's website, the Google Merchant Center account, third-party licensed data, and other publicly accessible sources. Brands don't need to do anything right now in order to participate. Profiles will gradually be rolled out for retailers who Google has sufficient information for on Merchant Center, their website, as well as other authoritative information from across the web. Ads will continue to appear on the page along with this new profile.

*Google Internal Data, Global, Search, 1 Jan 2024 - 29 Feb 2024



The Brainlabs View

We eagerly anticipate testing this unique feature to assess its halo effect and potential conversion lift. Additionally, we aim to explore how the integration of ads and this new visual experience on brand queries can further bridge the gap between SEO and Paid Search, enhancing their interconnection more profoundly than ever before.





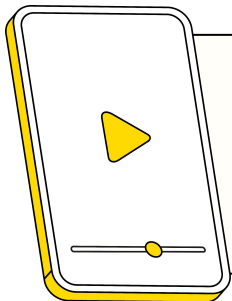
Ads in AI Overviews

The big news from Google I/O last week was the full launch of AI Overviews (formerly called Search Generative Experience) across the US, with more countries coming soon. This week Google confirmed that they're continuing to test search and shopping ads in AI Overviews, focused on matching not only to the query but also the context of the AI generated overview.



The Brainlabs View

We're excited about the inclusion of ads into AI Overviews, but predict it will be several months before Google is ready to expand their initially limited testing. When this new ad inventory does launch, look for it to be added to existing automated campaigns like Performance Max, rather than as a discrete new ad type.



Creative

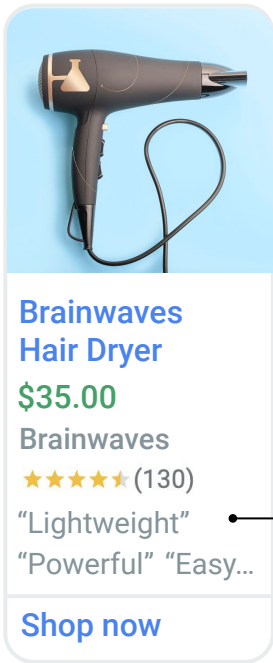
The creative space is one of the most exciting areas right now, particularly in the era of generative AI. There are numerous new tools to test and drive performance, providing feedback to Google to determine which innovations work best.



Automated Product Highlights

Google is introducing new shopping ad formats that encourage creative thinking and consumer interaction. The first is "automated product highlights," where Shopping ads will display key snippets from product descriptions or positive customer reviews, helping shoppers find the information they need from the merchant's product landing page. These snippets, including summarized reviews and product highlights, are displayed in shopping ads, helping shoppers find the information they need. This feature showcases product differentiators with no added work for the merchant, as Google AI handles the extraction and display of relevant details.





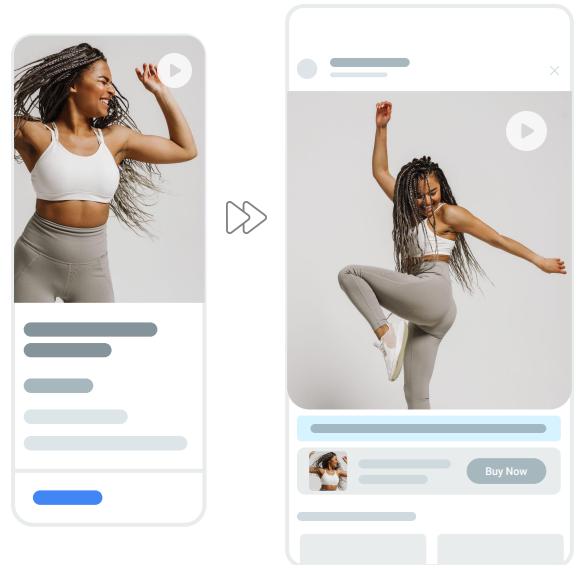
The Brainlabs View

We will be implementing automated product highlights to evaluate their impact on engagement and conversion rates, utilizing this tool as an additional mechanism to enhance outcomes for our e-commerce client portfolio.

Video Highlights

“Video highlights” are another new format, particularly for apparel and beauty categories. Shoppers can click an icon in the ad to enter an immersive shopping experience with curated short videos, helpful product quotes, and styling suggestions from the brand. These ads drive product discovery and boost shopper confidence by helping them better visualize products.

Brands can provide video content through affiliate videos on YouTube, website-crawled video content, and additional creator-generated content with proper licensing.



3D Spin

Google is also introducing 3D assets to Shopping ads, starting with the footwear category. This new feature will engage shoppers by showing every detail of the product from every angle. With just a few high-quality product images provided by the retailer, Google AI will create a 3D spin of brands’ footwear.





The Brainlabs View

We suggest Google should expand 3D shopping assets to a broader variety of retail categories and verticals to understand user behavior and performance outcomes. Additionally, after initial phases, Brainlabs is interested in A/B testing to understand the incremental lift of these products.



Virtual Try-On

In the clothing category, a new feature called "virtual try-on" for apparel ads helps shoppers visualize apparel on diverse models, aiding confident purchase decisions. Retailers upload an image, and Google AI shows how the apparel would fit on real, diverse models in various poses. Tests have shown that virtual try-on imagery gets 60% more high-quality views than other images.*



*Google Data, US, Shopping, Long Views, Jan. 27-Feb. 17, 2024



The Brainlabs View

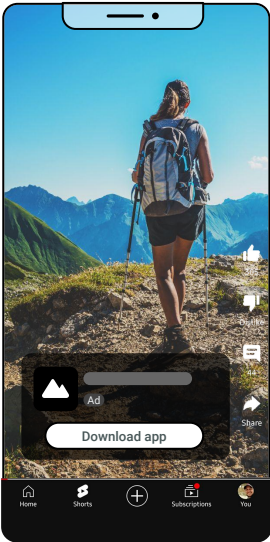
This feature launch is among those that we're most enthusiastic about. Our excitement stems not only from its potential short to medium-term effects on customer experience, which we will be testing, but also from its long-term prospects. This feature could potentially mark the onset of a revolutionary change in consumer shopping behaviors, both online and offline. As customers become accustomed to this more advanced technology, there could be a shift in habits, with a growing preference for fully online experiences over traditional in-person shopping.





More Engaging Ads on YouTube Shorts

Google recently announced updates for YouTube Shorts as an ad format, introducing interactive and engaging elements that enhance the consumer experience. “Stickers” will be available for ads in YouTube Shorts, including headline overlays, product images from Merchant Center feeds, and star reviews from the Google Play Store. These playful overlays make ads more engaging and interactive, driving actions with clickable elements.



New “Gestures” in YouTube Shorts ads offer consumers more ways to interact, such as double-tapping to like an ad or swiping left to go to a landing page. Google observed 1 billion likes on ads in the past month, indicating consumer interest and engagement.

With app Stickers on YouTube Shorts, can viewers be driven from a Shorts Ad to an app install with a click on the Stickers? Yes, viewers can be driven from a Shorts Ad to an app install with a click on the Stickers.



Performance Max Creative Control & Customization

Performance Max is an incredibly effective solution to drive incremental sales and leads, but it can often be limited by the amount of image and video creative a brand can provide. Generative AI can solve this challenge by creating more ad assets, but until now it was difficult to ensure these creatives followed brand guidelines.

This week Google announced several features that give advertisers more control of AI generated creative. In Performance Max you will be able to provide reference images - all of which result in much better output and less time reviewing and removing off-brand AI generated creative. There’s also new AI-powered image editing capabilities that will let marketers edit their generated assets to better match the type of creative they want. In addition to more controls for generated assets, Google is also providing more creative controls for your ads themselves and how they appear across channels. Brand guidelines will be added to Performance Max to help make sure your ads are in line with your brand. Marketers will be able to define brand colors by entering the hex code and specify which font should be used in their ads.





Style-Aligned Assets in Product Studio

We heard new information about Product Studio, a suite of AI-powered creative tools which allows merchants to generate scenes, increase image resolution and edit backgrounds - available now in Australia, Canada, U.K. and U.S. and very soon in India and Japan.

Later this year, style-aligned assets will be available which will instantly generate brand-consistent product images and videos, all with just one reference image. Plus image-to-video, which will transform a single static product image into a captivating video.

It's certainly a time and money saver, reducing the need for costly product shoots and photo retouching and an efficient way to attract more customers everywhere with smart imagery and video across Google Search, Maps, YouTube, Shopping ads and beyond.

Google is hearing that 80% of merchants say they have been more efficient - or expect to be - from using Product Studio. What's more, when people are using it, three of the four images generated are published or downloaded.

*Sources: Google Internal Data, Global, MSAT survey, Base: total sample (n=149) in US, Mar 2024, & Google Internal Data, Global, April 24, 2024



The Brainlabs View

These features are incredibly welcome, and once they launch all advertisers should revisit the Generative AI options across Google Ads—especially if they were unsatisfied with the output in the past.



New Improvement Stats for PMax & Demand Gen

2023

18%

vs

2024

27%

Proof is in the Performance



PMax adoption benefits

+27%

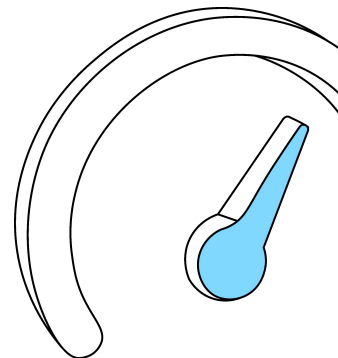
Increased conversions at a similar cost per action

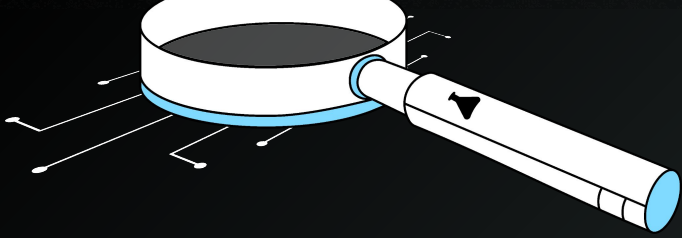


Demand Gen with Product Feeds

+33%

More conversions at a similar CPA





Conclusion

Brainlabs is very excited about the potential of these new products and updates. We are in an era where creativity can and should be embraced and powered by AI. Google is making it easier to be effective in the Google Ads system, providing AI Essentials for all the things you want to achieve. This year's announcements focus particularly on AI, shopping, and creative enhancements—developments that we at Brainlabs are eager to explore and utilize to continue to deliver high performance for our clients.

Google also announced new solutions across ads in visual search, much-welcome new transparency in Performance Max reporting, improved Similar Audiences in Demand Gen campaigns, measurement diagnostics, and exciting new opportunities to find and amplify influencers across YouTube via Partnership Ads under Brand Connect.

AI is an enhancement to performance and processes. It augments (not replaces) brand insights and strategic expertise. By combining AI with the “human in the loop” Brainlabs will continue to unlock new opportunities to drive high performance across all digital touchpoints.

Insights provided by



Alessandro Creso
VP of Paid Search
NAMER



Jeremy Hull
Chief Product Officer
NAMER



brainlabs