

agital™

Google

Mastering Google Ads' Disruptive AI From the Inside Out

Live With Google



Where we are today.

Our Story

The needs of businesses are not being met by the digital marketing industry. Instead, decision-makers find themselves choosing between thinkers who do not execute, and executors who do not lead.

Enter Agital, the impact agency.

We stand out by driving measurable impact forged within four pillars of success:

- Lead with strategy.
- Find action in data.
- Deliver deep solutions.
- Fuel brand performance.



agitate

THE VIRTUOUS ACTIVITY CYCLE

Agital Framework

You need to advance
your way of thinking to
advance your
business...





Nik Rajpal

VP Strategy, Ecommerce Practice
Leader

At Agital since 2008, joined to develop our core solutions (SEO, paid ads, AB testing, Amazon, email) and now oversees the adoption of our strategic framework.

Host of 400+ webinars.





Offer During This Webinar

FREE AI-Focused Audit of Your Google Ads Account

GET TO THE HEAD OF THE LINE!

If you spend at least \$15k/mo in ad spend, write to Nik.Rajpal@Agital.com right now with subject “PPC AI Audit” – we’ll book the first 5 audits immediately for next week – no waiting!



Elements of AI-Based Advertising

- Power Pair Activation
- Responsive Search
- Dynamic Asset Creation
- Broad Match (new incarnation)
- Performance Max (PMax)
- YouTube Shorts
- YouTube Connected TV



Settings to Boost AI-Based Ads Results

- Value-Based Smart Bidding
- Sitewide Tagging
- Enhanced Conversions
- Customer Match



AI Tools to Build Better, Faster

- Conversational Experience
- AI-Driven Creative
- AI Storyboarder
- AI-Voiceover and Audio



Alex loch

Google Ads Performance Product Lead

With over 10 years of experience in performance advertising and working in a variety of startups and agencies before joining Google, Alex is super passionate for using technology to solve real-world problems and helping businesses of all sizes succeed online.

In his current role as Google Ads Performance Product Lead, Alex focuses on enabling both agencies and customers to grow their business by deploying a suite of AI Powered Google Ads products and simultaneously equipping Product Managers with market feedback to improve customer experience and continue driving innovation forward.

Outside of work, Alex enjoys traveling, scuba diving, riding motorcycles, and snowboarding. He is always looking for new adventures and experiences.





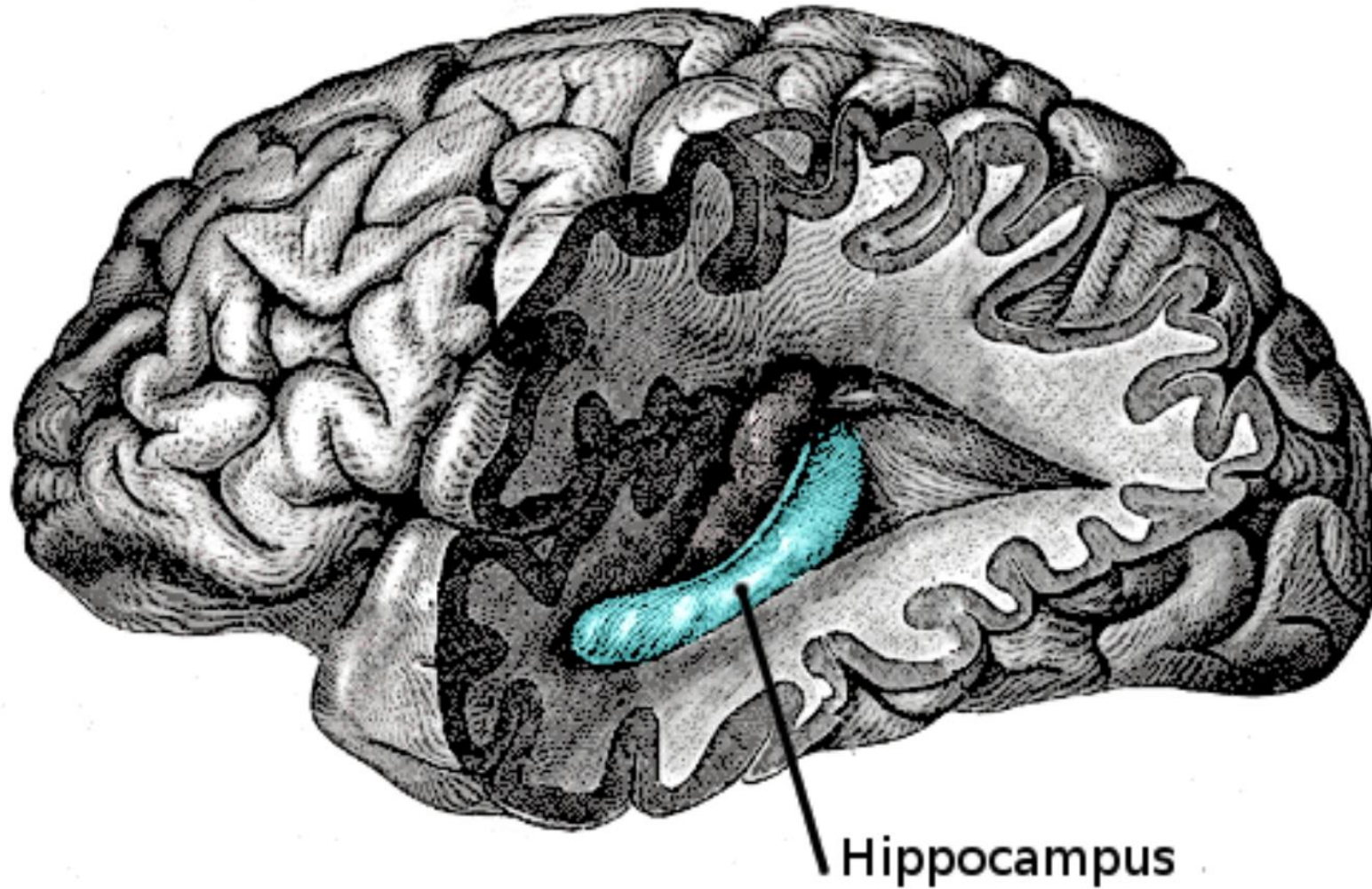
Future Forward Growth via AI





“What we wanted to do at DeepMind was create an Apollo Program mission for AI.”

Demis Hassabis
CEO DeepMind Technologies

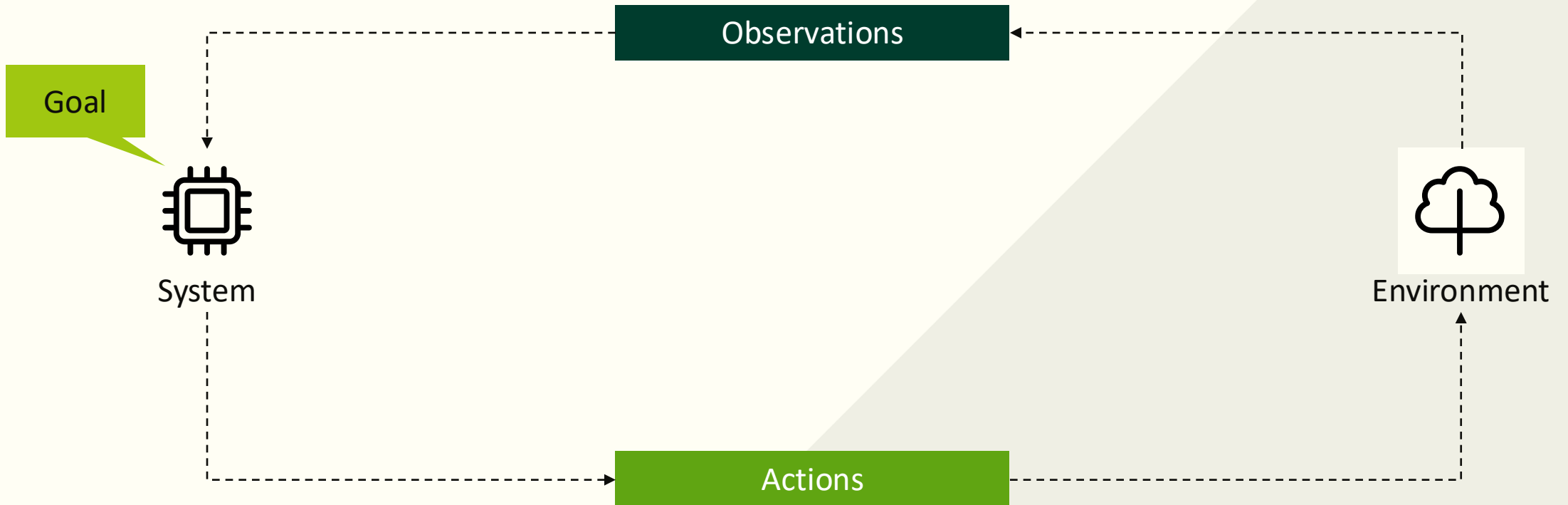


...Add the “high” and “dreaming while awake”

(Objective Function)

(Minibatch training)

Build a General AI



Demis sought to apply deep learning to “**reinforcement learning**”, in which only reward guides adaptation.

- Pixels in, joystick out.
- Just neurons.
- 10 minutes...
Random luck.



- 120 minutes...
Flawless!



- 240 minutes...
Strategy emerges!



AI is the Third Big Shift

“AI” can do a lot of things. It can analyze. It can make predictions, And it can generate something brand new, especially content.




Internet



Mobile



AI

An abstract graphic on the right side of the image, consisting of a complex network of glowing green lines and dots. The dots represent nodes, and the lines represent connections between them, forming a dense, interconnected web that fills the right half of the frame.

80%

of advertisers use at least
one AI-powered search ad
product.

AI IS KEY TO DRIVING

Powerful Marketing Efficiencies

2.5× higher

AI adoption in 2022 than 2017.

70%

of AI adopters see revenue increase.

28%

of AI adopters see cost reductions.

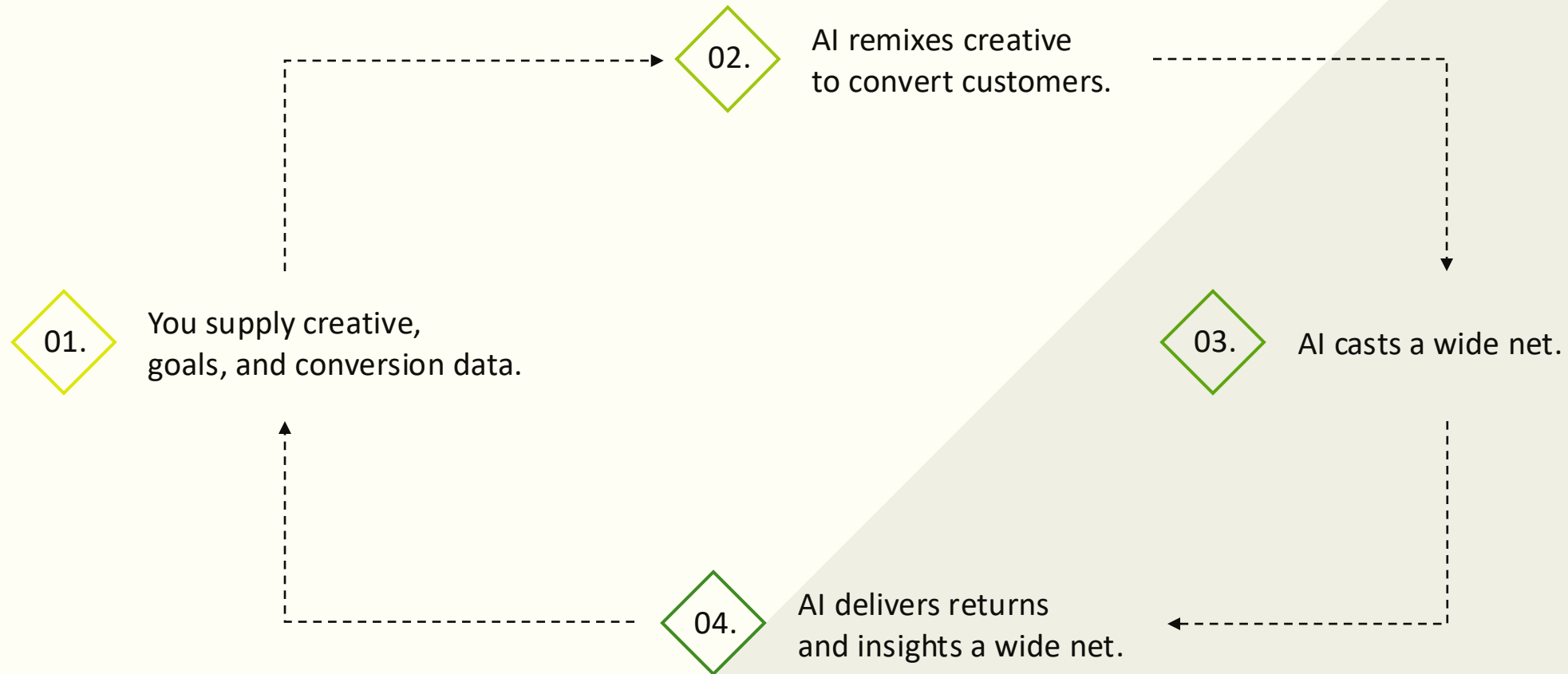
An AI-first Approach Starts With You

AI learns from you.

Google AI + You = Your **Business Multiplier**

And you learn from AI.

You + Google AI Creates a Flywheel



digital™

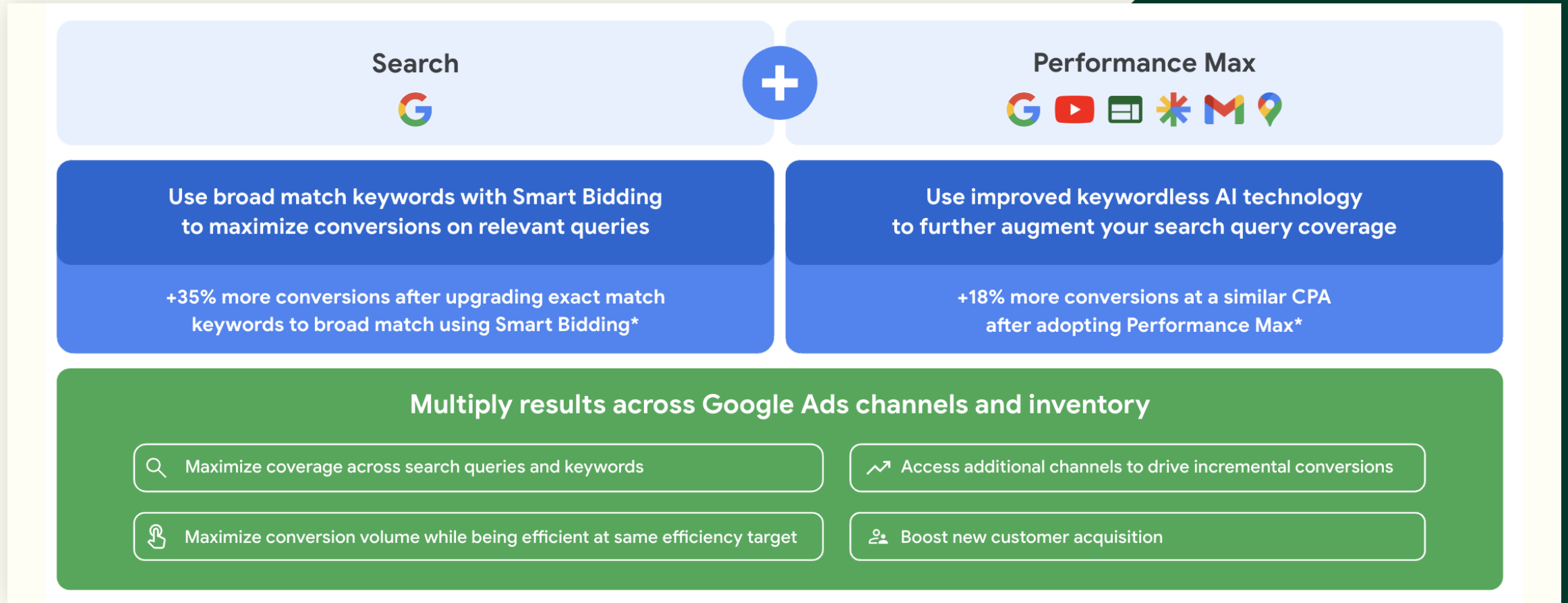
Google

AI Products You Can Use Today



Introducing the Ads Power Pairing

Using AI-powered Search and Performance Max campaigns together, you can multiply results across all Google touchpoints.



Broad Match

Use broad match keywords with Smart Bidding to capture new performance opportunities from consumers' diverse and wide-ranging searches.

Unlock up to +35% more conversions*

*Advertisers that upgrade their exact match keywords to broad match in campaigns that use conversion-based Smart Bidding with a Target CPA can see 35% more conversions on average.
Source: Google Internal Data, July 2021



















Q plant care tips

Q plant mister

Q house plants

Broad Match Incorporates New Signals for Understanding Intent

Broad match is the only match type that uses all the signals available (e.g. landing pages, other keywords in the ad group, previous searches, user location, etc.) to understand the intent of both the query and your keyword, while having the flexibility to find the most relevant match that is expected to perform for you.

Signals considered to drive performance	Keywords 	Landing pages (as a filter) 	Other Keywords in Ad Group 	Previous searches 	Predicted performance 	User location 
Exact & Phrase						
Broad Match						

Performance Max

Use the full power of Google AI to discover new customers and multiply conversions across Google's full range of channels.

18% more conversions at a similar cost per action*

*Source Advertisers who use Performance Max achieve on average 18% more conversions at a similar cost per action.
Google Data, Global, Ads, November - December 2022

Select a campaign type



Search

Get in front of high-intent customers at the right time on Google Search



Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



Display

Reach customers across 3 million sites and apps with engaging creative



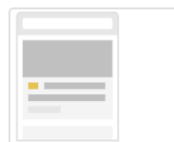
Shopping

Showcase your shoppers as they buy



Video

Reach viewers on YouTube and get conversions



Discovery

Run ads on YouTube, Gmail, Discover, and more

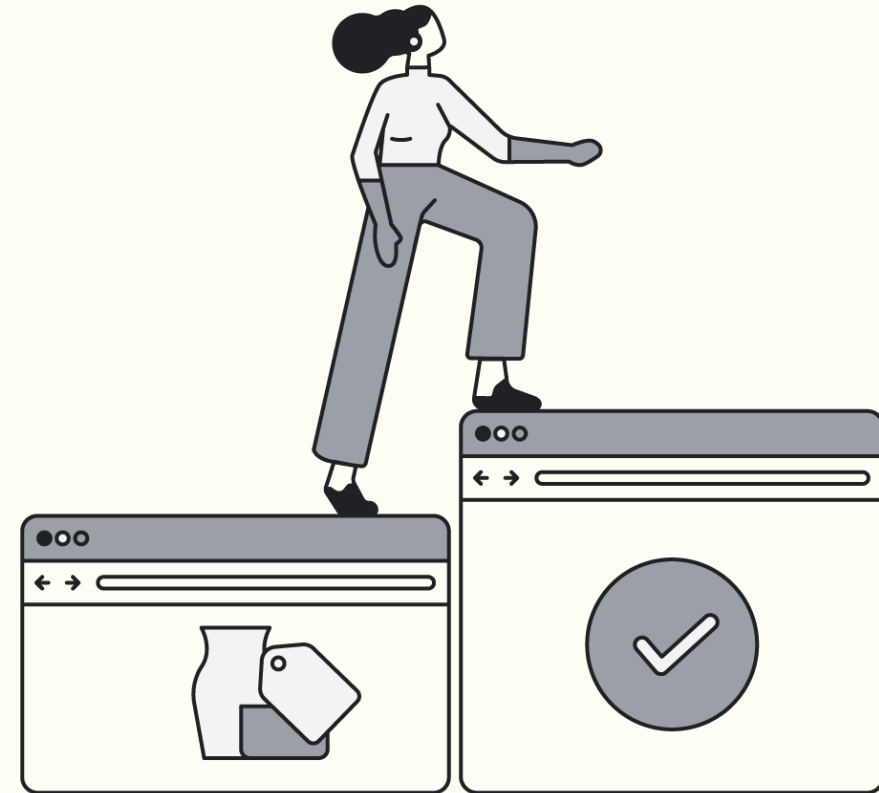
Value-Based Bidding

Get the most out of Google AI-powered value-based bidding with your 1P data to drive higher ROI.

Get **14% more conversion value** at a similar return on ad spend*

Source Google Internal Data, April 2021

**Advertisers that adopt responsive search ads in campaigns that also use Broad Match and Smart Bidding see an average of 20% more conversions at a similar cost per action.



Conversational Experience in Google Ads

Combine your expertise with Google AI to create better Search campaigns. Just like you'd ask a colleague for ideas, Google can help generate keywords, headlines, descriptions, and images.

The screenshot displays the Google Ads interface for 'Ad group 1'. The top bar shows the Google Ads logo, a help icon, and contact information (123-456-7890, emailme@gmail.com). The main content area is divided into several sections:

- Get help creating your ad:** A section with a close button (X) containing AI-generated suggestions. It states: 'be tailored to multiple skin types and backgrounds. Based on the information you shared, I generated 11 keywords. You can review them on the right. I also generated 10 headlines, 3 descriptions, 4 sitelinks, and 2 callouts. Review these to make sure you're happy with them. In addition, I found some images you may want to add.' Below this is a section for 'Images (10)' with a '+7 more' link and a 'Review images' button.
- Descriptions (3/4):** A section with a checkmark icon and a help icon. It shows three description options with character counts: 'Experience the magic of our all-natural skincare line and reveal your true beauty.' (82 / 90), 'Achieve salon-quality results at home with our innovative hair care range.' (74 / 90), and 'All of our products are rated SPF 30 or higher so you can enjoy more time outdoors.' (51 / 90). There is a 'Description' field with a character count of 0 / 90.
- Image:** A section with a checkmark icon and a help icon. It shows four image options with a right arrow. Below is an 'Edit images' button.
- Sitelinks:** A section with a checkmark icon and a help icon. It says 'Add 4 or more to maximize performance' and lists 'Shop All, Contact Us, Skin Care, and Hair Care'.

On the right side, there is a 'Preview' section showing a mobile device view of the ad. The ad preview includes the Google logo, a search bar, and the following text: 'Sponsored c'Balm Beauty Care | Shop Our Skin & Hair Care Line | Shampoos & Conditioners'. Below the ad preview is a disclaimer: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more.'

AI Essentials

Get ready with the right foundation.

- ◆ Establish sitewide tagging with the Google tag to capture the data that matters most to you. Create a strong framework to collect and maintain users' consent with Consent mode*
- ◆ Set up enhanced conversions to improve the accuracy of your conversion data.
- ◆ Assign values to your conversions based on your business goals (e.g. revenue, profit margins or LTV).
- ◆ Use Google Analytics 4 to gain deeper insights across your websites and apps.
- ◆ Adopt Customer Match to reach and re-engage your customers across Google's surfaces.
- ◆ Prioritize strong creative inputs—including creative on your website—and use AI-powered creative tools.

Take action to maximize results with AI-powered campaigns.

- ◆ Activate the Ads Power Pairing. Combine AI-powered Search campaigns (with broad match) and Performance Max campaigns to drive more conversions across all of Google.
- ◆ Use value-based Smart Bidding across campaigns to invest in the conversions that are worth the most to your business.
- ◆ Connect with your audience across YouTube, including Shorts and connected TV, using video campaigns.

Shift mindsets to set your org up for success.

- ◆ Engage your C-suite to reframe marketing as a profitable growth driver instead of a cost center.
- ◆ Create a culture of experimentation (test, learn, scale).
- ◆ Stay agile and break down silos (data, budget, and channel siloes).



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Harnessing the Power of YouTube and Demand Generation



**Video consumption has
exploded across formats
and screens!**



700M

Hours of YouTube Content on TV Daily

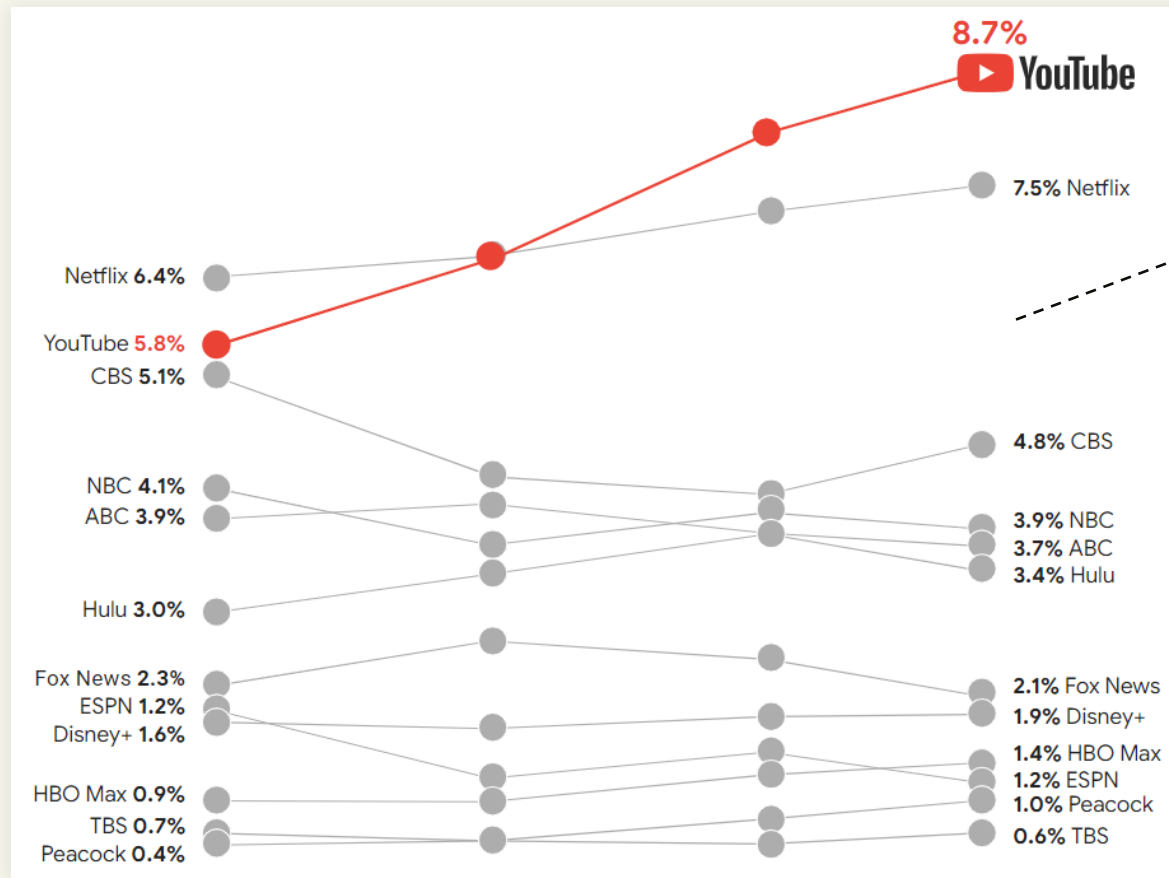


130%

Increase in US Daily Views on Shorts Daily

The video platform that started it all remains #1 across screens.

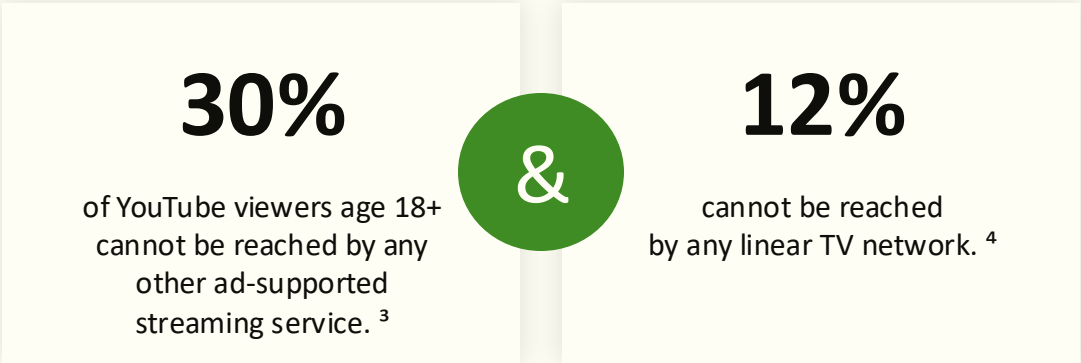
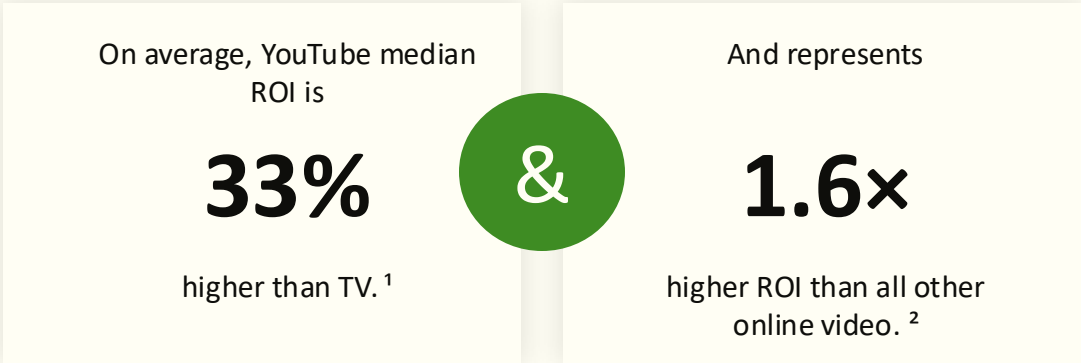
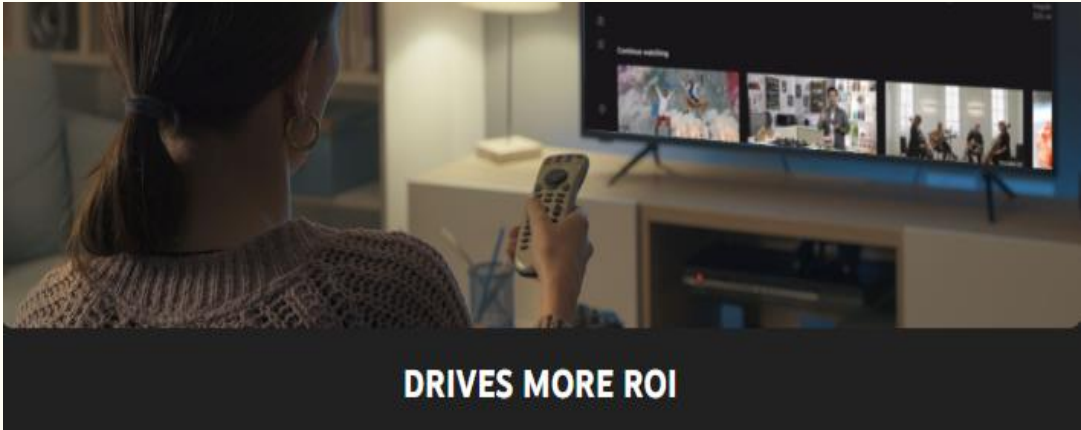
Whether they're streaming on TV or watching on other devices, viewers choose YouTube.



50%
Growth in TV
Viewership
Share

72%+
of AVOD streaming watch time across
device among P18+ is on YouTube. ²

YouTube Outperforms TV & Online Video While Reaching People Nobody Else Can



According to data from Nielsen NMI.

Consumers Are Considering Purchases More Than Ever

1^{OUT}
OF 3

Consumers are spending more time making decisions and considering more brands. ¹

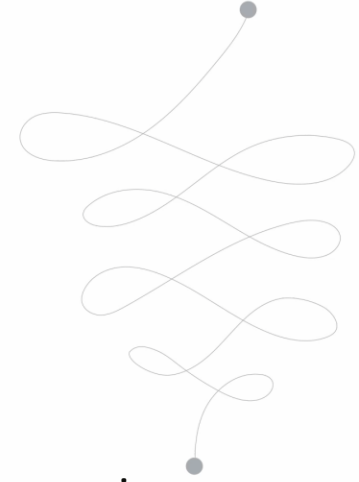
48%

Of customers are happy to switch providers for a better deal. ²

3×

Increase in likelihood of purchase for brands in a consumer's initial consideration set. ³

Awareness



Conversion

A full funnel approach is needed to supplement your performance-focused campaigns and create new demand.

Broad but slower effects, big paybacks.

Long Term

Long-Term Prospects

Brand Building

Intermediate Prospects

Narrower but earlier effects, smaller paybacks.

Short Term

Existing Customers

Sales Activation

On average, advertising yields 84% greater ROAS when accounting for the long-term impact of measured brand lift metrics on sales.*

84%

Advertisers adopting YouTube brand and performance solutions drive better results.

YouTube generates demand...

8%+

On average, advertisers running YouTube video ads in addition to Search ads see 8% higher search conversions volume. ¹

...assists conversions

+28%

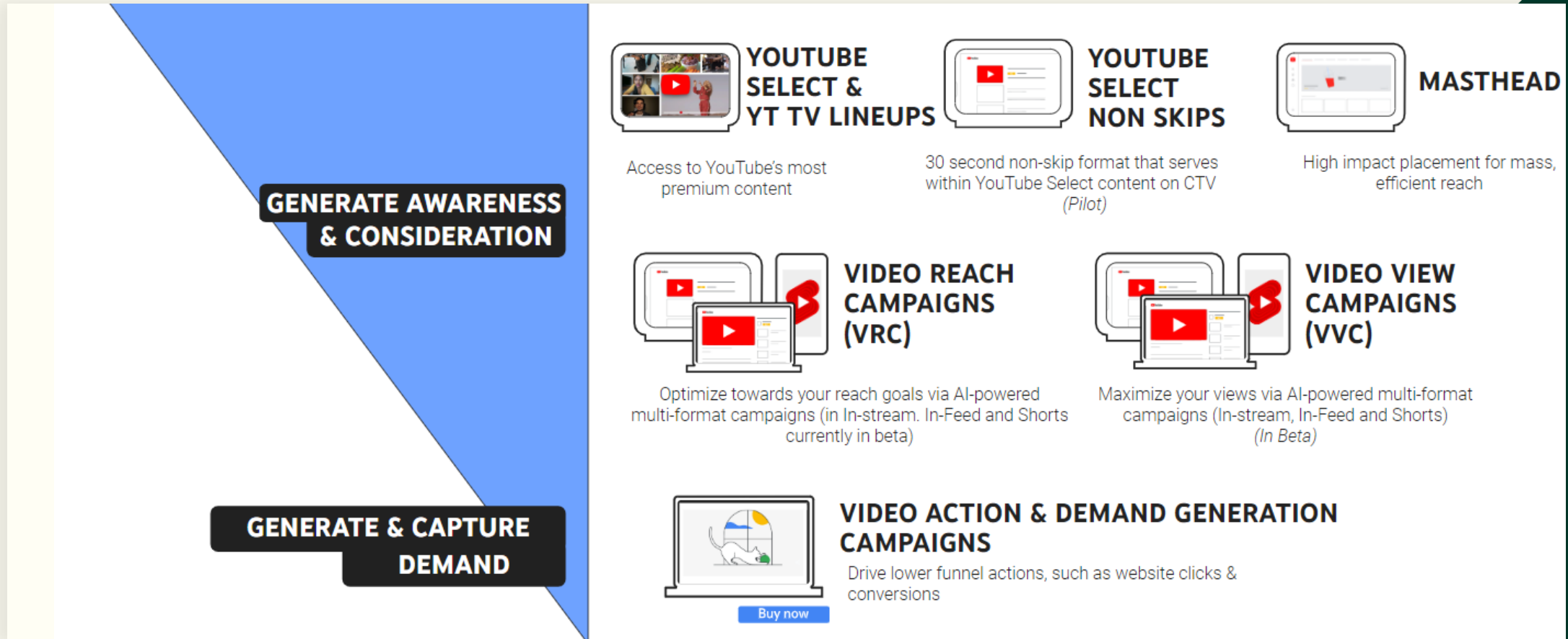
YouTube advertisers see brand video driving 28% of their conversion assists. ²

...drives account conversions

+9%

YouTube Action advertisers who adopted 2 or more YouTube Reach formats see 9% increase in conversions. ³

A diversified investment delivers the strongest performance.

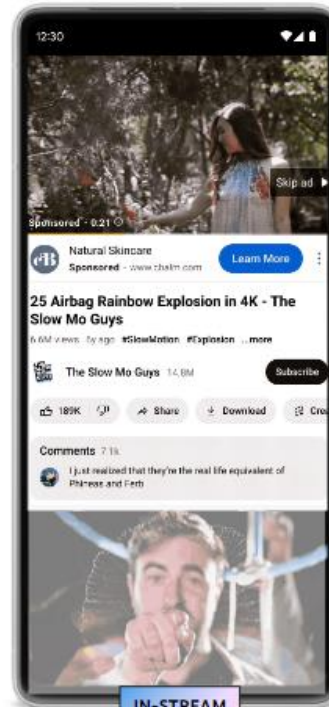


Tap into reach-optimized formats with Video Reach Campaigns (VRC).

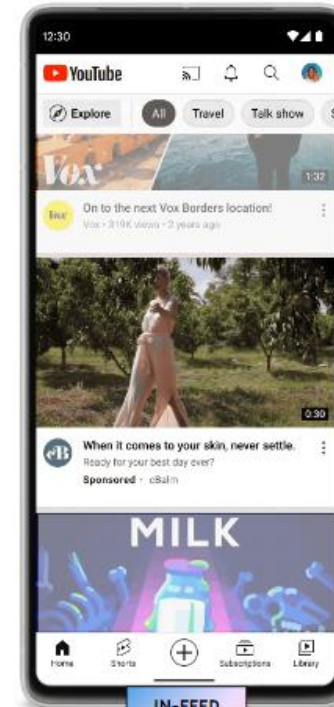
All you need is 1 creative to get started.



YOUR VIDEO



IN-STREAM



IN-FEED

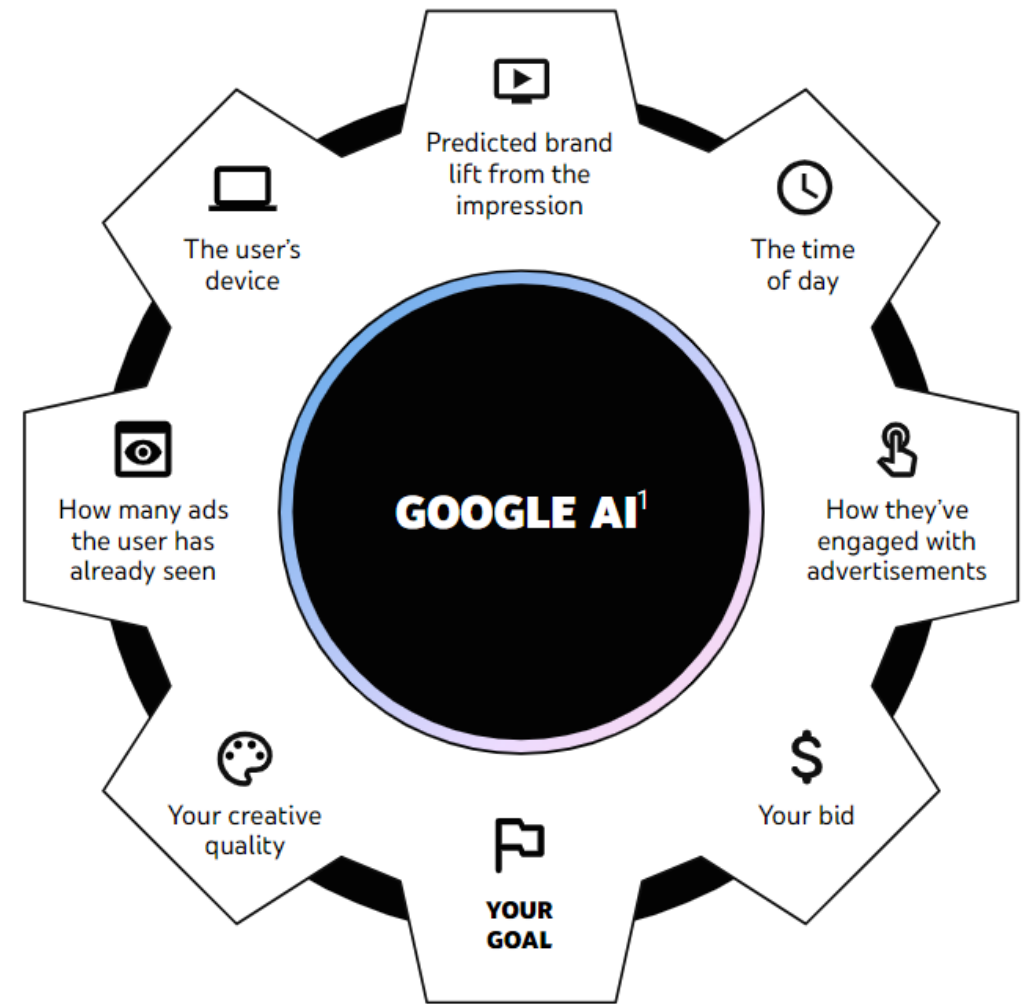


SHORTS

Skippable, Non-Skippable, Bumpers

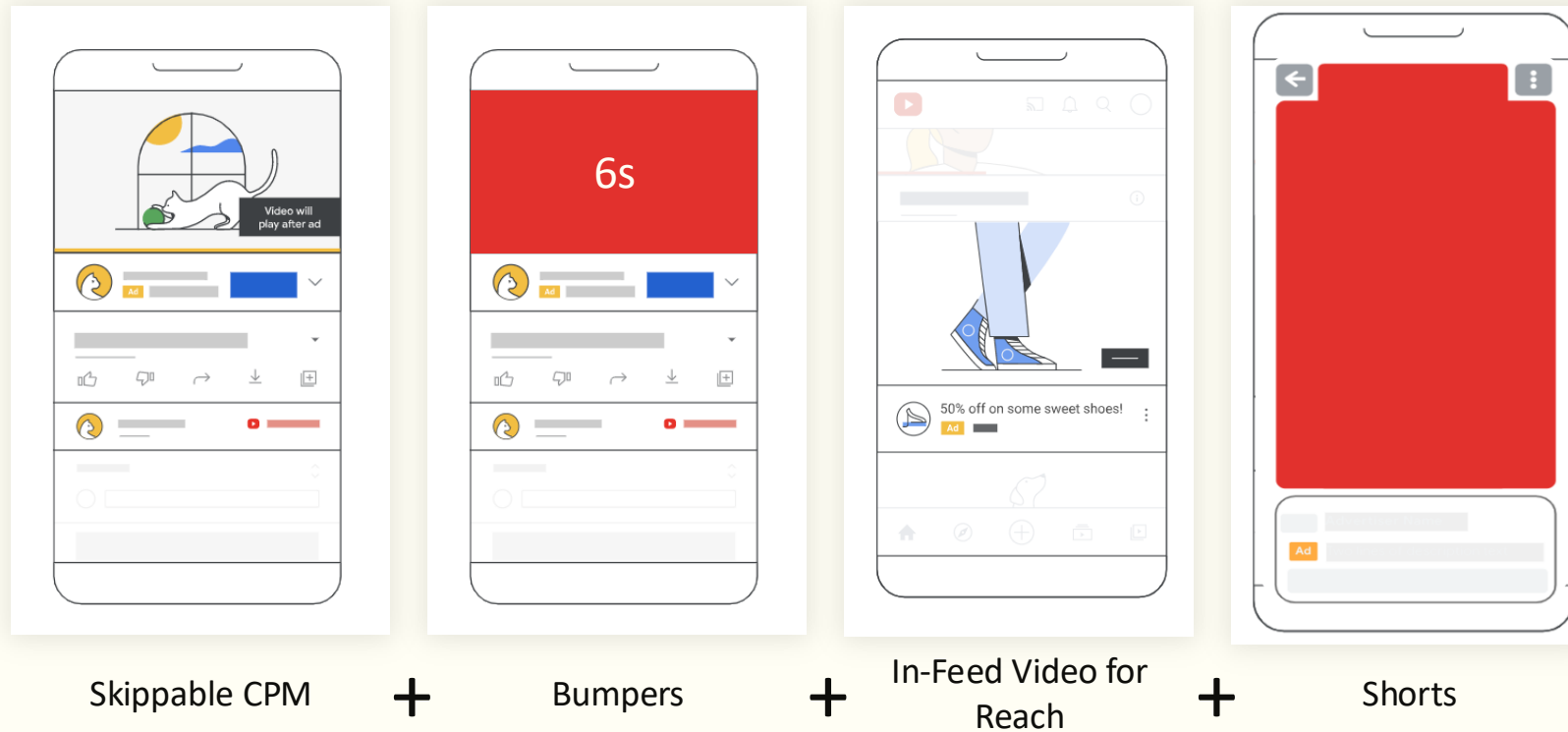
Google AI Determines

The right ad format delivered to the right person at the right time to reach your campaign goals.



Your Marketing Objective is Generating Awareness

Machine learning & automation to find the optimal mix of formats for more reach with format-agnostic campaigns and lower costs on average compared to In-Stream alone



= Maximum Unique Reach & Efficient CPMS

VRC automatically serves the best combination of Bumpers and Skippable CPM (TrueView for reach) optimizing towards Unique Reach.

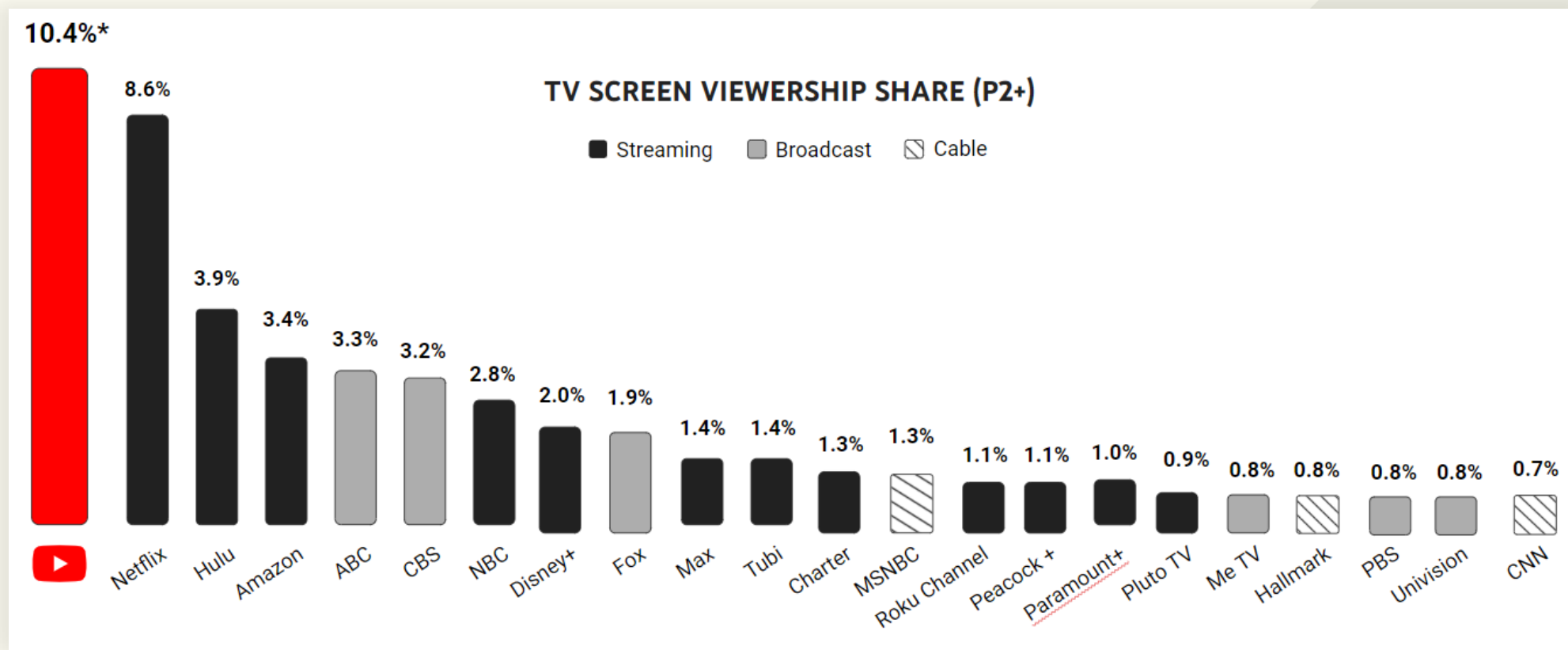
Advertisers who combine formats in a single campaign vs. managing separately see:

- 42% Lower CPMs ¹
- 54% More Unique Reach ²
- Higher Lift In Ad Recall & Awareness
- ***NEW:** 3.7x Higher ROAS Than Manually Optimized Campaigns ³

Source: (1) & (2)Source: Google Data, Global, Product Performance, VRC 2.0 vs VRC 1.0 h2h tests conducted in Q3'23 (N=354).

Source: (3) NCS Sales Lift Meta Analysis (2022 campaigns), n=280 Google Campaigns, n= 13 Overall YouTube Campaigns including AI-powered Video Reach Campaign mix component, n=267 YouTube Channel Baseline.

YouTube has more viewership on TV screens than any streaming service, any cable TV, and any broadcast network.



*CTV Only. Does not account for YouTube viewership on mobile/desktop.
Source: Nielsen National TV Panel and Nielsen Streaming Platform Ratings. YouTube includes YouTube TV, Hulu includes Hulu Live, July 2023 Broadcast Month; P2+, Live+7. Viewership is reported as a share of Total Usage of Television (TUT) across Broadcast, Streaming, Cable and Other. This data has been sourced from a third party and has not been vetted by Google/YouTube's internal claims council.

YouTube Reach Offerings on the TV Screen

digital



~40% on CTV

Biddable

AI optimized VRC formats across VOD content. CTV only = higher CPM:

- ◆ Formats: 6s non skip, 15s non skip, 15-30s skip (any length skippable), Vertical/Shorts.
- ◆ Targeting: All x-device targeting for auction can be used on CTV (incl. upcharge), including Demo, Affinities, DMA, in-market, custom affinities, etc.
- ◆ Buying Door: Google Ads & DV360
- ◆ Measurement: Include reach metrics, Brand Lift, Cross Media Reach Reporting (Nielsen DAR) in Value Delivered report.



~70% on CTV

Reservation Only

Most popular YouTube VOD content (lineups) bought on a fixed CPM:

- ◆ Formats: 6s non skip, 15s non skip, 30s skip and 60s skip, 30s non skip (BETA), Vertical only included in YTS Shorts lineup (BETA).
- ◆ Targeting: Demographics, Affinities and/or DMA (incl. upcharge).
- ◆ Buying Door: Direct, DV360, Google Ads (BETA).
- ◆ Measurement: Include reach metrics, Brand Lift, Search lift, Cross Media Reach Reporting (Nielsen DAR), in Value Delivered.



~90% on CTV

Reservation Only

Live Viewing (Sports) + VOD from cable and networks on a fixed CPM:

- ◆ Formats: 6s non skip, 15s non skip, 30s non skip & 60s non skip (BETA).
- ◆ Targeting: Demographics, Affinities & DMA (incl. upcharge). NFL Lineup cannot Geo or Affinity target.
- ◆ Buying Door: Direct, DV360, Google Ads (BETA).
- ◆ Measurement: Search Lift, Brand Lift is available however not recommended (deliver challenges), Cross Media Reach Reporting (Nielsen DAR).

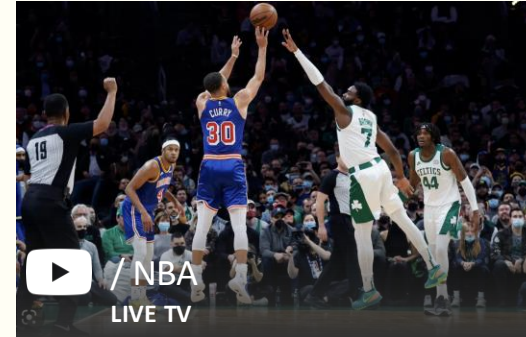
YouTube provides the most popular content on the biggest screen in the house.



DELIVERING OVER

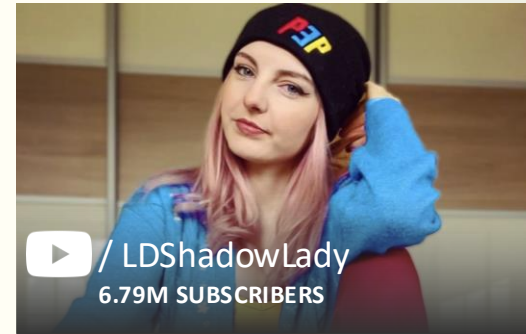
70%

Of impressions on the TV screen
in the United States. ¹



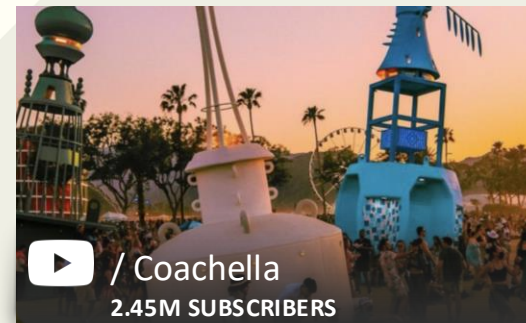
Driving CTV Viewership

YouTube Select content represents 51% of YouTube watch time on TV screens. ¹



Within YouTube's Most-Streamed Content

Endemic creator content, live sports, 100M music tracks, and more!



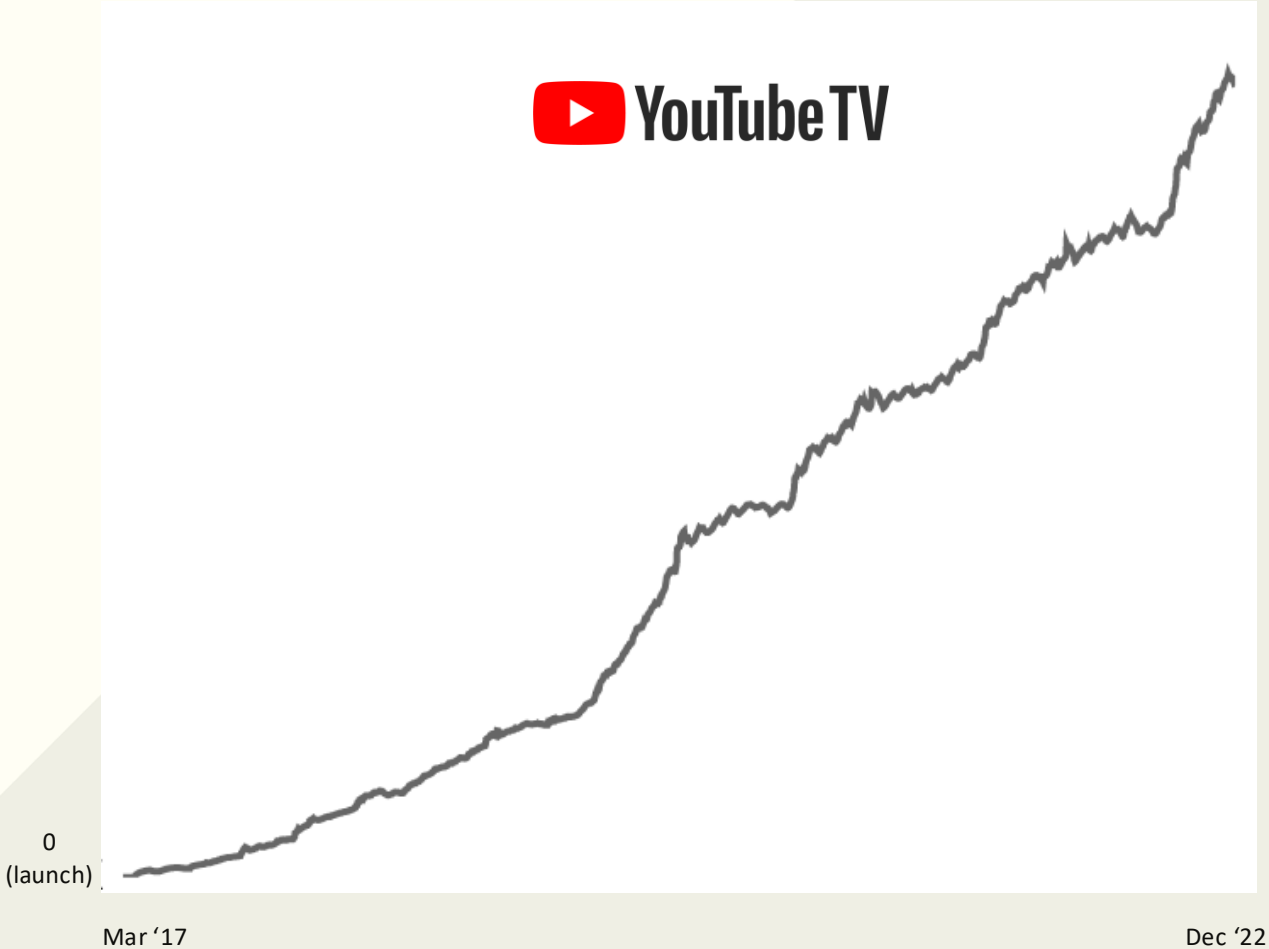
Within YouTube's Most-Streamed Content

Endemic creator content, live sports, 100M music tracks, and more!

YouTube TV delivers live viewing (TV-like) content, and 75% of watch time happens LIVE.

There Are Over
10M

Users on YouTube TV, and audiences are 2× more likely to be A18-34 than broadcast and cable TV.



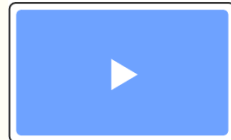
Make the Most of YouTube Across All Devices



AI powered video solutions **reach more viewers** across digital & CTV device than other top video platforms²



Content represents **70% of YouTube watch time** on TV screens, growing 80% YOY²



10M+ users including family members & trailers³

On average, brands that bought YouTube select and YouTube auction together saw **+69% average increase in ROI.**

4

Consumers Turn to YouTube & Google to Discover & Take Action

2x

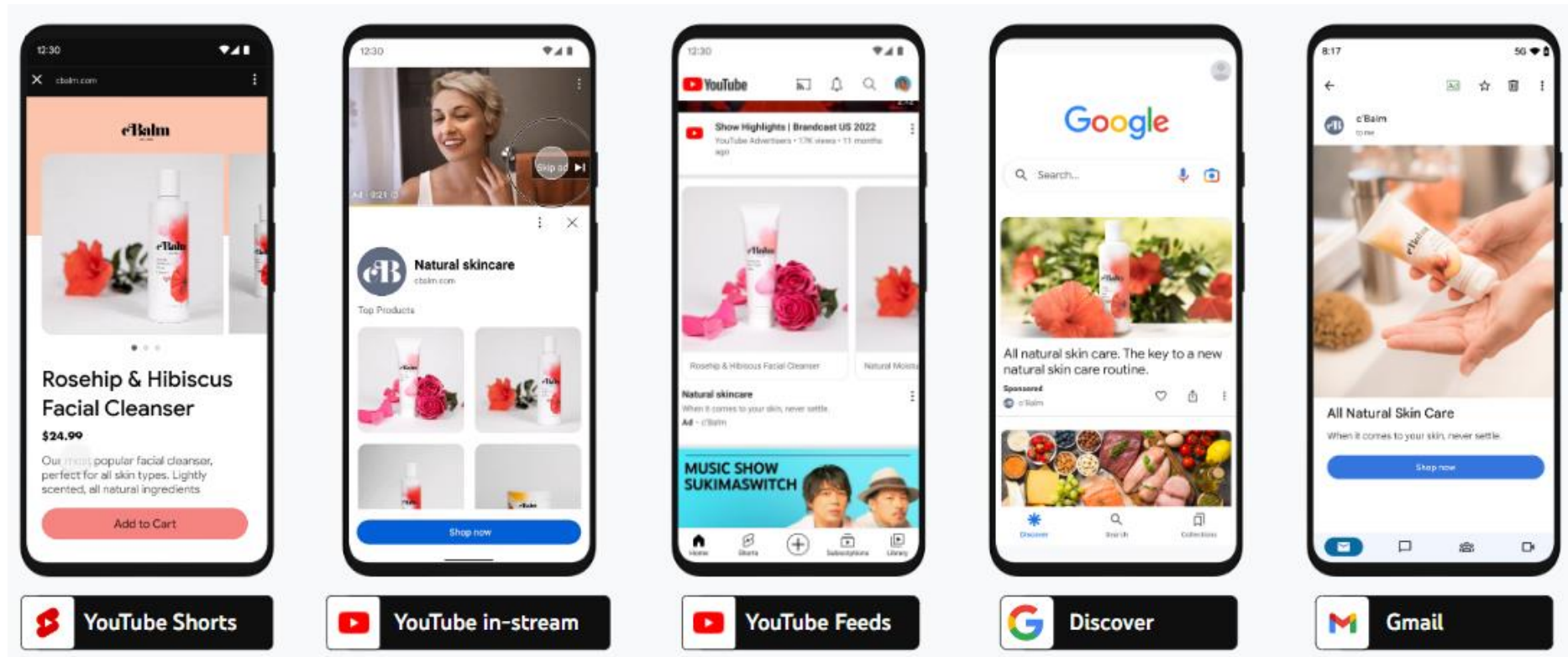
More likely to **discover new products/brands on YouTube** vs. traditional social platforms.



86%

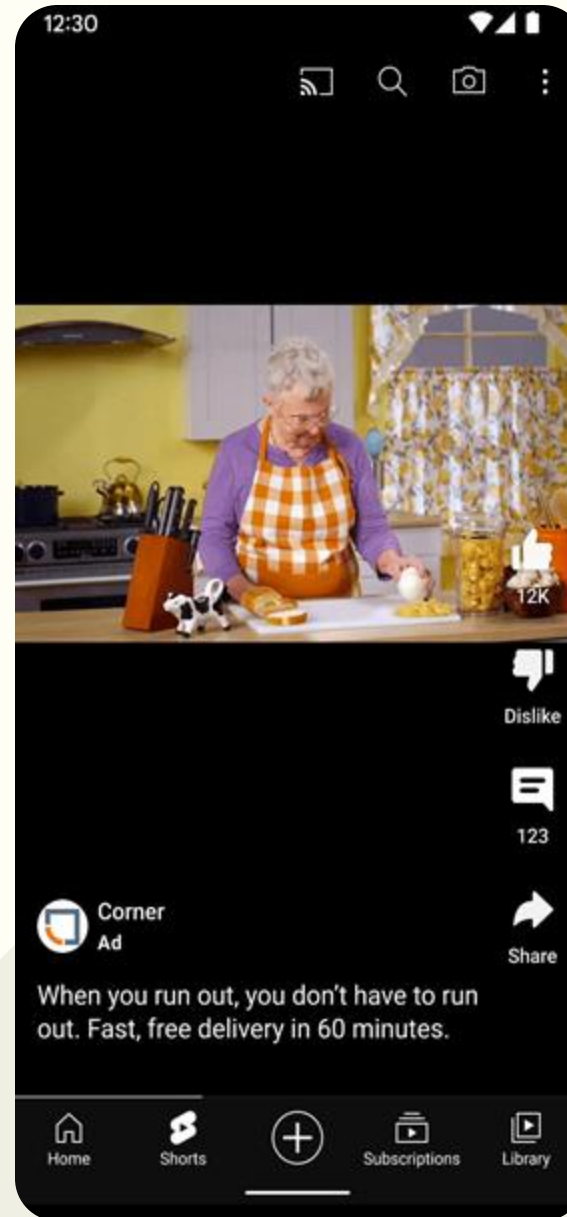
Of users spring into immediate action after discovering something new on YouTube or Google.

Demand Gen Campaigns Can Reach Up to 3 Billion Users Monthly



Flip Video Easily Adapts Your Existing Videos

20% more conversions in YouTube compared to horizontal videos alone!





Poll

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Thank you!

