



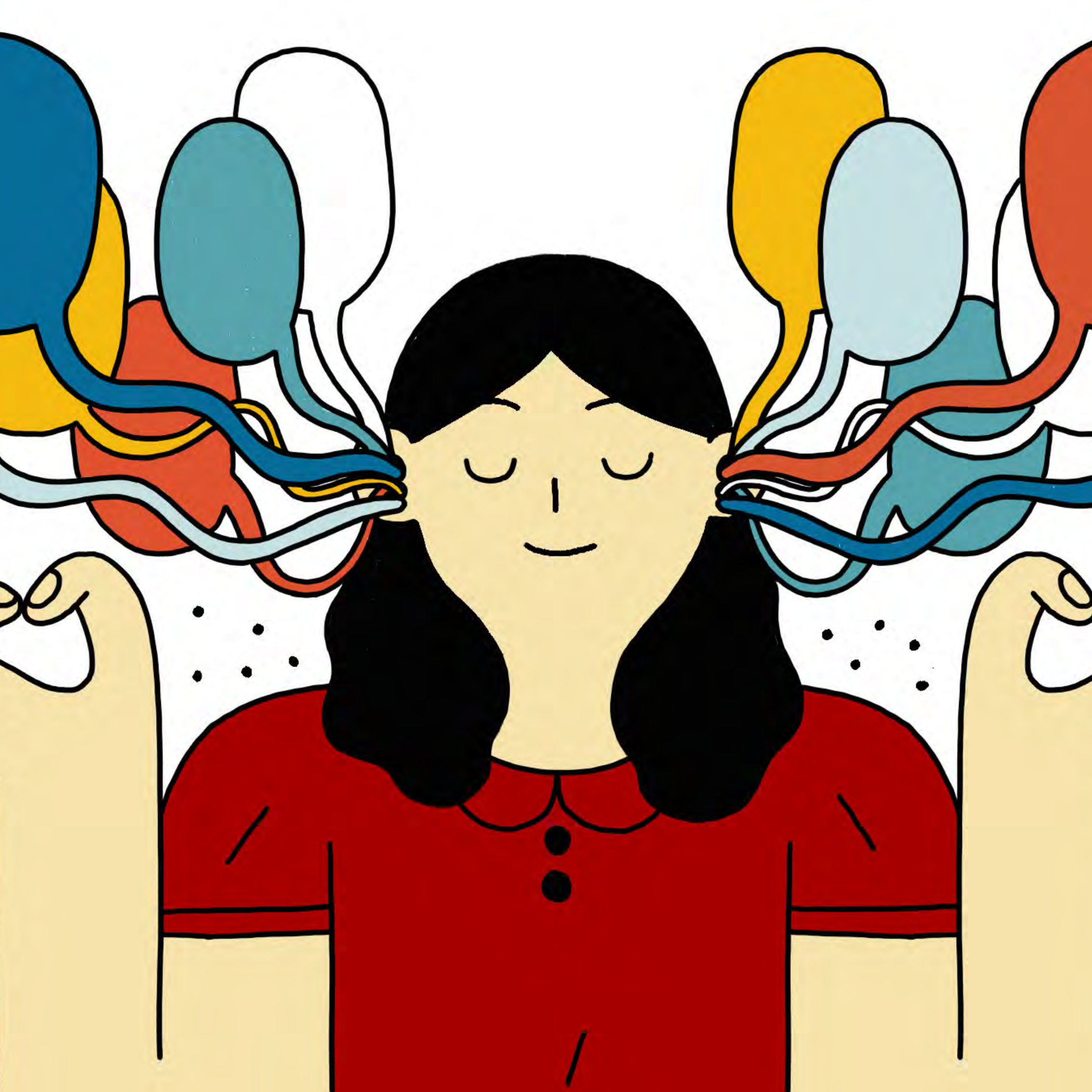
Google

MARKETING LIVE

2019 RECAP

By Amy Darwish & Jeff Pickett





**Consumer first, digital advertising
...what does it mean?**

BEING

helpful. there. responsible.

How do you deliver it?

THROUGH

3 revolutions in digital advertising.



Mobile behavior



Machine learning



New creative formats

**Here's our take on some upcoming
Google product innovations that will help
deliver ROI for our clients.**



Discovery Campaigns

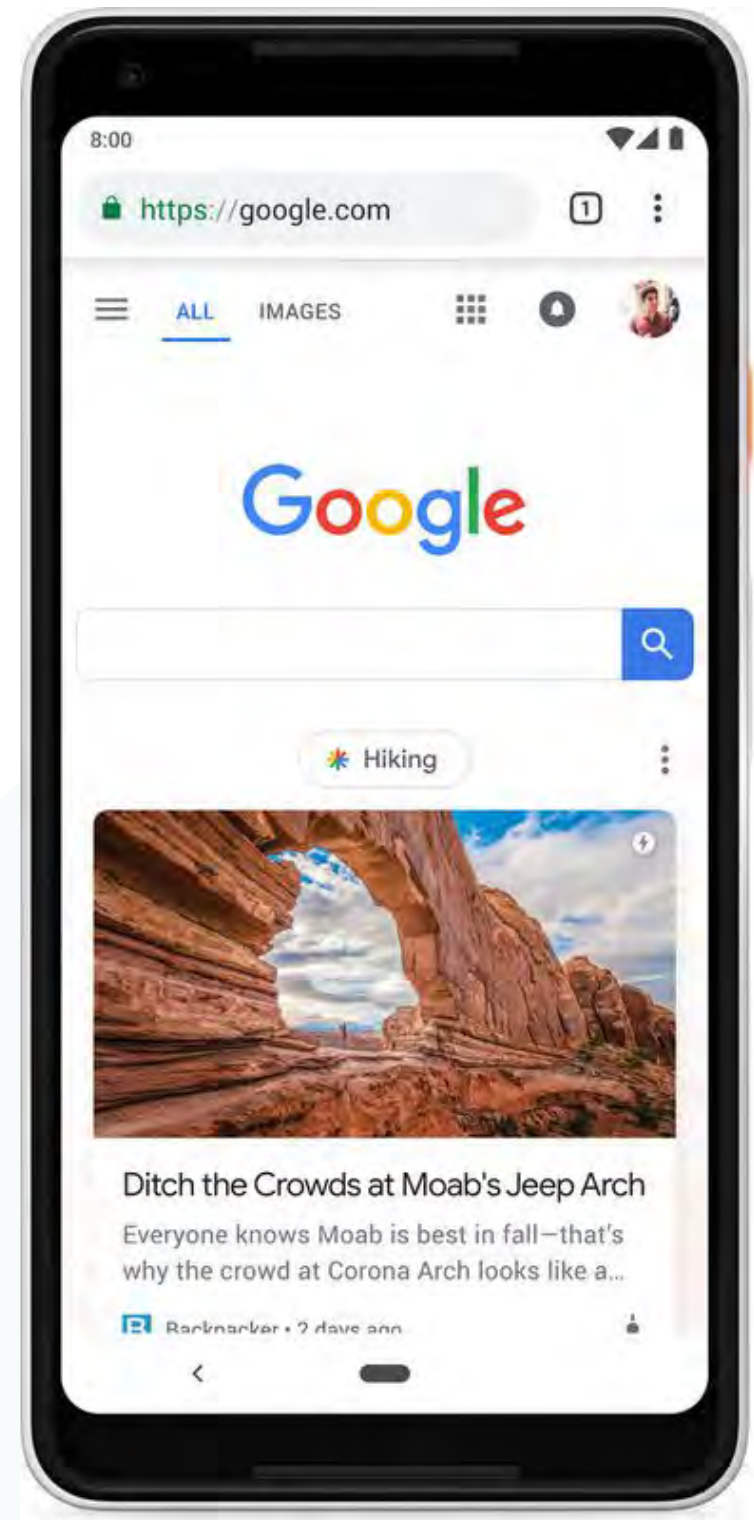
Discovery campaigns

Intent based ads are a driver for consideration and awareness.

The new ad format relies on machine learning to render the advertiser's assets in a personalized way and can be shown across **Google's Discover feed**, YouTube homepage feed, and Gmail's social and promotions tabs to reach users at scale.

What this means for advertisers

An entirely new campaign type, featuring new inventory and creative formats, Discovery Campaigns are a compelling tool for awareness and consideration, especially for advertisers who have found success with Google Audiences.





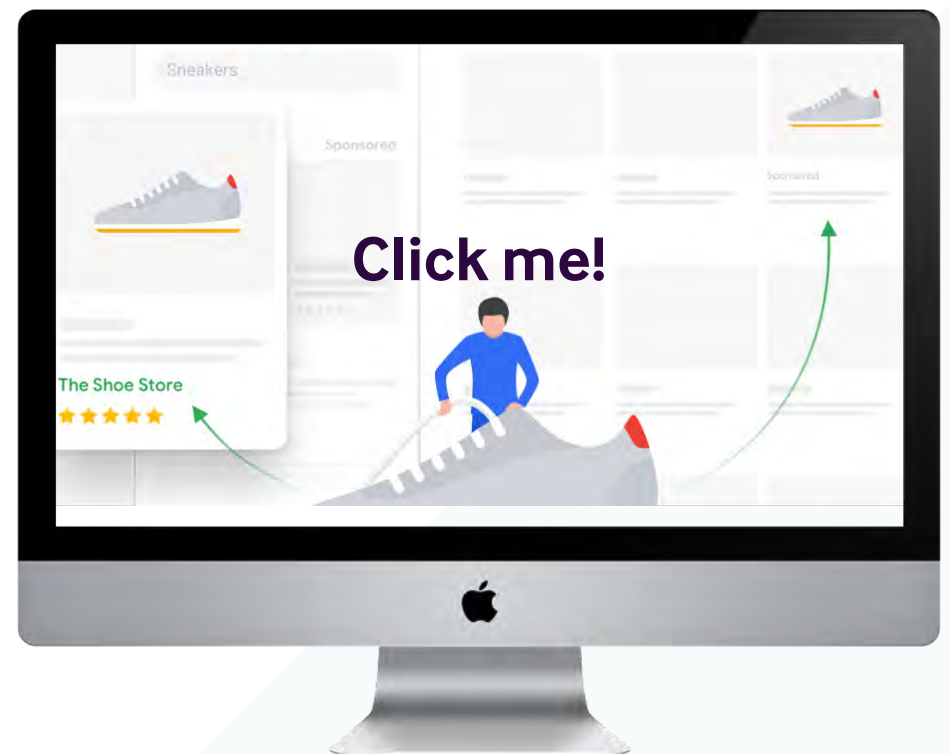
Google
Shopping

Google shopping

Google has redesigned their shopping experience for users by delivering new ways for shoppers to find products.

They are streamlining the shopping experience; bringing ads, local and transactions into one place to help brands and retailers connect with consumers in more meaningful ways.

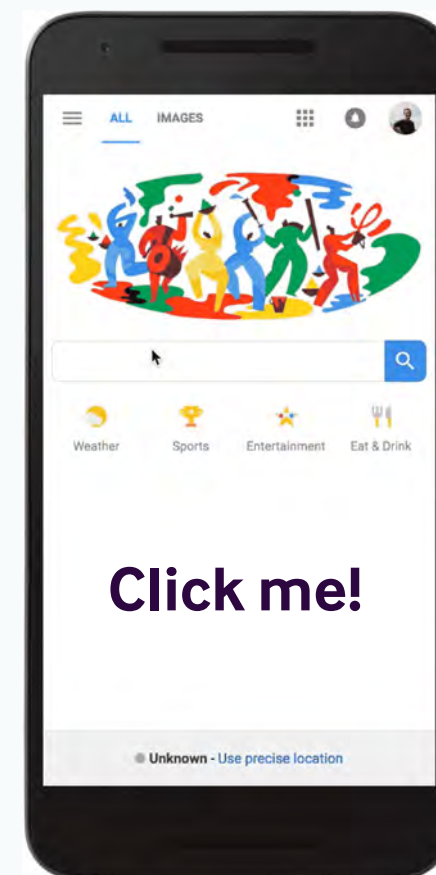
The most notable changes are **personalized homepages**, **Showcase Shopping Ads** and **Shopping Campaigns with Partners**.

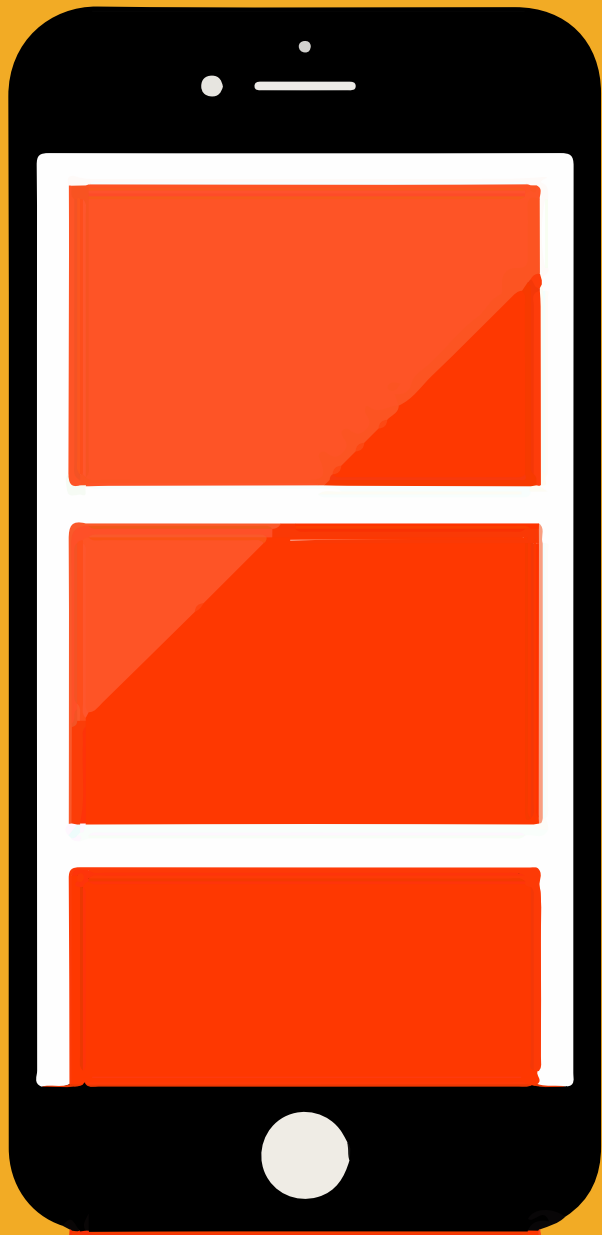


What this means for advertisers

Showcase Ads are the most immersive ad format available to eCommerce advertisers, and the expanded reach into additional premium Google inventory is a noteworthy development.

Shopping Campaigns with Partners will be a welcomed enhancement to retailers and manufacturers who have co-marketing arrangements in other channels and want to replicate online. Google's vision for personalized shopping experience is very compelling, though there are no details on advertising or organic ranking at this time. Through these new offerings, Google is reaffirming its product search capabilities amid intensifying competition in the industry.





Gallery Ads

Gallery ads

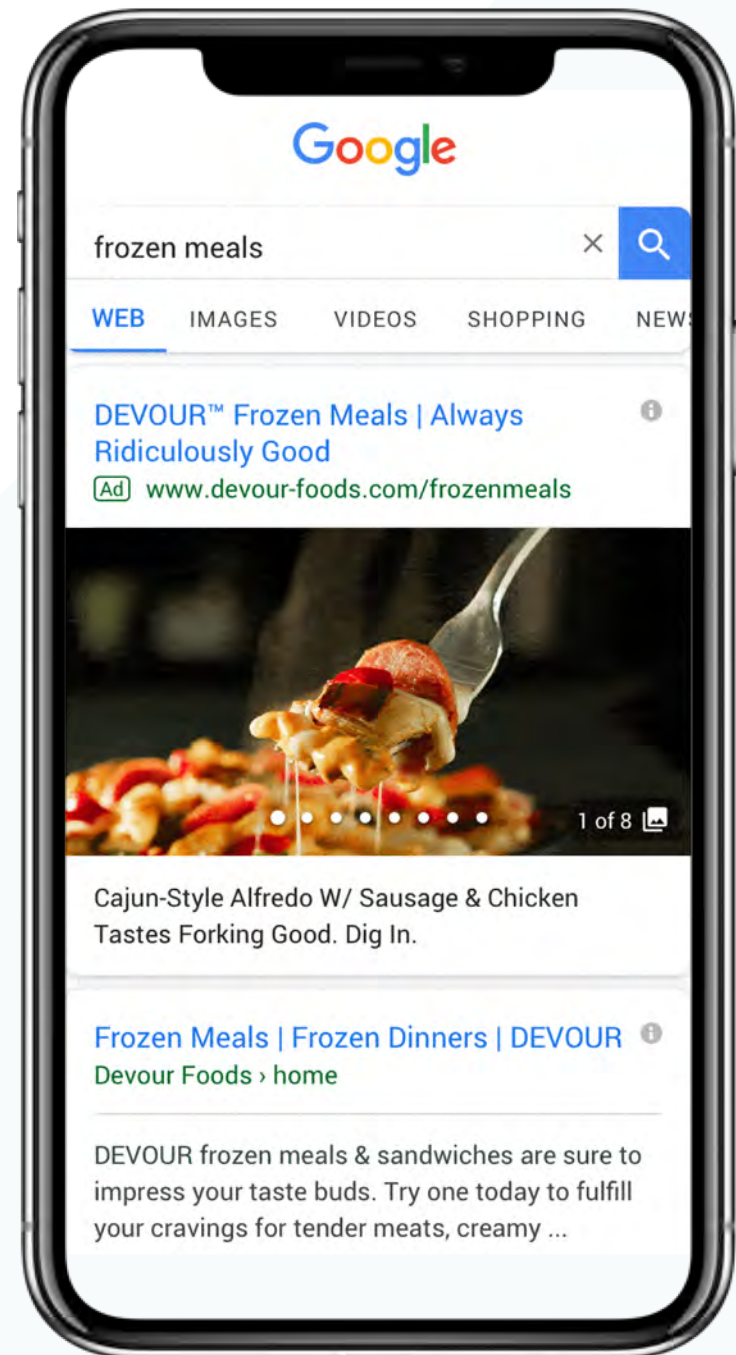
Google is releasing Gallery Ads, the first search ad format that showcases content in a more interactive visual manner, allowing brands to tell a more immersive story.

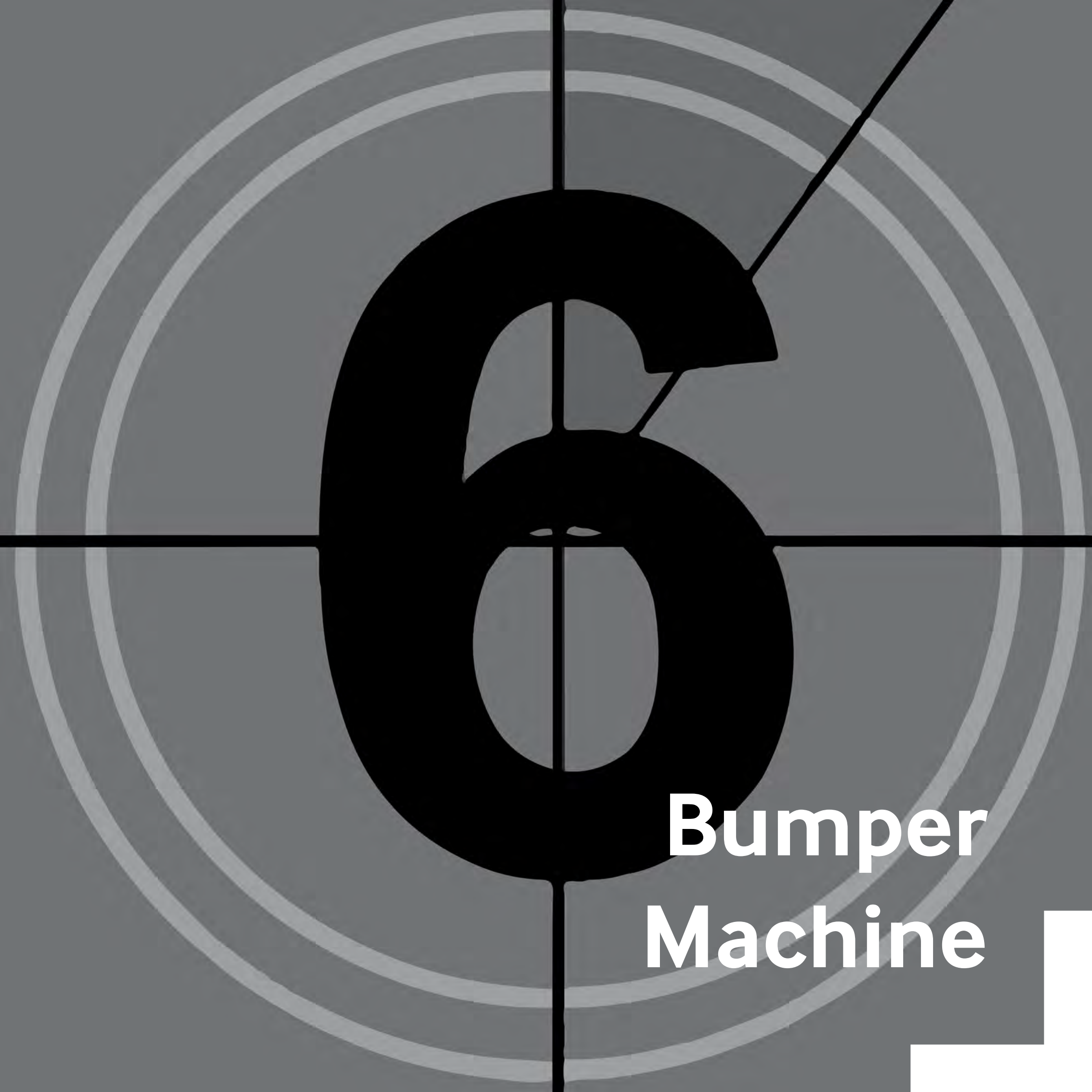
Advertisers can select between 4-8 images, which can each have a tagline containing up to 70 characters, along with the ability to test up to three different headline and CTA combinations.

What this means for advertisers

Formerly “Story Ads,” Omnicom saw a lift in engagement with Gallery Ads vs. text ads across alpha-stage testing.

We highly recommend this creative format for all search advertisers who have visual assets.





**Bumper
Machine**

Bumper machine

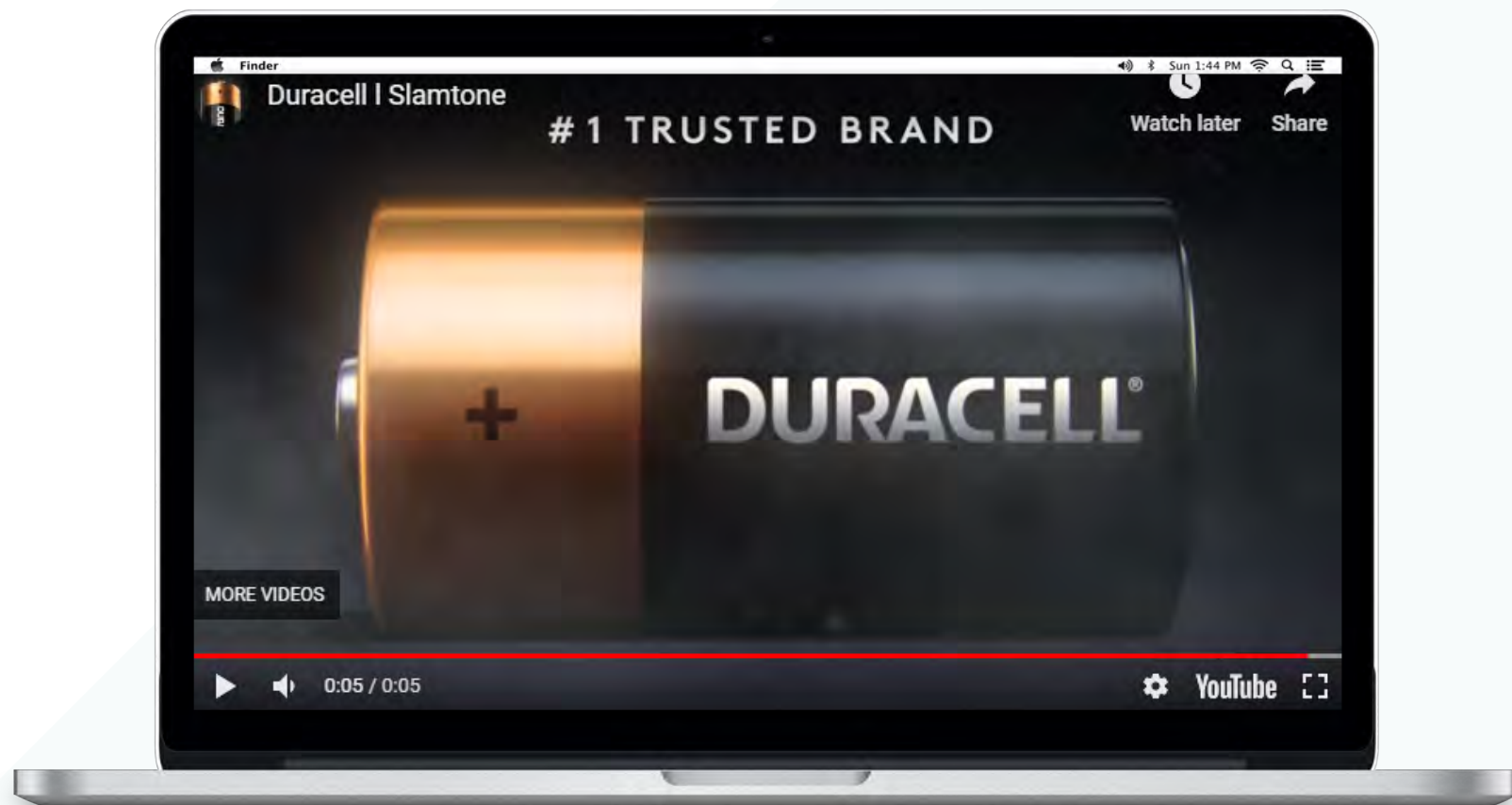
To help increase adoption of this new ad format, a new tool (the **Bumper Machine**) was released to automate production of **six-second bumper ads for YouTube**.

Initial tests revealed three six-second bumper ads delivered **107% higher ad recall** and **134% higher purchase intent** compared to a single 30-second YouTube ad.

What this means for advertisers

The **Bumper Machine** might be the most exciting machine learning application Google has made directly available to end-users.

This tool could potentially eliminate production costs associated with video cutdown edits. With no financial commitment required, all advertisers who have any videos under 90 seconds should test the tool and assess its outputs.





Audience Development

Audience development

The development of the **Audience Expansion Tool** will enable advertisers to expand and contract the size and precision of a selected Google Audience.

Google is also merging custom intent audiences with custom affinity audiences to form, simply, Custom Audiences. This update will grant advertisers the ability to target prospects based on both their interests and behaviors in a single audience.

What this means for advertisers

The **Audience Expansion Tool** is great for advertisers who want more of an audience they love, or those who have been intimidated by the scale of Google's audience targets in the past.

It's worthwhile for advertisers to test the new **Custom Audience** targeting and how it performs comparably to the previous types of targeting, especially for brands without access to first party data.





App Deep Linking & Reporting

App deep linking & reporting

Google is going to enable deep linking from Google Search, Display and Shopping ads, so that users can be taken directly to the relevant page within an advertiser's mobile app (if they already have it installed).

This will allow for a better user experience and more robust insights reporting and measurement for advertisers. In-app conversion reporting will also be coming to Google Analytics Firebase.

Sissie Hsiao, Vice President of Product Management for Mobile App, reported that initial tests have shown that deep linked ad campaigns **drove 2X conversion rates on average.**

What this means for advertisers

This is a welcome change to advertisers with robust mobile app experiences, and perhaps an even more welcome change to their loyal customers. Though it may add complexity to tracking and attribution, the parallel development in GA Firebase will hopefully mitigate this for many advertisers.





**Smart
Bidding**

Smart bidding

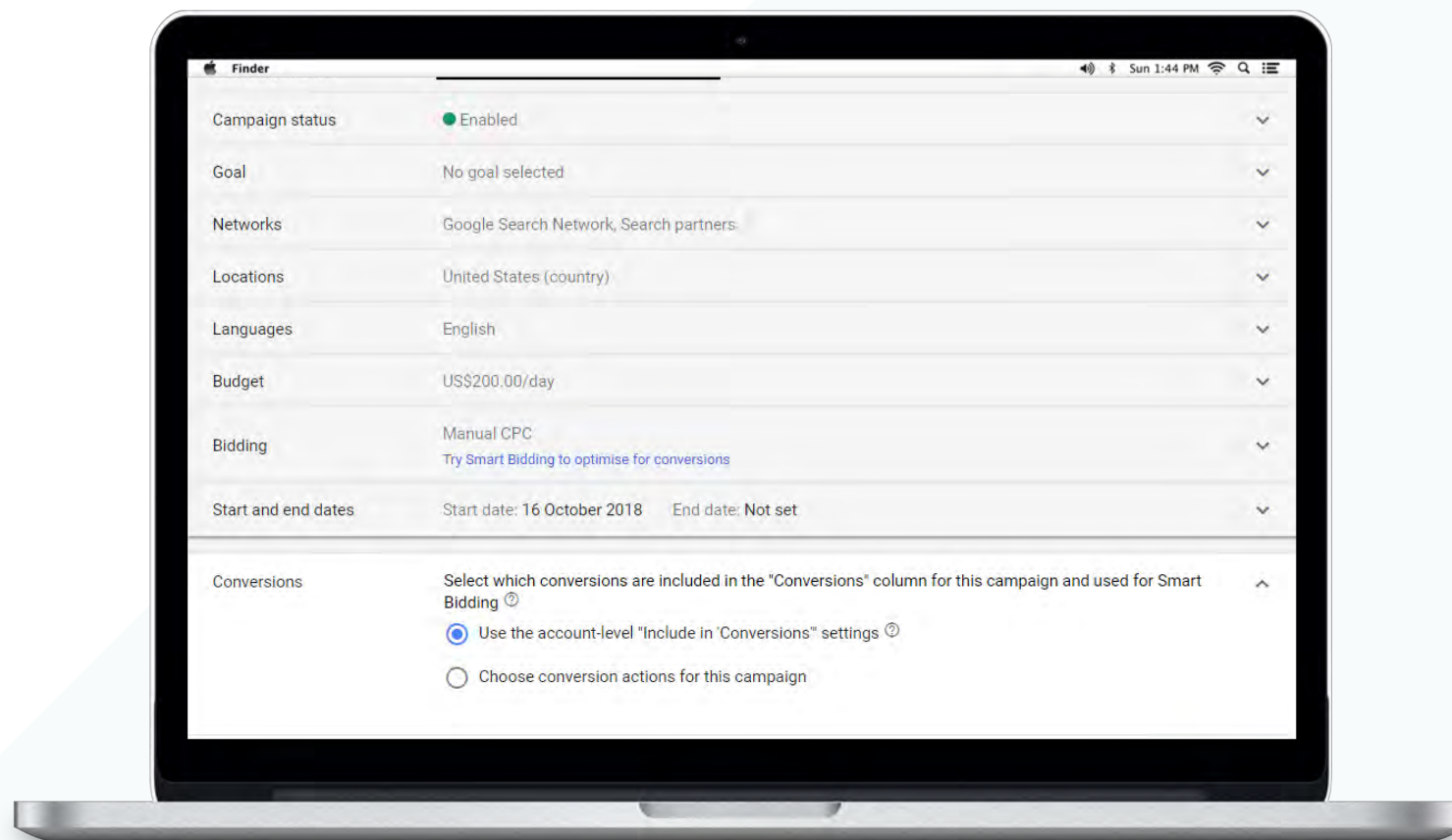
Smart Bidding applies the power of machine learning to deliver the right ad to the right person in the right context. While this has been around for some time already, Google heard feedback that advertisers want more flexibility and addressed those needs via several updates to the capability:

- **Maximized Conversion Value**
- **Campaign-Level Conversion**
- **Conversion Action Sets**
- **Conversion Value Guidelines**
- **Seasonality Adjustments**

What this means for advertisers

Maximized Conversion Value adds a much needed target to Google suite of Smart Bidding tools that will surely appeal to eCommerce advertisers prioritizing volume and growth over efficiency.

The remaining updates add a fantastic new layer of precision that addresses the real-world complexity that often precludes some advertisers from considering Smart Bidding tools.





MENU

TV Solutions For Display & Video 360

The future in advertising on connected TVs

Connected TV advertisers have increased 137% and the number of ad slots available via Display & Video 360 has increased 8X over the past year. Given this, Google is increasing their investment in the space by introducing two new ad products and leading in privacy compliance.

- Display & Video 360 will now support the new IAB Tech Lab guidelines
- Advertisers will soon be able to **purchase Linear TV ads across both national broadcast networks and thousands of local TV stations.**
- In the fall, **advertisers will be able to manage their audience buys across both Linear and CTV in a single dashboard** and within a single insertion order (IO).

What this means for advertisers

Seventy four percent of U.S. households have Connected TVs, so the opportunity for advertisers is sizable, and the consolidation of buying across Linear and CTV is what many advertisers have been waiting for.

The ability to streamline and simplify the TV buying experience will be a time-saver for buyers and enable better insights for brands.



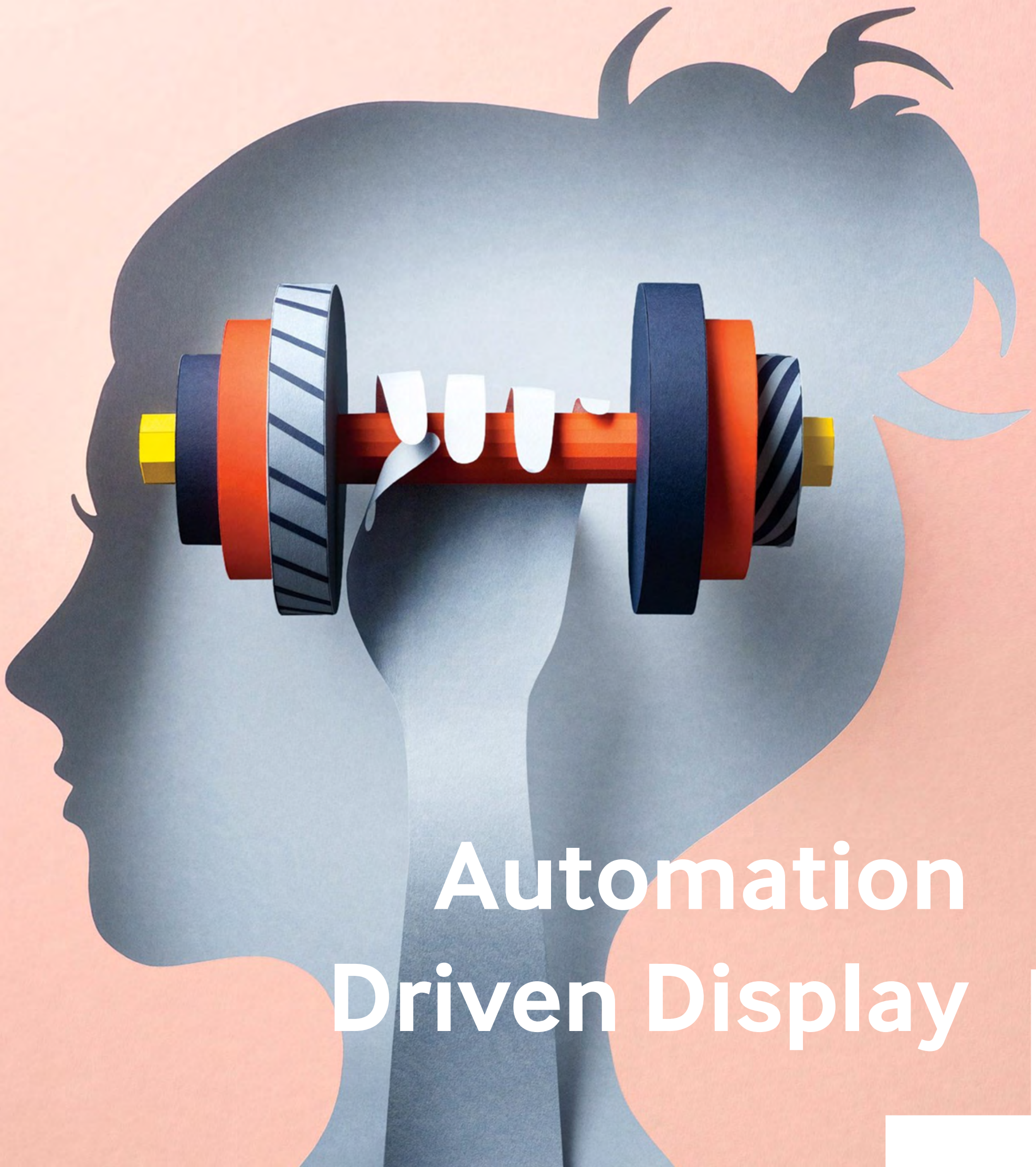
hulu

amc



UNIVISION

ESPN



Automation Driven Display

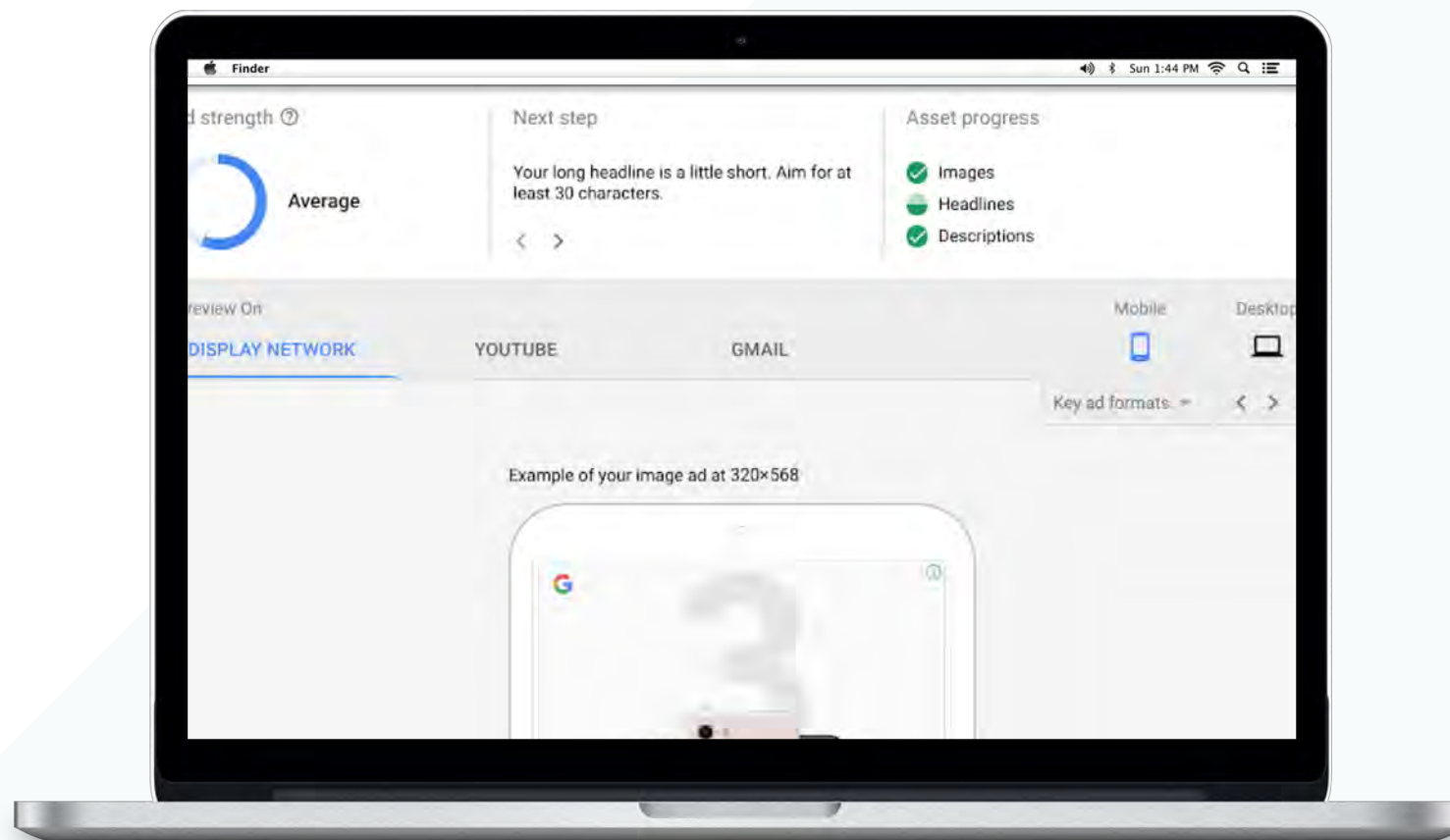
Automation driven display

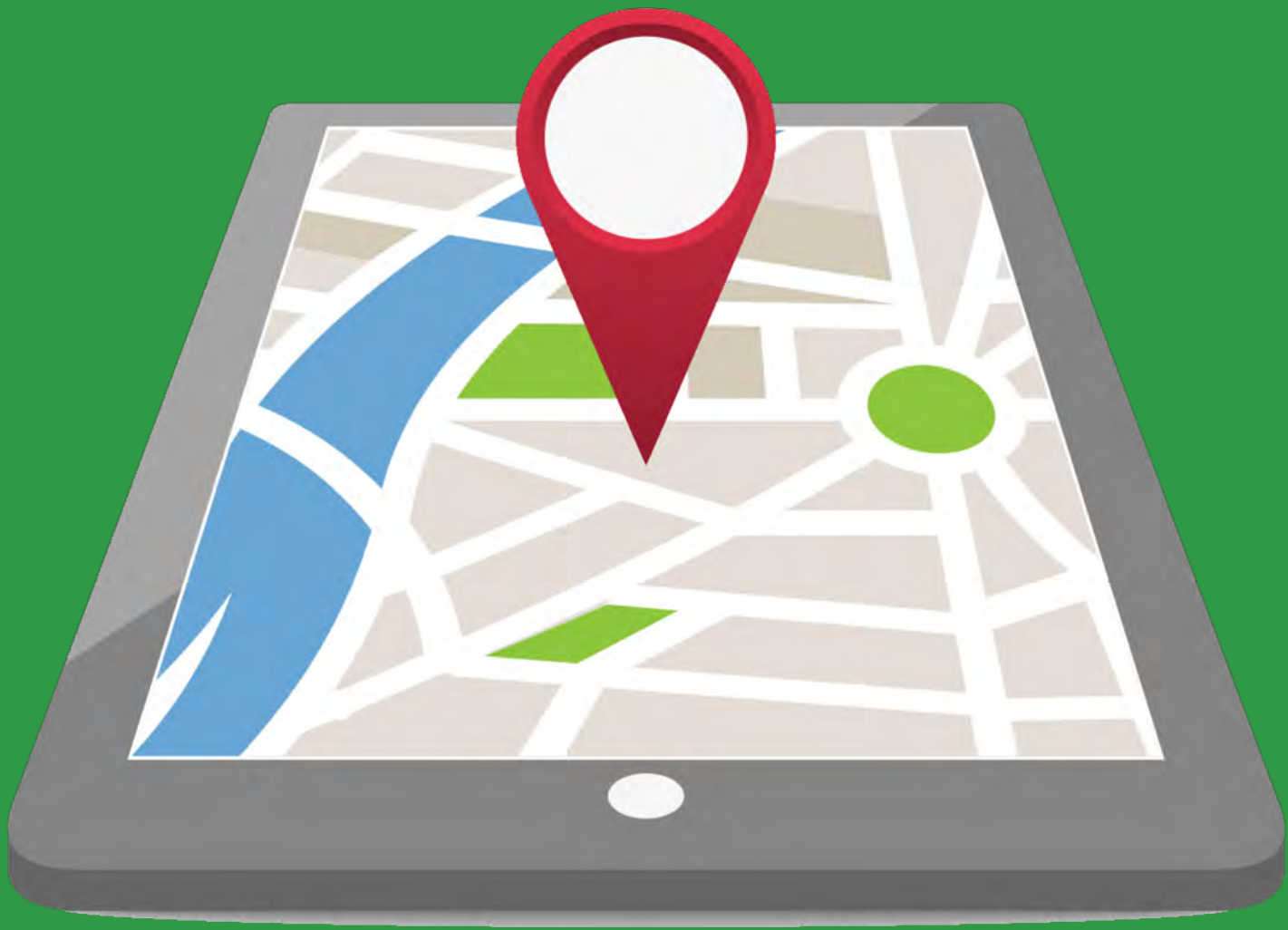
Google believes that display can benefit from automation more than any other channel. Their automated updates will do just that:

- **Smart Display Campaigns**
- **Customer Match for Display**
- **Video Assets for Responsive Display Ads**
- **Dynamic Prospecting**

What this means for advertisers

Any advertisers that previously didn't meet the spend or conversion minimums for Smart Display Campaigns should begin testing them now. Advertisers who are using **Customer Match** for their Search campaigns can now extend them to display, Video, and Discovery campaigns. For those brands already running **Responsive Display Ads**, begin testing with video assets to further automate the workflow and finally, direct response clients should consider trying a new audience tactic with **Dynamic Prospecting**.





Local Campaigns

Local campaigns

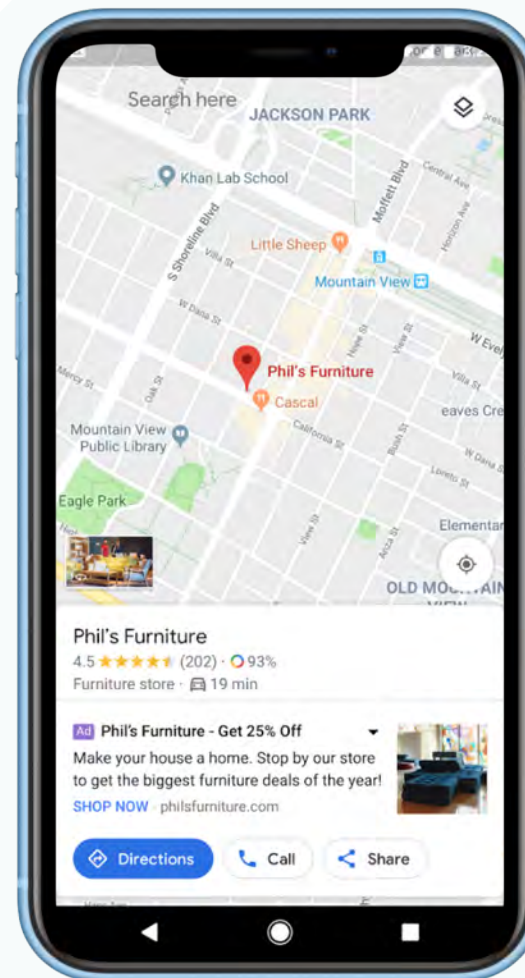
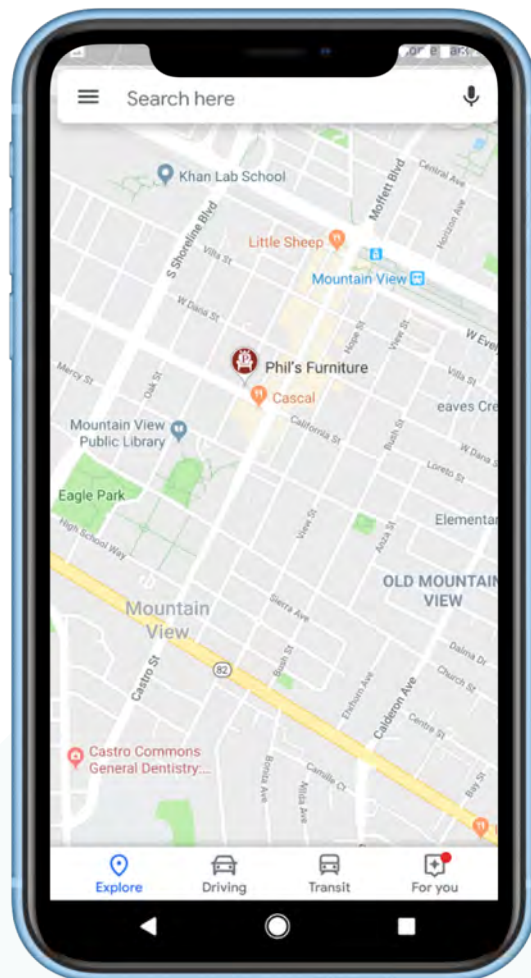
Google has long proclaimed the importance of online advertising to drive in-store traffic.

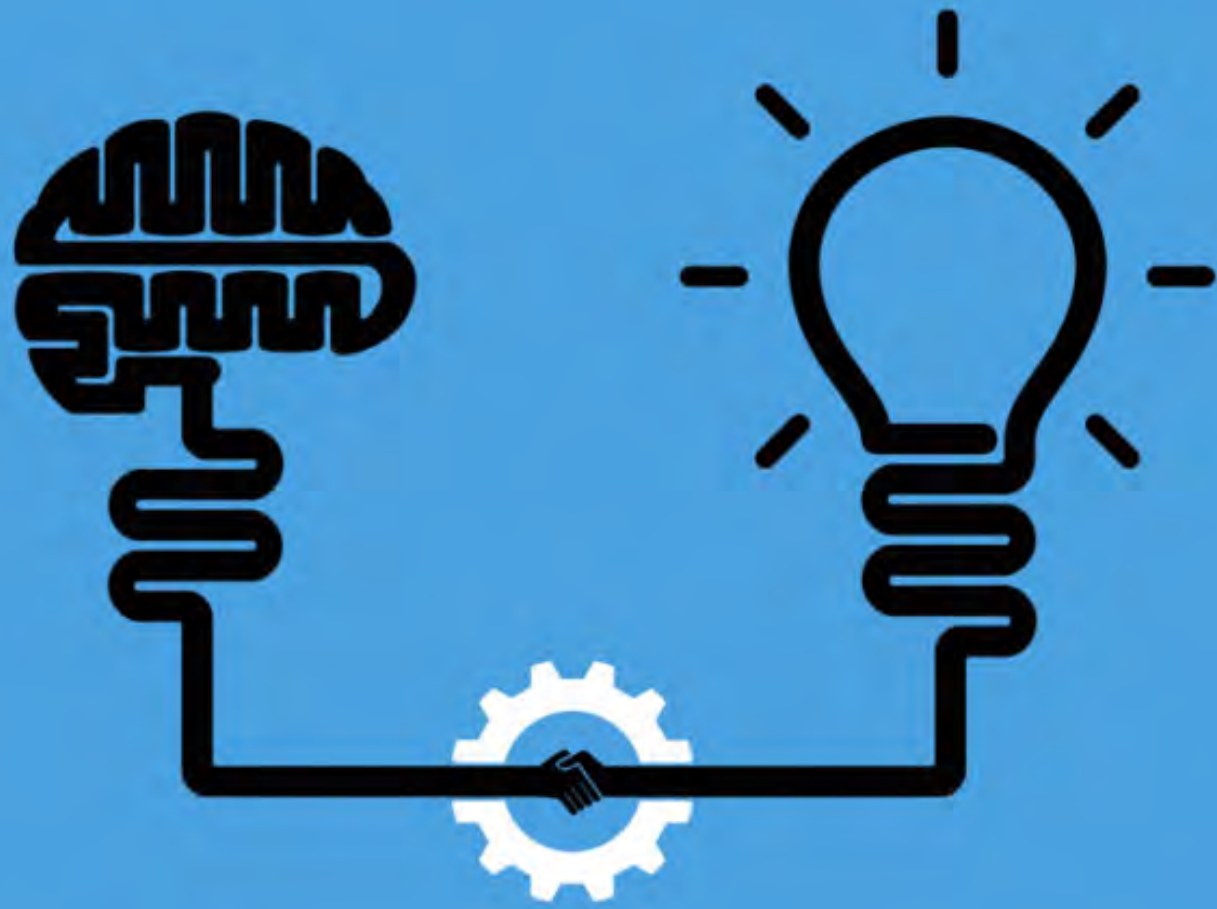
They strengthened their commitment to this space with the announcement of **Local Campaigns**. This campaign type simplifies targeting and inventory across multiple Google properties, reminiscent of Universal App Campaigns, and the aforementioned Discovery Campaigns.

Google shared that across early adopters, Local Campaigns **drove an average of 5x incremental ROAS from their locations.**

What this means for advertisers

Local Campaigns make a compelling test for all advertisers who have brick and-mortar locations, regardless of how many or few, and value customer contacts, foot traffic, and in-store sales.





**Final
Thoughts**



BEING

helpful. there. responsible.

Made possible with



“Be there. Be helpful. Be responsible.”



Sounds simple at first blush, but don't be deceived: only Google's vast weight of data, engineering, machine learning, automation, and behavioral insights enables marketers to achieve that ambition at such scale.

