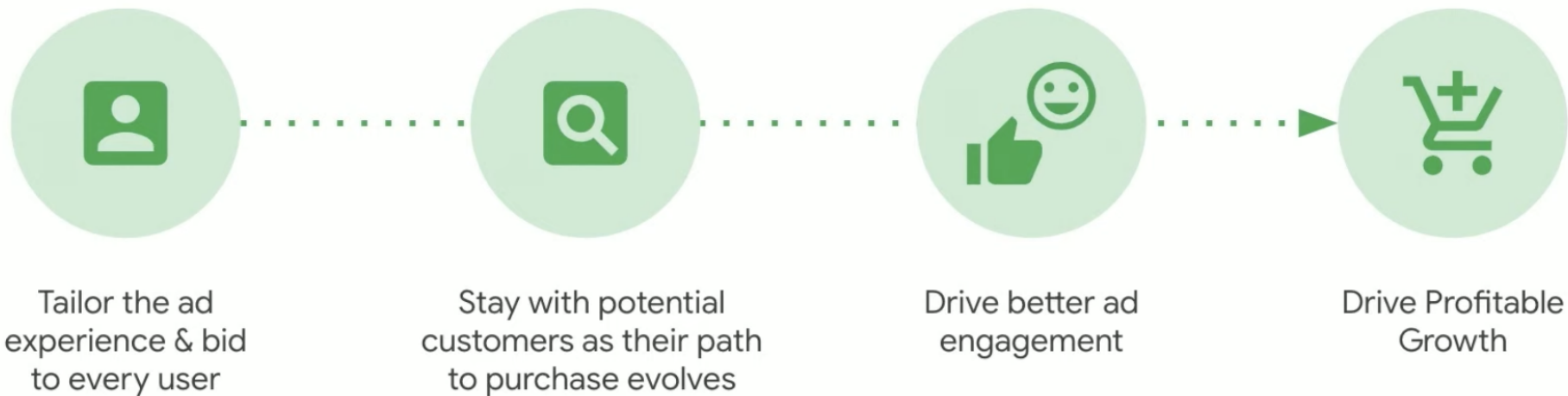


GenAI is a multiplier for Performance Marketing



Cross-Channel Bid Optimization in Performance Max

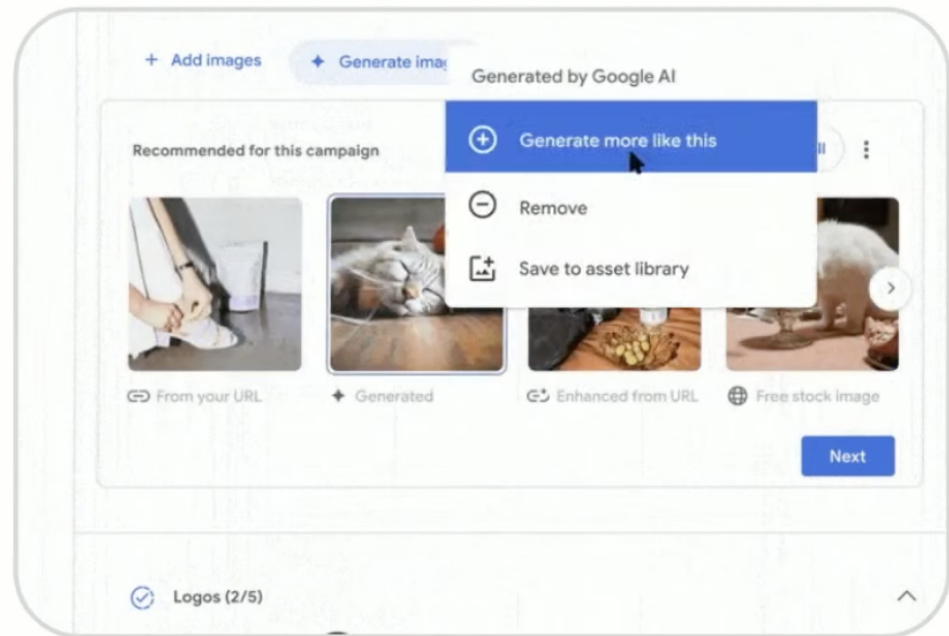
In our ads products, Google's AI can find the most valuable users for you, if you teach it what value means to your business.



Our most powerful ad product, now with generative AI



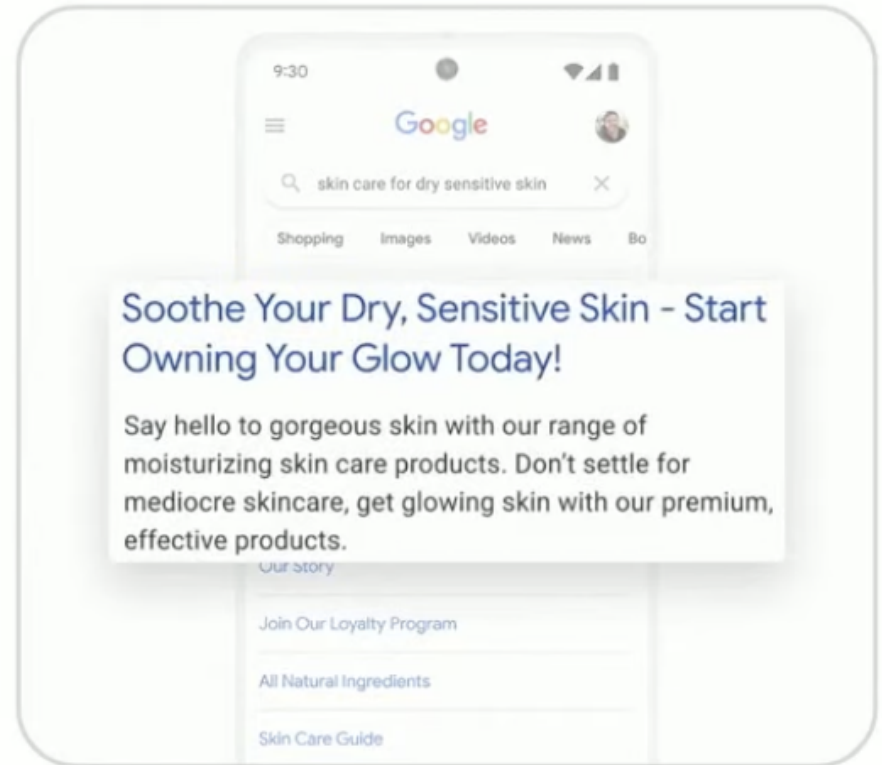
Performance Max enables advertisers to reach customers across all of Google's ad inventory and formats. You can use your hero assets to suggest creative options and taglines for you to test.



Tailor ad copy without lifting a finger



Automatically Created Assets draws on text from your landing page and high-performing ads to create more ads, with copy that's tailored to match new search queries.



Don't get lost in translation



Translation AI reduces translation costs by over 90% without reducing quality. You can connect with audiences in over 100 languages.



home24 uses GenAI (FeedGen) to **optimise product feeds & boost campaign performance**



home24

“The results unequivocally demonstrate that **FeedGen is a game-changer** for improving our product feed quality. We're excited to continue our close collaboration and to extend the reach of FeedGen into additional markets.”

—Sascha Vitzthum, CMO

29%

Uplift in
clicks

48%

Uplift in
items with ≥ 1
conversion

45%

Uplift in
items with ≥ 1
impression

Improves titles by adding missing attributes or reshuffling them



Input title

2XU Men's Swim Compression Long Sleeve Top

Improved title

2XU Men's Swim Compression Long Sleeve Top, Black, Size M, UPF-50

Generates more **compelling and comprehensive** descriptions



Input description

Lightweight, black PWX fabric, sleek design and comfortable fit, UPF-50 sun protection.

More compelling description

The 2XU Men's Swim Compression Long Sleeve Top is a great choice for swimmers of all levels. It is made of lightweight, black PWX fabric that will keep you cool and dry, even during long swims. The sleek design and comfortable fit will make you feel confident in the water, while the UPF-50 protection will shield you from the sun's harmful rays.

Fills missing product **attributes**



Input attributes

Color: -
Size: M

Feed gaps filled

Color: Black
Size: M

Input Feed

A	B	
Item ID	Brand	Title
2480	ASICS	ASICS Women's
21084	Agave	Agave Men's Wal
27569	2XU	2XU Men's Swim
8089	Ice	(6249-2) Smart S
1	Seven7	Seven7 Women's
28629	City Hunter	City Hunter Soft t
7760	Fashion Love	Plus Size Black J
8605		Peacoat
13662	Pashminas4u	Unisex Chequere
17884	Nautica	Nautica Men's Ce
16424	Hurley	Hurley Men's Am
17962	Retrofit	RetroFit Men's Lc
11888	Rago	Rago Pull On Op
27451	Nautica	Nautica Men's Sc
27886	Billabong	Billabong Gettin .
24441	Alpha Industries	Alpha Industries I
8445	Patty	Patty Women Bla
9374	SmartWool	Smartwool Wome

Configuration

Feed Settings

Vertex AI API Settings

Description Prompt Settings / Model Parameters

Prompt Prefix: EDITABLE
This prompt follows the [best practices](#) outlined by Google Cloud

Full Prompt: DO NOT EDIT
Resize row to view the entire prompt

Prompt Length in Characters (Max ~30k)

Title Prompt Settings / Model Parameters


Prompt Prefix: EDITABLE
This prompt follows the [best practices](#) outlined by Google Cloud

Full Prompt (including few-shot examples): DO NOT EDIT
Resize row to view the entire prompt

Prompt Length in Characters (Max ~30k)
Advanced Settings (ungroup to view / modify)

Generation and Validation

FeedGen



FeedGen

Optimise Shopping Ads feeds with Generative AI

Ready

Generate

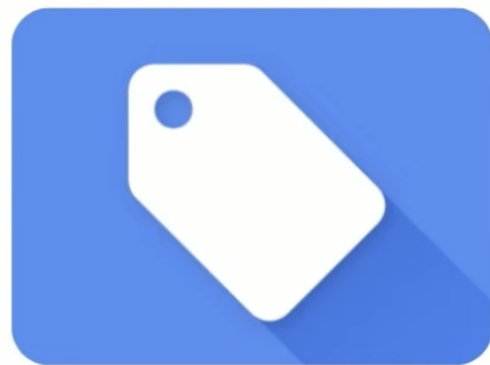
Approve Filtered

Export to Output Feed

Clear Generated Data

Output Feed

A	B	
att-p-feedgen	Item ID	Title
2023-07-24T17	2480	ASICS
2023-07-24T17	21084	Agave I
2023-07-24T17	27569	2XU Me
2023-07-24T17	1	Seven7
2023-07-24T17	28629	City Hu
2023-07-24T17	8605	Darling
2023-07-24T17	17884	Nautica
2023-07-24T17	16424	Hurley I
2023-07-24T17	11888	Rago P
2023-07-24T17	27451	Nautica
2023-07-24T17	8445	Patty W
2023-07-24T17	9374	SmartW
2023-07-24T17	24996	NEFF M



Google Merchant Center

How conversion value of a \$10 purchase would be calculated for different customer types

Existing customer: \$10.00



■ \$10.00

New customers: \$16.00



■ \$10.00

■ \$6.00

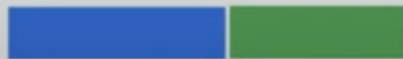
New customers (high value): \$22.00



■ \$10.00

■ \$12.00

Lapsed customers: \$13.00



■ \$10.00

■ \$3.00

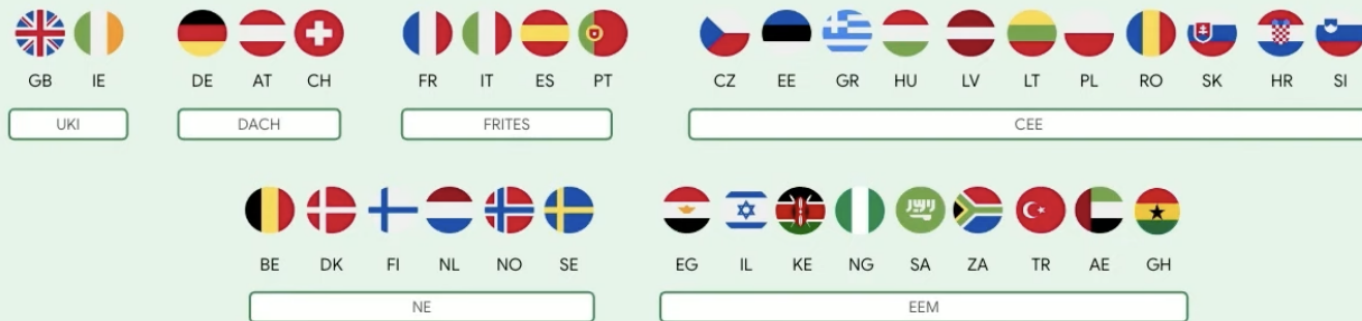
Enables advertisers to optimise campaigns to:

- Win back lapsed customers across web and app
- Reduce churn rates
- Complement new customer acquisition goals

Target advertisers for beta:

- Use Performance Max with the online sales marketing goal with a GMC feed
- Use purchase conversion goals
- Must be able to segment and upload their lapsed customers using Customer Match

Smart Shopper covers research and shopping behaviour of consumers across 7 retail categories with 5 years of trend data in 30+ EMEA markets



Consumer Electronics



Fashion



Home & Garden



Food & Groceries



Beauty

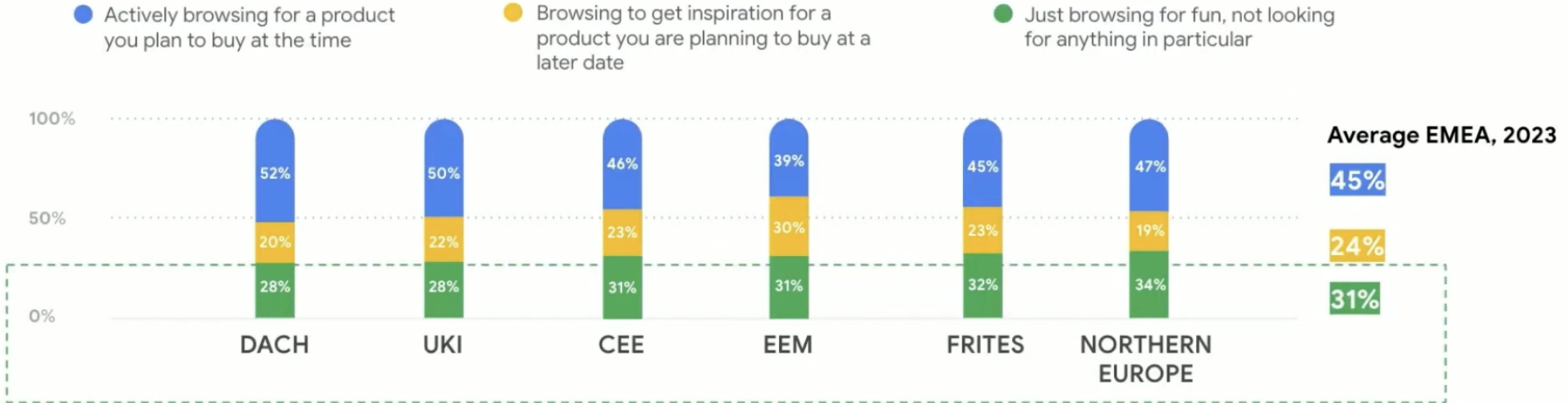


Toys



Jewellery

Retailtainment is an emerging trend in EMEA

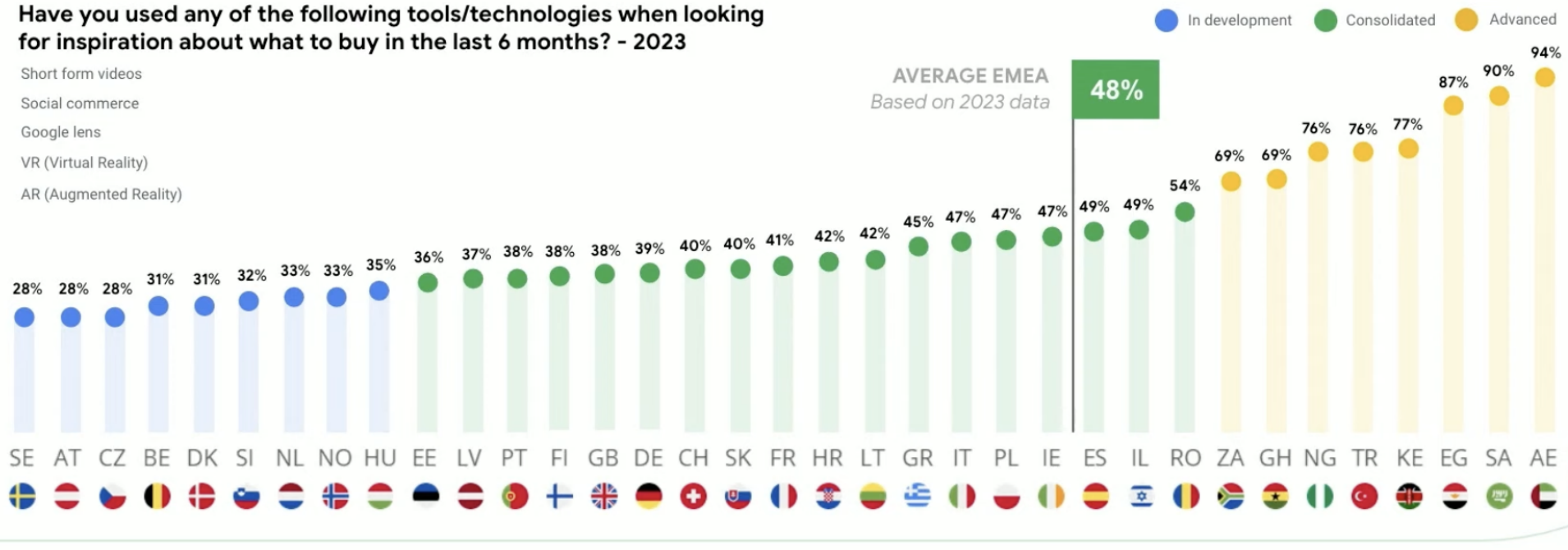


Source: Smart Shopper Research. Google, Cint (2023) / Savanta (2022) / Zweipunkt (2021) / Kantar (2020 & 2019). Online survey. Country: Cross EMEA market insights. Nationally representative online population 18+ who made purchases in the past 3 months of Consumer Electronics/Home & Garden/Fashion/Toys/Jewellery and in the past 1 month of Food & Groceries/Beauty. Base EMEA/ Total: n=74041// Q13_D. Thinking about when you're gathering inspiration about products to buy, in general, what proportion of your time do you spend doing the following

New tools and technology inspire consumers across markets

Have you used any of the following tools/technologies when looking for inspiration about what to buy in the last 6 months? - 2023

- Short form videos
- Social commerce
- Google lens
- VR (Virtual Reality)
- AR (Augmented Reality)



Source: Smart Shopper Research. Google, Cint (2023) / Savanta (2022) / Zweipunkt (2021) / Kantar (2020 & 2019), Online survey, Country: Cross EMEA market insights. Nationally representative online population 18+ making purchases in the past 3 months for Consumer Electronics/Home & Garden/Fashion/Toys/Jewellery and in the past 1 month for Food & Groceries/Beauty. Base EMEA/ Total: n=74041// Q103. Have you used any of the following tools/technologies when looking for inspiration about what to buy in the last 6 months?

Shoppers are highly driven by online channels

Research-Purchase River - 2023



Note: Excluding respondents who did no product research before their purchase

Across the EMEA region, online research is an important part of the shopping journey

EMEA 73%

Online research done before the purchase - 2023

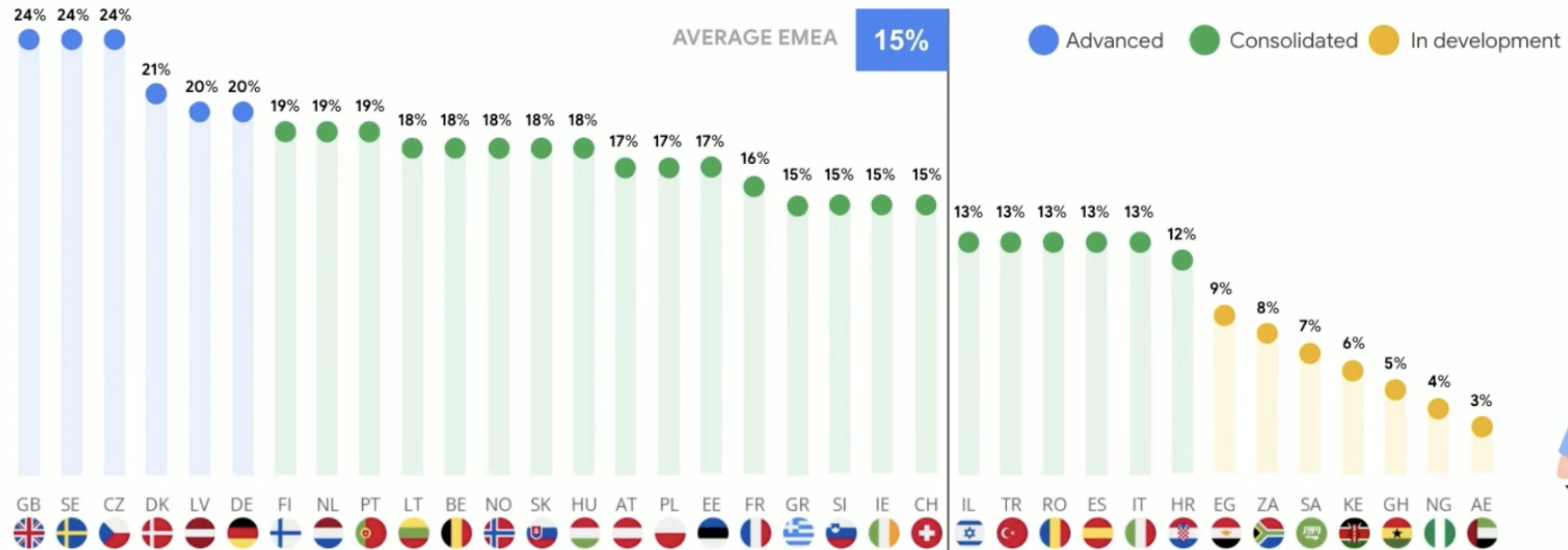


Source: Smart Shopper Research, Google, Cint (2023) / Savanta (2022) / Zweipunkt (2021) / Kantar (2020 & 2019), Online survey, Country: Cross EMEA market insights. Nationally representative online population 18+y.o who made purchases in the past 3 months for Consumer Electronics/Home & Garden/Fashion/Toys/Jewellery and in the past 1 month for Food & Groceries/Beauty.
 Base 2023: All product buyers of CE, Home, Fashion, Food, Beauty, Toys, Jewellery n=39245// Q9. Where did you get information online (any device, via website, or app) regarding the product you bought, if at all?

Based on 2023 data

With up to 24% of shopping journeys being completely online

Consumers researching exclusively online & purchasing online - 2023



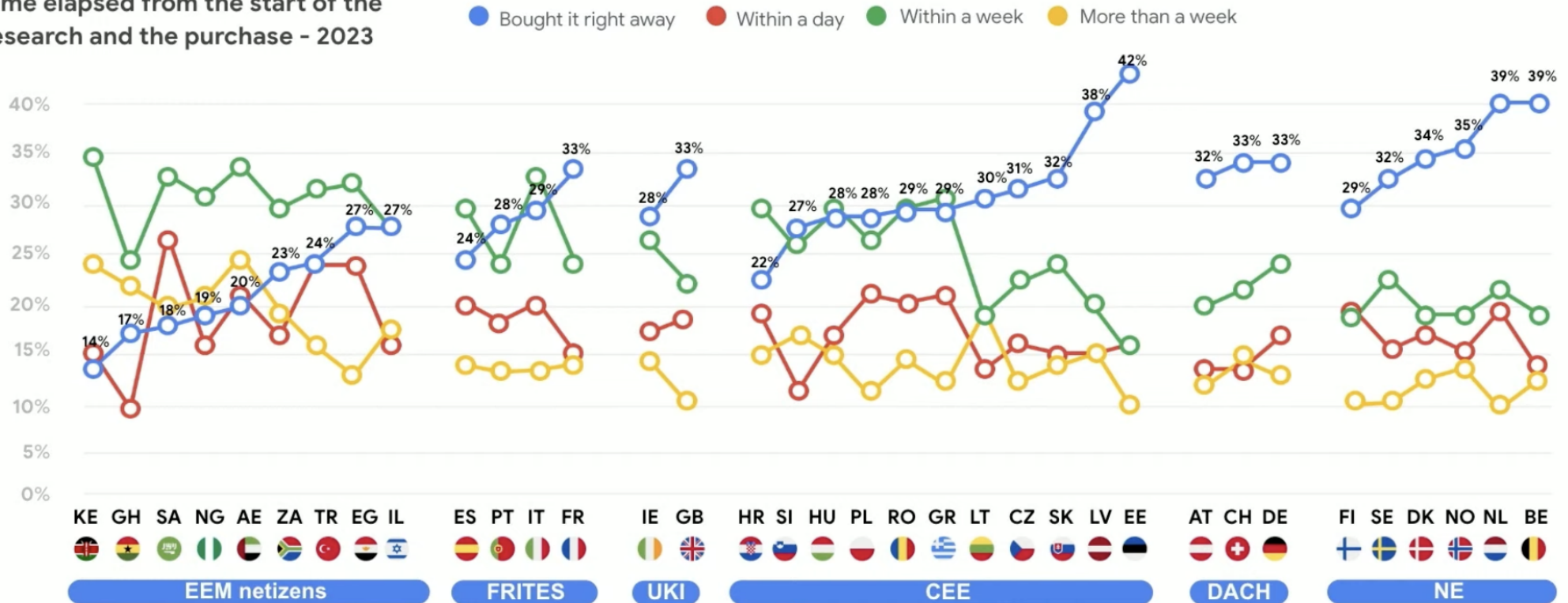
Note: Excluding respondents who did no product research before their purchase

Source: Smart Shopper Research, Google, Cint (2023) / Savanta (2022) / Zweipunkt (2021) / Kantar (2020 & 2019), Online survey, Country: Cross EMEA market insights. Nationally representative online population 18+ making purchases in the past 3 months for Consumer Electronics/Home & Garden/Fashion/Toys/Jewellery and in the past 1 month for Food & Groceries/Beauty.

Base EMEA: All product buyers of CE, Home, Fashion, Food, Beauty, Toys, Jewellery n=61739// Aggregation of Q1_Q9_Q13: Q1: Where did you make your last purchase? / Q9: Where did you get information online (on any device, via website, or app) regarding the product you bought, if at all? / Q13: Which of these offline sources, if any, did you use to gather information?

Retailer and brands have to work on decisions that are build over time

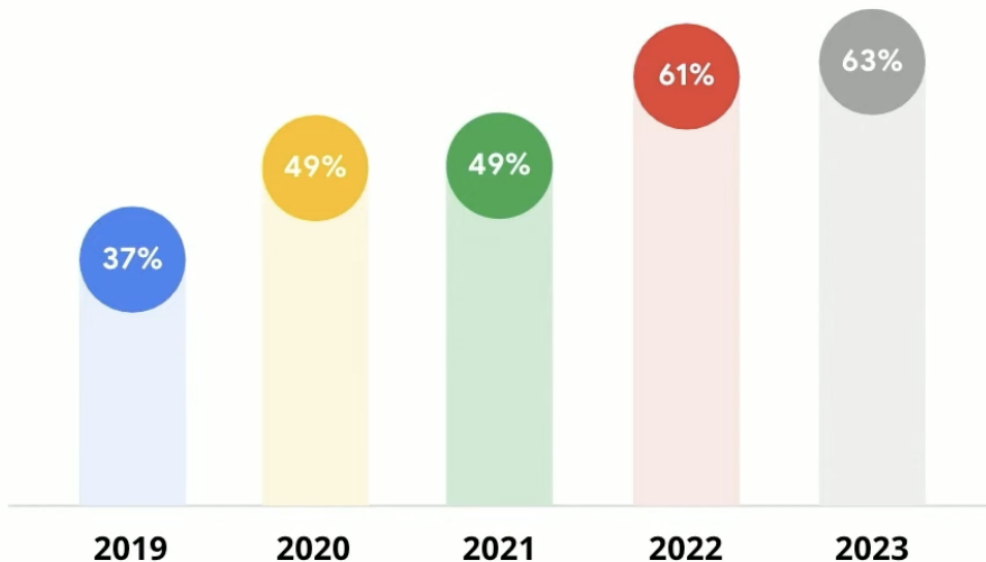
Time elapsed from the start of the research and the purchase - 2023



Source: Smart Shopper Research. Google, Cint (2023). Online survey, Country: Cross EMEA market insights. Nationally representative online population 18+y.o who conducted purchases in the past 3 months for Consumer Electronics/Home & Garden/Fashion/Toys/Jewellery and in the past 1 month for Food & Groceries/Beauty. Base EMEA 2023 total n=74041// Q13_C. What is the approximate total time that elapsed from when you first started researching the product and the moment when you purchased it?

Pain points will cause your customers to switch off

Pain points in online shopping - EMEA, 2023



The % increase 2019-2023 is calculated in percentage points and measures the absolute difference between 2019 and 2023.

Top 10 online pain points - EMEA, 2023



Source: Smart Shopper Research. Google, Cint (2023) / Savanta (2022) / Zweipunkt (2021) / Kantar (2020 & 2019), Online survey, Country: Cross EMEA market insights. Nationally representative online population 18+ making purchases in the past 3 months for Consumer Electronics/Home & Garden/Fashion/Toys/Jewellery and in the past 1 month for Food & Groceries/Beauty.
Base EMEA online buyers/ 2019: n=13141// 2020 n= 6956// 2021 n= 11620// 2022 n=24199// 2023 n=40926, Q4. Which of these situations did you experience during your purchase, if any? - online

Success Factors for CSSs

Empower your clients to build strong visibility.

Being in the mind of the consumer as early as possible, they might just become a brand they'll try later on.

Encourage your clients to use new ways to connect.

Embracing new technologies can help finding fresh ways to engage with your consumers.

Support your clients in building a strong online presence.

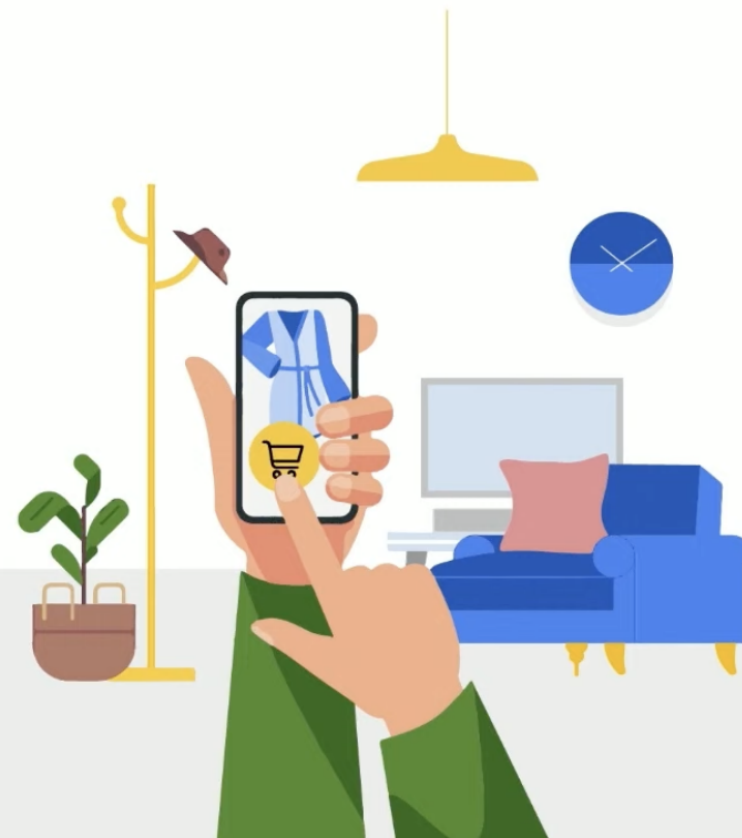
Shoppers are highly driven by online channels.

Guide clients on customer decision-making pace.

Work on decisions that are build over time. Research-to-purchase timelines vary across markets.

Assist your clients in analyzing their shopping experience end-to-end.

As consumers become more demanding, listen to their needs and address pain points.



An overview of the product launches

CSS PDPs

Enable CSSs to direct users to their product detail pages (PDPs) in two realms:

- Organic placements: free product listings
- Paid placements: Product Listing Ads

New filters

Create new shopping-specific filters in the query shortcut bar:

- Products filter: open a view that features both merchant and CSS offers
- Product sites filters: open a view dedicated to CSS offers

Search changes

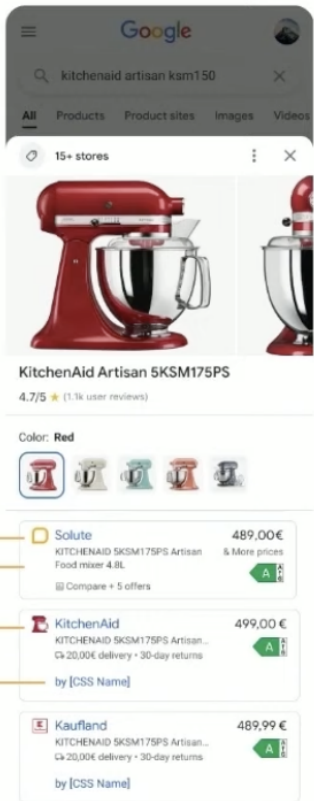
Drive enhanced user experience through improvements to Google's visual search experience, all of which are available to CSSs.

CSS PDPs

Allow CSS product detail page cards to compete on equal ground with the existing Merchant PDP cards in organic experiences and Product Listing Ads (PLAs).

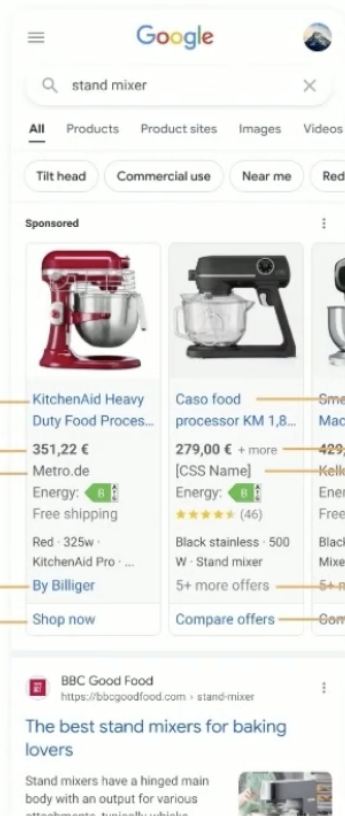
Fully launched

Organic



- Links to CSS PDP
- Offer Price + more
- Links to Merchant PDP
- Links to CSS website

Product Listing Ads



- CSS Provided Product Ad
- Links to Merchant PDP
- Merchant offer price
- Merchant
- Free clicks links to CSS web site
- Links to Merchant PDP
- New CSS Provided CSS Ad
- Links to CSS PDP
- Offer Price + more CSS
- Number of Offers
- Links to CSS PDP

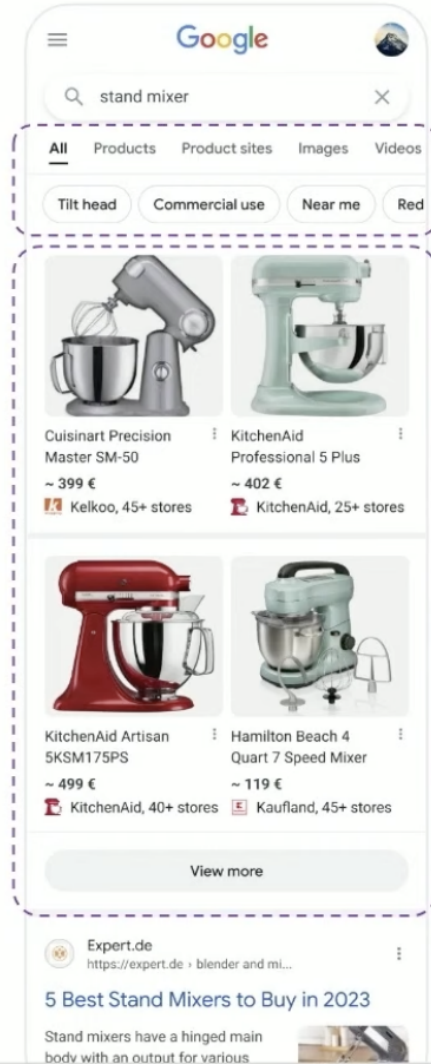
New filters

Create new shopping-specific filters in the query shortcut bar: the Products Filter and Product Sites Filter.

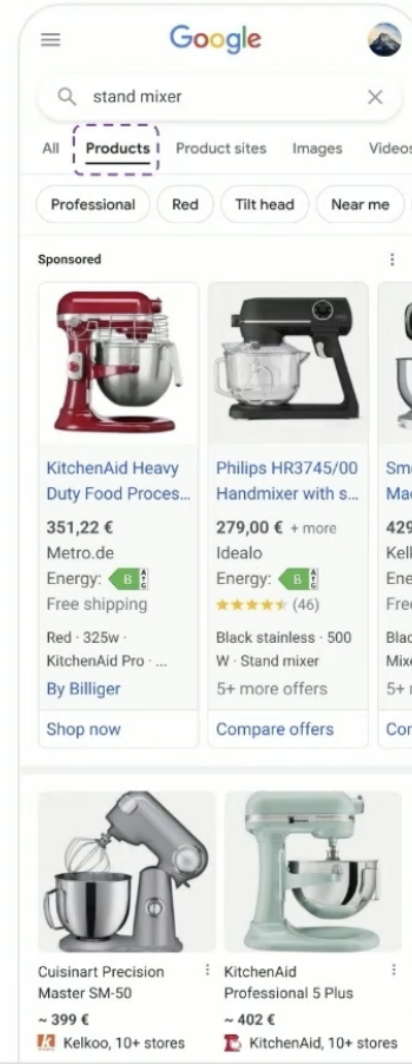
Fully launched in the UK, DE, FR, CZ

Testing in remaining EEA countries and CH

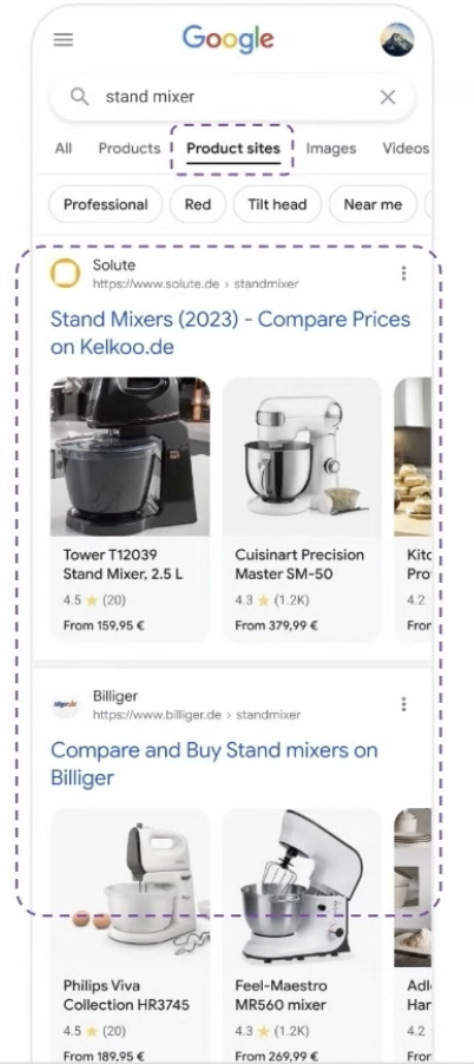
SERP



Products Filter



Product Sites Filter



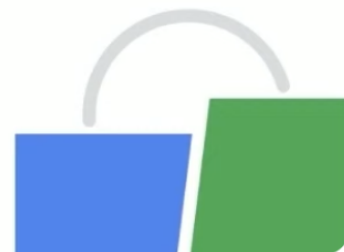
How to get involved

For CSS PDPs

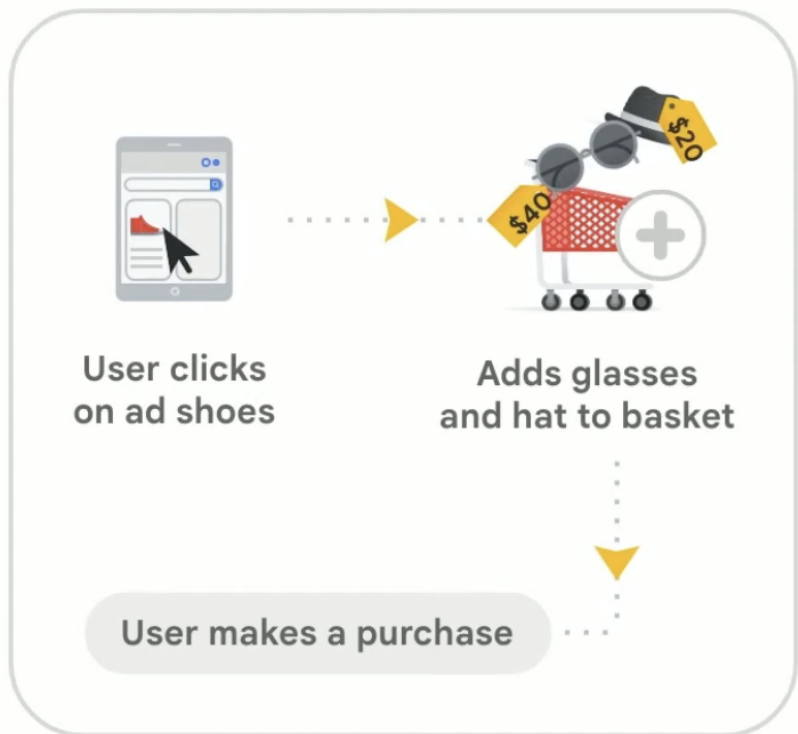
- Your website must have Product Detail Pages
- You must submit a product feed for your CSS PDPs, including headline offer shipping price for PLAs

For other organic experiences

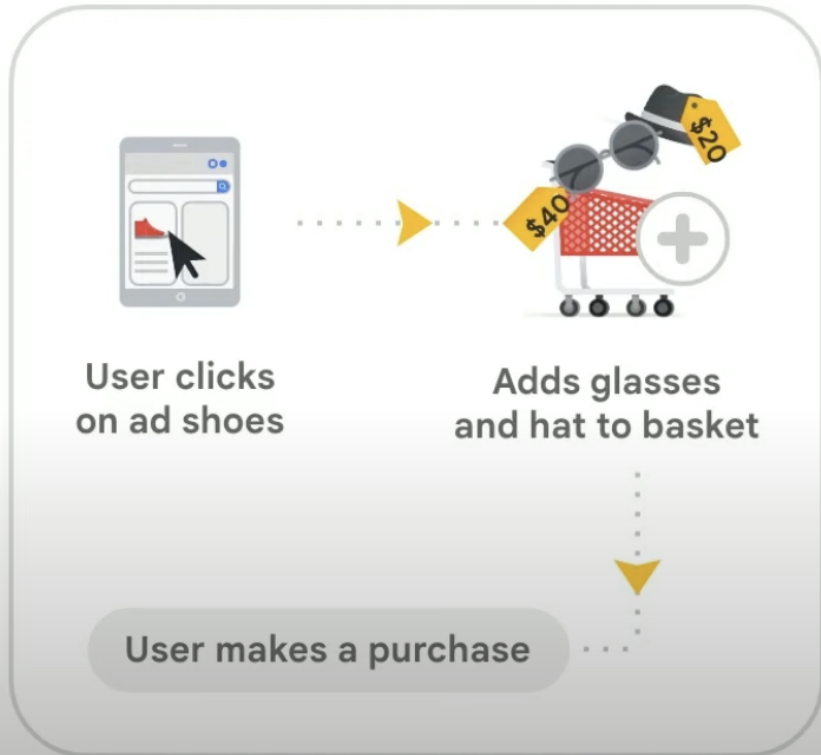
- You need to sign up as a Comparison Shopping Service in order to be eligible to participate in these experiences
- For Rich Results, you'll have to add structured data to your site, with Rich Results Guidelines available in the CSS Education Hub



Unlocking transparency into which items are actually sold



Unlocking transparency into which items are actually sold



Standard Conversion tracking

Based on user's ad click



Conv Value from shoe click = \$60

Advertiser sees conversion value from all items purchased attributed to shoes based on ad click

Conversion with Cart Data

Based on user's basket contents



Revenue = \$40 from glasses + \$20 from hat

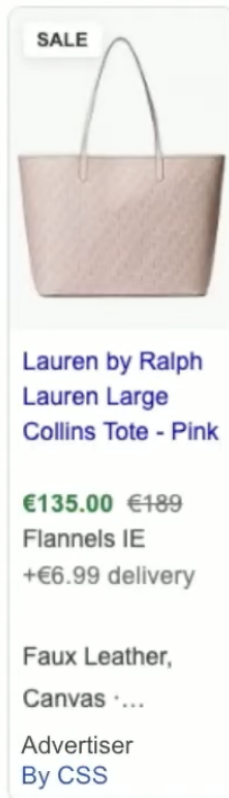
See what was actually sold and revenue attributed to the items actually purchased

Leveraging CwCD, we are piloting two new bidding solutions



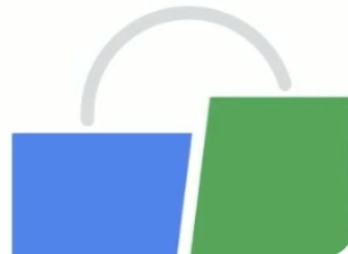
Maximize Profit Bidding

For each transaction, our algorithm calculates **gross profit** & deploys smart bidding to **optimize towards gross profit**, instead of overall conversion value



Smart Bidding with Discounts

Smart Bidding with Automated Discounts jointly **optimises your discounting and bidding together** to maximize performance & profitability



Maximize Profit Bidding pilot

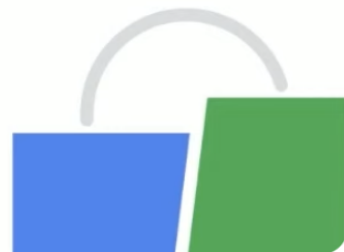
Profit defined as 'Revenue - Cost of Goods Sold (COGS)'

Previously: Profit as Conversion Value

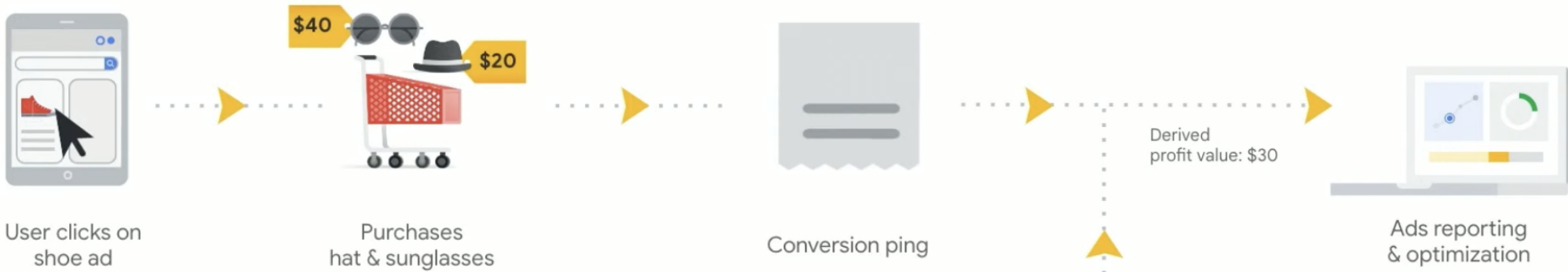
- Advertisers optimising to profit *directly* had to pass back profit as conversion value, via OCI or conversion tracking tag, causing friction elsewhere
 - No ability to flex between profit and revenue optimization
 - No true revenue or profit reporting
 - Not as data secure¹ and future proofed²

Now: Maximize Profit Bidding

- Pass profit data separately in a private and data safe manner
- Optimise to **sold** products with high margin, not **clicked** products with high margin
- Flex between profit and revenue optimization between different campaigns or at different times



Using CwCD and COGS to optimise for transaction-level profit



User clicks on shoe ad


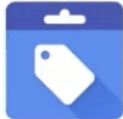
Purchases hat & sunglasses

Conversion ping

Ads reporting & optimization

Derived profit value: \$30

With these data points, our bidding model can truly **optimise for profit**

<p>Conversion with Cart Data</p> <p>Augment your tag with a few additional parameters</p>  <p>Value: 60 Items: id: 1, price: \$40 id: 2, price: \$20</p>	<p>Cost of Goods Sold</p> <p>Provide a new attribute in your product data</p>  <p>Items: id: 1, COGS: \$20 id: 2, COGS: \$10</p>
---	---


**Note: that no profit information is shared as part of the conversion ping*

Smart Bidding with Discounts

Jointly optimise your discounts along with bidding to drive increased performance

Share

SALE



Lauren by Ralph
Lauren Large
Collins Tote - Pink

€135.00 €189
Flannels IE
+€6.99 delivery

Faux Leather,
Canvas · ...
Advertiser
By CSS

Our system bids based on the **expected performance** of the product at a **discounted price** using real time signals like

- Market Prices
- Price Elasticity
- Seasonality Trends
- Brand Value
- Estimated Delivery Days



2 options to automate your discounts

1

Automated Discounts

Define a price below which you don't want our algorithm to discount.

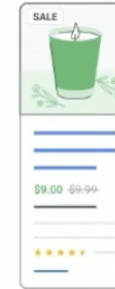
You'll then have to make sure that a corresponding strikethrough price is shown on your website.

2

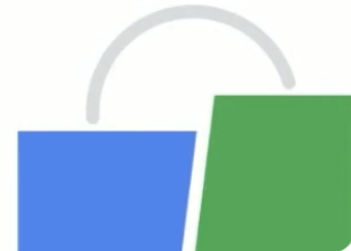
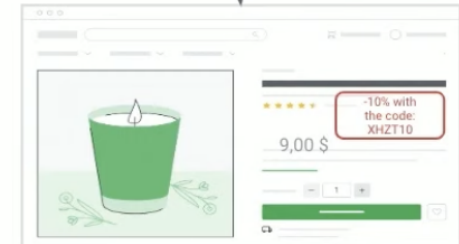
Dynamic Promotions

Upload multiple promotion % in Merchant Center (eg: 5%, 7%, 9%, 11% etc...).

You'll then have to make sure that a corresponding coupon is shown on your website.



The Shopping ad URL passes coupon information as a parameter. The URL is encoded in JSON Web Token



Leverage Google's Smart Bidding Solutions to Maximise Profitable Growth



Conversions with Cart Data



Cost of Goods Sold



Automated Discounts



Dynamic Promotions

