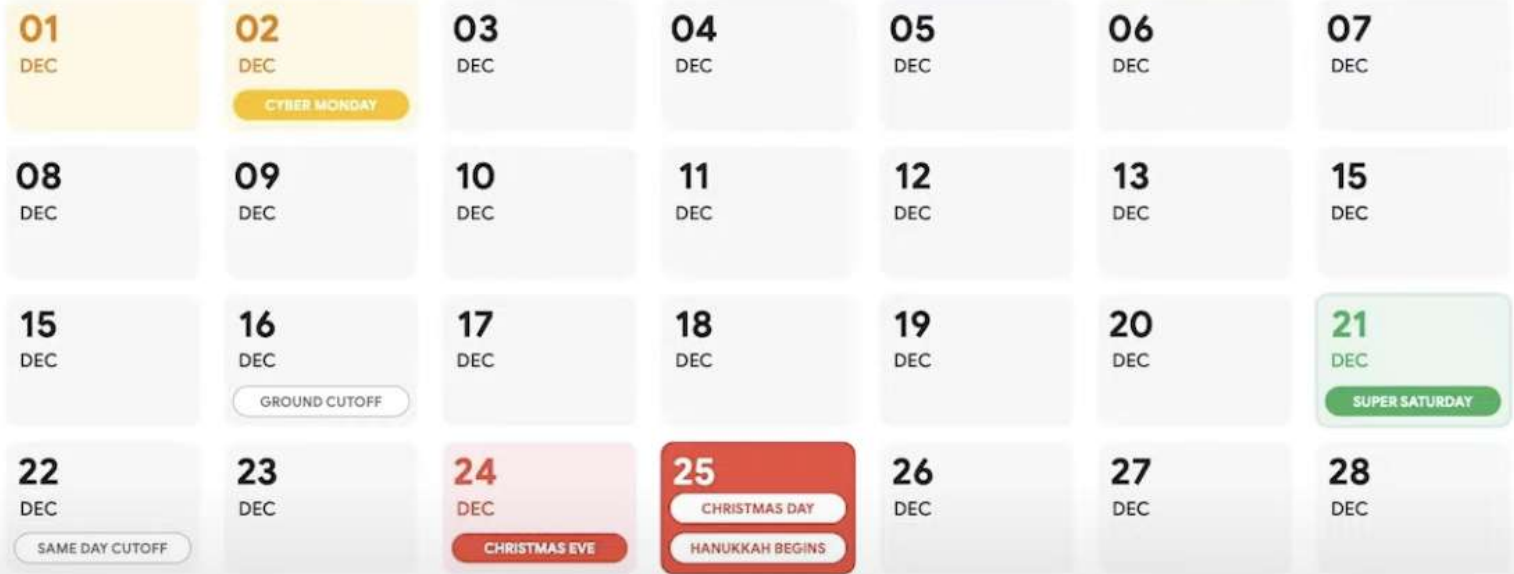


Welcome

We are facing 5 fewer days and losing 1 weekend in 2024



Turn **complexity into connections now** for long-term benefit later

10x

more likely to be **very satisfied** after buying

6x

more likely to **want to buy again**

Confident shoppers are more valuable customers.

Influence

Value for money

+

High quality

are the most important reasons for **brand choice**

regardless of how close a consumer feels to the brand

Action

According to a survey by Ipsos, surveyed online users are

71%

more likely to **buy a product** after seeing it in an ad on YouTube

vs. other social sites/apps

(on average)

Value

On average, omnichannel shoppers spent

35%

more at their **top retailer** than single-channel shoppers

based on 2023 data



Submit your questions

We'll get you answers from our product specialists ASAP.



Share your feedback

After we wrap, use the feedback form to let us know how we did.



Need a refresher later?

A video of this session will be available on-demand.

Unwrap full-funnel YouTube strategies

Expand reach: AI-powered Search

Capture demand with Performance Max

Optimize your Shopping Feed

Leverage the full suite of omni formats



**Google Ads
Academy**

Holiday 2024 Best Practices

Selin Edebali
Video Lead, Retail



Unwrap full-funnel YouTube strategies

More brand searches

Among viewers,
YouTube drives

2.8x

more brand searches
per impression than TV

More shopping

Online video shoppers are

3.9x

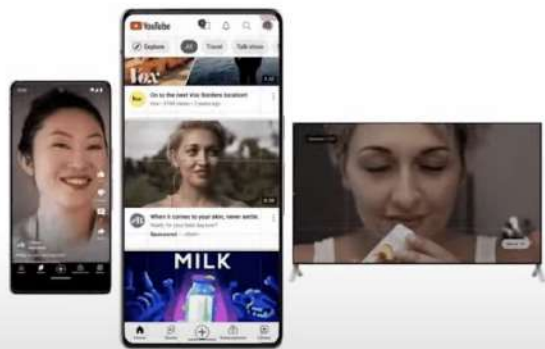
more likely to start
on YouTube
than any other platform

Drive incremental reach by adding Video Reach Campaigns



Google AI-powered VRCs deliver **54% more reach** at 42% lower CPMs

Video Reach Campaigns Optimized to impressions



In-feed

Now generally available in Google Ads & DV360

Boost brand awareness with Premium Placements



Advertisers using YouTube Select have seen **106% higher brand awareness** when using YouTube Select alongside Auction campaigns

Reservation only content packages

 YouTube Select



 YouTube Masthead

Drive impact with YouTube's most prominent placement

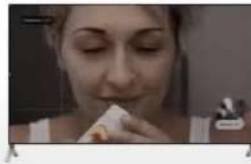
Build brand consideration by adding Video View Campaigns



Google AI-powered VVCs deliver **40% more views** at 30% lower CPVs*

40% Higher Consideration Lift / \$**
25% Higher Search Lift / \$***

Video View Campaigns Optimized to views

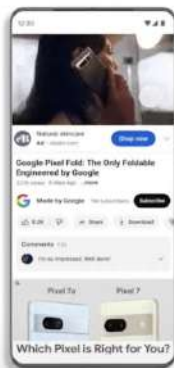



Shorts

Create demand across YouTube and Google's most immersive experiences with Demand Gen




 YouTube Shorts




 YouTube in-stream



 YouTube Feeds



 Discover



 Gmail



Expanded impact

Access to YouTube and Google's most immersive, personalized touchpoints



Tailored ad-experiences

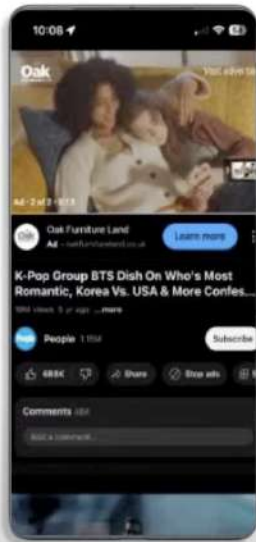
Audience-first creatives that drive demand




AI-powered bidding & measurement


Future-proof tools to measure the full value of campaigns

Drive purchases with Video Action Campaigns




 01 In-Stream



 02 In-Feed



 03 Shorts

YouTube **holiday readiness** checklist

- 01** Improve performance by aligning bids to KPIs
- 02** Ensure multiple creative variants
- 03** Add vertical, square, and horizontal assets
- 04** Drive lower-funnel actions using video remarketing lists
- 05** Prepare your digital storefront with updated product feeds and custom labels

Unwrap full-funnel YouTube strategies

Let's review how you can **build your brand's demand curve** with YouTube



Leverage Video Reach Campaigns

to push for brand awareness, along with the Masthead to blast your brand message during peak holiday



Dial up on Video View Campaigns

to push shoppers to consider your brand over the competition



Reach shoppers who are ready to purchase

with our most shoppable formats: Demand Gen and Video Action Campaigns



Expand reach: AI-powered Search

Expand reach: AI-powered Search

Queries are getting longer and more complex — like 10 searches in 1



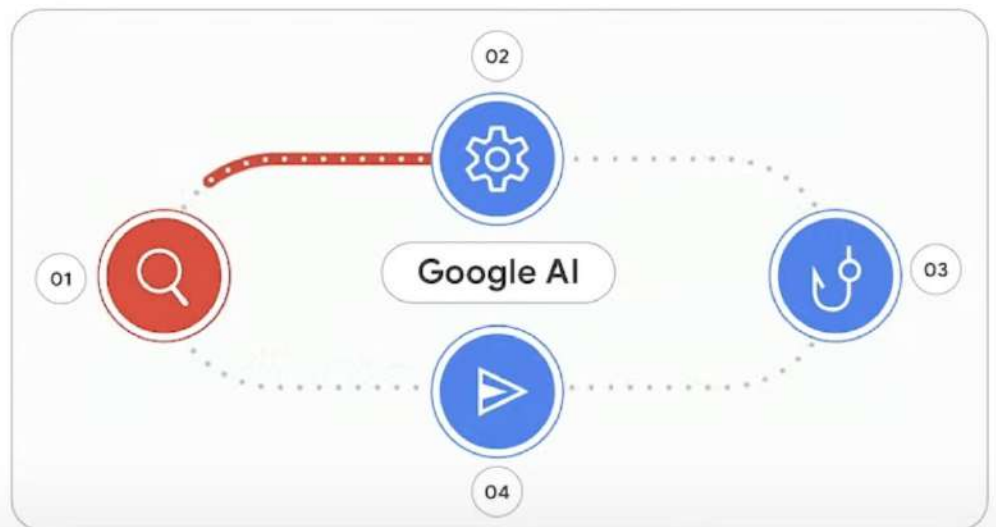
ebikes in red for a 5 mile commute with hills



Expand reach: AI-powered Search

Holiday consumers have never had more options to get inspired, to research, or to buy - **this is where Google AI comes in**

- 01 You supply creative, goals, and conversion data
- 02 AI remixes creative to convert customers
- 03 AI casts a wide net
- 04 AI delivers returns and insights every step of the customer journey



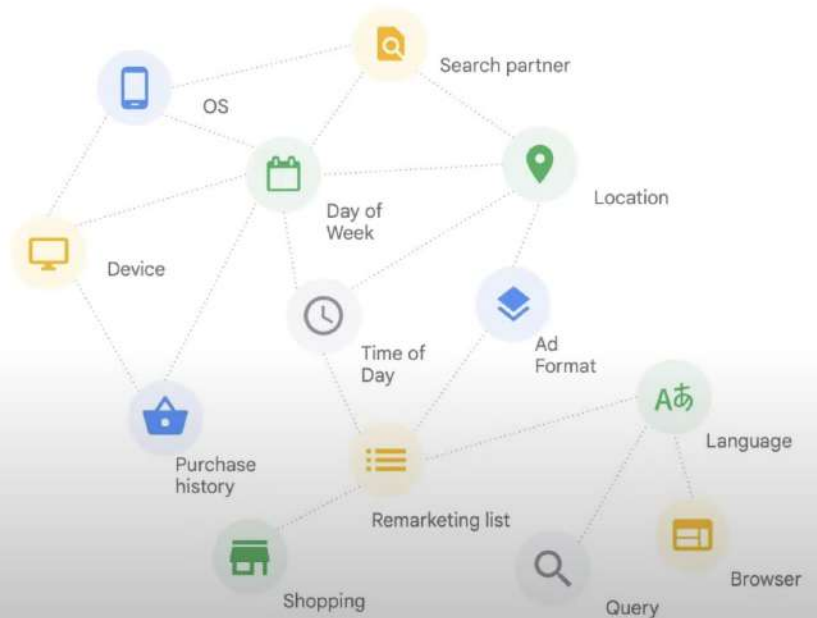
Expand reach: AI-powered Search

Our Search strategies optimize towards the **right intent**

Every search on Google is unique, because each is fueled by an individual user sending many unique signals.

Optimizing for all of these unique signals, and the interactions between them manually is not possible.

Google AI automation is the best solution to **efficiently account for all available signals to improve performance.**



Broad match gets the intention behind the search

Our latest improvements make it possible to deliver more relevant and converting search queries than ever before.



Me searching for
"Rubber birks"
≈ **Birkenstock sandals**



Mom searching for
"Treat cold symptoms at home"
≈ **Treat cold symptoms
without a doctor**



Spouse searching for
"Cooking ideas for dinner"
≈ **Order Takeout**

Choose your Smart Bidding strategy based on your goal

Reach more people as they search in increasingly diverse and unpredictable ways.

Smart Bidding uses billions of signals to understand these users and your performance goals – then **sets the right bids.**



A couple searching “places to eat tonight” on their phone nearby



A family searching “family-friendly restaurants SF”



A traveler searching “best risotto North Beach” on their laptop in hotel

For drastic holiday spikes in conversion rates, **manually adjust** automated bidding strategies:

Example

If conversion rates usually double on Cyber Monday...

 2x

...reduce your ROAS by half to maintain constant ROAS.

400% > 200%

On Black Friday...increase your store visit value to drive store traffic and maintain ROAS.

\$5 > \$20

OR

Let Google AI automatically account for changes with **seasonality adjustments**:

If you have a promotion or sale, you might see drastic changes in conversion rates (CVR) or values and it may take up to one conversion cycle for Smart Bidding to adjust. Use seasonal adjustments only for **short, infrequent events**, where you expect a temporary but significant change in conversion rates.

Example

- Quarterly 3-day mega sale with +30% conversion rate.
- Black Friday weekend when you've historically seen +30% in conversion rate.
- An in-store promotion is expected to increase store visit rates and you are bidding to omni



Select a **specific time window** to which adjustments will be applied.



Apply an adjustment based on the expected **increase in conversion rate** during the seasonal/sales event.

Tips for automatically created assets



Ensure your website content is accurate

Remember to follow Google Ads policies and check your asset details report to maintain accurate ad content.



Keep using your own headlines + descriptions

The headlines and descriptions you've already created will run alongside the automatically created assets to build high-performing responsive search ads.



Fill gaps to improve your Ad Strength

Automatically created assets can improve your Ad Strength, but be sure to stay focused on filling any gaps that remain.

All searches are not created equal

Expand beyond your current customers with [New Customer Acquisition goal](#)



Customer Match

When Customer Match is applied to Smart Bidding campaigns, we see a **20% increase in conversions** per dollar and a **3.6% reduction** in cost per click.



Convert more with Customer Match

When Customer Match is applied to Smart Bidding campaigns, we see an average **5.3% increase** in conversions.

 Holiday gift ideas



AI-powered Search checklist this holiday season

01

Increase presence on key categories with broad match variants

02

Choose your bid strategy & consider seasonality adjustments for peak demand increases

03

Maximize assets types & keep creative fresh with automatically created assets

04

Help Google AI find more of your ideal customers (NCA) & re-engage with Customer Match

05

Activate the Ads Power Pair to drive more conversions



Capture demand with Performance Max

Performance Max for online sales: double-digit upgrade from existing shopping solutions



Optimize your budget **across channels in real time** for peak budget agility and to quickly adapt to fast-changing consumer trends.

Goal-based campaign that focuses on achieving the performance objectives that matter to you with automation and machine learning.

Path-to-purchase aware so the right ad can be served at the right time according to your marketing objective.

Always serve on the best inventory across Google properties to reach customers where they are efficiently and at scale.



When compared to other Shopping campaigns, **Performance Max for online sales delivers 25% more conversion value** for every dollar spent.

Capture demand with Performance Max

Shopping & PMax tips for this holiday season

01 Maximize your opportunity to capture full demand

02 PMax excellence and supercharge your Ad Strength

03 Prepare for sales and promotional periods

04 Have a strong lifecycle goals strategy

01 | Maximize your opportunity to capture full demand



Uncap budgets to maximize opportunity

- Uncap budgets to not miss out on unexpected demand spikes.
- Avoid budget capping during peak moments, by setting a budget of 3X what you want to spend to ensure ample headroom to capture as much demand as possible.
- Adjust campaign budgets and ROAS targets at least 4-6 weeks leading up to peak holiday periods.



Lower your targets to capture full demand

- Consider lowering your ROAS target below what you normally set, given the high variability of demand.
- If you don't have a specific target, use Maximize conversion value (which helps drive as much conversion value as possible within your campaign's budget).
- You can also use seasonality adjustments for short, infrequent events where you expect a temporary, but significant change in conversion rates.



Launch campaigns in advance

- Launch campaigns and asset groups 2-3 weeks in advance of a sale or peak to ensure they ramp up efficiently.
- Try to minimize large changes during this time.

02 | What Ad Strength version of PMax do you have?



Clark Kent

- Not utilizing all available assets
- Using very few assets
- Not using different sizes
- URL expansion turned off



Superman

- Using all available assets: text, images, video, logo
- Hitting the maximum limit for each creative type
- Using all sizes (square, horizontal, vertical) for images and video
- URL expansion on



We found that advertisers who **improve** their Performance Max Ad Strength to “**Excellent**” see on average

6% more conversions

Capture demand with Performance Max

Supercharge your **Ad Strength** by

01

Providing a wide variety of text, image and video assets to scale your creative for better results

- A Hit the maximum upload limit per creative component type
- B Use asset generation to create text and images in seconds

02

Including a video in your Performance Max campaigns



Improve **asset variety** to drive better results

Provide as many creative components so that our cutting edge AI can show the best ad to the user at the right time.



20 text assets

- 15 headlines, and
- 5 descriptions



7 image assets

- 3 landscape images,
- 3 square images, and
- 1 portrait image



3 video assets

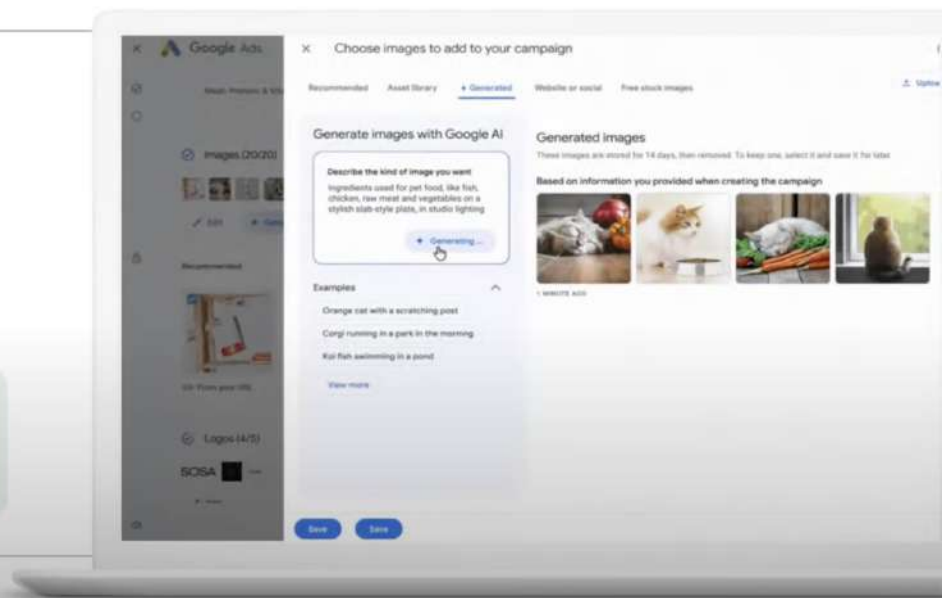
- 1 each in vertical, square, and horizontal orientations

Use **asset generation** to create more text and image assets in seconds



Enter a text prompt, and Google AI will generate text and image assets for you.* You're still in full control and can edit or remove any curated assets.

✓ **For best results:** Adding a variety of assets and keeping them fresh over time helps improve results by maximizing their eligibility to serve across many Google platforms.

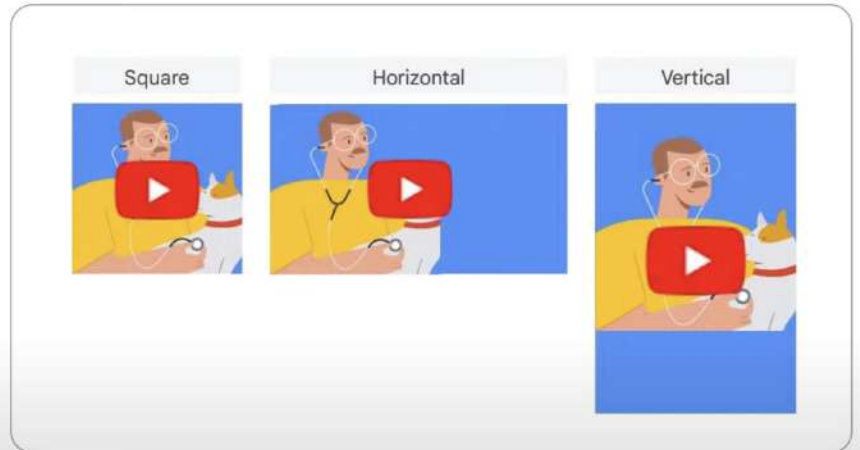


Include **videos** in your Performance Max campaigns



Advertisers with at least one video in their Performance Max campaigns saw an average **12% uplift in conversions.**

Advertisers that included at least 1 video of each orientation (horizontal, vertical, and square) to their Performance Max campaigns delivered **20% more conversions in YouTube compared to horizontal videos alone.**



Make sure you can turn up everywhere in Google **looking and sounding your best.**

Need videos? We can help with that

Creative component checklist



Auto-generated videos

If you don't have a video to upload, we will automatically generate one for you using a variety of proven templates, populated by images and text you provide. If you upload a video asset later on, the auto-generated one will stop serving.

Video creation in Google Ads

A self-service ad creation tool where you can populate pre-made video templates specifically tailored to your campaign goal.

To learn more, see the 'Create a video using Asset library' section of our Help Center article

Advertiser created video

Custom-made videos are ideal: explore if you can repurpose other assets (e.g. App Campaign), or even take a video from your mobile phone for YouTube Shorts.

Turn on **final URL expansion** to increase relevant reach

Make your Performance Max campaigns more effective by showing more relevant landing pages to potential customers.

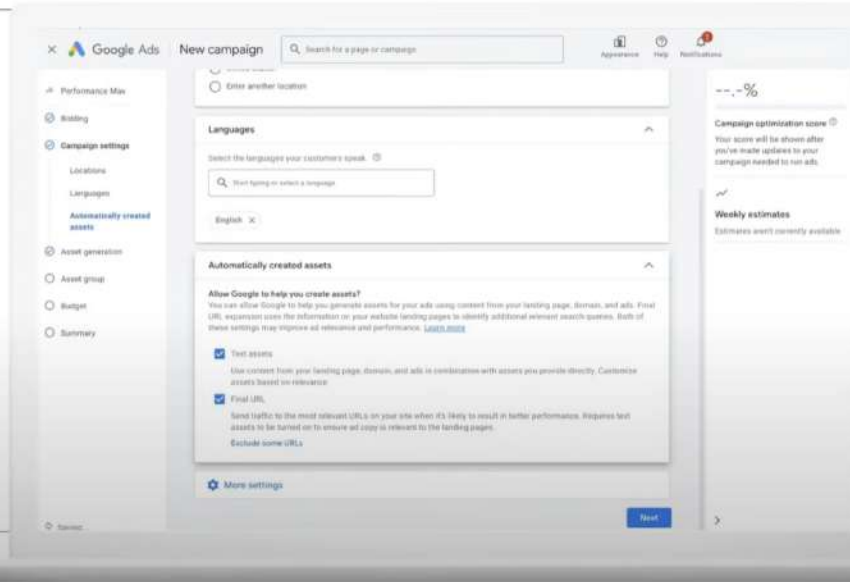


Benefits

- Directs a potential customer to a landing page most likely to drive the best performance based on customer intent
- Increases your opportunities to show ads across Google



Tip: You can find URL expansion and exclusion settings under "Automatically created assets" in the Campaign settings flow. You must enable automatically created assets to turn final URL expansion on.



03 | Prepare for sales and promotions



Seasonality adjustments

Launch campaigns and asset groups 2-3 weeks in advance of a sale or peak to ensure they ramp up efficiently.

Try to minimize large changes during this time.



Conversion value rules

Easily adjust values for conversions based on geographic location, store visits, store sales, and device and audiences (1P + Google Audiences)



Separate asset groups

Create a separate campaign or asset groups for a special event or products you'd like to prioritize.

New holiday assets and asset groups should be uploaded at least 2 weeks in advance.



Automated rules for asset groups

Use automated rules to schedule asset groups to go live or pause, as needed.

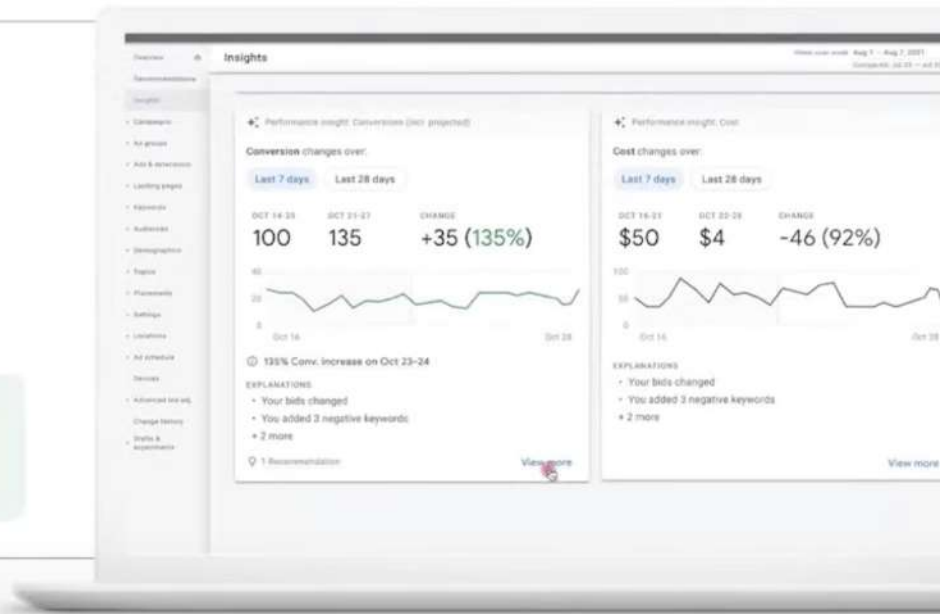
Performance Insights



Performance Insights see which asset groups, auction changes, change history settings, product groups, and product types are driving performance changes.

How to use:

If something looks out of the ordinary, dive in to see if you need to troubleshoot asset groups or product feeds



04 | Have a strong lifecycle goals strategy

Advertisers who highly value new customer acquisitions and use NCA Mode improved their ROAS by 9%, new customer ratio by 5% with a reduced acquisition cost for new customers by 7%.

Retain customers

- Re-engagement [Pilot]
- Audience conversion value rules

Merchant Center promos

- Discounts for new customers
- Discounts for loyalty members
- Loyalty program benefits in the Merchant Center



Acquire new customers

- Audience Signals
- New Customer Value modes
- New Customer Only campaigns
- New Customer Acquisition Goal with High Value Optimization (beta)

Checklist recap

01

Maximize your opportunity to capture full demand

02

PMax excellence and supercharge your Ad Strength

03

Prepare for sales and promotional periods




Goals for today's session

- 01 How Feeds power your Shopping program
- 02 Amplify your offerings and differentiate your products
- 03 Stay in compliance this season


Feeds power your Shopping program




Product feeds are the **backbone to Shopping**, where the strength of your program is only as strong as the health of your product data.

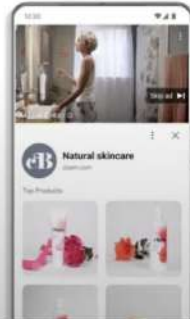
 Shopping




 Gmail



 YouTube



 Discover



 Display



 Maps





Amplify your offerings this
season with top signals

Optimize your Shopping Feeds

Faced with inflation & other macroeconomic factors, price remains top of mind during the full holiday shopping journey



Deals reduce cart abandonment & drive sales

75%

of shoppers have abandoned an online shopping cart have done so due to issues with cost



Deals instill trust & inspire purchase

67%

of shoppers have made a purchase they weren't originally planning to make solely based on finding a coupon or discount



Deals build positive associations & brand loyalty

93%

of shoppers say they would make a repeat purchase with a retailer that offered good discounts

Showcase timely deals by leveraging Merchant Promotions and sales annotations

Sale annotations



Overview: The "Sale" and strikethrough price annotations **automatically trigger** when an item is on sale and meets Google's criteria.

When to use: When the item's sale price is reflected directly on the product page (*i.e.* price strikethrough.)

How to use: This annotation cannot be controlled as it's dynamic, but to be eligible, send the sale cost of your items in the "sale price" attribute, while keeping the original cost in the "price" attribute.

Price drop annotation



Overview: The price drop annotation **automatically triggers** when Google recognizes a significant price reduction based on historical price.

When to use: Don't rely on this annotation to surface automatically. Take control of your sales by utilizing "promotions" and the "sale annotation" options.

How to use: This annotation cannot be controlled as it's dynamic, but to be eligible, **continue submitting accurate price data**. You may qualify for this annotation.

Local promotions available

Promotions









Overview: This promotions feature is ideal for promotions like "% off" or BOGO (*rather than a price strikethrough*).

When to use: When the sale or promotion is applied at checkout (*i.e.* a promo code or automatically applied at checkout).

How to use: Follow the setup instructions and review promotion types & requirements. **For local promotions**, ensure you have active local inventory ads.

Differentiate your offerings with shipping speeds and highlight your holiday return policy

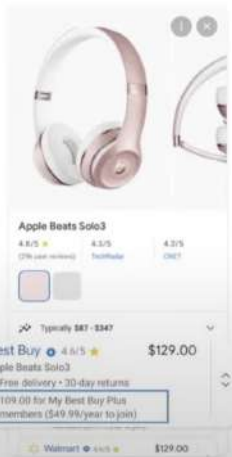
| | | | | | |
|---|--|--|---|---|---|
| <p>A</p>  <p>EN520SL Lattissima Plus Espresso and Cappuccino... \$65.00 Malik Free shipping</p> | <p>B</p>  <p>Kate Spade Grand Floral ... \$97.00 Kate Spade ★★★★★ (23) \$4.99 delivery</p> | <p>C</p>  <p>Belia Open End Sofa - Malmo Open Left \$3,749.00 Rove Concepts Get it by 1/23</p> | <p>D</p>  <p>Comforts Double- Tipped Cotton Safety Swabs - 55 ct \$2.19 Instacart \$10 min. order</p> | <p>E</p>  <p>Tweed Flat Mules, EUR43 Multicolor Colorblock Fashionable Tweed \$23.00 SHEIN Free ship \$50+ For most items: 45-day return policy</p> | <p>F</p>  <p>Free 3-day</p> <p>Keurig K-Classic, Single Serve K- Cup Pod Coffee Maker, 6 to 10o... \$111.99 Wayfair ★★★★★ (1k+)</p> |
|---|--|--|---|---|---|

- A** Shipping cost / free shipping threshold
- B** Shipping cost
- C** Shipping speed
- D** Minimum order value
- E** Return policy
- F** Fast & free

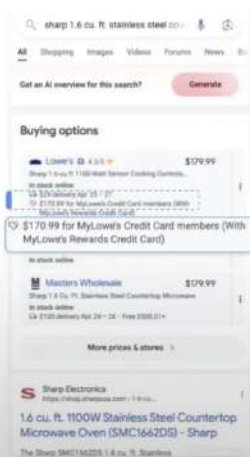
Elevate your loyalty program to engage and retain high value members

Existing (Organic + Paid Pilots)

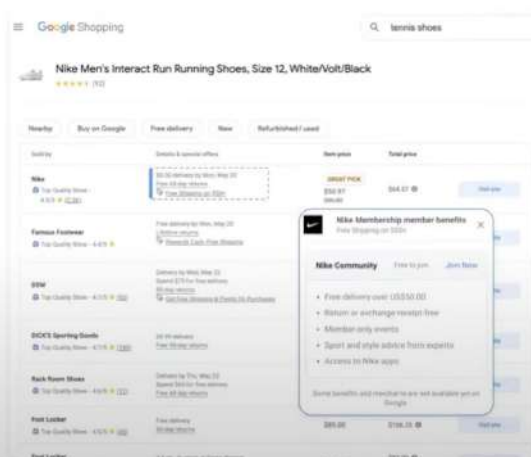
New (Paid)



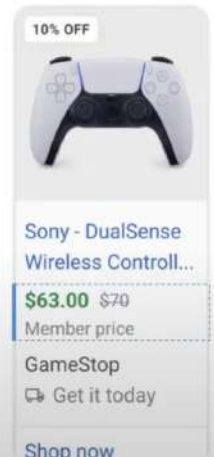
Free Listings



Blue Links



Shopping Loyalty Banner



Loyalty Known



Stay in compliance this season
with these policy tips

Maintain high quality data and strengthen your data architecture aligned with our shopping policies



Accurate & comprehensive

Users expect to see the same information they saw in the ad when clicking through to a merchant's site.

Product and offer information should be prominent on Merchant's landing pages.



Up-to-date

Ensure the most up-to-date information is shared to Google in order to power high quality ads.



Verifiable

Merchants should maintain a site experience which is clear and consistent from landing page through to cart and checkout.

Be aware of top holiday data quality issues

Account level issues

Top holiday data quality and policy violations:

- Price mismatch (PID & Account)
- Availability mismatch (PID & Account)
- Tax mismatch (Account)
- Shipping mismatch (Account)
- Generic landing pages (Account)

Item level disapprovals

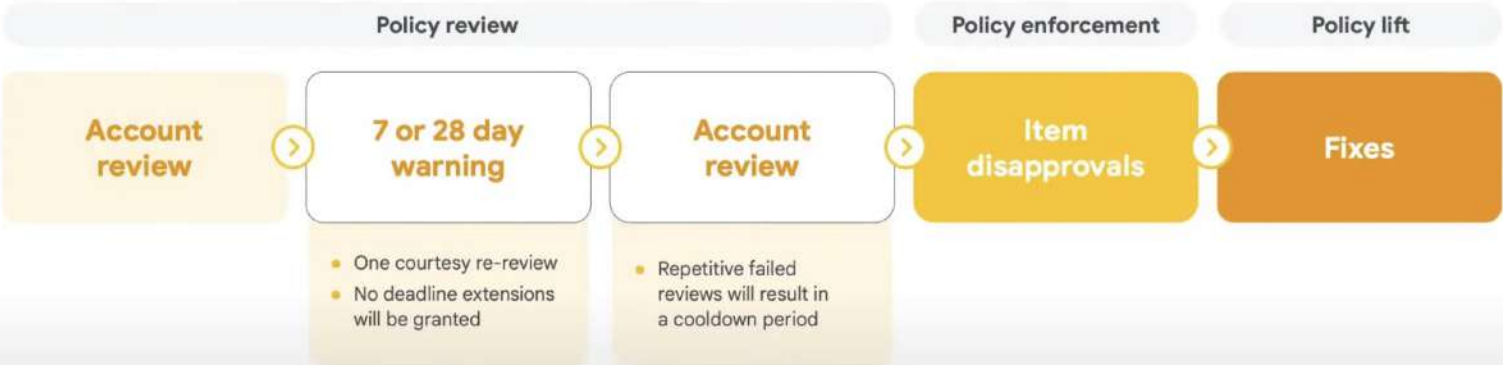
Top disapproval errors:

- Unavailable landing page
- Watermarked or promotional elements on images
- Policy violation (pharma, healthcare & medicines, weapons, restricted products)
- Missing or invalid GTIN
- Price or availability mismatch (page crawl)



Resolve issues by ensuring up-to-date, accurate data and a consistent, frictionless site experience.

Understand account policy enforcement



 **Tip:** Proactively use your courtesy re-review prior to your warning due date to test any additional issues and reduce enforcement risk.

Optimize your Shopping Feeds

Have more questions? Reach out to **Google Merchant Center** support



24/7 troubleshooting support

Have questions about product disapprovals, account issues, policy questions? Use the Help Center to **get call, chat, or email support:**

support.google.com/merchants/gethelp



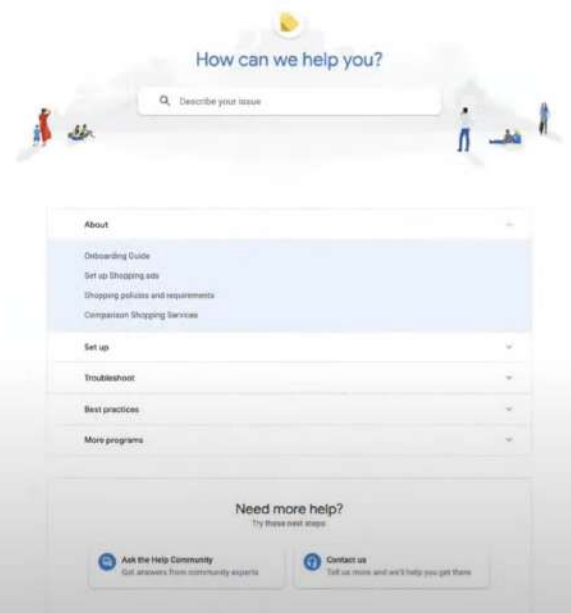
Get a call



Chat



Email



The Omni Shopper Opportunity

Meet shoppers (wherever they are) this holiday season with omnichannel strategies to build business outcomes



+30%

More purchases
than shoppers thought
they would have



+35%

More spend
throughout 2023



4x

**More likely to be
a loyalist**
and join a loyalty program



+2x

**More likely to
recommend**
to friends and family

Three **core insights** to drive your holiday omnichannel strategy



Shoppers want to make choices quickly

Shoppers don't want to spend excess time and energy sorting through extraneous information to find what they need. Many leverage technology to get their shopping done as quickly as possible.



Shoppers want to feel secure and confident in their choices

To make them feel reassured, they turn to trusted retailers and conduct research leveraging touchpoints in both online and offline channels.



Omnichannel shopping has become second nature

The majority of today's shoppers seamlessly transition across channels throughout their shopping journey, many leveraging apps in-store to get the best of both worlds.

AI-powered **omni checklist** this holiday season

01

Opt-in

Opt-in to the full omni portfolio with **omnibidding and scaled format adoption**. Optimize formats for buy-online, pick-up in-store conversions to drive even more in-store purchases.

02

Value offline sales

Agree on initial value (Store Visit Value, using Store Sales Improvements) for offline to test or advance omni bidding. Match your **KPIs and measurement**.

03

Test & learn

Iteratively **test offline inputs** to find the ideal value to maximize omni revenue.



Google's holiday-ready omni solutions

Why **omni measurement** is Google's competitive advantage for advertisers



Maps is our strategic advantage
that allows us to reach 1B+ users wherever they are



We reach 76% of online shoppers
every month on our platforms



Unparalleled inventory
drive valuable shoppers to your website or store



Foundational infrastructure



Offline measurement



Connect digital + store



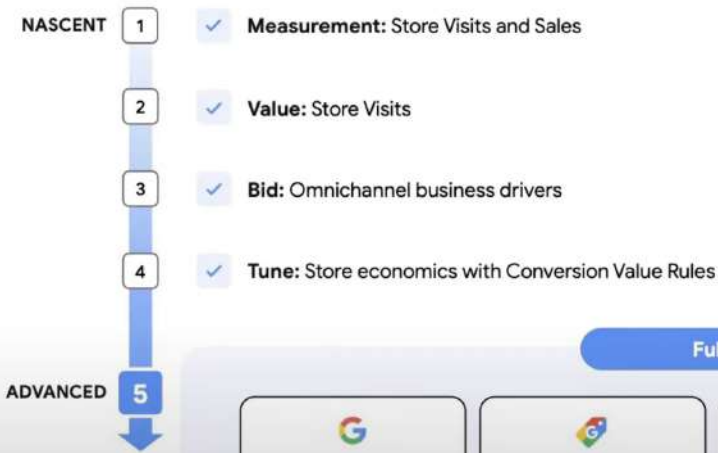
Omnichannel media



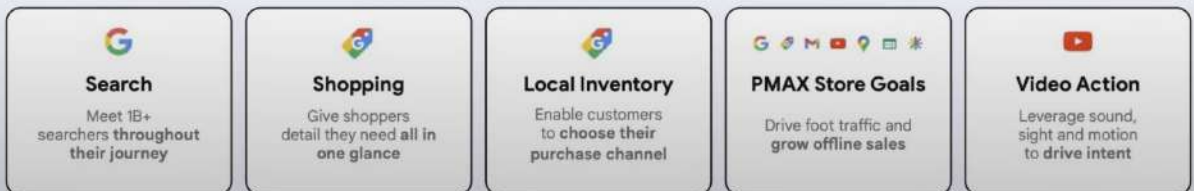
Omnichannel automation

Omnichannel maturity across bidding & formats

Bring your digital and physical storefront to the front



Full portfolio omni solutions





Valuing & targeting the omni shopper

Why omni is your competitive advantage

A tale of shopper behavior



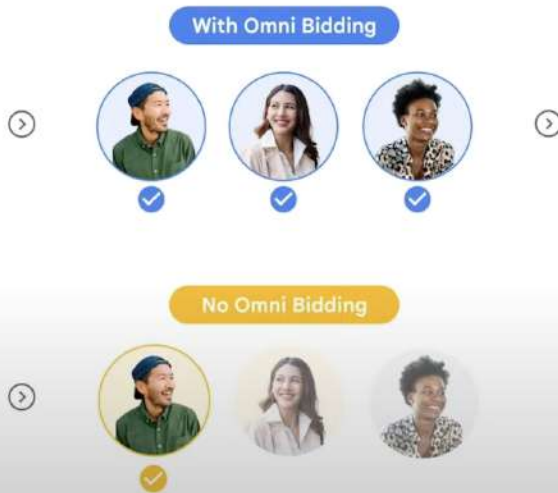
Matt spends \$25-\$150 on **e-comm purchases**



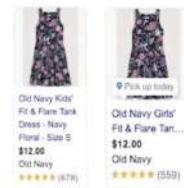
Carmel spends \$400 in combined purchases across **both channels**



Jen prefers to **shop in stores** spending on average \$200, but researches online



Capture all valuable shopper groups



Google's **Smart Bidding** pick up shoppers in this group as high value customers, and our **local formats** drive them to the retailer's website or in-store to purchase

Selecting the right bidding activations to best align with advertiser goals

| | | Automatic reporting? No advertiser action required after meeting volume thresholds | Static values? Optimizes dynamically based on static sales data | Dynamic values? Optimizes dynamically based on dynamic sales data |
|-----------------------------------|-----------------------------|--|---|---|
| Goal: drive foot traffic | Store visits | ✓ | ✓ | ✗ |
| Goal: drive in-store sales | Store sales: default values | ✓ | ✓ | ✗ |
| | Store sales: uploads | ✗ | ✗ | ✓ |



Static and dynamic values can be modified at a campaign level with conversion values rules

Account for business nuance in value setting



Store Visit conversion value rules

For some advertisers, in-store purchase rates and average purchase values may fluctuate by product or service.

Set more precise in-store values by adjusting store visit values at the campaign-level.



| Search Campaign A: WASHERS & DRYERS | |
|--|-------------------|
| | Store Visit Value |
| Account Level | \$100 |
| Campaign Value (w/ CVR) | \$500 |

| Search Campaign B: COFFEE MAKERS | |
|-------------------------------------|-------------------|
| | Store Visit Value |
| Account Level | \$100 |
| Campaign Value (w/ CVR) | \$50 |



Store Sales conversion value rules

Prioritize e-commerce sales over store sales while still taking advantage of omnichannel bidding with **dynamic store sales values**.

Use account-level conversion value rules to **set an account-wide discount on store sales** to increase the weight of online sales.

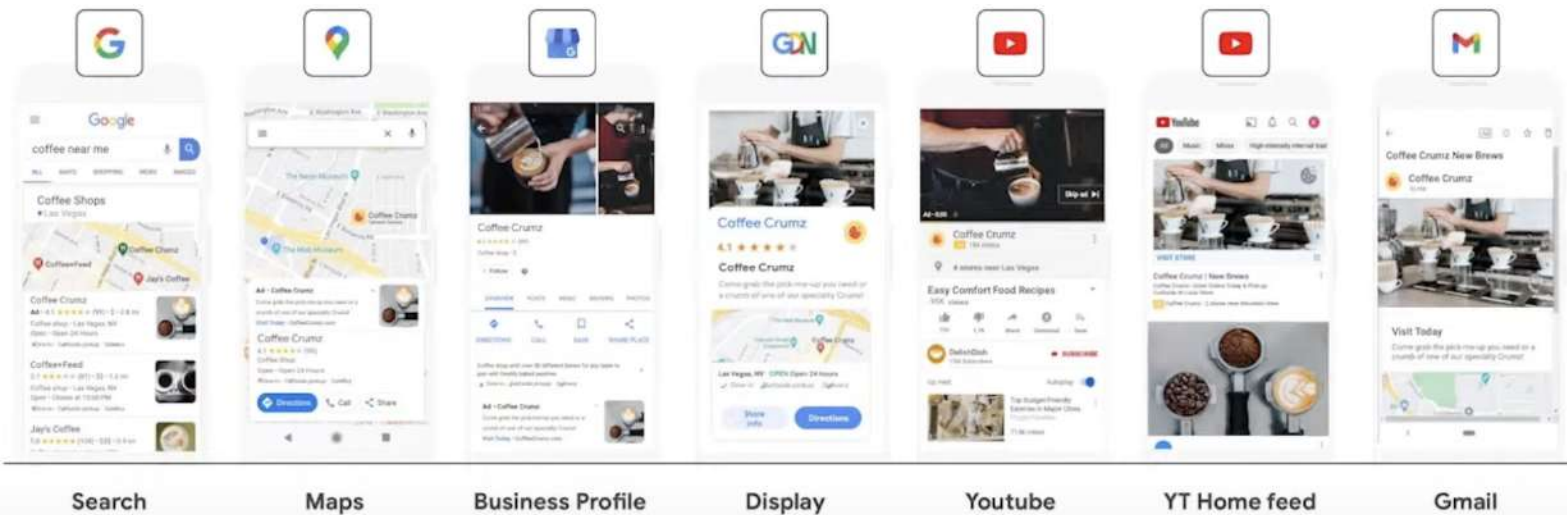


| Account A | |
|--------------------|----------------|
| | Value |
| Online Sales Value | \$100,000 |
| Store Sales Value | \$150,000 |
| Store Sales Rule | 0.5 Multiplier |

Leverage the Full Suite of Omni Formats

PMax for Store Goals

Bringing together the best of Google formats to exclusively drive in-store sales



💡 Tip

Set up your omni bidding strategy today

