Generate demand to drive sales today and tomorrow



Growing demand ensures you don't hit a "sales ceiling."

Influence consumers in the mid-funnel to create consistent future demand and drive sales growth.



Source: Rethinking brand for the rise of digital commerce. WARC, 2021

LIVE

Intro to Demand Gen campaigns

Consumers are considering purchases more than ever



1 out of 3

Consumers are spending more time making decisions and considering more brands [1]



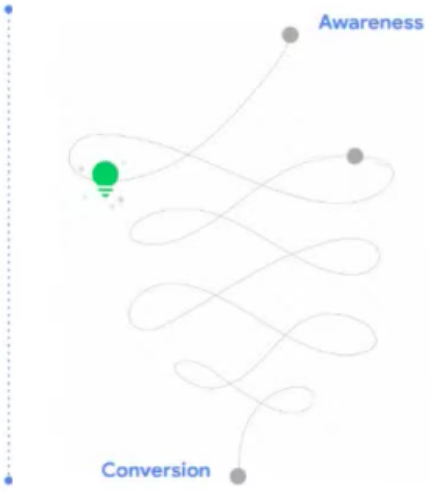
48%

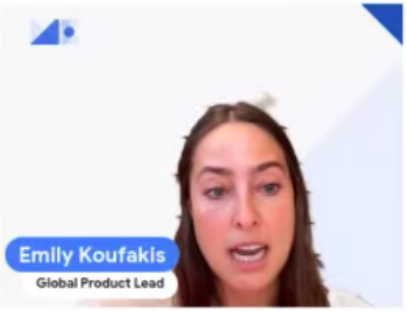
Of customers are happy to switch providers for a better deal [2]



3x

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





Meet the Expert

Source: (1) Google Ipsos Consumer Continuous. (2) Google, Material Research Study, n=2,000, Nov. 2022. (3) McKinsey & Company

Google

Consumers are considering purchases more than ever

1 out of 3

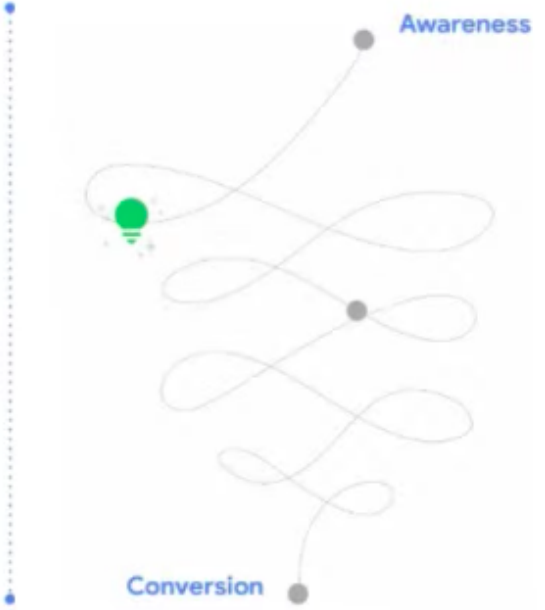
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3x

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Consumers turn to YouTube & Google to discover & take action

2X

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

86%

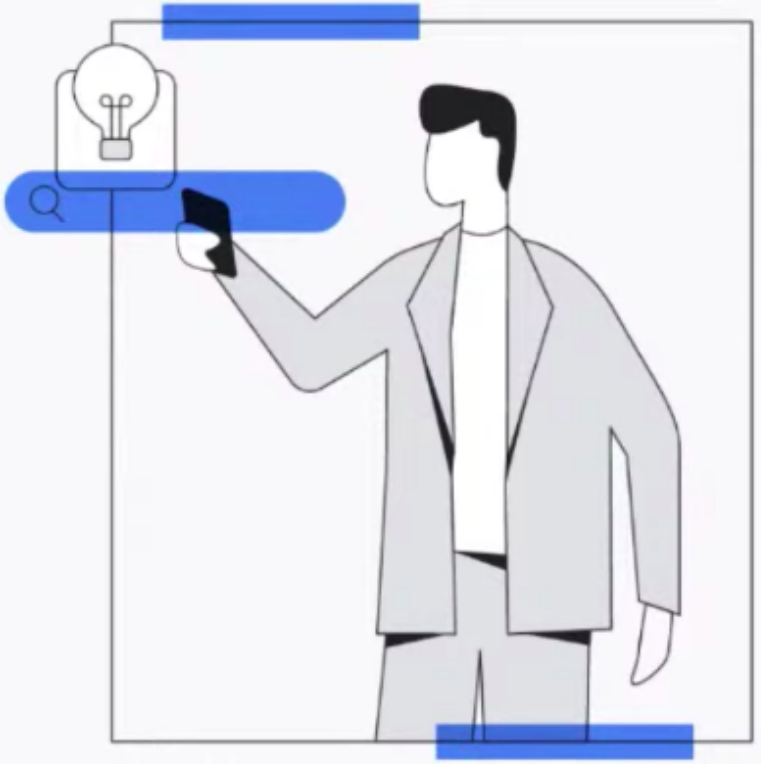
of online users spring into **immediate action after discovering something new** on YouTube or Google



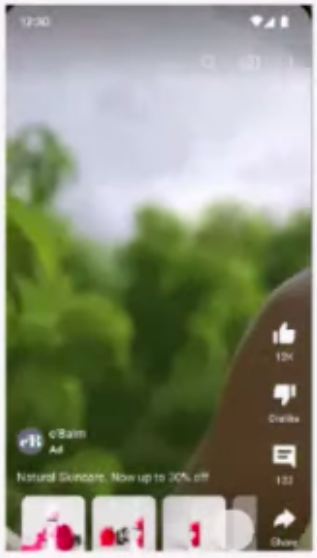
Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023

Introducing Demand Gen campaigns

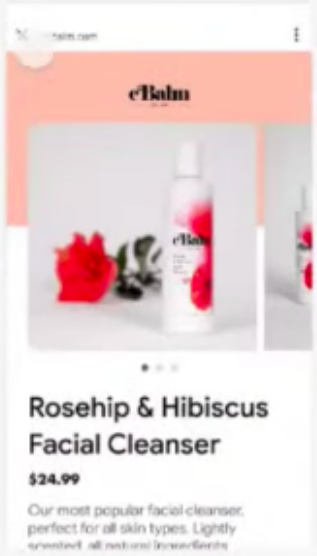
Engage and **convert consumers** with immersive, relevant, and visual creatives that grab attention and **spur action** in a single campaign



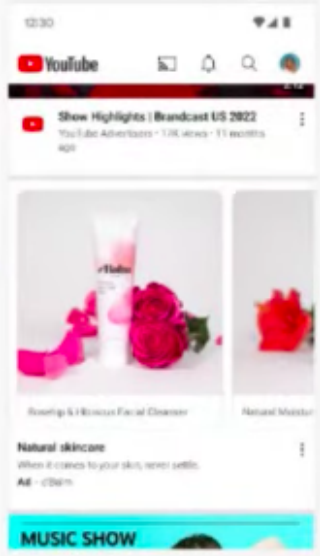
Meet the Demand Gen lineup



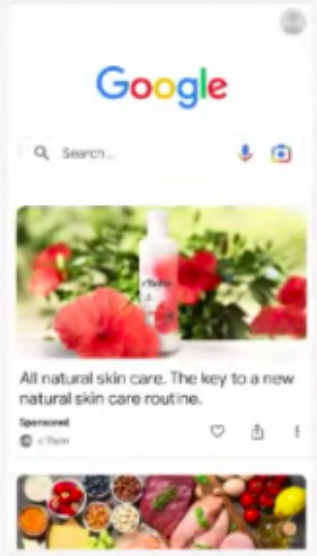
YouTube Shorts



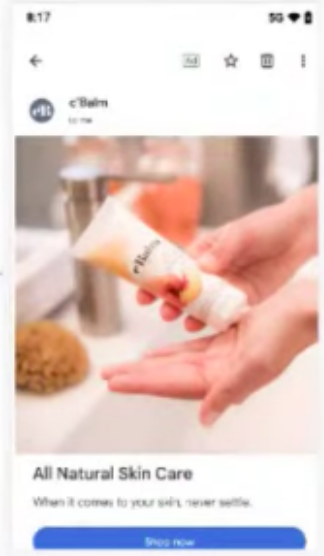
YouTube in-stream



YouTube Feeds



Discover



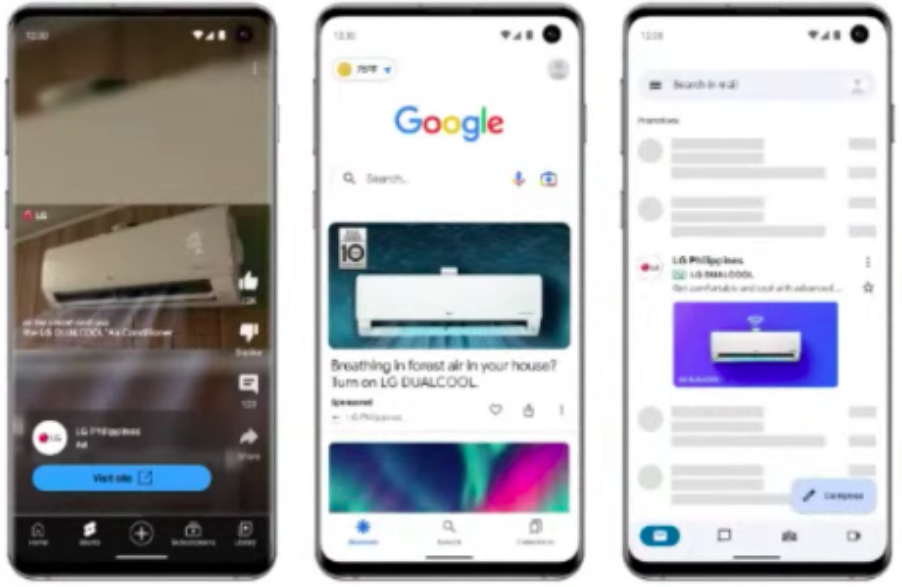
Gmail

 Source: Internal Data, July 2023.

LG Electronics

LG Electronics achieves 91% lower CPA and 48% higher CTR with Demand Gen

Electronics and home appliances company | APAC - South Korea • lg.com/ph | Agency Name: LG CNS



"Going forward, we'll continue using Demand Gen and expanding it to other product categories to find new potential customers and increase brand consideration."

—YOUNG BAE KWON

Marketing Manager, LG Electronics

91% Lower CPA

24% Higher CVR

48% Higher CTR

vs. other social campaigns with similar goals

Meet the Expert

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home. © 2023 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

Google

Expanded Impact

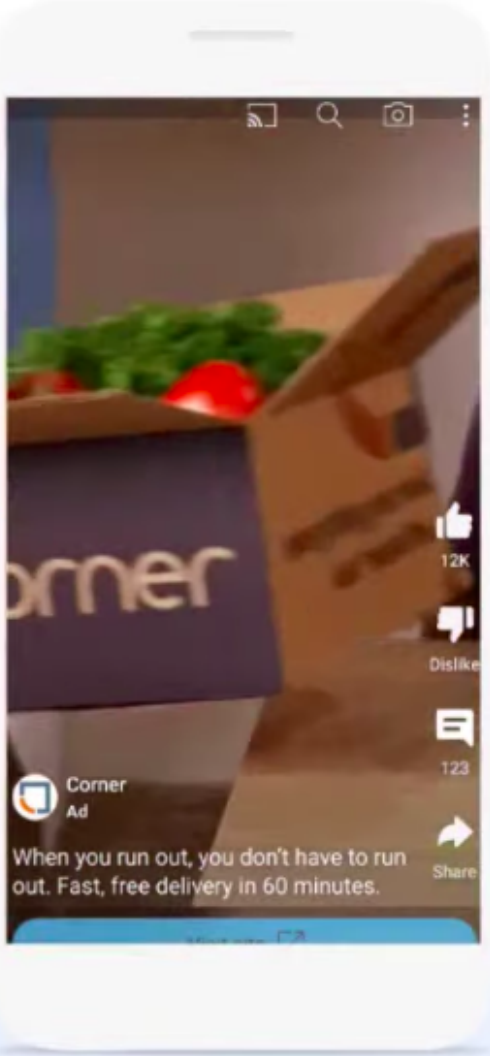
Access to YouTube & Google's most immersive, visual touchpoints

Access the YouTube you know but short

YouTube Shorts has surpassed

70 BILLION

daily views globally (**2.2x** vs. 2022)



Source: YouTube Internal Data, Global, April 2022 & February 2023

Discover

99%

of **Gen Z** online users say they use YouTube or Google feeds monthly.

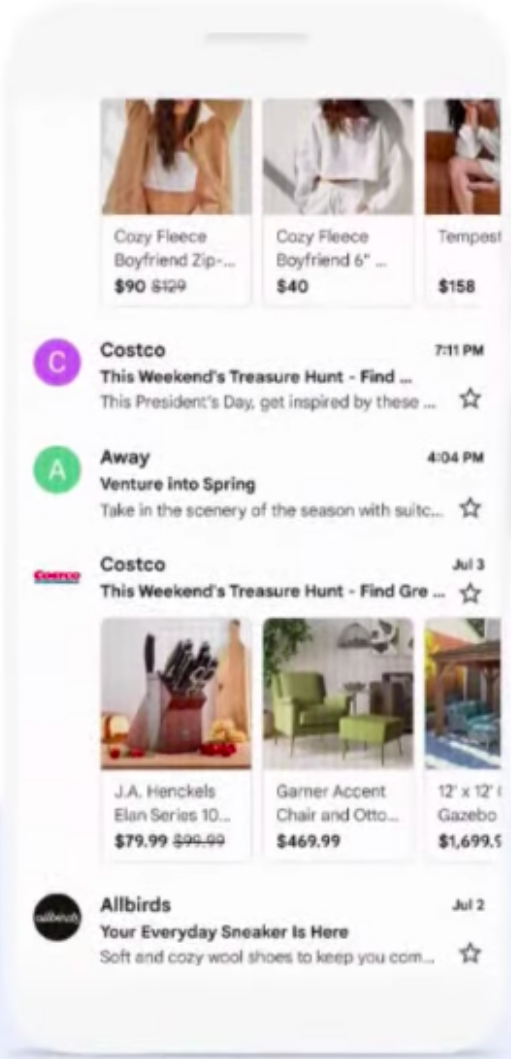


Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023

Gmail

67%

of consumers are more likely to buy a product after seeing it in an ad on Google or YouTube **vs. other social sites/apps.**



Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023

Tailored Ad Experiences

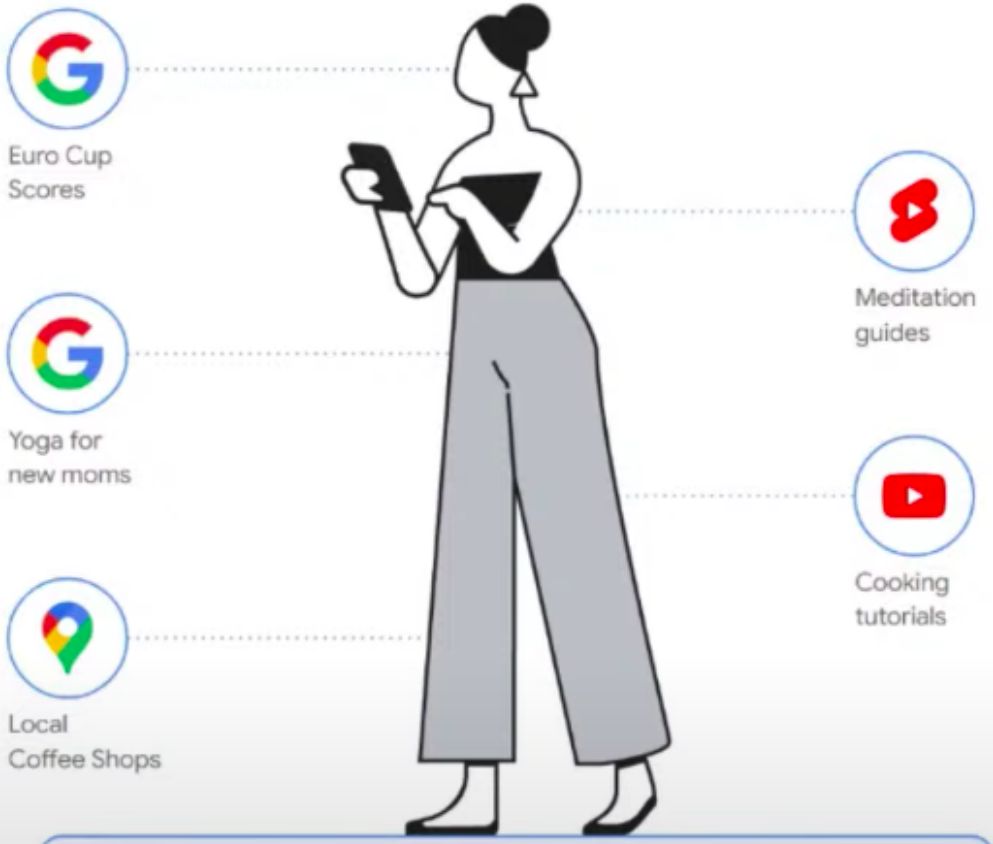
Audience-first creatives that drive demand

Meet the Expert

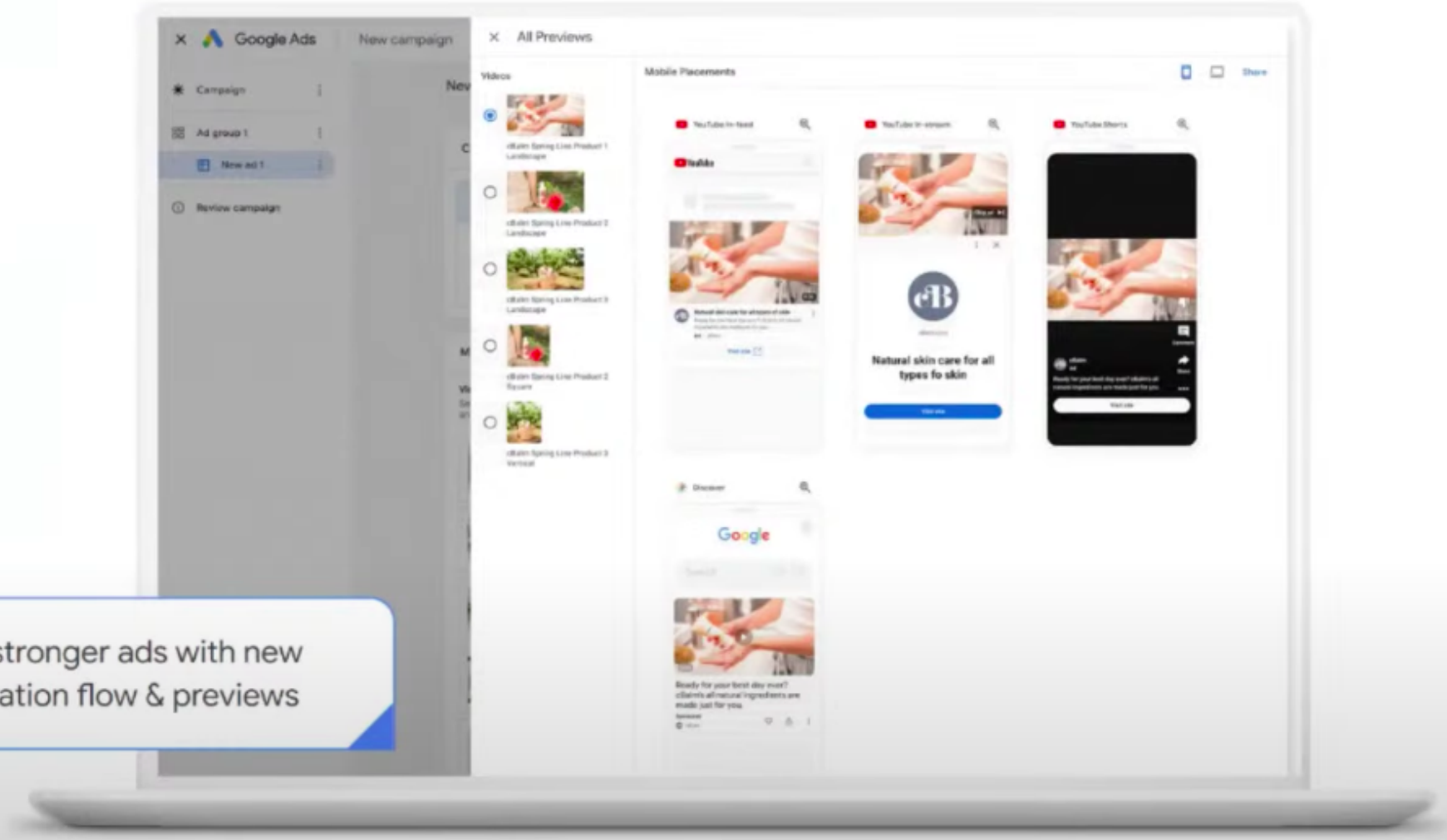
Google

We package consumer mindsets

Our audience solutions can differentiate between a customer with **interest** vs. purchase **intent**



Google and YouTube audience solutions powered by **interest** and **intent** to meet your goals.



Craft stronger ads with new ad creation flow & previews

Google Ads | New campaign

Search for a page or campaign

Appearance | Help | Notifications

Demand Gen - 2023...

Ad group 1

Burger of your drea...

Review campaign

Edit

Text

Headline

Add up to 5 headlines

Best Burger

11 / 40

Headline

0 / 40

+ Headline

Description

Add up to 5 descriptions

The burger of your dreams

25 / 90

+ Description

YouTube | Discover | Gmail

Gmail - Open

BurgerMTV
to me



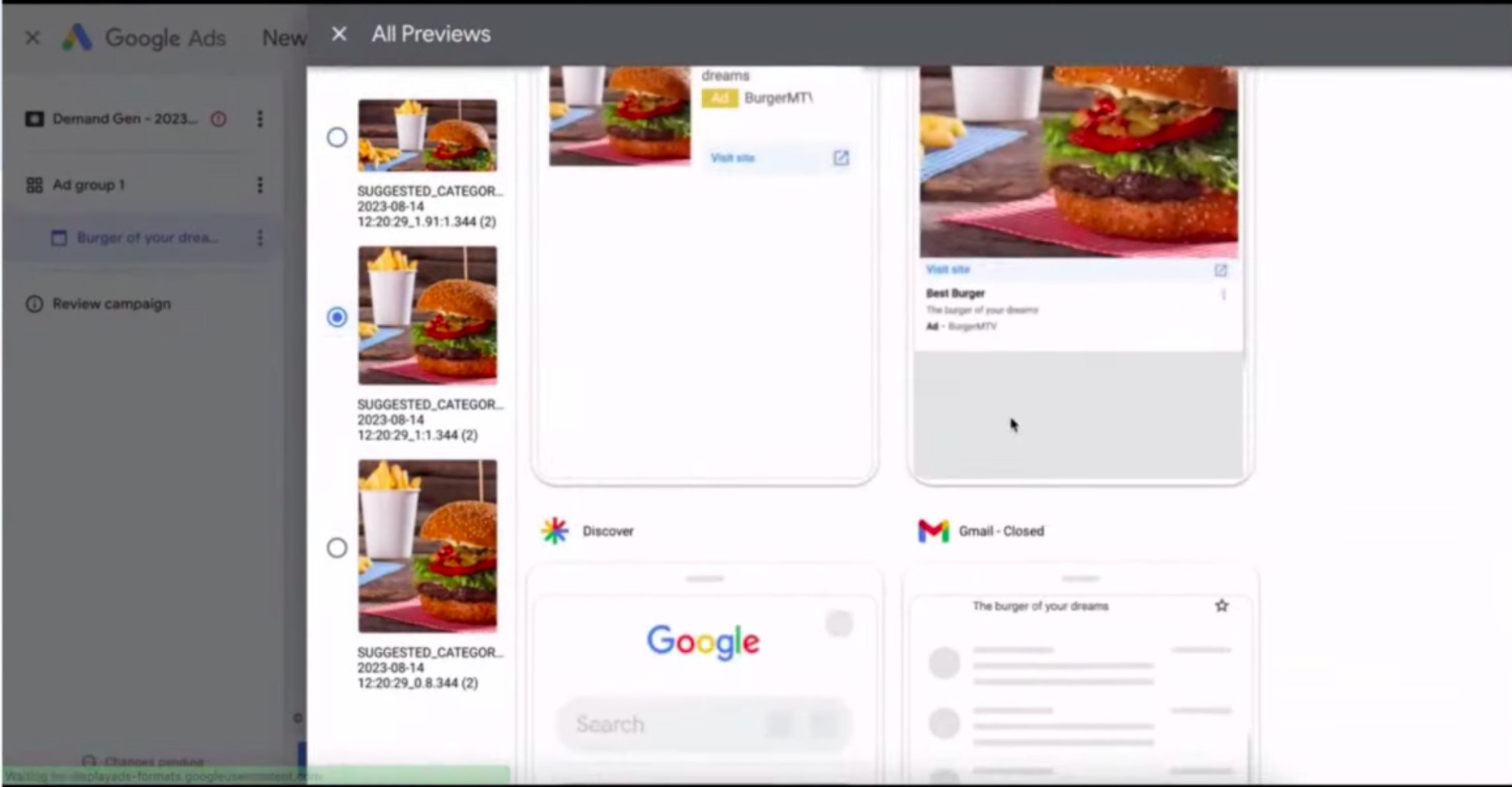
Best Burger

The burger of your dreams

Visit Site

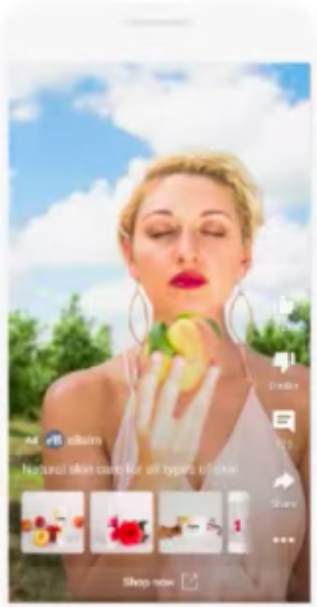
Changes pending

Go to review | Create new ad

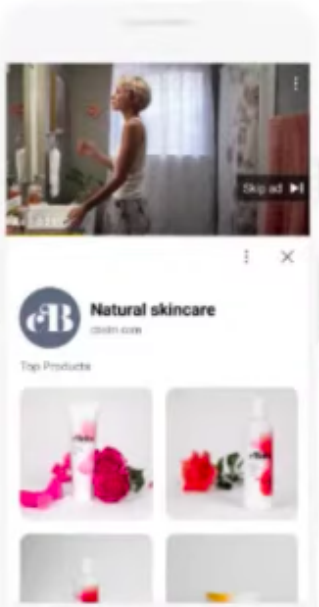

Google Ads
New
All Previews
Demand Gen - 2023...
Ad group 1
Burger of your drea...
Review campaign
SUGGESTED_CATEGOR...
2023-08-14
12:20:29_1.91:1.344 (2)
SUGGESTED_CATEGOR...
2023-08-14
12:20:29_1:1.344 (2)
SUGGESTED_CATEGOR...
2023-08-14
12:20:29_0.8.344 (2)
dreams
Ad
BurgerMT\
Visit site
Visit site
Best Burger
The burger of your dreams
Ad · BurgerMTV
Discover
Gmail - Closed
Google
Search
The burger of your dreams

Feature Spotlights | Tailored Ad Experiences

Demand Gen w/ Product Feeds: Shoppable video & image ads together in one solution



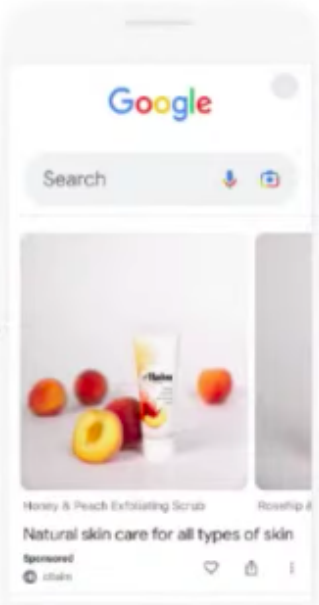
YouTube Shorts



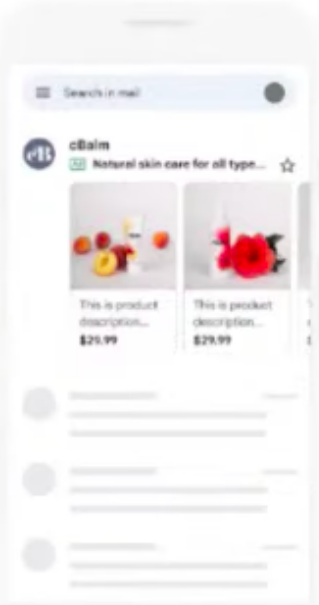
YouTube in-stream



YouTube Feeds



Discover



Gmail

Test & learn which creative resonates with your audience with A/B experiments

Fast

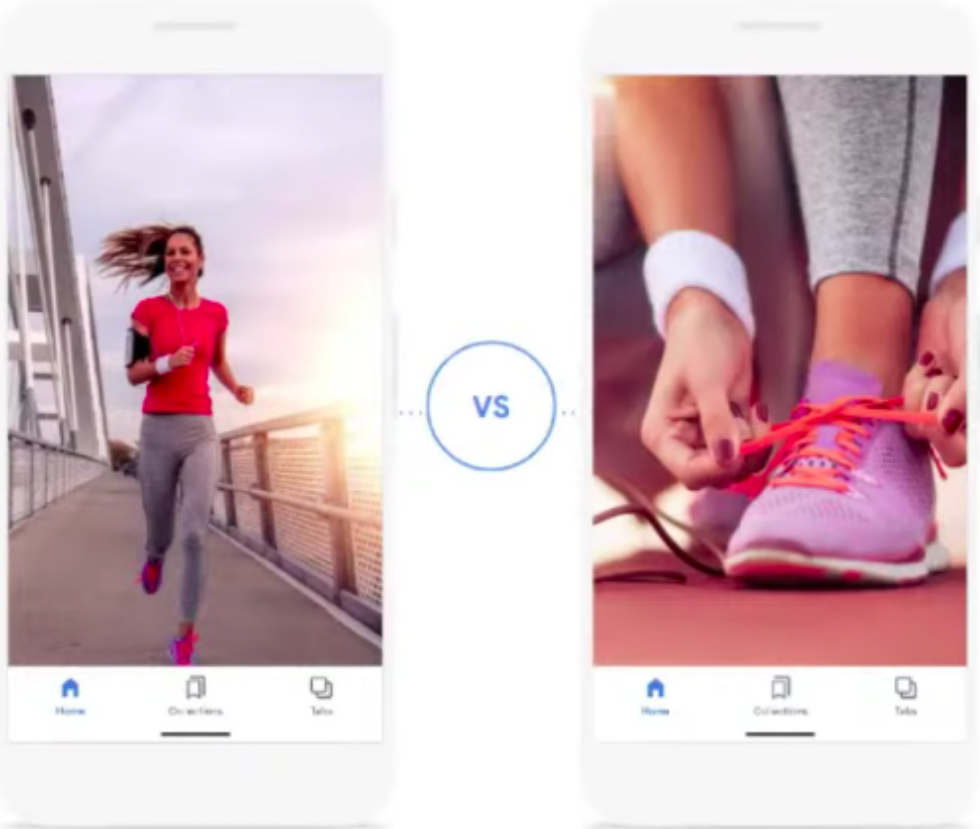
Get results that you can take action on immediately

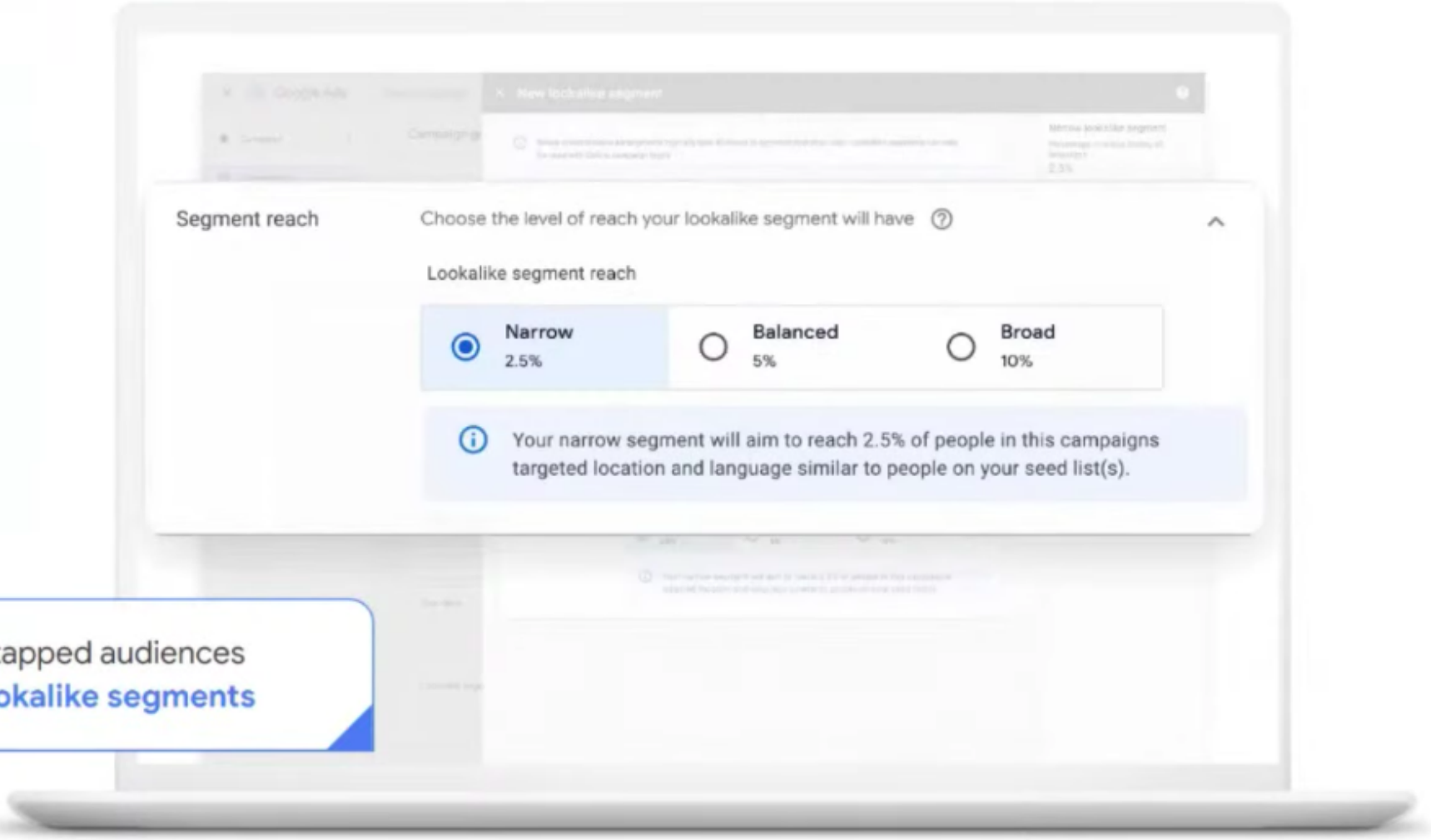
Reliable Methodology

Run accurate tests with a representative Audience and scaled sample size

Test in Real Ad Environment

Frictionless experience to test your hypotheses in a real ad environment





Find untapped audiences with Lookalike segments

How Lookalikes & Optimized Targeting work together

	"I want to find customers just like my current customers"	"I mostly care about performance, regardless of who converts"	"I'd like to find customers similar to my current ones, but also am open to finding new customers that might be likely to convert"
	Audiences		
Input	• Build a Lookalike segment based on your 1st party lists (use narrow / balance options) • Regardless of the goal, turn off OT	Keep OT turned on to drive optimal performance and find your likely converters	• Build a Lookalike segment based on your 1P lists and/or web traffic (use broadest option) • Keep OT on to expand your audience further
Expected Output	Audiences similar to my current customer base, but expanded via the options within Lookalike segments	Converters who you may have never considered and are interested in your brand	Lookalike audience will serve as a soft hint to fuel OT to find likely converters who are as similar as possible to your current customers

Please note that this doesn't account for all variations that might occur during your campaign set up. This should be used as an example of how Lookalike audiences and OT can work together. This doesn't consider including other Google audiences into your strategy (which you should) such as Custom Segments, In-Market, Demos, etc.

Ensure that campaign measurement KPIs align with your business goal

Demand Gen campaigns can help drive **middle to lower funnel** objectives, and we prove that through our robust measurement offering

