

GML Announcements

Organized by GML Keynote Chapters

AI Essentials 2.0 & The Power Pack



Future of Search Ads

Ads in AI Overviews

Ads in AI Mode

AI Max for Search

Smart Bidding Exploration

Channel performance reporting in Performance Max

Search terms report

New controls to optimize for prospecting

Maps inventory

New Customer Acquisition Goal



Future of Video & Apps

Video ads across Google surfaces

Creator Partnerships Hub

Insights Finder

Shoppable Masthead

Shoppable CTV

Peak Points

Checkout Links

On-device conversion measurement using event data for iOS campaigns

Target ROAS bidding for iOS campaigns

Measure app installs and conversions from your web campaigns

Web + App Integrations in Google Ads

Web to App Connect Additional Inventory



Future of Creative

Effortlessly Reformat and Extend your Videos

Asset Studio

New Visual Shopping Experience in AI Mode

Merchant Brand Profile in Merchant Center

Video Management Tools in Merchant Center

Visual content generated for you in Merchant Center

Tailored growth opportunities generated for you in Merchant Center



Agentic

Agentic capabilities: Your Google Ads expert

Agentic capabilities: Your Google Analytics expert

Agentic capabilities: Your cross-website marketing advisor



Future of Measurement & Data

Incrementality improvements

Attributed branded searches

Meridian

Cross-Channel Measurement

Boost your ROI with Data Manager

Data Manager API

Google tag gateway for advertisers

Confidential matching

Commerce Media suite

Product Announcement Index



Search

- Ads in AI Overviews
- Ads in AI Mode
- AI Max in Search
- Smart Bidding Exploration



YouTube & Video

- Video ads across Google surfaces
- Creator Partnerships Hub
- Insights Finder
- Shoppable Masthead
- Shoppable CTV
- Peak Points



PMax

- Channel Performance Reporting
- Search terms report
- New controls to optimize for prospecting



Demand Gen

- Maps inventory
- New Customer Acquisition Goal
- Checkout Links



Measurement

- Incrementality improvements
- Attributed branded searches
- Meridian
- Cross-Channel Measurement
- Boost your ROI with Data Manager
- Data Manager API



Measurement Cont.

- Google tag gateway for advertisers
- Confidential matching
- Commerce Media suite



Apps

- On-device conversion measurement using event data for iOS campaigns
- Target ROAS bidding for iOS campaigns
- Measure app installs and conversions from your web campaigns
- Web + App Integrations in Google Ads
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Agentic

- Agentic capabilities: Your Google Ads expert
- Agentic capabilities: Your Google Analytics expert
- Agentic capabilities: Your cross-website marketing advisor



Creative

- Effortlessly Reformat and Extend your Videos
- Asset Studio
- New Visual Shopping Experience in AI Mode
- Merchant Brand Profile in Merchant Center
- Video Manager in Merchant Center
- Visual content generated for you
- Tailored growth opportunities generated for you



GML Digital

- Accelerate with Google

Google AI Essentials 2.0

Get your next-gen AI assessment: Be ready for tomorrow, today.

AI Data Strength

Build a **trusted decision engine** with **first-party data and measurement**

Data

◆ New

Connect your first-party data, and **upgrade your tag in Data Manager**.

Use data sources including your website and CRM to unlock new signals.

Measurement

◆ New

Measure **incrementality** with experiments across many campaign types in Google Ads, with lower budget requirements and improved methodology.

◆ New

Optimize the full value of your budget with **Meridian** and **Budgeting Tool** in Google Analytics.

AI Content Strength

Supercharge your AI with strong **content & creative assets**

Content & SEO

◆ New

Create original, user-focused content for paid media, and leverage **Creator Partnerships**.

◆ New

To succeed with **SEO in the AI era**, craft helpful content, measure true value, aid crawlers, and build quality with AI.

Creative

◆ New

Generate high-quality creative assets through **Asset Studio** and explore image to video capabilities with **Veo** and **Imagen**.

YouTube Video Reach & Video View Campaigns

Access **format controls** now available in **Video View Campaigns**.

◆ New

Maximize reach of your non skippable ads with **Video Reach Campaigns Non Skips**.

AI Performance Strength

Adopt the **Power Pack**

Search Ads

◆ New

Activate **AI Max for Search campaigns** to drive performance on new, relevant queries, and expand reach to AI surfaces with personalized creatives and landing pages in just one click.

Performance Max

Set up asset best practices, like maximizing your asset variety, and opt into **final URL expansion**.

◆ New

Access **search terms reporting** and **channel performance reporting and diagnostics**.

Demand Gen

Set up **"lookalike audiences,"** and adopt **video enhancements**.

◆ New

Use **channel controls** to customize your media mix.



Harness agentic capabilities to support, optimize, and advise

Get personalized help from our **AI experts** in Google Ads and Analytics, and for all your needs across the web.

◆ New



Availability: en-US | more coming soon



Languages: en-US



Cross-Marketing Objective

Meet The Power Pack

Google's next generation AI-Powered solutions

Introducing our **next generation of AI-powered campaign solutions**, built for this new era of Search and multi-modal experiences.

The Power Pack is the engine that will drive next-level performance across Search and YouTube, using **Performance Max, AI Max for Search campaigns and Demand Generation**.



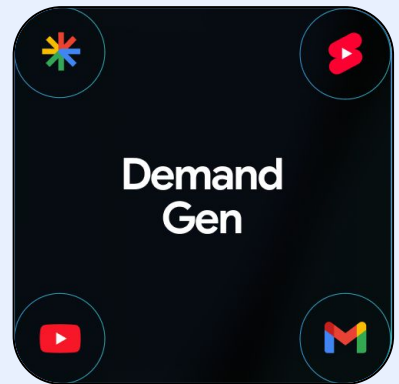
[Channel Performance Reporting](#)

[Search terms report](#)

[Prospecting mode](#)



[AI Max for Search](#)



[Maps inventory](#)

[New Customer Acquisition Goal](#)

Future of Search Ads

The background of the left panel is a light blue gradient. It features several decorative elements: a large, dark blue speech bubble shape at the bottom left; a smaller, dark blue diamond shape to its right; and a dark blue speech bubble shape to its left. There are also some smaller, lighter blue diamond shapes scattered around.

Ads in AI Overviews

Ads in AI Mode

AI Max for Search

Smart Bidding Exploration

**Channel performance
reporting**

Search terms report

**New controls to optimize
for prospecting**

Maps inventory

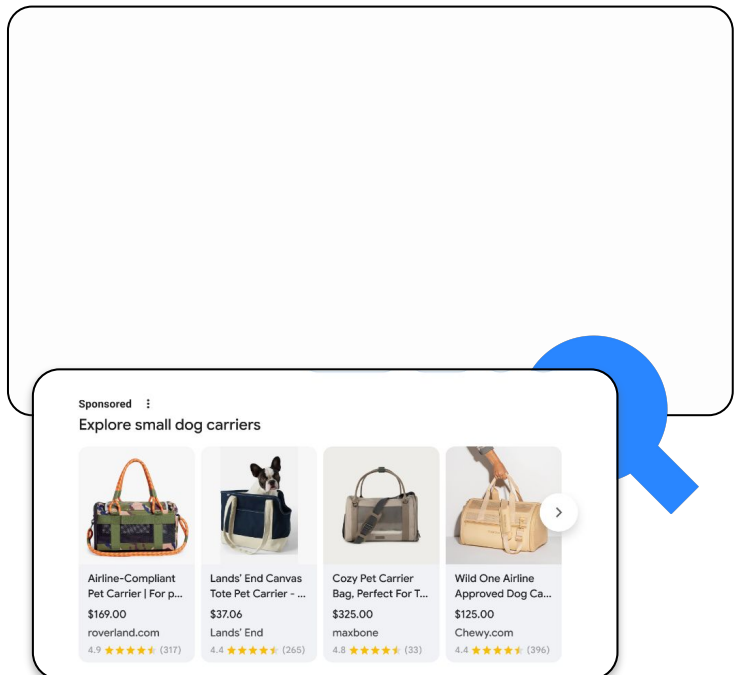
**New Customer
Acquisition Goal**

Ads in AI Overviews

Get consumers from discovery to decisions faster, by integrating Ads into helpful AI-powered responses

Key benefits

- Shorten the path from discovery to decision:** With Ads in AI Overviews, place your business into responses that are growing user satisfaction and engagement as consumers find information in faster and easier ways. Reach consumers early in their new journeys of discovery on Search.
- Be the clear next step:** Match your ad against both the user's query and AI Overview context to position your business as their immediate next step.
- Connect in new moments of untapped intent:** AI Overviews decode complex user needs and emerging questions, enabling your ads to meet customers in these previously inaccessible moments of high relevance.



People have been finding ads within AI Overviews helpful because they can quickly connect with relevant businesses, products and services to take the next step at the exact moment they need them (Google internal data)

◆ **Using our AI powered targeting solutions like broad match on Search or the keywordless targeting technology of Performance Max or AI Max in Search (beta) will be the best way to leverage ads in AI Overviews.**

Ads in AI Mode

Be part of our most powerful AI search experience, as customers explore their biggest questions with AI Mode

Key benefits

- **Be a part of the conversation:**

Get your advertising seamlessly integrated into AI-powered responses as your next best customer explore new topics with AI Mode.

- **Your business as their next best action:**

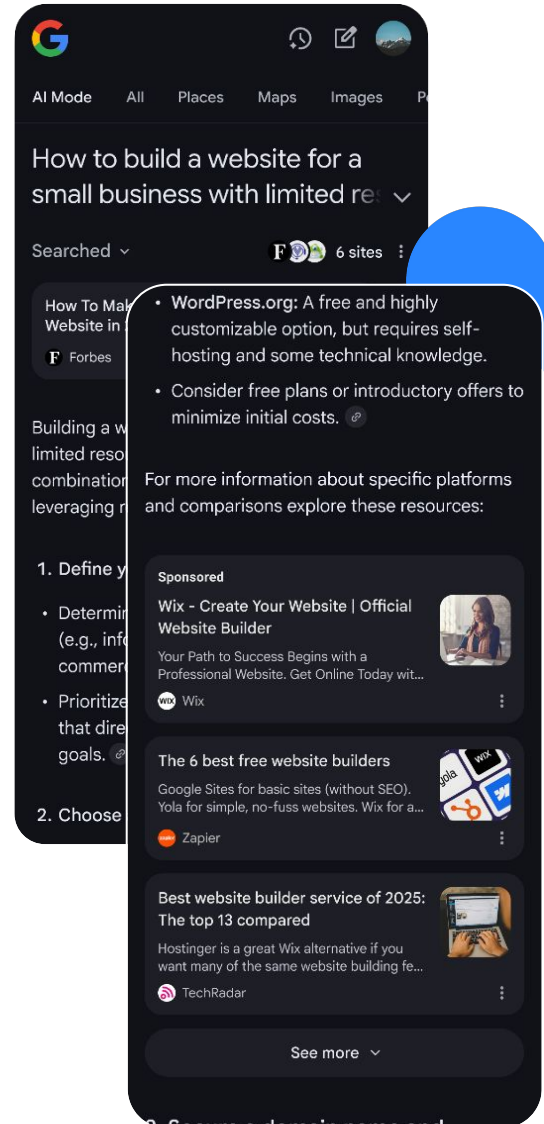
Present your ads as a highly relevant and logical next step as customers shop and search options with AI Mode's help.

- **Connect in new moments:**

Surface your ads in previously untapped moments, as ads in AI Mode can predict intent and turn informational queries into commercial opportunities.

◆ Using our AI powered targeting solutions

like broad match on Search or the keywordless targeting technology of Performance Max or AI Max in Search (beta) will be the best way to show ads in AI Mode

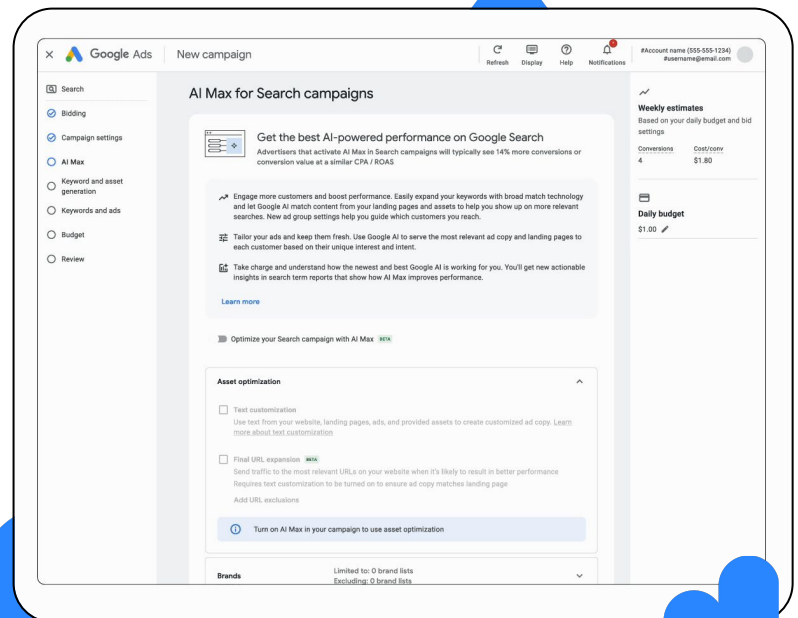


AI Max for Search

In one click, supercharge the performance of Search ads with the best of Google AI to get your campaigns ready for the evolving Search experiences.

Key benefits

- **Expand reach and drive performance:**
Expand your keywords to find untapped, performant queries with broad match and keywordless technology.
- **Enhance creative relevance in real-time:**
Use AI to optimize creative content based on your customers' unique interests, preferences and context.
- **Get the control and transparency you need:** Steer campaigns with controls that give you the precision you previously used keywords for. And get new actionable insights to optimize your campaigns.



27%

Advertisers that activate AI Max in Search campaigns will typically see **14%** more conversions or conversion value at a similar CPA/ROAS. For campaigns that are still mostly using exact and phrase keywords, the typical uplift is even higher at **27%**. (Source: Google internal data, 2025; based on campaigns with more than 70% of conversions or conversion value from exact or phrase match keywords for non-Retail advertisers.)

Smart Bidding Exploration

Powered by Google AI, Smart Bidding Exploration helps you capture additional valuable conversions within your existing reach.

Key benefits

- **Capture traffic from more diverse sources:**

more opportunistic AI-powered bidding will tap into performance from a wider range of unique search categories. Smart Bidding Exploration makes the most of your existing targeting methods (broad match, DSA, etc)

- **Scale conversion volume with your existing targeting**

the feature bids more expansively against your current eligible targeting (broad match, DSA) to capture more total conversions than you would have in the past

×

Campaign settings

Campaign name	Sales-Search-2	▼
Goals	Using account goal settings	▼
Customer acquisition	Bid equally for new and existing customers	▼
Marketing Objective	Sales	▼
Campaign status	Paused	▼
Value rules	No rule set	▼
Networks	Google Search Network, Search partners	▼
Location	Canada (country) and United States (country)	▼
Languages	English	▼
Budget	\$50.00/day	▼
Bidding	Target ROAS	▼

Smart Bidding Exploration

BETA

Increase traffic diversity

☒ Allow Smart Bidding to explore new traffic on this campaign

ROAS target tolerance

10%

30%

15%

With Smart Bidding Exploration, your effective target ROAS is 170%. This estimate does not include the effect of ad group-level ROAS targets.

To help you capture additional conversions through increased traffic diversity, Smart Bidding Exploration will lower your effective target ROAS by up to the tolerance amount selected.

[Learn more](#)

Cancel

Save

Start and end date

Start date: September 1, 2023

End date: Not set

▼



IMPACT

Campaigns using Smart Bidding Exploration see on average a +18% increase in unique search query categories with conversions and a +19% increase in conversions. (Google Internal Data, Global. Note: campaigns were operating with an allowable 10% lower ROAS)



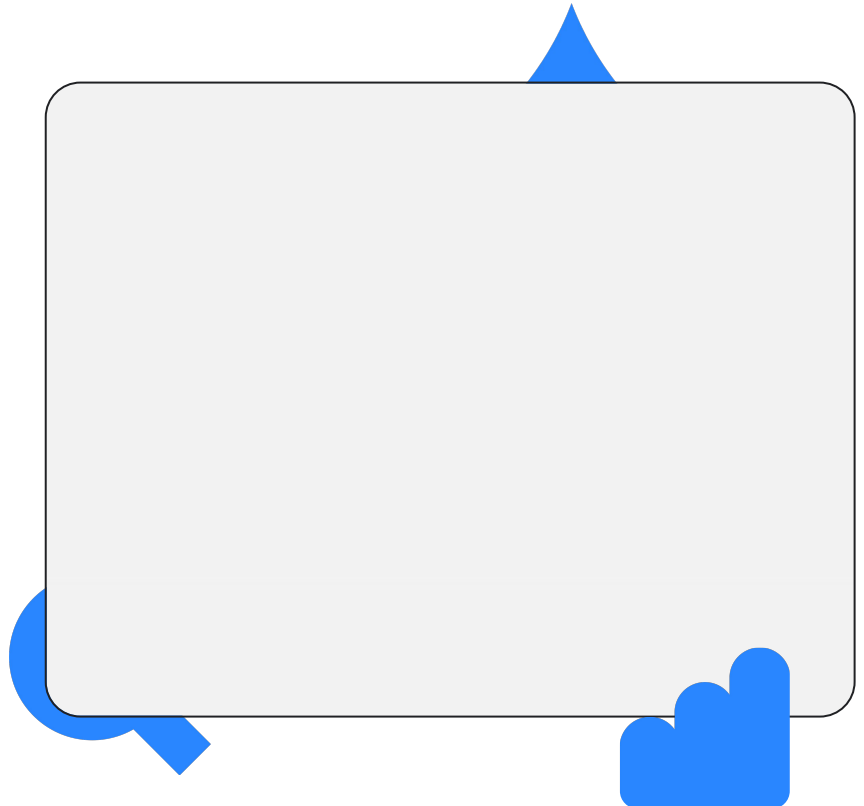
Read our [Help Center Article](#) for best practices

Channel performance reporting

Find channel-level breakdown of performance in your PMax campaign

Key benefits

- **Get visibility into your Performance Max campaigns**
and how its AI performs across channels to drive results towards your campaign goals
- **Better understand**
how your Performance Max ads serve across channels and key formats to optimize your campaign
- **Diagnostics offer you insights**
to find new ways to optimize channel-level performance & improve your campaign



Use channel performance reporting to help you understand how your Performance Max campaign is performing across channels. You'll be able to find:

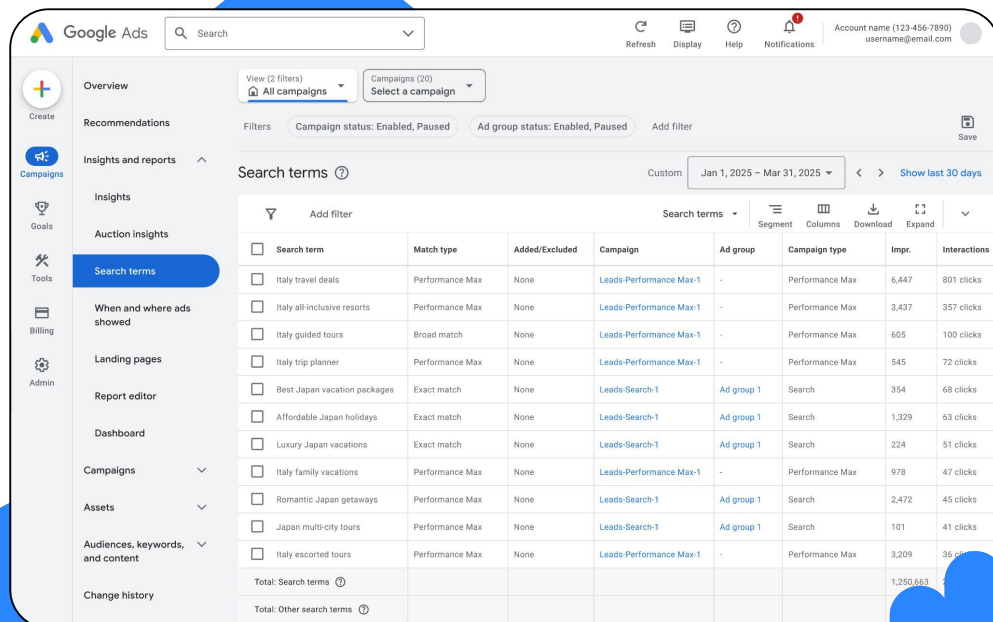
- Campaign-level performance summary to see performance at a glance
- Visualization chart that shows how Performance Max performs across channels to achieve your goals
- Channel distribution table that shows downloadable data including impressions, interactions, cost, and conversion metrics
- Diagnostics to help you find ways to optimize channel-level performance & improve your campaign performance

Search terms report

Get the same level of Search reporting granularity that you get on Search and Shopping campaigns

Key benefits

- **Increased visibility** into your Search and Shopping performance on Performance Max
- **Find what queries** your customers have been searching for
- **Make informed optimizations** and ensure your creatives & landing pages resonate based on customer interests



Search term	Match type	Added/Excluded	Campaign	Ad group	Campaign type	Impr.	Interactions
Italy travel deals	Performance Max	None	Leads-Performance Max-1	-	Performance Max	6,447	801 clicks
Italy all-inclusive resorts	Performance Max	None	Leads-Performance Max-1	-	Performance Max	3,437	357 clicks
Italy guided tours	Broad match	None	Leads-Performance Max-1	-	Performance Max	605	100 clicks
Italy trip planner	Performance Max	None	Leads-Performance Max-1	-	Performance Max	545	72 clicks
Best Japan vacation packages	Exact match	None	Leads-Search-1	Ad group 1	Search	354	68 clicks
Affordable Japan holidays	Exact match	None	Leads-Search-1	Ad group 1	Search	1,329	63 clicks
Luxury Japan vacations	Exact match	None	Leads-Search-1	Ad group 1	Search	224	51 clicks
Italy family vacations	Performance Max	None	Leads-Performance Max-1	-	Performance Max	978	47 clicks
Romantic Japan getaways	Performance Max	None	Leads-Search-1	Ad group 1	Search	2,472	45 clicks
Japan multi-city tours	Performance Max	None	Leads-Search-1	Ad group 1	Search	101	41 clicks
Italy escorted tours	Performance Max	None	Leads-Performance Max-1	-	Performance Max	3,209	36 clicks
Total: Search terms						1,250,663	
Total: Other search terms							



Availability: Currently in beta



Languages: Global



Online Sales



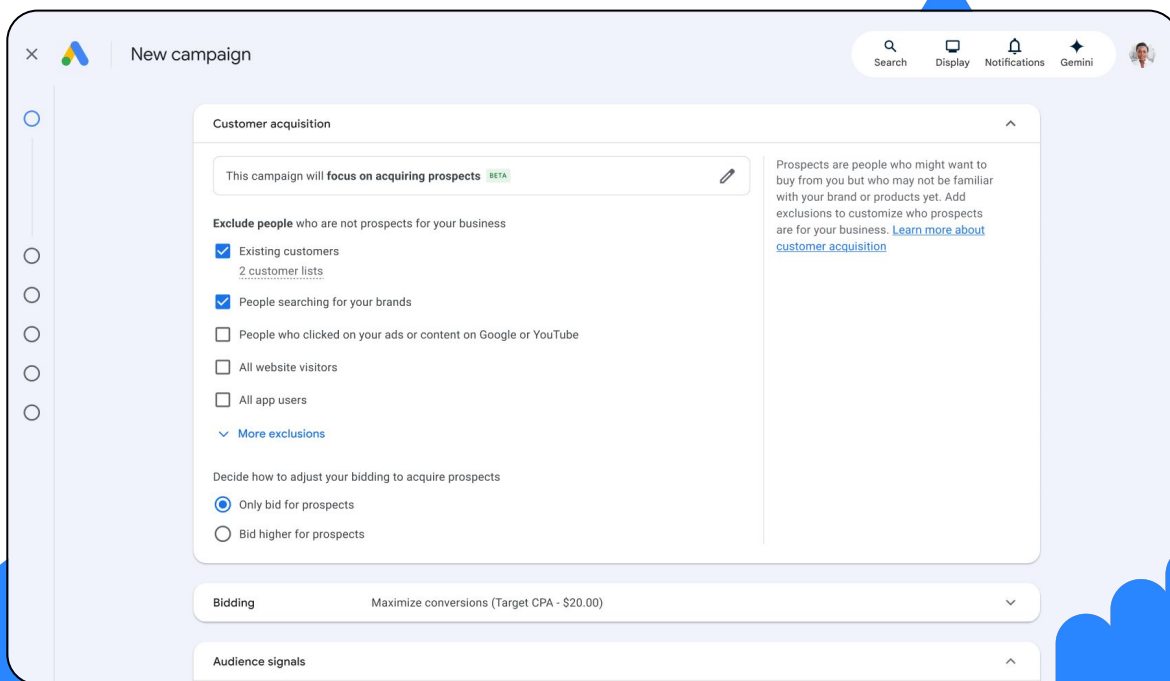
Generate Leads

New controls to optimize for prospecting

Expand on the new customer acquisition goal to exclude users who have recently searched for or interacted with your brand with new campaign controls.

Key benefits

- **New controls** to customize your new customer acquisition campaigns to reach only new prospects who haven't interacted with your business yet.
- **With one click**, easily exclude people who are searching for your brand(s), have clicked on your YouTube content, visited your website, or used your app.



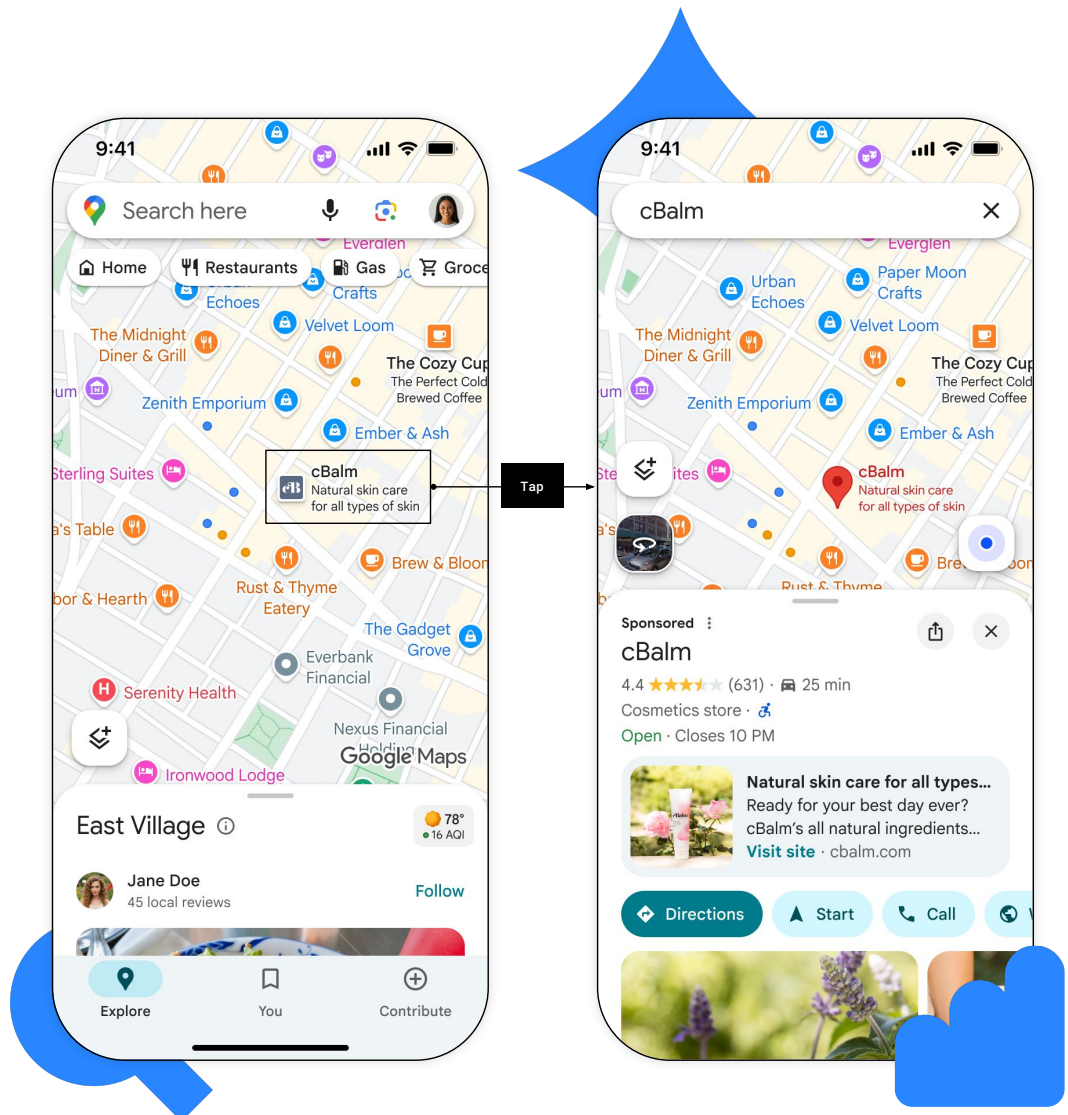
Engage customers who aren't yet aware of your brand with new campaign controls that will allow you to easily reach new potential customers with a simple toggle.

Maps inventory

Show up on Maps inventory in Demand Gen campaigns

Key benefits

- **Drive foot traffic to Stores**
and in-store sales
- **Show up in Maps**
on ad placements when users are browsing



Soon, Demand Gen advertisers will be able to reach users on Maps as they browse different businesses and locations via. Promoted Pins.


New Customer Acquisition Goal

Optimize for the acquisition of net new customers

Key benefits

- **NCA Value Mode (recommended):**
Prioritize bidding for new customers, while continuing to reach and engage your existing customer base
- **NCA Only Mode:** Only bid for new customers

Customer acquisition

- ☒ Optimize campaign for acquiring new customers
 - ☒ Bid higher for new customers than for existing customers (Recommended)
This option lets you optimize for new customer acquisition, while helping you drive overall sales by targeting all customers
Additional conversion value from new customers:
\$42.27 (account level setting) 
 - ☐ Only bid for new customers
This option limits your ads to only new customers, regardless of your bid strategy



Soon, the new customer acquisition goal will be available within Demand Gen campaigns. This is geared to help you optimize your campaigns to acquire new customers.

Within the new customers acquisition goal, you can select specific modes based on your acquisition objectives.

Future of Video & Apps

**Video ads across
Google surfaces**

Creator Partnerships Hub

Insights Finder

Shoppable Masthead

Shoppable CTV

Peak Points

Checkout Links

**On-device conversion measurement
using event data for iOS**

Target ROAS bidding for iOS

**Measure app installs and conversions
from your web campaigns**

Web + App Integrations

**Web to App Connect
Additional Inventory**

Video ads across Google surfaces

Reach new audiences with new, integrated discovery features across Google (Search, Image Search, Shopping, and Discover).

Key benefits

- **Inspire potential customers and enable discovery of your brand** through new, visually appealing video ads on Search, Image Search, Google Shopping, and your Discover feed.
- **Create inspiration and demand earlier** in potential customers' shopping journeys.

Creator Partnerships Hub

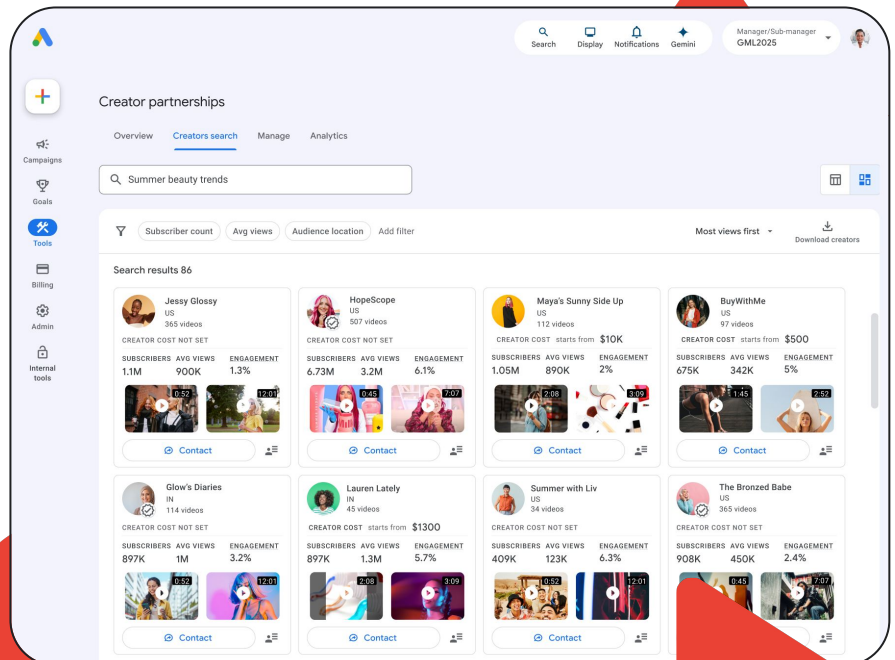
Unlock the power of YouTube creators

To make it easy to manage collaborations with YouTube creators directly inside Google Ads, we've introduced a new central place to manage creator partnerships

With the new creator partnerships hub, you can deepen existing connections, find new ones and integrate authentic creator content into your ad strategies via partnership ads.

Key benefits

- **Creator search**
and information to begin outreach
- **Organic + paid reporting**
for linked creator videos
- **Sponsored video discovery**
for short- and long-form videos mentioning your brand



98%

According to a survey conducted by Ipsos, surveyed online users are 98% more likely to trust the recommendations of creators on YouTube vs. those on other social platforms (on average).



Availability: 21+ markets



Online Sales



Generate Leads



Offline Sales



App installs



Languages: EN | JP, KR, DE, ES, PT-BR later this year

Insights Finder

Discover trends, audiences, and ways to reach them using Google data.

Key benefits

• Creator Insights

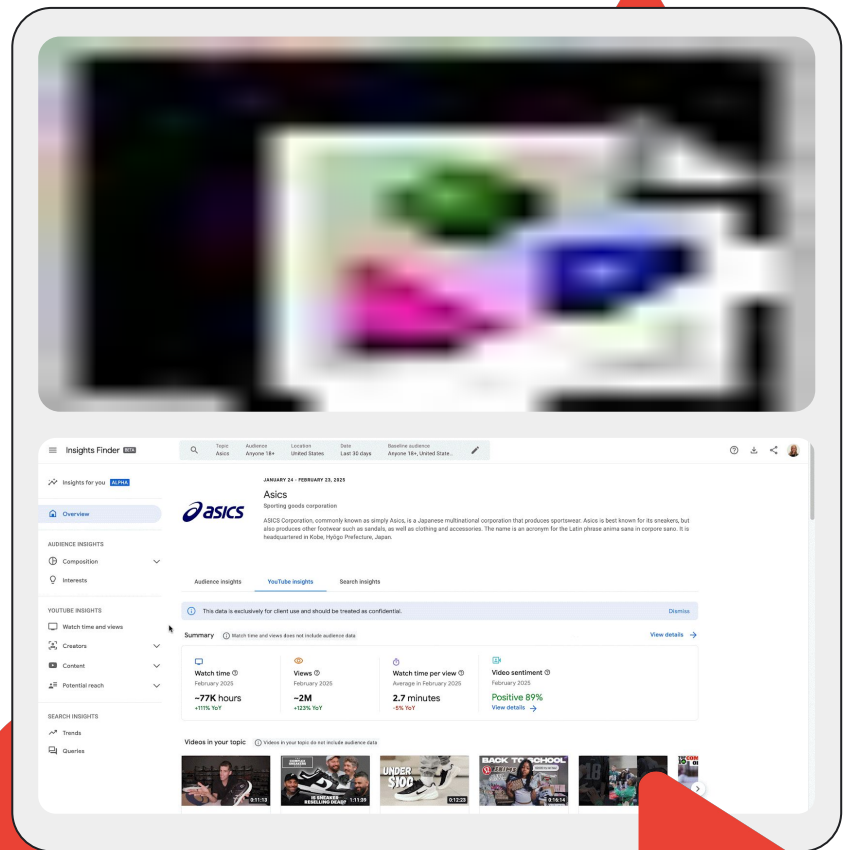
Discover the top and trending creators for your specific topic, category or audience accompanied by a full slate of engagement metrics and content deep dives to help you activate more effectively with YouTube's Creator community.

• Content Insights

Decode what's popular on YouTube and what resonates most with your specific target audiences. Gain critical insights into viewing behavior by device inclusive of CTV, unlocking the full potential of the living room audience.

• Video Sentiment

Understand how your brand is being talked about on YouTube, identify key themes driving the perception, and inform your messaging strategy to amplify positive sentiment and mitigate negative.



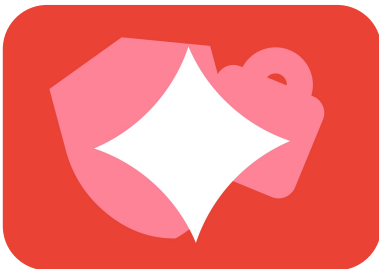
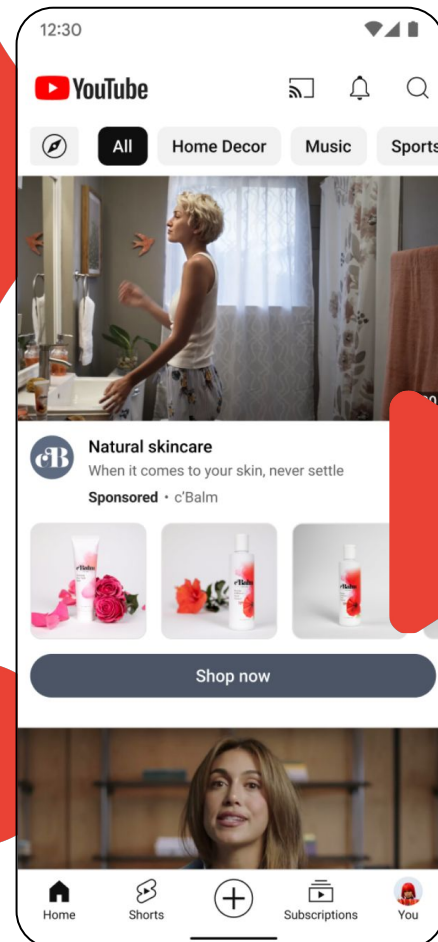
Tap into YouTube's unparalleled community of creators, vast content library, and highly engaged audiences. Discover and leverage the insights most relevant to your business to deliver a more actionable media plan, tailored to your specific brands, products and categories.

Shoppable Masthead

YouTube's Masthead, our most prominent placement, is now shoppable on Mobile

Key benefits

- **Announce or promote new products** on the most prominent placement on YouTube
- **Highlight tentpole moments, events, or promotions** (e.g. Super Bowl, Met Gala, Black Friday)
- **Drive awareness & encourage shopping behaviors** with always-on strategy



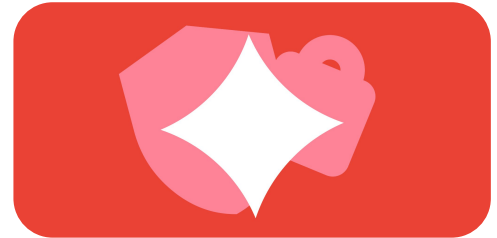
YouTube's Masthead, our most prominent placement, is now shoppable on Mobile! Advertisers can announce new product launches and drive website traffic during key events by showcasing products alongside Masthead's immersive video ad format. This new feature provides a seamless path from inspiration to product discovery and gives advertisers control to select and match products with their business goals.

Shoppable CTV

An Interactive shopping experience on CTV, powered by the Google Merchant Center

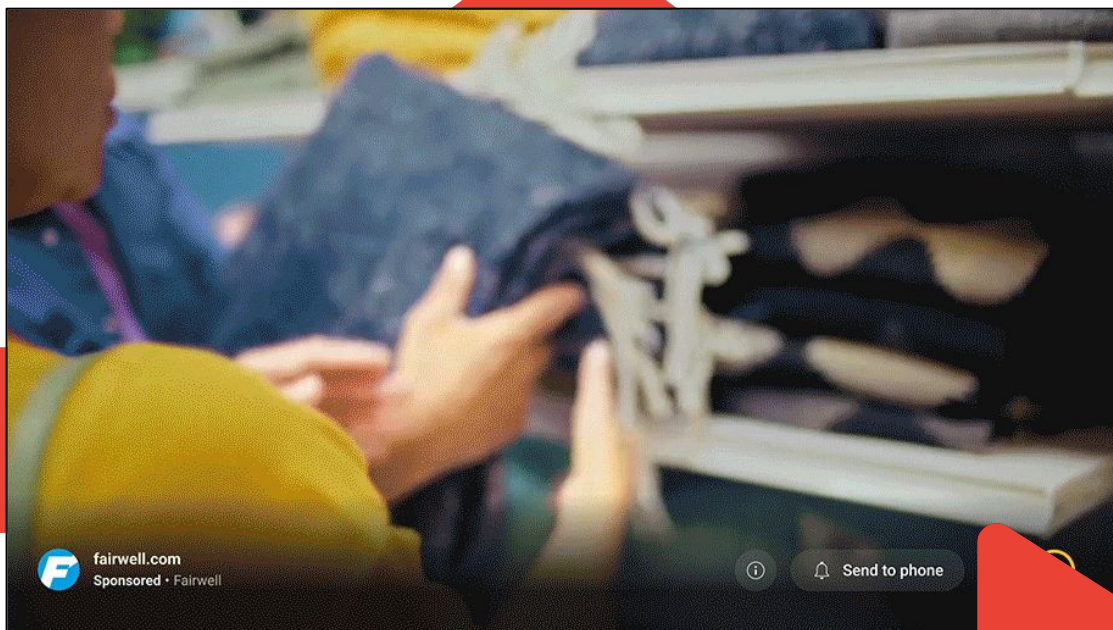
Key benefits

- **Drive measurable results:** Globally, in the past 12 months, YouTube ads viewed on CTV screens drove over 1 billion conversions¹
- **Reach shoppers on the big screen:** Ensure your message reaches your target audience on the biggest screen in the house
- **Deliver an interactive experience:** Capture viewers' attention and motivate them to take action via QR codes, send to phone, and GMC feed



Shoppable CTV is an interactive shopping experience, powered by the Google Merchant Center, that lets viewers discover and engage with products directly from the big screen.

This Shoppable format will be available across Demand Gen and Performance Max campaigns on CTV later this year.

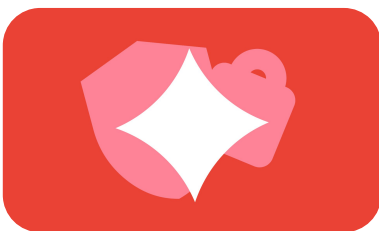


Peak Points

Create more meaningful audience connections with this new ad format built with Gemini

Key benefits

- **Built with Gemini**
- **Precisely timed ad placements**,
identifying and matching unique moments
- **Strengthens the impact**
of your creative via deep contextual relevance
- **Driving brand association**
and emotional alignment
- **Improved contextual targeting**
across YouTube's unique breadth and
depth of content



A new ad format built with Gemini that seamlessly integrates your ad into the viewer experience at contextually relevant peak points within top content across YouTube's vast library to create more meaningful audience connections.

Checkout Links

Add checkout links for your products

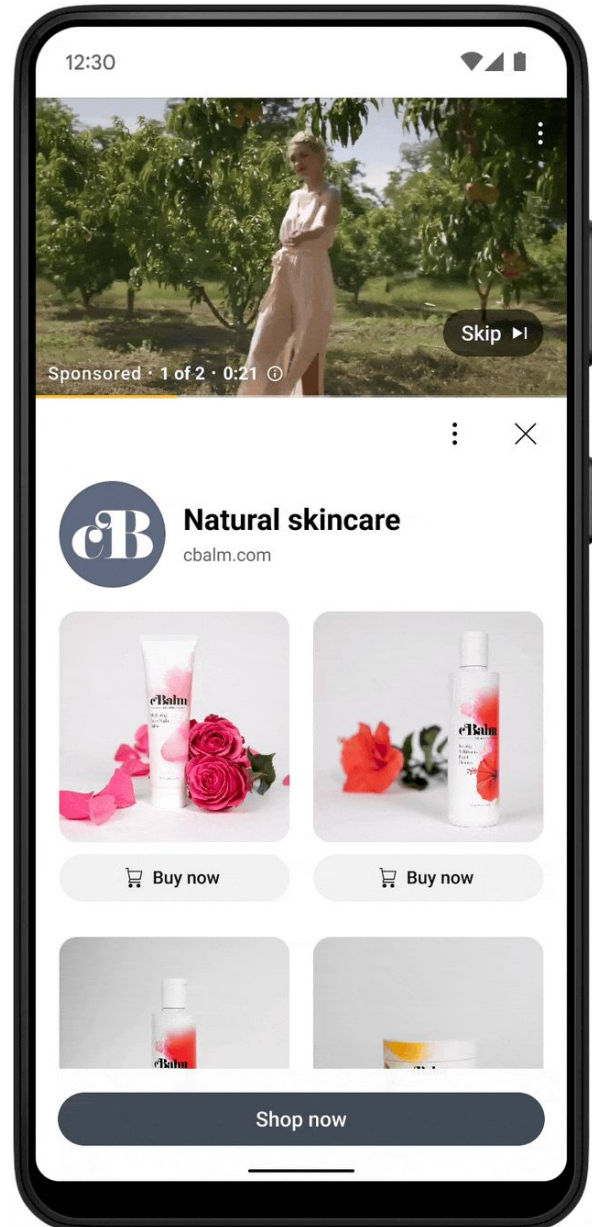
Key benefits

Optimizes the shopping journey for a smoother consumer checkout experience by allowing users to seamlessly add products to their cart and checkout directly on your website.



Merchants using Checkout URLs in Demand Gen campaigns achieving an average 11% increase in conversion value.

Source: Google internal data, US, February 2025, Conversion value defined as a minimum of \$250 or advertiser chosen value.



On-device conversion measurement using event data

A privacy-preserving measurement solution which uses first-party data, and now also app event data, to improve iOS App campaign performance and reporting

Key benefits

- **Privacy-preserving**

Works without any user-identifying information ever leaving a user's device or being disclosed to external parties, including Google

- **Increased conversion observability**

Uses your first-party and now app event data to boost observable conversions available for better reporting & optimization

- **Improved campaign reporting & optimization**

Implementing this solution will enable advertisers to improve their iOS campaign optimization and get more realtime, accurate and comprehensive reporting.



How do you activate this solution?

Update to the latest 11.14.0 version of the Google Analytics for Firebase SDK available in June 2025 and ensure your Google Ads account is linked to your Google Analytics account.

1. Google Internal Data, 2024; based on conversions measured by on-device conversion measurement.

2. Google Internal Data, Jul 2024 vs. Sep 2024; based on installs measured by on-device conversion measurement.



Availability: Coming soon



Languages: All



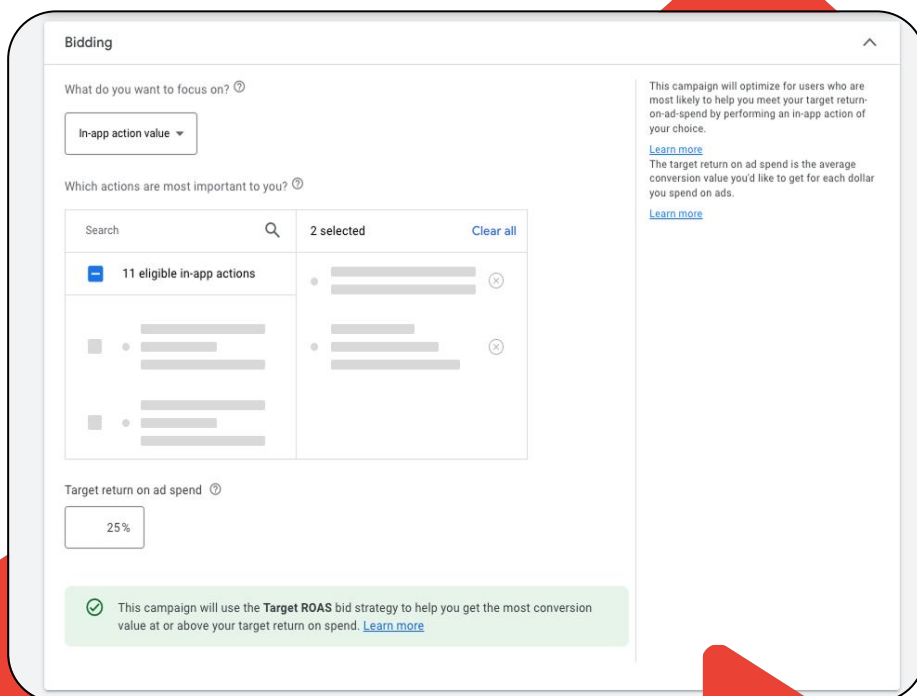
App installs

Target ROAS bidding

More profitably acquire users who are likely to complete an in-app action or achieve a target return on ad spend

Key benefits

- Fueled by the latest improvements to our AI-powered campaign models, this value-based bidding solution for your iOS App campaigns can enable you to more profitably acquire users who are likely to complete a selected in-app action and achieve a target return on ad spend.



22%

With quality enhancements to our AI-powered campaign models, advertisers using tROAS bidding with their iOS App campaigns for install saw a median 22% increase in ROAS.*

*Advertisers who saw this lift had ATT prompt and/or On-Device Measurement implemented



Availability: Available now



Languages: All



App installs

Measure app installs and conversions from your web campaigns

Unlock a new way to report, measure, and attribute app installs and conversions from your web campaigns

Key benefits

- **Fair measurement**

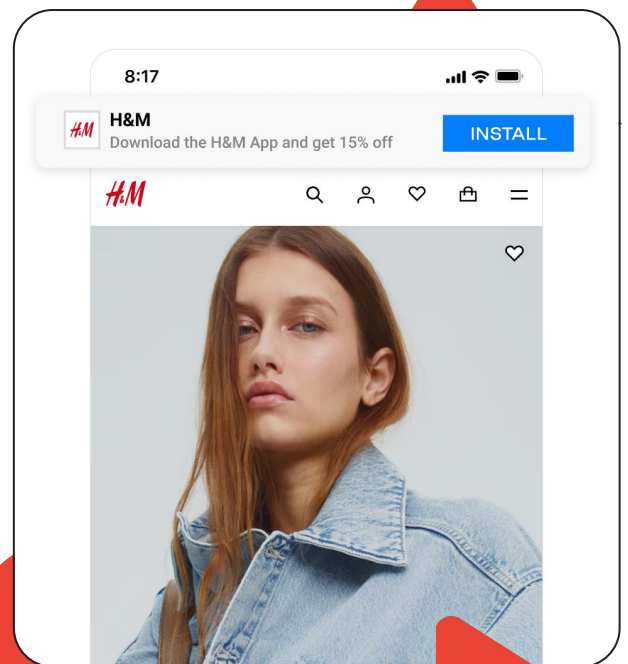
Get a clear view of how your web campaigns are performing for app user acquisitions. We provide accurate reporting, measurement, and attribution across Google Ads and major mobile platforms, so you can see your campaign results.

- **More app conversions from your web ads**

Easily track first in app conversions driven by your web ads. See what valuable users do after installing your app, like making a purchase, when they come from your ads on Google Search and Shopping inventories.

- **Grow holistically**

Alongside your existing App campaigns for installs, you will be able to capture installs from users who start on your website. This gives you a more complete understanding of how web and app work together, so you can build a more successful customer acquisition strategy.



Measure how your Search, Standard Shopping, and Performance Max campaigns are driving app installs that lead to valuable in-app conversions, like purchases, aligning with your core marketing objectives.

Web + App Integrations

Making it even easier to create seamless web and app customer journeys

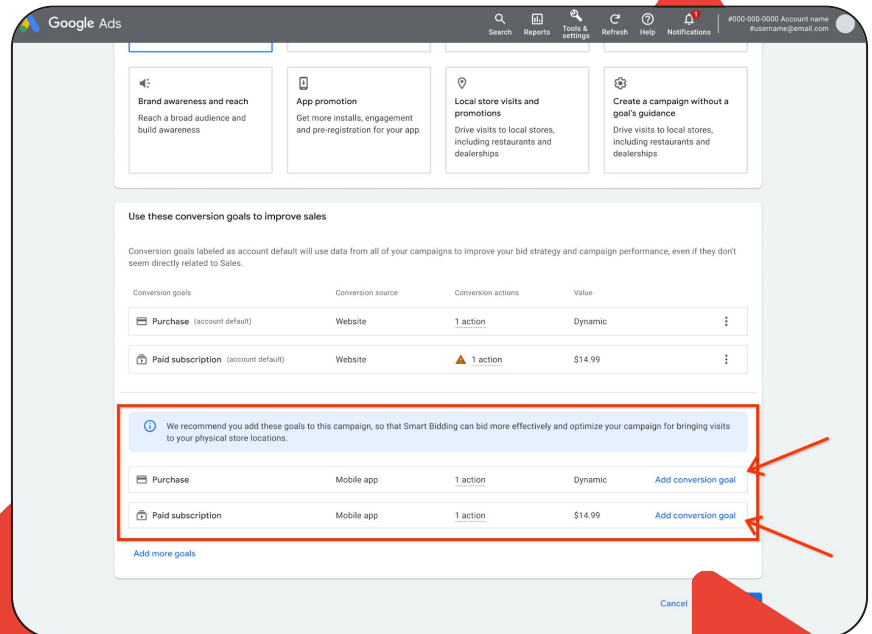
Key benefits

• More integrated UI

Get suggestions within your campaign workflow and conversions set up to import your own app conversions for bidding or set-up app conversion goals.

• Quick-wins for campaign optimization

Suggestions for quick campaign optimization will be provided without needing to visit other pages within Google Ads.



Leverage the power of apps to boost your Web campaigns (Search, Shopping, PMax, DemandGen, etc.) performance by integrating Web to App Connect (app conversion setup and bidding opportunities) across key Google Ads workflows.

- Adding app engagement overview cards to optimize your web campaigns via bite-sized actionable recommendations
- Integrating app workflows throughout your Google Ads web campaign & conversion journey
- Highlighting Web to App Connect set up errors within Primary Display Status and Conversion Diagnostics in Google Ads



Availability: Coming soon



Languages: Global



Online Sales



App installs

Web to App Connect Additional Inventory

Making Web to App Connect available for iOS Hotel Ads, DemandGen and YouTube.

Key benefits

- **Set-up cross-channel measurement**

Enable a holistic view of your customer's purchase journey from web to app.

- **Drive profitability**

Generate incremental conversions by adding app deep links to drive traffic directly to your app. Advertisers that implement Web to App Connect increase their web conversions by 2.8 times¹. Extended inventories allow for advertisers to bring the benefits of Web to App Connect to additional channels and optimize to the most valuable app users

- **Seamless user experience across Google for iOS and Android**

Advertisers with an app can now offer a unified seamless deep linking experience for all their customers regardless of which Google inventory their customers utilize, across iOS and Android.

Search/Shopping



Performance
Max



YouTube



Hotel Ads



Demand Gen



Web to App Connect (W2AC) is now also available on iOS Hotel Ads. We are rolling out availability on iOS DemandGen and YouTube throughout Q2.

¹Google Internal Data, Global, April 2025

Future of Creative



**Effortlessly Reformat and
Extend your Videos**

Asset Studio

Insights Finder

**New Visual Shopping Experience
In AI Mode**

Merchant Brand Profile

Video Manager

**Visual Content generated
for you**

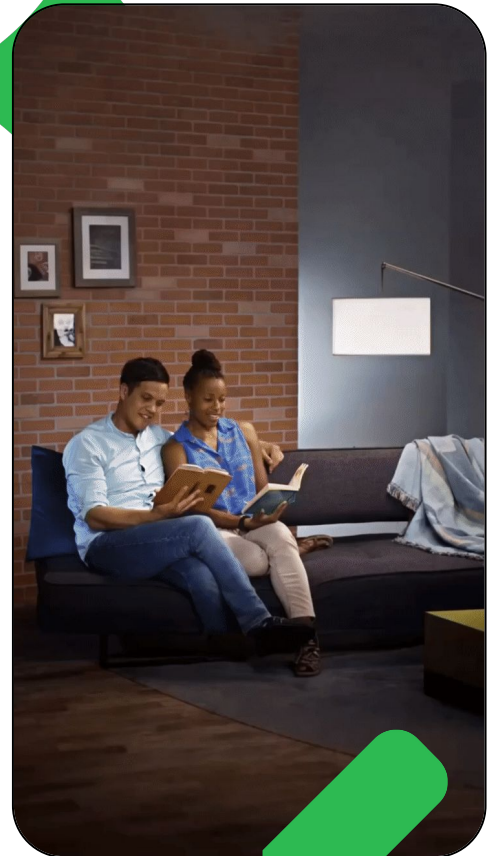
**Tailored growth opportunities
generated for you**

Effortlessly Reformat and Extend your Videos

Key benefits

- **Drive performance** by generatively extending videos into all aspect ratios. Video enhancements is an automated creative solution in Google Ads that allows advertisers to serve surface-native videos, respecting the way brand connections happen best on the surface and allowing all advertisers to capture surface-native performance gains (e.g. vertical on Shorts vs landscape on Instream esp TV).

Before & after



Asset Studio

Access a single, discoverable creative destination in Google Ads – a free tool for all where you can tap into the best of Google AI to extend, enhance, and create compelling ad assets, all in one place.

Key benefits

● Centralized GenAI Tools

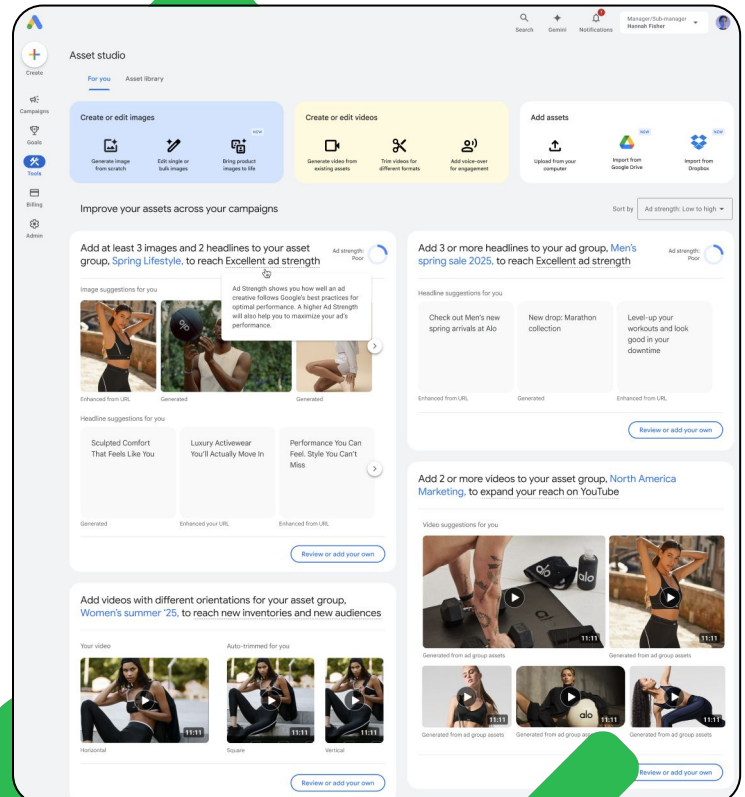
Access a single creative hub for discovering and utilizing a range of GenAI-powered creative tools to produce high-quality assets.

● Enhanced Video & Image Creation

Ideate and generate compelling video content with features like voice-overs, captions, and advanced image generation and editing.

● Product-Focused Asset Variation

Easily create shareable previews, generate images showcasing your products in real-world scenarios, and create diverse asset variations in various sizes and specifications.



We know how time consuming it is to generate new assets, optimize creative, and add them into your campaigns. Now, your creative tools can be found in a single workspace to make your campaign creative process a faster, one-stop-shop. Whether you're launching a new product, refreshing your brand, or scaling your creatives, you'll have the tools and guidance to create and enhance high-quality assets, directly within Google Ads, streamlining your entire creative journey.

New Visual Shopping Experience

A new shopping experience that pairs multi-turn natural conversation with dynamic, live image + product results to help guide you to the right products.

Key benefits

• Visual

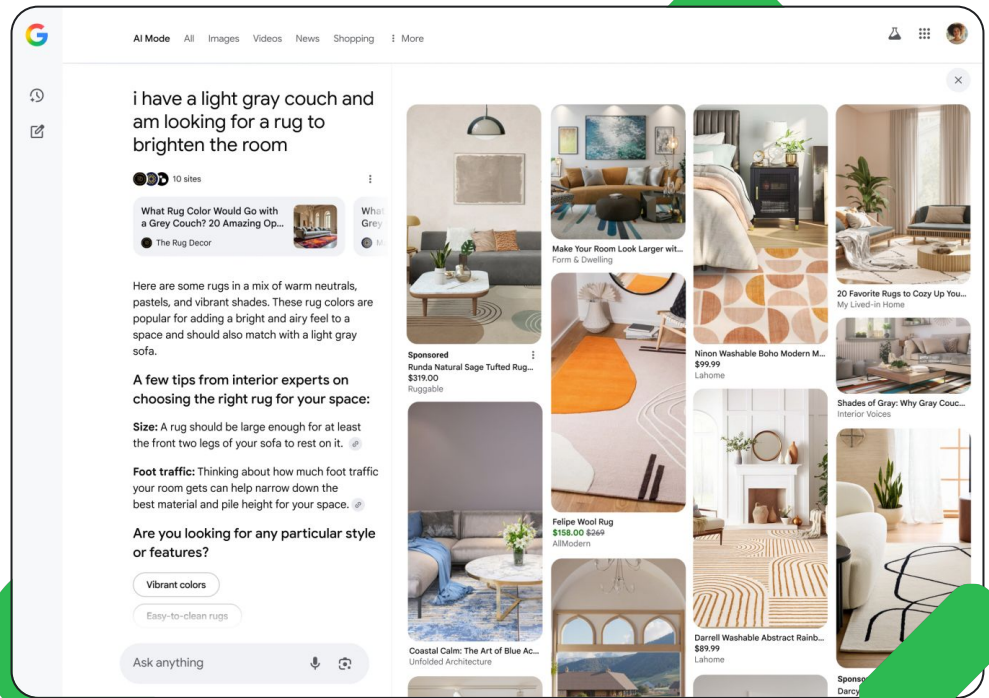
A mosaic of images and browsable products, curated based on your needs.

• Guided

AI that asks the right questions to guide you to find the right product.

• Selection

Have access to any product on the web thanks to the Shopping Graph, the world's most comprehensive dataset of products and retailers.¹



1. Google Internal Data, 2025; with over 50 billion product listings that are constantly updated

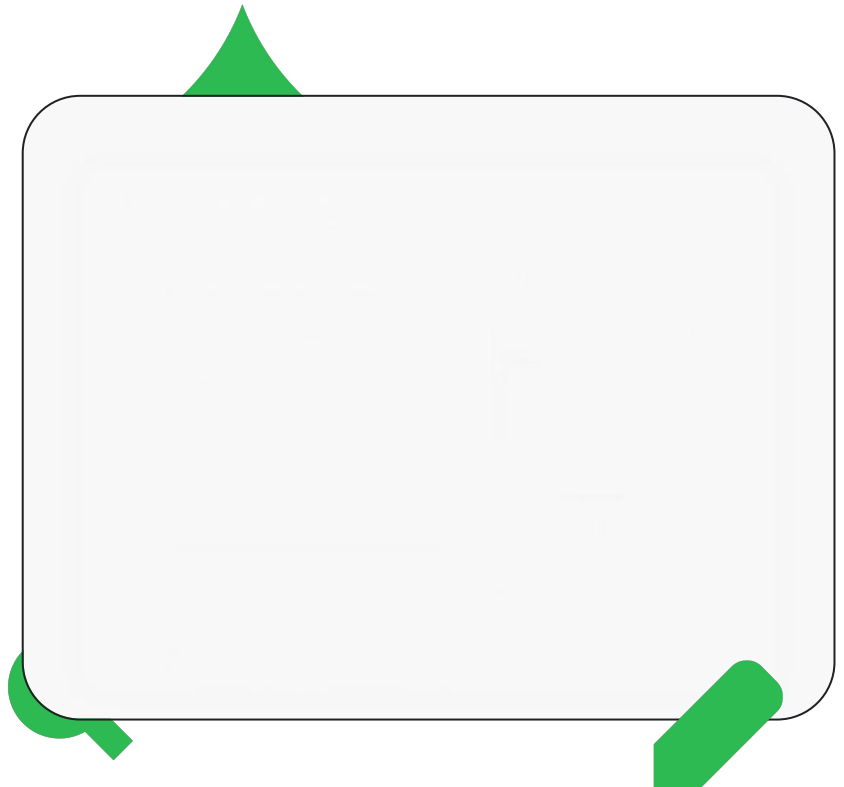


Merchant Brand Profile

Showcase your brand's unique story directly on Google Search with a visually compelling profile that drives shopper connections.

Key benefits

- **Connect with shoppers on Google Search by showcasing your brand's unique story** with features such as the ability to add lifestyle image assets, show videos, edit business descriptions, and offerings right on Search.
- **Boost sales potential by highlighting key purchase drivers** like promotions, shipping details, and return policies directly on Google Search.
- **Manage your [brand profile](#) directly on Search** where you can see content and performance insights, or in the brand management tab in Merchant Center.



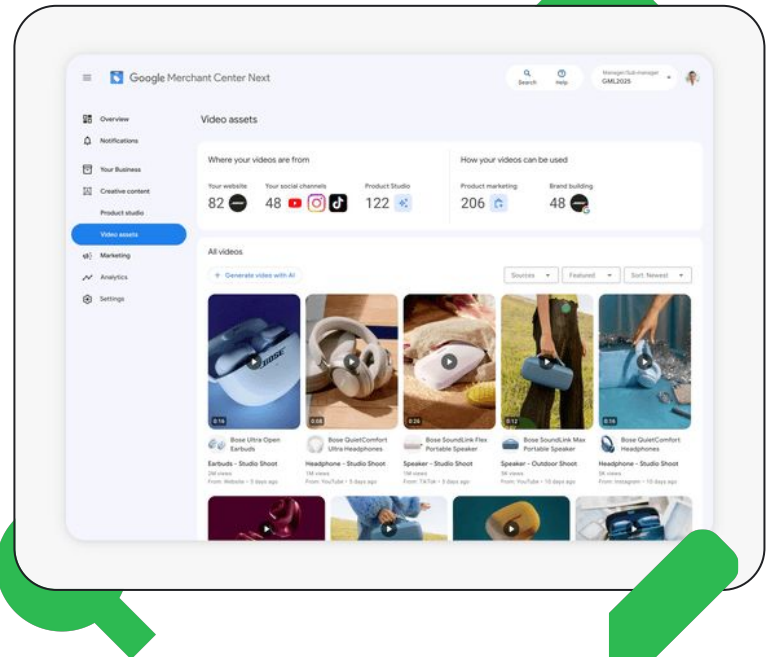
Video Management Tools

Video intelligence, all in one place

Key benefits

Maximize impact of shopping videos to reach marketing goals across Google's organic and advertising surfaces.

- Automate video management:**
 See all your videos (website, YouTube, social) in one place. Google AI conveniently maps them to products/brands, allowing you to easily search, filter, and organize for campaigns.
- Create engaging shopping experiences with product mapping:**
 Increase engagement and drive conversions by linking dynamic video content to your product listings or brand. Google AI analyzes your videos and extracts key details and detects product offers. Review, edit, and add product tags within your videos.
- Distribute your video content seamlessly across Google:**
 Sync videos to Ads Asset Library for easy ad creation, and control video visibility on organic surfaces like free listings and brand profile.

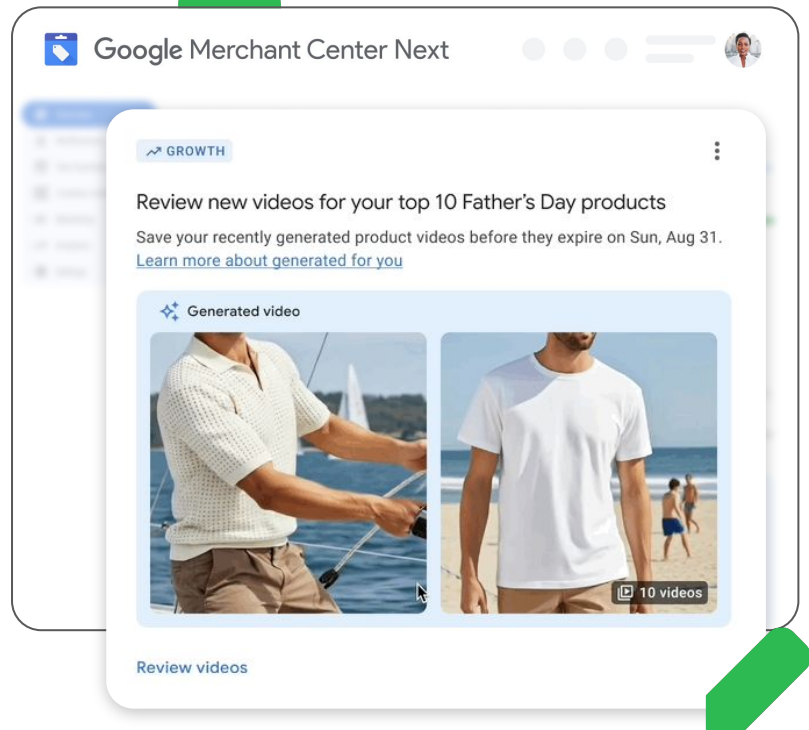


Visual content generated for you

Available in Product Studio

Key benefits

- **Generated for you**
automatically identifies the best content opportunities across your shopping catalog, pre-generates on-brand images and videos, and enables you to save or publish these assets across Google in a single click.
- **Content is available** across Merchant Center, Business Profile, brand profile, Ads, and third parties like Shopify.
- **Stretch your photo shoot content further** and take production time down from months to seconds with just a few clicks. The results speak for themselves: 80% of merchants using Product Studio report increased efficiency or expect to see significant gains.



80%

of surveyed users already have seen or expect to be more efficient by using Product Studio*

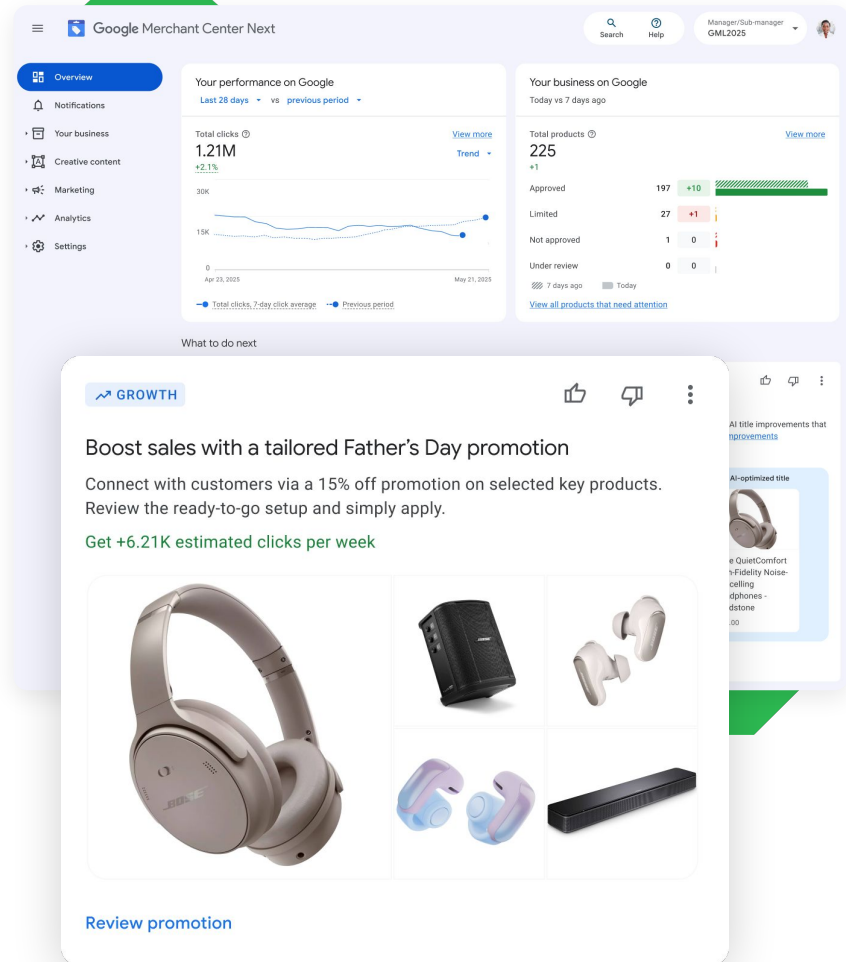
*Google Internal Data, Global, MSAT survey, Base: total sample (n=149) in US, Mar 2024.

Tailored growth opportunities generated for you


Key benefits

Merchant Center leverages AI to show how you can optimize your product feed. It analyzes your specific products and performance data to uncover hidden opportunities, giving you simple suggestions that you can act on easily.

- Personalized performance insights**
 with recommendations tailored to your goals.
- Build your marketing calendar with help from Google AI**
 Get automated insights on key marketing moments, discover which products will likely trend, and receive ready-to-launch discount recommendations.



Future of Measurement & Data



Incrementality improvement

Attributed branded searches

Meridian

Cross-Channel Measurement

**Boost your ROI with
Data Manager**

Data Manager API

**Google tag gateway
for advertisers**

Confidential matching

Commerce Media suite

Incrementality improvements

Enable more marketers to understand the incremental impact of Google Ads

Key benefits

- **Broader access to incrementality tests**
with reduced spend thresholds and self-service results with key metrics available directly in the UI.
- **Increase the rate of conclusive results**
By tapping into a new methodology (Bayesian).
- **Measure the total incremental impact of Google media**
By running experiments across all campaign types (i.e. Demand Gen + Search + PMax).



80%

of US senior marketing analytics professionals reported that implementing insights from incremental experiments have a high impact on revenue growth.

Attributed branded searches

Understand the impact of YouTube ads on search volume

Key benefits

- **A lead indicator for performance:**

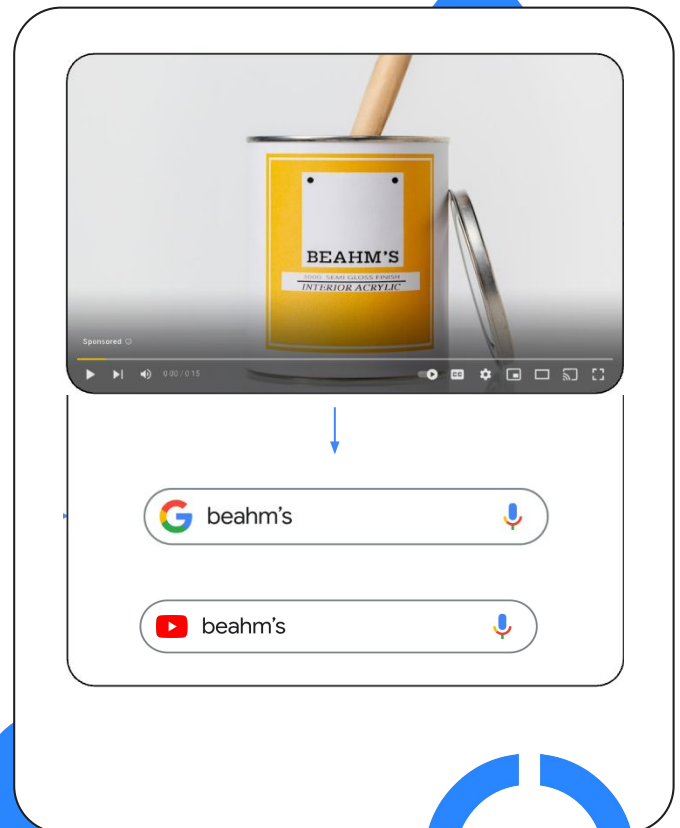
It connects brand media to user search outcomes, serving as a rapid leading indicator for campaigns aimed at driving increased brand interest and market share.

- **Tied to an ad impression:**

Attributed branded searches is a subset of total branded searches, only counting users who saw a YouTube ad

- **Zero setup and always-on metric**

for easy & fast results that provide quick brand search tracking, complementing incrementality experiments.



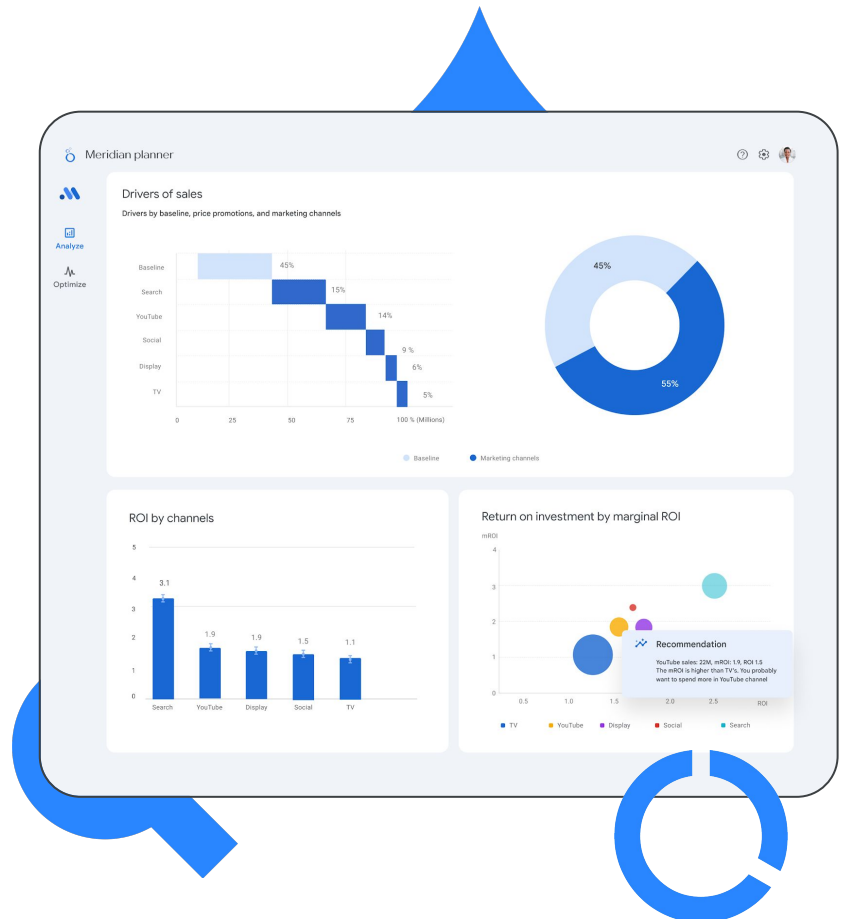
Attributed branded searches is a new, always-on metric that helps advertisers understand the impact of their video ads on organic search behavior by measuring the number of searches for a brand by users who saw an advertiser's video ad.

Meridian

Empowering the industry to build best-in-class MMMs and drive better business outcomes

Key benefits

- **To give marketers the granular Google data they need,** like reach and frequency and Google Query Volume, at the cadence and speed they need it, we're launching an API for more frequent and simpler data requests from Google's MMM Data Platform.
- **To better optimize spend across channels with Meridian,** we're launching a dynamic and interactive scenario planner, making Meridian easier to implement and more actionable.



Meridian -- Google's new open-source MMM -- was designed to empower the industry to build best-in-class models that drive better business outcomes through innovative methodology, transparency, and actionability. This year we're launching MMM enhancements to deliver scaled, more frequent, and streamlined access to granular Google data via the new MMM Data Platform API, while also making Meridian more actionable through a dynamic, interactive scenario planner to better optimize spend across channels.

Cross-Channel Measurement

Power cross-channel measurement with Google Analytics

Key benefits

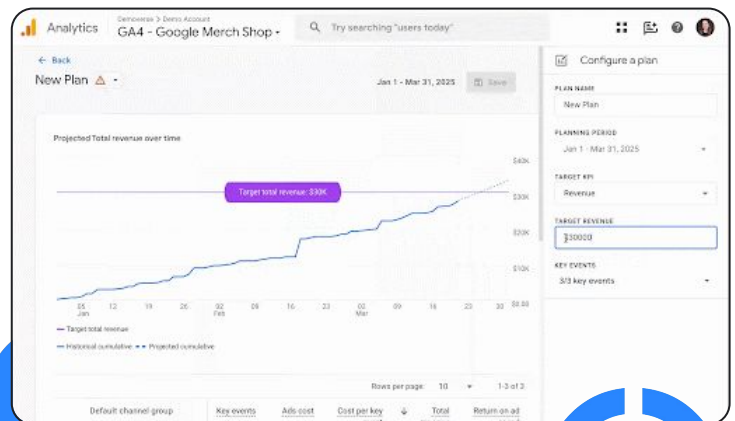
Cross-Channel Multi-Touch Attribution

With enhanced multi-touch attribution, inclusive of impressions, you'll be able to see the full picture of your marketing impact across Google and other platforms, enabling new metrics like View-Through Conversions (VTCs).

Cross-Channel Budgeting

- **Projections Report** helps you monitor campaign pacing and projected performance across channels to evaluate and refine your media strategy to meet your goals
- **Scenario Planner** helps you plan media budgets against business goals through best-in-class modelling of historical data to determine future budgets

Cross-Channel Budgeting Tool



We are **transforming Google Analytics to make it the best platform for cross-channel measurement**. Soon, with enhanced multi-touch attribution, you'll be able to effectively measure the entire customer journey across Google and other platforms to gain deeper insights into your marketing ROI. And with new cross channel budgeting tools you'll be able to answer questions like "am I on track to drive my target revenue" directly in Google Analytics.

Boost your ROI with Data Manager

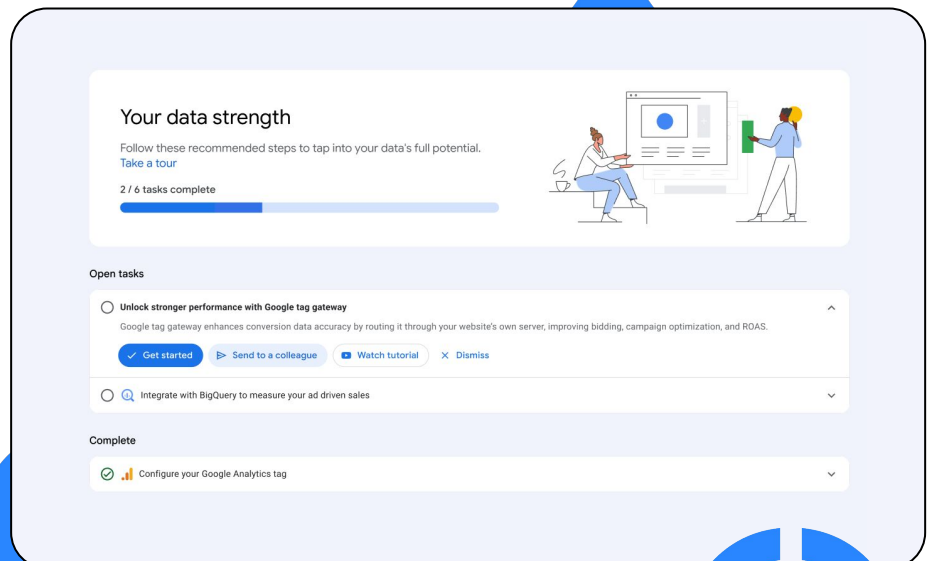
Understand the strength of your data setup and boost your ROI

Key benefits

- **NEW** Put all your first-party data to work and achieve peak performance across the customer journey - your website, physical stores, CRM, messaging and apps.
- **NEW** Connect your data **sources:** ActiveCampaign, BigQuery, HubSpot, Salesforce, Shopify, Google Sheets, Zoho, and more.
- Additional data sources available via Zapier.

NEW Build data strength

- Understand the strength of your first-party data strategy at a glance
- Get personalized guidance on how you can boost your ROI by connecting more data sources and maximizing signals
- Collaborate more efficiently across your team

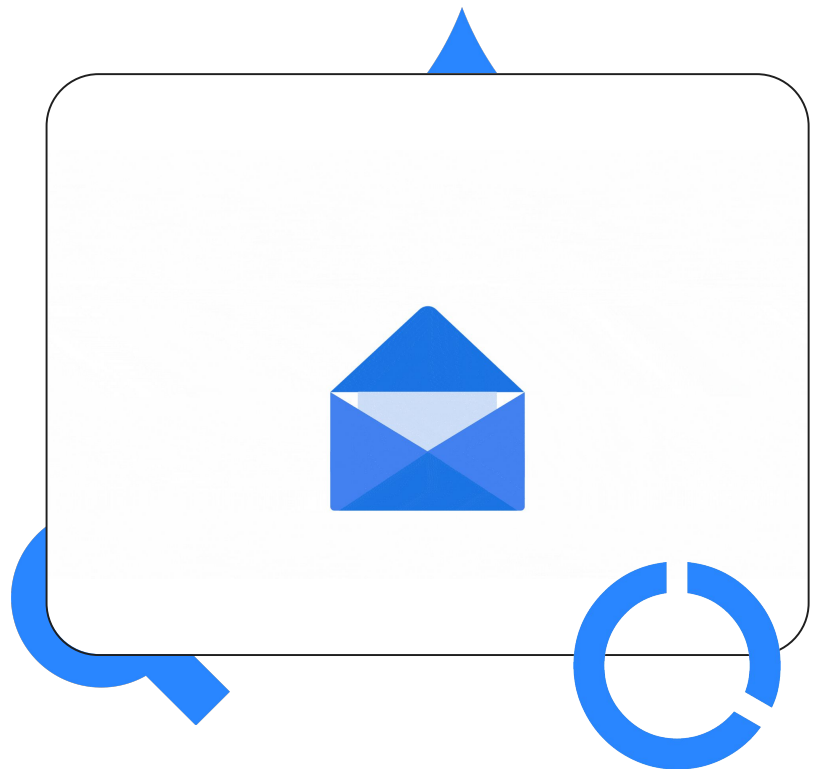


Data Manager API

Tap into your data's full potential with Data Manager API and boost your ROI

Key benefits

- **Boost your ROI,**
Data Manager API helps you connect all your data regardless of the source, and maximize signals in one centralized schema.
- **Improved developer productivity,**
with features such as partner authentication and simulation/testing mode.
- **Secure by default,**
with confidential matching to transform how businesses securely connect their first-party data.
- **Comprehensive use**
to send audience and conversion data to Google Ads, Google Analytics, and Google Marketing Platform



Available for data partners, agencies and advertisers, the Data Manager API is now in beta and enables the use of first-party data across Google ads products. Specific product integration will happen over time, starting in 2025

Google tag gateway for advertisers

Upgrade your tags to serve from your site's own server to improve performance and resilience of your measurement signals

Key benefits

- **Improved performance**

Google tag gateway for advertisers enhances conversion data accuracy by routing it through your website's own server, improving bidding, campaign optimization, and ROAS.

- **Deeper Campaign Insights**

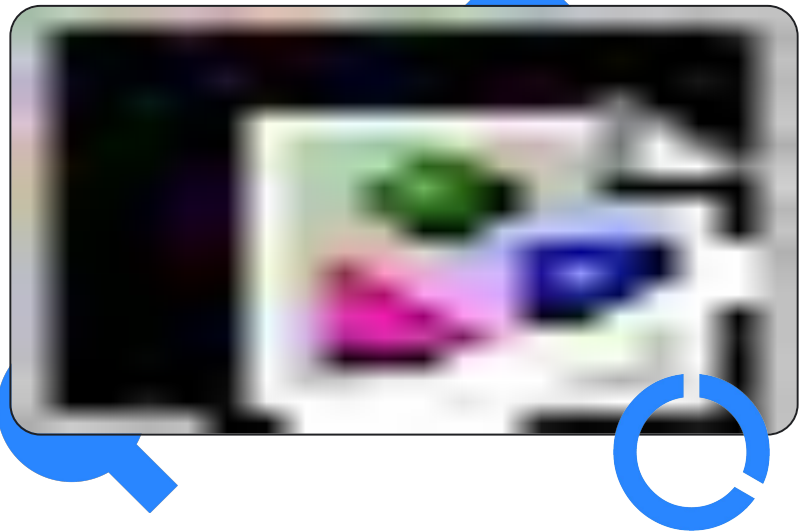
With richer insights into campaign performance and attribution, you get a better understanding of your customer journey, and can identify which strategies drive the strongest ROI.

- **Secure by default:**

Tags set up with Google tag gateway for advertisers will get [confidential computing](#) by default, giving customers added security and transparency on how data is collected and processed.

- **No retagging required:**

Implementation is also simplified, as upgrading your tag requires no changes to the existing tag code on your pages.



11%

Advertisers who configured Google tag gateway for advertisers saw an **11% uplift in signals**.¹

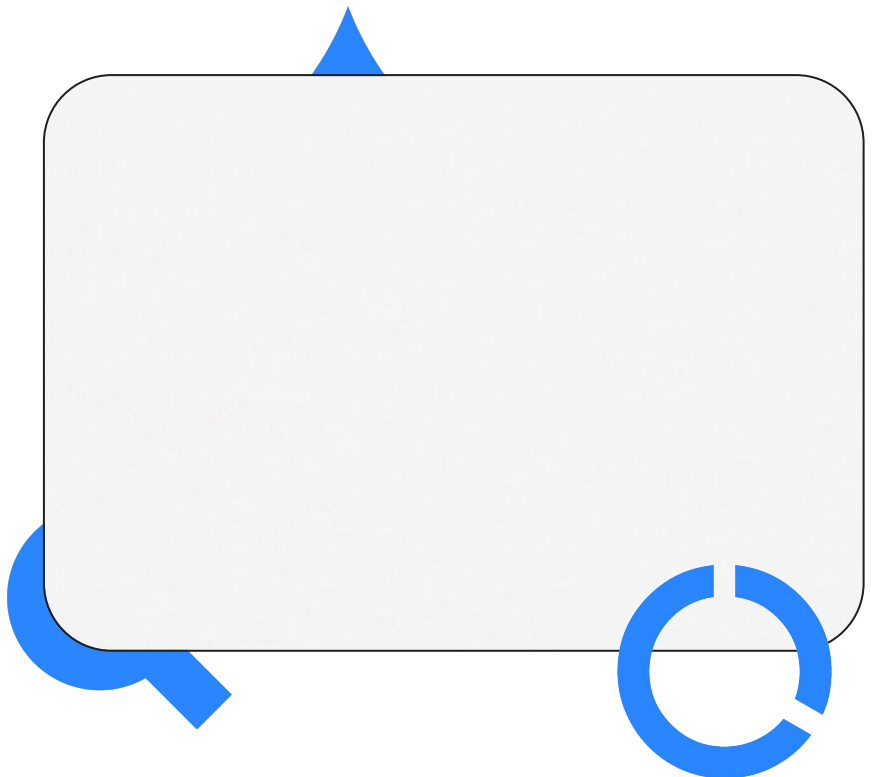
1. Google Data, Global, Performance, Apr 09, 2025 - Apr 16, 2025 7d trailing median [Uplift is based on Google tag script loads comparing tags not operating Google tag gateway for advertisers versus tags operating in Google tag gateway for advertisers].

Confidential matching

Transform how businesses securely manage their first-party data.

Key benefits

- **Data is only used for specific, approved purposes**
and customers can verify that data is processed as intended
- **Confidential matching isolates processing in a trusted execution environment**
from everyone - even Google.
- **What's new?**
Soon we will be launching confidential matching for Google tag gateway, enhanced conversions and user-provided data in Google Analytics. Previously it was only Customer Match.



Confidential matching securely connects your first-party data for Google's measurement and audience solutions.

This marks only the first use of confidential computing in our Ads products, and we plan to bring this privacy enhancing technology to more products over time.

Commerce Media suite

Convert customer intent into action at every stage of the journey and track your results down to the product level.

Key benefits:

New features coming soon include:

- **Closed-loop measurement**

Retailers, marketplaces and brands can see exactly how ads lead to actual sales—online and soon offline—with SKU and product level insights in a privacy-centric way.

- **Targeted Audience Solutions**

Brands can use retailer data across Google Ads, DV360 and SA360 for smarter ad targeting to gain new customers and drive sales and self-serve campaign offerings give brands more control; retailers and marketplaces drive incremental traffic, monetize their data by creating audiences for brands to leverage via a self-serve offering; gaining efficiency at scale.

- **New Inventory**

Retailers, marketplaces and brands can reach more customers and boost sales by showing ads in more places like Google Search, Shopping, YouTube, and apps and across third party inventory via DV360 and SA360.



Our suite of Commerce Media solutions are available for retailers, brands and marketplaces across Search Ads 360, Google Ads and Display & Video 360.



Availability: Limited beta



Languages: All



Omnichannel sales

Agentic

The background of the slide features several abstract, overlapping geometric shapes in two shades of blue. A large, dark blue diamond shape is positioned in the lower right quadrant. To its left, there's a smaller, lighter blue diamond. In the upper left, there's a dark blue shape resembling a speech bubble or a stylized 'L'. Another dark blue shape, resembling a heart or a cluster of circles, is located in the upper right area.

**Agentic capabilities: Your
Google Ads expert**

**Agentic capabilities: Your
Google Analytics expert**

**Agentic capabilities: Your
cross-website marketing advisor**

Agentic capabilities: Your Google Ads expert

Optimize campaigns confidently with expert guidance.

Key benefits

- **Optimize with Expert Guidance**

Your Google Ads' expert suggests and applies tailored optimizations recommendation, informed by your unique campaign data, and generates comprehensive performance reports.

- **Do more, faster**

Accelerate onboarding and campaign creation. Expedite performance improvements, enabling unprecedented scaling

- **Stay Ahead of issues**

Proactively identify and fix problems before they impact your ads.

Disclaimer: This product uses AI and may display inaccurate info. Your chat activity may be used to improve the product and your use is subject to Google's Terms, AI Use Policy, and Privacy Policy.



An always-on expert for comprehensive help in Google Ads. It learns about your business and Google Ads account to help you build new campaigns, proposing effective keywords, audience strategies, and crafting compelling ads. It analyzes data, streamlines reporting by extracting actionable insights. It suggests and applies adjustments for continuous performance optimization.

Agentic capabilities: Your Google Analytics expert

Get simple answers and make decisions with confidence

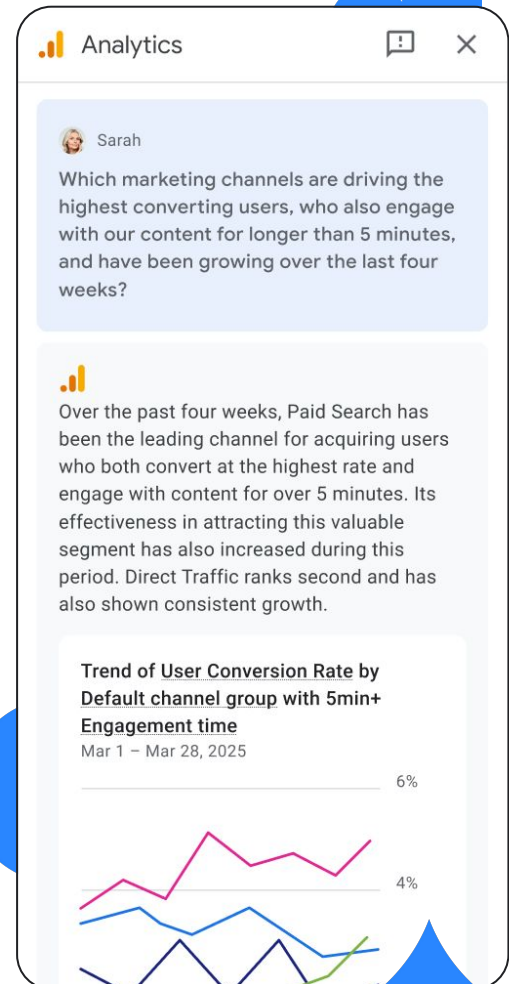
Key benefits

- **Get deeper insights**

Unlock expert analysis and strategic recommendations for your most complex questions, delivered with precise data and clear visualizations (e.g. trendlines, bar charts).

- **Gain instant answers & guidance**

Get digestible answers from comprehensive Help Center resources, and direct access to relevant reports or settings in your account based on your query.



A data expert for superior website and app performance. It proactively surfaces personalized insights and trends, enabling easy data exploration for informed decisions. Learning your specific business, the tool helps you quickly extract insights and navigate Google Analytics more efficiently. Ultimately, it deepens your analytical understanding, empowering more confident, data-driven decisions.

Agentic capabilities: Your cross-website marketing advisor

Tailored marketing advice for all advertisers

Key benefits

- **Complete marketing advice**

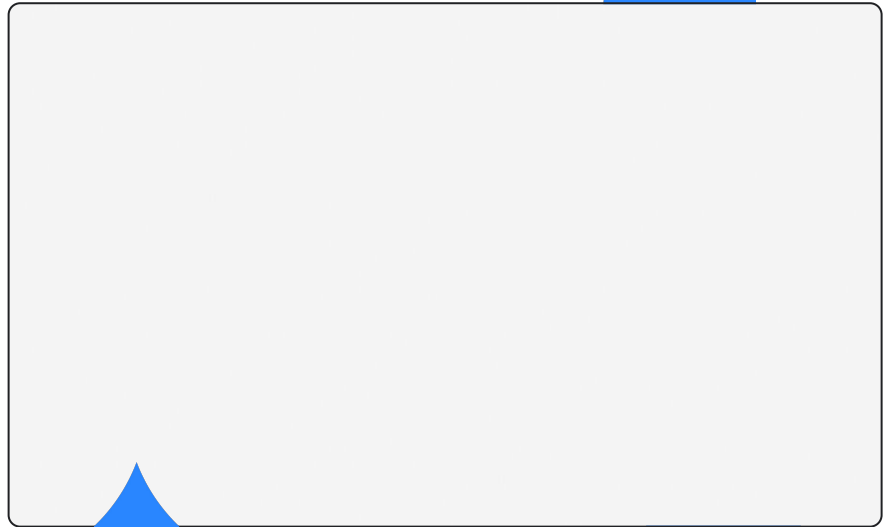
Get marketing recommendations for your whole business, not just your Google Ads.

- **Universal tasking**

The agent can handle tricky tasks for you on any website you're on (e.g. tagging)

- **Interactive assistance**

Speak to the agent and learn by seeing exactly how it helps you



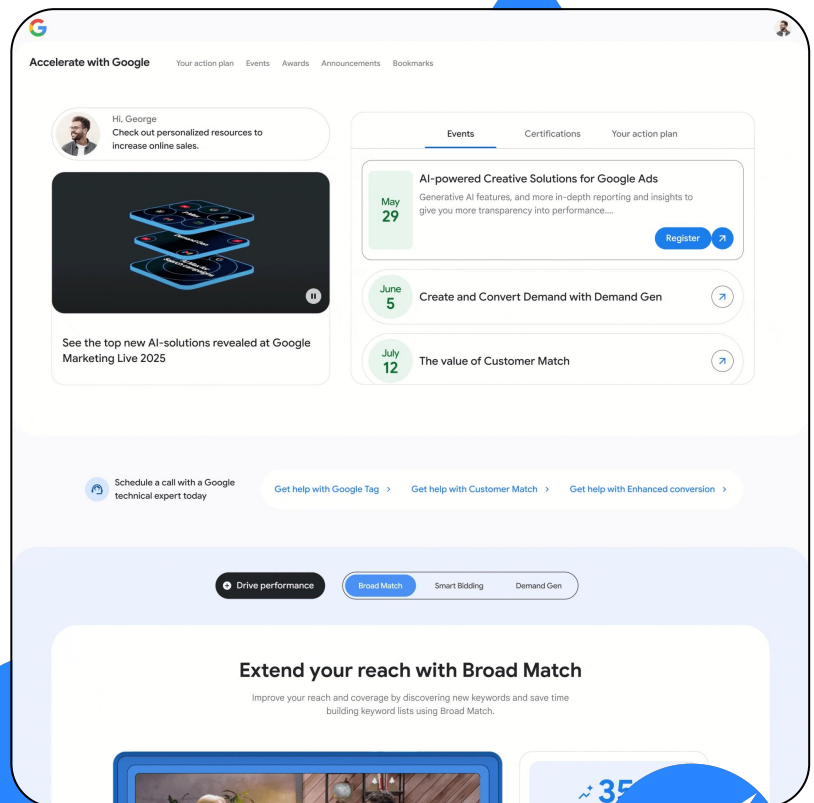
Get instant business advice and task completion, wherever you are online. This agent built in Chrome understands your browser context and guides you step-by-step to solve problems across websites – all with seamless voice interaction.

Accelerate with Google

Advance your skillset in the era of AI with a program designed to help you meet your marketing objectives and your career goals

Key benefits

- **Stay ahead with the latest from Google Ads:**
Get the latest product announcements from Google Ads, all in one place.
- **Access personalized learning:**
Select your primary marketing objective to get valuable resources tailored to your needs, including upcoming events, and best practices.
- **Get expert support:**
Get direct access to Google experts to help you implement key products.
- **Be recognized for your work:**
Demonstrate your abilities with industry-recognized certifications and our new Google Ads Impact Awards.



[Sign up for Accelerate with Google](#)

Unlock your tailored experience to achieve your goals and build your expertise.