

Available on GitHub



Demand Gen Pulse

Make the most out of your
Demand Gen campaigns

Google

Challenge



Challenge

Demand Gen campaigns help advertisers reach consumers across Google's most immersive platforms: YouTube, Discover, and Gmail. However, reporting for Demand Gen campaigns can be cumbersome and advertisers need an easy way to see how their campaigns and assets perform across accounts.



Question



Solution



Demand Gen Pulse is a Looker Studio dashboard that provides a **centralized view** of Demand Gen campaign performance and the assets uploaded. It helps identify if campaigns and assets follow best practices and gives **actionable insights** for optimizations across accounts.



Example





Example

Select Account ▼ Select a Campaign ▼ Jul 26, 2024 - Aug 22, 2024 ▼ [Export as PDF](#)

Accounts
90

Active Campaigns
236

Cost (USD)
420,998 ↓ -20.3%

Conversions
592.3K ↑ 225.5%

Campaign Performance

We recommend a **daily budget of at least \$500 per ad group** to drive effective and efficient performance.

To avoid a cold start, **set a minimum viable daily budget of at least \$100 per day, ad group.**

Ad groups with more than 50 conversions perform better, so optimise your campaign level budgets to maximise conversion volume.

Account	Campaign	Bidding Strategy	Has Lookalike	tCPA	CPA	Budget	Cost	Conversions
acxxxxm	viyyyyyyyyyye	MAXIMIZE_CONVERSION_VALUE	NO	0	0.19	79	467	2,399
acxxxxm	viyyyyyyyyyy9	MAXIMIZE_CONVERSION_VALUE	YES	0	0.05	76	1,852	34,563
MMxxxxO	rtyyyyyyyyyyN	TARGET_ROAS	NO	0	6.42	110	2,370	369
ppxxxxt	reyyyyyyyyyyo	MAXIMIZE_CONVERSIONS	NO	0	149.74	10	299	2
MexxxxL	plyyyyyyyyyyR	MAXIMIZE_CONVERSIONS	NO	0	98.12	5	98	1
cpxxxxm	oayyyyyyyyyyt	MAXIMIZE_CONVERSIONS	YES	0	0.05	242	7,492	163,019
cpxxxxm	oayyyyyyyyyys	MAXIMIZE_CONVERSION_VALUE	NO	0	0.16	6	112	689
cpxxxxm	oayyyyyyyyyys	MAXIMIZE_CONVERSIONS	YES	0	0.26	7	58	222
cpxxxxm	oayyyyyyyyyyR	MAXIMIZE_CONVERSIONS	NO	0	0.54	4	43	79

1 - 100 / 236 < >

Demo numbers for illustration purposes only



Use cases



Use cases



Campaign performance insights



Conversion health monitoring



Audience performance analysis



Adopt creative best practices



Benefits



Actionable insights



Fully automated and scalable



Time-saving



Open-source and fully customizable



Requirements →

Requirements



- Google Cloud with billing enabled
- Google Ads developer token



[Learn more](#)





Learn more

github.com/
google-
marketing-
solutions/
dgppulse



Thank you

