Google Ads

The ultimate guide to the **latest products**

featured at Think Week 2025

Google Ads

Table of contents

Learn more about these announcements on Accelerate with Google.

Google

Google Ads AI Essentials 2.0 for Holiday

Prepare for the holidays today with the AI Essentials, a collection of our newest AI solutions designed to help retailers drive ROI for your campaigns this holiday season.

AI Data Strength

Identify your **high value shoppers** and gain confidence in your ad spend with **first-party data and measurement.**

Data

- ❄ Maintain your shopping feed by analyzing **performance data** and **updating product attributes in Merchant Center** to optimize across organic and ad surfaces.

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

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

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

Commerce Media Suite

- ❄ Enable brands and retailers to convert customer intent into action at every stage of the journey and track your results with our suite of **Commerce Media solutions**.

AI Content Strength

Supercharge your AI with strong **content & creative assets** to deliver rich, relevant and trusted **content consumers are seeking**.

Content & SEO

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

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

Creative Development

- ❄ Create **enhanced shopping content** directly in Merchant Center. Discover suggested images and videos **generated for you**, powered by Veo and Imagen.

- ❄ Use Merchant Center to shape your visual **brand profile** on Search.

YouTube Video Reach & Video View Campaigns

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

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

AI Performance Strength

Engage and convert **highly considered shoppers** during key decision moments with the help of the Power Pack.

Power Pack

AI Max for Search

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

Demand Gen

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

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

- ❄ Use the **new customer acquisition goal** and a seamless shopping experience on **Shoppable CTV** and **YouTube Shorts** to reach shoppers.

Performance Max

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

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

- ❄ Enable brand discovery with **new shoppable formats** in Performance Max, Shoppable CTV, and YouTube Shorts.

Harness agentic capabilities to support, optimize, and advise
Get personalized help in Google Ads and Analytics, and for all your needs across the web.

✦ New

The Power Pack for Retailers

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. Mix and match campaigns according to your goals.

The Power Pack

AI Max for Search campaigns

The best of Google AI for Search campaigns with a suite of targeting and creative enhancements.
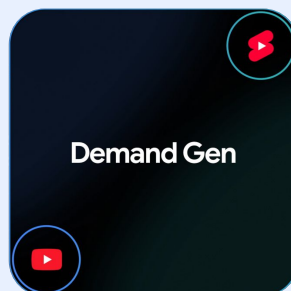
Demand Gen

Create and convert demand on YouTube and Google's most visual surfaces, reaching new audiences while they're streaming, scrolling or shopping.

PMax

Get the full power of Google's channels and AI, all in one campaign to help maximize performance.

The Power Pack for Retailers

Get the control or scale you need with the help of one of these two recommended campaign combinations, designed for retailers.

If you want channel control with Search & YouTube

Shopping campaigns · AI Max for Search campaigns · Demand Gen

If you want to maximize reach across channels

AI Max for Search campaigns · Demand Gen · PMax
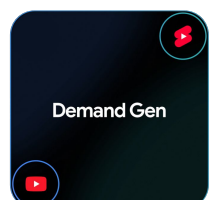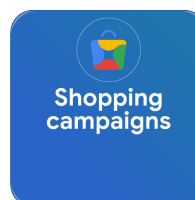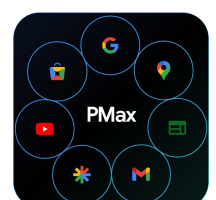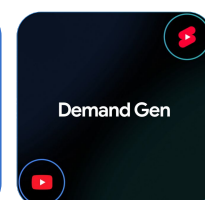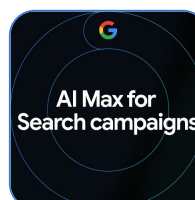
Google Ads AI Essentials 2.0 for Lead Generation

Be ready for tomorrow, today with the AI Essentials, a collection of our best and hardest-working AI solutions for your business.

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

Data

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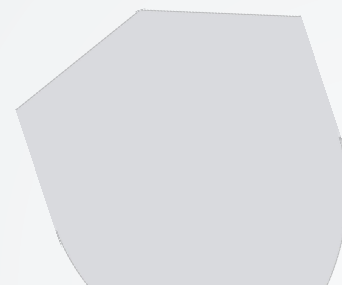Access **search terms reporting** and **channel performance reporting and diagnostics.**

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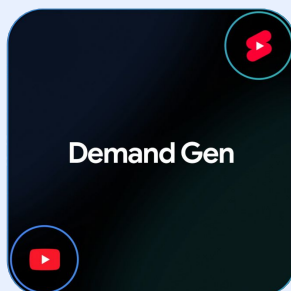
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AI Max for Search campaigns | Demand Gen

If you want to maximize reach across channels
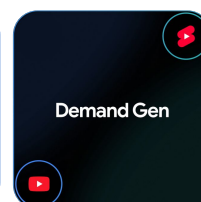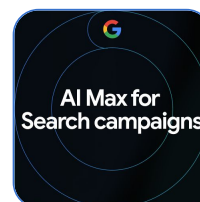
AI Max for Search campaigns | Demand Gen | PMax
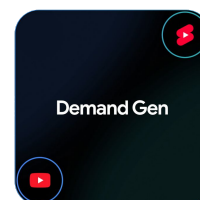
Search Ads

- Ads in AI Overviews
- Ads in AI Mode
- AI Max for Search Campaigns
- Channel performance reporting and diagnostics
- Campaign total budgets
- Loyalty features
- Prospecting Mode
- Smart Bidding Exploration
- Journey aware bidding
- Improvements to lead form ads for Search

Google

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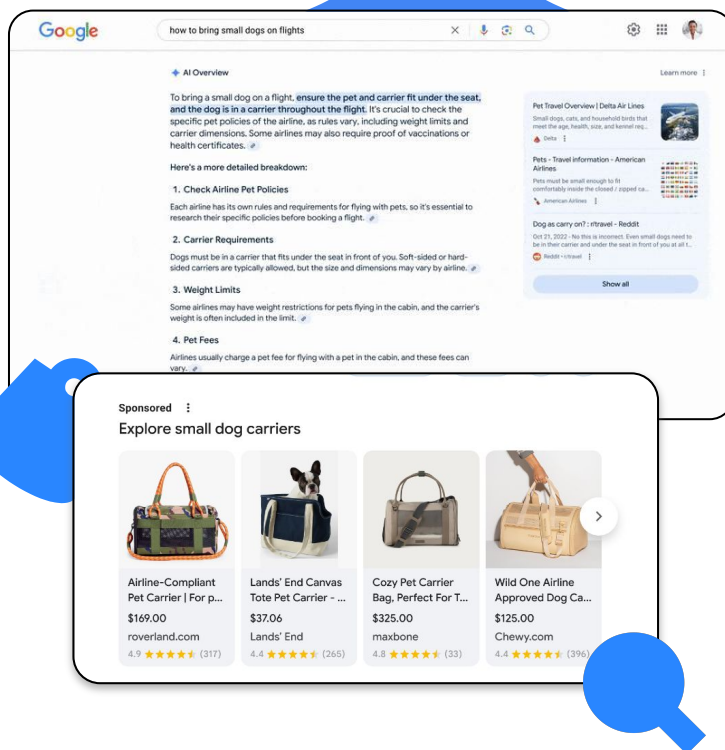
People have been finding ads within AI Overviews helpful because they can quickly connect with relevant businesses, products and services to take the next step at the exact moment they need them.

(Google Internal Data, 2024)

Using our AI powered targeting solutions like broad match on Search or the keywordless targeting technology of AI Max in Search or Performance Max will be one of the best ways to leverage ads in AI Overviews.

✦ **Availability:** US | more coming soon   ✦ **Languages:** EN

Expansion to select English-language countries on mobile and desktop by end of 2025

Google

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 ads seamlessly integrated into AI-powered responses as your next customer explores 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 AI Max in Search or Performance Max will be one of the best ways to show ads in AI Mode
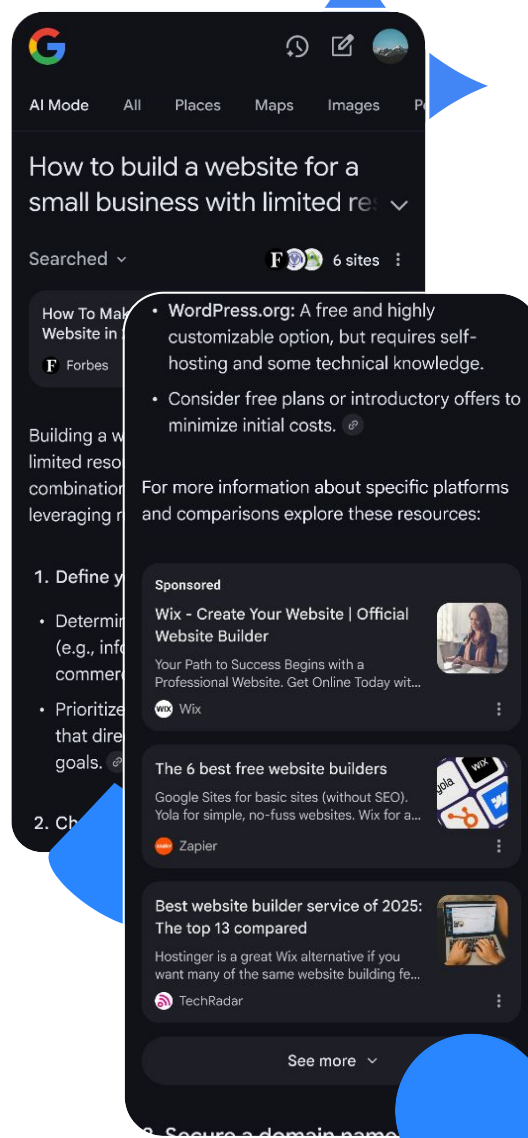
AI Max for Search Campaigns

In one click, supercharge the performance of your Search ads with the best of Google AI

Key benefits

- **Maximize 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.
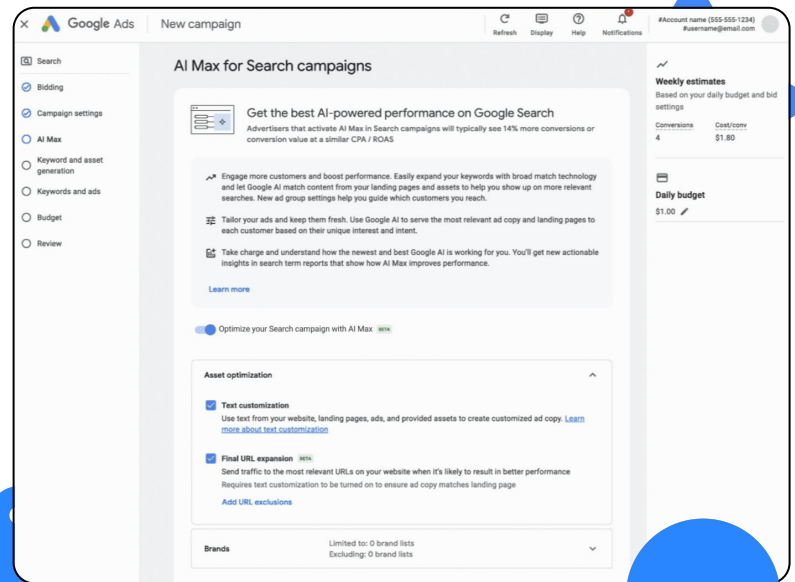
27%

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.).

Availability: Global (open beta)

Languages: All*

*Text Customization in AI Max is only available in English, French, Spanish, Italian, Dutch, Portuguese, German, and Japanese.

Google

Channel performance reporting and diagnostics

Find channel-level breakdowns of performance in your PMax campaigns & use Diagnostics

Key benefits

- **Get visibility into your Performance Max campaigns** and how AI performs across channels to help 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 understand channel-level performance & improve your campaign
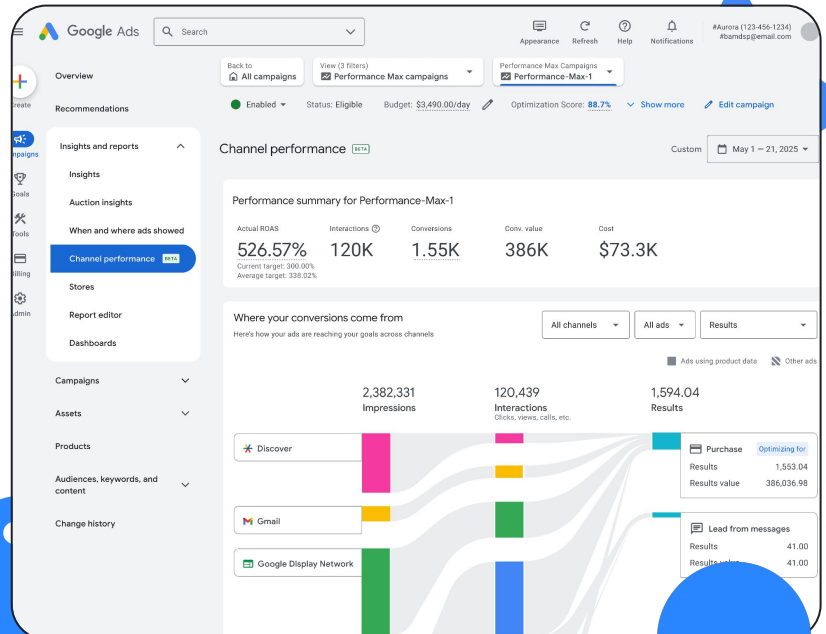
What's new?

- Channel performance reporting is now rolling out to all Performance Max campaigns
- Bulk reporting for all Performance Max campaigns at the account-level is available to let you view your performance across multiple Performance Max campaigns
- Bulk download capabilities are also available, letting you easily download multiple channel performance reports
- We plan to bring Search Partners breakdown to the channel performance report in the coming months

Best practices guide on HC

Tutorial video

Availability: Global

Languages: All

Google

Campaign total budgets

Allow customers to set a fixed total budget with a specific start or end time between 3 to 90 days. Support flash promotions like short burst campaigns or longer seasonal periods like holiday sales

Key benefits

- **Set a total budget:** When you already know how much you'd like to spend on your entire campaign for a specific date range, you can set a total budget. This is an alternative to setting average daily budgets. You will never be billed more than your total budget.

- **Capture demand changes:** Your campaign will try to spend your total budget evenly over the duration while taking into account higher and lower traffic days to optimize your campaign's performance. It will help optimize performance by spending more on days when your campaign is likely to get more conversions or conversion value, while keeping your overall budget goals on track

- **Reduce the number of manual campaign tweaks:** Hit spend goals by providing event promotion details directly in Google Ads
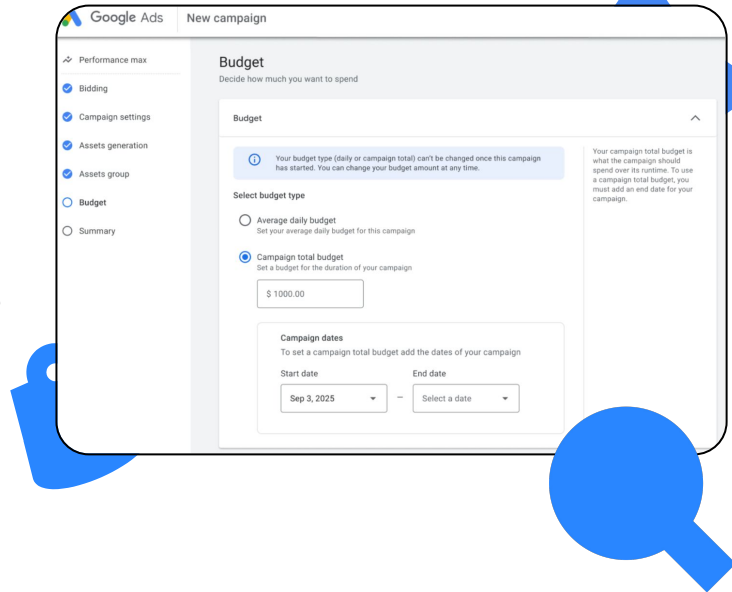
Example use cases:

- **Flash sales** Including seasonal sales, holiday weekends, and more
- **Event promotions** Including ticket sales, travel promotions, and other incentives
- **Seasonal periods:** Longer events (<90 days) that need added attention in budget utilisation

Availability: Global pilot launched, Allowlist beta in September

Languages: All

only available in UI when allowlisted

Google

Loyalty features

Boost loyalty and lifetime value with AI-powered campaigns. We deliver personalized offers designed to engage and retain your most valuable and loyal customers.
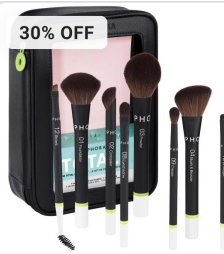
Key benefits

- **Retain your loyal customer base:** Enhance consumer value by displaying the best price to the right customer with member-only pricing and shipping. Keep loyal members engaged, make your ads more competitive, and help increase your ROAS.

- **Tailor your bidding to target high value loyal members:** With the new retention goal in loyalty mode, target and bid on specific customer cohorts to help drive member retention and encourage repurchase. With customer match, our ads goal will help ensure your ads are seen by your most valuable customers.

- **Data-driven optimization:** Gain valuable insights into conversions and conversion value for loyalty tiers to fine-tune strategies and maximize your return on investment.

Read our [Help Center Article](#) for implementation in Merchant Center

Targeted Loyalty Member Benefits on PLA, Launched in May

30% OFF

Sephora Collection The Face Brush S...

$45.50 ~~$65~~

Sephora

Member offer

4.5 ★★★★⯪ (287)

Shop now

Retention goal in loyalty mode September (open beta)

Loyalty program members

1. Set a conversion value adjustment for loyalty program members

The value you set will be used to increase the conversion value for a loyalty program member. You can adjust this value for each campaign.

Multiply | 2.6

Enter a value above 1

2. Add audience segments of your loyalty program members

You need one or more segments with at least 100 active members in one network. You can update your audience segments in Audience manager.

🔍 Add audience segments of your loyalty program members

✦ **Availability:** US (loyalty pricing and shipping), Global (loyalty goal)

✦ **Languages:** EN

Google

Prospecting Mode

Engage new customers with new campaign controls to exclude users who have recently searched for or interacted with your brand.

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.

Smart Bidding Exploration

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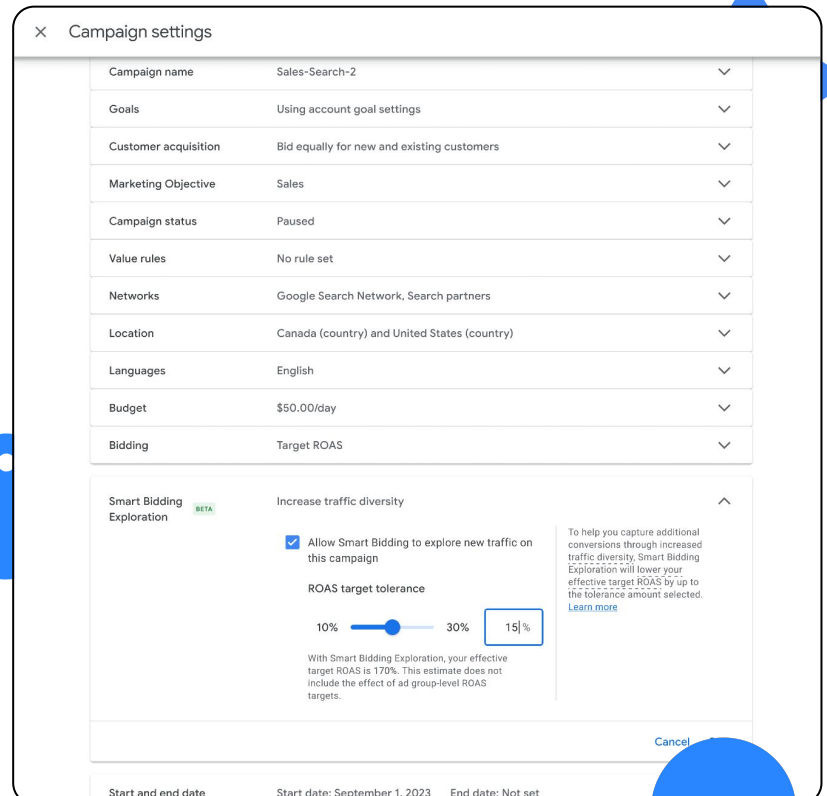
Key benefits

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

AI-powered bidding will tap into performance from a wider range of unique search categories that match your existing targeting methods (AI Max for Search, broad match, DSA)

● **Scale conversion volume within your existing targeting:**

Bid more expansively against your current eligible targeting (by adjusting ROAS target tolerance) to help 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

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)

18 %

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

Google

Journey Aware Bidding

A new bidding improvement that will be aware of and responsive to the whole customer journey

Key benefits

- With Journey Aware Bidding, the bid strategy will learn from your biddable conversion goal in addition to other, non-biddable goals along the user journey in order to improve predictions and overall performance

- Customers who report all relevant journey stages and categorize them correctly will benefit from Journey Aware Bidding
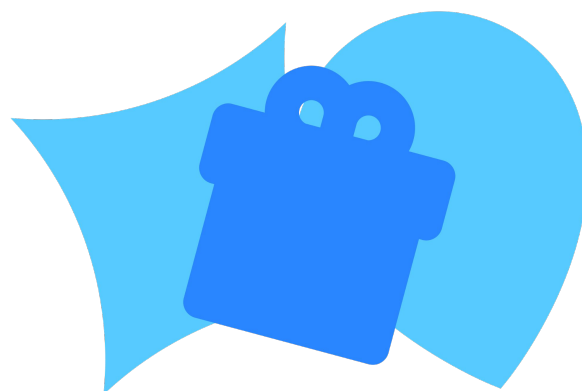
Pilot information

A limited group of advertisers will be invited to participate in a closed pilot to test Journey Aware Bidding later this year. All Lead Gen advertisers can start implementing these best practices to prepare for a future full launch of Journey Aware Bidding.

- **Track your full user purchase journey**—from lead submission all the way to final purchase—in Google Ads.

- **Categorize all points of your user purchase journey as conversions** within standard conversion goals.

- **Optimize your campaigns to a signal stage of your purchase journey** that aligns to your business KPIs (ex: purchase, converted lead).

- For other points of your user purchase journey that you are tracking, **mark these conversions as primary, but do not use them for bidding optimization** via campaign-level or account-default goals.

Connect with your Google Sales team to learn more!

Availability: Closed Pilot later this year

Google

Improvements to lead form ads for Search

Get more relevant leads and better data. Customize lead forms with qualifying and conditional responses.

Key benefits

- **Attract better quality leads.**
  Use qualifying responses to identify high-value leads and bid on them, so you can help increase your return on ad spend.

- **Get the data you need, right from your ads.**
  Conditional responses adapt to user answers, providing your sales team with the actionable information they need to follow up more effectively and close more deals.

- **Improve completion rates.**
  In a single flow, personalized and dynamic forms simplify the journey, leading to higher completion rates.

Add answers (up to 12)

Question: Which vehicle make are you interested in?

You can now indicate which answers map to higher quality leads for your business. To manage all your leads, go to Leads in Goals. Learn more about lead scoring

Lead scoring ⓘ   Answers (up to 12)

☑ Qualifying   [   ] ⊗ 7/70

☐ Qualifying   [   ] ⊗ 7/70

Add answer

Audi USA
Get behind the wheel for a no-pressure driving experience. Discover the vehicle, feel the performance, and get a personalized plan.

Name: Chris Johnson
Phone: +1 (212) 999-3333
Postal code: 10003
What type of car are you interested in?
Which model?

GOOGLE DISCLOSURE
By submitting, you agree to send your info to Audi USA about the request. Audi USA agrees to use it in accordance with their privacy policy. Google will not use the content of your responses for ads targeting or measurement. Google may otherwise use your submission in accordance with our privacy policy.

☐ I agree to the above disclosures

SUBMIT

48%

We found, adopting Lead Form Ads leads to a 48% average increase in conversions, at similar Cost Per Acquisition (CPA).

(Source: Google Internal Data, Global, Lead Generation, 5 Apr 2025 to 9 May 2025. Compared with Average Cost Per Acquisition of Lead Generation campaigns.)

Availability: Global   **Languages:** All

Google

Video & Apps

- [Demand Gen](#)
- [Creator Partnerships hub](#)
- [Attributed branded searches](#)
- [Shoppable Masthead](#)
- [Web to App Connect for YouTube](#)
- [Web to App Connect](#)
- [On-device conversion measurement using event data](#)
- [Demand Gen omnichannel features](#)

Google

Demand Gen

Visually stunning, conversion strong. Find and convert customers with your most immersive, visual, relevant creative with Demand Gen campaigns.

Key benefits

Expand your reach and convert new opportunities by connecting with audiences across YouTube and Google's most visual platforms.

Be there before your customers are looking for you. Use Demand Gen to create and convert demand as consumers **stream**, **scroll**, and **shop**.

With Demand Gen, you can:

- Transform inspiration into intention and action.
- Combine the power of Google AI with the flexibility of more controls where you need them.
- Tap into the power of YouTube creators with partnership ads.
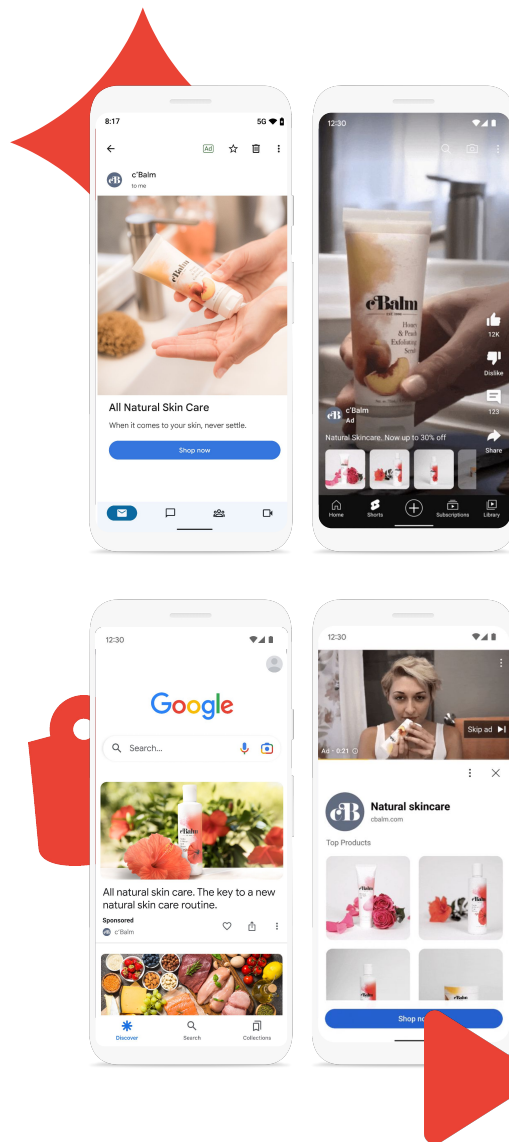
26%

Demand Gen has delivered a **26% YoY increase in conversions per dollar** driven by over 60 improvements to ramp time, bidding upgrades, and more.

Source: Google Internal Data, February 2025 - March 2025

Availability: Global

Languages: All

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

- **Use Creator search** to discover and reach out to YouTube creators

- **See organic + paid reporting** for linked creator videos

- **Discover + boost** short- and long-form videos mentioning your brand
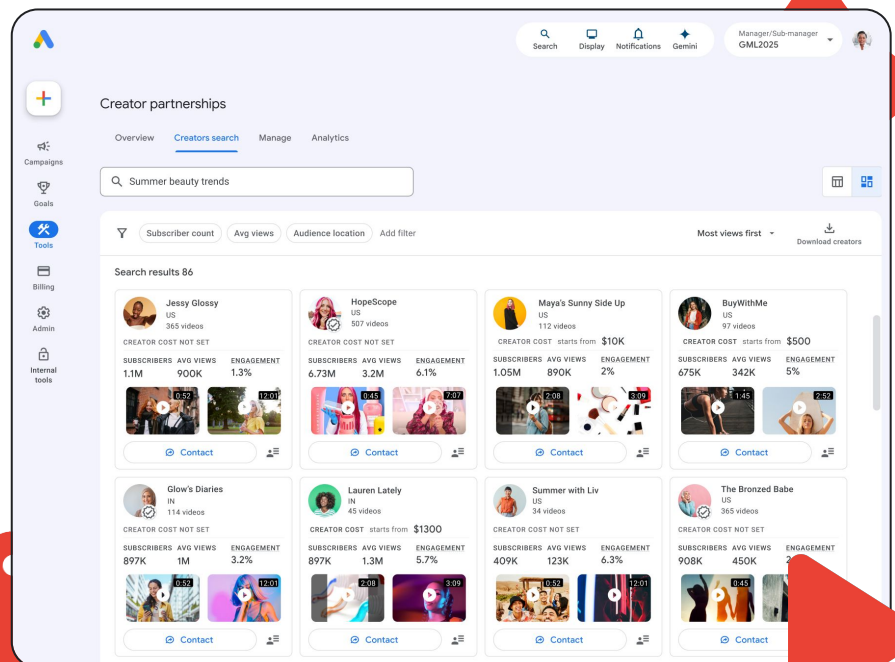
98%

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).

Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023, online survey, n=13328 US, UK, BR, FR, DE, IT, JP online users 18-54 who use social apps/sites monthly or more often (social apps/sites: Discover, YouTube, YouTube Shorts, Gmail, Facebook, Instagram, TikTok, Twitter, Snapchat).

Availability: AU, CA, HK, IN, NZ, SG, UK, US

Languages: EN | more to come later this year

Google

Attributed branded searches

Understand the impact of YouTube ads on search volume. Always on metric to connect the dots between a YouTube campaign and the brand interest it drove.

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

- **One-time setup and always-on metric** for easy & fast results that provide quick brand search tracking, complementing incrementality experiments.
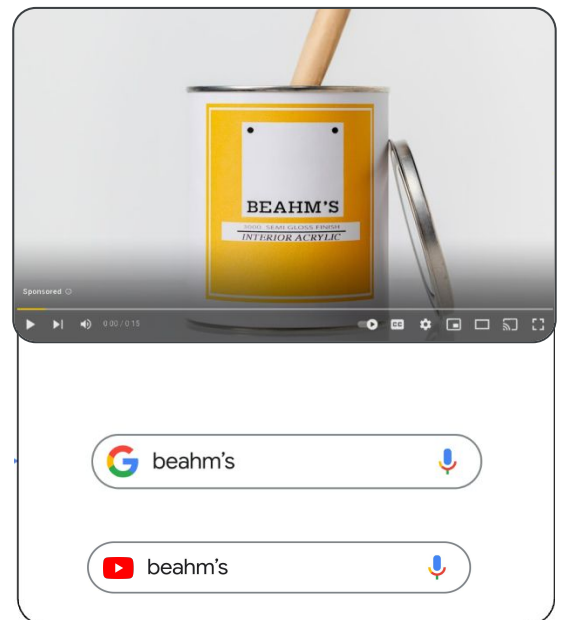
Attributed branded searches is a new, always-on metric that helps advertisers understand the impact of their video ads on organic search behavior by measuring the number of searches for a brand by users who saw an advertiser's video ad.

Availability: Global

Languages: All

Google

Shoppable Masthead

Feature products within YouTube's most prominent homepage placement on mobile to drive discovery, website traffic, and conversions.

Key benefits

- **Announce or promote specific new products** on the most prominent placement on YouTube

- **Drive consideration / traffic** to your website for promotional events (e.g Black Friday) and tentpole events (e.g Prime Day)

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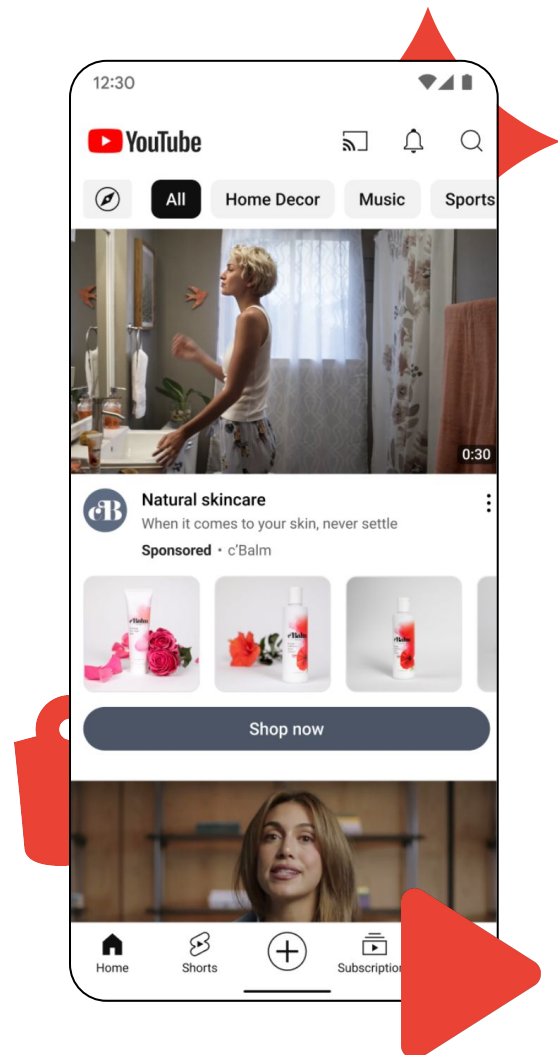
YouTube's Masthead, our most prominent placement, is now shoppable on mobile! Advertisers can announce new product launches and drive website traffic during key events by showcasing products alongside Masthead's immersive video ad format. This new feature provides a seamless path from inspiration to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

◆ **Availability:** Global   ◆ **Languages:** All

Google

Web to App Connect for YouTube

Web to App Connect (W2AC) helps you drive significantly higher conversion rates and improve user experience of your most loyal app customers by seamlessly linking your YouTube ads to relevant in-app pages.

Key benefits

- **Set-up cross-channel measurement:** Enable a holistic view of your customer's purchase journey across all touchpoints and channels.

- **Drive profitability:** Generate incremental conversions by adding app deep links to help drive traffic directly to your app.

- **Drive loyalty:** Your app customers are your most loyal and engaged customers. Optimizing their experience will help increase your chances of repeated purchases and retention.
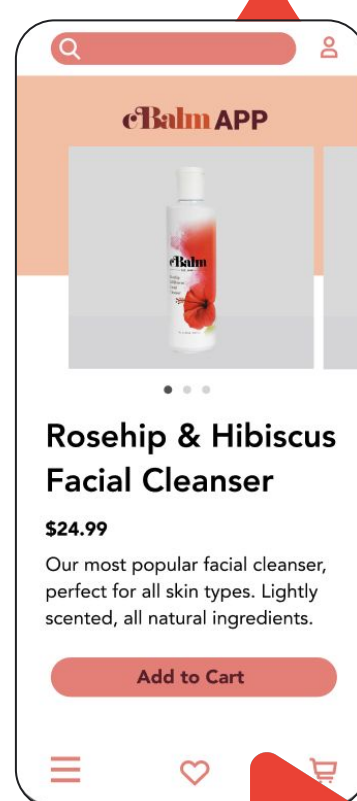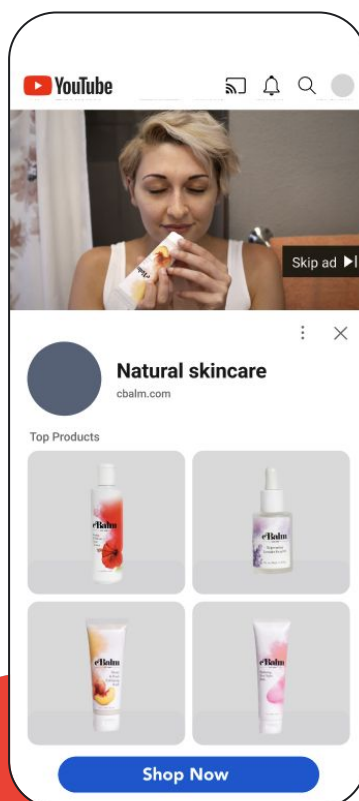
2x On average, advertisers can see a 2x increase in overall conversion rates when implementing Web to App Connect for YouTube.
Source: Google Internal Data, April 2025

Availability: Global   **Languages:** All

Google

Web to App Connect

Web to App Connect (W2AC) helps you track how many users land in your app and optimize towards them by seamlessly linking your web ads to relevant in-app pages, improving user experience and driving significantly higher conversion rates.

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.

- **Improve customer experience**:
  Guide users directly to the most relevant in-app page, eliminating friction and improving engagement.
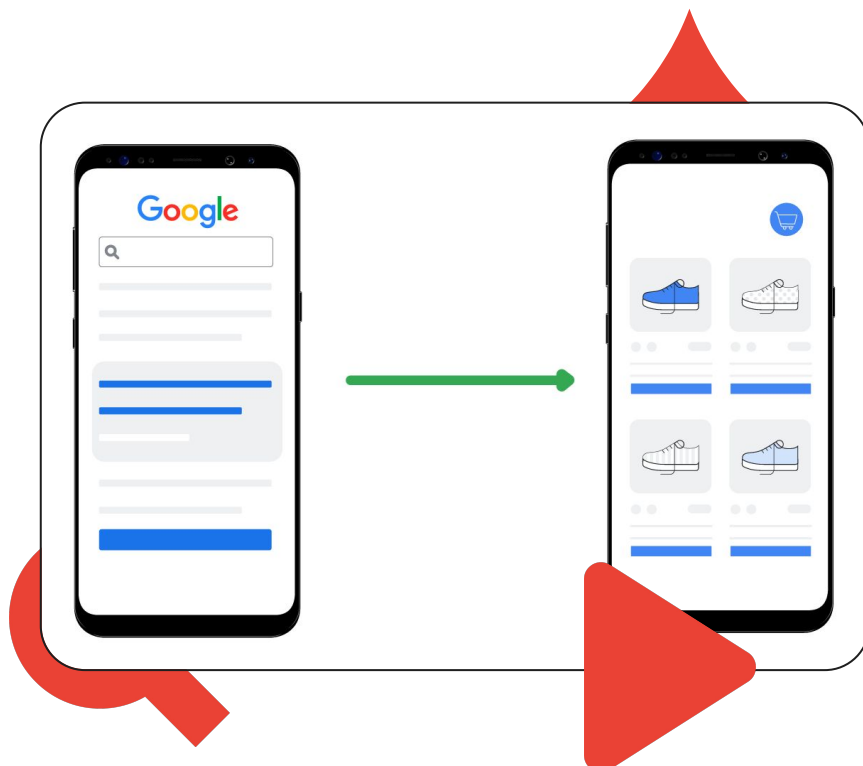
2x

On average, advertisers can see a 2x increase in overall conversion rates when implementing Web to App Connect for YouTube.
Source: Google Internal Data, April 2025

◆ **Availability:** Global   ◆ **Languages:** All

Google

On-device conversion measurement using event data

A privacy-preserving measurement solution which uses de-identified app event data to improve iOS App campaign performance and reporting.

Key benefits

- **Increased conversion observability**

  Boosts observable conversions to power improved reporting & optimization

- **Improved campaign optimization & reporting**

  Enables advertisers to improve their iOS campaign optimization. Additionally, unlocks access to integrated conversion measurement (ICM), an offering which provides more real-time, comprehensive and accurate attribution of iOS App campaign performance directly within third-party App Attribution Partner (AAP) reporting.

- **Privacy-preserving**

  Works without any user-identifying information ever leaving a user's device or being disclosed externally.

6X

Codeway, a consumer app publisher, implemented on-device conversion measurement using event data to get access to ICM. **By enabling ICM, they unlocked more precise measurement, observing a 6X increase in installs and an 80% lower cost per install in AAP reporting.**

Source: Google Internal Data, April 2025

Availability: Global (open beta*)   **Languages:** All

*This feature will be inactive for all users located within the European Economic Area (EEA), the United Kingdom, and Switzerland.

Google

Demand Gen omnichannel features

Omnichannel bidding:

Allows advertisers to help optimize towards omnichannel conversion goals in Demand Gen, including online and offline goals (Store Visits).

Local offers:

Surface local offers from the GMC feed within shoppable product feed formats to drive users to discover more about the product and take action online or in a store close by.

Key benefits

Demand Gen's new omnichannel features allow retailers to **create and convert demand wherever customers shop.** Showcase in-store offers and help optimize to total sales across online and offline.

Availability: Global

Languages: All

Google
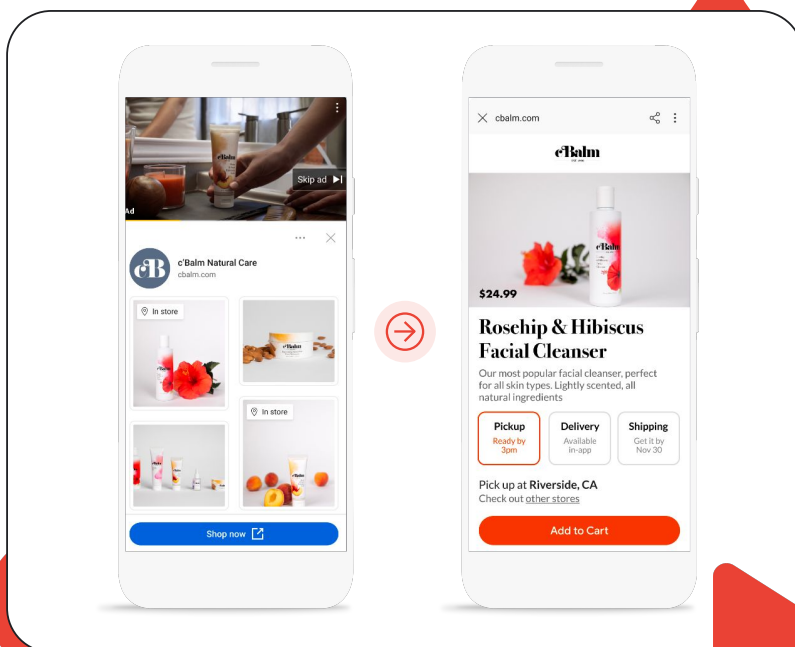
Creative

People and lifestyle image generation

Asset Studio

Performance Max asset optimization experiments

Video management tools

Product Studio

People and lifestyle image generation

Use text prompts to generate images that contain adult people and faces

Key benefits

- **Create compelling lifestyle imagery to better engage customers:** Visually demonstrate how your business supports people through pivotal life moments

- **Bring you creative vision to life:** Customize your output using text prompts. You're in control of the creative process and can review and approve every image before it goes live.

- **Save time by creating images at scale:** Easily generate brand new images in just a few clicks. You can find image generation in Asset Studio or in your campaign construction (i.e. Performance Max, Demand Gen, Display, and Apps campaigns).
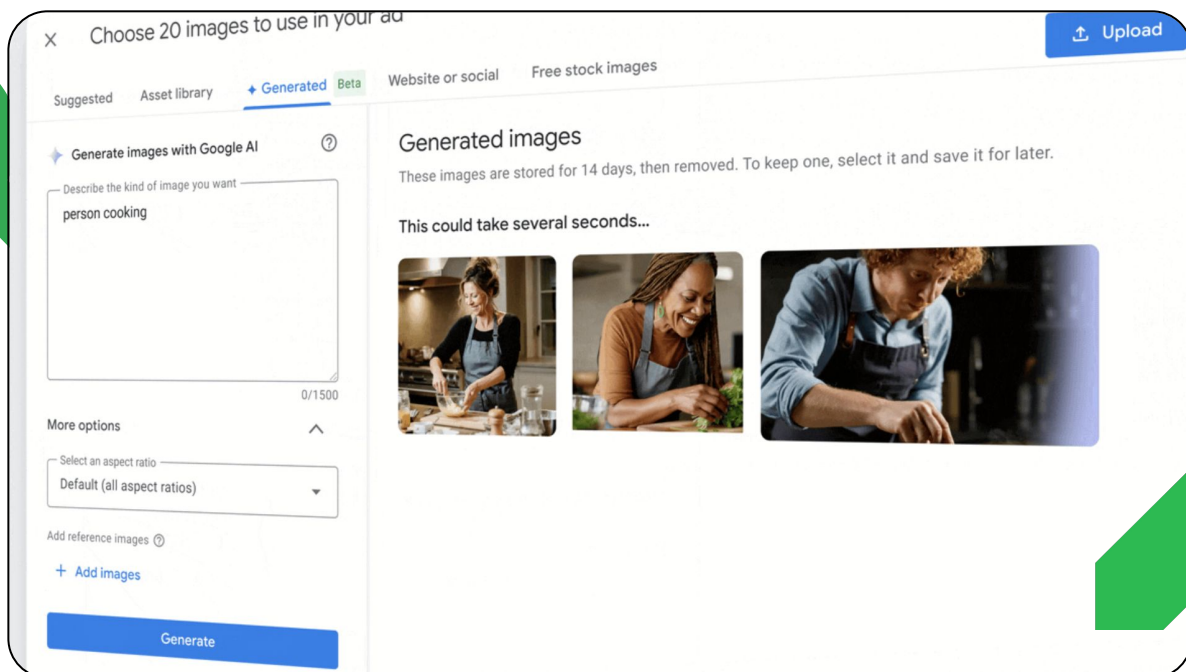
For example, a cooking school could generate images using a simple prompt like "person cooking" or get more specific with a prompt like "middle-aged man chopping carrots

Asset Studio

Asset Studio is a new, centralized Google Ads destination for advertisers to find creative tools to generate stunning images and show products in action.

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 and advanced image generation and editing.

- **Product-Focused Asset Variation:** Easily select the assets you want to share, generate images showcasing your products in real-world scenarios, and create diverse asset variations in various sizes and specifications.
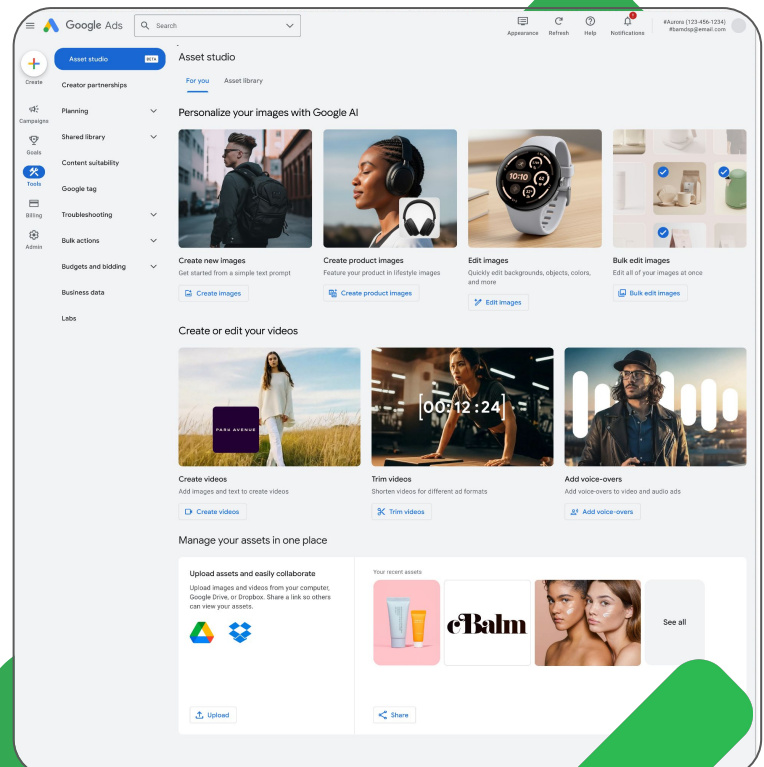
Performance Max asset optimization experiments

Asset testing feature within optimization experiments for advertisers that want to run A/B experiments to better measure the impact of adding new assets to their Performance Max campaigns

Key benefits

- **Measure Uplift of Changing Assets:**
  Understand how different assets of the same type perform against each other so that you can optimize creative for your Performance Max campaigns (e.g. compare the performance of a new set of images to an older set of images)

- **Measure Uplift of Adding Assets:**
  Understand how adding new assets, such as including a video, impacts your Performance Max campaign

Video management tools

Video assets page helps you view, manage, repurpose and distribute your video content across Google's advertising and organic surfaces

Key benefits

Video management all in one place. 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:** Boost shopper engagement and help drive conversions by mapping your product listings to video content. Google AI analyzes videos to extract key details and detect product offers, which you can review, edit, and tag.

- **Distribute your video content seamlessly across Google:** Your videos are automatically synced with the Ads Asset Library for easy leverage during ad creation. You can also control where videos appear on organic surfaces like no cost listings and your brand profile on Search.

Availability: Global by October

Languages: Global

Google
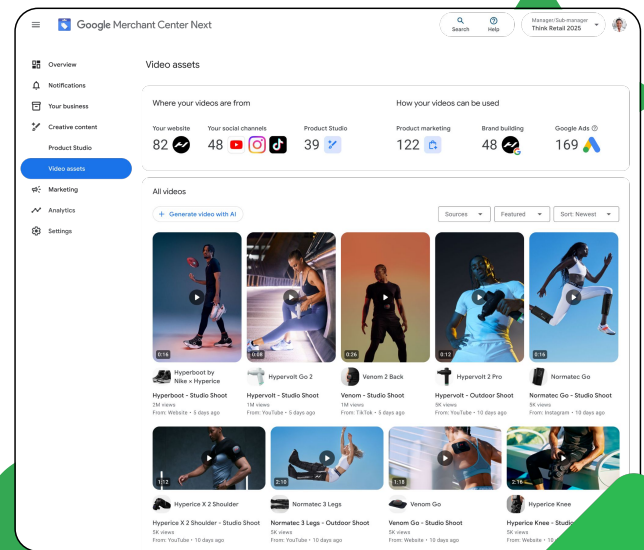
Product Studio

Expanded creative genAI capabilities to help your products look their best

Reimagine product images, text, and video in just a few clicks. Enable bulk review, saving, and generation with full control, making professional-grade content accessible.

Key benefits

- **Generate and optimize assets with AI:** The "Generated for you" feature automatically identifies content opportunities in your product catalog, suggesting optimizations and seasonal content. It proactively creates on-brand images and videos for you to review and publish across Google.

- **Streamline visual treatments across your catalog:** The scene transfer feature enables easy repurposing of high-performing visual treatments for new items. Reuse winning backgrounds across many products (e.g., 50 at once).

- **Transform an image to video in just a few clicks:** Upload a product image and let AI (Veo2) turn it into a video clip. Effortlessly create dynamic content that captures attention and helps enhance the customer experience.

Availability: Global

Languages: All
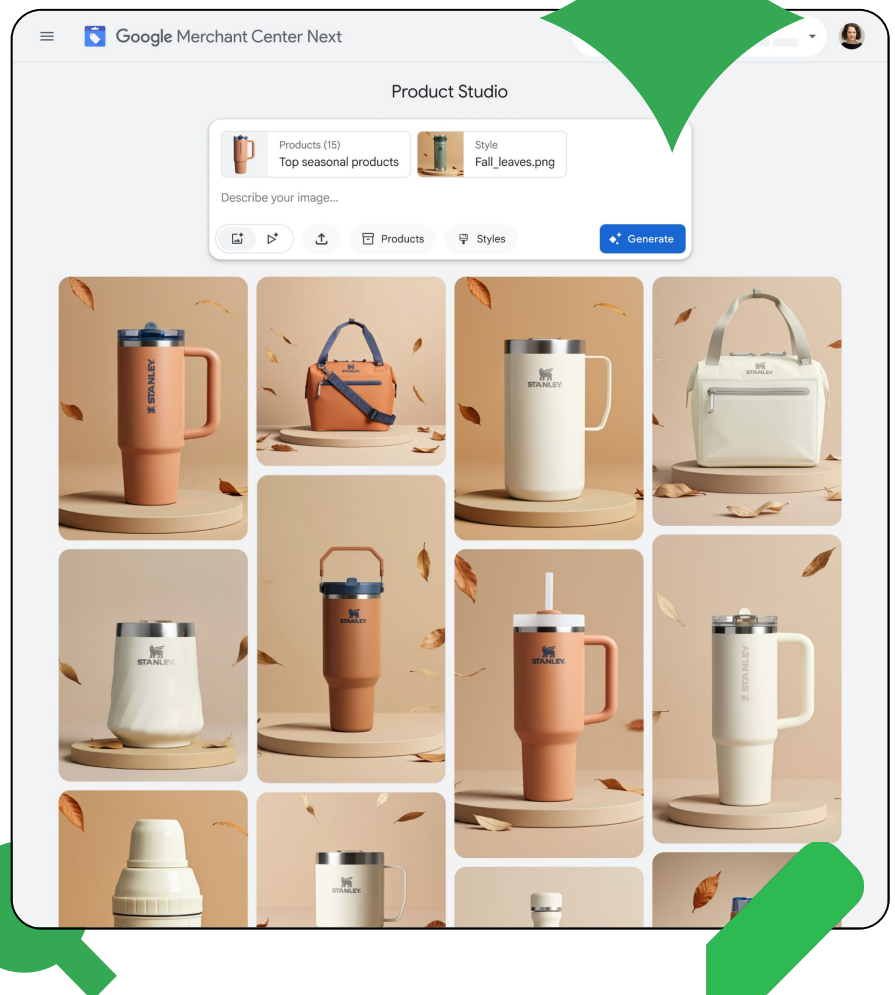
Google

Agentic

Agentic capabilities: Your Ads Advisor

Agentic capabilities: Your Google Analytics Advisor

Agentic capabilities: Your cross-website marketing Advisor

Agentic capabilities: Your Ads Advisor

Optimize campaigns confidently with expert guidance.

Key benefits

- **Optimize with Expert Guidance**

  Your Google Ads expert suggests tailored optimization recommendations that Marketers can review and approve. Recommendations are informed by your unique campaign data, and generates comprehensive performance reports.

- **Grow with Google Ads**

  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.
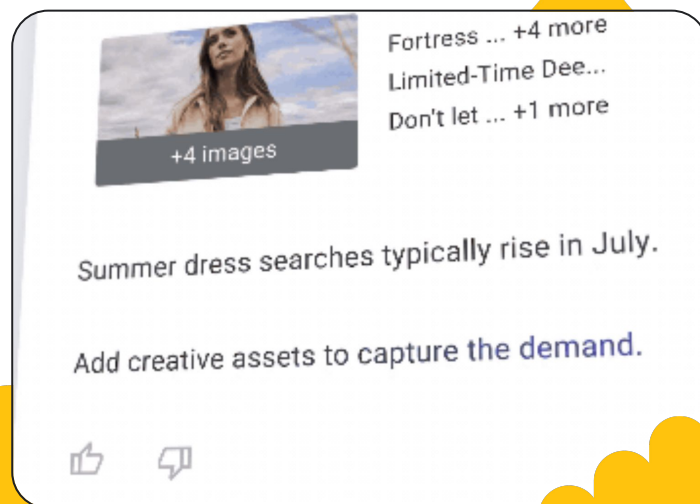
Fortress ... +4 more
Limited-Time Dee...
Don't let ... +1 more

+4 images

Summer dress searches typically rise in July.

Add creative assets to capture the demand.

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.

✦ **Availability:** Global (50% rollout for English speaking users only)

✦ **Languages:** EN

Google

Agentic capabilities: Your Google Analytics Advisor

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**

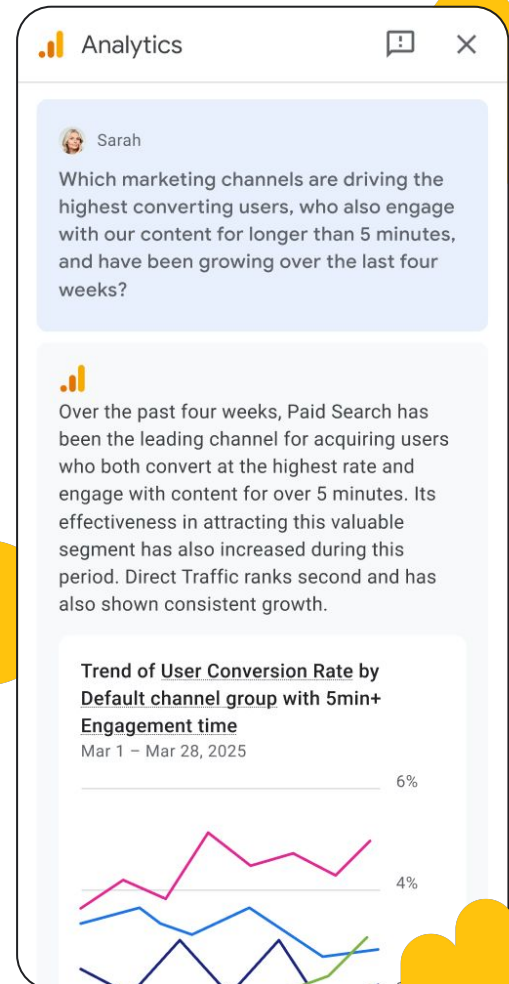 Get digestible answers from the comprehensive Help Center resources, and direct access to relevant reports or settings in your account based on your query.

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.

Analytics

Sarah

Which marketing channels are driving the highest converting users, who also engage with our content for longer than 5 minutes, and have been growing over the last four weeks?

Over the past four weeks, Paid Search has been the leading channel for acquiring users who both convert at the highest rate and engage with content for over 5 minutes. Its effectiveness in attracting this valuable segment has also increased during this period. Direct Traffic ranks second and has also shown consistent growth.

Trend of User Conversion Rate by Default channel group with 5min+ Engagement time
Mar 1 – Mar 28, 2025

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.

Availability: Global (10% rollout for English speaking users only)

Languages: EN

Google

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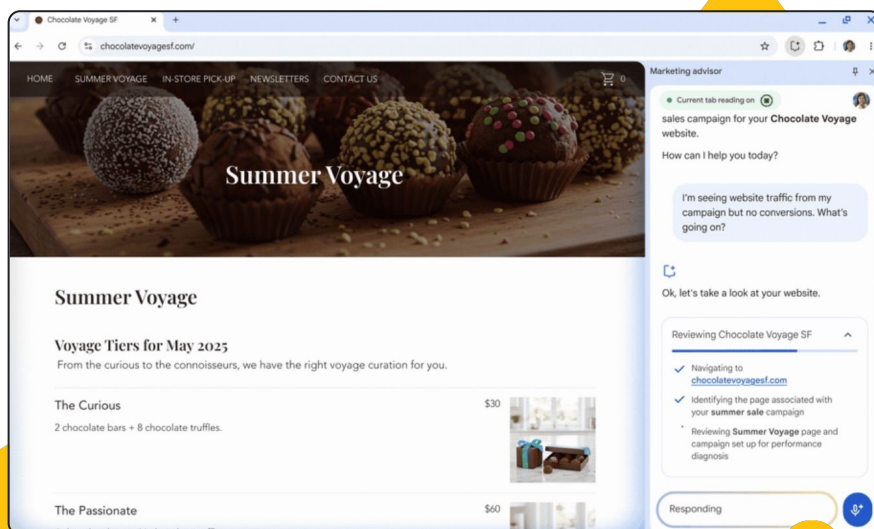
Disclaimer: This product uses AI and may display inaccurate info. Your chat activity may be used to improve the product and your use is subject to Google's Terms, AI Use Policy, and Privacy Policy.

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.

✦ **Availability:** Closed pilot   ✦ **Languages:** EN

Google

Measurement & Data

New conversion
lift experience

Meridian
Scenario Planner

Cross-channel Measurement
in Google Analytics

Data Manager

Data Manager API

Google tag gateway
for advertisers

Actionable Insights

Commerce Media suite

New lead gen reports and
suggested audiences

New conversion lift experience

Enable more marketers to understand the incremental impact of Google Ads by making incrementality experiments easier by addressing some of the top asks coming from our customers.

Key benefits

Broader access to incrementality tests

To make conversion lift studies more accessible to more customers, later this year we are reducing spend thresholds from $100K to $5K.

Increase the rate of conclusive results

by tapping into a new methodology (Bayesian). We're working on further modeling improvements to help make Google's incrementality testing even easier, faster and more reliable, across all Google Ads campaigns.

Measure the total incremental impact of Google media by running experiments across all campaign types (i.e. Demand Gen + Search + PMax).

For every $1 invested, your campaigns generated an incremental $8.2 in value.

Incremental ROAS
6.2x

Incremental conv. value
$31K

Relative lift (conv. value)
16.5%

80% of US senior marketing analytics professionals reported that implementing insights from incremental experiments have a high impact on revenue growth.

Source: Google/BCG, Global Measurement Survey, US, n=567 senior marketing analytics professionals with an annual ad spend of >$500k. Fielded Jan 27-Feb 15, 2025

Availability: Global

Languages: All

Google

Meridian Scenario planner

Turn Meridian insights into action. Use the new interactive Meridian scenario planner to model future investments & better allocate spend.

Key benefits

- **Better allocate budgets:**
  Meridian scenario planner helps you make faster, more accurate cross channel budget decisions

- **Experiment and share budget scenarios:** Quickly run multiple optimization scenarios and share results with non-technical teams via a live dashboard
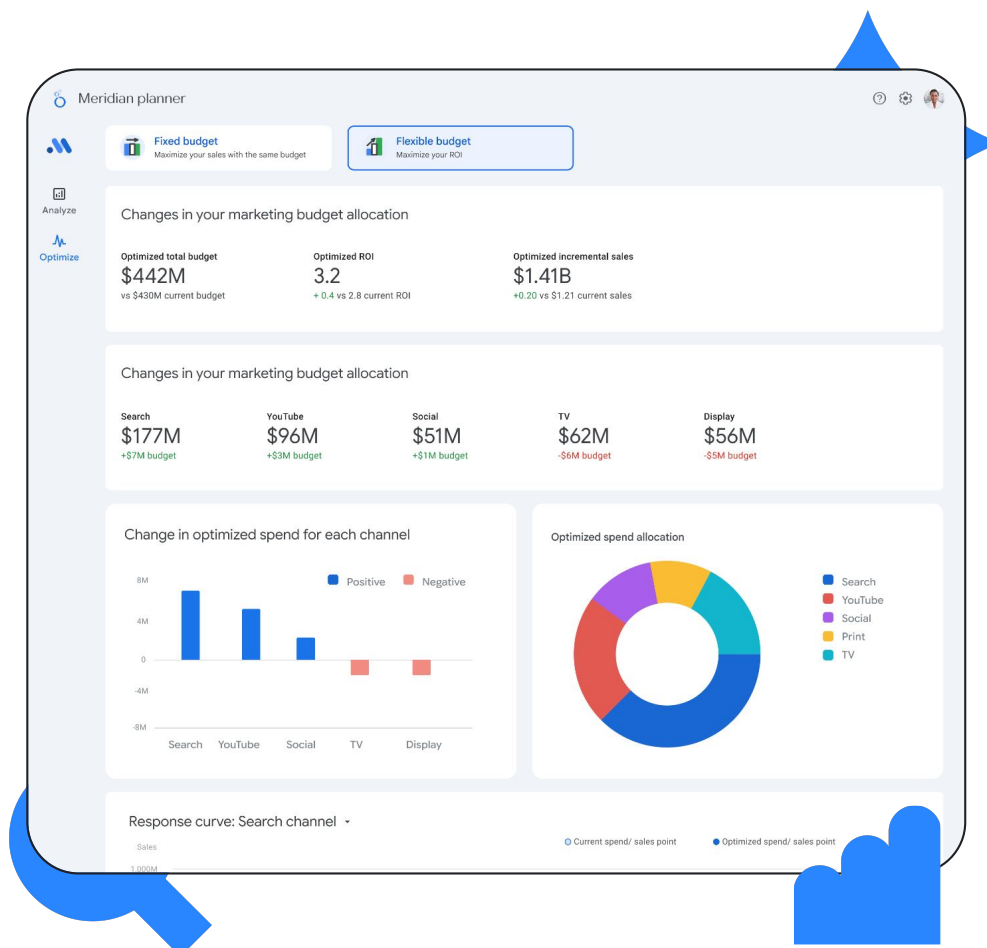
Cross-channel measurement in Google Analytics

Power cross-channel measurement with Google Analytics

## Key benefits

Cross-Channel Budgeting Tool

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
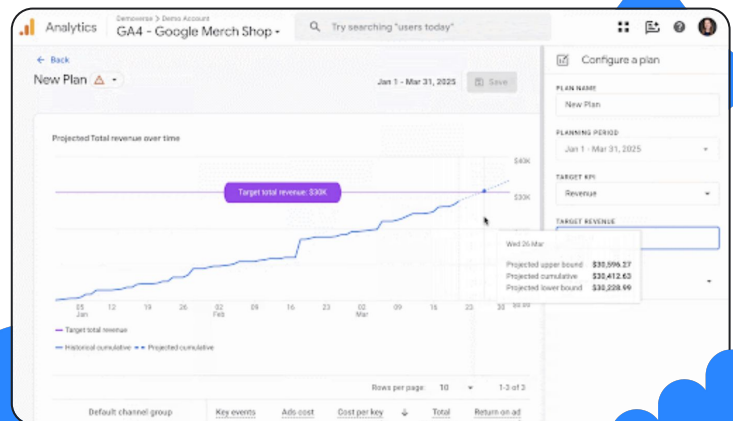
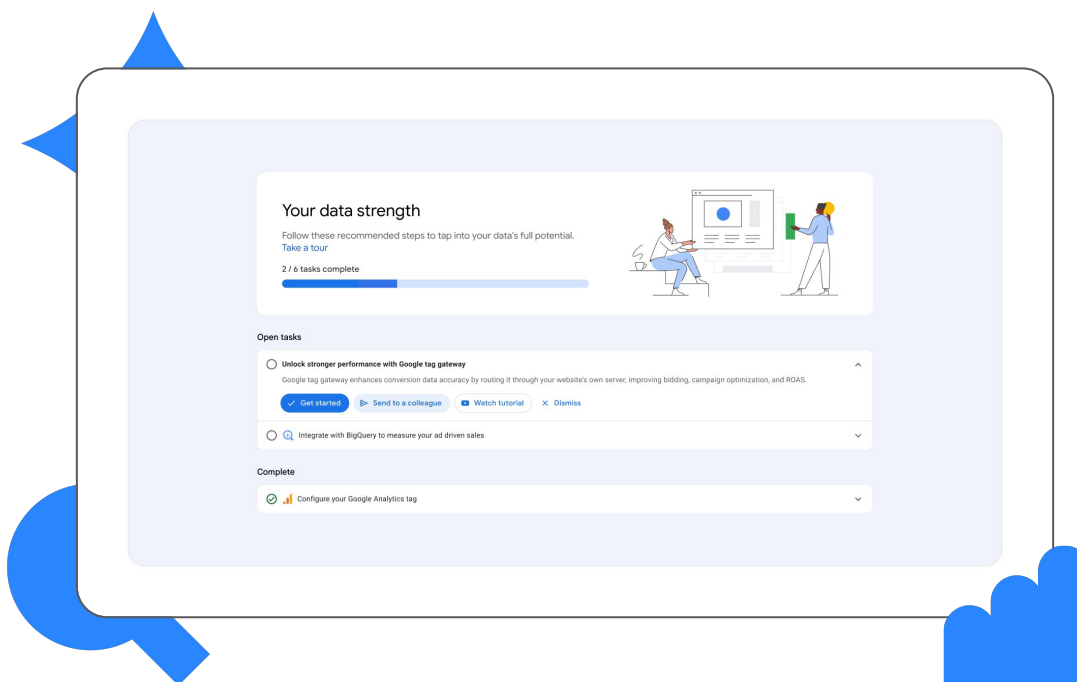We are **transforming Google Analytics to make it the best platform for cross-channel measurement**. Soon, with enhanced multi-touch attribution, you'll be able to effectively measure the entire customer journey across Google and other platforms to gain deeper insights into your marketing ROI. And with 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.

Availability: Coming soon

Languages: EN

Google

Data Manager

Strengthen your data setup and help boost your ROI

Key benefits

- **Put all your first-party data to work** and achieve peak performance across the customer journey - your website, physical stores, CRM, messaging and apps.

- **Connect your data sources:** ActiveCampaign, BigQuery, HubSpot, Salesforce, Shopify, Google Sheets, Zoho, and more. Additional data sources available via Zapier.

- (NEW) **Build data strength** to understand the strength of your first-party data strategy at a glance

- (NEW) **Get personalized guidance** on how you can help boost your ROI by connecting more data sources and maximizing signals

- **Collaborate more efficiently** a(NEW) your marketing and analytics teams to maximize your signals

Your data strength

Follow these recommended steps to tap into your data's full potential.
Take a tour

2 / 6 tasks complete

Open tasks

○ **Unlock stronger performance with Google tag gateway**

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

✓ Get started   ▷ Send to a colleague   ▣ Watch tutorial   ✕ Dismiss

○ 🔍 Integrate with BigQuery to measure your ad driven sales

Complete

⊘ ▦ Configure your Google Analytics tag

Google

Data Manager API

Strengthen your data setup and help boost your ROI by tapping into your data's full potential with Data Manager API

Key benefits

- **Put all your first-party data to** work and use it to maximize signals programmatically from your physical stores, CRM, cloud instances, and apps.

- **Boost your ROI**, Data Manager API helps you connect all your data regardless of the source.

- **Secure by default**, with confidential matching to transform how businesses securely use their first-party data.

- **Comprehensive use** to send audience and conversion data to Google Ads, Google Analytics, and Google Marketing Platform
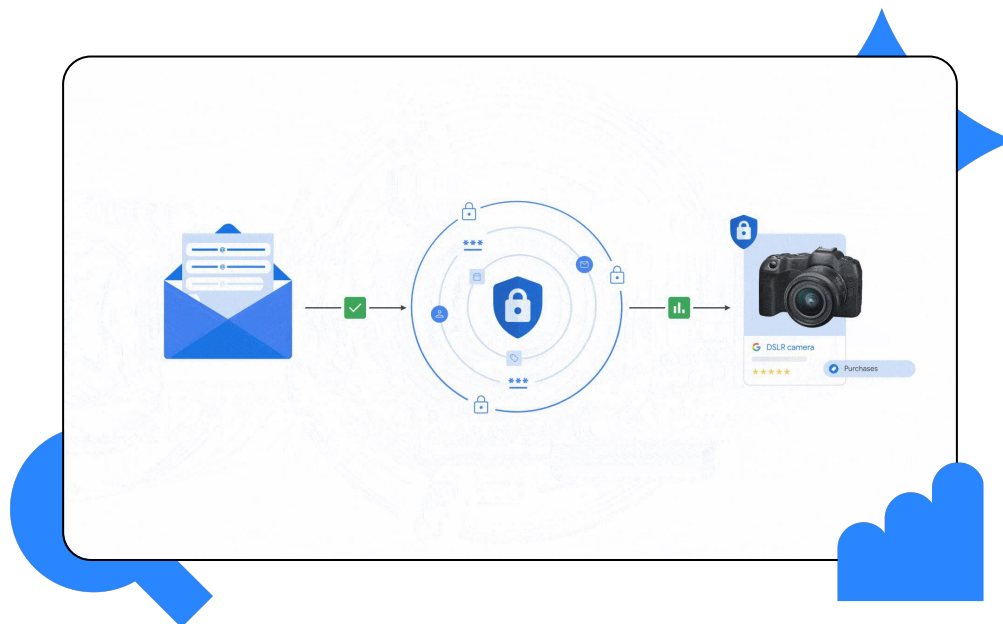
✦ **Available for data partners, agencies and advertisers,** the Data Manager API enables the use of first-party data across Google ads products.

✦ **Availability:** Global (currently limited beta)   ✦ **Languages:** All

Google

Google tag gateway for advertisers

Upgrade your tags to serve from your site's own server to help 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 help 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.
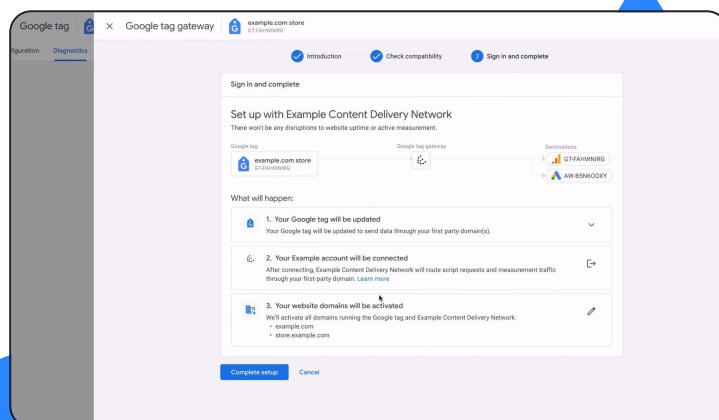
14%

Advertisers who adopted Google Tag Gateway on average observed conversions uplift of 14%.[1]

Source[1]: Google Internal Data, Global, Finance, July -Dec 2024 vs Jan-June 2025

Availability: Global
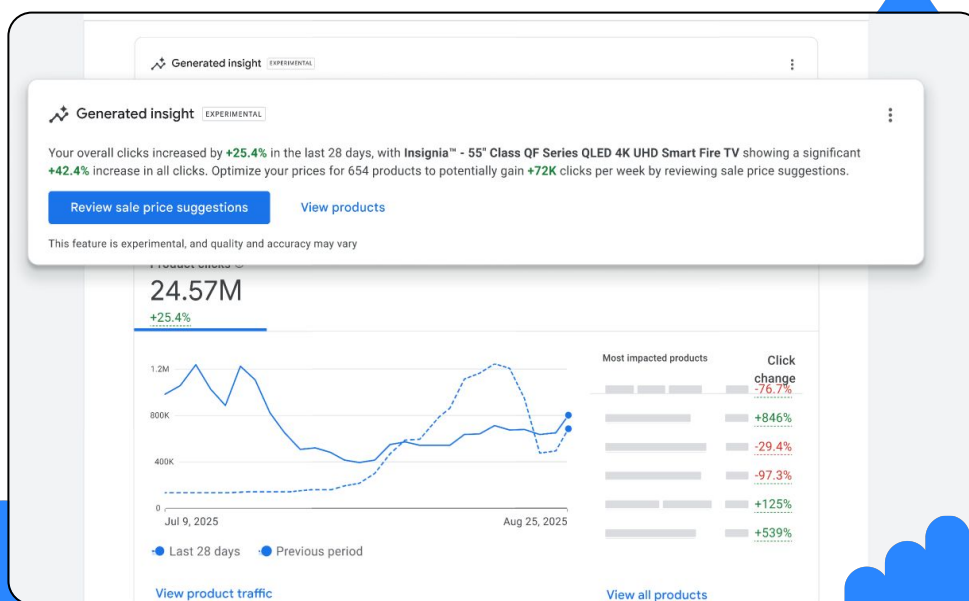
Languages: All

Google

Actionable insights

Merchandising intelligence powered by Google AI

Newly enhanced Merchant Center insights powered by Google AI provide predictive, personalized intelligence for your business to help you optimize **your holiday strategy holistically, breaking down your data performance into actionable next steps.**

Key benefits

- **Dive deeper into product trends** in your inventory and on Google within the **Popular products** tab to identify key opportunities to increase visibility for your best selling products and restock / source trending products

- **Get a clear view of your pricing relative to your competitors** with **Pricing insights** to make better decisions on how to balance the price of your product with customer demand and competition

- **Access a new 360°comprehensive view of Audience insights** to understand and engage your current customers and potential customers

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

Google

Commerce Media suite

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

Retailers and brands can drive stronger results with Commerce Media suite

Retailers can support brands across Google's inventory, powered by Google AI and retailer first-party data

Brands can leverage a retailer's inventory and first-party data to drive incremental sales, with   essential control and transparency

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

New and upcoming features include:

- **Closed-loop Measurement**

  See exactly how ads lead to actual sales—online, in app, and offline—with SKU and product level insights   in a privacy-centric way.

- **Targeted Audience Solutions**

  Brands can use retailer data across SA360, DV360 and Google Ads for smarter ad targeting to help gain new customers and drive sales.

- **New Inventory**

  Reach more customers and help boost sales by showing ads in more places like Google Search, Shopping, YouTube, and across third party inventory—including on the retailer's site—via DV360 and SA360.

Availability: Limited beta   **Languages:** All

Google

New lead gen reports and suggested audiences

The new reports help you understand key business insights necessary to assess the success of your lead generation initiatives, enabling better conversion rate for future leads. These new lead generation audience templates isolate users at each stage of the lead gen funnel, so the users can be exported to advertising products for activation.

Key benefits

These new reports include:

- **Lead Acquisition:** The Lead Acquisition report shows data for the first time your potential customers (also known as leads) visit your website or app. This report is user-scoped and primarily focuses on user attributes.

- **Lead Disqualification and Loss:** The Lead Disqualification and Loss report shows the reasons why potential customers did not progress through the stages of becoming qualified and converted leads for your business

The new lead generation audience templates isolate users at each stage of the lead gen funnel, so the users can be exported to advertising products for activation. A few examples

- **Create an audience of Qualified Leads**, to reach these potential customers and entice them to convert

- **Create an audience of Converted Leads**, to exclude your current customers from your prospecting and remarketing campaigns

- **Create an audience of New Leads** to use in your advertising to nurture leads to conversion

Availability: Global

Languages: All

Google