



Power your AI with a durable data & measurement foundation

Swapnil Sinha

Head, Growth & Transformation



A grayscale, high-magnification photograph of a square microchip with a grid of pins around its perimeter. The chip is mounted on a substrate. The text 'Google Quantum' is faintly visible on the chip's surface. The background is a light gray with a subtle dot pattern.

1. Internet

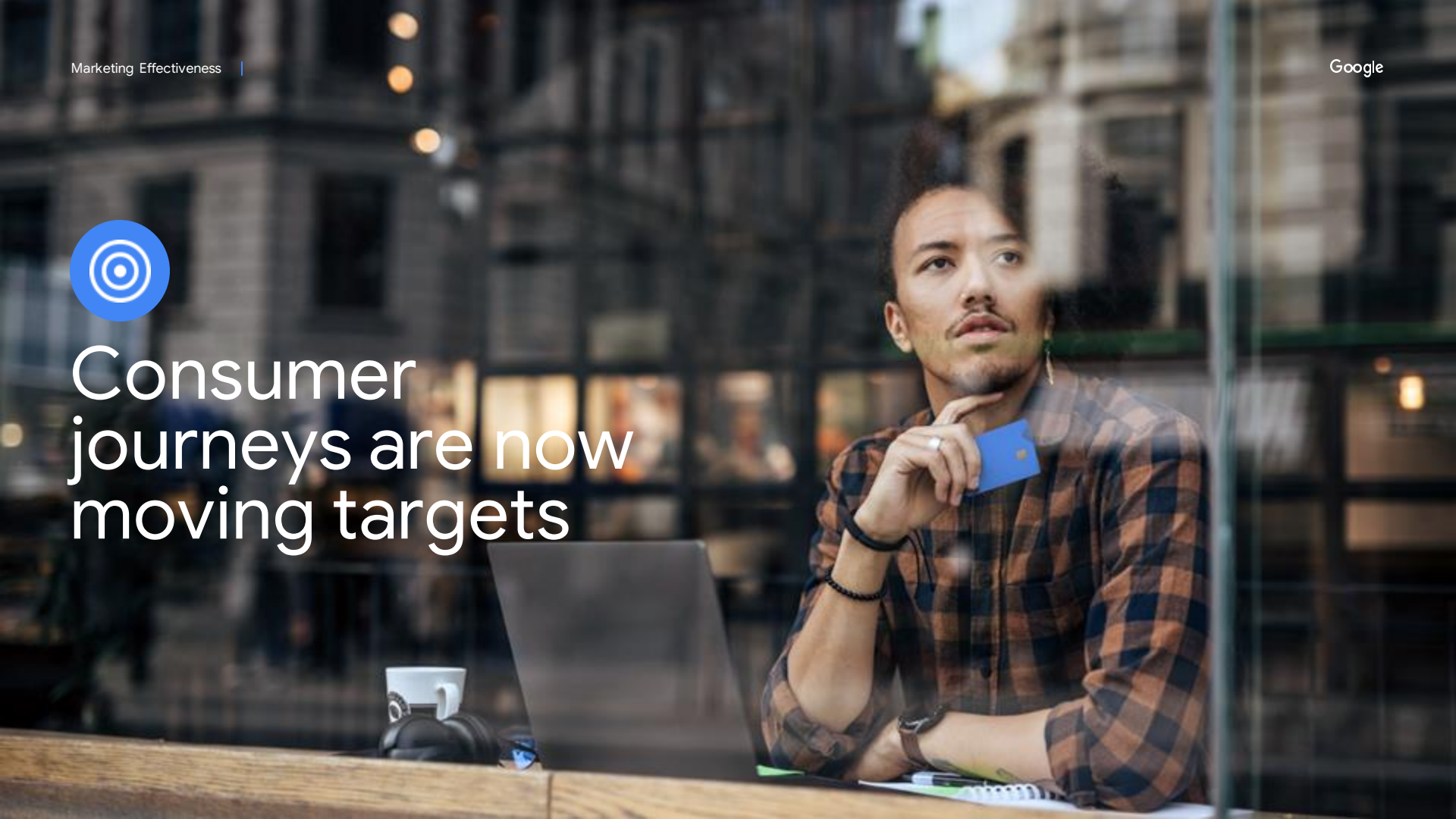
2. Mobile

AI is the next big shift

Your Ingenuity
+ AI ✨



Consumer journeys are now moving targets





High bar for privacy and compliance





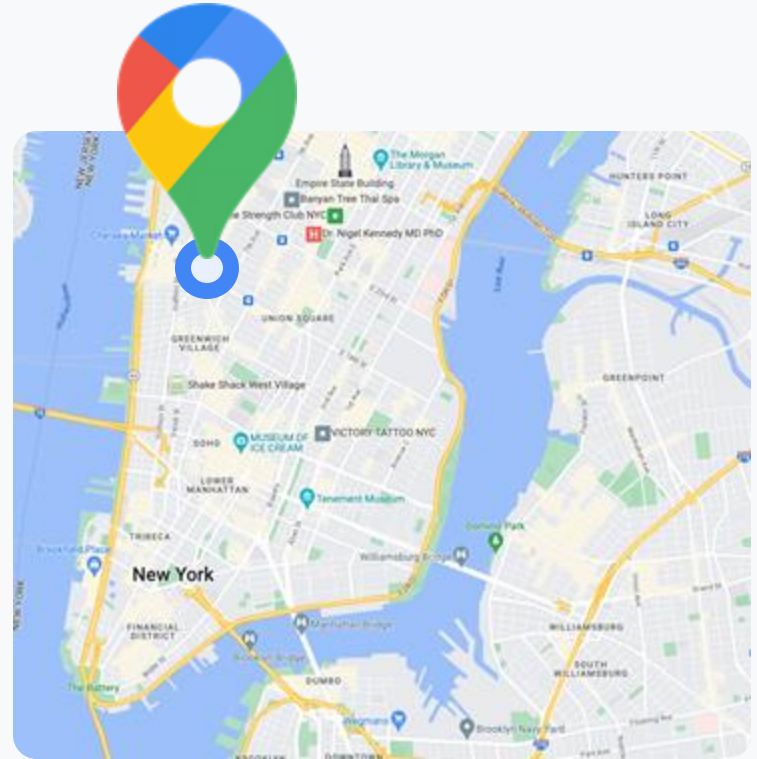
Confidence

Think **Inputs**

AI

Control **Output**

Let's talk about **where**
you may already
experience the power
of AI every day



Measurement Fuels AI

Whether finding the fastest route to work or driving marketing ROI, measurement fuels AI to help achieve your goal

Measurement

Goal:
Get to work on time

- **Signal:** destination
- **Value:** duration
- **Optimize:** route, transit type, stops, tolls
- **Calibrate:** Time your route yourself, use a different mapping tool

Goal:
Deliver 3x ROI on Marketing Spend

- **Signal:** site tag, enhanced conversions
- **Value:** conversion value
- **Optimize:** audience, creatives, bidding
- **Calibrate:** Incrementality experiments, Conversion Lift

Your Measurement + Google AI

Tell us what's important to you and which inputs matter most for your business. Setting up an intentional first-party data strategy is the first step that tells our solutions how to work for you.

Multiply your results, customer connections, & expertise with AI-based solutions, like modeling and attribution, to measure across the customer journey and drive better business outcomes

=

Better Business Results



Organizations that drive focus on **measurement** as a **strategic priority** see **significant value** across key metrics



+25%

Gross margin

Pillars of measurement

Capture Signals

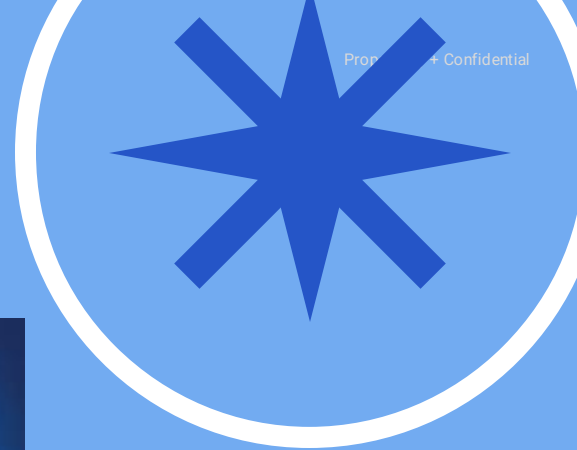


Assign Values



Optimize Results





Capture Signals

- Prioritize data that helps you understand your customers
- Only ask for the data most aligned to your goals



+6%

Increase in Search sales

+2.5%

Increase in Video Influenced sales

The logo for simplilearn, with 'simpli' in orange and 'learn' in blue, set within a white oval.

Assign Values

Assign values based on what really matters to you

Get comfortable with predictive precision

21%

Higher ROAS

9%

Lower Cost
Per Lead





Optimize Results

- Use a custom audience strategy tailored to your objectives
- Lean into the power of the machine

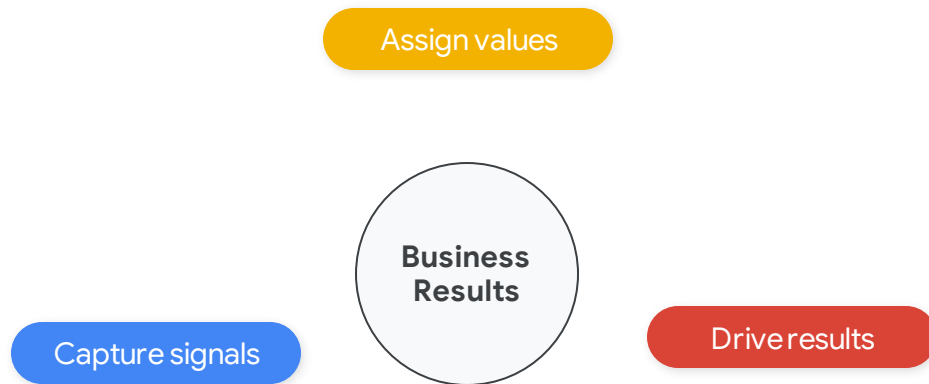
4X

Improvement
in CVRs

46%

Improvement
in Cost Per
Lead

Think Inputs **AI**▶ Control Output



Prepare for tomorrow, today!

Google Ads

AI Essentials

- Get ready with the right foundation**
 - Establish robust sitewide tagging with the Google tag
 - Set up enhanced conversions to improve the accuracy of your conversion data
 - Assign values to your conversions based on your business goals (e.g. revenue, profit margins or lifetime value)
 - Upgrade to Google Analytics 4 to gain deeper insights across your websites and apps
- Take action to maximize results with AI-powered campaigns**
 - Activate the Ads Power Pairing. Combine AI-powered Search campaigns (with broad match) and Performance Max campaigns to drive more conversions across all of Google
 - Use value-based Smart Bidding across campaigns to invest in the conversions that are worth the most to your business
 - Improve your performance with strong creative inputs — create a wide range of text, image and video assets and invest in the creative on your website
 - If you're an enterprise Search customer: Upgrade to the new Search Ads 360 to access Performance Max and other cross-engine features
- Shift mindsets to set your org up for success**
 - Engage your C-suite to reframe marketing as a profitable growth driver instead of a cost center
 - Create a culture of experimentation (test, learn, scale)
 - Stay agile and break down silos (data, budget, and channel silos)



g.co/Ads/AI-Essentials

Thank You