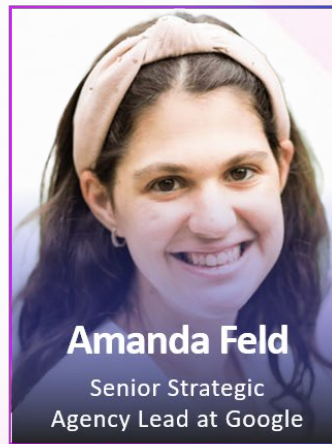
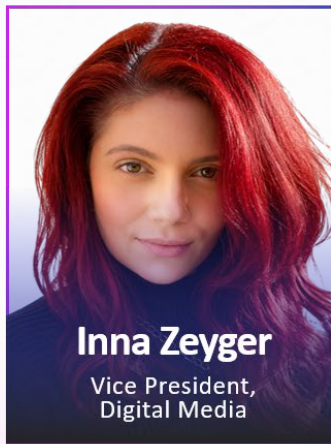
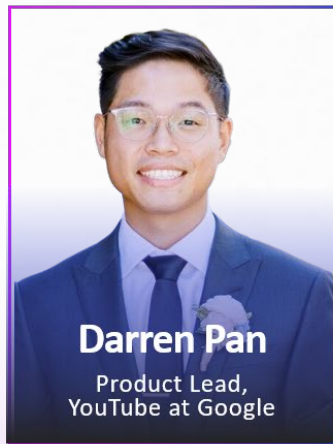
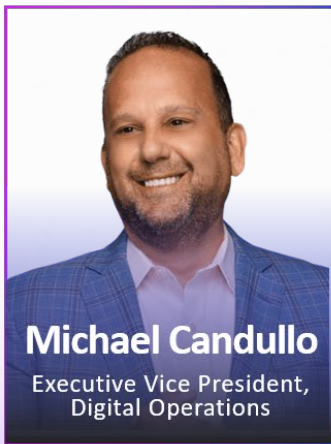


Unlocking Growth With Demand Gen



September 14, 2026 | 12pm ET / 9 am PT

Introductions.



Capture Demand + Create Demand



Growth requires both.

CAPTURE DEMAND

Convert people already
showing intent

Search + Performance Max



CREATE DEMAND

Reach and influence high -value
audiences before they search

Demand Gen

Four Things Determine How Well Demand Gen Works

01. AUDIENCE

Start with who you want to reach. Using audience intelligence, first-party data, and targeting strategy to find high-value and net-new prospects.

02. CREATIVE

Build the message for the audience, objective and format vs. then repurposing one asset across the funnel.

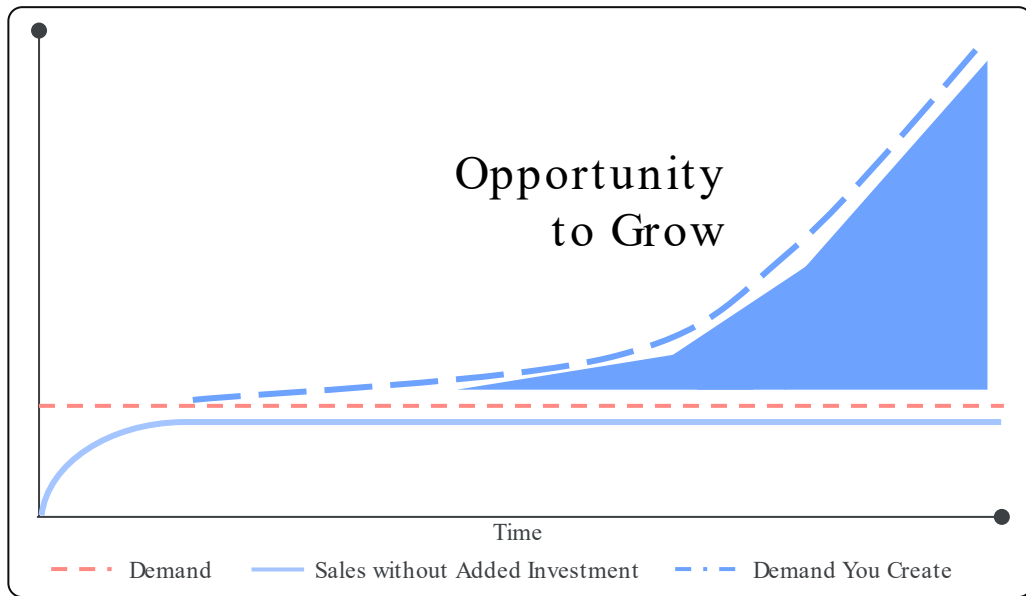
03. INTEGRATION

Introduce Demand Gen into the marketing mix with a deliberate framework for role, investment, timing and success.

04. MEASUREMENT

Evaluate the full impact — from engagement and lift to assisted conversions and account-level performance — not just last-click CPA.

GENERATING DEMAND ENSURES YOU DON'T HIT A "SALES CEILING"



Unlock new demand

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

On average **68% of Demand Gen conversions came from users who did not see the brand's ads on Google Search in the 30 days prior to converting**

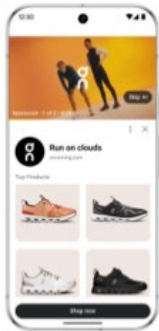
Demand Gen is designed to be your visual consideration + performance growth driver

Demand Gen finds your audiences before you even know they're yours to find, helping you create cut through the noise

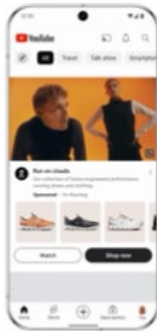
The best of YouTube



YouTube shorts

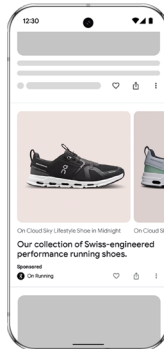


YouTube in-stream

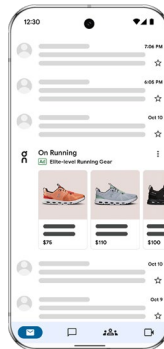


YouTube in-feed

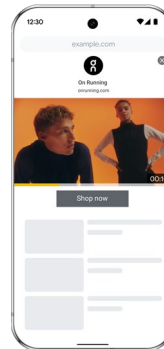
Supercharged with the most visual Google surfaces



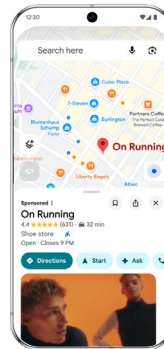
Discover



Gmail



Google Display Network



Google Maps



YouTube drives more than **double the long - term ROAS** of TV, streaming, and paid social

1. Circana, LLC MMM Databases, US meta-analysis based on 20 brand-level observations, derived from 40 MMM models run for 10 brands across 5 categories between 2022-2024. 2. Circana, LLC, MMM meta analyses commissioned by Google in 2025 that measured the long-term impact of media via Brand Equity pathways; Research included 20 brand-level observations derived from 40 MMM models spanning 104 weeks across 10 US CPG brands in the Home Care, Personal Care, Beauty, Food, and Beverage verticals (2023–2024); ROAS defined as incremental sales per \$ spent for total Google media.

86% 
higher
incremental
long - term ROAS
than paid social

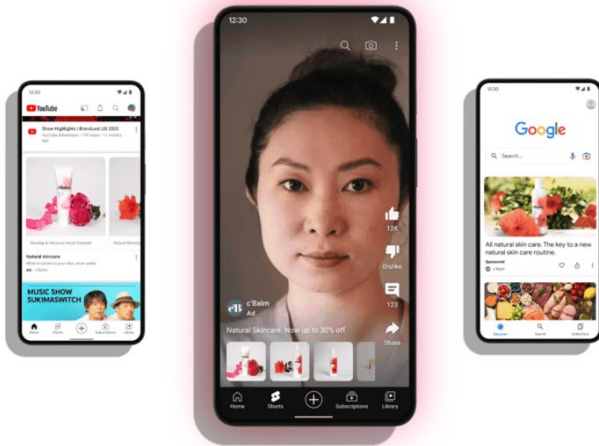
Drive conversions with Demand Gen

Create and convert demand on YouTube and Google's most visual surfaces when consumers aren't searching for you.

Advertisers saw

14%

more conversions on average when they added Demand Gen to their Search and/or Performance Max campaign ¹



Shorts

86%

of online advertisers who report using Demand Gen are satisfied with the results they receive from Demand Gen campaigns vs. 76% competitor set average ²

Demand Gen combines the best of Google & YouTube's visual surfaces, **powered by Google AI**



Expanded Impact

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

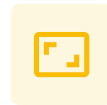
- Video, image and product feed ads across YouTube (Shorts, In-Stream, Home Feed & Search), Discover, Gmail, and Maps
- Reach 3B+ users
- 70B+ global daily views on Shorts



Tailored Ad - Experiences

Audience-first creatives that drive demand

- A/B Experiments
- Lookalike segments, Google segments & device targeting
- Creative & Audience Insights
- Simplified campaign set-up
- Performance planner
- Creative preferences

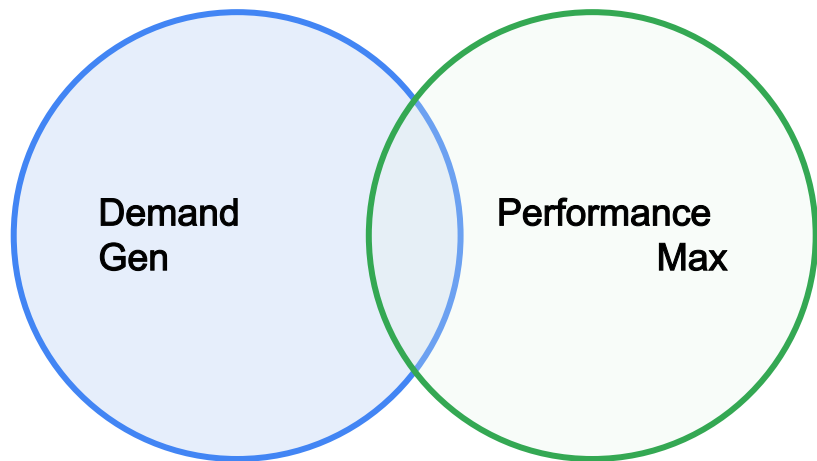


AI-Powered Bidding & Measurement

Future-proof tools to measure the full value of campaigns

- Bidding for Conversion, Value-based, & Clicks
- Search Lift, Brand Lift & Conversion Lift
- Data-Driven Attribution
- Segment-by-format reporting

Audience Reach and Creative Differences in Demand Gen and Performance Max



- **Demand Gen and Performance Max target different audiences.** Demand Gen enables advertisers to customize audiences and target unique segments, such as Lookalike segments, while Performance Max utilizes audience signals, value rules, and New Customer Acquisition (NCA) goals to steer AI-driven audience selection without hard targeting .
- **Demand Gen reaches consumers on YouTube, Shorts, Discover, and Gmail** , a curated selection of Google's most visual and entertainment-focused touchpoints.
- **Performance Max, on the other hand, aims to maximize performance across all Google channels** and inventory. This includes Search, Shopping, Display, Video, Gmail, Discover, and Maps.



Demand Gen complements performance solutions, offering an efficient way to drive action at scale

3%

On average, advertisers who allocated 7.5% to 20% of their total Google Ads spend to Demand Gen observed, on average, **20% more conversions** , a **14% increase in conversion value** , and a **3% reduction in overall CPA** .



According to Fospha Marketing, Brands that grew their Demand Gen and YouTube spend in the last year saw

32% higher blended revenue growth

than those who did not scale spend.

Audience First: Strategy Before Placement

01. START WITH THE AUDIENCE

Use first-party data and customer intelligence to identify priority, net -new and aspirational audiences.

02. EXPAND THE AUDIENCE POOL

Use lookalike segments to reach beyond the core audience while still optimizing toward meaningful action.

03. LET AUDIENCE INFORM PLACEMENT

Choose the surfaces that make sense for the audience and objective —including Gmail, Maps, YouTube, Shorts and Discover.

04. CREATIVE FOLLOWS THE AUDIENCE

For consumers earlier in the journey, lead with storytelling and narrative —not simply promotion -heavy conversion creative.

Your Competitive Edge

The case for MO-Matched creative.



The Myth of the All-Purpose Ad

Using a single creative for every objective is the fastest way to dilute your ROI.



A Brand Story doesn't drive a click; a Promo Story doesn't build a Brand.



Internal Google studies observed advertisers who used **one ad** across the marketing funnel:



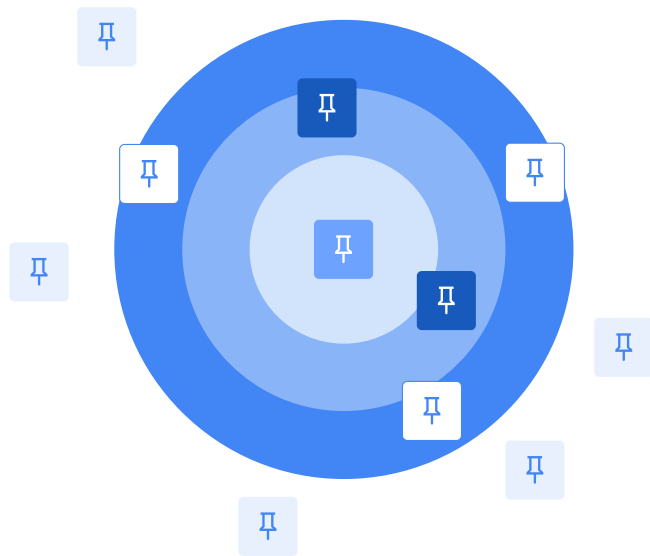
Over 50% of ads used across the funnel failed to achieve top performance on **any** marketing objective.



Less than 10% of ads were able to perform across the full funnel (Awareness, Consideration, and Action).



A Ekimetrics analysis revealed that 81% of the ads they studied were suboptimal (scored less than 40% of the key creative best practices).¹



Numbers were rounded for external use.

Source: Google Brand Lift Survey 2.0 meta analysis, Global, April 2019 ~ Nov 2022. Data from 5,718 videos from 691 advertisers. Videos tested for 3 marketing objectives (Upper Funnel (Awareness or Recall), Middle Funnel (Consideration), Lower Funnel (Purchase Intent)). Top performance defined as top quartile for BLS results. Note: "one ad" is defined as a single video asset, such as a skippable in-stream or a bumper ad.



The Last Great Competitive Advantage

In an automated world, your story is your point of differentiation.

Source: Creative Integration in MMM, Google & Ekimetrics, July 2024

60%

Video Performance

Creative execution explains 60% of video performance variance amongst creative and format variables.¹

2.2x

Increase in ROI

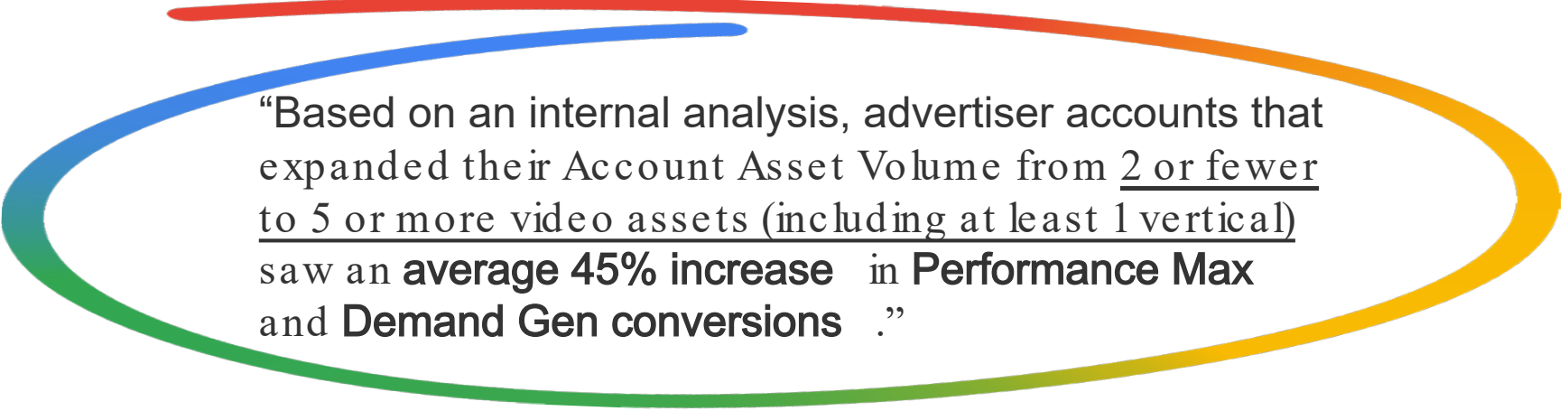
Improving creative quality can increase ROI by 2.2x.¹

81%

Ads are Suboptimal

A Ekimetrics analysis revealed that 81% of the ads they studied were suboptimal (scored less than 40% of the key creative best practices).¹

Driving a 45% Conversion Lift with Asset Volume



“Based on an internal analysis, advertiser accounts that expanded their Account Asset Volume from 2 or fewer to 5 or more video assets (including at least 1 vertical) saw an **average 45% increase** in **Performance Max** and **Demand Gen conversions** .”

Claim ID 76597

Reach out to @claimit for any questions related to this claim

Google Internal Data, Full Funnel Asset Libraries: PMax + DG Goliath Study, 2025, n=3,759
Performance Bundle DCs (517 treated DCs expanding to 5+ videos including 1 vertical; 3,242 control DCs maintaining 2 or fewer videos), 2025 YTD. Source

Scale Creative: Without Losing the Strategy

01. AUDIENCE + OBJECTIVE FIRST

Build creative for who you're trying to influence —and what job the message needs to do.

02. STORY BEFORE PROMOTION

Earlier-stage audiences often need narrative and brand introduction, not simply a lower -funnel offer.

03. SCALE THE ASSET MIX

Use Google tools and services to create more formats and variations without rebuilding everything from scratch.

04. PROTECT THE BRAND

Set clear guardrails and understand how native / text placements can render before scaling.

gTech Production Creative Services

Service Overview	
 Languages	English, French, German, Japanese, Korean, Portuguese, Spanish, Russian, Dutch, & Hebrew. Our designers and developers are fluent in English. However, so long as you provide creative guidance and text/copy in another language, we can support the request.
 Menu of services	• Resize existing assets to fit best practice specs • Compose new ads using base image/logo elements or image sourcing • Edit existing assets such as text overlays, image brightness and cropping • Compose new ads using base image/logo elements, text and a music track • Creative assessment of existing video assets (CAT) • Change aspect ratio • Change the duration or length • Modify voice overs, music or sound effects, add logos
 Maximum # deliverables	• 12 images (up to 2 rounds of revisions) asset sourcing • 5 image assets *Creative assessment not available for Display & Discovery Ads • 12 videos (up to 2 rounds of revisions) Creative assessment of existing videos • 1 deck per video



At no additional cost (and no minimum media spend !), the team can help edit existing assets into video ads that follow our YouTube ABCD best practice and are ready to go live.

 **Free Min. Spend**

 [Request Path](#)

 **SLA: 2-5 business days depending on the complexity of the request**

Asset Coverage has become increasingly automated

Efficiency is the New Baseline. Your Story is the New Breakthrough.

Original Version



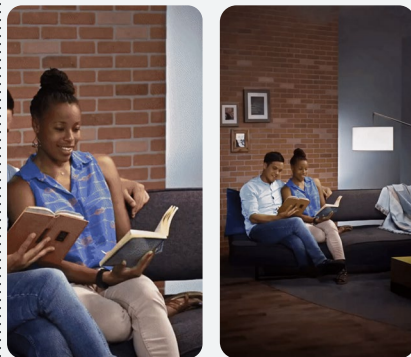
- ✓ Horizontal
- ✓ Wide frame
- ✓ :15

Enhanced with AI



- ✓ Horizontal
- ✓ :10

Vertical



- ✓ **Zoomed-in**
for mobile
best practices

Bring one asset



Let Google AI fill in the gaps (ratios, lengths, and other best practices)

✦ Video Voice - Over

Voice-over in Google Ads is a **self service feature** developed to empower all advertisers to take advantage of YouTube's sound-on environment and leverage our proven creative effectiveness best practices. Through this feature, **advertisers can easily generate voice-over for any video ad campaign.**

1 Select source video

2 Add voice-over

3 Review

4 Upload

Selected video

Crop/Trim of Swiping phone 2 video with voice-over with voice-over

Video volume 60 %

Voice-over

Select a voice

English (US)

Male Arthur, Age: 30 - 45

Voice-over messages

Enter message

Express your line with 6

+ Add message

Video

Audio

Refresh preview

Product Availability

Access in	Status	Markets/Region	Language
Google Ads Google Ads Tool All Campaign Types	General Availability	Global	+12 Languages

Creative Tool

Easily create custom ad assets

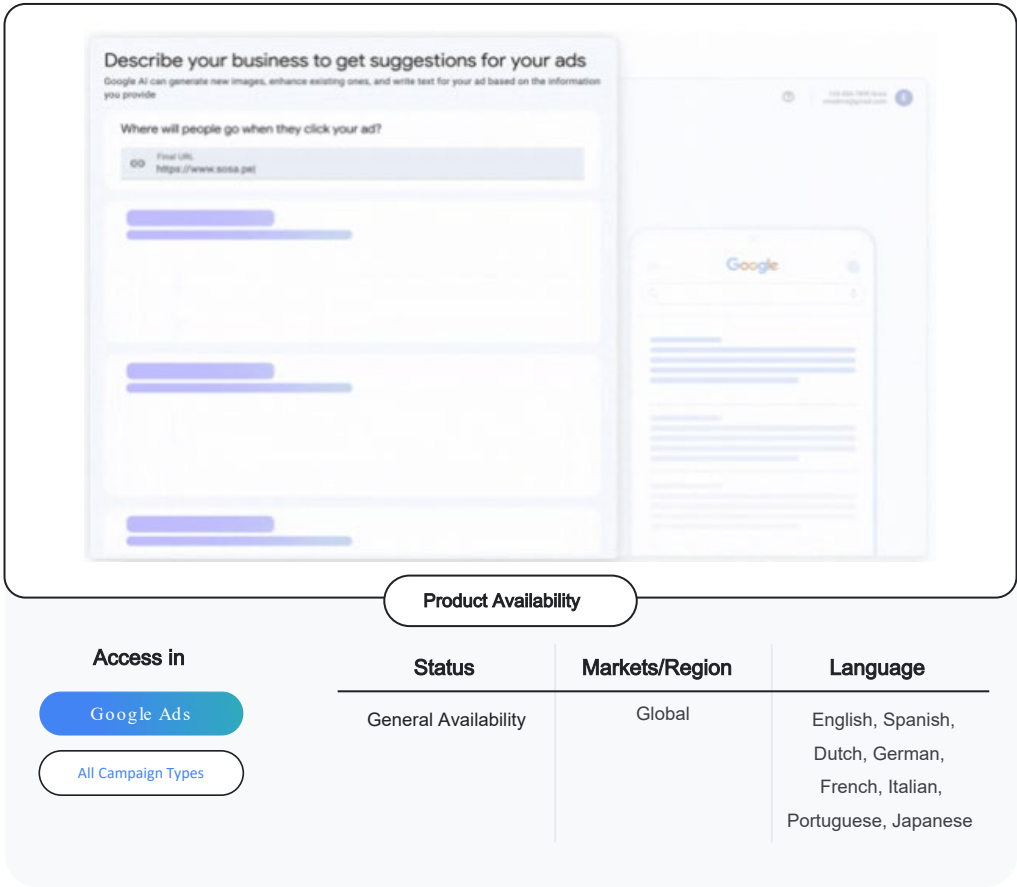
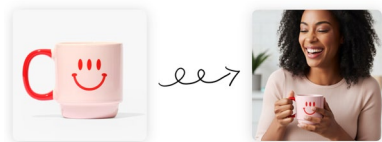
Using your final URL, Google AI will curate or generate images based on the landing page.

Advertisers can use:

Text-to-image
Prompting to create additional images.

“More like this”
Prompting additional
asset variations

Upload a **product image** and contextualize it for your audience.



✦ AI Image Editing

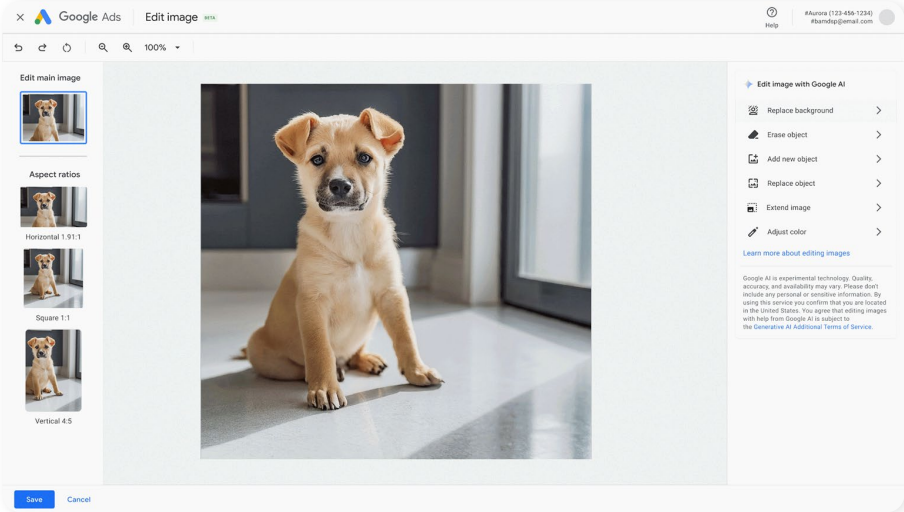
Nano Banana Pro

Quickly generate asset variations

Create multiple versions of a single base asset using generative AI to replace the background, swap elements of existing images, or extend image borders to cover all aspect ratios.

The image editor gives you control over the assets you create. This AI functionality makes it faster and easier to create new assets, leaving you in control of what to create and which images to use in your ads.

Try [bulk editing](#) to edit up to 100 images within one session.



Product Availability		
Status	Markets/Region	Language
General Availability	Global	English, Spanish, Dutch, German, French, Italian, Portuguese, Japanese

Access in

Google Ads

Google Ads Tool

All Campaign Types

Image to Video

Veo in Ads

Easily create ready-to-launch video ads

Using image and text inputs, brand colors & logo, create a 10s video ad using Veo generative AI tech.

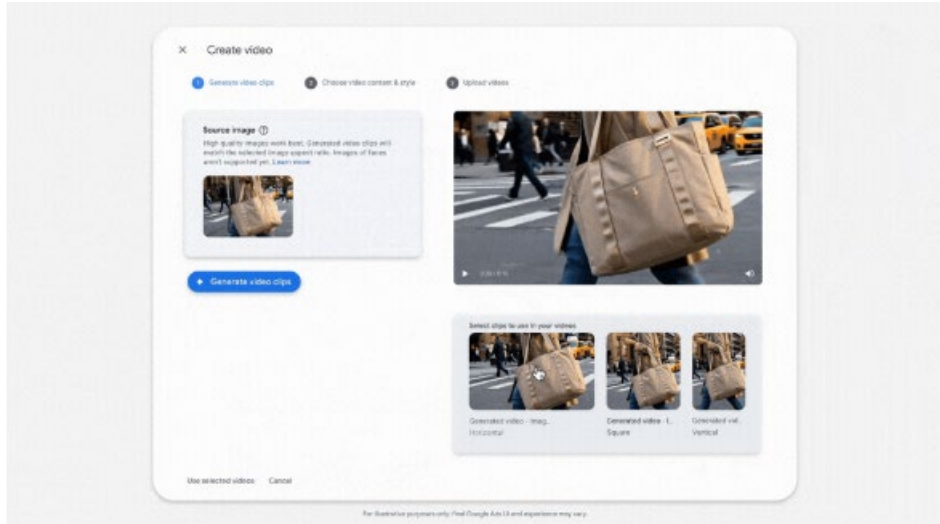
Image -to -video

Prompting with existing images, like top performing images in the account into smart templates

Brand Guidelines

Add brand colors & fonts to ensure brand consistency

Save creations directly to [Asset Studio](#).



Product Availability	Status	Markets/Region	Language
Access in Google Ads All Campaign Types	General Availability	Global	English

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.

● 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.

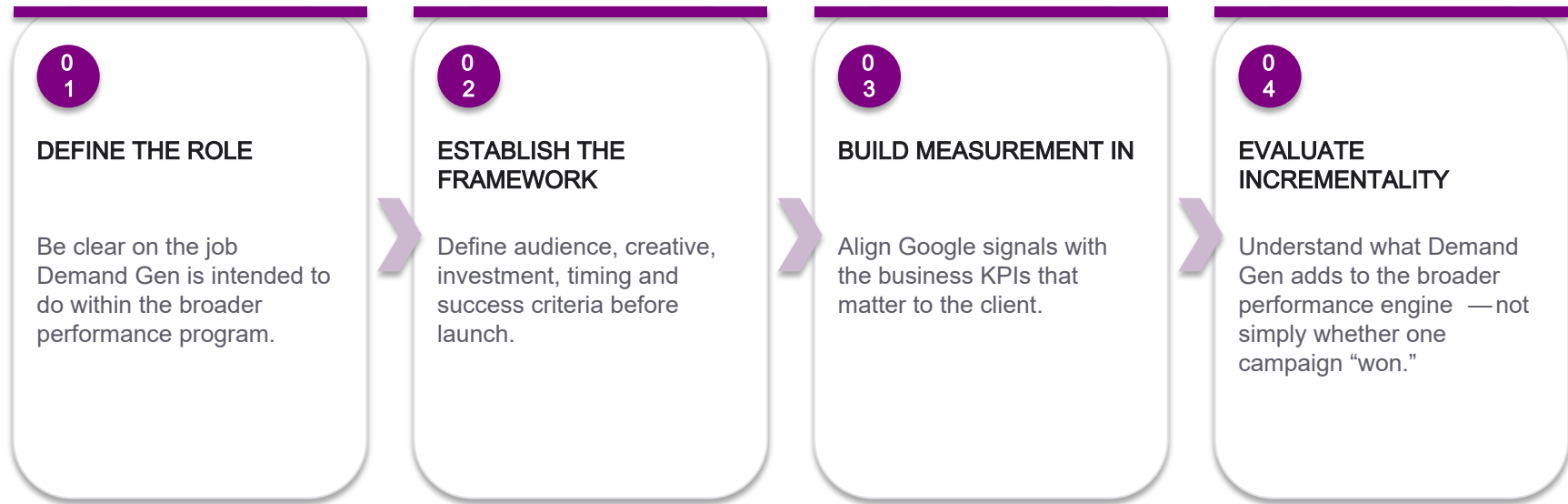
● Product - Focused Asset Variation

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

Product Availability

Access in	Status	Markets/Region	Language
Google Ads	Available	Global	All
Google Ads Tool			

Introducing Demand Gen Into the Marketing Mix



A structured introduction makes measurement part of the plan

— not an afterthought.



Evaluate success of your Demand Gen strategy

Conversions on YouTube Video can occur from THREE different events

Viewers watch on any device/platform

and convert in 1 of 3 ways



Click through conv. (CTC)

viewer clicks on video ad and converts on website

30 day window; adjustable



Engaged view conv. (EVC)

viewer chooses to watch (10s+) then converts directly on website

3 day window; adjustable



View through conv. (VTC)

viewer sees ad impression (1s-9s) then converts directly on website

24 hour window; adjustable

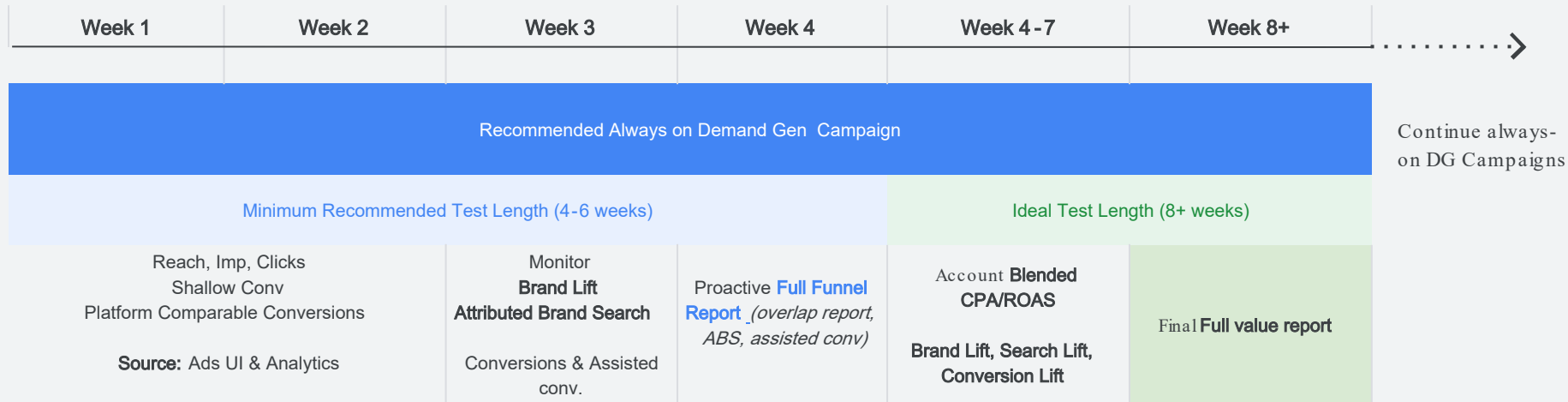
conversion

conversions column, bid towards

view-through conversion

separate column, not bid towards

Measurement Framework: Measure actively during the flight



1. **Plan:**
Set up goals



2. **Launch:** Build your measurement base,
creative strategy & campaigns.



3. **Evaluate:** Measure full value & expand.

1 Only set up Conversion Lift for Demand Gen when account has or is estimated to have at least 1K conversions over 30 days. Align client on understanding holdback groups when launching lift studies.

2 VTC Optimization is ideal for customers who use Google Ads reporting and value VTCS, we do not recommend VTC optimization for clients exclusively focused on CTC, using 3P incrementality platforms as measurement SoT, or with a core focus on incrementality as there can be increased conversion discrepancies.

Use Demand Gen's new measurement data sets in Google Ads "Conversions (Platform Comparable)"

Other advertising platforms include VTCs in conversion attribution by default, taking credit for any conversion that happens after an impression within 24 hours.

Available now!

Campaigns

All time Oct 1 — Nov 30, 2022

Campaigns

Settings

+ Campaign status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

☐	Campaign	Campaign type	↓ Conversions	Conv. (Platform comparable)	Cost / conv.	Cost/Conv. (Platform comparable)	Conv. value / cost	Conv. value/Cost (platform comparable)
▼	Drafts in progress: 15							
☐	● Demand Gen 1	Demand Gen	4,000.00	6,000.00	US\$10.00	US\$6.67	12.00	22.00
☐	● Demand Gen 2	Demand Gen	4,000.00	6,000.00	US\$10.00	US\$6.67	35.00	50.00
☐	● Demand Gen 3	Demand Gen	4,000.00	6,000.00	US\$10.00	US\$6.67	12.00	22.00
Total: Filtered campaigns ⓘ			12,000.00	18,000	US\$10.00	US\$6.67	21.00	34.00
▼	Total: Account ⓘ							
			12,000.00	18,000	US\$10.00	US\$6.67	21.00	34.00

Show rows: 50 1-50 of 100 |< < > >|



What is conversions (Platform Comparable)?

This data set provides an alternative reporting view for Demand Gen campaigns. It includes the impact of view-through conversions (VTC) while also isolating Demand Gen from the rest of the Google ecosystem. This allows for a more similar comparison between DG and other advertising platforms.

Please note: This additional column does not impact optimization and bidding.

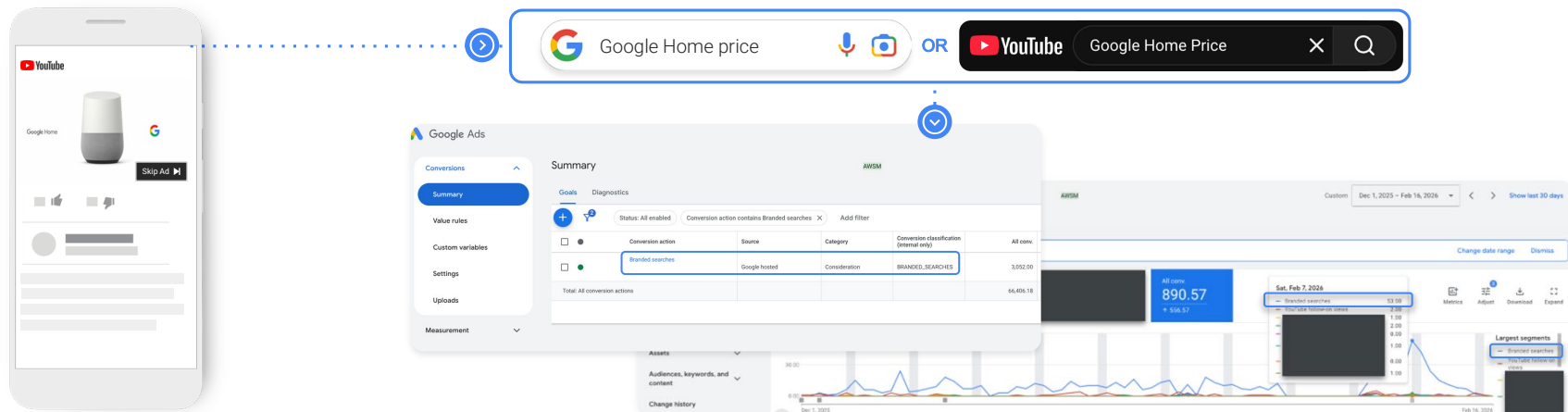


For more information on the data set, check out our new Help Center article

[here](#).

A look into **Attributed Brand Searches (ABS)**

ABS measures searches for a brand **after users engaged with, completed, or saw the advertiser's ad**. This metric is an early leading indicator of user engagement after seeing a Demand Gen ad.



Campaign types

VRC, VVC, Demand Gen, Reservation, Masthead (CPM/CPH), Audio

Inventory

Skips, non-skips, :06, target frequency

Example

On October 1st, User A completes a YouTube video ad for Nike. Three days later, User A does a Google search for 'Nike shoes'. User A's search is reported as '1' ABS on October 1st.

Attribution reports help you understand Demand Gen's assistive value in moving customers through the purchase journey



Demand Gen delivers assistive value to build consideration and engagement with new customers.

The ['Conversion paths' report](#) highlights the full impact Demand Gen has on driving new customers to purchase -- across Demand Gen and other Google channels.

Campaign type path	↓ Conversions (by conv. time)	Conv. value (by conv. time)
Total: All campaign types	419,526	150,942.69
Performance Max	181,402	44,143.79
Search	161,126	77,952.67
Performance Max → Search	9,091	176.08
Performance Max → Demand Gen → Performance Max	8,856	328.31
Video → Performance Max	7,809	306.46
Demand Gen → Performance Max	7,093	249.89
Performance Max → Video → Performance Max	6,300	222.41
Search → Performance Max	6,113	314.28
Search → Performance Max → Search	4,953	92.24
Video	3,512	40.7

Track account -level CPA/ROAS to measure the holistic performance of launching Demand Gen

2

Active Demand Gen Campaigns

\$4,685

Total Demand Gen Conversion Value (vs - in prior period)

-11.6%

Overall ROAS Change (74% vs 84% prior)

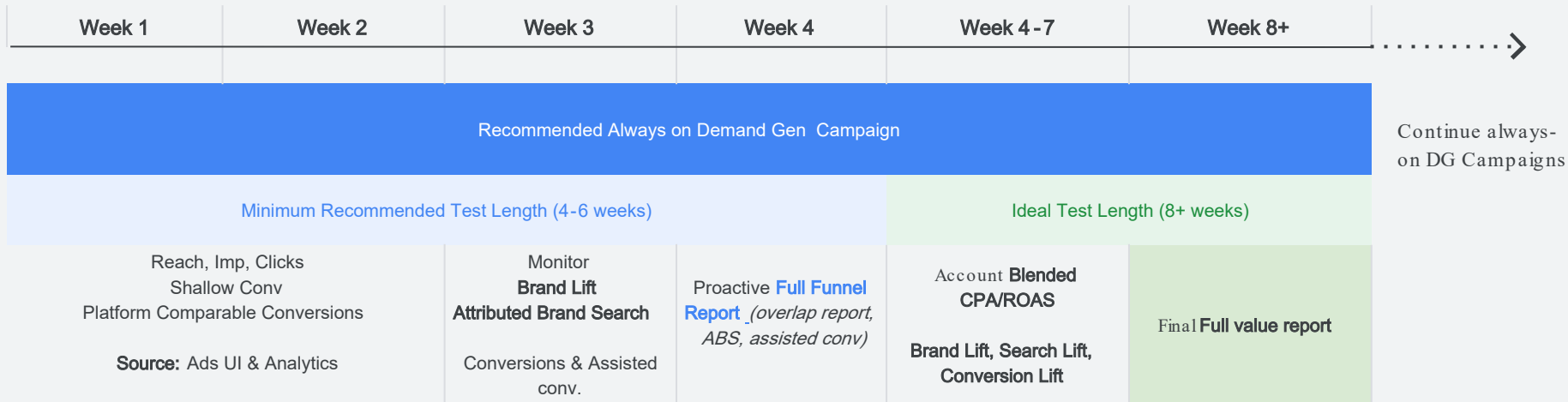
Overall Account Performance (Weekly)



Overall account snapshot

- Measure your holistic account performance pre & post launching Demand Gen investment, noting.
- Showcase the impact of adding a DG campaign (or even other account level impact features such as Customer Match implementation) to the overall account CPA/ROAS.

Measurement Framework: Measure actively during the flight



1. **Plan:**
Set up goals



2. **Launch:** Build your measurement base,
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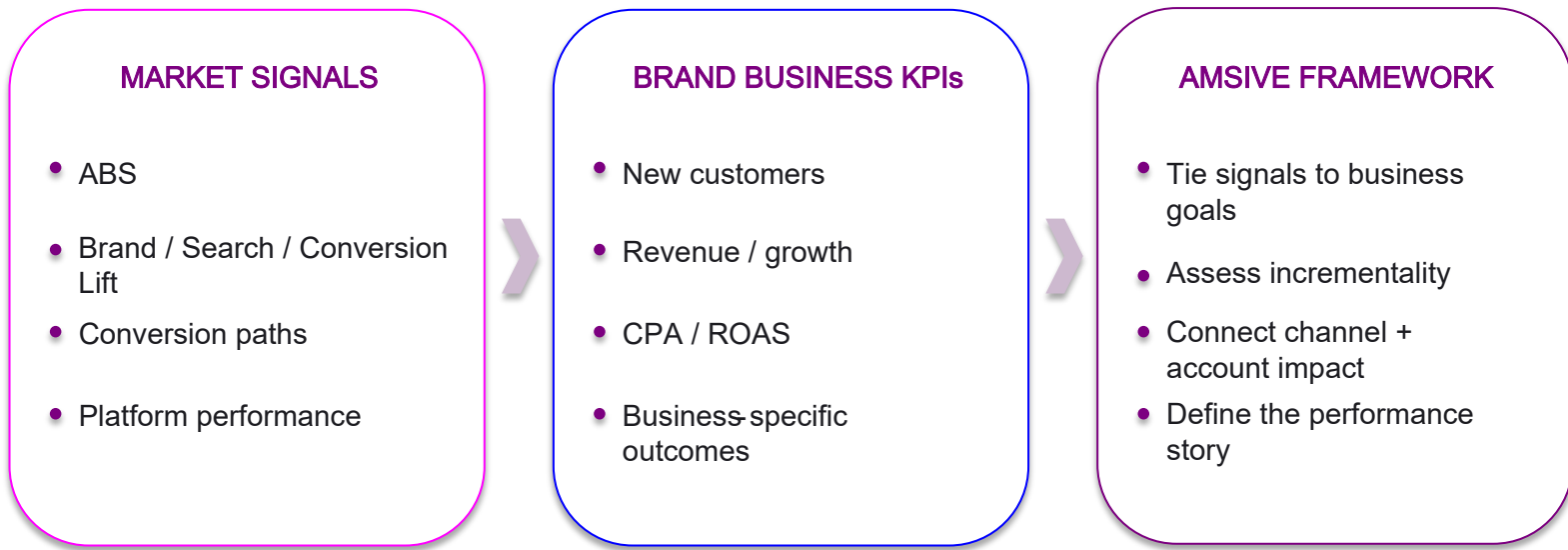


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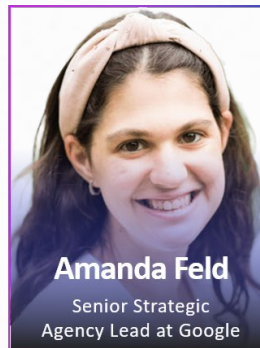
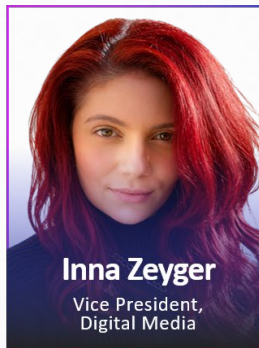
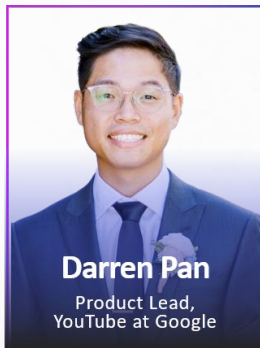
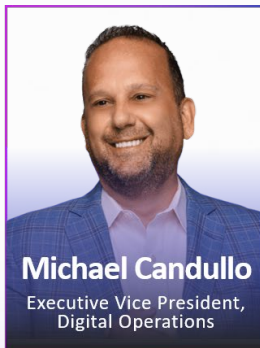
A Complete View of Performance



Bring platform signals and business outcomes together into one clear view of performance.

Q&A?

Unlocking Growth With Demand Gen



Let's Meet.