

Google AI Powered Discovery Ads



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Introduction

01



**Get Discovered in
more places**

Currently used by 800 million people, this number continues to grow. While 30 years ago people would read the newspapers whilst drinking their morning coffee, they're now reading news sites and scrolling through social.



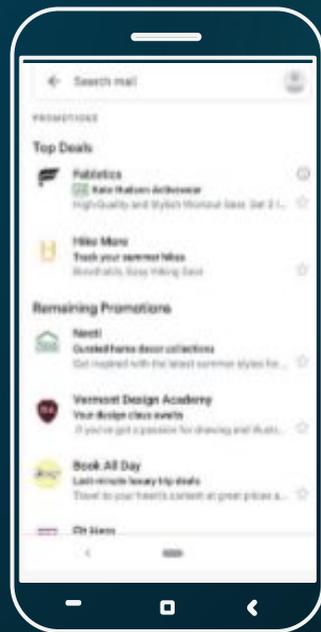
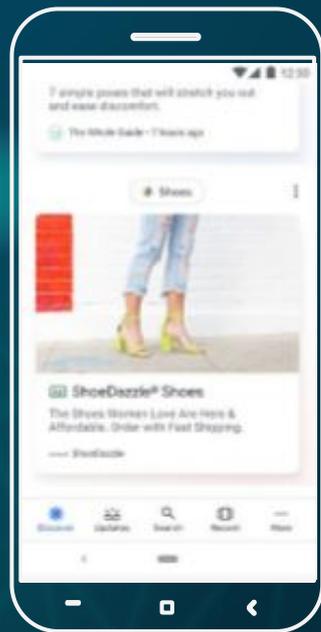
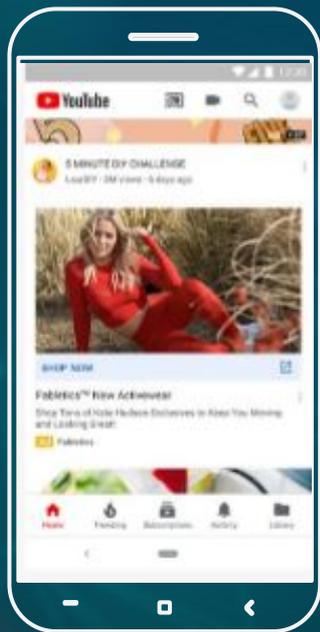
86%
of online
consumers look
for shopping
related ideas and
inspirations

Google Discover - the new name for Google Feed - helps users to take these actions one step further, by allowing all iPhone and Android users who have the Google app installed, to personalise their newsfeed by following or unfollowing chosen topics.



Machine learning plays a key role in Discovery ads

When advertisers go to set up Discovery ads, they'll enter one landing page URL, at least one image, a logo, and up to **five headlines and five descriptions**. From there, Google will use machine learning to serve the best combinations of your headlines, descriptions, and image creative to your prospects across the best-performing placements



Discovery Campaigns

Reach new customers across Google properties in the moments when they're open to discovering your products and service

Features

02

| Rich and relevant creative | Result | Unmatched Reach |
|--|--|---|
| <p>Inspire consumers with an open canvas showcasing your brand or products in a single image, rendered natively across each Google property.</p> | <p>Combining this incredible reach and creative canvas with Google's understanding of intent, you can be confident you're anticipating what your customers want and delivering the results you care about.</p> | <p>Reach hundreds of millions of people across the YouTube home feed, the Gmail Promotions and Social tabs, and the feed in Discover using a single campaign.</p> |



Discovery Campaign Features

Requirements 03

- Headline (40 char max)
- Description (90 char max)
- Multiple images with at least one landscape required - 1.91:1
- Square Logo approved for a round crop
- Business Name (25 char max)
- URL
- CTA String (selection made from drop-down)



Unified creative specs

Provide a diverse set of high-quality creative assets and we'll deliver the best ad, rendered natively across each Google property, to help you get discovered

How it works 04



How it works

Knowing who your customer is and what they want is more complex than ever - expand your reach with smarter Google audiences with help of Google machine learning

Targeting Options

05

People making **purchase** decisions relevant to my brand right now



Intent & Action

Life Events

In-market

Custom Intent

Remarketing

Videos · Website · Similar Audiences

Customer Match*

Email · Address · Phone · Similar Audiences

Based on **interests, frequent behaviours and habits**



Interests & Habits

Affinity

Consumer Patterns

Based on **facts about their life**



Demographics

Demographics

Age · Gender

Detailed Demographics

Parental Status & Stages · Household Income · Education · Employment

Relationship Status · Homeownership



Audience solutions

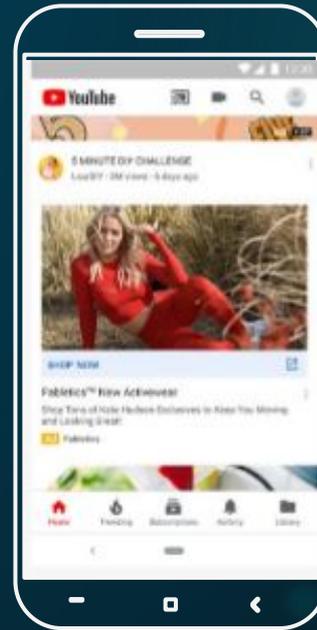
Layer Google audience solutions on to your Discovery campaigns to show highly relevant ads

Platform play
role

06

The YouTube Home Feed has increasingly become a destination, driven by better recommendations, better experiences, and better content. In fact, over the last three years, watchtime from content discovered on the YouTube homepage has grown 10x.

The home feed has long been a great place for users to discover their next favorite creator...and now it can be a great place for them to discover your brand.

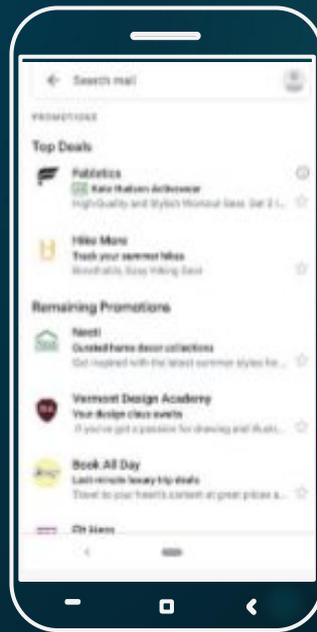


YouTube Home Feed

The Home Feed is the 'go-to' destination for users seeking to discover new content on YouTube.

Gmail the promotions tab as a tool to help consumers find the valuable and expiring offers in their email. Google launched a redesign of the tab that puts compelling imagery and key offers front and center so consumers could easily discover valuable information.

This canvas provides brands the opportunity to present a message to consumers who are in a commercial mindset.

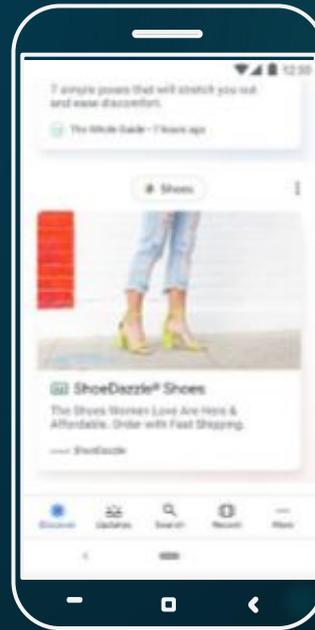


Gmail

Gmail reaches 1B+ monthly active users and is a key destination for B2C messaging

People have long turned to Google to get answers, learn about the world, and dig deeper on topics they're passionate about. Discover is a new feed experience available in the Google search app that makes it easier than ever to discover, explore and stay connected to what matters most.

Discover is unique because it's one step ahead: it helps consumer come across the things they haven't even started looking for. This provides a compelling opportunity for brands to enter the consideration set.



Discover

800M people use Discover every month to stay updated on the things they care about

Case study

07



Problem solver sets its sights on success with Google Discovery ads



The challenge

Problem Solver is proud to offer office furniture parts, office seating, file keys, wire shelving, file bars and much more while providing cost-saving solutions for furnishing all office interiors, businesses, healthcare providers, places of worship, foodservice, educational and governmental institutions as well as the general public. Problem solver has a heavy competition when come to furniture parts, there are heavy online giants like Amazon, Ebay, Office depot etc. While relying on Google search for sales there is very tough competition is going on, we are able to produce a good result but that not enough for longer run, so we have decided to search for other opportunities with in Google ads to increase the sales further.

The approach

Having seen driving action with Google Search ads to reach people who are looking for office parts with to improve the conversion rate similar audiences. Then we came to about Google discovery ads and its targeting option unlike keywords targeting discovery ads provides wide range of audience with combination of machine learning technologies. We used custom affinity, Custom intent & In market audience to reach the people who are most likely to shop for office furniture parts

The results

As a result of the test, problem solver more clicks compared to its Search campaigns and normal display campaigns and CPC are lesser. "Discovery ads help us drive the same results we see with Search while leading with rich, beautiful creative. Not only are we meeting customers' intent, but we're also connecting with that spark of joy they feel about building a wonderful future together. That's exactly what we want to see with our media campaigns."



Case Study



24%

Improves in CTR Vs normal display Campaign



56%

Improves in Clicks Vs search/normal display Campaign



10%

Improves in Conversion Vs normal display Campaign

THANKS!

