



Get discovered in more places



Discovery ads for ICBU



SHOPPERS ARE IN: Constant discovery mode

Then

People used to carve out time specifically for **discovery**.

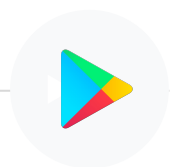


Now

In a state of **constant discovery**.



Consumers are discovering new brands across their favorite feeds, including Google



Activities
you love/need



Places you've
been/are going to



Things you're
searching for



Things you're
interested in



Daily activities
you engage in



Things that are
important to you

59%

of consumers have found
their favorite brands while
doing things like...

Watching
videos on mobile

Catching up
on interests

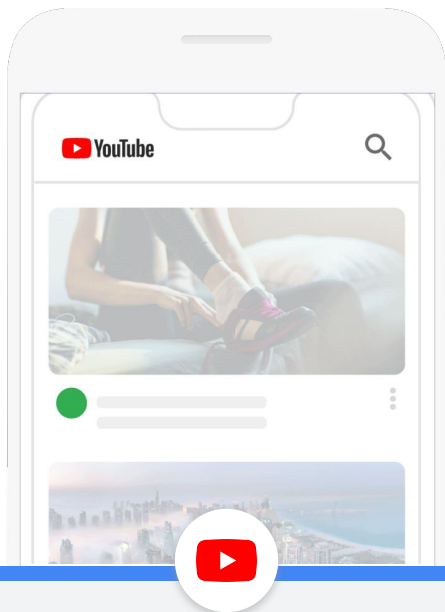
Reading through
emails

Introducing: Discovery campaigns

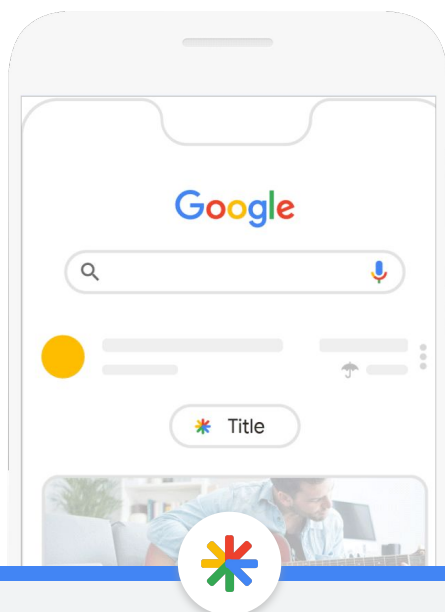


Discovery is a rich visual format exclusive to Google

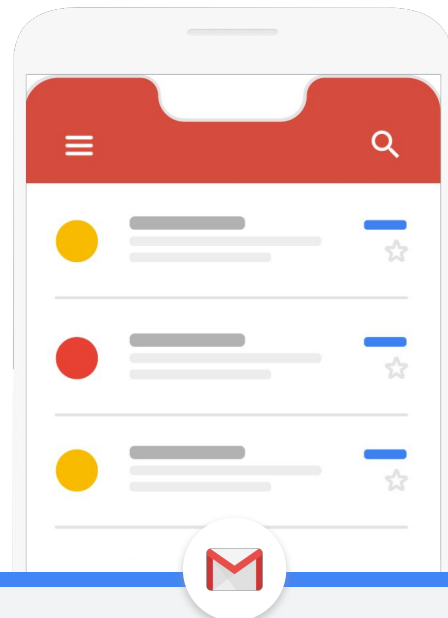
Reach new customers across the most popular Google properties in the moments when they're open to discovering something new.



YouTube: Home and
Watch Next feeds



Discover



Gmail: Social and
Promotions tab



The infographic features a central light gray circle containing text. This circle is surrounded by a thick, multi-colored ring (yellow, red, green, blue) that is part of a larger circular design. To the left of the central circle, three smaller white circles are arranged horizontally, each containing a different Google logo: YouTube (red play button), Google Assistant (multi-colored star), and Gmail (red 'M'). A horizontal dotted line passes through the center of the infographic. The background is white with various decorative elements including small colored circles, arcs, and the Google logo in the bottom right corner.

Discovery ads
can reach up to

3B people

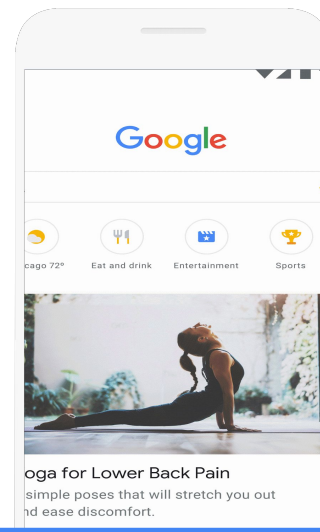
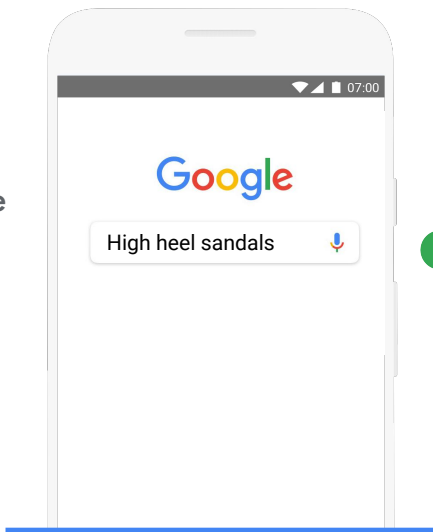
on Google
exclusive inventory

Source: Internal Google Data, July 2020

Turn category searchers into product buyers with Discovery campaigns

86%

of people turn to Google for ideas about what product to buy.



Close the loop between moments of Search and moments of Discovery With **Discovery campaigns**

Reach untapped Search customers who already have their finger on the buy button

Searches for your product/service



assuming
10% CTR

Clicks to
your website

untapped
high intent
consumers



Then find more
similar people who
matter to your
business with
audience expansion

Discovery advertisers who've used Custom intent, Customer match, remarketing, or similar audiences at the ad group level have seen:

81%

higher
conversion rates

25%

lower costs per
acquisition

Discovery campaigns help grow your business



On average, Search
advertisers who add
Discovery ads see

12%

more conversions.



Discovery ads help grow online sales



Online sales

Retailers

Non-retailers

Must have



Smart Shopping
& Search



Smart Display
& Search

Next step



Discovery



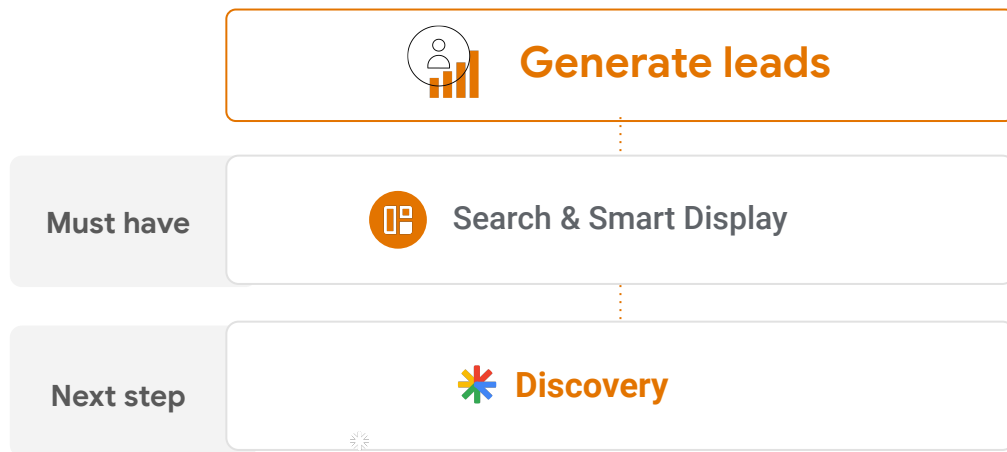
Discovery



Complement your Search and Shopping campaigns and inspire new audiences across Google.



Discovery ads help generate leads



Complement your Search and Smart Display campaigns and inspire new audiences across Google. Discovery campaigns are compatible with **offline conversions and Smart Bidding**, helping you anticipate what your customers want and delivering the results you care about.



Generate leads seamlessly from Discovery ads



Lead form extensions for Discovery ads allow advertisers to generate leads seamlessly from their Discovery ads. After a user clicks the collapsed ad, they will be directed to complete the form.



Building inspirational creative



Visually rich and relevant content sparks action



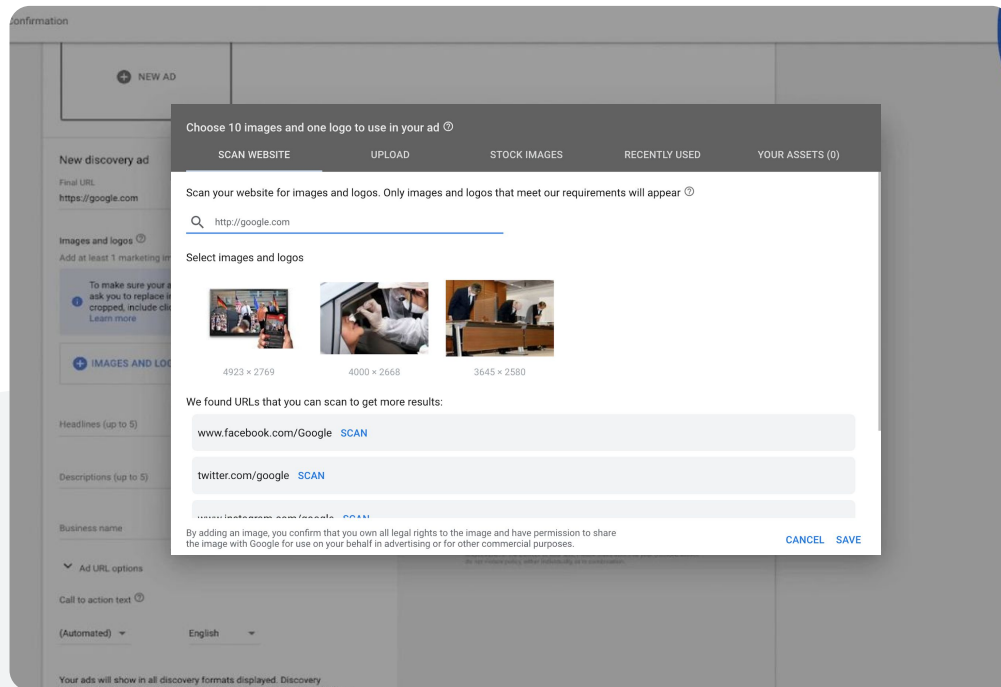
73%

of people have become more interested in a brand or product after seeing an ad that is relevant to what they've been shopping for.

Source: Google / Ipsos Connect, Consumer Discovery Study, U.S., December 2018, n of 2,001 US consumers age 18-54 who go online at least once a month



Reuse creatives that have already proven successful on social channels



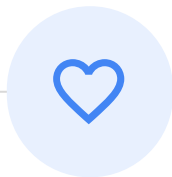
WHY?

High performing creative assets built for social channels can perform well with customers who are browsing YouTube, Gmail, and Discover.

Build assets **with your audience in mind**



Start
with audience



Define what
they care about



Build assets around
value proposition



Write and
deploy assets

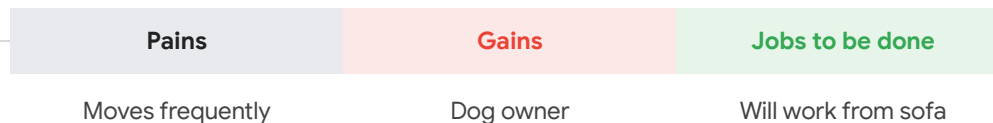
♥ Define what your audience cares about

Start with audience



- Dog owner
- Interior design enthusiast
- 20-25 years old

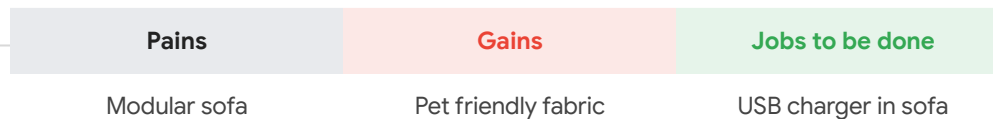
Define what they care about



♥ Clearly articulate company's value propositions

Furniture company

How is business solving for those?



✓ Blend value props and customers cares into assets

Text assets

Pet-friendly fabric

Hidden USB port

Modular sofa that fits through the front door.

www.examplesofa.com

Image assets



Define what your audience cares about

Start with audience



- Business traveler
- 40-45 years
- Parent

Define what they care about

Pains

Intense schedule

Gains

Travels frequently

Jobs to be done

Get cash when traveling

Clearly articulate company's value propositions

Debit card

How is business solving for those?

Pains

Personalized
money goals

Gains

Discount on travel

Jobs to be done

Free cash withdrawals

Blend value props and customers cares into assets

Text assets

No ATM Fees

Travel perks

Travel easily. A debit card with perks.

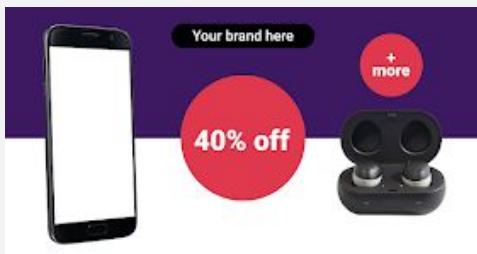
www.examplehotel.com

Image assets



Follow the essential creative guidelines

Will limit performance & reach



High-quality experience



Find more information on our:

- [Creative requirements](#)
- [Creative best practices](#)

Download the 2-page [creative best practices guide](#).

Images featuring unrealistic content or products out of context can also offer a poor user experience.

Follow the essential creative guidelines

Will be unable to serve



Sideways arrow invites the user to click.

High-quality experience





The overlaid text does not mimic a clickable component.



Find more information on [creative guidelines](#) & [download the creative guide](#).

Confirm all assets meet the creative guidelines in order to prevent serving issues

 Asset status: All enabled ADD FILTER DOWNLOAD EXPAND			
Asset	Status	Asset type ↑	Performance
● My Happy Clothes	Approved	Headline	Good
● Designed in Buenos Aires	Approved	Headline	Good
● Eco-friendly fashion	Approved	Headline	Good
● 20% off all ones	Approved	Headline	Good
● Natural fabric for kids	Low quality	Headline	—
● Fashionable, high-quality children's clothing crafted from sustainable fabrics.	Approved	Description	Good
● Stylish and high-quality children's clothes for every occasion	Approved	Description	Good
● Stylish and eco-friendly clothes that kids love	Approved	Description	Best
● Shop My Happy Clothes and find a variety of high quality children's clothes	Approved	Description	Good
● Children's clothing tested and loved by your own happy kids	Low quality	Description	—
 975 × 510	Approved	Image	Good

This asset does not meet the Discovery Ads Creative guidelines and may experience little or no traffic.

[Learn more](#)

Select creatives that showcase your product clearly, in well-lit settings



WHY?

When users are in a browsing mode, beautiful imagery grabs their attention. Choose compelling/ provocative images that will stand out from the crowd and capture users' attention.

Show people using your product in authentic ways



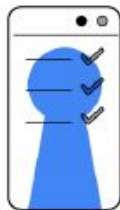
WHY?

The most compelling images depict products or people in realistic settings that users can quickly recognize and/or associate with their own environment.

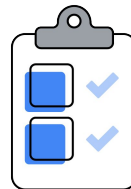
Strong copy closes the deal



Give details about your product and brand so users don't need to navigate away to learn more.



Write copy that your user can trust; Don't promise something you can't deliver.



Don't start each word with a capital. Only capitalize the first word in a sentence.

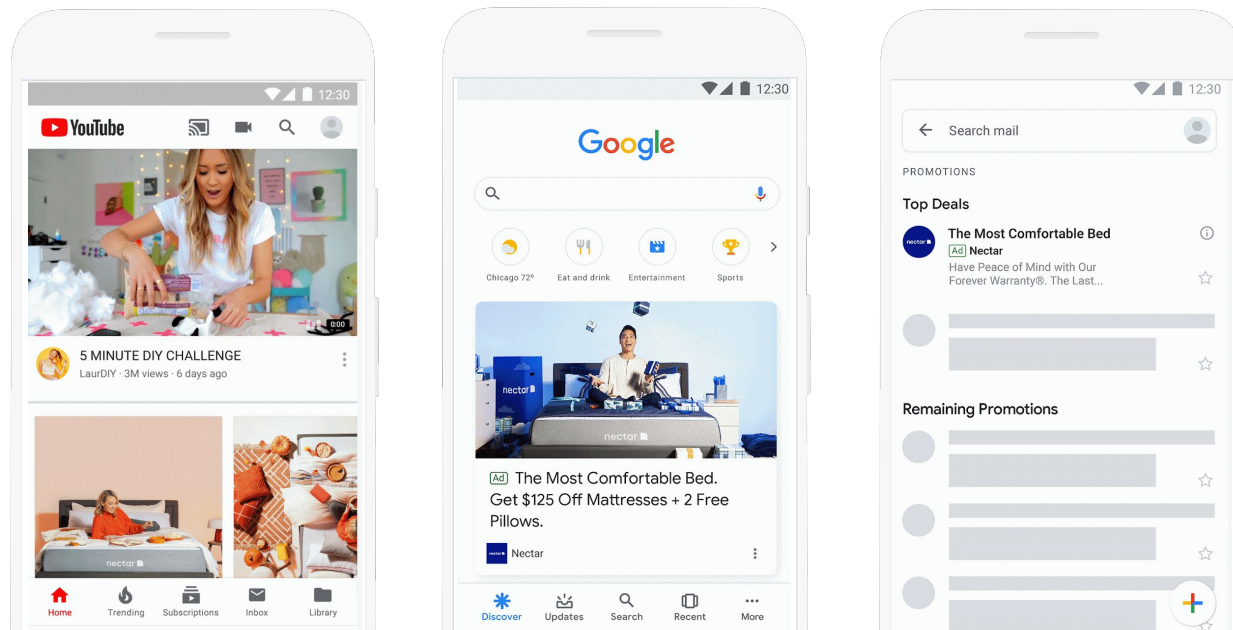
WHY?

Write concrete and specific copy to convince users to take the next step.

Best practices



Start with single-image and then include multi-image carousel once you see success



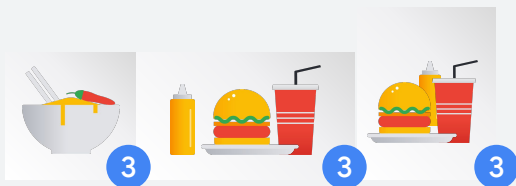
WHY?

Enabling multiple formats allows more flexibility for reaching people as they want to be reached.

Use a minimum of 5 cards for multi-image carousels

Tips for single image and multi image carousel

Single-image



Upload at least 3 square, 3 landscape & 3 portrait images that feature lifestyle imagery to inspire customers to act.

Multi-image carousel

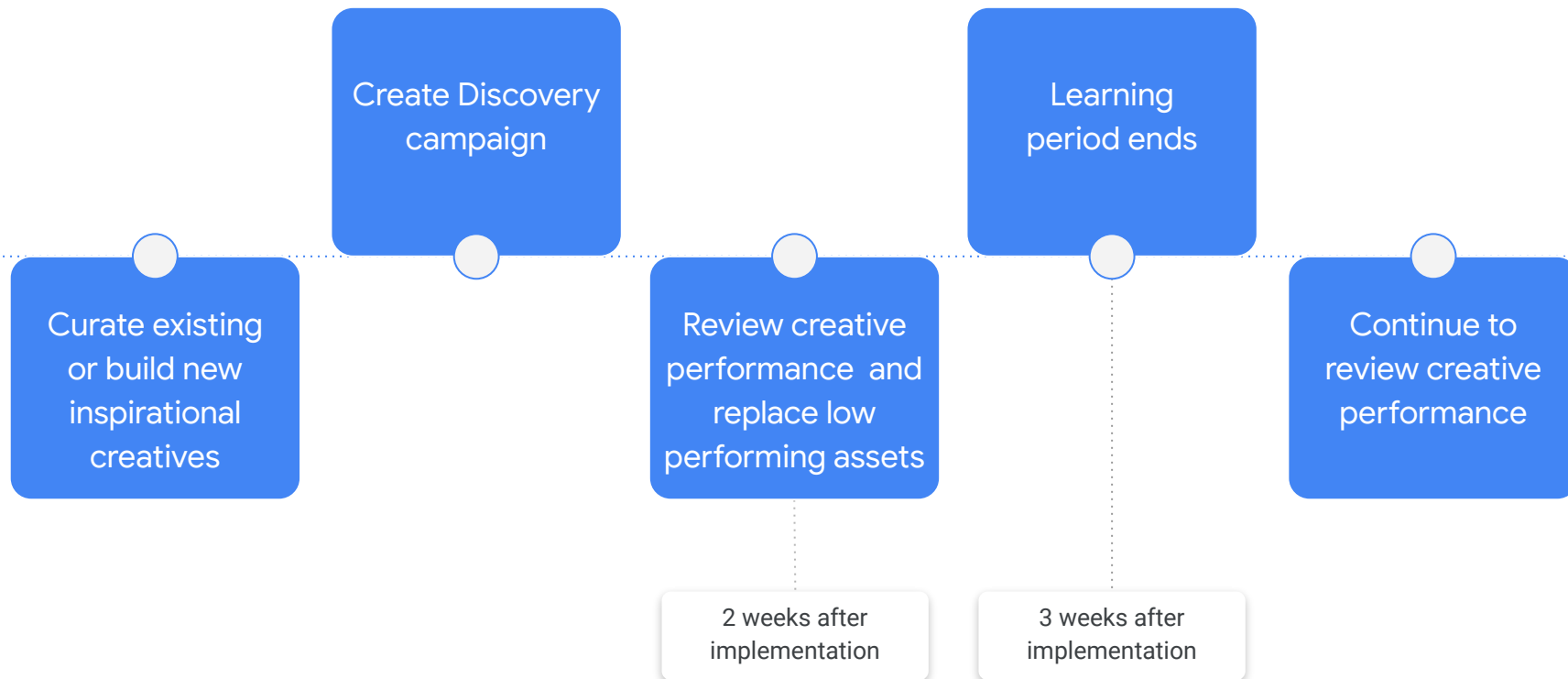


Use a minimum of 5 cards, all in the same aspect ratio to tell a story about your brand that develops with each swipe.

Implementing Discovery ads



Steps to Discovery success



Choosing a bid strategy & budget



Maximize conversions

Uses your daily budget to gain as many conversions as possible.

OR



Target CPA

Drives as many conversions as possible using the target cost per action that you've set.

Essential:

Your daily budget should be at least 10x your Target CPA & at least \$500/day.

Recommended

Target CPA

\$



Based on the performance of your campaigns across Google Ads, your suggested target CPA is **\$6.45**

[APPLY](#)

Building a custom audience strategy

Ad group #1:

People **actively engaging** with your brand and keywords

Custom audiences

Use 10+ top-converting keywords from Search campaigns.

Remarketing/Customer match

Ad group #2:

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

In-market

Similar audiences

Only add new audiences after seeing success



Focus on audiences that are more likely to convert for your business based on performance you've seen in your Search, Video, and Display campaigns.

The power of audience expansion



Must do for Discovery

Turn on audience expansion from the start

Audience expansion

Reach more people with your ads that will likely increase performance of your campaign.



Find up to **30% more conversions** at the same **return-on-investment.**

Internal Data, Google



Audience expansion allows you to easily expand your audience to lookalikes and drive incremental conversions at the same or similar performance.



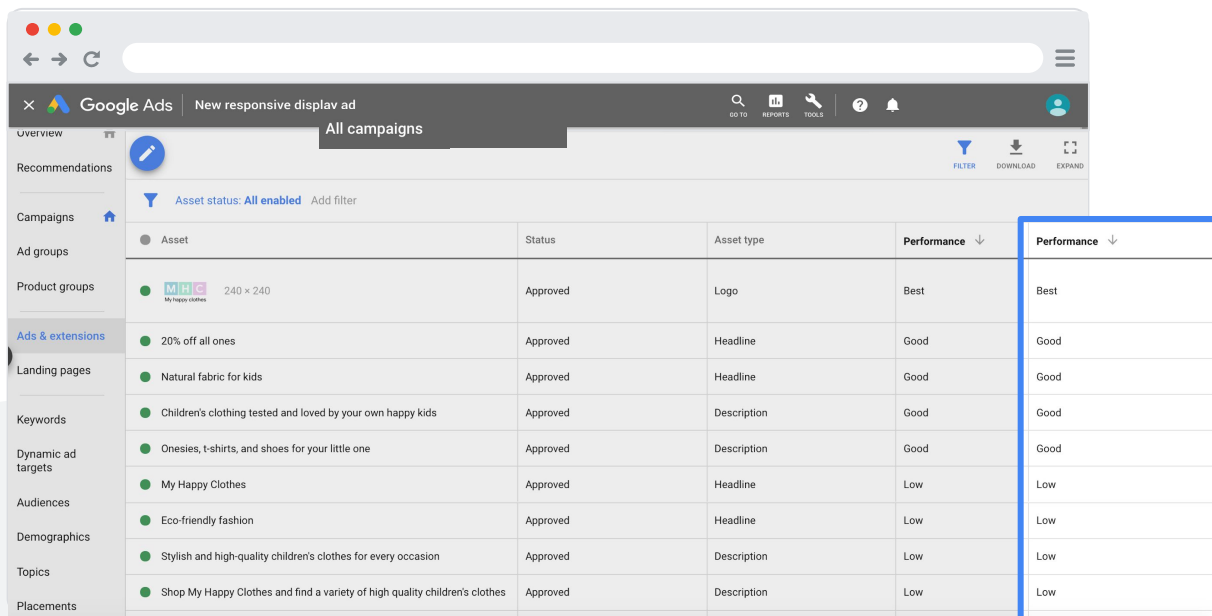
Reviewing creative performance


2 weeks after campaign implementation



View asset details

to understand which assets perform best

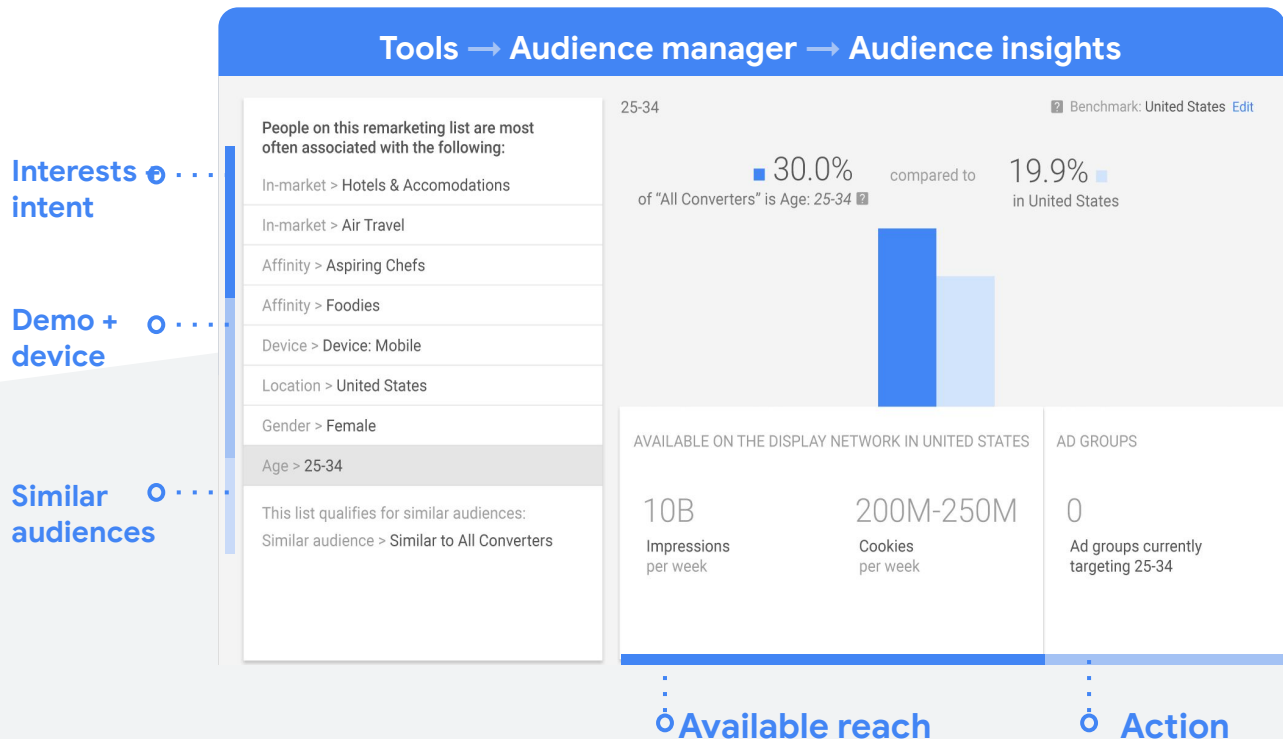


Asset	Status	Asset type	Performance	Performance
 240 x 240 My happy clothes	Approved	Logo	Best	Best
20% off all ones	Approved	Headline	Good	Good
Natural fabric for kids	Approved	Headline	Good	Good
Children's clothing tested and loved by your own happy kids	Approved	Description	Good	Good
Onesies, t-shirts, and shoes for your little one	Approved	Description	Good	Good
My Happy Clothes	Approved	Headline	Low	Low
Eco-friendly fashion	Approved	Headline	Low	Low
Stylish and high-quality children's clothes for every occasion	Approved	Description	Low	Low
Shop My Happy Clothes and find a variety of high quality children's clothes	Approved	Description	Low	Low



Review asset level performance every 2-3 weeks to identify the best performing images, headlines, and logos and swap out assets that do not perform well.

Use **Audience insights** once a campaign runs to improve assets



Imagine you just learned
that your ads are the most
popular amongst a 65+
female crowd, leading them
to be your top consumers.

How would you adjust
your imagery and tone
to optimize your ads
experience for them and
other demographics?

What's next?

Now:

Next:

Later:



Resources

- [Creating a Discovery campaign](#) video tutorial
- [Discovery ads creative guidelines](#)

Thank you!

