

Status: Ready



Digital Guru

Inspire Action with Display

When are you most likely to remember a random piece of trivia, or the plot of a really interesting story?

When your
mind is relaxed
and receptive!



Consumers in a browsing mindset are more receptive to learning about brands



Roughly 1 in 2 people have discovered their favorite brand,
or found more information about it when searching for
something else.

To even maintain
market share, you
must always be
'top of mind'



The Google Display Network is the oxygen of online advertising



90%
reach globally



3M+
sites & apps



1B+
signed-in users



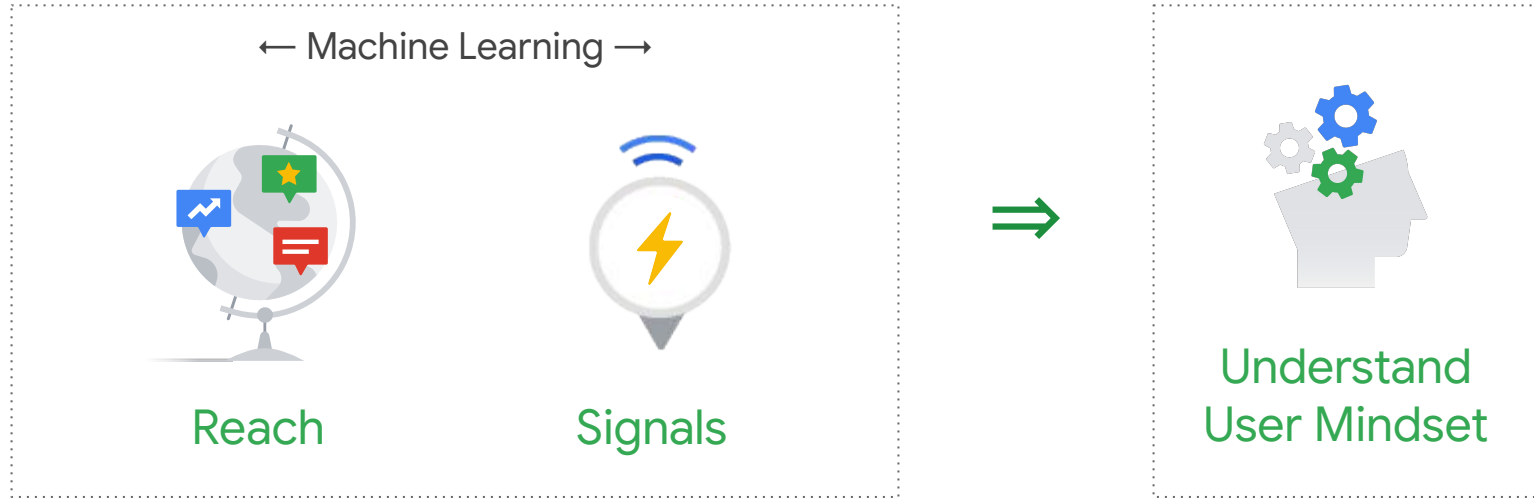
70M+
user signals



30B+
times a day

It helps you find users, connect with them,
and ensures that you are always top of mind!

Machine learning enables the GDN to build a deep understanding of user preferences



It then uses this knowledge to serve the right ad, to the right person, in the right context, at the right time.

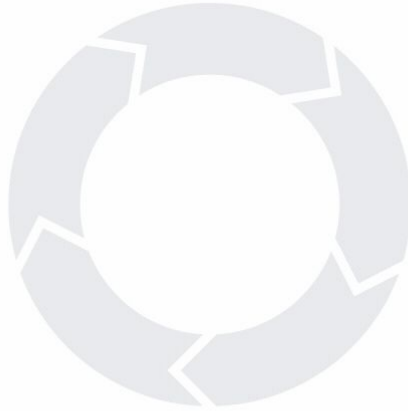
There are two doors to buying Display with Google

How many of
you have bought
inventory on the
Google Display
Network?



Display & Video 360 is the new consolidated advertising technology within the Google Marketing Platform

 Display & Video 360





Let's take a
little quiz!

Google Display Ads offers fully automated solutions to drive performance at scale



O&O Inventory

YouTube Mastheads
YouTube Home Feed
Gmail Ads
Discover (Google Feed)



Outcome-based
bidding

Enhanced CPC
Maximize Conversions
Target CPA/ROAS
Pay Per Conversion



DR Performance
Formats

Smart Display Campaigns
Responsive Display Ads
Universal App Campaigns
Feed-based



Shopping Goals

Smart Shopping / Showcase / Shoppable
Local Campaigns
Store Visits Reporting

For GDA Clients, when should you consider DV360?



If GDA client
is looking for:



SSP Scale

Incremental Exchange Access
Cross-exchange prospecting reach



Publisher Deals

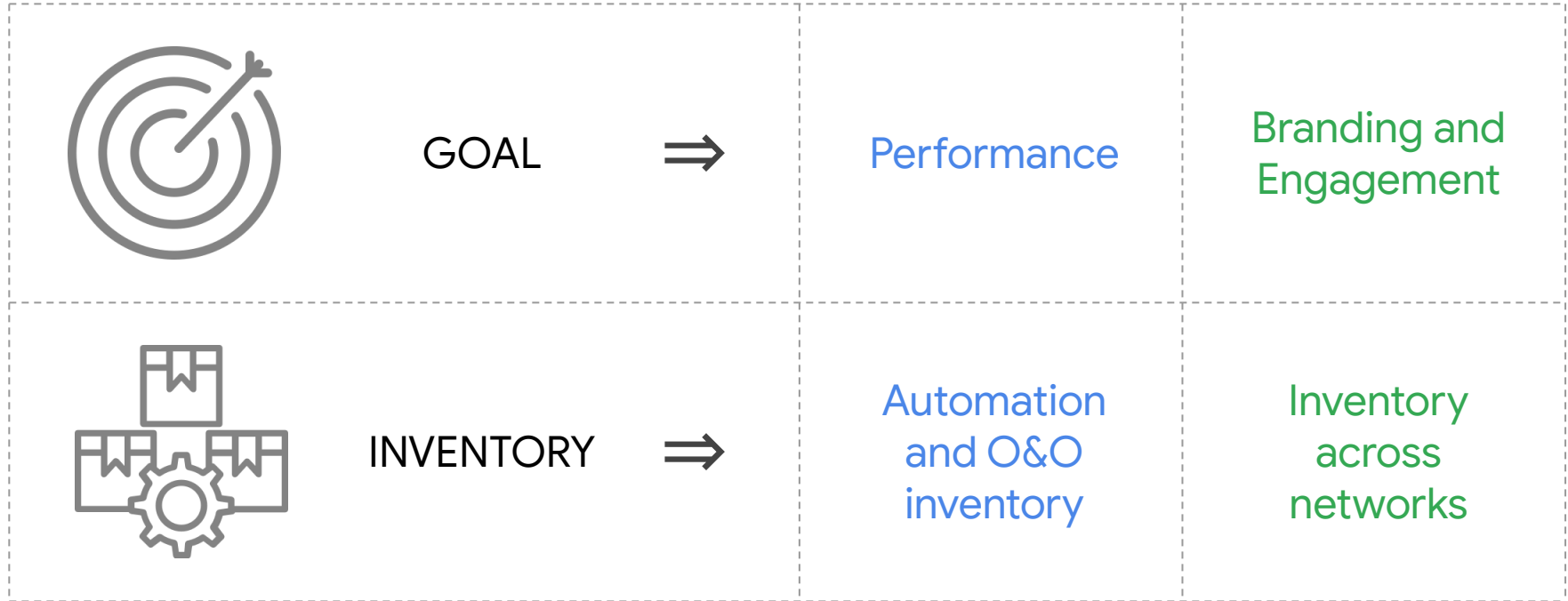
Programmatic Guaranteed
Tag Guaranteed
Private Auctions & Preferred Deals



Third Party
Partnerships

Third Party Audience Data
Robust DMP Integrations
Data on-boarding S2S connection
(More) 3rd party measurement

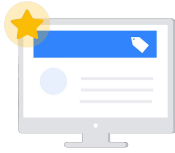
Recap: You buy selected inventory based on client goals



Now that we know
how to buy Google
Display, let's talk more
about why to buy Google
Display!

We can up-level the user experience in three easy ways

Relevant



Engaging

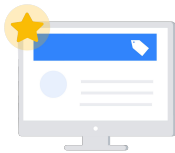


Smart



We can up-level the user experience in three easy ways

Relevant



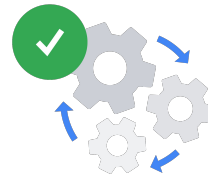
Intent signals
provide user context

Engaging



Build easy ads that
weave magic

Smart



Close the loop
with automation

Use intent signals to improve relevancy and user experience

Relevant



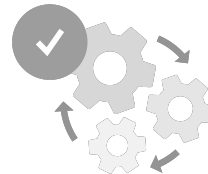
Intent signals
provide user context

Engaging



Build easy ads that
weave magic

Smart



Close the loop
with automation

Understanding intent is what we do!



1,000,000,000+ users across 8 properties -- every month



... which translates into real-time Audience Signals at scale



There's more! We also offer curated content packs that enable you to be highly relevant to users in the moment



Parenting



Shopping



Beauty



Youth



Travel

Create better user experiences by leveraging intent signals to show relevant ads

Relevant



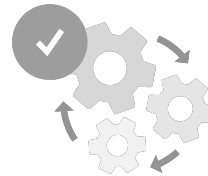
Intent signals
provide user context

Engaging



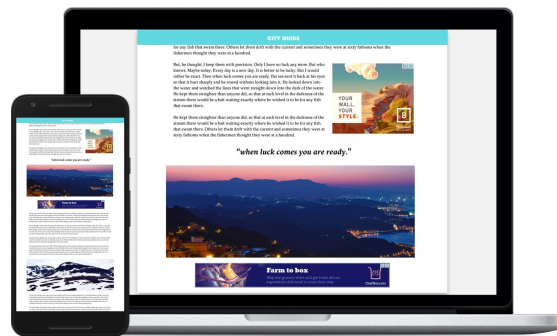
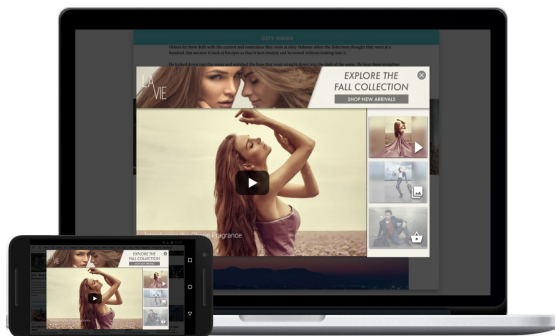
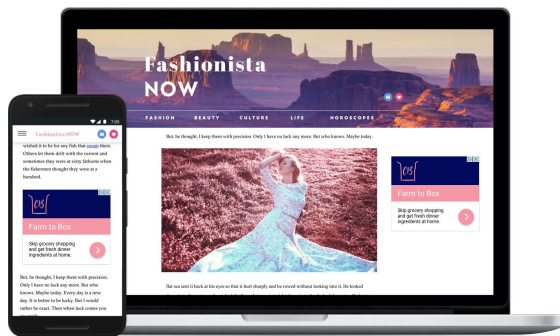
Build easy ads that
weave magic

Smart



Close the loop
with automation

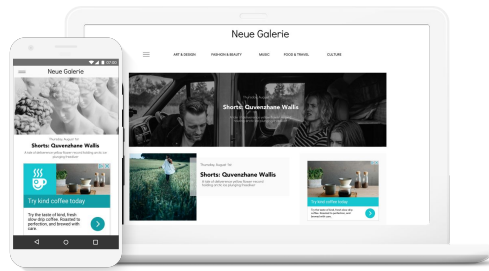
Who says display has to be boring?



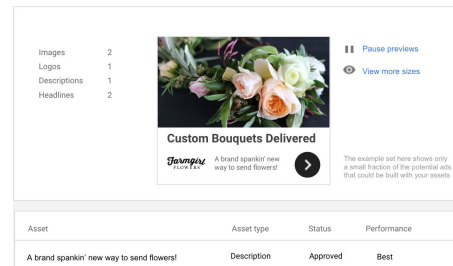
Display enables advertisers to adapt to wherever their customers happen to be -- in milliseconds



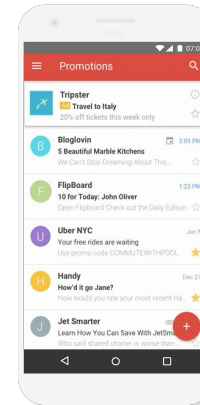
Dynamic



Responsive

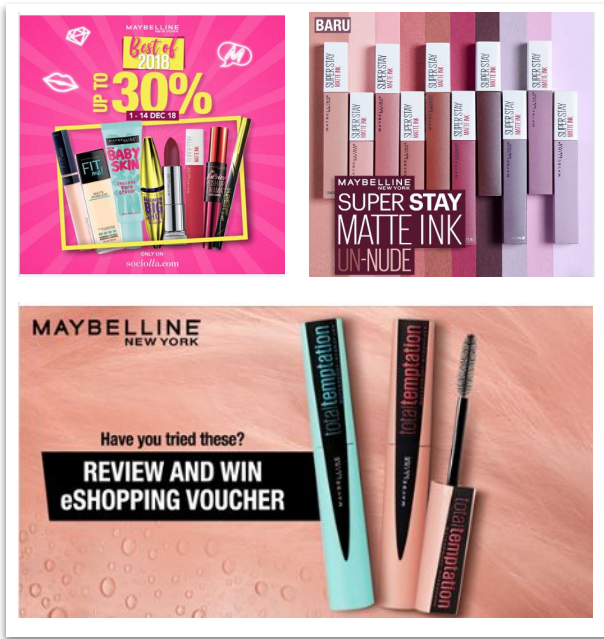


Smart Display

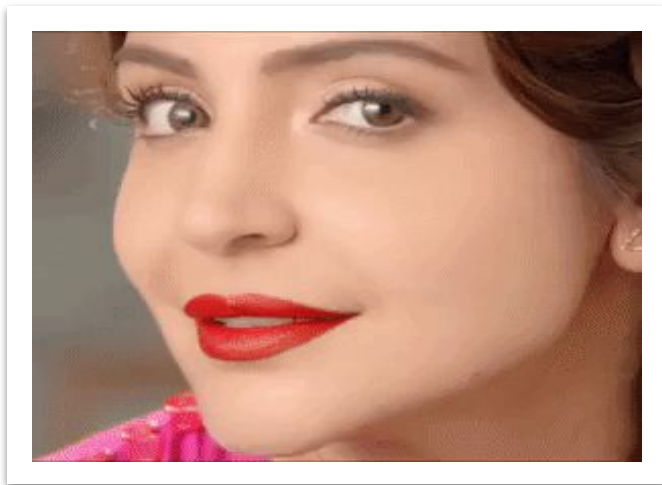


Gmail

Who says creative is always complicated? You can convert your static creatives to Zero Second Videos on Google



Our clients are seeing real improvement in ad recall and consideration lift across the board



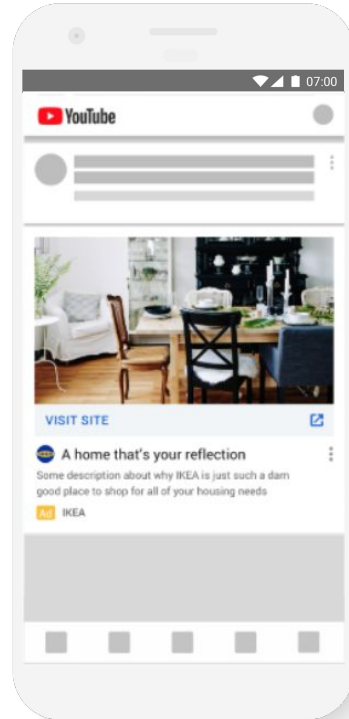
Ad recall: **9.4%** ↑
Consideration: **7.6%** ↑



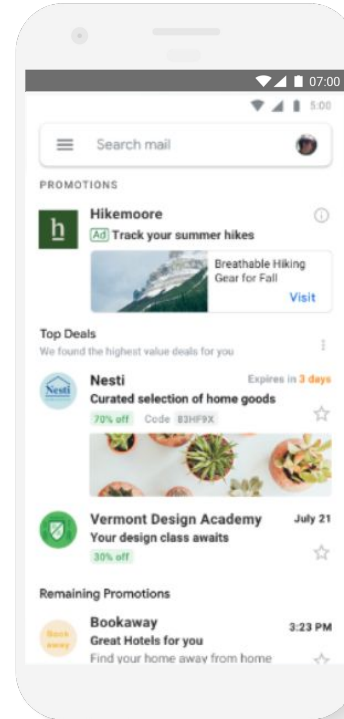
Ad recall : **41.8%** ↑
Consideration: **22.8%** ↑

Asset-based Native and Image Ads make creating ads easier and faster than ever before

YouTube now
shows Display
Ads on the
Home Feed

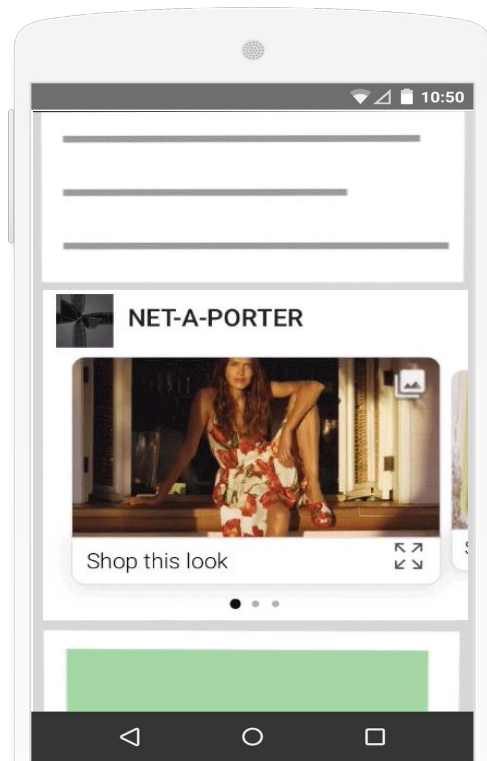


Gmail Ads can be
picture-based,
moving away
from text-only
formats

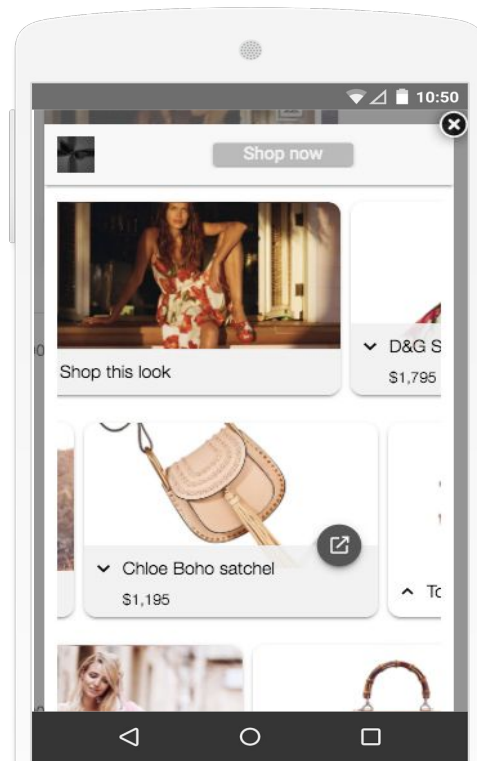


You can promote key products with asset-based ad creatives that work with both images and video

Swipe with
mWeb Invite



Scroll with
mWeb
Expanded



We'll talk more about Data Driven Creatives during the Digital Guru Blue Belt



Digital Guru

Create better user experiences by leveraging intent signals to show relevant ads

Relevant



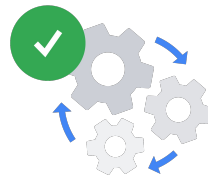
Intent signals
provide user context

Engaging



Build easy ads that
weave magic

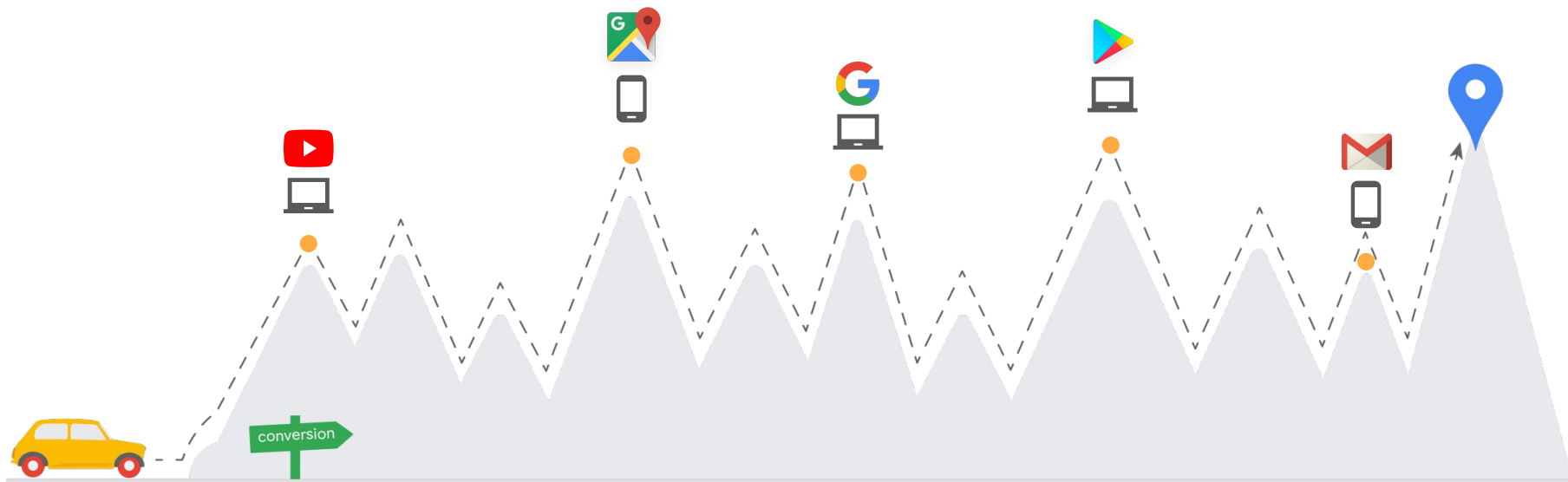
Smart



Close the loop
with automation

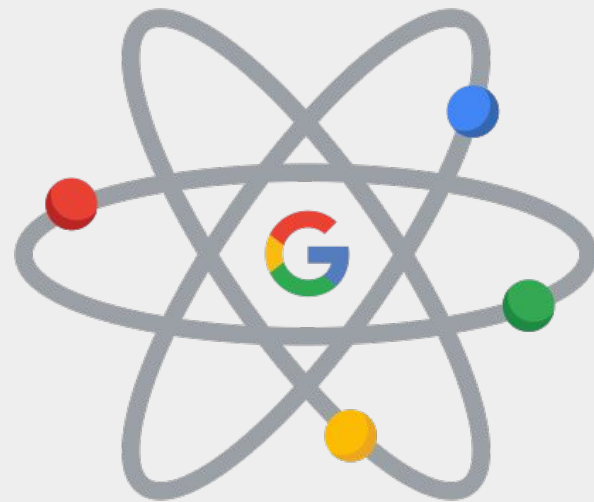
Customers no longer follow a linear path to conversion

Customers consult an average of **10 sources before making a purchase**
90% of them switch between devices and platforms to complete tasks



How do we
make sense of
this complicated
data universe?

Machine Learning
leverages user signals to
drive results by making
informed decisions at a
scale that would not have
been possible manually.



How do I find my ideal **audience**?
What **message** do I show my audience?
How much should I **bid** in each auction?
How can I **measure** my campaign effectiveness?

This gives advertisers strategic options...

Eligible for Smart Display Campaigns?



Re-Engage
& Expand



Smart Display campaign
can be your one and only
Display campaign

Not eligible for Smart Display Campaigns?

1



Re-Engage

Remarketing
Customer Match

2



Expand

In Market
Custom Intent
Similar Audiences

Introducing...

Smart Display Campaigns 2.0



Work
faster

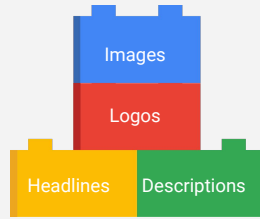


Work
smarter

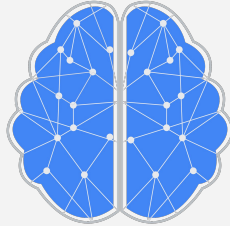


**Win
more**

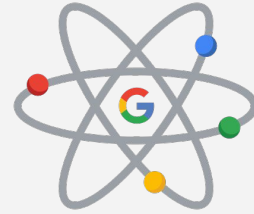
Smart Display Campaigns uses automation to provide advertisers with simplicity, transparency and scale



Smart Creatives

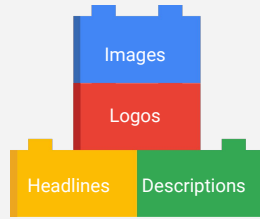


Smart Bidding

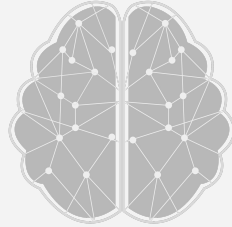


Smart Targeting

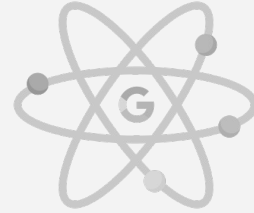
Smart Display Campaigns uses automation to provide advertisers with simplicity, transparency and scale



Smart Creatives

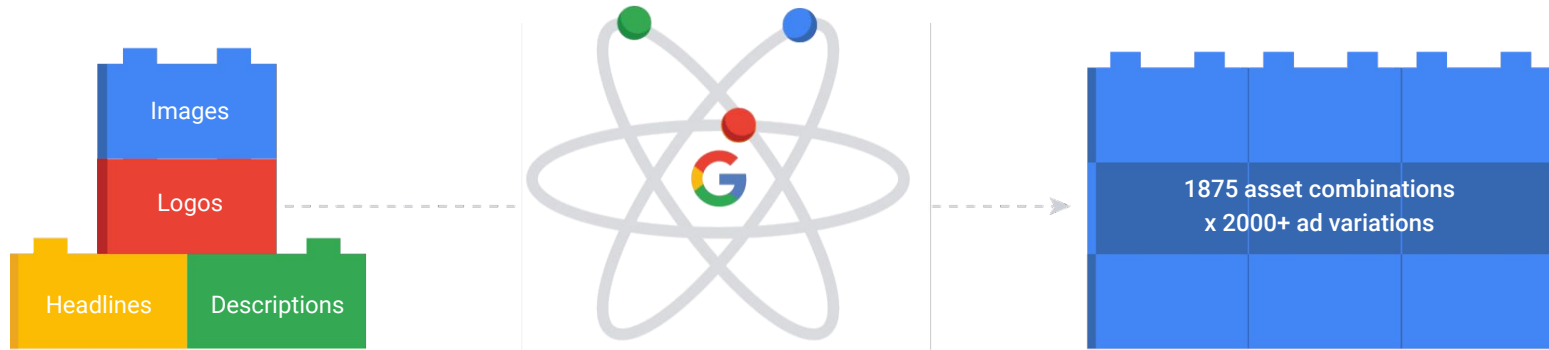


Smart Bidding



Smart Targeting

Smart Creatives allow you to creatively test and optimize your campaign assets across billions of combinations

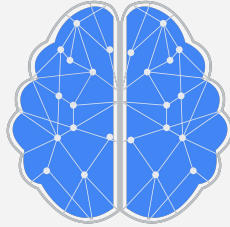


Right message. Right user. Right time.

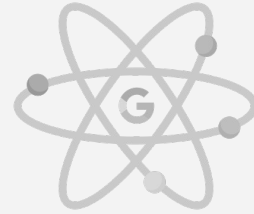
Smart Display Campaigns uses automation to provide advertisers with simplicity, transparency and scale



Smart Creatives



Smart Bidding



Smart Targeting

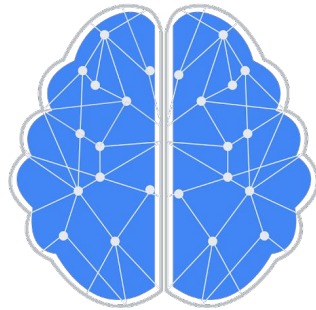
Smart Bidding enables real time, scaled campaign optimization by leveraging high-intent and audience signals



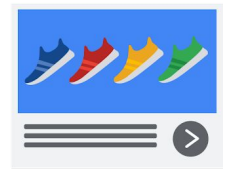
User
characteristics



User
behaviors



Contextual
signals



Ad
characteristics

70 million signal combinations analyzed within 100 milliseconds when calculating a bid!

Product Update: Bid based on client goals

	Pay For Conversions ⇒	Efficiency	CPA focussed clients - willing to pay only for the conversions
	Target Cost per acquisition ⇒	Conversions	Conversion focussed clients - willing to maximize auction access for conversions
	Maximize Conversions ⇒	Growing Conversion Volumes	Growth focussed clients - used to focus the budget to get maximum conversions

An important note on privacy and safety:

As we continue to leverage a large number of contextual signals to drive results for your business, protection and anonymity of our user data continues to be our prime focus.

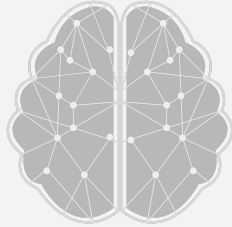
We may lose some signals BUT our technology will help us find other signals to use, in real time.



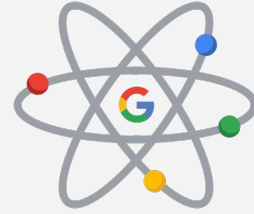
Smart Display Campaigns uses automation to provide advertisers with simplicity, transparency and scale



Smart Creatives

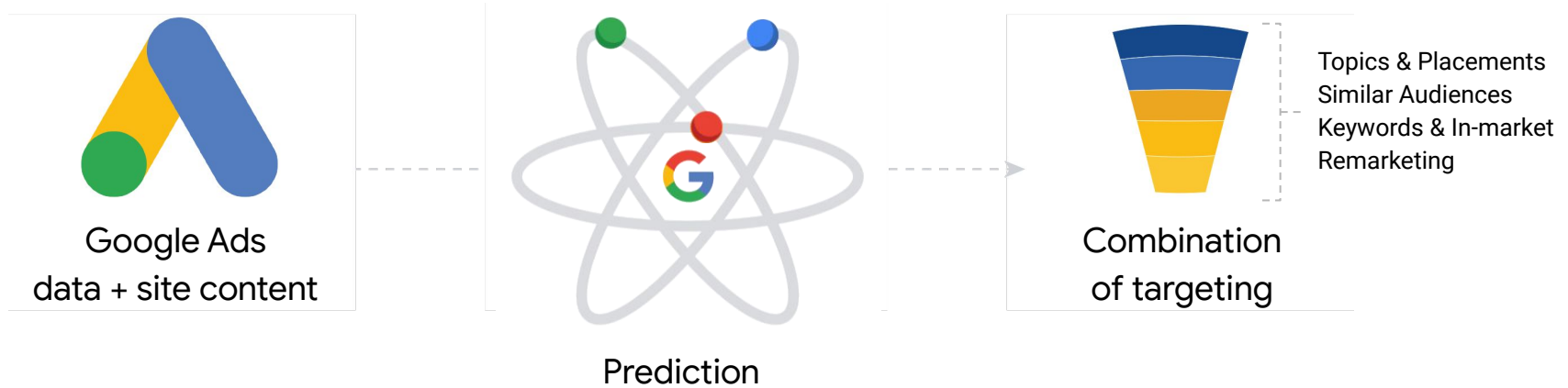


Smart Bidding



Smart Targeting

Smart Targeting allows you to re-engage with existing customers and expand reach to new, qualified prospects



A single performance-driven display solution for all business needs ⇒ No need for additional campaigns

Clients have more control over all aspects of the campaign

"My client is concerned about how the Smart ads look"	✓	Creative Controls
"I have different CPAs for new vs returning users"	✓	Prospecting Only
"Tablet and Mobile devices drive wasteful spends"	✓	Device Opt Out
"I don't want my ads to appear on these sites"	✓	Brand Safety Controls
"I want to understand which creative drives conversions"	✓	Asset Level Reporting
"Peak period / sale starts next month. I want conversion volumes"	✓	Seasonality Input

Let's look at a
few customer
success stories

Globe, a leading telecom provider in the Philippines, is always looking to acquire new customers

Business Challenge



Search has always been a great source of leads, but the display conversion path was considered too long. **Could automated display campaigns help gain new customers, in an easy & operationally sustainable manner?**



Key Insights

- [1]** SDCs can help find high quality leads to successfully drive customer acquisitions at scale
- [2]** ML simplifies implementation drastically, making it an ideal always-on, up to date solution

The Experiment

Objective: Measure new customer acquisition through automated Display campaigns

Methodology: The experiment ran for 4 weeks.

Control group: Standard Display ad campaign (manually implemented and optimized)

Test w/ Smart Display Campaigns: Fully automated, using ML to optimize for new acquisitions*

ML helped reach the right audience with the right message, with creative build of the ads, to reach relevant audiences at scale and to set the right bid in each ad auction.

Experiment
with Google Ads



Globe At Home Broadband

Access entertainment apps with no limit at home.
Up to 100mbps.

shop.globe.com.ph

Visit Site >

The Results

+30% incremental acquisitions
(completed signups) at **-80% lower cost** (compared to Globe's previous manual Display campaigns)

SDCs proved to be complementary -
in cost and effectiveness - to
Globe's always-on generic search
campaigns for lead generation

"SDC allowed us to maximize our efforts by cutting down our usual planning & implementation time by 80%. We're definitely keen to continue running SDC as complementary to our always-on Search campaigns."

Jemm Cellan
Media & Analytics Director, Globe Telecom

Let's take a look at the new responsive display text ads

The diagram illustrates how a single Google Pixelbook advertisement can adapt its layout for different screen sizes. On the left, a vertical dashed box represents a mobile device layout, showing a tall, narrow ad with a large headline, a detailed description, and a prominent blue arrow button. On the right, a horizontal dashed box represents a desktop layout, showing a wider ad with a large Google logo, a headline, a detailed description, and a 'SHOP NOW' button. A black arrow points from the mobile layout to the desktop layout, indicating the transition between the two formats.

Mobile Layout (Left):

- Headline: **\$250 off Google Pixelbook**
- Description: Save \$250 on Pixelbook, Google's thinnest laptop, for a limited time. Terms Apply.
- Button: [>](#)
- Text: Google Pixelbook

Desktop Layout (Right):

- Headline: **\$250 off Google Pixelbook**
- Description: Save \$250 on Pixelbook, Google's thinnest laptop, for a limited time. Terms apply.
- Button: [SHOP NOW](#)
- Text: Google Pixelbook

Responsive Layout (Bottom Right):

- Headline: **\$250 off Google Pixel**
- Description: Save \$250 on Pixelbook, Google's thinnest laptop, for a limited time only. Terms Apply.
- Button: [LEARN MORE](#)
- Text: Google Pixel book

UOB, a leading bank in South East Asia, is always innovating to acquire new credit card customers

Business Challenge



Display campaigns have been a great source of online lead generation, so they wanted to explore the **further benefits of automated campaigns in gaining incremental credit card applications.**



Key Insights

- [1]** SDCs are extremely effective in high quality lead generation & driving customer acquisitions at scale
- [2]** SDCs can help uncover new relevant audience segments thanks to ML

The Experiment

Experiment
with Google Ads

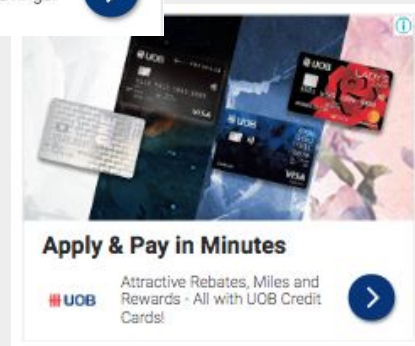
Objective: Compare new customer acquisition through automated vs. manual display campaigns.

Methodology: The experiment ran for 12 weeks.

Control group: Standard Display ad campaign using In-market and Affinity audiences

Test w/ Smart Display Campaigns: Fully automated; ML to optimize for acquisitions*

Both campaigns ran for the same product categories with similar budgets, using the same creatives & bidding strategy (target CPA)



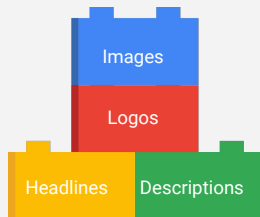
The Results

+525% incremental acquisitions at
-80% lower cost (compared to
previous manual Display
campaigns)

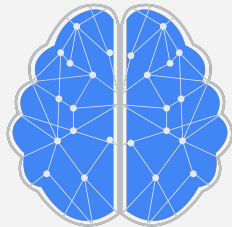
**Insights uncovered from
automated Audience solutions:**
41% of all conversions came from
mobile, a previously undervalued
segment



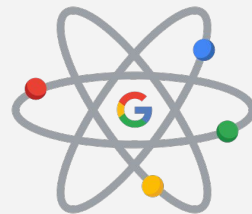
Summing it all up, Smart Display Campaigns use automation to provide advertisers with simplicity, transparency & scale



Smart Creatives



Smart Bidding



Smart Targeting

With SDCs, advertisers see 20% more conversions at the same CPA*

Google performed better on lead generation than other digital platforms in AP Thailand's "Ladprao-Valley" project

Business Objective



Client was launching a new condo amidst high competition, and wanted:

- Increased lead volume
- Cheaper leads
- Greater efficiency



Campaign

Led with Google SDCs to automatically maximize creative assets at minimum cost; ML-powered optimization

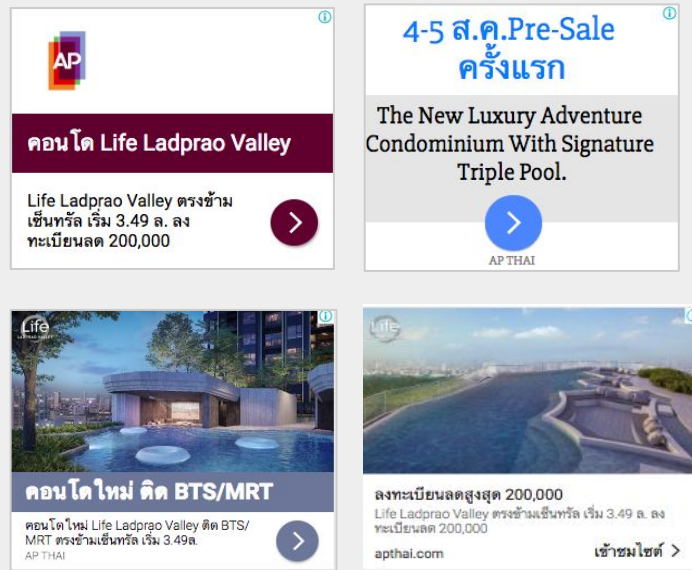
5 day learning time frame

+27% more leads at **-21%** lower CPA

The Results

“More confident to drive impact for my business and shift budgets from competitive platforms to gain greater cost efficiencies.”

Panithan Surapoppisith (K Pao)
Online Marketing Head, Mindshare

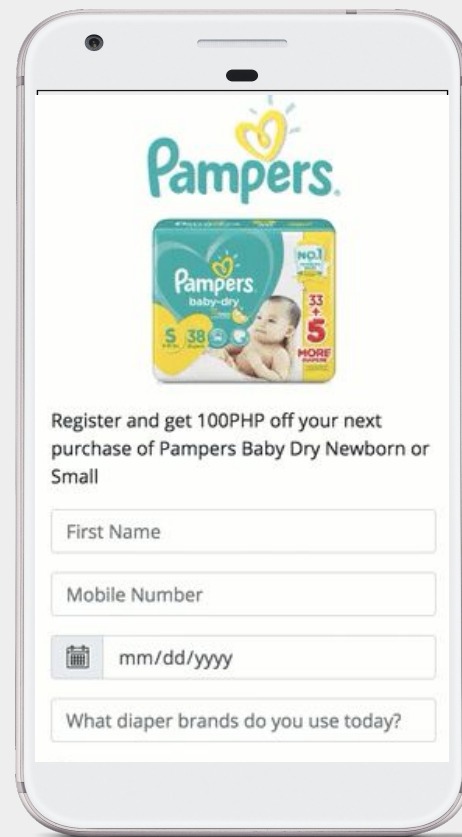


Best performing creatives combined text ads and images ads with full project detail and incentive (discount) from website registration

Finally, let's take a look
at our latest pilot for
lead generation

Grow your user base with our form fill solution

- Form loads in 1 to 3 seconds using AMP technology
- Simple form fill thanks to a super simplified UX
- O2O measurement enabled with option to download coupon and redeem in store



Pampers

Pampers baby-dry

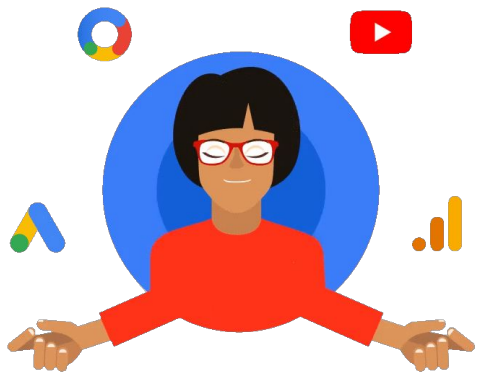
Register and get 100PHP off your next purchase of Pampers Baby Dry Newborn or Small

First Name

Mobile Number

mm/dd/yyyy

What diaper brands do you use today?



thank
you