



Google Betas

Q2 2025



Cross-product marketing objective

Optimize towards more than one marketing objective.



Generate Leads

Drive qualified leads.



Grow Online Sales

Turn traffic into sales.



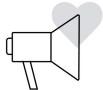
Grow Offline Sales

Grow local sales.



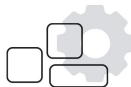
App Engagement

Deliver a great mobile experience.



Awareness & Brand Consideration

Build your brand recognition.



Measurement, Analytics & Tools

Use a value-led approach to measurement and insights.



Google Marketing Platform DV360, SA360 & CM360

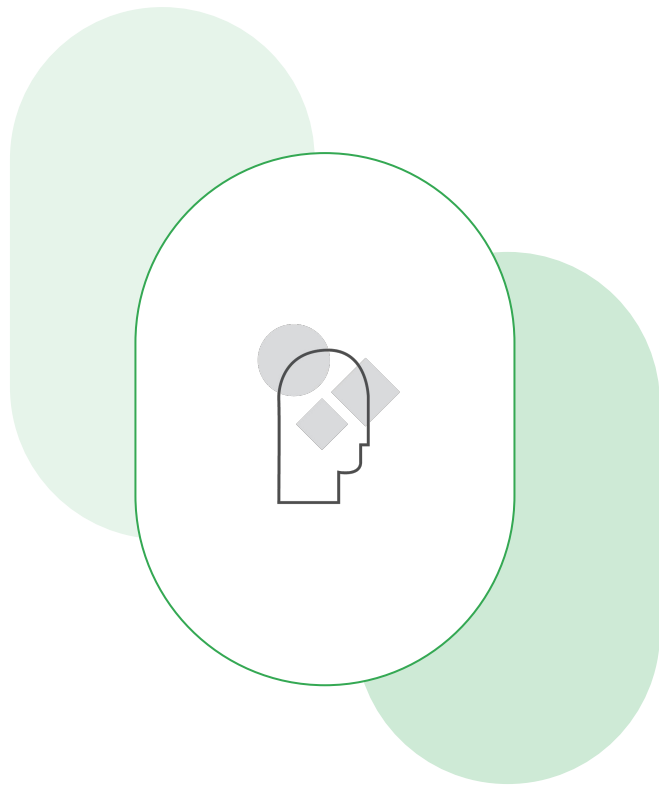
Betas



Cross-product marketing objective



Optimize towards more than one
marketing objective.





What's new in this edition?

Proprietary + Confidential

Beta Name	Product	Region
NEW! Sales and Promotions Feature Bundle	Search, Shopping, Performance Max	Global
NEW! Age-based targeting in Performance Max	Search, Discovery, YouTube, Display, Shopping, Apps	Global
NEW! RDA Select	Display, Performance Max	Global
AI Max for Search campaigns beta	Search	Global
Rich Communication Service (RCS) message ads	Mobile Search, Performance Max	DE
Vehicle ads	Performance Max	US, CA, AU, UK, DE, FR, IT, ES, NL
Search Smart Bidding Exploration	Search	Global
Conversational experience in Google Ads	Search	Global (not available to sensitive verticals)



Cross-product marketing objective: Sales and Promotions with Flighted Budgets

What: A new set of tools in Google Ads to enable advertisers to maximize budget use and hit volume goals during planned and ad hoc promotional periods.

Budget

1

Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.

[Learn more about average daily budgets](#)

Select budget type

☒ Average daily budget
Set your average daily budget for this campaign

☐ Campaign total budget
Set a budget for the duration of your campaign

\$ 0

Promotion mode

☒ Ramp up spend quicker on promotion dates
Your effective target ROAS will be between X and Y on these dates

Add promotion dates
These dates should be within the campaign start and end dates

Start date

Sep 3, 2025

End date

Select a date

Promotion mode will maximize the reach of your ads on promotion dates. Your return on ad spend may be impacted as your campaign rapidly increases spend.

Next

Target audience:

- Advertisers with existing or new Google Search, Shopping, or Performance Max campaigns
- Advertisers looking to maximize volume, exhaust budgets, and/or ramp up spend
- In any industry with promotional events including but not limited to flash sales, holiday weekends, ticket sales, travel promotions, seasonal periods, and more

Advertiser benefits:

- New budget type:** Use "Campaign Total Budgets" to specify a fixed budget for a given time frame between 3 to 90 days. This is an alternative to avg daily budgets.
- Improved ramp up:** "Promotion mode" (for tROAS initially) will allow advertisers to ramp spend faster and prioritize volume versus target accuracy.
- Reduce campaign changes:** Lessen the number of manual campaign tweaks to hit spend goals by providing event details directly in Google Ads. This includes tools for managing related promotional assets (via Merchant Center or Google Ads).

How does it work?

- Participating advertisers will be allowlisted to the tools directly in Google Ads.
- Advertisers can choose one or more of a combination in features in the bundle between budgets, bidding, and/or assets.

Next steps:

- Fill out [this interest form](#) with promotion details and we will get in touch if this is the right fit. Reach out to your Google account team for feedback and questions.

🌟 New Beta

🔍 Search

🛒 Shopping

📈 Performance Max

Status:
PILOT

Markets/Region: Global

Date Closing: N/A

Language: All

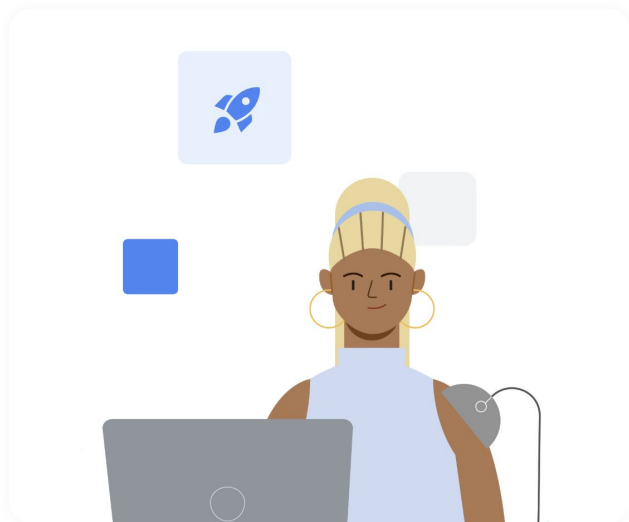
Products: Search, Shopping,
Performance Max

Google | Beta Cards



Cross-product marketing objective: Age-based targeting in Performance Max

What: Performance Max advertisers can now use age-based exclusions to refine their targeting and prevent their ads from reaching unintended age groups. This feature is particularly beneficial for advertisers in sensitive verticals like Finance, Healthcare, and Gambling, as well as those with age-specific products. While users who opt into ad personalization have their reported age used for exclusions, those who opt out rely on contextual age estimates, consistent with how age exclusions work across Google Ads.



Target audience: The target audience for demographic exclusions includes:

- **Advertisers in sensitive verticals** (where legal or ethical considerations require precise demographic targeting)
- **Advertisers promoting specific products or services** inherently designed for or relevant to a particular demographic group.

It's important to note that **age-based exclusions in Performance Max will not be effective for Offline, Travel, and Hotel campaigns.**

Advertiser benefits:

- Precise targeting for sensitive verticals
- Improved ad spend efficiency
- Increased trust

How does it work?

- During campaign setup: Advertisers can navigate to **More Settings** within the **Campaign settings** and select "Demographic Exclusions." From there, they can deselect specific age ranges (based on existing Google Ads age groupings) to prevent those demographics from seeing their ads. The platform will dynamically update the weekly estimates based on the selected exclusions.
- Post-campaign creation: Advertisers can adjust age group exclusions after the campaign has been created by navigating to **Campaign settings > More settings > Demographic exclusions**. They can then edit the same age groupings that were available during the initial setup.

Next steps:

- Age-based targeting will be available to all advertisers by late Q2.

🌟 **New Beta**

📈 Performance Max

Status:
OPEN BETA

Markets/Region: All

Date Closing: Late Q2

Language: All

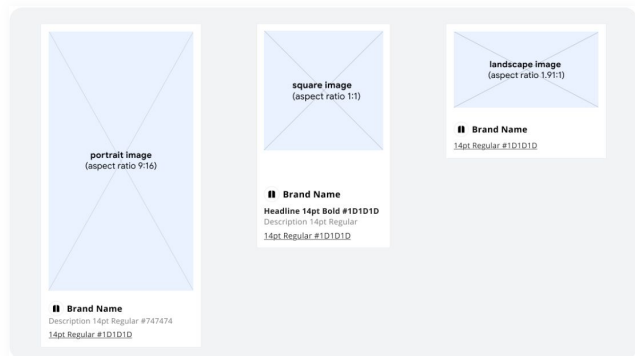
Products: Search, Discovery, YouTube, Display, Shopping, Apps



Cross-product marketing objective: RDA Select (limited alpha)

What: Now introducing a new responsive display ad (RDA) designed for extremely brand sensitive advertisers. RDA Select prioritizes aesthetics and brand representation over pure performance.

With RDA Select, advertisers can be confident that their ads will be seen as intended by the right people in the right places across Google's display network on web and apps.



Target audience:

- HTML 5 and/or Image Ad only users on Performance Max or Google Display Ad (GDA).
- Brands prioritizing strict creative guidelines over campaign performance.

Key benefits:

- **Maintain brand control:** For existing RDA users with creative concerns; RDA Select offers curated ad layouts, placements, and minimal asset treatments, ensuring ads appear in brand-suitable context to minimize concerns around brand image and consistency.
- **Performance and brand suitability:** For advertisers using HTML5/Image Ads, RDA Select prioritizes brand suitability while optimizing for performance, allowing advertisers to reach their target audience effectively. It's not brand-focused or performance, but brand-focused AND performance.

How does it work?

- This allowlist only works on existing responsive display ads within the Google Ads account.
- (For image ad only users) Advertisers can create a responsive display ad either in a Display Campaign or in a Performance Max campaign.
- Sellers can sign up for the RDA Select allowlist if they meet the requirements.
- Once approved, all responsive display ads in the account (GDA and Performance Max) will become RDA Select formats.
- Advertisers can use the preview tool during ad creation for examples of what the ads will look like.

Next steps:

- Reach out to your Google pod if you're interested.

✦ New Beta

Display

Performance Max

Status:
LIMITED ALPHA

Markets/Region: Globally
available (not available for
sensitive verticals)

Date Closing: N/A

Language: English

Products: Display,
Performance Max



Cross-product marketing objective: AI Max for Search campaigns

What: AI Max for Search campaigns is a suite of new settings, controls, and improved reporting for Search campaigns designed to help advertisers reach more of the right customers with more relevant ads. AI Max for Search campaigns uses the latest AI technology and has the same great reach, performance, and quality as broad match, Dynamic Search Ads (DSA), Automatically Created Assets rolled into one — with more transparency, and more controls.

The two core features of AI Max for Search campaigns are:

- **Search term matching**, a campaign and ad group-level setting that brings together the best of broad match, and DSA, using the latest AI technology to extend the reach of your Search campaigns. AI Max for Search campaigns uses all inputs advertisers provide, including keywords, creatives, and URLs to reach their most relevant customers.
- **Text and URL optimization**, a campaign-level setting that improves upon the AI text asset generation and customization of Automatically Created Assets (ACA) to deliver more tailored creative messaging at scale. This, combined with final URL expansion boosts performance by replacing their final URL with a more relevant landing page based on the user's search query and intent.

It is recommended to activate all features for the full benefits of AI Max for Search campaigns.

Target audience:

- Advertisers that want a simpler, comprehensive solution that delivers powerful performance without sacrificing control or transparency
- Advertisers that want to expand their performance even further

Advertiser benefits:

AI Max for Search campaigns delivers more conversions or value at the same ROI by combining the power of Search term matching and Text & URL optimization. AI Max for Search campaigns matches the reach and performance of broad match, DSA, and Automatically Created Assets with greater transparency and control. Specific benefits include:

- Incremental reach: Search term matching in AI Max for Search campaigns expands keywords to broad match versions, and turns on keywordless targeting capabilities.
- Enhanced performance: SearchMax unlocks additional conversions and improves campaigns' overall performance.
- Future-proofed strategies: SearchMax ensures campaigns stay ahead of the curve to continue to deliver results.
- Efficiency: Advertisers can effortlessly refresh their ads, driving better results with less time and less manual effort.
- Transparency: Advertisers can gain deeper insights into performance with new reporting details that provide actionable data.

How does it work?

Once an advertiser is allowlisted, the following steps are required:

- They have to navigate to **AI Max for Search campaigns** in Search campaign settings in Google Ads.
- Then they must toggle to opt-in to AI Max for Search campaigns settings.

Next steps: Reach out to your Google account team for feedback and questions.

Search

Status:
BETA

Markets/Region: Global

Date Closing: NA

Language: All

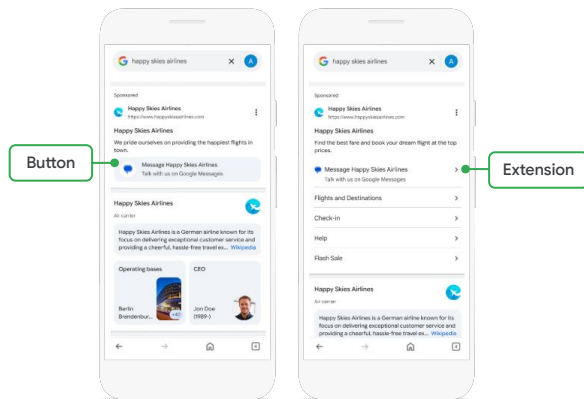
Products: Search



Cross-product marketing objective: Rich Communication Services (RCS) message ads

What: Click-to-RCS ads is a powerful new extension for Search, which allows users to start an RCS conversation with a business directly from an ad. This closed beta in Germany enables select advertisers to offer a rich, interactive messaging experience within the user's default messaging app (for example, iMessage or Google Message), initiated by a simple click. It's a chance to boost engagement and conversions through personalized marketing by connecting with high-intent customers in a more immediate and compelling way.

How RCS message ads appear



Target audience: Advertisers running Google Search campaigns who are looking to enhance customer engagement and drive conversions through interactive messaging. This beta is particularly well-suited for businesses with established customer communication channels and a focus on delivering personalized experiences.

Advertiser benefits:

- **Connect with high-intent customers:** They can reach users who are actively searching for the brand's products or services and engage them immediately.
- **Provide a superior customer experience:** Advertisers can offer a convenient, user-friendly way to interact with the brand through rich messaging.
- **Generate more qualified leads:** They can engage in more meaningful conversations, improving lead quality and conversion potential.
- **Build brand trust:** Advertisers can use the verified sender status and rich features of RCS to enhance their brand's credibility.

How does it work?

- Participating advertisers need to be onboarded on the RCS for business platform and can add a "Messages from ads" goal to their Search campaigns and configure their RCS messaging details.
- A mobile user's search in Germany triggers the advertiser's ad with the RCS extension. Clicking the extension starts a conversation within the user's default messaging app. The user interacts with the business's RCS agent, leading to potential conversion.

Next steps:

- Reach out to your Google representative to participate.

Search

Performance Max

Status:
OPEN BETA

Markets/Region: DE

Date Closing: Q3

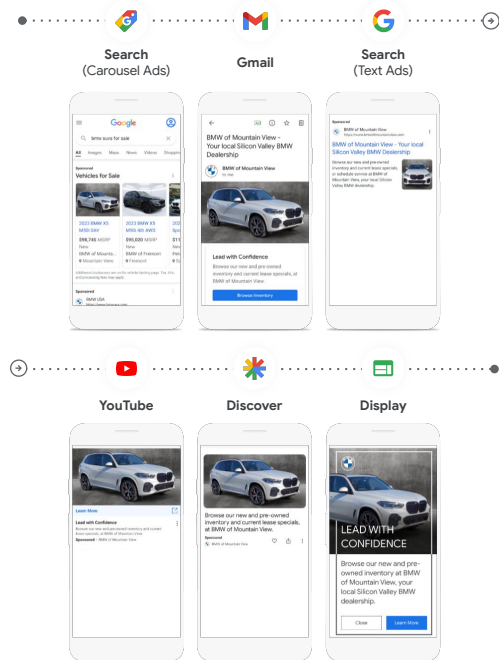
Language: English, German

Products: Mobile Search,
Performance Max



Cross-product marketing objective: Vehicle ads

What: Vehicle ads is a performance-focused format powered by Google AI to help car advertisers reach auto buyers across their research and car-buying journeys. This is the next generation of vehicle ads.



Target audience: This is recommended for auto advertisers looking to drive sales of vehicle inventory (for example, both new and used cars) by generating leads from interested shoppers and also drive visits to dealership stores in the United States, Canada, Australia, and the United Kingdom.

Advertiser benefits:

- Vehicle ads let auto advertisers get in front of auto shoppers online, at the right moment, and with the right inventory and information to move them closer to a purchase.
- This format also helps advertisers drive sales by optimizing for omnichannel objectives, such as online conversions (for example, submit a form, request a quote, and more), as well as offline conversions (for example, store visits).

How does it work?

- Advertisers should upload their [vehicle feed](#) to [Google Merchant Center](#), and link it to a Performance Max campaign on Google Ads.
- Visit the [Help Center](#) for more information.

Next steps:

- [US, CA, AU: General Availability]:** Available via Google Merchant Center as “add-on”
- [UK: Open Beta]:** To get started, create a Google Merchant Center account, and submit the [form](#) in the external [Help Center](#).
- [DE, FR, IT, ES, NL: Closed Beta]:** Please reach out to your Google representative to participate.

Performance Max

Status:

GA (US, CA, AU)
OPEN BETA (UK)
CLOSED BETA (DE, FR, IT, ES, NL)

Markets/Region: US, CA, AU,
UK, DE, FR, IT, ES, NL

Date Closing: TBD

Language: English,
French, German, Spanish,
Dutch, Italian

Products: Performance Max



Cross-product marketing objective: Search Smart Bidding exploration

What: Smart Bidding exploration is a new feature that provides Smart Bidding with more flexibility to bid opportunistically on traffic sources in order to scale performance. The end goal is to capture a higher volume of valuable conversions from a more diverse set of search categories.

Bidding exploration

Increase traffic diversity

☐ Allow Smart Bidding to explore new traffic

To help you find new valuable traffic sources with Google AI, bidding exploration will lower your effective target ROAS (return on ad spend) by up to 10%. [Learn more](#)

With bidding exploration turned on, your effective target ROAS is 45%. Note: this estimate does not include the effect of ROAS targets set at the ad group-level.

Cancel

Save

Campaigns using Smart Bidding exploration observe a **25%** increase in unique search categories with conversions and a **27%** increase in conversions.*

*Google Internal Data, Global (Note: campaigns were operating with an allowable 10% lower ROAS)

Target audience: Customers using tROAS bidding with broad match keywords or DSA that want to scale performance further by exploring new pockets of performance opportunity.

Allowlisted customers will have the option to enable exploration within campaign or portfolio bid strategy settings where tROAS is enabled. Enabling exploration will reduce the allowable ROAS target by 10%. Exploration will only function without budget constraints.

Advertiser benefits:

- **Increased volume:** Bidding more expansively against your current eligible targeting (broad match, DSA) will drive additional overall volume.
- **Increased query diversity:** Impressions, clicks, and conversions will be driven by more unique queries and search categories.

How does it work?

- **Without exploration:** In the current state, Smart Bidding seeks to hit ROAS target on average, naturally favors queries that have historically performed well. For low traffic queries, it can be harder to predict performance, so traffic there remains relatively low.
- **With exploration:** A new backend optimization system provides Smart Bidding with more flexibility to identify new pockets of conversion volume on low traffic queries.

Next steps:

- Review the [Help Center article](#) for more information.
- Reach out to your account team for allowlisting help.

Search

Status:
ALLOWLIST BETA

Markets/Region: Global

Date Closing: N/A, ongoing allowlisting prior to open beta

Language: All languages

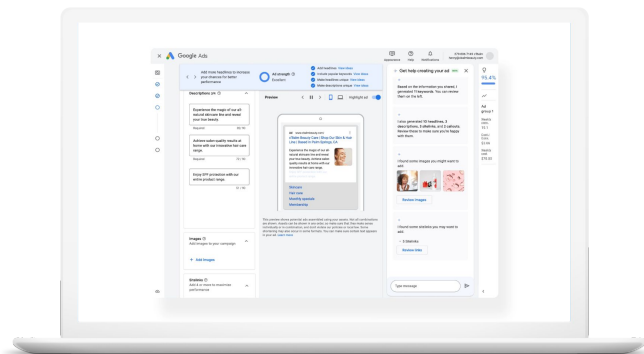
Products: Search



Cross-product marketing objective: Conversational experience in Google Ads

What: Conversational experience in Google Ads (CEGA) allows advertisers to combine their expertise with Google's AI to create better Search campaigns. They can converse with Google's AI for ideas to easily create effective keywords, headlines, descriptions, images, and sitelinks. CEGA is powered by a large language model that's designed to drive better results for their businesses. It combines the expertise of advertisers with Google AI that's trained on ads data and specialized in Search campaign setup. Advertisers can use this tool when creating a new campaign.

Small business advertisers that use the conversational experience in Google Ads are 63% more likely to publish Search campaigns with "Good" or "Excellent" ad strength.



Target audience: This is recommended for advertisers that are looking to use AI to improve the ad strength and performance of their Search campaigns.

Advertiser benefits:

Adding a diverse range of assets and keeping them fresh over time helps advertisers improve results by maximizing their eligibility to serve on the full range of ad inventory. With this new workflow, advertisers will be able to:

- Multiply their expertise and creativity with Google AI
- Guide Google AI to optimize based on their business needs
- Confidently make decisions with powerful AI models

How does it work?

- Advertisers can choose to engage with the conversational experience as much as they like when setting up a new Search campaign in Google Ads or when editing responsive search ads.
- Conversational experience uses landing page content and input from the advertisers to generate keywords and other asset suggestions.
- Advertisers can continue to collaborate with the conversational experience by providing feedback and exploring different ways to improve their campaigns.
- Advertisers determine which suggestions to include and later launch their new Search campaign or responsive search ads.

Next steps:

- This feature is currently globally available in the English language. It is not available to sensitive verticals. Additional language support in Spanish, French, and German will be gradually rolling out in 2025.
- The conversational experience will be automatically available in all eligible Google Ads accounts with the global beta launch for net new campaign creation. Advertisers can try it out for the next Search campaign they build or when editing responsive search ads!
- Reach out to your Google representative for more information.

Search

Status:
OPEN BETA

Markets/Region: Global (not available to sensitive verticals)

Date Closing: N/A

Language: English only (Spanish, French, German later on in 2025)

Products: Search



Generate Leads



Drive qualified leads.





What's new in this edition?

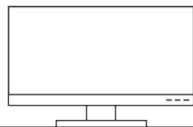
Proprietary + Confidential

Beta Name	Product	Region
Lead generation cohort pilot	Display, Performance Max, Demand Gen	Global



Generate Leads: Lead generation cohort pilot

What: The product and engineering team is committed to improving the quality of leads. These improvements are executed on the backend, and because the quality of leads is verified by the customer, the product team has very little insight into whether these improvements are having an impact. We created the Lead Gen x GDA cohort to qualify leads based on Google Click Identifier (GCLID) and send it back to us on a monthly basis to close the feedback loop on whether the backend improvements are enhancing lead quality.



Target audience: This is a good fit for lead generation advertisers running on the Google Display Network via Display, Performance Max, or Demand Gen.

Advertiser benefits:

- **Priority access** to Display Ads alphas and betas in 2025 (including inventory quality products)
- **Early access** into product roadmaps
- **Ad credit** for participating

How does it work?

- Sharing and labeling of GCLID for the advertisers' lead gen and Google Display Ads campaigns on a monthly basis through a CSV
- Analyzing if the backend improvements are enhancing lead quality over time.

Next steps:

- If you are interested, please have your sales representative share your interest in the internal list. Note: This doesn't guarantee participation, as a set of criteria will ultimately define the cohort. Google will then circle back with you to confirm your participation.

Display

Performance Max

Status:
CLOSED BETA

Markets/Region: Global

Date Closing: Ongoing

Language: All

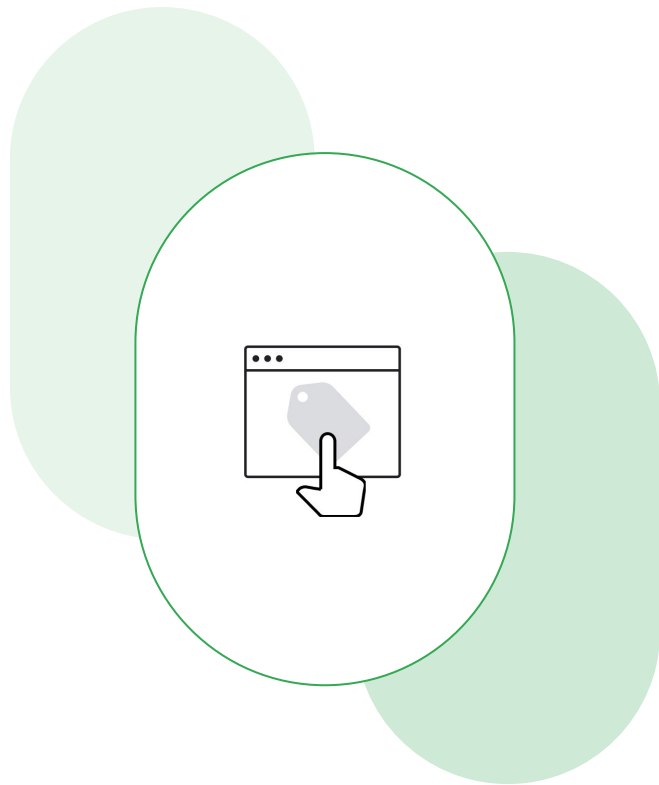
Products: Display, Performance Max, Demand Gen



Grow Online Sales



Turn traffic into sales.





What's new in this edition?

Proprietary + Confidential

Beta Name	Product	Region
NEW! Retention Only Mode	Performance Max	Global
NEW! Commerce Media Networks through Google Ads (CMN GAds)	Search, Shopping, PMax, YouTube, DemandGen, Apps	Global
Demand Gen with travel feed	YouTube	Global
Gross profit optimization in Smart Bidding	Shopping, Retail, Performance Max	Global
Drive relevancy through local offers on Demand Gen with product feeds	YouTube	All regions with local offers
New customer acquisition with high-value optimization in Performance Max	Performance Max	Global
"Things to do" feeds in Search ads	Search, Tooling	Available in select countries
Product Translator specially designed for shopping products	Shopping	Global



Grow Online Sales: Retention Only Mode

What: The Retention Goal in Retention Only empowers advertisers with app and web objectives to optimize their campaigns exclusively for re-engaging existing customer segments, including lapsed and/or high-value users. This mode is designed to provide greater control over reaching these specific audiences.

Customer retention

☒ Adjust your bidding to help you re-engage lapsed customers

☐ Bid higher for lapsed customers (recommended)

Your campaign will help you re-engage lapsed customers, while driving overall purchases by reaching all customers

☒ Only bid for lapsed customers

Your campaign will be limited to only lapsed customers

Target audience: To start, retention only mode is designed for advertisers with both an app and website who want to focus on measuring all their conversions across web & app through Performance Max.

Advertiser benefits:

- **Greater control**, in reaching specific audiences such as lapsed and/or high-value users
- **Simplicity and reach**, in being able to retarget specific audiences within Performance Max campaigns

How does it work?

- Enable app-specific goals with Web2AppConnect
- Upload their existing app (and optionally web) customer-segments that you want by uploading customer lists into Google. These can be Customer Match lists, Web Visitor Lists, App User Lists, Google Analytics Lists, YouTube Channel/Video viewers, and more
- Specify the nature of each list via the Audience Customer Type field (disengaged label)
- Target your campaigns towards re-engaging uploaded customer lists

Please note that currently the retention only goal is only configurable at the account level. For example, advertiser can only define one set of audience lists to re-engage with per account and cannot employ different re-engagement strategies per PMax campaign

Next steps:

- Work with your account manager to request allowlisting for this beta if interested in participating

✦ New Beta

📈 Performance Max

Status:
OPEN BETA OPEN ALPHA

Markets/Region: All

Date Closing: TBD

Language: All

Products: PMax



Grow Online Sales: Commerce Media Networks through Google Ads (CMN GAds)

What: Commerce Media Networks through Google Ads (CMN GAds) (Formerly known as Performance Max for Marketplaces) empowers both parties (sellers/brands and marketplaces/retailers) to succeed by providing tools to grow revenue and profit with a comprehensive solution. CMN GAds uses marketplace/retailer data with Google AI to drive more traffic and sales for a brand/seller's storefront, managed all within one solution for streamlined onboarding, campaign management, conversion tracking, and reporting.

Choose where to send your traffic

Select the destination for people who click on your ads

A partner's website
Send traffic to products and get performance data. Select the linked Google Ads account that will share data about purchases of your products on your partner's website. Each campaign can only have one linked account for conversion measurement. This can't be changed after you've finished creating the campaign.

Your website
Send traffic to your website, and get performance data using your conversion goals.

Use the conversion goals to improve sales

Select your partner's Google Ads account

Target (004-123-1234)

These conversion goals are set by Target. They'll be used to optimize and track the performance of your campaign with this partner. [Learn more](#)

Conversion goal	Conversion source	Conversion action	Value
Purchase (account default)	Website	1 conversion actions	Dynamic

CANCEL CONTINUE

Target audience: Marketplaces/retail media networks that want to commercialize their 1P data to drive brand performance, run managed service and self-service to unlock additional brand budgets and scale with their brands and sellers

Advertiser benefits

- Scale:** By monetizing audiences and measurement for brands, Retailers reach more customers through YouTube, Search, Shopping, App, and Demand Gen. That, combined self-and-managed service options, enable Retailers to drive more sales through scale.
- Control:** Retailers can selectively share inventory, conversion and retailer audience data while maintaining visibility into how they're used.
- Growth:** Unlock additional brand budgets with self-service and new revenue streams with audience and measurement monetization.
- Measure:** Retailer reporting allows retailers to see how increased brand investments impact their overall business offerings. It also showcases the value their first-party data has provided to brand success via their CMN offering.

How does it work?

- The solution offers a privacy-centric environment empowering marketplace/retailer and seller/brand partnerships to jointly reach new consumers and drive increased sales. Together, this allows both parties to optimize to SKU sales and see customizable commerce media reporting for both at SKU, brand, and campaign levels.

Next steps:

- Reach out to your Google representative if you're interested in participating in this beta.

New Beta

Search

Discovery

YouTube

Performance Max

Shopping

Apps

Status:
ALLOWLIST BETA

Markets/Region: Global

Date Closing: N/A

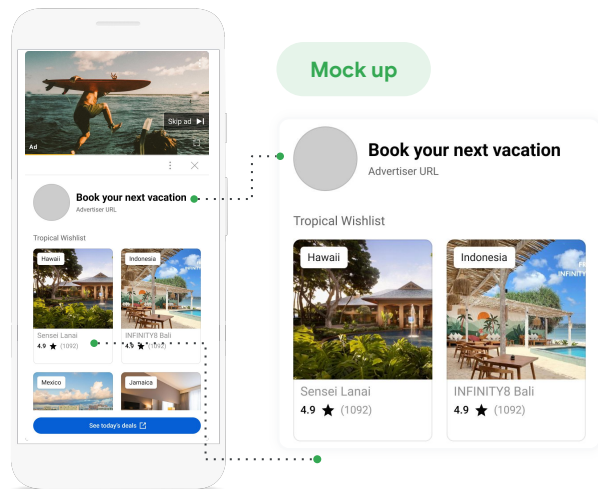
Language: All

Products: Search, Shopping, PMax, YouTube, DemandGen, App



Grow Online Sales: Demand Gen with travel feed

What: This beta enables Demand Gen advertisers to enrich their ads with data from their hotel center feeds. The additional data enables a grid of hotels to be shown in the engagement panel below the YouTube video creative.



Target audience: This is recommended for advertisers with four or more hotels that use Google Ads and hotel center feeds. It is available to limited number of online travel agencies (OTAs).

Advertiser benefits:

- It improves Demand Gen ad performance and increases user engagement.
- It allows advertisers to capture YouTube users who are researching their trip through useful ads that encourage users to continue and complete their travel research with the goal of incremental bookings.
- It improves campaign performance:
 - On average, advertisers that added hotel feeds to their video ads improved click-through rates by over 40%.
 - On average, advertisers that added hotel feeds to their video ads improved conversion rates by over 10%.

How does it work?



This beta requires the Hotel Center feed.

- In-stream video ads on YouTube iOS and Android mobile associated with a feed will include a grid of hotels in the engagement panel.

Next steps:

- Let your account manager know if you want to get access to the Demand Gen with travel feed beta.

YouTube

* Demand Gen

Status:
BETA

Markets/Region: Global

Date Closing: N/A

Language: All languages supported by Demand Gen

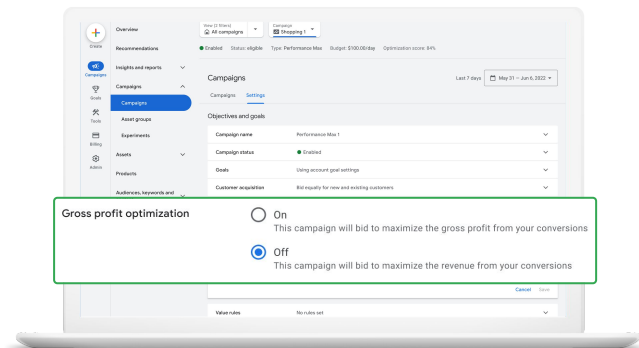
Products: YouTube



Grow Online Sales: Gross profit optimization in Smart Bidding

What: Historically, Google had not offered a turnkey profit growth solution, so retailers maximized profit in a variety of ways.

Now, Google wants to bring the best of AI bidding to maximize gross profit at the transaction level. New profit goals in Performance Max and standard Shopping campaigns will prioritize bidding on the baskets that deliver the highest profit to advertisers' businesses.



Target audience: This is a good fit for online sales-focused advertisers interested in optimizing one or more of their Google marketing campaigns to maximize profit. They should:

- Have a wide range of different profit margins across their products sold through Google.
- Be willing to test on at least one campaign with an over \$700 weekly spend and over 10 purchase conversions per week.
- Be willing to provide conversion with cart data and cost of goods sold (COGS) via Merchant Center feed on an ongoing basis.

Advertiser benefits:

- **Gross profit uplift:** Advertisers that use gross profit optimization in Smart Bidding see on average a **15% uplift in profit** compared to revenue-only bidding optimization 1.
- **Flexibility:** Advertisers can seamlessly switch between profit and revenue optimization depending on their business objectives and seasonal strategy. AI will train on both sets of data and share reporting for both goals.
- **Easily integrate profit data:** Advertisers won't have to pass profit values directly through their conversion tag. Instead, we'll use cart data from their conversion tracking and cost of goods sold (COGS) from their Merchant Center feed to derive the gross profit of a purchase.
- **Distinct reporting:** Advertisers will have distinct reporting for conversion revenue and conversion profit.

How does it work?

- For each transaction, Google derives a revenue value and a gross profit value using a combination of revenue (reported as part of conversions) and COGS uploaded through the Merchant Center feed. Google AI can then optimize directly towards gross profit.

Next steps:

- Reach out to your Google team if you're interested in getting allow-listed for this product.

Performance Max

Shopping

Status:
ALLOWLIST BETA

Markets/region: Global

Date closing: TBD

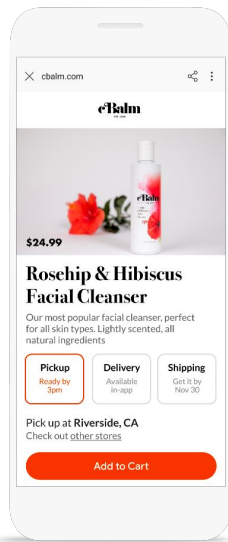
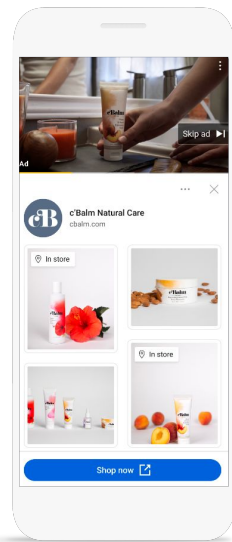
Language: All

Products: Shopping, Retail,
Performance Max



Grow Online Sales: Drive relevancy through local offers for Demand Gen with product feeds

What: Local offers for Demand Gen with product feed campaigns allow retailers to show local, brick-and-mortar offers as well as online offers, turning the product feed into a true omnichannel, creative add-on for Demand Gen.



Target audience:

- Retailers with physical location(s) and online store (online and local products required)
- Retailers that have a Google Merchant Center LIA feed

Advertiser benefits:

By adding product feeds to a Demand Gen campaign, advertisers can turn ads into a visually rich and shoppable storefront, which has proven to increase conversions up to 33%. By seamlessly integrating local and online offers, this true omnichannel experience aims to drive significant value by:

- **Expanding product availability:** Giving users access to a wider range of products
- **Boosting ad effectiveness:** Offering shoppers more purchase path options to increase conversions
- **Promoting local stores:** Raising awareness of nearby brick-and-mortar locations

How does it work?

- The following setup is required:
 - [Local inventory feed in Google Merchant Center](#)
 - [Merchant-hosted local storefront](#) or [Google-hosted local storefront](#)
 - [Location assets in Google Ads account](#)
 - Both local and online products are required for this beta.
- Build Demand Gen campaigns following best practices for conversion tracking, bidding, budget, audience, and creative.
- Attach the Google Merchant Center feed to the campaign.

Next steps:

- Reach out to your Google account team if you're interested.

YouTube

Demand Gen

Status: OPEN BETA

Markets/region: All regions with [local offers](#)

Date closing: N/A

Language: Global

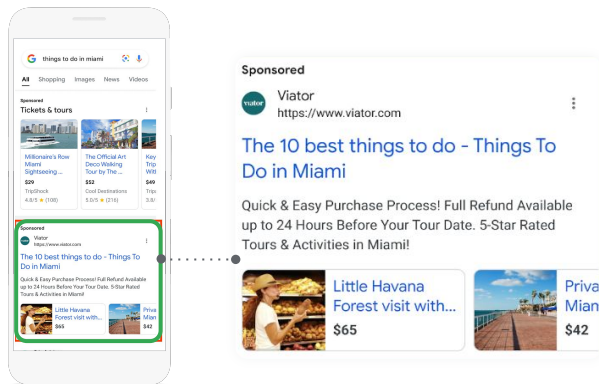
Products: YouTube



Grow Online Sales: “Things to do” feeds in Search ads

What: “Things to do” feeds in Search ads showcase a single advertiser’s inventory in a visual-forward format on Search, using rich content with titles, ratings, prices, and other metadata from the client’s “Things to do” feed.

As a result, Search ads will become more visual. This beta will serve as a new asset in Search text ads for Things to do queries (e.g. “Things to do in Miami”).



Target audience: This beta is available for customers that have [“Things to do” feeds](#). Please note that they are required to have “Things to do” feeds and to submit Search campaign customer IDs (CIDs).

Advertiser benefits:

- Advertisers can show rich content up-front to allow users to compare their listings.
- Early cross-product tests have shown an uplift in click-through rate (CTR).

How does it work?

- Enroll desired Search campaign IDs to allowlist, and link to the Things to do Center account.
- Search campaigns can automatically use this new asset extension (and the same bidding, budget, and targeting campaign settings apply).

Reporting and tracking:

- In Google Ads, view account-level performance via the travel assets click-type.
- Additional reporting per point of interest (POI) or destination is available via URL tracking parameters, where source will be identified as “tfsa.”

Next steps:

- Reach out to your Google representative if you’re interested in participating in this beta.

Search

Status:
ALLOWLIST BETA

Markets/Region:
Available in select countries

Date Closing:
N/A

Language:
All

Products:
Search, Tooling



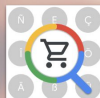
Grow Online Sales: Product Translator is a next-generation machine translation model specially designed for shopping products

What: The next-generation Product Translator helps merchants translate their product feeds at scale, using our first-ever Shopping-specific machine translation models. These custom models are proven to be more effective than standard machine translation tools (for example, Google Translate).

Merchants can use Product Translator to unlock new markets with new languages, improve translation quality for an existing language, and reach more customers in existing markets with more languages.

Product Translator

A next gen Machine Translation model specially designed for shopping products



Target audience: This is recommended for customers across all verticals and retail categories.

Advertiser benefits:

- Product feed translations are available from English to seven languages: French, German, Spanish, Dutch, Italian, Latin American Spanish, and Japanese.
- **Translations are also available from German and Italian source feed into English.**
- Merchants using the feed translator see up to 20% uplift in clicks and impressions (versus Google Translate).
- Higher-quality translations lead to a better customer experience.
- Advertisers can reach more customers with more languages.
- The service is provided at no further cost.

How does it work?

- Merchants can request translations through the [form](#) using an email address, merchant center ID (MCID), and feed name. Source feeds must be in English.
- Any merchant center ID connected to active Shopping or Performance Max campaigns with a total spend of at least \$500 USD per month is eligible to use this service.

Next steps:

- Please request translations through this [form](#), and select your required output languages.
- An email will be sent within one to two working days with a CSV file containing three columns: Item ID, product title, and product description.

Shopping

Status:
OPEN BETA

Markets/Region: Global

Date Closing: N/A

Language: From English to French, German, Spanish, Dutch, Italian, Latin American Spanish, and Japanese
German and Italian source feeds into English

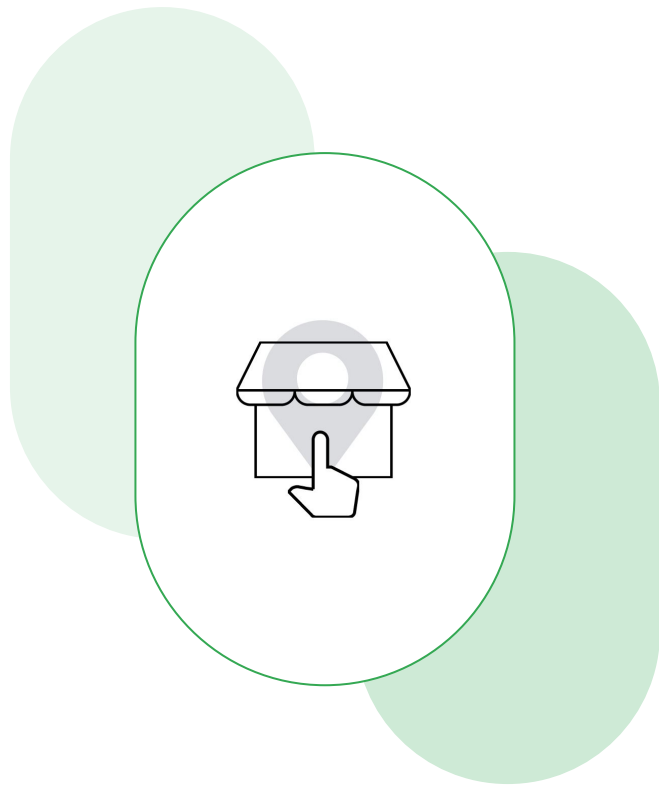
Products: Shopping



Grow Offline Sales



Grow local sales.





What's new in this edition?

Proprietary + Confidential

Beta Name	Product	Region
Omnichannel experiments	Search, Shopping	Global - all store-visit eligible countries



Grow Offline Sales: Omnichannel experiments

What: A/B test the impact of different **omnichannel bidding setups** on Search and regular Shopping campaigns.

- **Online-only bidding versus omnichannel bidding** with store visits or store sales
- **Adjusting default store value** in existing omnichannel bidding campaigns
- **Switching from store visits to store sales** in existing campaigns bidding to store visits



Target audience: This is a good fit for retailers with brick-and-mortar locations that are interested in opting into omnichannel bidding (store visits or store sales and online conversions) or optimizing existing omnibidding campaigns.

Advertiser benefits:

- **Advertisers can drive sales across the full customer journey online and in stores.** Customers don't shop in silos. Solely bidding to online sales or substantially under-valuing store goals limits brick-and-mortar retailers' opportunities to grow profitable omnichannel sales from Google media.
- **Advertisers can also clearly evaluate testing impact with A/B framework** and guided setup flow instead of relying on pre-post tests.

How does it work?

- In the Google Ads and Search Ads 360 UI, visit the **Experiments** section, and create an **Omnichannel Experiment**.
- Monitor the test and control arm, and allow enough time to reflect accurate performance results. Plan for a learning period of two conversion cycles, and then a minimum of two to three (or ideally four to six) conversion cycles for testing, and one more cycle to account for store visits/sales coming in through the conversion window.
- Evaluate the omnichannel performance impact.
- Apply successful experiments to test campaigns.

Next steps:

- Reach out to your Google team to get allowlisted.

Shopping

Search

Status: ALLOWLIST BETA

Markets/region: Global - store-visits eligible countries

Date closing: N/A

Language: All

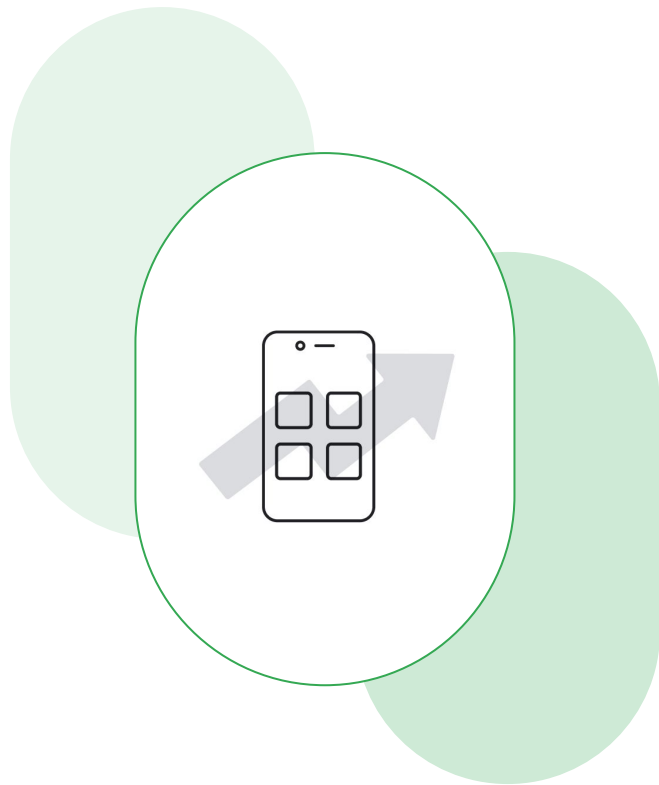
Products: Search, Shopping



App Engagement



Deliver a great mobile experience.





What's new in this edition?

Proprietary + Confidential

Beta Name	Product	Region
View-through conversions optimization	Apps	All
Max conversions (actions and value)	iOS and Android CPA & ROAS	All
Granular ad group filtering and reporting for App campaigns (Google Merchant Center feeds)	Apps	Global
iOS tROAS for ad revenue optimization	iOS ARO	Global
Seasonality adjustments for App campaigns	Apps	Global
SKAN event integration	iOS tCPA, tROAS	Global








App Engagement: View-through conversions optimization

What: View-through conversions (VTC) integrates VTC signals into the bidding model to drive conversions with expanded reach while still achieving performance goals.

This product is recommended for businesses that are already optimizing to App Installs and App Engagements and are also using view-based attribution and measurement on networks where VTCs are already included in optimization.

This is Android-only and available on Google Display Network (AdMob) and YouTube inventory today.

Campaign	Budget	Status	Conversions
			384,033.00
Impression			25,004.00
Clicks 			332,414.00
Engaged views 			26,279.00

Target audience: This is a good fit for advertisers that are optimizing towards app installs and engagements and are looking to drive more conversions.

Advertiser benefits:

- Advertisers can expand the reach of their existing campaigns by integrating VTC signals into the bidding algorithm while optimizing to existing campaign performance goals.
- Most advertising networks today already include VTCs in optimization models by default, and VTCs are generally gaining traction in the industry with short-form video as a preferred format.
- With internal experiments*, we found that for mApps inventories, VTC optimization brings more conversions. By using VTC, advertisers can reach and acquire high value and previously unreachable users effectively.

How does it work?

- This is activated at the backend at the customer ID level. Once activated, advertisers will see the **Impressions** row in the Google Ads interface start to populate when segmenting by **conversions > Ad event type**.
- This currently runs on a subset of Inventor: Android only, then on AdMob and YouTube inventories.

Next steps:

- Reach out to your Google pod if you're interested.

↓ Apps

Status:
OPEN BETA

Markets/Region: All

Date Closing: TBD

Language: All

Products: Apps



App Engagement: Max conversions (actions and value)

What: Maximize conversions (action and value) are new bidding strategies for (ACi), which will automatically set the right bid for advertisers to provide them with the highest conversion volume at scale for the set campaign budget for actions or ROAS.

Which actions are most important to you? ⓘ

Search	🔍	None selected
<input type="checkbox"/>	1 eligible in-app actions	
<input type="checkbox"/>	conversion for • YouTube Google Play	

☐ Set a target return on ad spend (optional)



This campaign will use the **Target ROAS** bid strategy to help you get the most conversion value at or above your target return on spend.

[Learn more](#)

Target audience: This is a good fit for advertisers that struggle to understand how to set an appropriate tCPA or tROAS, or want to increase campaign scale.

Advertiser benefits:

- **Flighted campaign “bursts” or improving campaign scale** when advertisers either aim to temporarily achieve more scale for a new launch or promotion
- **Ease of use for advertiser onboarding** (for example: iOS, tROAS, advertisers new to App campaigns) when they don't know which bid to set
- **Faster campaign ramp up** by allowing campaign to be more experimental with its bid and allow the model to learn faster
- **Competition parity** with Meta and TikTok, which already provide max conversions solutions

How does it work?

- Advertiser sets up a standard tCPA or tROAS campaign.
- After choosing which action to optimize for, they intentionally do not check the **Set a target return on ad spend** or **Set a target CPA** boxes.
- Our bidding technology for tCPA/tROAS will maximize conversion volume for the set campaign budget.

Next steps:

- Reach out to your Google pod if you're interested.

↓ Apps

Status:
OPEN BETA

Markets/Region: All

Date Closing: TBD

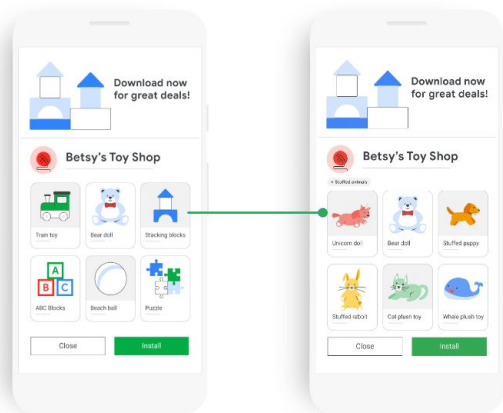
Language: All

Products: iOS and Android
CPA & ROAS



App Engagement: Granular ad group filtering and reporting for App campaigns (Google Merchant Center feeds)

What: Granular ad group feed filtering allows advertisers to customize which feed items to use with each ad group in their App campaigns. This update introduces more filter options for greater control over feed selection. Also, granular reporting for Google Merchant Center feeds provides item-level performance insights, helping advertisers understand the impact of individual products in their feeds.



Without Filtering: user looking for stuffed animals may see toys from all categories in ad

With Filtering: user looking for stuffed animals only sees stuffed animal toys in ad

Target audience: This is a good fit for advertisers that are looking for more customization controls with their feeds and/or greater insights into the performance of their Google Merchant Center feeds.

Advertiser benefits:

- **Drive more clicks and conversions:** By attaching Feeds to their App campaigns, advertisers can display more relevant products, leading to increased user engagement and conversions.
- **Greater control and customization:** Advertisers have more control over their ad groups, as they can customize and theme them according to specific feed items. This allows for more targeted and personalized campaigns.
- **Increased transparency and insights:** Granular reporting for Google Merchant Center feeds provides item-level performance insights. This helps advertisers understand how individual products perform, allowing them to optimize their campaigns and strategies for better results.

How does it work?

- **Feed filtering:** After advertisers are allowlisted, they will see an expanded list of filtering options (for example, category, item ID, custom label) for their GMC feeds in the Google Ads UI.
- **Feed reporting:** Aggregate feed-level reporting will continue to be available in the Google Ads UI via the feed performance card. For situations where advertisers need more granular insights about individual products, they should reach out to their account team as for item-level reporting. They can provide required information.

Next steps:

- Review the [Help Center documentation](#), and reach out to your Google pod if you're interested.

↓ Apps

Status:
ALLOWLIST BETA

Markets/Region: Global

Date Closing: N/A

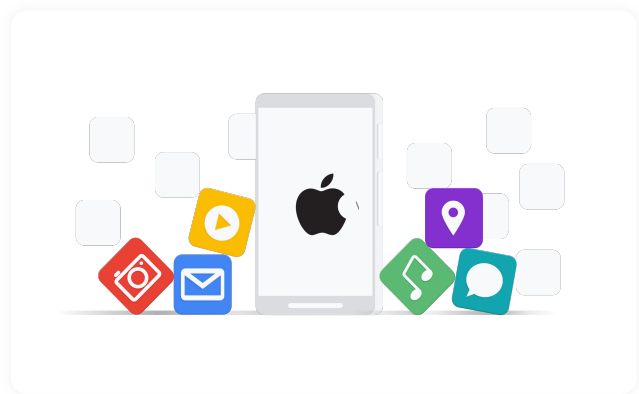
Language: All

Products: Apps



App Engagement: iOS tROAS for ad revenue optimization

What: Ad revenue optimization campaigns aim to achieve a set target campaign return on ad spend (ROAS) by optimizing towards users who are likely to deliver revenue to the advertisers via interacting with ads served within their apps.



Target audience: This is a good fit for ad-funded developers that run user acquisition campaigns optimizing to a ROAS target and meet the minimum requirements for participation. Participants should also be familiar with running ACi campaigns and measuring the ROAS of those campaigns for the selected app.

Advertiser Benefits:

- Ad revenue optimization enables ad-funded advertisers to directly optimize to revenue earned from ads shown in their app, instead of driving high install volume and performing manual adjustments to improve campaign performance after evaluating revenue data internally or in their third-party dashboard.
- App categories which typically earn a high share of revenue from ads include, but are not limited to: casual games, hyper casual games, streaming music, and streaming entertainment/video.

How does it work?

- Advertiser sets up a standard tROAS campaign.
- When choosing which action to optimize for, they choose “Ad Impression” Firebase event.
- Conversions from opted-in users (via ATT) or pre-iOS 14 users will be observed, conversions that are unobservable will be modeled.

Next steps:

- Please reach out to your account manager for more information and new allowlisting timelines.

↓ Apps

Status: OPEN BETA

Markets/region: Global

Date closing: N/A

Language: All

Products: iOS ARO



App Engagement: Seasonality adjustments for App campaigns

What: Advertisers have been unable to quickly scale their App campaigns for time-limited promotions or events. With seasonality adjustments for App campaigns, advertisers are able to inform the machine of expected changes in conversion rates for App campaigns for installs and App campaigns for engagement (for example, “burst”) during time-limited windows.

The screenshot shows the 'Edit a seasonality adjustment' interface. It has two main sections: 'Settings' and 'Scope'.
In the 'Settings' section, there are radio buttons for 'Budget' and 'Conversion rate', with 'Conversion rate' selected. Below this is a 'Name' text field containing 'all app'. There is also a 'Description (optional)' text field with a placeholder 'Enter a description for this adjustment.' and a character count '(0 / 2548)'. At the bottom of this section are 'Start time' and 'End time' selectors, both set to 'Apr 17, 2023' at '12:00 AM' to '12:00 AM'.
The 'Scope' section has a heading 'Select campaigns and devices for this adjustment. Video and App campaigns aren't available.' Below this are radio buttons for 'Campaign type' and 'Specific campaign', with 'Specific campaign' selected. Under 'Specific campaign', there is a link 'App promotion-App1' with an edit icon. Below this is a 'Devices' section with checkboxes for 'Computers', 'Mobile phones', and 'Tablets', all of which are checked. A yellow warning banner at the bottom states: 'This setting won't apply to app campaigns.'

Target audience:

- Advertisers running a time-limited promo or sale (must be 14 days or less)
- Advertisers that know what the expected change in conversion rate will be (for example, by looking at historical conversion rate changes during “peak” moments)
- Advertisers that are flexible and tolerant of fluctuations in campaign performance

Advertiser benefits:

- The ad group or campaign will bid more aggressively (if the adjustment is positive, otherwise, more conservatively) for the given period.
- The ad group or campaign will return to normal quickly after the end date. (Also, the model will not learn from the period that had the seasonality adjustment applied.)

How does it work?

- Work with campaigns that are older than 14 days with enough conversion volume to optimize (for example, 50 installs per day or 10 conversions per day).
- If the advertiser had a seasonality adjustment for their promotion, no negative adjustment will be needed after the promotion is over. The model will automatically return to how it was.
- Seasonality adjustment works the best with non-budget capped campaigns. Advertisers should make sure that their campaigns have enough budget during the promotional period.
- Advertisers should look at their last promotion (or a similar one) and check how much their conversion rate increased. Please see the calculation below as an example:
 - [During promotion: August 3-6]: The average conversion rate was 1.26%.
 - [Pre-promotion: July 27-August 2]: The average conversion rate was 0.26%. Assume a 14-day conversion window. Otherwise, go back one conversion lookback window.
 - The conversion rate modifier should be $1.26/0.26 = 385\%$.

Next steps:

- See the [Google Ads Help Center documentation](#).



Status: OPEN BETA [Campaign level and ad group level]

Markets/Region: Global

Date Closing: N/A

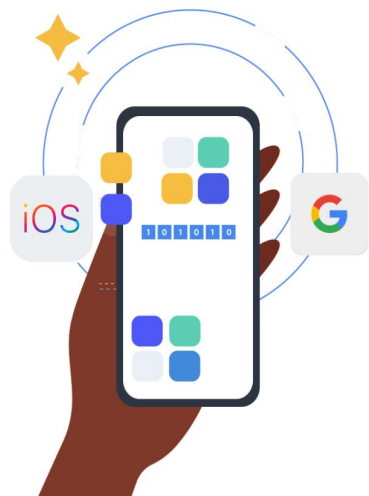
Language: All

Products: Apps



App Engagement: SKAN event integration

What: Integrate iOS SKAN conversion value schemas with App campaigns to use more deterministic signals on iOS for campaign optimization. This might result in an uplift in SKAN-leaning conversions for target cost per action (tCPA) and target return on ad spend (tROAS) campaigns.



Target audience: This is a good fit for advertisers that use a SKAdNetwork conversion value schema and want to add more signals to their iOS campaigns for improved measurement and potential uplift.

Advertiser benefits:

- Goal of uplift in SKAN-leaning conversions
- Observation of App campaign uplift when campaign models ingest SKAN deterministic inputs
- End goal of further informing approach to iOS ACi bidding in the future
- Use of Max Conversions bid strategy
- Improved modeled in-app event reporting for App campaigns

How does it work?

- Advertisers have to create a valid conversion value schema by using a supported third-party, Google Analytics 4, or Google Ads API.
- Google receives the conversion value schema with Google on the backend.
- Our bidding technology for Max Actions and Max Value calibrates our models to SKAdNetwork conversion values.

Next steps:

- Please reach out to your account manager for more information.

↓ Apps

Status:
ALLOWLIST BETA

Markets/Region: Global

Date Closing: TBD

Language: All

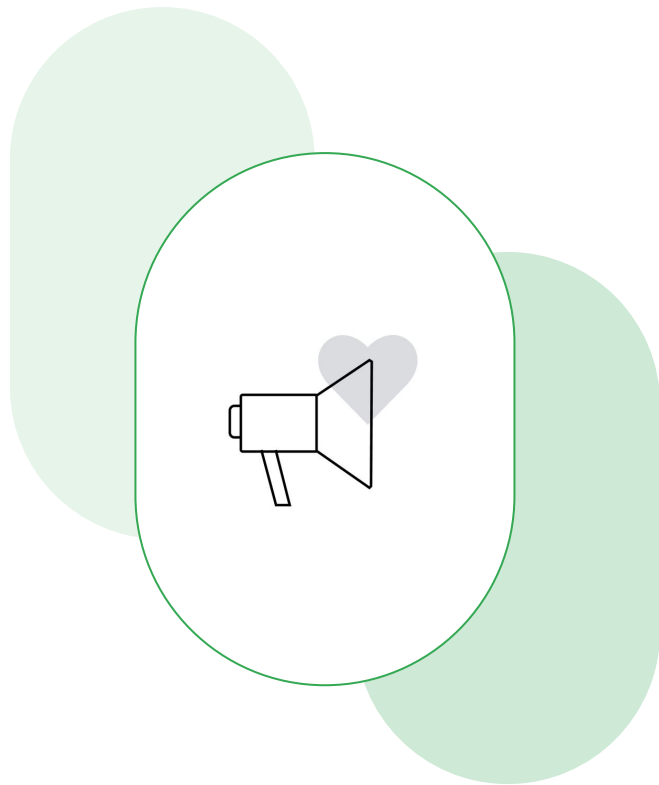
Products: OS Max Actions,
Max Value



Awareness & Brand Consideration



Build your brand recognition.





What's new in this edition?

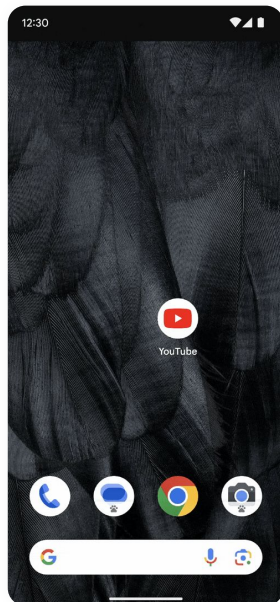
Proprietary + Confidential

Beta Name	Product	Region
NEW! Shoppable Masthead	Youtube, Shopping	All countries that Masthead is available in.
NEW! New immersive CTV Masthead design	Youtube	All countries that Masthead is available in.
Vehicle Top ads	Search	: Closed Beta (US, CA)
Video reach campaign: Target frequency 2.0 — multi-format (Shorts, in-feed, in-stream)	YouTube	Global
Premier CTV Network	YouTube Select, CTV	AMER, APAC
Video reach campaign: non-skips	YouTube, Video	Global
Video reach campaign: Target frequency in-stream format mixing	YouTube	Global
Pause ads on YouTube Select	YouTube	US, UK, CA, AU, JP, KR, IN, DE, FR
YouTube TV lineup in Google Ads and Display & Video 360	YouTube	Campaigns targeting the US
YouTube Select Shorts: Verticalized lineups	YouTube	US, CA, UK, KR, IN, AU
60s non-skips	YouTube	Global
First position moments	YouTube	US, CA, BR, MX, UK, IT, FR, DE, NL, ES, AU, JP, IN, KR, GRCN, SG, MY, PH, ID, VN, TH, PK
Video reach campaigns: Efficient reach mix (in-stream + in-feed + Shorts)	YouTube	Global
20s non-skippable in-stream ads	YouTube	EMEA (certain markets), MX, SG, IN, MY



Awareness & Brand Consideration: Shoppable Masthead

What: YouTube's Masthead, the premium placement, is now shoppable on mobile! Advertisers can announce new product launches and drive website traffic during key events by showcasing products alongside Masthead's immersive video ad format. This new feature provides a seamless path from inspiration to product discovery and gives advertisers control to select and match products with their business goals.



Target audience: This is a good fit for advertisers that want to promote specific new products or expand reach and awareness for their brand during tentpole events (e.g. Super Bowl, Cyber 5, Prime Day, and Met Gala). **Please note that Shoppable Masthead Alpha is an awareness and consideration product, so they should not measure it on lower funnel metrics.**

Advertiser benefits:

- Showcase: Announce or promote specific new products on the most prominent placement on YouTube.
- Demand/lead generation: Especially during tentpole moments, drive consideration/traffic to website for promotional (e.g Black Friday) and tentpole events.
- Brand awareness: Expand reach and awareness for your brand during tentpole events (e.g. Super Bowl, Met Gala).

How does it work?

- Advertisers can showcase up to six products (minimum four products) alongside their Masthead placement on mobile. Advertisers will manually submit these products.
- This feature currently only works on mobile, with plans to extend to other devices and surfaces that support Masthead in the future.
- Campaigns must have a minimum campaign budget of \$30k and a live GMC feed approved for YouTube with products that they would like to showcase.

Next steps:

- Shoppable Masthead Alpha will be available early Q3. Reach out to your Google team if you're interested.

🌟 New Beta

📺 YouTube

Status:
OPEN ALPHA

Markets/Region: All countries that Masthead is available in.

Date Closing: N/A

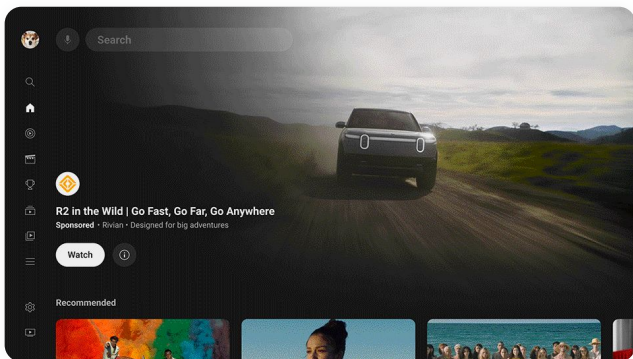
Language: All languages

Products: YouTube, Shopping



Awareness & Brand Consideration: New immersive CTV Masthead design

What: New design format is launching on Masthead! This new immersive design will replace the current “widescreen” CTV Masthead video layout that has been known to crop out advertiser creative. This design adheres to universal safe zones and modernizes our most premium ad unit, bringing its look and feel closer to that of the gTV Masthead and other major CTV platforms.



Target audience: All advertisers running masthead on CTV

Advertiser benefits:

- [Under NDA] From early testing, we found that the new, immersive format for Masthead on CTV shows a 30% increase in completion rate and 10% increase in view-through rate (VTR) compared to the existing widescreen format for Masthead on CTV.
- The updated design adheres YouTube Masthead to our universal safe zones.
- This introduces an immersive design to drive deeper user engagement.

How does it work?

- Starting April 22nd, immersive CTV Masthead is one of two layout options that customers can choose from, as “standard” video layout will continue to be an option.
- Note that this is a design change, not a product change.

Next steps:

- New immersive CTV design option launching for all customers on April 22nd through all preview tools. Reach out to your Google team for more information.

🌟 New Beta

📺 YouTube

Status:
GENERAL AVAILABILITY

Markets/Region: All countries that Masthead is available in.

Date Closing: N/A

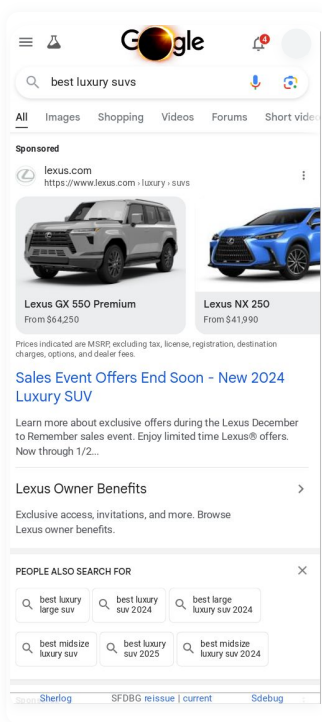
Language: All languages

Products: YouTube



Awareness & Brand Consideration: Vehicle top ads

What: Vehicle top ads (VTA) is a new search format for OEMs that are looking to engage users with search intent to drive awareness and consideration of OEM makes and models.



Target audience: Advertisers looking to build awareness and drive consideration of their makes and models of vehicles will strongly benefit from this product. It is currently undergoing experimentation in the United States and Canada.

Advertiser benefits:

- Promote specific makes and models through rich media with a diverse range of vehicle images.
- Highlight key information on ad such as financing/pricing offers, helping the consumer to make more informed decisions during the consideration phase.
- Increase click-through rate (CTR) and conversions versus text ads by showing more relevant data, improving consideration efficiency.

How does it work?

- This format makes the most of existing text ad campaigns and further assets from OEMs to create a more interactive text ad format. The unit will serve on relevant upper to mid-funnel queries such as “Toyota cars,” and “best cars.”
- Advertisers should upload their model and make feeds (business data feeds) to Google Ads .

Next steps:

- [US, CA, Closed Beta] Please reach out to your sales representative if interested.

Search

Status:
CLOSED BETA

Markets/Region: Closed Beta
(US, CA)

Date Closing: N/A

Language: English

Products: Search



Awareness & Brand Consideration: Brand Lift studies on CPH Masthead

What: Measure the impact and effectiveness of (cost-per-hour) CPH Masthead campaigns on key brand metrics through Brand Lift studies. This is the first lift measurement available for the CPH Masthead product.

Target audience: Advertisers that want to measure Brand Lift questions on CPH Masthead campaigns running in the United States or India.

Advertiser benefits:

- Advertisers can understand the effectiveness of CPH Masthead buys.

How does it work?

- Lift measurement methodology will be the same as on other Brand Lift studies but **will run with a five percent holdback group**.
- Advertisers can select one survey question. (The recommended question is ad recall.) Google pods can provide corresponding budget minimums.
- Running Brand Lift studies with CPH Masthead will still allow for 100% share of voice (SOV) because it will run across 100% of eligible impressions, and no other advertiser will appear in the masthead/top-slot position during the hour(s) booked. But, since there will be a holdback group, note that impressions will be lower than CPH Masthead without Brand Lift studies..
- Please note that this is in pilot phase and so performance will be volatile.

Next steps:

- Reach out to your Google team for more information.



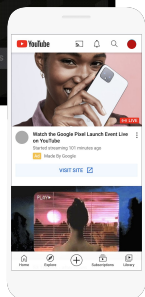
YouTube advertiser survey • 0:30

Which of these wellness brands have you seen online video advertising for recently?

Select all that apply

- ☐ Gleam
- ☐ oBalm
- ☐ Bon Organics
- ☐ Hera
- ☐ None of the above

SUBMIT ANSWERS



Status:
OPEN PILOT

Markets/Region: All countries that Masthead is available in.

Date Closing: TBD

Language: English

Products: YouTube



Awareness & Brand Consideration: Video reach campaign – Target frequency 2.0 multi-format (Shorts, in-feed, in-stream, bumpers, and skippables)

What:

- **Target frequency 2.0 multi-format (in-stream, Shorts, in-feed)** brings Target frequency optimization to Shorts and in-feed inventory for Video reach campaigns. It also offers the ability to mix the following formats in a single ad group.
 - In-stream ads (bumper + skippable)
 - In-feed ads
 - Shorts ads
- Advertisers **can choose which mix of formats** they want to run by checking (or unchecking) the respective boxes.
- When running a campaign with Shorts, in-feed and/or in-stream, it will build up optimal frequency across those formats. This will allow advertisers to reach users in different viewing experiences (short-form video on Shorts, exploratory for feed, and long-form video consumption for in-stream).

The screenshot shows the 'Target frequency' settings in Google Ads. At the top, it says 'Set a frequency target' with a 'Weekly' button selected and a 'Select frequency' dropdown menu. A note states: 'Your weekly or monthly frequency target is the average number of times you want your ads to show to the same person over 7 or 30 days.' Below this is a 'Multi-format ads' section with a checkbox 'Get lower CPMs with multi-format ads' which is checked. A sub-note says: 'Showing your videos across more ad formats makes it easier to reach your frequency target at a lower CPM (cost-per-thousand impressions).' Underneath are three checkboxes: 'In-stream ads (bumper, skippable)', 'In-feed ads', and 'Shorts ads', all of which are checked.

Target audience: This is recommended for advertisers looking to optimize their weekly or monthly frequency when mixing an in-stream ad (bumpers, skippables) with Shorts and/or in-feed.

Advertiser benefits:

- With Shorts and in-feed format mixing, Target frequency will continue to support fluid format mixing in a single campaign, which has shown to deliver better frequency results and lower cost per thousand impressions (CPMs) than standalone, single-format campaigns.

How does it work?

- This build towards advertisers' weekly or monthly frequency by using multiple formats (i.e. Shorts, in-feed, bumpers, and skippables) while maximizing the campaign's unique reach and optimizing towards the stated Target frequency goal.
- Later in Q2'25, **nonskippable mixing** with Shorts, in-feed, bumpers, and skippables will become available.

Next steps:

- Submit a request for your account to be added to our activation form for this new feature!
- Your account representative will notify you when your account has been enabled.
- For questions regarding the Q2'25 product launches, please reach out to your account manager.
- **Note:** This Beta is only supported in Google Ads at this time. (Display & Video 360 availability is pending.)
- **Note:** The same account can now also be enabled for the **Target frequency in-stream format mixing beta**. (Please note the updated implementation instructions for guidance.)



Status:
BETA

Markets/Region: Global

Date Closing: N/A

Language: English

Products: YouTube



Awareness & Brand Consideration: Premier CTV Network Bundle

What: This is a brand new, premium connected TV (CTV) solution within the Google Ads reservation buyflow featuring:

- Access to premium, third-party CTV publishers
- A unified buyflow across YouTube Select and third-party CTV inventory
- Frequency management across inventory sources
- Google Audience use across inventory sources

 **YouTube Select**



Target audience:

- Existing YouTube Select, Video reach campaign, or Video view campaign buyers
- Advertisers with Awareness & Brand Consideration objectives
- Advertisers with linear TV and/or CTV budgets

Advertiser benefits:

- Access to premium CTV inventory
- Unified buyflow within the Google Ads UI
- Consolidated buy and measure across the entire CTV plan

How does it work?

- Advertisers can choose a YouTube Select lineup and opt in to deliver to a contextually aligned third-party CTV inventory.
- The inventory is bought via the premier reach buyflow (a.k.a. reservation) in Google Ads.
- Requirements: Advertisers must not spend in Display & Video 360.

Next steps:

- Please reach out to your account manager for more information.

 YouTube

Status:
OPEN BETA

Markets/region: AMER, APAC, EMEA

Date closing:
Full GA Launch in Q3'25

Language: All

Products: YouTube Select, 3P CTV



Awareness & Brand Consideration: Premier CTV Network (Only)

What: This is a brand new, premium connected TV (CTV) solution within the Google Ads auction buyflow featuring:

- Access to premium, third-party CTV publishers
- Frequency management across inventory sources
- Google Audience use across inventory sources



Target audience:

- Existing YouTube Select, Video reach campaign, or Video view campaign buyers
- Advertisers with Awareness & Brand Consideration objectives
- Advertisers with linear TV and/or CTV budgets

Advertiser benefits:

- Access to premium CTV inventory
- Competitive pricing
- Simplified buyflow within the Google Ads UI
- Consolidated buy and measure across the entire CTV plan
- Brand Lift measurement

How does it work?

- Advertisers can choose third-party CTV inventory (e.g. MLB, Fox news)
- The inventory is bought via the auction buyflow in Google Ads via Video Reach (VRC) non-skip campaigns.
- Requirements: Advertisers must not spend in Display & Video 360

Next steps:

- Please reach out to your account manager for more information.



Status: OPEN BETA

Markets/region: AMER, APAC, EMEA

Date closing:
Beta launch Q3'25

Language: All

Products: YouTube Select, 3P CTV



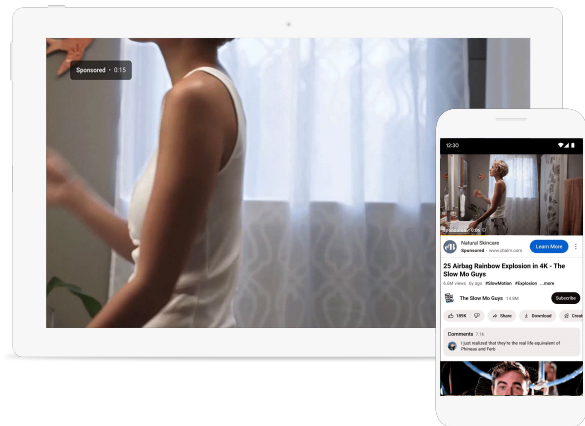
Awareness & Brand Consideration: Video reach campaigns – non-skips

What: Advertisers can bring AI to the living room on YouTube with Video reach campaign non-skips, a brand-new, AI-powered format solution comprised of the following elements:

- Non-skips
- 6s bumpers

Note: This will eventually replace the current Video reach campaign – Efficient completions product, which is slated for deprecation by EoQ2'25.

This is available now in Google Ads and Display & Video 360 in a closed beta - moving to an open beta (no allowlist) in Q2'25 (May).



Target audience:

- Premium awareness and TV-oriented advertisers that want Google to reach as many people as possible with their completed message, at the lowest price possible
- Advertisers that want to set up one campaign to maximize forced views instead of splitting creatives by ad format into multiple campaigns

Advertiser benefits:

- Focus on delivering more efficient cost-per-thousand impressions (CPMs) than buying non-skips on their own
- The most connected TV (CTV)-optimized ad delivery of any AI-powered format mix to take advantage of YouTube's explosive growth on the biggest screen in the house
- Simple buy-flow for multi-format campaign implementation and de-duped reach compared to manually mixing

How does it work?

- Advertisers must upload a non-skip creative and a bumper creative in the same campaign.
- An allowlist is required for limited alpha and beta periods.

Next steps:

- Connect with your Google account lead to solicit interest in our beta.



Status:
BETA (ALLOWLIST)

Markets/Region: Global

Date Closing: N/A

Language: All

Products: YouTube, Video



Awareness & Brand Consideration: Video reach campaign – Target frequency in-stream format mixing

(previously known as Video reach campaign: Target frequency non-skippable format mixing)

What: Video reach campaign: Target frequency in-stream format mixing campaigns now offer the ability to mix more ad formats in a single ad group:

- Non-skippable in-stream + bumper
- Non-skippable in-stream + skippable in-stream
- Non-skippable in-stream + bumper + skippable in-stream

[Product Upgrades Starting in Q2'25] To drive product simplification, the following upgrades will start in Q2'25.

- There will be a removal of the [three-control option](#) for how the non-skippable part of Target frequency in-stream mix previously served. At this point, existing campaigns and all new campaigns will no longer have these controls.
- The first frequency each week may not be a non-skippable in-stream ad. But, upleveled optimization will deliver roughly 50% of the impressions on the non-skippable format for all campaigns that have non-skippables and another format (i.e. bumpers or skippables) selected. This will balance both efficiency and effectiveness.

Target audience: This is a good fit for advertisers looking to optimize their weekly or monthly frequency when mixing a non-skippable ad format with a bumper ad and/or a skippable in-stream ad.

Advertiser benefits:

- With the addition of non-skippable in-stream format mixing, Target frequency now supports all in-stream format mixing in a single campaign, which has shown to deliver better frequency results and cheaper cost per thousand impressions (CPMs) than standalone, single-format campaigns.

How does it work?

- Starting in Q2'25, the model will begin to optimize towards delivering roughly 50% of the impressions on the non-skippable format for all campaigns that have non-skippables and another format (bumper/skips) selected.
- With the upgrades, Target frequency expects to deliver non-skippables at lower CPMs (in comparison to the previous default non-skippable serving behavior) and maximize the campaign's unique reach, while optimizing towards the stated Target frequency goal.

Next steps:

- Submit a request for your account to be added to our allowlist for this new feature.
- For questions regarding the product upgrades, please reach out to your account manager.
- **This beta is only supported in Google Ads at this time.** (Display & Video 360 availability is still pending.)
- **Note:** The same account can now also be enabled for the **Target frequency 2.0 multi-format (Shorts, in-feed, in-stream)** alpha. Please check out the updated implementation instructions for guidance.



Status:
OPEN BETA

Markets/Region: Global

Date Closing: N/A

Language: English

Products: YouTube

Create your video ads

Create one or more ads now, or skip this step and create them later. Your campaign won't run without at least one ad.

[Skip ad creation \(advanced\)](#)

Multi-format ads LAB

☒ Show your videos across multiple ad formats

Showing your videos across more formats makes it easier to meet your frequency target, and can improve your ad performance.

☒ Bumper ads

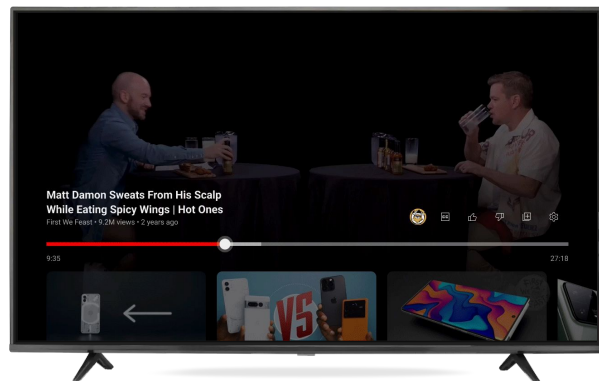
☒ Skippable in-stream ads

☒ Non-skippable in-stream ads



Awareness & Brand Consideration: Pause ads on YouTube Select

What: Pause ads are a seamless and non-disruptive way to drive awareness and action during a user-initiated break in a viewer's connected TV (CTV) streaming session. Pause ads are uniquely engaging because viewers are already taking an action by pausing the content that they're consuming, keeping the brand message or product top of mind.



Target audience:

- Advertisers running pause ads on other streaming platforms
- Clients interested in YouTube streaming offerings

Advertiser benefits:

- Reach viewers on connected TV in an innovative and non-intrusive way.
- Make the most of YouTube Select content.

How does it work?

- Managed service reservation booking
- YouTube Select exclusive, only serve on CTV
- Creative specs (display asset)
 - Pixel width: [1080..1350]
 - Pixel height: [1080..1350]
 - Image format: static png, jpg
 - Max file size: 2MB
 - Aspect ratio (width/height): $[4/5..5/4] = [0.8..1.25]$

Next steps:

- Reach out to the account team to show interest. The pilot has limited places.
- You must meet the Brand Lift minimum spend for the pilot.



Status: LIMITED PILOT
(15-20 testers in Q2)

Markets/Region: US, UK, CA, AU,
JP, KR, IN, DE, FR

Date Closing: N/A

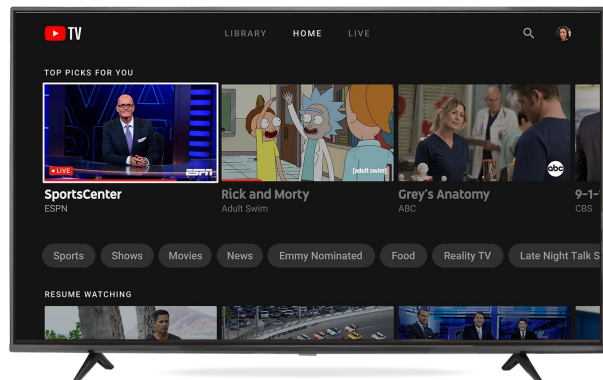
Language: All

Products: YouTube



Awareness & Brand Consideration: YouTube TV lineup targeting in Google Ads and Display & Video 360

What: YouTube TV is an ad-supported subscription TV service that re-imagines the cable television experience for the YouTube generation. The YouTube TV advertising opportunity is across cable TV content (live, VOD, and DVR). Reservations via Google Ads and Display & Video 360 allow brand advertisers to access YouTube TV at fixed rates with guaranteed delivery, alongside innovative digital features like advanced audiences and measurement. Advertisers can buy run of YouTube TV and YouTube TV Live Sports.



Target audience:

- Brand advertisers
- Local TV advertisers
- Advertisers that desire traditional TV content, fixed prices, and reserved delivery
- Advertisers using cost-per-thousand impressions (CPM) formats on auction or reservation today

How does it work?

- Advertisers can review this [two sheet](#) for the benefits of YouTube TV buying in Reservation in Google Ads or Display & Video 360 instant deals and implementation guidance.

Search

Status:
OPEN BETA

Markets/Region: Campaigns
targeting the U.S.

Date Closing: TBD

Language: English

Products: YouTube

Next steps:

- Let your account manager know that you want access to YouTube TV in Google Ads or Display & Video 360.

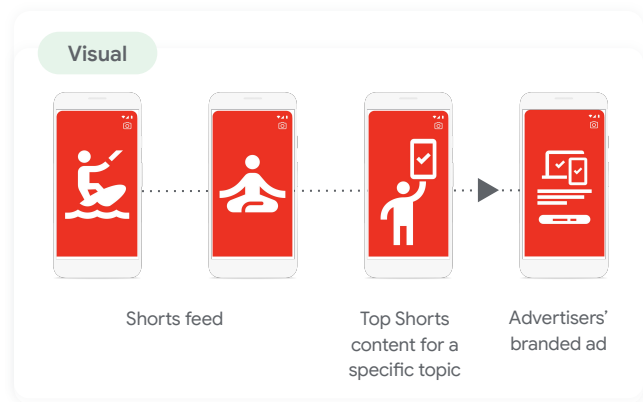


Awareness & Brand Consideration: YouTube Select Shorts – verticalized lineups

What: To help brands gain exposure on the shorter side of YouTube, we're excited to introduce **YouTube Select Shorts verticalized lineups**. This allows advertisers to align more closely with **specific types of top content in the YouTube Shorts feed**.

YouTube Select Shorts allow brands to appear exactly where they need to be, whether it's the run of Shorts lineup or the new lineups: **sport, entertainment, gaming, auto, food and recipes, or fashion, beauty and lifestyle**.

Audiences' favorite content is packaged using Google's advanced technology based on popularity, relevance, and more. Buying is available in Google Ads and Display & Video 360.



Target audience: This is a good fit for advertisers looking to **tap into new audiences and extend the reach of existing YouTube Select buys to access fresh, trending content from a new subset of top Shorts creators** from YouTube Select with curated packaging and reservation-buying. Also, this is a great solution for advertisers that are social-first and interested in reaching impactful audiences on YouTube.

Advertiser benefits:

- Advertisers can serve in a predictable environment within Shorts, knowing that their ad will be adjacent to content from the top, vetted creators on the platform.
- Advertisers can plan Shorts activity in Reservation with predictable reach and cost per thousand impressions (CPMs).

How does it work?

- **Buying door availability:** It is now available for self-service guaranteed buying through Reservation in Google Ads or Display & Video 360 instant deals.
- **Key requirements:** Vertical asset – CPMs vary by market. Check in with account teams for more details.

Next steps:

- Access YouTube Select Shorts lineups via Reservation in Google Ads and Display & Video 360 instant deals, or reach out to your account team for managed service booking in the United States/Canada.



Status:

OPEN BETA

(no allowlisting needed)

Markets/Region:

US, CA, UK, KR, IN, AU

Date Closing:

N/A

Language:

All

Products:

YouTube



Awareness & Brand Consideration: 60s non-skips

What: Building on the success of the launch of long-form 30 non-skips on Youtube main and YouTube TV in the United States, we're extending the format to 60s non-skips. Longer creatives allow for richer storytelling and make it easier for advertisers to use their existing video assets with YouTube's most-streamed content.



Target audience: This is a good fit for advertisers with long-form video assets interested in running across YouTube and YouTube TV's most-streamed content on TV screens.

Advertiser benefits:

- Long-form non-skips allow brands to convey their full messaging in 60 seconds and supplement other campaign activations.
- **Display & Video 360 only:** Advertisers can streamline ad operations and enhance workflow efficiency with self-service, third-party ad serving (e.g. in-stream VAST creatives) for faster implementation and activation.

How does it work?

- **Self-service reservation-booking** through Display & Video 360 instant deals (all markets)
- **Managed-service reservation-booking** through standard reservation (United States, Canada, South Korea, Japan, India)
- Creative: 60s assets - **NEW: VAST tags are now supported!**
- **Targeting:** Broad-based demos recommended (i.e., ages 18 to 49 or ages 18 and up)

Next steps:

- Reach out to the account team to show interest.

YouTube

Status:
ALLOWLIST BETA

Markets/Region:
US ONLY for YTTV
For YouTube Main, US, CA, UK,
DE, FR, IT

Date Closing: N/A

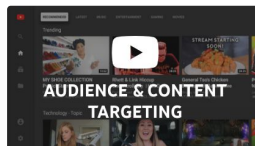
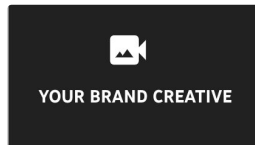
Language: All


Products: YouTube



Awareness & Brand Consideration: First position moments

What: First position moments are a high-impact placement opportunity that allows brands to amplify the moments that matter to them (whether they're cultural or brand-led initiatives). The offering includes first position across YouTube Select and a title card that further connects the brand to a thematic moment, plus more reach elements (i.e. YouTube Shorts lineups or YouTube Masthead).



 Runs across your chosen YouTube product

Target audience:

- Advertisers that want to surround cultural moments (e.g. holidays, sports, music, or entertainment events) or supercharge media plans around key brand-led initiatives
- TV, Brand, and YouTube Select and Sponsorship buyers

Advertiser benefits:

- Prominent ad-serving position similar to TV's first ad break
- Branded title card, connecting brand to moment

How does it work?

- Advertisers determine the moment for brand alignment.
- They target a viewer's first ad watch on YouTube Select content or target the audience of their choice.
- They capture the buzz with more reach elements like the YouTube Masthead.

As of August 2024, first position targeting without the title card is also available for self-service buying in Reservation in Google Ads and Display & Video 360 Instant Deals. Title cards are coming to these platforms soon.

Next steps:

- Please reach out to your account manager to brand your key moment on YouTube.
- Advertisers are encouraged to provide a video link with a pre-stitched title card.

 YouTube

Status:
OPEN BETA

Markets/Region:

AMER: US, CA, BR, MX

EMEA: UK, IT, FR, DE, NL, ES

APAC: AU, JP, IN, KR, GRCN, SEA
(SG, MY, PH, ID, VN, TH, PK)

Date Closing: TBD

Language: All

Products: YouTube



Awareness & Brand Consideration: Video reach campaigns – Efficient reach mix (in-stream + in-feed + Shorts)

What: This is an evolution of Video reach campaigns for efficient reach.

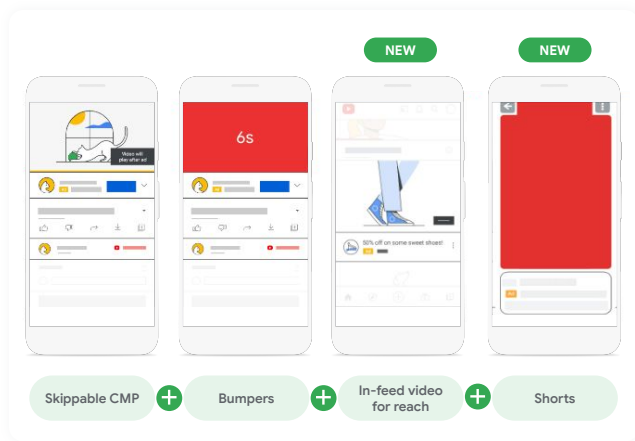
In-feed video for reach and Shorts are integrating alongside efficient reach in-stream video formats (e.g. skippable

cost-per-thousand-impressions [CPM] ads and bumpers) to maximize an advertiser's reach potential across all of YouTube's monetizable surfaces.

Expanding beyond in-stream to a fluid mix of in-stream, in-feed, and Shorts ad formats delivers 54% more unique reach and a 42% more

efficient CPM, while continuing to offer the simplicity and time savings in only planning, buying, and measuring

a single campaign.



Target audience:

- Advertisers looking to maximize their reach and ROI on YouTube
- Advertisers looking for the most efficient CPM
- Advertisers that value ease of setup, real-time optimization, and AI-powered performance
- Advertisers that have tested skippable in-stream (CPM) and/or bumper ads and are comfortable with skippable formats

Advertiser benefits:

- Based on a Nielsen MMM meta analysis, on average, Google AI-powered Video reach campaign mixes of in-stream, in-feed and Shorts optimized for efficient reach deliver **40% higher return on ad spend (ROAS)** than in-stream only.
- In alpha testing, Video reach campaigns for efficient reach opted into a fluid mix of in-stream, in-feed, and Shorts drove, on average, **54% more unique reach** than in-stream only.
- In alpha testing, Video reach campaigns for efficient reach opted into a fluid mix of in-stream, in-feed, and Shorts achieved, on average, **42% lower CPM** than in-stream only.

How does it work?

- Advertisers opt in to all three surfaces: in-stream, in-feed, and Shorts. They upload one 15s horizontal, one 6s horizontal, and one 6-20s vertical video to make the most of all available inventory. (But they only need one asset of any length and orientation to get started.)
- Advertisers should run a head-to-head test of in-stream only versus in-stream, in-feed, and Shorts via video experiments.

Next steps:

- Create a new video campaign in Google Ads or Display & Video 360, select "Reach & Awareness" as your goal, and then select "Efficient Reach" as your sub-goal.
- Opt in to in-stream, in-feed, and Shorts.



Status:

GENERAL AVAILABILITY

across Google Ads and Display & Video 360

Markets/Region: Global

Date Closing: N/A

Language: All

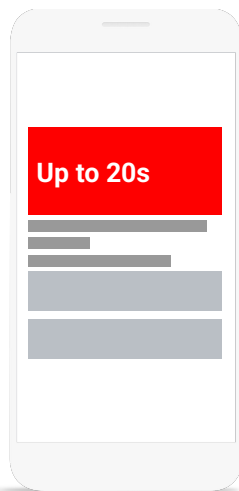
Products: YouTube



Awareness & Brand Consideration: 20s non-skippable in-stream ads

What: This 20s forced-view video ad format bought on cost-per-thousand impressions (CPM) via auction within Google Ads or Display & Video 360 continues to deliver YouTube's industry-leading viewability and audibility.

Campaigns targeting EMEA (certain markets), Mexico, Singapore, India, or Malaysia are eligible to be allowlisted for 20s non-skippable in-stream ads.



Target audience: Advertisers with 20s creatives targeting EMEA (certain markets), Mexico, Singapore, India, or Malaysia

Note: All other regions, as well as these, automatically have access to 15s non-skippable in-stream ads.

Advertiser benefits:

- Non-skippable ads drive the highest lift in brand awareness amongst all video auction formats.

How does it work?

- This is only available via allowlist in EMEA (certain markets), Mexico, Singapore, India, and Malaysia.

Next steps:

- Reach out to your representative for more information about using 20s non-skippable in-stream ads.



Status:
ALLOWLIST BETA

Markets/Region: EMEA (certain markets), MX, SG, IN, MY

Date Closing: TBD

Language: All

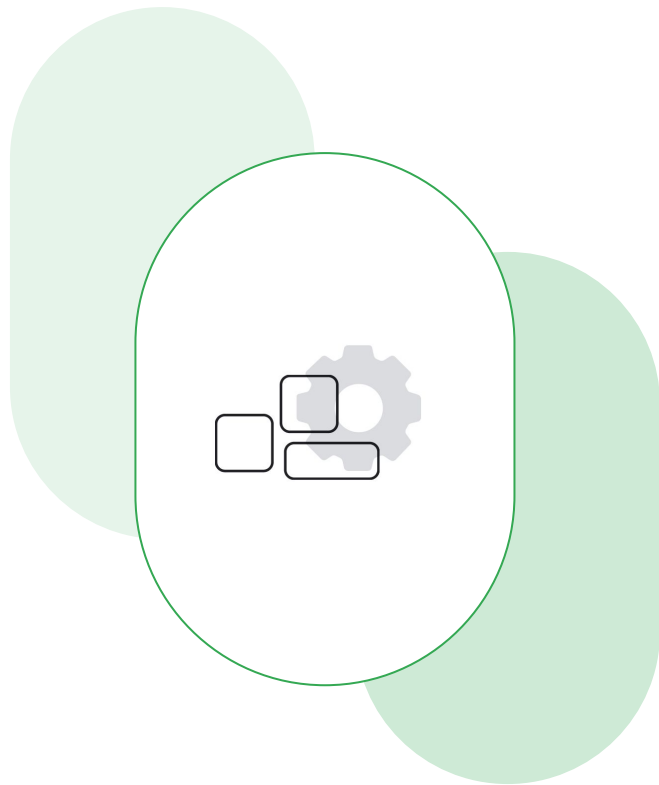
Products: YouTube



Measurement, Analytics, & Tools



Use a value-led approach to
measurement and insights.





What's new in this edition?

Proprietary + Confidential

Beta Name	Product	Region
NEW! Carbon Footprint for Google Ads	All campaigns within DV360, SA360, CM360, and Google Ads	Global
NEW! Google Ads offline conversion import – session attributes parameter	Search, Discovery, YouTube, Display, Shopping, Apps	Global
NEW! Brand Report in Google Ads	YouTube, Display, App, Instant Reserve, Demand Gen	Global
Video Ads Dubbing	Search, Discovery, YouTube, Display, Shopping, Apps	Global
[Performance Max upgrade experiments] Test multiple control campaigns versus one Performance Max campaign	Performance Max	Global
YouTube BrandConnect platform	YouTube	US, UK, BR, ID, IN
Conversion Lift based on geography	Performance Max, YouTube, Display, Shopping, Apps	BR, DE, ES, FR, GB, IN, IT, JP, MX, NL, US
Cross-account experiments	Performance Max	Global
Insights Finder	Search, GDA, YouTube	AU, BR, CA, DE, ES, FR, HK, JP, ID, IN, IT, KR, MX, NL, SG, TH, TR, TW, VN, UAE, UK, US
Google Ads Reach Planner	YouTube	Global
Conversion Lift based on users	Video, Demand Gen	Global
Campaign Translator	Search, Google Display Ads, Universal App Campaigns, Performance Max	Global
Multi-campaign experiments	Search, Google Display Ads	Global
Cross-Media Reach in Google Ads, YouTube, and YouTube + TV reach and frequency measurement	YouTube Video reach campaigns in Google Ads	Globally in over 80 countries. TV data available in these selected countries.



Measurement, Analytics, & Tools: Carbon Footprint for Google Ads

What: [Carbon Footprint for Google Ads](#) empowers advertisers to measure more of their environmental impact with Google's first-party data.

Carbon Footprint reports estimate emissions generated by Google's infrastructure like the data centers that power Display & Video 360, Search Ads 360, Campaign Manager 360, and Google Ads accounts. Carbon Footprint emission estimates are based on an advertiser's specific account activity.

Advertisers can choose to use these emission estimates as part of their Scope 3 emissions disclosures and sustainability goal tracking efforts.

View the [explainer video](#) and [Help Center article](#).

Target audience: This is a good fit for advertisers that **are passionate about sustainability or disclose carbon emissions**. Roles interested in this data could include:

- Media leads of advertisers with sustainability commitments and focus
- Sustainability or ESG reporting leads who use emissions data regularly
- Procurement leads who are responsible for reporting and regulatory compliance
- Supplier engagement leads who need to know their suppliers' emissions

Advertiser benefits:

- **Receive account-specific estimates powered by first-party data:** The report makes the most of our first-party data to provide account-specific emissions estimates based on an account's targeting, media mix, won and lost auctions, and more.
- **Defined with industry standards:** Carbon emissions reports are developed in accordance with the widely recognized [Greenhouse Gas Protocol](#) carbon reporting and accounting standards (GHGP), and [Global Media Sustainability Framework](#) (GMSF).
- **Account-level data breakouts:** The report provides individual breakouts of [Scope 1](#), [Scope 2](#), and [Scope 3](#) emissions for each account. The report includes [market and location-based Scope 2](#) emissions, so advertisers can view emissions reflective of clean, renewable energy purchasing.

How does it work?

- The report builds on the underlying methodology that Google Cloud and Workspace Carbon Footprint use to [estimate emissions produced by Google infrastructure](#) to power Display & Video 360, Search Ads 360, Campaign Manager 360, and Google Ads accounts.
- The report allocates the infrastructure's overall emissions across Scope 1, 2, and 3 based on the proportionate amount of the media account's activity within the Google infrastructure. Learn more about our methodology [here](#).

Next steps:

- Reach out to your Google account team for eligibility and access details.

Note: Advertisers can determine how they go about sourcing the data to disclose advertising emissions and can choose to include figures from Carbon Footprint for Scope 3 emissions in their reporting and disclosures. Advertisers should consult their lawyer, legal team, and regulatory team with any questions.

New Beta

Search

Display

YouTube

Performance Max

Shopping

Discovery

Apps

Status:
LIMITED BETA

Markets/Region: Global

Date Closing: N/A

Language: English

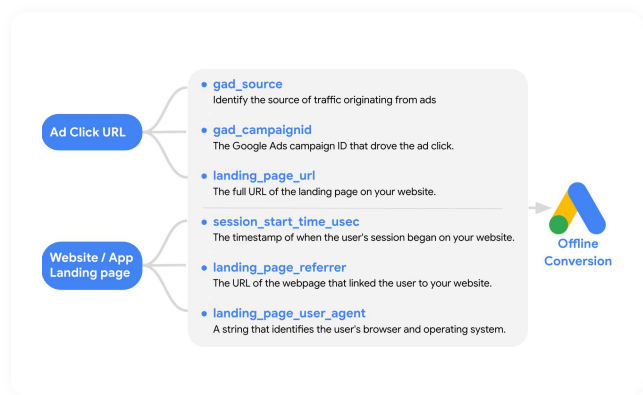
Products: All campaigns within DV360, SA360, CM360, and Google Ads



Measurement, Analytics, & Tools: Google Ads offline conversion import – session attributes parameter

What: Session_attributes is a field that provides further context and signals about the user's interaction with an advertiser's website, which can enhance conversion measurement, reporting and bidding accuracy.

Offline conversion import (OCI) tracks offline conversions from imports using the gclid. In scenarios where gclid is not available, OCI users can rely on other identifiers such as hashed PII, Braids or **session_attributes**.



Target audience: This is a good fit for advertisers currently measuring campaign performance using OCI in Google Ads.

- Must have auto-tagging = ON to receive new fields from the ad click

Advertiser benefits:

- **Maximize offline measurement coverage:** session attributes help with continuity in measurement when click IDs (GCLIDs), the current primary Google Ads campaign attribution key, are not available.

How does it work?

Session_attributes are made up of multiple sub-fields, providing more metadata about an ad interaction. The recommendation is to share all the sub-fields, but all sub-fields are optional.

Sub-fields include the click source, campaign ID, full landing page URL, timestamp of when the user's session began on the website, and user_agent which identifies the user's browser and operating system.

Advertisers have the option of using the provided Javascript code on their websites to capture and persist session_attributes or implement their own methods to capture the data and store it in their CRM or databases. Once stored, advertisers can share their OCI conversion data using the Google Ads API.

Next steps:

- Reach out to your account manager for more information on session attributes.

★ New Beta

Search

Display

YouTube

Performance Max

Shopping

Discovery

Apps

Status:
CLOSED BETA

Markets/Region: Global

Date Closing: June 30th, 2025

Language: All

Products: Search, Discovery,
YouTube, Display, Shopping, Apps

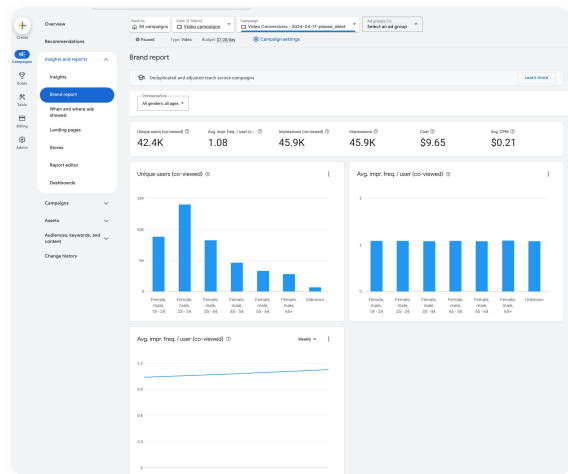


Measurement, Analytics, & Tools: Brand Report in Google Ads

What: Brand Report is a dedicated **brand advertiser experience** in Google Ads. It is the working evolution of the Cross-Media Reach (XMR) tool in Google Ads and the Unique Reach Audience (URA) report in Connect Sales to bring the best of video reporting to Google Ads.

Brand Report provides **de-duped reach, frequency, and cost efficiency** metrics for groups of campaigns. Data is sliceable by demographics such as age and gender.

Brand Report simplifies reporting by **consolidating data** across multiple tools, making it easier for advertisers to **measure KPIs, identify insights, and understand performance drivers**.



Target audience: This is a good fit for digital analysts who work with brand advertisers to execute campaigns on YouTube and are focused on driving reach and frequency.

Advertiser benefits:

Brand Report provides **advertisers and agencies** with the **first and only self-service dashboard** in Google Ads to pull cross-campaign unique reach.

How does it work?

Measure reach and frequency across multiple campaigns to understand performance across key metrics like:

- Unique users (co-viewed)
- Average impression frequency/user (co-viewed)
- Impressions (co-viewed)
- Impressions
- Cost
- Average cost per thousand impressions (CPM)

Next steps:

- Please reach out to your Google account manager for more information and look for Brand Report in your Google Ads account.
 - Click “Campaigns” on the left-hand side bar.
 - Click the drop down under insights and reports.
 - Click “Brand Report.”
- Review this [one sheeter](#).
- Review this [slide deck](#).

New Beta

YouTube

Display

Apps

Status:
OPEN BETA

Markets/Region: Global

Date Closing: N/A

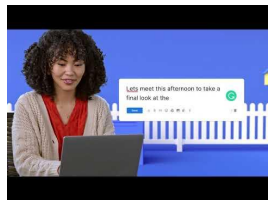
Language: Google Ads
Languages

Products: YouTube, Display, App,
Instant Reserve, Demand Gen



Measurement, Analytics, & Tools: Video ads dubbing

What: Video ads dubbing is our premier video localization AI solution. Powered by a generative AI model from Google Research and Google Deepmind, it translates and generates hyper-real AI voices for voice-overs and the dubbing of actors' voices.



English Original



Spanish Dub

Target audience:

- Performance advertisers running Video, Demand Gen, Performance Max or App campaigns with video creative
- Advertisers with video assets that want to expand to new markets or reach bilingual users in existing markets
- Advertisers looking to improve the performance of their video assets in international markets

Advertiser benefits:

- **Advertisers can dub video ads for free.** Traditional dubbing can be extremely expensive and time-consuming.
- **They can also quickly multiply existing video assets** for use in other languages and markets to reach potential customers in their preferred local language.
- **Localized ads save 12-25% in terms of cost per action (CPA)** versus non-localized ads based on our experiment with clients and associated case studies.
- **There is no campaign spend threshold.**

Next steps:

- Reach out to your Google contact to request access to video ads dubbing

YouTube

Performance Max

Status:
OPEN BETA

Markets/Region: Global

Date Closing: N/A

Language: Spanish (es-419), English (US, UK, AU), German (de-DE), French (fr-FR), French Canadian (fr-CA), Italian (it-IT), Brazilian Portuguese (pt-BR), Japanese (ja-JP), Hindi (hi-IN), Indonesian (id-ID), Chinese (zh-CN), Bengali (bn-IN), Tamil (ta-IN), Malayalam (ml-IN), Gujarati (gu-IN), Kannada (kn-IN), Marathi (mr-IN)

Products: Search, Discovery, YouTube, Display, Shopping, Apps



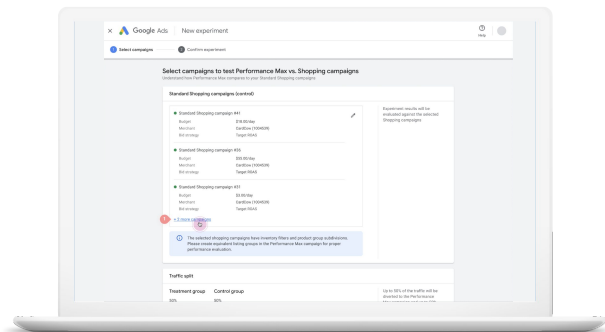
Measurement, Analytics, & Tools: [Performance Max upgrade experiments]

Test multiple control campaigns versus one Performance Max campaign

What: This beta allows advertisers to A/B test multiple control campaigns of the same type versus one Performance Max campaign.

Use cases:

- Advertisers have brand and non-brand shopping campaigns for the same set of products, and today, can only test one versus one with Performance Max. They would instead want to test brand + non-brand versus Performance Max.
- Advertisers have multiple rSC campaigns with different priorities (high, medium, or low).
- Advertisers have multiple, similar Dynamic Search Ads (DSA) or Google Display Ads (GDA) campaigns that they want to combine into a single Performance Max campaign.



Target audience: This is a good fit for advertisers interested in measuring the uplift from consolidating channel-specific campaigns (rSC, GDA, or DSA) into a single Performance Max campaign.

Advertiser benefits:

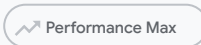
- Previously, advertisers could only use upgrade experiments to compare one control and one treatment campaign. With this beta, advertisers can more accurately compare their existing setup versus a comparable Performance Max campaign.

How does it work?

- **Campaign selection:** Advertisers select up to five control campaigns of the same type (i.e. rSC, DSA, or GDA). Then, they select one existing Performance Max campaign that should be compared to the control campaigns. They can include comparable campaigns in the experiment but the reporting will exclude them by default.
- **Traffic split:** A 50% traffic split is only allowed if advertisers select multiple control campaigns. So each control campaign will serve on 50% of its slice, and Performance Max will serve on the remaining 50% slice. It's a 50/50 split between Performance Max and each existing control campaign versus a summation of all control campaigns. For example:
 - **Control:** rSC category one campaign A and rSC category two campaign B
 - **Treatment:** Performance Max campaign C targeting both categories
 - **Traffic split:**
 - For brand traffic: Campaign A will serve for 50% of the traffic, and campaign C will serve for the remaining 50%.
 - For non-brand traffic: Campaign B will serve for 50% of the traffic, and campaign C will serve for the remaining 50%.

Next steps:

- Reach out to your Google pod if you're interested.



Status:
OPEN BETA

Markets/Region: Global

Date Closing: N/A

Language: All

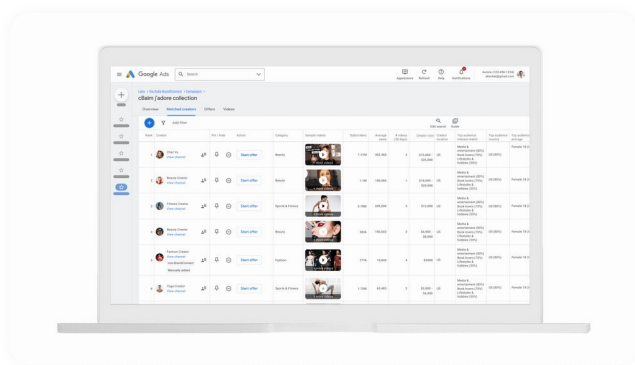
Products: Performance Max



Measurement, Analytics, & Tools: YouTube BrandConnect platform

What: The YouTube BrandConnect platform helps advertisers discover and partner with creators to produce influencer marketing campaigns on YouTube that support their business goals.

Advertisers can use the BrandConnect platform for creator discovery and outreach, campaign and brief creation, video review, measurement, and reporting – all in one centralized platform via Google Ads.



Target audience:

- Advertisers with dedicated in-house teams or third-party social agencies that are looking to discover and reach out to new creators for their influencer campaigns
- Advertisers with dedicated influencer marketing/social budgets

Advertiser benefits:

- **Connecting brands and creators for easy content creation:** Advertisers can now access Google's data-driven insights, audience-based matchmaking, and tools to connect with YouTube creators and their audiences.
- **Unlocking measurement across organic and paid for proven business impact:** They can easily measure, monitor, and drive results across sponsored content campaigns, all from Google Ads.

How does it work?

- BrandConnect matches advertisers with eligible YouTube Partner Program creators in all of our launched markets. Detailed creator insights help identify the perfect fit for influencer campaigns, and streamlined outreach tools integrated with YouTube Studio allow for direct communication and collaboration.
- Advertisers unlock powerful Google measurement tools like Brand Lift and Search Lift to assess the impact of organic creator videos. These measurement capabilities support both videos that are created through or outside of BrandConnect, so advertisers can track influencer campaign performance within a single tool in Google Ads.
- Sponsored creator content can be used as tool to drive ad performance via partnership ads powered by BrandConnect.

Next steps:

- Reach out to your Google account team for eligibility and allowlisting for access.

YouTube

Status:
OPEN ALPHA

Markets/Region:
US, UK, BR, ID, IN

Date Closing: N/A

Language: All

Products: YouTube



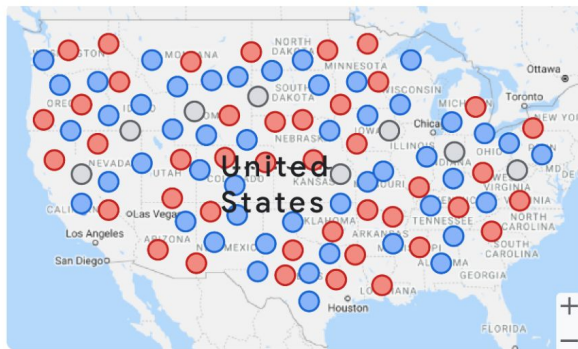
Measurement, Analytics, & Tools: Conversion Lift based on geography

What: Geo experiments allow advertisers to measure the true, causal impact of their media buy via a geo-based testing framework. Conversion Lift based on geography is the next iteration of geo experiments at Google, which has the following goals: making it easier to conduct geo experiments, making more use cases eligible for geo experiments, and making incrementality measurement future-proof.

● Regions where ads show:	96
● Regions where ads don't show:	96
● Regions excluded from this study:	18

Updated on Jul 23, 2023, 3:45 PM

[Download regions \(*.csv\)](#)



Target audience:

- Advertisers looking to understand the efficiency of their ads
- Advertisers that have online, app, or offline objectives
- Advertisers looking for future-proof experimentation solutions

Advertiser benefits:

- **Transparent:** GeoX offers 100% open-sourced methodology and transparent data analysis.
- **Easy to use:** Turnkey implementation reduces experiment runtime from seven hours to one hour. Holdback is applied automatically on the backend with automatic experiment designs and results.
- **Cross-product testing:** Advertisers can run studies across multiple channels. They'll be able to combine Display, YouTube, and Discovery campaigns in a single study.

How does it work?

- Advertisers can request access to the alpha through their Google sales team or agency partner.
- Advertisers can then create a study in the "Lift Measurement" tab and wait to get a recommended design. Implementation will be done automatically.
- If they want to use conversion tracking, they must use Google Ads conversion tag or Firebase conversion.
- The account must have been active for at least 90 days in the country where the study will run.

Next steps:

- Please review this [video](#) for more information, and reach out to your account manager to talk about Conversion Lift and to get allowlisted.

Display

YouTube

Performance Max

Discovery

Apps

Status:
ALLOWLIST ALPHA

Markets/Region:
AU, BR, CA, DE, ES, FR, GB, ID, IN, IT, JP, MX, NL, PL, TR, US

Date Closing: TBC

Language: All

Products: Performance Max, YouTube, Display, Shopping, Apps



Measurement, Analytics, & Tools: Cross-account experiments

What: This feature allows advertisers to run Performance Max experiments that include campaigns from multiple accounts. The types of experiments supported today are:

- **Uplift experiments:** These are currently supported for Performance Max campaigns without a Google Merchant Center product feed. Advertisers can use them to measure the incremental conversion uplift from adding Performance Max campaigns to an existing campaign mix.
- **Upgrade experiments:** These allow advertisers to compare a Performance Max and a comparable standard shopping, Dynamic Search Ads or Google Display Ads campaign.

The screenshot shows the Google Ads interface with a sidebar on the left containing navigation options like Overview, Recommendations, Insights, Campaigns, Ad groups, Product groups, Ads & extensions, Products, Values, Landings, Reports, Audiences, Content, Settings, Change history, Experiment, and Beta. The main content area is titled 'Performance Max campaign experiments' and includes a sub-header 'Measure impact with a Performance Max campaign'. Below this, there is a table with columns: Experiment name, Status, Performance Max campaign, Control campaign, Comparable campaigns, Business value, Start date, End date, Experiment type, and Traffic split. The table lists three experiments: 'Homes for Rent Exp 12', 'Homes for Rent Exp 13', and 'Homes for Rent Exp 14'. Each experiment is in 'Enrolled' status and compares a Performance Max campaign against a Control campaign or a comparable campaign. The business value is 'Conversion' for all, and the traffic split is 95% for the Performance Max campaign and 5% for the control/comparable campaign.

Experiment name	Status	Performance Max campaign	Control campaign	Comparable campaigns	Business value	Start date	End date	Experiment type	Traffic split
Homes for Rent Exp 12	Enrolled	Homes for Rent Performance Max 12	Control	Comparable	Conversion	Aug 15, 2021	—	Dynamic Search	95%
Homes for Rent Exp 13	Enrolled	Homes for Rent Performance Max 13	Control	Comparable	Conversion	Aug 15, 2021	—	Dynamic Search	95%
Homes for Rent Exp 14	Enrolled	Homes for Rent Performance Max 14	Control	Comparable	Conversion	Mar 15, 2022	—	Dynamic Search	95%

Target audience: This is a good fit for advertisers that have their Search, Display, Performance Max, etc. campaigns in different accounts within the same manager account.

Advertiser benefits:

- Comparable campaigns are those that share common conversion goals, geo targeting, and domain targeting as a Performance Max campaign. In the current experiment workflow, advertisers can select comparable campaigns from the same account as their Performance Max campaign.
- This beta allows advertisers to select comparable campaigns from different accounts from the same manager account, allowing them to run a true A/B test.
- **Please note:** For shopping experiments, the Performance Max and the standard Shopping campaigns will need to be in the **same account**. Other campaigns can be in different accounts.

How does it work?

- Once allowlisted for the beta, when advertisers create an experiment, the feature auto-selects comparable campaigns from across the manager account. They have the option of editing the campaign selection for up to seven days after the experiment's start date.
- The rest of the experiment workflow remains unchanged. (Advertisers can find more information in this [Help Center article](#) or this [video tutorial](#).)

Next steps:

- Reach out to your account manager for more information on cross-account Performance Max experiments and to get allowlisted.

Performance Max

Status:
OPEN BETA

Markets/Region: Global

Date Closing: N/A

Language: All

Products: Performance Max



Measurement, Analytics, & Tools: Insights Finder

What: Insights Finder helps marketers turn Google data into meaningful and actionable marketing insights in a single, easy-to-use front end with a privacy-first approach.



Category Trends

Target audience: This is primarily available for media agencies but accepting nominations for creative agencies, performance agencies, and clients.

- Any Australia, Brasil, Canada, Germany, Spain, France, Hong Kong, Japan, Indonesia, India, Italy, South Korea, Mexico, Netherlands, Singapore, Thailand, Türkiye, Taiwan, Vietnam, United Arab Emirates, United Kingdom, United States operating company within the big five holding companies

Advertiser benefits:

- Insights Finder helps marketers gain a better understanding of audiences and search trends. Planners turn to Insights Finder to inform media plans with data-driven insights and to build more effective audience strategies and creative.
- Advertisers can also:
 - Learn more about a pre-defined audience.
 - Develop an audience profile based on topic or interest.
 - Segment their audience.
 - Identify untapped opportunities with competitive analysis.
 - Build a tailored YouTube content strategy.

Next steps:

- Please reach out to your Google account manager for more information on how to be nominated for Insights Finder access.

Search

YouTube

Status:
LIMITED BETA

Markets/Region:
AU, BR, CA, DE, ES, FR, HK, JP, ID, IN, IT, KR, MX, NL, SG, TH, TR, TW, VN, UAE, UK, US

Date Closing: N/A

Language:
Google Ads languages

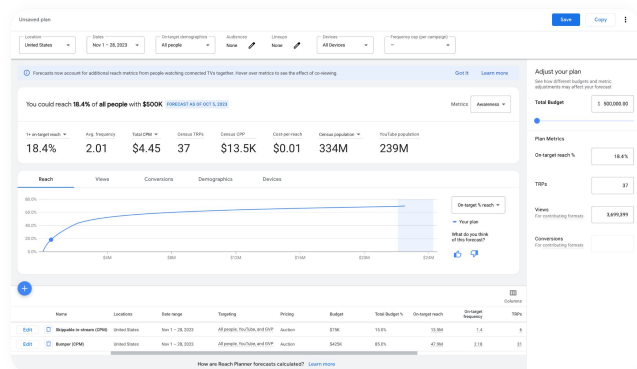
Products: Search, GDA, YouTube



Measurement, Analytics, & Tools: Google Ads Reach Planner

What: Reach Planner is a Google Ads campaign planning tool designed to help agencies accurately **plan for reach, views, and conversions** based video campaigns using AI-powered ad formats across YouTube and Google video partner sites and devices in more than 60 markets globally.

Learn more: Advertisers can learn *how to effectively plan video campaigns with Reach Planner* by taking the self-guided [Skillshop training courses!](#)



Target audience: This is most relevant to agencies and clients that are planning new video media campaigns and care about reach as well as frequency, views, and conversions.

Advertiser benefits:

- This powerful tool offers advertisers the flexibility to choose audiences, ad formats, budget, and other settings.
- It eases planification by helping them to:
 - Determine the budget they need, estimate their campaign's reach, find the right mix of YouTube ad formats, and apply it to cost per thousand impressions (CPM), cost per view (CPV), and cost per action (CPA) campaigns and ad format types.
 - **Update!** Reach Planner now supports all Google AI-powered video ad formats like Video reach, Video view, and Demand Gen campaigns, as well as Reservation formats like YouTube Select Shorts Lineups and Target frequency monthly.
 - **New!** Reach Planner now supports integrated screenshotting and audience suggestions on the plan page to help give ideas to improve a media plan's reach.

How does it work?

- Reach Planner is our external media plan offering within Google Ads that uses our unique reach methodology to forecast estimates of unique reach, views, and conversions for a given campaign. We will add new features to the tool on an ongoing basis.

Next steps:

- Please reach out to your Google account manager for more information, or look for Reach Planner in your Google Ads account under "Tools" on the left sidebar. (You can reach it by going to **Tools > Planning > Reach Planner**.)



Status:
OPEN BETA

Markets/Region: Global

Date Closing: N/A

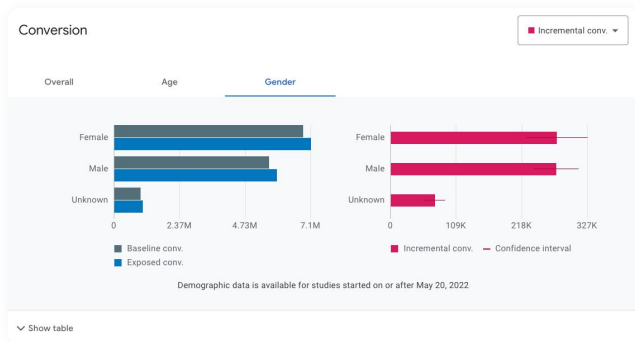
Language:
Google Ads languages

Products: YouTube



Measurement, Analytics, & Tools: Conversion Lift based on users

What: Conversion Lift allows advertisers to rigorously measure the true, causal impact of their campaigns and answer the question of how many conversions occurred because the users saw the ads. Conversion Lift in Google Ads allows advertisers self-service access to create Conversion Lift studies, get feasibility guidance and recommendations to improve experiment precision, and view experiment results in Google Ads Lift measurement. They can also measure Brand, Search, and Conversion Lift metrics together on the same study if allowlisted for all three.



Target audience:

- Advertisers with a good understanding of incrementality and performance expectations
- Advertisers requiring proof of incrementality performance

Advertiser benefits:

- **Cheap:** There is no extra cost or fee. Advertisers only pay for ads that users see. (There is no need to pay for PSA ads.)
- **Fast:** Results are available after three days (assuming minimum thresholds). Tests run for seven to fifty-six days.
- **More sensitive:** Impression tracking of control group users allows advertisers to solely compare the behavior of those users who received the ad impression versus those users who would have received the impression. This eliminates noise in the data to provide the most sensitive and accurate measurement possible.
- **Cross-device enabled:** This measures the impact of campaigns even when the impressions and conversions or page views occur on different devices.

How does it work?

- Advertisers must have at least 150 conversions (recommend over 15,000) using Google Ads conversion tracking and implementing enhanced conversions.

Next steps:

- Please reach out to your account manager for more information on Conversion Lift and to get allowlisted.

YouTube

Demand-Gen

Status:
OPEN BETA OPEN ALPHA

Markets/Region: Global

Date Closing: Indef.

Language: All

Products: Video, Demand Gen



Measurement, Analytics, & Tools: Campaign Translator

What: Campaign Translator provides professional-quality translations of existing Google Ads campaigns at scale. Translations are done via a combination of Google's state-of-the-art translation technology and quality reviews performed by independent, professional translators. Performance Max, Responsive Search Ad (RSA), Dynamic Search Ad (DSA), and Responsive Dynamic Ad (RDA) support is now available.

Languages

Current language of selected campaigns:

🔍 Spanish (Spain)

Spanish (Spain) ✕

Target language(s) for translation:

🔍 french

French ✕

Target audience: Campaign Translator is a good fit for any advertisers committed to expanding their global footprint or presence in international markets and anyone that needs help securing high-quality translations to local languages.

Advertiser benefits:

- It is available to advertisers via their Google teams.
- There is no cost to advertisers. (Google covers the cost.)
- Requests are completed in seven business days. Large requests may take longer.
- It supports Performance Max, Search campaigns (including RSA and DSA), RDA, and Universal App Campaigns (UAC), including those with ad groups.
- It now also supports text assets for Performance Max campaigns.
- Many popular language pairs are available (about 230 pairs).

How does it work?

- Since Google covers the translation cost, advertisers can only request translations for campaigns that they plan to run soon and for which they have a committed budget.

Next steps:

- Reach out to your account manager for more information about using Campaign Translator.

🔍 Search

📺 Display

📲 Apps

Status:
OPEN BETA

Markets/Region: Global

Date Closing: TBD

Language: Over 40 source languages supported

Products: Search, Google Display Ads, Universal App Campaigns, Performance Max



Measurement, Analytics, & Tools: Multi-campaign experiments

What: Campaign experiments provide an easy way for advertisers to A/B test all kinds of changes to their Google Ads campaigns (Search and Display only). Multi-campaign experiments allow them to consolidate reporting for multiple campaign-level experiments.

Performance comparison: Jun 2 - Jul 23, 2017 ⓘ

Conversions ▾	Conv. rate ▾	Cost ▾	Avg. CPC ▾	Impr. ▾
296 -59% [-64%, -53%] ★	4.22% +14% [-1%, +29%]	\$93.2K -67% [-68%, -67%] ★	\$13.28 -9% [-12%, -7%] ★	55.7K -63% [-64%, -63%] ★

Target audience: This is ideal for advertisers that wish to understand the impact of changes to a group of Google Ads campaigns in aggregate, such as auto-bidding strategies, new formats or extensions, adding audience lists, and more.

Advertiser benefits:

- **Consistent cookie splits:** For experiments in a group, users who trigger multiple experiments will only be exposed to either the control scenario or the test scenario, making cleaner tests.
- **Aggregated reporting:** Advertisers can get aggregated reporting for experiment performance, including statistical significance, in a single report card.

How does it work?

- The multi-campaign experiment creation process is the same as the one for single-campaign experiments. To achieve the benefits of the beta, advertisers should just be sure that their individual experiments share the same:
 - Start and end date (or all have no end date)
 - Traffic split type (query or cookie-based)
 - Split percentage

Next steps:

- Reach out to your account manager for more information about using multi-campaign experiments.

Search

Display

Status:
ALLOWLIST BETA

Markets/Region: Global

Date Closing: TBC

Language: All

Products: Search,
Google Display Ads

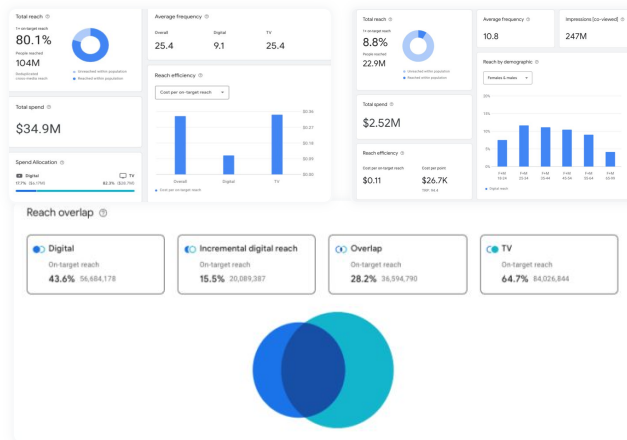


Measurement, Analytics, & Tools: Cross-Media Reach in Google Ads, YouTube vs TV measurement

What: Cross-Media Reach or XMR is a reach and frequency reporting tool for TV and YouTube campaigns that proves YouTube's incremental reach and efficiency when compared to linear TV. XMR is powered by the TV data provider in each country and accurate YouTube data (including CTV). It is simple and easy to use.

XMR answers key questions for clients and agencies like:

- How successful was I at reaching my target audience?
- How many incremental people did YouTube help me reach?
- How many people saw my ad on both TV and YouTube?
- Did I meet my frequency goals on each platform?
- What was the cost to reach a unique user?



Target audience:

- Digital planners and buyers that work with brand advertisers to execute campaigns on YouTube (including Google Video Partners) and are primarily focused on driving efficient reach, target frequency, and awareness goals
- Digital planners and buyers looking for post-campaign reporting to understand reach and frequency metrics, whether they've delivered against campaign goals, and how they compare to corresponding linear TV brand campaigns

Advertiser benefits:

- Mid-flight and post-campaign reach and frequency reporting
- Deduplicated reach across campaign IDs in total and on-target for specific demographics
- Digital-video campaigns comparable to corresponding brand campaigns on linear TV with licensed, third-party TV data from Nielsen, Kantar, and other country-specific partners
- Metrics reported: on-target reach, average frequency, gross and target rating points, cost per on-target reach, cost per rating point, incremental reach over linear TV, overlap reach with linear TV, and Cross-Media Reach across digital and linear TV

How does it work?

- Advertisers can find Cross-Media Reach under “Goals: Measurement.”
- Users select “Digital video campaigns” from their Google Ads account.
- Optional: Select corresponding linear TV campaigns from licensed, third-party data (TV data availability permitting, see to the right).

Next steps:

- Watch the new nine-minute [training video](#).
- Check goals: Go to “Measurement” in Google Ads to find Cross-Media Reach listed there. If you can access “Reach Planner (Tools: Planning),” Cross-Media Reach should also be accessible.
- Contact your Google representative to enable your Google Ads account.



Status: OPEN BETA

(via shared allowlist - Reach Planner)

Markets/region: Available globally in over 80 countries with further TV data available in these selected countries

- US, JP, DE, FR, VN, IN, UK where TV data access is broadly available
- AR, CO, CL, BR, KR, PH, VN, TH, ID, MX, MY where TV data access restrictions may apply

H2 '25 CA & IT

Date closing: TBC

Language: English

Recommended products:

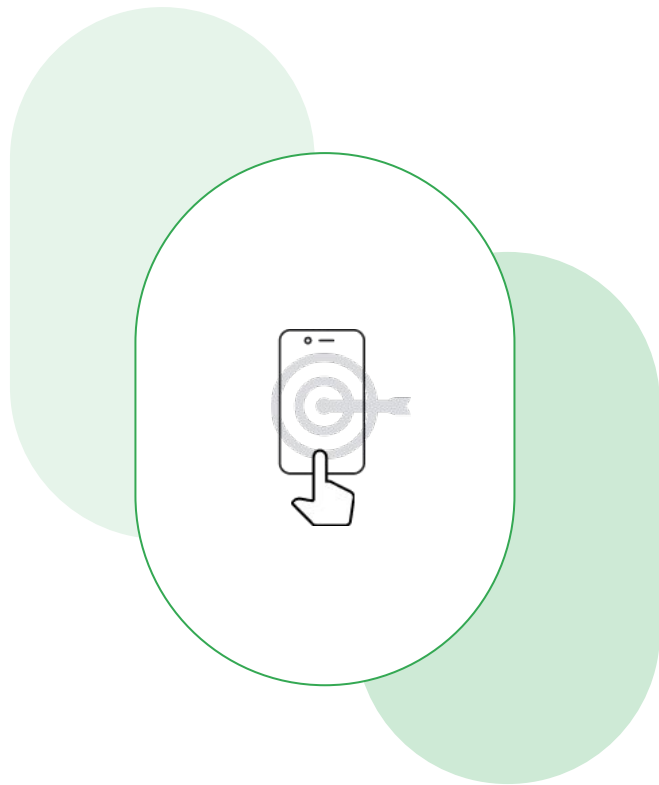
YouTube Video reach campaigns in Google Ads



Google Marketing Platform



Display & Video 360, Search Ads 360,
and Campaign Manager 360





What's new in this edition?

Proprietary + Confidential

Beta Name	Platform	Product	Region
NEW! Audience persona	DV360	Display & Video 360	Global
NEW! Multi-Target Portfolios	SA360	Search Ads 360	Global
NEW! Portfolio Experimentation	SA360	Search Ads 360	Global
NEW! Commerce Audiences	DV360	Display & Video 360	Global - availability by market varies based on Retailer & Data Onboarding Partners engaged
NEW! Commerce Measurement	DV360	Display & Video 360	Global - availability by market varies based on Retailer & Data Onboarding Partners engaged
YouTube Partner Pack buying in Display & Video 360 instant deals	DV360	YouTube, Instant Deals, Display & Video 360	United States, United Kingdom
Non-guaranteed deals for YouTube in Display & Video 360 instant deals	DV360	YouTube, Instant Deals, Display & Video 360	Global
Commitment optimizer	DV360	Display & Video 360	Global
Predictive conversion values	SA360	Search Ads 360, Campaign Manager 360, API, MatchID	Global
Cross-Media Reach Reporting	DV360	Display & Video 360	US, DE, VN, JP, FR
YouTube reservation buying in Display & Video 360 instant deals	DV360	YouTube, Instant Deals, Display & Video 360	Global
Floodlight optimization for YouTube Video action and Demand Gen campaigns in Display & Video 360	DV360	YouTube, Video Action	Global
Value-based bidding for YouTube Video action and Demand Gen campaigns in Display & Video 360	DV360	YouTube, Video Action, Demand Gen	Global
YouTube (CPM) Masthead Targeting in Display & Video 360 instant deals	DV360	YouTube, Instant Deals, Display & Video 360	Global
Commerce Audiences	DV360	Display & Video 360	Global
Commerce Measurement	DV360	Display & Video 360	Global



Display & Video 360: Audience persona

What: With Display & Video 360 audience personas, advertisers will be able to make the most of the power of AI to streamline audience creation. In the UI, advertisers will see a free-form text to submit a prompt about who their ideal persona is. Display & Video 360 then translates this input into existing demo and Google-defined audiences and adjusts the “Demographic” and “Google audiences” targeting sections accordingly.

The screenshot shows the 'New display line item' form. It has a header 'Describe your audience' with a note: 'We will suggest Demographics and Google audiences based on your prompt. Hate speech and discriminatory descriptions will not be translated.' Below this is a text input field with a blue border and a magnifying glass icon. A small link 'Remember to add details like age, gender or interests. Learn more' is below the field. The form is divided into sections: 'Environment' with a checked box 'Include the following environments' and sub-items 'Web' and 'App'; 'Viewability' with a checked box 'Open measurement' and a sub-item 'Target only Open Measurement enabled mobile display inventory'; 'Geography' with a checked box 'Region includes' and sub-items 'Chicago, IL, United States (DMA Region)'. There is an 'Add targeting' link. The 'Settings' section has 'Flight dates' with two options: 'Use the same dates as insertion order' (Dec 1, 2023 - Apr 1, 2024) and 'Custom dates' (selected), which shows a date range from 'Dec 28, 2023' to 'Jan 23, 2024'. At the bottom, a note says 'Budget and pacing depend on both insertion order and line item settings.'

Target audience: This is a good fit for advertisers and agencies using demo and/or Google audience targeting on Display & Video 360 that want to improve operational efficiency.

Advertiser benefits:

- **Reduce complexity of audience targeting** by using a more efficient and automated targeting workflow.
- **Improve discoverability of robust and performant** audience-targeting solutions.

How does it work?

- Once allowlisted for beta, advertisers should navigate to the partner’s line item creation page.
- Under “Targeting,” they should navigate to the “Help Me Fill Out Audience Details” and input their customer persona.
- After selecting “Generate,” the model will provide recommended targeting, after which users are able to review/modify, apply as desired.

Next steps:

- Reach out to your Display & Video 360 team to express interest in this product.

★ New Beta

Display

Status:
OPEN BETA

Markets/Region: Global

Date Closing: N/A

Language: English

Products: Display



Search Ads 360: Multi-target portfolios

What: Multi-target portfolios offer users granular controls to help advertisers get the most out of Search Ads 360 portfolios, with flexible sub-portfolio grouping that allows for organization by engine, campaign type, line of business, and more.

At the overarching portfolio level:

- Select currency
- Enable ATB across Google Ads or Microsoft Ads
- Link in existing bid strategies as sub-portfolios or create a new sub-portfolio

At the sub-portfolio level:

- Specify ROI targets for each sub-portfolio
- Optionally, set a min/max ROI target range if there is flexibility in targets

Ads 360 New bid strategy

Recommended because it can help improve performance by using real-time contextual signals like time and location. Available for Google Ads campaigns only.

☒ Use Microsoft Advertising extra-time bidding
Recommended because it can help improve performance by using real-time contextual signals like time and location. Available for Microsoft Advertising campaigns only.

Portfolio linking

#Test description here about creating sub-portfolios and how much flexibility/control users want to give bidding algorithm

Top: TargetCPA_15	Unlink
Sweaters_ICPA_25	

Create a sub-portfolio by selecting an existing bid strategy or a set of campaigns. Search Ads 360 will pull in your current bid strategy or campaign settings and try to pre-populate target's accordingly.

Create a new sub-portfolio from:

A set of campaigns CampaignName, CampaignName +1 more

Sub-portfolio name Sweaters_ICPA_25 Bid strategy S25.00

Set additional CPA constraints

Min CPA (optional) \$ Max CPA (optional) \$

Advanced auction time bidding and in-tray options

Save Cancel

Target audience: Customers who are currently using Search Ads 360 portfolio bidding and willing to consolidate portfolios.

Advertiser benefits:

- Multi-target portfolios allow customers to make the most of Search Ads 360 portfolio optimization - with new levers to provide even more control.
- **Create portfolio groups** to link together existing bid strategies or relevant campaigns across engines and channel.
- **Define ROI targets for each sub-portfolio**, allowing for a different ROI as needed for each group of campaigns (e.g. engine, brand, category, campaign type).
- **ROI target ranges** help advertisers with some flexibility to allow the system to find incremental opportunities across the larger portfolio.

How does it work?

- Once allowlisted for beta, advertisers can navigate to the sub-manager account and create a new bid strategy > multi-target tCPA/tROAS to get started.

Next steps:

- Reach out to your Search Ads 360 team to express interest in this product.

New Beta

Search

Performance Max

Shopping

Status:
LIMITED ALPHA

Markets/Region: Global

Date Closing: Ongoing

Language: All

Products: Search Ads 360



Display & Video 360: Commerce audiences

What: Display & Video 360 commerce audiences unlock a new era of predictive targeting for brands. By enabling direct access to commerce-curated audiences within a brand's Display & Video 360 account, brands can now engage high-intent shoppers across their purchase journey using prospecting (e.g. audience bought a given category of products) or retargeting (e.g. audience bought an advertiser's products) audiences.

Target audience:

- **Display & Video 360 brands:** This is a good fit for advertisers looking for shopping audiences from retailers or non-endemic brands looking for purchase behavior data from participating commerce partners that control the point of sale.

Advertiser benefits:

- Advertisers gain greater control over their commerce media campaigns, can optimize ad spending, drive measurable results, and manage frequency across commerce media and full funnel campaigns.

Commerce Partner benefits:

- **Unlock new revenue potential:** Advertisers can create a new revenue stream by monetizing valuable shopper data at scale with self service.
- **Drive business growth:** Advertisers can execute more effective campaigns that ultimately drive increased sales and customer loyalty across their platform.

How does it work?

- This solution enables advertisers to access and activate pre-built or custom audiences curated by a number of participating commerce media networks directly within their Display & Video 360 accounts.

Next steps:

- For more information on the allowlisting process and matching with participating commerce media network audiences, reach out to your Google team.

✦ New Beta

Display

Video

Status:
ALLOWLIST BETA

Markets/Region: Global, market limitations based on participating Commerce Partners.

Date Closing: N/A

Language: All

Products: Display & Video 360



Search Ads 360: Portfolio experimentation

What: With Search Ads 360 portfolio experimentation, customers will soon be able to easily set up A/B testing at the portfolio level. This allows enterprise users to scale testing across hundreds of campaigns and search engines in a few simple steps.

Unique to Search Ads 360:

- Unlock cross-engine testing at the Search Ads 360 portfolio level
- Direct setup from Search Ads 360 UI

Target audience: This is a good fit for customers currently using Search Ads 360 portfolio bidding and willing to consolidate portfolios (e.g. cross-engine) based on an existing “Consolidate portfolios” Search Ads 360 bidding recommendation.

Advertiser benefits:

- **Cross-engine, portfolio-level** experimentation
- **Easy setup** and experimentation **reporting** in the Search Ads 360 UI
- **Testing and impact validation** of incremental opportunities surfaced through **bidding recommendations**

How does it work?

- Once allowlisted for the beta, advertisers can navigate to their sub-manager account and view their available “Consolidate portfolios” Search Ads 360 bidding recommendations.
- If interested in testing a recommendation, click “Create an experiment” and set up a 50/50 split test. The recommended testing duration is at least six weeks.

Next steps:

- Reach out to your Search Ads 360 team to express interest in this product.

✦ New Beta

Search

Recommendation EXPERIMENT AVAILABLE

Create an experiment NEW

Test the potential uplift of combining these 3 bid strategies into a single portfolio. You can view the status and results on the Experiments page in Bidding & planning.

If you find the results favorable, you can then apply the settings to combine your bid strategies.

Experiment name

Control arm
These current bid strategies will be used as your baseline to measure against.
ICPA US west, ICPA US east, ICPA US central

50% Budget/traffic

Treatment arm
This combined portfolio bid strategy will be tested against the control. It uses copies of the campaigns in the control arm.

50% Budget/traffic

Treatment arm name

Target CPA: \$1000

Experiment dates
Mar 1 – Apr 30, 2025

Select a date range between 6 and 12 weeks. Experiment dates can't be changed after you create this experiment.

Run experiment Cancel

This simulation is based on recent performance. These estimates do not guarantee similar results.

Status:
LIMITED ALPHA

Markets/Region: Global

Date Closing: Ongoing

Language: All

Products: Search Ads 360



Display & Video 360: Commerce measurement

What: The Display & Video 360 commerce measurement beta in accompaniment to the [Display & Video 360 commerce audiences beta](#) will allow participating brands to unlock closed loop measurement and SKU-level reporting and optimizations, on commerce audience-enabled line items across third-party inventory.

Target audience:
<ul style="list-style-type: none">Display & Video 360 brands: This is a good fit for advertisers looking for shopping audiences from retailers or non-endemic brands looking for purchase behavior data from other commerce partners that control the point of sale.
Advertiser benefits:
<ul style="list-style-type: none">Measurement of revenue metrics: Advertisers can view return on ad spend (ROAS) and sales conversion rates against commerce audiences.Data-driven optimization: Going beyond metrics such as clicks or site visits, advertisers can view and enable auto bidding against actual sales data from partner retailers and refine strategies on a more real time basis.
How does it work?
<ul style="list-style-type: none">Display & Video 360 will allow measurement of advertiser campaigns using conversions from participating commerce/retail partners.As part of the beta, a Display & Video 360 brand can access measurement for line items targeting commerce audiences from the same retailer/commerce partner (both data sets are onboarded by LiveRamp).

Next steps:

- For more information on how the Display & Video 360 commerce measurement beta works, please reach out to your Google team.

New Beta

Display

Video

Status:
ALLOWLIST BETA

Markets/Region: Global, market limitations based on participating Commerce Partners.

Date Closing: N/A

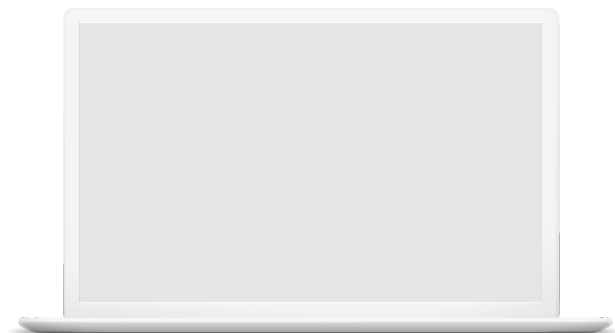
Language: All

Products: Display & Video 360



Display & Video 360: YouTube partner pack buying in Display & Video 360 instant deals

What: Display & Video 360 now offers seamless access to YouTube partner packs – curated inventory packages from top-tier content providers like Vevo, NBCUniversal, and Warner Bros. Discovery, directly through the instant deals workflow. Using instant deals' automated forecasting, deal negotiation, and creation tools, advertisers can quickly execute custom programmatic guaranteed deals, maximizing reach and impact against the audiences who matter most to their business.



- Target audience:**
- Advertisers and agencies that book partner-sold (e.g. Vevo, NBCUniversal, and Warner Bros. Discovery) programmatic guaranteed deals on YouTube and want to benefit from the time savings gained from self-service booking.
 - Advertisers and agencies that are interested in booking previously unavailable YouTube partner packs via instant deals.

- Advertiser benefits:**
- Forecast maximum impression availability for Vevo, NBCUniversal, and Warner Bros. Discovery content on YouTube and flexibly activate guaranteed buys from the UI.
 - Holistically [manage frequency](#) across all YouTube formats, bid strategies, and device types alongside all programmatic buys and measure the [added reach](#) gains.
 - Benefit from simplified ad operations with self-service tools for tagging, tracking, and trafficking for third-party ad served ([VAST](#)) in-stream ads.
 - Expand their reach with enhanced targeting capabilities (custom affinity, detailed demo, life events and in-market audiences).
 - **NEW!** Make the most of richer storytelling and engagement with support for **30-second** creative assets and **QR code overlays** on non-skip ads.

- How does it work?**
- For more information on placements targeting for guaranteed [instant deals](#) (line items), advertisers should visit the [Help Center](#).

- Next steps:**
- Reach out to your Google team to express interest in this product.



Status:
OPEN BETA

Markets/Region: United States,
United Kingdom

Date Closing: Ongoing

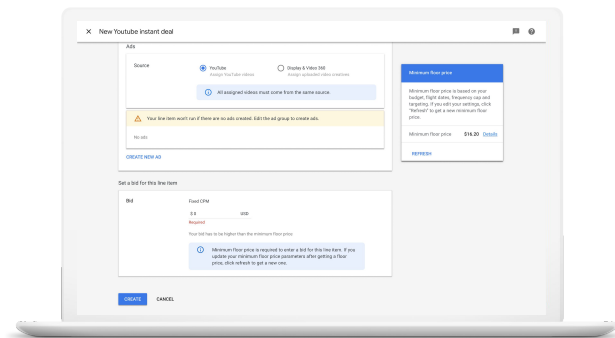
Language: All

Products: YouTube, Instant Deals,
Display & Video 360



Display & Video 360: Non-guaranteed deals for YouTube in Display & Video 360 instant deals

What: While traditional guaranteed deals provide reliable quality and impact, today's market requires greater agility and responsiveness. That's why we're introducing instant deals—a tool for marketers to configure customized deals with top publishers right from the Display & Video 360 interface, skipping the negotiation process. This workflow is already available today for high-impact reservation YouTube placements like YouTube Select (including YouTube TV and YouTube Shorts) and cost-per-thousand-impressions (CPM) Masthead. Starting later this quarter, advertisers and agencies will be able to access those same placements via [non-guaranteed deals](#) for even greater flexibility.



Target audience:

- Advertisers that currently activate campaigns targeting YouTube reservation placements and want to use newly available targeting for more precise reach
- Advertisers that have traditionally avoided YouTube reservation placements because they were unwilling to commit to guaranteed impression volumes
- Advertisers interested in implementing a more holistic audience-centric approach to media activation strategies powered by first-party data

Advertiser benefits:

- **Secure premium placements while maintaining budget flexibility** across tactics, and maximize impact through the unique adaptability of non-guaranteed placements.
- **Expand reach with enhanced targeting**, like custom affinity, detailed demo, life events, and in-market audiences, along with new features like customer match, proximity targeting, and advanced pacing controls, available only through this workflow.
- **Capitalize on peak audience engagement during major live events**, and secure coveted ad inventory that's difficult to forecast, such as NFL Sunday Ticket games.
- **Optimize inventory strategy** by combining guaranteed and non-guaranteed placements to meet their commitments and boost overall performance.
- **Strategically balance reach and frequency goals**, maximizing incremental reach and overall impact through the flexibility not offered in guaranteed placements.

How does it work?

- Minimum floor CPM will align with either expected market rates or negotiated rates for guaranteed deals, including associated upcharges.

Next steps:

- For more information on creating non-guaranteed [instant deals](#) for YouTube, reach out to your Google team.



Status:
ALLOWLIST BETA

Markets/Region: All Markets

Date Closing: Ongoing

Language: All

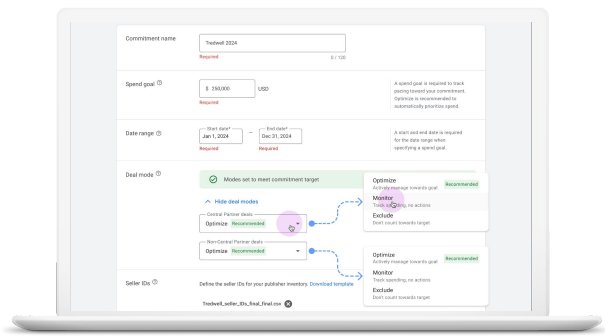
Products: YouTube, Instant Deals, Display & Video 360



Display & Video 360: Commitment optimizer

What: Commitment optimizer uses Google AI to automatically distribute negotiated deals across central partner-linked Display & Video 360 partners to fulfill publisher commitments and maximize cross-advertiser performance. It helps agencies and advertisers to create a publisher commitment, track spend and gain insights, and set targets for Display & Video 360 to help meet target spend.

By bringing formats like connected TV (CTV) into biddable environments, more advertisers gain access to premium inventory with enhanced decisioning via first-party data and Google AI-powered optimizations without compromising publisher sales.



Target audience:

- Agency clients that historically negotiated multiple CTV and programmatic guaranteed deals for individual advertisers with commitments to meet
- Agency clients that have adopted and actively use central partner
- Agency clients that are looking to use programmatic decisioning on their CTV/guaranteed inventory buys, enabling audience targeting, use of first-party data, and optimization powered by Google AI for the first time

Advertiser benefits:

- **Advertisers can scale** the distribution and activation of premier inventory across more agency clients through auto-deal sharing and auto-targeting.
- **They can prioritize** delivery toward commitments with added controls for monitoring pacing and meeting spend targets, simplifying workflows for spend commitment tracking.
- **They can also optimize** inventory commitments using Google AI and auction-style decisioning to dynamically match impressions across all clients to maximize their performance.

How does it work?

- To be eligible for commitment optimizer, **customers are required to have a Display & Video 360 central partner instance.**

Next steps:

- Reach out to your Google team to express interest in this product and find out if you are eligible.

Display

Video

Status:
CLOSED BETA

Markets/Region: Global

Date Closing: Ongoing

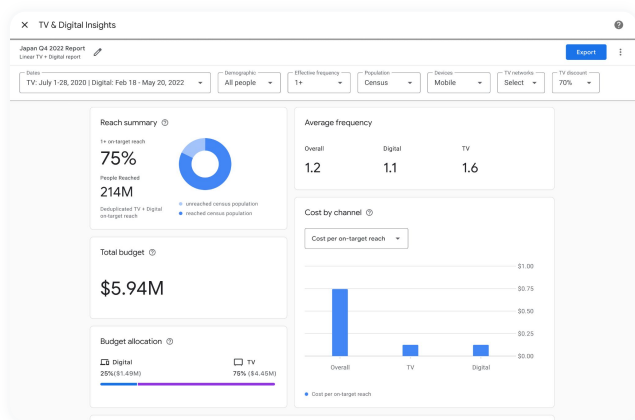
Language: All

Products: Display & Video 360



Display & Video 360: Cross-Media Reach reporting

What: Cross-Media Reach is a reach and frequency reporting tool that delivers cross-media insights for digital (YouTube and third parties), TV, and the intersection between the two. It measures incremental and deduplicated reach that's driven by historical campaigns in a single view using trusted third-party TV data and accurate digital data (including connected TV). It offers advertisers the ability to measure post-campaign performance across media, close the plan-buy-measure cycle, and earn useful insights to optimize their next investments across linear and digital campaigns.



Target audience:

- Display & Video 360 agencies and direct clients
- Media planners that will use insights to inform future campaign budget allocation
- TV buyers

Advertiser benefits:

- Advertisers can view the holistic impact across digital and linear buys across campaigns.
- They can accurately measure the reach and efficiency of YouTube, third-party, and open exchange campaigns bought via Display & Video 360, alongside TV.
- They can also derive the full impact of media unification by shifting investments to the most efficient and impactful formats.

Video

Status:
GENERAL AVAILABILITY

Markets/Region:
US, DE, VN, JP, FR

Date Closing: N/A

Language: English

Products: Display & Video 360

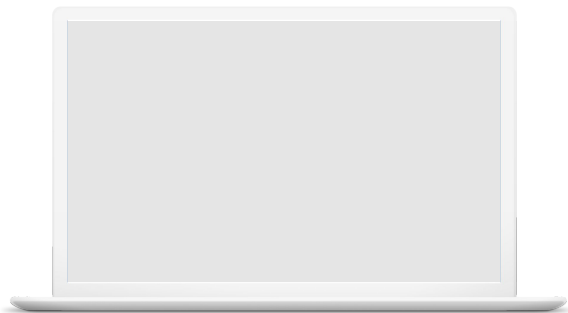
Next steps:

- In general availability, it is open to all advertisers in eligible markets.



Display & Video 360: YouTube reservation buying in Display & Video 360 instant deals

What: Display & Video 360 instant deals allow advertisers to book and activate YouTube reservations targeting YouTube's most popular content (YouTube Select, YouTube TV, YouTube Shorts) and premium placements (YouTube Masthead). It is perfect for driving Awareness & Brand Consideration. Using instant deals' automated forecasting, deal negotiation, and creation workflows, advertisers can quickly create custom ad packages that reach the audiences who matter most to their business.



- Target audience:**
- Advertisers and agencies that currently book YouTube Select reservations via Programmatic Guaranteed and would benefit from the time savings gained from self-service booking
 - Advertisers and agencies that would be interested in booking previously unavailable YouTube reservation products (for example, YouTube Select) on instant deals
 - Advertisers and agencies not currently consolidating YouTube Select reservations in Display & Video 360 (for example, standard reservations via direct IO only)

Advertiser benefits:

They can:

- Forecast maximum impression availability for YouTube's most prominent placements and flexibly activate guaranteed or non-guaranteed buys (**NEW!** for 2024/2025) from the UI.
- Holistically [manage frequency](#) across all YouTube formats, bid strategies, and device types alongside all programmatic buys and measure the [added reach](#) gains.
- Benefit from simplified ad operations with self-service tools for tagging, tracking, and trafficking for third-party ad served ([VAST](#)) in-stream ads.
- Expand their reach with enhanced targeting capabilities (custom affinity, detailed demo, life events, and in-market audiences), including [Customer Match](#) and proximity targeting for non-guaranteed deals.
- **NEW!** Make the most of richer storytelling and engagement with existing **30 and 60-second** creative assets in front of YouTube Select's most-streamed content with **QR code overlays**.

How does it work?

- For more information on direct targeting of YouTube Select lineups when creating guaranteed instant deals, advertisers should visit the [Help Center](#).

Next steps:

- Reach out to your Google team to express interest in this product.



Status:
OPEN BETA

Markets/Region: Global

Date Closing: Ongoing

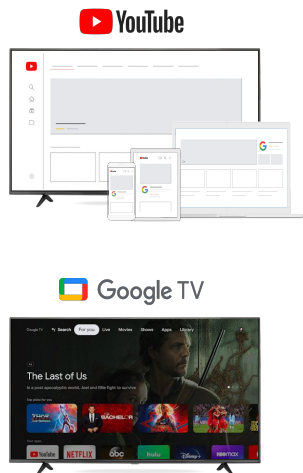
Language: All

Products: YouTube,
Instant Deals, Display & Video 360



Display & Video 360: YouTube (CPM) Masthead targeting in Display & Video 360 instant deals

What: Previously only available for direct buys, the YouTube cost-per-thousand-impressions (CPM) Masthead format allows advertisers to own the top slot of the YouTube homepage and showcase their brand through mass reach and awareness across screens. Advertisers can elevate brand visibility and command attention across all devices, with campaign configuration in a matter of minutes from the Display & Video 360 UI.



Target audience:

- Advertisers and agencies that currently book YouTube (CPM) Masthead reservations via Programmatic Guaranteed and would benefit from the time savings gained from self-service booking
- Advertisers and agencies that would be interested in booking previously unavailable YouTube reservation products (e.g., YouTube [CPM] Masthead) in instant deals
- Advertisers and agencies not currently consolidating YouTube (CPM) Masthead reservations in Display & Video 360 (i.e., standard reservations via direct IO only)

Advertiser benefits:

- Forecast maximum impression availability for YouTube's most prominent placements and flexibly activate guaranteed or non-guaranteed buys (**NEW!** for 2024/2025) from the UI.
- Holistically [manage frequency](#) across all YouTube formats, bid strategies and, device types alongside all programmatic buys and measure the [added reach](#) gains.
- Expand their reach with enhanced targeting capabilities (custom affinity, detailed demo, life events, and in-market audiences), including [Customer Match](#) and proximity targeting for non-guaranteed deals.
- **NEW!** Make a lasting first impression on potential customers by reserving bundled Google TV Masthead ads along with CPM Masthead ads on YouTube, capturing their attention the moment they turn on their Google TV device or open the YouTube app.

Next steps:

- For more information on targeting the YouTube (CPM) Masthead when creating guaranteed [instant deals](#), reach out to your Google team.

YouTube

Status:

GENERALLY AVAILABLE

Markets/Region: Global

Date Closing: Ongoing

Language: All

Products: YouTube, Instant Deals, Display & Video 360