

up next 1:00pm

CHAT WITH GOOGLE:

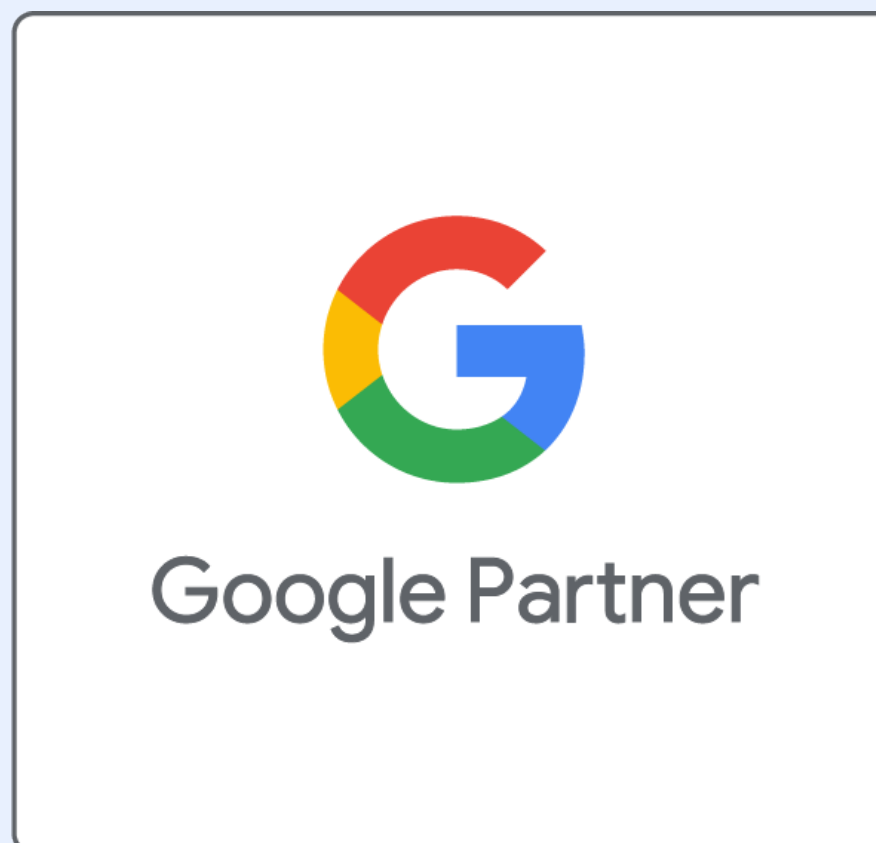
A New Era of AI, A New Era of Google Ads

INDUSTRY
INSIDER
summit



Yuki Yuan

Sr. Strategic Digital Advisor, Google



MaxConnect Marketing



Google Premier Partner

The Google Partner badge signals to clients and the industry that LocaliQ is an expert in digital advertising.

The Premier Partner badge recognizes companies in the top 3% of Google Ads partners in their country.

Google  YouTube

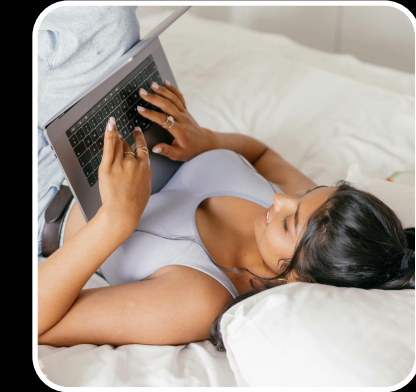
Be where
discovery starts
and decisions are
made



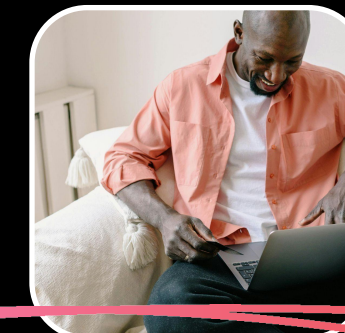
Consumer behavior is
(predictably)
unpredictable

Today's consumer
is **seamlessly** and
simultaneously
moving across
4 key behaviors

Searching



Streaming



Scrolling



Shopping

Only Google and YouTube
get you in front of customers across
these four behaviors



Streaming

ICYMI: YouTube is the leader in streaming by watchtime



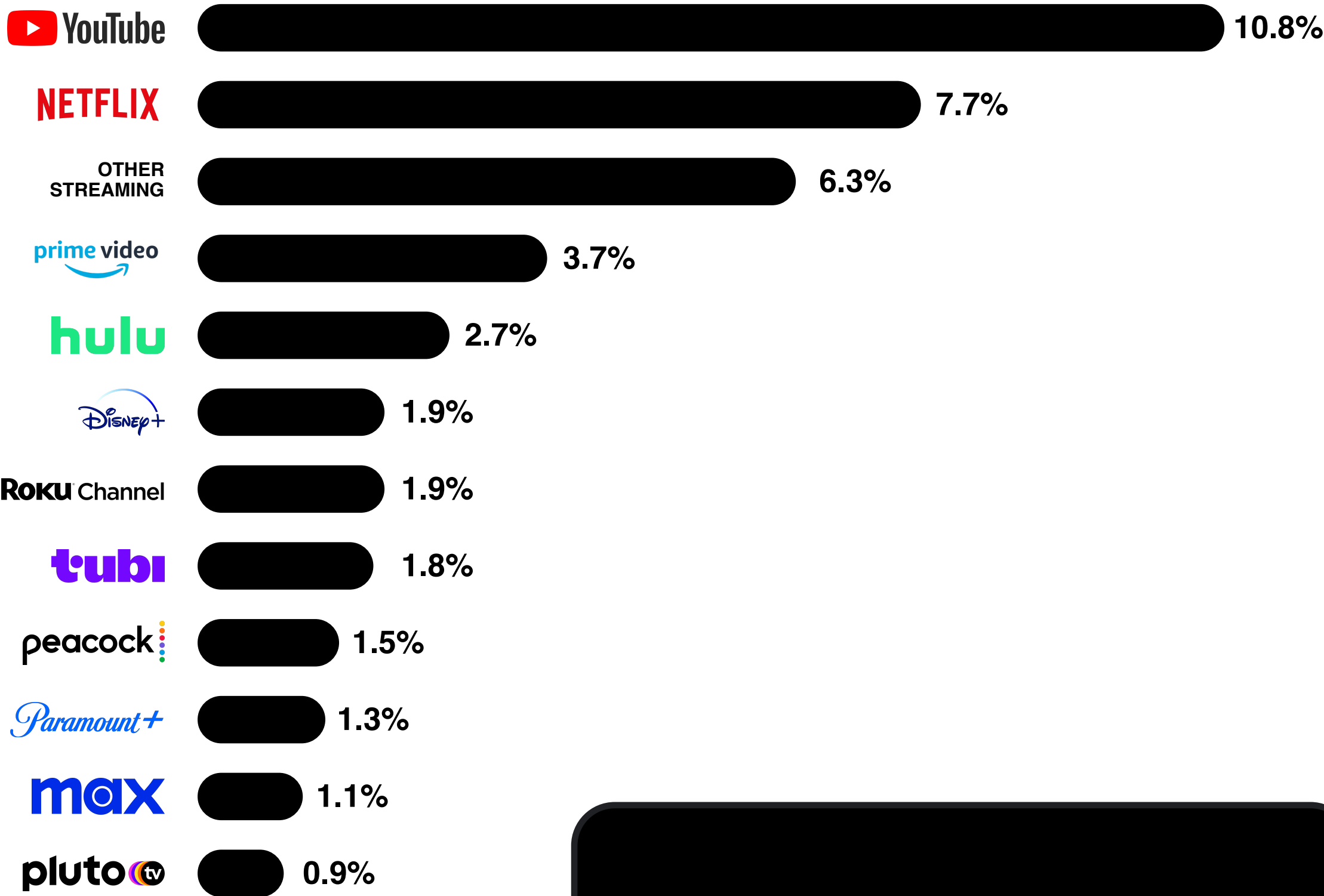
How YouTube Took Over Our Television Screens

The platform first known for viral videos now attracts more viewers on TVs than Netflix, Disney+ or Amazon Prime Video.

SOURCE: 1. Nielsen Total TV & Streaming Report, US, Feb '23 - April '24 2. YouTube Internal Data, Global, Jan 2024

NOVEMBER 2024

YouTube continues to be #1 in TV & streaming as reported by The Gauge



SOURCE: Nielsen National TV Panel Data plus Streaming Video, Nov. 2024

People stream +1B hours of YouTube daily on TV screens

Scrolling

YouTube Shorts is the only platform taking short-form video from mobile to TV screens

Views on TV screens more than doubled

Over **70 billion daily views** on average

In the U.S, 40% of YouTube Shorts users 18-44 don't use TikTok



Searching

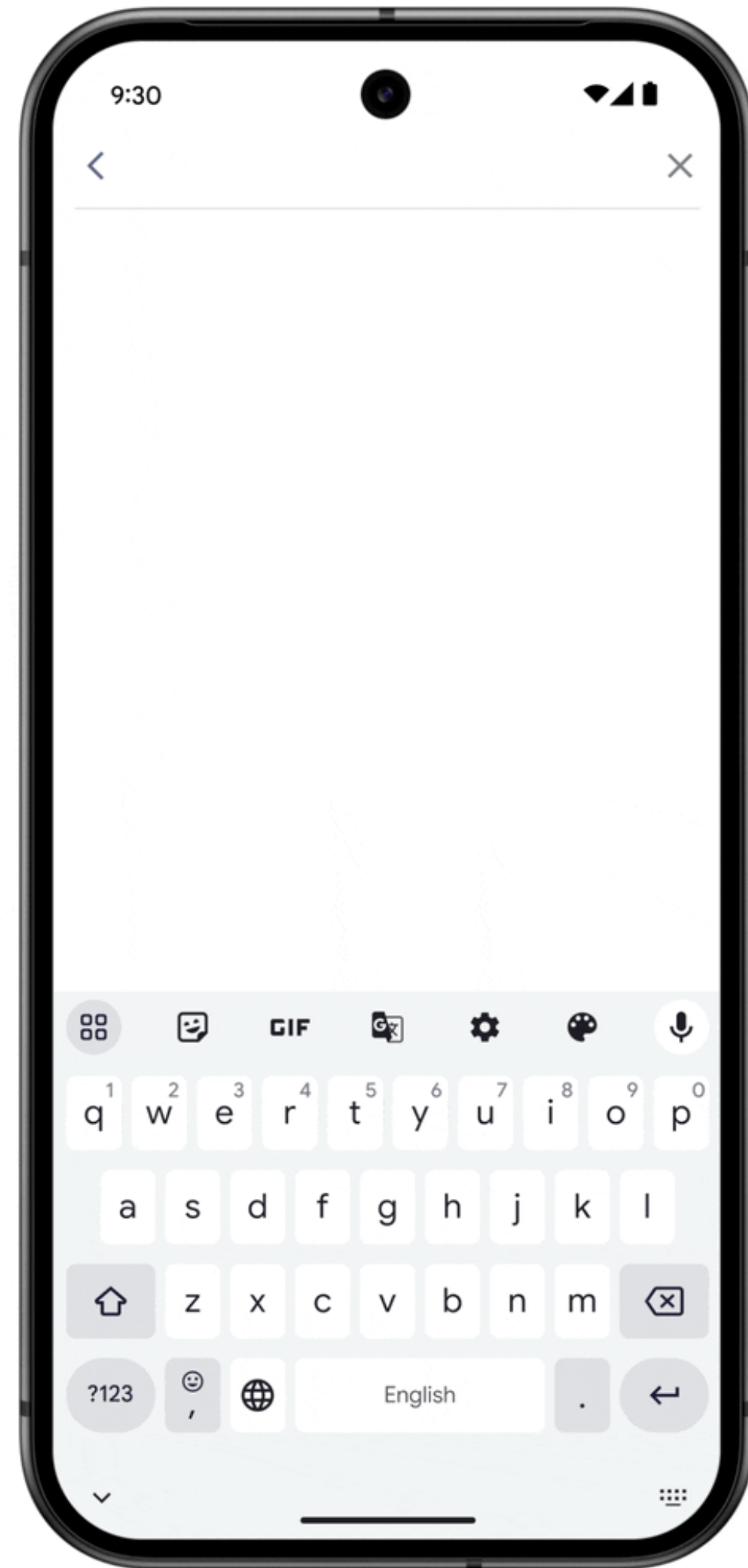
Google Search
reaches over
2 billion users daily

We see over
5 trillion searches
on Google annually

They captivated

Gen Z are heavy
users of Google
Search; signed in
users aged 18-24
issue **more queries**
each day than other
age groups

Google Search is the greatest platform
for capturing intent ever made



Google AI is unleashing the full potential of Google Search

AI Overviews reach more
than **1 billion people globally**
every month in 100+ countries

AI Overviews has resulted in
increasing volume
of commercial queries

Experiences shown are currently available in the U.S.

SOURCES: 1. Google Internal Data, October 2024 2. Google Internal Data

Get Ready with Smart Bidding & AI-powered Ads

to be where *discovery starts* and *decisions are made*

Broad Match

skin care for dry sensitive skin

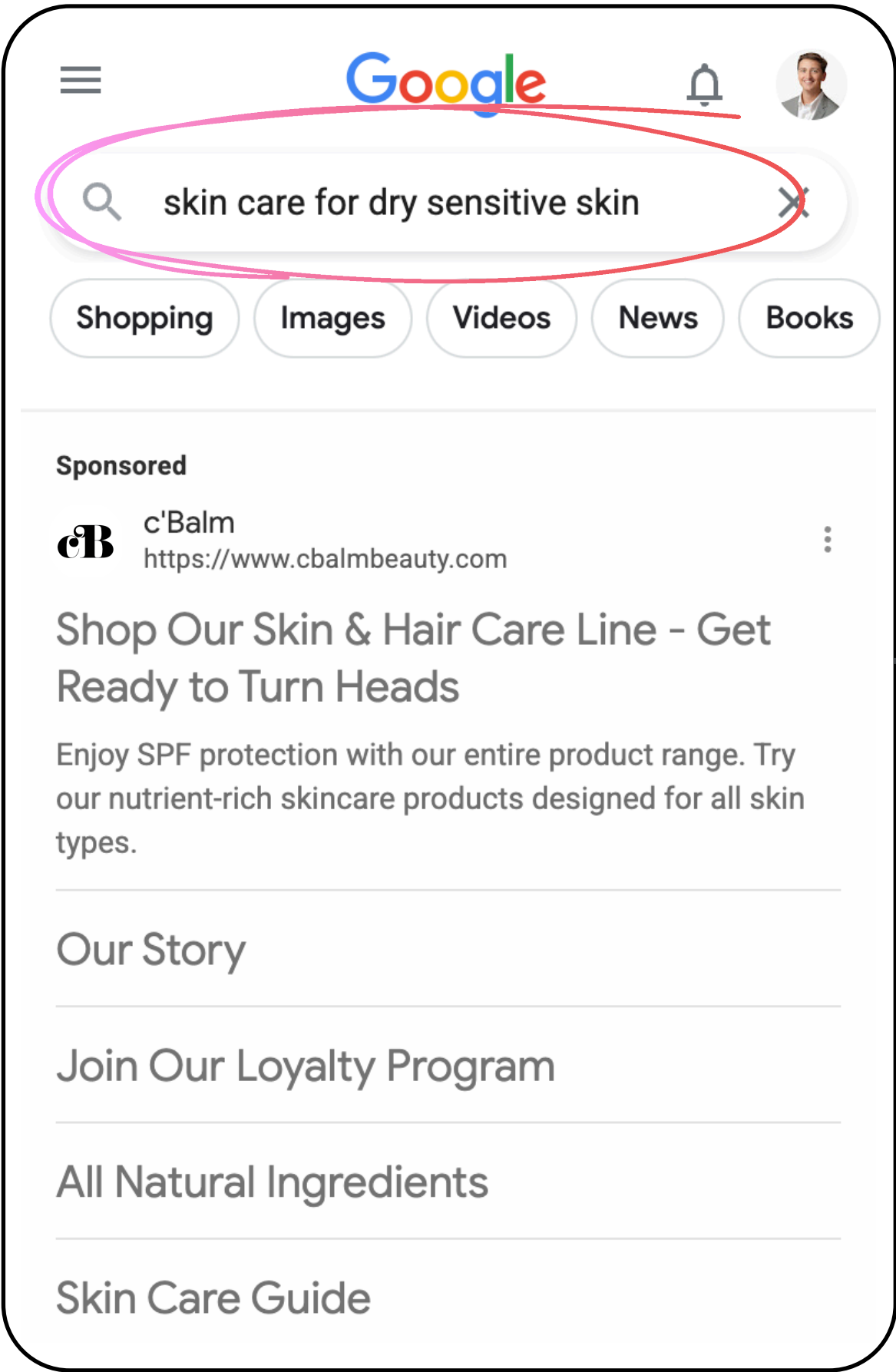
Moisturizer

Broad Match keyword that could be matched with the query 'skin care for dry sensitive skin'

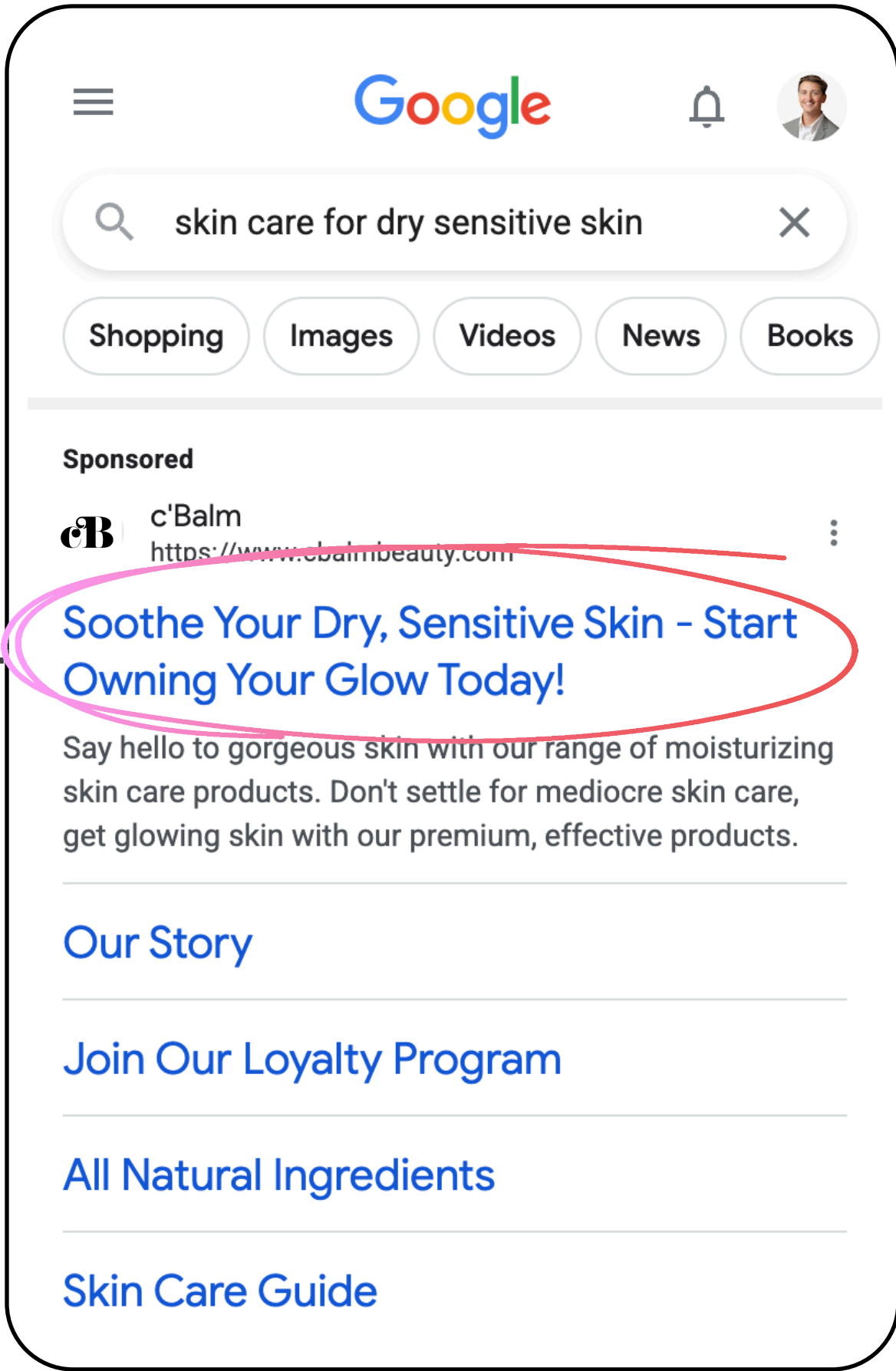
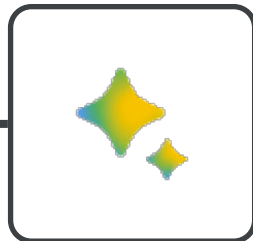
Broad Match + Smart Bidding for Search campaigns delivers **23% higher ROAS** and **17% higher sales effectiveness** ¹

1. Nielsen MMM meta analysis commissioned by Google in 2024 that measured Google AI-powered Search ads; Research spanned 1.1MM campaigns across 104 weeks from Food, Beverages, Restaurants, Home & Personal Care; Retail; Branded Apparel & Durables; Telecommunications; and Automotive verticals between 2022 and 2024; ROAS defined as incremental sales per \$ spent; Sales Effectiveness defined as incremental sales per 1000 impressions

Automatically Created Assets



From:
No ACA assets



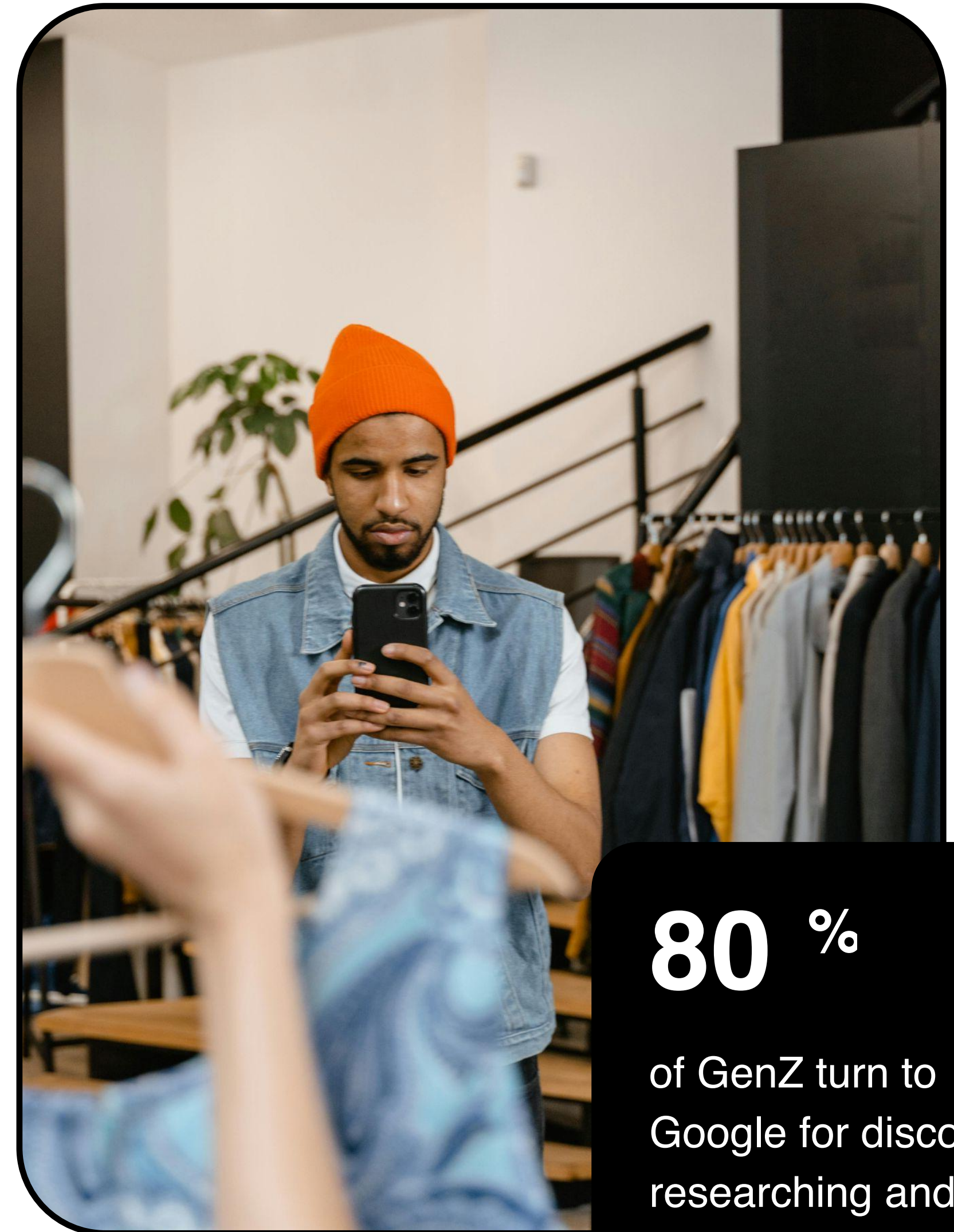
To:
With ACA assets

Shopping

Google and YouTube are indispensable for shopping

People shop across Google more than **a billion times** a day

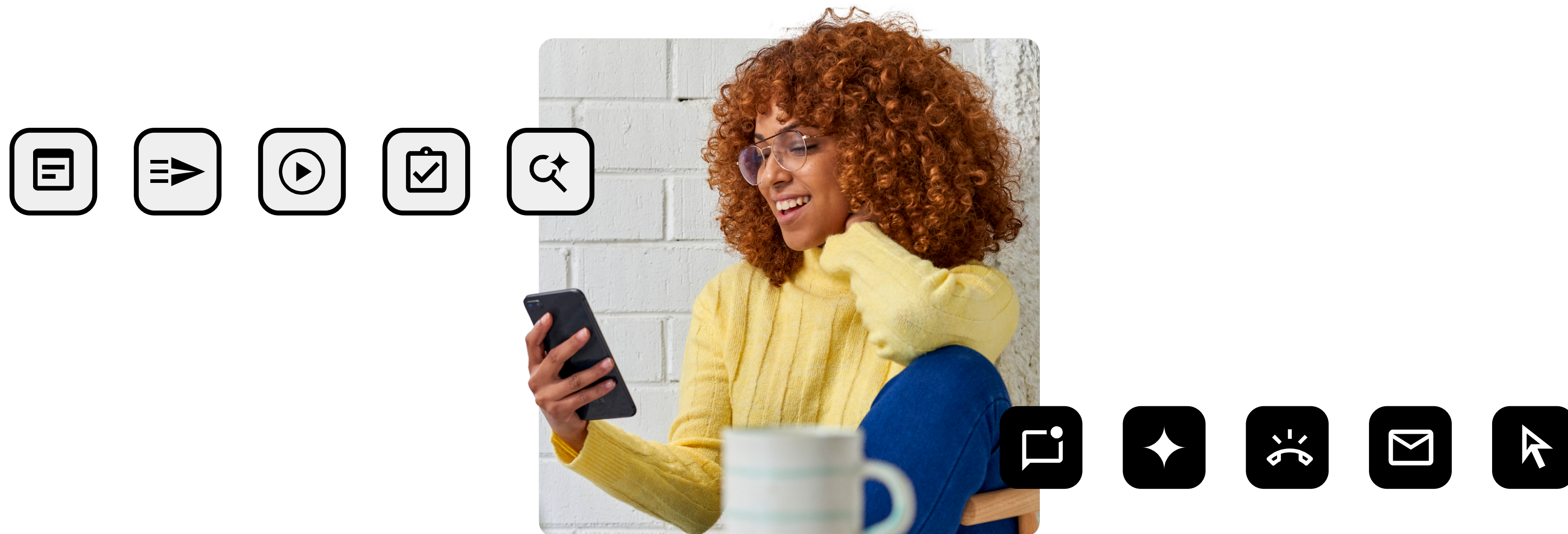
When making online purchases involving multiple touchpoints, logged-in consumers turn to Google and YouTube **twice as often** as the leading social media platform



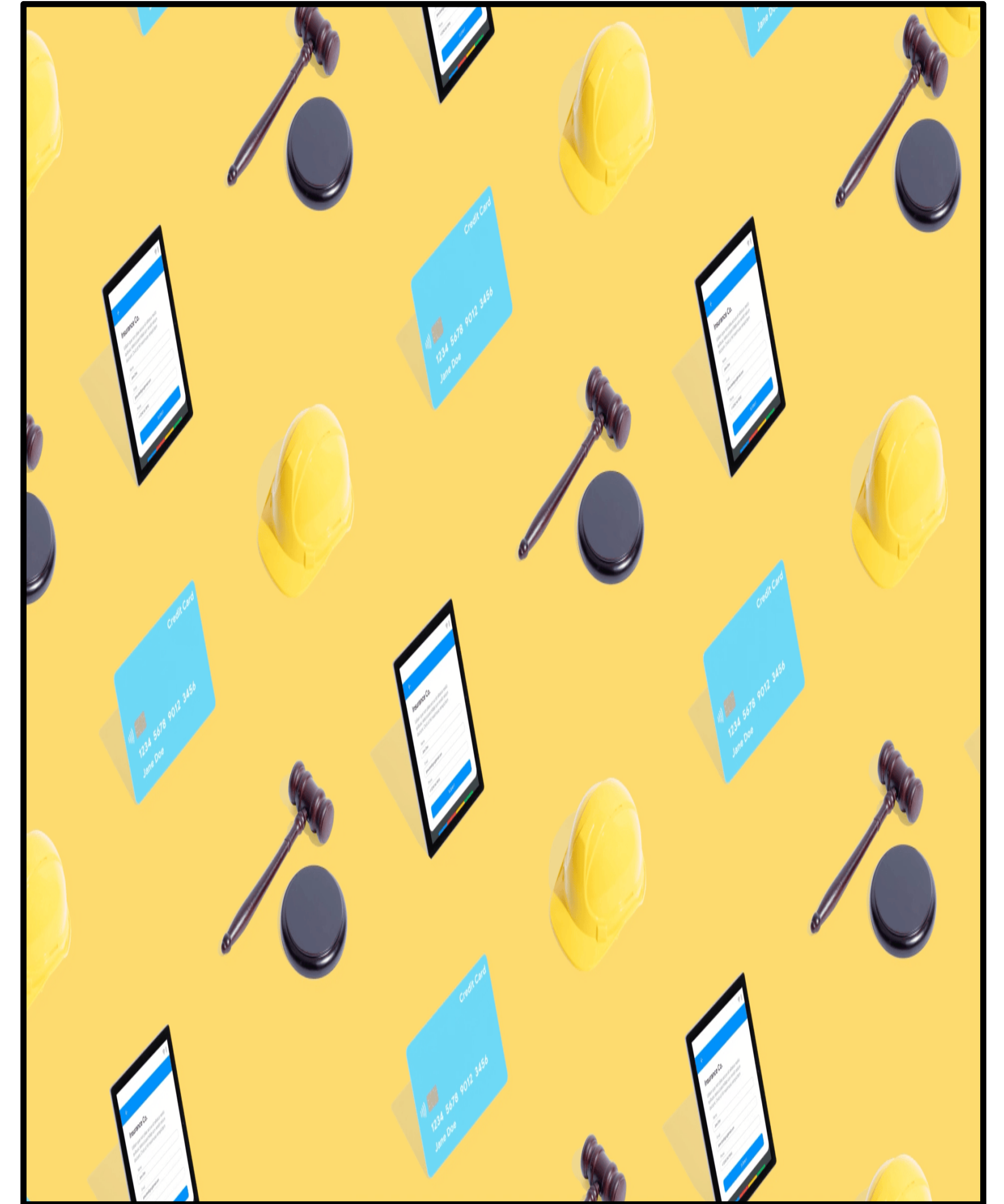
80 %

of GenZ turn to
Google for discovering,
researching and
purchasing

When research is done on Google and YouTube, people are 2.2x more likely to fill out a lead form



73% of companies
optimizing for high-
value customers
drove more
high-quality leads
with Google Ads
than social platforms



Google's AI advantage is **your** business advantage



Infrastructure

Research

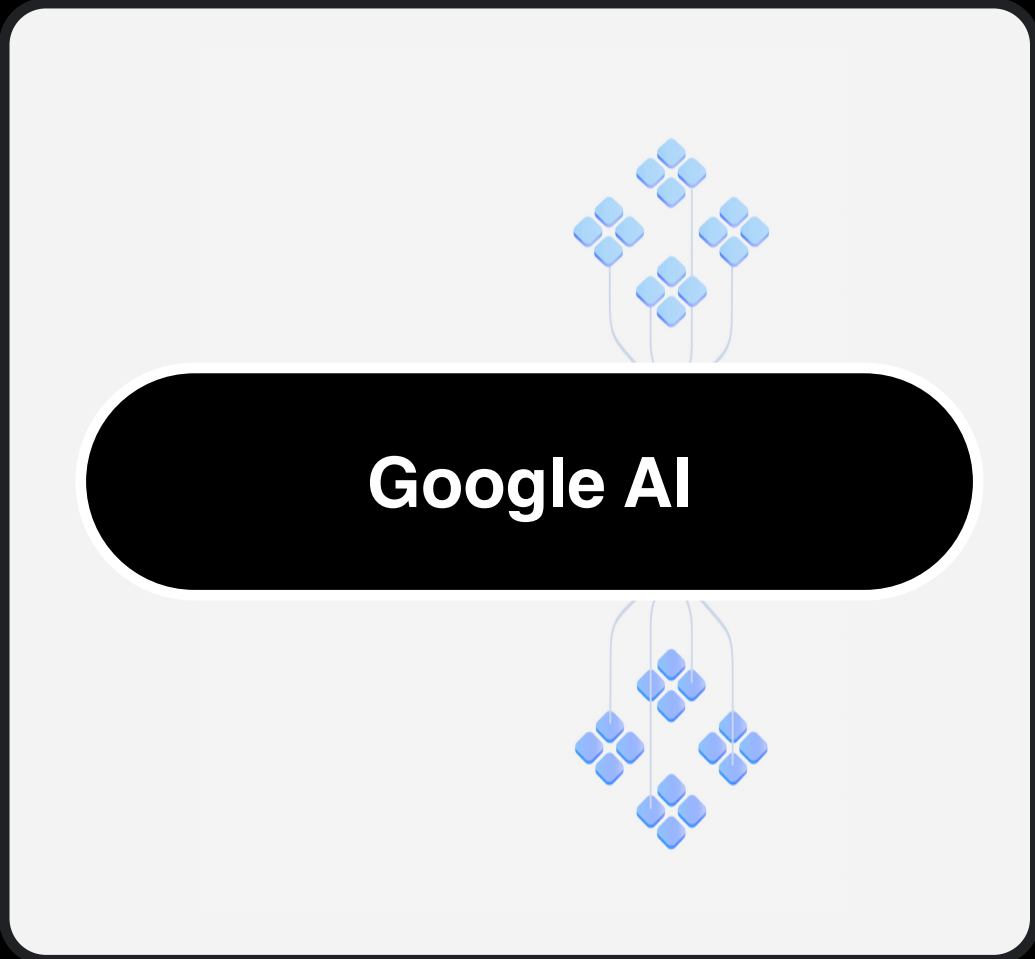
Scale



Your modern marketing formula



X



=

