

Top 5 Takeaways

from

Google Marketing Live



The Gemini advantage is your business advantage

By combining the industry-leading intelligence of Gemini models with the unmatched reach of Google Search and YouTube, we help you create, capture, and convert demand better than anyone else - with the best returns.

01 Search

AI is the best thing that has ever happened to Google Search

Search has always been your ultimate performance powerhouse—now, our AI makes it your discovery engine too. By navigating complex, natural-language queries, we capture high-value intent earlier than ever, seamlessly turning early inspiration into measurable ROI.

Act now:

Use **AI Max** or **Performance Max** to capture discovery and dynamically match your brand to profitable demand.

NEW

Unleash the power of Search with AI Max

Capture the full opportunity in Search with the expansion of **AI Max** to Shopping campaigns and Travel Ads, while guiding AI in your own words with **AI Brief**.

02 YouTube

YouTube is a brand-building powerhouse and a performance engine

Demand Gen takes Search, Maps and YouTube signals to predict who wants your brand before they search, creating demand that converts.

Act now:

Unlock YouTube performance with **Demand Gen**, and drive more conversions by connecting your data and adding creator assets.

NEW

Fuel your next wave of growth on YouTube

Find your next high-value customers with **Demand Gen's** AI-powered enhancements, expansion to Google Maps, new Product Feed surfaces, and more precise attribution solutions.

03 Commerce

Powering Agentic Commerce, turning curiosity into checkout

Empowering customers to buy the exact second they find what they need. A paradigm shift that removes friction.

Act now:

Start with **Merchant Center**. Rich feeds are the mandatory bedrock of discovery and trust.

NEW

Supercharge AI-first commerce

Turn on **AI Max for Shopping campaigns** with one click, to show the right ads within AI-driven conversations; and adopt **Universal Commerce Protocol** to allow shoppers on Google to research, find, and buy in a single, secure flow without ever leaving the conversation in Gemini and AI Mode.

04 Creative

Building high-performing creative at scale in real-time

We're bringing our most powerful AI models directly into Google Ads, empowering you to generate the high-volume, high-variety creative assets needed to capture the full potential of Google and YouTube ads.

Act now:

All creative capabilities are available to you in **Asset Studio** to generate ads that work at scale.

NEW

Transform how you build winning creative with Asset Studio

Streamline your workflow by connecting third-party platforms to **Asset Studio**. Generate high-quality assets using new multimodal capabilities, and validate performance instantly with one-click creative testing.

05 Measurement

Data Strength and measurement are the foundation for growth

Power your performance and prove your impact. Build data strength by securely connecting your data to fuel Google's AI. Then, prove true media effectiveness by measuring causality and using them to calibrate your MMMs like Meridian.

Act now:

Upgrade to **Google tag gateway** to build your **data strength** and make measurement your decision and growth engine.

NEW

Unlock your Data Command Center with Google Analytics

Google Analytics is becoming your new data command center, by integrating **Data Manager** and **Meridian** to unify your disparate data streams. It gives you a holistic view of your data and causality signals, and works with advanced tools for cross-channel planning and budgeting.



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