Summer 2020 Mini-Summit

June 2020

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Google

Agenda

Dealer Guidebook 2.0

Google Unskippable Labs - The ABCDs of Automotive Video Creative

COVID Recovery "Ready to Buy" playbook

Discussion

Google

The Dealer Guidebook 2.0

How Dealers Can Drive Success On Google

Google

3 TRUTHS

Car shoppers research heavily
63% discover their purchasing dealership online. You can't win on the showroom floor if you don't first win online.

...over a three-month period
81% of purchasers spend up to 3 months doing research.

...and are ready to buy when they arrive at your door
71% of purchasers do not submit an online lead action (up from 39% in 2013). 41% have their first communication with you when they arrive at the store.

Google

3

TRENDS

Newer isn't always better
55% of new car shoppers consider used or CPO (up from 30% in 2016).

I'm on the phone!
69% of shoppers will ONLY interact with your mobile site.

Search is still #1
88% of purchasers are still searching just 3 days before purchase. And search is the #1 last step before visiting a dealership.
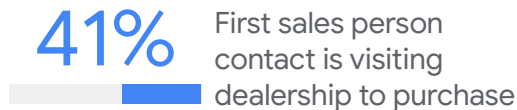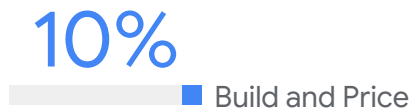
Google

1

SOLUTION

Automate to drive profit

Focus on the business objective to grow your business profitably. Then let Google automation deliver the results you need to achieve your goal.

Google

Store Visits strongly correlates to sales

Store Visits is captured via Google Ads or Google Analytics. Use it to measure the rate at which customers are driven to your store, and how much those visits cost. This is a key step toward valuing your marketing investment.

2%
Fill out a lead form

10%
Build and Price

41%
First sales person contact is visiting dealership to purchase

Mapping Tech

Survey Verification

Location Opt-Ins

Deep Learning

Store visits

*Based on internal Google data (above)

Google

Connect ad effectiveness to your profitability

Below are national averages to walk through the calculation. Once you have these 2 data points for your own campaigns, you are one step closer to evaluating your marketing efforts.

10.5%
Average Store Visit Rate
(New, Used, and Fixed Ops)

$30.46
Average Cost per Store Visit
(New, Used, and Fixed Ops)

*National averages based on internal Google data

Google

Calculate your return on ad spend

Using your marketing investment, foot traffic generated by your ads, your in-store close rate, and your expected profit per transaction, you can calculate your total expected profit per advertising dollar spent.
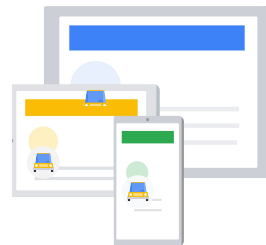
Store Visits ✕ **Profits Per Visit** ÷ **Marketing Investment** = **Dealer Profit**

High Value Customer Action

(Can be Calls, Leads, Store Visits)

Close Rate
x
Profit Per Transaction
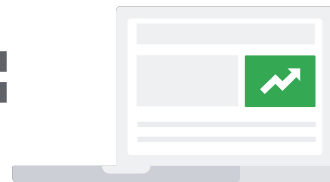
Revenue per Advertising $1

Google

Calculate your return on ad spend

You can apply this to any media channel to compare the performance of each of your marketing channels, and prioritize your marketing investments accordingly.

3,350 ✖ **$510** ➗ **$100K** ➖ **$17.09**

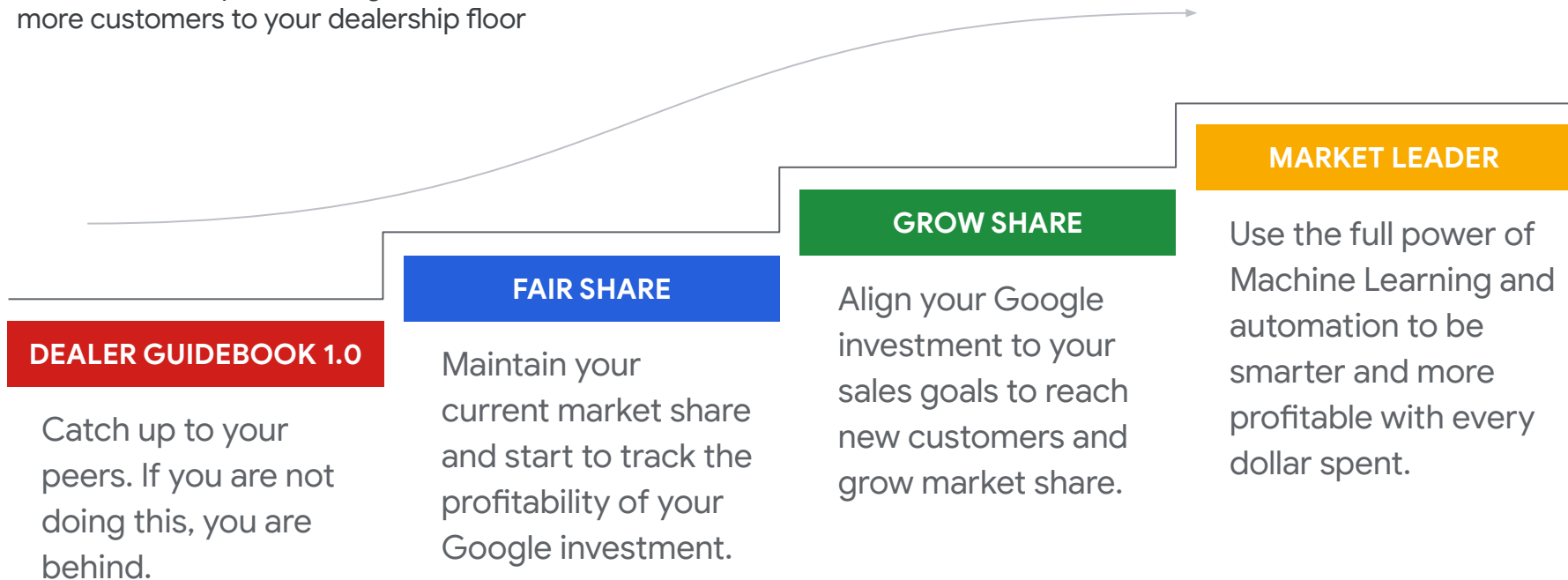| Store Visits	Profits Per Visit	Marketing Investment	Dealer Profit
3,350 Store Visits	In-Store Close Rate of 30% x In-Store Profit Per Transaction of $1,700	Investment of $100,000	Per $1 spent

Google

The Dealer Guidebook 2.0 Product Pillars

Follow these steps, from beginner to advanced, to drive more customers to your dealership floor

MARKET LEADER

Use the full power of Machine Learning and automation to be smarter and more profitable with every dollar spent.

GROW SHARE

Align your Google investment to your sales goals to reach new customers and grow market share.

FAIR SHARE

Maintain your current market share and start to track the profitability of your Google investment.

DEALER GUIDEBOOK 1.0

Catch up to your peers. If you are not doing this, you are behind.

Google

DEALER GUIDEBOOK 1.0

Goal: Catch up to your peers. If you are not doing this, you are behind.

Measurement: Define digital success for your business and track those actions on site and after the ad click

- ☐ Implement Conversion Tracking in Google's Ad Interface, track all actions that are valuable to you
- ☐ Link your Google Ads Account to your Google Analytics for post ad click analysis
- ☐ Create goals aligned with business outcomes (Calls, Leads, Store Visits)
- ☐ Link your verified Google My Business account to Google Ads
- ☐ Use Google's Dealer Opportunity Explorer to uncover incremental opportunities; reach out to your advertising provider for access

Search: Capture the intent of customers by answering their Google searches

- ☐ Build Keywords to cover entire customer journey
- ☐ Optimize account structure using Micro Moments to prioritize budget to campaigns that drive business outcomes

Video + Display: Get people into your store by driving awareness through Video and Display

- ☐ Develop creative targeted to your dealership's market
- ☐ Activate Google Video (TrueView) Campaigns to engage your customer on YouTube and across the web
- ☐ Allow customer interaction with your video ads by enabling Video Ad Extensions: Location & Call-To-Action
- ☐ Activate Google Display campaigns to reach shoppers at scale across the web
- ☐ Activate Gmail Ads to reach shoppers in their inbox

Google

FAIR SHARE

Goal: Maintain your current market share and start to track the profitability of your Google investment.

Measurement: Understand the profit impact of your Google investment

- ☐ Use Google Profitability Calculator to calculate your current ROI and how your Google investment impacts your bottom line
- ☐ Use Non-Last Click Attribution to better understand how your ads perform across your customers conversion path

Search: Segment your customers through Google Audience Solutions to identify and prioritize the ones most likely to convert to a sale

- ☐ Show ads to your past visitors as they do follow-up searches on Google, after leaving your website using Remarketing List for Search Ads (RLSA)
- ☐ Leverage Customer Match to target ads to your customers using the data they have shared with you across Search

Video + Display: Hold on to current customers and re-engage them throughout the research phase

- ☐ Re-engage customers who have visited your site, interacted with your videos and have visited your YouTube Channel with Display and TrueView Remarketing
- ☐ Leverage Customer Match to target ads to your customers using the data they have shared with you across Display, Video and Gmail Ads
- ☐ Use Dynamic Display Remarketing paired with your inventory feed to re-engage your customers based on the inventory they have previously viewed on your site

Google

GROW SHARE

Goal: Align your Google investment to your sales goals to reach new customers and grow market share.

Measurement: Set a sales goal and calculate the Google investment needed to profitably grow market share

- [ ] Use the Google Profitability Calculator to estimate how many Store Visits, Calls and Leads you need to drive to meet your sales goal

Search: Expand your Search Strategy to get you more conversions and reach more audiences

- [ ] Activate Smart Bidding to Maximize Conversions across; remember to customize campaign level conversion settings based on campaign goals
- [ ] Create Similar Audiences from your remarketing lists to reach new customers
- [ ] Use Responsive search ads to show more more relevant messages to your customers by uploading creative and letting Google Automation determine what ad performs the best

Video + Display: Reach new customers that are likely to result in a sale on Youtube and Display

- [ ] Activate Google Audience Solutions (In-Market, Similar, Custom Intent & Affinity) on current YouTube & Display campaigns to reach high value customers
- [ ] Keep customers engaged by using Video Ad Sequencing to tell your brand story
- [ ] Use Responsive Display ads to show more more relevant messages to your customers by uploading creative and letting Google Automation determine what ad performs the best

Google

MARKET LEADER

Goal: Use full power of Machine Learning and automation to be smarter and more profitable with every dollar.

Measurement: Compare your profitability to other marketing channels and prioritize the largest opportunities

- ☐ Use Google Profitability Calculator to compare Google ROI and profitability to other channels
- ☐ Use Google Analytics to track Store Visits not only in Google Ads but for all customers that visited your site

Search: Fully automate your Search Strategy to allow the Machine to drive the most profitable growth

- ☐ Tell Google the $ value of your most profitable conversions and let Smart Bidding optimize to that value
- ☐ Target customers who have visited your inventory pages on site using Dynamic Search Ads with page feeds
- ☐ Use Portfolio bidding to share budgets and optimize across accounts

Video + Display: Acquire new customers by deploying a dynamic video solution that surfaces your inventory and relevant offers

- ☐ Customize your Video campaigns with Dynamic inventory and offer-based video
- ☐ Drive form leads and website engagement from your video ads with TrueView for Action
- ☐ Use Smart Display Campaigns to fully automate targeting, bidding and ad creation on the Google Display Network

Cross-Platform

- ☐ Use Local Campaigns to activate Google Ads from one campaigns across Google's largest properties
- ☐ Get exclusive reach across YouTube, Gmail and Discover with a single ad campaign using Discovery Campaigns

Google

Additional Resources

Want more information? Use the resources below to get more detailed practices and calculate the profit from your marketing activities, then share with your agency partner.

Practitioner Guide
(More Detailed)

Google Dealer Profit
Calculator

Sales ROI w/Store Visits Calculator

	YOUR DATA		YOUR RESULTS	
Google Ads Data	Google Ad Budget	$10,000	Est. Transactions (Store Visits x Service Close Rate)	33
	Ad Clicks	1,000	Est. Influenced Revenue (Transactions x Profit Per Transaction)	$39,000
	Total HVA Conversions (Calls, Leads, Store Visits)	130	Gross Profit (Influenced Revenue - Ad Budget)	$29,000
	HVA Conversion Rate	13.0%	**Google ROI (Revenue/Cost)**	3.9
Dealership Data	Sales Close Rate (Dealer Supplied)	25%		
	Gross Profit Per Transaction (Dealer supplied)	$1,200		

Key Takeaways

1. Automation is everything

2. Automation is nothing without the right foundation

3. Measurement beyond media metrics

YouTube Creative Insights

Google

The Unskippable Labs Team

Matthew Lindley
Creative Director, Automotive

Jenny Cheung
Experimentation Lead

ABAT UNSKIPPABLE LABS

The Least You Should Know About **Auto in 15 minutes**

"Normal" Ads Are Still Working

The vast majority of top-performing ads* (**we have reviewed ~1500+**) running on the platform in March are **legacy campaigns that did not reference the crisis or reactions to it.**

Most ads include "traditional" behaviors from pre-COVID: parties, hugging, shopping, etc

Based on Brand Lift Studies, **unless an ad is insensitive / inappropriate**, or connected to a product or service that consumers cannot access, **your advertiser is probably fine to keep running it.**

Don't forget, you can continue to rely on the ABCD guidance for new ads. People may even want to see some as a sign of normal life.

*"Top-performing "based on aggregate global BLS scores comparing March/April '19 to March/April '20

Role

Brands should be very **honest, self-aware** and **humble** about their relation to the crisis. **Overstating your own importance** has the most room for error right now.

This mirrors the insight from our Human Truths work on the role of brands in the crisis: the need for **"Act for We"** and **"Talk to Me"**

*Note: A brand can **shift its role through concrete action** (e.g. LVMH making sanitizer, Intuit donating to small businesses, Retailers sewing masks, etc.)*

You have a product or service that may be helpful to people during this time
- Stay at home content
- Special retail sales with relevance
- Connectivity

ACT FOR WE ← → TALK TO ME

INDIRECT   **ADJACENT**   **ESSENTIAL**

You don't have a clear or obvious role to play
- Beauty products
- Luxury goods
- Travel services

You have a product or service that directly connects to the crisis
- Grocery/food delivery
- Cleaning supplies
- Financial services that provide immediate economic relief or benefit

Big Think(s)

The traditional purchase funnel has flipped. Armed with near limitless competitive information, consideration actually widens very close to purchase.

98% of viewed videos not from brands. Make every second count.

'VS' is outpacing 'Best' in auto search.

'Best in Class' is good, but 'best for me' is better.

UnskippableLabs

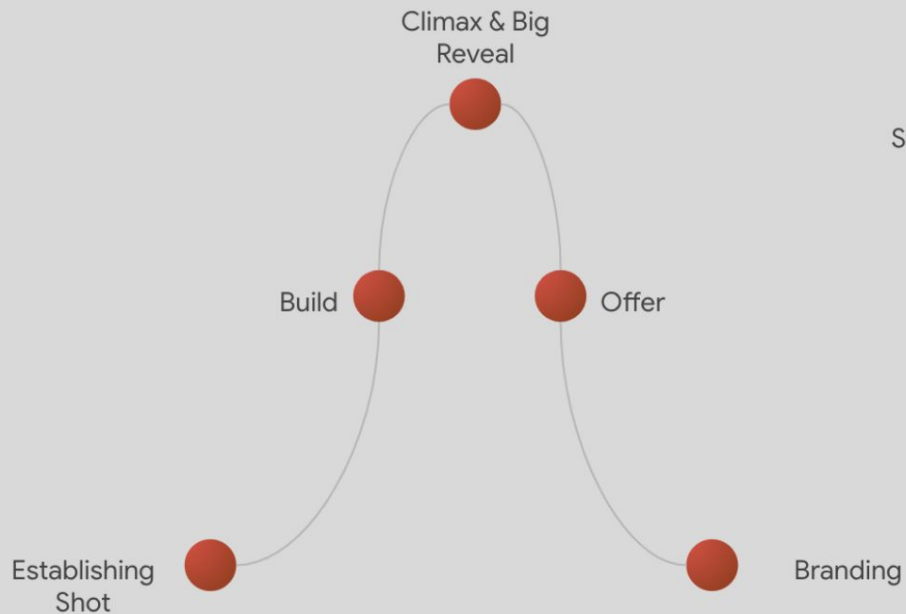# The ABCDs of auto

2000 ads from around the world were reviewed.
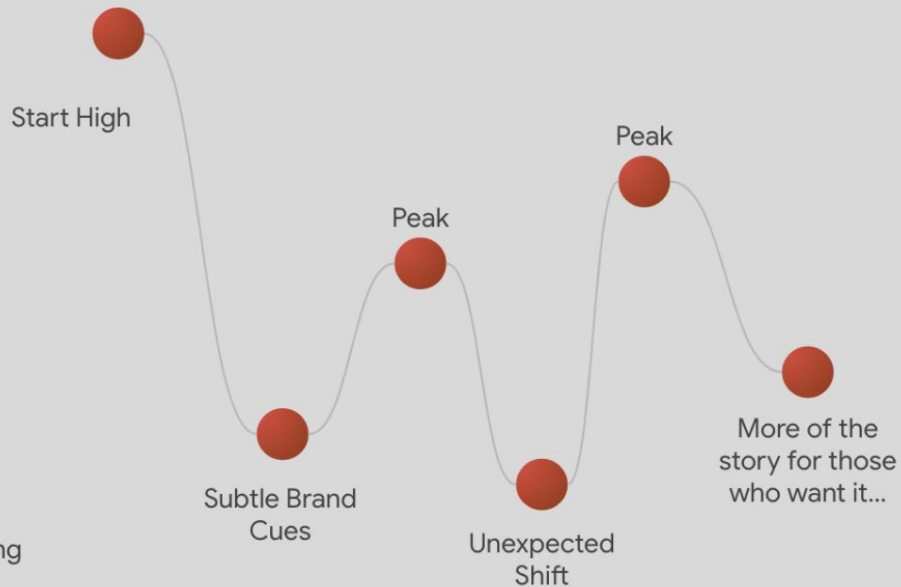Coded by humans and machines with the help of IPSOS and GTECH
Data Science Team.
Results pressure-tested with three real-world experiments.

BONUS: Store Visits 2020 report details included

1. Start High. Start Fast.

TRADITIONAL STORY ARC

Climax & Big Reveal

Build

Offer

Establishing Shot

Branding

HEARTBEAT STORY ARC

Start High

Peak

Peak

Subtle Brand Cues

Unexpected Shift

More of the story for those who want it...

2. Cars Need People

Opening on people with cars is good. Opening on cars with no people or running footage is less effective.

'Get close up'
'Humanize'

UnskippableLabs

3. Audio Drives Attention

Audio, including engine sounds and driving sounds, hold viewer attention.

Consider too a 'sting' or 'mnemonic'

UnskippableLabs

4. Every Spot is a Feature Spot

Implicit or explicit, every ad should should highlight at least on feature. Features create attention and drive potential customers into dealerships.

'Performance driving'
'Safety'

UnskippableLabs

5. Think BIG

70%+ of YT views are on mobile devices. That's generally a 5-inch screen.

Make logos and copy BIG.

UnskippableLabs

Three real-world experiments
to test what we found

Case Study: ABCD-optimized ad drove 2X Ad Recall as the Control for BMW
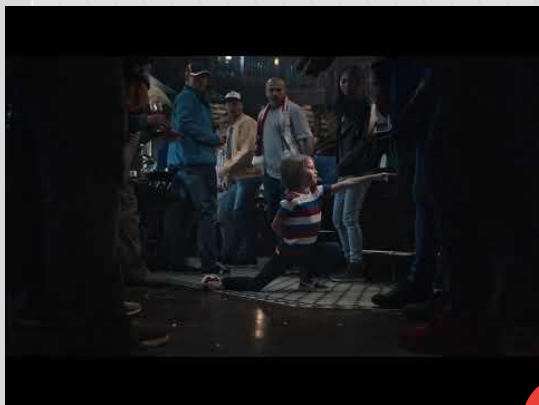
Control

vs

**Megacut
(Brand + Attract)**

vs

**Feature-Focused
(Connect)**

UnskippableLabs

Case Study: ABCD-optimized outperformed control by 2.2x for Nissan
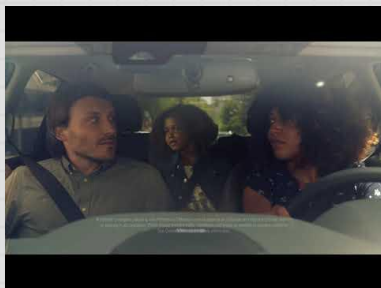
Control Ad   vs   **Multi-feature Spot**   vs   **Creative Best Practice Spot**   vs   **Audio Spot**

Unskippable Labs

Case Study: ABCD-optimized feature assets drove 2x lift vs. the control ad.

Control Ad

vs
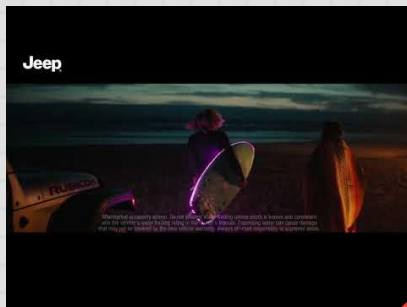
Multi-feature Spot *

vs

Single feature Open Air Spot *

vs
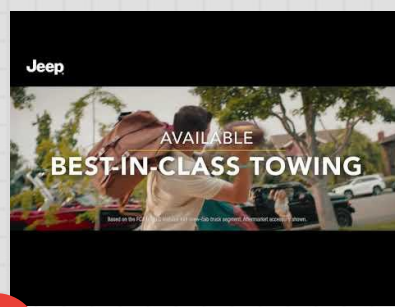
Single feature Towing Spot *

UnskippableLabs

Ads Driving Action

Creative Learnings for TrueView for Action

10 experiments, 7 verticals, 3 regions

Creative territories

Learnings

Less is more

What messaging works to drive action?
Is it best to span a **breadth** of messages or
to focus on the **depth** on one message?

We found that in general, ads that had simpler
messaging performed better than ads with multiple
messages.

Focus on:

One message   One feature
One value proposition   One reason to believe

Case Study: Rakuten Travel

For Rakuten in APAC, the ad which focused on a single offer achieved **higher Conversion Rate** compared to the ad delivering multiple value props.

Additionally, viewers' **engagement increased** when the ad went deeper into the explanation of the single offer.

Offer (Single Value Proposition Ad)
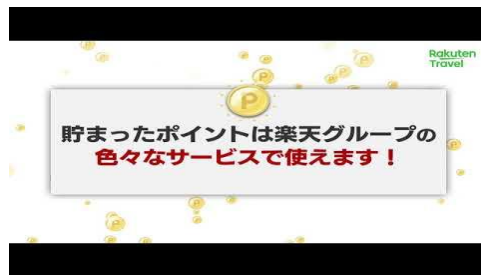
Many Value Propositions

Build for objective

Video ads are not one size fits all.

Be clear about your marketing objectives and how your ads can drive effectiveness across the funnel.

Case Study: BMW

When car buyers are in different parts of the funnel, they most likely aren't looking for the same things. Understand what to focus on, and when.

BMW's ad that focused on the car's interior features drove **20x more visits** to the 8 Series "request a test drive" page than the ad that focused on the car's exterior.

However, the exterior-focused ad had **2x higher Ad Recall up-lift** compared to the interior ad.
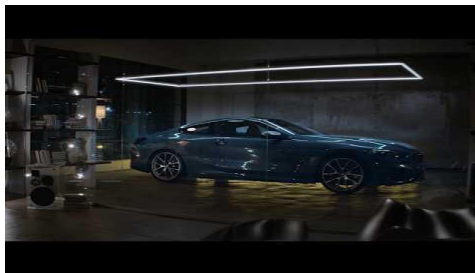
Interior-focused ad

Exterior-focused ad

Build for audience

It should come as no surprise that a singular ad does not speak to every audience.

While some ad creative had better conversion performance overall, a breakdown of audience performance revealed that successful ads may vary within different audience sub-groups, some of which may be surprising.

Case Study: Holden Australia

Customers in different audience groups may have **different lifetime values** for brands. Optimizing ad creative based on these audience insights may yield a stronger ROI.

For Holden, different messages resonated with different audience groups. **Safety ad** drove conversions for In-Market for vehicle and **Comfort ad** drove conversions for Family focused audience.

Arrive.
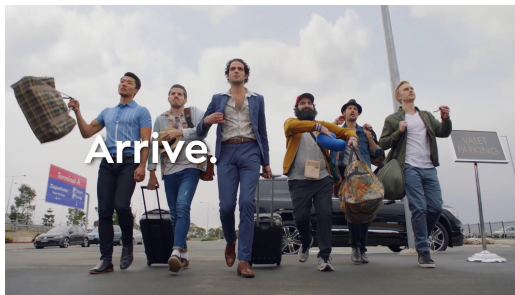
Ad focused on comfort features

Ad focused on safety features

Success in the unexpected

Brands produce a lot of content, whether it's created as organic or paid media.

The general mindset is that content created as paid media is optimized to drive certain marketing objectives.

Experimentation allows brands to test different approaches and challenge assumptions.

Case Study: Topshop

Often time, brands have limited resources or control in creating new assets for experimentation. Yet, we see great success in proposing creatives for experiments.

For Topshop, the assets used in the experimentation were produces in-house by turning social assets to video ads and were effective at driving website conversions and order confirmation.
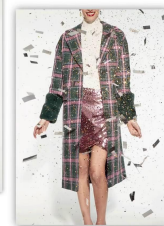

New customer

Existing customer

Summary

01

Less is more

02

Build for objective

03

Build for audience

04

Success in the unexpected

Navigating the Path Forward

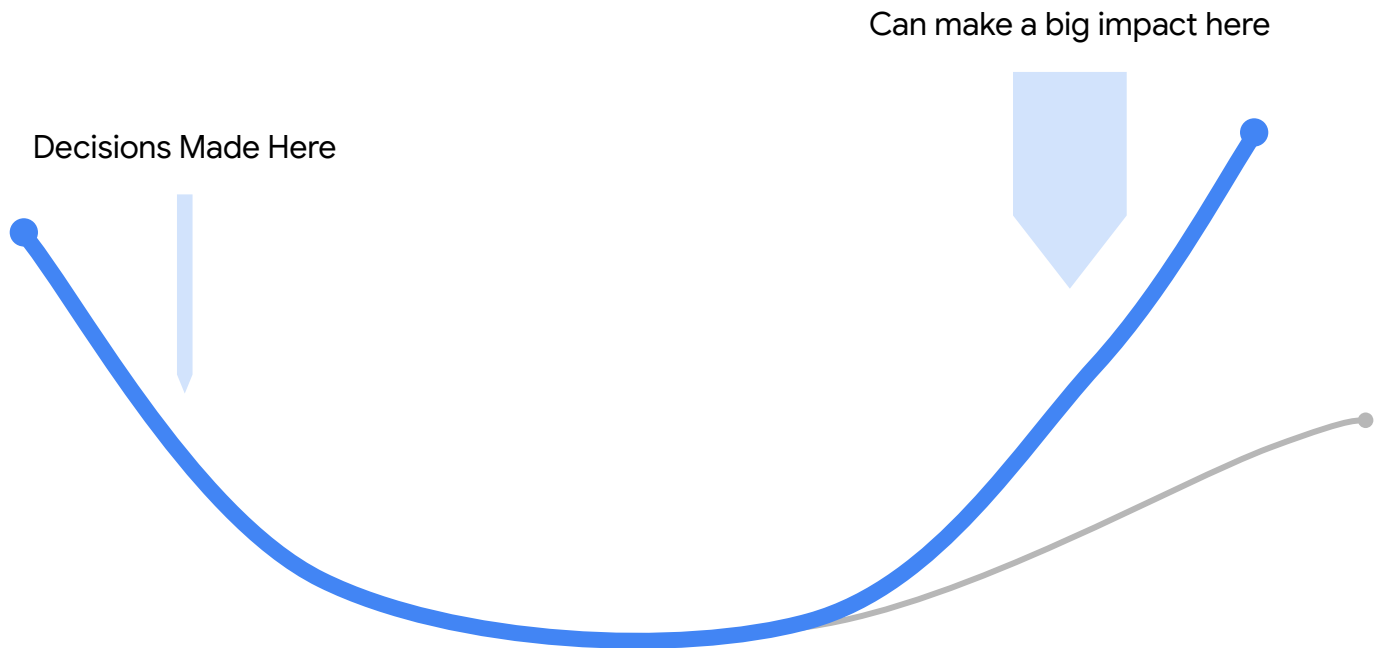Solving for what matters today to be ready for what matters tomorrow

June 2020

The path forward is paved with uncertainty

Think with Google

Solve for what matters today to be ready for what matters tomorrow.

Think with Google

What history has taught us about navigating uncertainty...

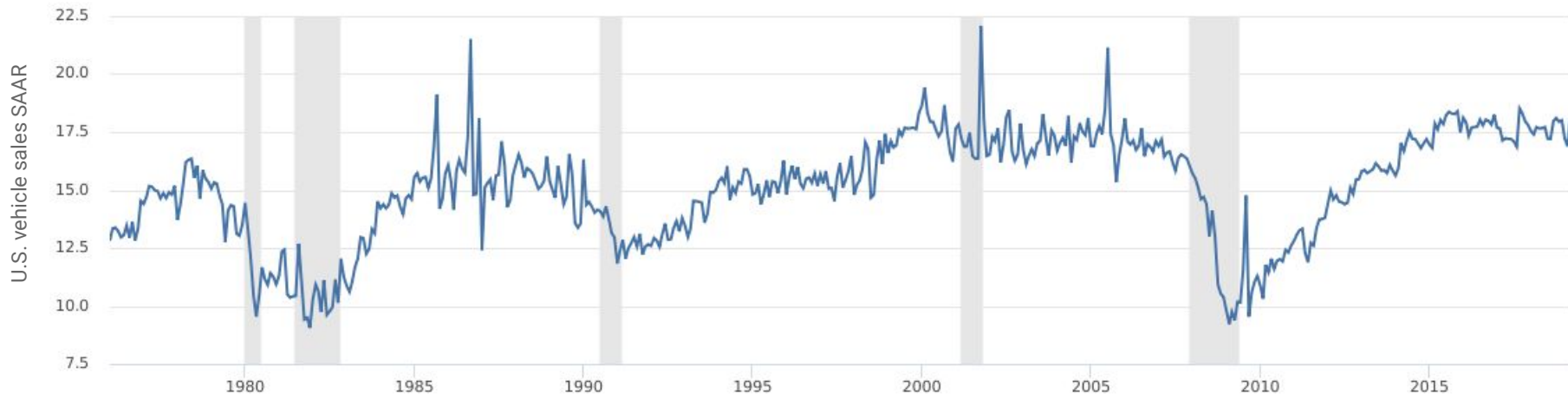Can make a big impact here

Decisions Made Here

Google

The auto industry is no stranger to crisis

**Auto "normalization"
Recession of 1981–82**

**Auto "normalization"
2008 Financial Crisis**

Shaded areas indicate U.S. recessions

US economic contractions have led to declines in US light vehicle sales of between 20% and 40%,
with full recoveries taking 2 to 7 years

Google

Focusing on growth during a downturn has helped companies emerge stronger

Revenue growth based on company reinvestment rate during recession
(4-year CAGR during recession recovery)

14.4%

9.3%

2001 dot-com recovery

7.9%

3.6%

2008 Great recession recovery

● Low reinvestment rate   ● High reinvestment rate

Google
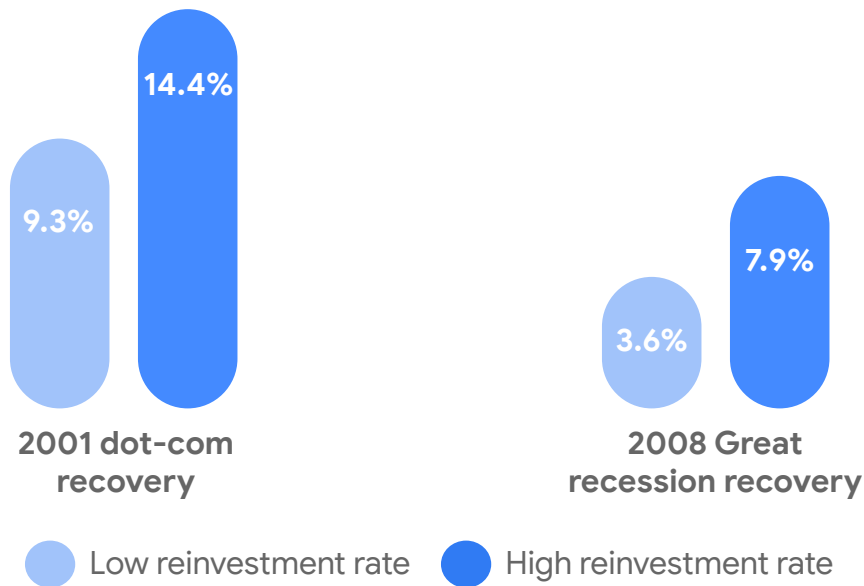
BUT THIS CRISIS IS DIFFERENT...

The path forward is paved with uncertainty

Key uncertainties

Epidemic	- When will shelter-in-place be lifted? - How will that be phased by region? - When will international travel reopen?
At Home	- Which "at home" behaviors will be permanent? - Which "at home" behaviors will be impermanent, but important enough for marketers to address?
Economic & Policy	- What will the shape of economic recovery look like? - What will be the impact on privacy and regulations?

Implications for Automotive

- What are signs of recovery in automotive by region and how do automotive brands react and engage?
- What is the short and long-term impact on consumer sentiment for large purchases such as new vehicles?
- How will consumer expectations of how they shop and buy vehicles at the dealership vs. online?
- How does processes for manufacturing and supply chains restart and evolve in the new normal?

Google

While the timing of COVID-19 recovery and economic recovery is uncertain, there are productive measures we can take at every stage to help prepare your business for recovery.

Google

01 | RESPOND	02 | REBUILD	03 | REFRAME
Take action early to recognize sudden shifts in consumer behavior and lay the foundation for a strong recovery.	**Monitor leading signals** to capture dynamic demand.	**Accelerate digital transformation** to build long-term business resilience.

Google

01

RESPOND

Take action early to recognize sudden shifts in consumer behavior and lay the foundation for a strong recovery.

Google

Google signals gives insight into how people's needs and behaviors evolve as they seek to regain a sense of balance
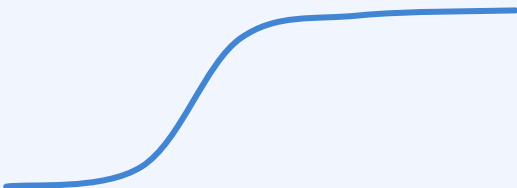
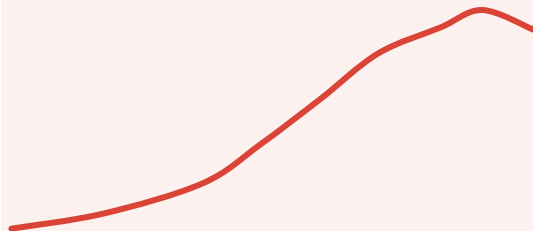## Shock

Sudden change in behavior, unlikely to sustain

Step-change

Sudden change in behavior, may sustain

Speed up

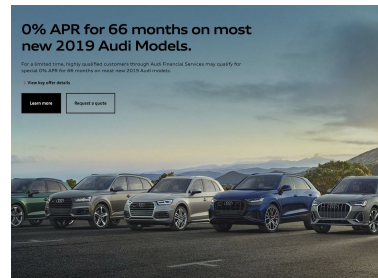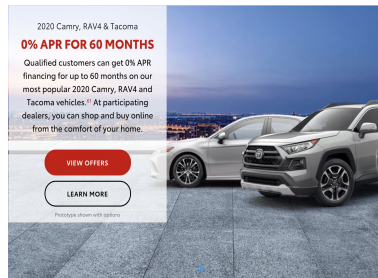Acceleration of existing behavior, may sustain

Google

High spikes in various incentive search interest as in-market shoppers navigate all the offers

🔍 Auto Financing Deals 🎤

0% auto financing deals   +164%

0% car loan deals   +243%

gm financial 0% interest   +786%

0% financing auto loan   +141%

no interest car loans   +118%

0% apr financing car   +34%

2020 Camry, RAV4 & Tacoma
0% APR FOR 60 MONTHS
Qualified customers can get 0% APR financing for up to 60 months on our most popular 2020 Camry, RAV4 and Tacoma vehicles.¹¹ At participating dealers, you can shop and buy online from the comfort of your home.
VIEW OFFERS
LEARN MORE

HELP WHEN YOU NEED IT
3 MONTHS + UP TO **2 MONTHS**
DEFERRED PAYMENTS   PAYMENT RELIEF
ON 11 MODELS FOR WELL QUALIFIED BUYERS

0% APR for 66 months on most new 2019 Audi Models.

Google

Causing search interest for vehicle deals to reach levels comparable to the top sales events in Nov-Dec.
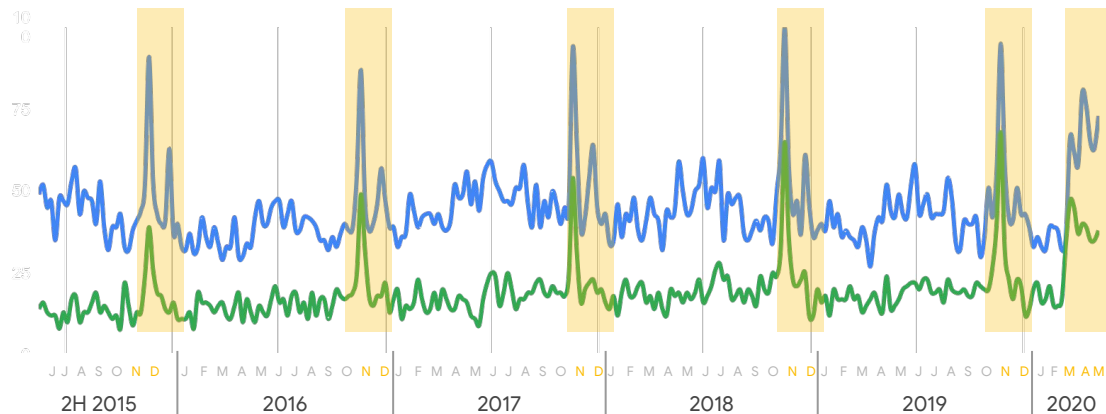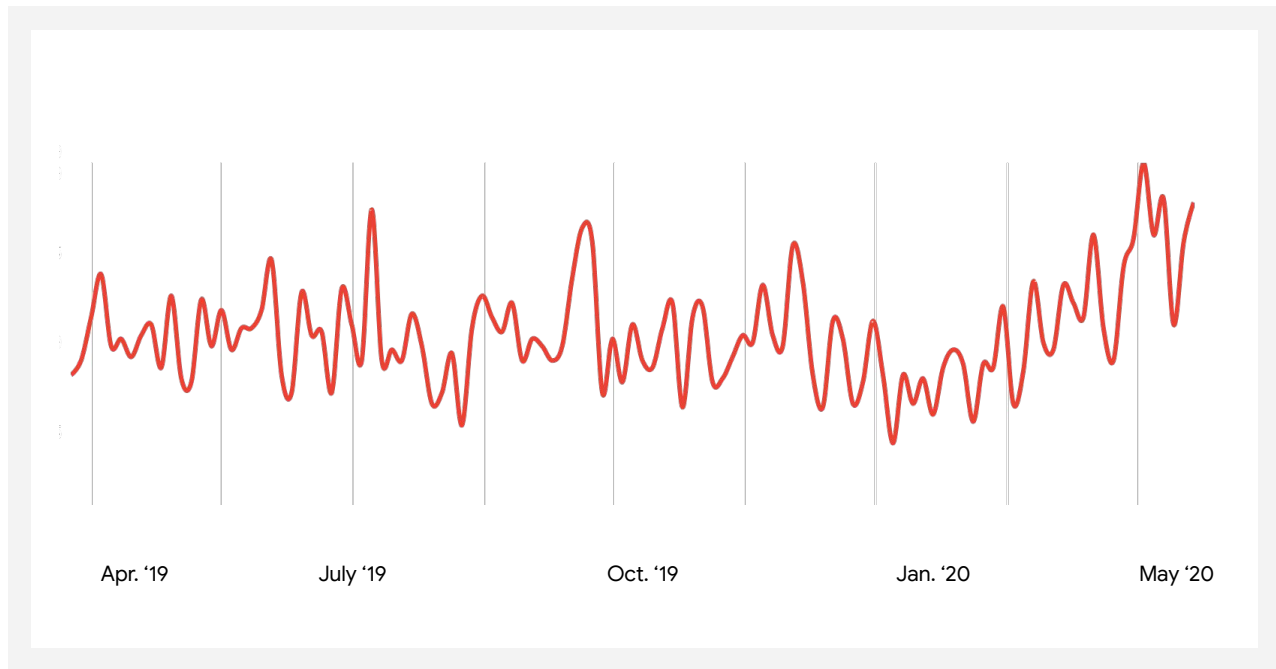

75% MoM Increase

best car deals

40% MoM Increase

truck deals

Google

Speed Up: The current reality has accelerated the want and expectation for buying a vehicle online

Apr. '19   July '19   Oct. '19   Jan. '20   May '20

2x increase from Jan. '20

in searches for shopping and buying vehicles online

Google

02

REBUILD

Monitor leading signals to capture dynamic demand.

Google

For Auto, when demand returns has layers of dependencies

Government Regulations

Consumer Sentiment

Dealership Sales Operations
Are dealerships allowed to be physically open or barred from online sales?

U.S. Assembly Plant Production
What is the timeline to reopen vehicle assembly and production plants?

+ State-by-state and phased reopening of the economy
+ Vehicle inventory and availability from imports
+ Will there be another buyer stimulus program similar to Cash for Clunkers?
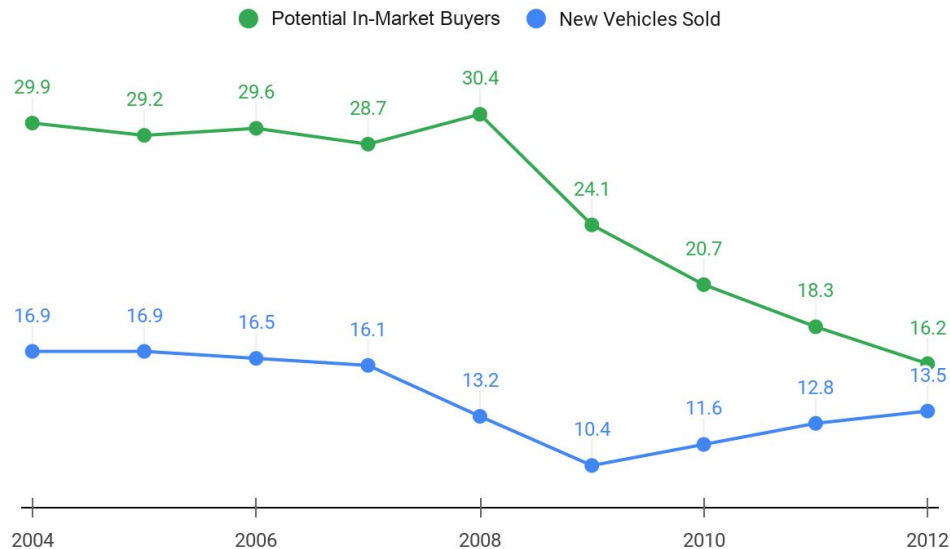
In-Market for Vehicles
When will people have discretionary spend for large purchasers such as a new vehicles?

Unemployment Levels
New vehicle sales and unemployment rates have a strong correlation, when will unemployment start to rebound?

+ Overall Consumer Sentiment
+ Comfort of visiting locations such as dealerships
+ Meeting expectation for digital retail experiences to confidently purchase a vehicle online

Google

What we learned from the last downturn: In-market auto shoppers have a higher potential to be an actual buyer

Legend: ● Potential In-Market Buyers   ● New Vehicles Sold

Potential In-Market Buyers: 29.9, 29.2, 29.6, 28.7, 30.4, 24.1, 20.7, 18.3, 16.2

New Vehicles Sold: 16.9, 16.9, 16.5, 16.1, 13.2, 10.4, 11.6, 12.8, 13.5

Years: 2004, 2006, 2008, 2010, 2012

High Intent Buyers Emerge During a Downturn
The gap between people stating they are potentially in-market and actual purchasers contracts in market downturns

Google

03

REFRAME

Accelerate digital transformation to build long-term business resilience.

Google

People still have vehicle needs, but the auto retail experience is evolving

Test drives – on your time.
Extended, at home, or overnight.

*Please inquire for availability.

The digital transformation of how the automotive shopper experiences and buys vehicles

Evolving Experience

1 **Automotive Shopping Experience**

2 **Dealership Interaction Experience**

3 **Vehicle Launch Reveal Experience**

Google

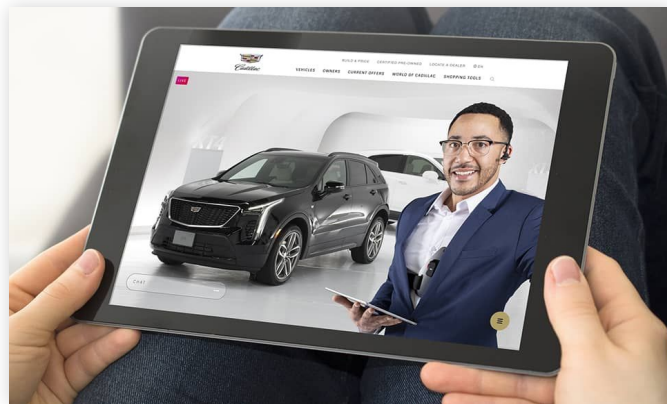# Current auto shoppers are willing to embrace more digital touchpoints to purchase a vehicle

68%

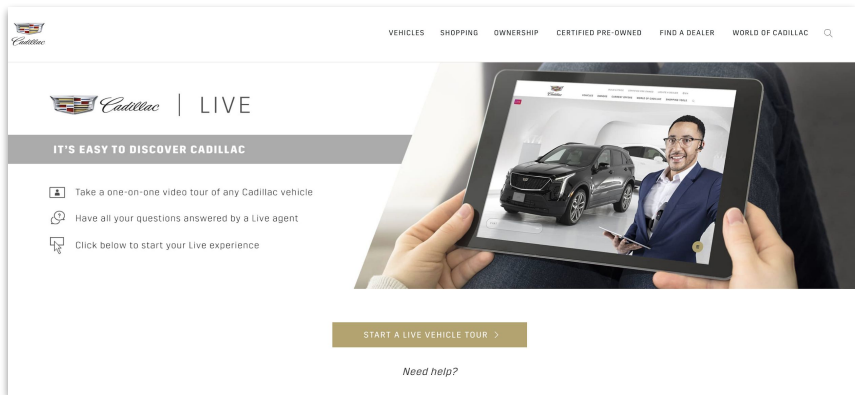of current auto shoppers view digital experiences and interactions as good alternatives to visiting a dealership

63% of purchases said they were willing to purchase a vehicle online...back in 2018

Source: Google Global Auto Pulse Survey, Google Consumer Surveys April 2020
Which of the following do you consider a good alternative to visiting a car dealership?

Google

Auto shoppers consider at-home and digital experiences as good alternatives to a dealer visit

#1 At-home test drive
#2 Online/Review videos
#3 Online configurator
#4 Digital showroom
#5 VR test drive
#6 Video conference

Source: Global Auto Pulse Google Consumer Survey, April 2020
Which of the following do you consider a good alternative to visiting a car dealership? Order based on the share of consumers in each market who selected each option.

Google

Cadillac & Hyundai providing alternative shopping experiences
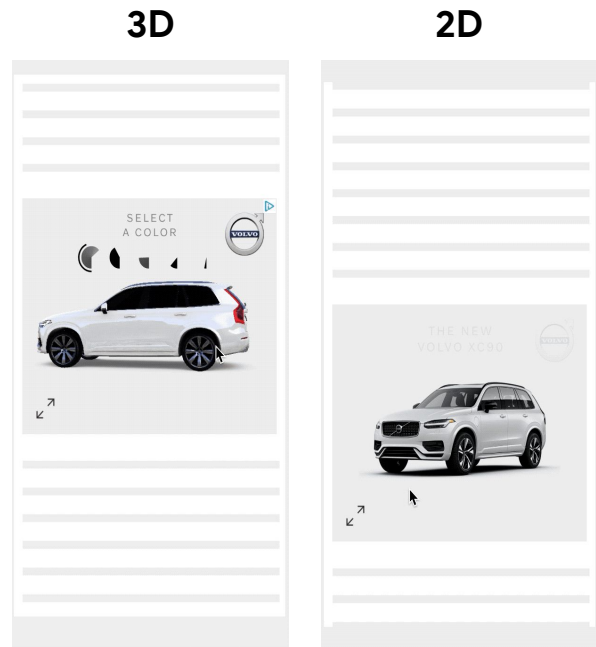

Cadillac Live
Online vehicle experience
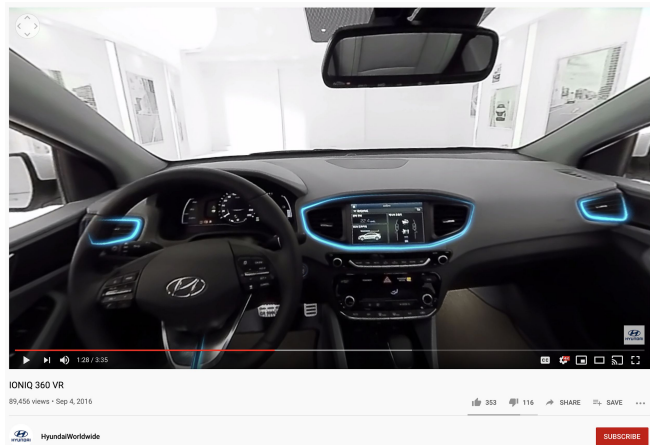
Hyundai Live
360° Virtual Reality Tour of the Hyundai Ioniq

Google

Bring vehicle new configurations to in-market auto shoppers

3D   **2D**

- 3D ads can **quell consumer concerns** around in-person dealership visitation

- These type of units can drive **higher engagement** and build more brand awareness than standard display

Google

Dealers can help meet new customer expectations

1 in 5

of current auto shoppers said they would purchase
right now if given an online option

Google

Dealer Example:
GMC Cadillac Buick Dealer — Vehicle Walkaround

Google

Dealer Example:
Coggin Honda Jacksonville — At-Home Services

Google

A digital pivot for events and vehicle launch reveals

>100
Vehicle launches are scheduled to occur through 2021

2020 North American International Auto Show Cancels Amid COVID-19 Pandemic/Expected TCF Center Conversion

The North American International Auto Show (NAIAS) announced it will cancel its June 2020 show in Detroit in light of the coronavirus (COVID-19) pandemic sweeping across the world and the Federal Emergency Management Agency's expected plans to repurpose TCF Center into a temporary field hospital.

"Although we are disappointed, there is nothing more important to

New York Auto Show delayed to August as coronavirus spreads

It was supposed to start in April

By Sean O'Kane on March 10, 2020 4:49 pm

Photo By Amelia Holowaty Krales / The Verge

The New York International Auto Show is the latest big event to be postponed due to the novel coronavirus outbreak. The show was

GMC Hummer EV Reveal Delayed Due to COVID-19 Pandemic

The new electric pickup truck was originally going to be shown May 20, but the reveal will now be rescheduled to an undetermined later date.

BY JOEY CAPPARELLA   APR 29, 2020

- The GMC Hummer EV's reveal date has been postponed due to the COVID-19 pandemic.
- It was originally scheduled to debut May 20, but that will now be pushed back.
- GMC says it is still planning for the electric truck's market launch in late 2021.

Cadillac Lyriq electric SUV debut delayed due to coronavirus

We were supposed to see the rollout of GM's new luxury EV on April 2, but COVID-19 has thrown a wrench in that plan.

Sean Szymkowski
March 10, 2020 8:01 a.m. PT

LISTEN - 01:37

This new teaser shows the upcoming Lyriq EV's silhouette. Cadillac

Google

Brand Example:
2021 Hyundai Elantra Reveal

Tease: **374K Views**
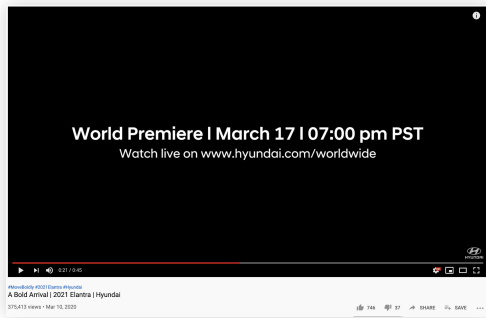
Live Stream **166K Views**

Walkaround **237K Views**

-14.4% Small Car

-2.7% Hyundai Elantra

5x better search interest performance than the segment for March 2020

Search Interest: Period over Period, Mar. 2020 vs Feb. 2020

Google

Harness current auto shopper engagement

Reframe Plays	How Google can help
1. Shifts in Experience Help auto intenders find new way to engage and shop for vehicles digitally	● Mixing in at home vehicle experiences into marketing campaigns ● Experiment with new technology such as Augmented Reality and Virtual Reality experience and ad formats ● Seamless at home shopping experience and hand off from Tier 1 to Tier 3
2. Shifts in Marketing Building experiences now to future proof your business	● Search: Use machine learning and automation to optimize towards omnichannel value. Embrace keyword agnostic strategy to capture demand for brand and category (segment, conquest, DSA), especially during key event periods. ● Video: Agile and adaptable video media that can quickly change based on goals — e.g., from brand to performance messaging. Finding the optimal mix of sequencing video from brand to in-market content such as walkthroughs and feature highlights. ● Programmatic: Google Marketing Platform technology stack combined with Google Audience data can keep your media agile and efficient with rapid changes.

Open Discussion

Google

Thank You