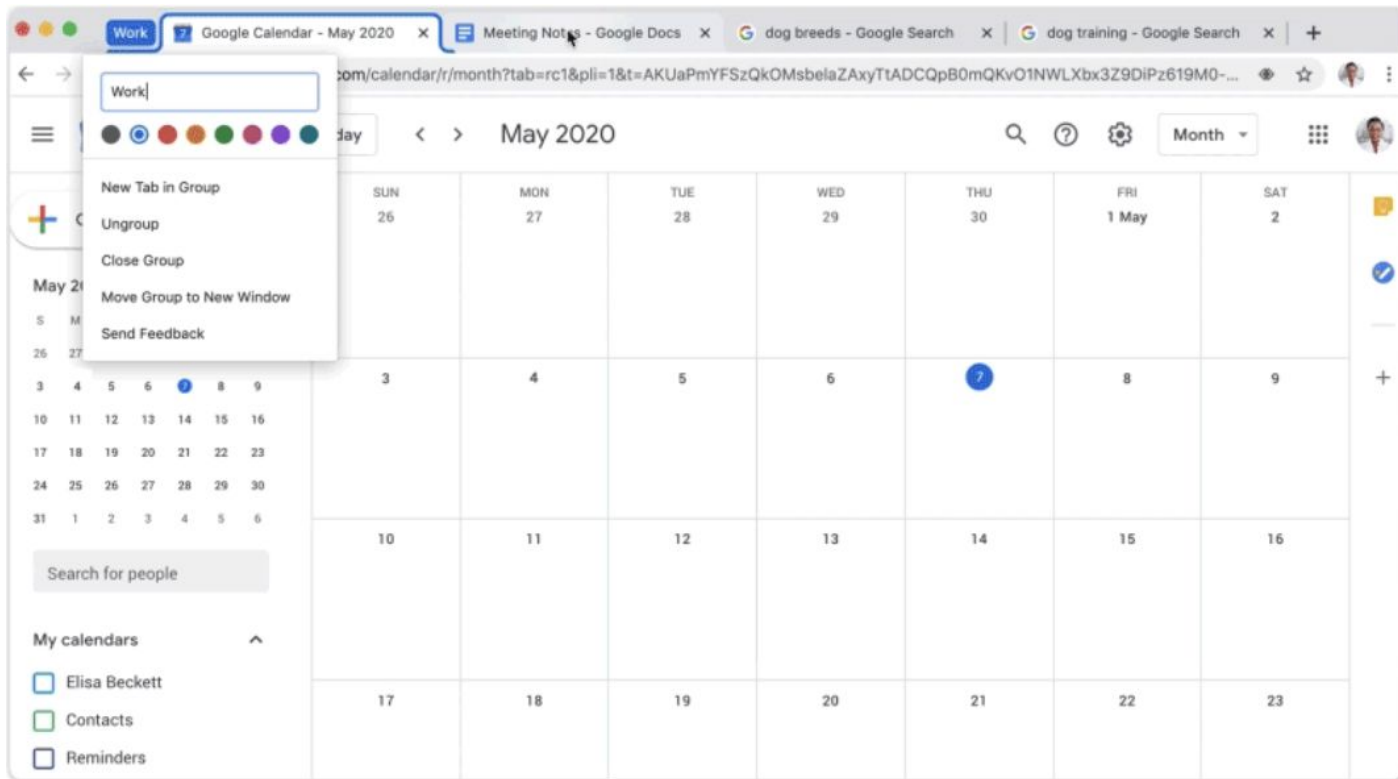


Google Moment

DAN Hong Kong



Organizing Tabs in Chrome



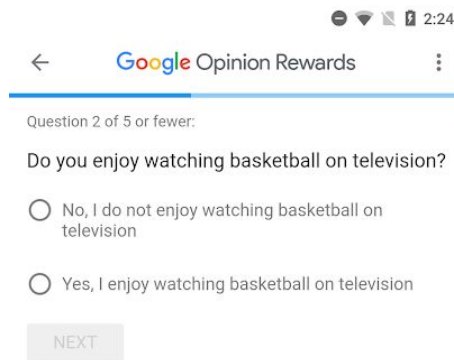


Google Play

Google Opinion Rewards

Google just launched Google Opinion Rewards in Hong Kong

- An app that gives users Google Play credit in exchange for taking short surveys (max. 10 questions)
- By completing quick surveys, users can earn Google Play credit to buy apps, music, movies, games, and books in the Google Play Store



To get started, download the app from Google Play (goo.gl/BW2p4j)

Agenda for today

Skillshop Competition

Owner MCCs in Google Ads

Real-Time Remarketing Tag Validation

Search

- Keyword Planner - find relevant keywords faster and easier with refine keywords

Google Marketing Platform

- Custom Bidding
- 3D Swirl Ads in DV360

Measurement

- Affiliate Location Extension

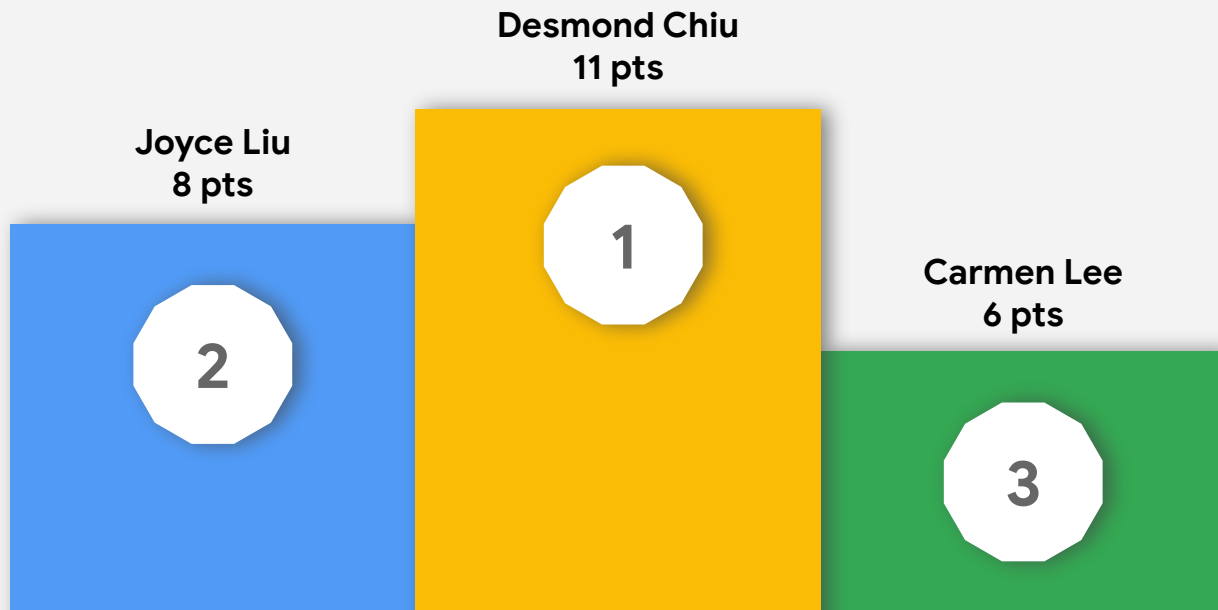
YouTube

- 1st Wave of New YouTube Audiences Solutions
- Add GMC product imagery to TrueView for action
- CPM Masthead forecast available in Reach Planner
- YouTube TrueView for Action Lead Form - more templated questions from different categories

Q&A

Skillshop Competition

Quarter-Winner Ranking in DAN (Q2)



Year-Winner Ranking in Hong Kong

Ranking	Agency	Marks
1	OMG	32 pts
2	Publicis	24 pts
3	GroupM	10 pts

Skillshop Competition

Competition Period: 20 Mar - 30 Nov 2020

Objectives: Incentivize leveraging skillshop courses to self-improve the skills across the whole year

More about Evaluation Criteria:


Amount of course completion will be the main criteria. The highlighted course from [here](#) will be marked as 2 points in the record while courses other than the highlighted courses will be marked as 1 point.

Once you finish the course, you can submit the screenshot via [Google Form](#).

1 x winner will be selected from each agency in each quarter.

3 x year-winners will be selected across agencies at the end of year.


Winning Timeline:



Q2

(20 Mar - 30 Jun)


1 quarter-winner
from agency



Q3

(1 Jul - 30 Sep)

1 quarter-winner
from agency



Q4

(1 Oct - 30 Nov)

1 quarter-winner
from agency
PLUS
3 year-winners
across agencies

Quarterly Prize:

1st Prize: Google Swag Pack (Valued ~HKD 650)

Yearly Prizes:

1st Prize: Google Fans Pack (Valued ~HKD 1,500)

2nd Prize: Google Traveller Pack (Valued ~HKD1,000)

3rd Prize: Google Stationary Pack (Valued ~HKD800)

Note: The submission is time-sensitive, i.e. if there are more than a person finished the same amount of courses, the early one submitted will be the winner

Highlighted Courses



Google Ads

[Google Ads Search Certification](#)

[Google Ads Display Certification](#)

[Google Ads Measurement Certification](#)

[Google Ads Video Certification](#)

[Shopping Ads Certification](#)



Google Marketing Platform

[Display & Video 360 Certification Exam](#)

[Search Ads 360 Certification Exam](#)

[Campaign Manager Certification Exam](#)

[Creative Certification Exam](#)

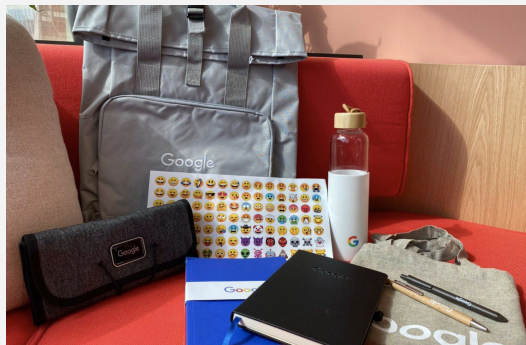
[Google Analytics Individual Qualification](#)



Quarterly Prize: Google Swag Pack



**Yearly 2nd Prize:
Google Traveller Pack**



**Yearly 3rd Prize:
Google Stationary Pack**



Yearly 1st Prize:
Google Fans Pack

Owner MCCs in Google Ads



Agenda

- 1 Owner MCC Overview : the what and the why
- 2 Implementation guide
- 3 Wrap up : Summary and example screenshots

Owner MCCs – Overview

Proprietary + Confidential

Owner MCCs can perform user-roles & access management for linked Google Ads accounts

Ownership is a [Google Ads account setting](#) wherein a Manager Account (MCC) can be an owner of Google Ads client account. When ownership is toggled to YES, it assigns that particular MCC as an owner of the given client account.

Users of an MCC with ownership can :

- Invite users with administrative access to the client account
- Remove users from the client account
- Grant or revoke administrative access for users on the client account
- Accept and decline link requests from other managers to the client account
- Turn off ownership
- Transfer ownership to another manager account
- Unlink other managers from the client account
- Enable remarketing list sharing in the client account so that the client account's lists can be shared with other accounts in the manager account



Users of all MCCs (Owner & Non-Owner) can still manage (read/write) all the client accounts via Google Ads UI, API, Editor or Mobile App (**No change in functionality**)

Migrating to Single Admin Owner MCCs

Proprietary + Confidential

Starting May 28, 2020, Google Ads account can have only one of its MCCs as an Admin owner MCC

- **Starting May 28, 2020** : Google will allow **only a maximum of one Manager account (MCC) as an Owner MCC of a given Google Ads account.** Users will not be allowed to add another MCC as an Owner MCC, if the Google Ads client account already has one existing Owner MCC.

Starting May 28, 2020

Starting July 30, 2020 (i.e. 60 days post launch)



Starting July 30, 2020 (i.e. 60 days post launch) : If a Google Ads account continues to have two or more Admin owner MCCs, **Google will default the oldest existing Owner MCC (based on the date the MCC was linked to the Google Ads account) as the single Owner MCC**

- You can identify the oldest Admin owner MCC by reviewing the date linked column in the Account access page of the Google Ads account (under [Google Ads account > Tools & Settings > Account Access > Managers](#))
- If advertiser does not wish to have the oldest Owner MCC as the single Admin owner, they must turn off ownership for all manager accounts besides the manager account they want should retain ownership.

Migrating from Multiple to Single Admin Owners

Will enable advanced MCC level features in the future that simplifies easy account management

Why is Google making this change?



- Currently, it's possible for a Google Ads account to have multiple administrative owners, which may lead to issues such as unclear trumping behavior for manager-level settings.
- In order to set the stage for more advanced manager account features, including easier list sharing and additional manager-level settings, it is critical for Google to ensure that each Google Ads account has only one manager account designated as "owner".

Implementation Overview

1. Google Ads Account Settings

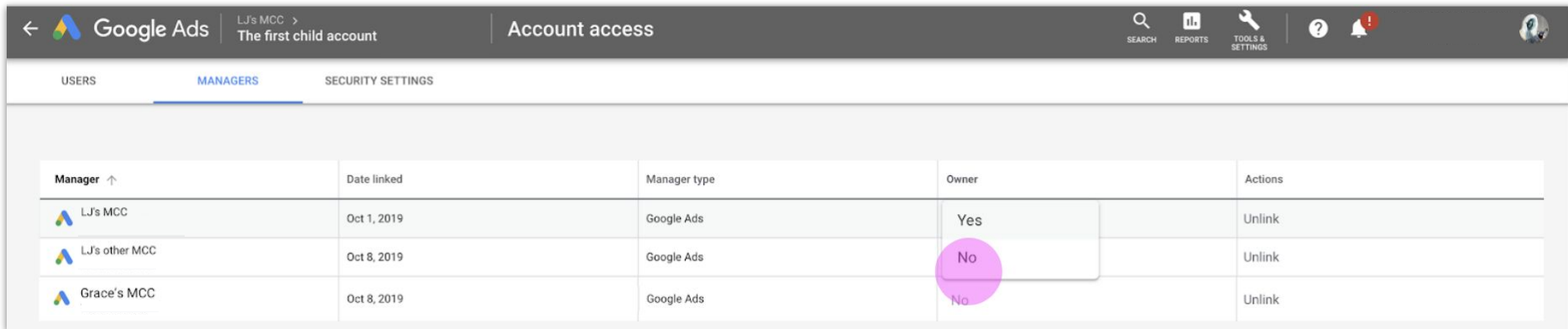
1. Change Admin Owner MCC for a Google Ads account

Proprietary + Confidential

Google Ads Account > Tools & Setting > Account access > Managers

You can change Admin Owner MCC for a given Google Ads account by logging in via the Admin Owner MCC & navigating to the specific **Google Ads account > Settings > Account Access > Managers**

- Click the tools icon in the upper right corner of the Google Ads (client) account.
- Under “Setup,” click Account access.
- Click the Managers sub-page.
- Turn on the setting in the “Administrative owner” column.



Account access				
LJ's MCC > The first child account				
MANAGERS				
Manager ↑	Date linked	Manager type	Owner	Actions
LJ's MCC	Oct 1, 2019	Google Ads	Yes	Unlink
LJ's other MCC	Oct 8, 2019	Google Ads	No	Unlink
Grace's MCC	Oct 8, 2019	Google Ads	No	Unlink



This will only be editable for admin users of the existing owner MCC. This will be editable for admin users of the child account if and only if the Google Ads account (child account) doesn't have any existing owner MCCs.

Bulk functionality

2. MCC > Sub-account settings

Proprietary + Confidential

Google Ads MCC > Settings > Sub-Account Settings

[Option 1] Inline edit “Owner” column MCC info for specific Google Ads accounts

Google Ads

Fred

SEARCH

REPORTS

TOOLS & SETTINGS

3 accounts cannot show ads

[no login email]

Overview

SUB-ACCOUNT SETTINGS

MANAGER ACCOUNT SETTINGS

Recommendations

+

ADD FILTER

Accounts

Campaigns

Settings

Change history

Labs

Blank app

<input type="checkbox"/>	<input type="radio"/>	Account	Account type	Google Ads conversion account	Audience manager account	Direct manager	Owner	Time account linked	Auto-applied ad suggestions	Authentication method	Link Authorization
<input type="checkbox"/>	<input checked="" type="radio"/>	Matt's MCC (Manager)	Google Ads			Fred (This manager)	Fred (This manager)	Sep 26, 2018 1:43 PM	—	2-Step Verification	
<input type="checkbox"/>	<input checked="" type="radio"/>	Zak's test log (Manager)	Google Ads			Fred (This manager)	Fred (This manager)	Oct 19, 2017 2:10 PM	—	Standard	Google Support System
<input type="checkbox"/>	<input checked="" type="radio"/>	CS	Google Ads	None	None (Opted in)	Fred (This manager)	Fred (This manager)				Google Support System
<input type="checkbox"/>	<input checked="" type="radio"/>	fred client	Google Ads	None	None (Opted in)	Fred (This manager)	Fred (This manager)				Google Support System
<input type="checkbox"/>	<input checked="" type="radio"/>	should fail	Google Ads	This manager (USD)	None	Fred (This manager)	Fred (This manager)				-
<input type="checkbox"/>	<input checked="" type="radio"/>	should fail II	Google Ads	This manager (USD)	None	Fred (This manager)	Fred (This manager)				-
<input type="checkbox"/>	<input checked="" type="radio"/>	test I	Google Ads	This manager (USD)	None	Fred (This manager)	Fred (This manager)	Oct 15, 2018 5:42 PM	On	Standard	Google Support System
<input type="checkbox"/>	<input checked="" type="radio"/>	test II	Google Ads	This manager (USD)	None	Fred (This manager)	Fred (This manager)	Oct 15, 2018 5:46 PM	On	Standard	Google Support System
<input type="checkbox"/>	<input checked="" type="radio"/>	test III	Google Ads	This manager (USD)	None	Fred (This manager)	Fred (This manager)	Oct 15, 2018 5:47 PM	On	Standard	Google Support System
<input type="checkbox"/>	<input checked="" type="radio"/>	test IV	Google Ads	This manager (USD)	None	Fred (This manager)	Fred (This manager)	Oct 15, 2018 5:47 PM	On	Standard	Google Support System

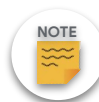
Select one owner

LJ's MCC

Fred (this manager)

Grace's MCC

None (Remove all owners)



You will only be able to **edit** (add/remove) account ownership if your MCC is currently an Owner MCC.

2. Edit Admin owner info for multiple Google Ads accounts

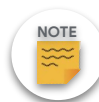
Google Ads MCC > Settings > Sub-Account Settings

[Option 2] Remove your current MCC (& sub-MCCs) from Admin ownership of the selected Google Ads accounts

Sub-account settings

1 sub-manager and 2 accounts selected | Edit | Label

	Google Ads conversion account	Owner	Customer Id	Data protection contacts	Time account linked	Auto-applied ad suggestions	Authentication method
<input type="checkbox"/>	Hide	Fred (This manager)		None	Sep 26, 2018 1:43 PM	—	2-Step Verification
<input type="checkbox"/>	Unhide						
<input type="checkbox"/>	Unlink						
<input type="checkbox"/>	Change manager						
<input type="checkbox"/>	Remove owner	Matt's MCC		None	Sep 18, 2019 3:02 PM	—	2-Step Verification
<input type="checkbox"/>	Change tag and list sharing						
<input checked="" type="checkbox"/>	Change ad suggestions settings	This manager (USD)	Matt's MCC + 2 more	None	Mar 23, 2018 3:09 PM	On	2-Step Verification
<input checked="" type="checkbox"/>	Change authentication method	This manager (USD)	Matt's MCC	None	Feb 8, 2019 1:49 PM	On	2-Step Verification
<input checked="" type="checkbox"/>	Change data protection contact sharing	This manager (USD)	Matt's MCC	None	Sep 18, 2019 2:58 PM	On	Standard
<input type="checkbox"/>	Add placement exclusion list						
<input type="checkbox"/>	Remove placement exclusion list						
<input checked="" type="checkbox"/>	Cancel accounts						
<input checked="" type="checkbox"/>		Google Ads	Client (USD)	None	Oct 17, 2019 12:21 PM	On	2-Step Verification
<input checked="" type="checkbox"/>		Google Ads	Fred (This manager)	None	Oct 19, 2017 2:10 PM	—	2-Step Verification



You will only be able to **remove** account ownership if your MCC is currently an Admin Owner MCC.

Wrap up

- Summary
- Example screenshots

Summary

1

If you do not wish to have the oldest Owner MCC as the single Admin owner, you must turn off ownership for all manager accounts besides the manager account you want should retain ownership before July 30, 2020

- Advertisers can identify the oldest Admin owner MCC by reviewing the date linked column in the Account access page of the Google Ads account (under [Google Ads account > Tools & Settings > Account Access > Managers](#))

2

Only a user with Admin access to an Owner MCC can transfer ownership to a different manager. Users on the client account do not have permission to transfer ownership.

3

This will be editable for Admin users for the Child account if and only if the Google Ads account (child account) doesn't have any existing owner MCCs.

4

Advertisers can still transition admin ownership from one MCC to another MCC even after July 30, 2020.

5

This does not impact or change the [number of MCCs linked](#) to a Google Ads account

6

Users of an Admin Owner MCC can perform user-management for the client accounts. Users of all MCCs (Owner MCC or not) can still manage the client accounts (read/write) via Google Ads UI, API, Editor, or the Mobile App - **No change in functionality**

Example Screenshot of Account Access Page

Google Ads Account > Tools & Settings > Account Access > Managers

Starting May 28, 2020 : If Google Ads account continues to have two or more Owner MCCs - **Google will default the oldest existing Owner MCC** (based on the date (“date linked column below”) the MCC was linked to the Google Ads account) **as the single Owner MCC.**

← Google Ads | Fred > fred client | Account access

SEARCH | REPORTS | TOOLS & SETTINGS | ? | !

USERS | **MANAGERS** | SECURITY SETTINGS

ADD FILTER

Manager ↑	Date linked	Manager type	Administrative owner	Actions
Fred	Oct 8, 2019	Google Ads	<input checked="" type="checkbox"/>	REMOVE ACCESS
Fred Root 02	Nov 22, 2019	Google Ads	<input type="checkbox"/>	REMOVE ACCESS

Example Screenshot of Remarketing list access setting

Google Ads Account > Tools & Settings > Shared Library > Audience Manager > Settings

The screenshot shows the Google Ads interface. The top navigation bar includes the Google Ads logo, the account name 'Fred > fred client', and the 'Audience manager' title. On the right side of the top bar are icons for Search, Reports, Tools & Settings, a refresh button, a help icon, and a notification bell with a red exclamation mark. A left sidebar contains a list of navigation items: 'Audience lists', 'Audience insights', 'Audience sources', and 'Settings' (which is highlighted in blue). The main content area is titled 'Settings'. It features a section for 'Remarketing list access' with a descriptive text: 'By turning on list sharing, you're giving your Manager account, and the other accounts they manage, access to your lists. [Learn more](#)'. Below this text is a toggle switch labeled 'Share your remarketing lists', which is currently turned on (blue).

Settings	
Audience lists	
Audience insights	
Audience sources	
Settings	
Remarketing list access	
By turning on list sharing, you're giving your Manager account, and the other accounts they manage, access to your lists. Learn more	
Share your remarketing lists <input checked="" type="checkbox"/>	

Real-Time Remarketing Tag Validation



Real-Time Remarketing Tag Validation

Starting June 1, the Google Ads tag has begun adding remarketing list members **within five minutes** (Formerly, this took up to 24 hours). As a result, advertisers who are implementing the tag or making updates will be able to verify proper installation by seeing lists grow in as little as five minutes.



Search

Faster and Better Keyword Planner

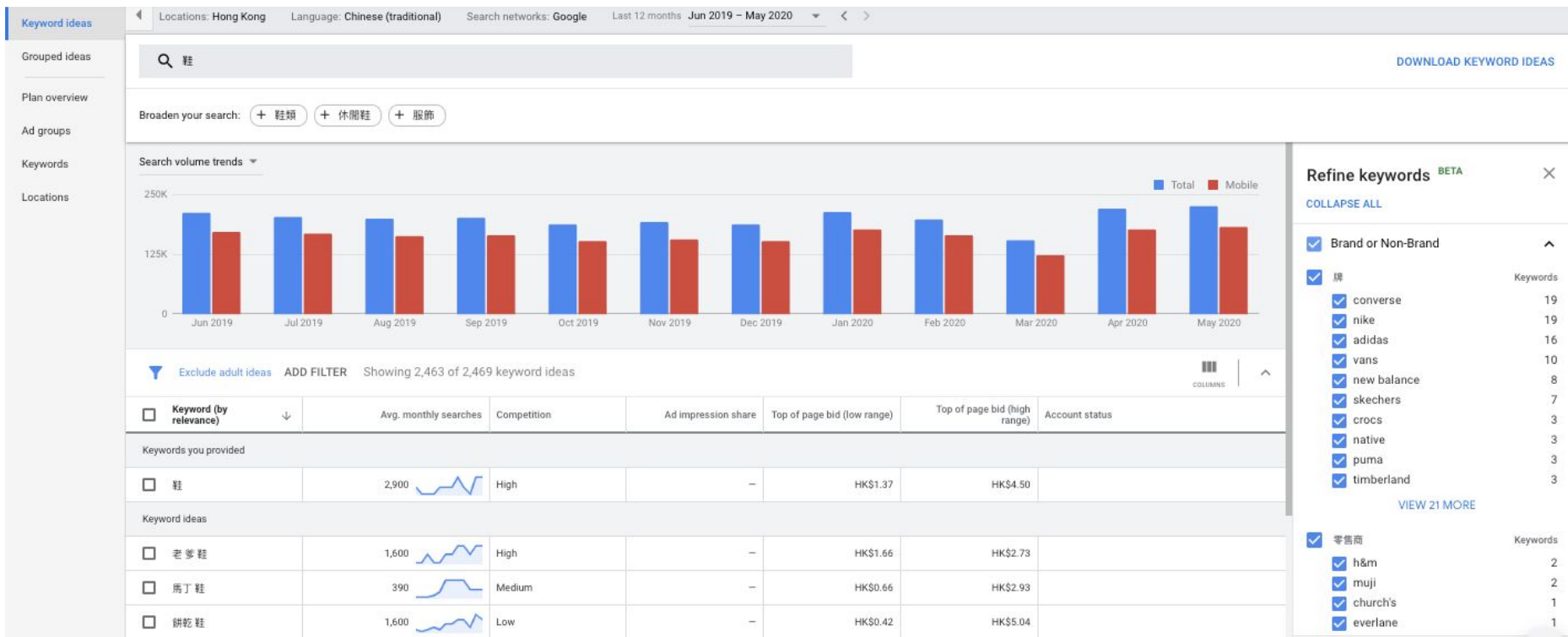


Refining Keywords with Easier Approach

Keyword Planner makes it easy for you to find keywords that are relevant to your product, service, website, or landing page. However, determining where those keyword ideas fit into your campaigns is a manual and time-consuming process.

To make it easier for you to find keyword ideas that fit with your new and existing campaigns, you can now refine keywords in Keyword Planner.

Refining Keywords with Easier Approach



Google Marketing Platform



Display & Video 360

Custom Bidding

Feature introduction & overview



Agenda



What is Custom Bidding in DV360

- What can you do? Common Use Cases
- Transaction Value
- Weighted Conversions
- Customer Value
- Brand lift



Set up and activation



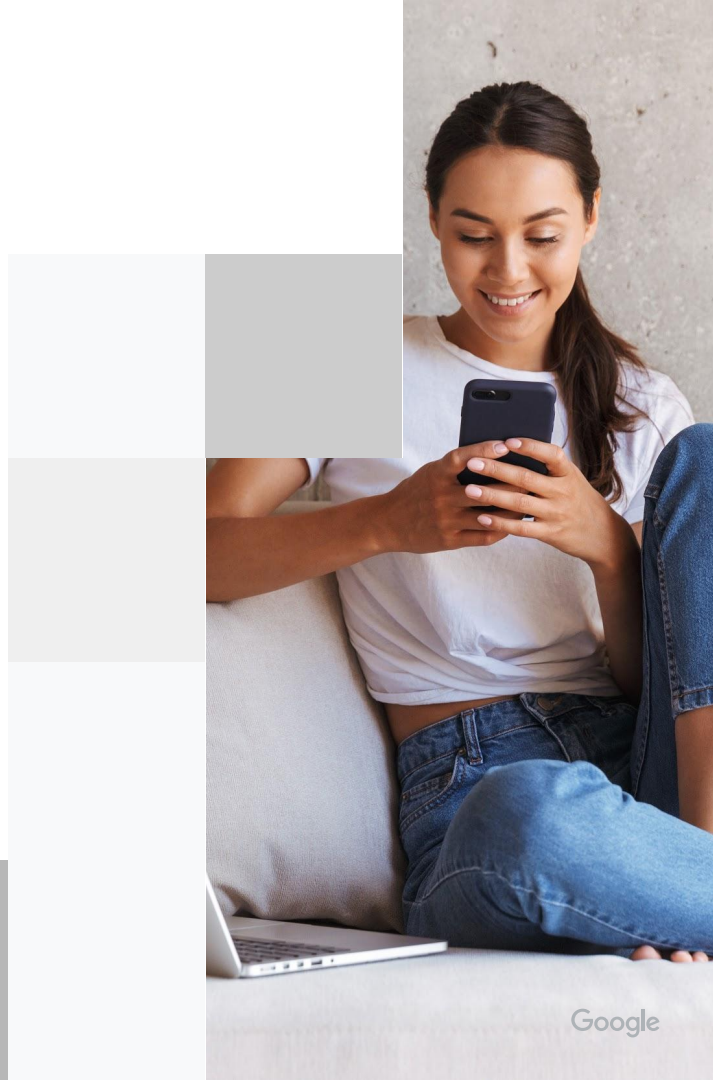
Measuring Success



Case Studies



Future Roadmap





Display & Video 360

What is Custom Bidding in DV360

[Custom Bidding](#) Feature introduction & overview



Google marketing technology journey

Prior

2018

2020

Beyond

You Are Here

Broadcast Era

Reach and engage your customers more effectively by bringing digital measurement to your **Broadcast advertising**.

Precision Era

Target the right customers at the right time with **Programmatic advertising**.

Predictive Era

Sophisticated algorithms, artificial intelligence and machine learning to anticipate consumers' needs and interests.



Custom Bidding



Proprietary + Confidential



Custom
Bidding

=



Your
Insights

+



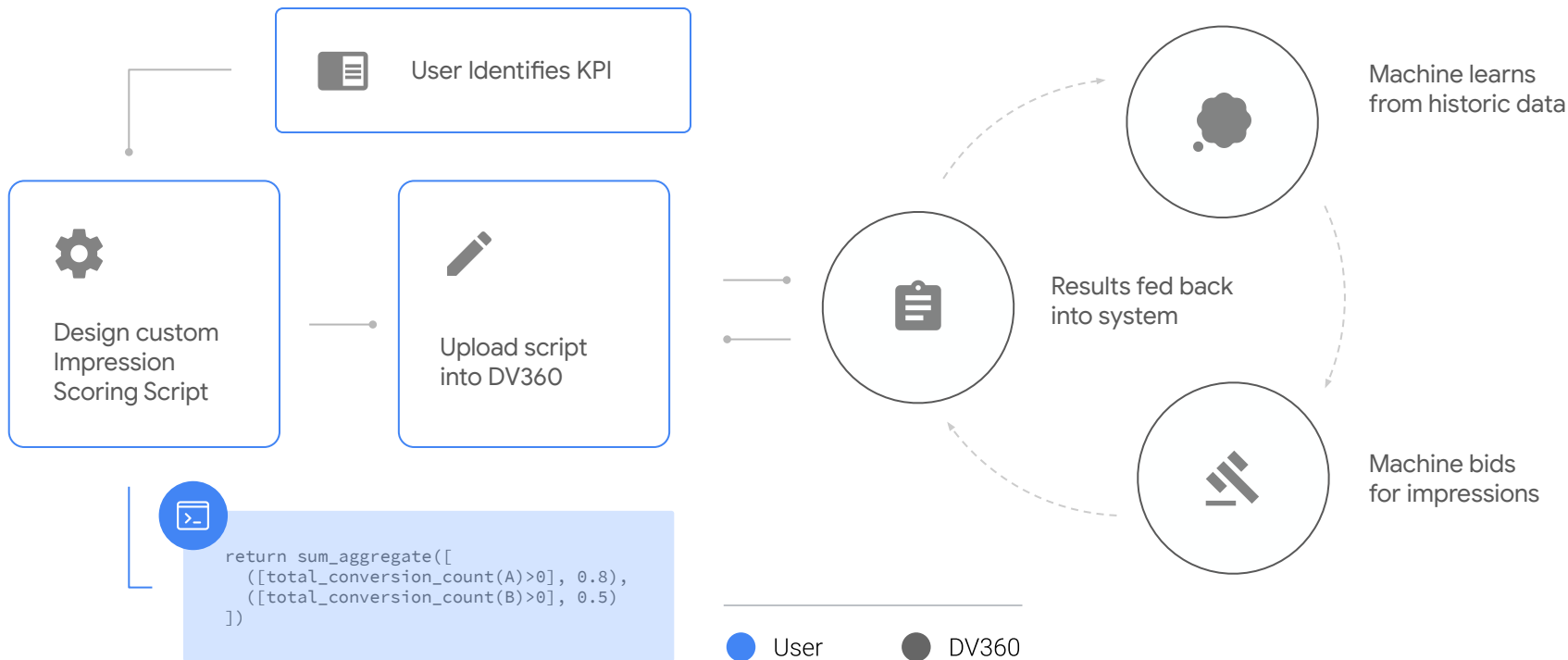
Machine
Learning



Custom Bidding



Custom Bidding vs. Standard Bidding: Custom





How custom bidding works



DV360 scores impressions

Your script tells DV360 how to score each impression. The score represents how valuable the outcome of the impression is to you.



Algorithm learns from scoring

The algorithm learns which impressions are valuable and feeds that back in to the bidding model using the 40+ signals from the impression to understand which impressions will be valuable to you in the future



Algorithm bids for impressions

When DV360 sees a new impression it uses the data from the model to predict the value of the impression and determines what to bid



What data can I use?



Floodlights

Beta



Google Analytics 360 Goals



Impression level data



Benefits

1

Leverage your business insight

No need to limit yourself to optimizing based on characteristics of that act as a proxy for the real value of your impression!

2

Automatically hit spend targets

If you choose to spend 100% of your budget, we'll make sure that happens while automatically optimizing for the highest possible ROAS. No need to manually adjust cumbersome decision trees! Of course, you can also choose to optimize ROAS while staying under budget if you prefer.

3

Customize your goal & leave the rest to Google

You tell us what's important for business goals, and we'll do the rest. We use 40+ signals including auction dynamics detection and probability of conversion to make sure that we can get you the best value for your spend.

What can you do?





Custom Bidding Use Cases

Take control over the optimization algorithm and feed it data that represents your optimization KPI of interest!



Weighted Conversions

Not all conversions are the same

- Represent the purchasing funnel in the bidding algorithm
- Differentiate conversions based on their value instead of treating them equally using floodlights or GA goals



Customer value

- Optimize based on custom values passed in floodlights
- Think of basket size, number of nights, type of traveler, product SKU, customer loyalty...
- For GA goals - think of time on screen, pages visited...



Transaction ROAS

- Optimize based on transaction values passed in floodlights or GA goals

OR

- Optimize using a sales tag



Brand

- How users see your ad is highly correlated with metrics like brand awareness and lift
- Think of creative dimensions, ad position, Active View viewability, location / time, device type etc.



Display & Video 360

Transaction Value





Optimize towards transaction value

Score impressions based on the actual value of a purchase.

An impression that leads to a purchase of \$100 will be scored 100 whereas an impression that leads to a purchase worth \$10 will be scored 10.



```
return total_conversion_value  
(CM_activity_id, model_id)
```



Starcom



Starcom Drives Sales Uplift for Online Retailer with Custom Bidding

73%

Increase in online conversions (sales)

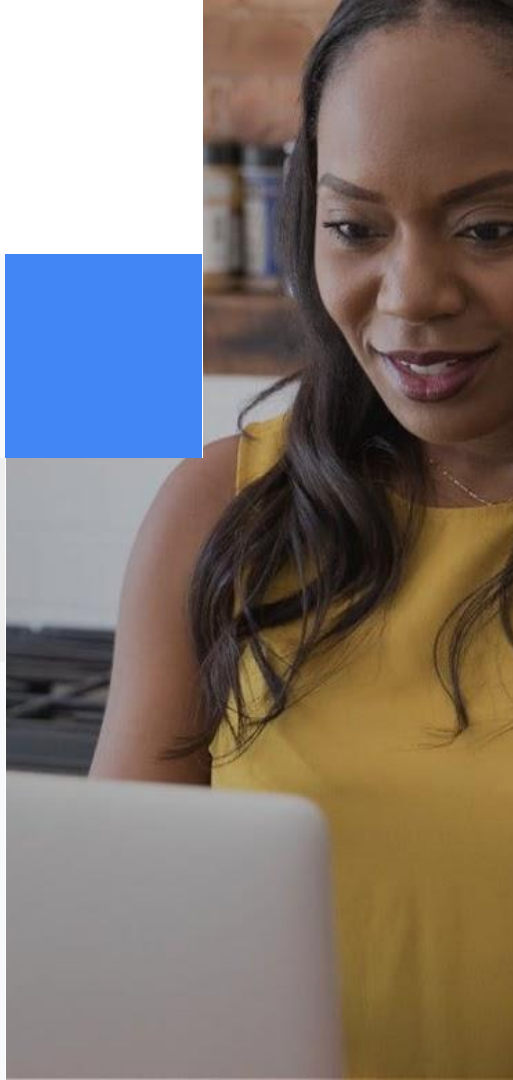
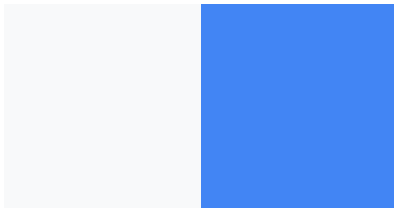
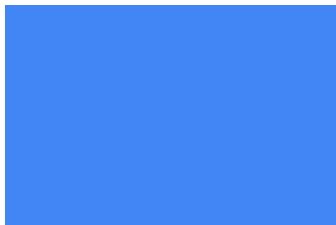
1.7X

Return on ad spend (ROAS)



Display & Video 360

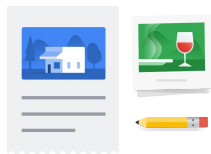
Weighted Conversions





Optimize towards your most valuable conversions

All conversions are not equal. Use custom bidding to optimize towards the most valuable without missing out on other useful conversions



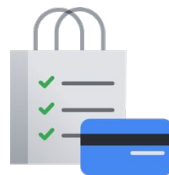
Newsletter sign up

Floodlight ID - 124



One off purchase

Floodlight ID - 125



Subscription

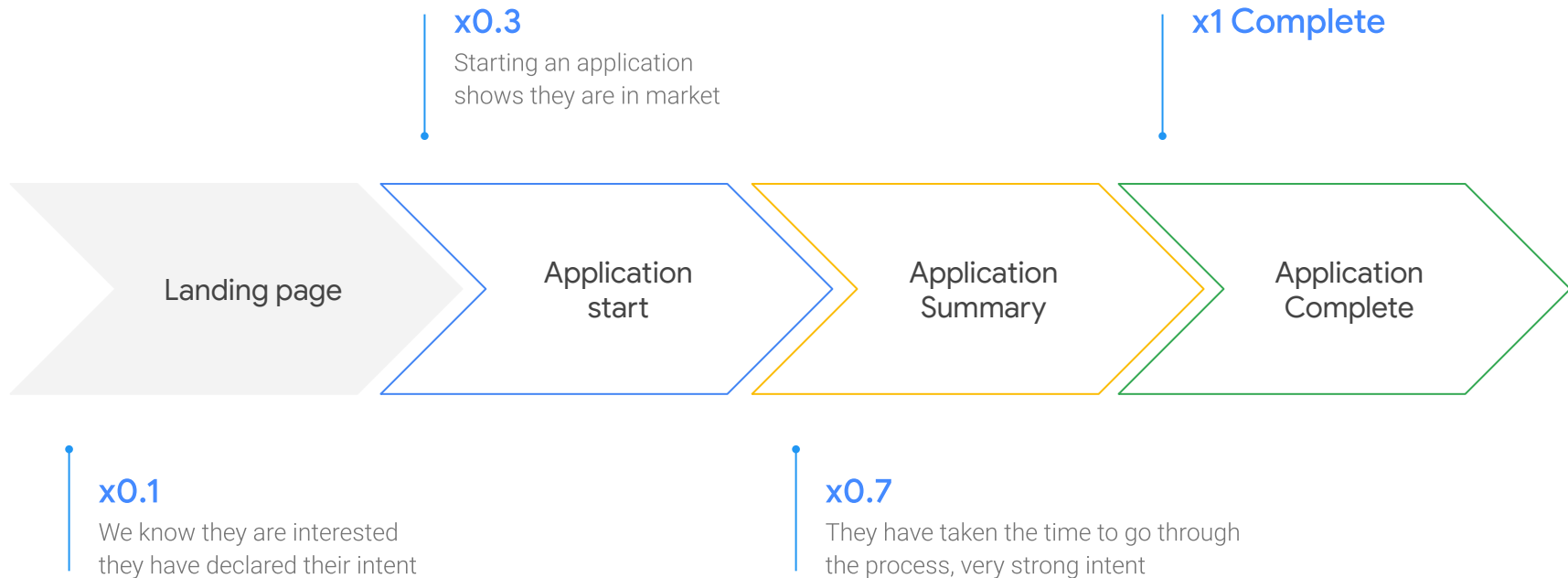
Floodlight ID - 126

```
return sum_aggregate([
    ([total_conversion_count(124)>0, 0], 1),    #newsletter
    ([total_conversion_count(125)>0, 0], 7),    #one-off purchase
    ([total_conversion_count(126)>0, 0], 10)    # subscription
])
```

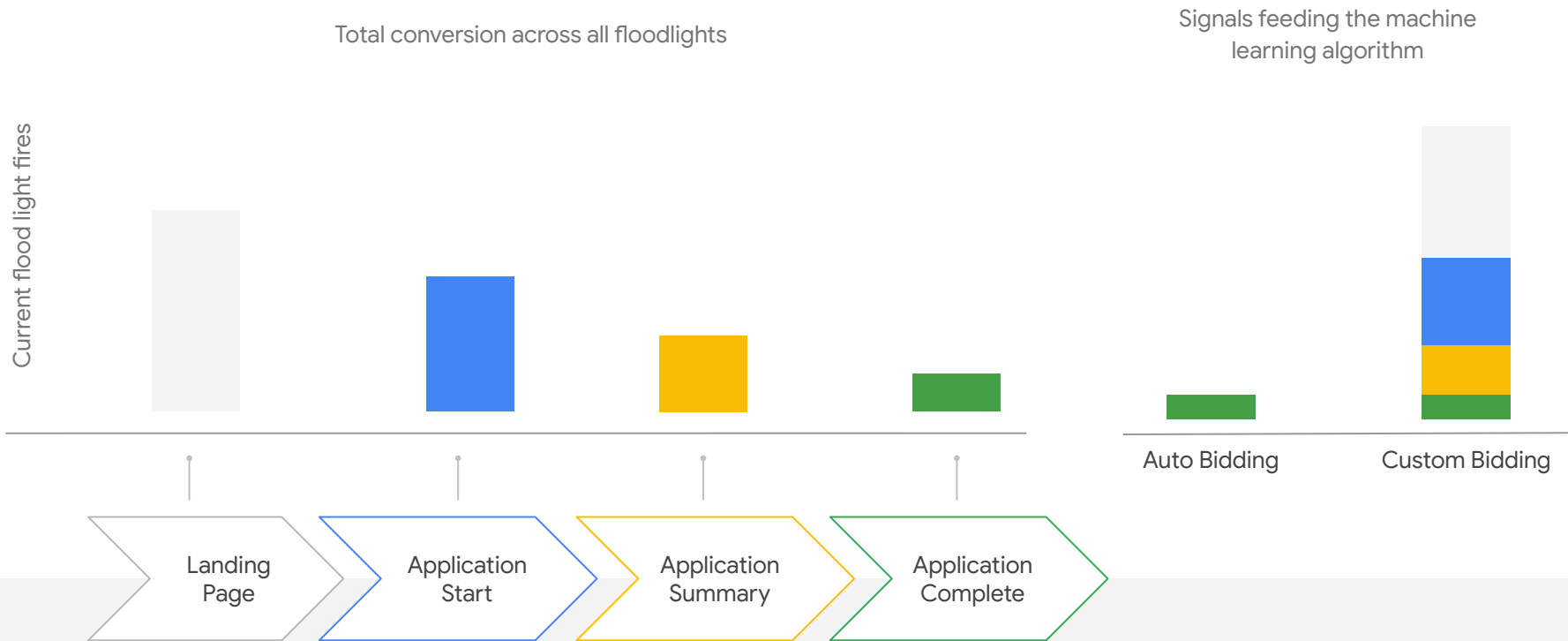




Optimize towards lower funnel events



Utilize all your conversion data for optimization





Writing a script for weighted conversions

The advertiser is tracking the following conversion events using different pixels:

Activity ID	Floodlight location
123	Landing page
124	Application Start
125	Application Summary
126	Application Complete

To score ad impressions that lead to different conversion events, the advertiser uses the following script:

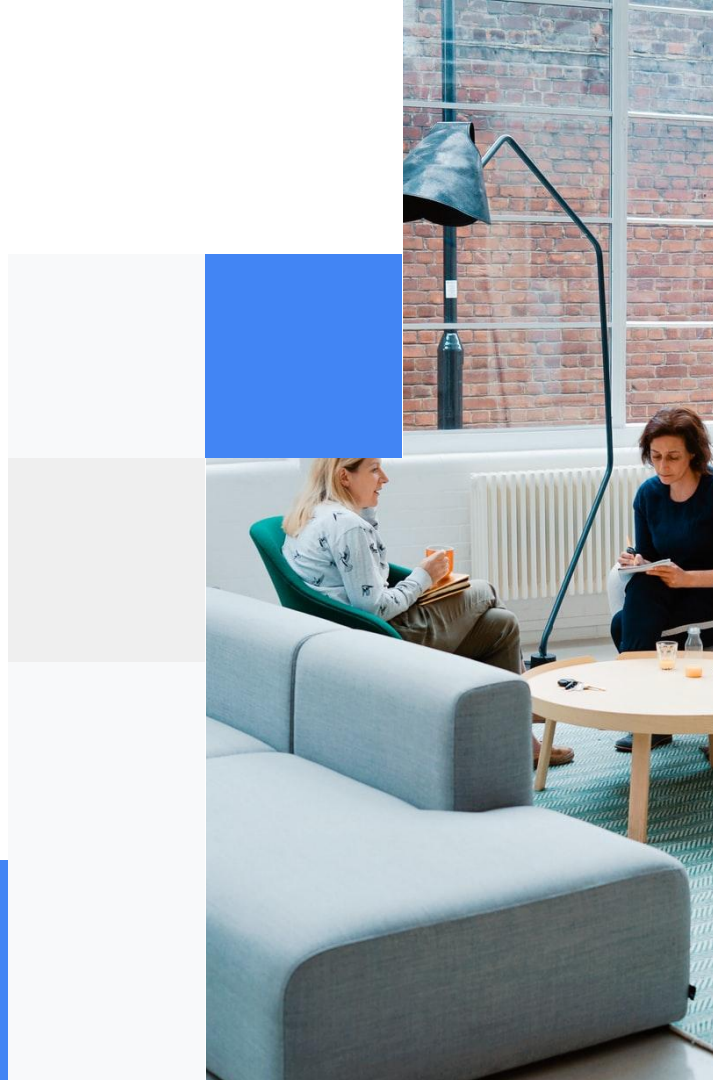


```
return max_aggregate([
    ([total_conversion_count(123)>0, 0], 0.1),
    ([total_conversion_count(124)>0, 0], 0.5),
    ([total_conversion_count(125)>0, 0], 0.7),
    ([total_conversion_count(126)>0, 0], 1)
])
```

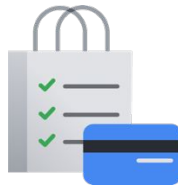



Display & Video 360

Customer Value u-variables



Optimize towards custom floodlight variables



With auto-bidding optimize on

Purchase

All purchases are considered the same

With **custom bidding** optimize on

Purchase

- + Purchase value
- + Number of items
- + Reward Tier
- + Product category
- + Product

Optimize towards a higher LTV and increase revenue



Translating your insight in to a script

The advertiser stores customer loyalty tier as a custom Floodlight variable and optimizes towards it



```
_uvar =  
conversion_custom_variable(CM_activity_id,  
model_id, u_variable_index)
```

```
if _uvar != None and _uvar != "":  
    return float(_uvar)
```

```
return 0
```

Get the data from your floodlight

Check data is valid

If there's no data, score 0



Display & Video 360

Customer Value GA Goals

Beta





GA goals



Google Analytics 360

GA360 can help you understand the behaviour of your most valuable users

You can then use Custom Bidding in DV360 to optimize towards this behaviour, allowing you to optimize towards the most valuable customers

For example:

- Customers that make a purchase are most valuable
- Customers that spend time on the site and visit many pages are equally valuable

```
return sum_aggregate([
    ([has_ga_goal(111, 222)], ga_goals_count(111, 222)),
    ([has_ga_goal(333, 444)], ga_goals_count(333, 444))
    ([has_ga_goal(555, 666)], ga_goals_count(555, 666)*5)
])
```

Consider the below paths:

- 1 User spends 5 minutes on the site, **then converts**
- 2 User spends 5 minutes on the site and visits 7 pages

User 2 is still valuable **just not as valuable.**

Users are scored based on a sum of different goals



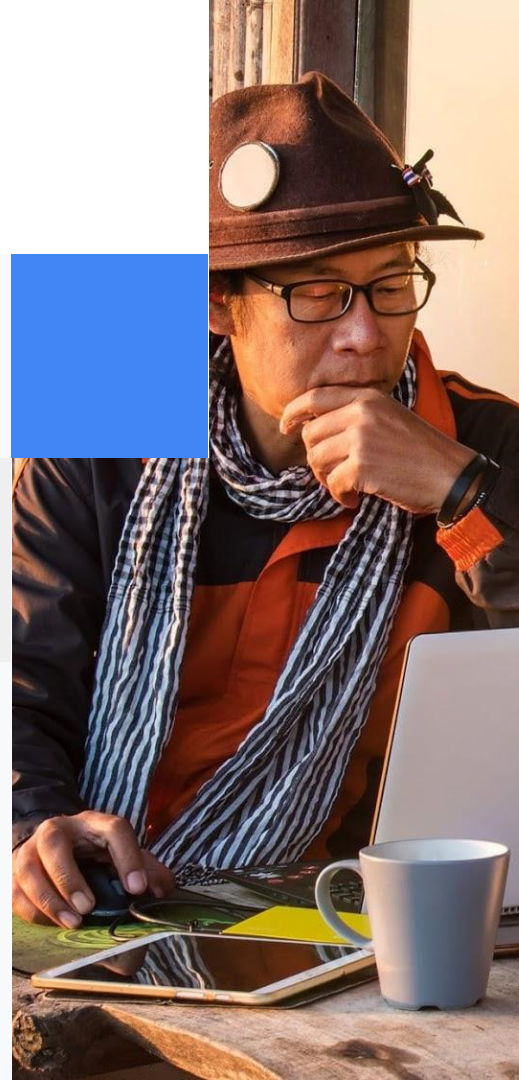
Optimize towards Google Analytics 360 Goals



Use GA goals on your website to inform your bidding strategy by combining them to optimize towards any of GA360 goals

Goal Type	Description	Example
Destination	A specific location loads	<i>Thank you for registering!</i> web page or app screen
Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an Event is triggered	Social recommendation, video play, ad click

Brand





Optimize for brand use cases

Use signals to
optimize for



Viewability
(Across display and video).



Video Complete



Optimize for viewability

Use signals from the impression to calculate a proxy brand KPI to optimize towards



```
#video ad and viewable and complete  
if ad_type == 1 and video_completed  
and active_view_measurable and  
active_view_viewed:  
    return 1
```

```
#non video and viewable  
elif active_view_measurable and  
active_view_viewed:  
    return 1
```

```
#audio ad type - do not penalise  
elif ad_type == 2:  
    return 1
```

```
else:  
    return 0
```

Video viewable and complete

Viewable

Audio

The rest



All existing features:

Weighted events
(view-through and
click-through activity IDs)

Anything in
custom Floodlight
u-variables

Publisher domain
and/or channels

Exchange

Ad position

Creative dimensions

Browser & device type

Clicks

Location
(country, zip code, city)

URL groupings

Active View
viewed

Video
completed



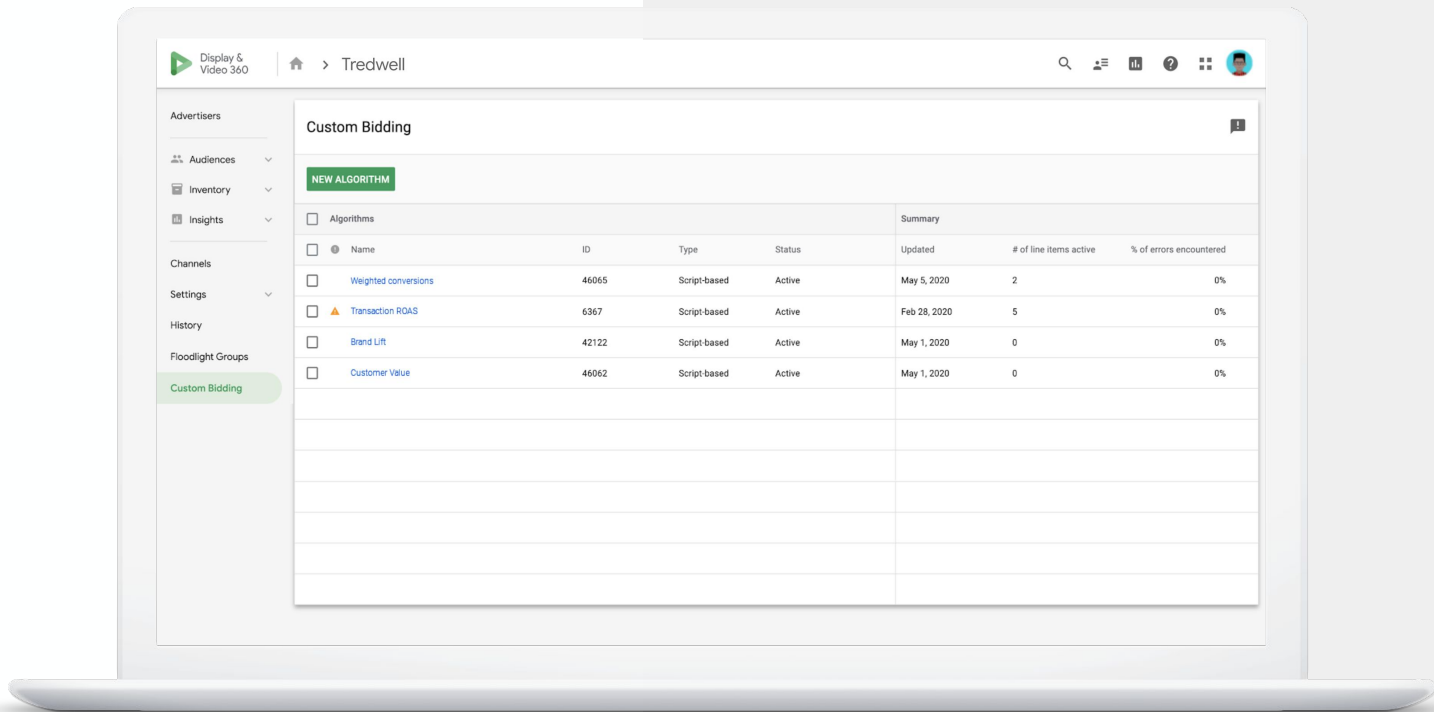
Display & Video 360

Proprietary + Confidential

Set up and activation



Create an algorithm





Build your script in the UI editor

Proprietary + Confidential

The screenshot shows the Google Display & Video 360 interface. The left sidebar contains navigation links: Advertisers, Audiences, Inventory, Insights, Channels, Settings, History, Floodlight Groups, and Custom Bidding (highlighted). The main content area is titled 'Custom Bidding' and features a 'NEW ALGORITHM' button. Below this is a table of algorithms.

Name	ID	Type	Status	Updated	# of line items active	% of errors encountered
Weighted conversions	46065	Script-based	Active	May 5, 2020	2	0%
Transaction ROAS	6367	Script				
Brand Lift	42122	Script				
Customer Value	46062	Script				

A 'New script' dialog box is open in the foreground. It includes a 'CHECK SYNTAX' button, a dropdown for 'Choose an Advertiser...', a dropdown for 'Sample type', and a 'TEST SCRIPT' button. The script editor area contains the following code:

```
1 #start new draft here
2 return total_conversion_value(987654, 0)
3
4 |
```



Sample your script in the UI sampler

Proprietary + Confidential

Display & Video 360 | Tredwell

Advertiser

Inventory

Insights

Resources

Channels

Custom Bidding

Settings

History

Custom Bidding

NEW ALGORITHM Past 30 days

Filter

Algorithms

Name	ID	Type	Source	Updated	# of line items active	% of errors encountered
Mid funnel						
Upper funnel						
Lower funnel						
Desktop awareness						
Mobile awareness						

Test results

Mon, Dec 23, 2019		Example Advertiser Name		All impressions	
# of impressions in sample	Impr. value / cost	% of execution errors	% of impr. scored	% of positive impr.	
3,821	0.02	0%	100%	0.026%	

Show rows: 100 1-4 of 4



Choose your algorithm as the bid strategy in your IO or LI

Display & Video 360 | Tredwell

Advertiser

Inventory

Insights

Resources

Channels

Custom Bidding

Settings

History

Custom Bidding

NEW ALGORITHM Past 30 days

Filter

Name	ID	Type	Source
Mid funnel	1234567	Script-based	Google
Upper funnel	1234567	Script-based	Google
Lower funnel	1234567	Script-based	Google
Desktop awareness	1234567	Script-based	Google
Mobile awareness	1234567	Script-based	No script

Algorithms

Summary

Line item details

Budget and pacing

☒ Automatically adjust budget
The system will move budget from lower- to higher- performing line items once a day.

☐ Fixed budget
The line item's budget will not be modified by the system

Flight Even

Bid strategy

☒ Automated bidding
Example - custom variabl... (46666) while prioritizing spending my full budget (recommended)

Additional options

☐ Fixed bid
0.00 USD

Frequency cap

☒ Unlimited up to the higher level frequency cap

☐ Limit frequency to exposures per Lifetime
The higher level frequency cap is set to 1 exposure per month

SAVE **RESET**

Show rows: 100 1-4 of 4



Set up best practices

Automated bidding works best at an Insertion Order level

Set your bid strategy at an IO level wherever possible

1. This allows budgets to be controlled by the bidder and thus be redistributed to campaigns that assist in conversions
2. This is particularly important whenever using a custom attribution model

Data requirements:

>1000 **positively scored impressions** over the last 30 days per advertiser

Eg. For a weighted conversion use case this would mean >1000 conversions attributed to impressions in your advertiser, over the last 30 days, across all floodlights included in your script



Display & Video 360

Proprietary + Confidential

Measuring Success



Testing with an A/B test (recommended)

Create A/B Experiment

Create a new experiment across new IOs

Activate Algorithm

Learning
~1 week

Optional: change constraints

Run Campaign
Minimum 2-3 weeks depending
on volume of data

Evaluate

Run / optimize campaign as you would normally do
with fixed bids: change bids, exclude sites etc.

Try NOT to make changes to the Auto bidding IO AND only decrease the addressable inventory of the fixed bidding IO (i.e. excluding inventory such as sites is OK, adding inventory is NOT OK).



DO NOT: Test and mix fixed and automated LIs in one IO

Proprietary + Confidential



Tip: Use a A/B experiment instead!

Pitfall

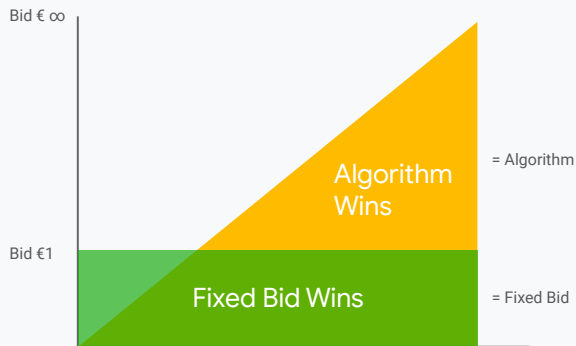
Creating two Line Items with the same Targeting in one IO with one set to Fixed Bid and the other to Automated Bidding.

Rationale

For the impressions where the computed bid of the algo is lower than the fixed bid, there is a high chance the fixed bidding LI wins creating a bias to your test not in favor of the algo.

Best Practice

Either, make sure that there is no overlap in addressable inventory (i.e. ensure LIs target mutually exclusive inventory) or run an official A/B experiment!





Call Outs for Evaluating Performance

- For Custom Bidding Campaigns, the main Performance KPI clients should evaluate in reporting is **Custom Impression Value/Cost** between Test and Control

ROAS Use cases:

- Higher CPA or CPM in the experiment is NOT an indicator that the test has failed. It is an expected outcome if we are buying more expensive but higher-value impressions (depending on how you value your impressions)

Weighted Conversions

- You may choose to report CPA calculated against your highest weighted conversions. If you're not meeting your CPA goal you may want to update your weightings to try improve performance

- It may be important to evaluate both daily performance of test vs. control (i.e. add Date as a reporting dimension) but ALSO evaluate aggregate performance over time
 - Especially for conversion-based tests where positively-scored impressions are infrequent, daily performance may not be representative of overall outcome
- Make sure **before launch** that the campaign KPIs are clear & established and the script is optimizing for the stated campaign goal & KPI.
- Ignore performance from the first week - this is the training period for the bidding algorithm. Let line items run for at least two weeks without making any changes.



Display & Video 360

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Case Studies



Starcom Drives Sales Uplift for Online Retailer with Custom Bidding



The retailer client sells thousands of products with varying price points. It has a robust website as well as a national storefront footprint.



**Based on advertiser campaign data from Q3 2019. DV360 Custom Bidding is currently in beta*

The challenge

Advertisers want to buy and optimize digital media against their real business objectives, but standard DSP capabilities only allow for proxies like clicks and conversions. Prior to this test, optimization of this campaign valued all conversions (online sales) the same, though different sales had vastly different revenue implications for the retailer.

The approach

Custom Bidding in Display & Video 360 (DV360) allowed Starcom to combine the retailer's own data plus Google's machine learning to optimize for transaction value.

Starcom wrote a script that tells DV360 how much an impression is worth based on revenue value passed through in the Floodlight Custom Variable on the retailer's website. DV360 then built a bespoke predictive model that optimized directly for transaction value.

Starcom tested their Custom Bidding script against the existing tactics within their campaign. The control groups used fixed-price bidding (with no automation). The targeting applied across all test groups used a combination of contextual, behavioral and first-party audience segments.

The Results

Custom Bidding drove measurably improved return on ad spend and increased online sales for the retailer.*

73%

Increase in online conversions (sales)

1.7X

Return on ad spend (ROAS)

Recommendations

For the retailer:

- Switch campaigns from fixed bidding to automated bidding.
- Introduce revenue-based Custom Bidding on all campaigns.
- Expand testing of Custom Bidding to:
 - Optimize for most valuable product SKUs
 - Account for clicks to take into consideration advertiser's internal KPI

For Publicis:

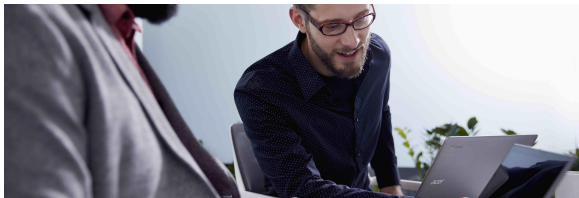
- Scale Custom Bidding across Publicis agencies to drive customized return on investment for clients.



Office Depot Drives Online Sales Uplift with Custom Bidding



Office Depot, Inc. is a leading provider of business services and supplies, products and technology solutions to small, medium and enterprise businesses, through a fully integrated B2B distribution platform of approximately 1,300 stores, online presence, and dedicated sales professionals and technicians. Boca Raton, FL • [OfficeDepot.com](https://www.officedepot.com)



The challenge

Marketers want to buy and optimize digital media against their actual business objectives, however, standard DSP capabilities only allow for proxies such as clicks and conversions. Prior to this test, optimization of this campaign valued all online sales conversions similarly. Office Depot's primary goal during this test was to drive an increase to overall online sales in partnership with their agency WaveMaker.

The approach

Custom Bidding in Display & Video 360 (DV360) allowed Office Depot to combine the retailer's sales data plus Google's machine learning to optimize for transaction value rather than total number or conversions.

The test was performed on a segment of the display acquisition campaign in Q4 '19. The retailer wrote a custom script which optimized towards total sales value based off of their online transaction data, in an effort to drive up Return on Ad Spend (ROAS).

Office Depot tested their Custom Bidding script (test group) against a control group optimizing towards Cost Per Acquisition (CPA). The targeting applied across both test and control groups included similar targeting including first-party audience segments.

“ Testing doesn't always provide game-changing results, but this time that's exactly what happened. Being more prescriptive in the goal for the algo resulted in a significant increase in revenue versus the control, and we will be rolling the optimization out across several campaigns.”

*Calisha Anderson, Sr. Program Manager,
eCommerce Office Depot*

30%

Lift in online sales
from test segment
compared to control
group

\$21

Return on ad
spend (ROAS)

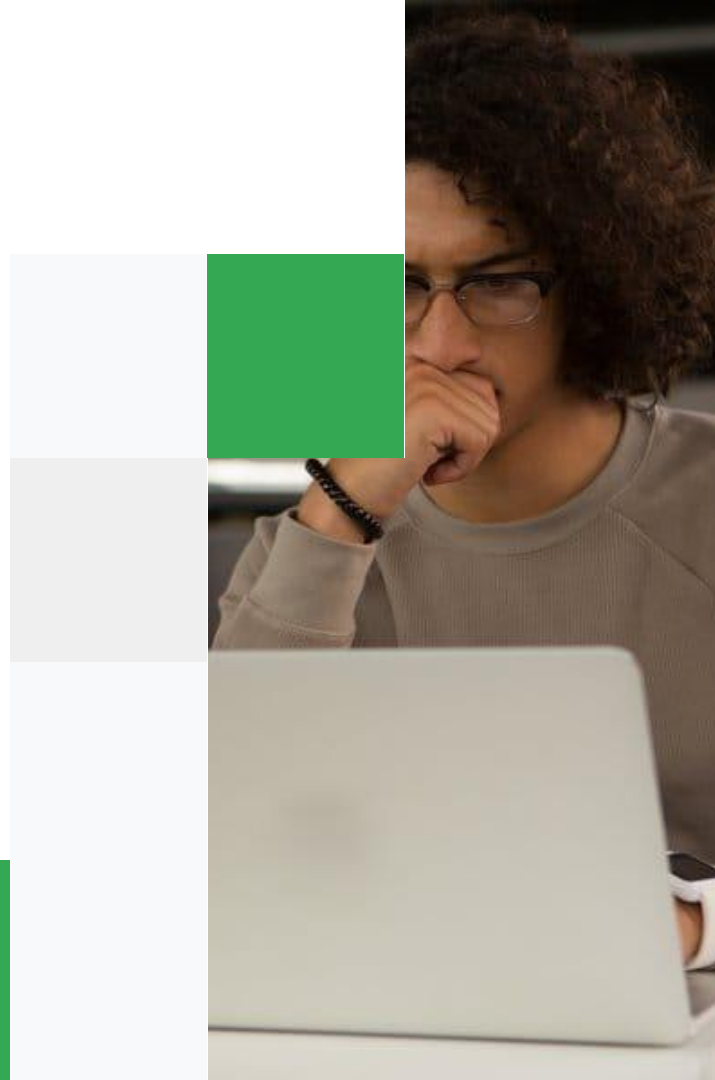
Recommendations

For the retailer:

- Switch display campaigns from fixed bidding or CPA bidding to custom bidding across the board in Q1 '20.
- Explore additional KPIs that would solve business needs and test additional custom scripts via custom bidding going forward.

Wavemaker

Future roadmap





Roadmap

Feature	Available	On the roadmap
tROAS, Weighted Conversions, U-Variables	✓	
Impression Features (*Advanced Users only)	✓	
Self service onboarding	✓	
Scripting sandbox	✓	
Attribution models	✓	
GA Goals (*Beta)	✓	
Advertiser Level Permissions		✓
ADH Integration		✓
In UI Goal Builder		✓



3D Swirl Ads in DV360



Display & Video 360

In a world where
attention is limited,
user engagement is the new
media currency

Display banners offer
massive scale, but users are
increasingly fatigued* by
traditional banner ads.

*[Source](#)



Millions of banner ads served every day.

How can we make them more interesting to users?

Introducing 3D Swirl Ads

3D Swirl is a new mobile display format available through DV360

Designed to drive user engagement via immersive 3D ad experience



3D Swirl delivers higher engagement and purchase intent

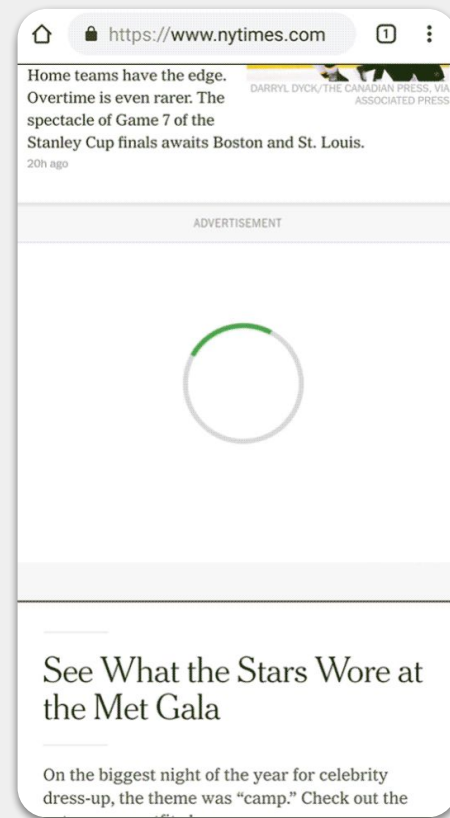
3D Swirl has demonstrated higher brand performance compared to 2D and rich media display ads*

3x Engagement Rate

6.9x Purchase Intent

4.7x Brand Favorability

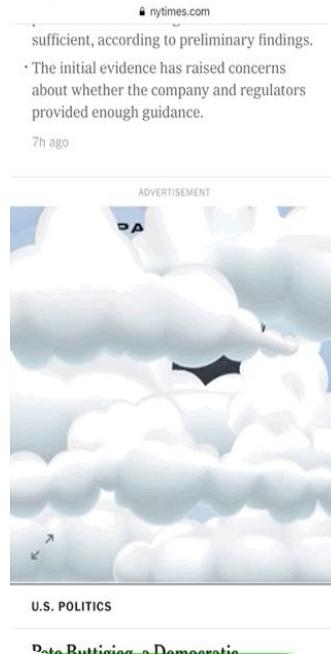
*Vs. Rich Media Benchmarks



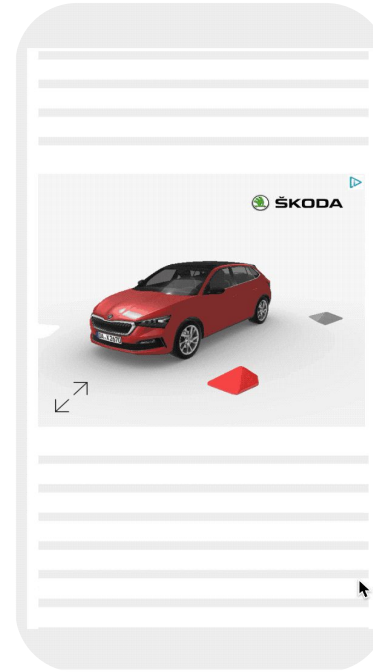
3D Swirl creatives enable brands to tell innovative stories



Tell your brand story



Launch a new product



Showcase product options

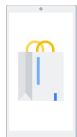


Explore a product in detail

Awareness

Purchase Intent

Reach your audience at scale with DV360



Mobile-first

Swirl is designed to delight and engage users on mobile



Scale via DV360

Available across Google Ad Manager publishers



Multiple ad-sizes available

300x250; 300x600; 336x280

rog, finally scores a date

If the newly energized Sehuencas water frog breeding program is successful, future generations of the rare species will be reintroduced to the wild.

By Brooks Hays



Jan. 15 (UPI) -- The world's loneliest frog, single for a decade, is finally getting a date.

For the last ten years, Romeo, a rare Sehuencas water frog, has lived in isolation at Museo de Historia Natural Alcide d'Orbigny in Bolivia. He's known only the company of biologists and museum visitors.

Creating 3D Swirl ads using GWD

1. Determine what product you want to highlight in 3D

- Leverage your existing Brand & Campaign Creative to establish the direction for your 3D ad

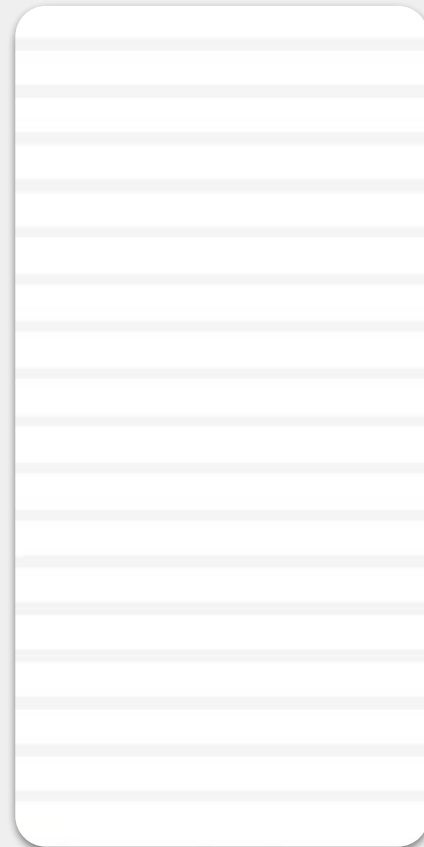
2. Develop your 3D asset

- Optimize your product's existing 3D model or start from scratch

3. Build the final ad

- Easily create the full ads experience using our 3D Swirl templates in [Google Web Designer](#)

-
- Got this on your own? Our [Best Practices & Technical Documentation](#) can help you create your ad from start to finish
 - Need an extra hand? Reach out to our [Trusted Partners](#) for production support from 3D modelling to end-to-end ad creation & development



Swirl - Basic Template

Swirl 3D Ads Details

Availability	Open for Beta testers
Adsize	300x250, 336x280 (with optional expansion); 300x600
Inventory	Mobile web on Google Ad Manager inventory; Not available on mApp
Goal	Awareness, Consideration
Bidding	CPM
Device Availability	Mobile only
Metrics	Custom Engagement metrics available in DV360 reporting
3P Production Support	Google established a Trusted Partner Program to connect advertisers/agencies to production partners. Google will consult on 3D requirements/specs during open beta phase

Measurement



POC: aliceelee@



Brand x Win in Channel Strategy

Affiliate Location Extension

Offline channels could be most brands' battlefield as majority of purchases are made through physical stores



95% of
FMCG sales are
happening offline

However, most consumer purchase decisions are made through **digital platforms**

77% of retail decisions are **digitally** influenced

35% consumers have already decided brand/product to purchase **before** going to stores

Source:

1) IRI Worldwide: Influence Offline CPG Purchase Behavior With Digital Media 2018

2) 勤業眾信 (Deloitte), 《BRIDGING GROCERY'S DIGITAL DIVIDE》(彌補雜貨店的數位落差), 2019 年

(問題 5) 在進入網路或實體商店之前, 下面何者最適合描述您的購物經驗?, Google 問卷調查, 2019 年



Google helps brands promote products/locations along the O2O journey



Browsing website,
watching YouTube
video, or searching



Ad Engagement for
Offline Activities
with nearest store
information



Visit Store

Affiliate Location Extension 3 key benefits

Setup Easy

With built in location groups, brands do not need extra efforts to work on the channel partners information.

Integrated Measurement

With different dimension reporting features, brands can understand O2O behaviors.

Brand x Channel Win-Win

With trade promotions, brands can reach and engage consumers through the O2O journey while channel partners will also gain visibility.

Important Notes:

Affiliate location extension is currently available for Google Ads internal system. Please contact your Google sales for implementation support.

Set Up Easy



Available ALE list

Travel

Marriott Hotels & Resorts
Rosewood Hotels &
Resorts
國泰航空

Pharmacy/Retail

屈臣氏
惠康
莎莎國際
萬寧 (零售商)
連卡佛

Finance

宏利金融
花旗銀行
邦民日本财务

Teleco

數碼通
香港移動通訊有限公司

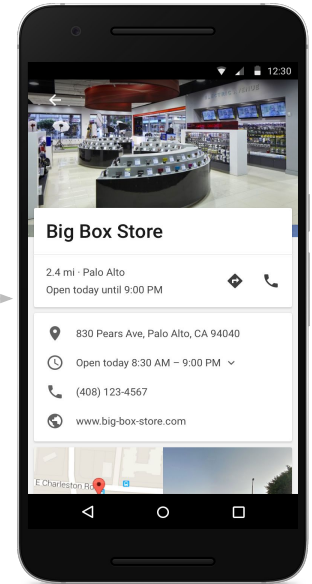
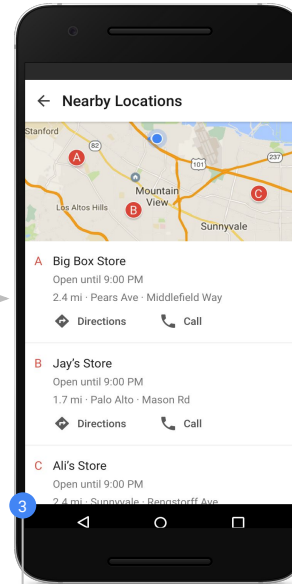
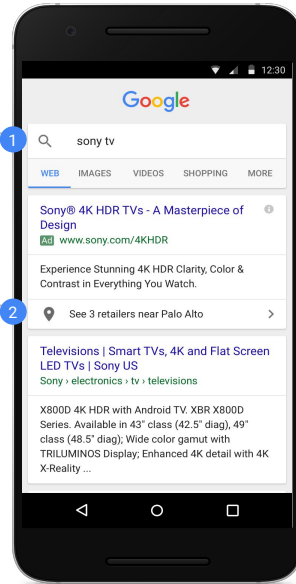
Search - Affiliate Location Extension

User searches for product

Nearest available store options displayed

10%


Increase in CTR
that utilize ALE

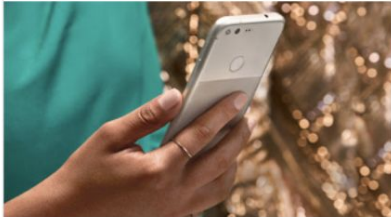


Third party store options are displayed

Display (responsive ads only)- Affiliate Location Extension







Ad Google

 Pixel. Made by Google




Free unlimited photos and videos at full resolution.







Available in 3 stores near you:

A Celciti Mountain View Open until 8PM	 DIRECTIONS	 STORE
B Alphabet Mobile Los Altos Open until 10PM	 DIRECTIONS	 STORE
C PG Cell Palo Alto Open until 6PM	 DIRECTIONS	 STORE

Interstitial

 Pixel phone. Made by Google
Google

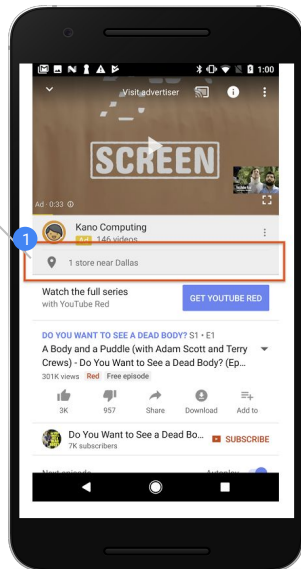
Free unlimited photos and videos at full resolution.

A Celciti Open Mountain View	 DIRECTIONS	 STORE
B Alphabet Mobile Open Los Altos	 DIRECTIONS	 STORE
C PG Cell Open Palo Alto	 DIRECTIONS	 STORE

Square (300 x 250)

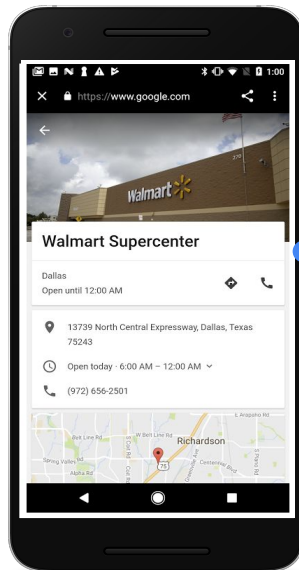
YouTube- Affiliate Location Extension

The closest retail stores will be shown



Initial state

Consumers can get direction to the store



Engaged state

What? Leverage **Affiliate Location Extension** to let people know the closest retailer where they can find your products, adding even more relevant information to your ads. Measure the store visits that were influenced by your ads.

How? Choose from a list of available retail chains directly in your Google Ads account.

Availability? Google Search, YouTube Trueview and Bumper



Adding channel and promotion info to make it more actionable!



Channel
Partners



Promotion Info



Call to action

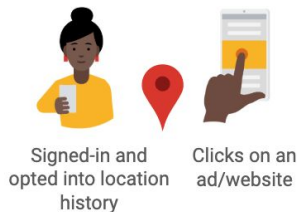
Integrated Measurement

Insights 1st step - Understand Local Actions

- **Local Reach:** The number of times a store's location-based ad was shown.
- **Call Clicks:** The number of times people clicked the “Call” button to call a store during or after clicking an ad for that advertiser. This number doesn’t include whether or not calls were connected, or the duration of any calls.
- **Driving Directions:** The number of times people clicked a “Get directions” button to navigate to a store after clicking an ad for that advertiser.
- **Website visits:** The number of times people were taken to a store’s URL after clicking an ad for that advertiser. Note: This URL refers to the URL that the store provided for location-based information (for example, the location detail page), and does not refer to the advertisement URL.

Insights 2nd step - Understand Store Visits (coming in 2020Q4/2021 Q1)

Digital Interaction

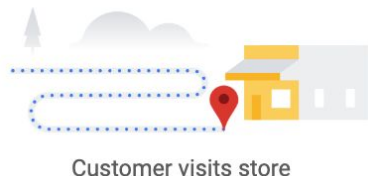


- You're signed in to your Google Account
- You have turned on Location History
- The device has Location Reporting turned on

*Search = Click
*Display = Click/Impression
Vidéo = Click/View



Visit the Physical Store



- Time spent at the location
- Google Maps searches or navigation to the location
- Google web searches
- The strength and accuracy of location signals (GPS, wifi, etc.)
- Google's historical accuracy in identifying visitors to your locations
- Other proprietary factors

Report Store visits



- Aggregated and anonymous data

Per Store Report is also available in Google Ads

(when available)

	Local Actions			Store Visits
Store	Call Clicks	Drive Directions	Website Visits	Store Visits
Store A	100	1,000	100	2,700
Store B	300	150	75	950
Store C	150	510	200	2,000

A woman with long dark hair, wearing a white t-shirt, is standing in a grocery store aisle. She is reaching up with her right arm to a high shelf, looking at the products. The shelves are filled with various packaged goods, likely snacks or instant noodle cups. The background is slightly blurred, showing other aisles and store lighting. The overall tone is warm and focused on the consumer experience.

Brand x Channel Win-Win

Work with your channel partner to close the last mile O2O purchase

Store Shelf



Special Promotion





Digital Co-Marketing



Expanding

Digital Co-Marketing between Brands and Retail to promote specific product by leading consumers to retailer's offline stores to purchase.

Brands



- Digital media strategy
- Creative development

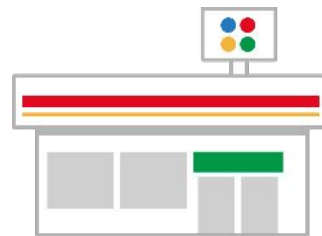
Win



Win

Google

Retail / Channel



- Good store shelf space
- Direct product promotion

Japan Case Sharing ([Think with Google Japan](#))



Background

- Client Issue: Face the difficulty to maintain drug store shelf this winter, which would cause a significant drop of the sales.
- Challenge: How to promote SUPLI in winter season and keep drug stores' shelves.

Campaign Objective

- To place client products on the ideal shelf via digital promotion for consumers close to each drug store
- To uplift the products' sales and maintain the shelf even after promotion

KIRIN works with Google to create new channel strategy

1

Video Promotion



Conduct video promotion only around the drugstore business area with the message not from client but from drug store.

(cover 15 different prefectures)

2

Store Visit Measurement



Measure store visit rate after viewing YouTube video ads to see the effect of digital promotion

3

Instore Promotion



By collaborating with agency, realize the ideal in-store shelf and in-store promotion by visiting / talking to each drug stores.

The result is average 93% of the drugstores actually did the instore-promotion for the brand.

Products list in good store shelf space to align O2O strategy with shopper marketing

BEFORE



AFTER



Campaign Results

Store Visits Performance

High Store visits% & Low cost per Store Visits

Store visit rate 13.7% (Visits 79,155 users) is higher than historical average. Cost for each store visit is 41 yen, which is much cheaper than other promotion media like flier.

Sales Performance

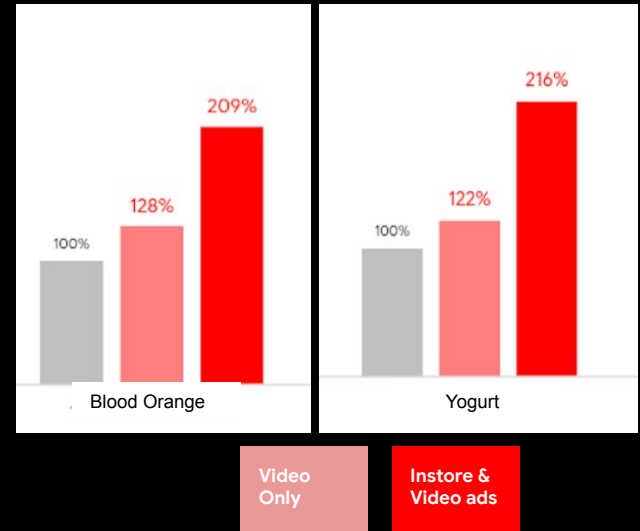
Video ads and instore promotion both effects sales

The actual sales is much better in prefectures with ads promotion compared with those without.

(Blood Orange +28% | Yogurt +22%)

When promoting with both **YouTube trueview ads** and **in-store promotion**, the sales lift is the most significant.

(Blood Orange +109% | Yogurt +116%)



A person wearing dark blue jeans is holding a brown plastic shopping basket with a black handle. The basket is partially filled with items, including a white box and some dark-colored items. The background is a blurred store aisle with wooden shelving on the left and other aisles in the distance.

Easy / Affiliate Location Extension Connect O2O journey

Measurement / Local Actions Complete omni-channel tracking

Win-Win / In-store Promotion Reinforce call to action for purchase



YouTube

1st Wave of New YouTube Audiences Solutions

Newly Available Segments

- Media/
 - /Video Streaming Subscription Services
 - /Audio Streaming Subscription Services
- Home & Garden/
 - /Desks
- Sports & Fitness/
 - /Cardio Training Equipment

Create & launch 40+ new YouTube segments by July 2020 to support advertiser needs and reach relevant users during this evolving and uncertain time. In the coming weeks, global will be launching even more audiences to our robust portfolio. Stay tuned!

How to put these segments to work

Best suited to deliver...



ACTION

Use Cases

- Expand reach beyond your 1P/remarketing lists while seeing similar performance
- Capture new users not found in current in-market taxonomy

Interested in trying out these new segments?

Best Practices:

- For maximum reach, avoid layering with demo
- Direct Response Campaign: Pair with Trueview for Action, Discovery



YouTube

Add product imagery to TrueView for action

Status: **BETA Q2**

Markets: Global (GMC supported)

Vertical: Any with GMC

Platform: Google Ads

Language: All

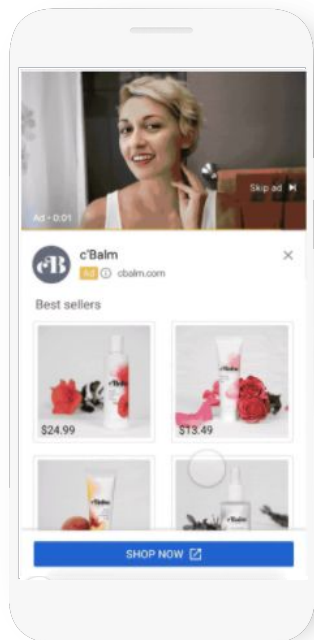
Date Opening: Q2 2020

Date Closing: TBD

Beta Description

Enhance your TrueView for action video ad with product imagery & detail from your Google Merchant Center to drive more clicks & conversions.

Beta Visual



Client Type & Marketing Goal

Advertisers that have a Google Merchant Center and prospecting or conversion objectives.

How-To & Need-To-Know

Beta is open to advertisers globally that adhere to the following:

- Have a Google Merchant Center
- Provide GMC feed ID with product detail adhering to creative specs
- Follow TrueView for action campaign [best practices](#) for conversion tracking, bidding, budget, audience & creative.

Whitelisting: Account Manager to complete interest form for consideration



CPM Masthead Forecasting in Reach Planner

Get started with your forecast

Proprietary + Confidential

Awareness
Reach



More coming
soon!



What channels are you planning for?

YouTube



YouTube + TV

Location

Hong Kong | HKD



Demographics

All people



Google audiences

Any audience



Dates

Aug 1 – 28, 2020 | 28 days



Ad preferences



Select your own product mix

Choose ad formats and enter a budget for each

CPM Masthead



HK\$ 100,000.00

100%

Total budget

\$100K

100%

[Add another](#)



Get help finding the right product mix

Find recommended ad formats based on your goals and creatives



[View forecast](#)

Location: Hong Kong
 Dates: Aug 1 – 28, 2020
 Frequency cap (per campaign): per day
 On-target demographics: All people
 Google audiences: None

⚠ The forecast shows estimates only. Check in with your Google representative to confirm final booking availability and pricing.

Got it

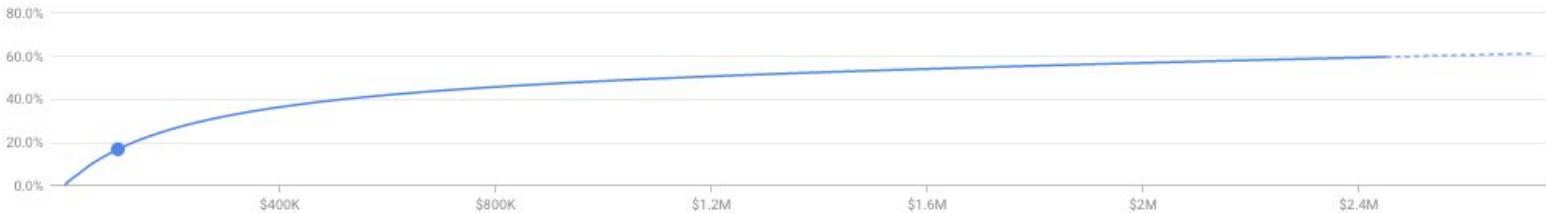
You could reach **17.0%** of all people with **\$100K**

1+ on-target reach	Avg. frequency	Total CPM	Census TRPs	Census CPP	Census population	YouTube population
17.0%	1.67	HK\$46.40	28	\$3.51K	7.57M	6.05M

Reach

Demographics

Devices



On-target % reach

Rate forecast



Name	Locations	Date range	Targeting	Budget	Budget %	On-target reach	On-target frequency	On-target impressions	Total billable units	Total avg. cost
CPM Masthead	Hong Kong	Aug 1 – 7, 2020	All people	\$100K	100.0%	1.29M	1.67	2.16M	2.16M Impr	HK\$46.40 CPM

Edit





Lead Forms on TrueView for Action

Lead Forms on TrueView for action

What:

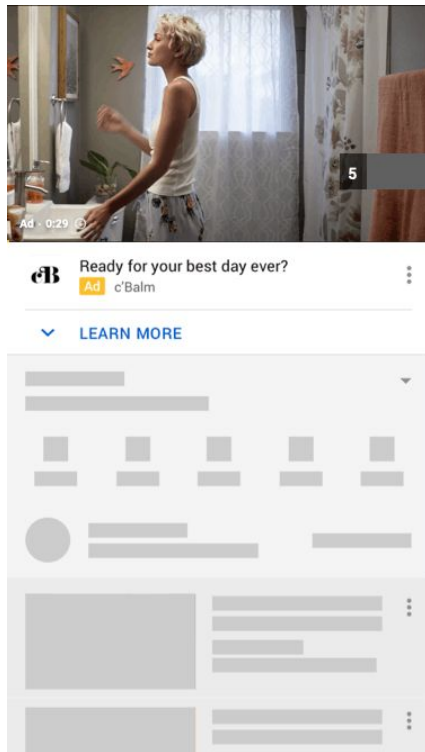
Lead Forms on TrueView for action **drive leads** for advertisers through an in-line form submission.

Value for Marketers:

- Generate leads to drive up sales for your product/service
- Connect with high intent users by using forms, capturing details such as email, name, phone number, zip code and job details such as job title and company name

Value for Users:

Convenience: Experience a frictionless, native way to submit information directly to advertisers.



Available Fields

Features

Advertisers can collect the following information:

Contact Details	Work	More Questions in the Categories of:
<ul style="list-style-type: none">• Full name• First name• Last name• Email address• Phone number• Postal / Zip code• City• State/Province• Country	<ul style="list-style-type: none">• Company name• Work email address• Work phone number• Job title	<ul style="list-style-type: none">• Auto• Business• Education• Real Estate• Retail• Transportation• Travel

Hong Kong YouTube Masthead Availability



Jul

18th - 23rd
25th - 30th

Aug

1st - 6th
8th - 17th
20th
23rd - 31st

Sep

1st - 18th
20th - 30th

A stylized space scene featuring a large red sun in the upper left, a yellow and red rocket flying towards the right in the upper right, and a small red planet in the lower right. A grey, wavy line representing a comet or nebula stretches across the middle of the image.

YouTube Playbook 2020

<https://bit.ly/hkyoutubeplaybook2020>

DAN HK YouTube Masthead Rate



Market Rate (DAN Rate with 14% off) <u>Apr - Dec 2020</u>	CPD Masthead	CPM Masthead	Remarks
CPD Masthead	HKD 156,940 (HKD 134,968)		
No Demo Targeting		HKD 46.4 (HKD 39.9)	Targeting: <ul style="list-style-type: none">• Country• Frequency Capping• Language
Incl. Demo Targeting		HKD 58 (HKD 49.9)	Targeting: <ul style="list-style-type: none">• Country• Frequency Capping• Language• Demo
Non-standard Targeting Upcharge Per Layer		HKD 11.6 (HKD 10)	Each upcharge incurred on <u>each</u> non-standard targeting option that is applied: Affinity/ Interest Groups, Language, Geo (Cities), Parental Status, Platform (Device/ OS)

Note: 14% off will not be reflected in the Insertion Order. The equivalent amount will be credited back to you in credit note instead.

DAN HK YouTube Prime Pack Rate



Market Rate (DAN Rate with 14% off) Apr - Dec 2020	YouTube Prime Packs (CPM)*	YouTube Custom Packs (CPM)*	Remarks
Instream Short Video Ads (15s Non Skippable)	HKD 120 (HKD 103.2)	HKD 145 (HKD 124.7)	Standard Targeting: <ul style="list-style-type: none">• Standard Geo• Frequency Capping• Time of Day
Instream Select Video Ads (60s Skippable)	HKD 100 (HKD 86)	HKD 125 (HKD 107.5)	
Non-Standard Targeting Upcharge Per Layer	HKD 26 (HKD 22.4)		Each upcharge incurred on <u>each</u> non-standard targeting option that is applied: Demo, Geo(cities), Platform, First Position

*Minimum spend applies to both Prime Packs & Custom Packs with USD 20,000

General Updates



Google Marketing Platform



Google Ads



Google Ads

Insight, Tool & Policy



Google Ads

Measurement



Google Ads

Optimization



Google Ads

Ad Format



Google Ads

Audience



Google Ads

Self-Learning



Google Ads

Innovation



Google Ads

HK Market Updates

[Application Form \(https://bit.ly/Apply4gHub\)](https://bit.ly/Apply4gHub)

[gHub Platform URL \(https://bit.ly/gHub2020\)](https://bit.ly/gHub2020) (Need to register before you can access)

gHub - Google Product Knowledge Center with Search Functions



Application Form (<https://bit.ly/Apply4gHub>)

gHub Platform URL (<https://bit.ly/gHub2020>)
(Need to register before you can access)

What is launching?

An external Google Ads + Google Marketing Platform material hub contains **sales materials, best practises, new feature updates** and **implementation guides**.

- Search function with the most relevant result preview powered by Google Cloud Search.
- Access to the latest Google Ads & GMP decks
- Quick subscription to GMP newsletter and updates.
- gHub UI is a/v in both mobile and desktop environment.

Use Cases

- Search for Google product-related pitch decks
- Search for Google product-related set up best practises
- Look for new feature updates
- Self-learning platform
- New hires who are looking for training materials

The screenshot displays the gHub search results interface. At the top, there is a search bar with the text "Search 'audience activation'". Below the search bar, the results are organized into a grid of cards. The first card is titled "Latest Updates" and lists several documents: "[SA360] Pitch.pdf", "[GMP] Measurement Roadmap [1H 2019].pdf", "[DV360] Audience Analysis & Activities-based Audience Creation.pdf", "[DV360] PMP Inventory Opportunity for Hotels_Regional Premium Sites.pdf", and "[DV360] DDM mApp Playbook.pdf". Other cards include "Google Marketing Platform", "Display & Video 360", "Search Ads 360", and "Analytics 360".

Below the search results, there is a section titled "Materials Directory with Latest Updates". This section shows search results for "PMP". The results include document titles, URLs, and brief descriptions. For example, one result is "[DV360] What & Why PMP Narrative.pdf" with a description: "Driving media efficiency Mar 2019 What is Programmatic Direct or PMP: PMP (bought via DV360) - PMP (Private Marketplace) or Programmatic Direct means access to premium publisher inventory with similar guaranteed availability".

On the right side of the search results, there are two additional panels. The first is titled "Latest Materials" and lists documents: "[DV360] Audience Analysis & Activities-based Audience Creation.pdf", "[DV360] Outstream Ads.pdf", "[DV360] DDM mApp Playbook.pdf", "[DV360] GMP App Install Campaign Implementation Guide.pdf", and "[DV360] PMP Inventory Opportunity for Hotels_Regional Premium Sites.pdf". The second panel is titled "GMP Newsletter Subscription" and includes a "Required" field, an "Email address" field, and a "Submit" button.

GMP POC: Sharon Chan (sharonchan@google.com)
Google POC: Stephen Leung (stephenleunghk@google.com)

Search Results Interface with Functional Knowledge Panels



Search "audience activation"



Search Bar

Latest
Materials
Updates

Latest Updates

- [\[SA360\] Pitch.pdf](#)
- [\[GMP\] Measurement Roadmap \[1H 2019\].pdf](#)
- [\[DV360\] Audience Analysis & Activities-based Audience Creation.pdf](#)
- [\[DV360\] PMP Inventory Opportunity for Hotels Regional Premium Sites.pdf](#)
- [\[DV360\] DDM mApp Playbook.pdf](#)

Sub-categories
of materials,
grouped by
Products



Display & Video 360

INTRODUCTION

TRAINING

FEATURE

IMPLEMENTATION

BEST PRACTICES

Materials
Directory



Search Ads 360

INTRODUCTION



Analytics 360

INTRODUCTION

TRAINING

56 results

[DV360] Audience Analysis & Activities-based Audience Creation.pdf<https://docs.google.com/file/d/1JIZ7Shg768s-Yme7omqjYZHKgZrGupBr/view>

DV360 **Audience** Module Implementation Guide Updated: July 2018 1 Contents • Resources • Features covered in this document: • **Audience** Module overview • Combined **Audiences** • Activity Based **Audiences** • Campaign Activity **Audience** • Frequency Cap **Audience** • **Audience** Profile

[DV360] DV360 and GA360 Audience Data Comparison.pdf<https://docs.google.com/file/d/1FTjnCyj2ffq-LyicqxM5nsImFrpvhr19/view>

to a section Understand what your customer/prospect does on the web • Who is my **audience**? • What Specific Sites and Apps does my **audience** visit? • How do they get to my

Advanced Media & Analytics Playbooks.pdf<https://docs.google.com/file/d/11Rag8X-oY3HNzYcRxMO06mwdZgDTnv7o/view>

Summary Effective advertising can reach, convert, and delight customers. The Advanced Media & Analytics Playbooks contain **audience**

[DV360] PMP Inventory Opportunity for Hotels_Regional Premium Sites.pdf<https://docs.google.com/file/d/17Kz7raFm9-sikcdDQtWUk0zPwU7T0hz1/view>

BBC is the world's most trusted and high quality international news organisation, reaching a global **audience** of influential and passionate consumers who actively engage with our news, business, sport, travel, technology

[DV360] PMP Inventory Opportunity for Hotels_Local Premium Sites.pdf<https://docs.google.com/file/d/1aMaBIUSBhEEDnE6wITLbqK869HR00wIp/view>

has been rated as the No. 1 financial portal in Hong Kong in terms of unique **audience**, active client reach, and page views. Money18 (on.cc) - Finance Introduction: Oriental Press Group

Latest Materials

[\[SA360\] Auction-Time Bidding - 1- Pager.pdf](#)[\[SA360\] Budget Bid Strategies Guidelines.pdf](#)[\[SA360\] Onboarding Training 101.pdf](#)[\[SA360\] Best Practices for Effective Bid Optimization.pdf](#)[\[SA360\] Data Driven Attribution - Smart Bidding Playbook.pdf](#)

GMP Newsletter Subscription

* Required

Email address *

Your email

Submit

Google Forms

This form was created inside of Google.com.



Search Results

Latest Materials

Subscription Box to GMP News

Thank You!