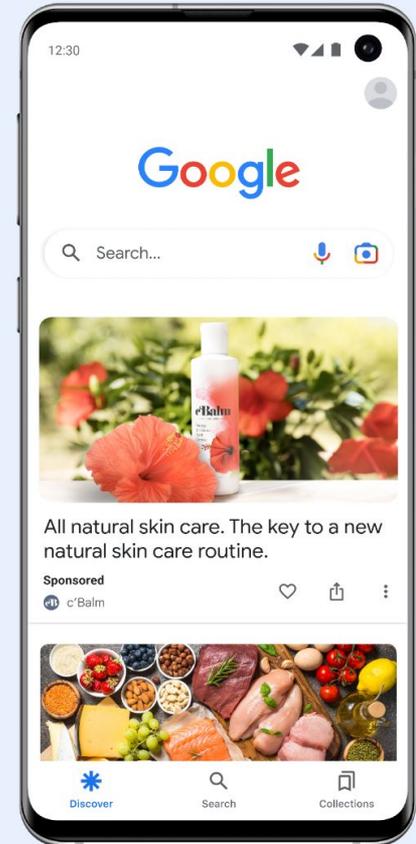




Demand Gen Implementation Guide

August, 2023



Let's talk about Demand Gen



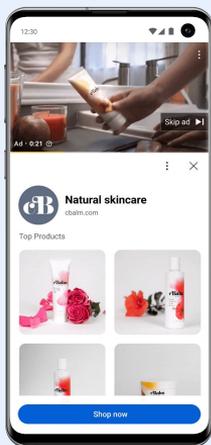
Demand Gen campaigns help advertisers find and convert consumers with immersive, relevant, and visual creatives that grab attention and spur action in the right moment.

Key Benefits

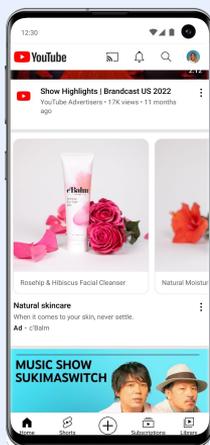
1. **Expanded impact** with access to YouTube & Google's most immersive, visual touchpoints
2. **Tailored ad experiences** that use audience-first creative that drives demand
3. **AI-powered bidding & measurement** that fuels the funnel and measures the impact



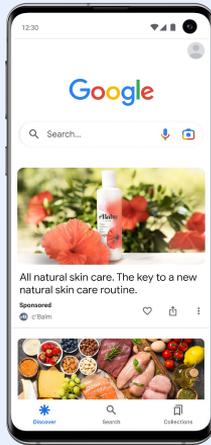
YouTube
Shorts



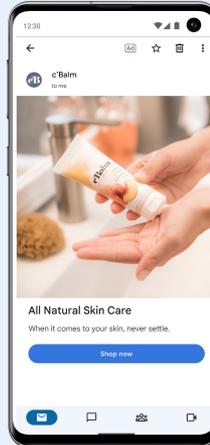
YouTube
in-stream



YouTube
in-feed



Discover



Gmail

Tailored ads powered by Google AI help advertisers **find and convert consumers with dynamic, relevant, and multi-format creatives** that grab attention and spur action in the right moment.

Agenda

01

Launch Guidance

02

Construction How-To

03

Other Resources & Support

01

Demand Gen Launch Guidance

Launch Guidance

Audience	Try replicating your audience approach from comparable Social or Video Action campaigns , and try testing Lookalikes. Running the same audience as your existing campaigns will not affect performance.
Budget	Conversion based bidding: set a daily budget equal to 15x your Expected CPA Value based bidding: set a daily budget equal to 20x (expected average conversion value / tROAS)
Bidding	Try similar bid levels to your Social or Video Action campaigns , and set your conversion attribution window to <28 days.
Creative	Leverage existing social video and image creative assets.
Duration	We recommend a minimum of 4-6 weeks test duration . Make sure to factor in conversion delays, and extend the duration if need be to avoid unexpected performance issues.
Evaluation Benchmark	Evaluate performance against your comparable social campaigns . Previous Discovery or Video Action campaigns can be used as a secondary benchmark.

*To avoid a cold start, set a minimum viable daily budget of at least \$100 per ad group. Ad groups with more than 50 conversions perform better, so optimize your campaign level budgets to maximize conversions volume.

02

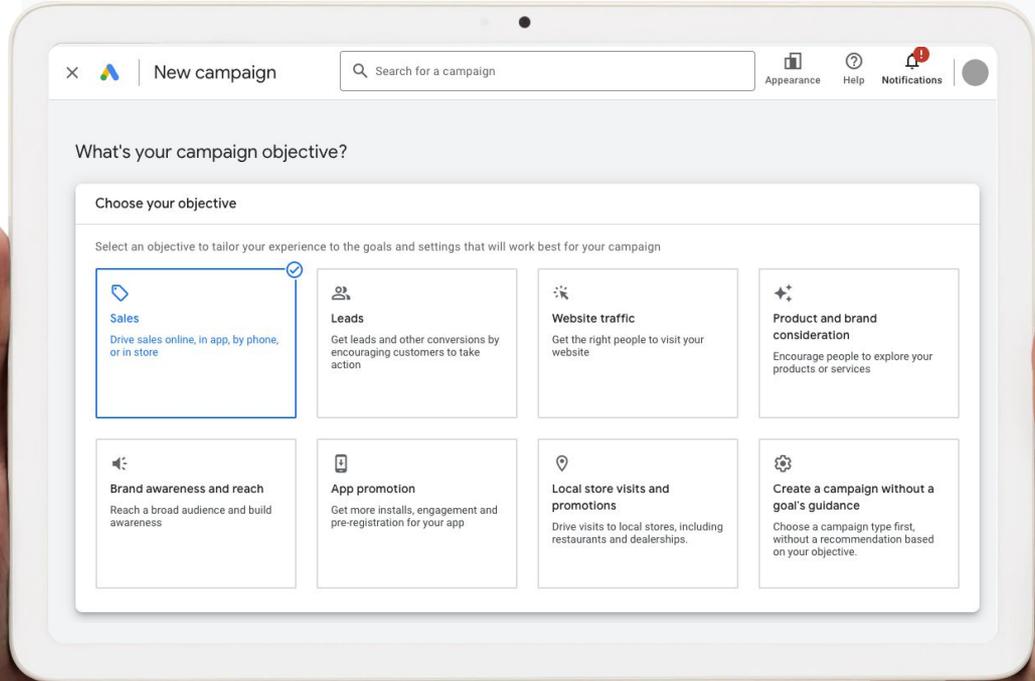
Demand Gen

Construction How-To

Choose your campaign objective

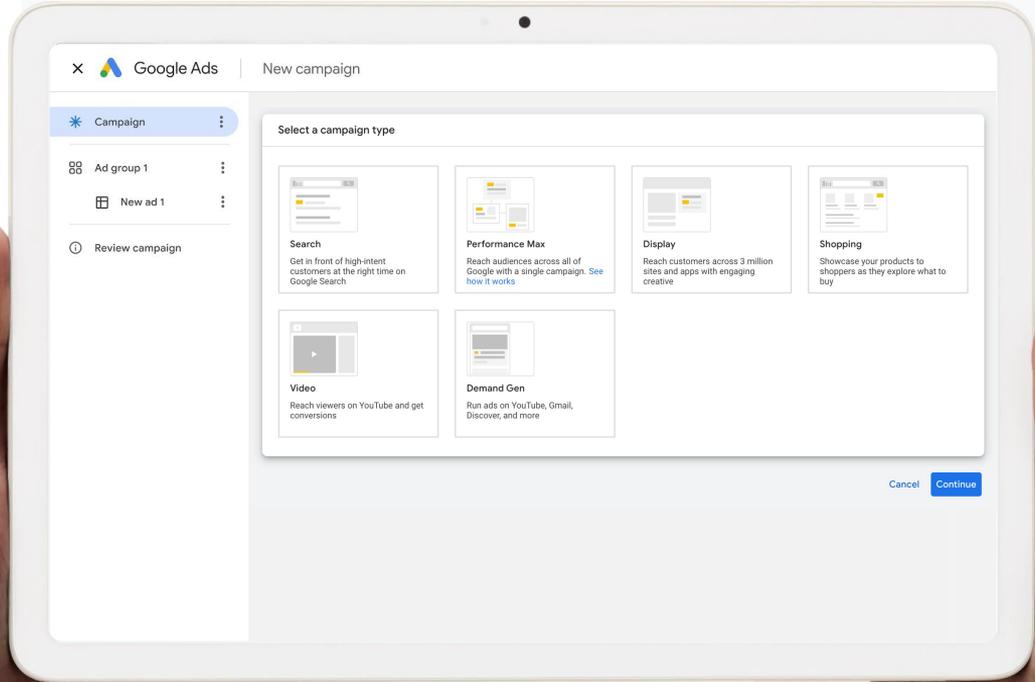
Demand Gen will appear under:

- Sales
- Leads
- Website Traffic
- Create a campaign without a goal's guidance



Select Demand Gen

The option to select a Demand Gen campaign will be in the same Google Ads location you know and love, alongside the other Google campaign types you know and love.

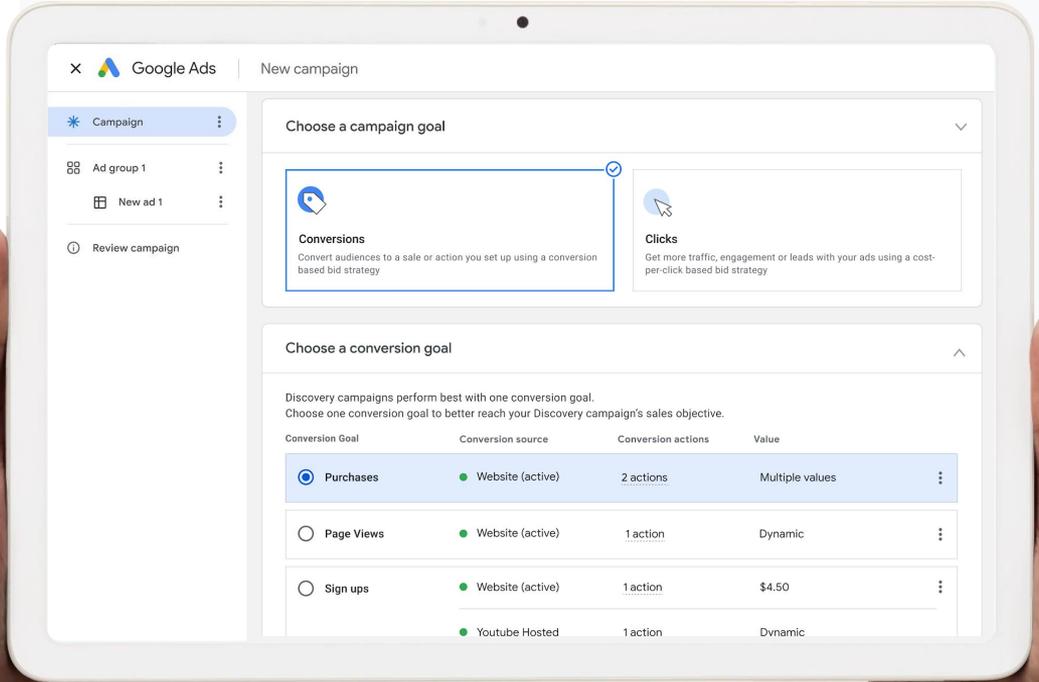


Choose your conversion goal

(if your campaign goal is conversions)

To drive the best performance with Demand Gen, make sure you are selecting **only one** conversion goal per campaign.

Note: if you do not have conversion actions set up in your account, you will be prompted to set up a new conversion action. You do not require conversion tracking set up for Maximize Clicks bidding.



Enter your desired campaign settings

If you're using Demand Gen for the first time or don't know where to start, we recommend selecting:

Location: Country level

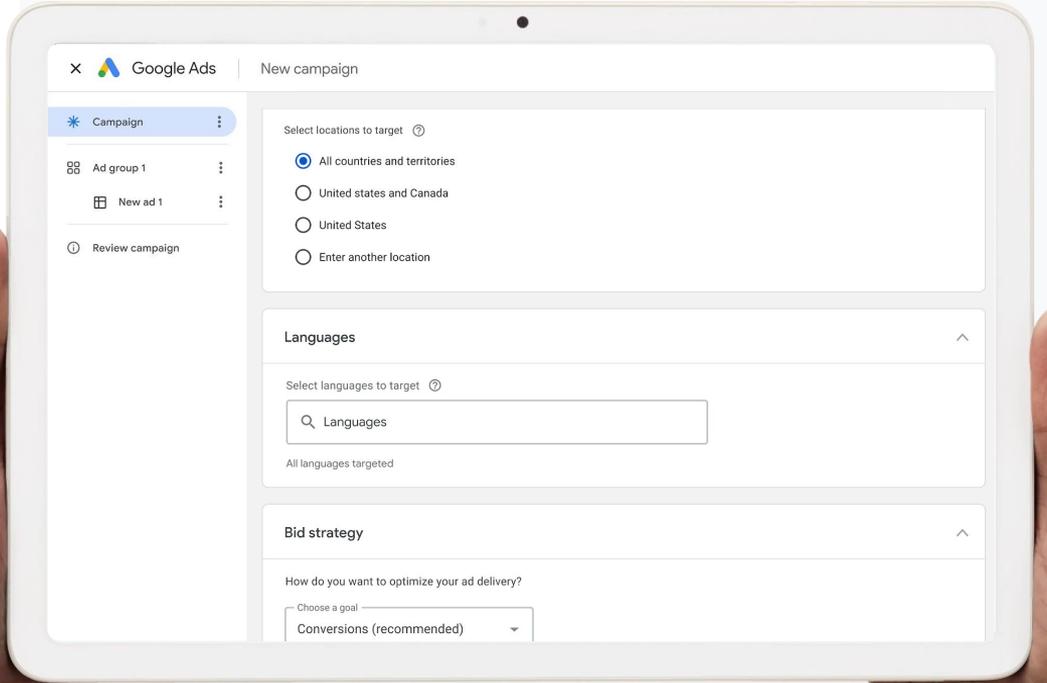
Bid Strategy (Conversions): for conversion campaigns, start with Maximize Conversions until you reach >50 conversions. Then, if you know your desired CPA, switch to tCPA.

Bid Strategy (Value): value-based bidding features will appear in Google Ads for eligible campaigns/accounts. Your account should:

- Have 100+ Demand Gen campaign conversions to use Max Conversion Value
- Have 75+ Demand Gen campaign conversions (10 of which occurred in the last 7 days) to use tROAS bidding

Bid Strategy (Clicks): for click campaigns, use Max Clicks bidding.

Note: You should not change the conversion goal when switching from tCPA to tROAS.



Enter your desired budget

Once you've selected your settings, make sure you support your campaign with a sufficient budget based on your bid type selection:

tCPA Bidding: Set a daily budget of at least 15x tCPA

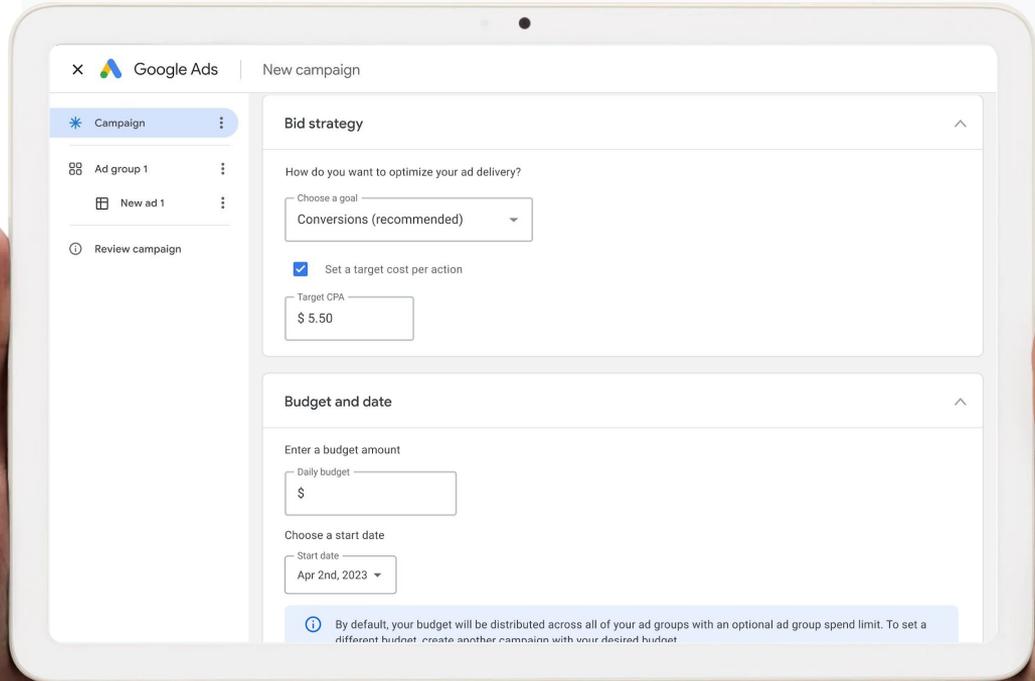
Max Conversions Bidding: Set a daily budget of at least 15x your expected Average CPA

Max Clicks Bidding: No minimum budget required

tROAS Bidding: Set a daily budget of at least $20 \times (\text{Expected Avg. Conversion Value} / \text{tROAS})$

Max Conversion Value Bidding: Set a daily budget of at least 15x expected average CPA

Note: To avoid performance volatility, set a minimum viable daily budget of at least \$100 per ad group. Ad groups with >50 conversions perform better.

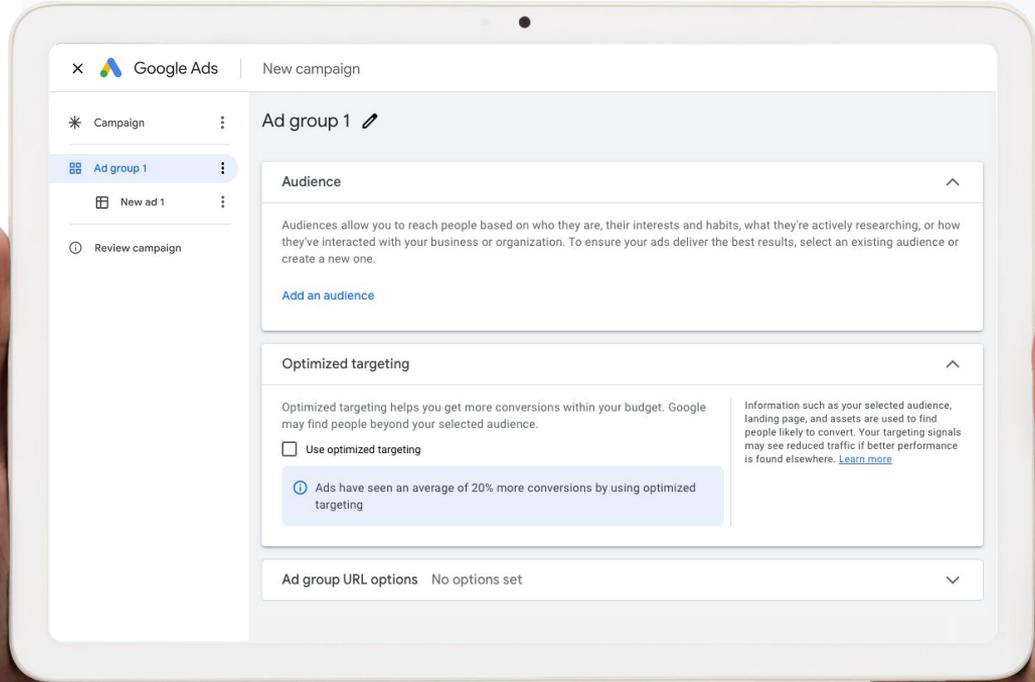


Choose your desired audiences

You can add a new audience, and/or select any existing audiences that you have previously built in Google Ads.

Tip: to maximize performance, we recommend that you:

- Enable **optimized targeting** from Day 1 to add scale and efficiency (this can be de-selected at any time)
- Use at least **1 In-Market Audience** in your campaign
- Test **Lookalike Segments**
- Include all relevant audiences themes in **one ad group** to consolidate model learning



Choose your desired ad formats

Select your desired ad formats, and follow the guided flow to supply the necessary assets.

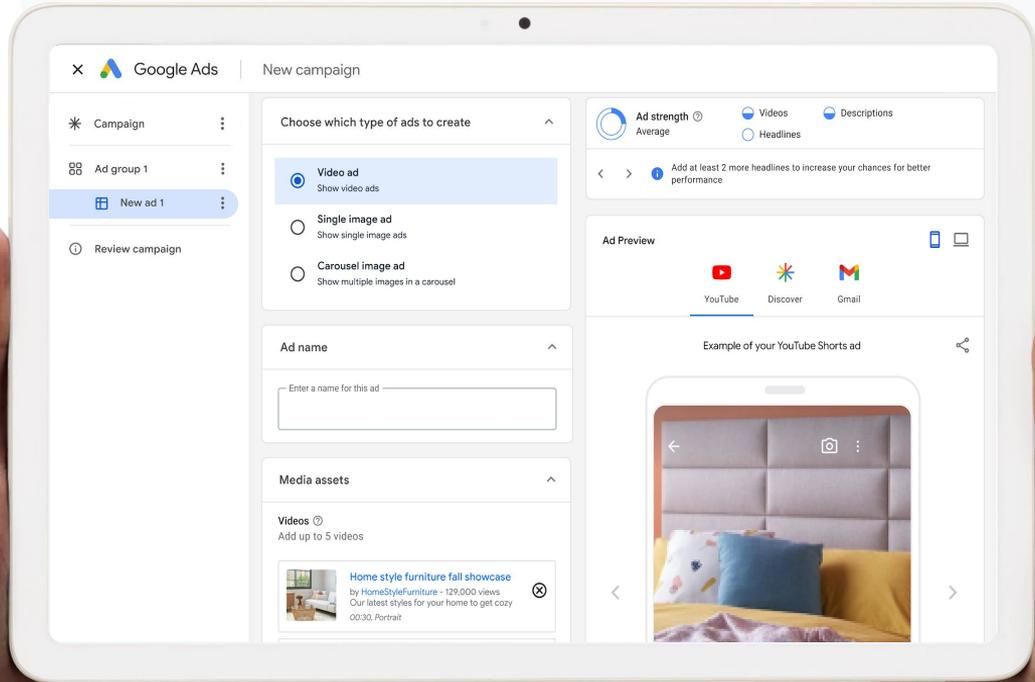
With Demand Gen, you can select from:

- Video ad
- Image ad
- Carousel ad

Tip: to maximize performance, we recommend that you:

- Create campaigns that use both Image and Video assets from your existing Social and Video Action campaigns
- Follow the “Rule of 3” by including:
 - All aspect ratios for images (portrait, square, landscape)
 - All aspect ratios for videos (square, landscape, vertical)
 - 3 descriptions & 3 headlines

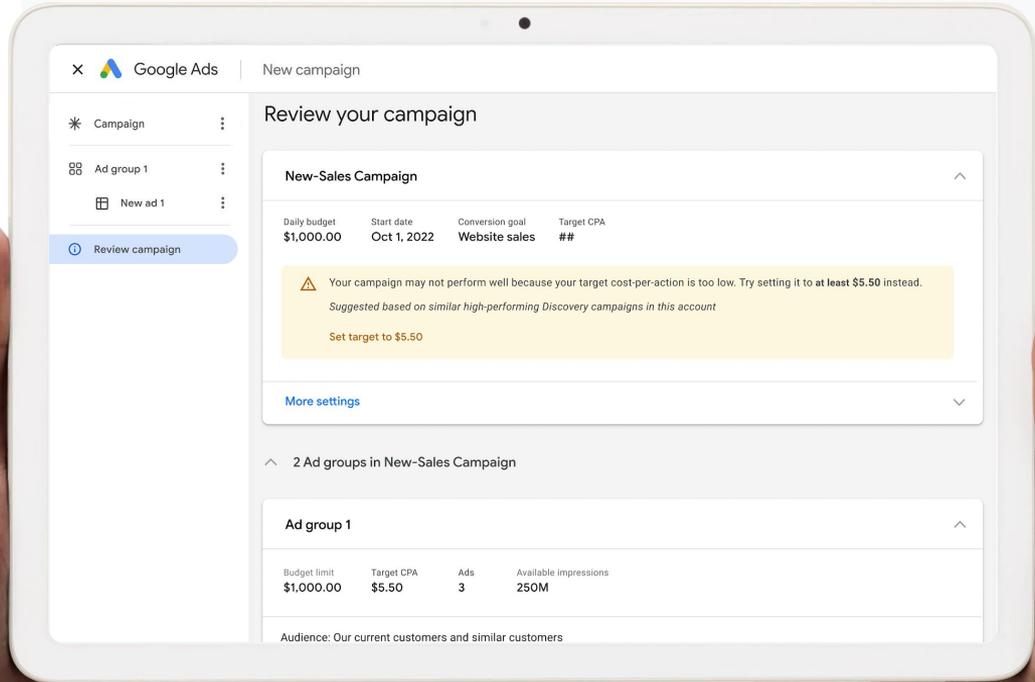
Tip: for retail users, append your GMC product feeds to turn your ads into a virtual storefront



Complete your review & submission

The **Review Campaign page** will give you an overview of all the settings you selected. Review and submit when you're ready.

Now, you are ready to **launch!**



03

Demand Gen

Other Resources & Support



Once you've **mastered the basics**, check out these helpful resources in the **Google Help Center** to learn more:

- [About Demand Gen Campaigns](#)
- [Create a Demand Gen Campaign](#)
- [Demand Gen Campaign Asset Quality & Policy Requirements](#)
- [Demand Gen Asset Specs & Best Practices](#)
- [Create A/B Experiments for Demand Gen Campaigns](#)
- [Use a Product Feed to Show Your Products in Demand Gen Campaigns](#)
- [About Ad Strength for Demand Gen Campaigns](#)
- [About Demand Gen Campaign Metrics & Reporting](#)
- [Use Lookalike Segments to Grow Your Audience](#)

Thank you

Google