

Profit or Growth?



Profit

and

Growth

How to **grow profitably**
and **beat** the competition
in the age of **AI**

1

Why

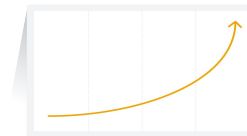
Many companies are facing challenges **right now**:



More demanding
consumers



Global
competition



Pivot to profitable
growth

There has never been more **complexity** for Marketers:

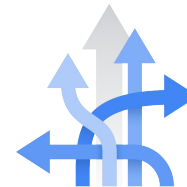


Browser &
regulatory changes

Less observable data



Need to
prove ROI

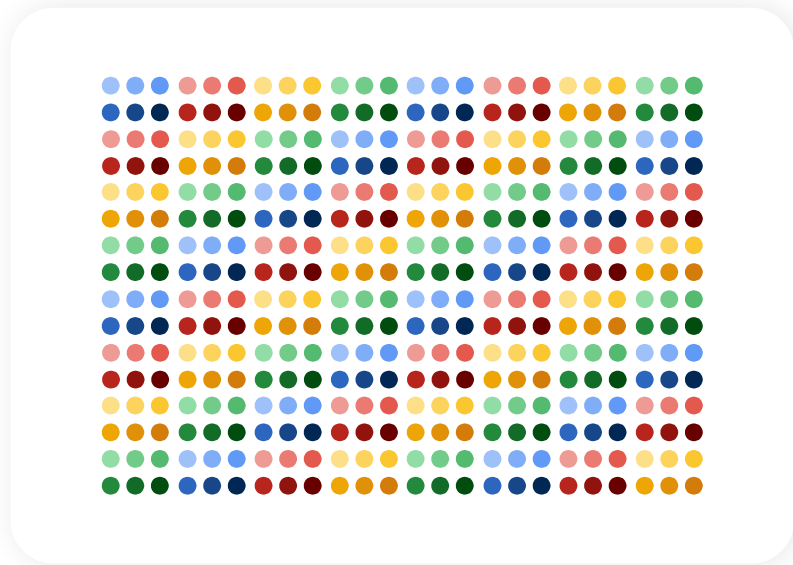


More complex
customer journeys

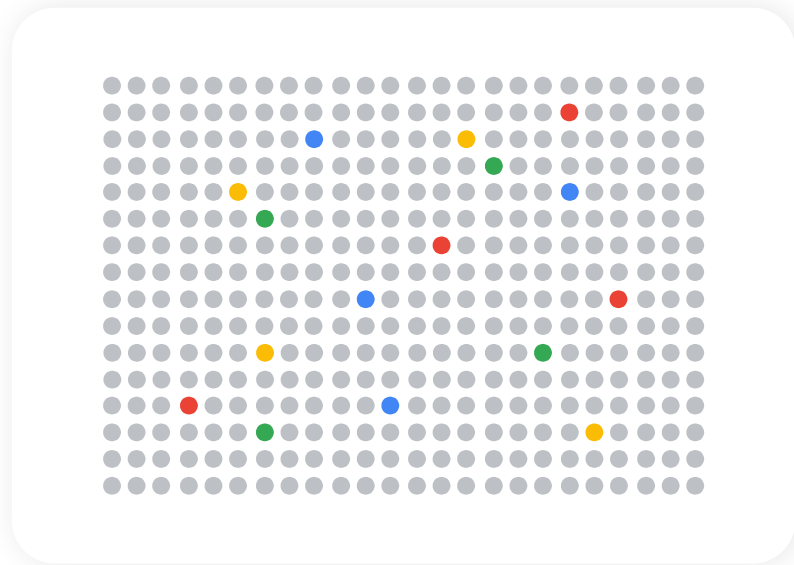
When observable,
much more data

Google's AI

In our ads products, Google's AI can find the most valuable users for you, if you teach it what value means to you



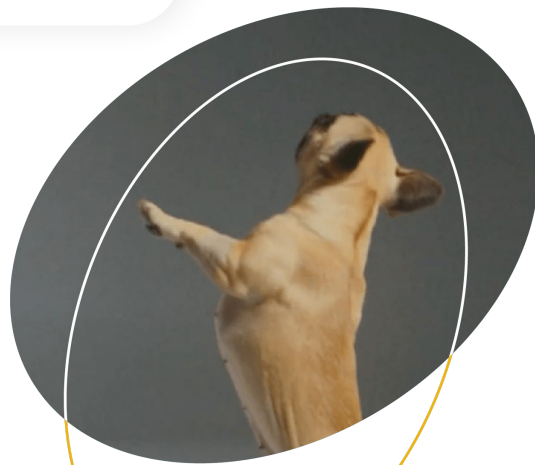
All users



Most valuable users

Think of it **like a puppy**. You have to train it to do exactly what you want.

Revenue

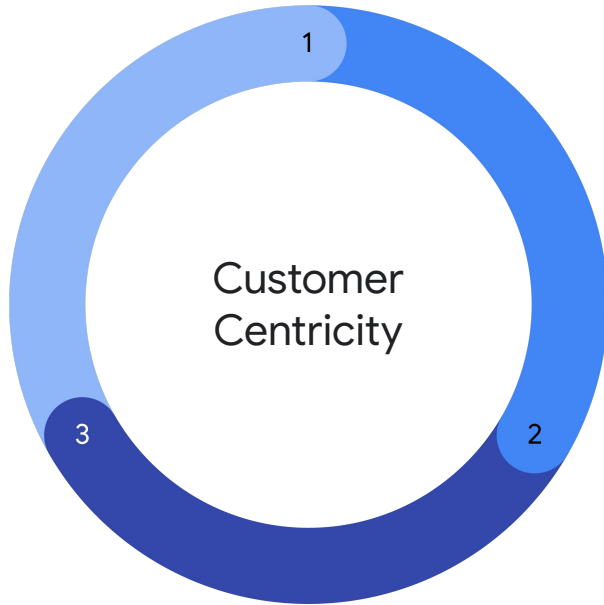


Profit

2

How

The Profitable Growth Engine



Foundation: test, learn & scale

Step 1

Define your “true” goal

Step 2

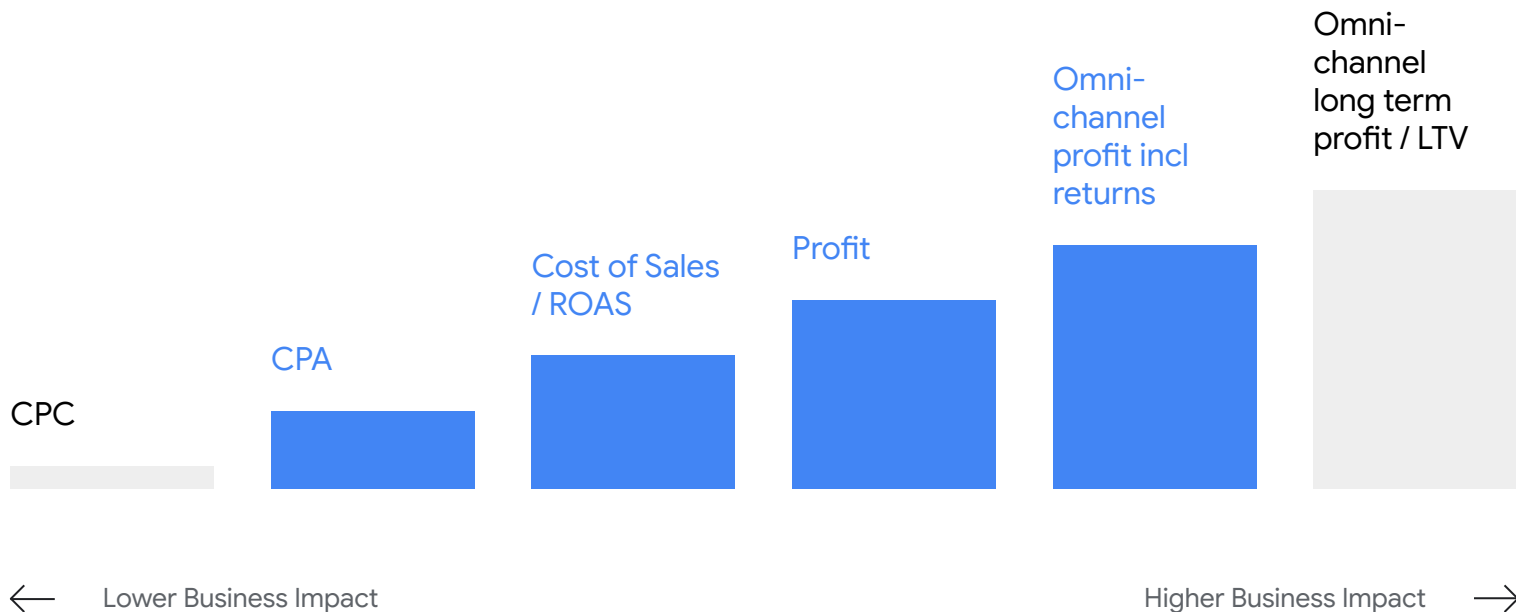
Build and connect your first-party data to train Google’s AI on your goal, using privacy-first measurement

Step 3

Find the most valuable customers by activating all media, cross-channel

Step 1

Train Google's AI to deliver on your **true** business objectives. For **retail**, for example:



Step 1

Train Google's AI to deliver on your **true** business objectives. For **finance** it can be:



Step 1 Train Google's AI to deliver on your **true** business objectives. For **lead gen** or **B2B**:



A **de-siloed** organization
with a clear **measurement
owner** to drive media
investment decisions across
the **entire customer journey**.

The Profitable Growth Engine



Foundation: test, learn & scale

Step 2

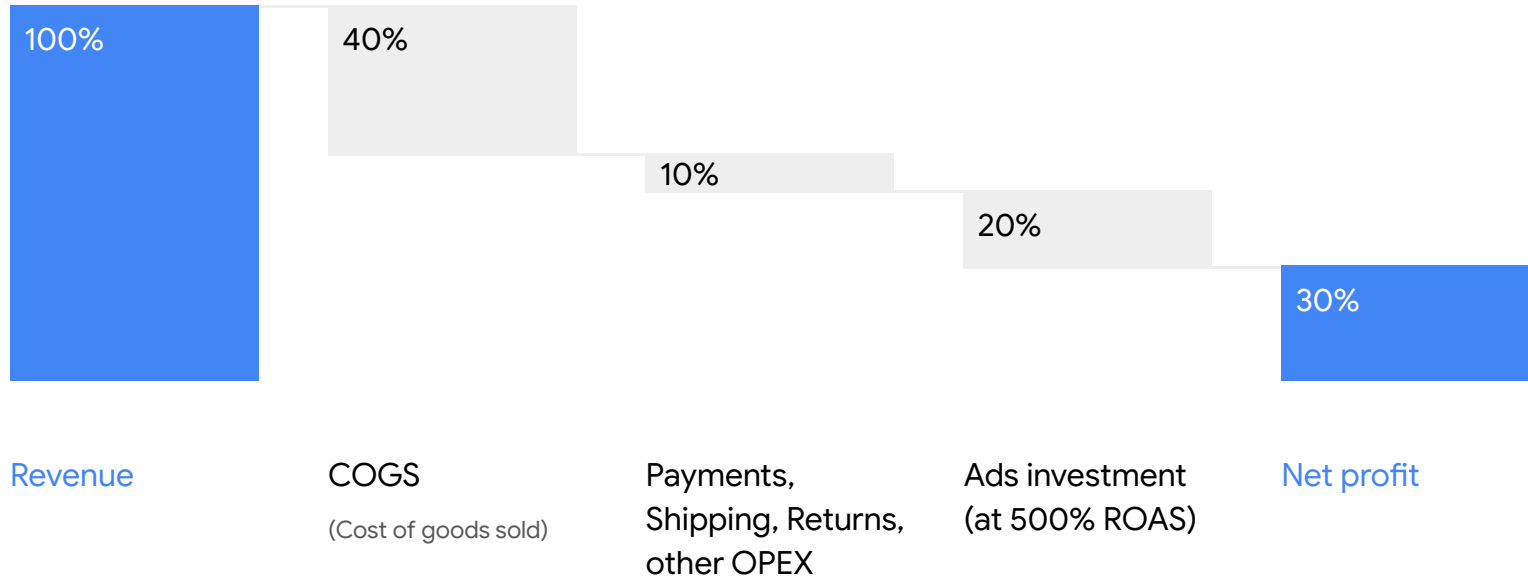
Build and connect your **first-party data** to train Google's AI on your goal, using **privacy-first** measurement

Specifically: profit data, CRM data, and inventory data

Building, connecting and
activating your **1st party data**
in a **privacy-first** way
is how you gain the
competitive edge

Step 2

Teach Google's AI to optimize for profit after returns - instead of revenue. For retail:



Step 2

Build a consented first-party database, connected to future-proof, privacy-centric measurement solutions



Ensure you have correct **tagging** in place across your website



Invest in additional sources of 1P data (e.g. **Enhanced Conversions**)



Respect user's choices by collecting **consent** as needed (and use **Consent Mode**)

Need a **push** to get **traction**

Inventory level

On **sale**

Use your **1P data strategy** to
build an account structure that
reflects your goals

Bestsellers

Product **potential**

Strategic **priority**

The Profitable Growth Engine



Foundation: test, learn & scale

Step 3

Find the **most valuable customers** by activating all media, **cross-channel**

Using Google's AI, activate all media driven by your goal and focused on the user, not the channel

Step 3 Activate all media driven by your goal, focused on the user rather than the channel. Like Performance Max:



Shopping



Gmail



Search



YouTube



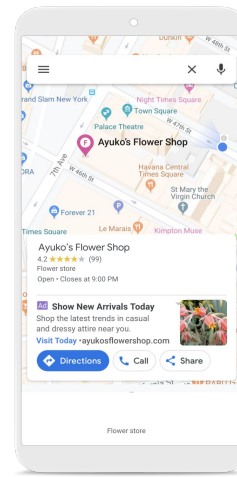
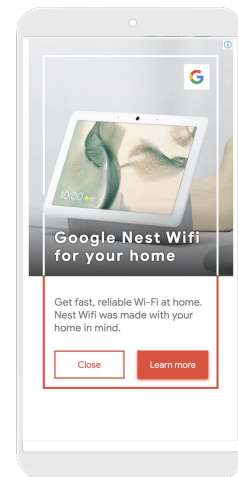
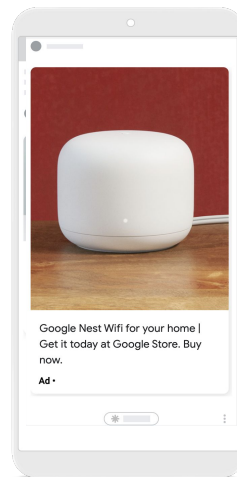
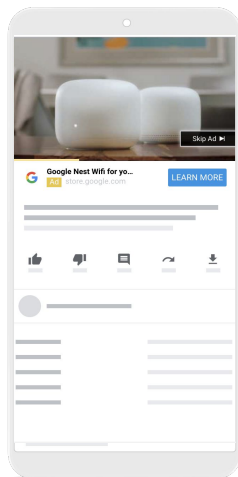
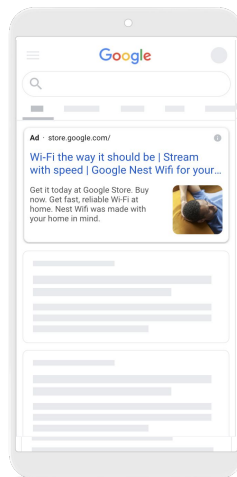
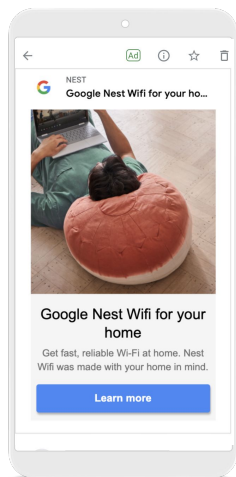
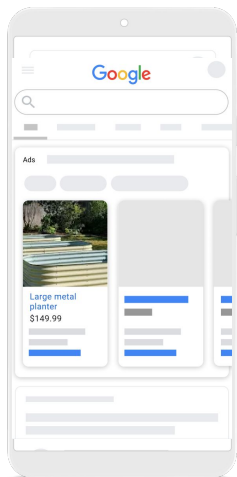
Discover



Display

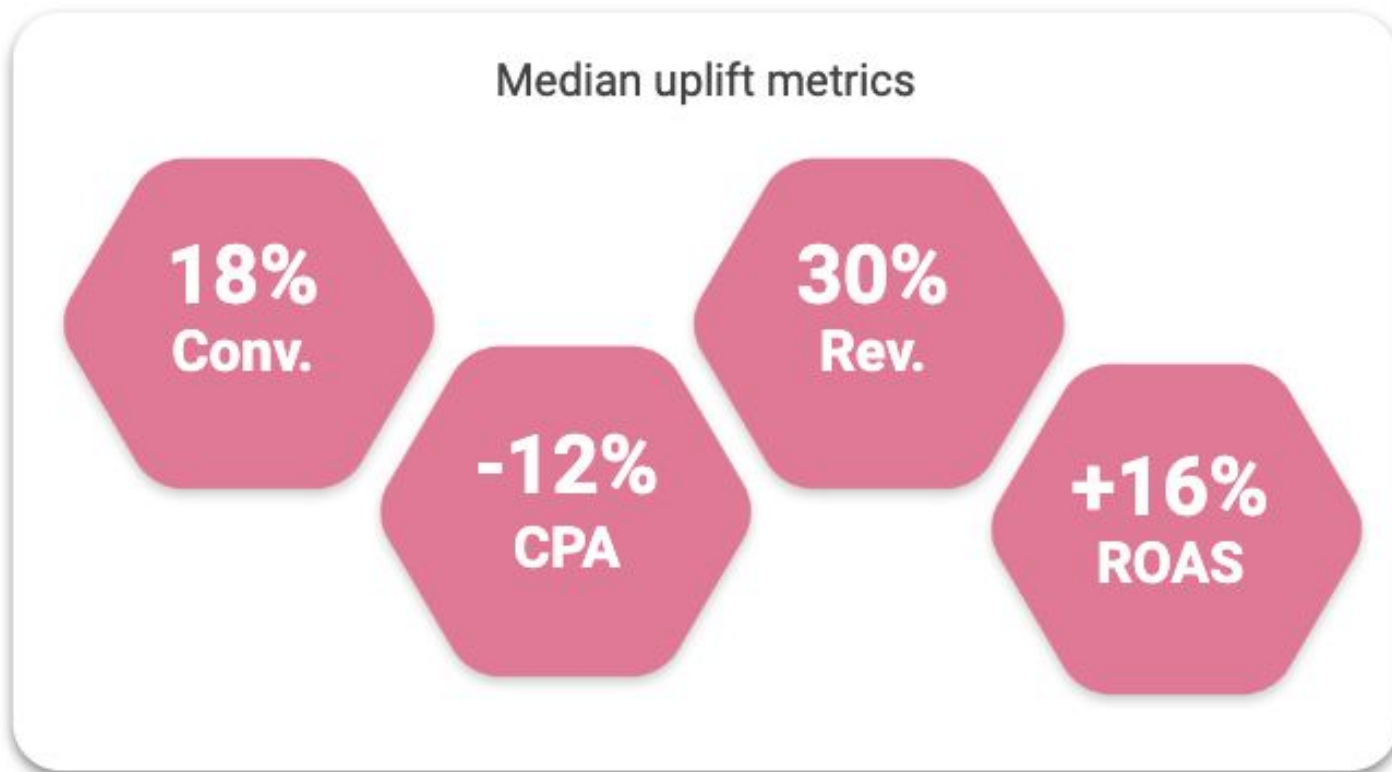


Maps*

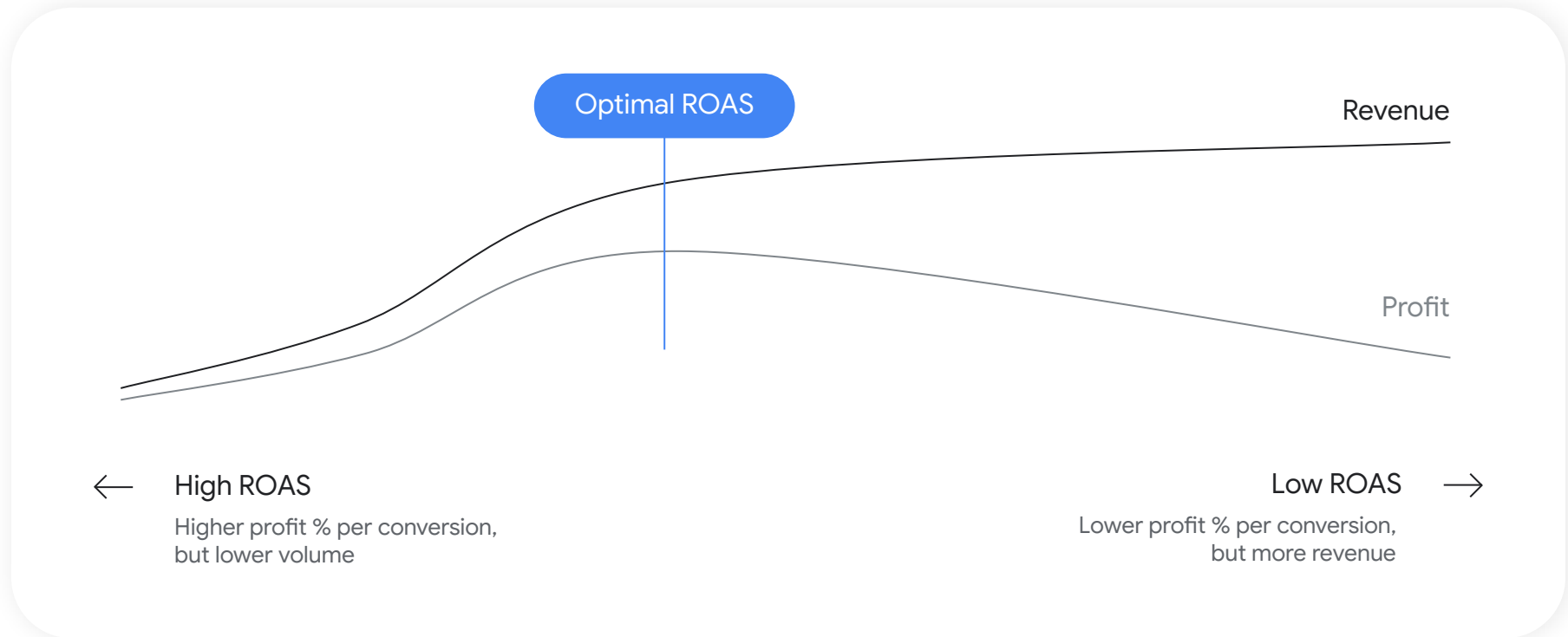


*When bidding towards store visits, Beta only

Brainlabs PMax study: 30% more revenue @ 16% higher ROAS

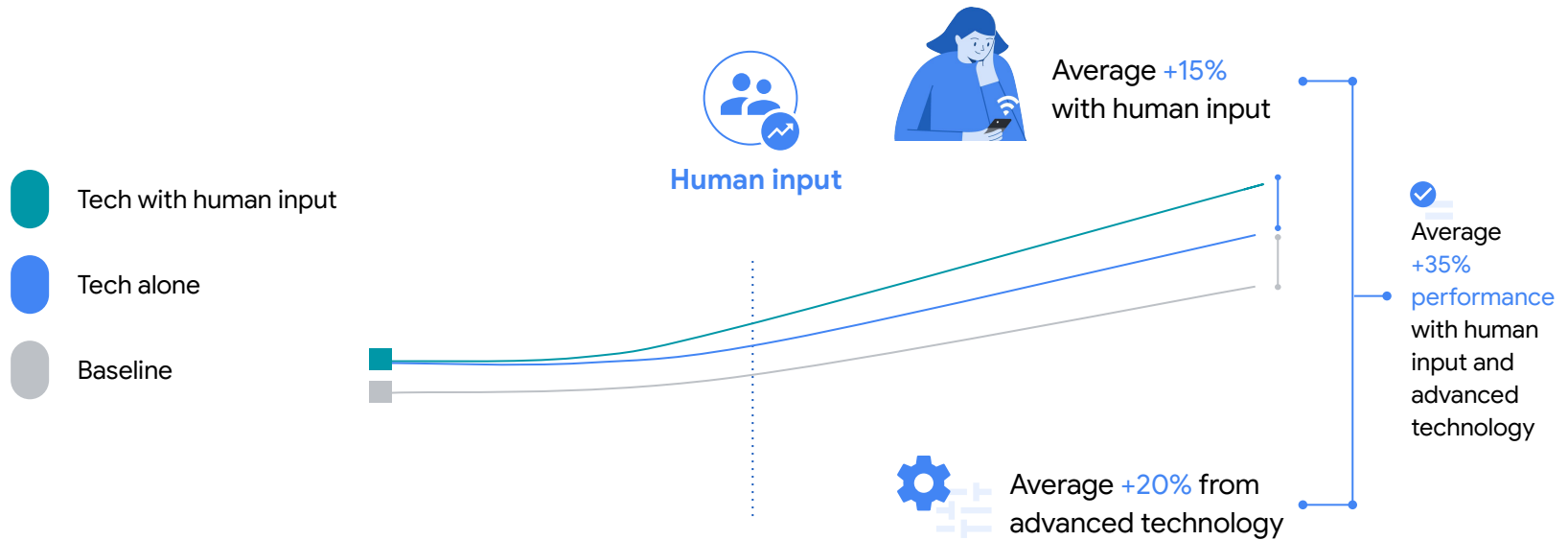


Step 3 Understand how your ROAS targets define where you are on the profit curve - then test, learn and scale



Step 3

It's **your** input combined with Google's AI that drives the highest performance



* The Dividends of Digital Marketing Maturity, Boston Consulting Group, 2019

Step 3

Because Google's AI allows you to focus on what you are best at, to create the highest impact



Machines
are good
at this:

Setting Bids

Finding Audiences

Generating Insights

Optimising Performance

Scaling Creatives



Humans
are good
at this:

Marketing Strategy

Goal Setting

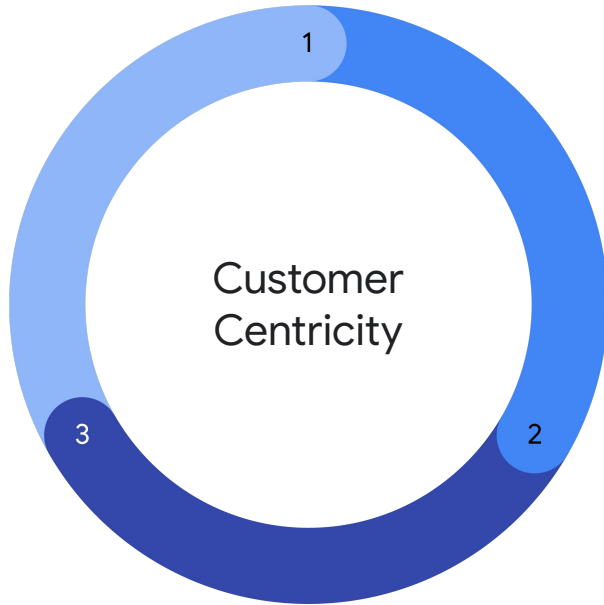
Creative Design

Experimentation

Data Management

Media Effectiveness

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