

INSIGHT

**ASSEMBLY**

# Google Marketing Live 2024: A New Era for AI Ads





# Executive Summary

Google's I/O and Google Marketing Live 2024 unequivocally established AI as the driving force behind the future of digital experiences and advertising. From visual product searches with Google Lens to AI-powered overviews in Search results, AI is revolutionising how users interact with Google's platforms, unlocking a wealth of opportunities for advertisers to engage potential customers throughout the entire marketing funnel.



AI's impact extends beyond user experiences, transforming media, creativity, and measurement and ushering in a new era of performance advertising. By delving deeper into user context and intent, AI enables hyper-relevant ad delivery at an unprecedented scale. Google Marketing Live 2024 showcased an array of innovations designed to empower advertisers to harness this potential, including advanced creative asset generation tools, immersive ad formats, and enhanced visual storytelling capabilities.

In this summary, we'll delve into the most significant announcements from Google Marketing Live 2024 and share our key takeaways. We'll also outline how Assembly will responsibly leverage these AI-powered tools to drive superior performance for our clients in this dynamic landscape. As AI continues to reshape digital marketing, Assembly is committed to spearheading this transformation responsibly, ensuring our clients remain at the forefront of innovation and achieve exceptional results.

This executive summary was written with assistance from

 Gemini Advanced





# GML'24 Update at a glance

Category	Channel	Objective	Update
Media	YouTube/Video	Online Sales w. YouTube	YouTube Shopping affiliate program: US Shopify launch YouTube Partnership ads powered by YouTube BrandConnect
	Search		Shopping ads in Lens Search Results Search ads with AI-generated recommendations (Project AI Agent)
	Retail	Online Sales	Conversational experience in Google ads Sales Visual brand profile on Google Search
	PMax		Loyalty promotions Bidding and Tailored Promos for Shopping ads
		Lead Gen	New customer pricing: Bidding and Tailored Promos for Shopping ads
	Demand Gen	Cross MO	Lead Gen Profit goals to optimise towards profitability Improvements in Lookalike segments for Demand Gen Demand Gen in Display & Video 360 Demand Gen in Search ads 360
Creative	YouTube/Video	Online Sales w. YouTube	New Shopping ads features
		Awareness	More engaging ads on YouTube Shorts Enhanced placement reporting & content exclusions for video campaigns
	Retail	Online Sales	Product Studio
	PMax	Cross MO	Improved image generation for Performance Max and Demand Gen Performance Max creative improvements Image editing capabilities for Google Ads
		Online Sales	Generated image recommendations for retailers Asset experiments
	Demand Gen	Cross MO	Animated image ads with product feeds Creative Preferences
Measurement	Search	Online Sales	Generated Reports in Search Ads 360
	Measurement Solutions	Measurement	AI Essentials in optimisation score + recommendations
			Google Ads Data Manager
			Generated reports in Merchant Center Next
			Generated insights in Merchant Center Next
			Measurement Diagnostics
			Confidential matching to enable your data for Customer Match
			Meridian (Open-Source MMM)
			Conversion lift studies for PMax
			Measurement Automated discounts
Agency growth tools			
Generated insights in GA4			
Generated reports in Google Ads			



# AI-powered Media, Creative & Measurement

Google Marketing Live 2024's core themes revolved around **media**, **creative**, and **measurement**; each showcasing AI's potential to unlock new levels of growth, efficiency, personalisation, and insight.

## 1. Media transformation through AI

AI-powered formats are poised to revolutionise media. Google Marketing Live 2024 (GML'24) unveiled how advertisers can gain enhanced control, transparency, and deeper insights to optimise campaign performance and drive tangible business outcomes.

## 2. Democratising creativity with AI

GML'24 highlighted the transformative power of Generative AI in democratising creativity. Businesses can now scale personalised marketing messages while preserving their unique brand identity. Furthermore, immersive search experiences are taking centre stage, offering innovative ways for consumers to interact with brands and products.

## 3. Measurement

As the digital landscape continues to evolve, measurement must keep pace. Google's latest updates prioritise future-proof, privacy-centric solutions that leverage first-party data and advanced modelling techniques, ensuring advertisers can accurately track and attribute the impact of their marketing efforts.

These themes were evident across updates to all of Google's platforms and formats, from Performance Max and Search to YouTube, Measurement, Audiences, and the Google Marketing Platform. This comprehensive integration of AI signifies a paradigm shift in marketing, where intelligent automation and personalisation work in harmony to deliver exceptional user experiences, optimise campaigns, and drive meaningful results.

# Ads in AI Overviews for Search

You can now reach customers in new moments of exploration on Search with Ads in AI Overviews (Project Agent)

## What is the update?

Google rolled out AI Overviews to the whole of the US at this year's Google I/O, and at GML they demonstrated how Ads will continue to form a part of this experience. Search and Shopping Ads will now feature within the AI Overview itself, not just at the top or bottom.

## How does it work?

This is currently being rolled out in English to the US only in H2 2024 on Mobile. It will surface when an ad is deemed relevant to both the search query and the AI overview. Within that overview, there will be a "sponsored" section allocated to ads. There is no action that needs to be taken in the account. It will be automatically eligible for existing Search, Performance Max and Shopping campaigns.



## Our take:

Google has consistently affirmed that ads will remain a cornerstone of the generative AI experience, so their prominent presence in GML'24 updates was unsurprising. Early testing indicates these AI-powered links drive higher-quality traffic and shorten the path to purchase. However, quantifying the full impact will require a wider rollout and more comprehensive reporting capabilities.

Based on our initial testing, Performance Max currently offers the best opportunity to appear in these dynamic spaces, especially while the technology remains in its experimental phase. However, early feedback on the generative results in AI Overviews is mixed, with concerns over occasional factual inaccuracies or "hallucinations." We anticipate these issues will be addressed as the technology scales to more markets and gathers additional learning data.

Despite the mixed feedback, the potential of AI-powered links in search results is undeniable. They promise to revolutionise how users discover and interact with brands, offering advertisers a unique opportunity to engage potential customers in a highly contextual and relevant manner. As the technology matures and improves, we expect to see even more innovative and effective ways to leverage generative AI in search advertising.

A Unified Search approach is more important than ever to understand what you need to do to win.

# New interactive, AI-powered experiences for Search Ads

Transform your search ads into AI-powered experiences

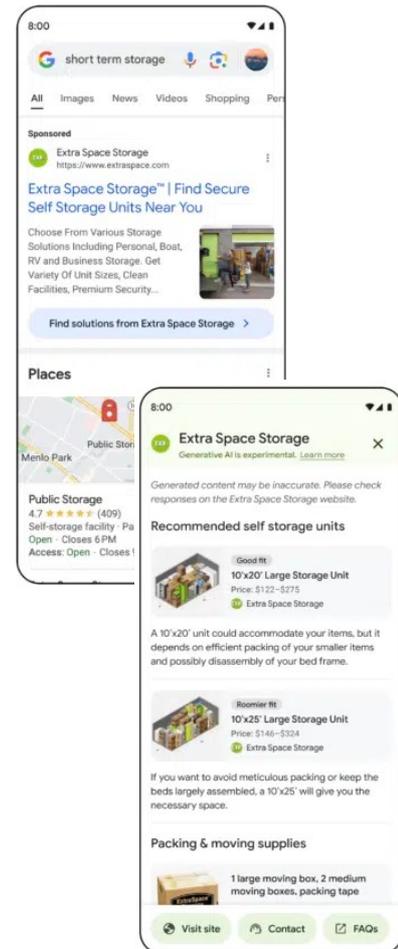
## What is the update?

Engage customers with interactive, personalised recommendations that go beyond a simple offer.

- **Unlock new dimensions of demand:** Empower customers to express their needs through multimodal inputs, creating a richer understanding of their preferences.
- **Guide customers from the start:** Connect earlier in their journey, offering valuable information and support at the beginning of their decision-making process.
- **Deliver tailored solutions:** Drive sales with recommendations that truly resonate with each customer's unique wants and needs.

## How does it work?

This is in the really early stages of experimentation. Timings look to be May 2024 with 1 advertiser, and from June 2024 onwards Google will pilot with a small group of testers in EN-US language. There is limited information on how cost may differ with this format, in addition to reporting metrics available (i.e. an engagement score with the ad experience).



## Our take:

This shift prioritises user engagement within the search engine results page (SERP) rather than directing them to websites. While this poses a threat to website traffic volumes, the argument is that these AI-powered ad experiences deliver higher quality, more qualified leads to websites.

Advertisers need to assess the benefits and drawbacks through thorough experimentation when this becomes more widely available. As always, adhering to Assembly's best practices for campaign setup and creative assets will be crucial for success in this evolving landscape.

It's important to remember that this shift doesn't eliminate the need for a strong website presence. Sites remain essential for providing in-depth information, facilitating transactions, and fostering brand loyalty. The key is to adapt your site strategy to complement the new SERP experience, ensuring seamless transitions for users who are ready to engage further with your brand.

# Shopping Ads in Visual Search

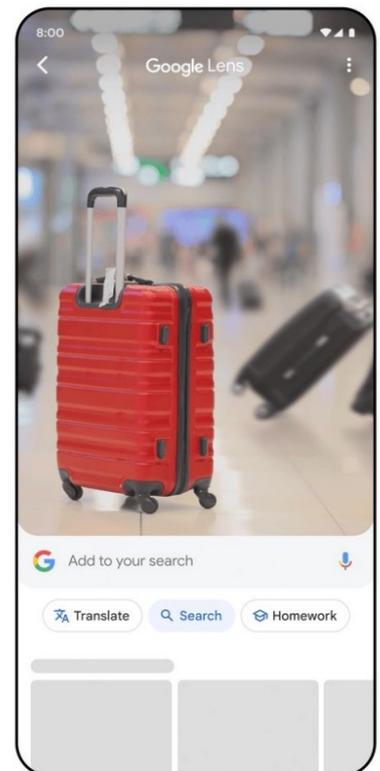
Engage directly with visually inspired customers with Shopping Ads in visual search results

## What is the update?

You can now search for what you see using your phone camera. This turns visual interest into instant purchase opportunities with shopping ads in visual search results. This will allow you to showcase your products when they are relevant to the photos and screenshots that people are searching for.

## How does it work?

By downloading Google Lens, users can point their phone camera or circle what they see on Android to search for specific items or products using an image. From here, Ads will be at the top of the search results page and automatically include assets that you have already provided to Google Ads in your campaigns. From what we know, it will be available in All Languages, with experiments coming in Q2 2024 globally.



## Our take:

Search has evolved into a multi-modal experience. Users are no longer confined to words or text when searching, and Google is empowering advertisers to connect with a wider audience, regardless of how they choose to search. This opens significant opportunities for our retail clients, as well as intriguing applications for other industries.

Currently, there's no specific targeting option within Google Ads to directly reach users through these multi-modal searches. Instead, your ads will be displayed when deemed relevant by Google's algorithms. To maximise your chances of appearing in these searches, it's crucial to adhere to Assembly's best practices for paid search campaigns. Your account team can provide you with detailed guidance on how to optimise your campaigns for this multi-modal landscape. We're genuinely excited about the potential this unlocks for our clients!

# Immersive Shopping Ad Formats

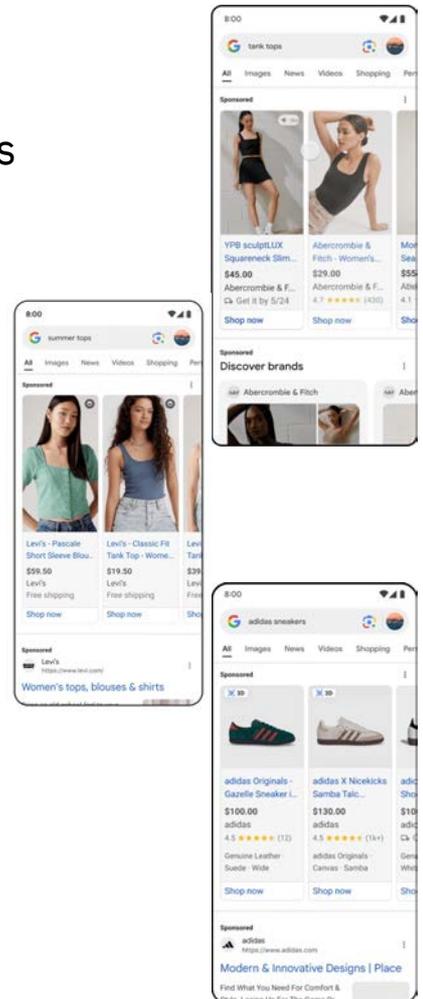
Google is rolling out immersive, AI-powered Shopping Ads which include video, virtual try-ons and 3D products

## What is the update?

- **Video-powered Search Ads** will enable advertisers to integrate short-form product videos into ads. Whether they are created by brands or sourced from influencers, customers will be able to interact with videos and click on products.
- **Virtual try-on** has been available since 2023, however, Google has seen great results from this which now means they will be expanding this technology to enhance the buying experience.
- **3D Shoe Spins** are coming to shopping using advanced technology to create 360-degree views of shoes from a set of images provided by merchants.

## How does it work?

- **Video-powered Search Ads:** advertisers can simply upload short product videos.
- **Virtual try-ons:** advertisers provide images of products on models or leverage Google's AI to simulate try-ons.
- **3D Shoe Spins:** advertisers submit a few product images, and Google's AI generates the interactive 3D model.



## Our take:

While 3D product models in Shopping Ads aren't entirely new, having been tested by Google for years, the difference now lies in the comprehensive integration of AI-powered features. The combination of video, virtual try-on, and 3D models signifies Google's dedication to leveraging AI to create a more immersive and informative shopping experience. By bridging the gap between online and in-store shopping through these innovative tools, Google is poised to drive higher engagement, increase purchase confidence, and ultimately boost conversion rates for businesses.



# Deliver more business value from PMAX

Updates here were focused on being able to use PMAX to find more of your most valuable customers

## What is the update?

- **Loyalty promotions:** you can now bid and tailor promotions for shopping ads to specific segments of your customer's lifecycle in PMAX and Standard Shopping campaigns. Available in English during H2.
- **New customer pricing:** this gives you the option to surface promotions in shopping ads to those who may need an extra incentive to make their first purchase. Available in English during H2.
- **Profit goals optimisation towards profitability:** you can prioritise bidding on the ad placements that help deliver higher profits to your business. Available in English globally during Q2 '24, pilot beta coming in Q3 '24.

## How does it work?

Both **New customer pricing** and **Loyalty promotions** will need your first-order benefits, or loyalty and pricing information inputted into the Google Merchant Centre. Once your feed is updated to adjust discounts for items, you will then need to share your 1P consented user list via Customer Match. Finally, you define your campaign goals to tailor to specific users e.g., 'new customer acquisition' goal. For **profit goals**, you won't have to pass profit data through your conversion tag. Google can use your cart data from conversion tracking or cost-of-goods-sold in the Merchant Centre.

## Our take:

The introduction of new customer pricing and loyalty promotions in ads and bidding offers welcome enhancements for targeting both first-time and returning customers. However, the highlight for us was undoubtedly the unveiling of Profit goals, particularly the ability to seamlessly switch between profit and revenue objectives.

Traditionally, changing bidding strategy objectives involved a disruptive learning period that could negatively impact performance. Google's innovation here is the parallel training and reporting for both profit and revenue goals, ensuring a smooth transition without performance dips. It's crucial to remember that switching between these objectives still requires adjusting your target ROAS (tROAS) for a profit focus and vice versa. This new flexibility empowers advertisers to dynamically align their bidding strategies with shifting business priorities.

# Demand Gen lookalike segment improvements

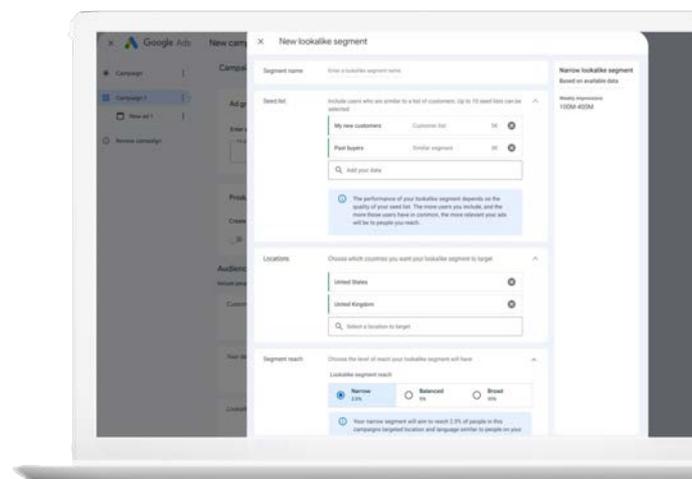
You can find new audiences that look like your existing customers, now with lower thresholds and more insights

## What is the update?

There is now a lower threshold for the minimum required list size (from 1k to 100 users). In addition, we now get access to more insights from these lookalike segments such as affinity, in-market, age, gender, geography, devices and more.

## How does it work?

Build a seed list as part of your Demand Gen setup from your high-intent users. This way, you can use this seed list to find users who look like your recent converters, cart-abandoners or even frequent purchasers. You can also do this for those who have recently converted on your Social campaigns or combined segments.



## Our take:

At Assembly, we're always thrilled by any opportunity to drive incremental growth for our clients. We're currently testing Demand Gen and witnessing exceptional results compared to social campaigns. This specific update presents exciting potential for identifying new, high-value audiences through the enriched insights that will become available. This information can not only enhance our performance marketing efforts but also inform strategies for other channels like social, leading to more effective cross-channel planning.

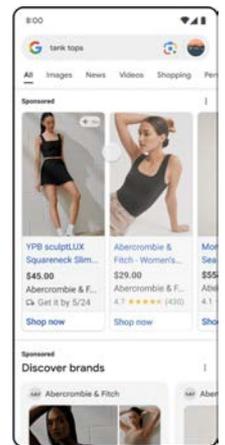
Additionally, Demand Gen's **expansion into Search Ads 360 and Display & Video 360** is a welcome development for those seeking de-duplicated conversions through floodlights and comprehensive reporting. This integration will streamline campaign management and provide a holistic view of performance across multiple channels, further empowering advertisers to optimise their strategies and maximise ROI.

# More engaging & informative Shopping Ads

These new formats are intended to help shoppers find the perfect product for them, whilst reducing the workload for advertisers

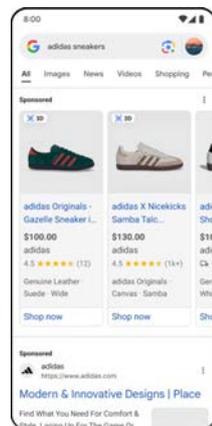
## What is the update?

Automated product highlights helps summarise positive highlights from customer reviews to enrich your shopping ads with relevant details for potential buyers. We also saw Video highlights which can help showcase brand videos or curated creator content in shopping ads. 3D spin will allow you to automatically create 360-degree views of your shoe products. We also saw an expansion of Virtual try-on which will showcase your apparel on a diverse set of models, helping shoppers visualise how your items might fit them.



## How does it work?

Some of these formats have specific requirements in the Merchant Centre. For example, you will need to upload high-resolution images from at least 5 angles for 3D spin. For others, AI can help augment your products for you or extract the information it needs from your website. For now, they will be available only in the US and are coming in Q2 and Q3 2024.



## Our take:

These immersive formats significantly enhance the shopping ad experience, offering users near-tangible ways to explore and evaluate products online. For some of the more visually rich formats, we are awaiting further details from Google regarding access to engagement metrics for these ads. We anticipate that customers will find a wealth of information directly within these enhanced ad experiences. In a worst-case scenario, this could potentially lead to a decrease in paid clicks, but the tradeoff may be an increase in the quality of traffic arriving on those sites—a net positive for advertisers.

This evolution underscores the importance of adapting marketing strategies to focus on delivering a seamless, informative, and engaging experience directly within the ad format itself. By doing so, advertisers can capitalise on these new opportunities to capture user interest and drive qualified leads even before they click through to the website.

# More engaging Ads on YouTube Shorts

Boosting interaction and brand affinity with interactive and fun ads for YouTube Shorts

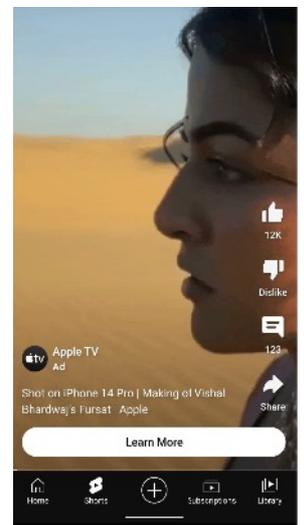
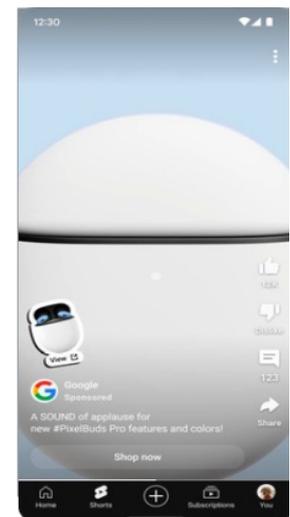
## What is the update?

There are now over 70 billion daily views of YouTube Shorts across the globe, and on average 65% of logged-in YouTube users watched both Shorts and VOD/livestream content within a one-week period (according to Google's internal data). As a result, there are huge opportunities for advertisers to interact with an engaged audience. Google launched **Stickers** in direct response campaigns which can boost interaction and increase conversion potential in a way that feels native to Shorts. They have also launched **Drive to long-form** which will give you the ability to choose where to send clicks after an ad while staying inside the YouTube app. Finally, **interactive gestures** such as swiping, liking and sharing within ads are all things users are used to doing in Shorts. Soon, this will be available within ads too.

## How does it work?

These innovations will be automatically generated based on metadata once launched in the next few months and will be available in all languages globally. Drive to long-form is in a closed pilot now, so we can expect more information soon.

Stickers



Drive to long-form

## Our take:

The continuous innovation in YouTube Shorts is a testament to its growing success. As with other format updates, Google is doubling down on creating more interactive and engaging ads that seamlessly integrate into the user experience. We're optimistic that these enhancements will not only attract a larger audience but also drive higher quality, more qualified traffic to our clients' campaigns.



# More actionable transparency & controls for Video

You can now leverage content-reporting capabilities & expanded controls to monitor brand safety and suitability for YouTube & Shorts

## What is the update?

Google Ads has rolled out content suitability reporting for ad placements across YouTube, including in-stream & Shorts. There is now also Third-party brand safety reporting for AI-powered video formats which means you can receive reporting from trusted partners to validate campaign delivery based on GARM brand safety & suitability standards. Finally, we now have the option to exclude themes and placements on Shorts which means you can refine placements and themes on YouTube in-stream and YouTube Shorts for VRC, VVC, Demand Gen and App Campaigns.

## How does it work?

For content suitability reporting, you can go into Google Ads and see what in-stream & Shorts content your ad was adjacent to. With 3rd party verifications, you can enlist a partner to add brand safety & suitability-related campaign insights & reporting. Finally, you can add thematic and placement exclusions to make sure your campaigns only appear in the places you intend them to. Controls here will be available via the Content Suitability Center.



## Our take:

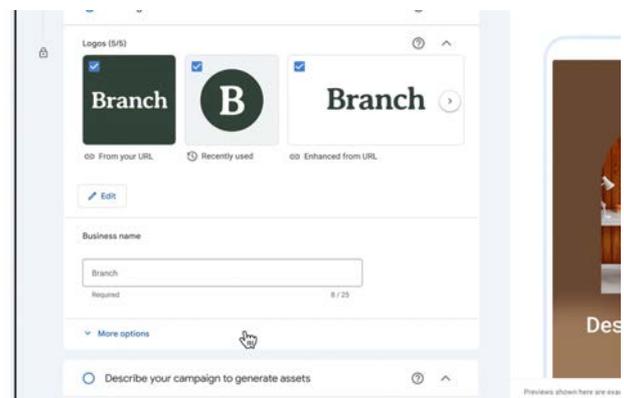
Assembly maintains rigorous brand safety standards for our clients, implementing comprehensive measures across all Google Ads accounts. These include account-level exclusions, content suitability settings for eligible campaigns, and more. We welcome the enhanced controls for AI-powered video formats in Google Ads. This additional layer of safety and reporting not only bolsters trust in these formats but also encourages broader adoption and experimentation among advertisers who may have been hesitant due to previous constraints.

# Brand-guidelines in PMAX campaigns

You can now bring your brand front and centre in PMAX with a unified creative direction for a consistent look and feel

## What is the update?

You can now share your brand guidelines in the setup of Performance Max campaigns which include font and brand colours. You can also upload image references to improve the assets you create with generative AI. This gives you stronger creative control over how your Performance Max assets look.



## How does it work?

For **colours**, Google AI suggests ones that match your brand identity based on the final URL you've submitted. From here, you can choose to update or use the colour picker for additional customisation. For **fonts**, you can select from a variety which closely reflects your brand identity which include Open Sans, Roboto, Montserrat, Poppins, Lato and Oswald. **Image references in asset generation** work slightly differently. First, the user describes the type of image they want in the text-to-prompt form. From here, they then upload a reference image to steer the AI toward a similar image based on style and subject. Finally, you click to select from a handful of original images that are based on the prompt and the original image you provided. All updates are currently in Beta and are expected to be available in the English language globally from H2 2024.

## Our take:

Any updates that empower advertisers with greater control over the look and feel of generated assets are always a step in the right direction. For many, the lack of customisation has been a significant barrier to experimentation. We anticipate this new level of control will lead to a surge in testing and experimentation using generative AI to create or inspire new creative assets for Performance Max campaigns.

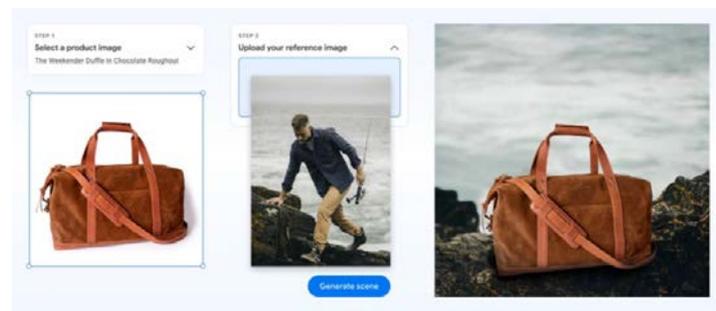
We strongly recommend testing this feature when it becomes available, but it's crucial to establish clear guidelines beforehand. Consider your existing creative guidelines and ensure any generative AI assets align with them to maintain a cohesive brand identity and avoid any potential inconsistencies. This approach will allow you to harness the power of AI-generated content while safeguarding your brand's unique voice and aesthetic.

# New features for Product Studio

AI-powered tools that help you enhance or create images & videos from static images. Plus, you can match visuals with brand styles

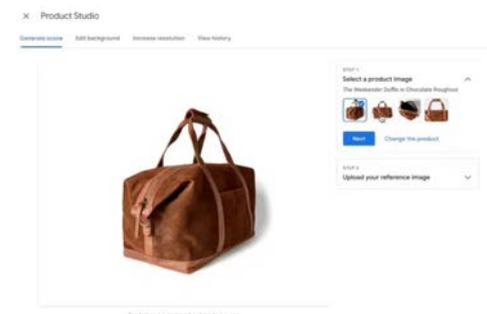
## What is the update?

Google's product studio (a suite of AI-powered creative tools) helps you to generate scenes, increase image resolution, and even edit backgrounds for your product images. The update from GML showed how you'll soon be able to also transform static images into videos and create visuals that match your brand style from one image.



## How does it work?

For image-to-video, it can convert product images from the Merchant Centre into videos via the platform. You pick the image, upload a reference image, and then you can use the power of generative AI to create a video to showcase your product in line with your brand guidelines. Just make sure that your image references your brand style to make sure you get brand-consistent product visuals. There is availability in US, CA, AUS and UK with IN and JP coming soon. It's expected to be available globally in Q4.



## Our take:

While some of these updates were initially introduced in [Product Studio back in 2023](#), Google has taken the technology to new heights with AI. The key advancement lies in the ability to transform static product images into dynamic videos, showcasing a greater level of detail and interactivity. The demonstrations at GML'24 were impressive, highlighting the potential of this technology, particularly for small businesses looking to create engaging product showcases without extensive resources. As always, the inclusion of additional creative guidelines and controls for generative assets is a welcome addition. This feature ensures that AI-generated content aligns with brand standards and maintains a consistent visual identity across all marketing materials. It's a crucial step towards empowering businesses to leverage the power of AI while retaining full control over their brand's representation.

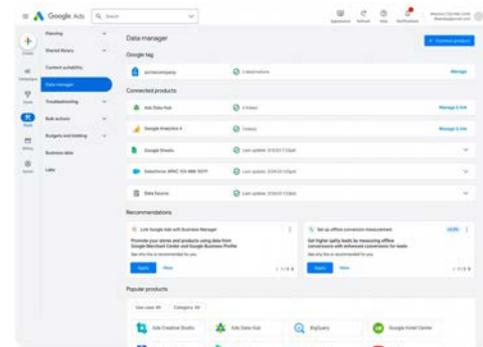
# Google Ads Data Manager tool available to all

You can now centralise and activate your first-party data for more effective AI-powered campaigns via Google Ads Data Manager

## What is the update?

Up to now, [Ads Data Manager](#) has been in beta testing but is now being made more widely available. With this tool, you can securely connect your first-party data with Google's advertising solutions in a single user interface. In it, you can create, consolidate and manage connections with Google; bringing together data compliance with marketing goals.

- **Recommendations** are now available, showing customised suggestions to help increase performance and understand the value of your first-party data.
- **Automated connects** are also coming which means you can automate meticulous data & file transformations (e.g. hashing, removing columns etc.) to match Google's format requirements. In Q3, we should also see
- **Diagnostics** to help identify and fix issues with ease across online and offline data sources for measurement and audience use cases.



## How does it work?

It is now launched globally in all languages, and the diagnostics feature is rolling out in H2.

## Our take:

We know how important first-party data is for our campaign performance. For example, through our robust experimentations at Assembly we have seen +2-3% incremental increase in conversion volume/value when we upload customer match lists into Performance Max asset group signals. Integrating privacy-safe first-party data solutions into campaigns is essential for driving performance in today's advertising landscape. Without this data, your AI-powered campaigns lack the full context needed to make the most informed decisions for you and your business. Therefore, we're thrilled to see Ads Data Manager expanding to more markets with enhanced features. This expansion empowers advertisers to leverage their valuable first-party data while ensuring compliance with privacy regulations. The new features will streamline data import, activation, and analysis, making it easier than ever to harness the power of AI for personalised and effective advertising campaigns.

# Generative AI reports & insights in SA360 and Merchant Centre Next

You can now rapidly discover insights through a simple text prompt in Search Ads 360 and Merchant Centre Next

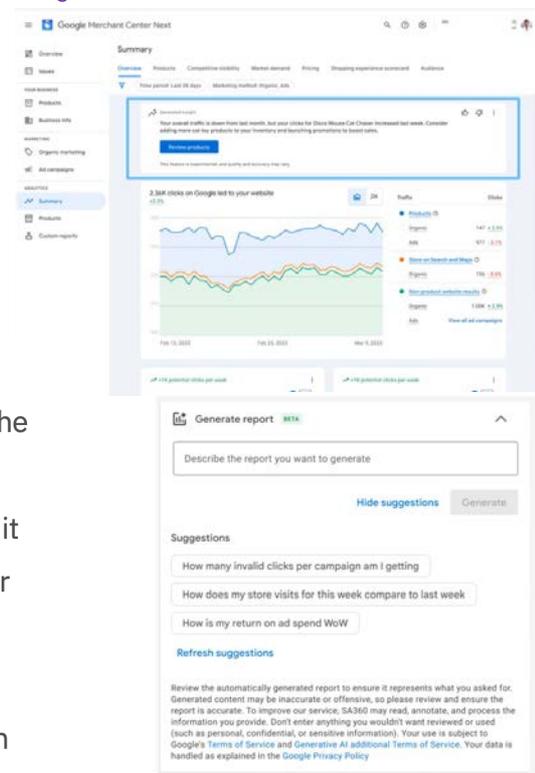
## What is the update?

You can now build custom reports by giving a short description of the report you need directly in Search Ads 360. In Merchant Centre Next, generated insights can provide you with tailored summaries and actionable guidance to understand performance and results.

## How does it work?

In Search Ads 360, the generative AI solution will build your report with the relevant dimensions, metrics, filters and more. It will also do this across account types. It is only available in English and in closed beta. However, it is looking like this could be generally available early in H2 2024 in time for Q4. In Merchant Centre Next, the generated insights will surface in the platform when certain thresholds are met. You can like or dislike on the platform directly to improve its relevancy. Currently only available in EN in the US under a beta, with general availability in Q3 2024.

## Google Merchant Centre Next



Search Ads 360 Generated Report

## Our take:

The concept of rapidly uncovering actionable insights is genuinely exciting. As with any generative AI tool, a thorough review is crucial to ensure accuracy and relevance. By training this tool on Search Ads 360 data, we anticipate it will produce reliable reports that can be directly applied to campaign optimisation. Whilst the beta version may primarily focus on functional insights, we're optimistic that future iterations will expand capabilities to deliver even more comprehensive and effective performance reports. The potential for customisable, actionable insights that go beyond the current platform offerings is particularly intriguing. The advancements we've seen in Merchant Center give us a glimpse into the future possibilities for Search Ads 360. To maximise the potential of this experimental feature, we encourage users to actively provide feedback by liking or dismissing insights. This valuable input will help refine the tool's algorithms and improve the quality and accuracy of its recommendations over time.



# Final thoughts...

Search hasn't just changed; it's undergone a complete metamorphosis. For advertisers, the days of relying solely on keywords and static ads on search engine results pages (SERPs) are over. Google's deep integration of AI, particularly through large language models, has revolutionised the landscape.

Now, propensity models built on vast amounts of data signals pinpoint your most valuable customers and tailor immersive ads to drive action. Every SERP is now a unique experience, hyper-personalised to the user and their query, thanks to AI overviews. Google Search is a personalised marketplace, where AI elevates the user experience beyond individual websites. Visual search capabilities allow you to find products simply by pointing your phone camera. AI understands the image and translates this into a query, thereby surfacing relevant ads. No words are needed. Keywords are now just another signal for the model.

Thriving in this new era demands embracing AI. In fact, without utilising AI-powered ad features like Broad Match, Performance Max, or Demand Gen, you will be left behind. Only through these AI-driven formats can Google dynamically place your creatives in spaces like AI Overviews or the immersive new search and shopping ad experiences. The Google Marketing Live 2024 conference solidified this reality for me.

However, the excitement I felt leaving the conference was tempered by a degree of apprehension. What impact will AI overviews have on website traffic? Will users stop clicking on ads due to engaging features like Virtual try-ons? These questions lingered on my mind during the flight back to the UK.

Ultimately, I always conclude that this transformation helps us to become better advertisers. At Assembly, our mission is to **find the change that fuels growth**. The AI revolution in search is precisely the kind of change that demands adaptation and innovation. By embracing AI-powered tools and strategies responsibly, we can unlock new opportunities, reach the right audiences, and deliver personalised experiences that resonate with consumers in this ever-evolving landscape. Furthermore, this AI-driven evolution has fueled exciting advancements in product development at Assembly, including the expansion of our Experiments platform and a broader adoption of Unified Search strategies. We've been solidifying our codified approach to Search Engine Advertising. These principles are governed across the agency through our proprietary and consultancy grade Audit solution, which forms the foundation for everything we do in Paid Search.

This is an opportunity to redefine what's possible in search advertising and deliver unparalleled results for our clients in the AI-powered era. Assembly looks forward to bringing you on this journey with us.



# Thank you!

Thank you for taking the time to read this report. For more information, please get in touch with our team at Assembly Europe. We'd love to talk about how we can find the change that fuels growth.



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