

The MarTech Summit Singapore Revenue Generation

Event Opening



NAMSA KANG

Event Director

The MarTech Summit Team

BEETc

THE MARTECH
SUMMIT

The MarTech Summit Singapore
Revenue Generation

25 October 2023

PARKROYAL COLLECTION Marina Bay

slido



**Which is your favourite
place in Singapore?**

① Start presenting to display the poll results on this slide.

Chairperson Introduction & Overview



Google

ROHAN DHANUKA

Industry Head, Finance & Brandhub
Google

Lightning Talk | **[Emerging Technology]** A New Era in Digital Marketing: Looking Ahead with Google AI



YOLYN ANG

Vice President
APAC Business Development
Google

A New Era in Digital Marketing

Looking Ahead
with Google AI





Lightness



Diversity



Creativity

A future where **growth** is more sustainable
creative is more impactful
measurement is more insightful



Speed



Creativity



Confidence



Speed



76%

used five or more
channels to shop over
a two-day period

Source

Google/Ipsos, Holiday and Sales Moments Shopping Study, 2022, Online survey, consumers who conducted Christmas/ Sales Events shopping activities in past two days (AU: n=3150, Oct 2022- Jan 2023, KR: n=3151, KR Oct 2022- Jan 2023, SEA: n=3003, May-Dec 2022)

Performance Max





67%

increase in
qualified leads



49%

decrease in cost
per qualified leads



ISUZU

Conversational experience in Google Ads

Currently in closed beta and available in
English



Creativity

All-Natural Moisturizers With A
Scent For Everyone

Wake Up To Beautiful Skin

Hydrating Moisturizers On Sale

Non-Comedogenic Moisturizers

Shop All-Natural Moisturizers

Factuality



Policy



Styling



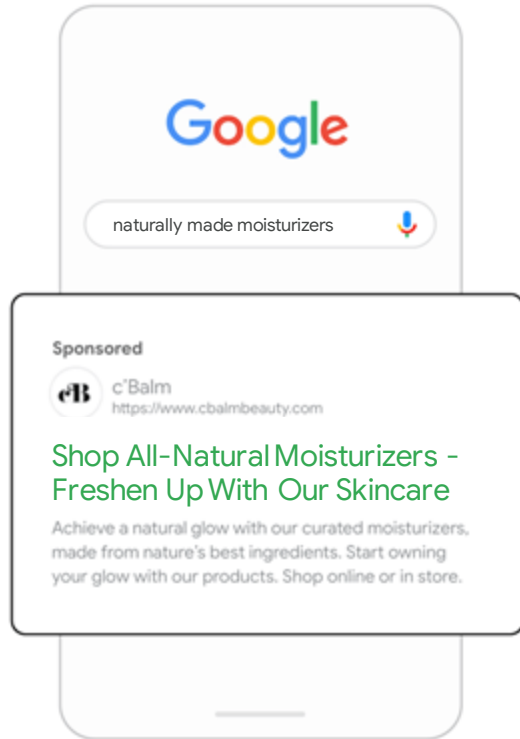
Syntax



Grammar



Automatically created assets in Google Ads



Automatically created assets in Google Ads

Now available in 7 new languages

DE, EN, FR, IL, JP, NL, PT



Marketers can **get back to marketing**



Confidence



Privacy Sandbox



9 out of 10

companies say first-party data
is important to their digital
marketing programs

Source

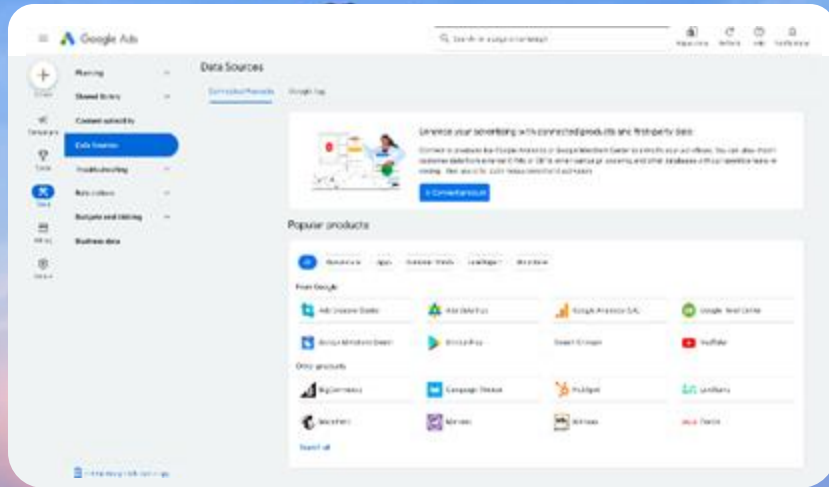
Google/BCG, The Keys to Scaling Digital Value, n=545 “digital leaders” (businesses with above-average digital maturity), Aug. 2021–Nov. 2021



1 in 3 marketers
consistently and effectively
access and integrate
first-party data across channels

Source

Google/BCG, The Keys to Scaling Digital Value, n=545 “digital leaders” (businesses with above-average digital maturity), Aug. 2021–Nov. 2021



Your data.
From anywhere.

In one place.



Speed



Creativity



Confidence

Thank you!