Keynote Presentation | [Ad Privacy]
The Future of Ads: First-Party Data, Measurement and Google AI

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The Future of Ads:

First-Party Data, Measurement and Google AI

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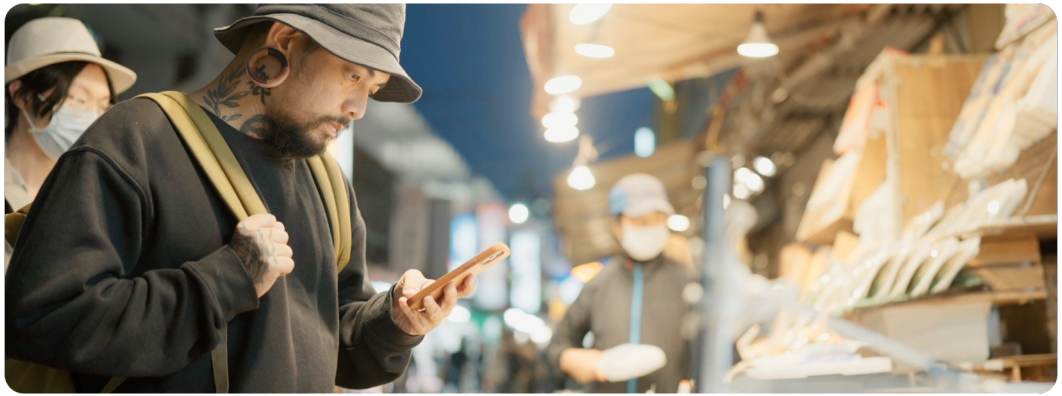
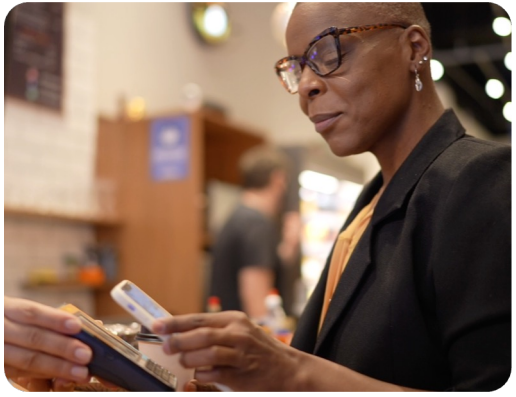
2024 is an
inflection point

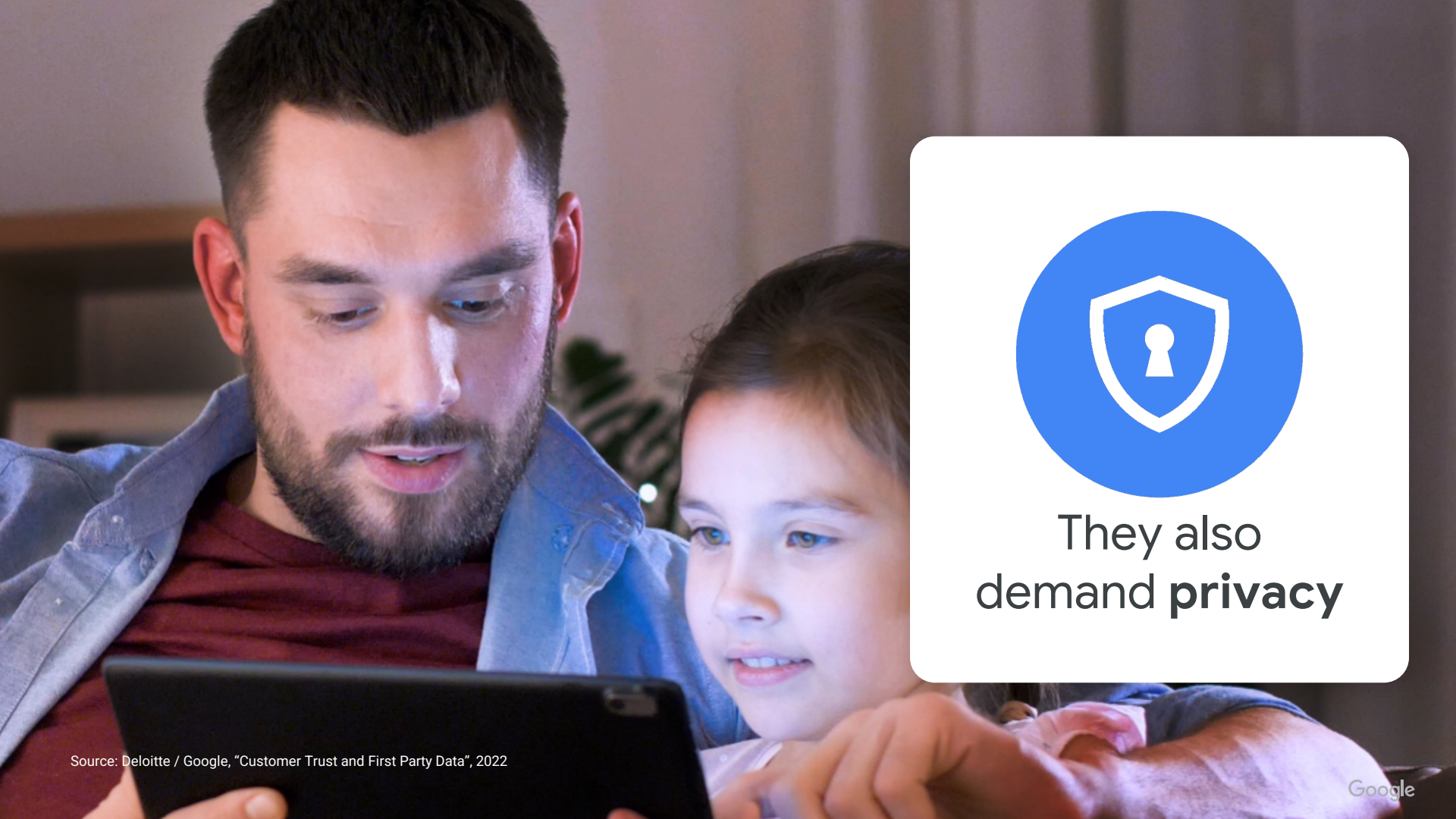


Accelerating consumer **complexity**



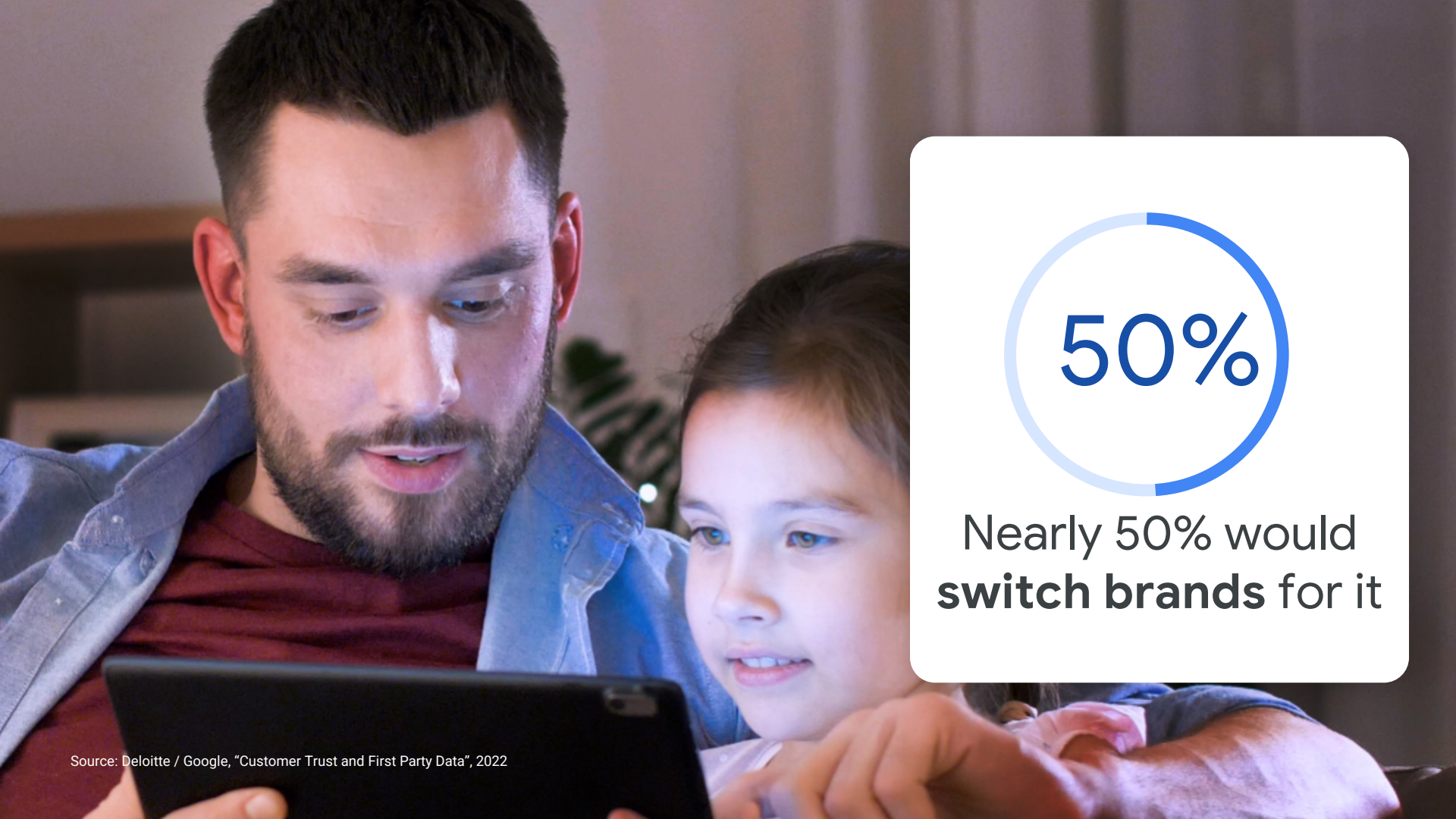
Source: BCG / Google, “Consumers Want Privacy. Marketers Can Deliver.” January 21, 2022.

Google



They also demand **privacy**

Source: Deloitte / Google, “Customer Trust and First Party Data”, 2022



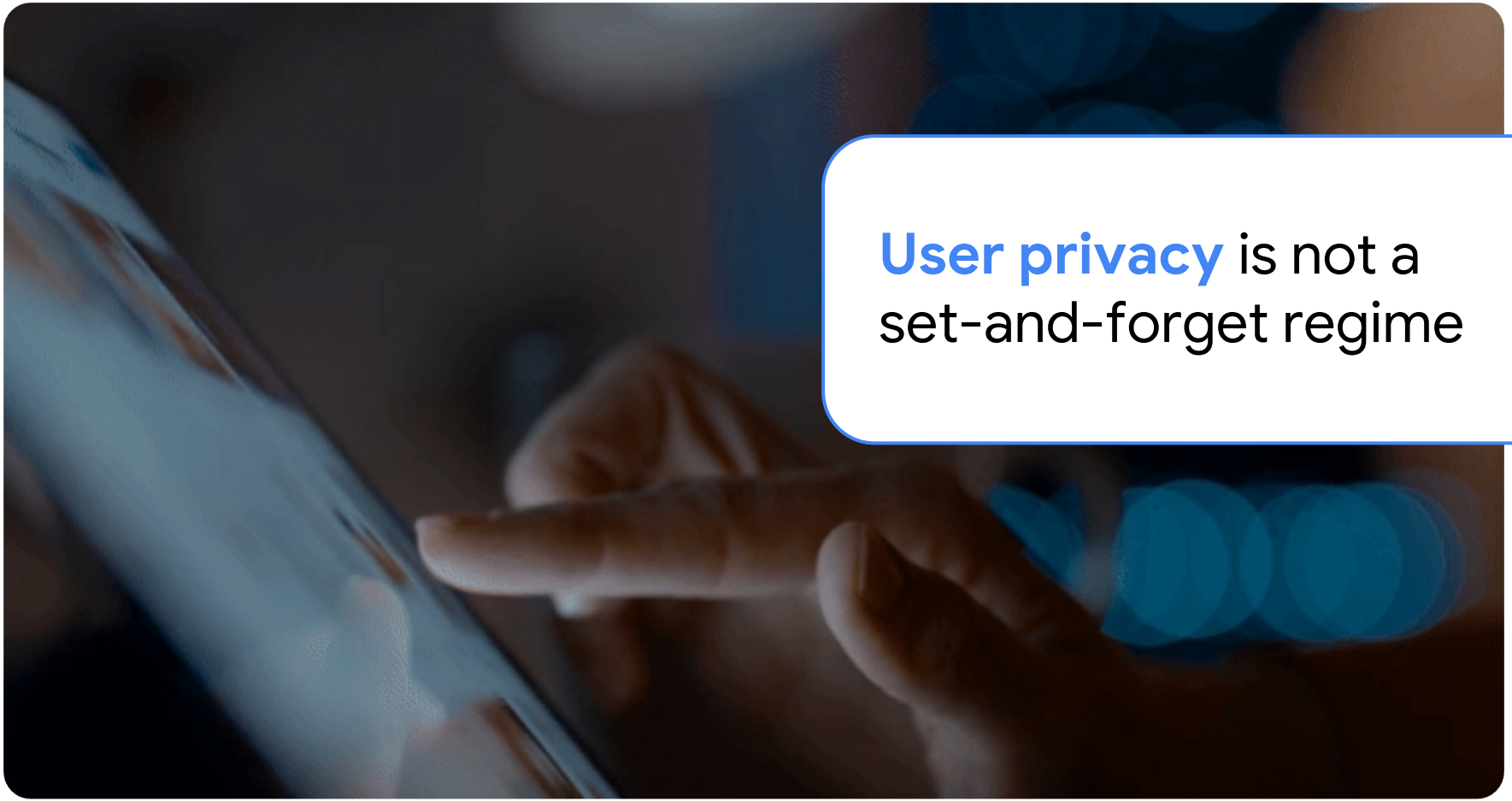
Source: Deloitte / Google, “Customer Trust and First Party Data”, 2022

Modern privacy laws will cover **75% of the world's population by 2024**

Regulations continue to evolve...

- ...developing at very different speeds
- ...according to different frameworks
- ...and blending with other forms of law

Google


User privacy is not a
set-and-forget regime

Google

Industries evolve to meet the demands of consumers

Past		Present
Petrol cars	→	Electric cars
Feature phones	→	Smart phones
3P Cookies	→	Privacy-Centric Measurement

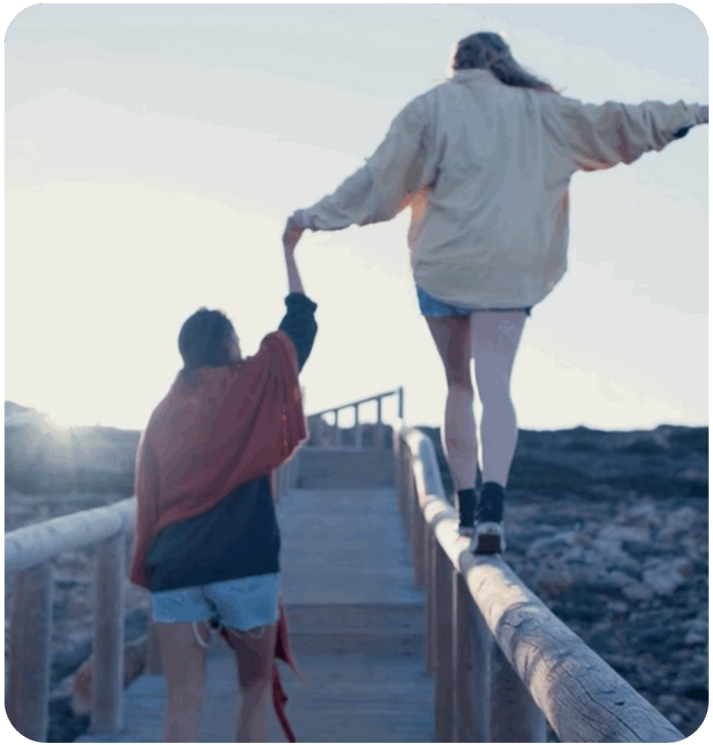
Google

By the end of 2024

these changes

will impact your marketing

Google



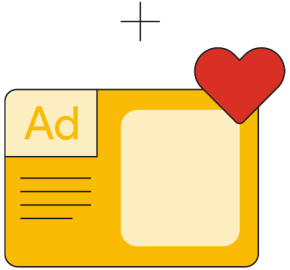
54%

of advertisers saw a **considerable or significant positive impact** on digital advertising performance from **integrating AI into their approach**

Source: Kantar / Google, “Measurement & AI: Benefits and Opportunities” May 2023.

How can you win?

Drive revenue by **deepening user relationships**, **developing insights**, and **activating your data** to deliver relevant ads in a privacy-centric way

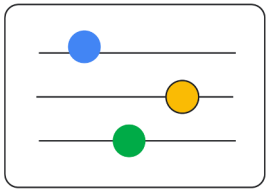


Build

Build a solid **first-party data strategy** to derive insights from trusted, known customer relationships.

Measure

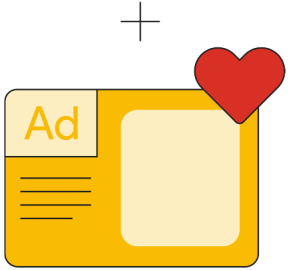
Adopt technologies to provide both **durability and comprehensiveness** to your conversion data



Activate

Get comfortable with AI. These will be at the core of new technologies and central to future measurement success

Activate your relationships with users to unlock new revenue growth and preserve user privacy



Build

Build a solid **first-party data strategy** to derive insights from trusted, known customer relationships.

Measure

by adopting technologies to provide both durability and comprehensiveness to your conversion data

Activate

your insights through AI-powered features that will be central to future measurement success

A first-party data strategy that respects people's choice helps you build a strong foundation to measure what matters and drive accurate results.

According to BCG, over

of consumers are willing to share their personal information for the right incentive, such as improved convenience.

Source: BCG / Google, "Consumers Want Privacy. Marketers Can Deliver." January 21, 2022.

Fewer than

1 in 3 marketers

consistently and effectively integrate first-party data across channels.

Source: BCG / Google, “The Keys to Scaling Digital Value”, 2021

Set up an effective, resilient measurement strategy that is durable

Build

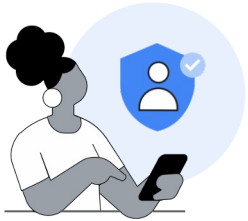
a solid first-party data strategy to derive insights from trusted, known customer relationships.

Measure

Adopt technologies to provide both **durability and comprehensiveness** to your conversion data

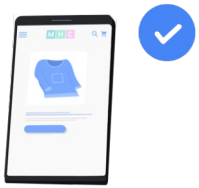
Activate

your insights through AI-powered features that will be central to future measurement success



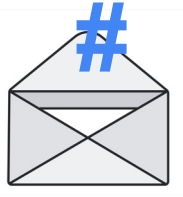
Tagging

Establish robust sitewide tagging via the **Google tag** which is foundational for AI-powered conversion modelling



Google Analytics 4

Google Analytics 4 helps you **derive actionable insights** in privacy-centric ways



Enhanced conversions

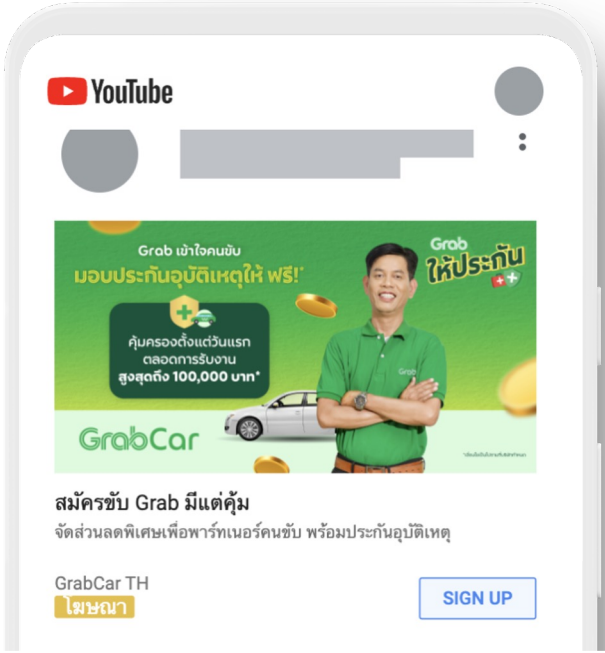
Enhanced conversions enables **more accurate conversion measurement**

The North Face

Tagging enabled a

3X

boost in **conversions** and **revenue**



Grab Thailand

Enhanced conversions enabled a

-35%

lower driver acquisition cost

Activate your insights

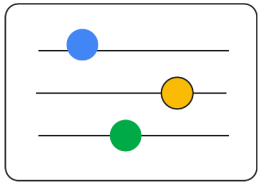
You're not competing with AI, you're competing with marketers using AI.

Build

a solid first-party data strategy to derive insights from trusted, known customer relationships.

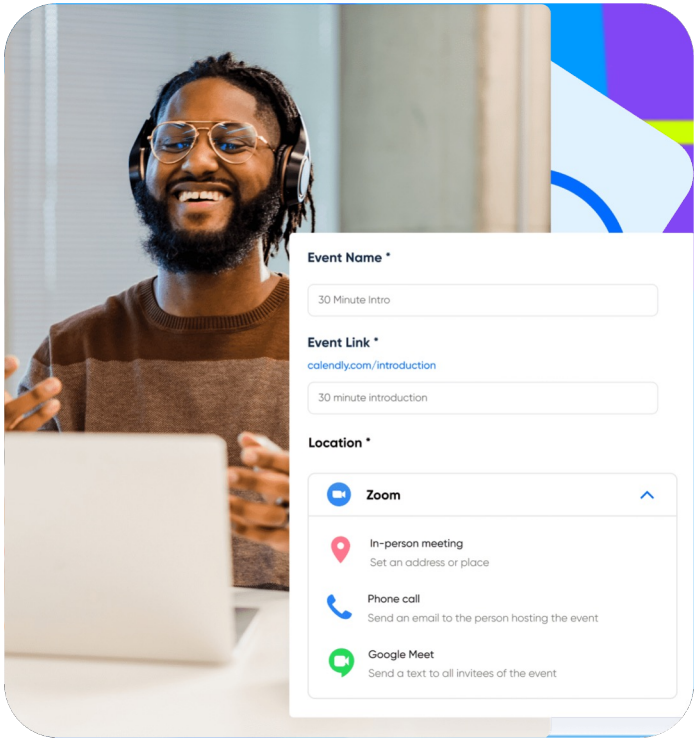
Measure

by adopting technologies to provide both durability and comprehensiveness to your conversion data



Activate

your insights through **AI-powered features that** will be central to future measurement success



Calendly

Building a transformative measurement infrastructure delivered

2X

lift in **return on ad spend**

The time
is now

DURABLE ADS PERFORMANCE

g.co/ads/durable

Build a durable measurement solution

- [ ] Establish robust sitewide tagging with the Google tag or Google Tag Manager, so you capture the data that matters most to you. And for advertisers operating in the European Economic Area and the UK, create a strong framework to collect and maintain users' consent with Consent Mode
- [ ] Enable cross-domain linking to confidently measure the customer journey across multiple domains.
- [ ] Set up enhanced conversions to improve the accuracy of your conversion measurement.

Measure and attribute your conversions accurately

- [ ] Use Google Analytics 4 to gain deeper insights across your websites and apps.
- [ ] Identify any HTTP pages on your site and convert them to secure HTTPS pages to meet website security standards.

Engage with relevant customers

- [ ] Adopt Customer Match to reach and re-engage your customers on Google's surfaces.
- [ ] Adopt optimized targeting to reach more customers who are likely to convert.
- [ ] Explore Performance Max, and leverage the New Customer Acquisition and Re-engagement goals* to engage with new or existing customers