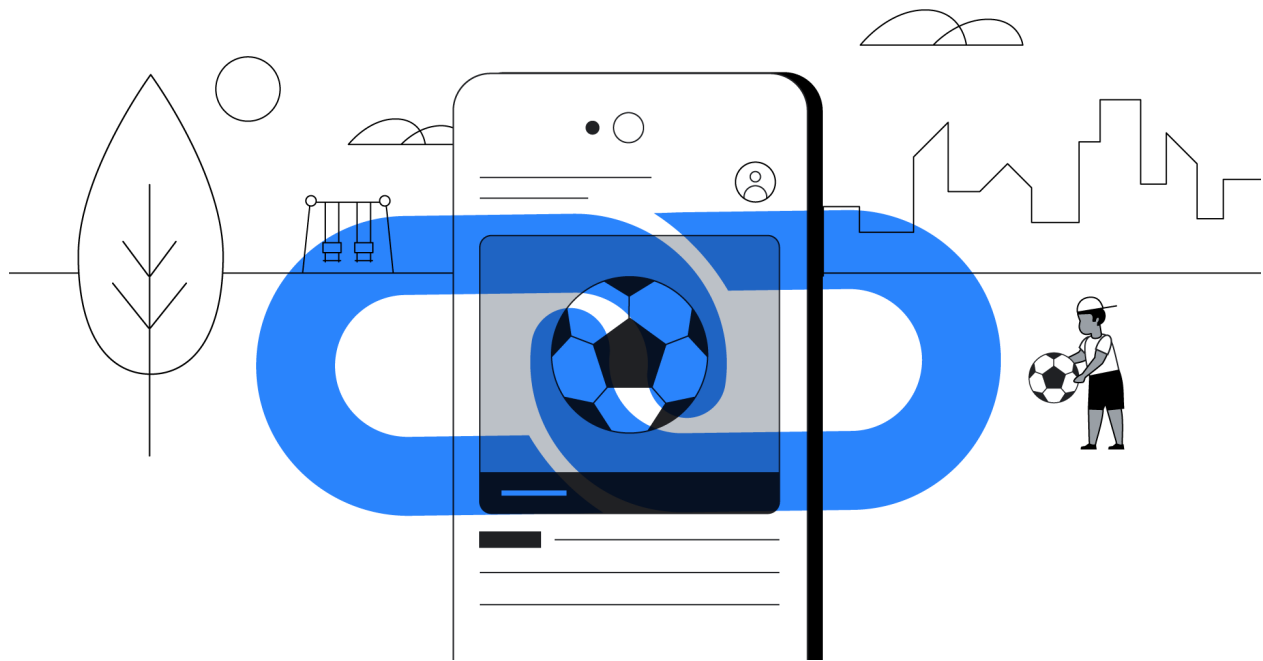


# Discovery ads



## Inspire your audience to take action when they're open to something new.

The once straight forward path-to-purchase is now filled with twists and turns. That final purchase moment can happen at any point. It could be as your audience scroll their YouTube feed, browse their Gmail Promotions tab, or explore Discover on their phone.

What's amazing is how open people are to making unexpected discoveries when shopping online. In fact, 85% of consumers say they will take a product-related action within 24 hours of discovering a product that meets their needs.<sup>1</sup>

But to get them to take action, you've got to be there when they're open to something new.

## From inspiration to action.

Discovery ads put you at an advantage. You can reach up to 2.6 billion users as they explore their interests and find inspiration across multiple Google platforms - all with a single, easy-to-use campaign.

Discovery ads are a visually rich, engaging way to drive action, right when people are looking for inspiration.

## How Discovery ads work:

Discovery ads provide an open canvas for you to inspire and engage consumers. You can showcase a brand or product in a swipeable image carousel, and include additional information to drive action. As a single campaign, it's a simple way to get your ads on Google's highly visual properties like YouTube, Gmail and Discover.

Create a diverse set of high-quality creative assets and Google will help do the rest. We'll deliver a great ad, in the perfect spot, to help your campaign perform.

Getting started with Discovery ads is straight-forward, you provide us with:

1. Great creative assets (beautiful images as well as compelling, action-based copy)
2. Audiences categories you want to reach
3. Bids and Budget

The Discovery ads platform can:

- Deliver beautiful, compelling ads across Google platforms – including the YouTube Home or Watch Next feed, Discover and the Gmail Promotions tab.
- Reach the right user, at the right time.
- Drive engagement and meet your performance goals.

## Understanding the experience

Your Discovery ads can live on three immersive Google surfaces:

- The feed on Discover, which provides people with quick, scrollable updates on the things they care about.
- The Home feed and Watch Next feed on YouTube. Showcase your products where over 90% of users say they discover new brands or products.<sup>2</sup>
- Gmail on the Promotions and Social tabs. You can engage with consumers who have read through their primary emails and are open to a commercial message.

Each experience has its own unique format featuring rich visuals, a swipeable image carousel, and text to tell your story. Because of the unique placement within Gmail, we've created an expandable format which is activated upon a click or tap.

## Creative Considerations

- Build bespoke creative for the campaign.
- Utilize the interactive call-to-action button.
- Avoid adding text, shapes, or logos to images to help audiences stay engaged with your brand.
- Use your character count wisely – make every word as impactful as possible.
- Advertisers who report success often use both the single-image and multi-image carousel ads.
- Upload at least 5 square and 5 landscape images to optimize for performance.
- With the swipeable image carousel, tell a story about your brand that develops over each card. We recommend a minimum of 5 cards with the same aspect ratio (ie: all square or all landscape).

## Creative Juice

Some things to think about as you kick off.

- What's the most important thing you want your audience to do?
- Can you write it, or dramatize it in a more interesting or compelling way?
- Are there any customer insights or behaviors you've found that drive better customer acquisition?
- Are there any specific targets you need to hit in terms of numbers of leads, sign-ups or purchases?
- Consider how brand advertising can work with the performance side of the campaign.

### The final note:

Discovery ads speed up the customer journey by helping you get noticed and drive action. With your creative idea, and the power of Google ads working together, we make it easier for your audience to fall in love with brands, and buy products.

Marketing to the right audience is important, but the message you share is key. Now's your chance to stand out in a 'sea of same' with snackable, visually stimulating creative content that organically fits within your audience's day-to-day scrolling habits.

### [Further guidance and specifications for Discovery campaign assets.](#)

1. Source: Google / Ipsos Connect, *Consumer Discovery Study, U.S., December 2018, n of 2,001 US consumers age 18-54 who go online at least once a month.*
2. Source: Google/Magid Advisors, *Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), "The Role of Digital Video in People's Lives," n=20,000, A18-64 general online population, Aug. 2018.*