

# NEW DEMAND GEN FEATURES:

**MORE CONTROL &  
PURCHASES**



**GEORGI ZAYAKOV**

## NEW DEMAND GEN FEATURES JANUARY 2025

### INTRODUCTION

The first month of the year ends with huge updates for Demand Gen campaigns. Google just announced expanded channel controls, new creative enhancements, and a streamlined purchase journey.



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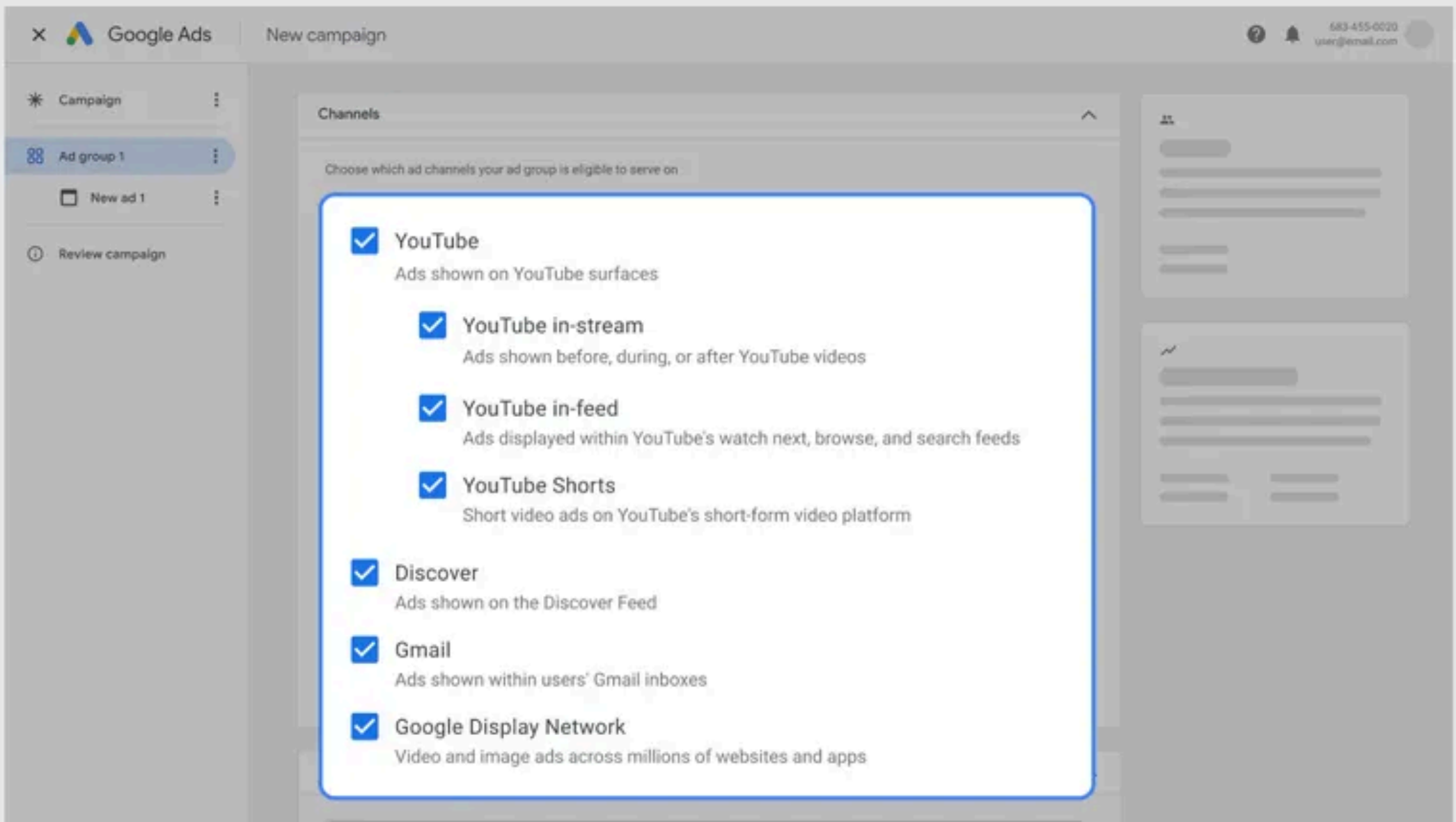
## **EXPANDED CHANNEL CONTROLS**

Starting in March, channel controls will expand globally across all Demand Gen ad surfaces. This beta rollout lets you choose where your ads appear on YouTube, Discover, and Gmail—including the option to run campaigns only on Shorts inventory.



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## ALL AVAILABLE PLACEMENTS





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## **GOOGLE DISPLAY EXPANSION**

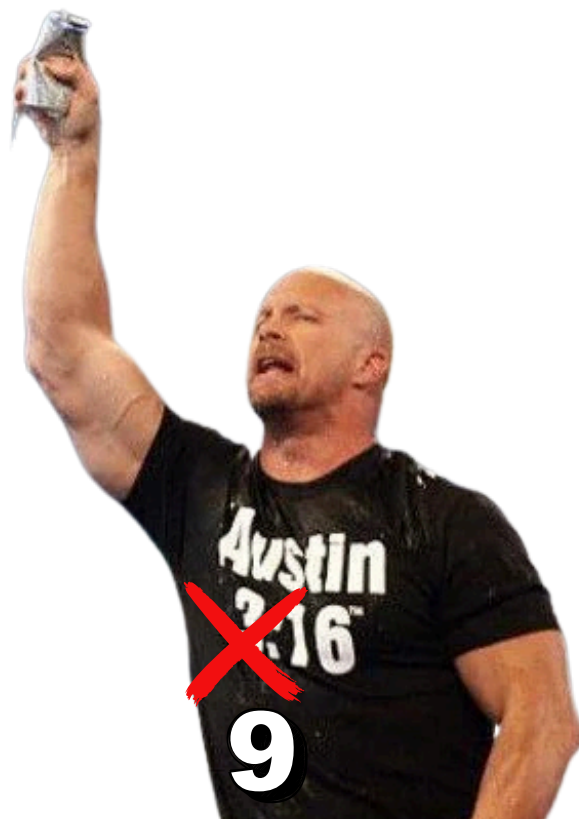
You saw right on the screenshot: Display inventory will be added to Demand Gen campaign, meaning that traditional GDN campaigns soon will be obsolete.



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**AUSTIN 3:16 BECOMES 9:16**

Starting in late February, you will be able to run 9:16 vertical image ads on YouTube Shorts, creating a more immersive, full-screen experience.



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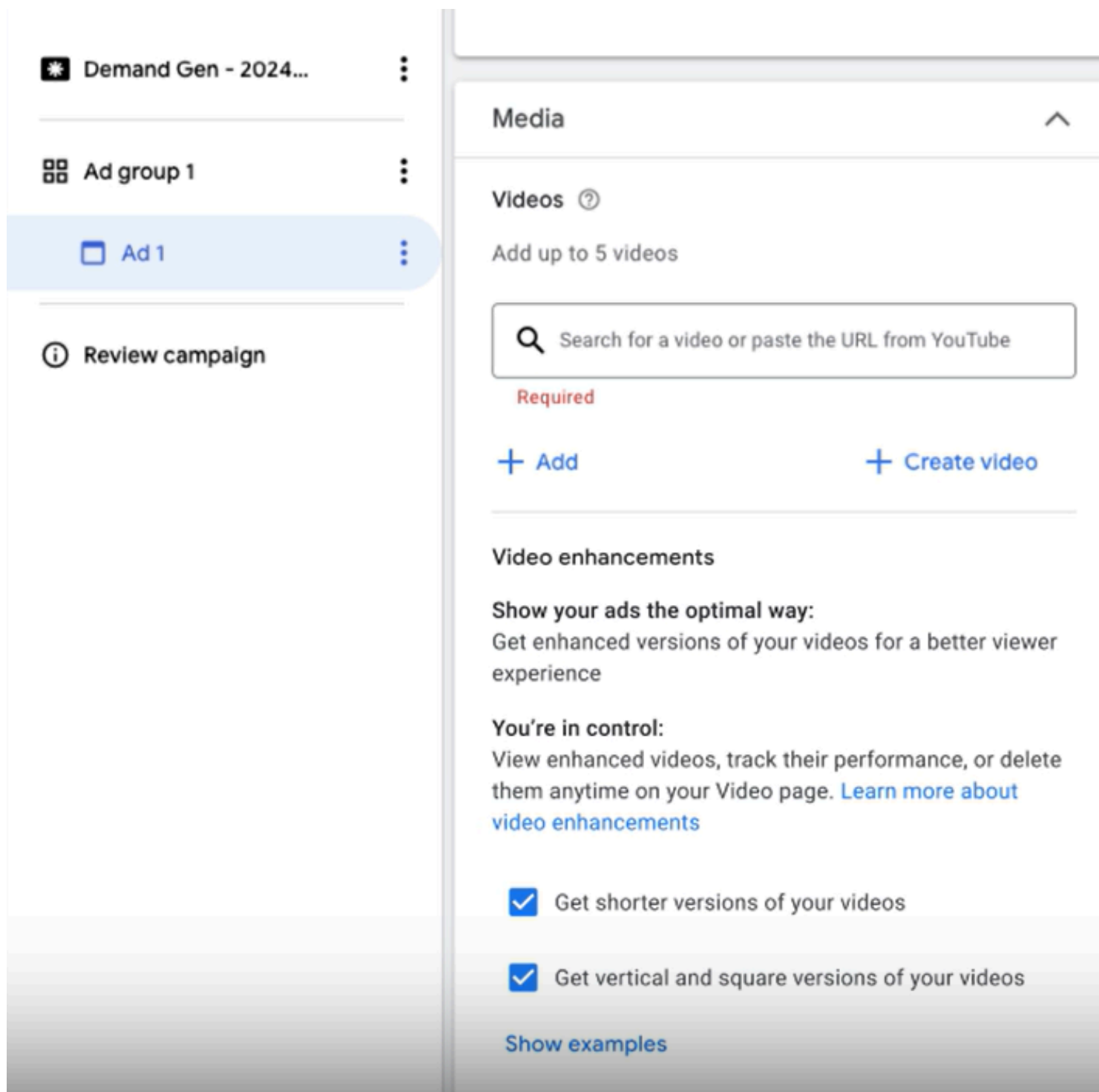
### VIDEO ENHANCEMENTS FOR SHORTS

In the coming weeks, Google is launching a new feature to help you efficiently create shorter versions of your videos at scale. This builds on last November's Demand Gen video enhancements, which enabled video adaptations in different aspect ratios.



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## SHORTS VIDEOS AT SCALE



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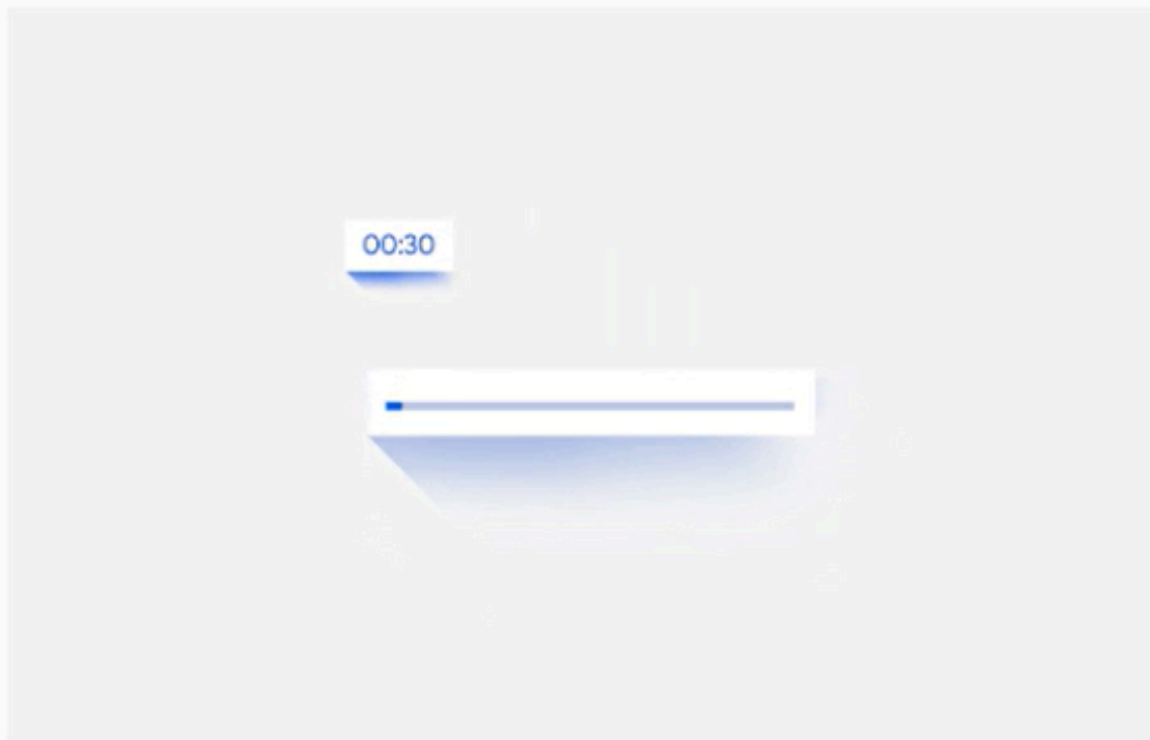
## SHORTS VIDEOS AT SCALE II

### Examples of video enhancements

#### Shorter video

#### Vertical and square video

Google selects key moments in your video and creates shorter versions that preserve your original video's message and appearance.



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### ENHANCED CREATION FLOW

You'll now find an improved ad creation flow in Demand Gen, allowing you to choose specific video enhancements to maximize asset variety. If needed, you can opt out and manually edit videos directly in the flow.



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### RETAILER BOOST

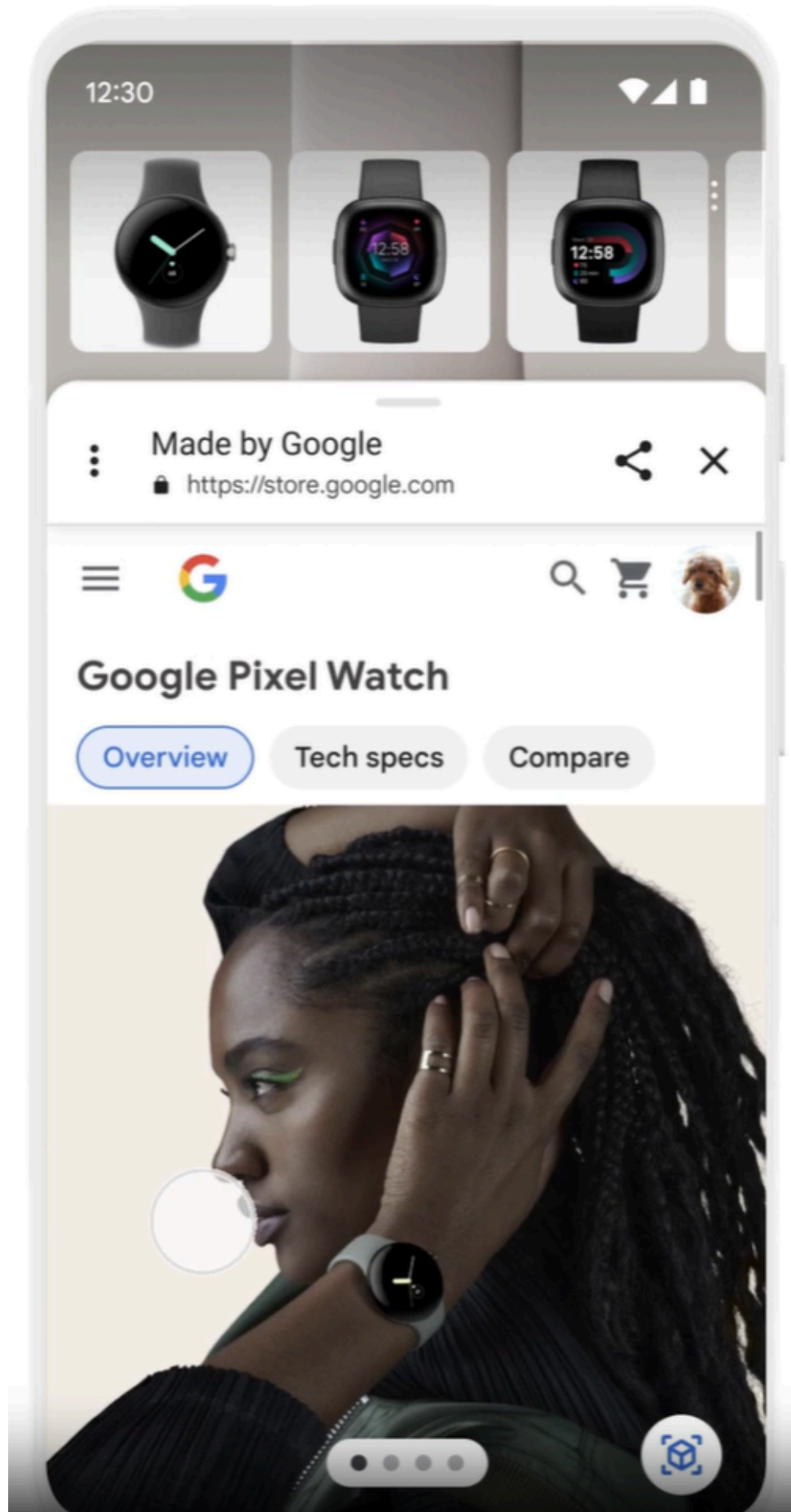
Product feeds in Demand Gen will be enhanced for Google Merchant Center advertisers, unlocking deeper product discovery. Soon, customers will be able to instantly access full product details from your ads and seamlessly navigate between product pages.





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## FULL PRODUCT DETAILS



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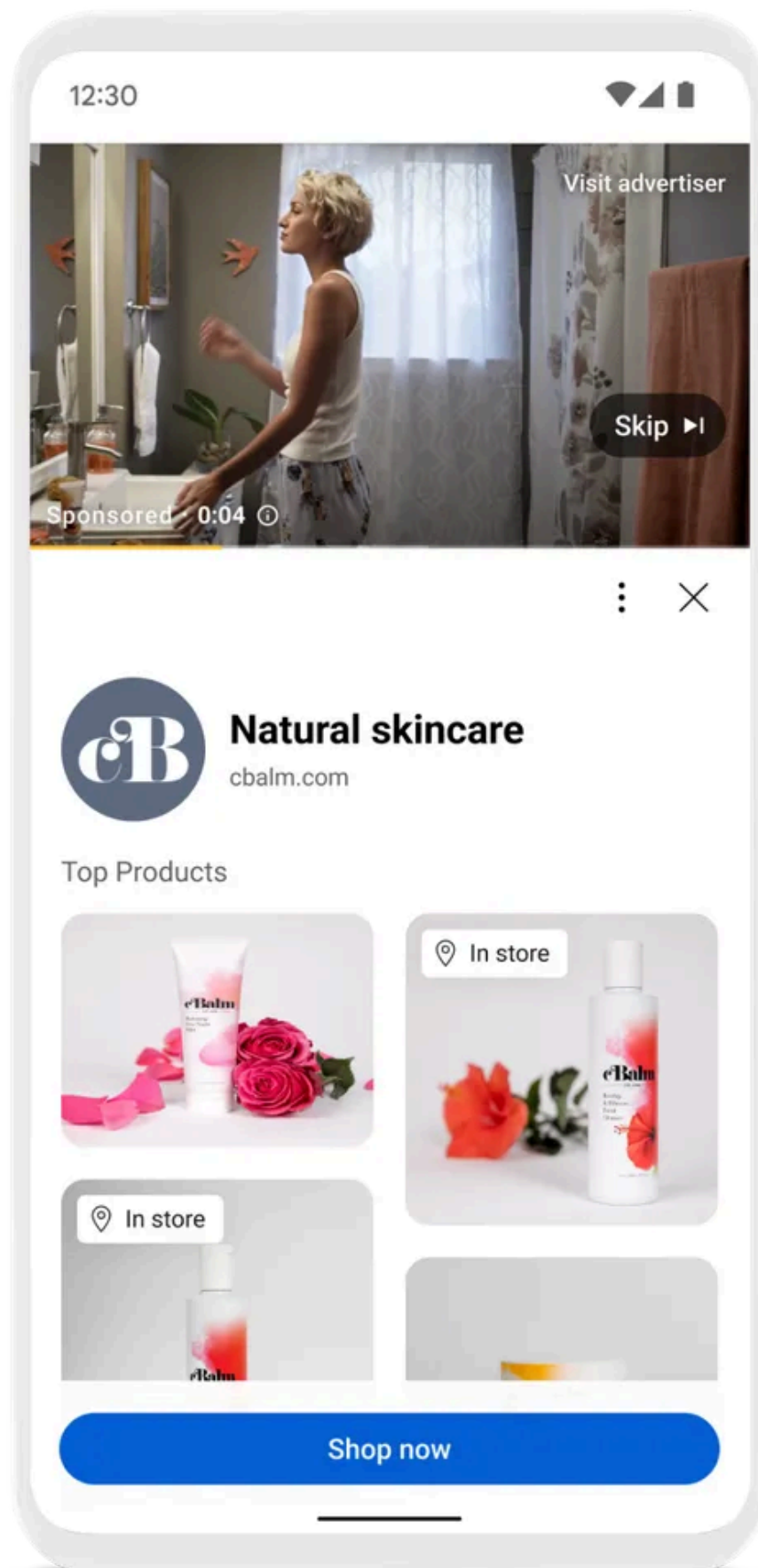
### LOCAL OFFERS

With local offers for Demand Gen with product feeds, you can display real-time local product availability, connecting online shoppers to your physical stores and driving visits to nearby locations.



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## LOCAL OFFERS



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### OMNICHANNEL BIDDING

Omnichannel bidding for Demand Gen is rolling out as a beta, optimizing for both online sales and in-store visits by efficiently allocating budget across channels.



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### NEW REPORTING KPIS

New reporting columns help compare Demand Gen performance with paid social and guide budget decisions. Rolling out globally, they include view-through conversions and show Demand Gen's impact separately from other Google campaigns.



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**CURIOUS TO LEARN MORE?**

Read the whole announcement:  
<https://blog.google/products/ads-commerce/new-demand-gen-features-2025/>



Ask me a question:  
<https://www.hutter-consult.com/downloads/google-ads-detective/>





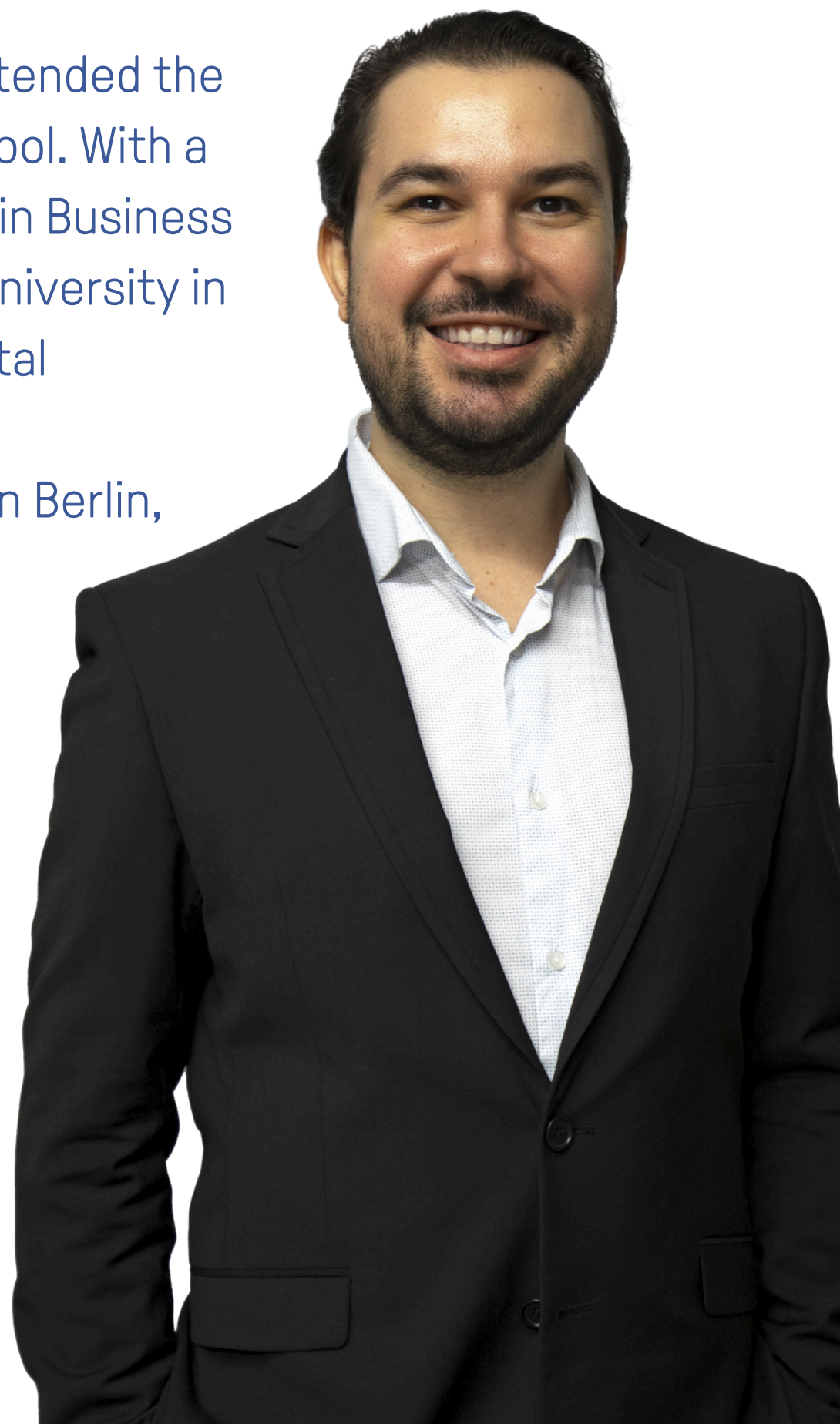
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For more captivating Google content

Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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