

GOOGLE DISPLAY ADS: KEY UPDATES & IMPLICATIONS



GEORGI ZAYAKOV

GOOGLE DISPLAY ADS UPDATES

WHAT'S CHANGING AND WHY IT MATTERS

Recent updates to Google Display Ads (GDA) expand reach, improve creative quality, and enhance brand safety.

Here's a breakdown of the key changes and their impact on advertisers.



GOOGLE DISPLAY ADS UPDATES

EXPANDED REACH

GDA now includes inventory across:

✓ News, sports, social & gaming platforms

✓ Connected TV (CTV)

networks: TelevisaUnivision, MLB, FOX News



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INCLUSION IN DEMAND GEN

Demand Gen campaigns now incorporate Google Display Network (GDN), beyond video ads.

In testing, advertisers saw a 16% lift in conversions when adding GDN to Demand Gen.



GOOGLE DISPLAY ADS UPDATES

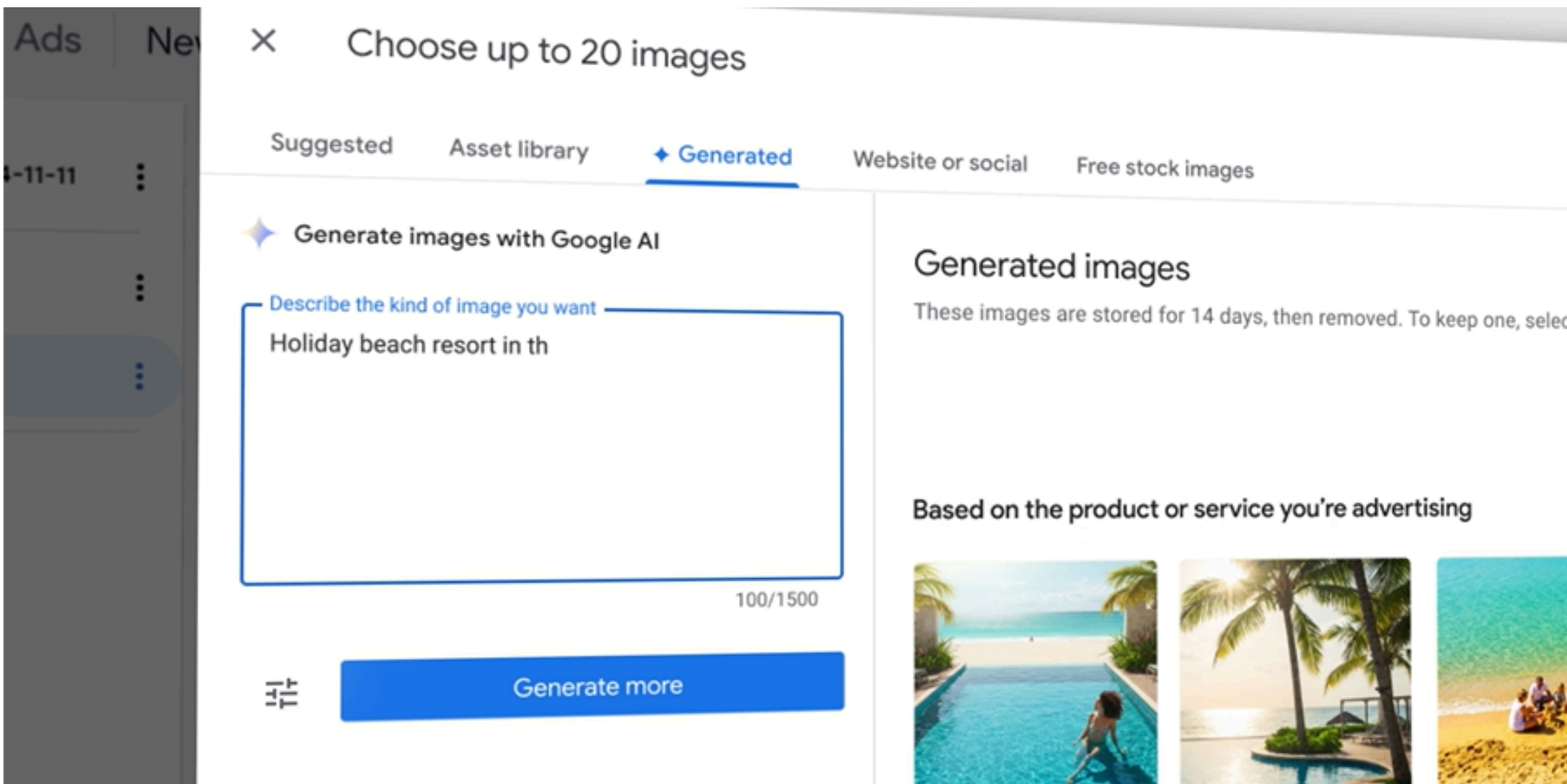
AI-DRIVEN CREATIVE

Google's Imagen 3, its latest text-to-image AI model, optimizes ad visuals based on industry performance data. This enhances ad relevance and engagement while reducing creative bottlenecks for advertisers.



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IMAGEN 3 FOR BETTER ADS



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NEW PREVIEW GALLERY

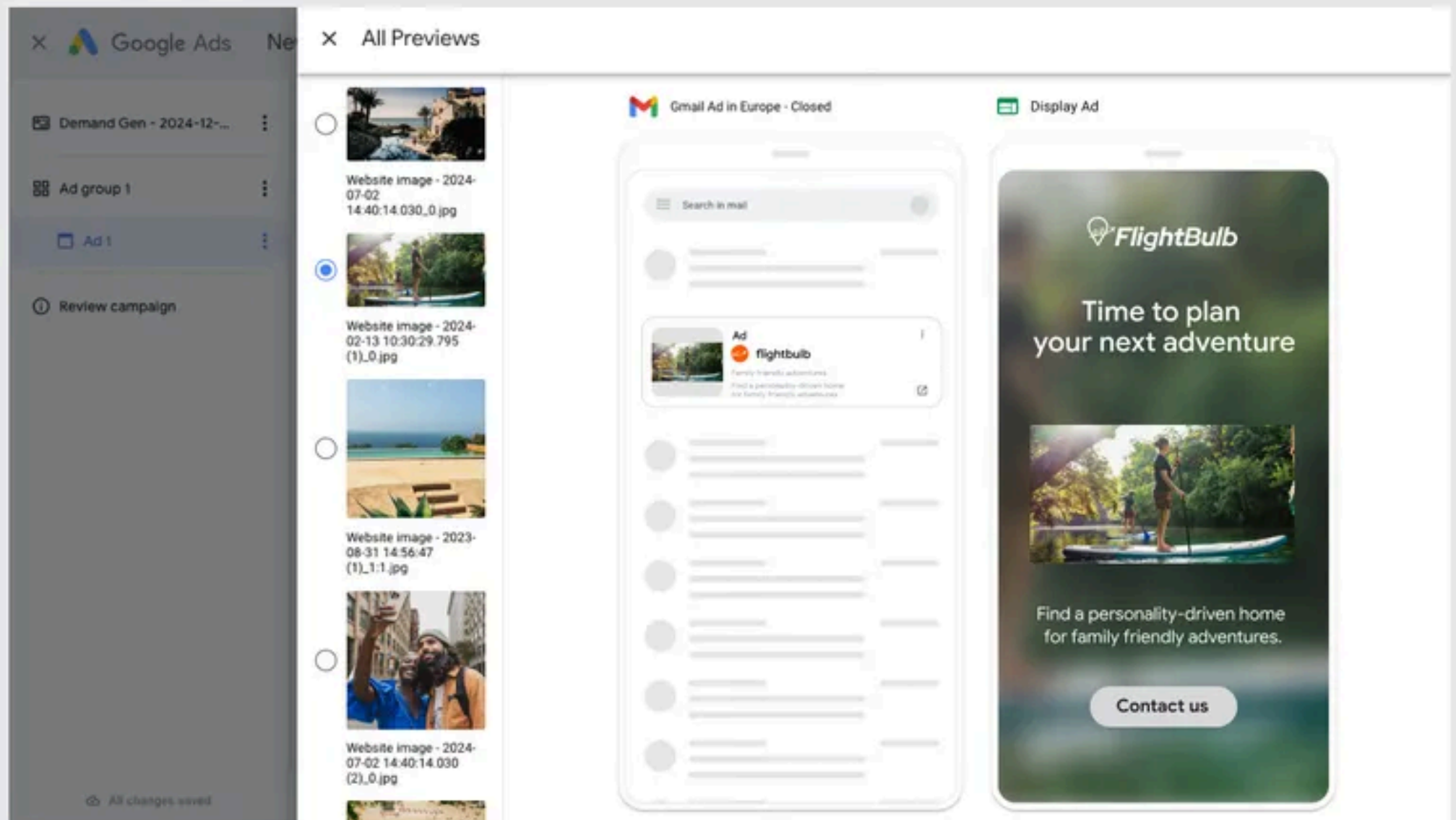
A dedicated preview gallery allows advertisers to:

- 📌 Review AI-enhanced creatives in multiple formats
- 📌 Ensure brand consistency across placements
- 📌 Share and approve assets more efficiently



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NEW PREVIEW GALLERY



Source: <https://blog.google/products/ads-commerce/boosting-your-reach-and-performance-with-google-display-ads/>



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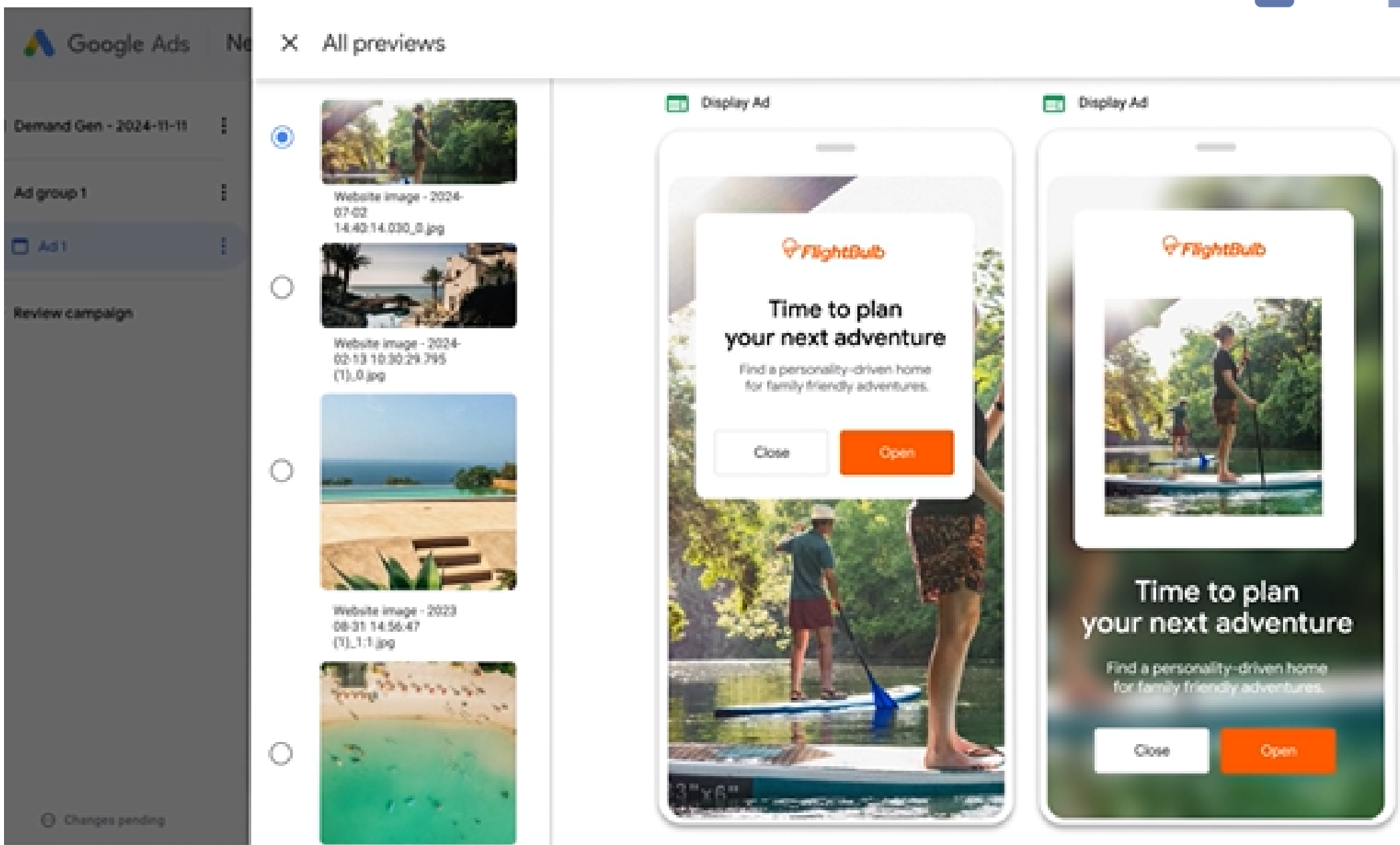
NEW AD TEMPLATES

To help advertisers scale creative production without compromising brand identity, Google introduces responsive ad templates. They ensure consistency while maintaining flexibility for different formats.



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RESPONSIVE DISPLAY AD TEMPLATES



Source: <https://blog.google/products/ads-commerce/boosting-your-reach-and-performance-with-google-display-ads/>



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QUALITY ENHANCEMENTS & FRAUD PROTECTION

Google is reinforcing ad quality with:

- ✓ Stronger verification of publisher inventory
- ✓ Advanced fraud detection to filter out invalid traffic
- ✓ Improved placement screening for higher-quality impressions



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ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your
Google Ads questions? Simply
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



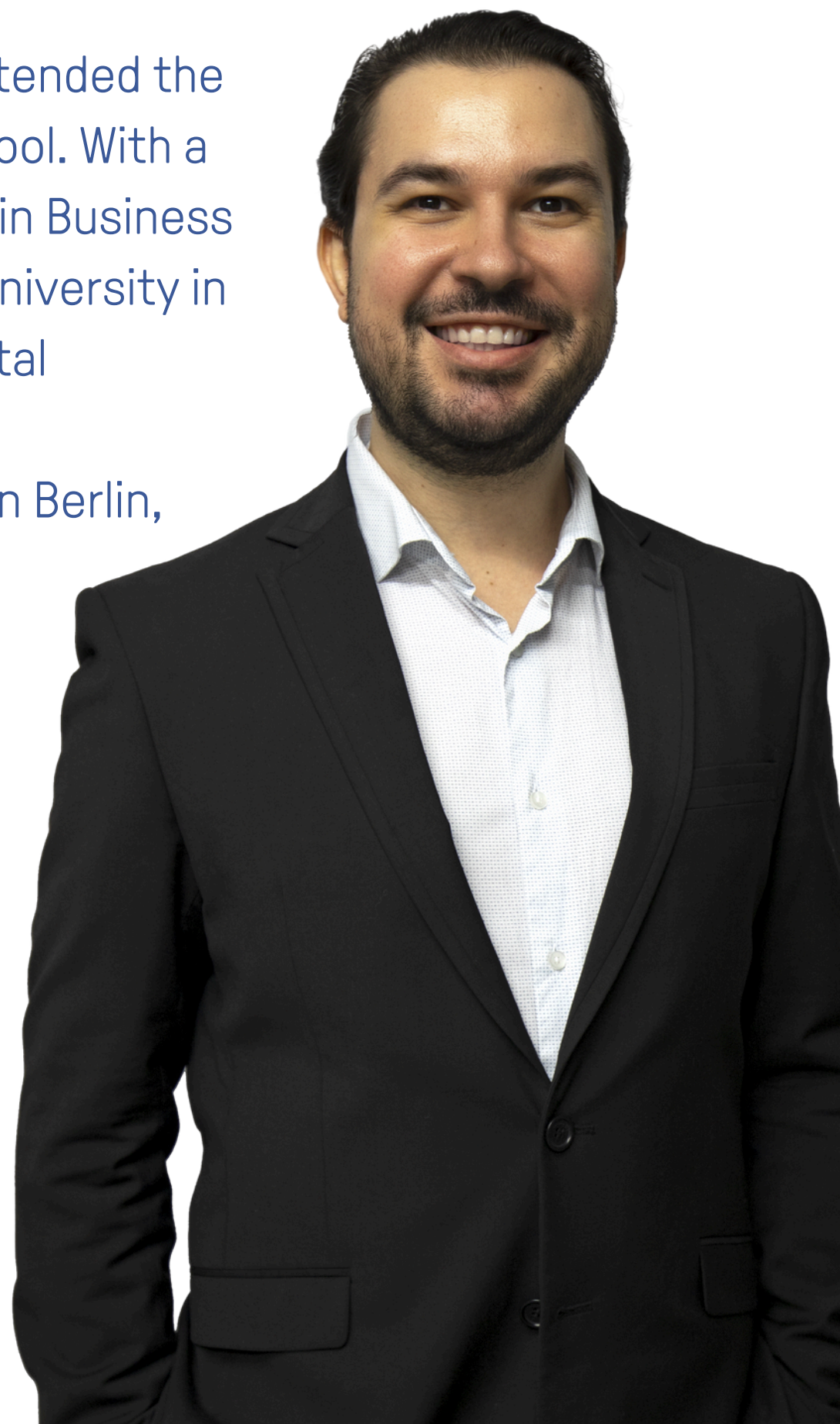
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

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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