

Profit or Growth?



Profit

and

Growth

How to grow profitably  
and beat the competition  
in the age of AI

1

Why

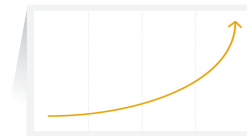
Many companies are facing  
challenges **right now**:



More demanding  
consumers



Global  
competition



Pivot to profitable  
growth

# There has never been more **complexity** for Marketers:

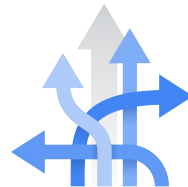


Browser &  
regulatory changes

Less observable data



Need to  
prove ROI

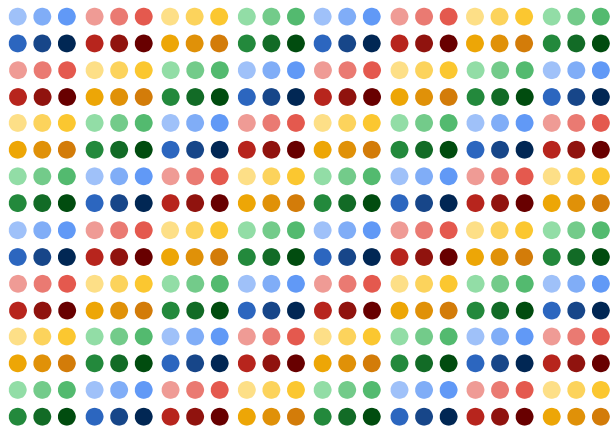


More complex  
customer journeys

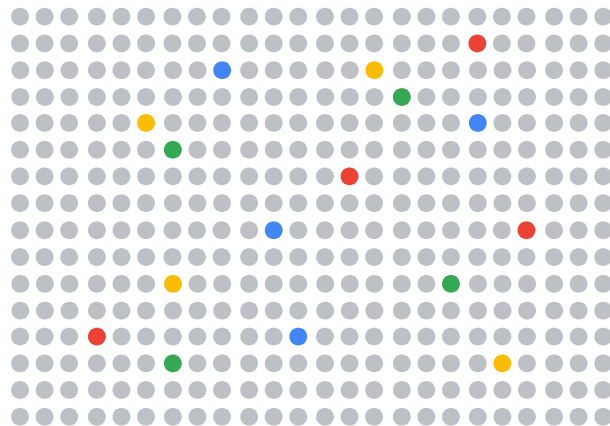
When observable,  
much more data

Google's AI

In **our ads products**, Google's AI can find the most valuable users for you, if you teach it what **value** means to you



All users

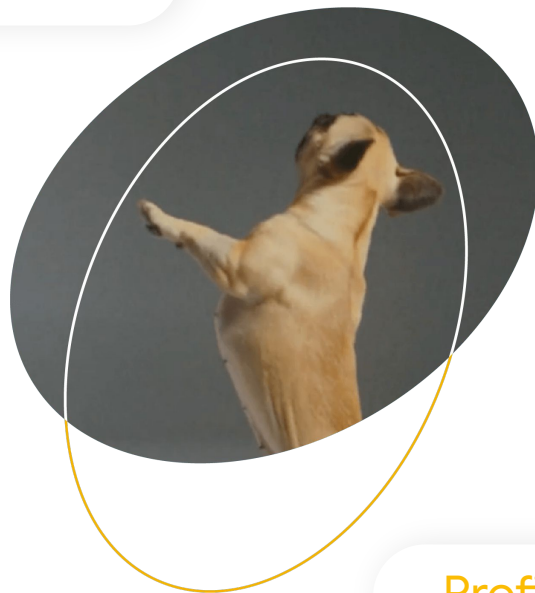


Most valuable users



Think of it **like a puppy**. You have to train it to do exactly what you want.

Revenue



Profit

2

How

## The Profitable Growth Engine



Foundation: test, learn & scale

Step 1

Define your “true” goal

Step 2

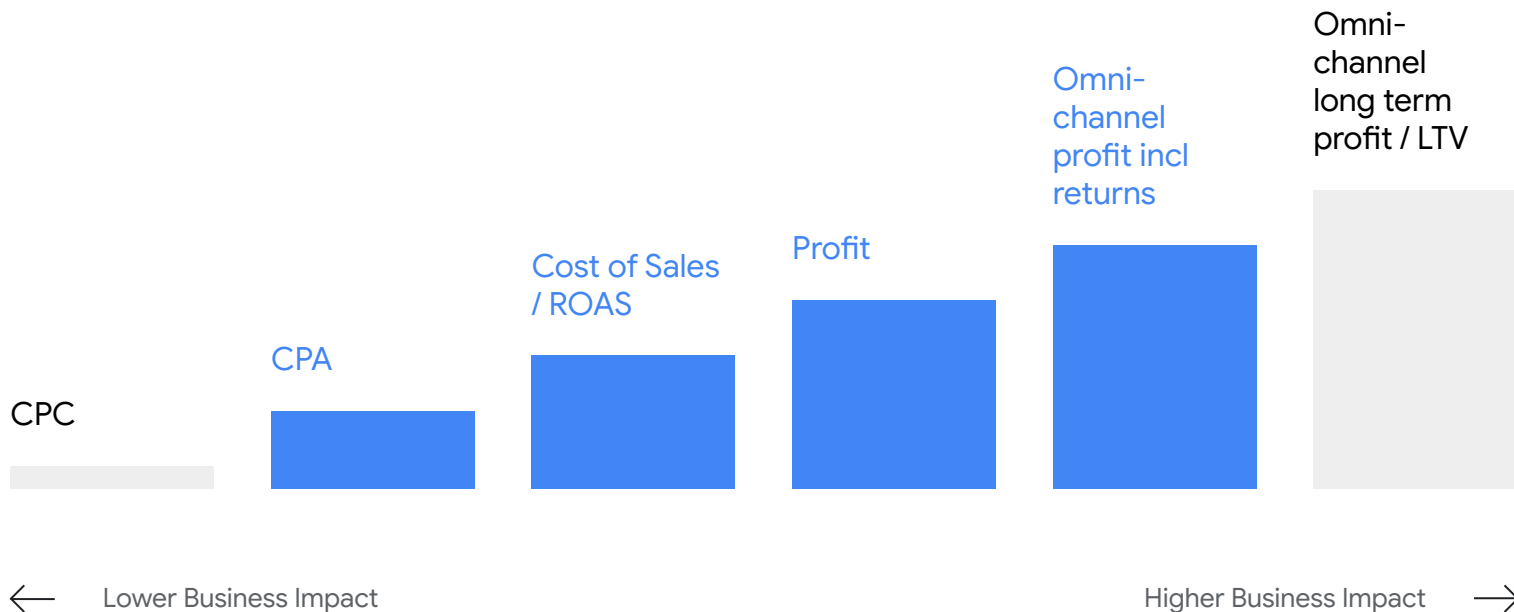
Build and connect your first-party data to train Google’s AI on your goal, using privacy-first measurement

Step 3

Find the most valuable customers by activating all media, cross-channel

Step 1

Train Google's AI to deliver on your **true** business objectives. For **retail**, for example:



Step 1

Train Google's AI to deliver on your **true** business objectives. For **finance** it can be:



Step 1 Train Google's AI to deliver on your **true** business objectives. For **lead gen** or **B2B**:



A de-siloed organization  
with a clear measurement  
owner to drive media  
investment decisions across  
the entire customer journey.

## The Profitable Growth Engine



Foundation: test, learn & scale

Step 2

Build and connect your **first-party data** to train Google's AI on your goal, using **privacy-first** measurement

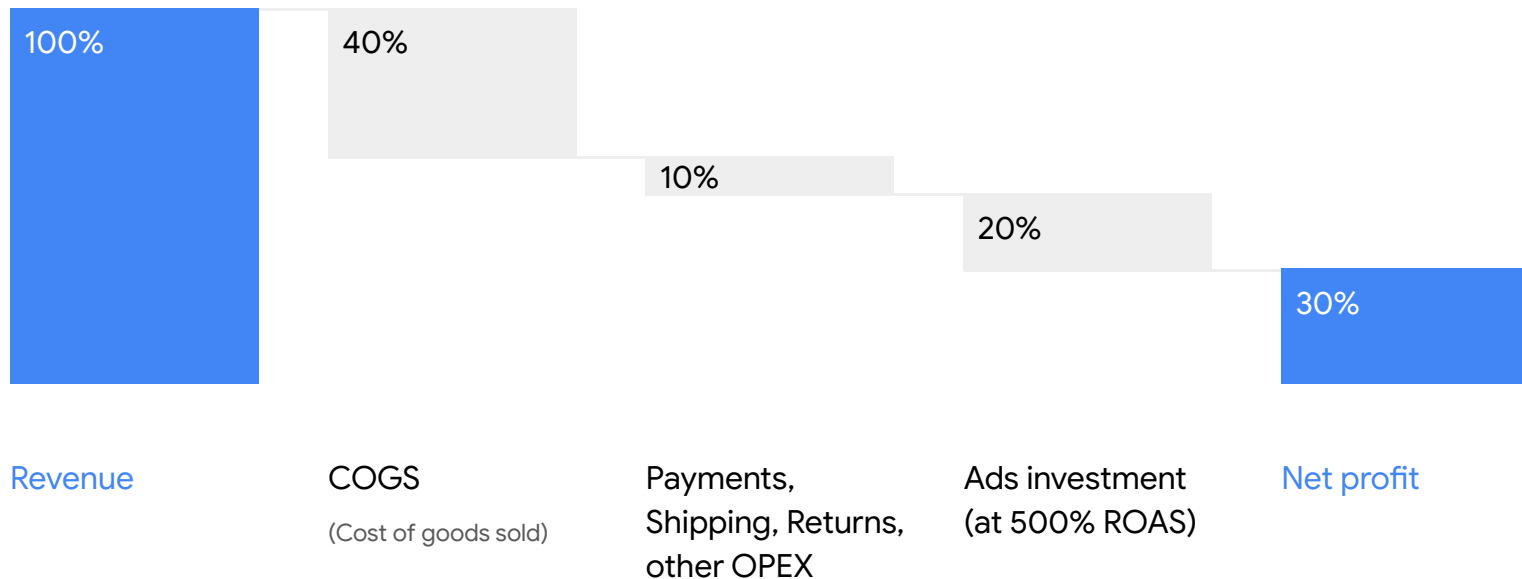
Specifically: profit data, CRM data, and inventory data



Building, connecting and  
activating your 1st party data  
in a privacy-first way  
is how you gain the  
competitive edge

Step 2

Teach Google's AI to optimize for profit after returns - instead of revenue. For retail:



Step 2

## Build a consented first-party database, connected to future-proof, privacy-centric measurement solutions



Ensure you have correct **tagging** in place across your website



**Invest** in additional sources of 1P data (e.g. **Enhanced Conversions**)



Respect user's choices by collecting **consent** as needed (and use **Consent Mode**)

Need a **push** to get **traction**

**Inventory** level

On **sale**

Use your **1P data strategy** to  
build an account structure that  
**reflects** your goals

**Bestsellers**

Product **potential**

Strategic **priority**

## The Profitable Growth Engine



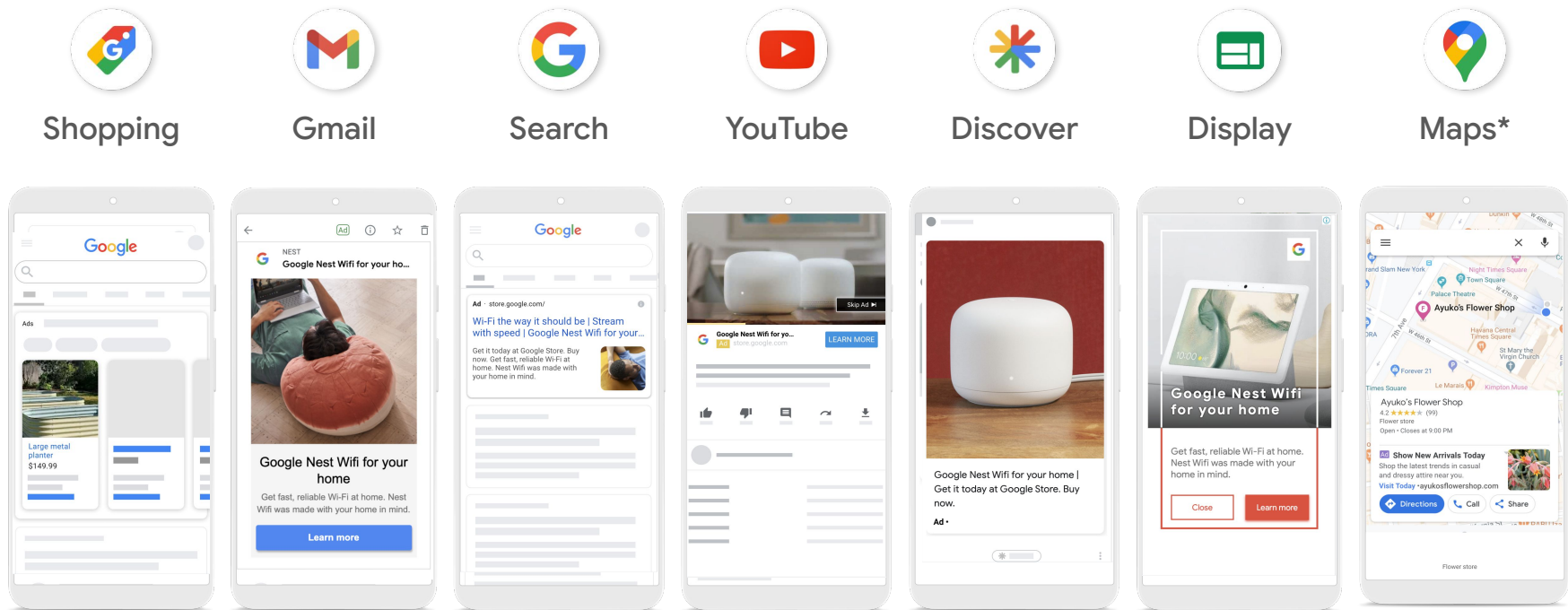
Foundation: test, learn & scale

### Step 3

Find the **most valuable customers** by activating all media, **cross-channel**

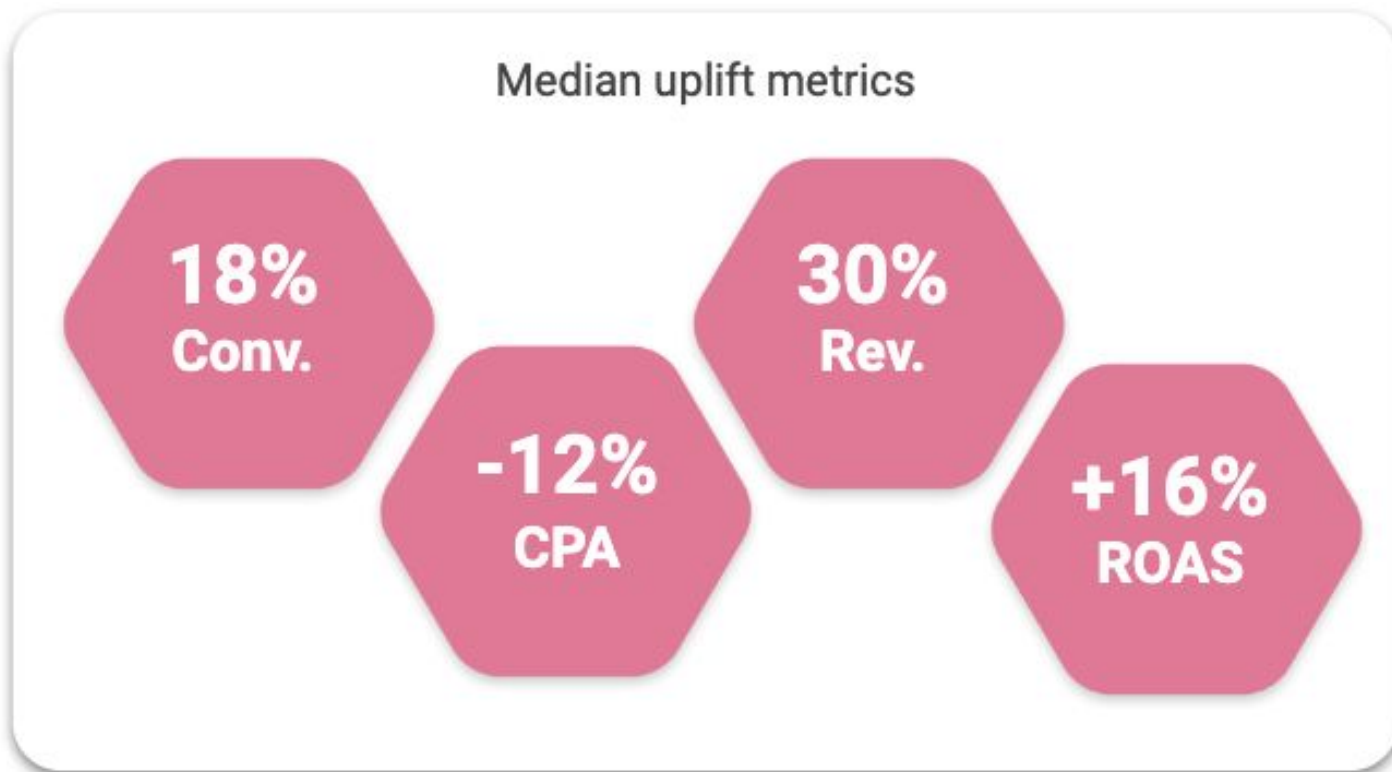
Using Google's AI, activate all media driven by your goal and focused on the user, not the channel

Step 3 Activate all media driven by your goal, focused on the user rather than the channel. Like Performance Max:



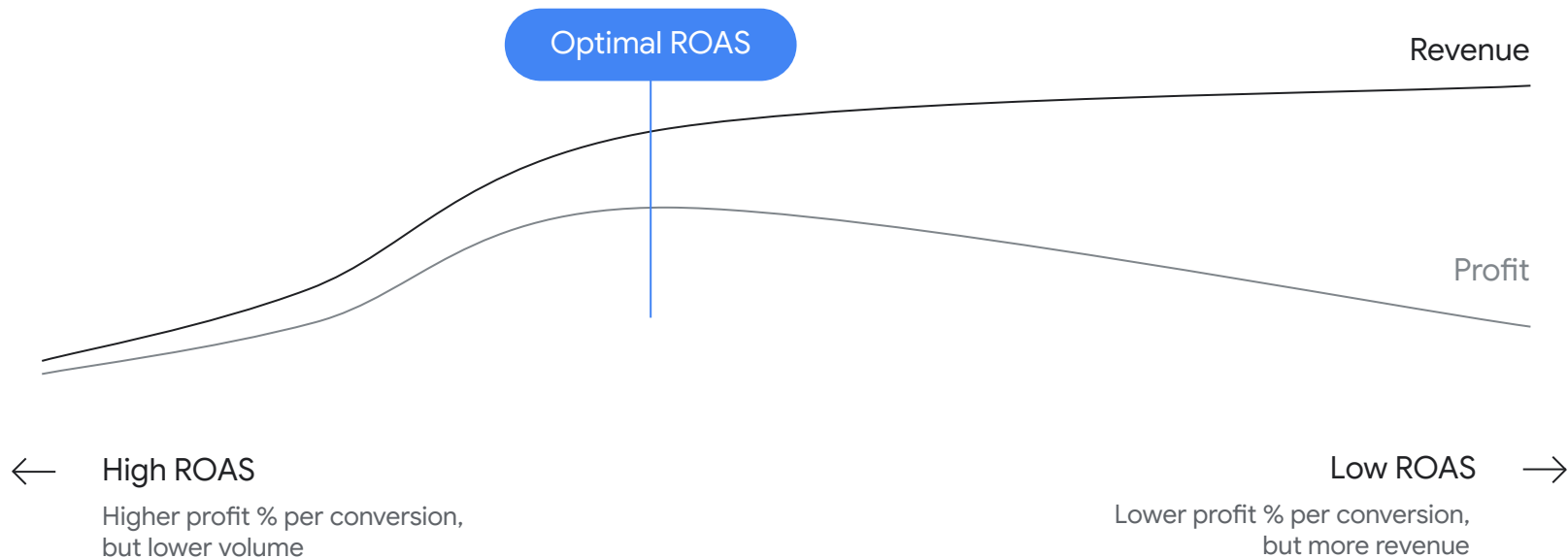
\*When bidding towards store visits, Beta only

# Brainlabs PMax study: 30% more revenue @ 16% higher ROAS



Step 3

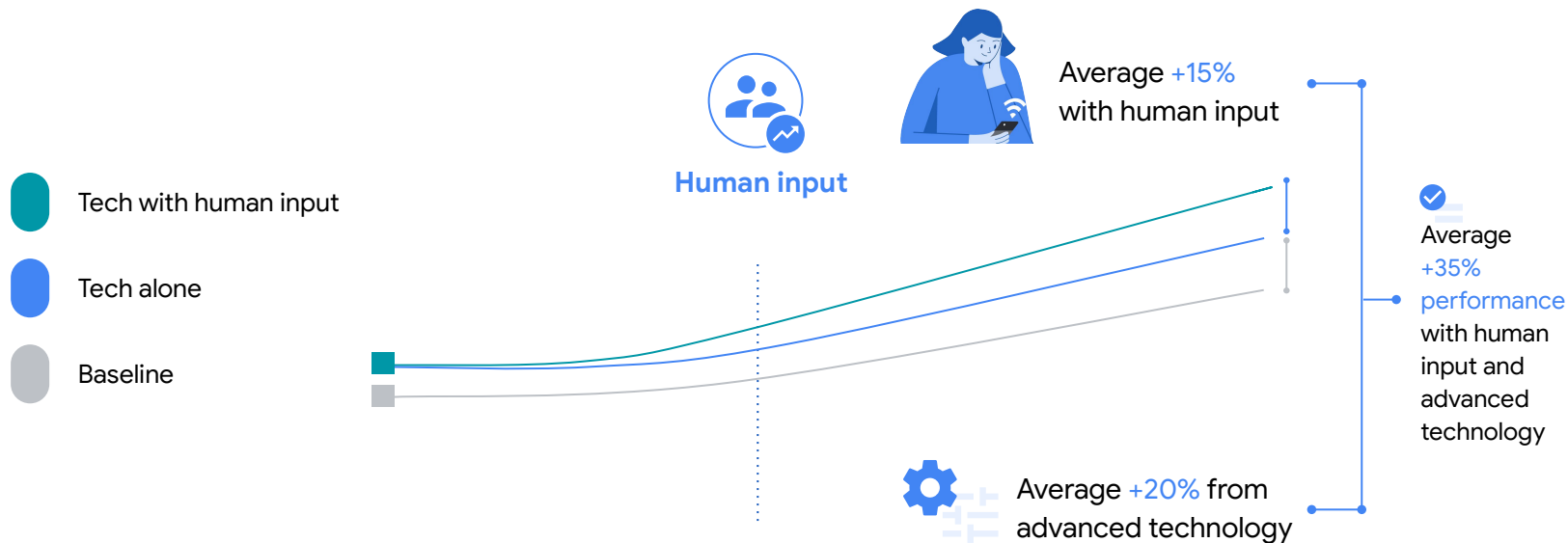
Understand how your ROAS targets define where you are on the profit curve - then test, learn and scale





Step 3

# It's **your** input combined with Google's AI that drives the highest performance



\* The Dividends of Digital Marketing Maturity, Boston Consulting Group, 2019

Step 3

# Because Google's AI allows you to focus on what you are best at, to create the highest impact



Machines  
are good  
at this:

Setting Bids

Finding Audiences

Generating Insights

Optimising Performance

Scaling Creatives



Humans  
are good  
at this:

Marketing Strategy

Goal Setting

Creative Design

Experimentation

Data Management

Media Effectiveness

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