

Connecting you to visual shoppers with new ad formats on Google Images



Let's say a shopper is searching for home office ideas on her mobile device or desktop and goes to Google Images to explore ideas around how to organize her room. She can scroll through the images, hover over any sponsored ad with the price tag, and see the items for sale in the image – along with prices, the brand, and more. We'll continue to roll this out to more categories across more retailers over the next few months.

Moreover, advertisers have been benefiting from Showcase Shopping ads, which lets you promote your brand and products through beautiful imagery, descriptions, and relevant promotions. Since launch, thousands of retailers and brands in 17 countries are running Showcase Shopping ads to reach new customers in their inspiration phase. Now, we're bringing **Showcase Shopping ads to Google Images** as well, offering shoppers a more inspirational and rich visual experience.