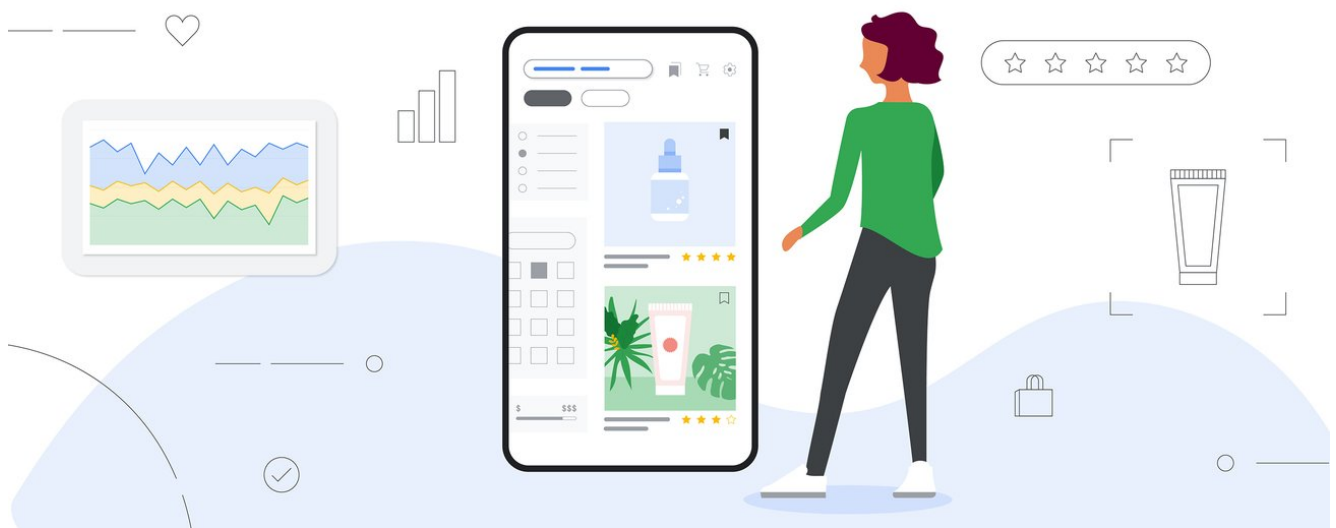


New tools to help small businesses connect with online shoppers

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Vice President, GM, Merchant Shopping



These days, shopping can happen anytime and anywhere. So it can be challenging for businesses to stand out and connect with new customers. Eye-catching, unique imagery helps grab shoppers' attention, but creating that content requires a lot of time and resources.

Today at Google Marketing Live, we introduced Product Studio. This new tool will help merchants easily create unique product imagery using generative AI right from Merchant Center Next, our simplified platform for businesses to manage how their products show up on Google.

Using generative AI to make creative product images

In e-commerce, eye-catching images are a business's digital window displays – and merchants with the right mix of imagery online can get better results. In fact, while many product offers on Google have just one image, we see an increase in both impressions (+76%) and clicks (+32%) for product offers that include more than one image.

It's not always easy to get a range of high-quality images, though. Businesses tell us creating lifestyle images gets expensive and time consuming.

Our new Product Studio, designed with Google's AI Principles top of mind, brings the benefits of generative AI to businesses of all sizes, helping them easily create unique and tailored product imagery for free and get more value from the images they already have. Let's look at a few key features.

- **Add custom product scenes:** Create new imagery based on changing marketing needs – whether seasonal, campaign-based or simply experimental – without the added cost of new photoshoots. For example, a skincare company could highlight a special seasonal version of a product by requesting an image of the product “surrounded by peaches, with tropical plants in the background.”