

We're bringing Google's Commerce Media suite to brands and retailers. We're bringing Google's Commerce Media suite to brands and retailers. Group Product Manager, Retail Media Solutions

Google's Commerce Media solutions connect retailers and brands, offering expanded reach and Google AI-driven performance with essential control and transparency. Here are the latest updates you'll find across Search Ads 360, Display & Video 360 and Google Ads, available today in beta.

- Brands and retailers can use Google AI for strong Commerce Media results. Roundel is the first retail media network to enable online, app and offline sales data measurement in Performance Max via Search Ads 360. Beyond Performance Max, Google Ads now also supports Search, Shopping and Demand Gen campaigns.
- Google Ads features improved self-service options for retailers and marketplaces, like Shopee, Rakuten and Flipkart to share product catalogs with brands.
- To boost off-site scale, Google brings commerce and retail media to YouTube via Display & Video 360.
- Finally, we are piloting product-level measurement for brands and retailers to assess effectiveness of media

spend against product and category sales data.

Retailers and brands interested in participating in the beta can contact their Google account team to get started.