

# Shalini Puchalapalli

✦ **Managing Director, Google  
Customer Solutions**





Google DeepMind Mission

Build AI responsibly to benefit humanity



**2017**  
Transformer



**2018**  
BERT



**2018**  
AlphaFold



**2019**  
T5



**2021**  
LaMDA



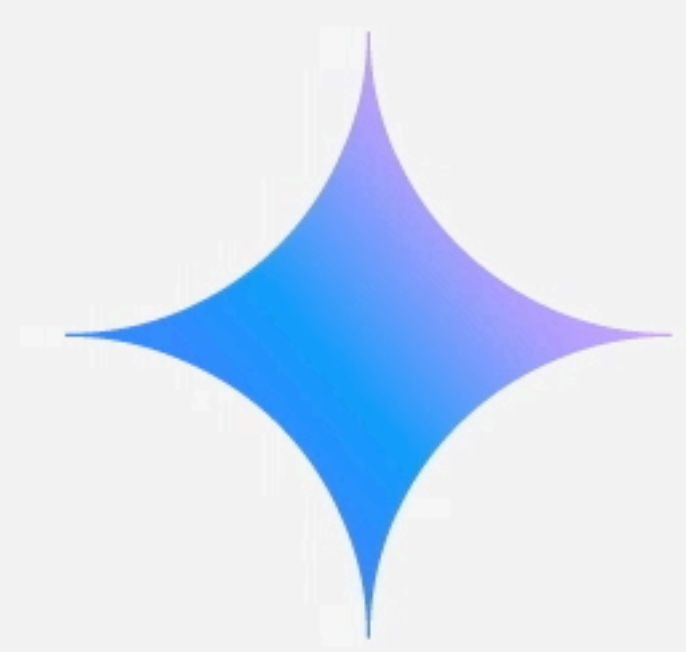
**2022**  
PaLM



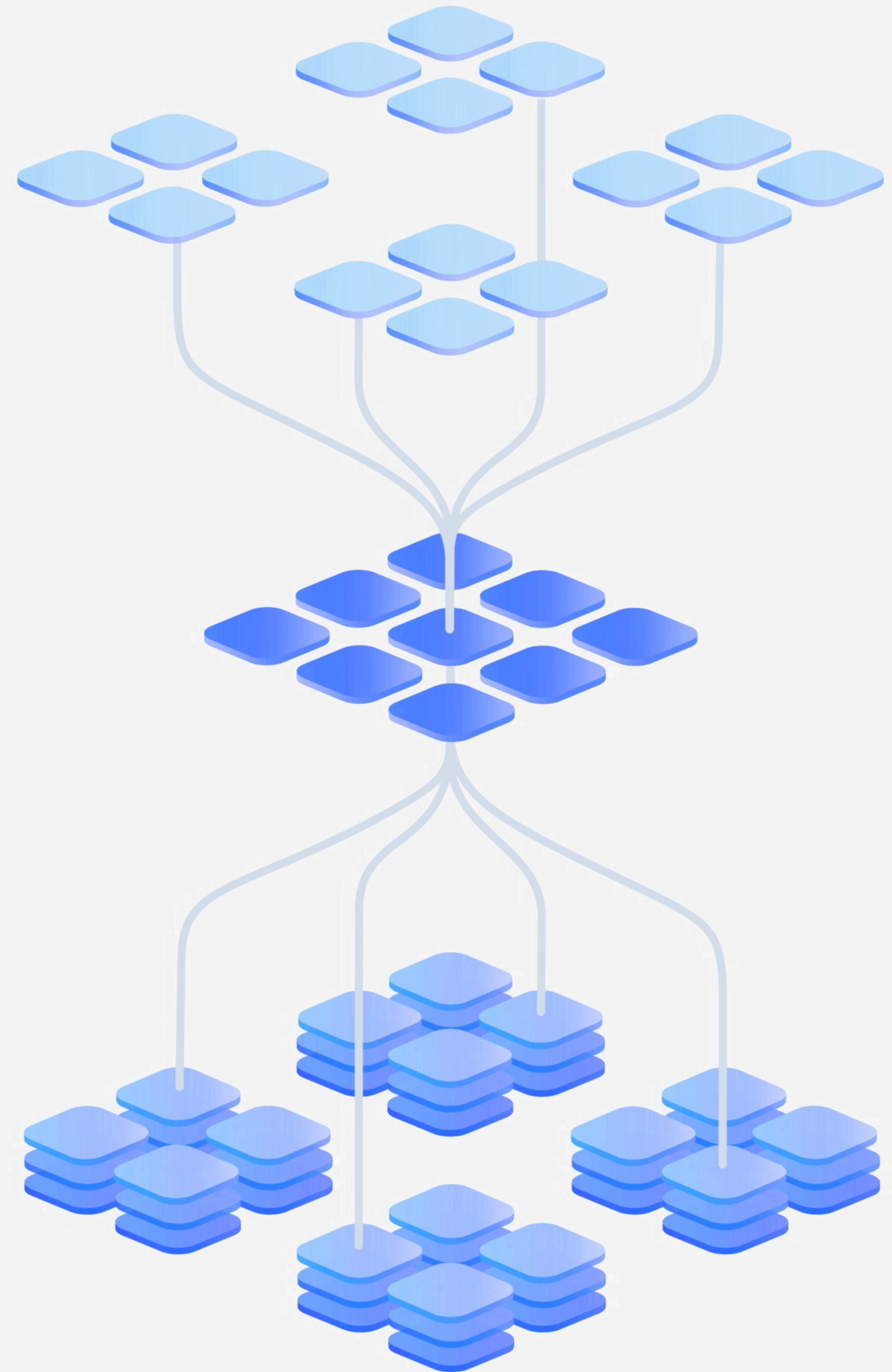
**2023**  
Bard



**2024**  
Gemma  
Gemini 1.5 Pro  
Astra



Gemini 1.5 Pro





**Multimodality**



**Long Context**



**Agents**

The graphic consists of numerous blue lines of varying thickness and opacity that originate from a central point and curve outwards in a fan-like pattern, resembling a stylized tree or a network of connections. The lines are more concentrated in the center and become more sparse and thinner towards the edges. The overall effect is a sense of dynamic movement and interconnectedness.

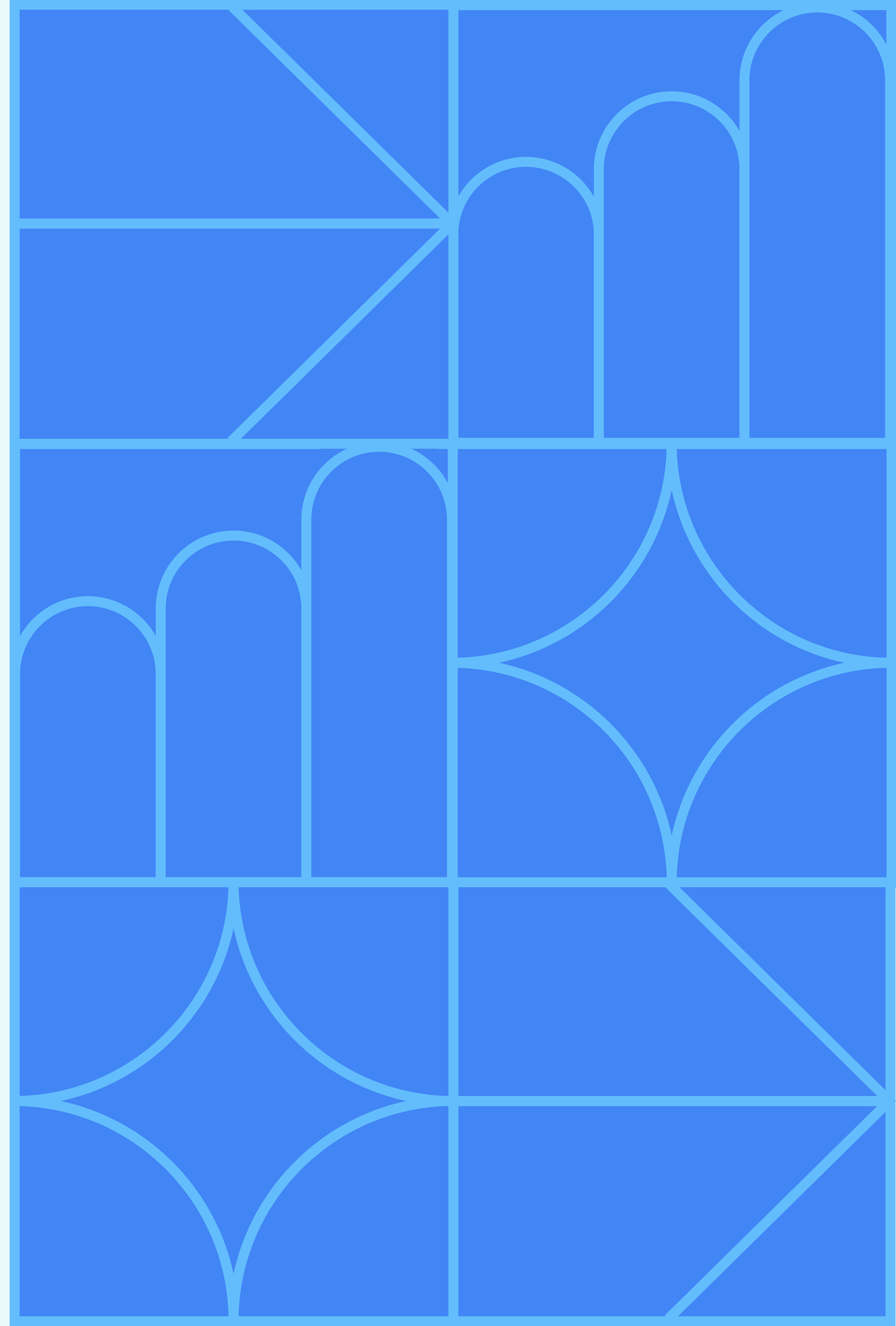
# Project Astra

This is a two-part demo of Project Astra, Google DeepMind's  
vision for the future of AI assistants.

Each part was captured in a single take, in real time.

# A New era of AI

Transforming  
Search & YouTube  
for the future





**What can AI do for  
me and how can I  
implement it...  
as fast as possible?**

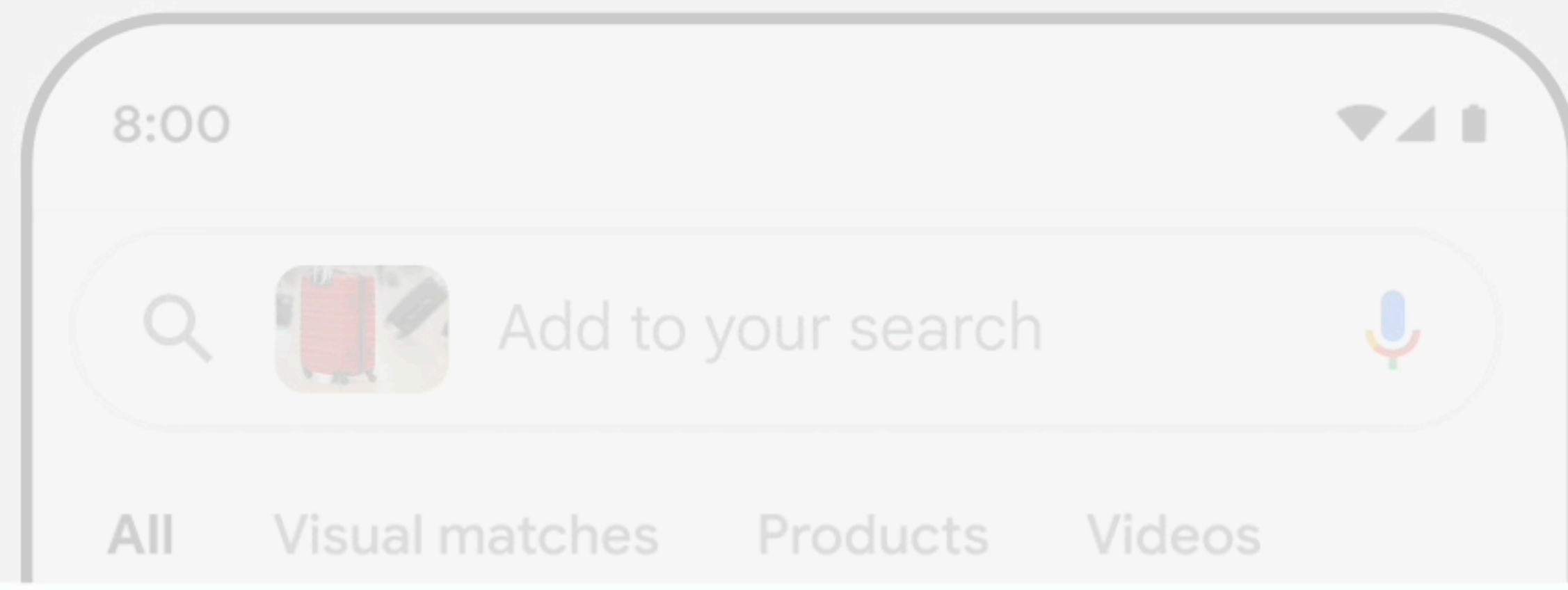


**Always start  
with the user**

**“The perfect search engine should understand exactly what you mean and give you back exactly what you need.”**

Larry Page

**1 in 4** visual  
searches using  
Google Lens has  
a **commercial intent**



Sponsored



Vacay Spotlight  
28-Inch Hardside...

**\$119.97**

Nordstrom Rack

3.3 ★★★★★ (4)

Shop now



Red Luggage Still  
Have Tags

**\$100.00**

Poshmark

🚚 Get it by 5/30

Shop now



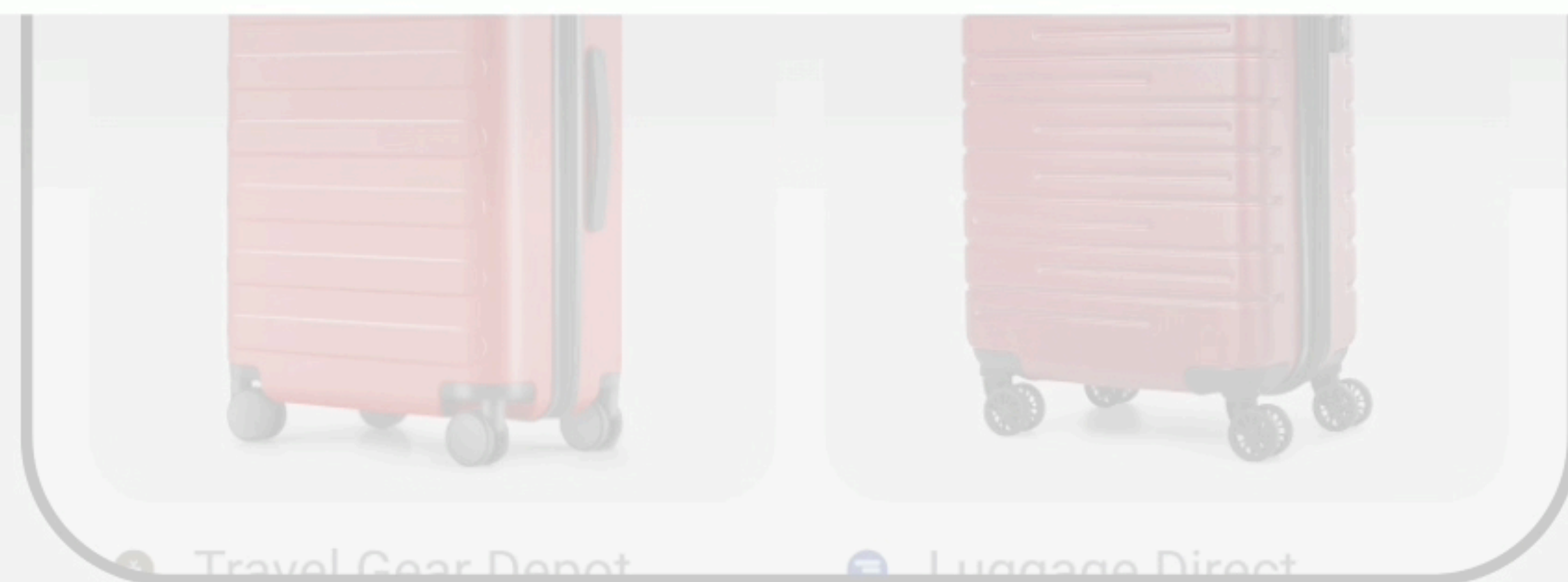
Kenner  
of Bou

**\$79.97**

Nordst

4.6 ★★

Shop n



Travel Gear Depot

Luggage Direct

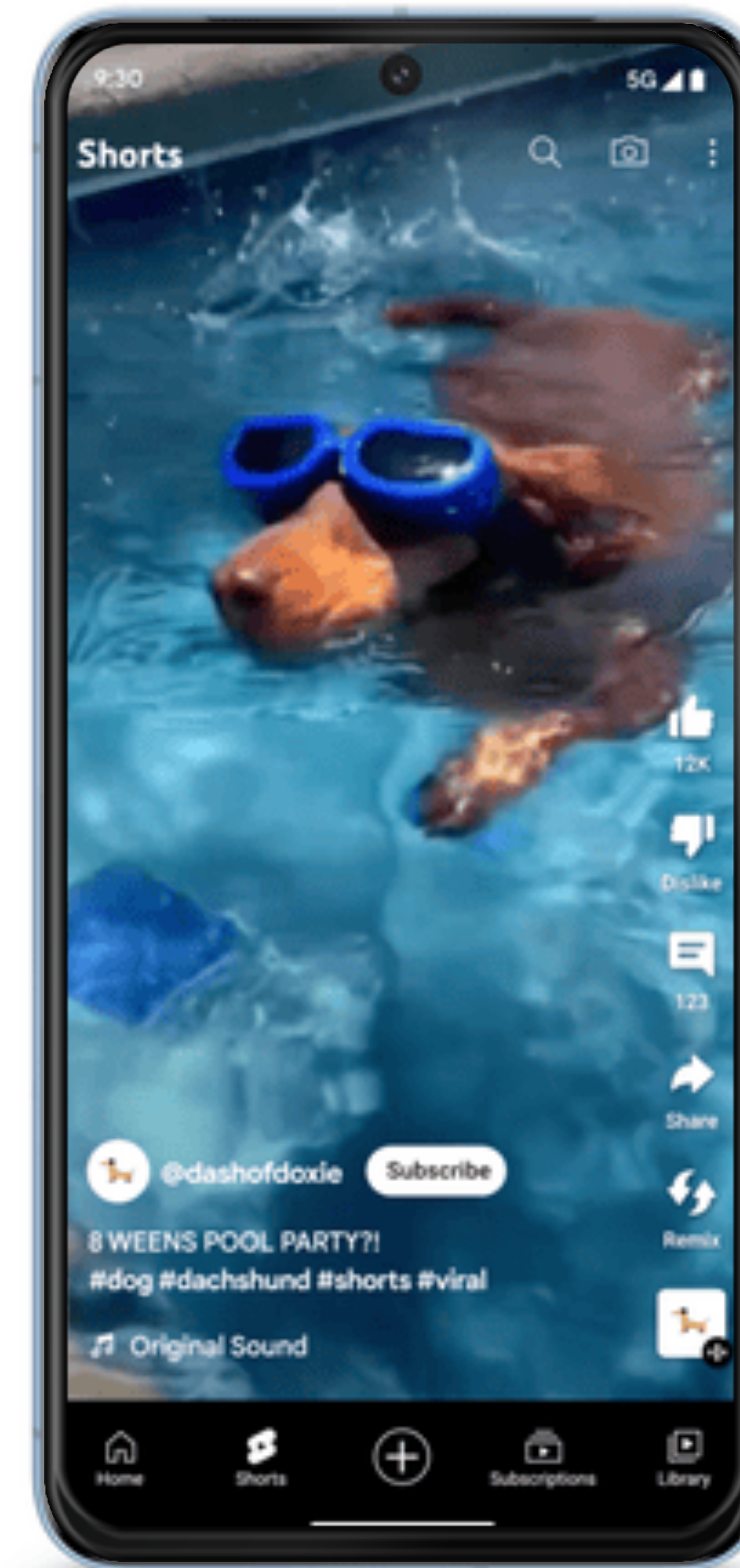
## Lens Ask with Video

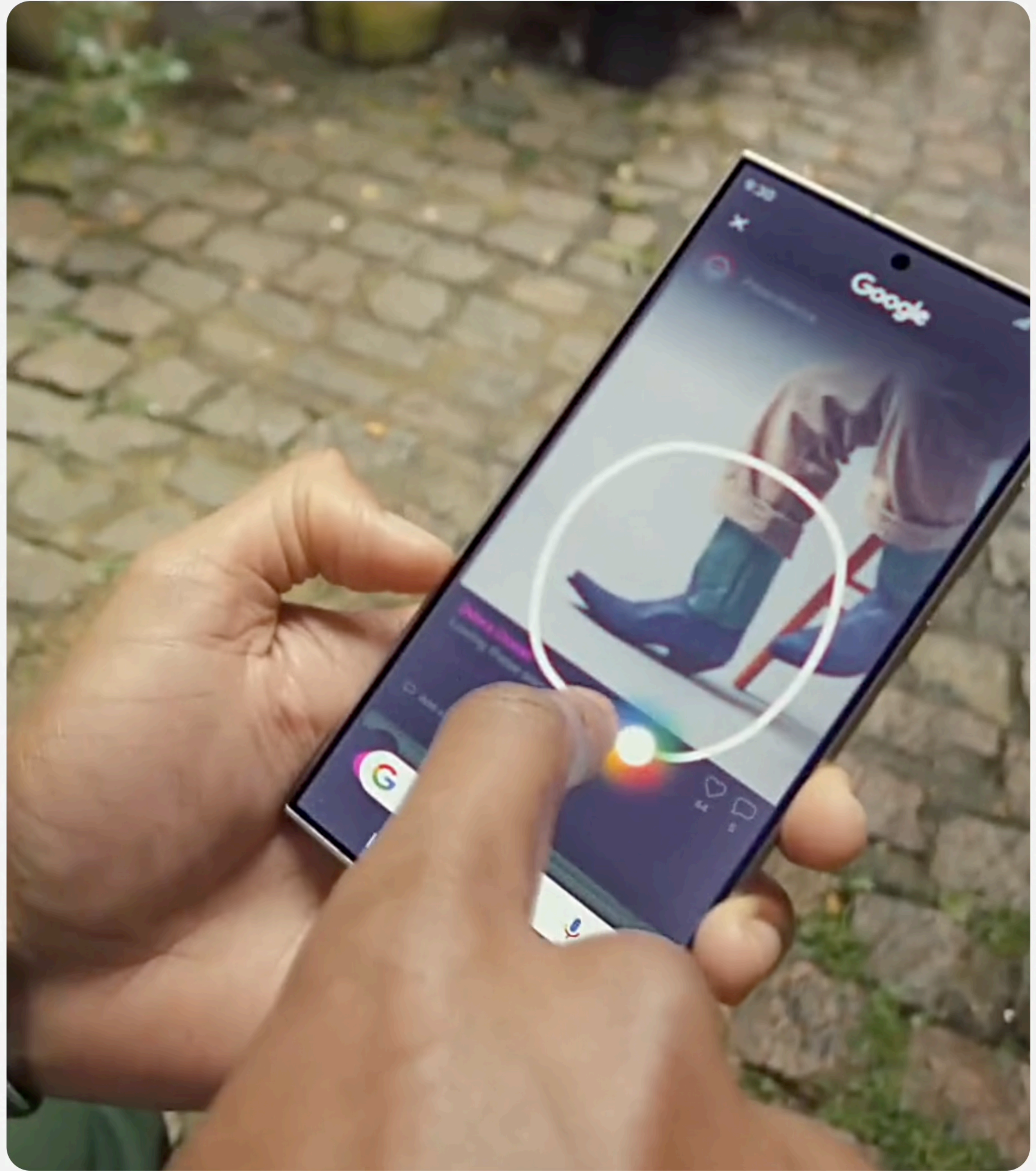
Ask questions about a video



## Circle to Search

Quickly identify items in a photo or video







**Unlock new pools  
of user intent**

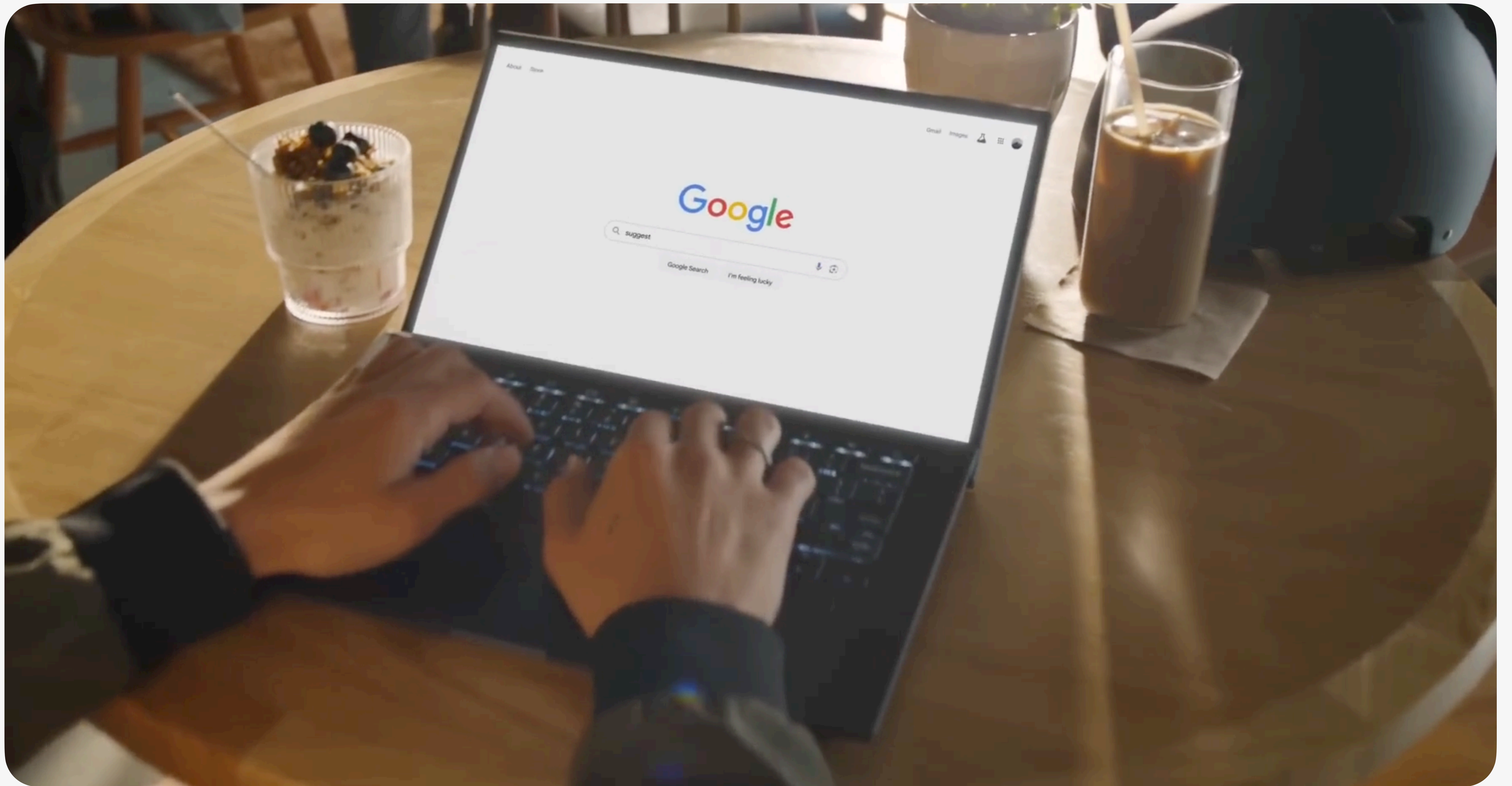


 men's running shoes



🔍 what are good options for a day out in dallas with the kids? recommend some ice cream shops near each option





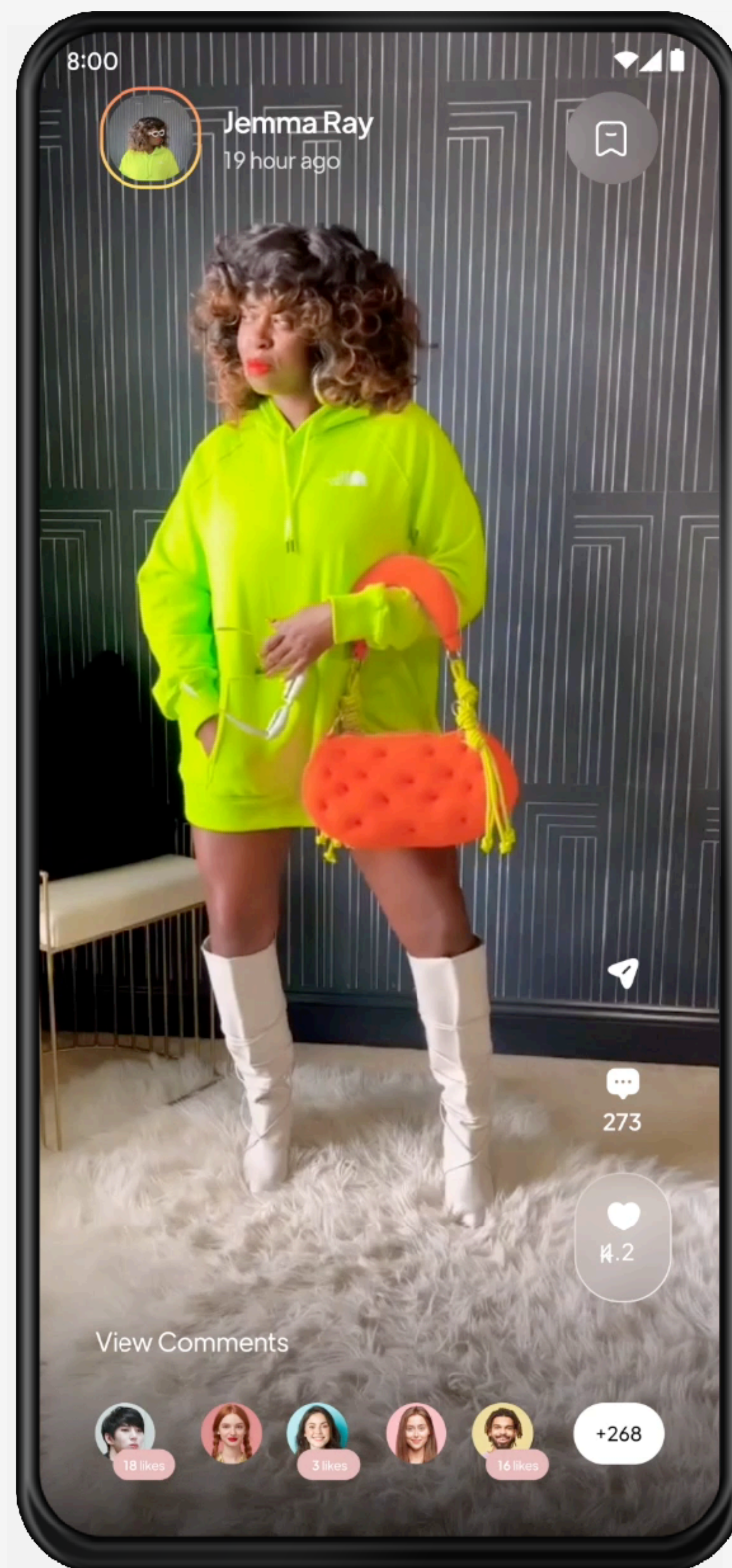


# AI Overviews

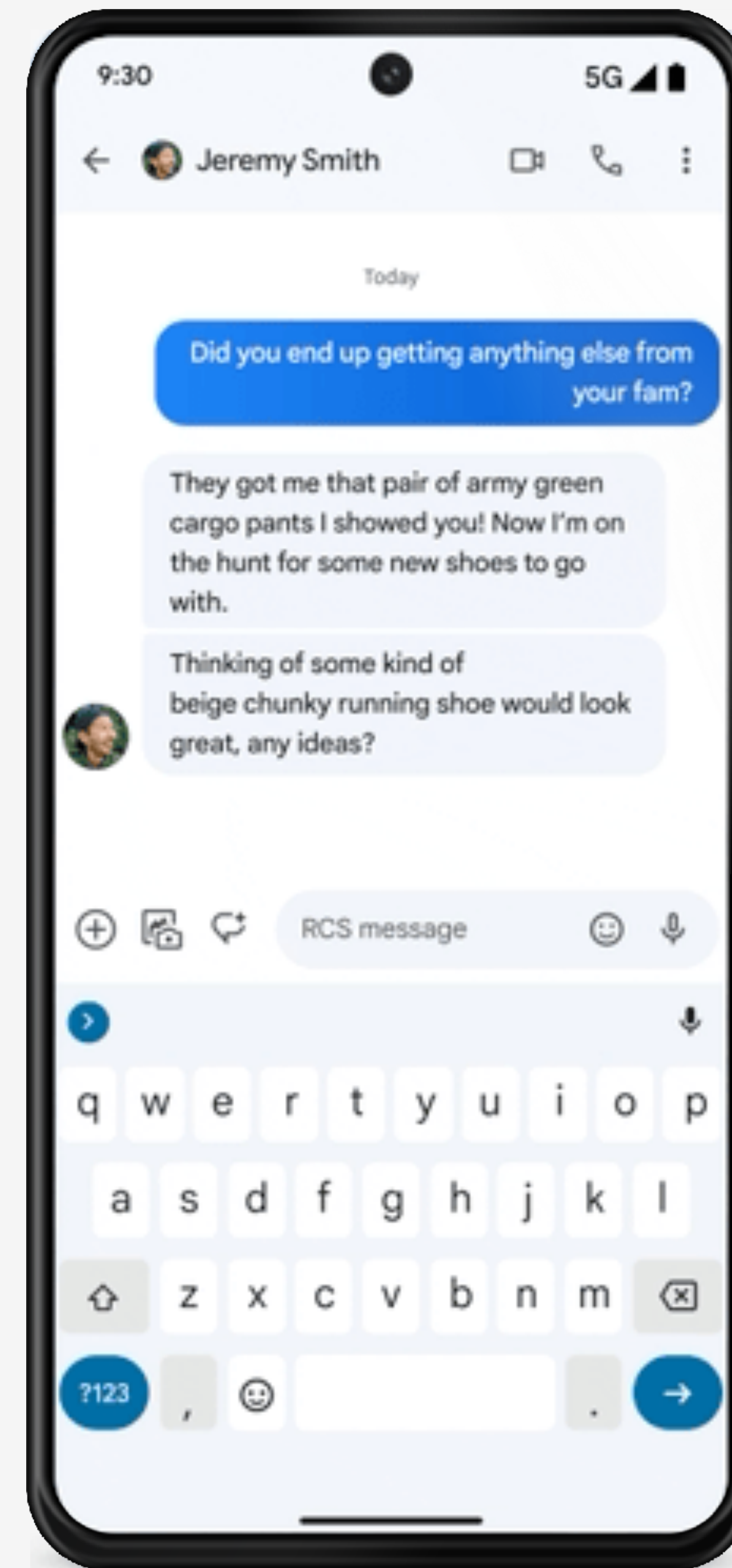
Ask anything, get inspired,  
and find what you're looking  
for in faster, easier ways with  
insights from the web.



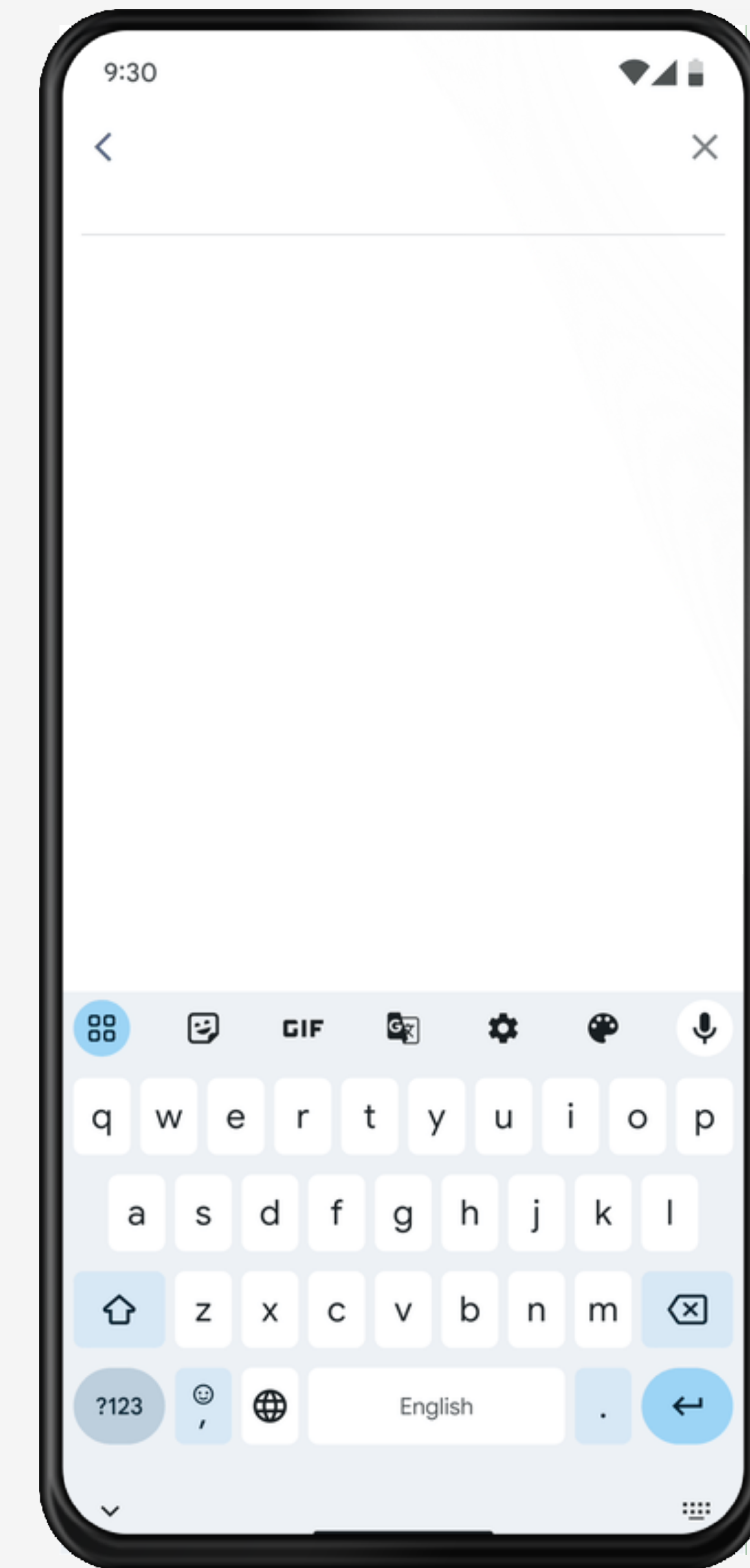
# Ads are coming to these new consumer experiences



Circle to Search



Scribble to Search

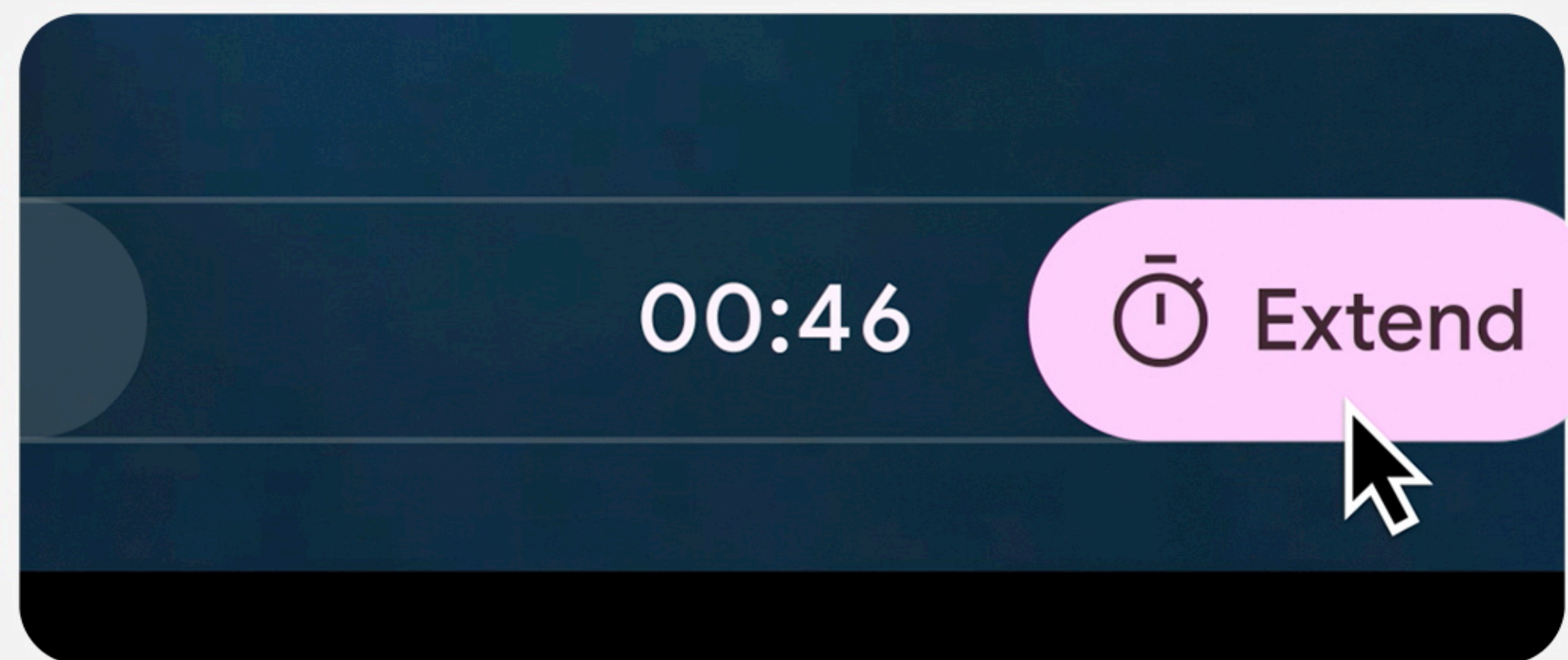
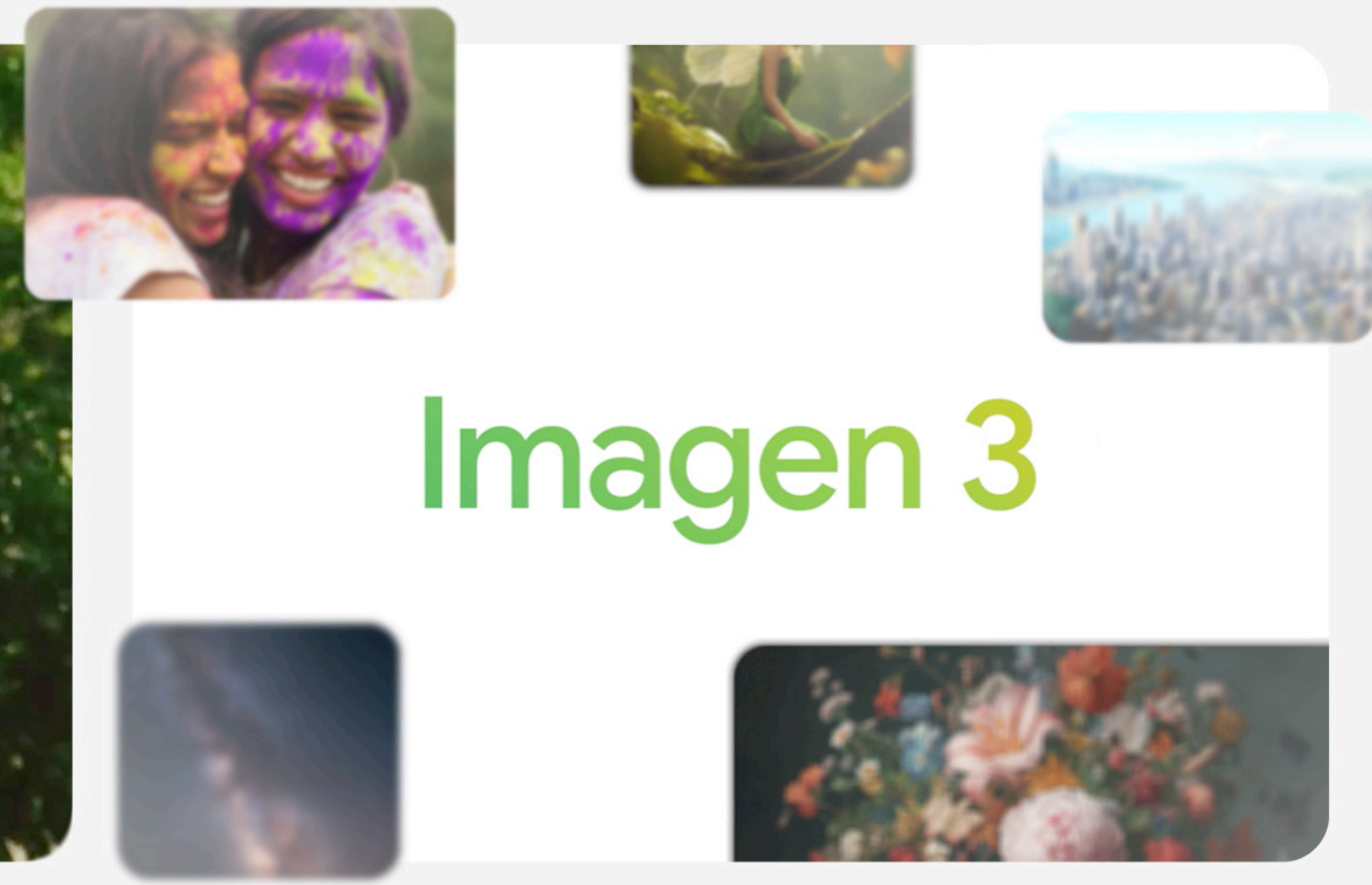
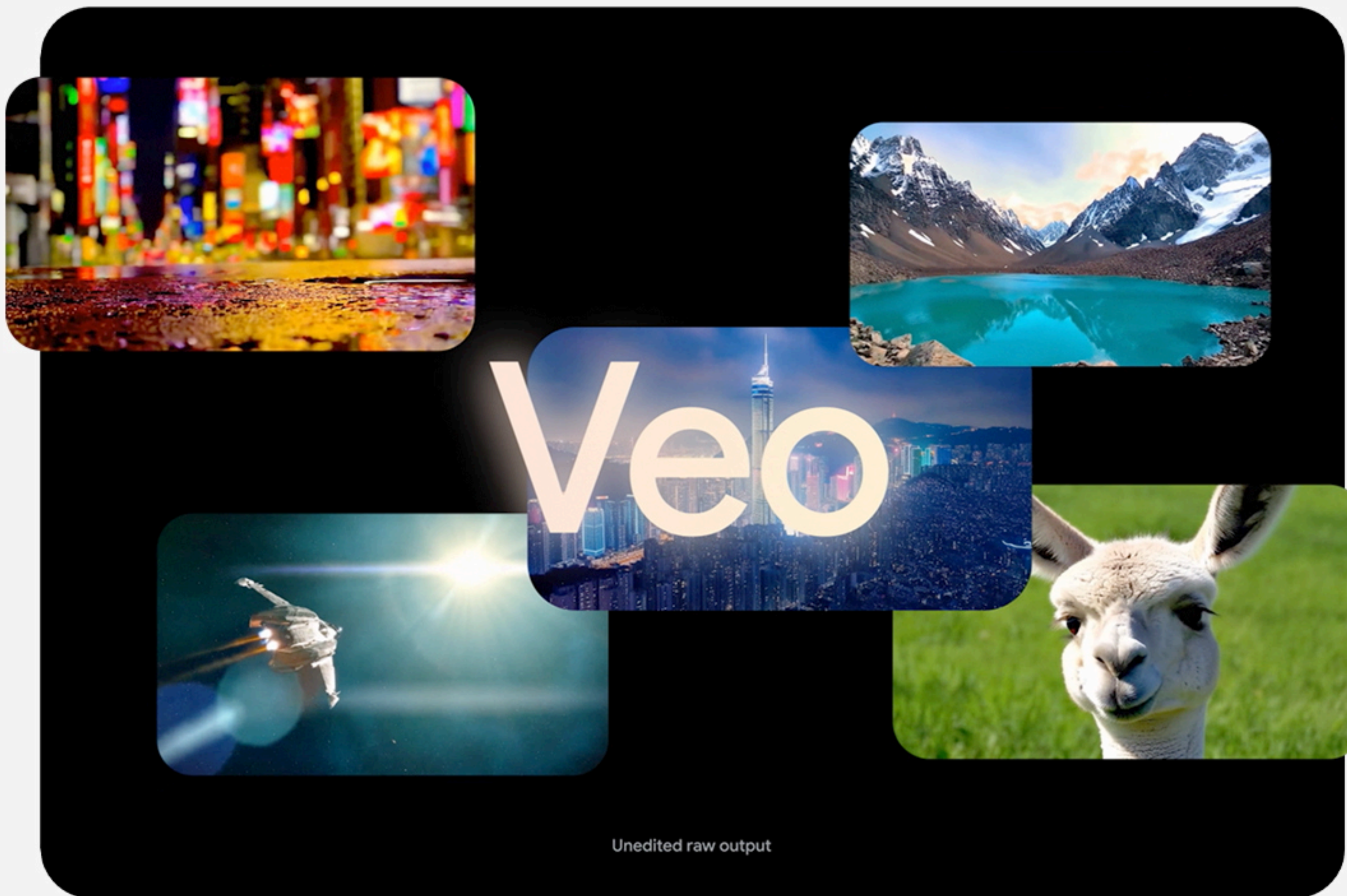


AI Overviews

**Drive higher  
quality leads**



**4 out of 5**  
**Internet users watch**  
**YouTube daily in India**



# Gen AI x Creativity

A close up of a sleek wolf perched regally in front of gray background, in a high-resolution photograph with detailed fine details, isolated on a plain stock photo with color grading in the style of a hyper-realistic style





# More Creators More Content

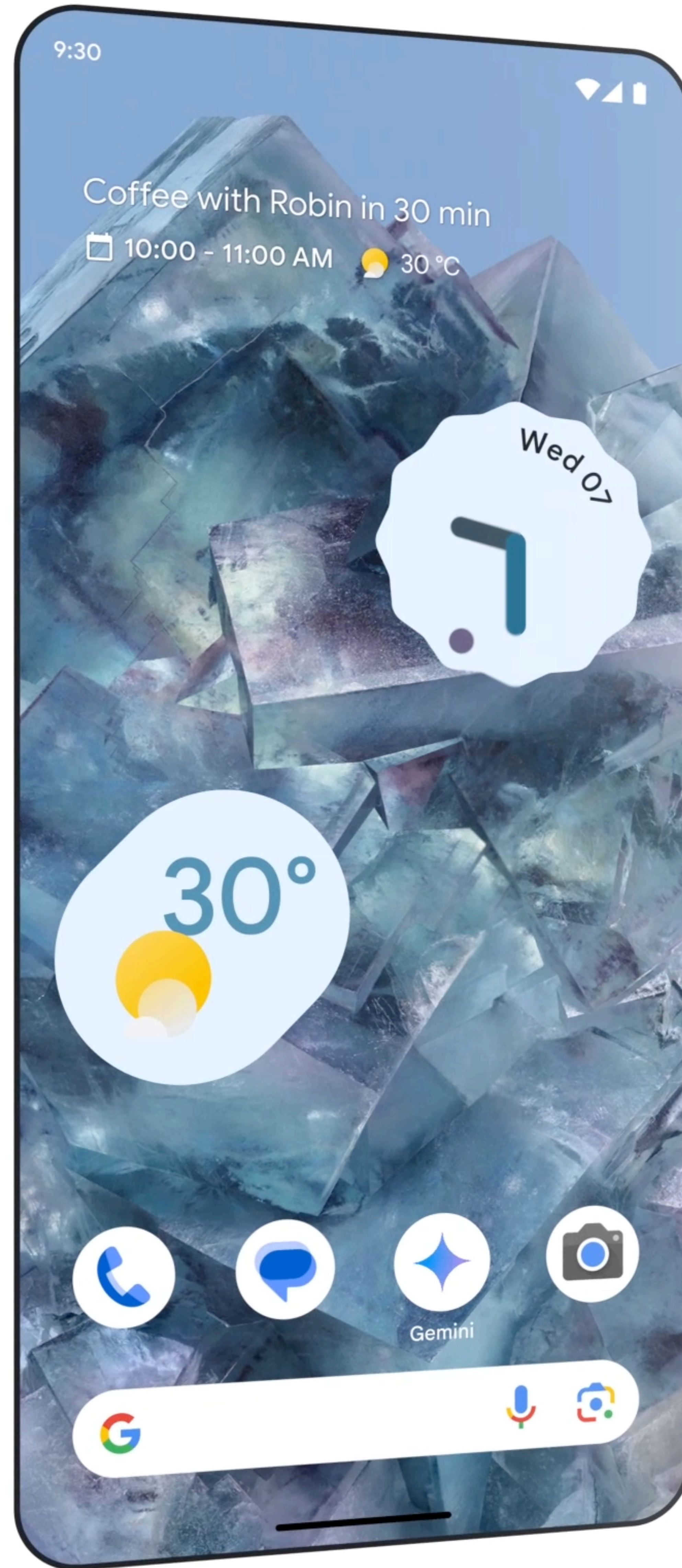


**Reach**

**Engagement**

**ROI**

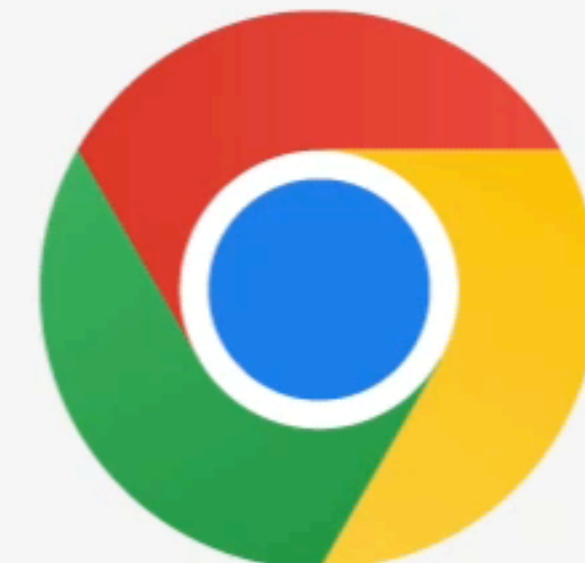
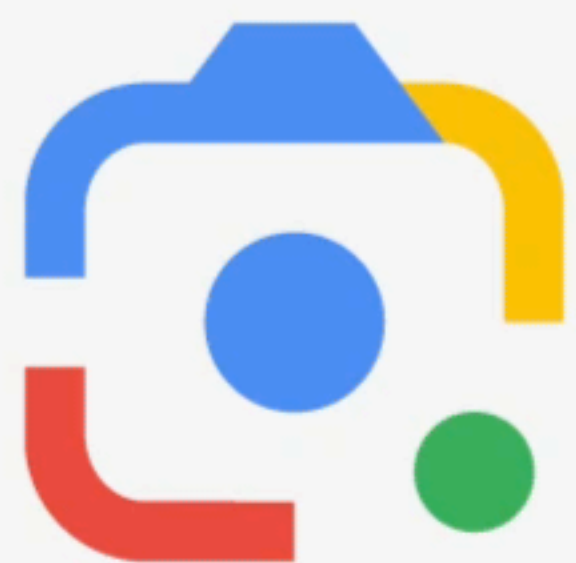
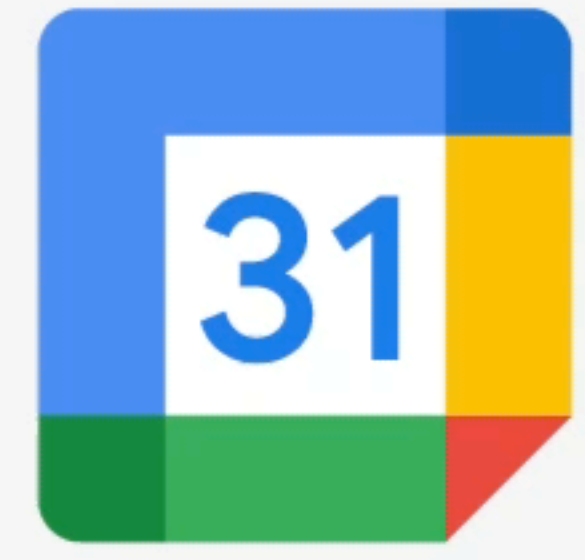
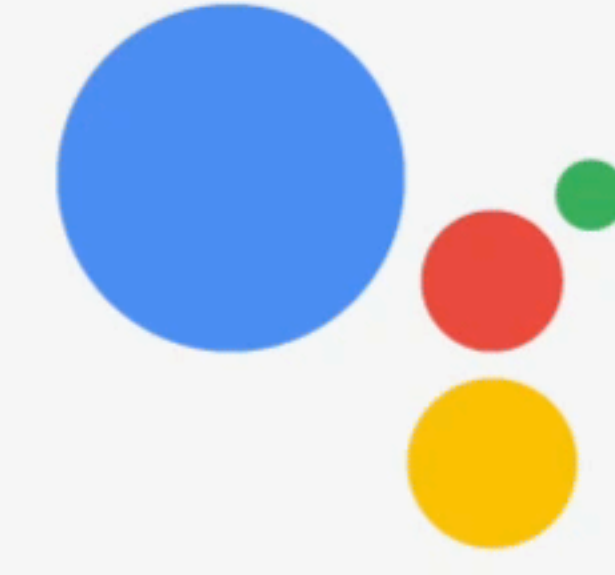
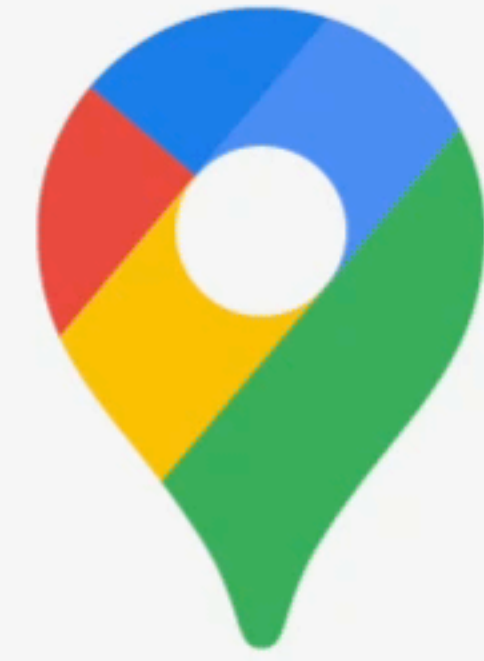
**Better understand  
commercial intent**



# Gaurav Bhaya

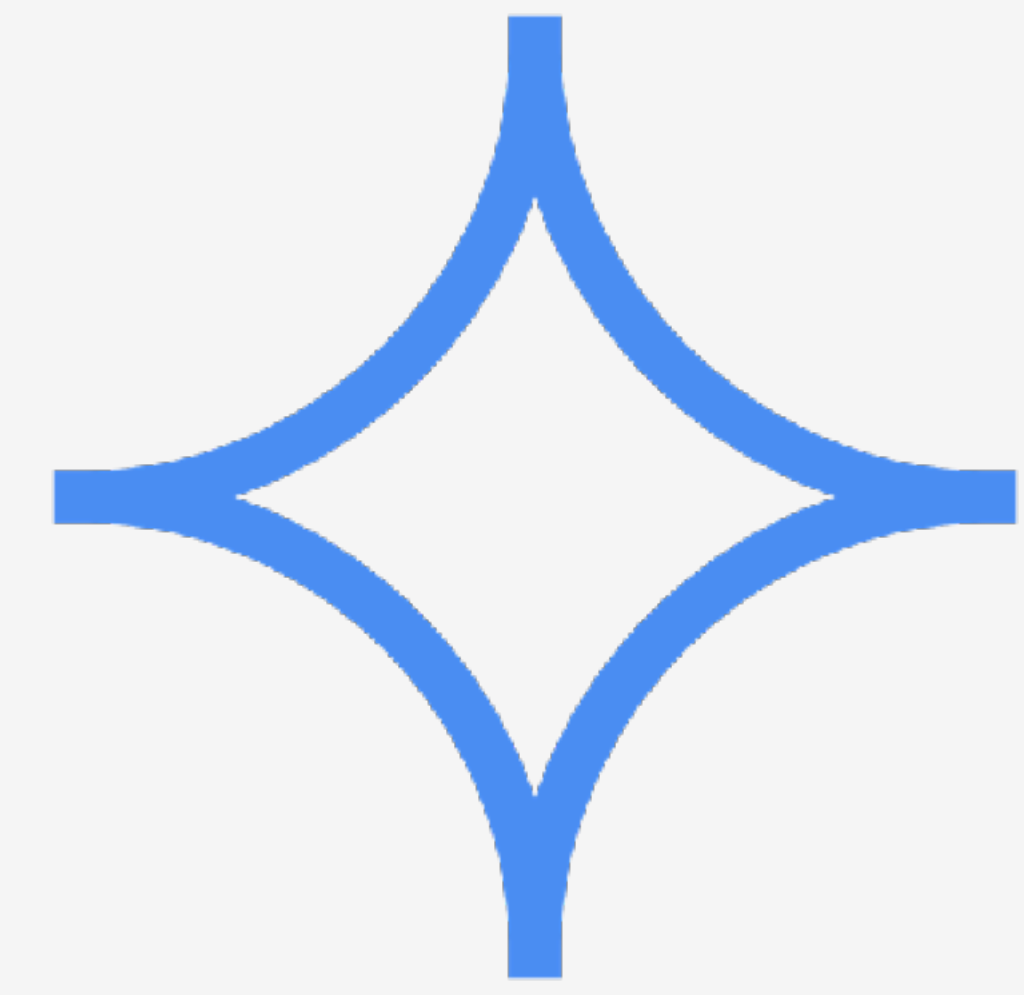
 **VP & GM Buying Platforms,  
Measurement & Customer Engagement**





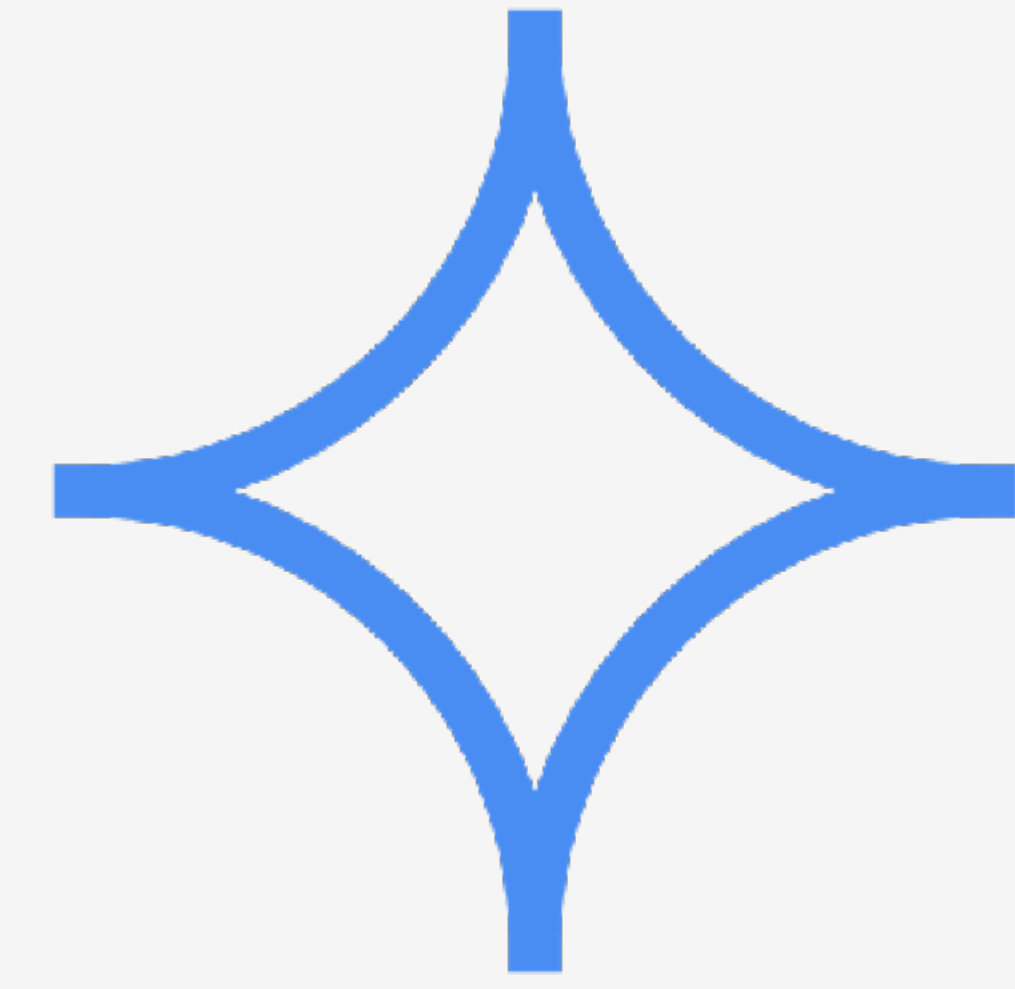


# New era of Ads

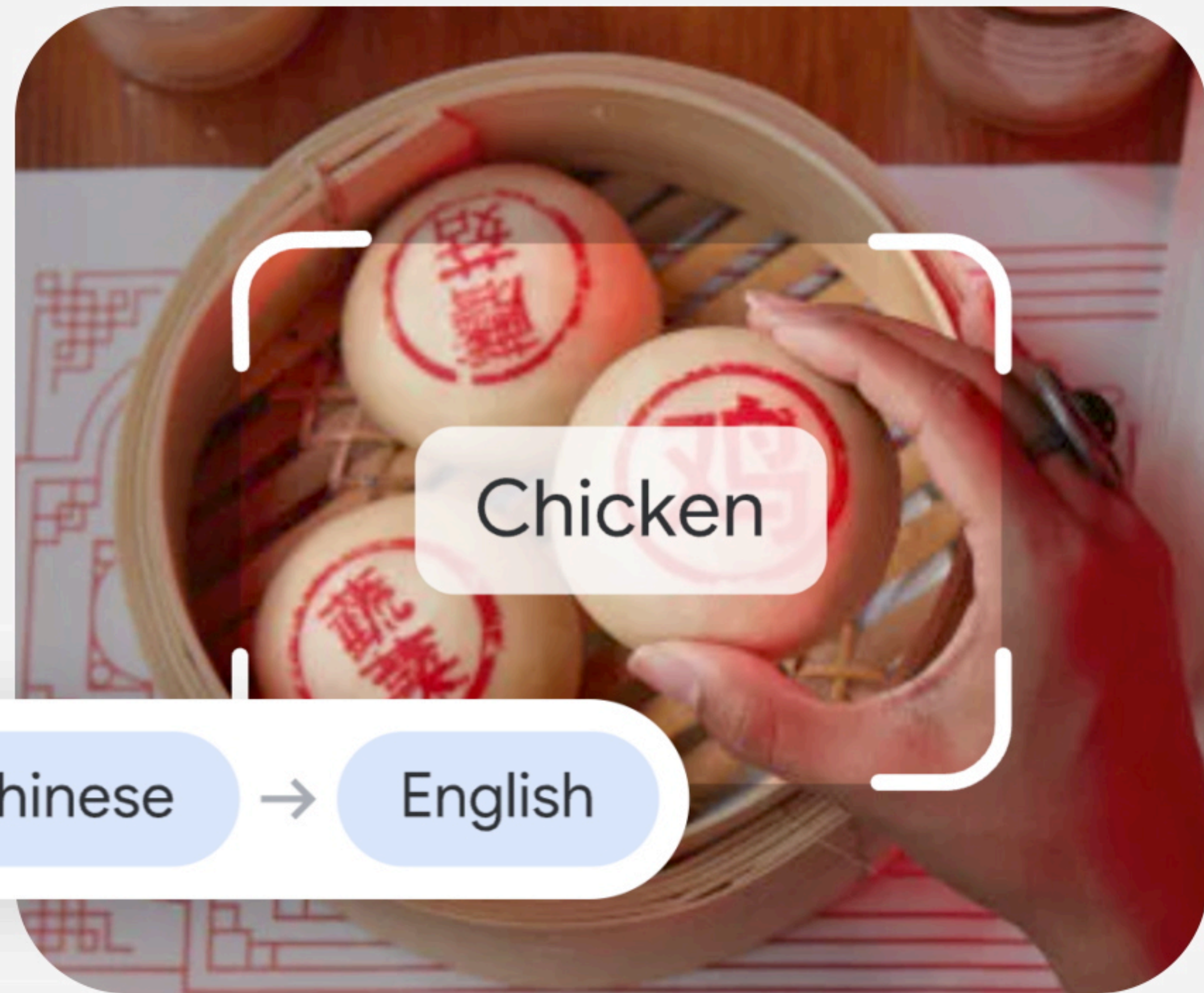


**Drive Profitable growth**  
**with Google AI**

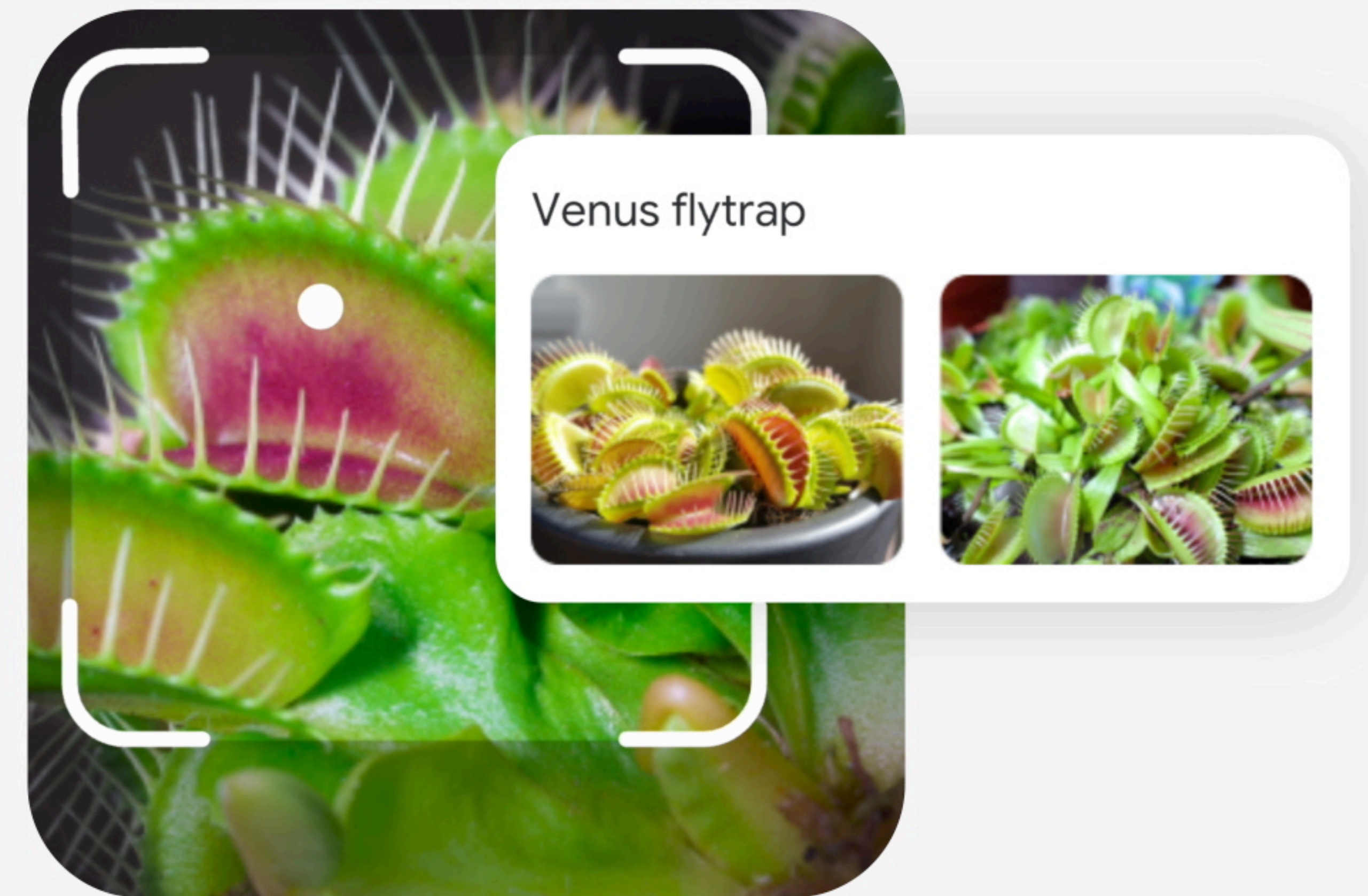
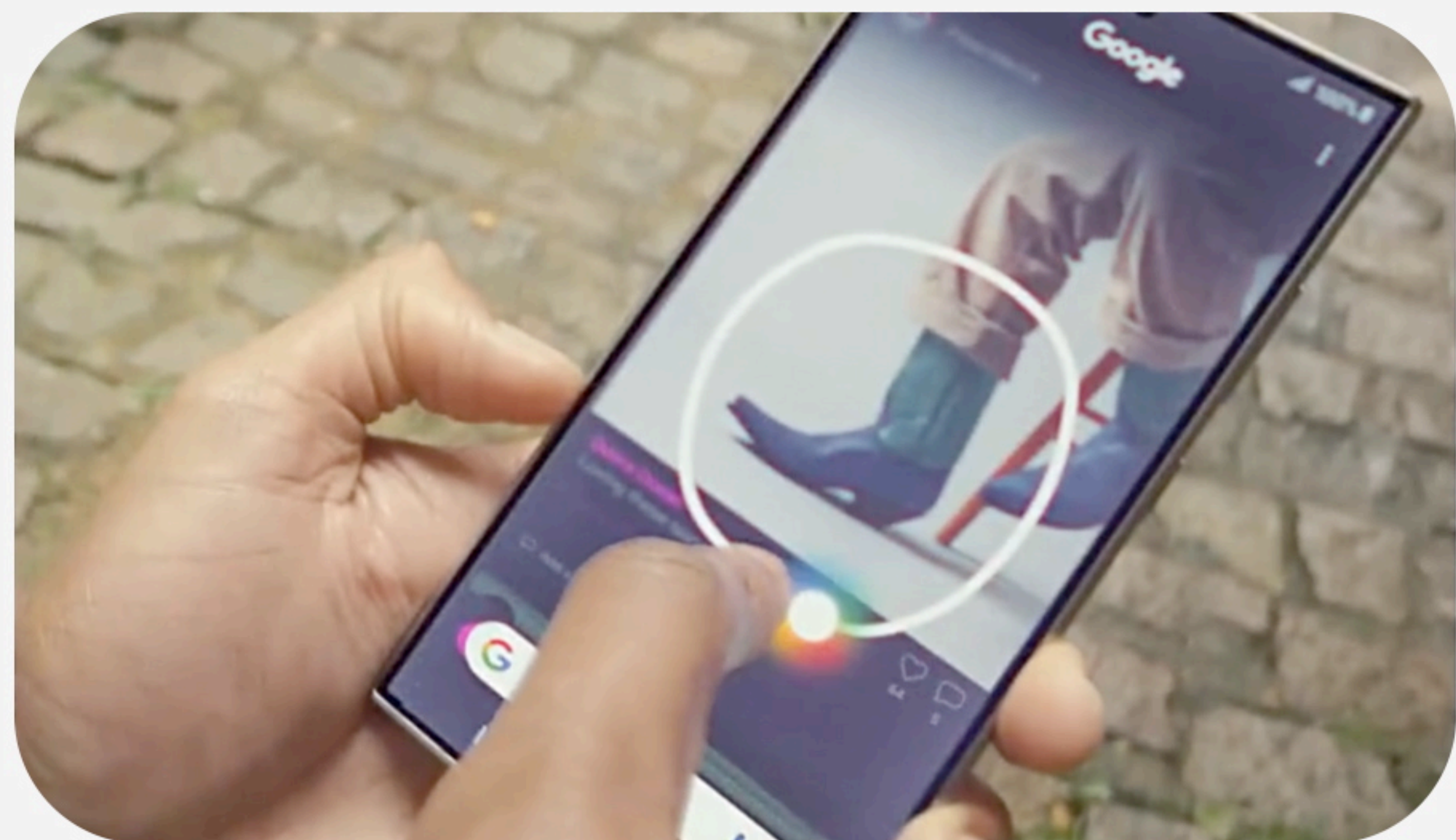
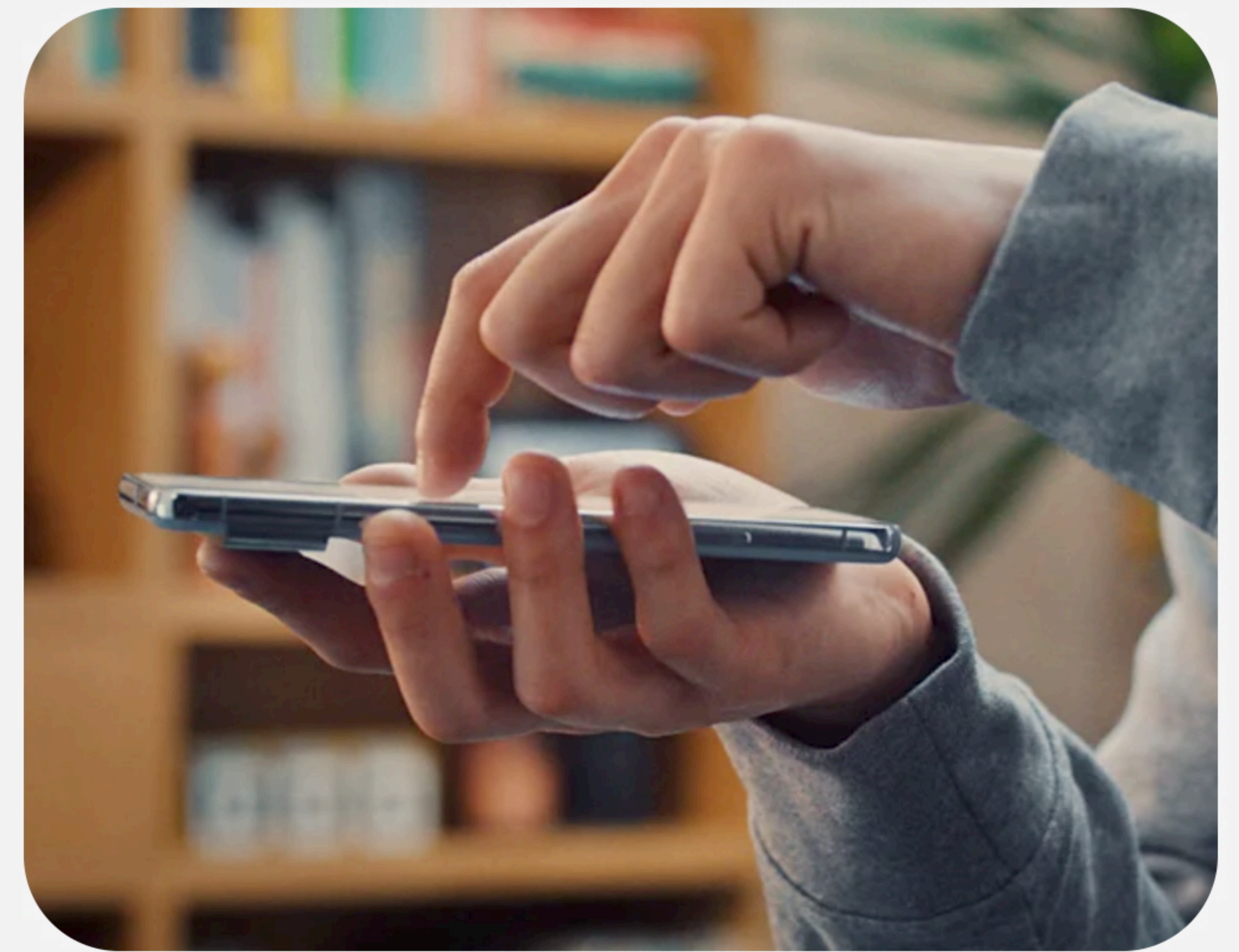
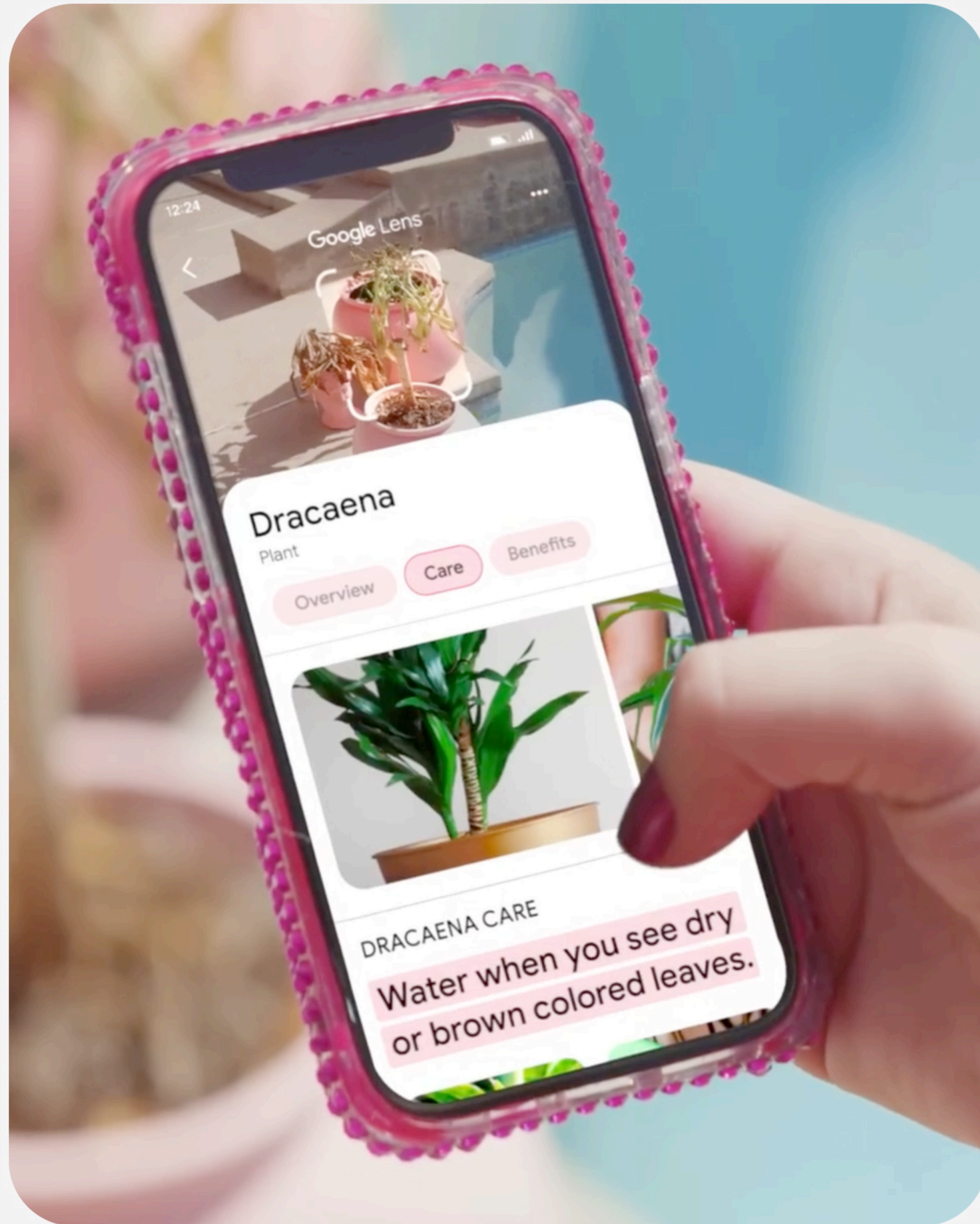




# AI-Powered products across the funnel



🔄 Chinese → English



Search Ads

# Ads in Visual Search

New

8:00



Add to your search



All

Visual matches

Products

Videos

Sponsored



Electra Cat-Eye  
Sunglasses in Wh...

\$20.00

Urban Outfitters  
30-day returns

Shop now



Encrusted White  
Pearl Oversized C...

\$38.84

Etsy  
Free shipping

Shop now



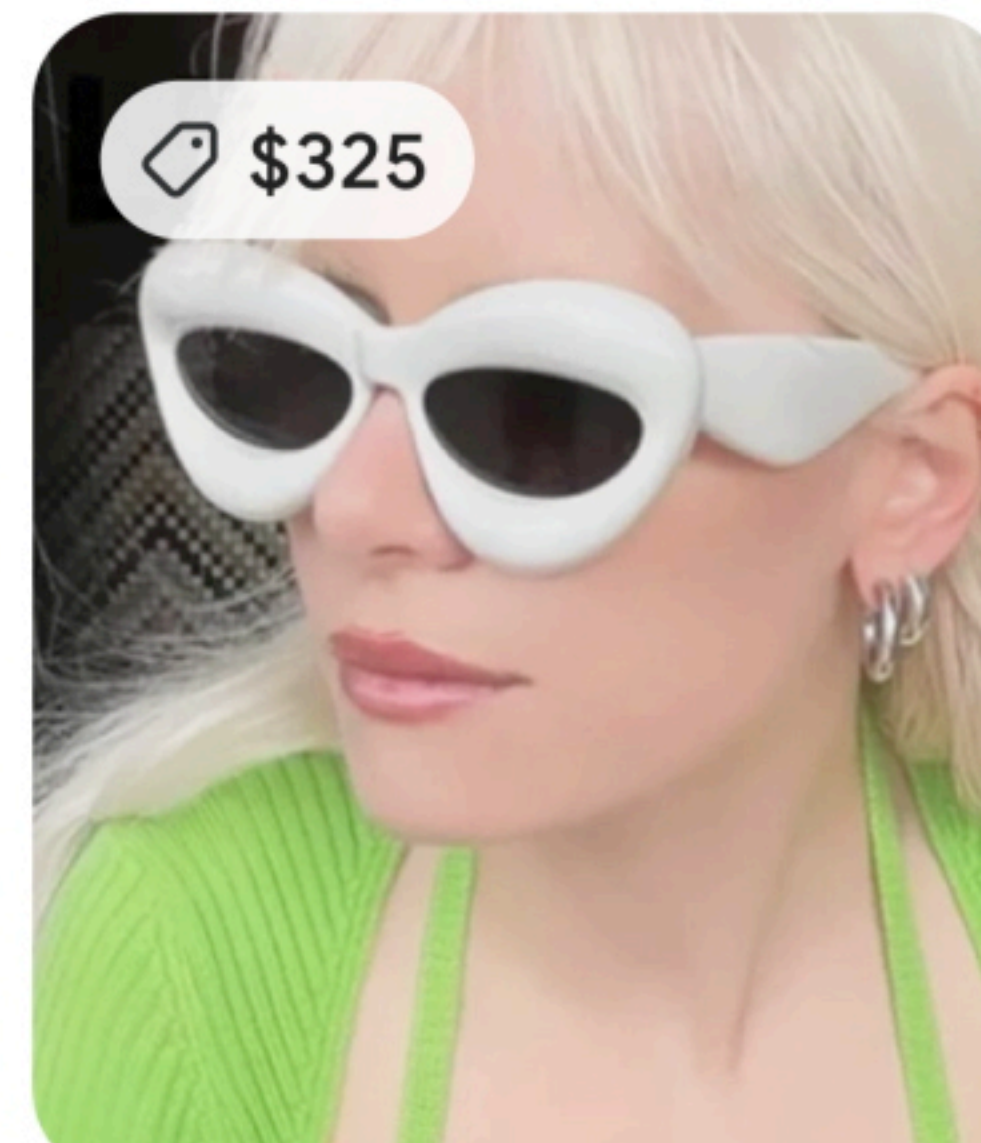
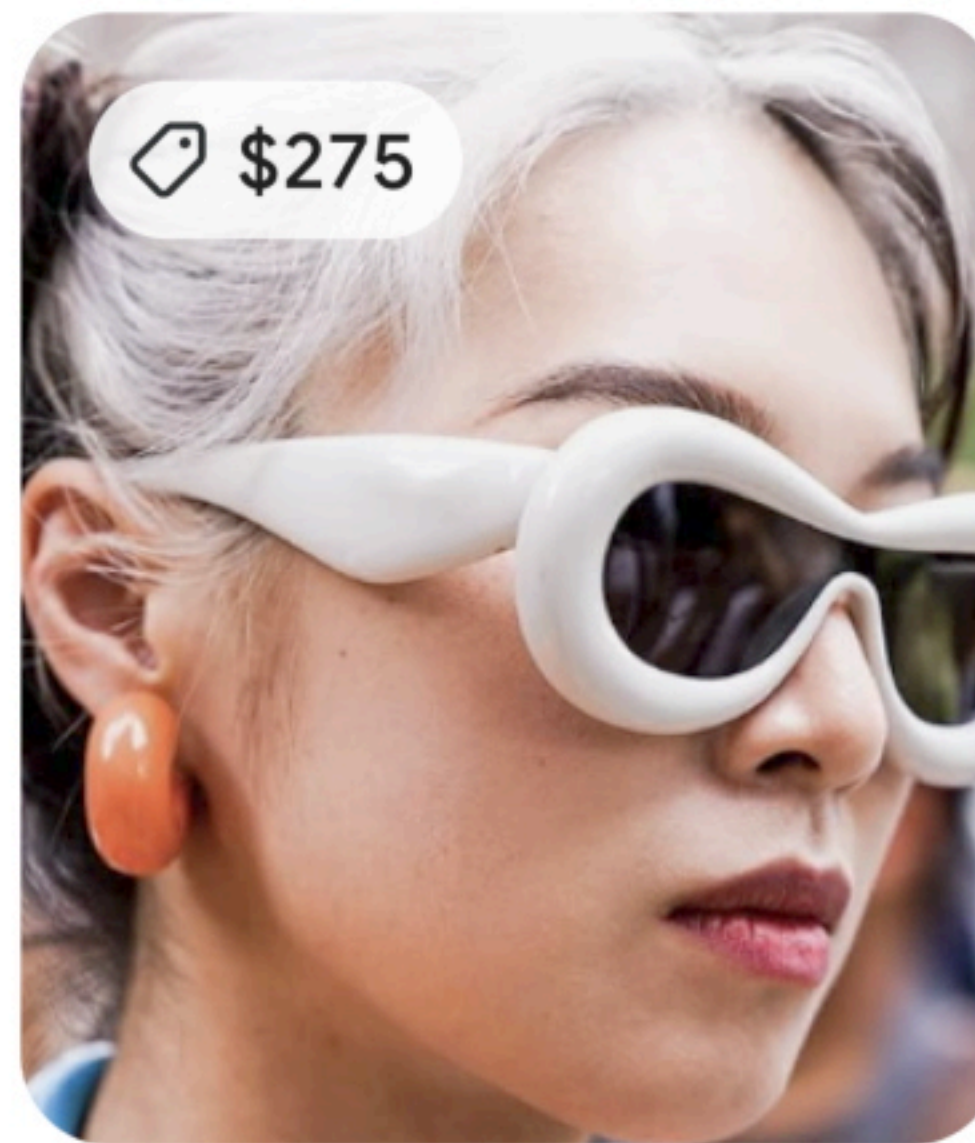
Custom  
Sungla

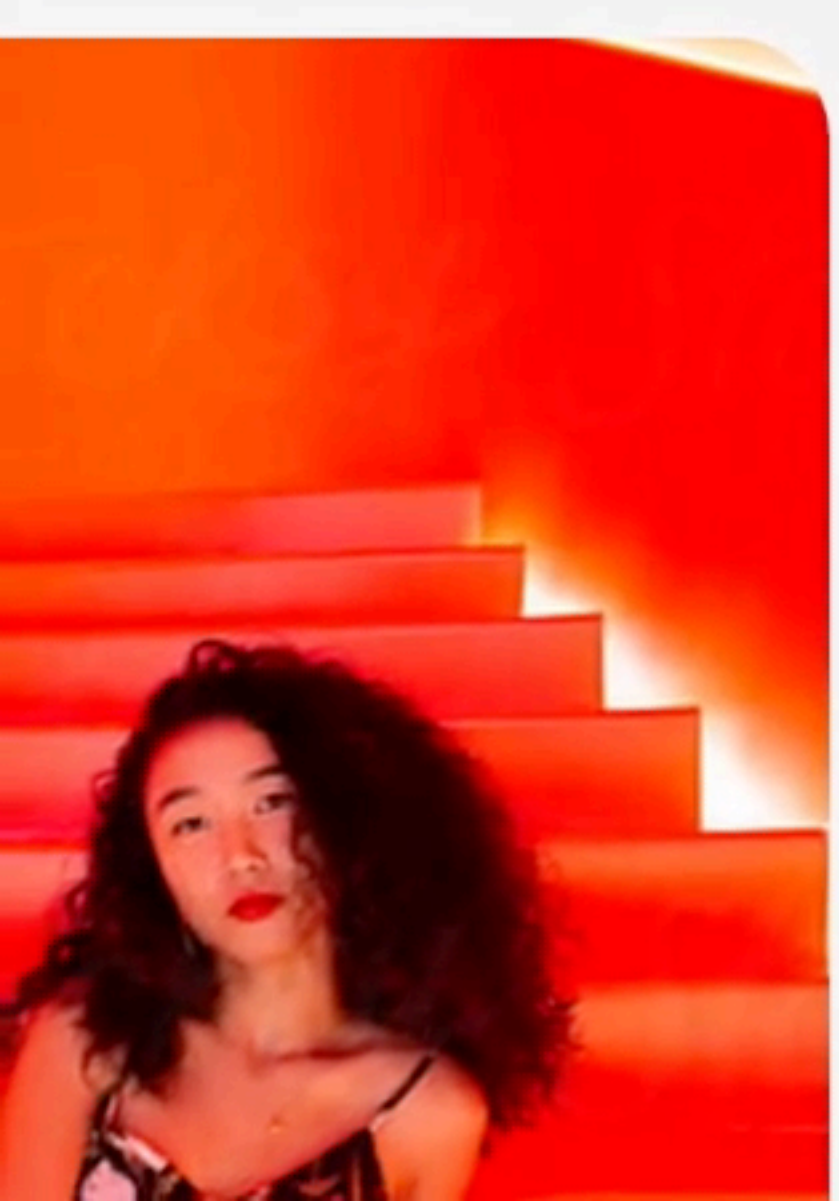
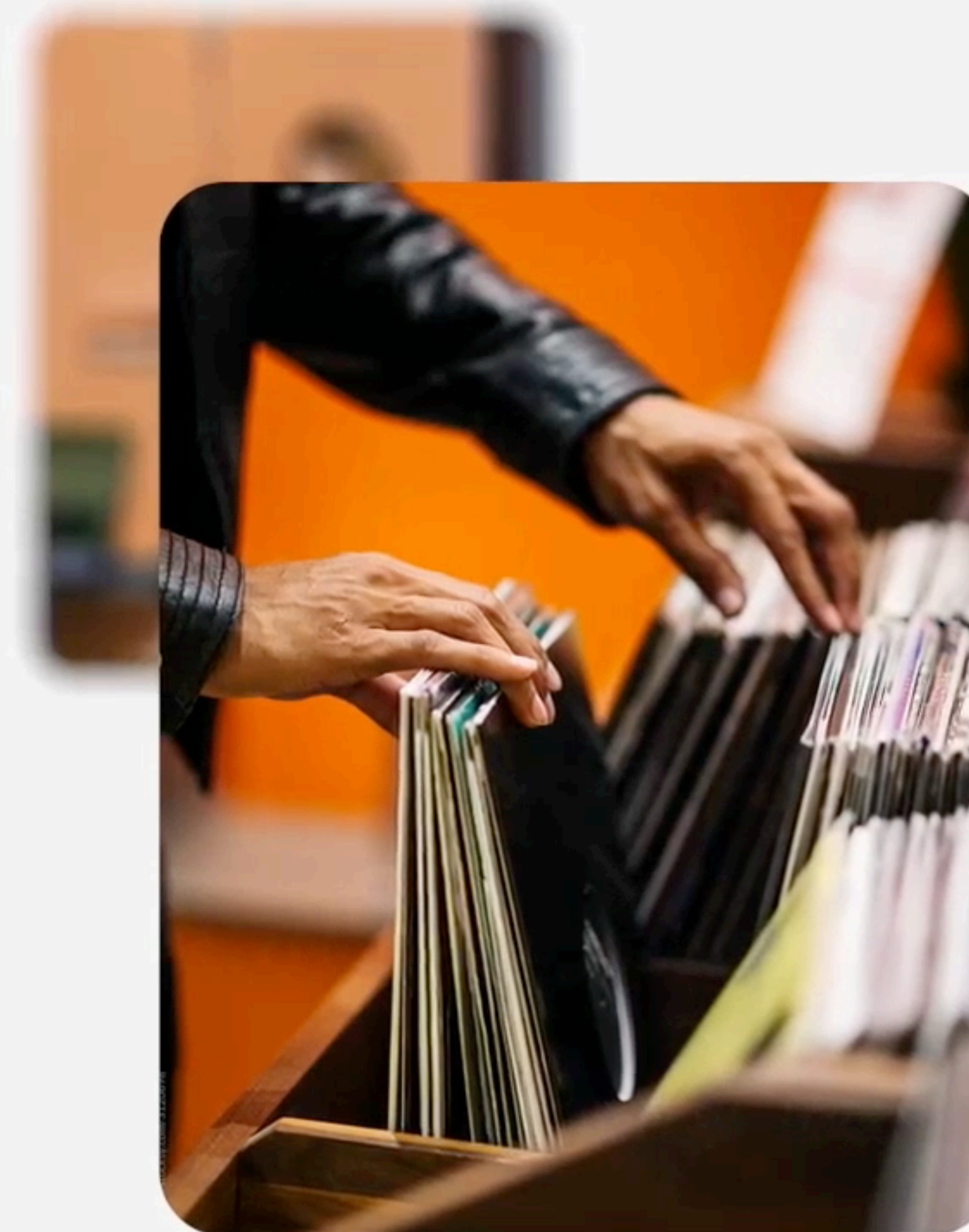
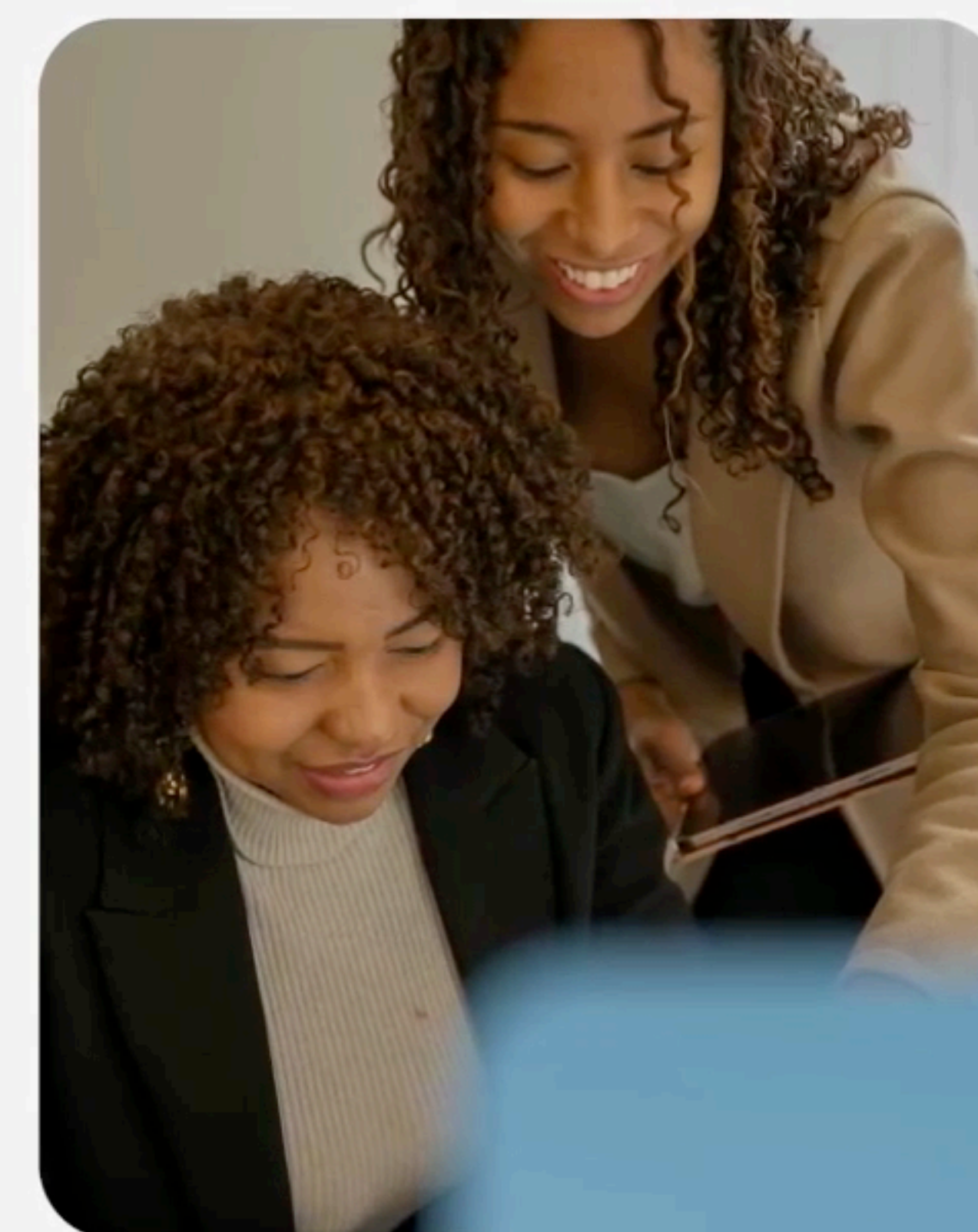
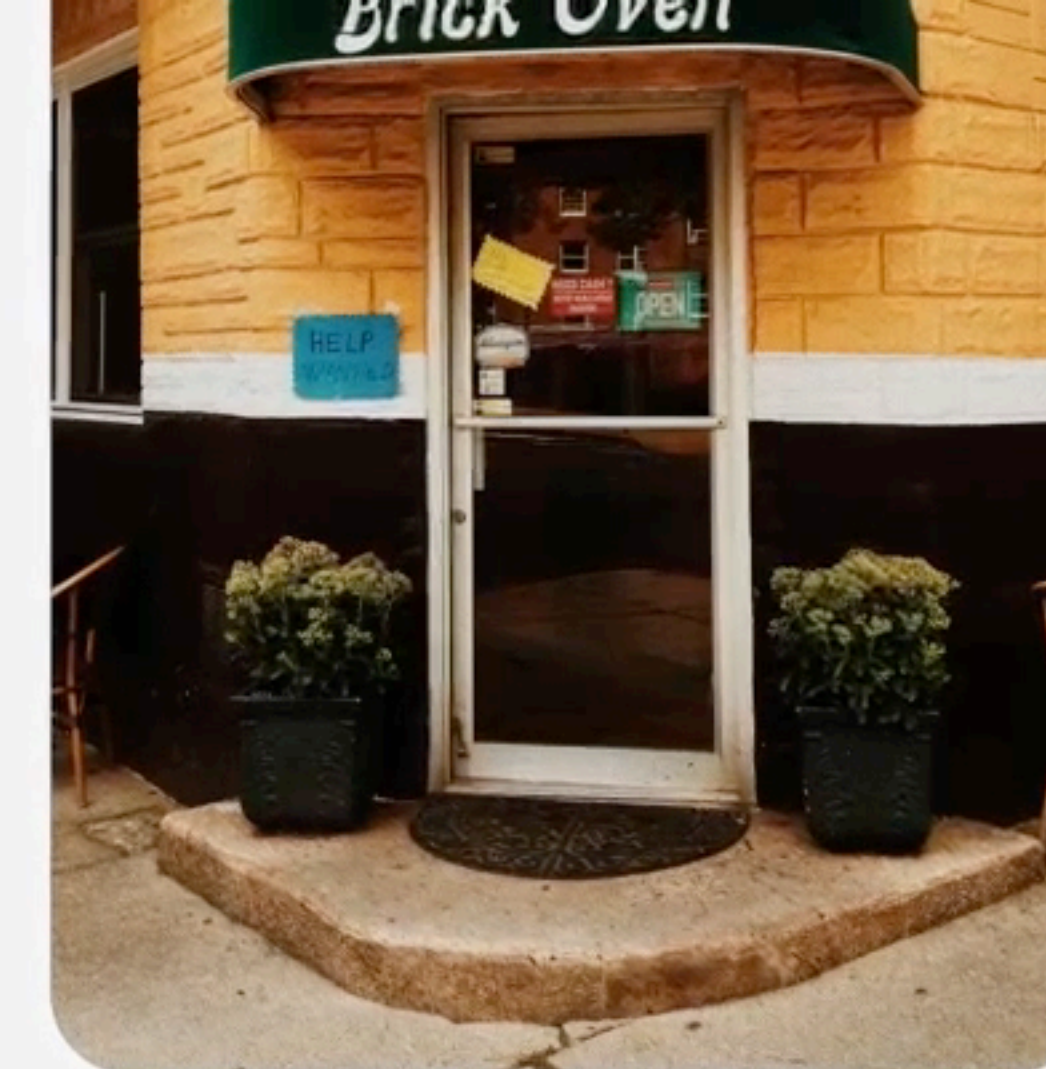
\$11.24


Etsy  
5.0 ★★

Shop now

Visual matches







🔍 why is my pool green!

**Power**

 **Pair**





**Search**

**+ PPMax**

**PMMax**

Performance Max & Standard Shopping

# Profit Optimization

New

**Sponsored**



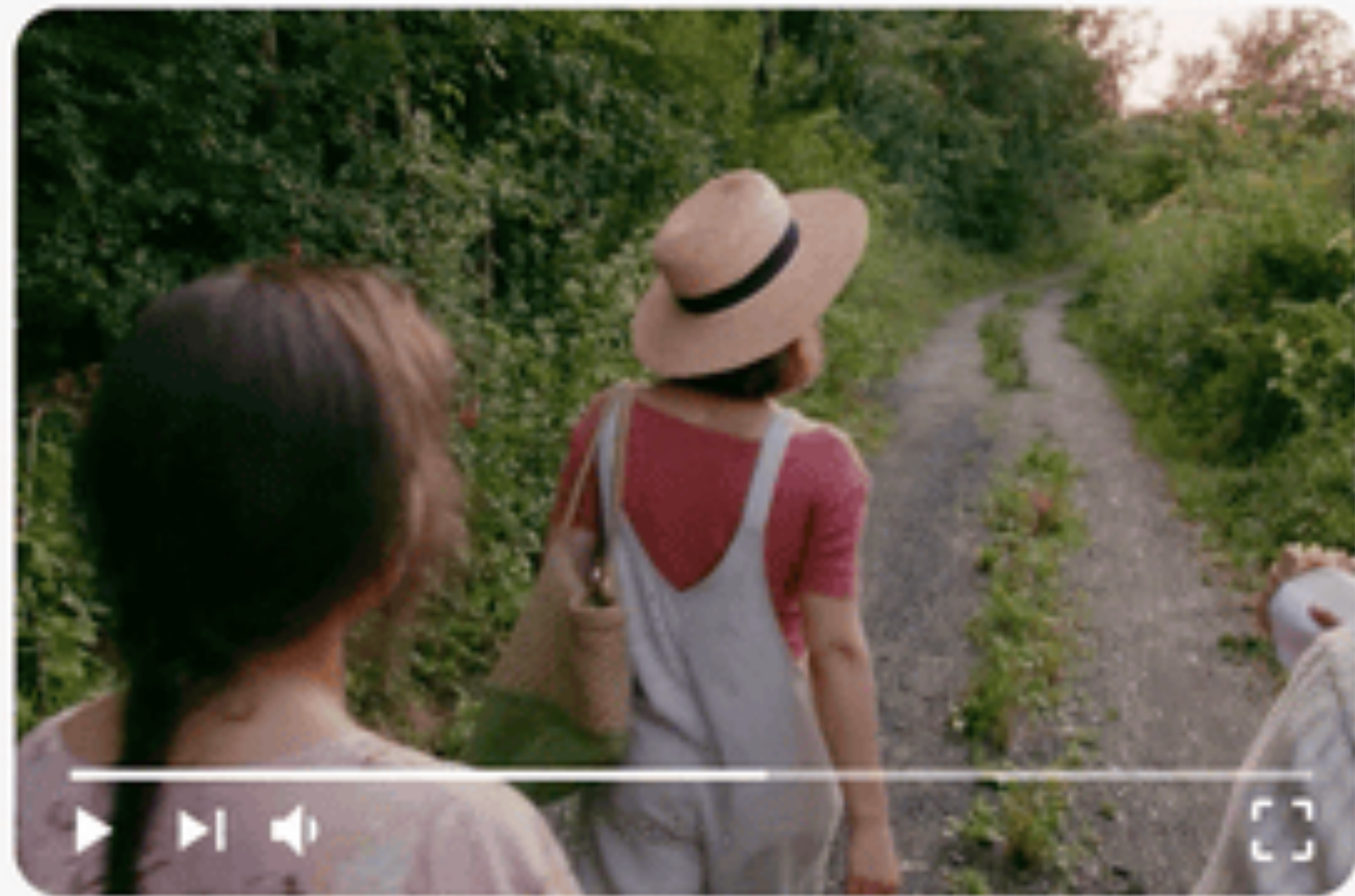
**\$50**

**Gross profit** **\$35**

**15% uplift in  
campaign profit**



# Great creative and assets







Performance Max & Demand Gen

# Asset Generation

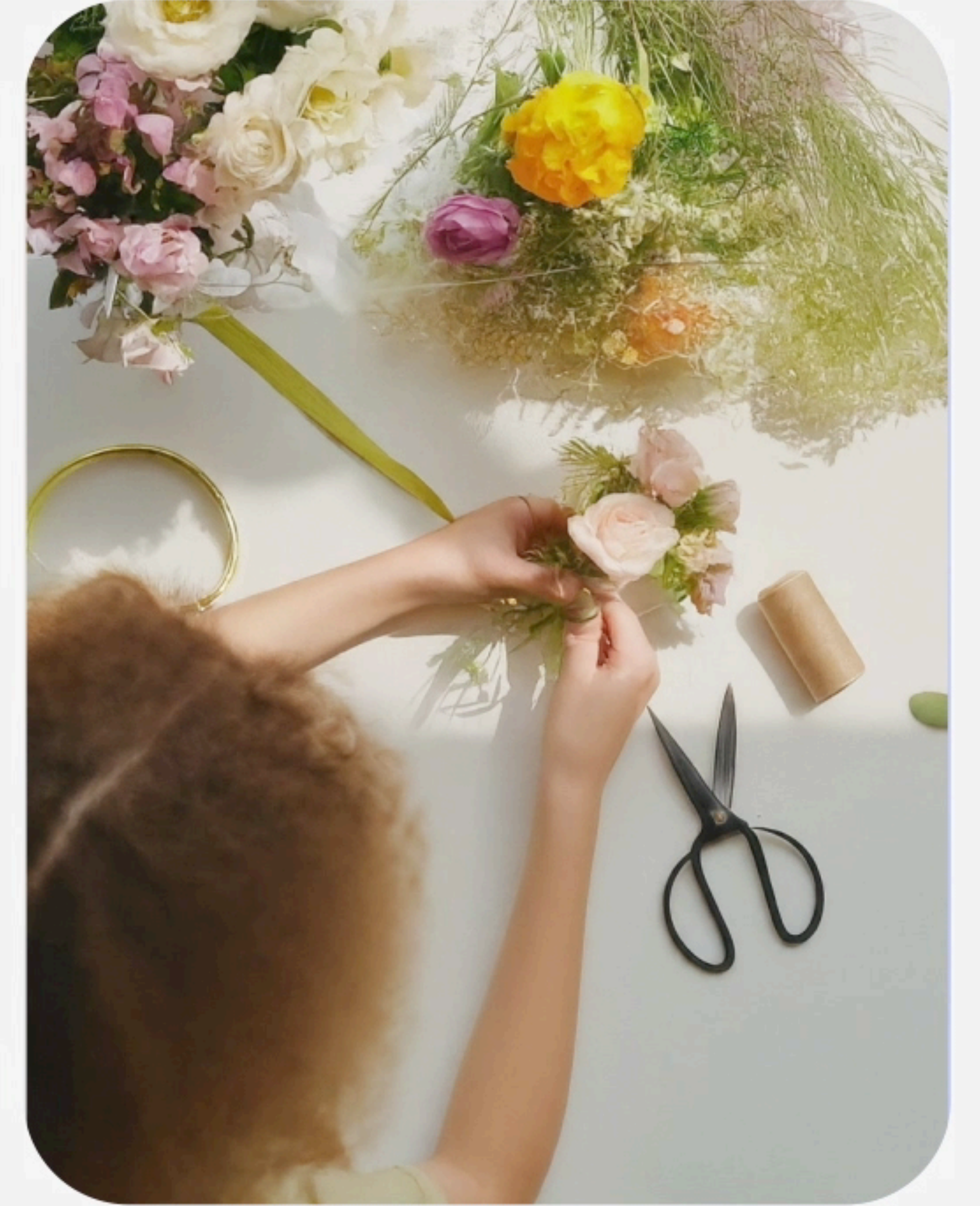
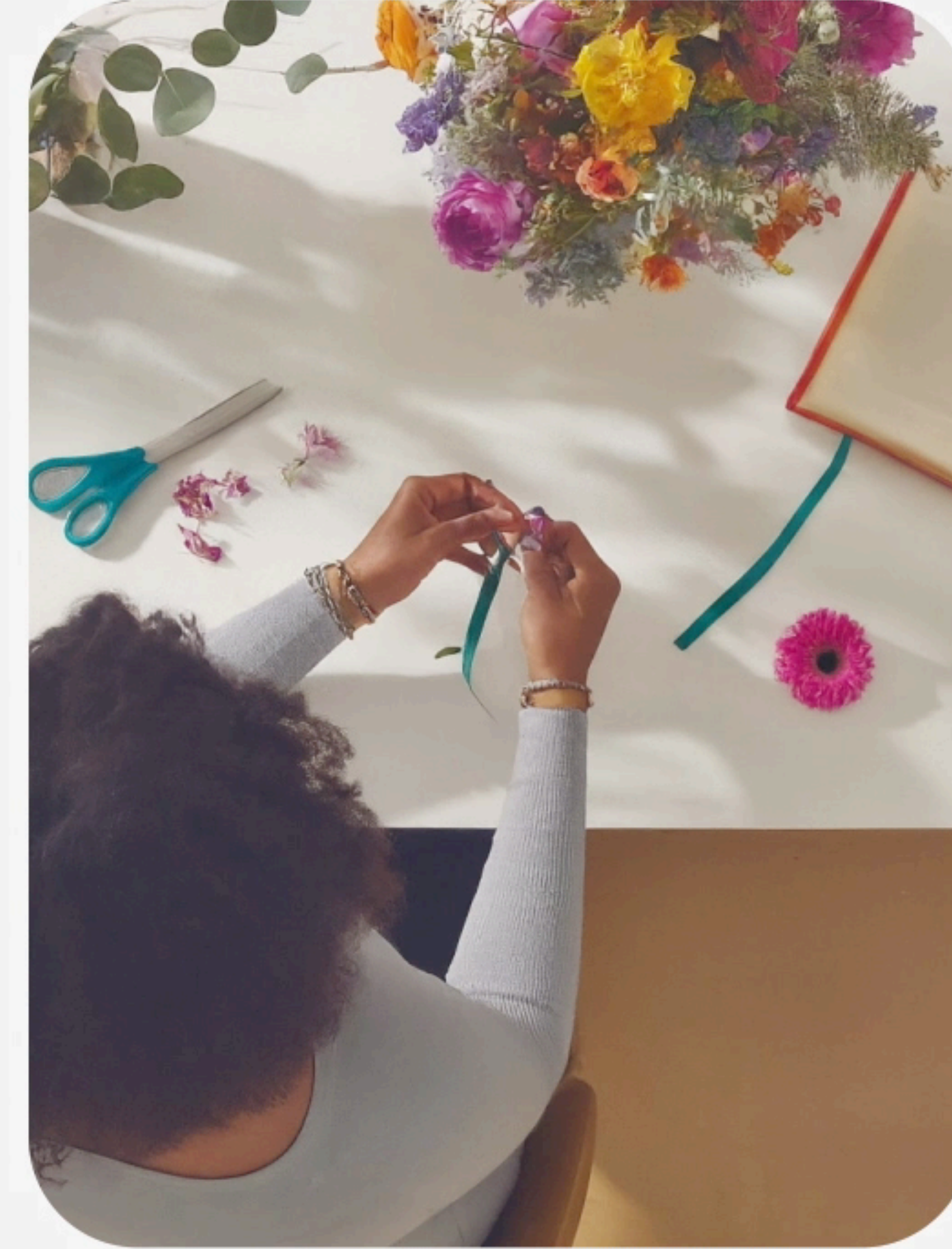
Updates

**Advertisers who improve their  
PMax Ad Strength to Excellent  
see 6% more conversions  
on average.**

Performance Max

# Creative Controls & Customization

New



**Home Office Furniture**

Modern Office Furniture Company That Makes It Easy To Furnish An Inspiring Workspace.

Branch Furniture

**A New Kind of Standing Desk**

Meet the Duo Standing Desk. A New Standing Desk from Branch

**Ad** • Branch

**Branch**

**Designed for Your Office**

Modern office furniture for whatever you're working on

**SHOP NOW**

**B**

Affordable Office Furniture That Lasts

**Shop now**

**Branch**

Upgrade Your Workspace With Modern Office Furniture

**VISIT SITE**

Performance Max

# Reporting & Controls

Updates



myhomeoffice.com

Site



**Unique Home Design**

Google Play, by MDesignsCo

Mobile App



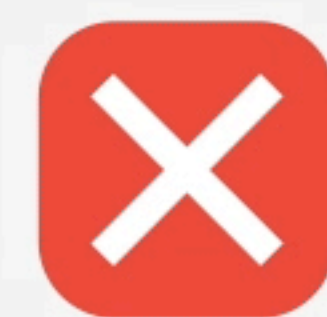
**Best Workplace Design**

Video



**2024 Interior Design Trends**

Video



**Nursery Makeover Hacks**

Video

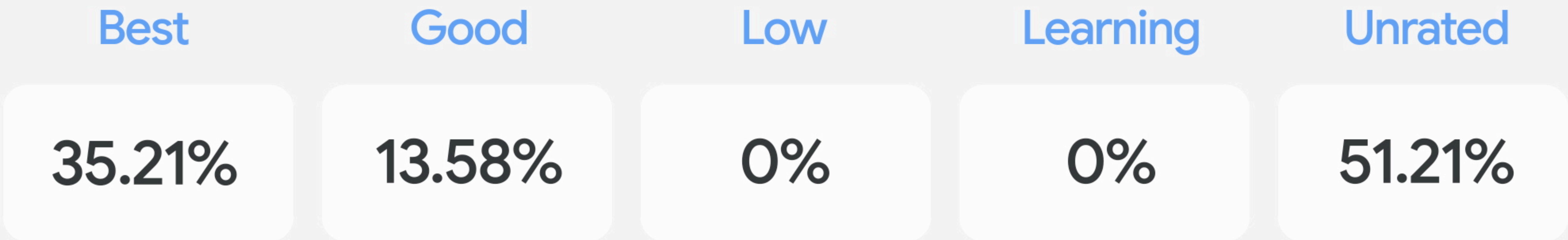


Family\_dinner\_0007 855.jpg  
3000x2000

### Used By

363 asset groups

### Performance Rating



### Conversions

100



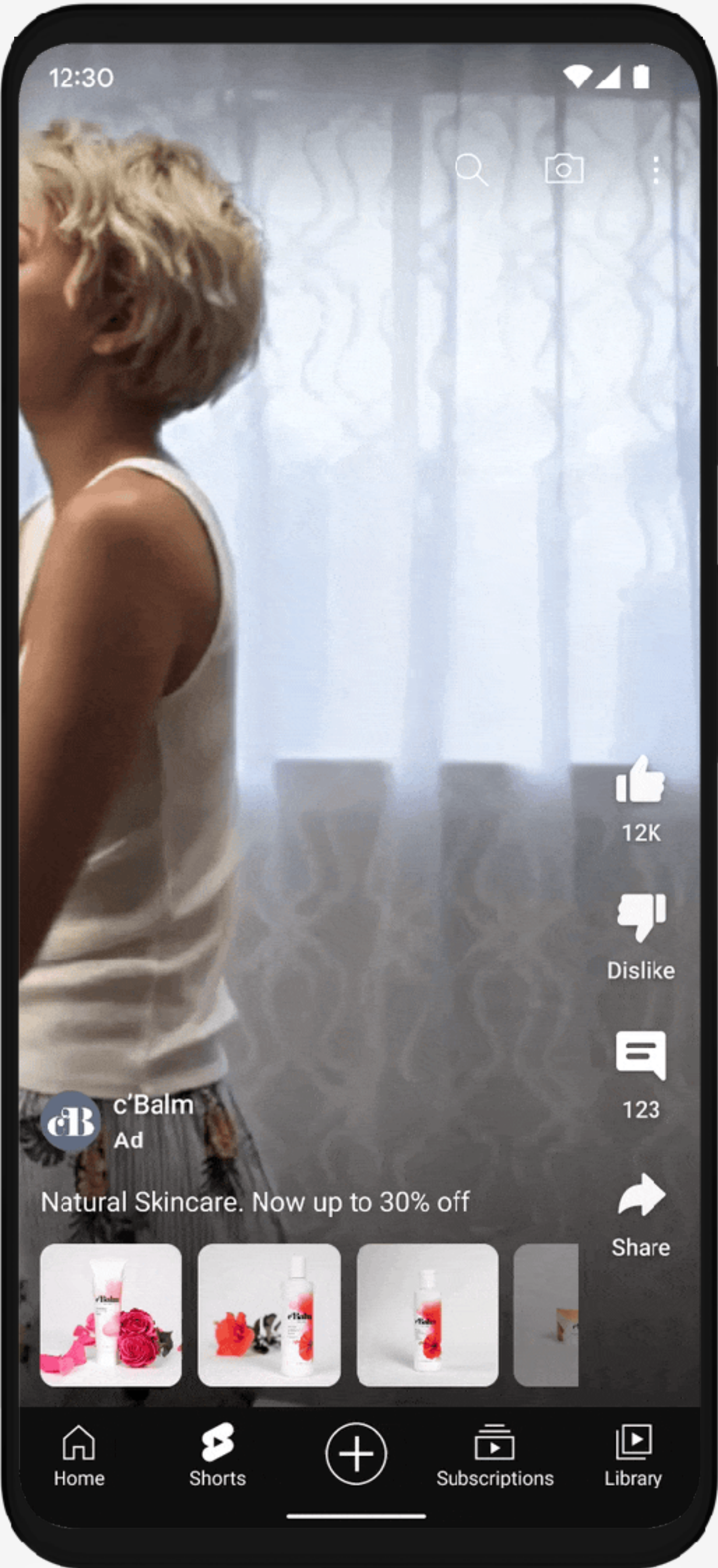
# There's only one



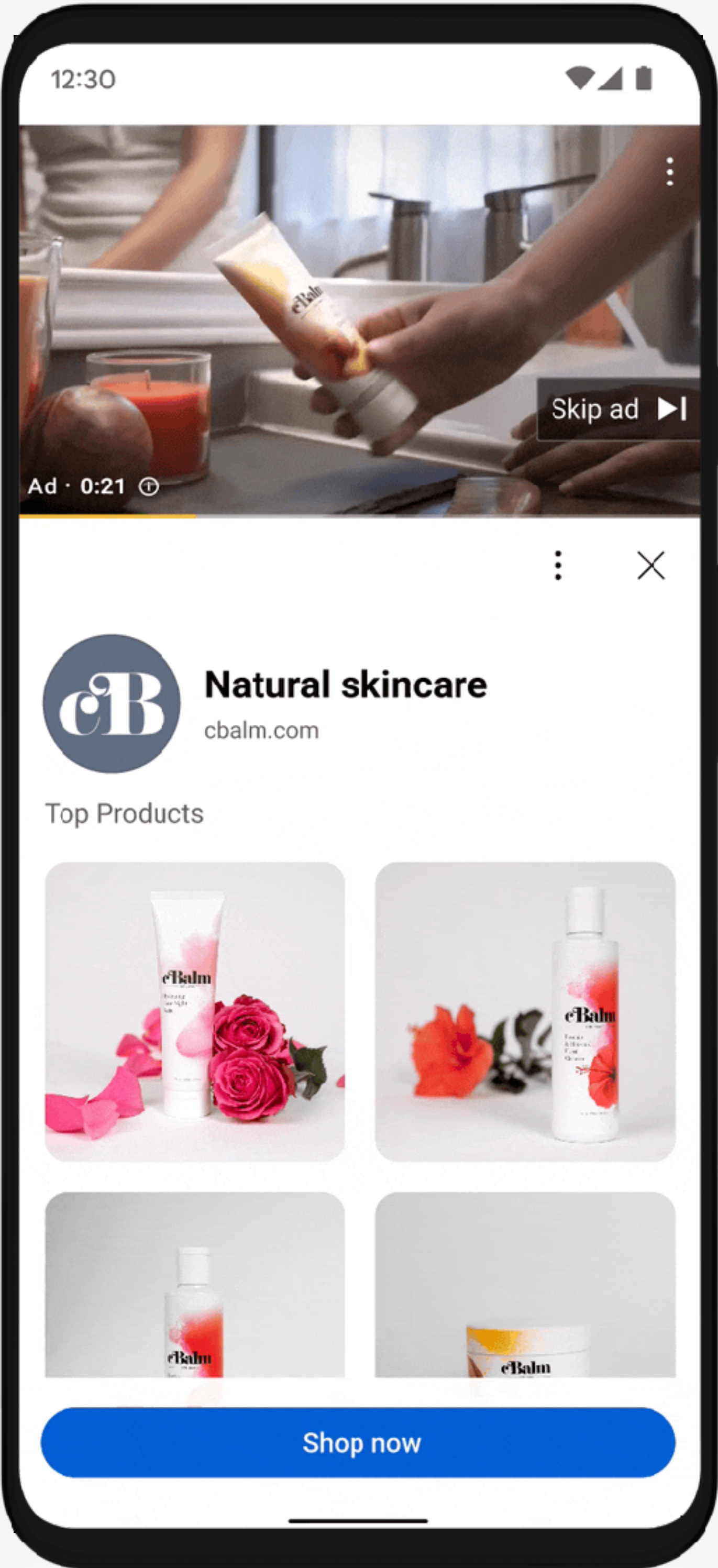
According to Comscore, YouTube reached 4 in 5 Internet users in India aged 18+ (June 2023)

# Create & convert demand with Demand Gen

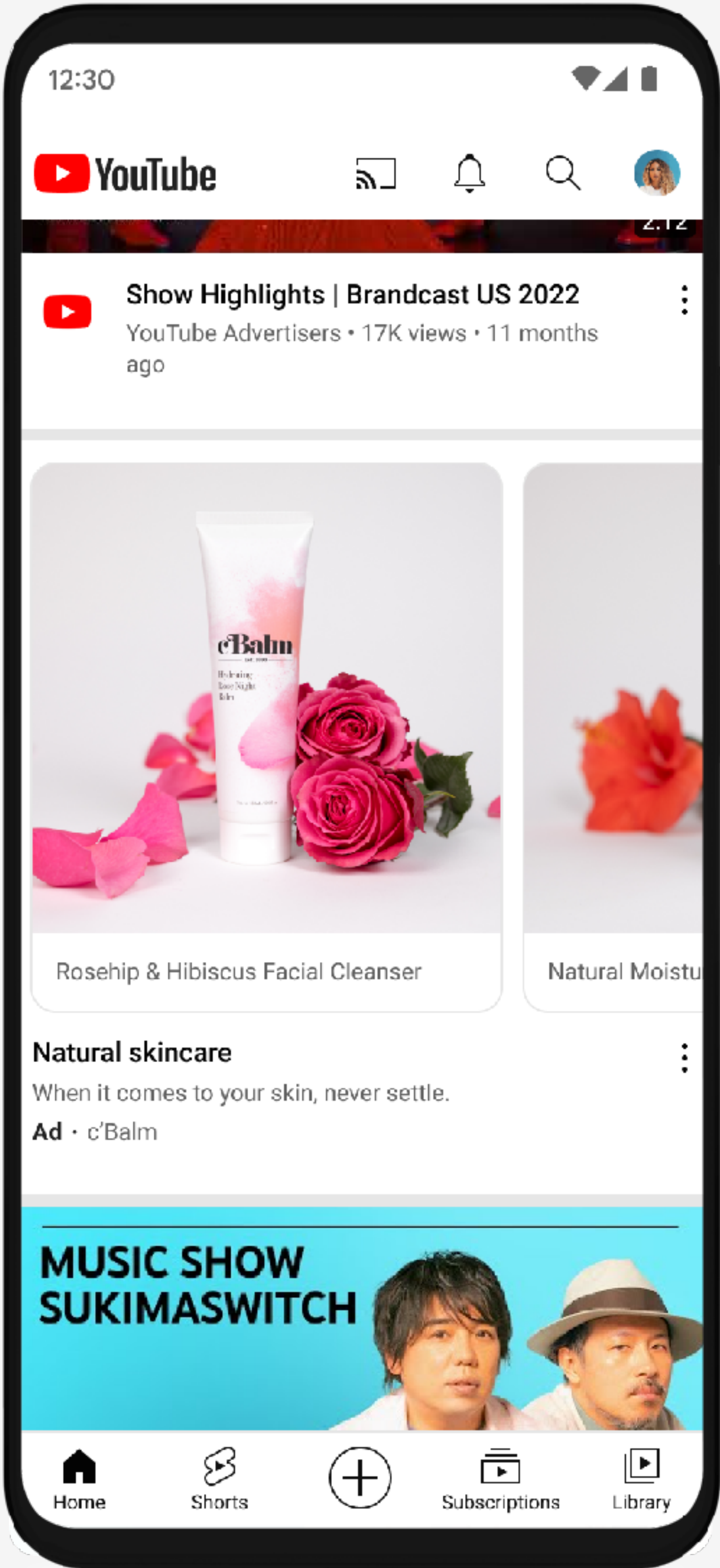
Create and convert demand across YouTube and Google's most immersive experiences



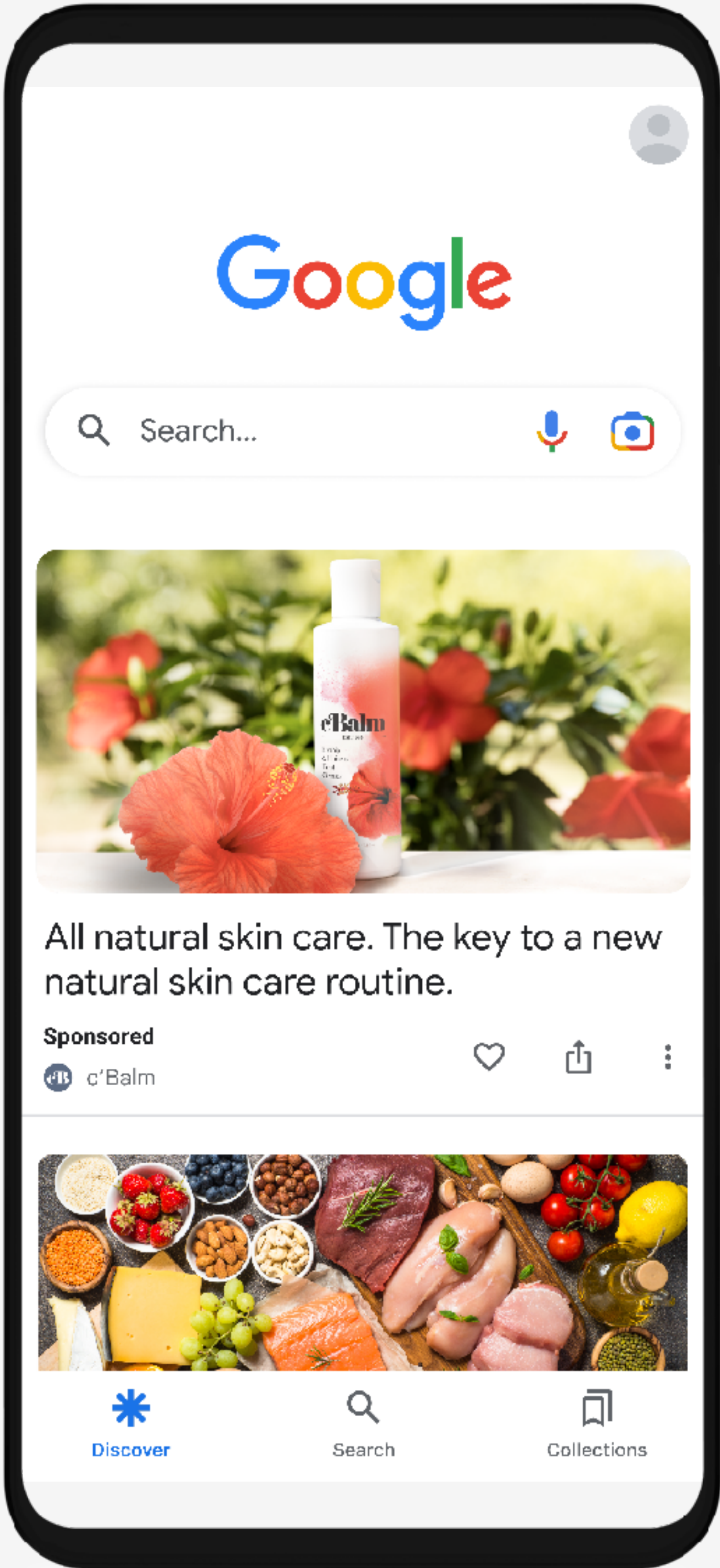
 YouTube in-stream



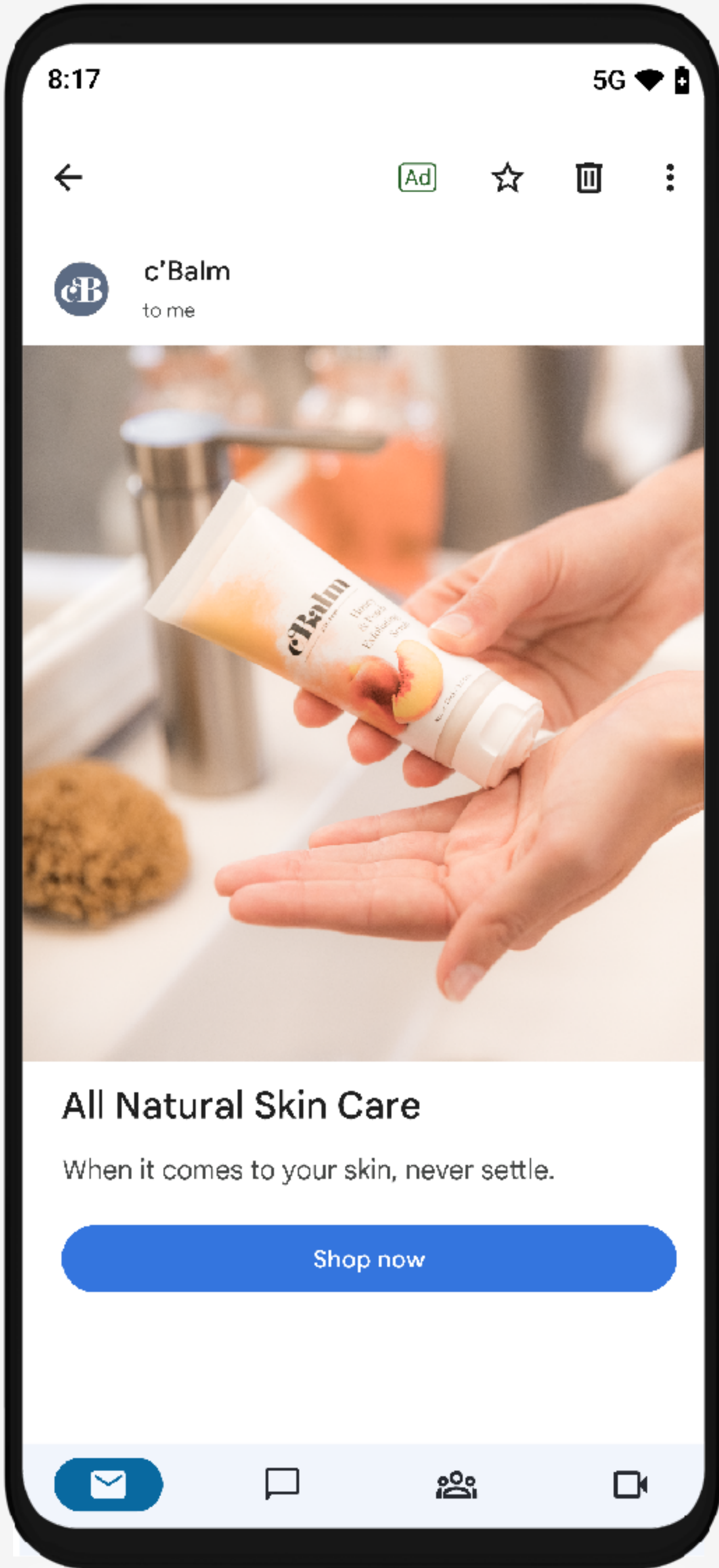
 YouTube in-stream



 YouTube Feeds



 Discover



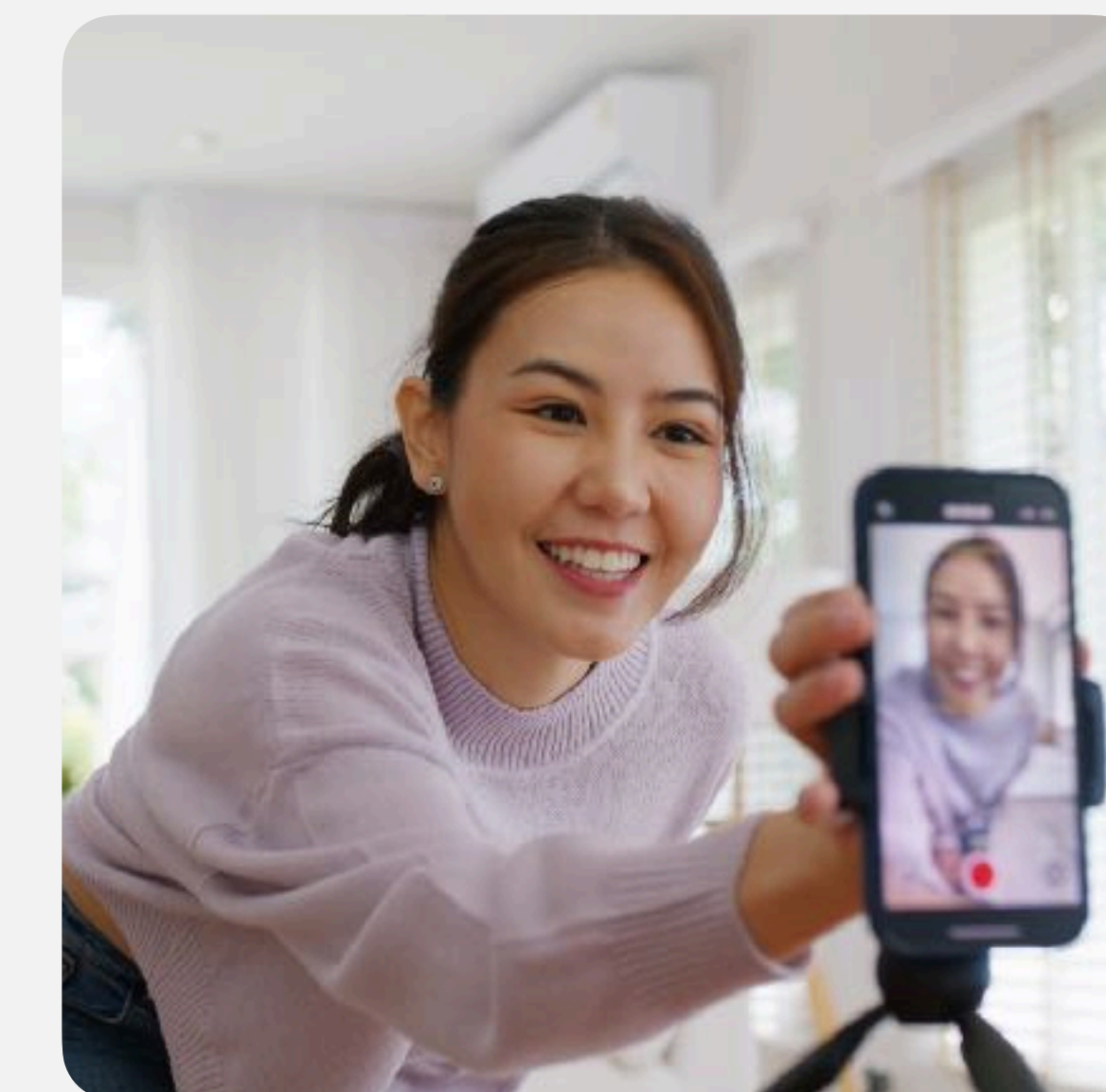
 Gmail

# 14%

On average, advertisers that added Demand Gen to their Search and/or Performance Max campaigns saw 14% more conversions



# Shorts



# YouTube Shorts Ads

New

8:00

12K

Dislike

123

Share

Shop now

Home Shorts Subscriptions You

APPLY THIS ALL OVER THE LID.

@lisajmakeup  
Sponsored

BK Beauty 100% cruelty-free, vegan beauty tools and makeup products.

The image shows a vertical YouTube Shorts advertisement. At the top, the time is 8:00 and there are signal and battery icons. The main content is a close-up of a woman with long brown hair, wearing a maroon sweater, with her eyes closed. Overlaid on the video is the text 'APPLY THIS ALL OVER THE LID.' in white with a black outline. To the right of the video are interaction icons: a blue thumbs-up icon with '12K' below it, a white thumbs-down icon with 'Dislike' below it, a white comment bubble icon with '123' below it, and a white share icon with 'Share' below it. At the bottom left of the video area, there is a small profile picture of the woman, her handle '@lisajmakeup', and the word 'Sponsored'. Below that is the text 'BK Beauty 100% cruelty-free, vegan beauty tools and makeup products.' At the bottom center of the video area is a semi-transparent 'Shop now' button. At the very bottom of the screen is the YouTube navigation bar with icons for Home, Shorts, a plus sign, Subscriptions, and a profile picture labeled 'You'.

YouTube Ads

New




# Animated Image Ads

# Measurement

New

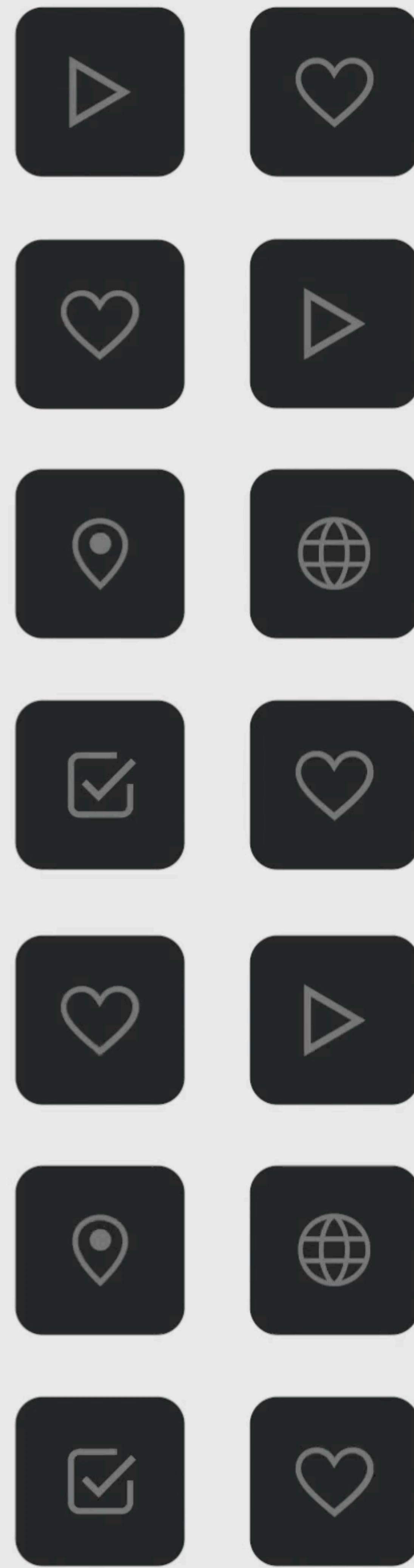
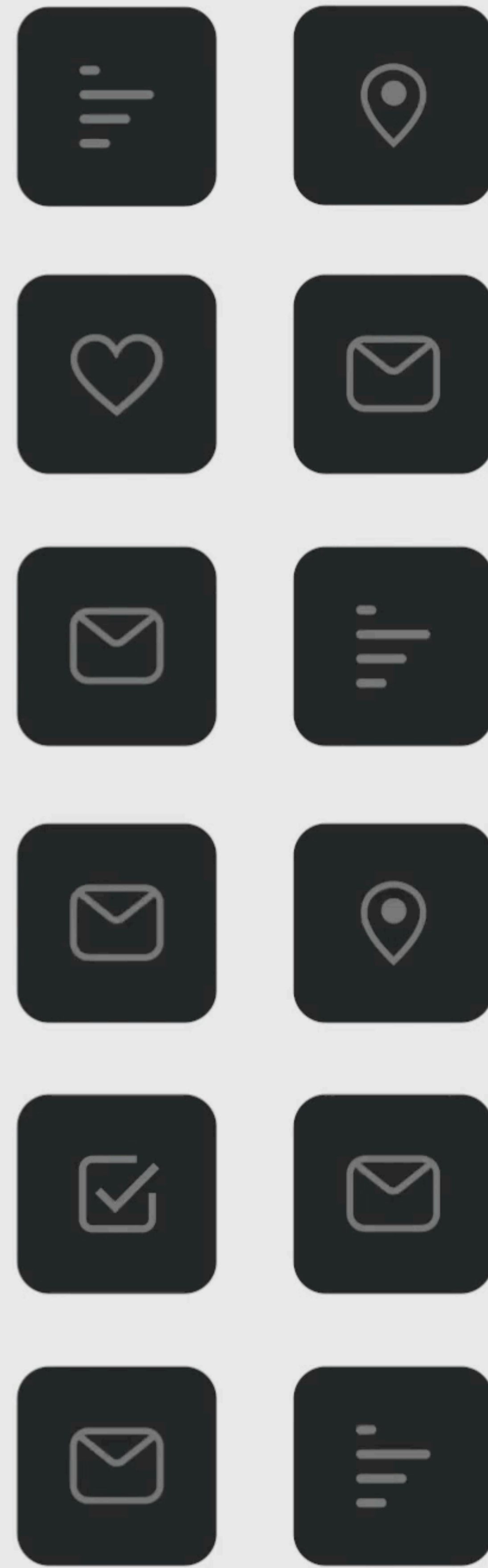
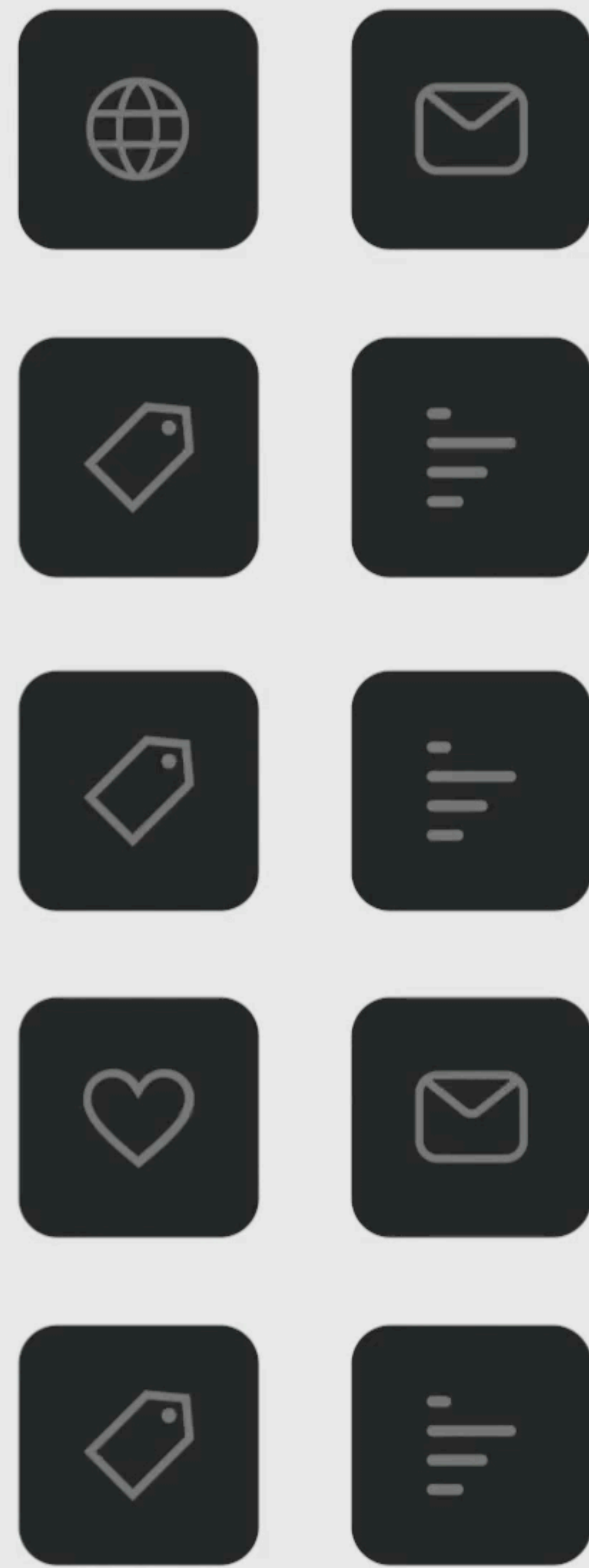
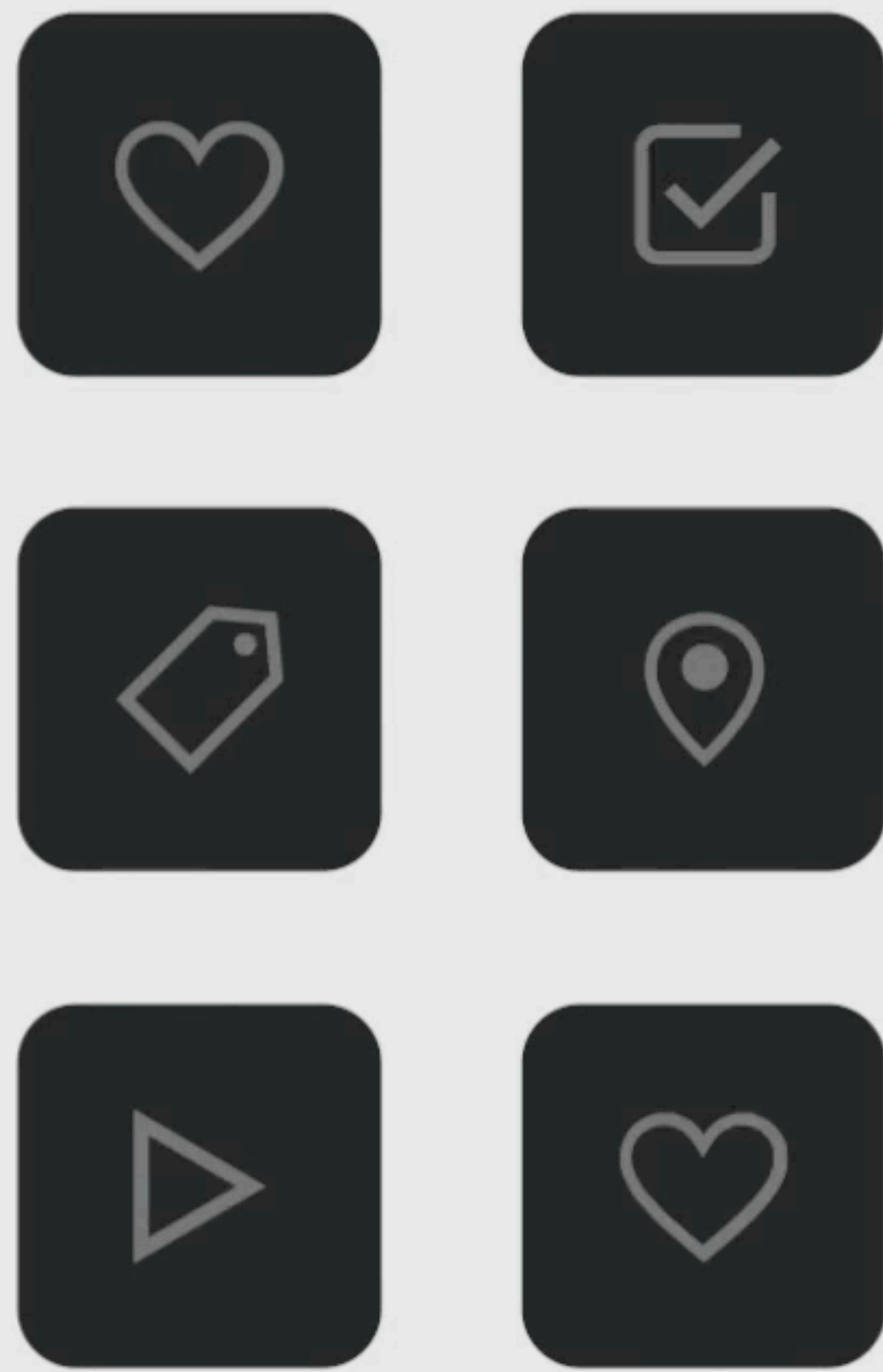
# The Data Guy

VP/GM  Ads Measurement





**Good AI**  
**requires**  
**good data**



Collect

# Data Manager

Updates

Search Console



YouTube



BigQuery



HubSpot







# **Marketing Mix Models**





Available Later This Year




Meridian

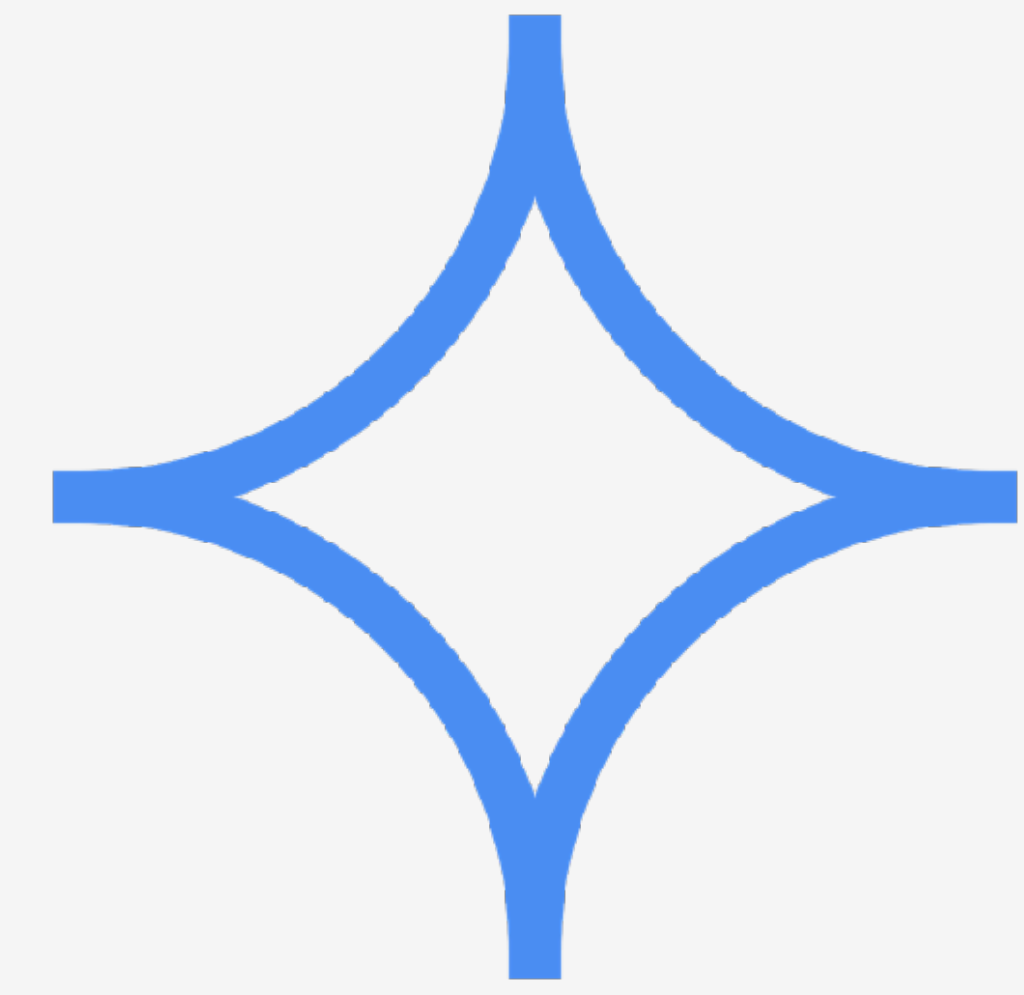
A modern, bright office space with people working at desks and a large window in the background. The room features a white brick wall, a grey bulletin board with various papers and photos, and a large window with a view of the outdoors. The floor is made of light-colored wood. The word "How" is overlaid in the center of the image.

How

# Neha Markanda

 **Head of Industry, E-Commerce, Large  
Customer Solutions**





**New era of AI**

**New era of Ads**

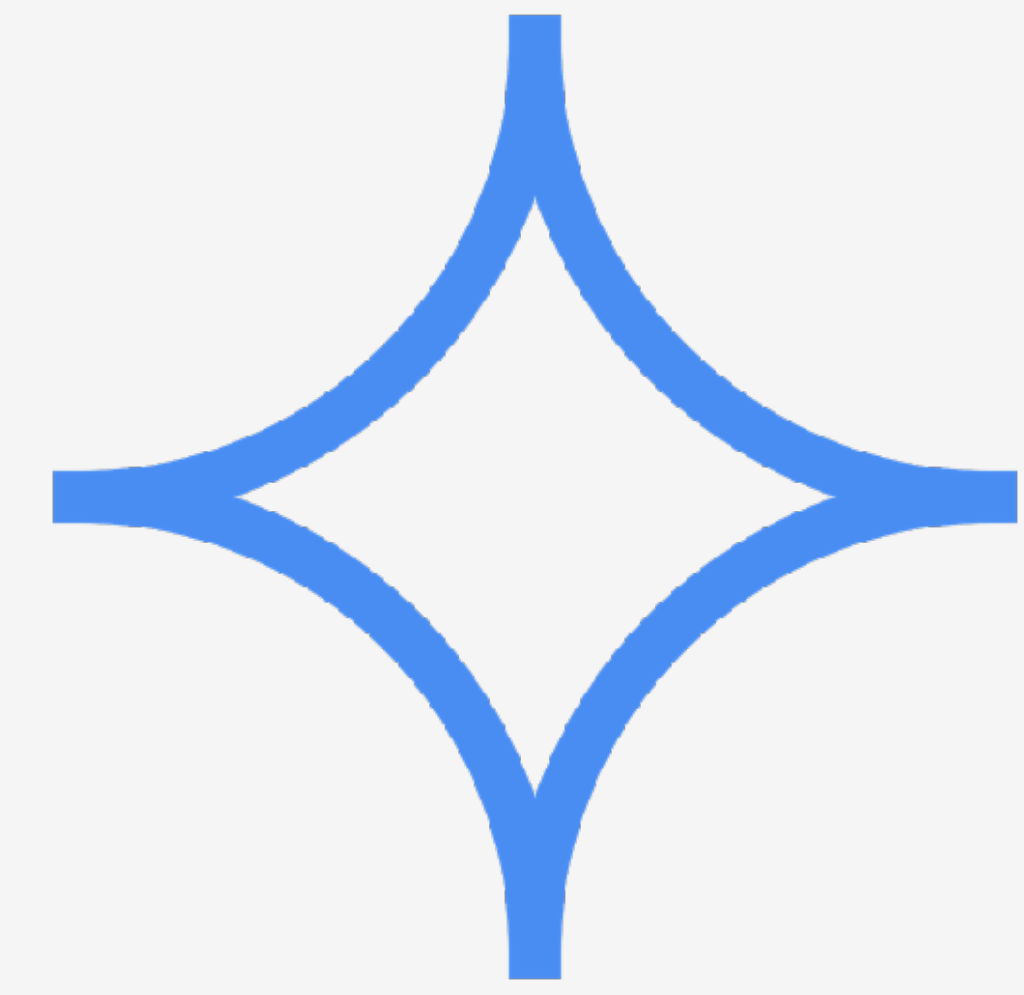
Transformation

Deep Learning

Big Data

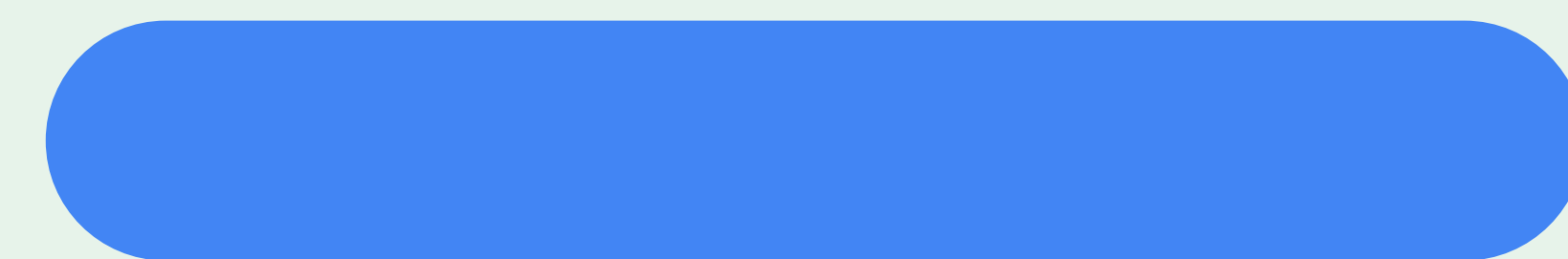
Neural Network

**Game Changing**



**Drive Profitable growth**  
**with Google AI**

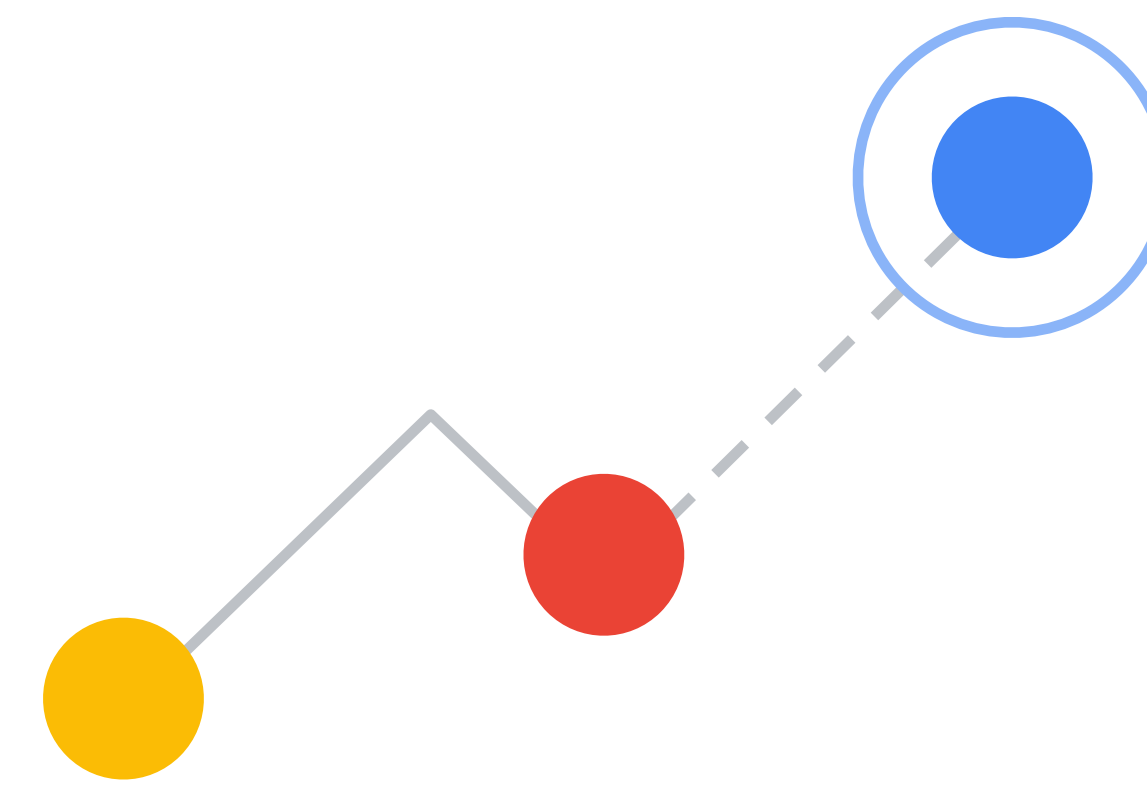
# AI -ads Maturity



Google India



**Personalized  
recommendations aligned  
to marketing objectives**



**Benchmarking  
against your peers**



**AI advancement  
recommendations with  
custom solutions**



1



Sales  
Online



Lead  
Gen

2



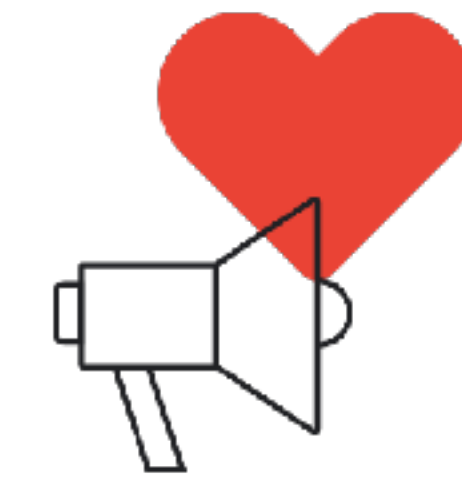
Sales  
Offline

3

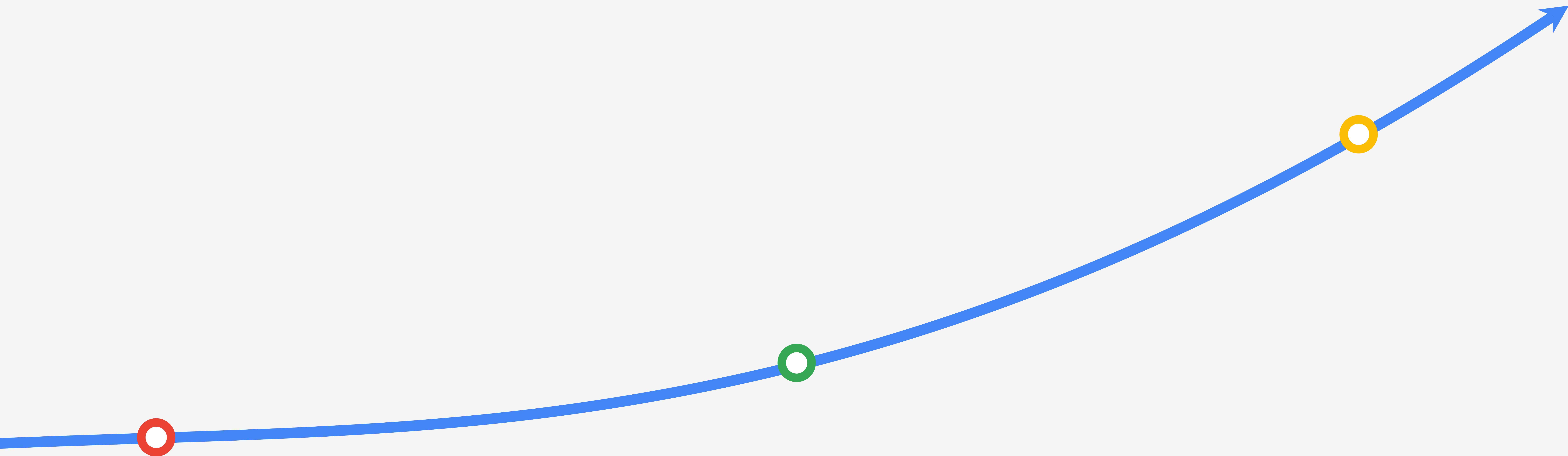


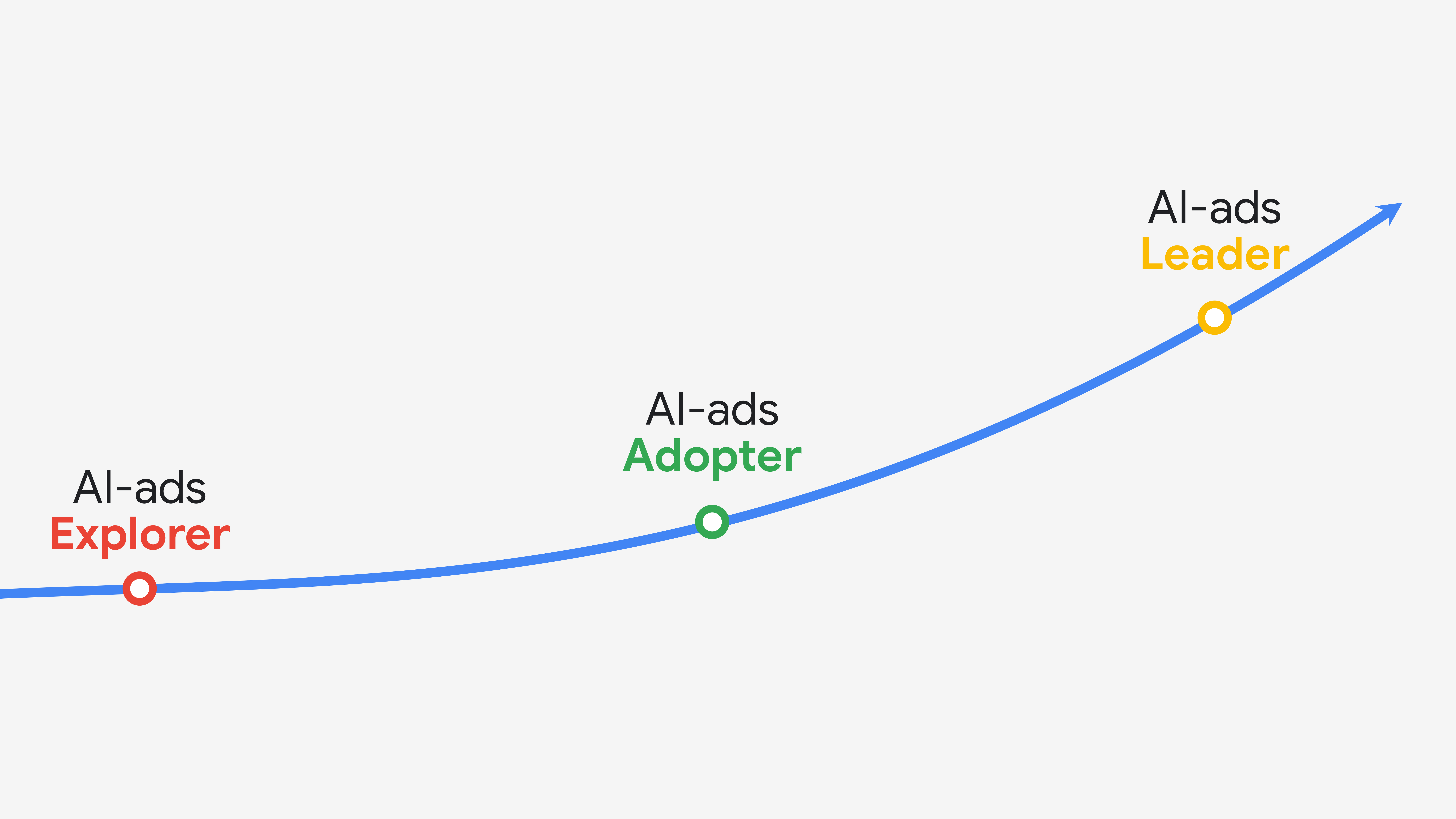
App Installs &  
Engagement

4



Awareness &  
Consideration





AI-ads  
**Explorer**

AI-ads  
**Adopter**

AI-ads  
**Leader**

# AI Ads Maturity



AI Explorer      AI Adopter      AI Leader



Apps Promo



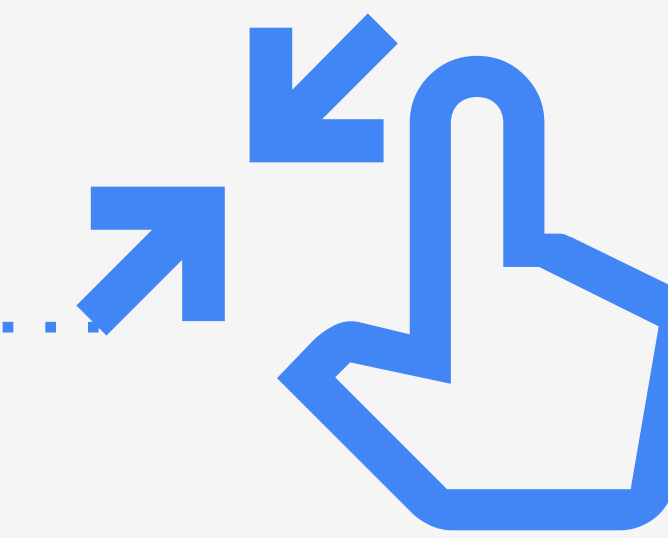
Sales Online



Organization name

Best in class

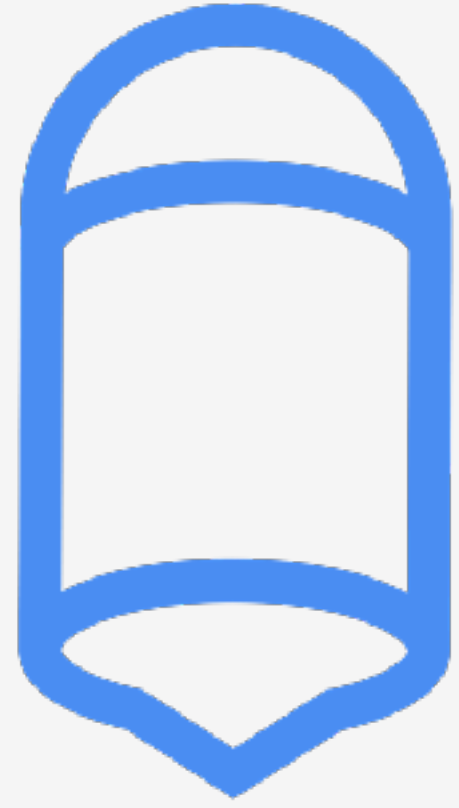
## Personalised Recommendations



1 Enhanced Conversions

2 AI Powered Keyword Expansion

3 Value-Driven Bidding

**Tools to**  
**help**  **you**  
**do your thing**

1



Sales  
Online



Lead  
Gen

2



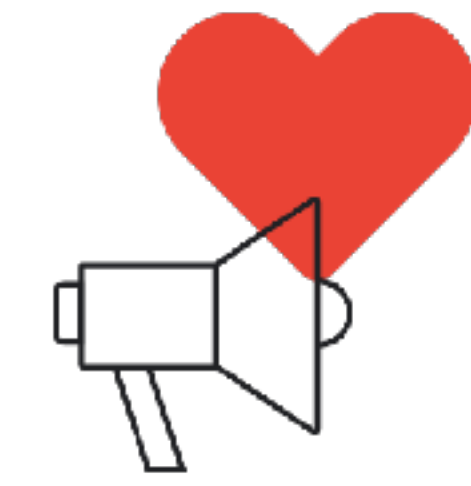
Sales  
Offline

3



App Installs &  
Engagement

4



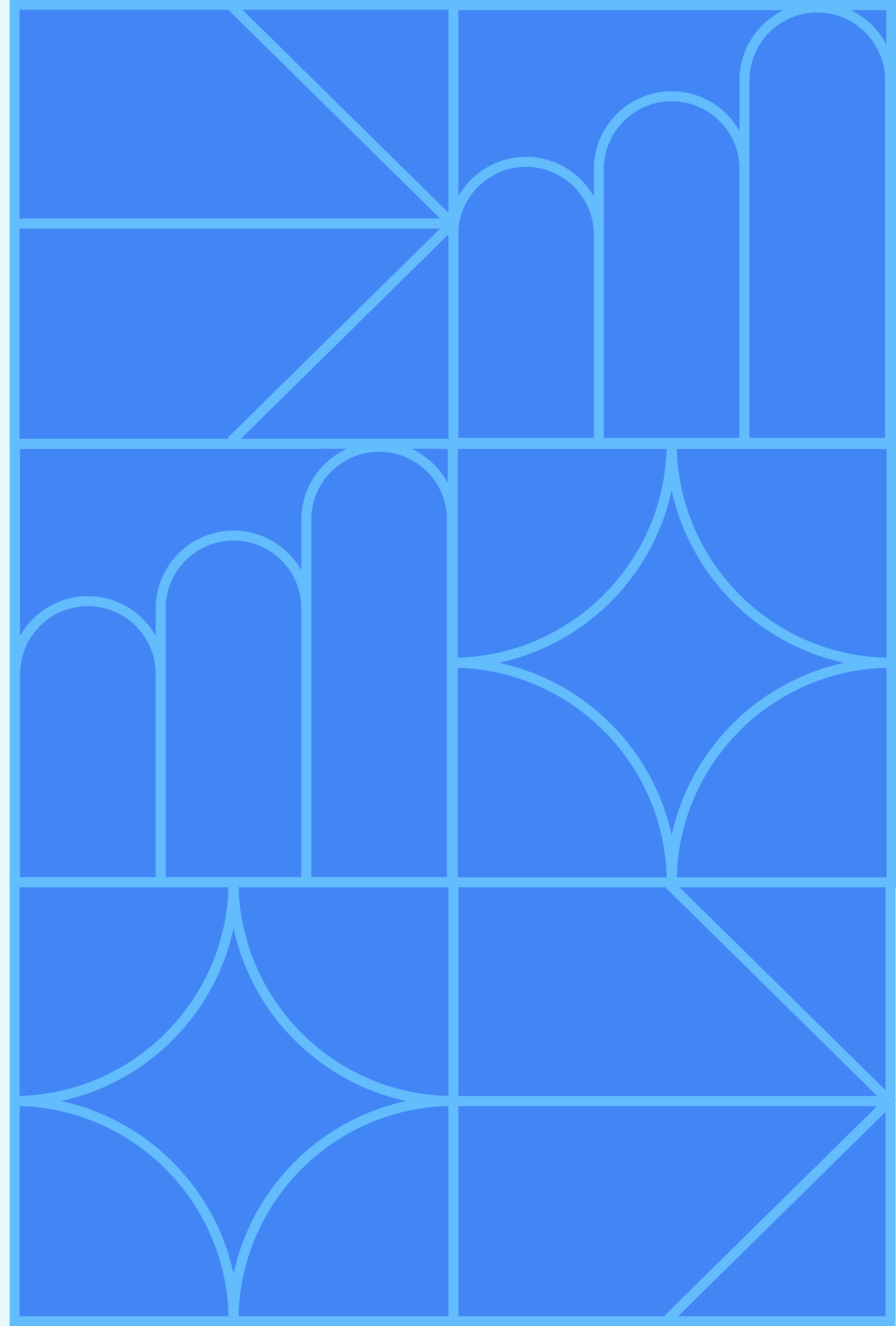
Awareness &  
Consideration

# Smita Salgaonkar

✦ Principal Architect, MarTech,  
Google Cloud



# Google AI for **Business** **Transformation**



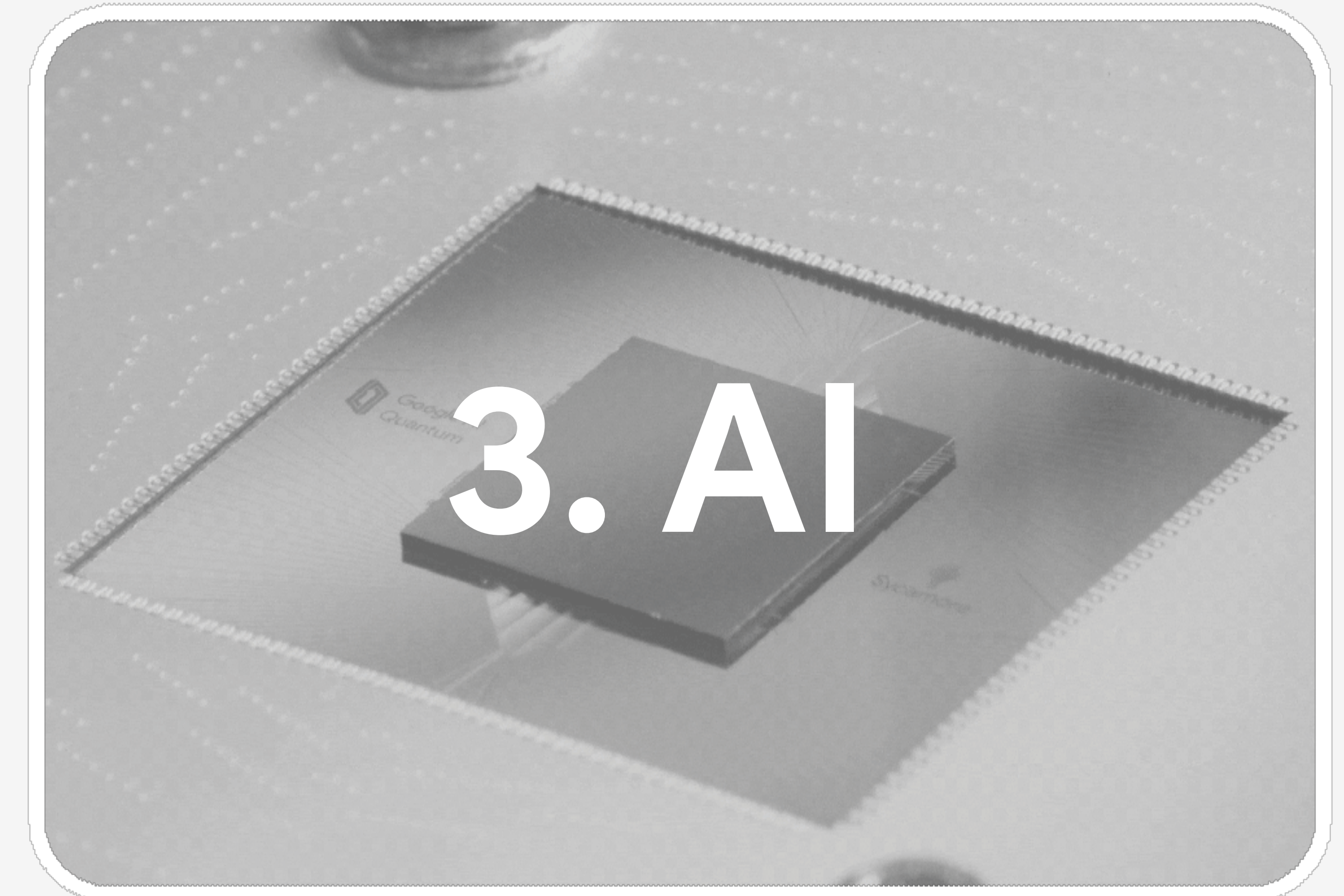


# AI is the next big shift

**1. Internet**

**2. Mobile**

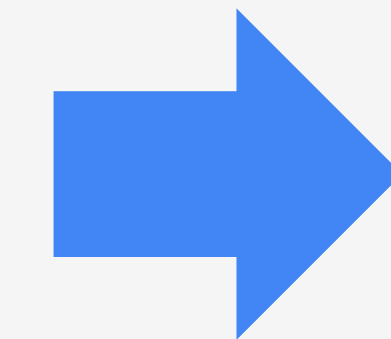
**3. AI**



# AI's role in businesses



**Optimizing how we do  
things today**



**Enabling new  
business models**

# Reimagine \$1T of World GDP



## Manufacturing

- Predictive maintenance
- Warranty reserve estimation
- Propensity to buy
- Demand forecasting
- Process optimization
- Telematics



## Retail

- Predictive inventory planning
- Recommendation engines
- Upsell and cross-channel marketing
- Market segmentation and targeting
- Customer ROI and lifetime value



## E-Commerce

- Inventory Forecasting
- Creative Content and Descriptions
- Intelligent Marketing
- Pricing Optimization
- Smart Logistics
- Recommendations and UX



## Travel and Hospitality

- Aircraft scheduling
- Dynamic pricing
- Social media – consumer feedback
- Customer complaint resolution
- Traffic patterns & congestion management



## Financial Services

- Risk analytics and regulation
- Customer Segmentation
- Cross-selling and up-selling
- Sales & marketing campaign management
- Credit worthiness evaluation



## Healthcare

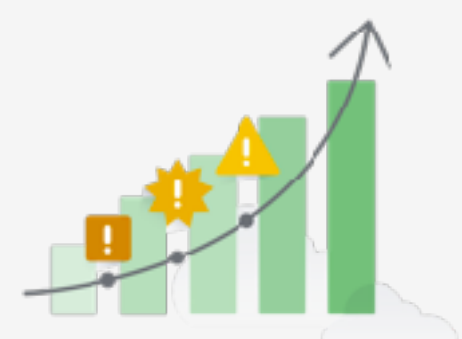
- Diagnostics from real-time patient data
- Disease identification and risk stratification
- Patient triage optimization
- Proactive health management
- Healthcare provider sentiment analysis

# Google AI in Business

## Market new products and brands, R&D



LTV, Re-engage, Churn Analysis



Market Trend Spotting



Customer Segmentation



Creative Assistance & Campaign Management

## Enriched customer interactions



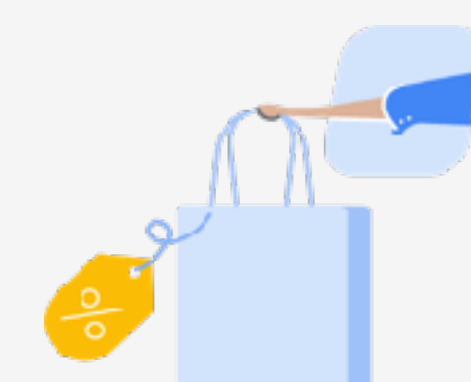
Conversational Commerce



Customer Service Automation

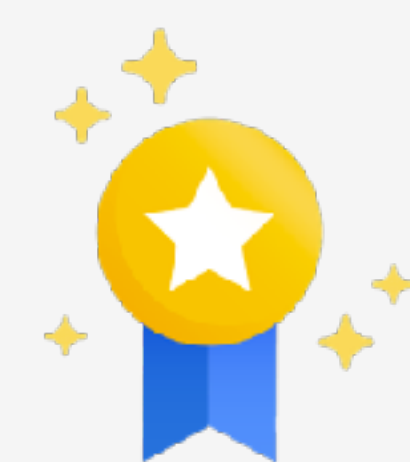


Product / Content catalog discovery



Personalized Promotions

## Digitized manufacturing and operations processes



AI-driven Quality Control & Inspection



Machine generated event monitoring & Predictive Maintenance

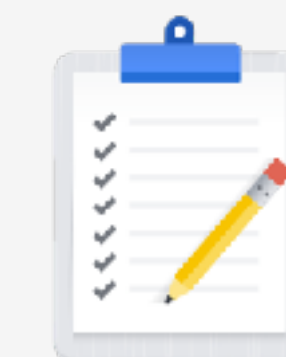


Product/Machine document search and synthesis



AI-powered Business Intelligence

## Increase in supply chain flexibility and resilience



Supply Chain Advisor



Procurement DocAI



Demand Forecasting



Warehouse & Stock Management

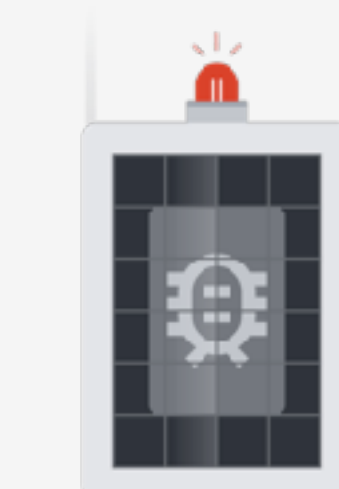
## Intensifying focus on sustainability



Energy consumption optimization



Sustainable sourcing



Root cause analysis



Fleet and logistics network optimization

# Enterprises & Consumers have different needs...

## Consumers

**Plan** a 3-day trip to Patagonia

**Create** a valentine poem

**Generate** a picture of a panda playing yahtzee

## Enterprises

Help me **develop** a launch plan for a luxury face cream

I have to **control** cost in my unit, get me a pareto view of my operations

Who **manages** Cymbal account regionally and globally

# Examples of how Google AI can transform your business

**1**

**Next Level  
Demand & Growth**

**2**

**Productivity  
Unleashed**

**3**

**Elevate Customer  
Experience**

# Google AI helps Carrefour stay ahead of consumer demand

✦ Predict demand to restock shelves |



**Google AI** found  
McDonald's the  
customers most  
likely to order on  
their app-increasing  
in-app orders by  
**550%**

✦ Identify high value cohorts likely to order dinner |





# Examples of how Google AI can transform your business

**1**

Next Level  
Demand & Growth

**2**

Productivity  
Unleashed

**3**

Elevate Customer  
Experience



**Google AI** helps UPS  
save 10 million  
gallons of fuel and  
\$400M a year with  
efficient routing

✦ Suggest new eco-friendly routes |





# AI powered Superapp with 300+ services

✦ Going on a trip, take a travel insurance ? | >

BUY RENEW CLAIMS HELP

Global Cover Just Launched

Health Insurance Pet Insurance Car Insurance Travel Insurance

Bike Insurance Home Insurance PMFBY More Products

😊 1.6 Crore+ Happy Customers@

🏠 10000+ Cashless Motor Garages™

🏥 13000+ Cashless Network™

👍 4.2 Customer Ratings

# Examples of how Google AI can transform your business

**1**

Next Level  
Demand & Growth

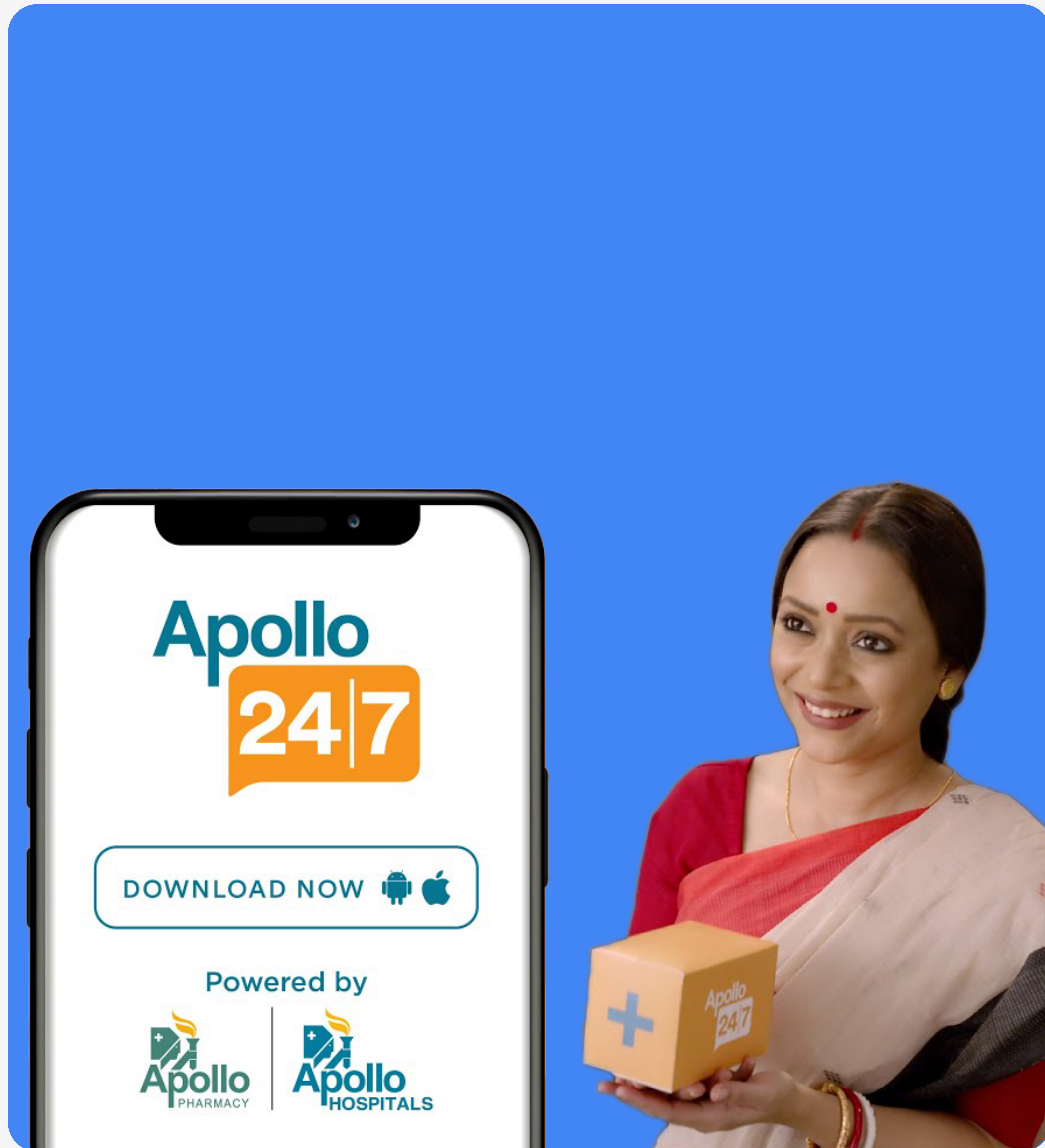
**2**

Productivity  
Unleashed

**3**

Elevate Customer  
Experience

# Apollo built a Clinical Intelligence Engine - AskApollo



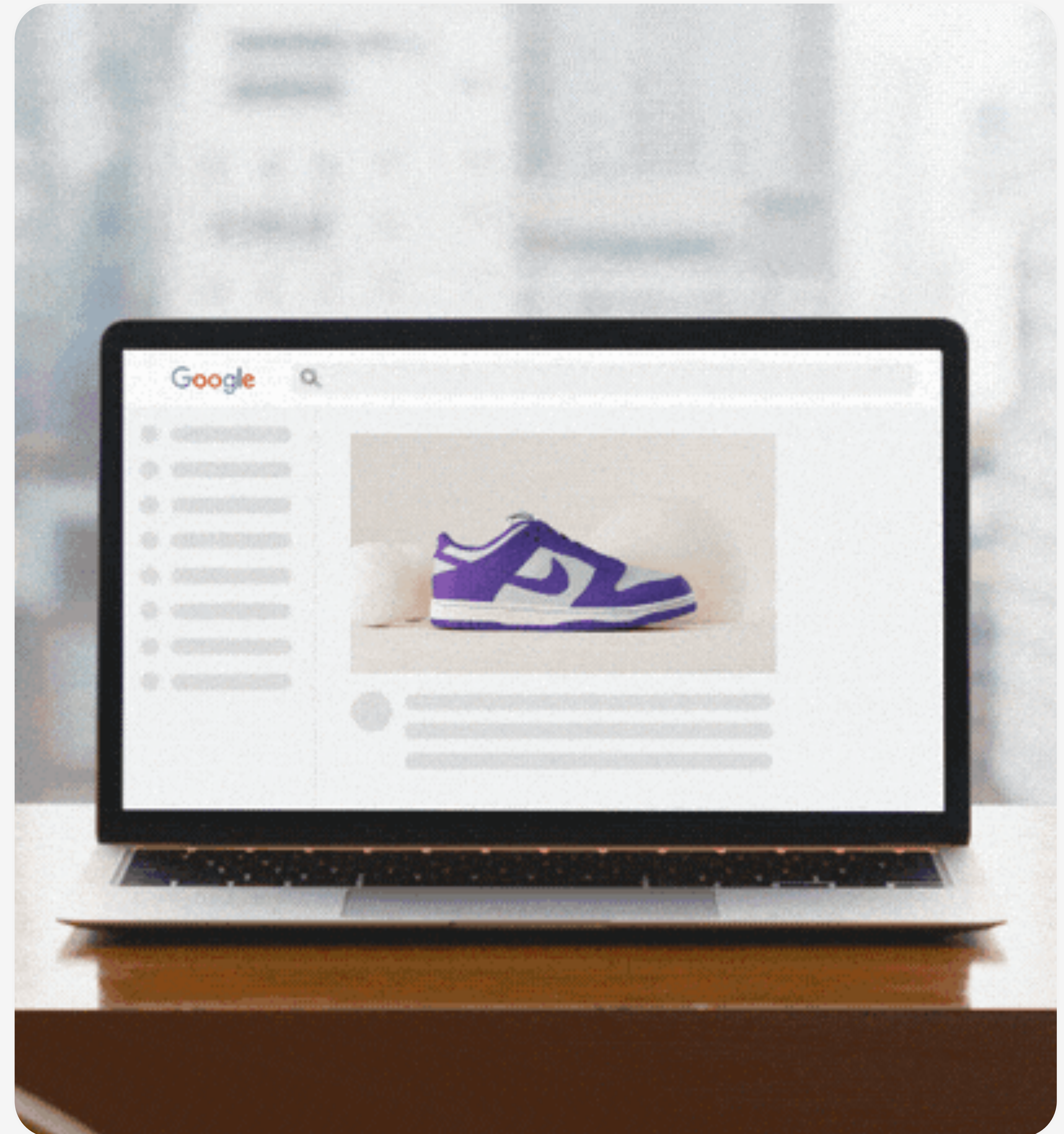
# Google AI helps Wendy's reinvent the drive-through

✦ “One biggie bag and a JBC...” |



# Closing the gap between imagining products - and manufacturing them

✦ Customize these shoes for me |



# How **Google Cloud** can inject AI into your business



**Building  
blocks**



**Platform**

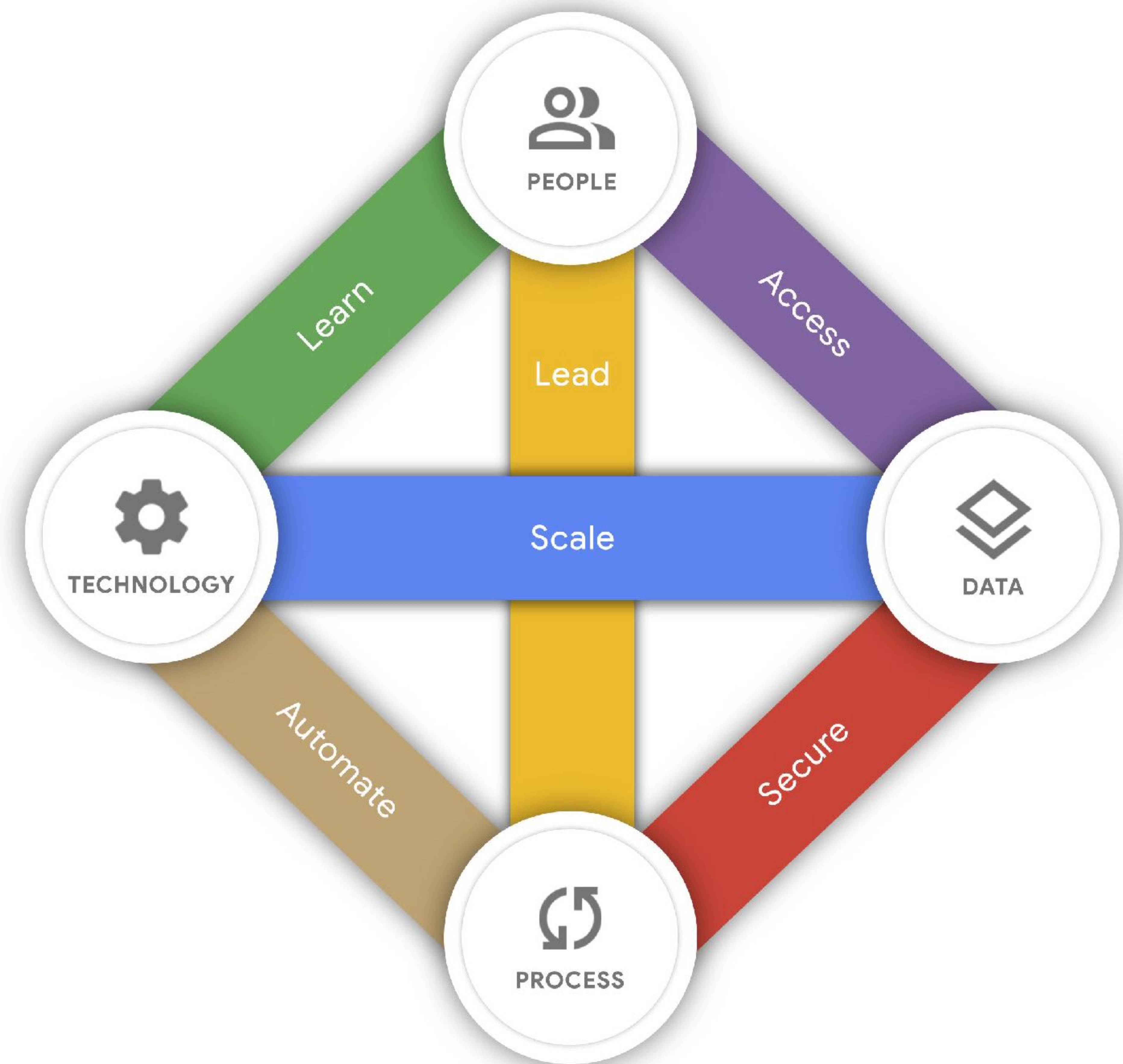


**Solutions**



# The Cloud AI Adoption Framework

- A **guiding framework** for leaders who want to leverage the power of AI to transform their business
- A **tool to assess** where you are in your journey and **define where you want to be**



# AI in Business Transformation

## Lead



Profile



Process

- How are the teams structured?
- What is the level of executive sponsorship?
- How is budget allocated for AI/ML projects?

## Learn



Profile



Technology

- What the data and ML skill sets are required in the organisation?
- How does an organization develop ML talent?

## Access



Profile



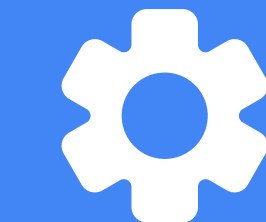
Data

- How are datasets created, curated, and annotated?
- Are they discoverable and reusable?
- How are data and ML assets managed?

## Scale



Data



Technology

- How are cloud-based services provisioned?
- How is capacity for workloads allocated?
- Does an organization use accelerators?

## Secure



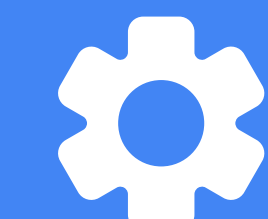
Data



Process

- What controls are in place?
- How does an organisation establish trust in it's AI capability?
- Can you explain the decisions made by your AI systems?

## Automate



Technology



Process

- How models are continuously trained and deployed for serving?
- How are model updates managed?
- What ML quality control are in place?



What is **your story**  
going to be?



# Mansi Khanna

✦ Head of Ads Marketing,  
Google India



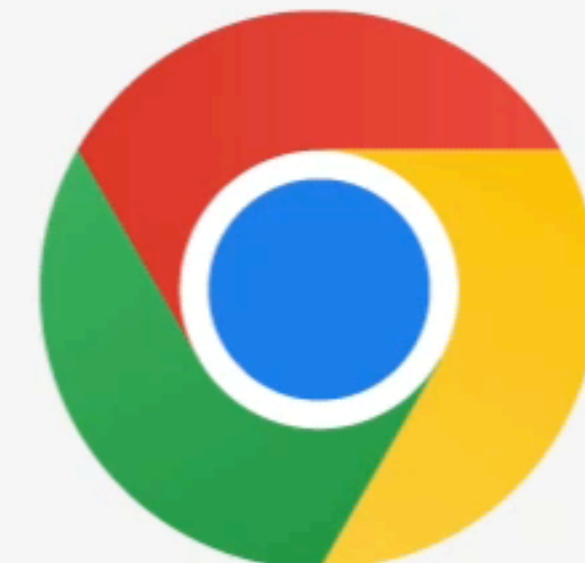
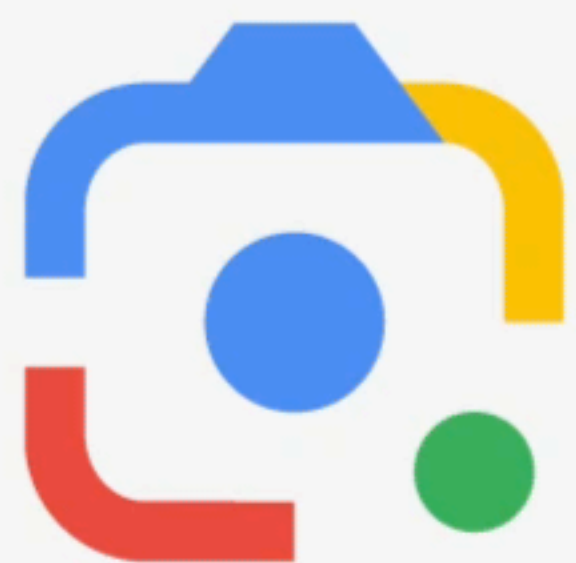
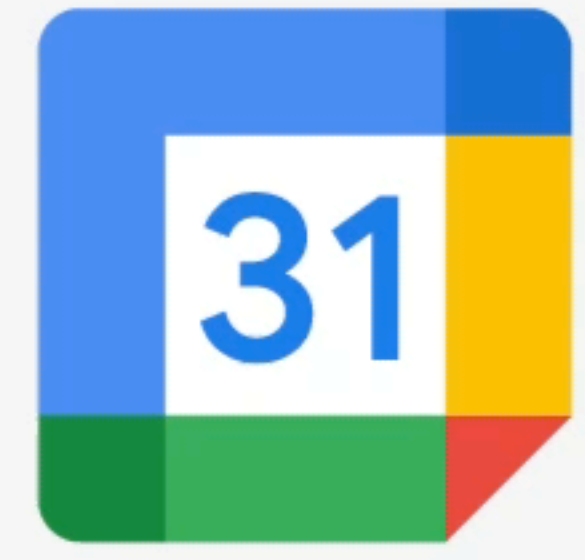
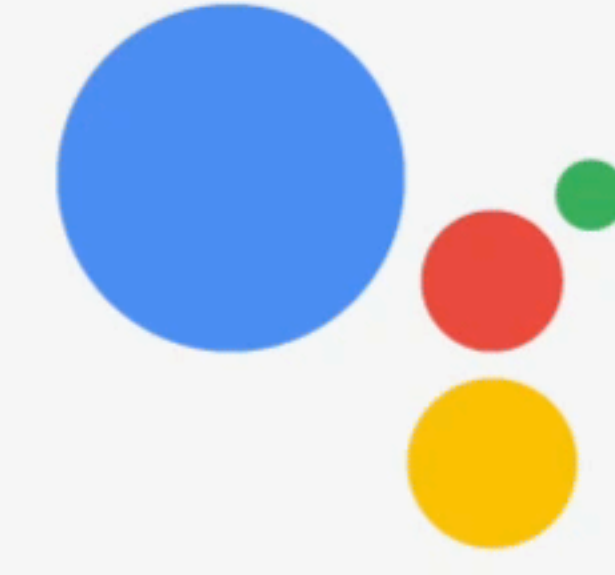
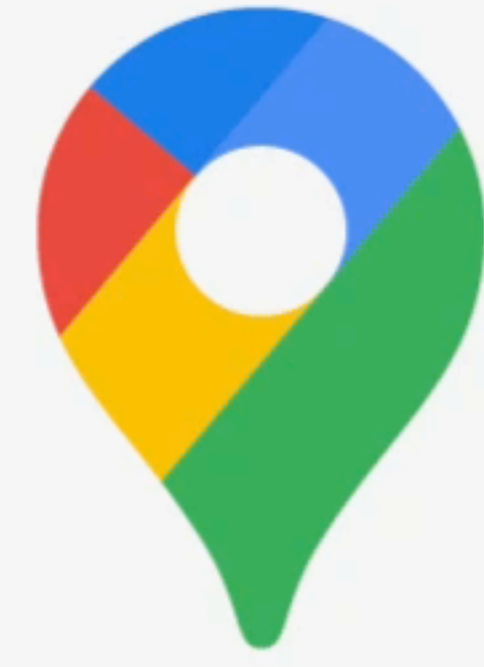
# Padma Bhushan Pullela Gopichand

✦ Chief National Coach,  
Indian National Badminton Team

# Shalu Jhunjhunwala

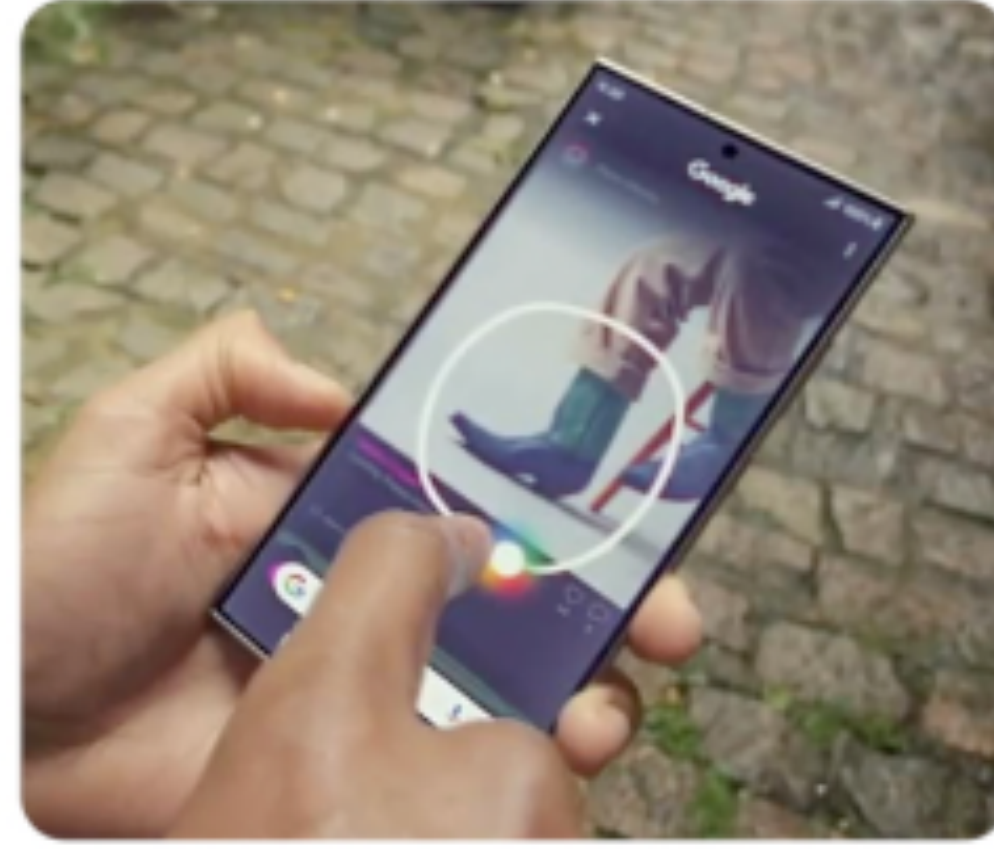
✦ Director, gTech Ads, Google India





 **Animated Image Ads**

# Search Ads Formats

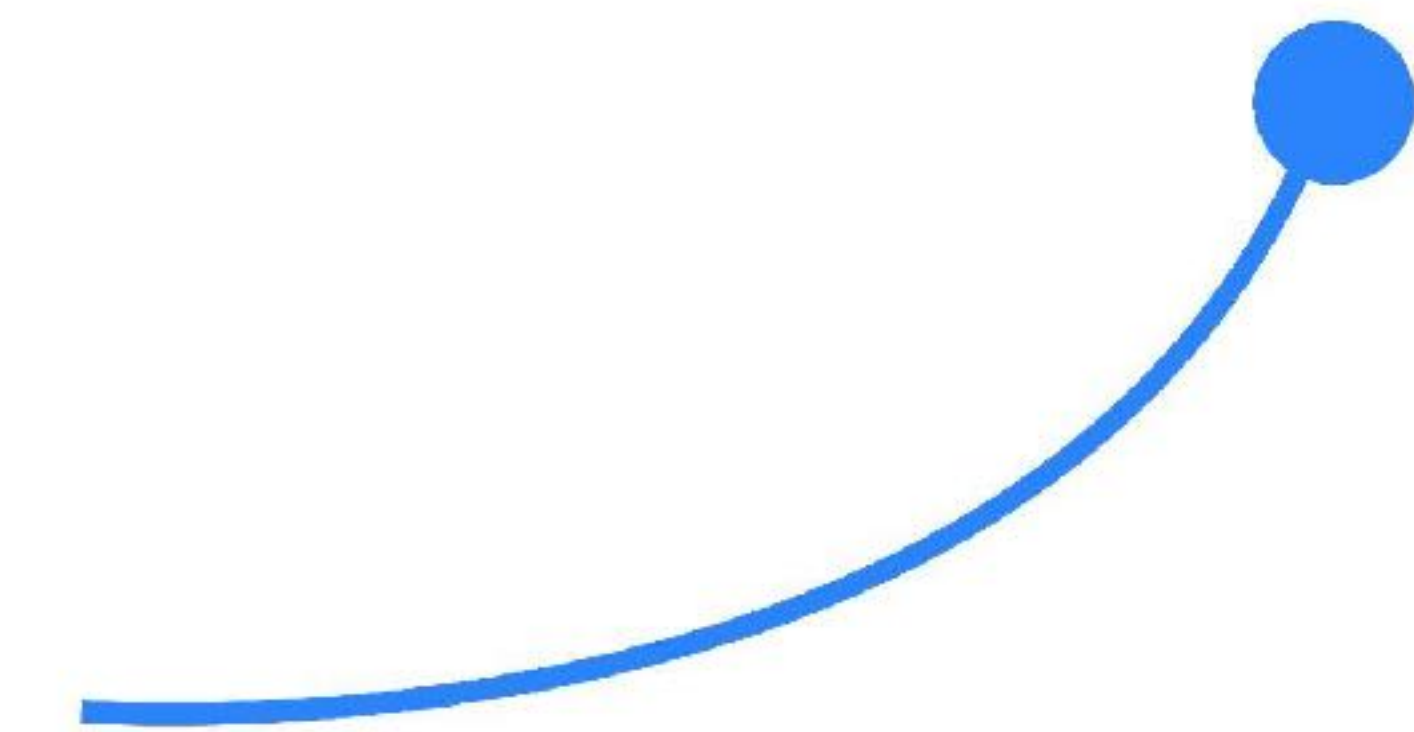


Ads in Visual Search



Ads in AI Overviews

# Profit Optimization Goals



**Revenue**

**Profit**



# PMax Creative

Performance Max

# Reporting & Controls


**Updates**



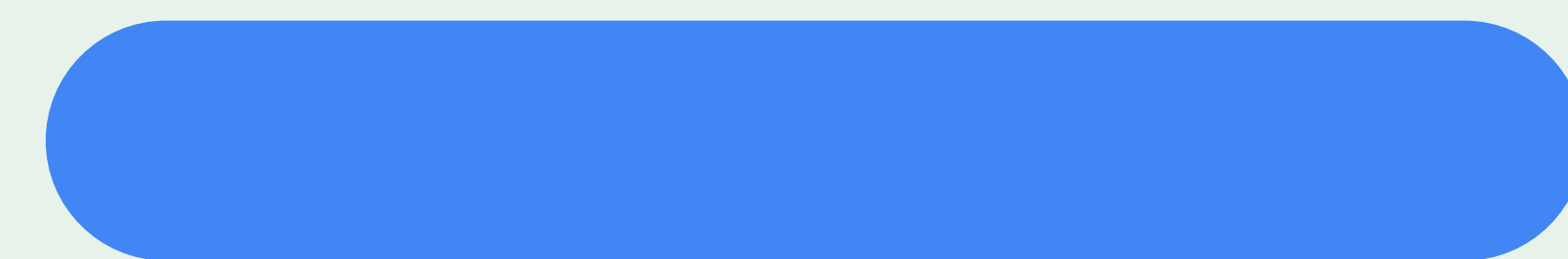
  
Meridian

[+ Connect product](#)

**Google Ads Data Manager**

 Data source connected

# AI -ads Maturity



Google India



**Accelerate**  
**with Google**

