

How to build Resilient Brands

for UPA

April 29th 2020



Agenda

- **The “new normal” way of communicating**
 - Rosella Serra, *Advertising Industry Relations Manager*
- **How to build resilient brands: branding perspective**
 - Marta Marchionni, *Head of Display and Video Solutions*
- **How to build resilient brands: performance perspective**
 - Luciano Cantoni, *Head of Cross Products Solutions*



Rosella
Serra

Advertising Industry Relations Manager

Google Italy





How does the consumers feel?

Coronavirus

La crisi economica

La disoccupazione

Il cambiamento climatico

La tutela dell'ambiente

Crisi dell'azienda per cui lavoro/in cui lavorano miei famigliari

L'immigrazione

Il terrorismo

FOCUS: Corona Virus

Le donne si confermano sensibilmente più preoccupate (+21% vs uomini)

ranking

2-8 mar
9-15 mar
16-22 mar
23-29 mar
30-5 Apr

#5 #3 #1 #1 #1

#2 #1 #2 #2 #1

#1 #2 #3 #3 #3

#3 #4 #4 #4 #4

#4 #5 #5 #5 #5

#8 #7 #6 #6 #6

#6 #6 #7 #7 #7

#7 #8 #8 #8 #8

IC= 2-8 marzo
=100

2-8 mar
9-15 mar
16-22 mar
23-29 mar
30-5 Apr

100 144 174 175 164

100 123 124 130 138

100 103 105 106 99

100 96 99 90 70

100 97 103 97 68

100 124 160 147 153

100 128 107 82 95

100 120 77 86 87



4 behaviors in COVID that could stabilize

01.

**1 out of 3
Italians don't
know how to
pay their bills
next month**

02.

**73% of Italian
are saving for
future
uncertainties
and to be able
to travel again**

03.

**77%
“re-use/do it
less” instead of
buying new
products**

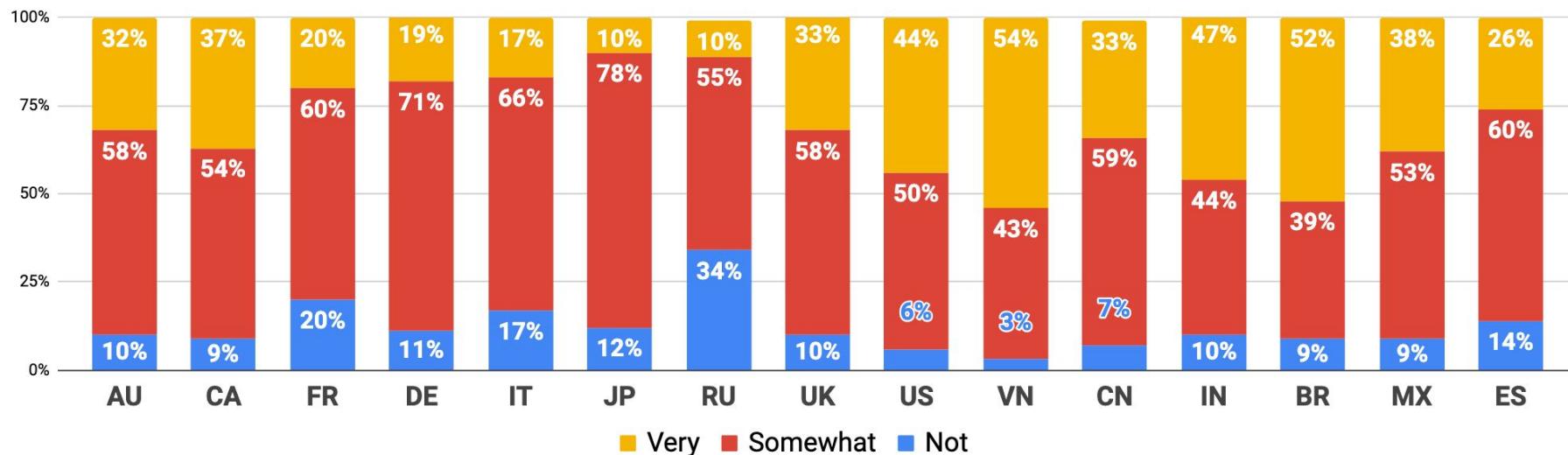
04.

**2 out of 3
Italians cannot
find their usual
product and
buy new
brands**



Does the consumers want to hear the Brand voice?

Companies and brands have been communicating (emails, ads, social content) on COVID-19 over the last few weeks. How appropriate do you think these communications are for you to hear from them?



Q.Companies and brands have been communicating (emails, ads, social content) on COVID-19 over the last few weeks. How appropriate do you think these communications are for you to hear from them?

Google commissioned Ipsos COVID-19 tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, ES, BR, MX n=1000 online consumers 18+ per market, VN n=500. April 9-12

People want brands to help bring back a sense of normalcy and move forward with reassurance

WHY SHOULD WE CARE

TALK TO ME

ACT FOR WE

77%

of consumers say brands should talk about **how the brand is helpful** in the new everyday life

75%

of consumers say brands should inform **about their efforts** to face the situation



Google Responsibility

Helping people find useful, authoritative information

Expanding our efforts and products to **connect** people with the **right authoritative information** sources and protecting people from **misinformation**.

Enabling productivity for remote workers and students

Google is supporting **employees**, **educators** and **students** to be more **productive** while working and learning remotely.

Supporting the global and local communities

Google is **supporting relief efforts** and government organisations and agencies while **advancing health research** and science

Every Brand makes its choice

**CORONAVIRUS, COCA-COLA SOSPENDE
TUTTA LA PUBBLICITÀ IN ITALIA**

**Unilever aumenta gli investimenti globali in marketing:
+122 milioni di euro**

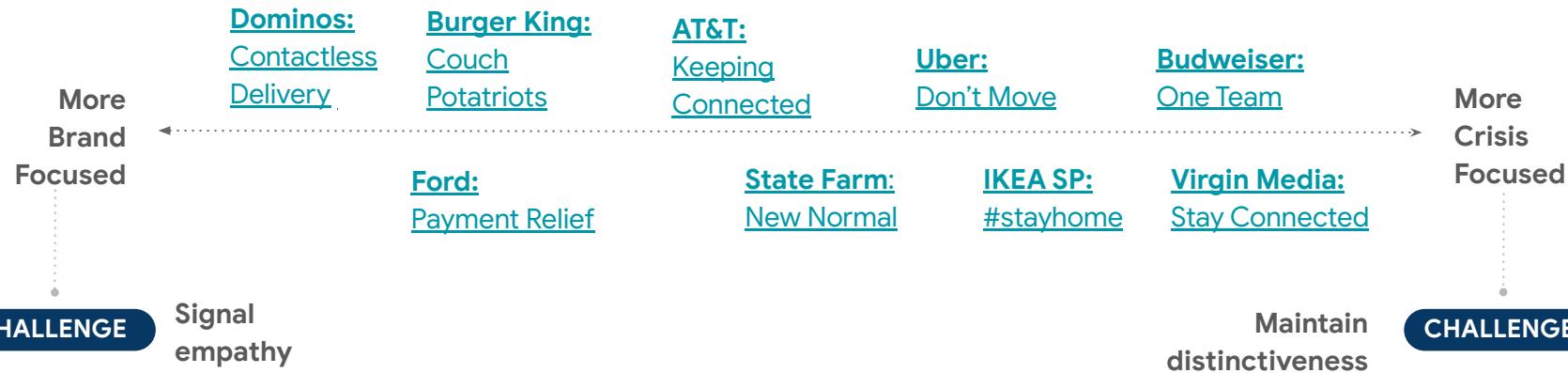
Procter&Gamble va controcorrente e aumenta il budget

La multinazionale a cui fanno capo marchi come Gillette, Dash, Pantène, Pampers tiene schiacciato il piede sulla leva della comunicazione: “Vogliamo mantenere alta l’attenzione ‘mentale’ sui nostri brand”



**QUESTA VETTA
SI CONQUISTA
IN SILENZIO.**

Today Brands have to face new challenges



What can your brand do NOW?



Be present: Content

Ask yourself: What's the biggest help my brand can provide right now?

Physiological Needs



Safety Needs



New Trends



THINK: Does current campaign fit? Can you repurpose a previous one? Does your website respond to this? Do you need to build a new creativity?



Take Part in Addressable Territories: Relevance

Ask yourself: What territory should I target? Which Audience should I target?



Share helpful information or entertain (e.g. handwashing or home workouts)



News
News Livestreams
Health Concerns > Infectious Disease



THINK: Are you targeting correct territories? Are you using correct Audiening? Can you be useful in other territories covering you relevant audience?



Prepare To Do More: Tools and Google Solutions

Ask yourself: What help do I need for prospecting, for assets and creativity?

Prospecting



Google Trends + Autocomplete
Google Analytics and Measurement

Assets



Web Assets
OmniChannel Automation
Audience

Creativity



YouTube Creators new formats
Re-imaged Display Creatives
Automate creatives



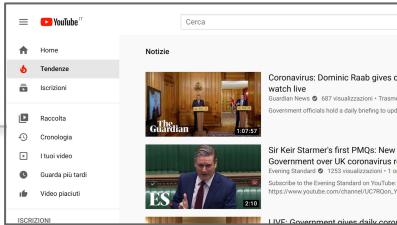
Marta Marchionni

Head of Display and Video Solutions

Google Italy

YouTube is helping users in their daily life

Proprietary + Confidential



Authoritative Information

Connecting people with the right **reliable information** sources.
Protecting users from misinformation



Connect and Engage

Promoting cultural initiatives, religious celebrations and music events, giving Italians the opportunity to enjoy them **digitally**



"With me" experiences

Supporting users in their daily life, helping people **looking for motivation and inspiration**

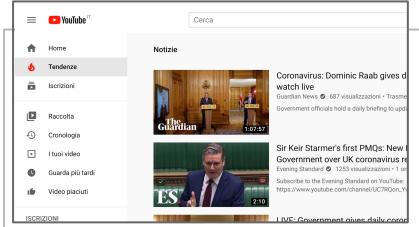


Brand Safety and Responsibility

To make YouTube a **trusted destinations** for advertisers, users and creators. To ensure that ads run on **safe and suitable content**

How YouTube is helping users in their daily life

Proprietary + Confidential



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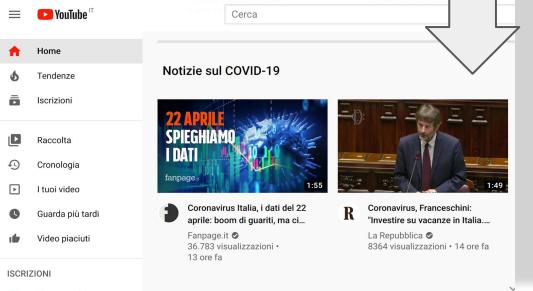
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Combating misinformation and using YouTube HP to direct users to authoritative voices

Home Page

... relevant up-to-date information



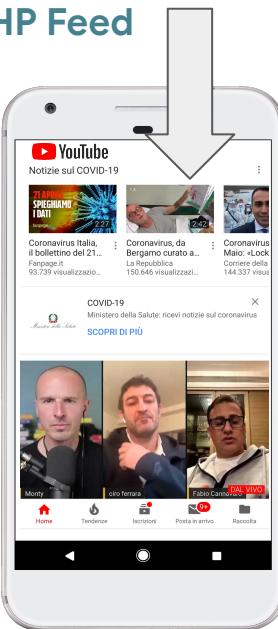
Information Panel

... for trusted / authoritative sources (Ministry of Health)

COVID-19
Ministero della Salute: ricevi notizie su COVID-19.

G Scopri altre risorse su Google ☰

HP Feed

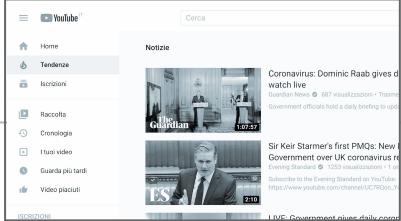


20x

Authoritative news
watchtime growth from
day 1 to day 28, in **Italy**.

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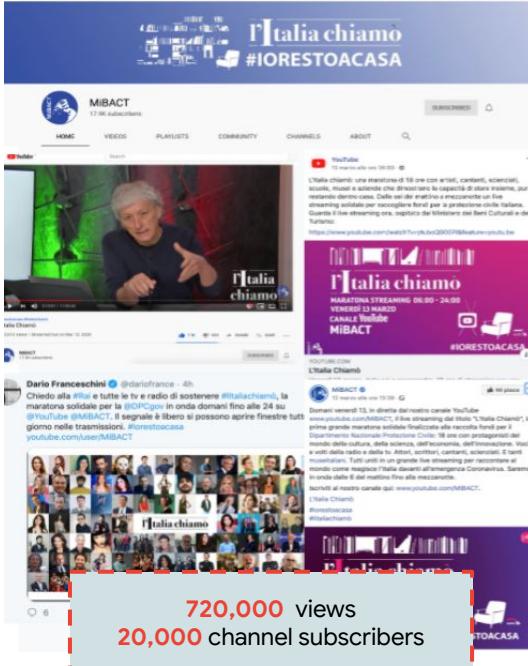
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Helping people and Institutions stay connected and collaborate during the lockdown.

L'Italia Chiamò

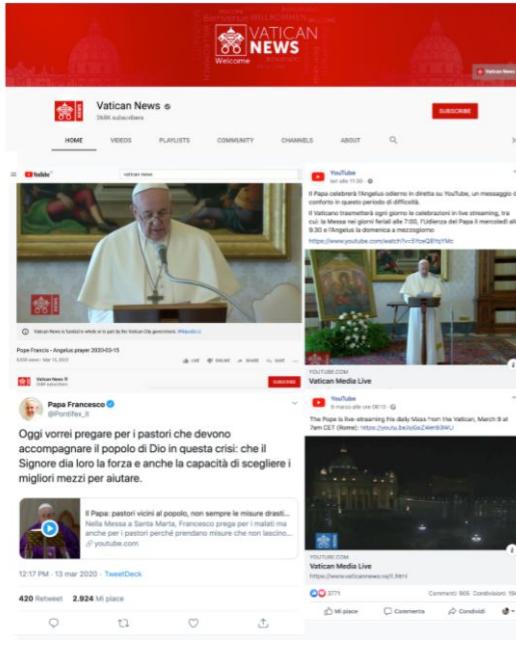
18-hours YouTube livestream marathon with Min. of Culture



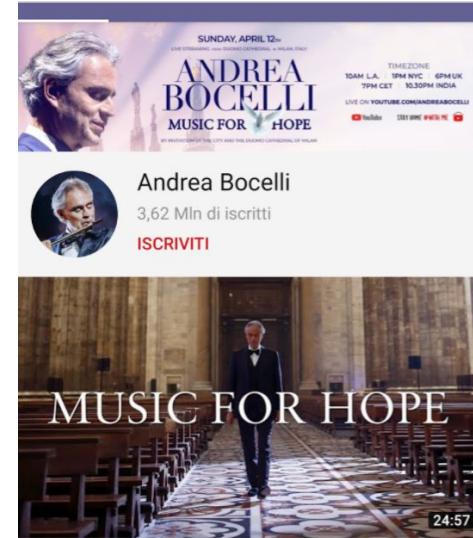
720,000 views
20,000 channel subscribers

Vatican

Support to the livestreaming of the Celebrations



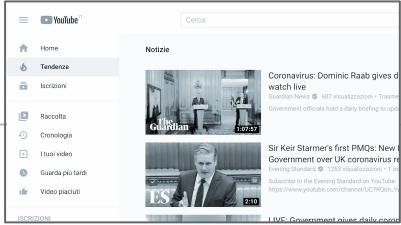
**Andrea Bocelli “Music for Hope”
streaming worldwide from the
Duomo of Milan**



31M views in the first 24h
(39M views up to date)
2.9M concurrent viewers

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Stay Safe and Enjoy on Youtube

People are turning to YouTube to cope with social distancing



COOKING/RECIPE +54%

the best recipes that you can easily make at home, with fun.

[Fatto in Casa da Benedetta](#), [Benedetta Parodi Official](#), [giallozafferanoTV](#)



FITNESS +100%

training and workout that you can do at home



[DANNY LAZZARIN](#), [Michelle Hunziker](#), [MypersonaltrainerTv](#)



EDUCATION and TRAININGS + 53%

trainings, lessons and all the educational contents made by creators

[Marco Montemagno](#), [Elia Bombardelli](#), [Dario Bressanini](#)



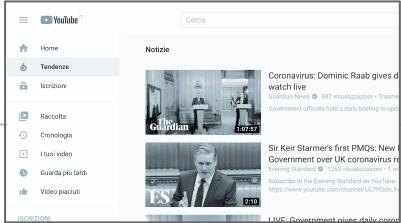
GAMING +44%

gameplay, review and live with the best gamers

[CiccioGamer89](#), [FavijTV](#), [Two Players One Console](#)

How YouTube is helping users in their daily life

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Brand Safety and Responsibility

To make YouTube a **trusted destinations** for advertisers, users and creators. To ensure that ads run on **safe and suitable content**



► 99%

Success rates on brand safety with IAS and DoubleVerify



Responsibility at YouTube: our commitment towards users, advertisers and creators



Remove

10K+ Experts across Google; **2.0M channels removed** in Q419; **50M violative comments** detected; **5.8M violative videos detected**



Raise

Top and Breaking news shelves (40 countries, +30 languages); **authoritative sources** (20+ languages); **information panels**



Reduce

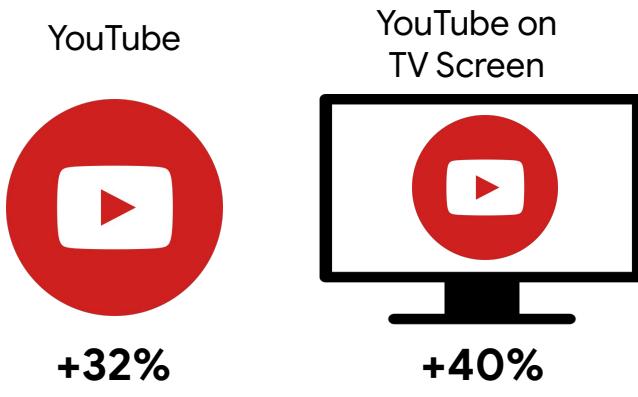
New technology; reduced recomm. of **borderline content by 50%**; automatically taken action on hundreds of **millions of videos**



Reward

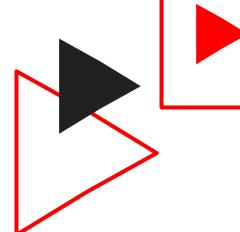
Raised the bar for creators to be eligible for **monetization**; **adjusted suitability based on topics**

Balancing **watchtime with responsibility**



Watchtime increase in the last 28 days*

We are making a commitment to temporarily switch all traffic in the EU to standard definition by default

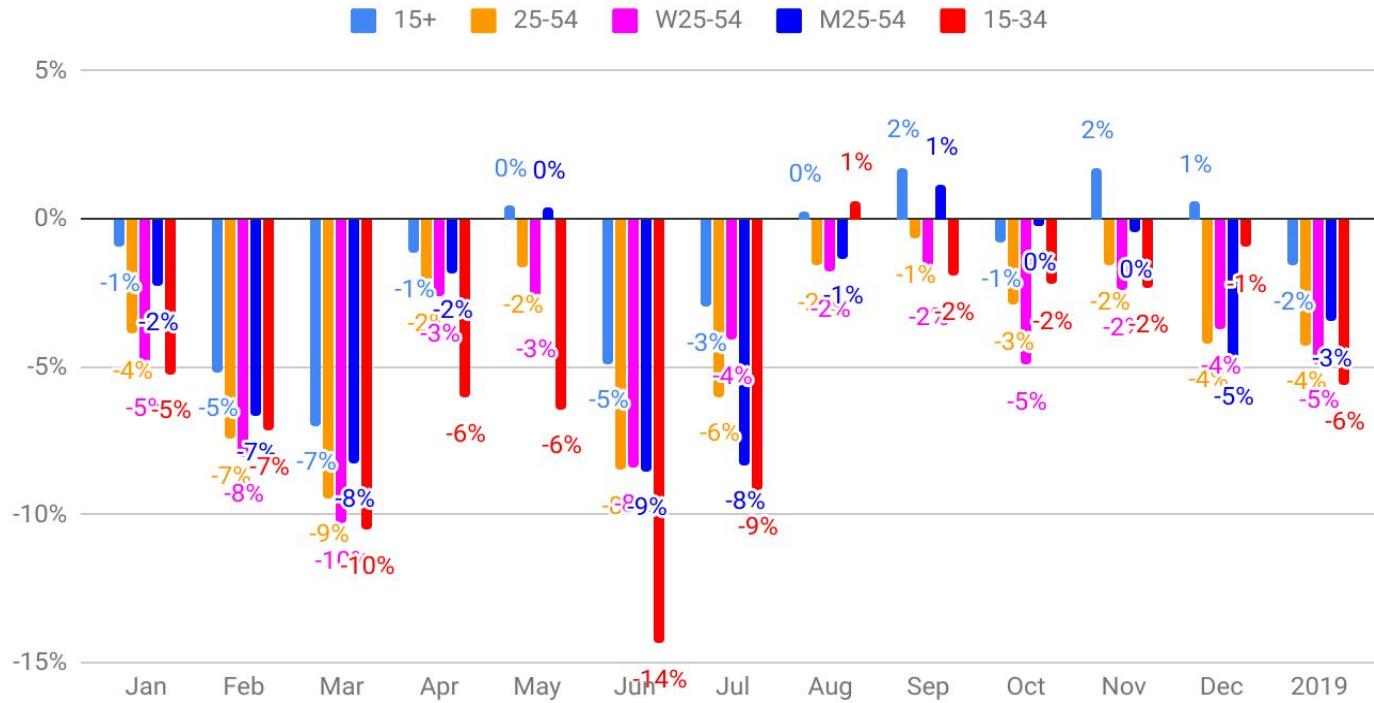




What is TV today?

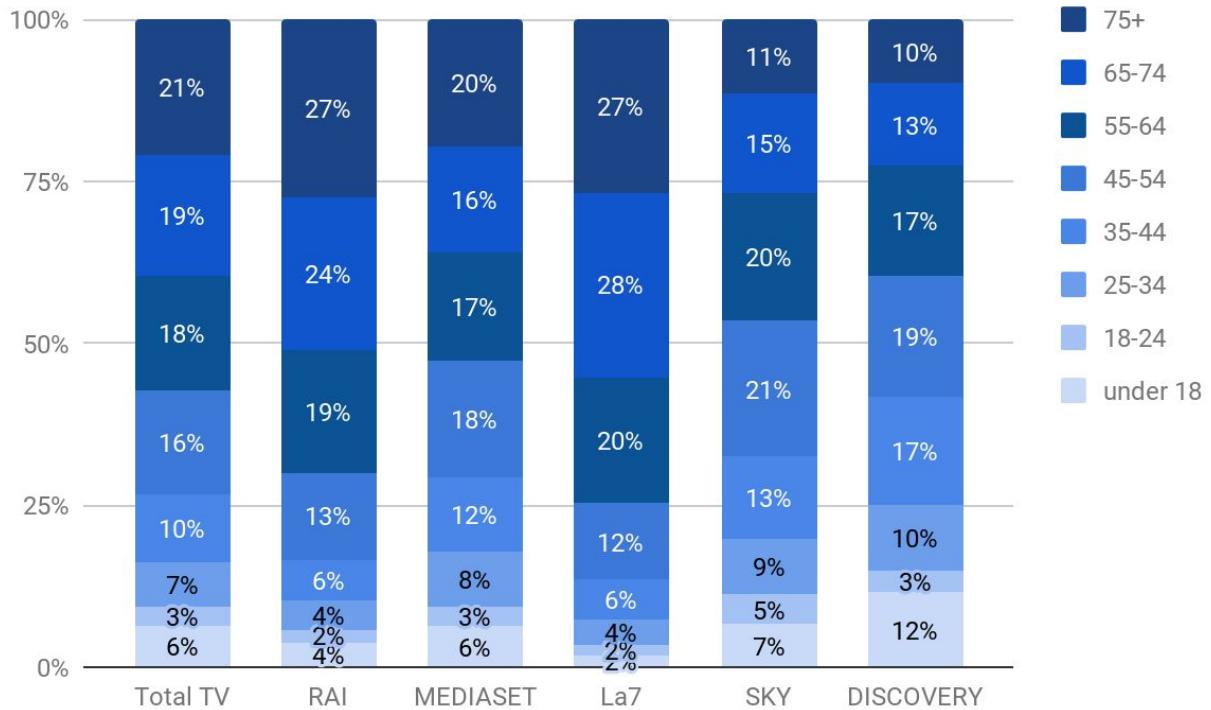
(Till Feb 20th)

► Today: TV audience on 25-54 decreased by 4% YoY

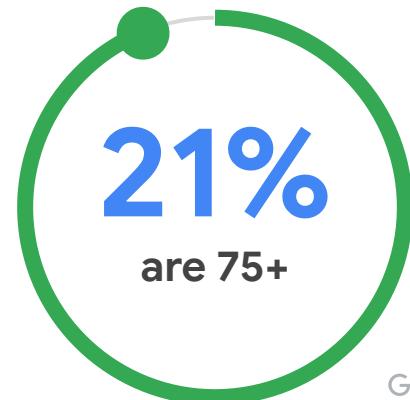
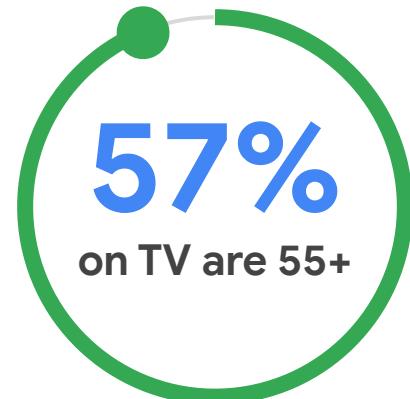


Source: Nielsen Arianna, January–December 2018–2019, monthly yoy AMR Total TV all day

► Audience is getting older



Source: Nielsen Arianna, November 2019, ADH% all day



Google



HOW WE MEASURE YOUTUBE AND TV SYNERGY



▶ YouTube Upper Funnel



Awareness

Trueview for Reach

Bumper

CPM Masthead

CPD Masthead



20" non-Skip
Trueview in stream
Trueview in discovery



Performance

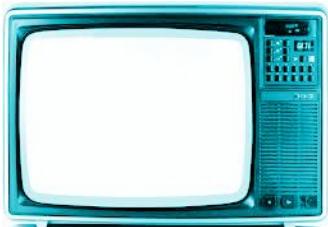
Trueview for Action

Trueview for Action Lead Form

► YouTube to optimize your TV video campaign



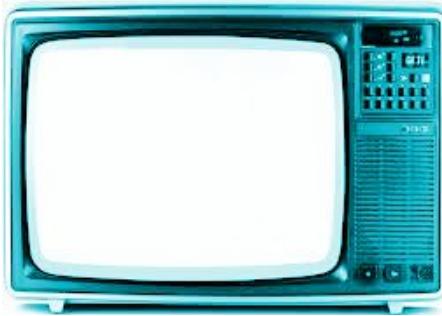
**Trueview for Reach
Bumper
CPM Masthead
CPD Masthead**



YouTube

- More Reach
- Lower CPM/CPG
- More balanced reach & frequency distribution

▼ TV campaign - Homecare (2019, W25-54)



TV flight:

Rai Pubblicità,
Publitalia, Cairo
Sky Pubblicità,
Discovery Media,
Viacom,
De Agostini,
A&E

Target: W25-54

GRPs: 440,0

Reach:

8.386.000 (67,6%)

OTS: 6,5

Commercials: 3.550

On air: Aug 21st - Sep 15th

▼ Our YouTube proposal (W25-54)



YouTube ADV Format:
TrueView 4 Reach

Investments: €70.000

Target: W25-54
GRPs: 138,6

Reach:
3.235.000 (26,1%)

OTS: 5,3

CpG: **€505**
CPM: **€4,1**

70k
YT TrueView 4 Reach
on top

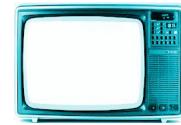
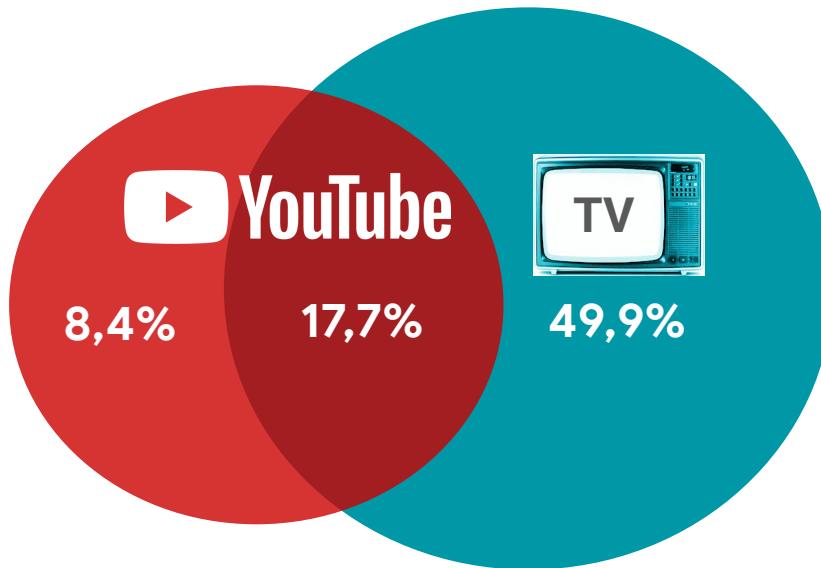
▼ TV Extra Reach Evaluation (2019, W25-54)

TOTAL Reach 76,0%
9.428.000



TrueView 4 Reach
Reach: **3.235.000 (26,1%)**

GRPs: 138,6
OTS: 5,3



Reach: **8.386.000 (67,6%)**

GRPs: 440,0
OTS: 6,5

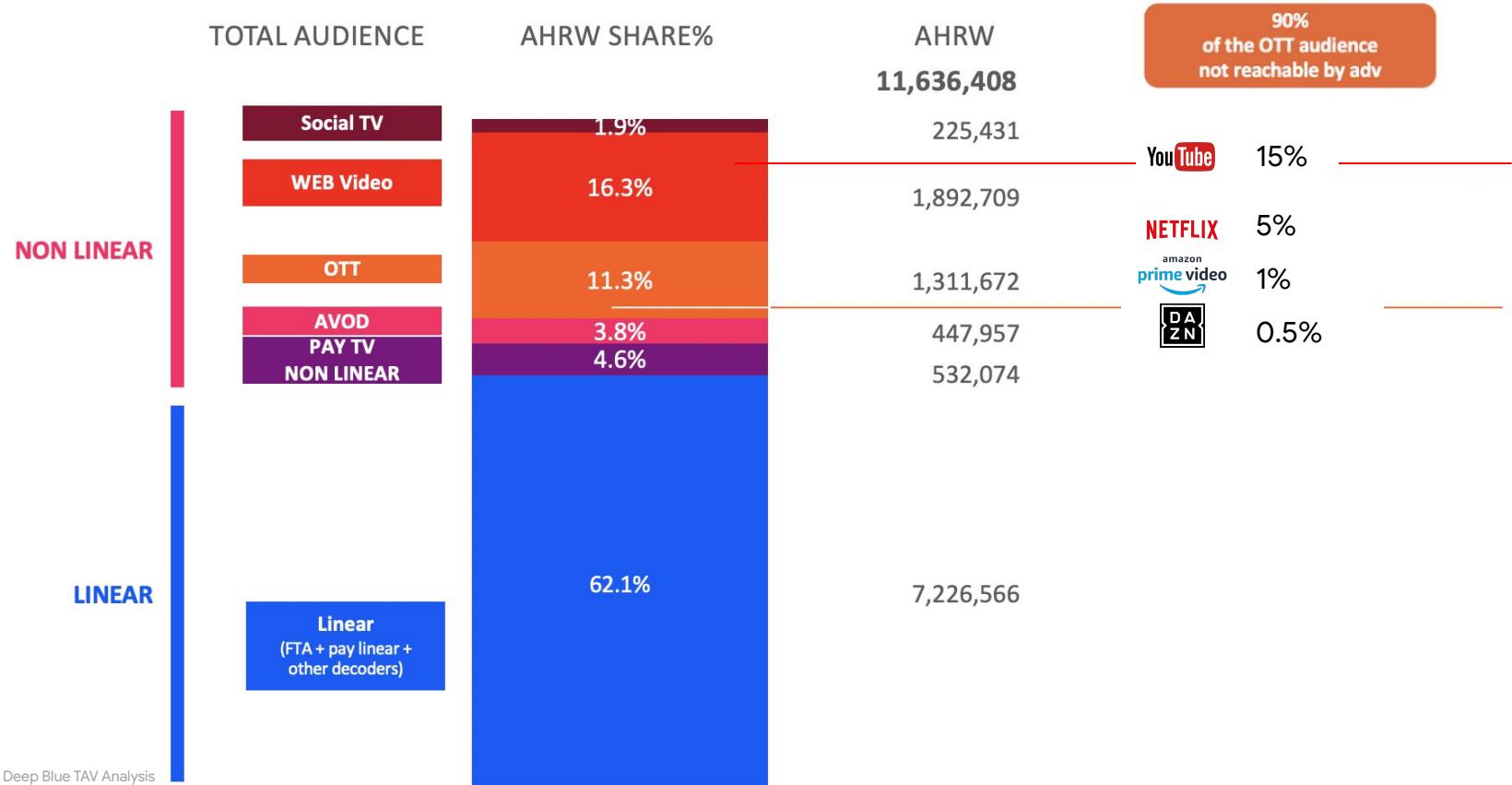
70k
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on top



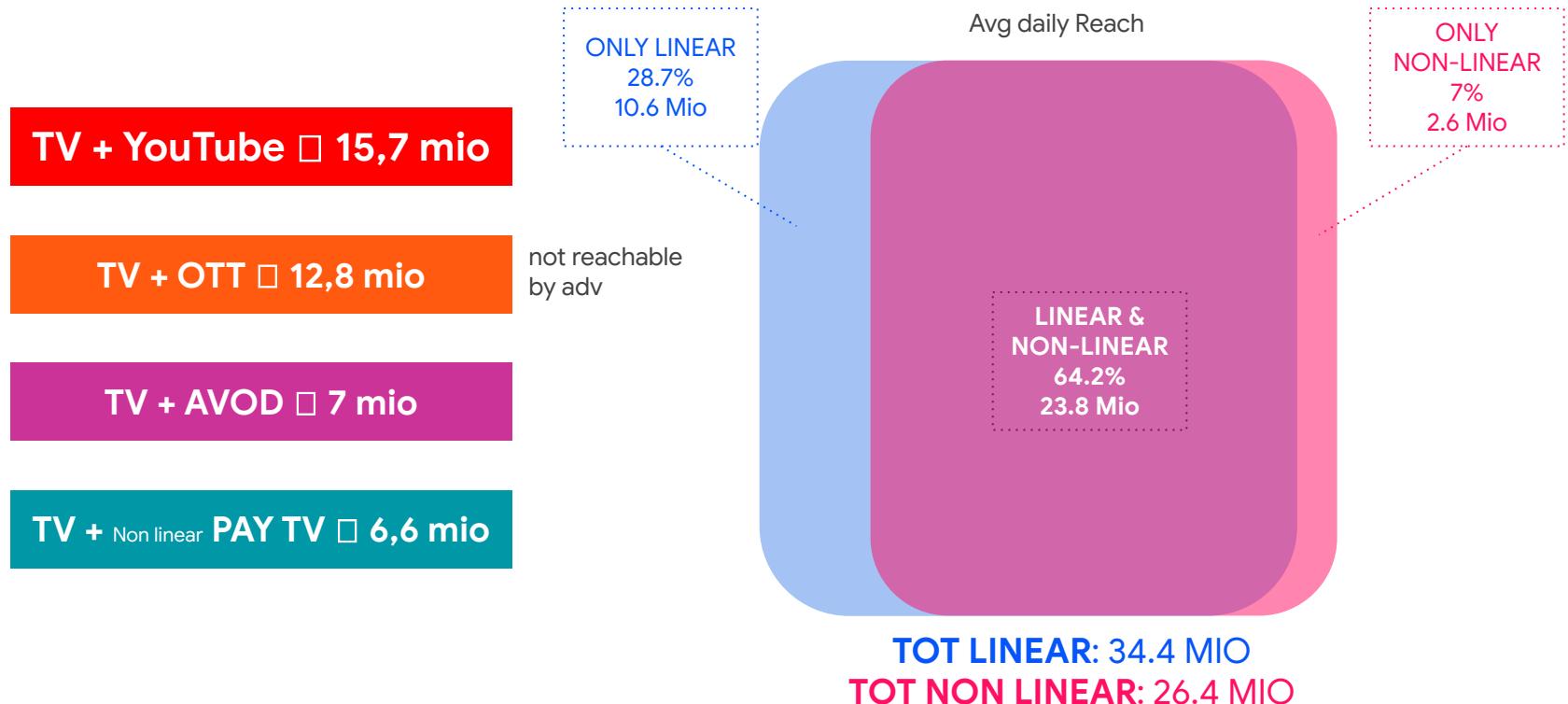
Video
consumption goes
far beyond the TV
boundaries



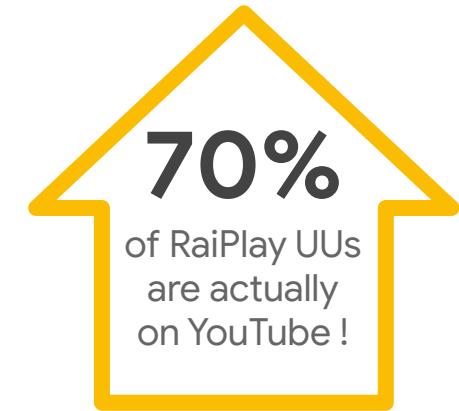
► YouTube drives non linear video consumption



► TV + YouTube is the best combination to enhance your reach



► Rai digital presence is exploding thanks to YouTube collaboration

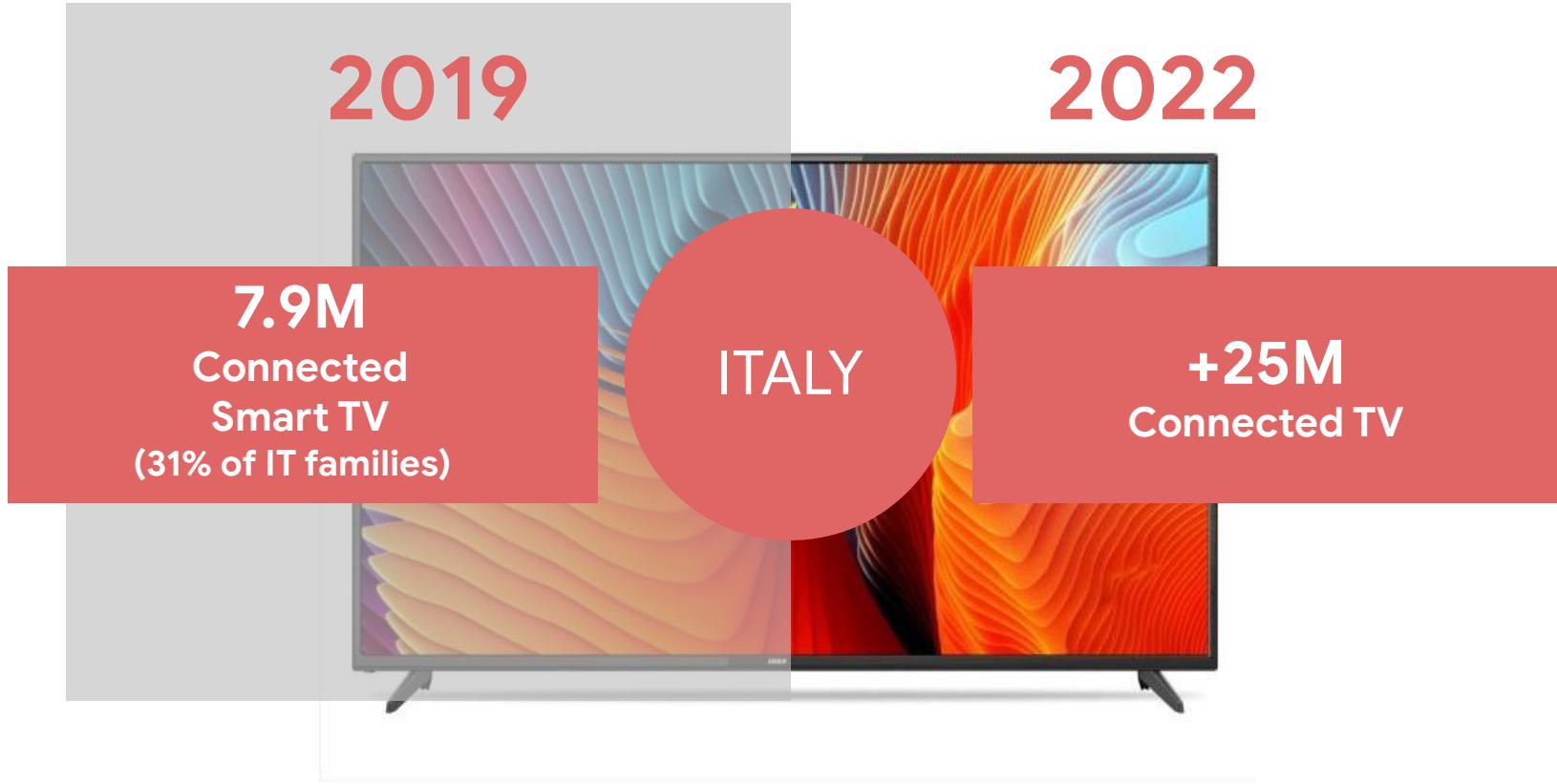


“Viva RaiPlay, il più grande test nazionale di fruizione in streaming simultanea”

Technology is
already in
the living-room

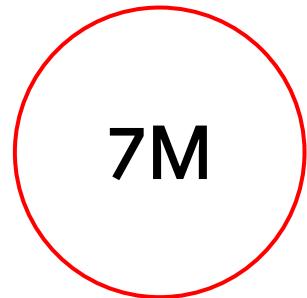


► Connected TV means...

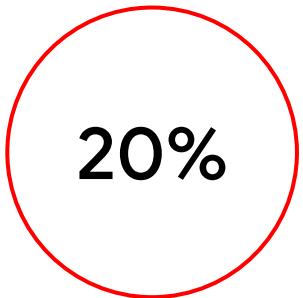


► YouTube in the Living Room is the biggest CTV globally

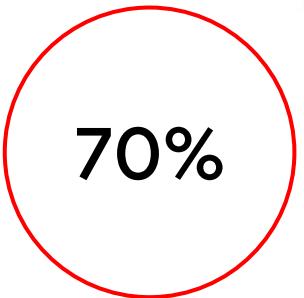
Your **entire** audience on our most
prominent placement



Total YouTube
Unique Users on
TV Screens



Watch time on
TV Screens



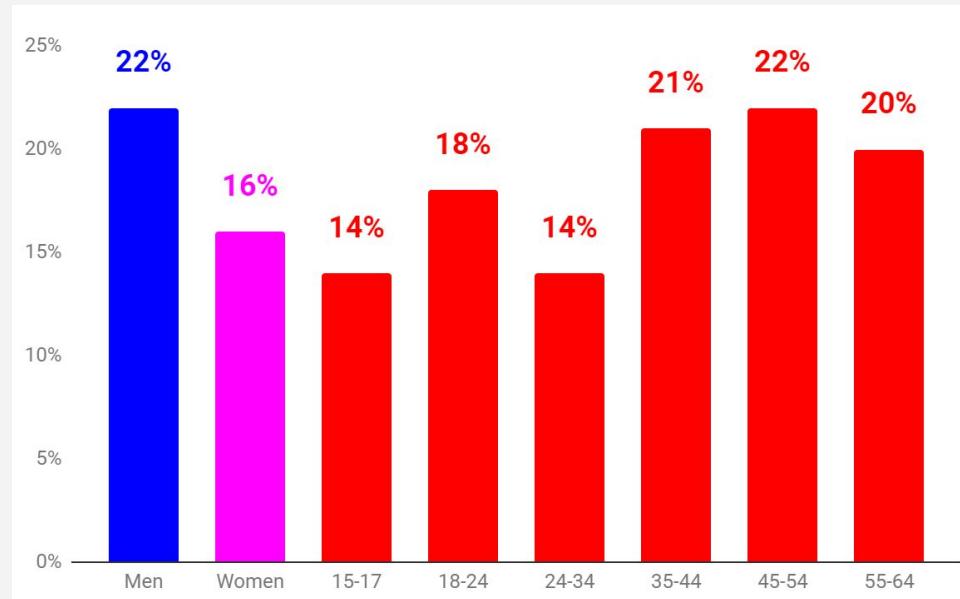
YoY growth on
TV Screens



► YouTube on TV is watched more by 35-64 y.o.



average 19%

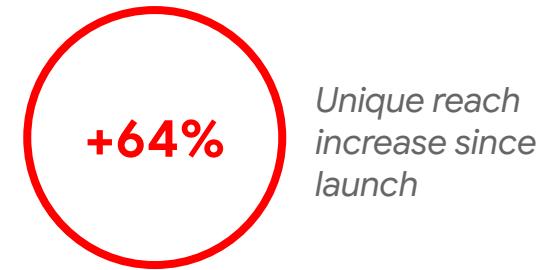
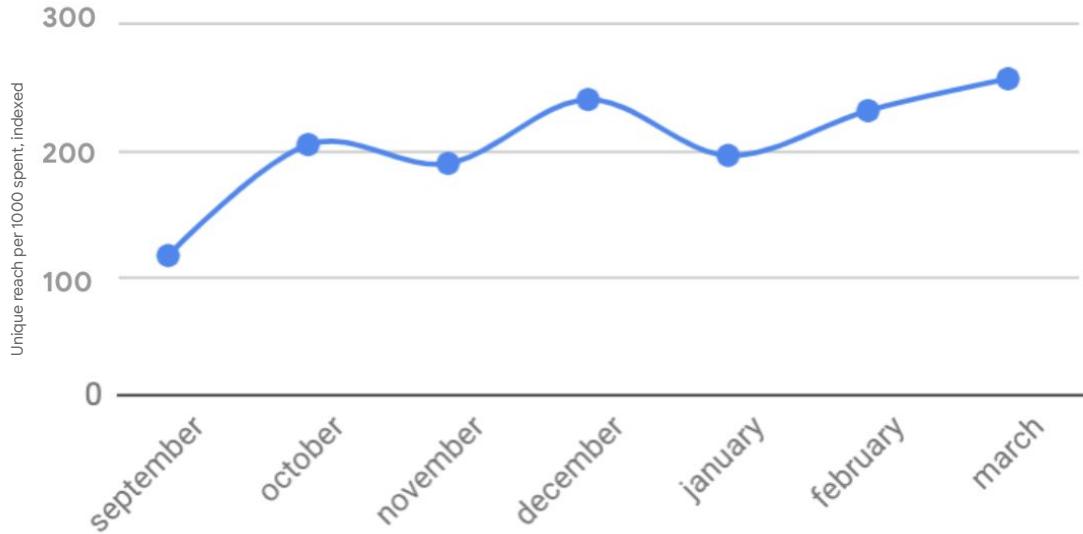


► Masthead CPM on TV Screens - 1st Italian & EMEA case



Masthead CPM on Connected TV

Reach is growing exponentially month over month since launch and specifically in the past weeks



▶ Italian performance of Masthead CPM on TV Screens (+45% reach from Sep to Jan 20)

REACH

~2.5M

UU reached
in 1 week

~6M

Impressions

DEMO

35% Female

65% Male

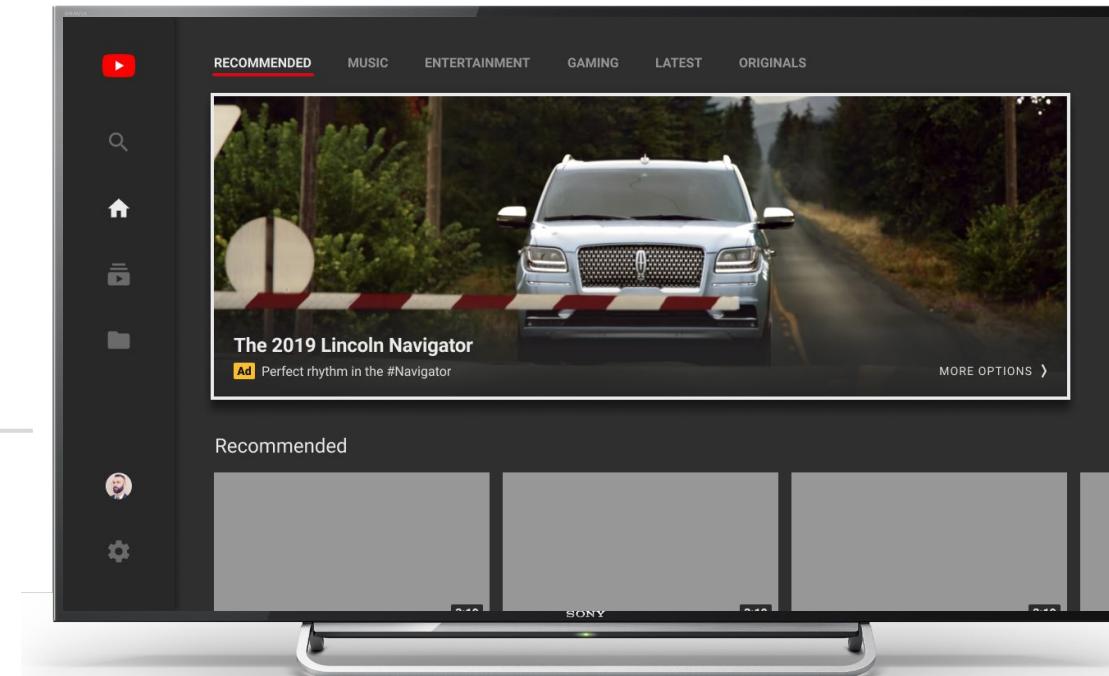


75% is 35+

€7.5 CPM

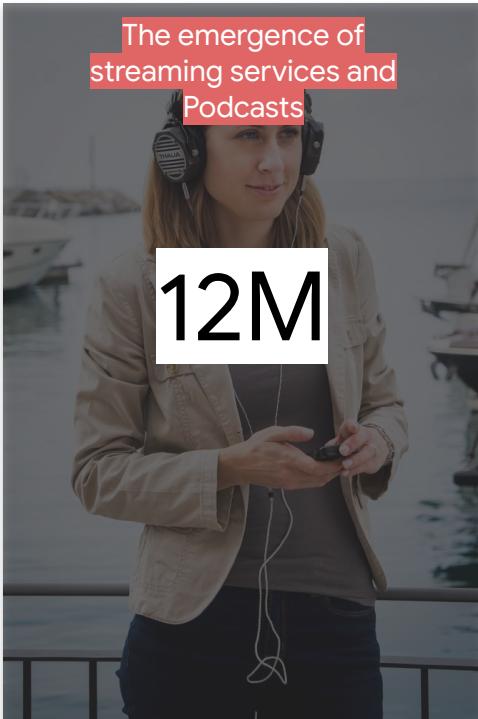
Ratecard. Client/Agency
discounts may apply

Google

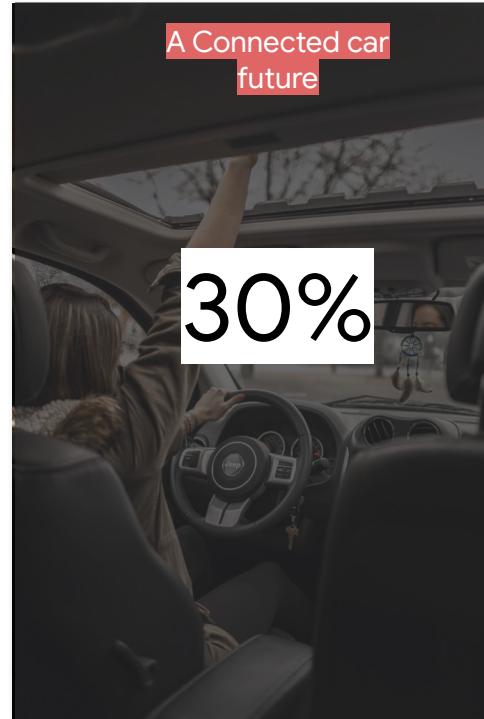


The rise of Digital audio

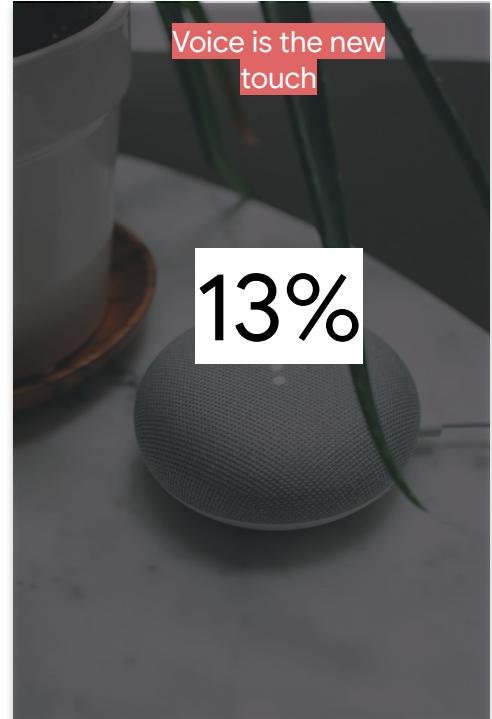
We spend more time on digital audio thanks to:



Or 23% of the Italian population
listens to podcasts



Connected cars in IT.

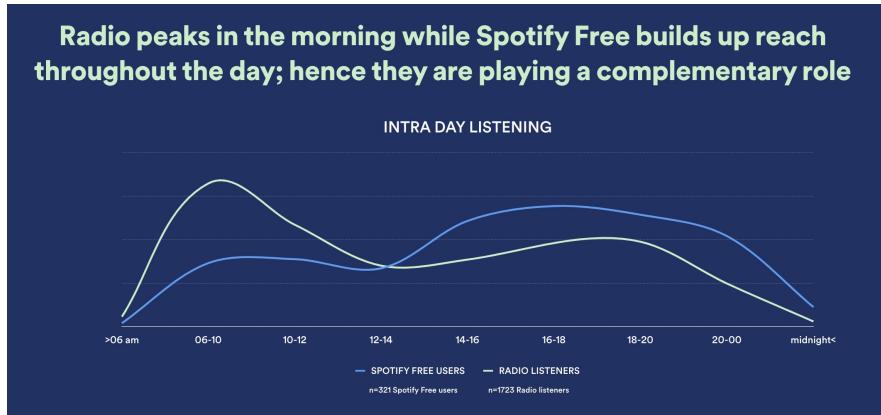


IT consumers own a smart
speakers

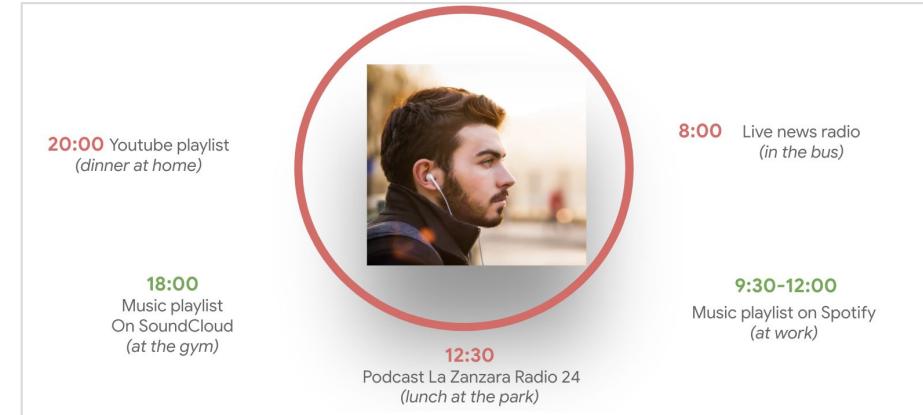
Google

Audio is part of our daily routine !

Radio peaks in the morning while digital audio builds up reach throughout the day



Source, [Spotify for Brands](#), 2017, survey Spotify TNS.



*While radio listening activity over indexes in the morning, digital audio listening builds steadily throughout the day, which makes it a **strong complement** to an audio buy.*



6 out 10

Italians use streaming services
to listen to Music

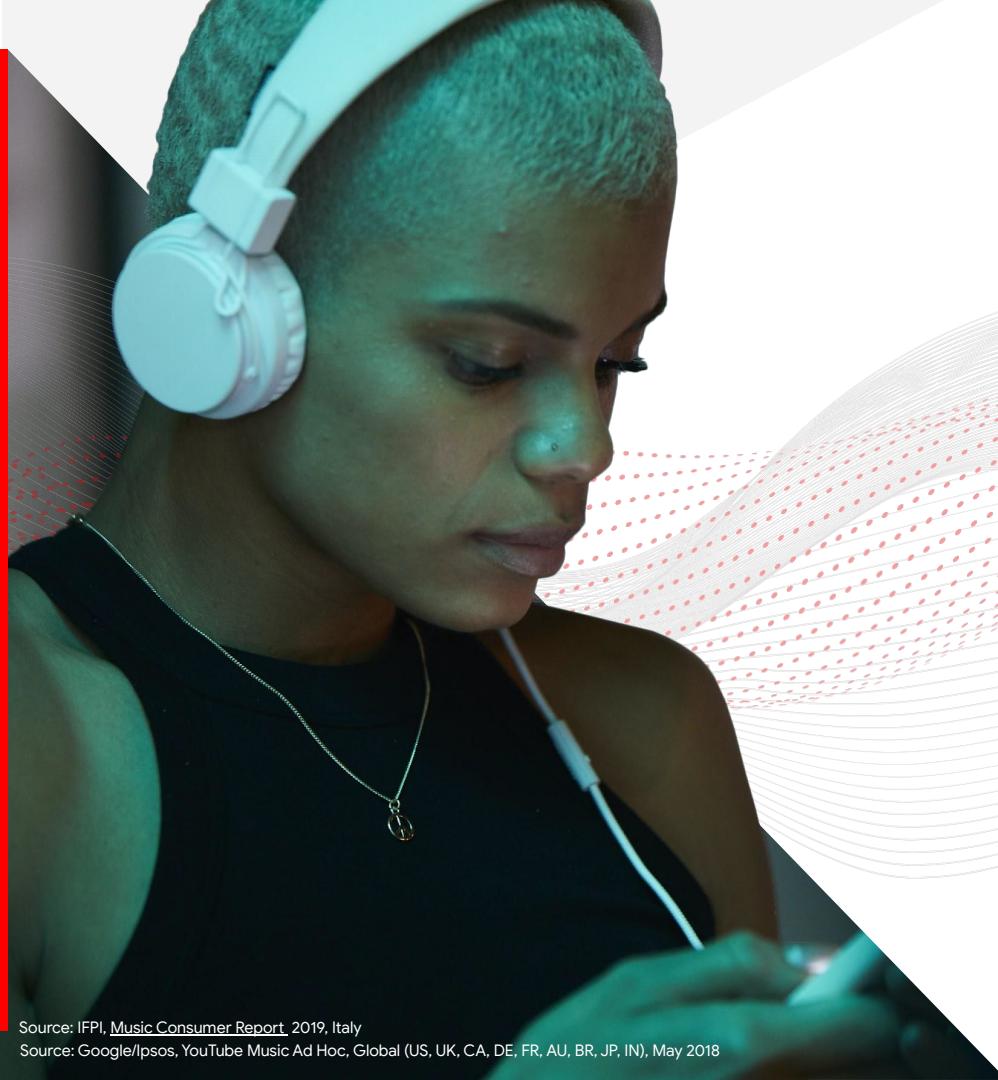
81%

listen music on YouTube
of Italian population (vs 75% global)

YouTube #1

platform for Music Discovery

with **34M** Music Fans



DV360 as the buying platform with unique access to video and audio inventory

Unique access to the #1 platform for music discovery*:



Unprecedented music reach

Music is the largest content category of all YouTube.

85% of all YouTube users have used YouTube for music once before.



Measure each campaign with brand lift surveys

Use brand lift surveys to measure Ad Recall, Brand Awareness, and search lift



Manage cross-device frequency on YouTube, Gmail, and Google Partner Inventory



Access the best of audio streaming:

pandora®

Spotify®

SOUNDCLOUD

DEEZER

Access the best of digital radio in Italy:

via audio format:

M MEDIAMOND

TRIBOO

tg|adv

RIO!

R·NI
L'UNICA CHE CONTA

RADIO MONTE CARLO
VIRGIN RADIO

RMG

DIE GRAY FM

LOLLI RADIO ITALIA

via video format:

mc

DEE JAY

CAPITAL

radion2o

GRUPPO 24 ORE

Radio 24

How to build resilient brands



Performance Perspectives

Luciano
Cantoni

Head of Cross Products Solutions

Google Italy

What can your brand do NOW?



Be present: Content

Ask yourself: What's the biggest help my brand can provide right now?

Physiological Needs



Safety Needs



New Trends



THINK: Does current campaign fit? Can you repurpose a previous one? Does your website respond to this? Do you need to build a new creativity?



Take Part in Addressable Territories: Relevance

Ask yourself: What territory should I target? Which Audience should I target?



Share helpful information or entertain (e.g. handwashing or home workouts)



News
News Livestreams
Health Concerns > Infectious Disease



THINK: Are you targeting correct territories? Are you using correct Audiening? Can you be useful in other territories covering you relevant audience?



Prepare To Do More: Tools and Google Solutions

Ask yourself: What help do I need for prospecting, for assets and creativity?

Prospecting



Google Trends + Autocomplete
Google Analytics and Measurement

Assets



Web Assets
OmniChannel
Automation
Audience

Creativity



YouTube Creators new formats
Re-imaged Display Creatives
Automate creatives

What can your brand do **NOW?**



Prepare To Do More: Tools and Google Solutions

Prospecting



[Google Trends + Autocomplete](#)

[Google Analytics and Measurement](#)

Assets



[Web Assets](#)
[OmniChannel](#)
[Automation](#)
[Audience](#)

Creativity



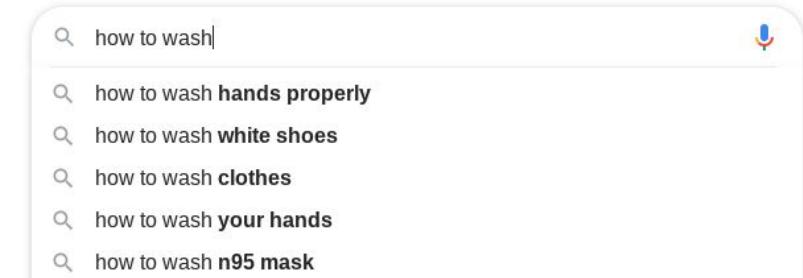
[YouTube Creators new formats](#)
[Re-imaged Display Creatives](#)
[Automate creatives](#)
[ZOO Remote Services](#)

Google Tools: Google Trends / Autocomplete

Use these tools to help get insights on what users are searching for around your brand or key territories



How have particular topics trended over a period of time?

The figure shows a Google search bar with the query "how to wash|". Below the search bar, a list of autocomplete suggestions appears:

- how to wash hands properly
- how to wash white shoes
- how to wash clothes
- how to wash your hands
- how to wash n95 mask

Autocomplete on Google Search

What are the exact searches users have been making on search about a particular topic



Analytics: spot the new consumer habits from your data



Key insights



What are the searches (in site) your visitors have been making during their session in your website?



What are the searches your visitors have been making that's leading them to your website?



What are the Keyword paid used by user to landing to your digital properties (mobile, desktop)?



What are the Benchmarking of your website performance compared trending in your industry?

Reporting

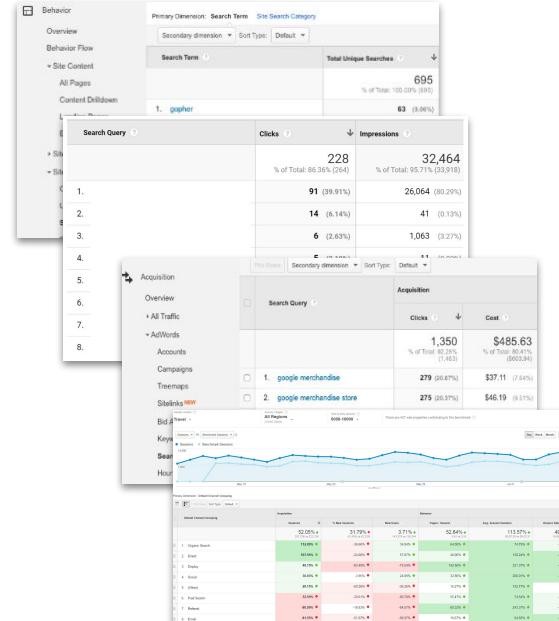
Site Search Report

Search Queries / Search Console Report

Keyword Report

Benchmarking Report

UI





E-Commerce: focus on value now to increase performance later

Actions



Move your focus from your main **kpi** (\$) to your secondary (brand).



Identify your **audience (1p)** coming on your website in this period and create dedicated clusters to leverage on it later.



Study Shopping Behaviour and Product Performance. Understanding the **ROAS levers**.

Examples

1st KPI: Sales / Revenue



2nd KPI: Session / Visit on specific page

- * How do I reach my target audience?
- * How do I get people to be aware of my brand?

Consideration

Raise visitor engagement

Key page viewer
In-site searcher

Conversion

Not convert users

Shopping cart abandoner

Loyalty

Sustaining customer loyalty

High LTV customer
List based on CRM data



What can your brand do **NOW?**



Prepare To Do More: Tools and Google Solutions

Prospecting



[Google Trends +
Autocomplete](#)

[Google Analytics and
Measurement](#)

Assets



[Web Assets](#)
[OmniChannel](#)
[Automation](#)
[Audience](#)

Creativity



- [1. YouTube Creators new formats](#)
- [2. Re-imaged Display Creatives](#)
- [3. Automate creatives](#)
- [4. ZOO Remote Services](#)

Refocus on Assets

Prepare to do more and Be Present.



Capture Demand | Leverage Cloud, Ensure you can scale and manage unexpected demand.



User Experience | Make User Experience consistent cross-device and leverage technical solutions to speed your website (desktop and mobile).



Refocus on Assets

Prepare To Do More: Capture Demand

Leverage Cloud solutions and capture additional and unexpected demand



Leverage GSuite for smartworking

The outbreak is showing the need for ondemand capacity for e-commerce services especially in food and groceries industries that are experiencing unprecedented peak load. This requirement led to cloud as the solution of choice to avoid upfront investment and rely on a on a demand flexible business model

Cloud Infrastructures can balance load across its multiple data center



Server Side (backend)

Google

Be present: Deliver the best User Experience

If demand lowered you can focus on improving your websites.



Leverage Google Web Solution and make your website fast and reliable.

Thanks to google, your website can have offline feature and can send push notification.

Adopt last tech feature to guarantee the best user experience and increase engagement.



Client Side (frontend)

Prepare to do more and Be Present.

Leverage Tools: Apply Best Practices

Use [PageSpeed Insights](#) to monitor your Website performance



Use [Lighthouse](#) to gather quick wins to optimize your speed

Follow [UX best practices](#) on Retail, Travel and Finance verticals

Monitor how speed can impact your Business KPIs

Speed and User Experience



O2O: How handle your store closures in O2O

Google My Business



Update your business information

If your business is affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers.

- [Change your business hours](#)
- [Manage your information](#)
- [Update your phone number](#)
- [Create a post](#)

Google

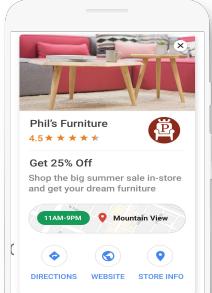
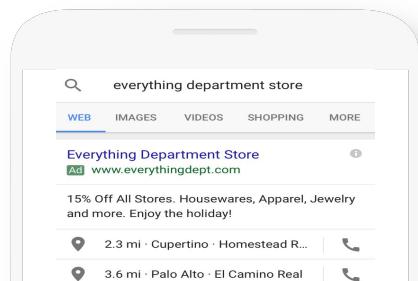
Google Ads



How to stop serving location information in Google Ads

How you should approach if you close some of your stores: if you are using **Location extensions** you should opt out of serving the locations at a [campaign level](#). (Affiliate LE at account level)

- Local campaign strategies:**
- 1) Countries where **stores are all closed** (GOV block down)
We suggest to **put in pause your Local campaign**
 - 2) If in some region are still open keep running it **just in a subset of locations**





O2O Rebound: life goes back to normal

Google My Business



Update your business information

Reopen your stores in Digital way: update your Google My Business profile to provide the most accurate information to your customers.

- [Update your New Opening hours](#)
- [Youtube Video on bulk changes](#) and [not Manage your information](#)
- [Post an update about your “Re” opening](#)
- [Increase interest with an Offer](#)
- [Update your phone number](#)

Google Ads

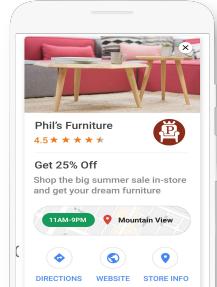
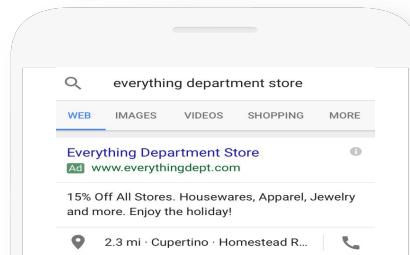


How to stop serving location information in Google Ads

- [Reactivate Location Extensions](#)
- Make sure you cover search terms show local intent such as: “near me” “city, stores name” opening hours”
- [SV Smart bidding](#): Include SV in conversion at Account/campaign level

Boost your foot traffic by using Local Campaign

- 1) Create Location group and start to push incremental footfall on a [subset of locations](#)



Next Steps at a glance

1. Respond to situation

- Update your opening hours to reflect current situation
- Communicate temporary closure
- Edit your business description to explain whether or not your business operations are affected by COVID-19.
- Create a COVID-19 post, for example to inform your customers about increased hygienical standards

2. Prepare for rebound

- Add all relevant business information
- Add photos, logo and cover photo
- Create & Link your website
- Add detailed attributes
- Create posts to communicate updates, events, offers, products
- Read & Respond to Reviews
- Use Messaging to communicate
- Add a Product Catalog if Retail
- Add your menu & dishes if Dining
- Add your services if you have any
- Adopt Booking feature if relevant
- Create Welcome offer for Followers
- Check your insights tab for learnings

3. Act on rebound

- Update your new opening hours
- Post an update about your "re"opening
- Create the hype with an Event
- Create an offer to boost intent
- Boost your Footfall with Local Campaigns
- Local keywords on Google Search
- Smart bidding for Store Visits on Search or Shopping campaigns



Automation: Benefits of Automation during hard times

Easier Task Management



Hand over Bid Management to the **Smart Bidding** Algorithm, reducing the amount of tasks for agencies and Digital team.
High volatility and unpredictability makes manual bidding harder.

Reach out to your Google Referent to get recommendations on Smart Bidding tailored to your business status.

Adapt to new user behaviors



Users are changing their **habits** and interacting differently with devices. **Machine Learning** can quickly understand **new dynamics** thanks to the ability to read signals.

Drive Performance and Management Efficiency



Leverage “**Hagakure***” structure **flexibility** to:

- maximize **coverage** on all relevant queries
- **Easier account management** for limited time and focus resources within agencies and digital teams

***Hagakure**: Automation-friendly account structure.
Reach out to your Google Rep for further info.



Audience: the idea of expanding your coverage...
..to be there for your users!

What

Different Awareness generation by targeting queries that your users are currently looking for, when also *relevant* to your business, to show that **you are there for them**

How

New search campaigns that will include broader semantic areas (i.e. **Brand value, other products blogs on hot and relevant topics** etc. etc.)

Target

Your customer and your users, through **1st party lists** (customer match and RLSA) to be there for them and stay top of mind beyond your core-related queries

Settings

Personalized Asset: **Customized Landing page** and **new website section** creation to respond to new (and relevant) customer needs
Tailored Ad text to be relevant to your user query



Audience: how to effectively adjust your Audience Strategy

Understand & expand your Audience



Use **Audience Insights report** from 1P lists (RLSA / Customer Match) to identify profitable user behavior and **add positive targeting / bidding on valuable in-market / affinities**. Use **Similar Audiences** to improve traffic quality.

Update your customer segmentation



Evolve customer segmentation to reflect impact of recent events, e.g. booking cancellations.

Tailor your Message to the right Audience



Use **Audience Targeting setting** or **if Function** to deliver dedicated messages to a specific audience (*i.e. proposing alternative purchases to cancelers, directing these users to customer service or other helpful resources*)

Extend your Audience Strategy beyond Search



Leverage **Custom Intent audiences** on relevant keywords set and engage with your past searches beyond Google search engine on **YouTube** and **Discovery ads**.

