

# Google will replace Video Action Campaigns with AI-powered Demand Gen

Article

**The news:** Google is folding its **Video Action Campaigns** into AI-powered ad product **Demand Gen** next year. Framing the change as an “upgrade,” Google says Demand Gen will give advertisers broader reach, faster access to curated ad creative, and better audience targeting.

- Advertisers will be able to purchase Demand Gen inventory via Google Display and Video 360 beginning in October.
- Google said it “strongly recommends” advertisers begin using Demand Gen campaigns now to adjust before the transition takes full effect in Q2 2025. A “copy-and-paste” tool to convert Video Action Campaigns will be provided in the coming months.

**How Demand Gen works:** Like Video Action Campaigns, Demand Gen ads’ distinguishing feature is a call to action, which helps drive engagement from consumers when strategically placed. Demand Gen implements AI at various stages of the ad creation process.

- With these campaigns, AI powers creative material, creates lookalike audience segments based on a client’s existing user data, can predict the audience segments that are most likely to engage with an ad, and more.
- Google is trying to make the transition to Demand Gen relatively seamless: Its availability on its primary video ad exchange and similarity to Video Action Campaigns will likely help advertisers anxious about migrating away from a proven format make the jump.

**Zoom out:** Google has leaned heavily into AI for its newest ad products, injecting the tech into everything from creative to data analysis.

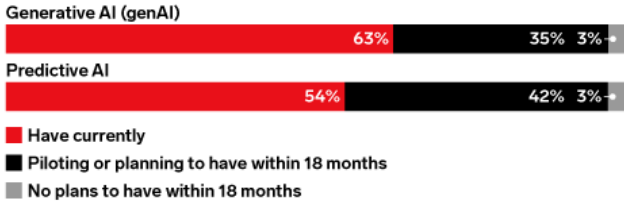
- At a May event, Google showcased several marketing and merchant tools to emphasize its AI push. They included placements in **AI Overviews**, which are being rolled out more broadly and will [soon feature ad space](#).
- Those moves are echoed by many of Google’s competitors. **Meta** has similarly launched AI-powered ad buying tools that use the tech across creative, audience identification, and other functions.

**Our take:** AI ad tools lower the barrier of entry for advertisers, enabling easier and faster spending across Google’s ad ecosystem.

These products are in-demand: **63% of marketers said they used generative AI** in a May Salesforce survey, with 35% planning to do so in the coming months.

## Current and Future Types of AI Used by Marketers Worldwide, March 2024

% of respondents



Note: numbers may not add up to 100% due to rounding

Source: Salesforce, "9th Edition State of Marketing," May 20, 2024

286348

EM | EMARKETER