

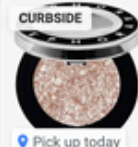



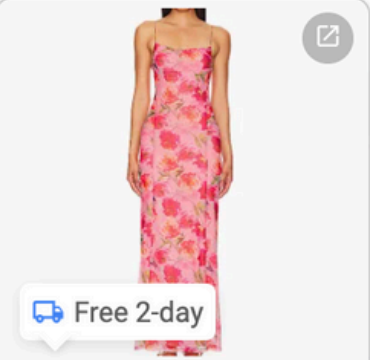

sparkly holiday makeup

		
Shimmers shade SPF 30...	e.l.f. Cosmetics Duochrome...	SEPHORA COLLECTION...
\$24.00	\$8.00	\$8.00
Supergoop! Special offer	e.l.f. Cosmetics ★★★★★ (102)	Sephora






The Google Ads Playbook

How to Operationalize Natural Language Search to Optimize Ad Performance

		
Pink Floral Mesh Cutout...	MORE TO COME Ciara Maxi Dress in Pink - size M	Selfie Leslie Women's...
\$65.00	\$82.00	\$99.99
Lulus	REVOLVE	Selfie Leslie
Free by 8/31	Free 2-day Free 30-day returns	2-day shipping

Sponsored

		
Yellow Velvet Sofa, Metal...	Bertrad 85.8" Velvet Sofa	Yazgur 93.6" Mid Century...
\$1,399.00	Mercer41 Fabric:	\$1,499.99

bright modern couch

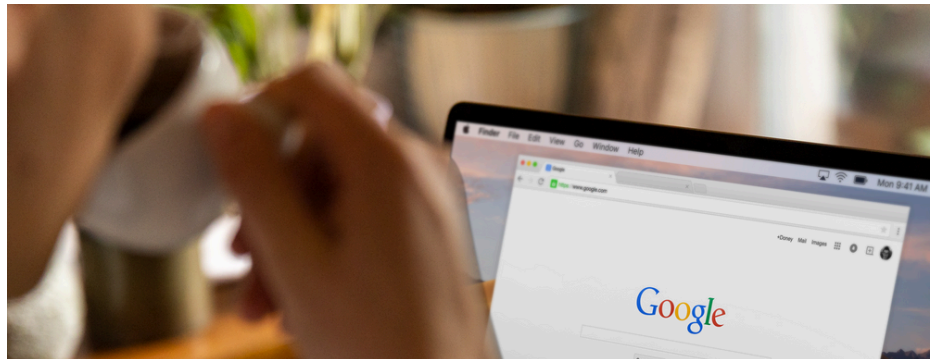


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The State of Paid Search

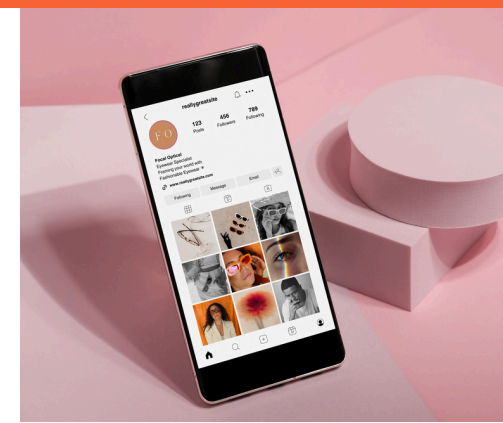
According to [Gartner](#), CEOs, CFOs, and CMOs have a big problem.

Consider that:

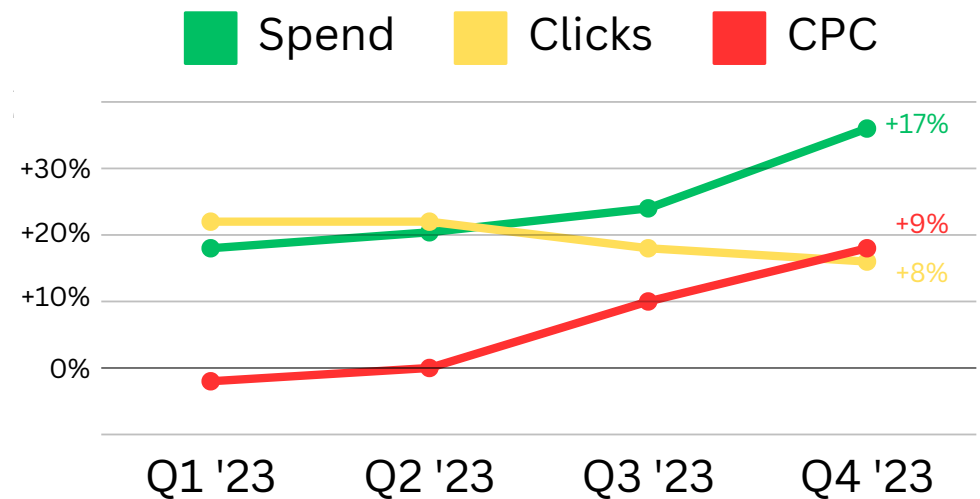
- **SEO and SEM account for 25%** of CMO marketing budgets, and Google still dominates SEO & SEM with a 90% market share of search queries.
- **Organic search site traffic is expected to decrease by 50%** by 2028 due to AI. Thus, advertising needs to pick up the slack.
- **The average CPC of Google Search ads has increased by 17% YoY**, showing that increased demand is already driving up media costs.

So is AI a challenge—or an opportunity?

For retail and brand marketers investing in Google Ads today, there are [AI-based solutions](#), like Lily AI, that give you a powerful edge. Where search bridges the gap between discovery and purchase, Lily bridges the gap between bland product data and the more robust, natural consumer language that we all actually use when we search, shop, and speak.



Google U.S. Paid Search Y/Y Growth



Source: [Tinuiti Digital Ads Benchmark Report](#)



Optimizing Sponsored Product Listings

The most powerful ad unit available in retail is arguably Google's Sponsored Product Listing (formerly known as Product Listing Ads.) At 76% of ad spend and 85% of clicks, having your product image and listing featured prominently on Google is a smart investment, further making optimization of these ads a strategic priority.

Whether running traditional Shopping or Performance Max (PMax) campaigns, there are universal best practices related to product data to optimize ad performance:

- Ensure product details are comprehensive and robust
- Include relevant natural language details as well, which can be subjective and nuanced

So, *how* do you operationalize enriching product details with high-performance, customer-centered attributes?

The screenshot shows a Google search for "sporty yellow fall jacket". The search results are filtered to "Sponsored" and display five product listings. Each listing includes a product image, brand name, product title, price, retailer, and customer ratings.

Brand	Product Name	Price	Ratings
Port Authority	Women's...	US\$47.98	5 stars (13)
L.L.Bean	Women's Wharf Street...	US\$129.00	5 stars (13)
Athleta	Women's...	US\$139.00	5 stars (5)
membersonly...	Classic Iconic Racer...	US\$98.00	5 stars (114)
Cotopaxi	Women's Tec...	US\$55.00	5 stars (805)





What Are High-Performance Attributes?

When Sponsored Product Listings are more relevant and speak the consumer's language, they help more people easily find the perfect item, driving incremental sales through improved visibility, higher clicks, and ultimately, more purchases.

Of course, natural customer language includes the hottest of-the-moment micro-trends and the latest micro-occasions, but it goes so much further, too.

Check out the chart below to explore the complexity and depth of “consumer speak” keywords, which are maintained in **Lily AI's ever-expanding product taxonomy** of 25,000+ customer-centric, high-performance attributes.

Consumer Language Enrichment

Site Search Queries, SEO Terms

Macro and Micro Trends

Brat Summer, Modern Farmhouse, Clean Girl

Attribute Synonyms

Glossy, High Shine

Subjective Attributes

Styles, Occasions

Objective Attributes

Item Type, Material

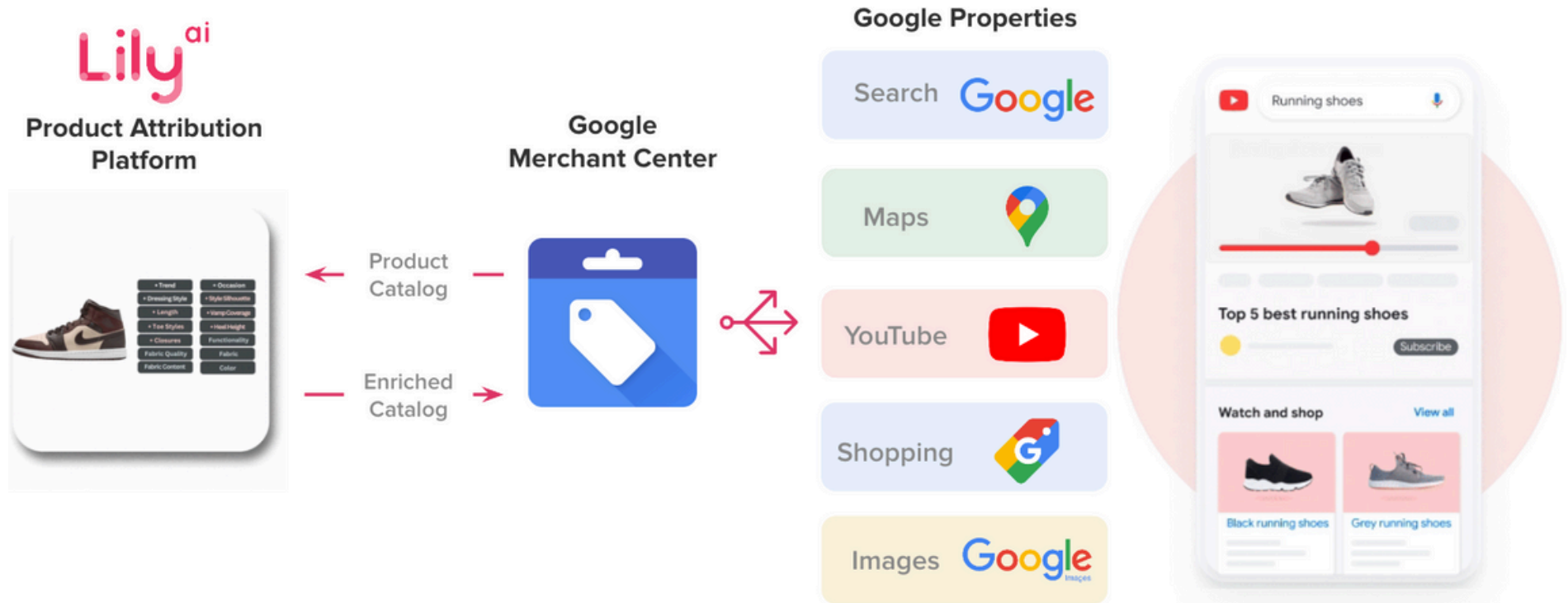


Lily AI's Google Ads Integration

Lily has a no-code, direct integration into Google Merchant Center (GMC) to automatically enrich and distribute enhanced product attributes across Google Ad properties. The integration seamlessly syncs product catalog and attribute detail data between GMC and the Lily Product Attribution Platform App (Lily App).

Here's how it works:

- From within the Lily App, the advertiser selects products from GMC for attribution enrichment.
- Lily AI automatically applies rich, customer-centric product attribute details.
- Enriched product details are synced to GMC via a supplemental feed to optimize both traditional Shopping and PMax campaigns.





Case Studies

On average, retailers and brands who are injecting Lily's customer-centric language into Google Ads see up to 25% increases in sales through improved visibility and clicks.

Luxury Accessories Brand



- + 8% Conversion Rate
- + 7.5% Average Revenue per Visit (ARPV)
- + 23% Average Sales per SKU

Global eCommerce Marketplace



- + 16% Increase in Clicks
- + 22% Increase in Sales

Home Furnishings Retailer



- + 14% Clicks
- + 35% in Visibility Compared to Benchmark



Lily is a retail technology company dedicated to empowering retailers and brands by connecting people to products through natural consumer language.

Harnessing generative AI, computer vision, and natural language processing, Lily delivers 8-9 figure revenue lift in as little as 3 weeks. By injecting customer-centric product attribution into your advertising investments across Google, retailers and brands will meet their promise to deliver inspiring customer shopping experiences.



See how easy it is to get started!

Schedule a demo

