Reach your audience in new ways with August’s Demand Gen Drop.

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In the second half of 2025, we introduced hundreds of improvements to Demand Gen campaigns that, on average, are driving a 30% increase in conversions or conversion value for advertisers. 1 We’re now unveiling new tools to help advertisers drive high-quality leads and acquire customers on YouTube and beyond.

- We’re testing new ways for viewers to start conversations with brands on messaging apps directly from Demand Gen ads on YouTube, moving high-intent customers closer to purchase.
- We’re making Demand Gen ads even more relevant for travelers by surfacing local activities, events, and real-time offers. We're also personalizing hotel ads to show relevant properties to the right audiences.
- We’re making Multimodal Video Creation in Asset Studio generally available. Advertisers can now go from storyboarding to creating horizontal and vertical assets in one workflow, enabling them to show up across all Demand Gen inventory.

Ready to rethink your performance marketing approach? Join us for Rethink Week 2026 and get started with The YouTube Performance Four today.

https://blog.google/products/ads-commerce/demand-gen-drop-august-2026