

Build campaigns that drive high-converting, sales-ready leads.

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Tracking the ROI on your lead gen campaigns has never been tougher. Sales cycles are longer, and unless customers fill out a contact form, it's hard to tell what's driving your conversions.

In this episode of Ads Decoded, recorded live at Rethink ROI in New York City, Senior Product Manager Stephen Chang, Product Manager Natalia Böhm, and Ads Product Liaison Ginny Marvin break down what data strength actually looks like in practice — and how to feed Google AI the data it needs to bid on closed-won revenue.

They discuss:

- Building data strength for effective lead gen campaigns.
- Centralizing first-party workflows with the expansion of Data Manager.
- The new lead intent scoring pilot to prioritize high-potential leads.
- Training Smart Bidding on delayed sales cycles with journey-aware bidding.

Catch the full episode here.

<https://blog.google/products/ads-commerce/ads-decoded-podcast-data-strength>