Google to simplify and change advertising ecosystem

Google will introduce three new verticals to its advertising ecosystem on 10 July 2018. The new verticals are Google Ads, Google Marketing Platform, and Google Ad Manager.

Google Ads will be the new Google Adwords but without a focus only on keywords. Google will regroup all of the advertising products that are available through Google.com, the Google Network and YouTube into one entity.

The Google Marketing Platform will be the joining of DoubleClick and the Google Analytics 360 Suite into one platform for advertisers to plan, buy, measure and optimise all of their Google digital media in one place.

Google Ad Manager will aim to equip publishers with more efficient tools to monetise their content.

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