

AVI KUMAR as the **REVENUE RANGER**



Purchase Pathway Genesis

#43

**JULY
2025**

Google Marketing Live
**Leadership
Circle**

Created with  Google Gemini

IN THE RAPIDLY GROWING WORLD OF E-COMMERCE, TURNING BROWSERS INTO BUYERS IS THE ULTIMATE GOAL. YET, NAVIGATING THE NON-LINEAR CONSUMER JOURNEY ACROSS THE DIGITAL LANDSCAPE OF SEARCHING, SCROLLING, STREAMING, AND SHOPPING IS A DAILY BATTLE AGAINST THE ABANDONED CART ABYSS.



BUT FROM THE CORE OF GOOGLE'S COMMERCE INTELLIGENCE, A SOLUTION AROSE - THE POWER OF GOOGLE AI!



THE REVENUE RANGER, EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S WITH UNRIVALED PRECISION. THESE PLATFORMS ENABLE THEM TO ENSURE EVERY POTENTIAL SALE BECOMES A PROFITABLE TRANSACTION.

