



**HIMANSHU SAHU as the**

**ADOPTION  
ACCELERATOR**

**Scale Surge**

**#72**

**JULY**

**2025**

Google Marketing Live

**Leadership  
Circle**

Created with  Google Gemini

IN THE HYPER-COMPETITIVE WORLD OF TECHNOLOGY, BREAKING THROUGH THE NOISE AND ENSURING YOUR INNOVATIONS REACH THE RIGHT USERS IS CRITICAL. WITH CONSUMERS ZIPPING ACROSS **SEARCHING, SCROLLING, STREAMING, AND SHOPPING** IN A NON-LINEAR WAY, CONVINCING THEM TO ADOPT YOUR SOLUTION IS A CONSTANT UPGRADE CHALLENGE.



How do we make our complex tech solutions simple to understand and irresistible to adopt? How do we connect with users across their entire digital journey, from curiosity to conversion?

BUT FROM THE CORE OF GOOGLE'S CUTTING-EDGE INTELLIGENCE, A SOLUTION AROSE — THE POWER OF **GOOGLE AI!**



**YES!** This is it! The power to understand user intent, to simplify complex features with compelling narratives, and to drive seamless adoption! From discovery to daily use!

THE **ADOPTION ACCELERATOR**, EMPOWERED BY **GOOGLE AND YOUTUBE**, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE **4S** TO DRIVE ADOPTION. THESE PLATFORMS ENABLE THEM TO ENSURE EVERY INNOVATION FINDS ITS AUDIENCE AND ACHIEVES MAXIMUM IMPACT.



In Tech, adoption is key! And with **Google and YouTube**, we are building our brand to be the **Omnipresent Innovation Adoption Leader**, reaching users and maximizing ROI across every point of the **4S!**