



SOMESH SURANA as the

ASSET ASCENDANT

The ROI Revolution

#89

JULY

2025

Google Marketing Live

**Leadership
Circle**

Created with  Google Gemini

IN THE SENSITIVE WORLD OF FINANCE, BUILDING CONSUMER TRUST IS PARAMOUNT. YET, IN THE ERA OF COMPLEX DIGITAL JOURNEYS, CUTTING THROUGH NOISE AND MISINFORMATION TO CONNECT ACROSS THE NON-LINEAR JOURNEY OF SEARCHING, SCROLLING, STREAMING, AND SHOPPING FEELS LIKE A RISKY INVESTMENT.



How do we gain their confidence?
How do we simplify complex financial solutions and truly meet them across their digital path, from initial query to final decision?

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



YES! This is it!
The power to deliver personalized, trustworthy financial insights, precisely when and where our customers need them! Transparency and reliability, simplified!

THE ASSET ASCENDANT, EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S WITH UNWAVERING CONFIDENCE. THESE PLATFORMS ENABLE THEM TO CONNECT TRUSTWORTHILY ACROSS EVERY DIGITAL INTERACTION.



In Finance, trust is the ultimate currency!
And with **Google** and **YouTube**, we are building our brand to be the **Omnipresent, Trusted Financial Guide**, reaching customers and maximizing ROI across every point of the 4S!