

**VIPUL PAREKH as the
ROI DYNAMO**

Purchase Pathway Genesis

#63

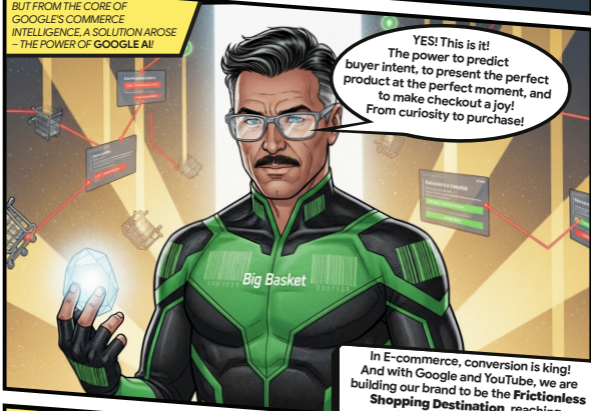
Google Marketing Live
**Leadership
Circle**

**JULY
2025**

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 ROI DYNAMO, 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.

