Demand Gen on YouTube explained: product feeds, creator boosts and seasonality adjustments

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Short answer: Google's November 2026 Demand Gen Drop adds product feeds that show catalog items on YouTube, checkout links including Universal Commerce Protocol-enabled checkout, creator and affiliate partnership boosts, and seasonality adjustments for Smart Bidding. Google announced them on 18 November 2026. It matters for ad-tech because it moves Demand Gen from a pure video format toward a shoppable, feed-driven one, and tells bidding about short promotions in advance.

TL;DR The short version

- Google's November 2026 Demand Gen update adds product feeds on YouTube, faster checkout links, creator and affiliate boosts, and seasonality adjustments for Smart Bidding.
- It moves Demand Gen from a pure video format toward a shoppable, feed-driven campaign.
- Audit your product feed before connecting it, and base seasonality adjustments on your own past conversion data.

Read online, listen to it, or change the text size: https://blogs.iictp.org/demand-gen-product-feeds-seasonality-adjustments-explained

What is Demand Gen?

Google describes Demand Gen as a campaign type that helps brands find and convert high-value shoppers on YouTube, and the November "Drop" as its monthly round-up of product updates. The post frames the updates as turning a holiday campaign into an interactive storefront.

How it works

- **Product feeds.** Activate a product feed so catalog items appear directly in Demand Gen placements on YouTube.
- **Faster checkout.** Add checkout links, or Universal Commerce Protocol-enabled checkout, to shorten the path from video to purchase.
- **Creator partnerships boost.** Turn creator endorsements into ads, and use affiliate partnerships boost to amplify content from creators who already tag products in a marketplace.
- **Seasonality adjustments.** For Smart Bidding with Target CPA or Target ROAS, Demand Gen can now be told that conversion rates will rise during a short promotion, so bidding is competitive from day one and returns smoothly to baseline.

Results reported by the source

- Petco used product feeds with Demand Gen and Google reports a 6% lift in purchase intent, a 71% surge in store visits and a 30% boost in overall Omni ROAS.
- Javvy Coffee drove 50% higher conversion rates by boosting creator content, and Shopee used affiliate partnerships boost for a 9x average ROI, according to Google.
- These are advertiser results selected and published by Google, with no baseline, sample size or time window in the post. Do not treat them as typical.

Limitations and open questions

- The post does not explain how Universal Commerce Protocol checkout is configured or which merchants can use it.
- Seasonality adjustments change a model input; the post gives no guidance on how large an adjustment to enter or how to validate it.
- Feed quality limits what product feeds can do, and the post says nothing on feed requirements.

How to apply it

1. Audit your product feed for accurate titles, prices, availability and images before connecting it to Demand Gen.
2. Pick one promotion with a known start and end and apply a seasonality adjustment based on your own past conversion-rate lift, not a guess.
3. Run it as an experiment against a control so you can measure the effect; see Google Ads A/B testing and experiments.
4. Track view-through and store-visit effects separately from last-click conversions.

What it means for performance marketers

The practical shift is that creative, catalog and bidding signals now live in one campaign type. The risk is attribution: video, feed and creator boosts can all claim the same sale. Keep an independent measurement plan, and check traffic quality as described in the Google Ads invalid traffic overview card.

Frequently asked questions

- **What is the November Demand Gen Drop?** Google's monthly update post, published 18 November 2026, listing new Demand Gen features for the holiday season.
- **What are seasonality adjustments?** A way to tell Smart Bidding to expect a temporary change in conversion rate during a short promotion.
- **Which bid strategies support them in Demand Gen?** Google names Target CPA and Target ROAS.
- **Are the advertiser results typical?** Google presents them as examples; the post gives no baselines.

Related reading

- Google Ads A/B testing: experiments for AI Max and bidding

- Google Ads invalid traffic overview card
- Ads in Google AI Mode

Sources and currency

Sources were read on 24 November 2026. Products, rules and standards change, so check the linked originals before you rely on any detail.

> Related credential: Certified Technical Practitioner. Explore the exam facts and syllabus.

Sources and further reading

1. Google Ads. Win the holiday shopping season with November's Demand Gen Drop. 18 November 2026. blog.google/products/ads-commerce/demand-gen-drop-november-2026.

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