Google

Google Case Studies for MMA

AI in Marketing Use Cases

AI Generated videos

Google

Covers & All (Group Bayport)

Covers & All Scales Across Categories with Demand Gen, Beating ROAS of Lower-Funnel Campaigns

Context

Operating with a mature digital strategy in the US, Covers & All historically relied heavily on performance marketing

To unlock new, profitable revenue streams, the brand needed definitive proof that visual, mid-funnel formats could drive incremental sales without inflating acquisition costs.

Approach

- Adopted Demand Gen with AI powered performance-first videos to create new demand across YouTube and immersive surfaces.
- Measured true impact with Conversion Lift and Geo experiments, crediting engaged-view and assisted conversions.

Impact

ROAS |
28% higher vs performance campaigns

Average order value |
5x higher

Traffic |
3x clicks at 60% of the cost

Role of AI

- Deployed Gemini-powered ViGenAiR to autonomously scale production by adapting existing brand videos into high-performing, native YouTube-ready assets.
- • Demand Gen's AI-powered bidding dynamically steered budgets toward high-value audiences most likely to convert.