**Google to Enable Gmail Shopping Ads**

Google plans to enable brands to run Product Shopping ads and Showcase Shopping ads within Gmail campaigns beginning in March. "Gmail is a decent performer, and we've always looked for another way to kick it up a notch. This could be it," says Jonathan Kagan, Cogniscient Media vice president.

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[***https://www.searchenginejournal.com/google-is-expanding-shopping-ads-to-gmail/347306/***](https://www.searchenginejournal.com/google-is-expanding-shopping-ads-to-gmail/347306/)