Google accelerates its push into e-commerce, focusing on what it calls the "messy middle" - the space in the customer journey between what triggers the purchase and the actual purchase itself.

Google needs to monetize its advertising business with commerce in the long run, because its ad business is being chipped away by Amazon's digital ads based on product search and listings.

Earlier this month, Google added support for keyword recommendations and campaign level optimization to the Google Ads application programming interface.

Google also announced new ways to showcase and augment the brand of businesses advertising with Google as well as those with an e-store on Google Shopping.

One is a beta program that lets businesses upload or automatically curate relevant images from their website to their Google search ads, using Google's machine learning capabilities.

Another new Google e-commerce feature is a conversion value for sales to new customers in their Smart Shopping campaigns.

Google has also released in beta its Recommendations AI to all customers.

The algorithms Google Recommendations AI uses were built using similar technology to Google Search and YouTube.

Google also plans to add a small business filter on the Google Shopping tab and other e-commerce features for small businesses.

Google's move into e-commerce is part of a longer-term strategy Google has to compete with Amazon in the e-commerce arena.

However, Google has an uphill battle because Amazon has such dominance on being essentially an e-commerce search engine that many people use it as their default place to search for a product.