Search ads - a mainstay of Google's revenues - are trending lower, but Amazon's and Facebook's digital ad revenues will grow

This forced Google to accelerate 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.

It’s like when you went shopping and spent some hours just to decide what you will buy that is the “messy middle”

Ray Wang said that Anything that will remove the messy middle is key. The key to ensure brand presence and reduce the time between trigger and purchase.

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 (API)

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.

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

Google is also offering more visual ways retailers can stand out from competitors, for example it is an icon to highlight features like free and fast shipping. Google said that This has increased conversion rates by nine percent.

Conversion rate is ratio of positive results in any process compared to the overall performance over a period of time.

Other new features are access to new creative layouts, automatically generated video ads, and updated dynamic ads.

Dynamic ads show previous visitors to a retailer's site tailored messages containing products the visitors previously had viewed on the site

Another new Google e-commerce feature is a conversion value for sales to new customers in their Smart Shopping campaigns. A conversion value helps retailers track, optimize and report on their return on ad spend.

Conversion value is how often clicking on banner provides the actual purchase.

Google has also released in beta its Recommendations AI to all customers. This tool adapts to changing consumer behavior in real time and suggests the next best product to recommend

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

Google will offer retailers a dynamically curated carousel of their most relevant products in an immersive, browsable shopping experience.

Sellers will also be able to include video content in their display ads.

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