

Do the Search Four to maximize your ROI

BEST
ROI

Data
Strength

AI Targeting
& Creatives

Bidding
Goals

Demand-led
Budgets



Build and activate your Data Strength to boost your ROI

- ✓ Connect your data sources & maximize signals in **Data Manager**



Adopt the best AI powered solutions to drive your goals

- ✓ **AI Max for Search Campaigns**
- ✓ **PMax Campaigns**



Align your bidding strategies with business goals

- ✓ **Smart Bidding strategies** that steer Google AI to capture high-value outcomes for your business.



Set flexible budgets to unlock max opportunity

- ✓ **Set budgets**— daily or flighted— that unlock profitable growth.



Data Strength



Google Marketing Live

Why NOW: In today's privacy landscape, signal loss is prevalent across the industry



Safari, Firefox are browsers that have already restricted third party cookies and statcounter estimates Safari+Firefox have **21% traffic share globally**

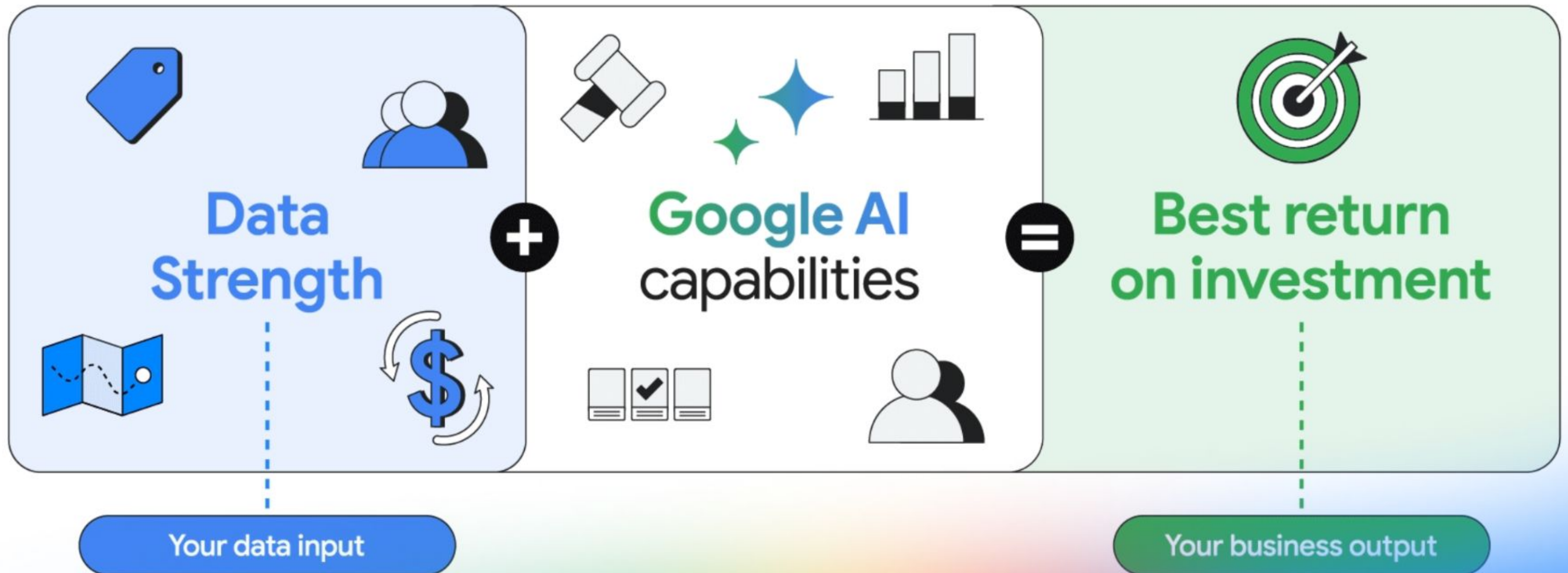


Apple App Tracking Transparency restrictions where choice for tracking was left to users, **resulted in 15-25% opt in rates**



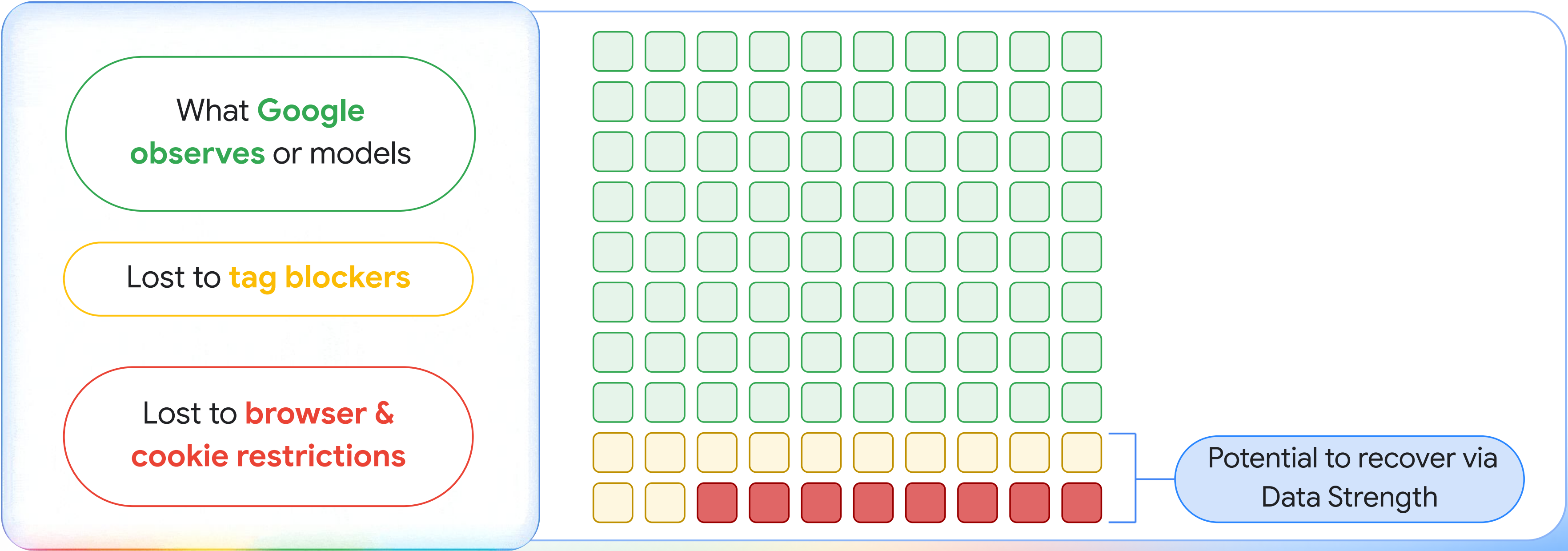
Safari's Link Tracking Protection on Private Browsing mode severely limits its measurement, and impacts customers without tags the most

Google Ads performance is dependent on data signals that make up our “Data Strength”



Data Strength helps drive 10-20% more conversions

Google's Signal Landscape



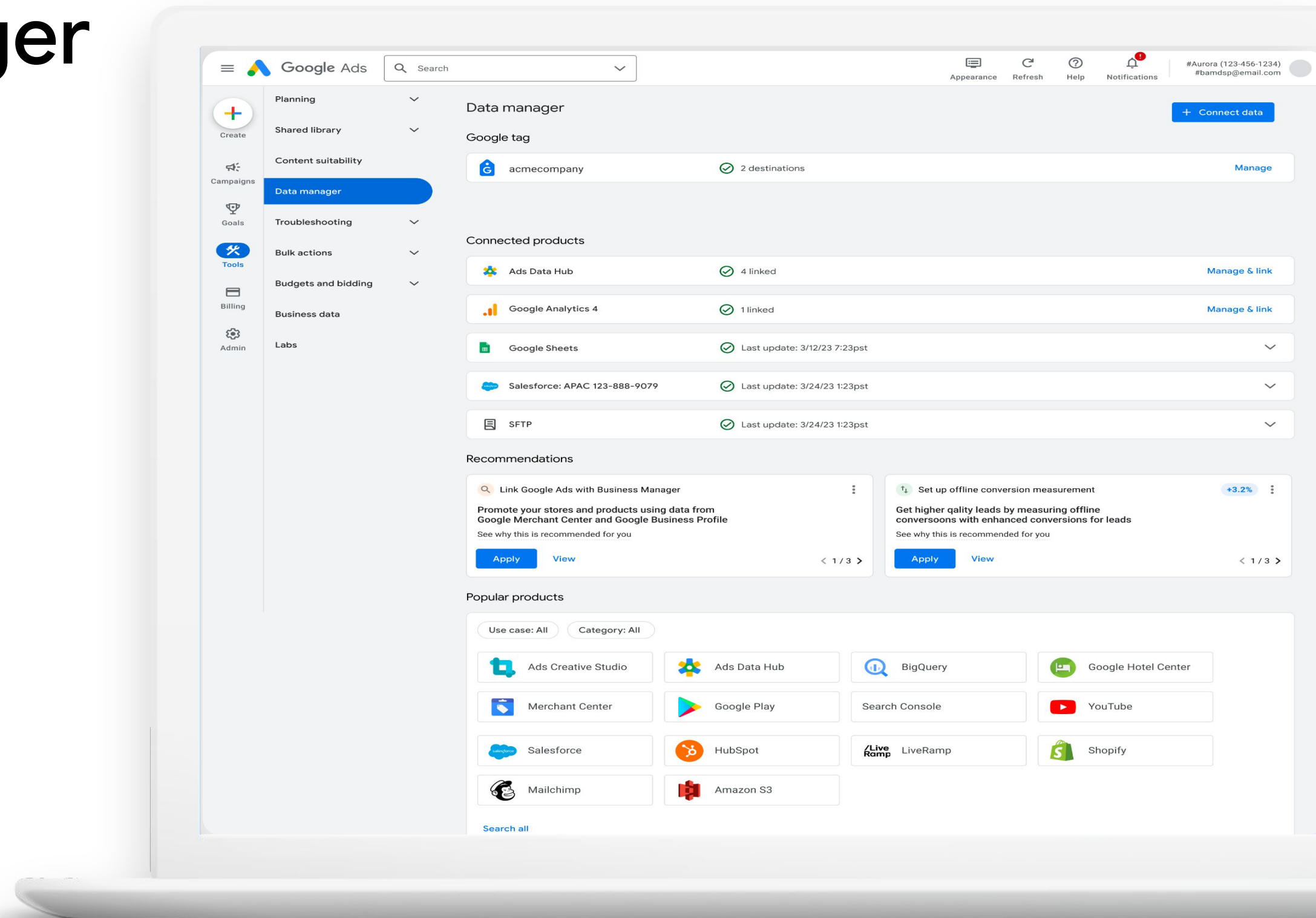
Introducing Data Manager

Data Manager **simplifies the way you use your first-party data with Google.**

Easily import audiences and conversions and drive incremental revenue via a ‘point and click’ UI with Google's advertising solutions.



Our vision is to provide a **singular point for any data source** you are using and **activate across all Google first-party data solutions.**



NEW Confidential matching for Customer Match: First-party data uploaded via Data Manager for Customer Match is now processed using [confidential computing](#), isolating processing in a trusted execution environment (TEE) by default.

We are making it easier for you to connect, activate and measure your first party data in Google Ads



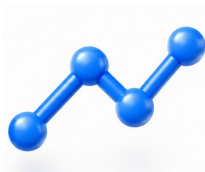
Unlock first-party data

Securely connect, activate and get insights from your first party data across audiences, bidding & measurement use cases.



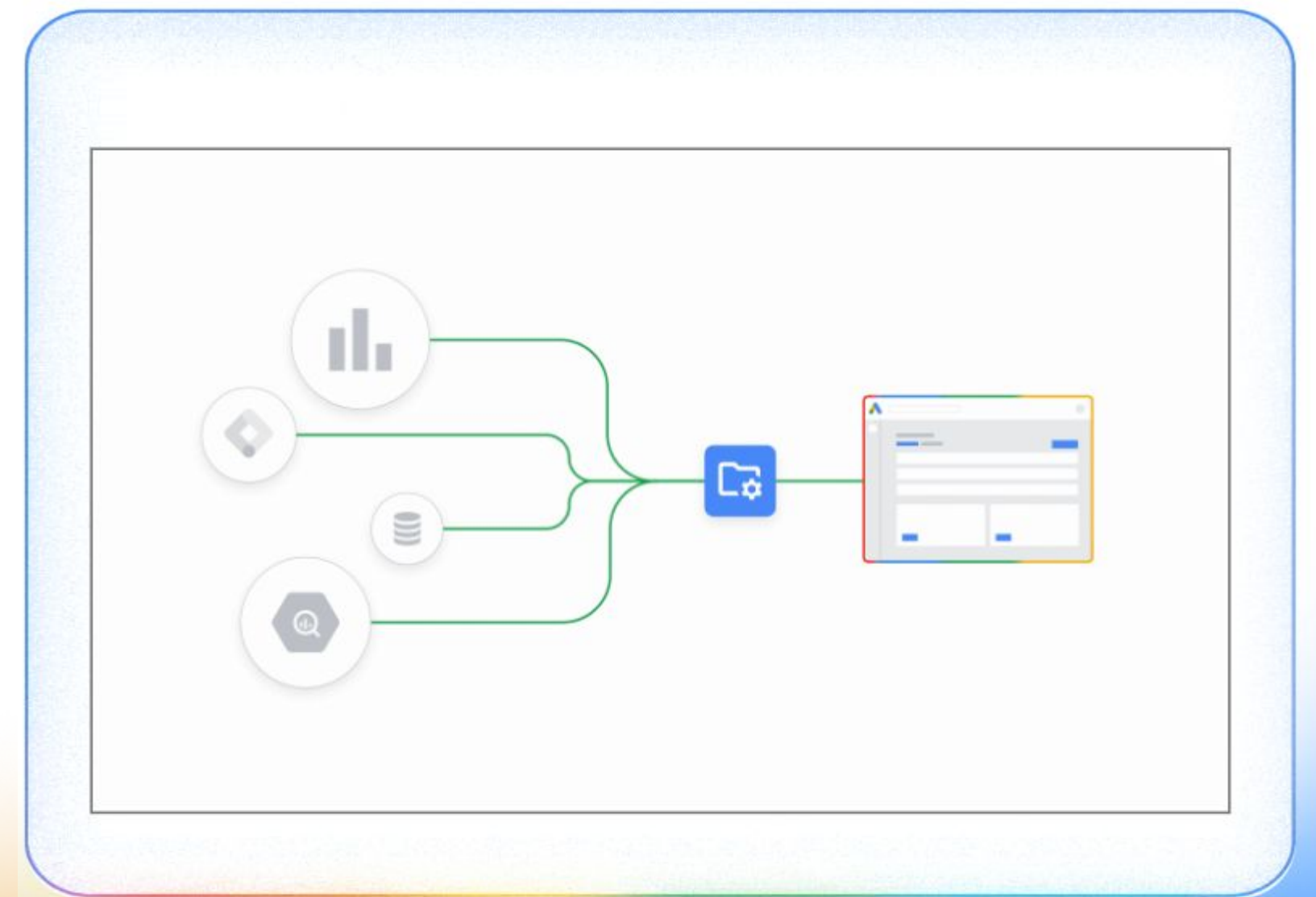
Use simply

Navigate a new single user interface to create, consolidate, and manage first-party data connections with Google.

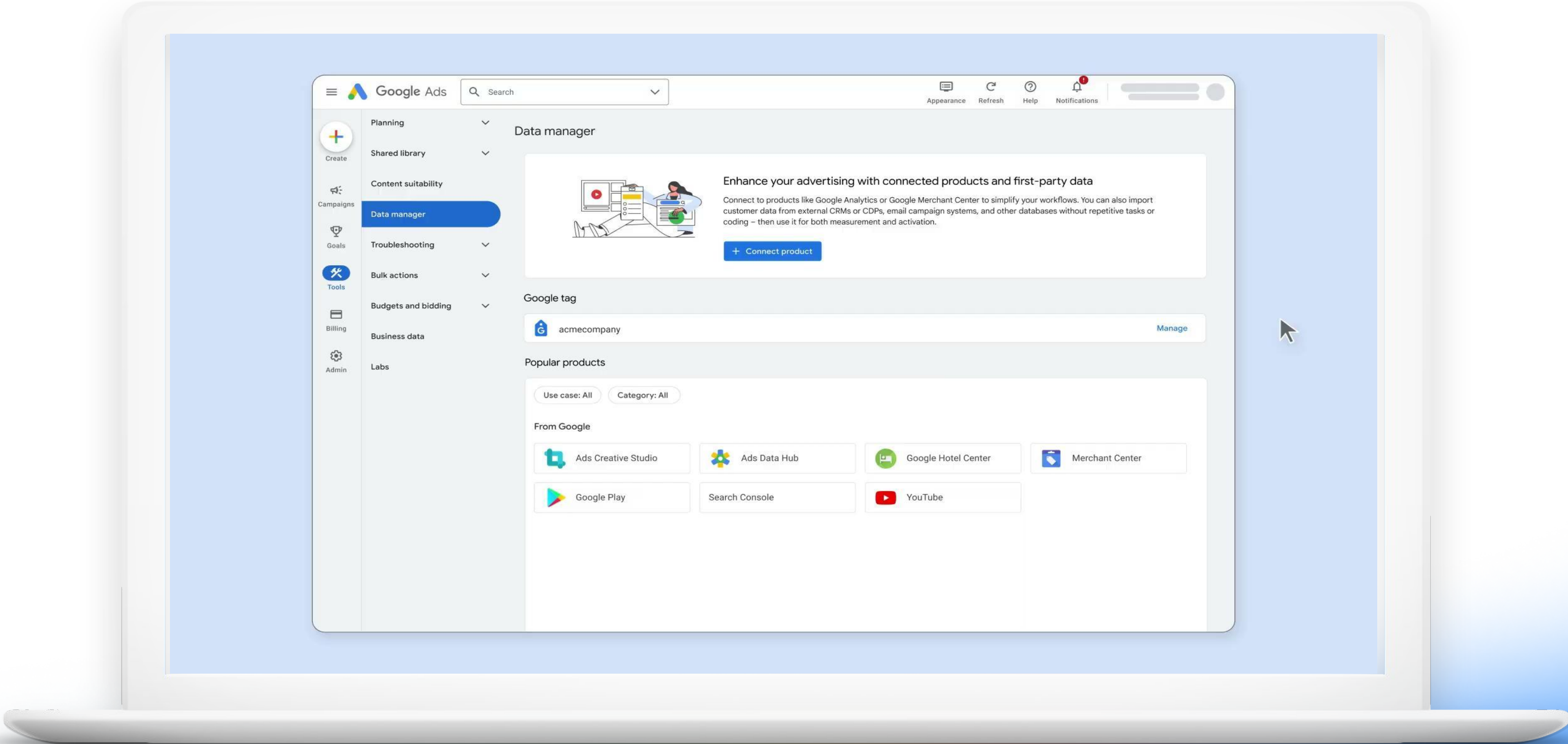


Unite workflows

Analysts and marketers securely connect data sources and use in marketing - all from the same place.



Here is how it works



Build & activate your Data Strength to boost your ROI with Google AI capabilities

Data Strength in Data Manager



Connect your data sources

You can now connect, manage and optimize all your data sources (website, app, Google Analytics, CRM, etc.) in one place.



Maximize your signals

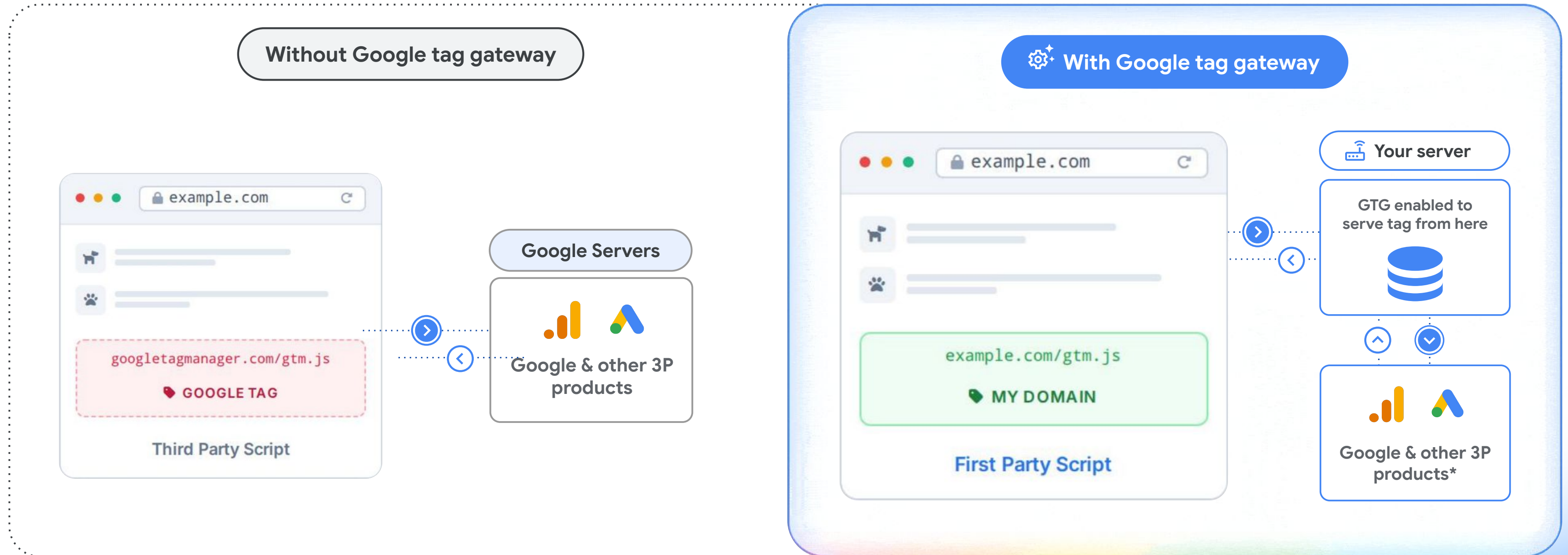
Utilize a diverse set of signals to optimize the accuracy and completeness of your data set.

Signal loss is causing gaps in your view of customers & conversions, degrading AI outcomes

Signal Loss	Signal Loss Driver	Impact	Impact on Search Performance	Impact on Youtube Performance	Product Mitigation
3P Cookie Loss	Browser Privacy Restrictions & some Ad Blockers	Degraded tracking for click-based conversions; significantly degraded tracking for view-based conversions	 High	 High	Google Tag
Tag Coverage Loss	Browser Privacy Restrictions & some Ad Blockers	Degraded tracking for all conversions	 High	 High	Google Tag Gateway
1P Cookie Loss	Browser Privacy Restrictions & some Ad Blockers	Degraded tracking for click-based conversions; significantly degraded tracking for view-based conversions	 High	 High	Additional signals: Hashed PII, Session attributes, IP Address ¹ , BRAID
GCLID Loss	Browser Privacy Restrictions	Significantly degraded tracking for click-based conversions	 High	 Low	
App Signal Loss	Apple ATT	Degraded tracking for iOS conversions (where ATT consent required)	 Low	 High	
Consent Loss	User consent choices & regional data privacy regulation	Degraded tracking for all conversions (where consent required)	 High	 High	Consent status

1. Note: Google Ads does not support IP address matching for end users in the European Economic Area (EEA), United Kingdom (UK), or Switzerland (CH). Add logic to conditionally exclude sharing IP addresses from users from these regions and ensure that you provide users with clear and comprehensive information about the data you collect on your sites, apps, and other properties and get consent where required by law or any applicable Google policies. See the [About offline conversion imports](#) page for more details.

What is Google tag gateway for advertisers?



*Not all third-party scripts will initialize in a first-party context when loaded from Google Tag Manager via Google Tag Gateway. However, they will continue to function in a 3P context.

Why should you care about Google Tag Gateway?

Powering performance with privacy by default, in a few clicks

1

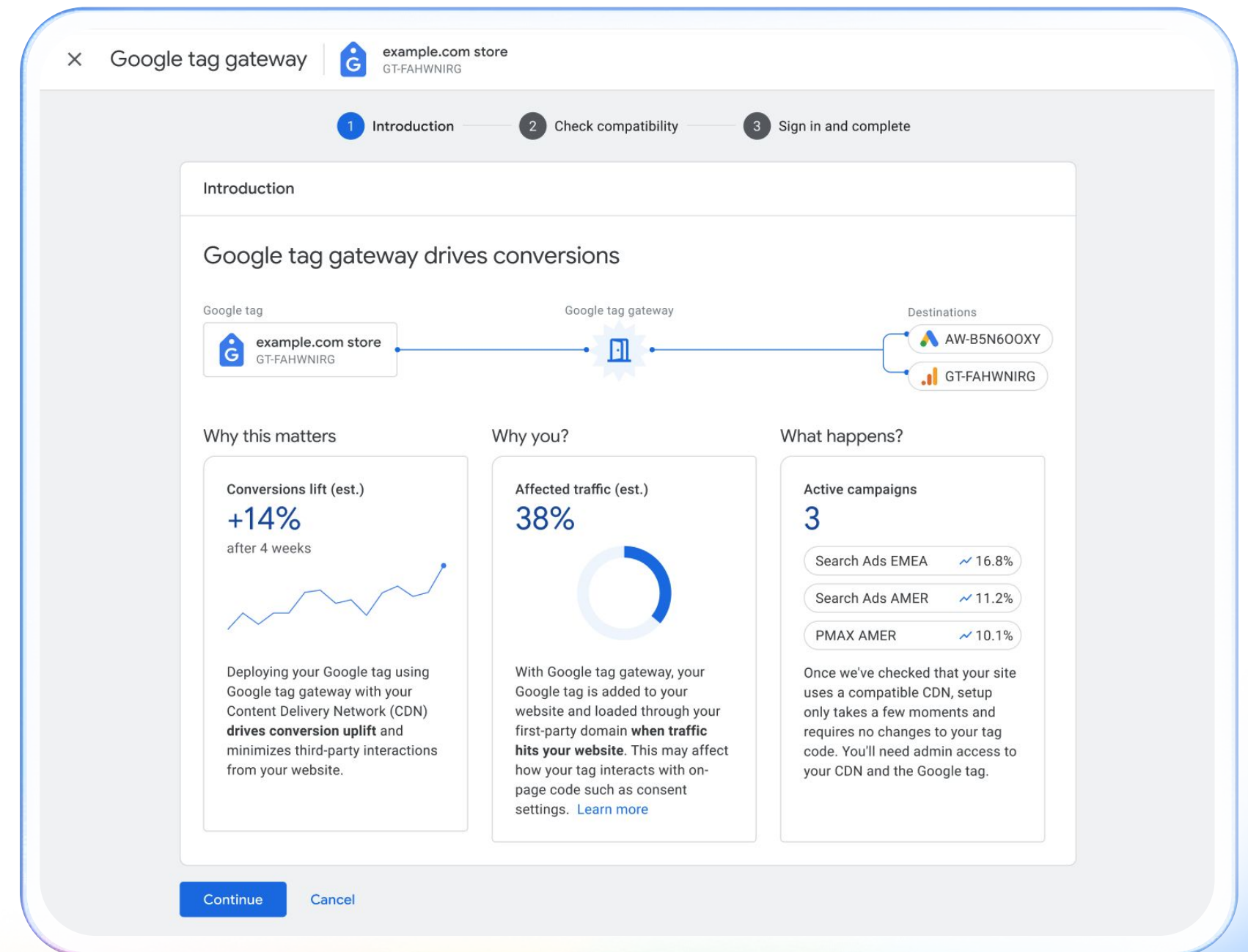
Performance Uplift

Improved conversion uplift with maximized Return on Ad Spend (RoAS) to optimize your bidding strategies, and ultimately drive superior campaign performance

2

Simplified Setup

Immediately unlocks benefits with no re-tagging required for existing tags with our one-click enablement, and automatic tagging for new implementations, all at no cost to you.



Future UI preview: personalized performance uplift estimates

Advertisers who adopt
Google Tag Gateway
observed, on average



**14% more
conversions**

To gain deeper performance insights and
make the most of AI-powered tools

Why should you care about Google Tag Gateway?

Powering performance with privacy by default, in a few clicks

1

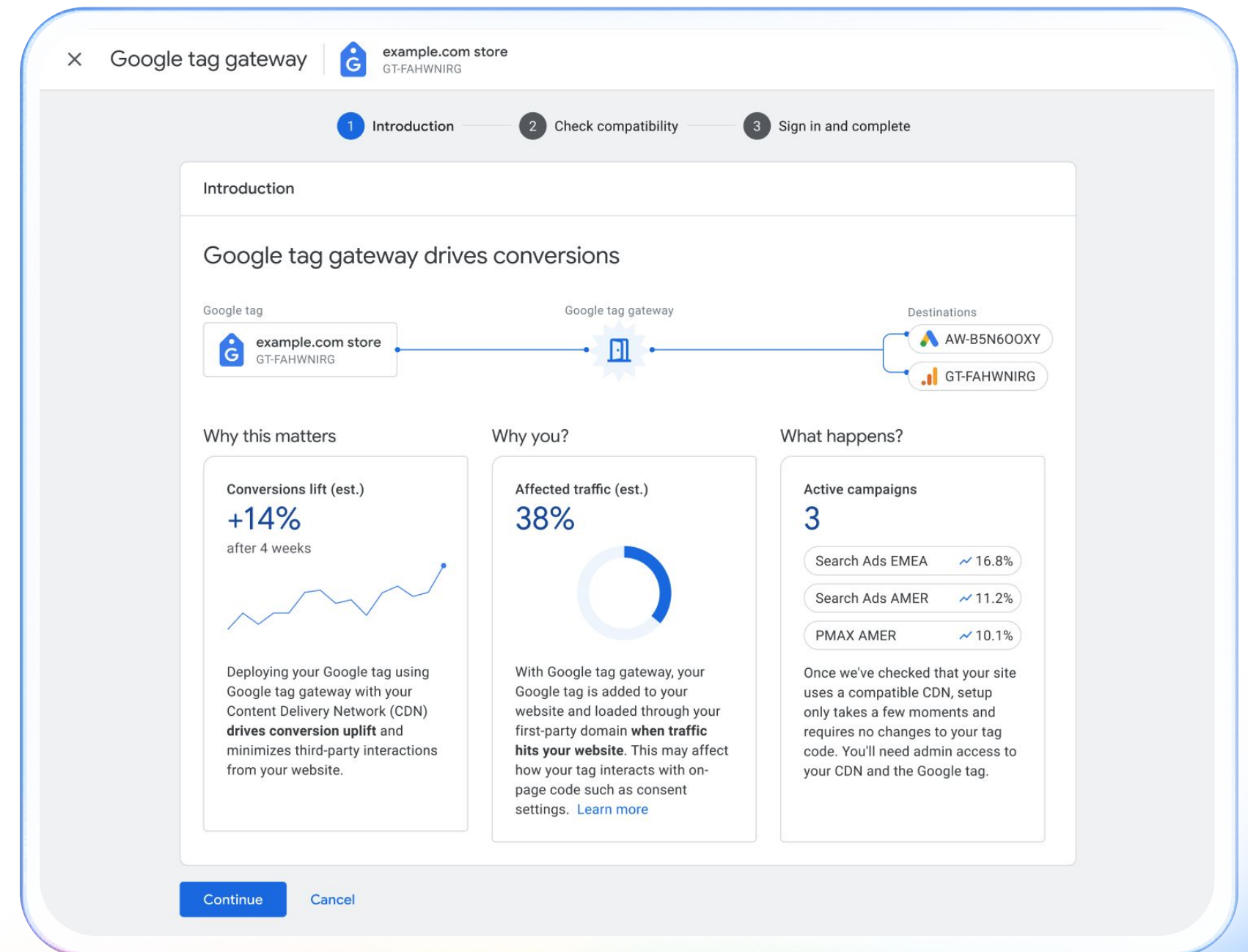
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Future UI preview: personalized performance uplift estimates

How to upgrade to Google Tag Gateway



1 Cloudflare CDN one-click integration

In one click, you can map gtag or gtm directly to your Cloudflare CDN to allow google script to be served from there. No re-tagging needed.

EASY

Ease of implementation:
no code changes or re-tagging required

FREE

Cost: No cost to enabling GTG!

OR

2 Other CDNs manual implementation

You can manually map gtag or gtm to your choice of CDN to allow google script to be served from there.

MEDIUM

Ease of implementation:
Manual implementation including re-tagging required

**FREE
LOW**

Cost: Potential small cost depending on CDN provider

OR

3 sGTM container manual implementation

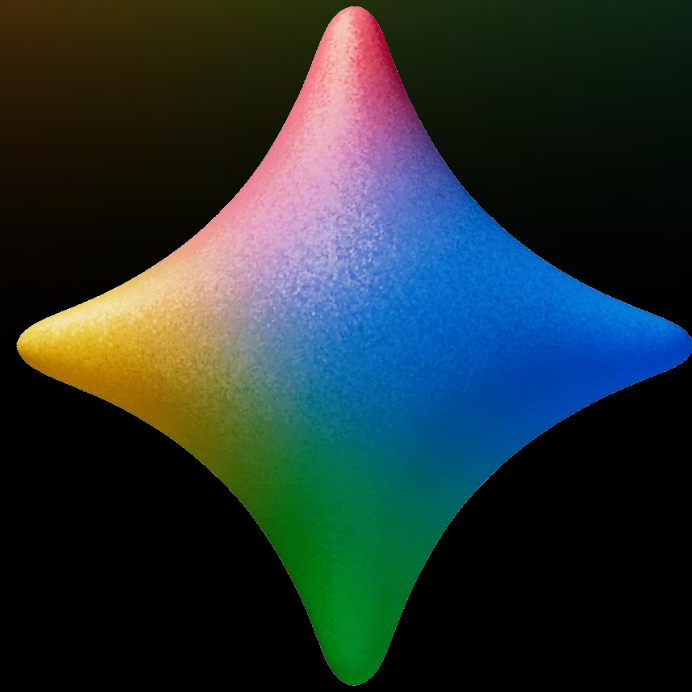
Set up your scripts to be served from your server side container aka '1P Script serving'.

MEDIUM

Ease of implementation: Depends whether the advertiser implements a '[same origin](#)' or '[subdomain](#)' set-up.

**FREE
LOW**

Cost: **Free** with Cloudrun; **Free or low** depending on other cloud providers (*underlying server costs may apply*)



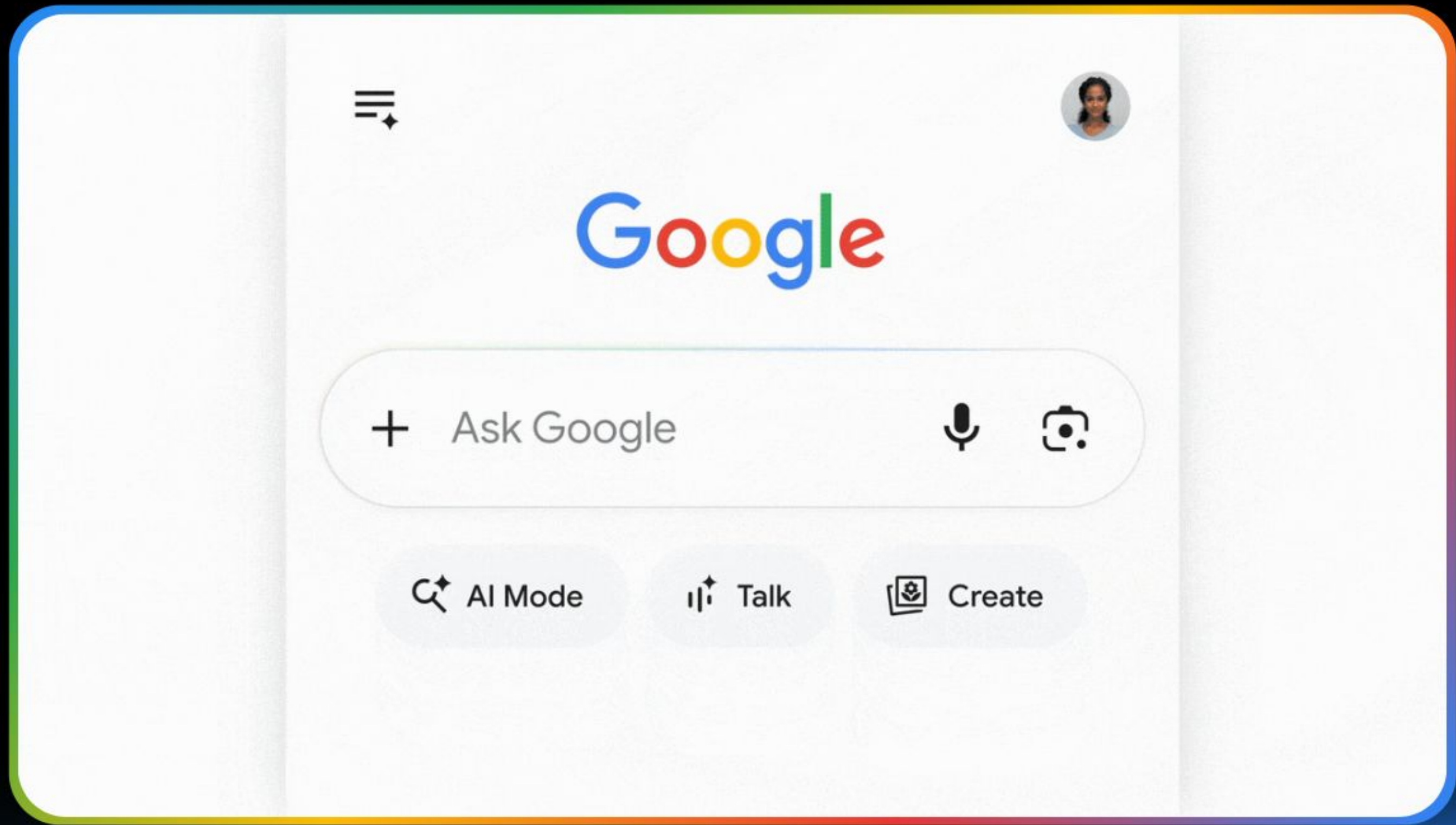
AI Targeting & Creatives



Google Marketing Live



2026, Google Search is **AI Search**



AI Search is longer and more complex

We see over **5 trillion searches** on Google annually

Last quarter, we saw Search queries reach an **all-time high**

NEW

Longer questions

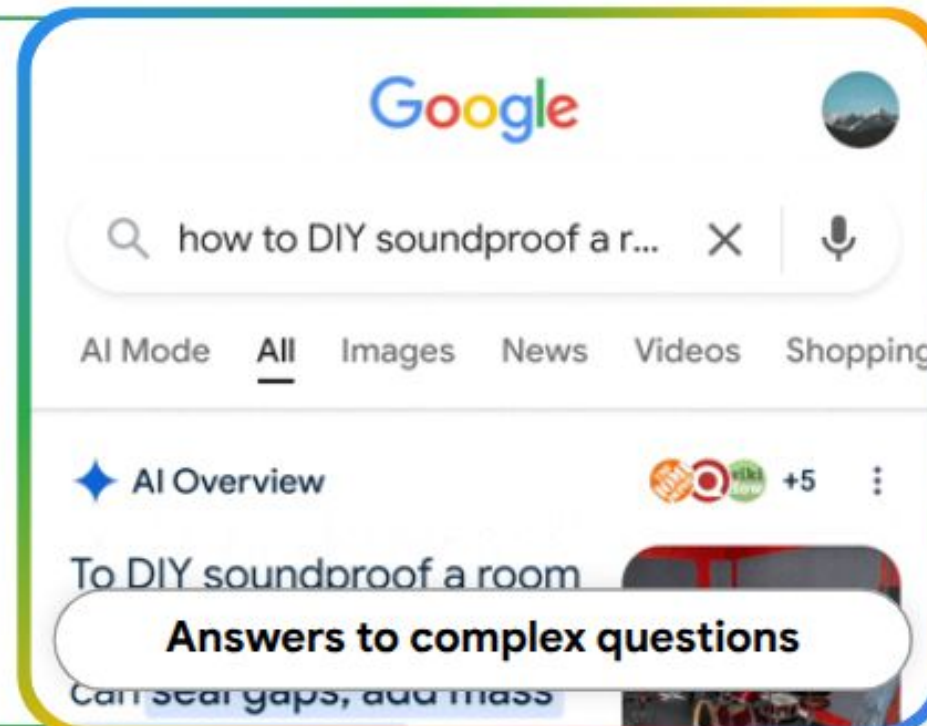
More searches

More satisfied users

NEW

AI Overviews

AI Overviews now has over **2.5 billion** monthly users



AI Mode All Places Maps Images Shopping

when is the best time this week to schedule an outdoor engagement photoshoot in the boston public garden

A total reimagining of Search

Looking this up on Search...

NEW

AI Mode

AI Mode has surpassed **1 billion** monthly users

A query today is not
just a search; it is a
consultation

AI Mode users ask
**2-3x longer
queries.**



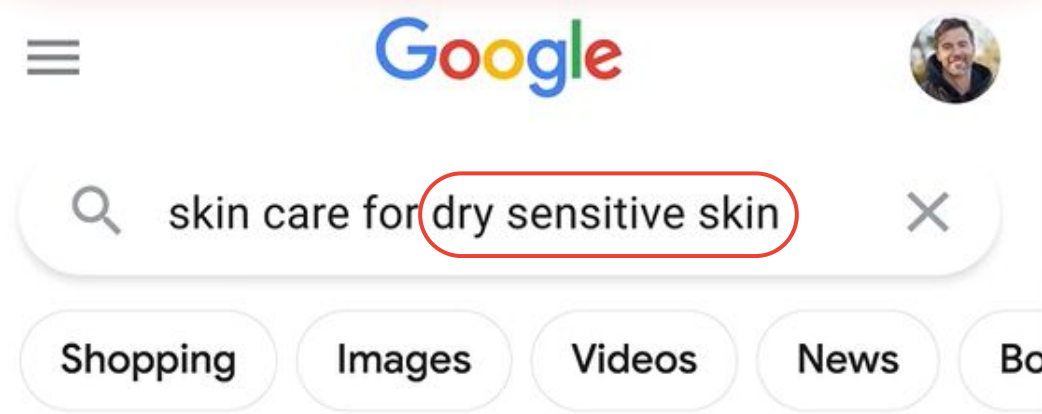
When users make specific AI first searches, responding as “sort of” helpful is frustrating your potential customers

Only AI can effectively respond to AI First Searches

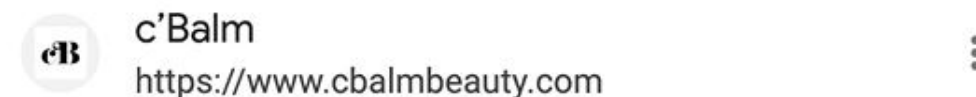
61%

of consumers want brands to reflect their understanding of **their exact needs** in their communications

Existing Frustrating Experience



Sponsored

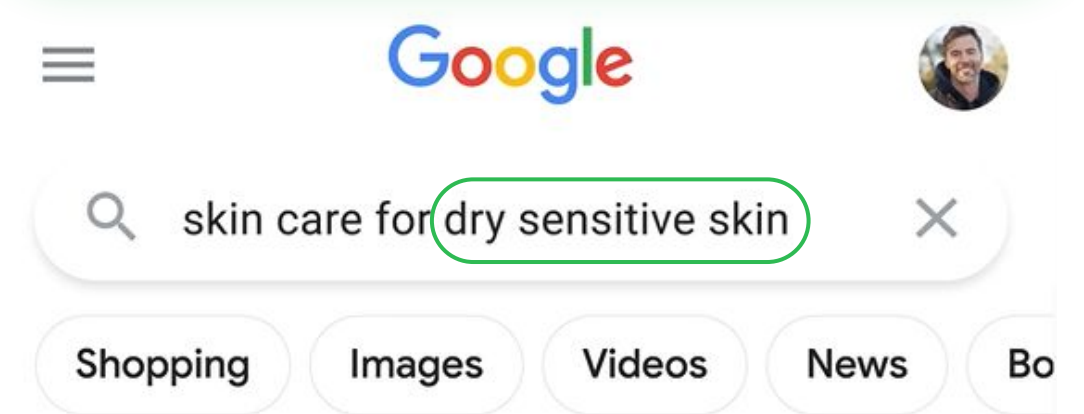


Shop Our Skin & Hair Care Line - Get Ready to Turn Heads

Enjoy SPF protection with our entire product range. Try our nutrient-rich skincare products designed for all skin

AI-First queries are **deep, personalized**, and require **long-context understanding**.

Consumers Expectations



Sponsored



Soothe Your **Dry, Sensitive Skin** - Start Owning Your Glow Today!

Say hello to gorgeous skin with our range of moisturizing skin care products. Don't settle for

Users now expect **nuanced, direct answers** rather than a list of options without context.

To be the best answer, you need to be **AI ready**

AI Max and Performance Max are **unlocking billions of net new queries**
that these advertisers weren't reaching before

A graphic for AI-Max for Search Campaigns featuring a dark blue rounded rectangle with a white Google 'G' logo at the top. The text 'AI-Max for Search Campaigns' is written in white and blue. The background has faint white curved lines.

**AI-Max for
Search Campaigns**

Now expanding to
Shopping & Travel Campaigns

NEW

Advertisers who adopt **AI Max** or **Performance Max** campaigns see an
average of **15% more conversions or conversion value** on Search at a similar CPA/ROAS

A graphic for AI Brief featuring a white rounded rectangle with a blue border. The text 'AI Brief' is written in a large, colorful font. A small white circle with the word 'NEW' is in the top right corner.

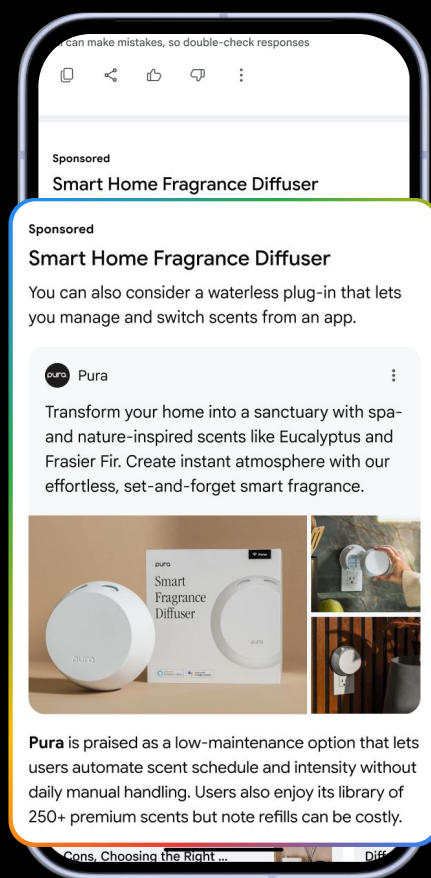
AI Brief

NEW

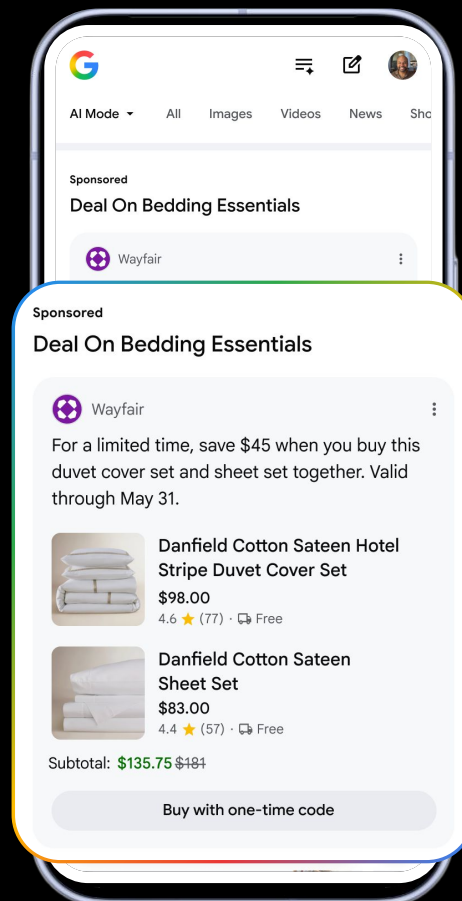
Use your own words to **give Google AI
insight into your brand guidelines,
advertising objectives, and audience goals**
so it can **steer your campaigns and
drive better results**

A New Generation of Conversational Ads are AI Max & PMax Exclusives

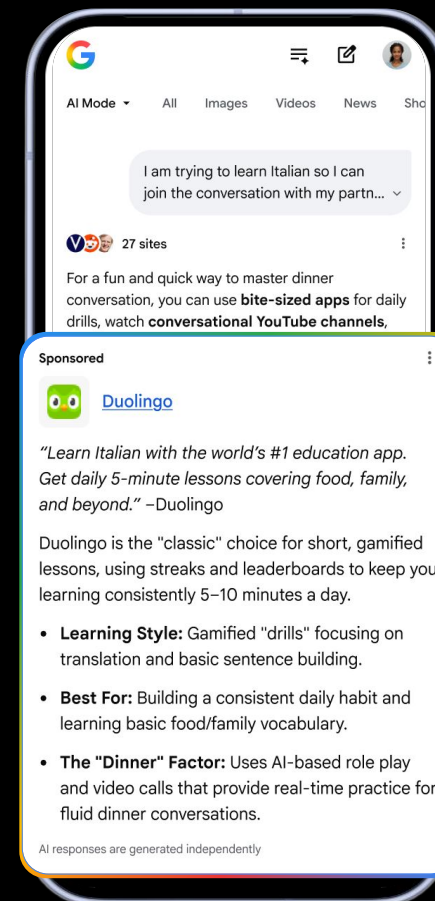
Text ads and static keywords are simply outdated during conversations



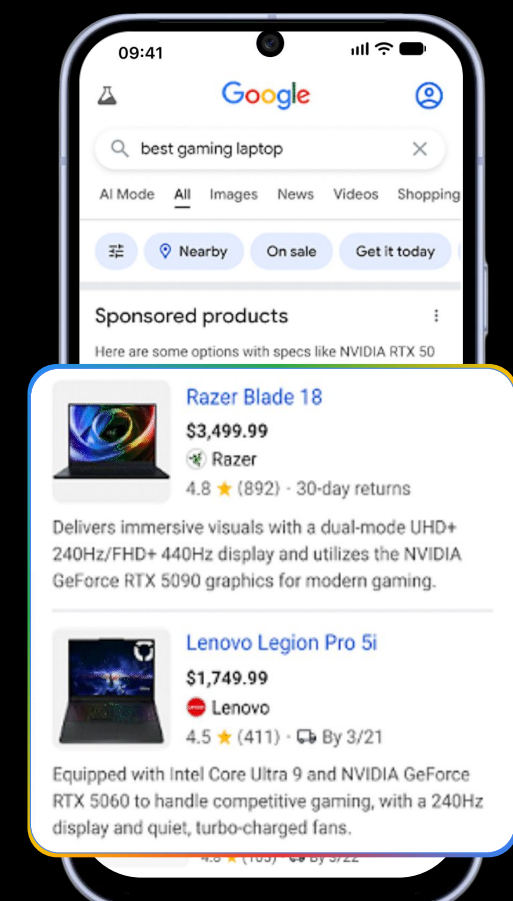
Inspire
discovery



Highlight
your offer



Seamlessly
integrated



Guide
decisions

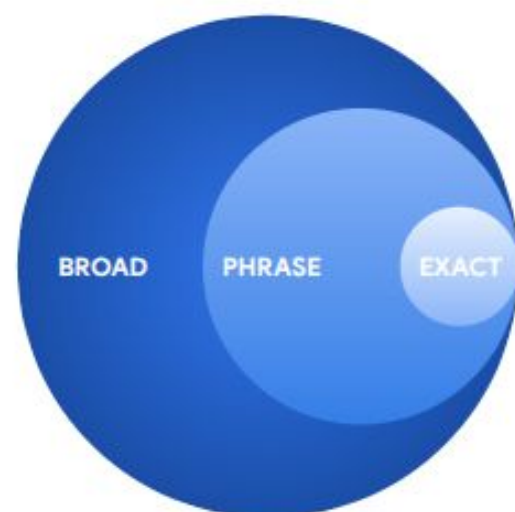
These experiences are in testing

AI Max is your future-proof solution to create the best ads that provide the right answer



1 “Find”

more customers
with **targeting**



Search Term Matching

Keywords:
Landing
page-based
matches

Keywords:
Asset-based
matches



2 “Connect”

with customers with
greater relevance

Advertiser text assets within a
responsive search ad
(3-15 Headlines, 2-4 Descriptions)

Headline 1	Description 1
Headline 2	Description 2
Headline 3	Description 3
Headline 4	Description 3
Headline 5	Description 4
Headline 6	
Headline 15	

Text Customization
Assets created from Landing Page
or assets in the Ad Group

Headline A	Description A
Headline B	Description B
Headline C	
Headline D	
Headline E	

Possible ad combinations

Headline 1 | Headline 2 | Headline 3
Ad example.com
Description 1, Description 2

Headline 4 | Headline 2 | Headline 5
Ad example.com
Description 3, Description D

Headline B | Headline E | Headline 5
Ad example.com
Description 3, Description 1

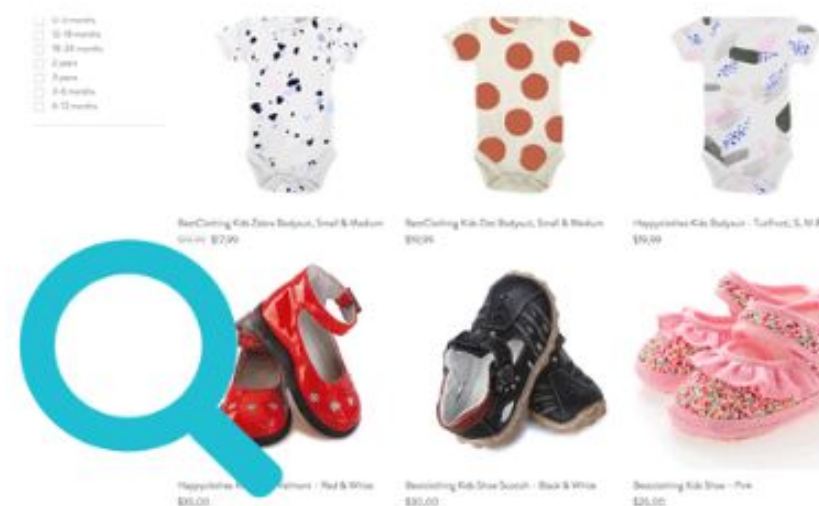
etc.

Text Customization



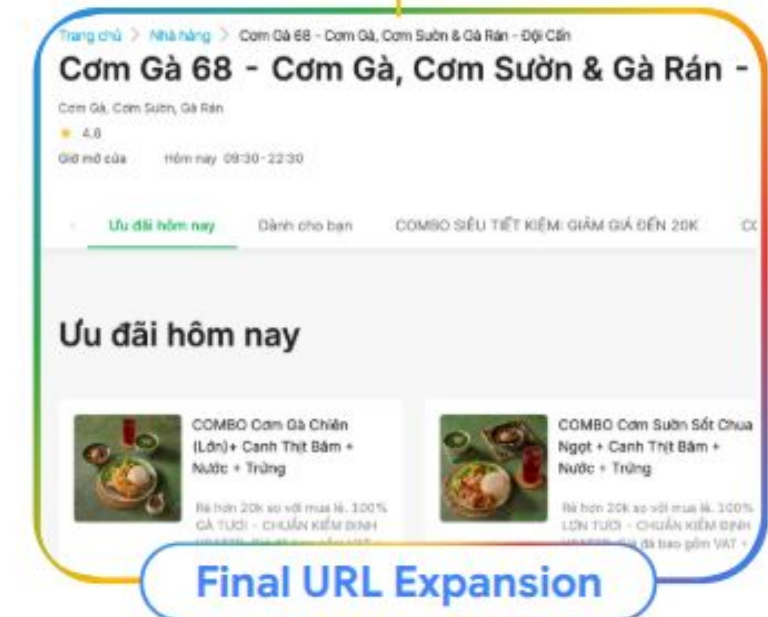
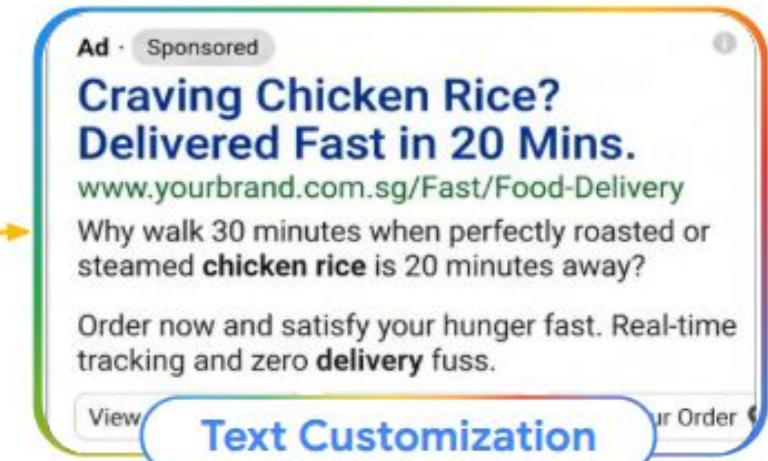
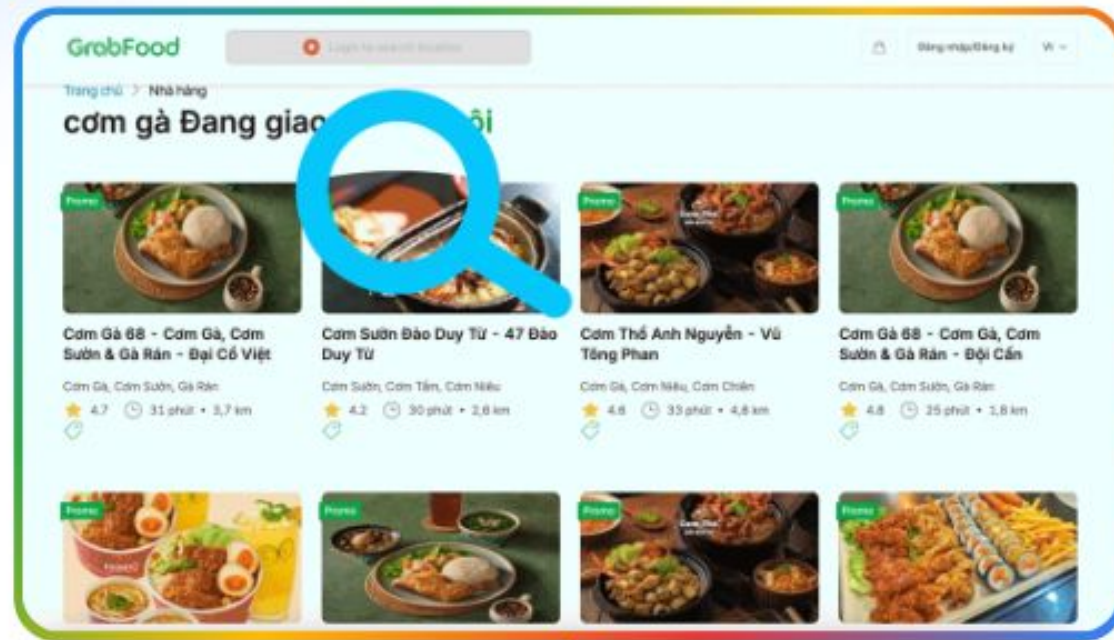
3 “Direct”

customers to a helpful
landing page



Final URL Expansion

How AI Max “Finds”, “Connects” and “Directs” users to help you be the best answer



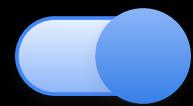
Search Term Matching

Review Advertiser Assets:
Content (Web/App) + Existing KWs + Ad
Copies

Find Relevant Queries

“Connect” with relevant ad Copy and
“Guide” users to the Landing Page that
provides the best answer

Future proof Search investment **with one click**



Optimize your Search campaigns with AI Max.

Advertisers who activate AI Max in Search campaigns see an average of

14% more conversions

at a similar CPA/ROAS¹



Ensure Final URL expansion and text customization are turned on in AI Max.

Advertisers already using search term matching who enable text customization and final URL expansion, when they have sufficient budget see

7% more conversions

at a similar CPA/ROAS²

NEW!

AI Max is now the default setting for new campaigns

Source (AI Max) Google internal data, 2025. (1) Based on campaigns with similar setups across Search with AI Max and Performance Max for non-Retail advertisers using Performance Max without a product feed. (2) Based on campaigns with more than 70% of conversions or conversion value from exact- or phrase-match keywords for non-Retail advertisers. Source (PMax) Google Data, Global, Ads, February 2023 - April 2023. This applies to all Performance Max campaigns (with and without GMC feed)

We make sure you have the right controls and safeguards to be confident in AI-powered performance

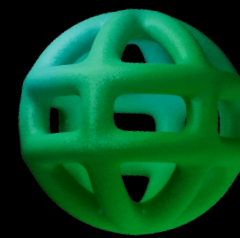


Targeting Controls

> Negative keywords

> Locations of interest **IMPROVED!**

> AI Brief **CLOSED BETA**



Brand Controls

> Fact-checked content

> Brand inclusions

> Brand exclusions



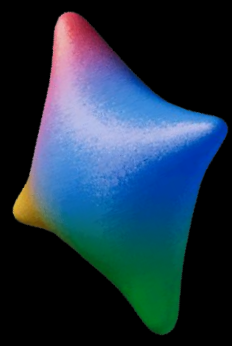
Creative Controls

> URL exclusions

> URL inclusions

> Text guidelines **OPEN BETA!**

> Asset Preview **BETA**



AI Brief Leverage Your Expertise to Guide AI Max

Powered by Gemini, AI Brief offers a new way to use your own words to steer AI Max with rich context on your business, messaging, and audience.



Messaging Guidelines Define exactly what ads should - and shouldn't - say



Matching Guidelines Set boundaries for captured searches



Audience Guidelines Reach specific segments based on different attributes

Steer Google AI

Pilot

Start by describing your ideal ads

In your own words, define what your ads should say, what to avoid, and the searches you want to show up for. Google will create guidelines for you to refine in the next step. [Learn more about AI Brief](#)

Cedar Pantry is a wellness grocery delivery service. Our brand is focused on delivering premium, high-quality ingredients for busy families who prioritize health and feeding their kids well.

We focus on households looking for healthier snacks and pantry staples that meet specific ingredient and nutritional standards. The tone has to be warm, calm, and confident—never promotional. They just want food they can trust delivered to their door.

Strictly avoid all price-driven or speed-related language and searches, like cheap, deal, fast, bulk, save, discount, etc. Always capitalize Cedar Pantry correctly.



Shape how your ads sound

Set the tone your ads should follow so they sound just like your brand

Define your messaging

Add key messages to include or avoid so every ad stays consistent

Capture the right searches

List searches to show up for or avoid so your ads reach the right people

Text Guidelines in Search and PMax Campaigns

- 1 “Term exclusions” allows you to enter exact words or phrases to exclude
- 2 “Messaging restrictions” allows freeform input of concept, stylization, conditional, and tone of voice exclusion guidelines.



Creative Control

Open Beta

Google Ads

New campaign

Performance Max

Budget and bidding

Campaign settings

Asset generation

Asset group

Summary

Asset group

Asset group name

Asset Group 1

Brand guidelines

Control how your brand appears in ads for this campaign.

Business name

Sosa Pet

Logos (0/5)

Add logo

Suggested logos

SOSA

More options

Add text and visual guidelines

Assets

Automatically created assets

All recommended asset settings

Text

Images

Video

Edit brand guidelines

Control how your brand appears in ads for this campaign. [Learn more about brand guidelines](#)

Brand identity

Business name

Sosa Pet

Logos (4/5)

SOSA

Edit

Text guidelines BETA

1

Guide Google AI to generate relevant, on-brand headlines and descriptions. Exclusions and restrictions are currently only supported for English campaigns.

Term exclusions

Examples: Cheap, Low cost

Enter or paste terms, one word or phrase per line

Messaging restrictions (0/40)

Example: Avoid implying our products are cheap, discounted, a bargain

Example: Don't start with a preposition ("With", "And", etc.)

Example: When mentioning discounts, always add a disclaimer that "Terms and conditions apply"

Example: Don't use language that is ambiguous, verbose, or demeaning

+ Add another restriction

2

Visual guidelines

Add your brand colors and fonts to help Google AI generate on-brand videos and responsive display ads.

Custom colors

Main color

Accent color

Font

Use any font

Save

Cancel

Asset Preview: Optimize Generated Assets before serving



Pre-Launch Review: Examine sample Text Customization assets before your campaign goes live to understand how they will appear.



Refine Guidelines: Use these previews to iterate on your Text Guidelines, ensuring the system effectively filters out any unsuitable content.

Creative Control

Coming Soon

× View examples

Examples of text assets created by Google AI BETA

Google AI uses your final URL to create text assets from your website. These are just examples of what may show on your ads.

Final URL (required)*

<https://www.holidaygifts.com>

Your feedback helps Google AI create more accurate assets that fit your brand

Asset	Asset type	Action
Find Unique Gifts for Everyone	Headline	Flag asset
Stop Gift Stressing. Shop Now!	Headline	Flag asset
Last-Minute Holiday Shopping	Headline	Flag asset
The Best Gifts of 2025 Are Here	Headline	Flag asset
Personalized Gifts They'll Love	Headline	Flag asset
Gifts For Friends & Family	Headline	Flag asset
The Right Gift, Guaranteed.	Headline	Flag asset

AI Max is a seamless shortcut to AI across multiple features, while offering enhanced brand controls

Features	AI Max	PMax	DSA	Broad Match
Text Customization (fka ACA)* (uses Gen AI for headline and description creation)	✓	✓		✓
Final URL Expansion	✓	✓		
Offers 3P Network controls (e.g. SPN on/off)	✓			
Keywordless landing-page based targeting	✓	✓		
Keywordless asset-based targeting	✓	✓		
Serves on both text and non-text Search inventory		✓		
Search Term Report with cost data	✓	✓		
Ad Group controls (e.g. location, brand)	✓			

NEW!

Upgrade your DSA and BM campaigns to AI Max with one click

- ✓ Unified campaigns
- ✓ Granular controls
- ✓ Future-proof features

DSA to be sunset in Feb 2027

*Legacy ACA compatible with Search campaigns using BM keywords

Deep-dive into reporting to view the value AI Max is driving

Search Term Matching

☐ Search term	Match type	Added/Excluded	Source	Keyword
☐ xfinity	Exact match	None	Keyword	xfinity
☐ xfinity stream	AI Max	None	AI Max expanded matches	—
☐ pixel 9	Broad match	None	Keyword	pixel
☐ xfinity instant tv	AI Max	None	Landing pages and URL inclusions	—

Additional queries
that matched using AI Max’s automation technology

Deep-dive into reporting to view the value AI Max is driving

Text Customization

Final URL Expansion

☐ Search term	Headline	Landing page	Campaign	Ad group
☐ xfinity	[Long headline]	[Landing page]	Leads-Search-1	Ad group 1
☐ xfinity stream	[Headline]	[Landing page]	Leads-Search-1	Ad group 1
☐ pixel 9	[Headline]	[Landing page]	Leads-Search-1	Ad group 2

Headlines, landing pages and ad groups
from AI Max’s expanded and keywordless matches

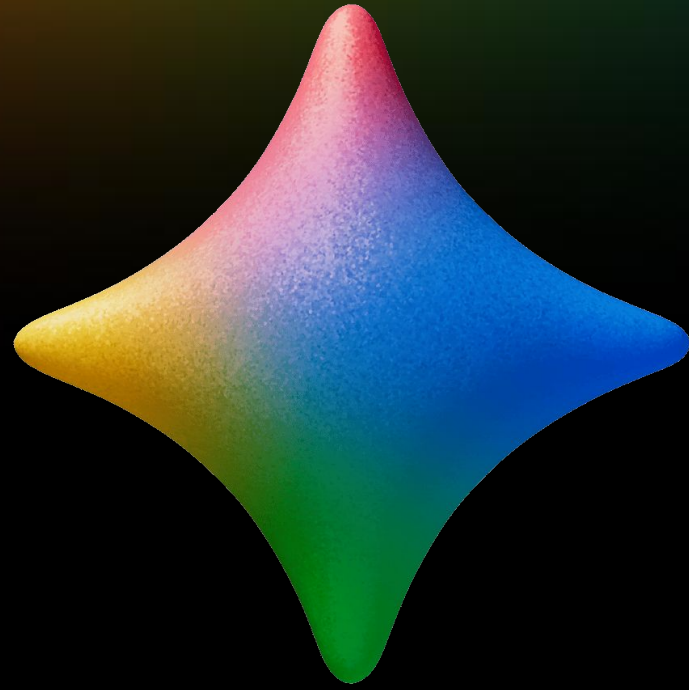
Deep-dive into reporting to view the value AI Max is driving

AI Max (STM+ TC+FUE)

^ Total: Keywords in your current view ?			
Total: Your keywords ?			
Total: AI Max expanded matches ?			
Total: AI Max landing page matches ?			

Incremental conversions

from AI Max's expanded and keywordless matches



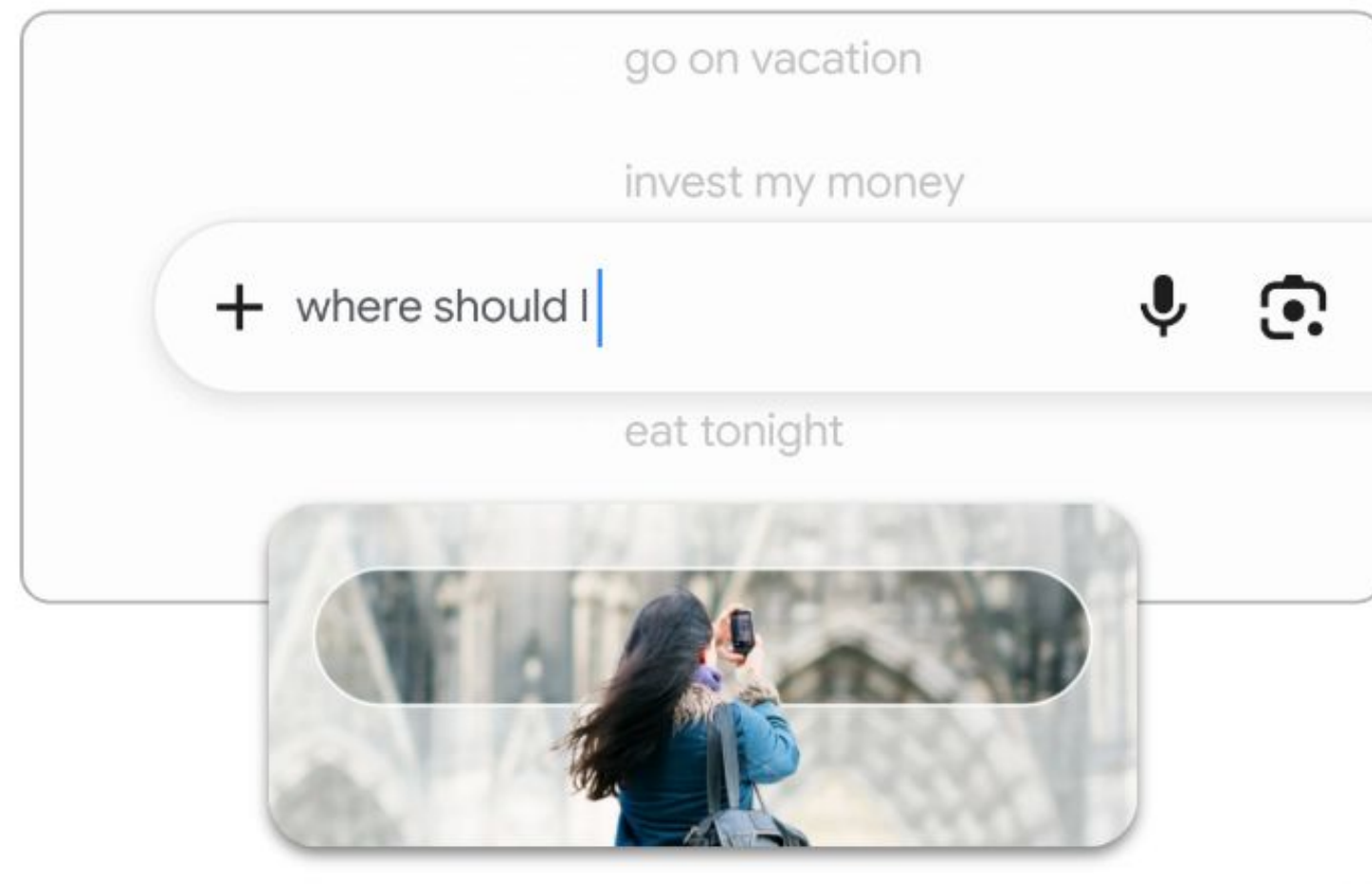
Bidding Goals & Demand-led Budgets



Google Marketing Live



AI in Search opens up new, unpredictable demand



People jump from discovery to decision instantly

It is impossible to predict market demand



Blind boxes



Matcha

Shift from rigid budgets to a flexible approach to maximize conversion potential.



Don't “close the store early”

Your AI-powered campaigns are constantly identifying new surges of demand. “Demand-led”, flexible budgets will ensure you’re eligible to do business when it matters.



Over 60%

**of Google performance campaigns
use demand-led budgets
to capture performance gains
as consumer interest rises.**



Common Concerns that we hear from you



Myth 1: We can't move to demand-led as we have a *fixed* marketing budget

Start small, plan ahead



Myth 2
Seasonality is too *unpredictable* to plan

Follow seasonal best practices



Myth 3: The budget is there but I need more *sales volume*

Investigate variable, beyond budget limitations

① Myth

We can't move to demand-led as we have a *fixed marketing budget.*

1

Myth: We have a fixed marketing budget & cannot do demand-led

Start Small & Plan ahead... to be demand-led

Plan the next 7 days



Growth Recommendations

Optimize your budgets

+1.6%

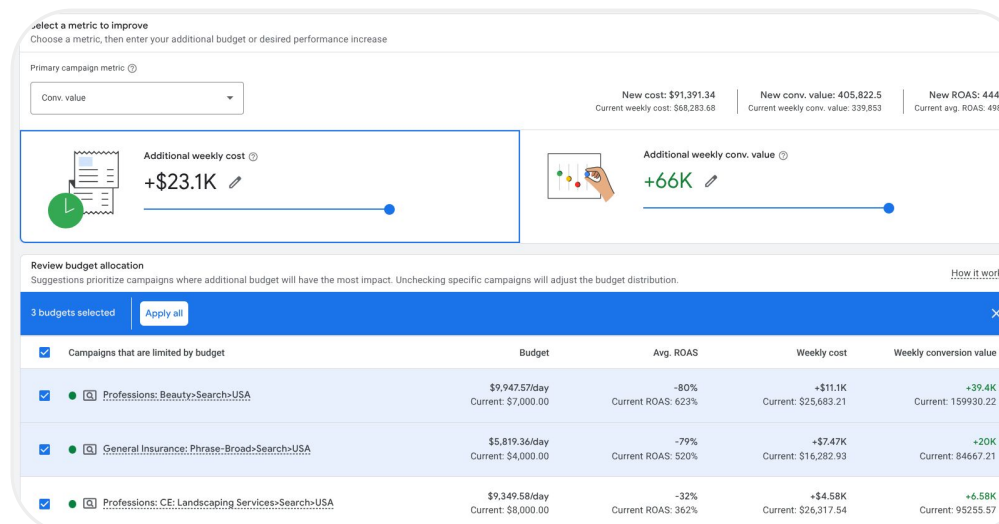
You missed conversion value because you're limited by budget. Increasing your budget can result in more conversion value, while staying within your target.

Recommended because you missed out potential traffic last week based on data from the ad auctions you participated in ?

Budget-constrained campaigns	Weekly estimated conv. value	New budget
████████████████████	+1.72K	\$710/day
████████████████████	+1.13K	\$620/day
████████████████████	+755	\$670/day



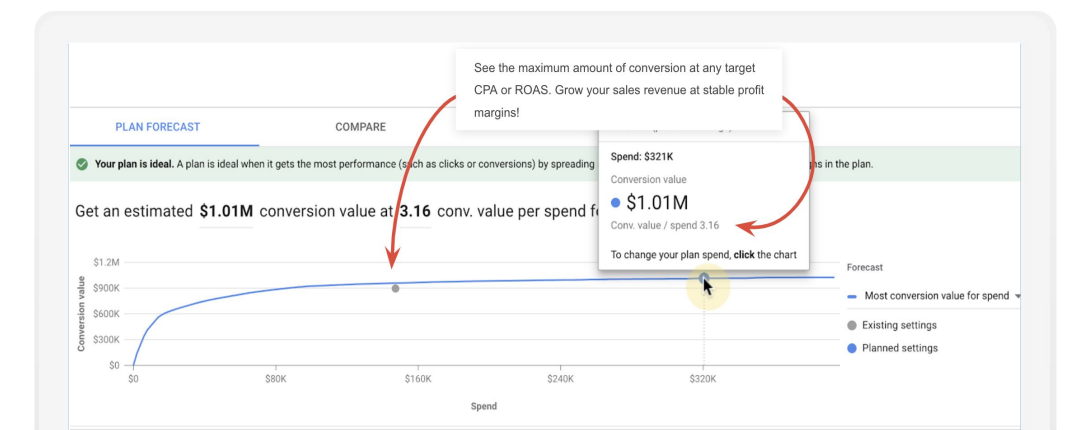
Recommended Investment Strategy



Plan the next 18 months



Performance Planner



Demand-led budget pacing is coming to SEA

Google AI better optimizes spend to follow consumer demand: capturing more demand on peak days and reducing spend on slower days – all while never going beyond your monthly budget and daily spending limits.

Search

Demand-led budget pacing

New AI-powered budget pacing that follows consumer demand and maximizes the visibility of your ads – all while sticking to your budget.

Key benefits

AI-powered pacing that follows customer demand
Capture more valuable demand on peak days and efficiently reduce spend on slower days.

Avoid missing out on valuable opportunities
Help prevent “capping out” on your most important peak days and ensure you don’t miss valuable opportunities

Stay on track for your budget goals
Spend flexibly and efficiently, while still hitting your budget goals. Launch campaigns with confidence, knowing that you’ll never exceed your monthly limit.

New for 2026

With demand-led pacing, Google AI will better optimize spend to follow consumer demand — capturing more demand on peak days and reducing spend on slower days — all while never going beyond your daily and monthly spending limits

Supporting resources:

[Road to GML blog post](#)

Availability: Coming soon

Markets: [Global](#)

Languages: [All](#)



Seasonality is too
unpredictable to plan.

Seasonality Planning Best Practices & Campaign Total Budgets

See how performance planner can help you with your seasonal objectives, while reacting quickly to dynamic times.

Plan more frequently



On a bi-weekly or monthly basis, throughout seasonal periods to ensure your budget and bid settings remain optimal. The closer you plan to the forecast start date, the more accurate it becomes.

Identify optimal bids & budget settings



Forecast key metrics at different CPA or ROAS targets to identify optimal bid and budget settings for capturing increased demand during seasonal peaks.

Customise conversion rates



Adjust forecasts to account for expected changes in performance.

During seasonal times and promotions, consumer intent can be higher, leading to a significant uplift in conversion rates.

Campaign Total Budgets



Dynamically adjust daily spend to fully utilize your seasonal budget within a set timeframe: (3-90 days). This removes daily limits to maximize visibility during high-traffic peaks without overspending.

NEW

Campaign Total Budgets is Available

Tired of manual budget adjustments during peak times?

We launched campaign total budgets for Search, Shopping, and Performance Max, letting you set a specific duration from a few days to a few weeks.

Advertisers using this feature saw **an average 66% reduction in manual adjustments** compared to daily budgets.

Campaign total budgets

Set a fixed total budget with a specific start and end time.

Key benefits

Set total budgets

Have a campaign spend exactly what you want over a specific date range. A simple alternative to daily budgets that aims to utilize your entire budget within a given timeframe without overspending.

Support short burst campaigns or longer season events

Fuel your next flash sale, product launch, or major event with campaign total budgets. Whether it's a quick 72-hour test or a month-long push, you can launch with total confidence.

Reduce the number of manual campaign tweaks

Hit spend goals without needing to update budgets daily.

The screenshot shows the 'Budget' setup interface in Google Ads. At the top, it says 'Budget' and 'Decide how much you want to spend'. Below this, there's a section 'Select budget type' with two radio buttons: 'Average daily budget' (unselected) and 'Campaign total budget' (selected). The 'Campaign total budget' option has a sub-label 'Set a budget for the duration of your campaign' and a text input field showing '\$ 1000.00'. Below this is a 'Campaign dates' section with 'Start date' and 'End date' dropdowns, both set to 'Jan 12, 2026' and 'Jan 19, 2026' respectively. A 'Select' button is at the bottom right. On the right side of the interface, there's a note: 'Your campaign total budget is what the campaign should spend over its lifetime. To use a campaign total budget, you must add an end date for your campaign.'

We found that advertisers using campaign total budgets saw a 66% average reduction in manual budget adjustments compared to using daily budgets

Source: Google Internal Data, Comparing daily budgets in January 2026 to campaign total budgets from August 2025 - March 2026.

Supporting resources:

[GML blog post](#)

Availability: General Availability

Markets: Global

Languages: All



The budget is there but I
need more *sales volume*

Beyond Budget: If not limited by budget, investigate:

Targeting



Are your keywords, audiences, or other targeting too narrow? Is AI Max enabled?

Impression Share



Check Impression Share lost due to Rank. Improve Ad Rank through loosening bids and improving Quality Score (Ad Relevance, Landing Page Experience, Expected CTR).

Ad Strength



Ad Strength: Improve creative assets and landing page.

Network Expansion



Are you leveraging all relevant campaign types (Search, PMax, Demand Gen)?

Bid Strategy Targets



Align Smart Bidding with your business goals, ensuring restrictive tCPA or tROAS targets don't limit your volume.

Beyond Budget: The Bid Strategy Targets

Choose the strategy that achieves your goals.

Activate: The Bidding Strategies

Remember: a bid strategy will act based on its instructions, so instruct it to achieve what your real business goals are

🎯 Focus on conversions

📈 Focus on conversion value

Maximise at my set ROI

Target CPA

Target ROAS

Maximise ROI within my set budget

Max Conversion

Max Conversion Value