


Product Overviews

Ads

Demo Slam

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Search



Video



Creative



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Measurement





AI Max for Search campaigns

Search

✓ Availability: AI Max is globally available for Google Search and the Search Partner Network (SPN)
 🌐 Languages: **English Fully Supported: English, French, Spanish, Italian, Dutch, Portuguese, German, Japanese***

All Advertisers

AI Max brings the best of Google AI into your Search campaigns with a comprehensive suite of targeting and creative enhancements – including search term matching, text customization, and final URL expansions. With AI Max for Search campaigns, you can power up your ads performance and be ready for the next era of Search without changing your current setup — all while getting the granular controls and reporting transparency you need.

➔ Learn more about how [AI Max for Search](#) works and [how to set up AI Max in Google Ads](#).

Ads in AI Overviews

Search

✓ Availability: **Global US across mobile and desktop**** | 🌐 Languages: **English**

All Advertisers

AI Overviews can take the work out of searching and integrate your ads directly into an AI-powered response. This accelerates the path from discovery to decision with text and shopping ads in a section clearly labeled “Sponsored.”

➔ Learn more about ads in [AI Overviews](#).

Ads in AI Mode

Search

✓ Availability: **US** | 🌐 Languages: **English**

All Advertisers

AI Mode can answer anything, with deep reasoning and multimodal capabilities that keep the conversation going. And now we’re testing Ads in AI Mode, to allow your marketing can be a part of the conversation. with Text and Shopping ads seamlessly integrated into the AI Mode response.

➔ Express your interest [here](#).


* While all languages can technically opt-in to the open beta, customers using languages other than those listed above will have a different experience for text customization and final URL expansion.
 ** Expanding to select English speaking countries (across devices) later in 2025

🔔 **Express Your Interest: Complete [the form](#) to be among the first to try Google Ads new products**

Search

Travel Ads in AI Max for Search Campaigns

Search

 Availability: **Global** |  Languages: **All**

We are thrilled to begin piloting Travel Ads in AI Max. This integration will allow you to seamlessly integrate feeds directly into your campaigns to help better understand your business, gain access to enhanced formats, and drive greater ROI.

This capability will help significantly improve Google's understanding of your business. It works alongside your existing keywords and Responsive Search Ads to deliver even better performance through expanded reach into new queries, more relevant ad delivery, and the granular controls necessary to manage your feed data within AI Max for Search.

➔ Express your interest [here](#).

Campaign total budgets

Search

 Availability: **Global** |  Languages: **All**
 All Advertisers

New budget capabilities in Google Ads to enable advertisers to help maximize budget utilization and hit volume goals during planned and ad hoc promotional periods.

For Search, Shopping, and Performance Max campaigns:

- Set a budget for a fixed period between 3-90 days.
- Ramp up spend faster and prioritize volume versus target accuracy within 3-14 days

➔ Express your interest [here](#).


Discover Ads Experience Update

Search

 Availability: **Global** |  Languages: **All**
 All Advertisers

Discover Ads now complement Discover's push into creator content with a new brand-forward design for video, image, and shopping ads.

➔ Learn more about the ad requirements for [Discover Feed](#).

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VRC Non-Skips

Video & Apps

 Availability: **Global** | Languages: **All**
 All Advertisers

VRC Non-Skips is a brand new, AI-powered format solution comprised of 15s/30s Non-Skips and Bumpers. This product is focused on driving Non-Skip reach at more efficient cost per thousand impressions (CPMs) and is the most CTV-optimized product within our AI-powered Brand portfolio – bringing AI to the Living Room for advertisers globally.

→ Learn more about [Video reach campaigns](#).

Lookalike Audiences (in YouTube brand campaigns & Google Marketing Platform)

Video & Apps

 Availability: **Global** | Languages: **English**
 All Advertisers

Lookalikes enable targeting of users who share similar characteristics with valuable first-party audience segments, expanding relevant reach for improved campaign engagement.

→ Express your interest [here](#).

CTV Network Packages in Google Ads

Video & Apps

 Availability: **Global** | Languages: **All**
 All Advertisers

Advertisers can get easy access to premium publisher Connected TV (CTV) inventory, including placements from Major League Baseball, Warner Brothers Discovery, and Roku. Advertisers, whether new to CTV or purchasing network content elsewhere, can now acquire premium CTV inventory with the same ease as buying search, display, shopping, and YouTube/video placements within Google Ads – and all in one place.

→ Express your interest [here](#).

Cross Campaign Reach & Frequency Optimization

Video & Apps

 Availability: **Global** | Languages: **English**
 All Advertisers

It allows advertisers to manage multiple YouTube campaigns/line items towards their overarching reach and frequency goals.

→ Express your interest [here](#).

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Creative

Suggested Assets

Creative

Availability: **Global** | Languages: **All**

All Advertisers

This is a new asset review space surfacing Google AI-powered assets suggested for your campaigns.

→ Express your interest [here](#).



Agentic

Ads Advisor


Agentic

Availability: **Global** | Languages: **English**

All Advertisers

Ads Advisor is an agentic conversational experience in Google Ads that offers 24/7 self-service help to efficiently manage your account. It's designed to maximize your performance by providing personalized answers, helping you troubleshoot issues, and identifying new optimization opportunities like suggesting creative text and images

→ Learn more about [driving peak campaign performance](#) our new agentic capabilities.


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Measurement

Integrated Conversion Measurement for App Campaigns

Measurement



 Availability: **Global** |  Languages: **All**
 **All Advertisers**

"Innovative solution that provides more real-time, comprehensive, and accurate attribution of your App campaign performance in your third-party App Attribution Partner reporting **across iOS and Android**.

→ Learn more about Integrated [Conversion Measurement for App campaigns](#).

Automated Discounts for Revenue

Measurement




 Availability: **Global** |  Languages: **All**
 **Retail**

Automated discounts uses Google AI to continuously optimize product sale prices based on market signals such as product demand, price elasticity and competitiveness, and seasonality trends.

→ Learn more about [Automated Discounts for Profit](#). Automated Discounts for Revenue help center article specifically is coming soon.

New Customer Acquisition (in Demand Gen)

Measurement

 Availability: **Global** |  Languages: **All**
 **Lead Gen**
 **Online Sales**

NCA in Demand Gen helps you reach new customers on YouTube by letting you express your acquisition objective up front and then optimizing your campaign towards that goal.

→ Learn more about [customer lifecycle goals](#).

 **Express Your Interest:** Complete [the form](#) to be among the first to try Google Ads new products