

🔍 AI Mode



Google Search delivers results

A marketer's playbook for growth
in an expanding Search universe

Google

The Shift

The linear path to purchase has been replaced by a fluid, ongoing loop of searching, streaming, scrolling, and shopping.

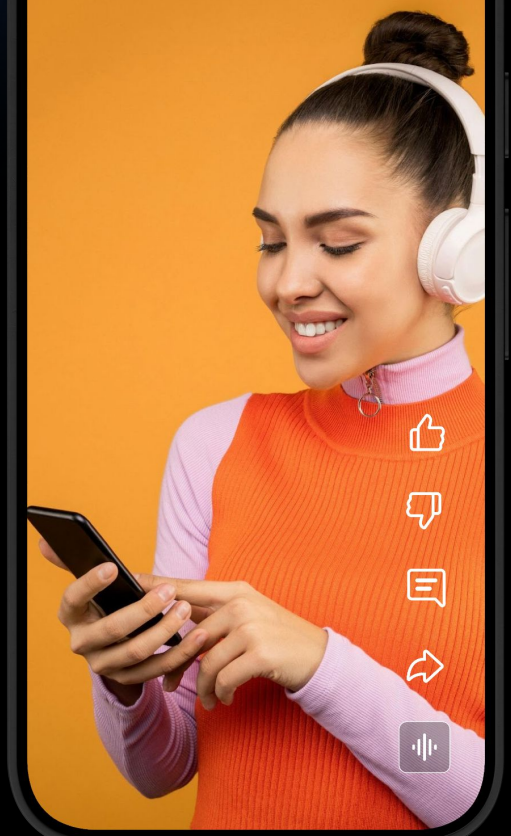
Google

scrolling

streaming

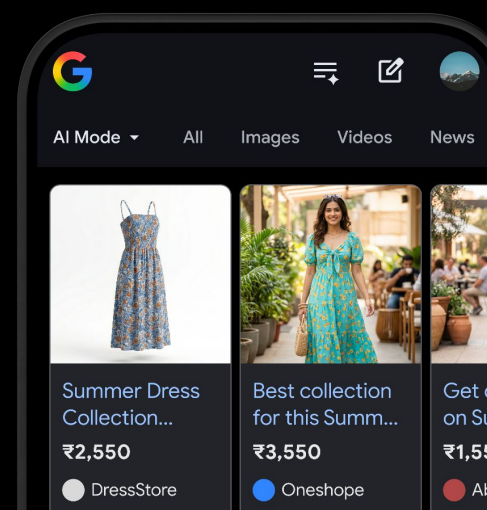


Shorts



searching

shopping



Google

Ask Google AI Mode

The Shift



AI Mode



+ Ask Google



There's a new path to purchase

Consumers no longer "go" shopping, they are always shopping

Today's Indian consumers buy in moments. A creator's video sparks curiosity. A single Circle to Search tap turns inspiration into a transaction, without ever leaving the app. As streaming and commerce merge, every screen becomes a storefront.



I'm redoing the landscaping in front of m
want something that follows |



Google

Welcome to the era of the super-empowered consumer

The more they know, the more they spend

More
research

95%

of shoppers are engaging in longer, multi-step journeys to complete their purchases in the AI era¹

More
informed

81%

of AI users discovered better options after researching further than they originally intended²

More
confidence

56%

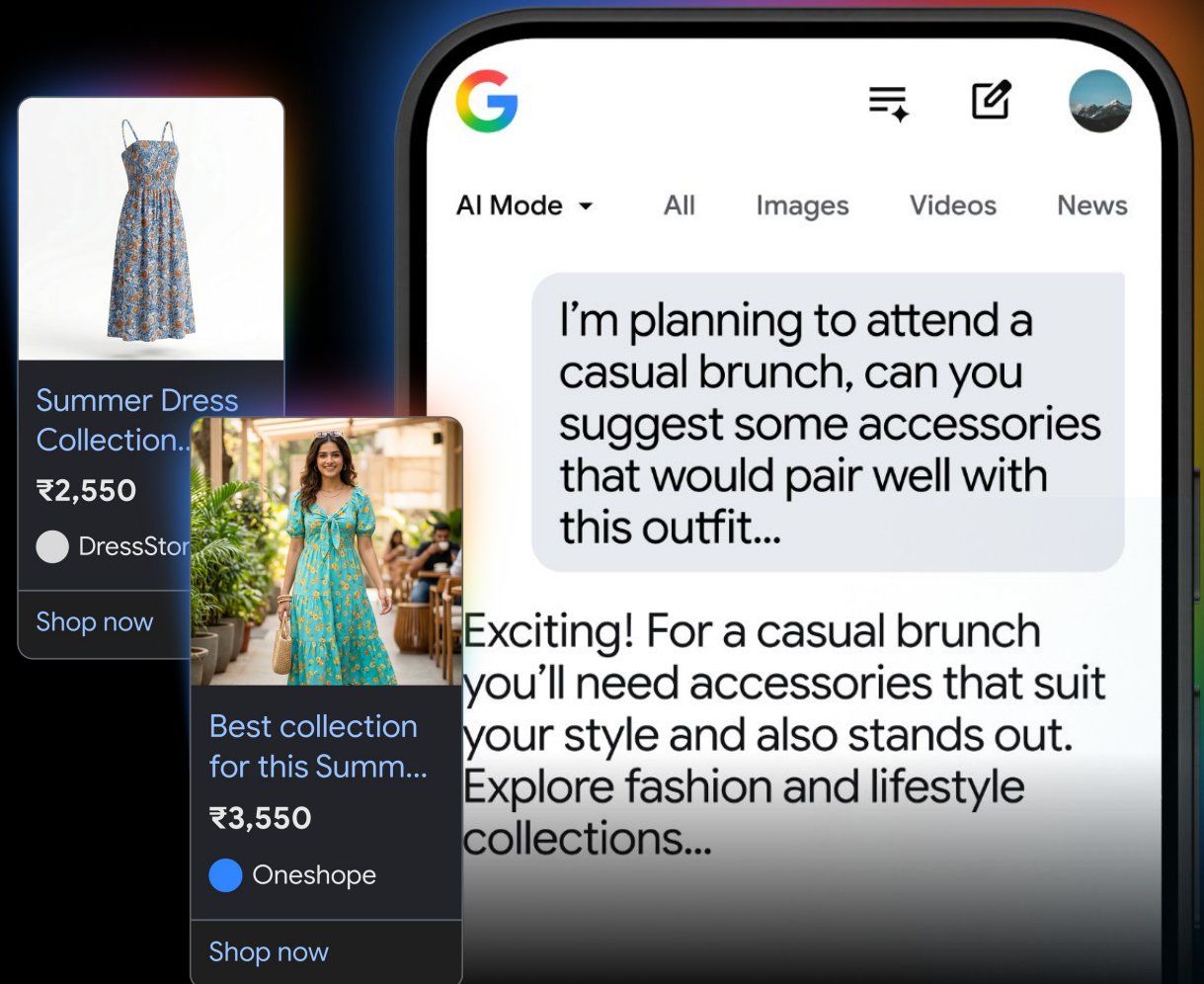
of AI users are more likely to splurge and 52% more likely to find shopping enjoyable compared to non-users³



To meet the super-empowered consumer, Google search is putting the world's information to work for you

With Gemini built into Search, it goes beyond matching keywords to understanding customer intent.

Not just what customers are searching for, but why. And now it's even helping them complete the task.



More
intelligent

Deeply
understanding
customer intent



More
personalised

Customising
results tailored
to your world



More
agentic

Helping with
task completion

Discovery has a new language, multimodal and conversational

Their ways of searching are multimodal



25B

visual searches monthly¹

With Circle to Search and Lens, screens and consumer cameras become the query

They are asking deeper and longer questions to find better answers

I have got a bunch of outfits that I love but I don't want it to look too formal. I need to pick one that works for both my brunch and the meeting out of all these outfits which one of these would work |



Longer, more conversational searches give brands richer intent signals and better matches.

3x

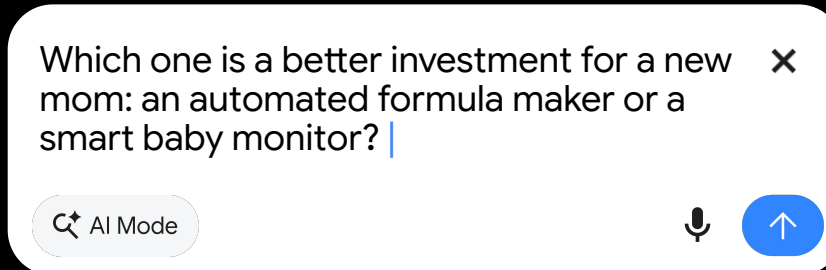
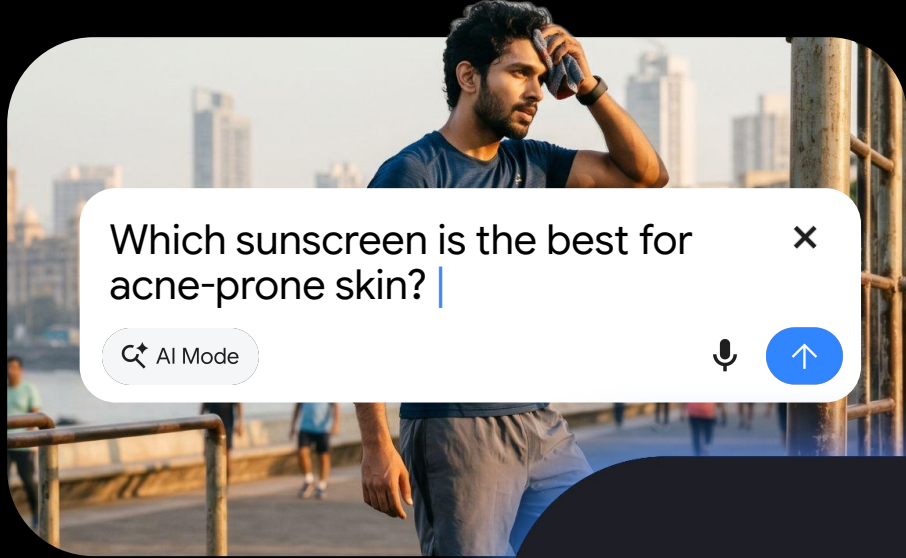
longer queries²

Source:
1. Google Internal Data, April 2025
2. Alphabet Earnings Q4 2025

Google Search doesn't just answer anymore, it helps consumers decide

Now supercharged by AI

Decision-making searches beginning with "which one" and "which of" grew 40% faster than all AI Mode queries.



+ Ask Google



सप्ताहात् शान्तिनिकेतने २ दिन थाकार जन्य कम थरचे भालो होमस्टे-र सकान दाओ?

AI Mode



AI Mode in Search is transforming *how* and *why* people explore, moving from simple queries to complex conversations with deeper intent.

इस योगा पोज के फायदे बताना यार, खासकर फिजियोथेरेपी के हिसाब से इसके क्या बेनिफिट्स हैं?

AI Mode



84%

of AI Mode users in India agree they are able to make decisions faster¹

87%

can make those decisions more confidently²

Google's embedded AI is expanding the Search Universe

When people use AI-powered features, they use Search more — queries reached an all-time high early in 2026

5.5 vs 13

Shoppers who use AI platforms or features in their journey interacted with 13 touchpoints, on average, compared to only 5.5 for shoppers who did not use AI¹

86%

of AI in Google Search users agree it has expanded the way they use Google Search in their journeys for products or services²

Source:

1. Google Global Consumer Journeys Refresh, December 2025, Online survey, IN, Adults 18+, online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) comparing n=1173 who used AI in their journey to n=298 that did not.

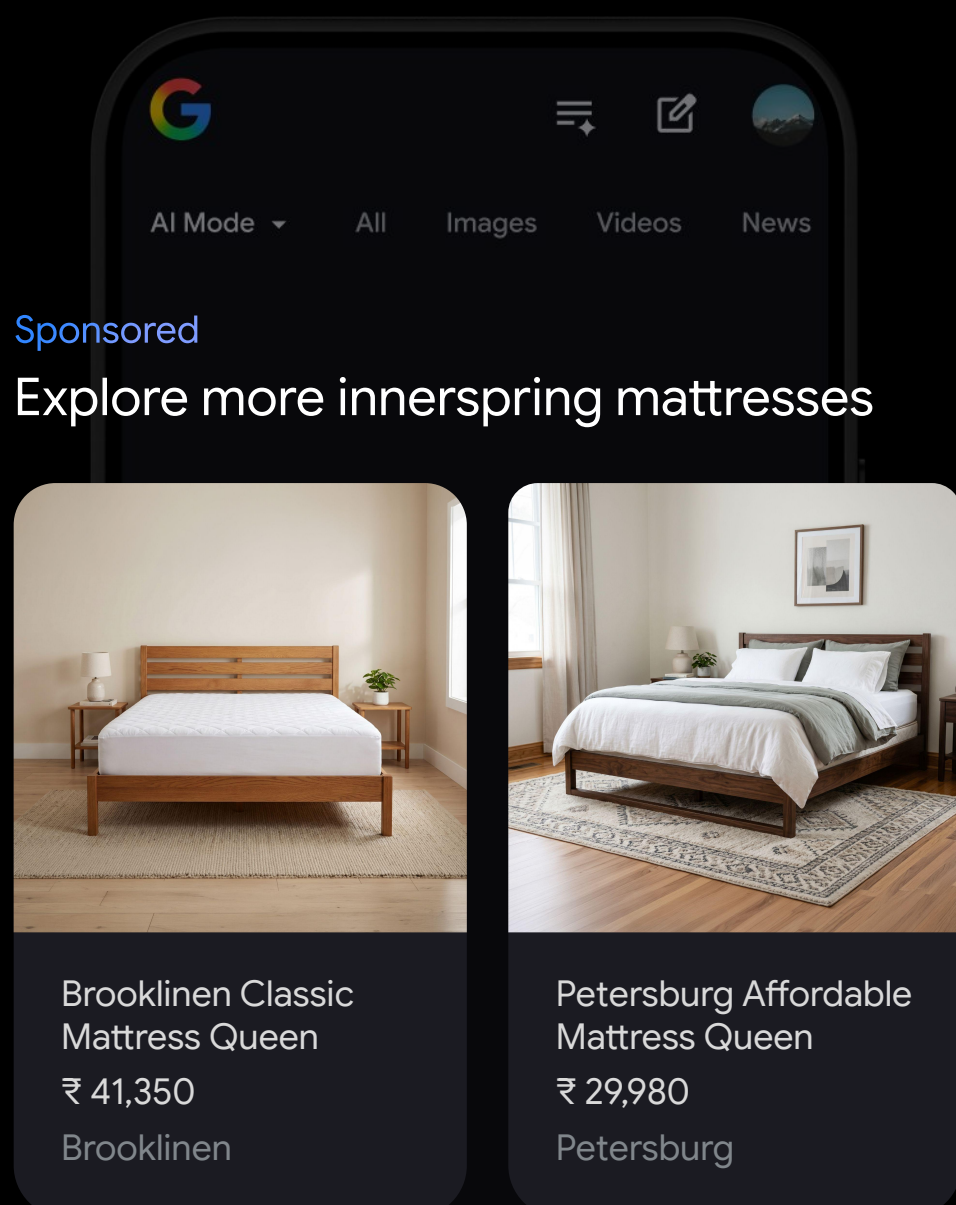
2. Google commissioned Ipsos, Consumer Continuous, Apr 2026, Online Survey, IN, surveyed consumers ages 16-74, n=941 Google Search users

When Search understands Intent like never before, the best ads become answers

89%



of GenZ turns to Google for shopping -
discovering, browsing, getting ideas,
researching, purchasing*

Ads in AI Mode

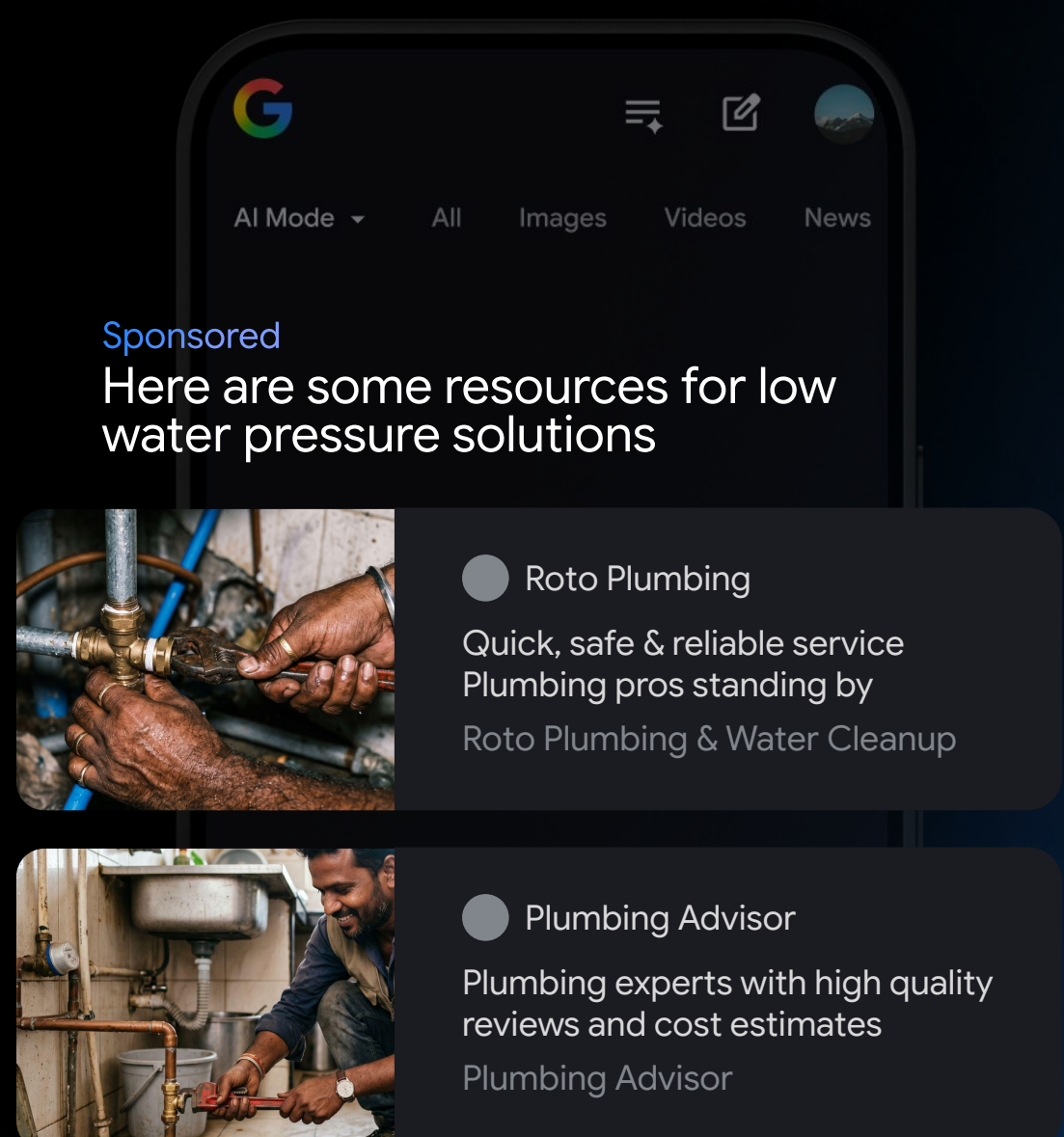


Sponsored

Explore more innerspring mattresses



	
Brooklinen Classic Mattress Queen ₹ 41,350 Brooklinen	Petersburg Affordable Mattress Queen ₹ 29,980 Petersburg

Shopping ads



Sponsored

Here are some resources for low
water pressure solutions

-  Roto Plumbing
Quick, safe & reliable service
Plumbing pros standing by
Roto Plumbing & Water Cleanup
-  Plumbing Advisor
Plumbing experts with high quality
reviews and cost estimates
Plumbing Advisor

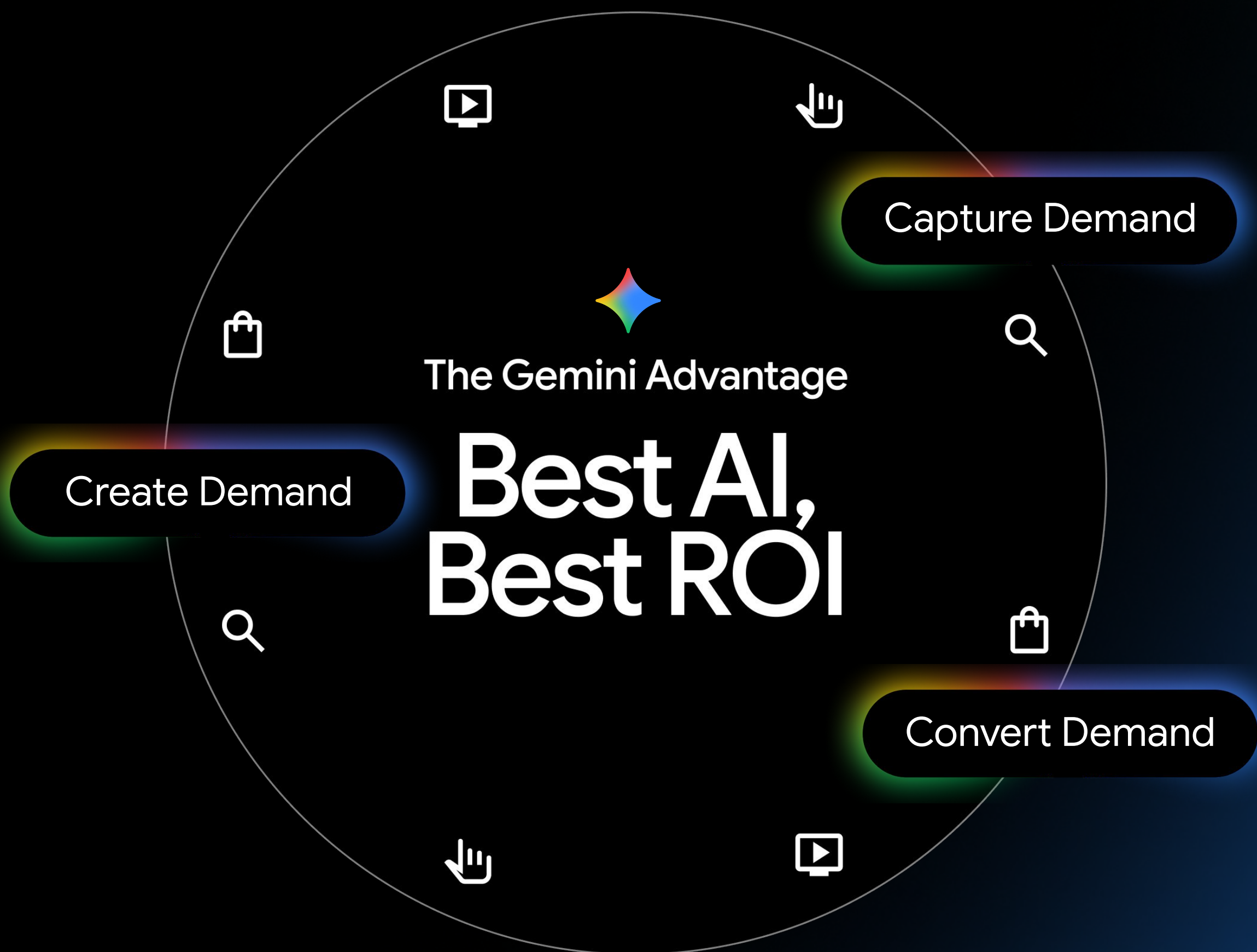
Text ads

The Solution

The way people discover has changed. With the evolution of Search, brands now have an opportunity and the tools to move beyond responding to demand and start shaping it.

Your growth advantage starts with Gemini

Create, capture, and convert demand from discovery to decision



Create Demand

Reach them at the right moment with AI Max for Search

86% of shoppers in India coming to Google Search are open to trying new brands¹

Capture Demand

Capture it with demand-led budgeting, no matter where the journey starts

87% of Indians who discover on social come to Google Search to learn more²

Convert Demand

With the best AI, comes the best ROI

27% more conversions at a similar CPA or ROAS

63% of advertisers rank ROI higher for PMax over Meta Advantage+

Source:

1. Google commissioned Ipsos Global Consumer Journeys, December 2025
2. Google commissioned Ipsos Global Consumer Journeys, December 2025

The proof is in the performance



Emeritus activated Performance Max to acquire incremental qualified leads

74%

incremental qualified leads

51%

lower CPQL

AJIO

AJIO and Vibrant Advertising leveraged AI Max for capturing consumer intent and scaling non-brand search

38%

higher revenue

31%

higher ROAS

ROYAL ENFIELD

Royal Enfield deployed Performance Max + AI Max to accelerate bookings

3.3x

increase in monthly bookings

70%

lower CPB

zepto

Zepto supercharged growth with Performance Max

31%

more acquisition

47%

lower CPA

group bayport

Group Bayport used AI Max to unlock stronger growth momentum

28%

revenue growth

14%

growth in sales volumes

The Action

New opportunities require
new ways of growing.
There's a proven blueprint
for profitable growth
and scaled conversions.
Now it's your turn.

Google

Build your Data Strength and boost your ROI



Start with connecting your data sources in Data Manager



Utilise a diverse set of signals to optimise the accuracy and completeness of your data



Once you have built your Data Strength, activate it using attribution, audiences, campaigns and bidding



HDFC Life utilized Data Strength solutions and advanced signal recovery to enhance conversion visibility and scale high-quality leads

+18%
lead

-31%
cost per lead

AI Max and Performance Max: Your complete AI targeting strategy

Three ways AI Max maximises every part of your ad

Start by maximising reach with **“Search Term Matching”**

Maximising ad relevance with **“Text Customisation”**

Maximising landing page relevance with **“Final URL Expansion”**

🔍 Skin care for dry sensitive skin

AI Mode ▾ All Images Videos News Shopping

AI Mode ON

=

Keyword Technology
(Broad Match)

+

Keywordless Technology
(Based on landing pages and assets)

🔍 Skin care for dry sensitive skin

AI Mode ▾ All Images Videos News Shopping

Sponsored

 c'Balm
<https://www.cbalmbeauty.com>

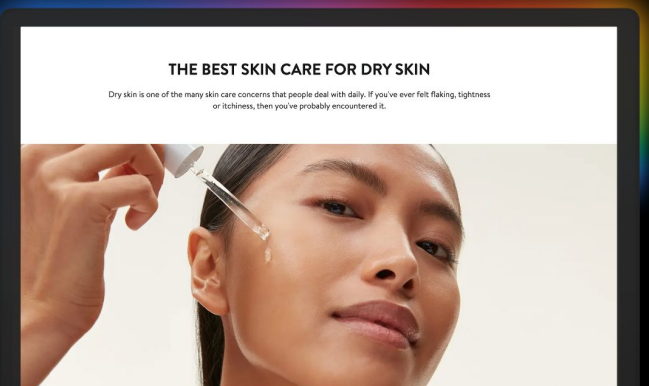
Shop Our Skin & Hair Care Line - Get Ready to Turn Heads

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

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Customised



policybazaar[®]com

Policybazaar unlocks profitable growth with AI Max

By shifting from lead generation to policy purchase optimisation, AI Max for Search unlocked profitable growth and solved efficiency issues at scale.

+28%

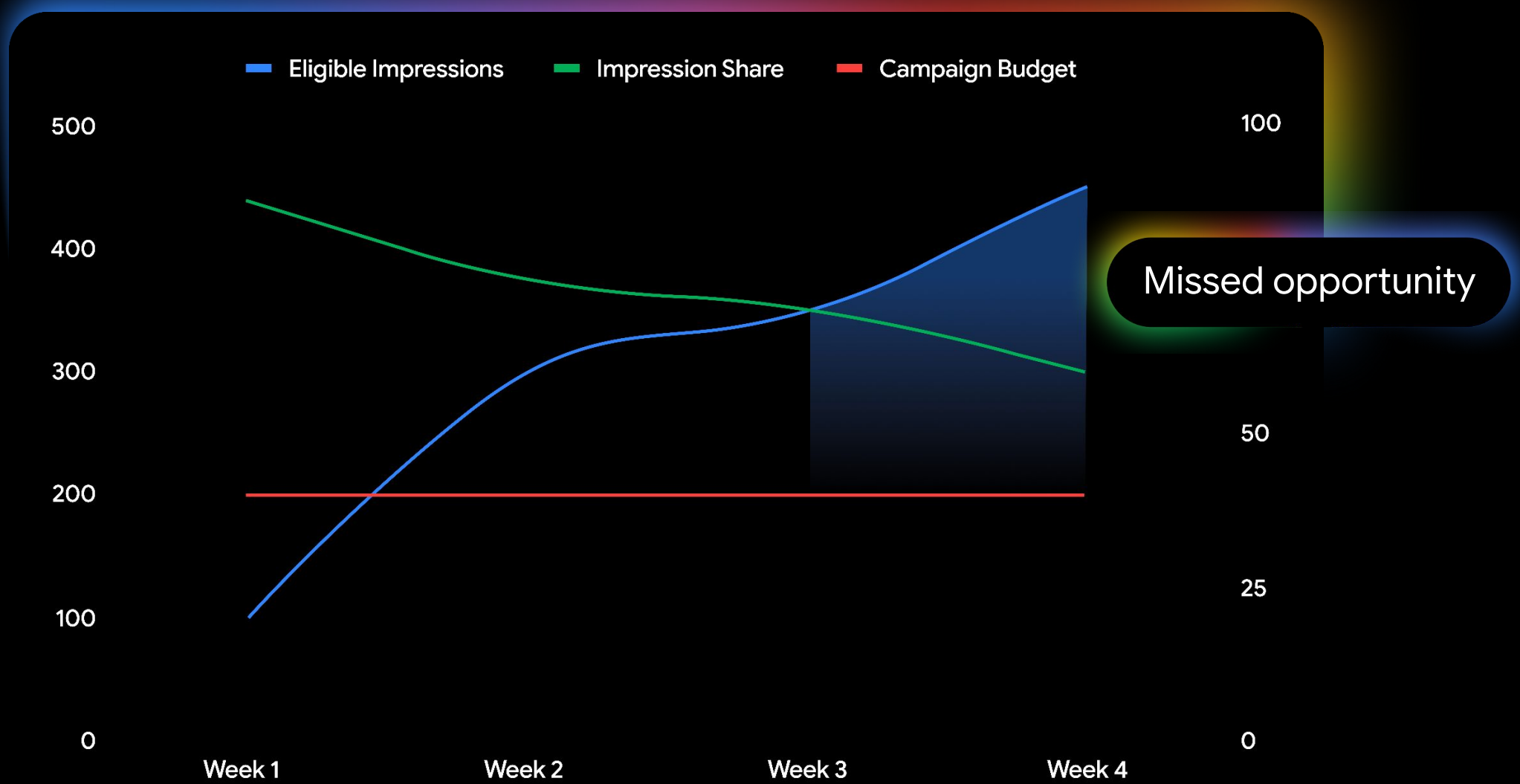
incremental Policy bookings

+5%

higher lead-to-sale ratio

Capture every profitable interaction with demand-led budgeting

Ensure that the machine is always running when profitable demand exists



Set demand-led budgeting

To unlock max opportunity and capture untapped, relevant searches for **AI Max enabled campaigns**



HDFC ERGO accelerates health insurance growth with AI Max and demand-led budgets

+50%
higher policies

-38%
lower COA

Google

 AI Mode

Google Search delivers results