

Accelerate with Google

Performance Foundation

Master the New Era of Search with Google AI



A yellow triangle icon with a black outline, located in the top left corner of the slide.

Before we start

Submit your questions

We'll get you answers from our product specialists ASAP.

Take session notes

Today's Q&A will only be available during our live session.

Share your feedback

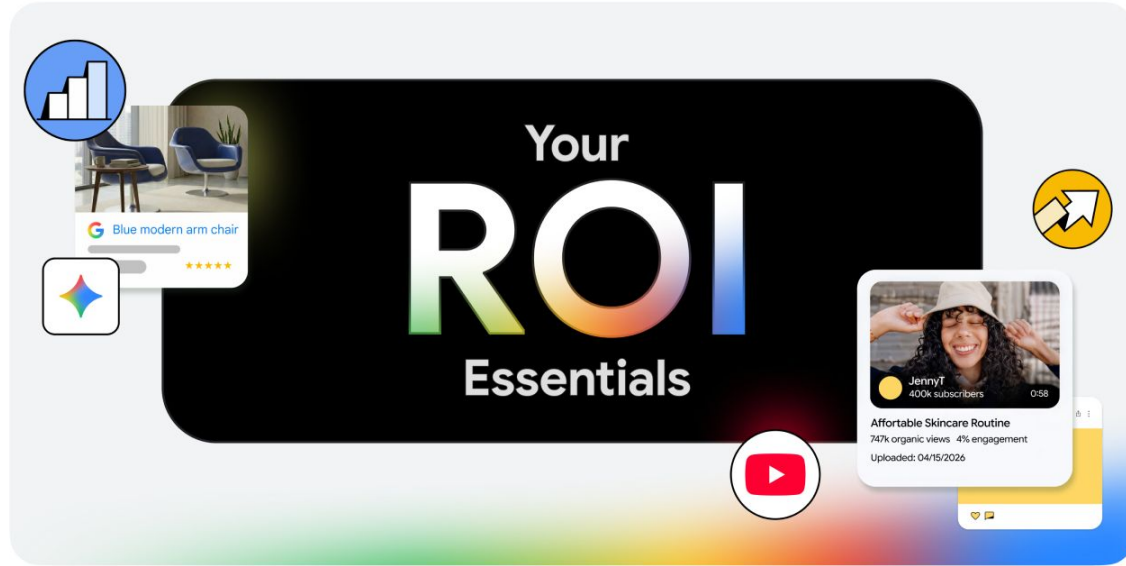
After we wrap, use the feedback form to let us know how we did.

Need a refresher later?

The video of this session will be available on demand.



ROI Essentials Guide



Step 1: Build your ROI measurement foundation

GTG

EC4L/W

Step 2: Drive ROI with Google Ads AI-Powered solutions

AI Max

Demand
Gen

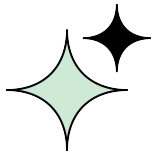
Step 3: Improve your ROI with stronger AI creative

AI Brief

Asset Studio



Agenda for today



The new era of Search

AI-powered Search ads

Setting up campaigns for success

Success stories

Live Q&A with Product Experts



Today's speakers



Chelsea Drews

Product Lead, AI Performance Solutions,
AUNZ



Kaylie Chan

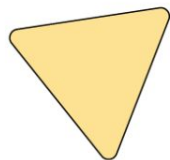
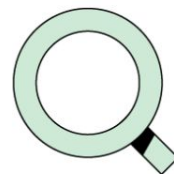
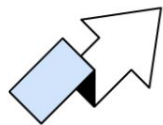
Product Lead, AI Performance Solutions,
Greater China



Dinesh Sheombar

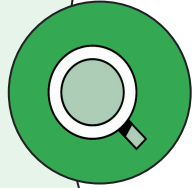
Product Lead, AI Performance Solutions,
SEA





Chelsea Drews

Product Lead, AI Performance Solutions,
AUNZ



The new era of Search

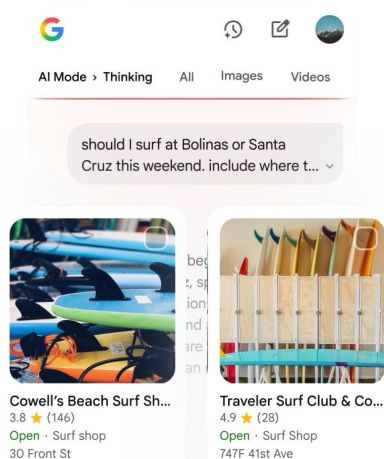
Your biggest growth opportunity is an expanding Search universe

We see over
5 trillion searches
on Google annually¹

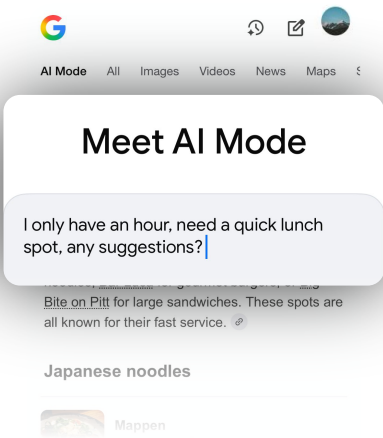
**Young people are the heaviest
users of Google Search** and are
driving the most pronounced
query growth with AI Overviews²

Google Search is evolving beyond information to intelligence

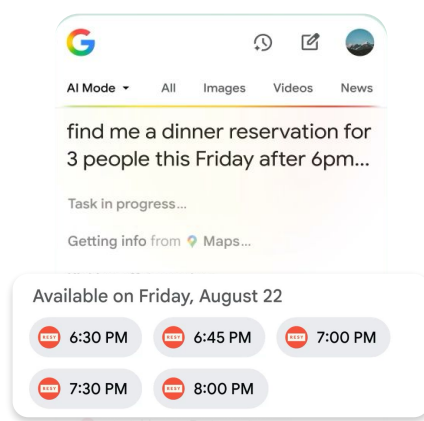
More intelligent Deeply understanding intent



More personalized Customized results when you opt in



More agentic Helping with task completion



A new era of Google Search means new business opportunities



Next-generation signals of intent

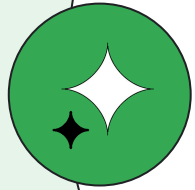


Anticipation of customer needs



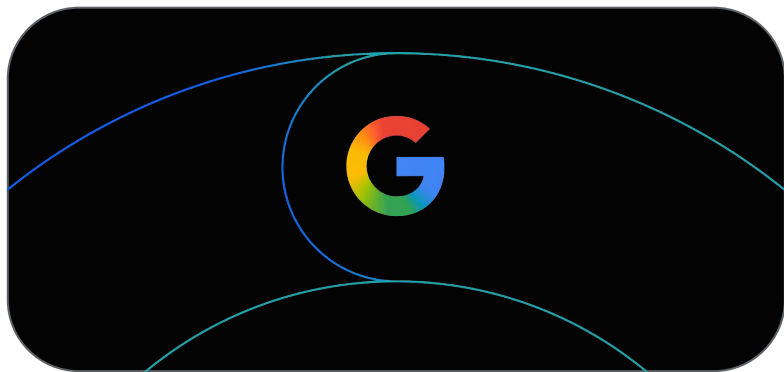
More opportunities to connect
with new customers





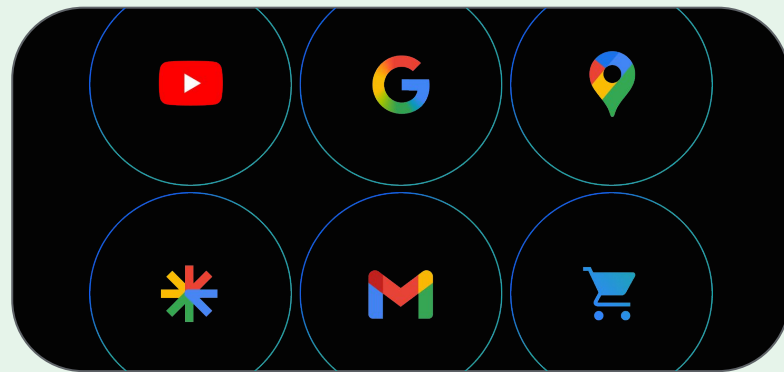
AI-powered Search ads

When you have the best AI, you get the best ROI



AI Max for Search campaigns

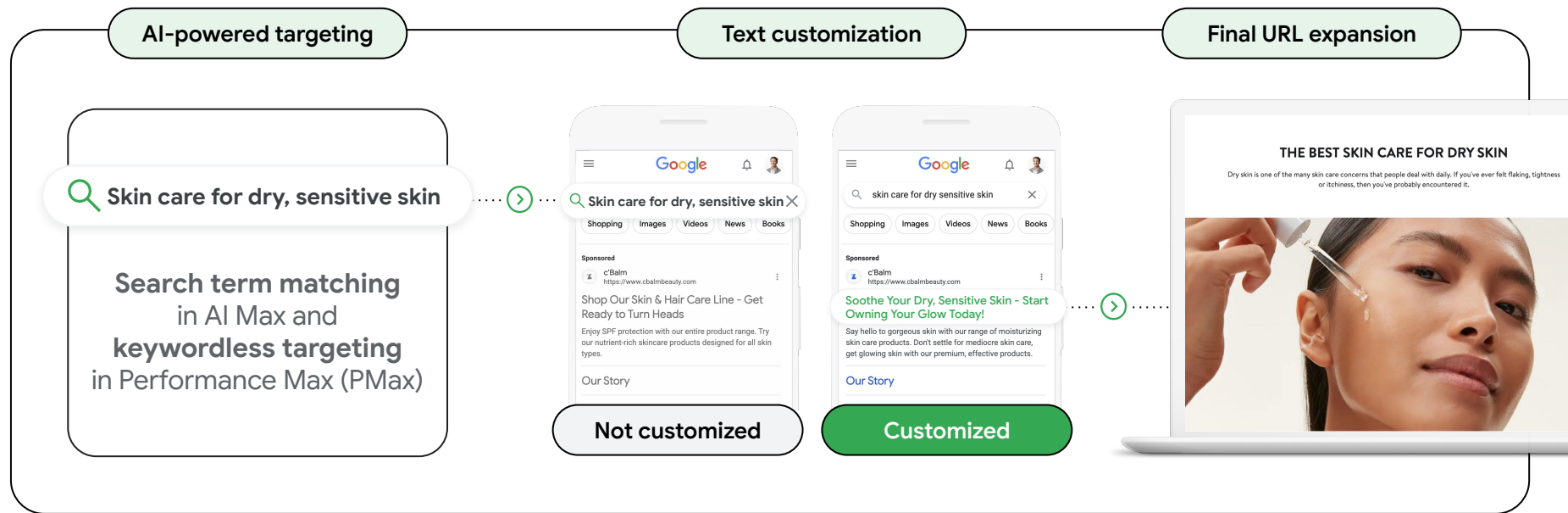
Bring the best of Google AI into your Search campaigns to supercharge performance.



Performance Max

Get the full power of Google's channels and AI, all in one campaign.

How AI targeting and creatives work together to drive results



Supercharge performance in 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 **PMax**.

Advertisers who use Final URL expansion with
PMax campaigns see an average increase of over

9% in conversions/
conversion value

at a similar CPA/ROAS²

AI Max vs. Performance Max

Both AI Max for Search campaigns and PMax use the latest Google AI

The main differences are:

- PMax serves ads across Search and non-Search channels, while AI Max only serves on Search text inventory.
- Search campaigns have the option to turn Search Partner Network (SPN) on or off.

AI Max can still deliver value, even if you're already using Performance Max



If you are currently **using** both **Search campaigns and PMax**, you should continue to **invest in PMax**, and you can test AI Max in your Search campaigns.



If you are using PMax and **do not have a Search-only strategy**, let AI maximize your results. To capture the full benefits of AI, make sure to keep **text customization** and **Final URL expansion** settings turned on in your PMax campaigns.

How does Google handle the overlap between AI Max and Performance Max?



Both AI Max and PMax campaigns may be eligible for the same Search auctions.

Note that **Search and PMax campaigns may be eligible for the same Search auctions even if AI Max is not enabled.** This has always been the case, although to a lesser extent.



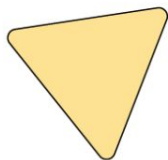
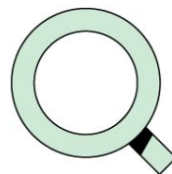
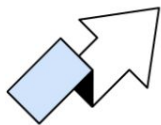
Even with AI Max turned on, **trumping will work the same.**

If the user's search query is identical to an eligible Search keyword of any match type in your account, the **Search keyword-based campaign will be prioritized over AI Max and PMax.**

If the query **isn't identical** to an eligible Search keyword, the campaign or ad with **the highest Ad Rank will be selected.**

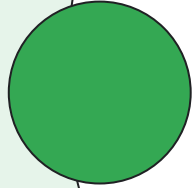
Comparing AI Max, PMax, broad match, and DSA

	AI Max	PMax	DSA	Broad match
Text customization	✓	✓		✓
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)	✓			



Kaylie Chan

Product Lead, AI Performance Solutions,
Greater China



Product deep dive

AI Max for Search

Maximize reach and performance

Expand your keywords to find untapped, performing queries with **broad match and keywordless technology**.

Spot-on creative, everytime

Use AI to **optimize creative content** based on your customers' unique interests, preferences, and context.

Get the control and transparency you need

Steer AI with controls that give you the same level of precision as keywords. Plus, get **actionable insights** to optimize your campaigns.

Performance Max

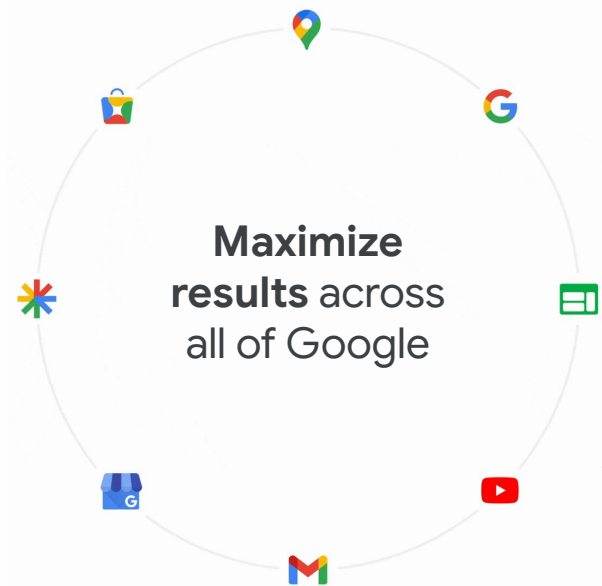
Get the full power of Google's channels

From a single, easy-to-use campaign, capture valuable searches and multiply conversions from customers you might have missed across all the channels in Google's ecosystem.

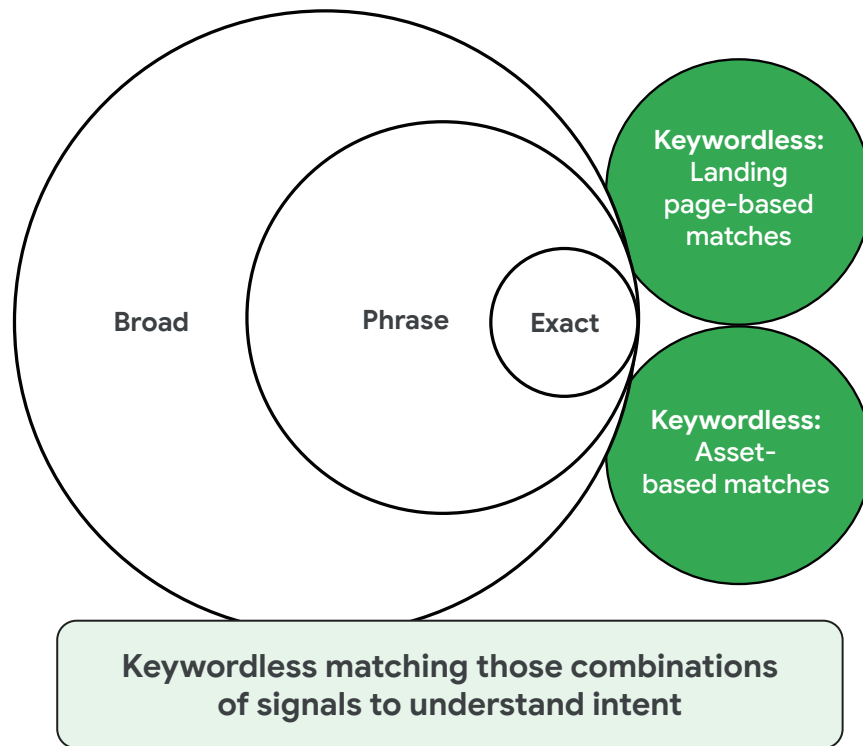
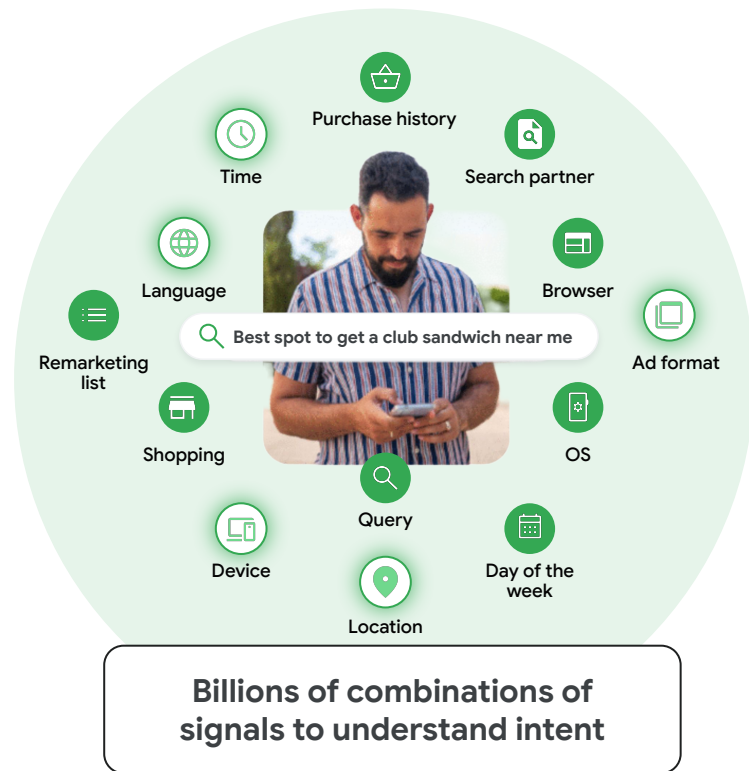
Access the latest AI-powered features

Access the full power of Google AI from end to end to improve your bidding, audiences, creative, and more. Features that are specific to AI-powered Search include:

- Keywordless targeting
- Final URL expansion
- Text customization



AI-powered targeting



Text customization

Now available globally in all languages.

Intent signal.....>.....

What's the best **NYC walking tour for fall**



AI Mode

Foundation

Use your RSA headlines and descriptions as a base.

Headline **A** - Description **A**

Headline **B** - Description **B**

Headline **C** - Description **C**

Creative expansion

Google AI customizes your assets to maximize relevance.

Headline **A** - Description **A**

Headline **B** - Description **B**

Headline **C** - Description **C**



nycwalkingtourz.com

www.nycwalkingtourz.com

Guided Walking Tour - Explore the Wonder of NYC in Fall

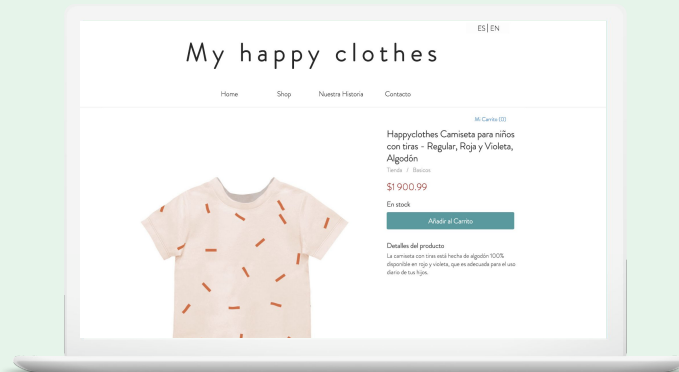
Discover hidden gems and famous NYC sights with expert local guides. Fun, fall tours daily.

Walk through history in Times Square, Central Park & more! Small groups. Instant booking.

Final URL expansion



Crawls website content to find the best landing URL to match the query



Sends the potential customer to the most relevant landing page

Steer Google AI with enhanced control and guardrails



Targeting controls

- Add lists of **negative keywords** to avoid targeting queries that are irrelevant to your business.
- Use **ad group-level locations of interest** in AI Max to reach specific customers based on their geographical intent.



Brand controls

- The system is **designed to fact-check** generated content against landing page content.
- Leverage **brand inclusion and exclusion** settings to gain control over branded term presence in search results.



Creative controls

- Advertisers can use **URL exclusions and inclusions** to control which URLs to leverage.
- **Text guidelines:** Specify terms or concept to avoid from your AI-generated headlines and descriptions.

Location controls

Add ad group-level locations of interest in AI Max to reach specific customers based on their geographical intent.

Ad group settings for AI Max



AI Max is turned on for your campaign

Search term
matching

Using only your keywords and match types



Brand inclusions

Limiting to: 0 brand lists



Locations of
interest

Use locations of interest to reach customers searching for or interested in specific geographic areas. The locations you selected in your campaign settings still apply. For best results, use locations of interest with phrase and broad match keywords.



🔍 Add locations of interest

For example, a country, city, region, or postal code

Cancel

Save

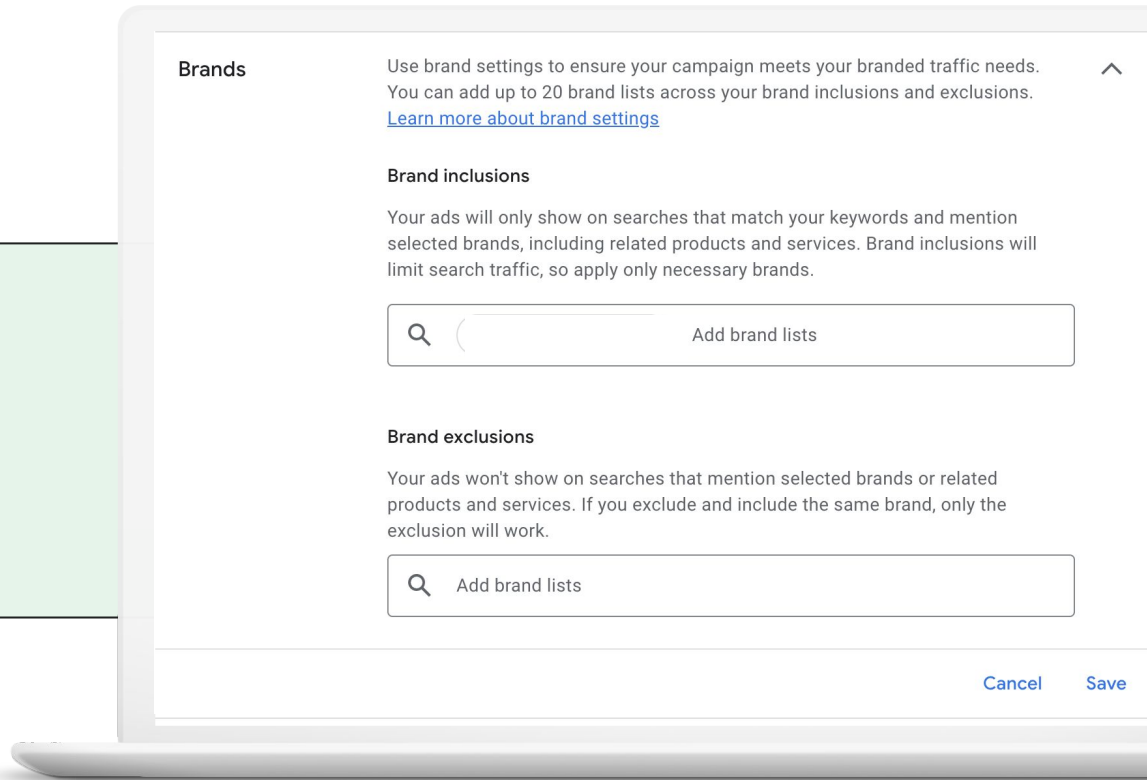
URL inclusions

No URL inclusions



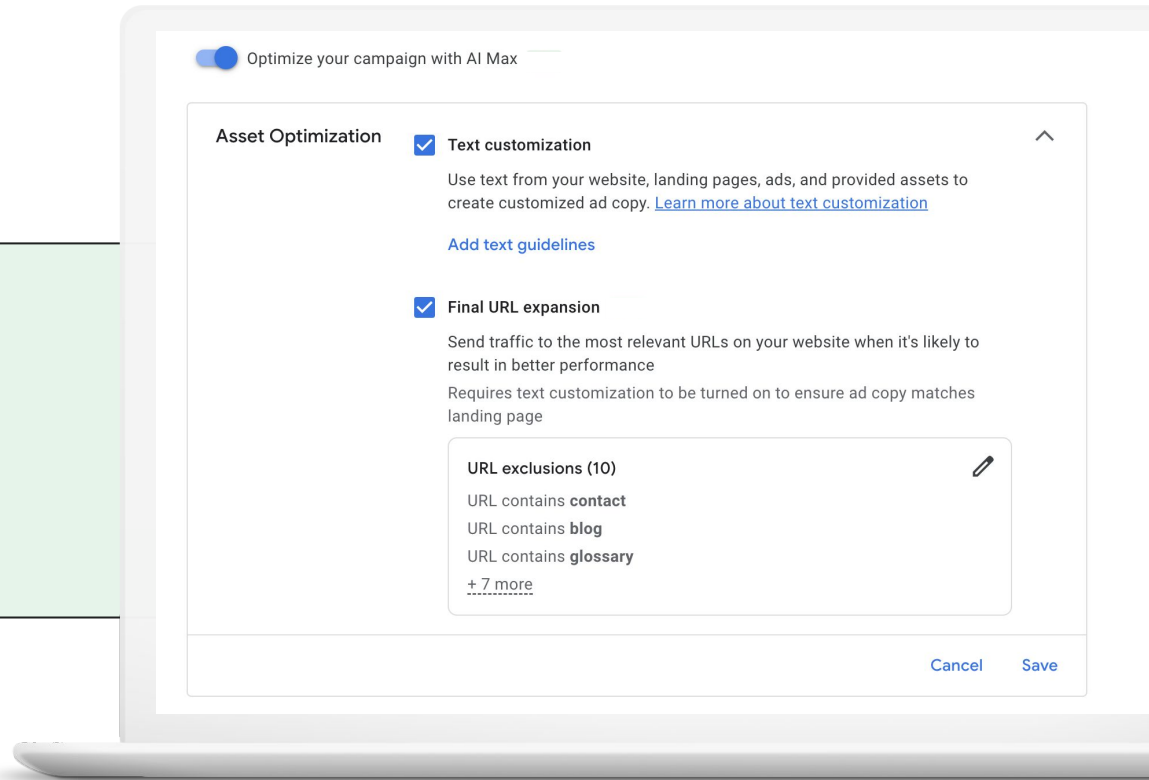
Brand controls

Use brand inclusion and exclusion to specify what branded searches you want to show ads for.



URL controls

Use URL exclusions and inclusions to specify which landing page URLs you want to send your users to.



Poll question



When guiding Google AI, which control feature is most critical for you?

- A.** Negative keyword lists
- B.** URL exclusions and inclusions
- C.** Text guidelines and rules
- D.** Brand inclusions and exclusions



What's new

What's new

AI Max and Performance Max 2026 launches so far



AI Max and Performance Max

- ✓ Text guidelines
- ✓ Campaign total budgets
- ✓ Smart Bidding Exploration



AI Max for Search campaigns

- ✓ AI Brief
- ✓ Text disclaimers



Performance Max

- ✓ Improved reporting
- ✓ First-party audience exclusions

Text guidelines

Steer Google AI to create ads that meet your brand standards, all in your own words.

Use term exclusions to add exact words or phrases that you want excluded from all generated text assets.

Use messaging restrictions to specify what concepts, associations, or styles to avoid in your text assets.



Available globally in all languages

The screenshot shows the Google Ads 'New campaign' setup screen with the 'AI Max for Search campaigns' option selected. A modal window titled 'Add text guidelines' is open on the right. The modal contains the following sections:

- Text guidelines** (with a 'new' tag): A heading followed by the instruction 'Tell Google AI the rules it needs to follow when it creates relevant, on-brand headlines and descriptions for you.' and a link 'Learn more about text guidelines'.
- Term exclusions (0/25)**: A text input field with the placeholder 'Add word or phrase'. Below the field is an example: 'For example: Cheap, free shipping, etc. Press Enter after each word or phrase.'
- Messaging restrictions (0/40)**: Three text input fields with examples: 'Example: Don't mention competitor names, such as Acme Corp or Plants 4 You', 'Example: Don't use specific prices, such as \$550 per night or \$99 intro offer', and 'Example: Don't use "only" or "just for" language, such as "for high-performance athletes only"'. Each field has a character count (0 / 300).
- + Add another restriction**: A button to add more restrictions.
- Buttons**: 'Save' and 'Cancel' buttons at the bottom right.

The background interface shows the 'New campaign' setup with the following sections:

- Search**: A sidebar menu with options: Search, Bidding, Campaign settings, AI Max (selected), Keyword and asset generation, Keywords and ads, Budget, and Review.
- AI Max for Search campaigns**: The main content area with the heading 'Get the best AI-powered' and subtext 'Advertisers that activate AI Max in 5 conversion value at a similar CPA / R...'. It includes three bullet points: 'Engage more customers and boost performance and let Google AI match content from your latest searches. New ad group settings help you get...', 'Tailor your ads and keep them fresh. Use Google AI to match content from your latest searches. New ad group settings help you get...', and 'Take charge and understand how the newest insights in search term reports that show how...'. There is a 'Learn more' link.
- Asset optimization**: A section with two checked options: 'Text customization' (with a link 'Use text from your website, landing pages, and more about text customization' and a link 'Add text guidelines') and 'Final URL expansion' (with a link 'Send traffic to the most relevant URLs on your website. Requires text customization to be turned on.' and a link 'Add URL exclusions').
- Footer**: A link 'All changes saved'.

Campaign total budgets

Set the budget you want over a specific period of time, from a few days to a few weeks.

Instead of making daily manual tweaks, campaign total budget will optimize your spend and aim to effectively utilize your budget by your end date.

Whether you're running a 72-hour test or a month-long activation, you can launch with confidence knowing you won't overspend or miss out on opportunities.

Budget

Decide how much you want to spend.

i Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

Your campaign total budget is what the campaign should spend over its runtime. To use a campaign total budget, you must add an end date for your campaign.

Select budget type

- ☐ Average daily budget
Set your average daily budget for this campaign
- ☒ Campaign total budget **BETA**
Set a budget for the duration of your campaign

\$ 1,000.00

Campaign dates

To set a campaign total budget add the dates of your campaign

Start date

End date

Jan 12, 2026

Jan 19, 2026

Next

Smart Bidding Exploration

Use Google AI and flexible return on ad spend (ROAS) targets to capture new, valuable searches and additional conversions.

Availability:

- Now available in Performance Max campaigns, in addition to Search
- Open beta for Smart Bidding Exploration in Shopping and Performance Max with Google Merchant Center feeds later in the year

Budget and bidding

Budget \$50.00/day

Bidding Target ROAS

Smart Bidding Exploration BETA

Increase traffic diversity

☒ Allow Smart Bidding to explore new traffic on this campaign

ROAS target tolerance

10%  30%

With Smart Bidding Exploration, your effective target ROAS is 170%. This estimate does not include the effect of ad group-level ROAS targets.

To help you capture additional conversions through increased traffic diversity, Smart Bidding Exploration will lower your effective target ROAS by up to the tolerance amount selected. [Learn more](#)

Cancel Save

AI Brief

Provide rich context by briefing AI on your business, what you want your messages to say, and who you want to reach.

- **Messaging Guidelines:** Tell Google AI exactly what your ads should — and shouldn't — say, e.g., “never mention prices” or “focus on my fall collection.”
- **Matching Guidelines:** Set boundaries for the searches you want to capture or avoid, e.g., “avoid searches for in-person degrees.”
- **Audience Guidelines:** Reach your audience and serve them tailored messages, e.g., “for people who are health conscious, highlight our clean products.”

Once you're done, AI Brief will show you sample assets and searches to make sure the direction is right.



Availability: Global*



Languages: English

Text disclaimers for Search ads

A new, dedicated field at the campaign level for disclaimers and legally required text.

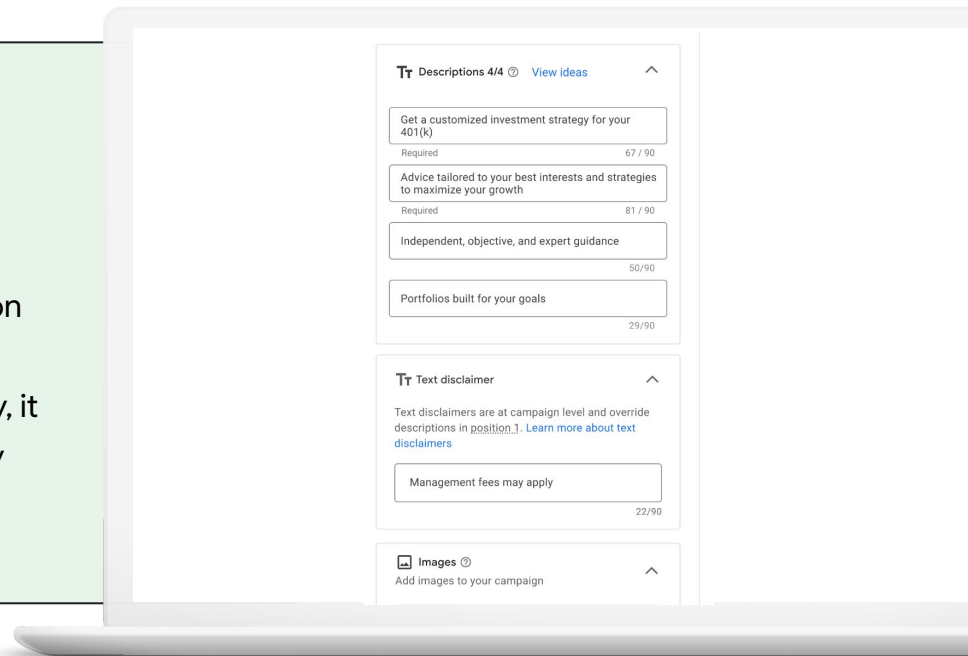
- Guaranteed to appear in the first eligible description space in the responsive search ad (RSA).
- While you can do this with text customization today, it wasn't compatible with FUE. Text disclaimers is fully compatible with FUE.



Availability: Global

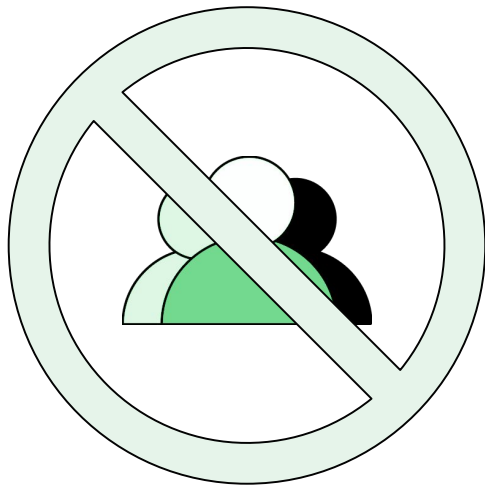


Languages: All



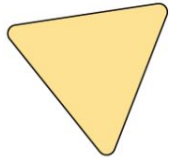
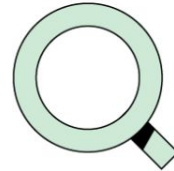
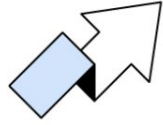
First-party audience exclusions

Exclude customer lists from your Performance Max targeting.



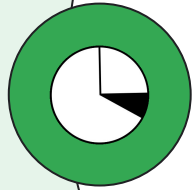
You can now exclude specific customer lists from your Performance Max campaigns and target the right customers for your business goals.

For example, this can help your budget focus on acquiring new customers rather than reengaging those who have already converted.



Dinesh Sheombar

Product Lead, AI Performance Solutions,
SEA



**Set your
campaigns up
for success**



AI-powered Search ads best practices

Implementation

Get the foundations right for AI-powered Search ads

STEP 1

Set up measurement

Align your Search campaign to clear conversion outcomes based on your business goals.

Use AI-driven conversion measurement such as data-driven attribution and enhanced conversions.

STEP 2

Choose the right bidding & budgets

Ensure your bid strategy is aligned with your business objectives.

Keep your budgets flexible to unlock growth driven by Google AI.

STEP 3

Optimize your landing pages

Review your landing page experience and ensure your website is up-to-date and compliant with Google policies.

STEP 4

Simplify campaign structures

Simplify your account structure based on business goals.

Consolidate your ad groups to make sure they are tightly themed and avoid duplicate keywords.

Implementation

Consolidate your Search campaigns to enable AI to drive the best results

Campaign structure

Have only a single version of each **campaign** instead of multiple versions that are segmented by match type or locations.

Why?

Multiple versions of a campaign with identical keywords will have duplicate targeting as a result of AI Max's expanded matching capabilities.

Themed ad groups

Ensure each ad group is focused on a **clear theme** and includes only thematically relevant assets and landing pages.

Why?

The ad group theme and ads are used for search term matching, text customization, and Final URL expansion. They can help ensure relevance.

Keyword consolidation

Have only one instance of each **keyword** (on any match type) – or if there's more than one instance, at least have them all in one ad group.

Why?

All keywords will use broad match targeting, but ad group consolidation will help keyword prioritization match queries with the right ad group.

Poll question



Which foundational step is the heaviest lift for your team when consolidating Search campaigns?

- A.** Merging legacy campaigns
- B.** Tagging and data tracking
- C.** Assigning value to leads
- D.** Removing duplicate keywords

Use text customization and Final URL expansion together

Customize your Search ad experiences to match exactly what customers are looking for

Enabling final URL expansion expands the source for text customization from a single landing page to **your entire website domain**.

Enabling Final URL expansion **ignores asset pinning** to prevent mismatches between your ad headlines and the system-selected landing pages.



Using **URL exclusions** when Final URL expansion is enabled limits the landing pages that can be used as inputs for text customization asset generation..



Using **URL inclusions** with Final URL expansion still allows asset gen and dynamic traffic routing to the entire domain.



For PMax, add **page feeds** to specify which URLs to prioritize for your ads and ensure that all relevant pages are indexed.



If you're in sensitive verticals, like finance or healthcare, use **text disclaimers** to ensure your legally required text always appears in the first eligible description.

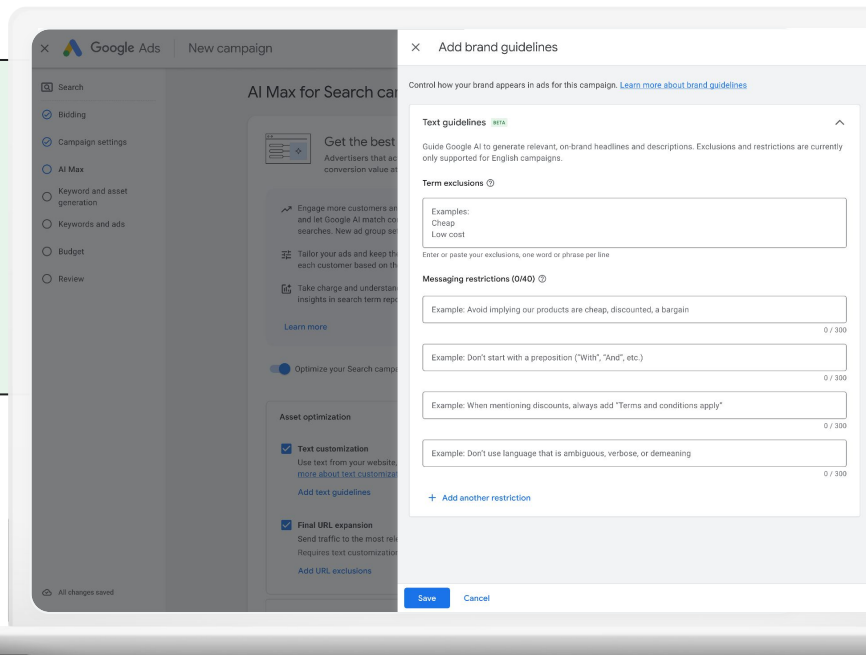
Steer Google AI in your own words with text guidelines

Direct Google AI to create ads that meet your brand standards, all in your own words.

- Specify the exact words or phrases to exclude from your generated ads.
- Input guidance that adheres to your brand identity, such as your brand's tone of voice.



Recommended for lead generation and sensitive verticals to ensure generated assets do not include any unwarranted words or phrases.



Text guidelines and messaging restrictions

Messaging restrictions are meant to help steer brand tonality. Use sparingly to prevent potential performance impacts.

Effective messaging restrictions

✓ “Don’t imply our products are discounted.”

This restriction is clear and defined, ensuring terms like “discount,” “cheap,” “bargain,” and phrases associated with “discounted” don’t appear in your asset.

✓ “My brand name should be styled as ‘CompanyName’ or ‘Companyname’”

This is a clear, direct guideline ensuring your brand name is spelled accurately and styled how your company expects.

Text guidelines and messaging restrictions

Messaging restrictions are meant to help steer brand tonality. Use sparingly to prevent potential performance impacts.

Effective messaging restrictions

✓ “Never mention any city names in my ads”

This is a clear restriction that prevents all city names from populating.

✓ “Our brand tone is clear and straightforward”

Descriptions of your brand’s tone will help generate copy that works for you. Be direct and descriptive.

✓ “If promoting a discount, always include ‘T&C apply’”

This is a clear direction. If there is an asset that includes promotions or discounts, unless it includes the “T&C apply” the asset will not serve.

Text guidelines and messaging restrictions

Messaging restrictions are meant to help steer brand tonality. Use sparingly to prevent potential performance impacts.

Ineffective messaging restrictions

⊗ “My ads should bring joy”

Joy is a vague description that is subjective. Provide a more direct phrasing of how you want the text to be written.

⊗ “When targeting audiences in the US ages 30–45, say ...”

Currently, messaging restrictions do not support this. Create a different ad group or a campaign to make specific messaging for target audiences.

Text guidelines and messaging restrictions

Messaging restrictions are meant to help steer brand tonality. Use sparingly to prevent potential performance impacts.

Ineffective messaging restrictions

❌ “My ads should deliver 1,000% ROI”

While our system is designed to drive ROI for each advertiser, we cannot promise specific ROI from text guidelines.

❌ “Avoid implying our products are cheap. Never include mentions of any brands other than **CompanyName**. My brand name should be spelled as **‘CompanyName’** or **‘Companyname.’** Never mention any city names in my ads.”

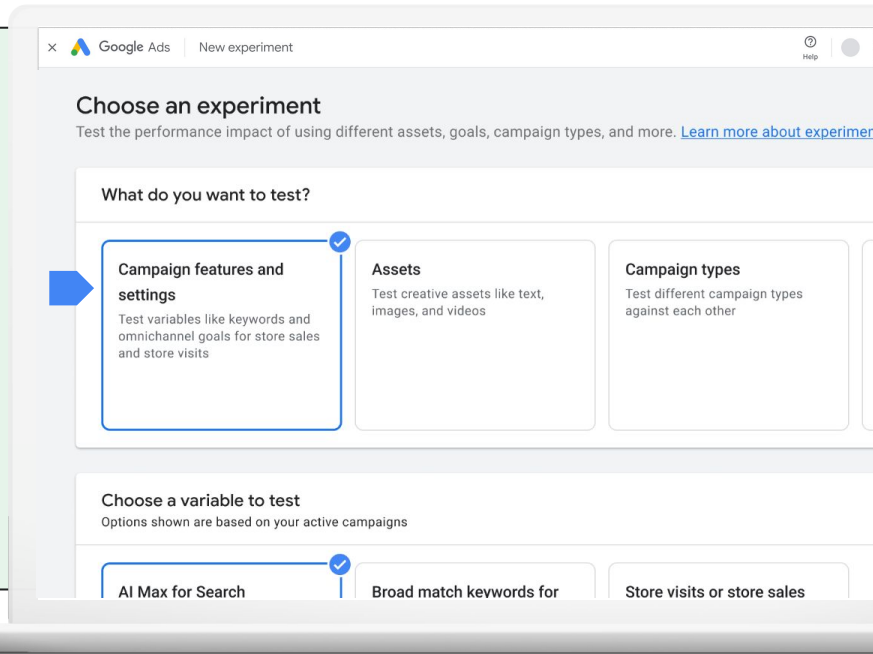
Break up the requirements into separate guidelines.

Test AI Max with one-click experiments

Use the one-click experiment feature to understand how AI Max can supercharge your Search campaigns.

AI Max experiments divert a fraction of the traffic within your existing Search campaign to the control and treatment arms.

- **Faster results:** By testing in a single campaign, you likely get results and insights faster.
- **Minimal setup errors:** Changes applied to both the control and treatment arms reduce the chances of setup errors.
- **Shorter learning period:** As traffic remains in the same campaign, you'll learn more quickly.



Test Final URL expansion and text customization in Performance Max with A/B experiments

- ✓ Pick 1 to 2 metrics to gauge the success of your tests before a test begins (CPA, conversions, conversion value, and cost per conversion metrics encouraged).
- ✓ Run the experiment for at least 4 weeks. Let the campaign ramp up at least 1 week and exclude this time period from evaluation, also considering conversion lag time.

Create a Performance Max Optimization experiment

Compare and measure how different Performance Max features perform for your goals

What do you want to test?

Automatically created assets

Use content from your landing page, domain, and ads in combination with assets you provide directly

Edit experiment settings

Select an existing Performance Max campaign to use as the control for your experiment

Select campaign

Get actionable insights to optimize your Search ads

Review the reporting insights available to AI Max and PMax to better understand your performance.



AI-powered targeting

Reporting available in the UI

- Keyword report: Aggregate summary row to see the incremental matches and their performance.
- Search terms report: Show all incremental matches with a new value for “Match type” to indicate matches from AI Max for Search campaigns and Performance Max campaigns.



Text customization

Reporting available in the UI

- Search terms report: See performance metrics at the search term, landing page, and headline level. This includes the headlines and landing pages that you provided and the ones generated by text customization.
- Asset report: See performance metrics for your generated ad copies.



Final URL expansion

Reporting available in the UI

- Landing page report: See performance at the landing page level, including the landing pages that you provided and those determined by Final URL expansion.
- Campaign, ad group, and ads reports: Landing page report in the UI with a new column – “Selected by” with AI Max for Search campaigns as the source. List of URLs and their stats.

Best practices for retail

01 Set up strong data foundations

- Use value-based bidding to ensure AI Max knows which conversions are worth more.
- Set up enhanced conversions to provide your bid strategy with reliable data.

02 Simplify your account structure

- Organize ad groups by product categories.
- Merge low-volume campaigns to aggregate data.
- Remove duplicate keywords to prevent overlapping.

03 Get the most out of text customization

- Provide diverse assets like images, headlines, descriptions, and your landing pages.
- Enable text customization to create stronger, more relevant assets.

04 Utilize URL controls

- Add URL exclusions to drive traffic to the intended product pages.
- Note: URL inclusions with Final URL expansion still allow the system to consider every landing page on the domain for dynamic traffic driving.

Best practices for high-quality leads

01 Set your goals in Google Ads

Drive improved lead quality by using lead-generation goals in your campaign.

02 Use offline data and value-centric measurement

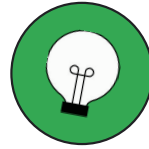
Align your measurement setup with your advertising goal to steer AI toward ideal leads for your business.

03 Enhance your lead forms

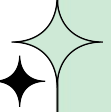
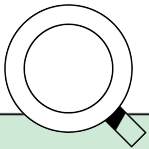
Use industry-wide best practices to validate form submissions and reduce spam lead submissions.

04 Optimize your campaigns

Once you have the foundations in place, focus on how to optimize your Search campaigns to drive results.



Success Stories





Jenius delivers **107% increase** in CTR at a **-27%** lower CPA with AI Max for Search Campaigns. ✨

Goal

Capture Complex Search

Intent: Effectively reach potential customers who are using longer, more conversational, and unpredictable search queries to find financial products.

Approach

A/B Testing Framework: Executed a two-week A/B test via Google Ads Experiments on their Generic Search campaigns.

AI Max Feature Activation: Enabled key AI Max features—specifically **Search Term Matching** and **Text Customization**—and allowed the platform to operate autonomously to optimize results.

107% 
Improved CTR

-27% 
More efficient Cost per
Landing Page View (CPLPV)

8% 
Higher in duration
time spent per session

“We wanted to make sure Jenius remained visible and relevant at the exact moment users were looking for their smart financial solutions — no matter how they phrased their questions. AI Max helped us achieve that by making our campaigns more relevant and scalable, seamlessly connecting user intent with our content and landing pages.”



Budi Johanes

Digital Banking Paid Media Lead, PT Bank SMBC Indonesia



Luxury Escapes utilizes **AI Max** to capture long-tail search intent and deliver tailored, highly relevant advertisements to potential customers.



Goal

To prove incrementality by validating that AI-driven search could deliver net-new growth without cannibalizing their existing, successful campaigns.

Approach

Proof of Concept (PoC): Launched a structured, six-week PoC utilizing a pre- and post-test framework to compare performance.

Search Architecture Audit: Conducted a deep-dive keyword analysis to identify historical blind spots and benchmark existing bid strategies.

Brand Safety Guardrails: Implemented tight controls, including negative keywords, URL exclusions, and destination-specific locations of interest.

AI Max Integration: Deployed AI Max alongside target return on ad spend (tROAS) bidding to maximize Google's AI-powered search capabilities.

10%



increase in conversions value

11%



increase in conversions

10%



Increase in clicks traffic



“Despite increasingly complex and specific searches, AI Max helps us find customers and show them relevant tailored ads. We've been particularly impressed by the controls and guardrails that ensure incremental traffic remains relevant to our business and sensitive to our brand guidelines.”



Luke Tungate

Performance Marketing Manager, Luxury Escapes



By leveraging **AI Max** to expand its search coverage, WeLend successfully unlocked incremental lead volume



Goal

Drive Incremental Volume: Generate a higher volume of incremental leads in a timely manner.

Expand Market Reach: Achieve scalable growth and expand search campaign coverage where manual keyword and bidding expansions had previously reached a bottleneck.

Secure Market Leadership: Double down on their leading position in the Hong Kong loan market and gain more market share..

Approach

Leverage AI Max Search Term Matching: Used AI Max to rapidly expand the coverage and reach of their key generic campaigns.

860%



increase in Conversions

8%



increase in Click Coverage

120%



increase in Share of Voice



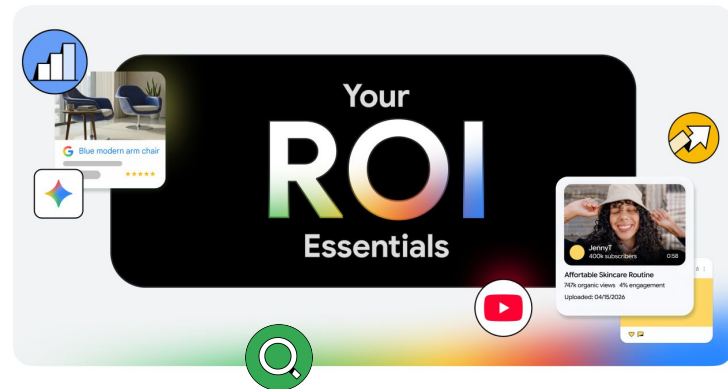
“Thanks to AI Max for Search campaigns, we've seen significant growth in applications and have been able to expand our market and gain more market share. We're excited to see how it continues to deliver even greater success.”



Kevin Tsang
Head of Marketing, WeLend

ROI

Essentials Guide



Step 1: Build your ROI measurement foundation

GTG

EC4L/W

Step 2: Drive ROI with Google Ads AI-Powered solutions

AI Max

Demand Gen

Step 3: Improve your ROI with stronger AI creative

AI Brief

Asset Studio

Learn more about measurement



SEA & HK



AUNZ



Upcoming Demand Gen event on 15 Sep

Thank you