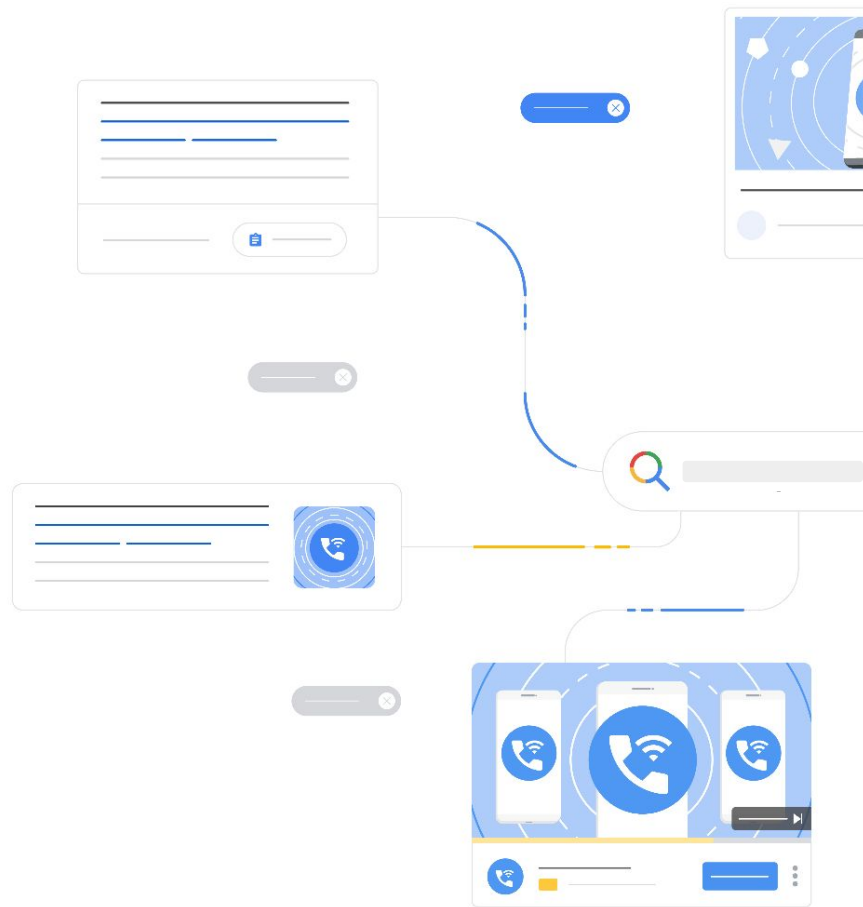




AI Max for Search Campaigns

Implementation Guide

May 2025



Enhance your Search campaigns with AI Max for Search

You can find AI Max for Search campaigns in the Campaign settings for all Smart Bidding enabled Search campaigns

Google Ads | New campaign

Refresh Display Help Notifications #Account name (555-555-1234) #username@email.com

Search

- Bidding
- Campaign settings
- AI Max
- Keyword and asset generation
- Keywords and ads
- Budget
- Review

AI Max for Search campaigns

Get the best AI-powered performance on Google Search

Advertisers that activate AI Max in Search campaigns will typically see 14% more conversions or conversion value at a similar CPA / ROAS

- Engage more customers and boost performance. Easily expand your keywords with broad match technology and let Google AI match content from your landing pages and assets to help you show up on more relevant searches. New ad group settings help you guide which customers you reach.
- Tailor your ads and keep them fresh. Use Google AI to serve the most relevant ad copy and landing pages to each customer based on their unique interest and intent.
- Take charge and understand how the newest and best Google AI is working for you. You'll get new actionable insights in search term reports that show how AI Max improves performance.

[Learn more](#)

☒ Optimize your Search campaign with AI Max **BETA**

Asset optimization

- ☐ Text customization
Use text from your website, landing pages, ads, and provided assets to create customized ad copy. [Learn more about text customization](#)
- ☒ Final URL expansion **BETA**
Send traffic to the most relevant URLs on your website when it's likely to result in better performance. Requires text customization to be turned on to ensure ad copy matches landing page. [Add URL exclusions](#)

[Turn on AI Max in your campaign to use asset optimization](#)

Brands Limited to: 0 brand lists Excluding: 0 brand lists

Next

Weekly estimates
Based on your daily budget and bid settings

Conversions	Cost/conv
4	\$1.80

Daily budget
\$1.00

All changes saved

Toggle AI Max [ON]

Once you toggle AI Max for Search campaigns on, this will enable Search Term Matching, as well as the Asset Optimization settings: Text customization (fka Automatically created assets) and Final URL Expansion.

The Text customization and Final URL Expansion settings will be automatically turned on when you toggle on AI Max.

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar contains a navigation menu with the following items: Search (selected), Bidding, Campaign settings, AI Max, Keyword and asset generation, Keywords and ads, Budget, and Review. The main content area is titled 'AI Max for Search campaigns' and includes a section 'Get the best AI-powered performance on Google Search' with three bullet points: 'Engage more customers and boost performance...', 'Tailor your ads and keep them fresh...', and 'Take charge and understand how the newest and best Google AI is working for you...'. Below this is a toggle switch for 'Optimize your Search campaign with AI Max' which is currently turned on, highlighted by a red rectangle. The 'AI Max' label is in green with a 'BETA' tag. Below the toggle is an 'Asset optimization' section with two checked items: 'Text customization' and 'Final URL expansion', both with 'BETA' tags. The 'Final URL expansion' item has a note: 'Send traffic to the most relevant URLs on your website when it's likely to result in better performance. Requires text customization to be turned on to ensure ad copy matches landing page.' At the bottom of the main content area is a 'Brands' dropdown menu with the text 'Limited to: 0 brand lists' and 'Excluding: 0 brand lists'. A blue 'Next' button is located at the bottom right of the main content area. The top of the page shows the Google Ads logo, account name, and various utility icons. The bottom left corner of the page has a small icon and the text 'All changes saved'.

Google Ads New campaign

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[Learn more](#)

☒ Optimize your Search campaign with AI Max BETA

Asset optimization

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Use text from your website, landing pages, ads, and provided assets to create customized ad copy. [Learn more about text customization](#)
- ☒ **Final URL expansion** BETA
Send traffic to the most relevant URLs on your website when it's likely to result in better performance. Requires text customization to be turned on to ensure ad copy matches landing page.
[Add URL exclusions](#)

Brands Limited to: 0 brand lists Excluding: 0 brand lists

[Next](#)

All changes saved

Text and URL Optimization [ON]

Keep Text customization (fka Automatically created assets) and Final URL expansion settings on for full performance benefit.

Final URL expansion is not available without opting in to text customization.

Note: if you enable Final URL setting, “pinning” won't be respected. If there are legal reasons you need pinning, please do not enable final URL mode.

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar lists the setup steps: Search, Bidding, Campaign settings, AI Max, Keyword and asset generation, Keywords and ads, Budget, and Review. The main content area is titled 'AI Max for Search campaigns' and includes a section for 'Get the best AI-powered performance on Google Search'. Below this, there is a toggle for 'Optimize your Search campaign with AI Max' which is turned on. A red box highlights the 'Asset optimization' section, which contains two checked settings: 'Text customization' and 'Final URL expansion'. The 'Text customization' setting includes a link to 'Learn more about text customization'. The 'Final URL expansion' setting is marked as 'BETA' and includes a link to 'Add URL exclusions'. At the bottom right of the main content area is a 'Next' button. The right sidebar shows 'Weekly estimates' and 'Daily budget' information.

Google Ads | New campaign

Refresh Display Help Notifications

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[Add URL exclusions](#)

Brands Limited to: 0 brand lists Excluding: 0 brand lists

[Next](#)

Weekly estimates
Based on your daily budget and bid settings

Conversions	Cost/conversion
4	\$1.80

Daily budget
\$1.00

All changes saved

Search Term Matching [ON]

Search Term Matching (STM) will become a default component when AI Max is enabled. Advertisers will still have control over Search Term Matching at the ad group level. See the screenshot of ad group level settings for reference.

Note: only enabling part of AI Max is likely to reduce the performance you would see from applying all three settings.

The screenshot shows the Google Ads 'New campaign' interface. On the left sidebar, the 'Keywords and ads' section is selected, with 'AI Max' highlighted. The main content area shows the 'Ad group settings for AI Max' section, which is highlighted with a red box. This section includes a toggle to 'Turn on AI Max in your campaign to use these ad group level settings' (with a 'Go to AI Max' link) and several dropdown menus: 'Search term matching' (set to 'Using only your keywords and match types'), 'Brand inclusions' (set to 'Limiting to: 0 brand lists'), 'Locations of interest' (set to 'No locations of interest'), and 'URL inclusions' (set to '0 URL inclusions'). Below this, there's a section for 'Create ads to get more [marketing objective]' with 'Ad strength' set to 'Average' and options to 'Add headlines', 'Include popular keywords', 'Make headlines unique', and 'Make descriptions unique'. The right sidebar shows 'Weekly estimates' (4 conversions, \$1.80 cost/conv) and 'Daily budget' (\$1.00).

URL Optimization Adding Landing Page Exclusions

To exclude certain URLs, select
“+Add URL exclusions” below
the opt-in settings.

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