

# Announcements

Organized by GML Keynote Chapters

## Search

[Ads in AI Mode](#)

[AI Brief](#)

[Business Agent for Leads](#)

[Direct Offers](#)

[Improved click-to-call ads](#)

[Message Ads with RCS for Business](#)

[Journey-aware Bidding](#)

[Search campaigns for travel](#)

[AI Max for Search campaigns](#)

[Demand-led budget pacing](#)

[Smart Bidding Exploration expansion](#)

[Campaign total budgets](#)

[New Customer Acquisition modes](#)

[Missed opportunity reporting](#)

[Leads in Google Ads](#)

[Universal Commerce Protocol Expansion to Hotel Booking](#)

[Universal Commerce Protocol Expansion to Food Ordering](#)

## YouTube

[Campaign Type Attribution](#)

[Product feeds expansion](#)

[Google Maps in Demand Gen](#)

[Affiliate partnerships boost](#)

[Creator videos in asset picker](#)

[Multimodal Video Creation in Asset Studio](#)

[AI-assisted Demand Gen campaign creation](#)

[Demand Gen in Commerce Media Suite](#)

[Product videos at scale](#)

[Checkout Links](#)

[View-through conversion \(VTC\) optimization](#)

[Demand Gen Uplift Experiments](#)

## Measurement

[Enhanced budgeting tools in Google Analytics powered by Meridian](#)

[Qualified future conversions](#)

[Google tag gateway](#)

[Data Manager](#)

[Meridian GeoX: Google's new open-source Geo incrementality solution](#)

[Meridian Studio: A new Google Cloud-built solution improving Meridian ease-of-use](#)

[Enhanced conversions](#)

[Google Tag Manager](#)

[Attributed branded searches](#)

[Lead Intent Scores](#)

[Lead Journey Mapping](#)

[Store Sales](#)

## Commerce

[Universal Commerce Protocol](#)

[AI-powered Shopping ads](#)

[AI Max for Shopping campaigns](#)

[Ask Advisor for Merchant Center](#)

[AI Performance Insights](#)

[Product value adjustments](#)

[Commerce Media Suite](#)

[Conversational Attributes](#)

[New visual-rich Search formats](#)

## Creative, Agentic Experiences and Apps

[Ingest, scale and measure your assets with Asset Studio](#)

[Multimodal asset generation](#)

[Creative insights and experimentation capabilities](#)

[Ask Advisor](#)

[App Connect](#)

[Ask Advisor in Google Analytics](#)

[Ask Advisor in Google Ads](#)

[Ask Advisor in Merchant Center](#)

[Ask Advisor Display & Video 360](#)

[Ask Advisor in Search Ads 360](#)

[iOS App campaign advancements](#)

[Deep Link agent in Apps Links Assistant](#)

[App Connect in Ask Advisor](#)

[Ask Advisor in Campaign Manager 360](#)

Ads in AI Mode

AI Brief

Business Agent for Leads

Direct Offers

Improved click-to-call ads

Message Ads with RCS for Business

Journey-aware Bidding

Search campaigns for travel

AI Max for Search campaigns

Demand-led budget pacing

Smart Bidding Exploration expansion

Campaign total budgets

New Customer Acquisition modes

Missed opportunity reporting

Leads in Google Ads

Universal Commerce Protocol Expansion to  
Hotel Booking

Universal Commerce Protocol Expansion to  
Food Ordering

# Ads in AI Mode

With ads in AI Mode, your brand doesn't just show up - it answers. We're testing new formats that close the gap from discovery to decisions, powered by Gemini.

## Key benefits

### Built-in relevance

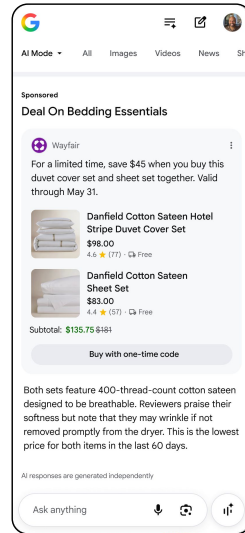
While clearly labeled as an ad, new formats are integrated directly into AI-generated responses, bringing attention to your offer while staying relevant to the consumer search.

### Ads that reason

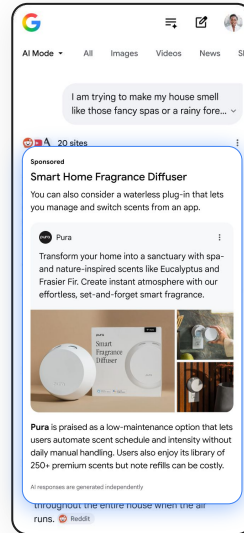
Powered by AI Max and Performance Max, we're building new formats that adapt their creative and explain exactly why your product is the best answer to a question.

### Conversations that convert

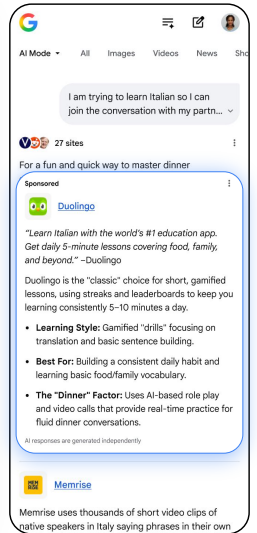
At the exact moment when being helpful makes all the difference, these ads show verified product details that help users make faster decisions.



Direct Offers



Conversational Discovery



Highlighted Answers

New for 2026

**With ads in AI Mode, your ads don't just show, they solve.**

We're testing a new generation of ads format that moves users from discovery to decisions, and turns interactions into meaningful opportunities for your brand. More visual, capable of reasoning, directly integrated (while clearly labeled), these formats allow us to bring a new level of helpfulness to both the user and the advertiser.

# AI Brief

AI Brief—powered by Gemini—offers a new way to use your own words to guide AI Max for Search Campaigns. Performance Max and AI Max for Shopping campaigns to follow.

## Key benefits

### Give Google AI more context to better steer performance

Using your own words means you can give Google AI rich context and nuance about your business, brand, and how you want to show up to your customers.

The screenshot displays the AI Brief interface. On the left, the 'Create guidelines with AI Brief' section shows a user-defined brief for Cedar Pantry, including brand description, focus, and strict avoidance of price-related terms. On the right, the 'Review your guidelines' section shows a preview of the generated guidelines, including 'Ad copy guidelines', 'Words to avoid', 'Messaging to include or avoid', and 'Audience' settings. A 'Preview' section on the far right shows sample ad copy and search examples.

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.

Supporting resources:

[Road to GML blog](#)

[Sign up for the beta](#)

# Business Agent for Leads

Engage with leads through a conversational lead qualification experience on Search and ensure that better quality, high-intent prospects are delivered to your sales teams.

## Key benefits

### Capture Leads 24/7

Maintain an active sales presence outside of business hours. The AI handles initial inquiries and captures lead data even when your team is offline.

### Reduce Sales Friction

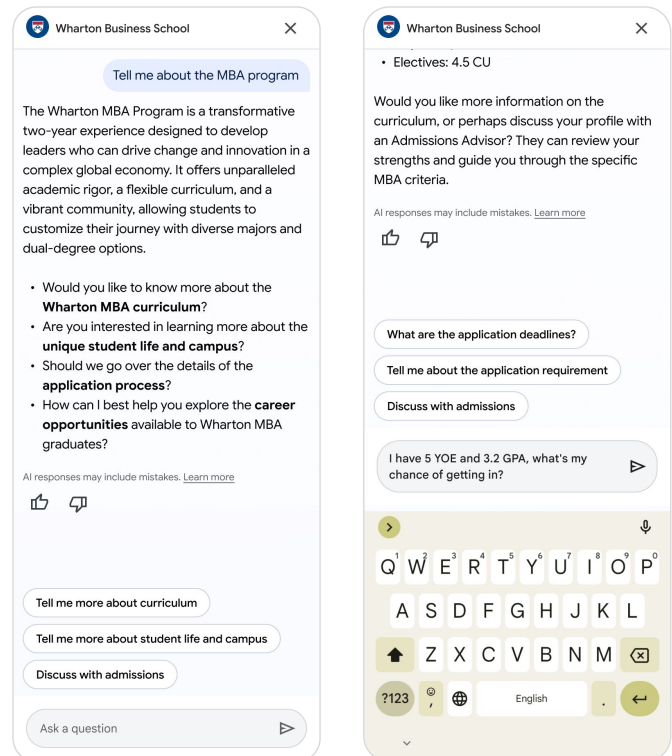
Accelerate the path to conversion by answering complex questions in real-time, removing the lag that often leads to drop-offs.

### Standardize Brand Messaging

Ensure accuracy by grounding the AI in your specific website content. This delivers on-brand responses at scale without the risk of hallucination or off-script answers.

### Streamline Lead Qualification

Increase marketing efficiency by using interactive dialogue to filter prospects. Focus your sales team efforts on only high-intent leads who meet your compatibility criteria.



# Direct Offers

Deliver your most persuasive promotions directly within AI Mode and Search, at the exact moment shoppers are ready to buy.

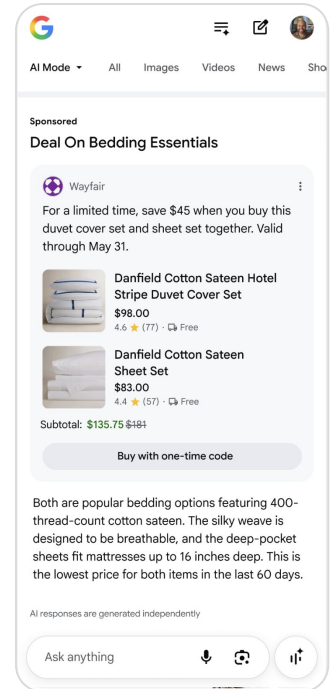
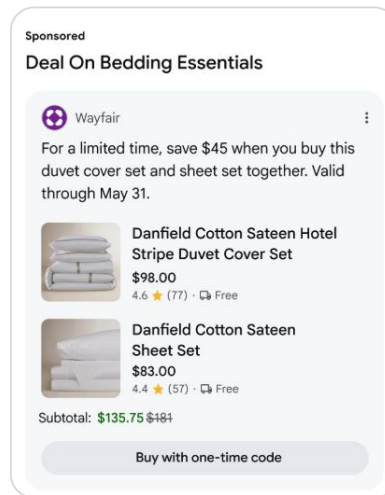
## Key benefits

### Close the Sale with High-Intent Shoppers

Direct Offers allows advertisers to present exclusive discounts—like a special 20% off—directly to shoppers who are **ready to buy**. By surfacing these offers at the moment of discovery, retailers can provide the extra incentive needed to help the shopper **prioritize value** and help the retailer successfully **close the sale**.

### Build Shopper Trust

Ensure shoppers get better value without having to hunt for deals elsewhere. Give shoppers confidence that they are receiving a great deal right when they need it.



#### New for 2026

- **Expanded placement:** We're expanding Direct Offers from the AI Mode product viewer to the AI Mode answer, enabling retailers to feature discounts alongside other relevant products during exploration.
- **Bundling:** Brands can upload a variety of promotions, including discounts, giveaways, and local coupons, supply their eligible products and guardrails, and use AI Brief to reach the right audiences. Gemini then constructs a customized deal—like a highly relevant product bundle—to present the most compelling deal for that specific search.
- **Native Checkout:** We've added native checkout integration for UCP merchants. This gives shoppers a faster way to secure promotional products, helping merchants seamlessly turn high-intent research into completed sales.
- **Travel expansion:** Soon, travel partners will be able to surface exclusive hotel booking rates directly within a customer's AI-assisted trip planning.
- **Enable with AI:** AI Max and PMax advertisers can now natively create Direct Offers within the Google Ads UI and set value limits to ensure deals stay active without overspending. This complements existing workflows, allowing retail and hotel advertisers to seamlessly manage their offers directly from Merchant Center and Hotel Center.

Supporting resources:

[Sign up for the pilot](#)

# Improved click-to-call ads

Use the power of Gemini to understand why people are calling so you can find your best leads, skip the time-wasters, and see exactly what drives a sale.

## Key benefits

### Precise Lead Scoring

Gemini looks at what was actually said to find your best prospects, instead of just using how long someone stayed on the phone.

### Actionable Reporting

Reduce wasted budget by automatically filtering out misdials and low-intent calls, so your reporting reflects actual opportunities.

### Trace a Call to a Campaign

See exactly which ad led to which qualified call. This gives you the full picture you need to measure and grow.

### Bid for Better Leads

Stop chasing every phone ring. Use data from your best leads to teach your bidding strategy to find high-value customers instead of just more calls.

New for 2026

**Evolve the way you score leads, with Gemini's help. Find the best leads, with clean reporting instead of just relying on call duration for lead scoring.**

Search

# Message Ads with RCS for Business

Connect with leads and continue nurturing them with text messaging.

## Key benefits

### Connect Beyond the Browser

Keep conversations going after a tab is closed, using agentic text messages to answer questions.

### Instant Interaction

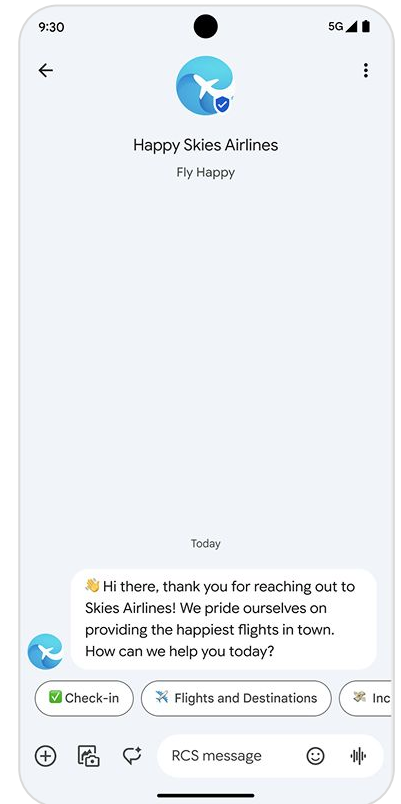
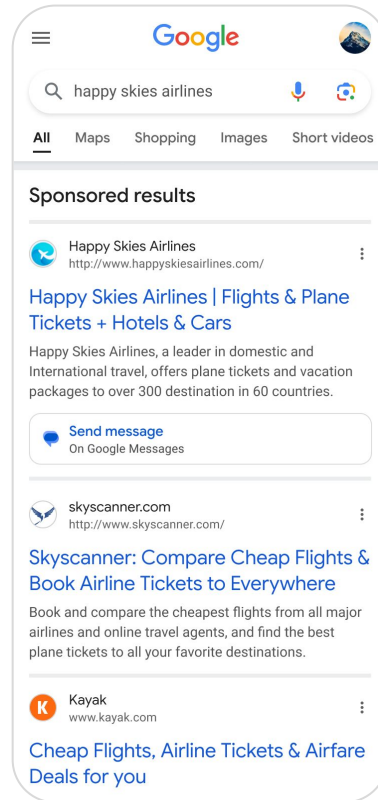
Replace the friction of 'we'll call you' with a real-time helpful presence that captures intent at its peak, 24/7.

### Maintain Visibility in the Inbox

Stay top of mind throughout the entire journey by being easily accessible right on a customer's phone

### Build Instant Trust

Replace anonymous 'grey-bubble' texts with official, verified brand profiles. Backed by Google and carrier security.



New for 2026

**Move people smoothly from a Search Ad to a verified text thread. Use Google AI to qualify leads instantly and keep your brand easy to reach in their messaging app.**

**Availability:** Pilot

**Markets:** FR, DE, US, BR, and IN

**Languages:** FR, DE, EN

# Journey-aware bidding

Drive better results for lead generation by sharing your consumer journey data with Google AI, allowing it to understand and optimize bidding at every stage.

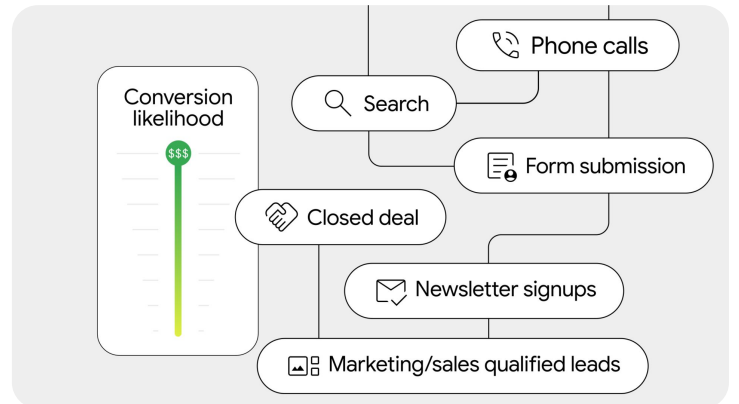
## Key benefits

### Bidding with the whole story

Target CPA campaigns on Search now learn from every goal – biddable or not, to sharpen predictions and boost performance.

### Better visibility, better conversions

Eliminate blind spots and uncover new bidding opportunities that can actively shape the path to purchase and focus on the results that actually grow your business.



New for 2026

This backend upgrade is now available in beta for Search campaigns with Target CPA. To enable it, all you have to do is give Google AI enough visibility into your lead journey by importing the necessary conversion actions.

# Search campaigns for travel

Meet your travelers in the moments that matter with AI Max.

## Key benefits

### Unify your Search strategy

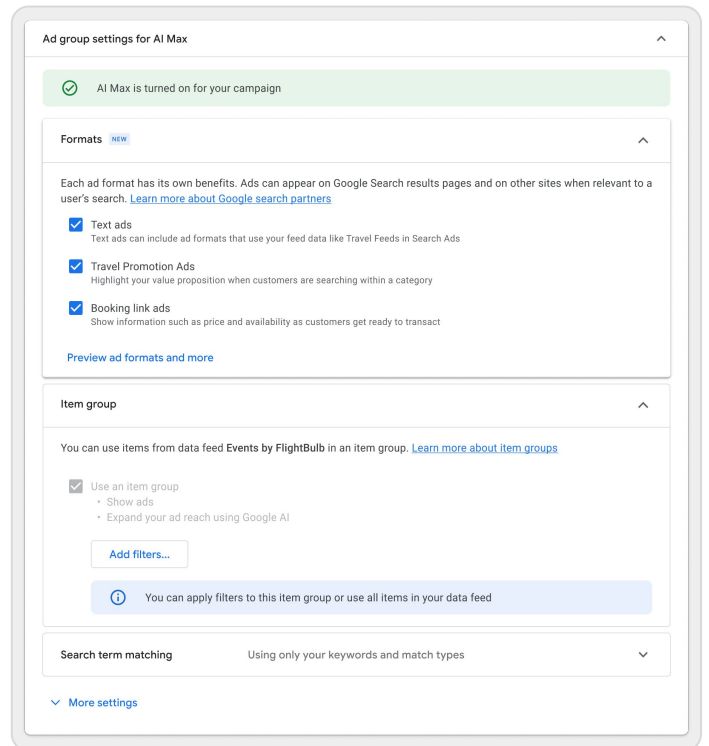
Launch and manage your travel ads from a single campaign type, with added transparency and controls. Eliminate the guesswork of splitting budgets between individual ad formats. For the first time, see and optimize your total footprint across the SERP from a single view.

### Drive better ROI

Access Search Campaigns' features, including the full Search bidding suite. Plus Data-Driven Attribution, keyword and Search term reporting, and true tROAS automation for all your travel assets.

### Build and scale

Instantly activate and scale ad formats like Travel Promotion Ads, Booking Links and travel feeds in Search ads to new verticals like 'Events' or 'Car Rentals', without friction.



New for 2026

**We have brought travel assets directly into the Search ecosystem with AI Max. This simplifies your workflow by giving you full access to our most advanced bidding and reporting tools in one place.**

From multiple campaigns needed to buy formats, to just a single buying door for all travel formats. From limited feature availability, lacking the latest target and creative enhancements, to all the power of AI Max improved targeting, automated creative and landing pages, in real-time as they're released. And finally, from a fragmented reporting and performance view to a single view of performance, feeding maximum optimization

Supporting resources:

[Road to GML blog](#)

# AI Max for Search campaigns

AI Max brings the best of Google AI into your Search campaigns with a suite of targeting and creative enhancements. With AI Max, 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 controls and reporting transparency you need.

## Key benefits

### Maximize reach and drive performance

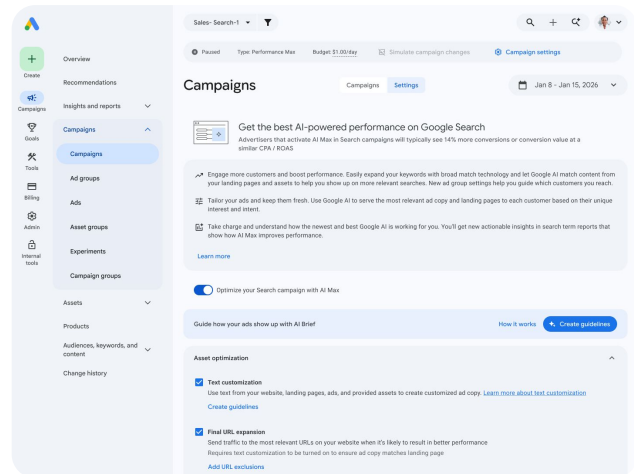
Expand your keywords to find untapped, performant queries with broad match and keywordless technology.

### Enhance creative relevance in real-time

Use AI to optimize creative content based on your customers' unique interests, preferences and context. Then send them to the most relevant pages on your website.

### Get the control and transparency you need

Steer campaigns with controls that give you the precision you previously used keywords for. And get new actionable insights to optimize your campaigns.



AI Max for Search campaigns already using search term matching see an average of **7% more conversions or conversion value at a similar CPA/ROAS by enabling text customization and final URL expansion.**

Source: Google internal data, Global, 2026; for non-Retail advertisers.

New for 2026

### AI Max for Search campaigns has officially moved out of beta

since April, now with better performance quality across creative and targeting capabilities. This May, we're excited to introduce more improvements that will enhance your ad experiences and offer you greater control and transparency, specifically **AI Brief and text disclaimers**.

For advertisers in regulated industries, you can guarantee legally required text always appears in your ads by using **text disclaimers**—even when using final URL expansion. While you could do this today with pinning in text customization, this functionality was not compatible with final URL expansion.

We're also bringing the power of AI Max to more customers. Retailers now get the best of Google AI and new formats through AI Max for Shopping. Travel Ads are also now available in Search Campaigns, bringing AI Max to travel-specific formats.

#### Supporting resources:

April GA blog post

May Road to GML blog post

# 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](#)

Search

# Smart Bidding Exploration expansion

Convert terms you never thought to reach across both Search and Shopping.

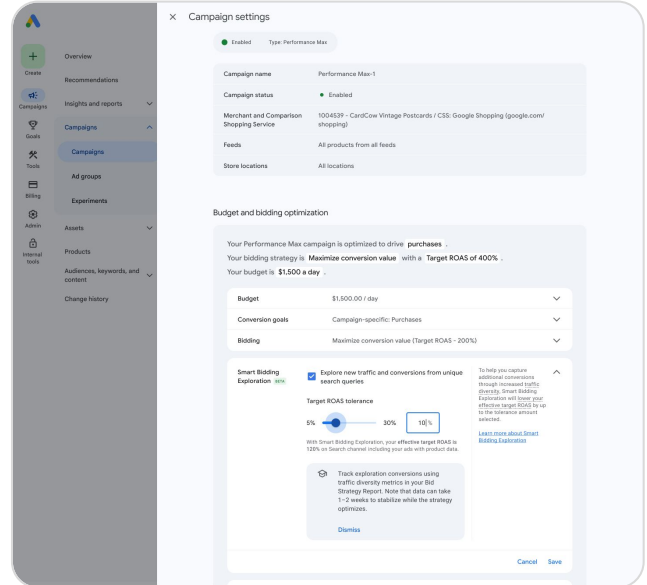
## Key benefits

Capture traffic from more  
diverse sources

AI-powered bidding taps into performance from a wider range of unique search categories that match your existing targeting

Scale conversion volume within your  
existing targeting

Bid more expansively and reach more searches within your current targeting by adjusting the ROAS tolerance. This helps capture more total sales than you could before.



New for 2026

Smart Bidding Exploration will now let you expand your reach across both Search and Shopping traffic and will soon be available in Performance Max and Shopping campaigns.

Search campaigns using Smart Bidding Exploration on  
average see +27% more unique converting users

Google Internal Data, Global, Search text ads, Jan 1 - Feb 20, 2026

Supporting resources:

Road to GML blog

Sign up for Smart Bidding Exploration for Shopping beta

Availability: Beta

Markets: Global

Languages: All

# 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 a 'Budget' configuration window. At the top, it says 'Budget' and 'Decide how much you want to spend'. Below this is a blue information box: '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.' To the right, a note states: '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.' The 'Select budget type' section has two radio buttons: 'Average daily budget' (unselected) and 'Campaign total budget' (selected). Below the selected option is a text input field containing '\$ 1000.00'. The 'Campaign dates' section has a sub-header and a note: 'To set a campaign total budget add the dates of your campaign'. It features two dropdown menus: 'Start date' (set to 'Jan 12, 2026') and 'End date' (set to 'Jan 19, 2026'). A 'Next' button is located at the bottom right of the form.

**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](#)

# New Customer Acquisition modes

Reach new audiences by selecting the bidding mode that aligns with your acquisition strategy.

## Key benefits

Reach new customers as they're in their discovery phase<sup>1, 2, 3, 4</sup>

With new customer value mode, you reach everyone, but give a "bonus" value to new buyers, allowing you to scale without losing existing customer volume.

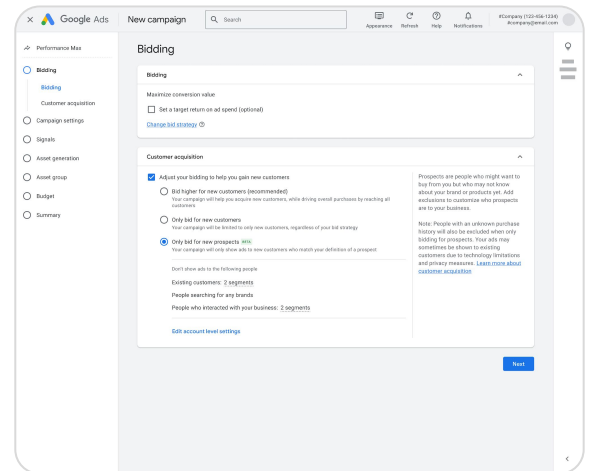
Advertisers who used the New Customer Acquisition Value Mode and value customer acquisitions at 2x their average order value can lead to an improved ROAS by 9%.\*

Optimize your campaign spend to reach only new customers<sup>1, 2, 3, 4</sup>

With new customers only mode, you completely stop showing ads to your existing customers, focusing 100% of your budget on people who have never bought from you before.

Advertisers that use the New Customer Only Mode, have on average improved their new customer ratio by 11.5% with a -3% reduced acquisition cost for new customers.\*

Source: \*Average uplift in performance based on internal studies with campaigns using best practices. Individual results may vary according to campaign details. Google Internal Data, Global, All Verticals A/B Test, September 2024-January 2025.



New for 2026

## Reach audiences unaware of your brand with new prospects mode<sup>1</sup>

While traditional New Customer Acquisition focuses on anyone who hasn't purchased before, the new prospects mode<sup>1</sup> goes a step further. It is designed to reach brand-unaware users—those who have not searched for, engaged with, or visited your site. **New prospects mode** uses a bundle of automated exclusions to ensure your ads only reach "cold" audiences. It automatically filters out users who have:

- Purchased from you (via Customer Match & Tags).
- Searched for your brand terms.
- Visited your website or used your app.
- Engaged with your content or ads across Google and YouTube.

Supporting resources:

[Sign up for new prospects mode beta](#)

◇ **Availability:**  
New prospects mode: Beta  
Other modes: General Availability

**Markets:** Global

**Languages:** All

# Missed opportunity reporting

Gain clear visibility into the cost of missed growth opportunities due to bid and budget constraints with visual reporting.

## Key benefits

Visualize historically untapped growth through interactive weekly charts

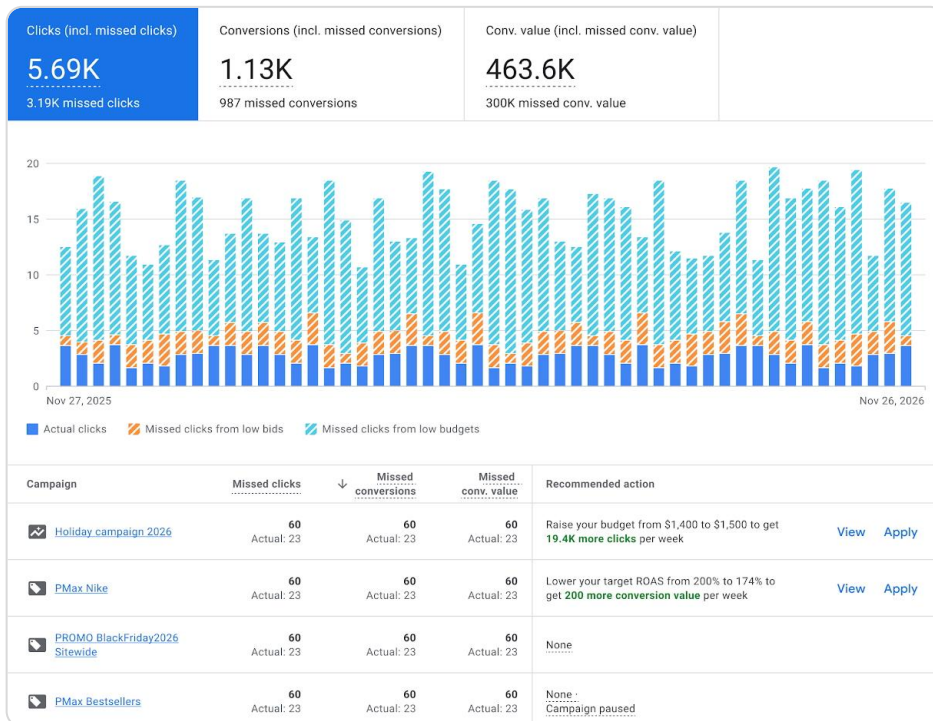
that contrast actual performance against your true potential, providing a clear roadmap of the market share and headroom lost to budget or bidding constraints.

Pinpoint performance gaps across your entire advertising portfolio

with campaign-level reporting for Search, Shopping, PMax, Demand Gen, YouTube, App, and Hotel Ads, allowing you to dig deep into exactly where growth was left on the table.

Capture more demand at a consistent ROI

by leveraging an integrated "Recommended Action" column that delivers real-time bid and budget suggestions tailored to current seasonality and auction dynamics.



# Leads in Google Ads

Your command center to master the sales funnel.

## Key benefits

### Centralize Your Lead Management

Centralize Google-hosted form leads in one interface to ensure no prospect falls through the cracks.

### Sync Quality Signals with AI

Feed high-value conversion data into Google Ads to optimize your bidding.

### Accelerate Sales Velocity

Identify and prioritize high-quality leads, moving prospects through the funnel faster.

### Simplify Your Workflow

Leverage a built-in, lightweight CRM that removes the friction of jumping between external software and platforms.

The screenshot displays the Google Ads Leads interface. At the top, there is a search bar and navigation icons for Appearance, #Label, and #Label. The main content area is titled "Leads" and shows "Google-hosted form leads" from the last 60 days. A summary card displays the following metrics:

- Total leads: 100
- Raw leads: 100
- Qualified leads: 40
- Converted leads: 32
- Lost leads: 25

A note below the summary states: "Due to Google privacy data policies, Leads are stored for no more than 60 days and sensitive data for no more than 30 days. [Learn more about Google data privacy policies](#)"

Below the summary is a table of lead records with the following columns: Full name, Lead stage, Submitted on, Email, Phone number, and Lead form. The table contains 10 rows of data:

Full name	Lead stage	Submitted on	Email	Phone number	Lead form
Nanette Moyer	Raw lead	Feb 2, 2026, 10:06 AM	nanette.moyer@gmail.com	(123) 456-7890	Get Job-Res
Kierra Norman	Raw lead	Feb 2, 2026, 9:00 AM	kierra.norman@gmail.com	(234) 567-8901	Become a D
James Lipshutz	Qualified lead	Feb 1, 2026, 4:21 PM	james.lipshutz@gmail.com	(345) 678-9012	Get Job-Res
Will Smith	Raw lead	Feb 1, 2026, 2:44 PM	will.smith@gmail.com	(456) 789-0123	Become a D
Courtney Chavez	Lost lead	Feb 1, 2026, 1:40 PM	courtney.chavez@gmail.com	(567) 890-1234	Get Job-Res
Rosemarie Torres	Converted lead	Feb 1, 2026, 12:00 PM	rosemarie.torres@gmail.com	(678) 901-2345	Get Job-Res
Maria Cheung	Lost lead	Feb 1, 2026, 11:44 AM	maria.cheung@gmail.com	(789) 012-3456	Become a G
Alfredo Lambert	Raw lead	Feb 1, 2026, 10:25 AM	alfredo.lambert@gmail.com	(890) 123-4567	Become a D
George Christopher	Raw lead	Feb 1, 2026, 9:13 AM	george.christopher@gmail.com	(901) 234-5678	Get Job-Res

Search

# Universal Commerce Protocol expansion to hotel booking

We're creating the future of hotel booking for the AI era, using a universal, industry-wide protocol to allow for scale and control.

## Key benefits

### Scalable and universal

A new standard to unify hotel bookings within AI-powered surfaces, that scales with the industry to bring agentic commerce to entire hotel industry

### Hotel industry at the center


Streamline transactions without giving up control over your customer relationships

### Secure and frictionless from start to finish

Built on industry-leading standards, reducing friction for users while leveraging core UCP components like secure identity linking and class-leading payment infrastructure

## Universal Commerce Protocol

Expansion to hotel booking



The image displays a collection of logos for various travel and hotel industry partners. The logos are arranged in a grid-like fashion. The first row includes amadeus, Booking.com, and expedia group. The second row features Hilton FOR THE STAY, MARRIOTT, and Trip.com. The third row shows ACCOR, CHOICE HOTELS, and IHG HOTELS & RESORTS. The fourth row contains WYNDHAM HOTELS & RESORTS.

Supporting resources:

[UCP.dev Interest form](#)

◇ **Availability:** Coming soon

**Markets:** US

**Languages:** EN

Search

# Universal Commerce Protocol expansion to food ordering

Announcing partnership to co-create the future of food order and delivery via AI conversational experiences.

## Key benefits

### Ready-made reach

Leverage the industry's best-in-class standardized schema to build once for the entire Google ecosystem and capture high intent customers during discovery

### Build user confidence at scale

Rely on a system designed for trust. UCP creates a transparent accountability trail between merchants, credential providers, and payment services, helping to ensure each transaction is secure, every time.

### Maintain full control of your sales

You remain the Merchant of Record. Keep all of your customer data and relationships to offer personalized experiences like inline checkout and account linking that drive merchant orders and enhance conversations.

## Universal Commerce Protocol

Expansion to food ordering



Uber Eats

Supporting resources:

[UCP.dev](#)



Availability: Coming soon

Markets: US

Languages: EN

Campaign Type Attribution

Product feeds expansion

Google Maps in Demand Gen

Affiliate partnerships boost

Creator videos in asset picker

Multimodal Video Creation in Asset Studio

AI-assisted Demand Gen campaign creation

Demand Gen in Commerce Media Suite

Product videos at scale

Checkout Links

View-through conversion (VTC) optimization

Demand Gen Uplift Experiments

# Campaign Type Attribution

Attribute the full value of your conversions from Demand Gen campaigns to optimize in-platform and calibrate cross-platform.

## Key benefits

### Capture all Demand Gen conversions

whether your ads drove immediate or downstream sales.

### Expand campaign intelligence

beyond Platform Comparable conversions reporting to an active attribution model.

### Optimize your campaign

bidding without the influence of other Google campaign types.

### Compare across platforms

by attributing conversions in a similar way to paid social.

New for 2026

Evolving beyond a reporting view, this new solution enables advertisers to attribute and bid toward all Demand Gen conversions, without the influence of other Google campaign types.

Supporting resources:

[Help Center: Understanding Platform Comparable Conversions](#)

[GML recap blog post](#)

# Product feeds expansion

Turn your Demand Gen ads into a virtual storefront, helping consumers discover and shop your product catalog on YouTube - now across more formats and verticals.

## Key benefits

### Easy to set up

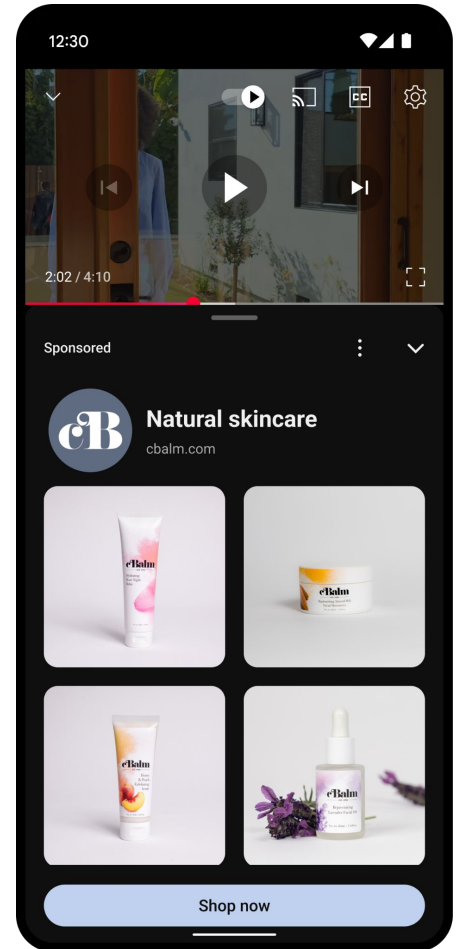
by simply connecting your Merchant Center feed to Demand Gen campaigns.

### Pairs immersive video with products

allowing shoppers to see your product in action while exploring your catalog.

### Drives more sales

by showing the right products to the right audience at the right moment.



**Demand Gen campaigns with large product selections typically see a 33% increase in conversions when adopting product feeds.**

*Source: Google data, Global, May to June 2025, based on performance data for campaigns active since Q1 2024 with over 50 products in merchant feed*

New for 2026

### Product feeds are expanding:

- **New verticals:** Vehicle feeds will be eligible for product feeds in Q3 2026.
- **New video attribute on Merchant Center:** We're introducing a new video link attribute in Merchant center feed to enable a scalable way to feature your product videos.
- **New surfaces:** Product feeds will be shown across more viewing experiences, including YouTube Pause ads and tablet devices.

Supporting resources:

[Help Center: Product Feeds in Demand Gen](#)

[GML recap blog post](#)

# Google Maps in Demand Gen

Google Maps inventory is now available to engage more customers at the right moment in your Demand Gen campaigns.

## Key benefits

### Increase your visibility

to high-intent users exploring Google Maps.

### Leverage channel controls

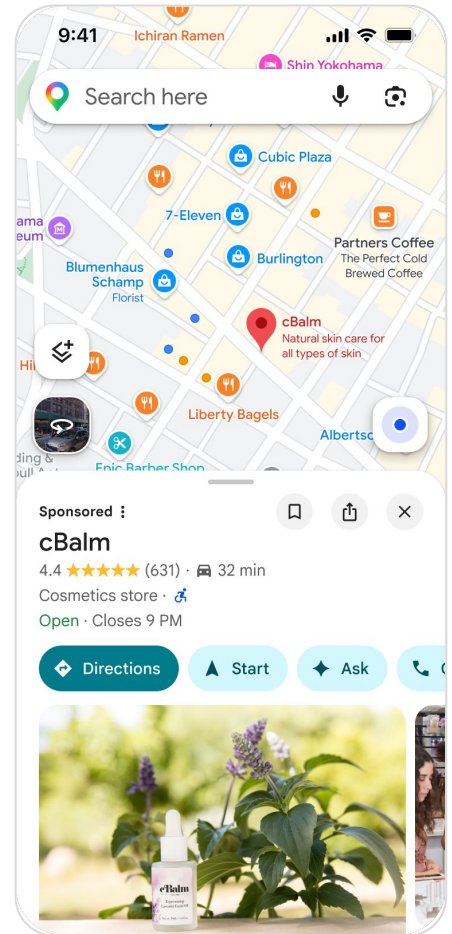
to opt-in or out of Maps inventory based on your brand or campaign needs.

### Use non-disruptive ad formats

like Promoted Pins in Browse and Directions modes.

### Allow Google AI to serve

visually engaging local ads that drive foot traffic and discovery.



New for 2026

A new inventory expansion for Demand Gen that introduces Google Maps as a selectable channel, allowing advertisers to reach users in Browse, Directions, and Entity/Place Details modes.

Supporting resources:

[Help Center: Advertise on Google Maps](#)

[Help Center: Channel Controls in DG](#)

[GML recap blog post](#)

YouTube

# Affiliate partnerships boost

Leverage organic YouTube affiliate videos at scale with affiliate partnerships boost, amplifying existing organic shopping content from creators.

## Key benefits

### Build Credibility

by using trusted creators for instant brand credibility and intent.

### Streamline the licensing

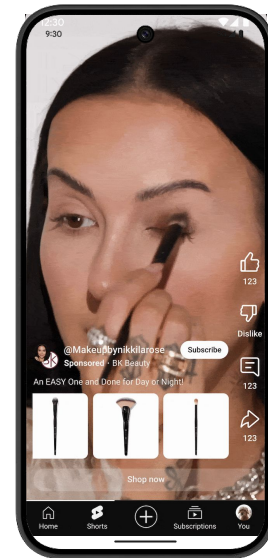
and discovery of organic affiliate content for paid promotion.

### Shorten the path to purchase

by featuring 'Shop' CTAs on creator videos.

### Amplify the reach

of proven, product-focused creator reviews and tutorials.



**YouTube is the #1 most trusted platform globally for creator content about products or services people want to purchase.**

Source: Google/Kantar, Future of Video, n=19820 YouTube viewers, n=43867 weekly video viewers 18-64, fielded from (1/27/25-4/24/25). Calculated by aggregating iterative, head-to-head comparison data of YouTube vs. each top 10 competitor across 21 markets (US, CA, BR, MX, DE, ES, FR, IT, KSA/UAE, NL, PL, SE, UK, AU, ID, IN, JP, KR, PH, TW). Competitive set includes 10 market competitors: Linear TV, Netflix, Disney+, Amazon Prime Video, Max/HBO, Facebook, Instagram, TikTok, X (Twitter), Snapchat.

New for 2026

**A new advertising solution that enables merchants to discover and boost organic YouTube Shopping affiliate videos within paid campaigns like Demand Gen.**

Supporting resources:

[GML recap blog post](#)

◆ **Availability:** Pilot

**Markets:** US  
coming soon: BR, ID, IN, KR, PH, SG, TH, TW, US, VN

**Languages:** English

# Creator videos in asset picker

Elevate your campaign creative by effortlessly boosting creator videos directly within the Google Ads asset picker during campaign setup.

## Key benefits

### Automatically identify

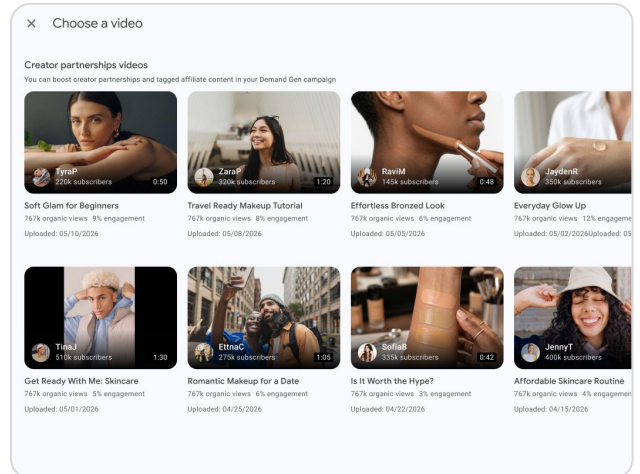
relevant creator content tailored to your brand.

### Increase campaign authenticity

and engagement by leveraging trusted creator voices.

### Reduce creative production time

by surfacing a library of suggested video content from creators you can pull into your campaigns



Creator partnerships boost on Demand Gen campaigns delivered an average 20% increase in conversion lift while maintaining target CPA efficiency.

Source: Google Data, Global, Jan 2025 - Jan 2026.

New for 2026

A new feature within the redesigned Google Ads asset picker, which surfaces your creator partnership videos for use in Demand Gen campaigns.

Supporting resources:

[GML blog recap](#)

◇ Availability: Coming soon

Markets: Global

Languages: All

# Multimodal Video Creation in Asset Studio

Create more relevant YouTube ads to drive results—from just a few prompts. Powered by Google’s latest generative AI models including Gemini, Veo and Nano Banana, you can go from creative brief to storyboard and final production, all in one workflow.

## Key benefits

### Fuel creative variety

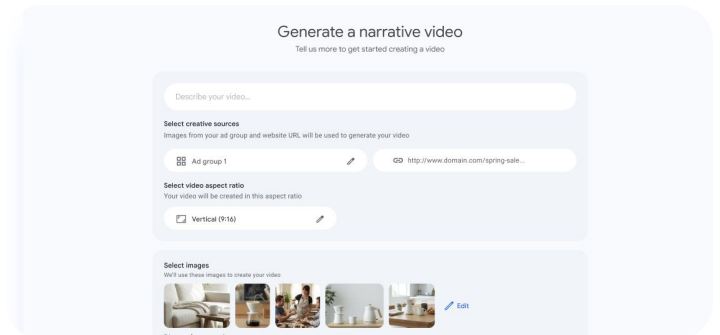
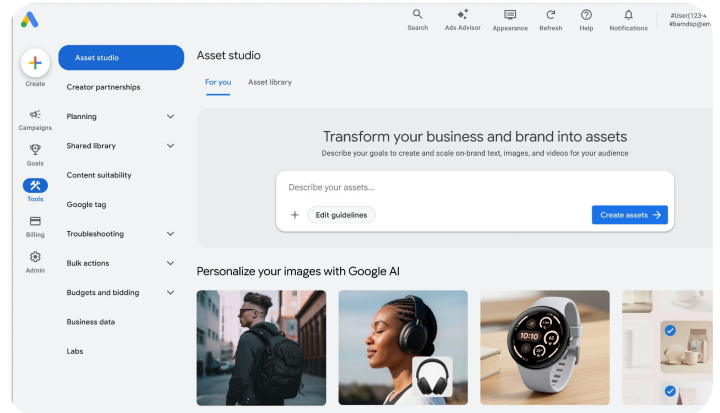
Creative variety helps ensure you are reaching the audiences you care most about across YouTube inventory for optimal results.

### Performance-based Creative:

Each creative asset is data-backed, built using deep performance insights.

### Create video with ease

Fuel and scale your video production without significant resources or time investment.



Accelerate with Google Creative Hub

New for 2026

Multimodal video creation streamlines our AI models into a single workflow that helps advertisers ideate, storyboard, and generate video campaigns. This unlocks creative variety to fuel results without significant resources.

**60% of YouTube sales contribution is driven by ad creative, and when optimized, brands can more than double ROI.**

Source: Ekimetrics creative MMM meta analysis including 4 US brands and 9 EMEA brands commissioned by Google in 2024; Research spans 44 models and 2096 campaigns from beauty, luxury, hospitality, and automobile verticals between 2019 and 2024.

# AI-assisted Demand Gen campaign creation

Effortlessly create new campaigns in Google Ads with relevant settings from your existing Performance Max campaigns paired with Demand Gen best practices.

## Key benefits

### Simplifies campaign setup

by auto-populating optimal settings for Demand Gen from existing PMax campaigns.

### Uses historical performance

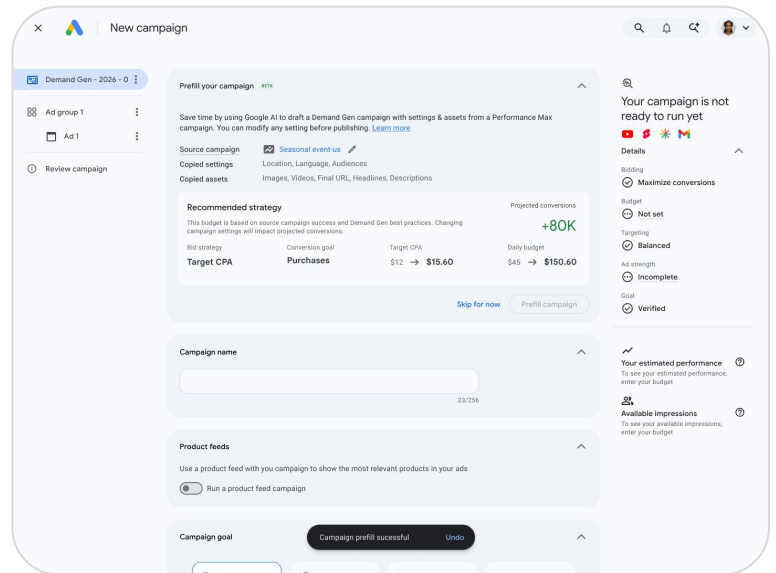
to recommend campaign best practices.

### Provides clear rationale

for settings to align with best practices.

### Reduces manual entry errors

for faster campaign deployment.



New for 2026

A new AI-assisted workflow that uses account-level intelligence to pre-fill Demand Gen campaigns with optimal budget, bidding, and audience settings based on existing PMax campaigns.

Supporting resources:

GML blog recap

# Demand Gen in Commerce Media Suite

Demand Gen campaigns are now available in Commerce Media Suite, allowing you to use retailers' first-party data to reach high-intent shoppers across YouTube, Discover and Gmail.

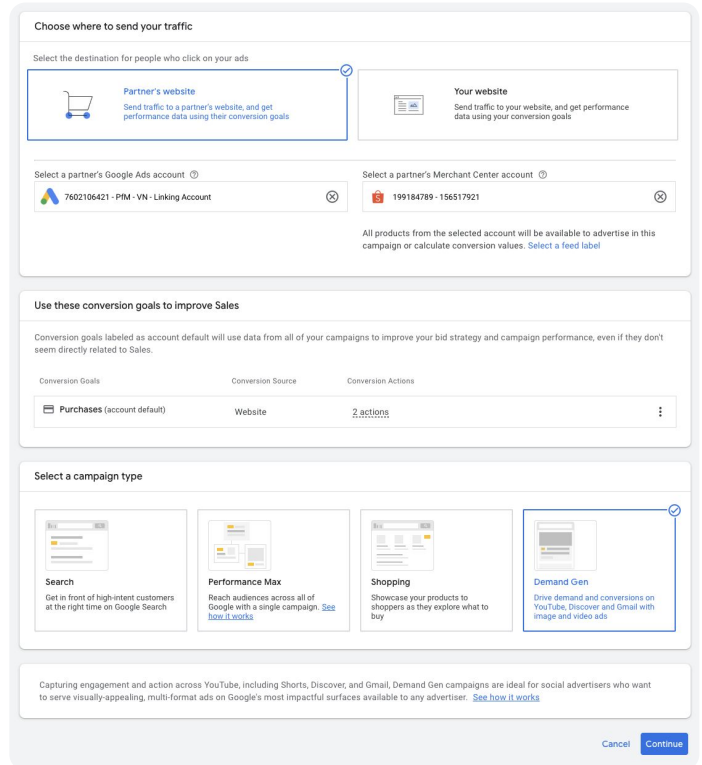
## Key benefits

**Leverages retailer first-party data**  
to reach the right customers at scale.

**Optimizes for conversions and sales**  
at all stages of the customer journey using Google AI.

**Simplifies campaign management**  
through a streamlined, shared data ecosystem between retailers and brands.

**Enhances reporting transparency**  
by closing the loop between digital discovery and final purchase.



New for 2026

**Expansion of Commerce Media through Google Ads to support Demand Gen inventory, enabling brand-retailer collaboration on YouTube, Discover, and Gmail**

Supporting resources:

Help Center: Commerce Media Suite in Google Ads

Road to GML blog post



# Checkout Links

Streamline purchase journeys by directing Demand Gen viewers to a merchant’s checkout page when they are ready to buy.

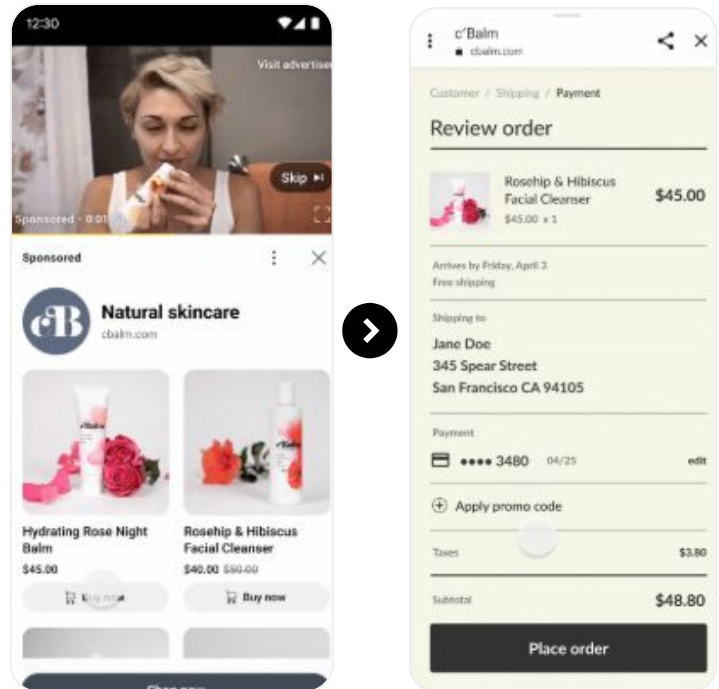
## Key benefits

### Streamline the path to purchase

with seamless checkout experience for viewers of your Demand Gen campaigns.

### Drive better results with minimal effort

by offering a way to checkout directly from your ad.



On average, advertisers who provided Checkout URLs saw conversion uplifts of +6% on Demand Gen

Source: Google/YouTube Internal Data, US, Sep 2025

New for 2026

- Expanding the ability to add checkout links to your Demand Gen campaigns in 9 new markets, allowing merchants to move shoppers from discovery to completed sales.
- Checkout links have also expanded to YouTube Shorts and in-feed ads in Demand Gen.

Supporting resources:

[Help Center: Add a checkout link](#)



# View-through conversion (VTC) optimization

Enable your Demand Gen campaigns to optimize towards view-through conversions, driving more conversions in less time for YouTube.

## Key benefits

### Accelerate Results

by capturing more conversions in a shorter amount of time.

### Scale campaign performance

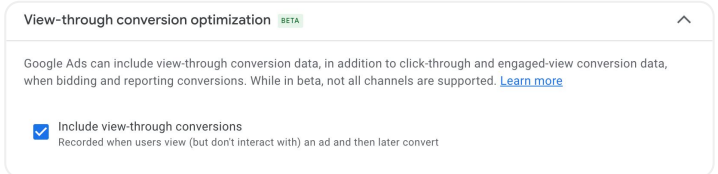
by increasing conversion volume and maximizing budget utilization.

### Leverage Google AI

to find and bid on users most likely to convert.

### Drive strategy alignment

by adopting apples-to-apples approaches across various social platforms.



Optimizing for VTCs can help bridge the data gap on platforms where 'view-then-buy' behavior is prevalent

New for 2026

A new bidding enhancement for Demand Gen that allows advertisers to include and optimize for View-Through Conversions (VTC) alongside existing click based conversions.

Supporting resources:

[Help Center Article: View-through conversion optimization](#)

[Road to GML](#)

# Demand Gen Uplift Experiments

Prove the additional impact of your Demand Gen campaigns alongside Performance Max.

## Key benefits

### Measures statistically significant uplift

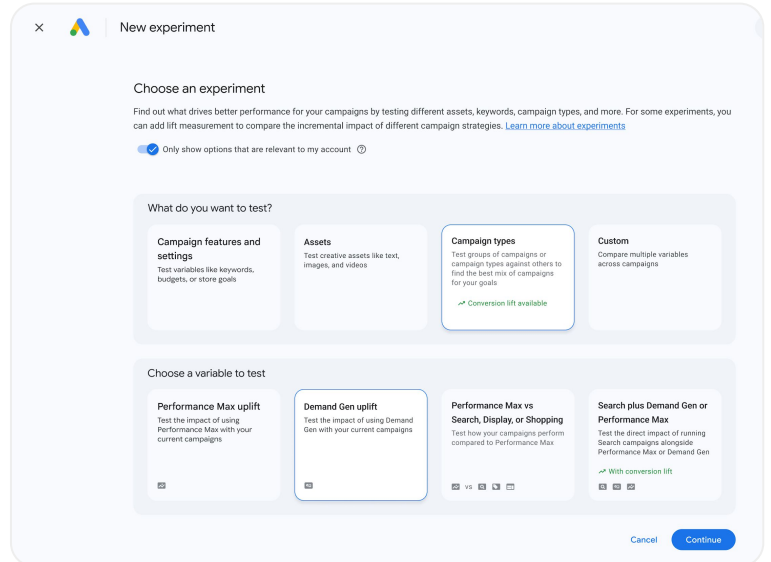
of adding Demand Gen to your existing comparable campaign mix (PMax, App, Video, Display).

### Provides a turnkey framework

to isolate the impact of Demand Gen on metrics like conversions, sales, CPA or ROAS.

### Quantifies the performance impact

of this campaign type to show the full value of your investment.



**On average, adding Demand Gen to Search and PMax campaigns delivers 10% higher ROAS and 12% higher sales effectiveness than those without Demand Gen.**

Source: Nielsen MMM meta analysis commissioned by Google in 2024 that measured Google AI-powered Search ads; Research spanned 1.1MM campaigns across 104 weeks from Food, Beverages, Restaurants; Home & Personal Care; Retail; Branded Apparel & Durables; Telecommunications; and Automotive verticals between 2022 and 2024; ROAS defined as incremental sales per \$ spent; Sales Effectiveness defined as incremental sales per 1000 impressions; "Only Search strategies" defined as Text, PLA, LIA and Hotel Search Ads

New for 2026

**An automated A/B testing infrastructure that allows advertisers to measure the performance impact of Demand Gen campaigns when used as a complement to existing Google campaign types like PMax.**

Supporting resources:

Help Center: Demand Gen Uplift Experiments

GML recap blog post

Enhanced budgeting tools in Google Analytics powered by Meridian

Qualified future conversions

Google tag gateway

Data Manager

Meridian GeoX: Google's new open-source Geo incrementality solution

Meridian Studio: A new Google Cloud-built solution improving Meridian ease-of-use

Enhanced conversions

Google Tag Manager

Attributed branded searches

Lead Intent Scores

Lead Journey Mapping

Store Sales

# Enhanced budgeting tools in Google Analytics powered by Meridian

Harmonizes marketing mix modeling, multi-touch attribution, and incrementality tests.

## Key benefits

### Unified measurement experience

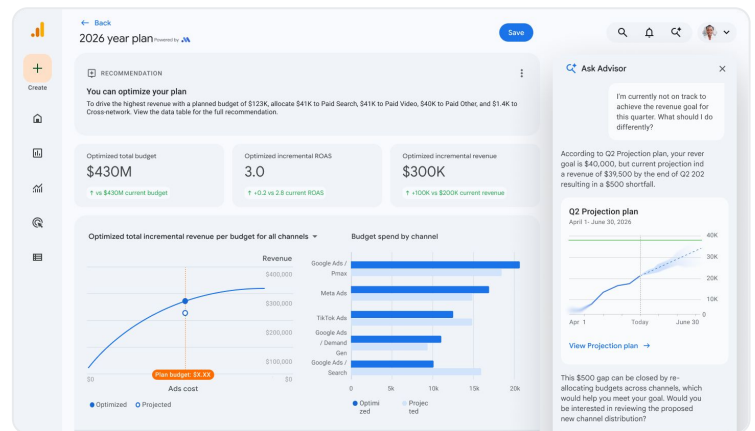
Gain a consolidated, unbiased view of paid (Google and 3P media like Pinterest, Reddit, Snap, Tiktok, and more) and organic performance across all channels, including impressions, eliminating data silos to provide a single source of truth for your marketing.

### True causal impact

Measure the real-world value of every dollar by triangulating channel performance across MMM, attribution, and incrementality.

### Simplified data activation

Seamlessly connect and activate your first-party and third-party data (including Pinterest, Reddit, Snap and TikTok) through Data Manager available in Google Analytics.



#### New for 2026

- **Meridian-Powered Budgeting in Google Analytics 360:** Advanced scenario and projection planning that allow you to forecast the impact of budget shifts and optimize in-flight media with precision.
- **Data Manager in Google Analytics:** A smooth, unified UI for connecting and troubleshooting first-party data from across your ecosystem—including CRMs, and third-party platforms—enabling a comprehensive view of the consumer journey.
- **Enhanced Multi-Touch Attribution (MTA):** Now inclusive of third-party impression data (eg. Meta, Tiktok, Snap and Pinterest), allowing for deeper cross-channel insights.
- **Incremental Conversions Reporting:** A set of groundbreaking metrics that harmonize incrementality, MMM (Meridian), and Multi-Touch Attribution (MTA) to reflect a single view of ROI.

# Qualified future conversions

With qualified future conversions (QFC), marketers can see the complete picture of how demand creation campaigns generate conversions in the long run, even outside the standard attribution window.

## Key benefits

### Predict Future Value

It connects early signals of intent—like branded searches—to future financial outcomes. By using AI to model the probability of a future purchase based on today's user actions, QFC allows advertisers to optimize for long-term profitability while campaigns are still live.

### Validate The customer journey

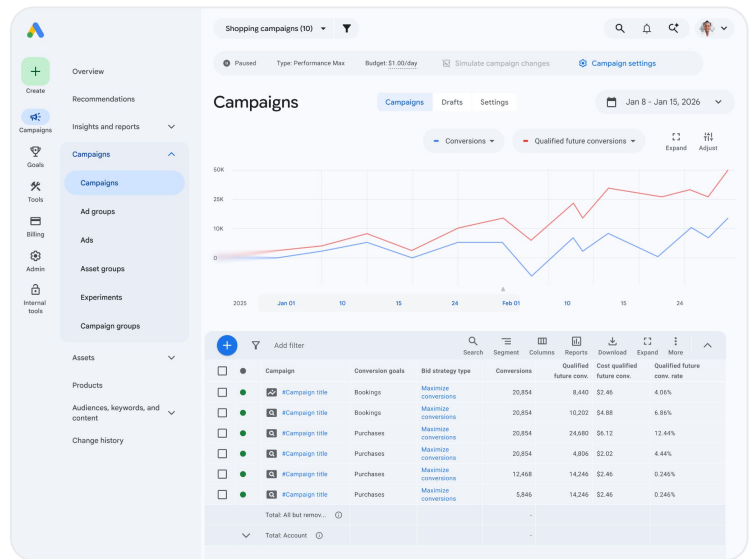
By only counting conversions where a user was exposed to an ad and subsequently performed a specific "Leading User Action" (e.g., branded search, engaged visit).

### Get started with zero setup

An out-of-the-box metric that provides immediate visibility into the long-term effectiveness of your media. It complements retrospective reporting by offering a forward-looking view of campaign performance without complex custom tagging.

### Deliver proof from discovery to decision

It bridges the gap between "Discovery" (the ad view) and "Decisions" (the final purchase). QFC is a powerful way to prove that upper-funnel investments are not just driving views, but are actively fueling the future revenue pipeline



New for 2026

### Qualified future conversions

A new, AI-powered metric that helps advertisers predict the long-term revenue impact of their upper-funnel campaigns by connecting initial ad exposure and leading user actions (like branded search) to expected future conversions

Supporting resources:

Best practices

Availability: Pilot

Markets: Global

Languages: All

# Google tag gateway

Build your data strength with Google tag gateway by upgrading your tags to serve from your site's own server to improve performance and resilience of your measurement signals.

## Key benefits

### Results you can trust:

Google tag gateway for advertisers enhances the accuracy of your conversion data by routing it through your website's own server, and making it more resilient

### Improved performance:

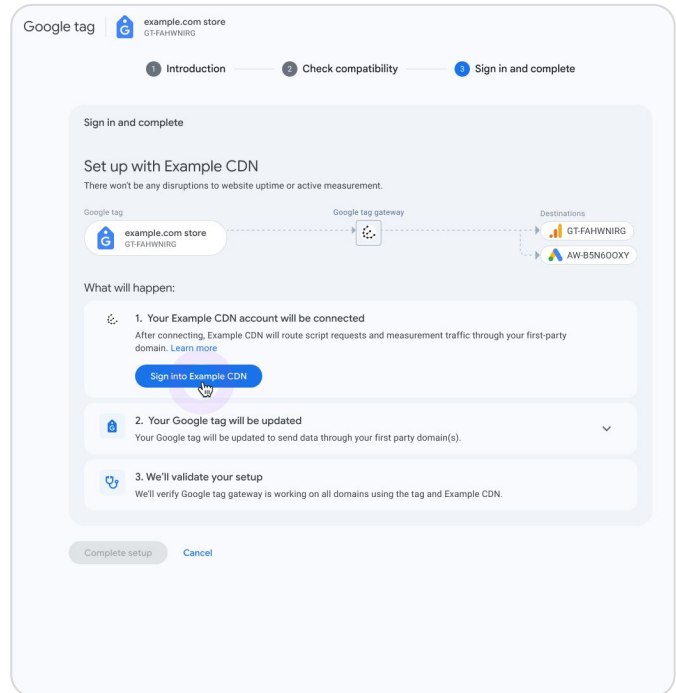
By gaining more insights into the customer journey, Google AI drives improvements to your bidding, personalization and overall ROAS.

### Privacy by default:

Tags set up with Google tag gateway for advertisers will get [confidential computing](#) by default, giving customers added security and transparency on how data is collected and processed.

### No retagging required:

Implementation is also simplified, as upgrading your tag requires no changes to the existing tag code on your pages.



**Advertisers who adopted Google tag gateway on average observed conversions uplift of 14%.<sup>1</sup>**

**Advertisers who build their data strength with Google tag gateway see up to 7% lower Cost per Acquisition<sup>2</sup>**

New for 2026

**New in-UI integrations with content delivery networks and content management systems such as Google Cloud (beta), Fastly, Akamai, Webflow, Duda and Cloudflare.**

Supporting resources:

Best practices

**Availability:** Pilot

**Markets:** US, CA

**Languages:** English

<sup>1</sup> Google Internal Data, Global, Finance, July -Dec 2024 vs Jan-June 2025

<sup>2</sup> Google Data, Global, Performance, Mar, 2025 - Feb, 2026 6 months trailing average [Uplift is based on advertisers who have had Enhanced Conversions and also adopted Google tag gateway versus Advertisers who had Enhanced Conversion but do not have Google tag gateway]

# Data Manager

Data Manager helps build data strength. It's your one-stop shop for connecting all your data sources and maximizing the signals for AI-powered performance.

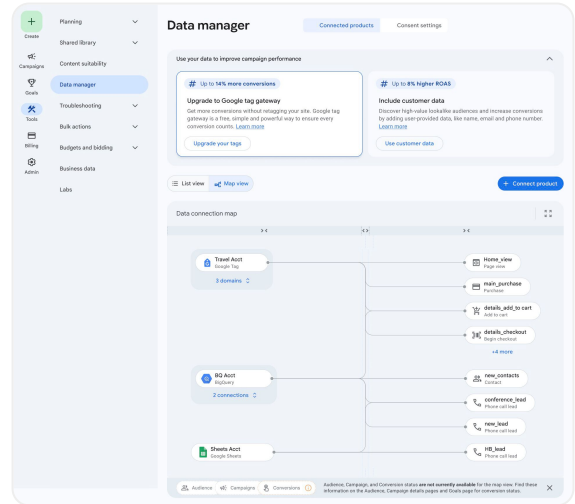
## Key benefits

### Connect all your data sources

and manage them in one centralized place. Whether that's data from your website, app, physical store or CRM platform, you can unify it in Data Manager.

### Maximize your signals

Combine rich insights about your customers and their interactions with your business, and guide AI to deliver the best performance for you.



- **Advertisers who build their data strength by connecting offline and app data using Data Manager see a 26% average increase in incremental ROAS.**

Source: Google Data, Global, Measurement, April 2025 - April 2026. Based on Search campaigns bidding to conversion value.

- **Advertisers who included IP in Data Manager conversion imports achieved on average up to 3% more observed conversions on Search and over 10% on YouTube**

Source: Google Internal Data, Global, Jan 2026 vs. Dec 2025 - Jan 2026. Results are based on an internal offline simulation using production data; actual live performance may vary

#### New for 2026

- **Unify your workflow:** Data Manager is now universal, simplifying how you centralize your data. You can access the UI directly across Google Ads, Search Ads 360, and Campaign Manager 360 (Google Analytics coming soon). And Data Manager API—built on the standard IAB Tech Lab Event & Conversion API—gives you a single connector for measurement and audiences across Google.
- **Get personalized guidance:** Take the next best action to strengthen your data setup and make sure your connections are running smoothly
- **Visualize your data flow:** The map view helps you trace your data's entire journey from connection to activation
- **Unlock more growth signals:** Use IP address uploads to capture engaged-through conversions and Store Sales to measure the full value of offline transactions
- **New Data Manager integrations:** We are launching new direct data integrations in Data Manager including Mailchimp, ActiveCampaign, Klaviyo, and Google Drive to allow for seamless data use. You can also work with partners who enable connections via the Data Manager API like Adswerve, Bloomreach, Datahash, Treasure Data, TripleWhale, Scowtt, Stape, Zapier, Zeotap, and many more.

Supporting resources:

Data strength best practices

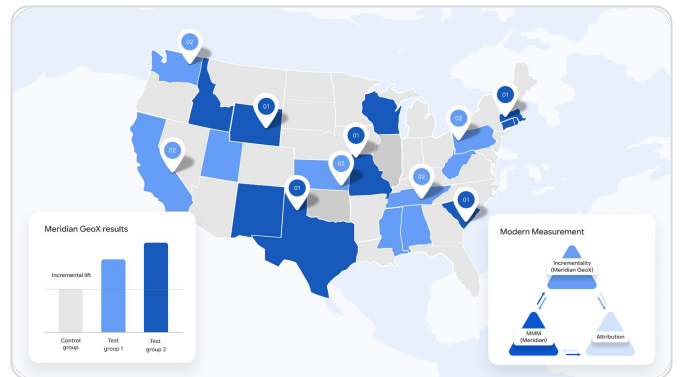
# Meridian GeoX: Google's new open-source Geo incrementality solution

Meridian GeoX powers transparent, trustworthy, and cost-effective geo experiments that anchors your marketing strategy in causal reality. This open-source solution enhances your modern measurement capabilities by enabling publisher-agnostic geo-experiments to isolate the true incremental impact of your media spend across any platform or channel globally. These causal results then seamlessly calibrate your Marketing Mix Models (MMM), ensuring your budget planning is anchored in proven, incremental performance.

## Key benefits

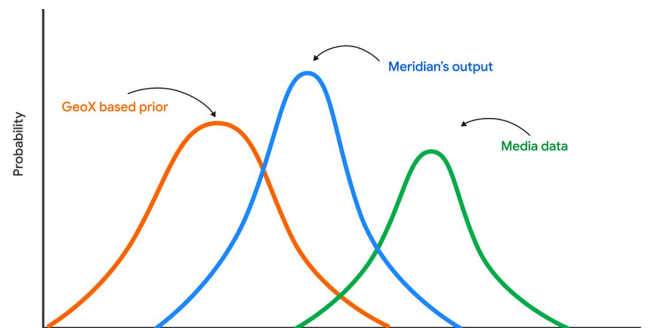
### Enable cheaper and more reliable testing

- **Native Multi-Cell Execution:** Accelerate your insights by comparing multiple treatments (e.g., publishers, tactics, channels) in the same study. Meridian GeoX offers a true multi-cell solution against a common control group, significantly reducing the total cost and time-to-insight.
- **Robust, Budget-Efficient Methodologies:** Maximize statistical power while minimizing budget. Meridian GeoX pairs Time-Based Regression (TBR) with advanced Stratified Sampling to efficiently detect true lift. In the future, we will also add Synthetic Control and Synthetic Difference-in-Differences (SDiD) to optimize user choice.
- **Flexible Design Wrapper:** Compare ranked designs across methodologies to pick the one best suited for your specific business data, objectives and budget constraints. Meridian GeoX will eventually house multiple methodologies for you to choose from.



### Trusted transparency & usability

- **Open-Source Integrity:** Provides visibility and customization, letting your teams audit the underlying methodologies for trust.
- **Maximized User Choice:** Customize design constraints to suit your business requirements. Tailor your experiment designs, including Holdback, Go Dark, and Heavy Up, to meet specific objectives.
- **Ease of Use:** Offers robust documentation, Colab notebooks, and industry standard versioning for seamless scalability.



### Integrated Meridian solution

- **Improved accuracy:** Integrates Geo experimentation and marketing mix models (MMM) to increase the accuracy of your budget allocations.
- **Channel recommendations:** Recommends the best Meridian channels to run your GeoX experiments.
- **Calibrated results:** Converts Meridian GeoX results into priors to calibrate MMM results.

Supporting resources:

[Meridian developer site](#)

Availability: Pilot

Markets: Global

Languages: All

# Meridian Studio: A new Google Cloud-built solution improving Meridian ease-of-use

Meridian Studio is Google's new enterprise platform built on Google Cloud that empowers measurement teams to build, manage, and customize Meridian, Google's best-in-class marketing mix modeling solution, at scale. This UI-based solution makes Meridian faster to use and easier to scale, enabling modelers to run up to hundreds of models at a time. Meridian Studio maintains the same open-source methodology innovations and customization capabilities, while adding purpose-built features that enhance data security, automation, and ease-of-use.

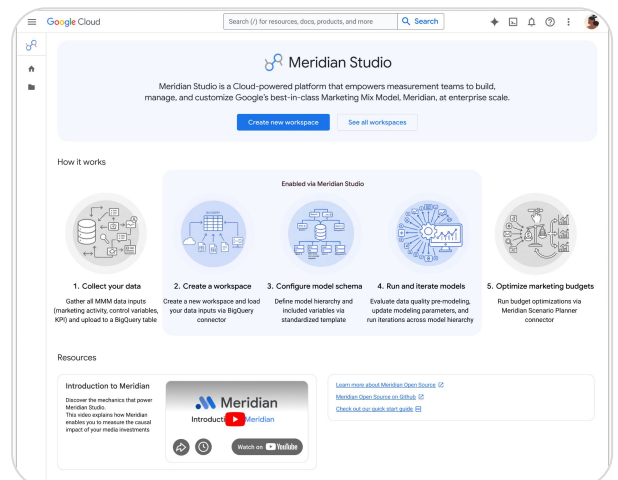
## Key highlights

Key differences vs Meridian open-source: UI-based workflow, faster compute, and enables enterprise-level model deployment

Meridian Studio will stay up-to-date with the [open-source model's](#) methodology innovations, like experiment-based calibration

Similar to Meridian open-source, Meridian Studio will require technical expertise to configure the model, customize parameters, and iterate

Meridian Studio will be available as a free module in Google Cloud, with users responsible for associated Cloud consumption costs once it becomes generally available.



New for 2026

**We will invite a limited number of participants to pilot Meridian Studio from July through December 2026**

### Requirements:

- Current Meridian open-source user
- Using and/or willing to use BigQuery for pre-modeling data collection / storage
- Willing to test the product from end-to-end and share ongoing feedback with Google

Supporting resources: Interested in piloting Meridian Studio? Contact your Google account team to submit the nomination form on your behalf

# Enhanced conversions

Boost your conversion measurement and gain a comprehensive view of campaign performance. Enhanced Conversions enables you to match first-party data, such as hashed email addresses, by capturing it through your Google tags or importing it from offline leads via Data Manager.

## Key benefits

### Better measurement:

Recover unobserved conversions and improve your overall reporting accuracy by securely matching your hashed first-party data.

### Smarter optimization:

Provide Google AI with a more robust, accurate data set to optimize your campaigns and drive a better return on investment.

### Flexible setup:

Seamlessly send your data through the method that works best for your technical architecture, whether using the Google tag or the Data Manager API.

On average, advertisers bidding to conversion value who implement enhanced conversions see an 8% incremental ROAS on Google Search campaigns.

Source: Google Conversion Lift Analysis, Global, 99 Conversion Lift studies run between April 2024 - April 2025.

New for 2026

To make measurement easier and reduce complexity, we are combining our separate web and lead conversion tools into one streamlined enhanced conversions.

Here is what this means for your workflow:

- **One unified setup:** You can now manage all your hashed customer data from a single module.
- **End-to-end diagnostics:** Monitor your data health and troubleshoot alerts from the moment data is ingested to the final conversion using new, inline diagnostic tools.
- **Ease of use:** You now have the flexibility to send customer data via website tags, API imports, or both simultaneously. This unified approach streamlines data collection, improves conversion accuracy, and optimizes campaign bidding.

Supporting resources:

[Help Center](#)

# Google Tag Manager

Google Tag Manager provides codeless management of your website tags to ensure fast, accurate measurement. In 2026, we are streamlining the tagging experience by upgrading the Google tag—giving you advanced functionality, centralized settings and one-click configurations to avoid extra effort and errors.

## Key benefits

### Codeless Management:

Update your website tags quickly and safely from a intuitive interface, without needing to edit your site code directly.

### Faster Deployment:

Launch campaigns and adopt new measurement tools quickly, reducing your reliance on developer cycles.

### Data Accuracy:

Ensure your tags fire correctly using built-in debugging and error-checking tools to deliver highly reliable conversion measurement.

### Future Proofing:

Build a durable measurement foundation that seamlessly adapts to new privacy-safe features and evolving industry standards.

New for 2026

In 2026, we'll upgrade Google Tag Manager and the Google tag, bringing all the capabilities of Google Tag Manager to the Google tag and simplifying how website data is sent to Google

**Visual tagging:** Deploy advanced measurement without manual Tag, Trigger, or Variable setups. Simply point-and-click on your websites elements, and the system handles the technical configurations in the background.

**Optimized configuration for Google Tag Manager containers :** Improve performance by eliminating the need to load the Google tag (gtag.js) JavaScript as an intermediary step. Centrally manage settings and access for all of your tags.

Supporting resources:

[Help Center](#)

# Attributed branded searches

Understand the impact of demand creation on search volume and long-term conversions. ABS is an always-on metric to connect the dots between a video campaign and a branded search showing how ad exposure drives consideration among your customers.

## Key benefits

### A lead indicator for performance

It connects brand media to user search outcomes, serving as a rapid leading indicator for campaigns aimed at driving increased brand interest and market share.

### Tied to an ad impression

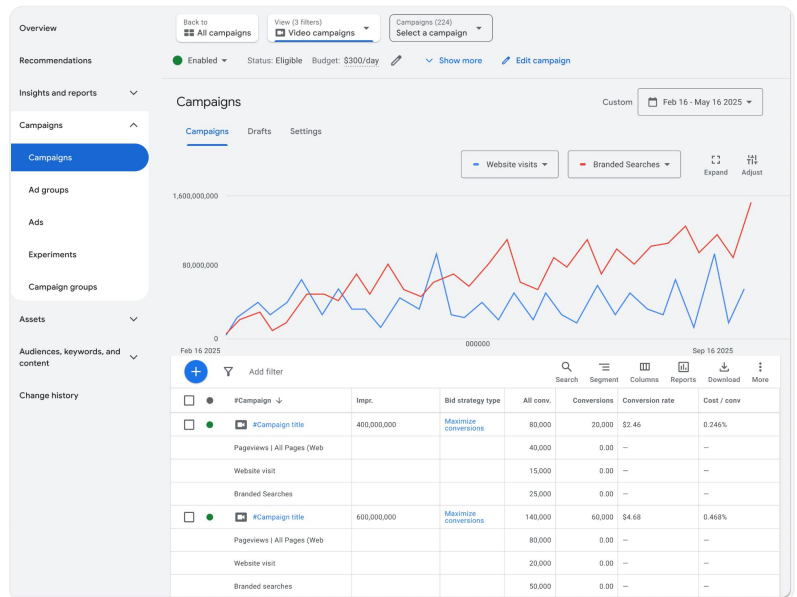
Attributed branded searches is a subset of total branded searches, only counting users who saw a YouTube ad

### Always-on metric

for immediate results that provide quick brand search tracking, complementing incrementality experiments.

### Deliver proof from Discovery to Decisions

it's a powerful way to connect the dots between a YouTube Brand campaign and a branded search.



New for 2026

### Product improvements ready by GML or shortly after (within 6 months)

Support for AI Mode and availability in Display & Video 360

Actionability updates: segmentation of new searchers. Ask your seller about cost per ABS and vertical benchmarks to understand the efficiency of your campaigns in driving ABS.

Enable marketers to use ABS with a self-service tool for mapping brands.

Supporting resources:

Best practices

Availability: General Availability

Markets: Global

Languages: All

# Lead Intent Scores

Stop guessing which leads to call first and start using conversion probability to prioritize your sales queue.

## Key benefits

### Prioritize Engage Prospects

Focus your energy on the individuals most likely to buy right now, ensuring your team engages with the most relevant leads first.

### Filter Out Low Intent

Remove spam and unqualified leads automatically to keep your CRM organized and reduce manual sorting.

### Organize Leads by Readiness

Give your sales team a clear starting point with 'High Intent' or 'Low Intent' priority labels for more efficient outreach.

### Learn from Lead Quality Signals

Understand the specific factors driving lead quality to help refine and improve your broader marketing strategy.

New for 2026

**We have introduced a new scoring system in Lead Manager that categorizes every submission as Hot Warm or Cold. It uses Google's signals to predict which leads will actually convert letting you prioritize outreach without manual vetting.**

# Lead Journey Mapping

Illuminate the path from click to close with a unified visual map of your entire sales journey.

## Key benefits

### Visualize Your End-to-End Sales Funnel

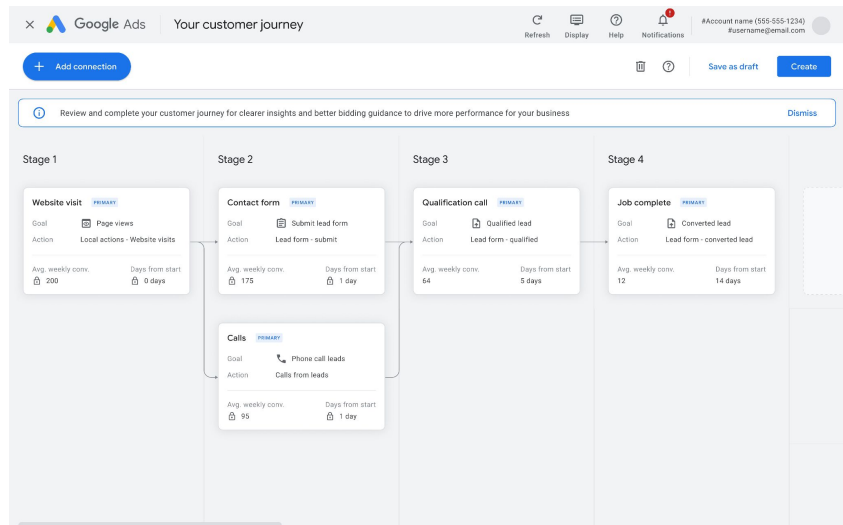
Leverage a visual blueprint of your full lead-to-sale journey. This turns abstract data into a clear map of how customers move toward a conversion.

### Pinpoint Friction and Drop-off Points

Identify conversion delays and "leakage" instantly. Instead of guessing why prospects stall, you can see exactly where the momentum stops.

### Unify Disjointed Data

Bring your specific sales stages to life visually within Google Ads. This replaces fragmented reports with a single, intuitive source of truth for your entire customer journey.



New for 2026

Lead journey mapping brings your specific sales stages to life visually within Google Ads, replacing fragmented reports with a single, intuitive source of truth for your customer journey.

# Store Sales

Google's Store Sales measurement enables advertisers with physical locations to gain a comprehensive understanding of how investing in digital ad investments translates into offline sales and revenue. Advertisers can bid towards Store Sales data to optimize towards their full consumer journey.

## Key benefits

### Holistic measurement:

Gain a comprehensive understanding of how digital ad investments translate into offline sales and revenue.

### Omnichannel optimization:

Bid to Store Sales by incorporating offline conversion values into value based bidding strategies for enhanced campaign performance and to optimize towards full consumer journey

Retailers measuring only e-commerce outcomes are severely undercounting Google's total contribution.

For large omnichannel retailers, the combined online + in-store **incremental ROAS is \$3.39** vs. just \$2.27 for e-commerce alone

Source: [Measured testing](#), November 2025

New for 2026

### Store Sales Eligibility Pilot

Store Sales has had high minimum traffic volumes and data requirements, making it difficult for many advertisers to adopt. By leveraging Google AI, we can now offer privacy-safe, store sales insights, even for accounts that didn't previously meet eligibility requirements.

### Highlights:

- **Broader availability:** Reduced traffic volume thresholds to provide measurement for advertisers of all sizes.
- **Privacy-First Modeling:** Advanced AI generates high-fidelity reporting while protecting user privacy.
- **First-Party Fueled:** Your customer data (email/phone) unlocks world-class business intelligence.

Supporting resources:

About Google Ads store sales measurement

Commerce

Announced in  
GML Keynote

Commerce

Announced in  
GML Keynote

Commerce

Announced in  
GML Keynote

Commerce

Announced in  
GML Keynote

Commerce

Universal Commerce Protocol

AI-powered Shopping ads

AI Max for Shopping campaigns

Ask Advisor for Merchant Center

AI Performance Insights

Product value adjustments

Commerce Media Suite

Conversational Attributes

New visual-rich Search formats

# Universal Commerce Protocol

## powered features on Google

The Universal Commerce Protocol is built for choice and flexibility, allowing you to enable experiences that makes sense for your business.

### Key benefits

#### Turn AI discovery into instant action

allowing shoppers to research, find, and buy in a single, secure flow without ever leaving the conversation.

#### Multiply your opportunity

by surfacing UCP enabled experiences on AIM, Gemini and now on Youtube Ads and Shopping.

#### Increase average order value

with new multi-item cart building functionality with Universal Cart.

#### Eliminate friction and cart abandonment

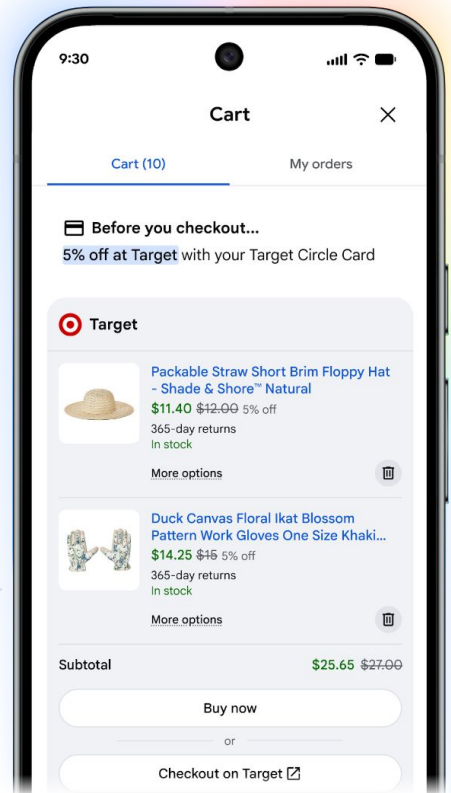
by giving high-intent shoppers the flexibility to instantly transfer their Universal Cart from Google directly to your retail website in a single click to finish their journey.

#### Reward returning shoppers and drive conversions

by displaying your brand's exclusive loyalty or member pricing directly within Google's shopping interface.

#### Scale locally and internationally with ease

to take your frictionless checkout global as UCP-powered checkout rolls out to Canada, Australia soon, and the UK later this year.



#### Supporting resources:

[Interest form](#)

[Google UCP Guide](#)

[Help Center: UCP](#)

**Availability:** Eligibility varies by market

**Markets:** US, coming soon to AUS, CAN, and later this year to UK

**Languages:** EN, soon CAN-FR

# AI-powered Shopping ads

AI-powered Shopping ads surfaces the most relevant products for every shopper and instantly writes a custom explainer highlighting why your product may be the right choice for them.

## Key benefits

### Intelligent Product Identification

Replaces standard product results with a Gemini-powered shopping experience that highlights the most relevant products for your search.

### Expert Feature Summaries

Translate technical specifications into simple, helpful summaries of the features that matter most.

### Immediate Decision Confidence

Provides the "why" behind every recommendation, fast-tracking the research phase to a confident purchase decision.

**Sponsored products**

For a quality machine, look for capsule compatibility and flavor diversity, ability to produce rich crema, a fast heat up, and one-touch options for custom cup sizes and iced coffee.

- Nespresso Vertuo Up**  
\$229.99  
Nespresso  
4.5 ★ (300) · Palo Alto  
Slim, fast-start machine using Vertuo capsules with rich flavor extraction and customizable brew concentrations (e.g. for iced coffee). Heats up in 3s and makes 6 cup sizes.
- EF-750 SwiftPod Elite**  
\$199.00 \$249  
Emberly Finch  
4.8 ★ (124) · 30-day returns  
Simple, two-button retro design with a compact 5-inch footprint. Heats up in 15 seconds and works with a wide selection of capsules.
- Rovetta Capsule Pro**  
\$279.00  
Rovetta  
4.7 ★ (439) · By 5/27  
Built-in milk system with a dedicated frothing wand. Features 8 presets to make rich, flavorful espressos and milk-based drinks in under 3 minutes.

**Explore more options**

- Perrin & Glass Lucid Capsule Br...**  
\$215.00  
Perrin & Glass  
4.8 ★★★★★ (342)  
Shop now
- Stone Nano Pod 20 Bar Single Ser...**  
\$115.00 \$145  
Marrow & Sto...  
4.6 ★★★★★ (812)  
Shop now
- Thrylos A Capsule**  
\$125.00  
Thryl...  
4.4 ★★★★★  
Shop now

How it works

**AI-powered Shopping ads will soon be available via Performance Max and AI Max for Shopping campaigns.**

Supporting resources:

[AI-powered Shopping ads in GML blog post](#)

**Availability:** Coming this summer

**Markets:** US

**Languages:** EN

# AI Max for Shopping campaigns

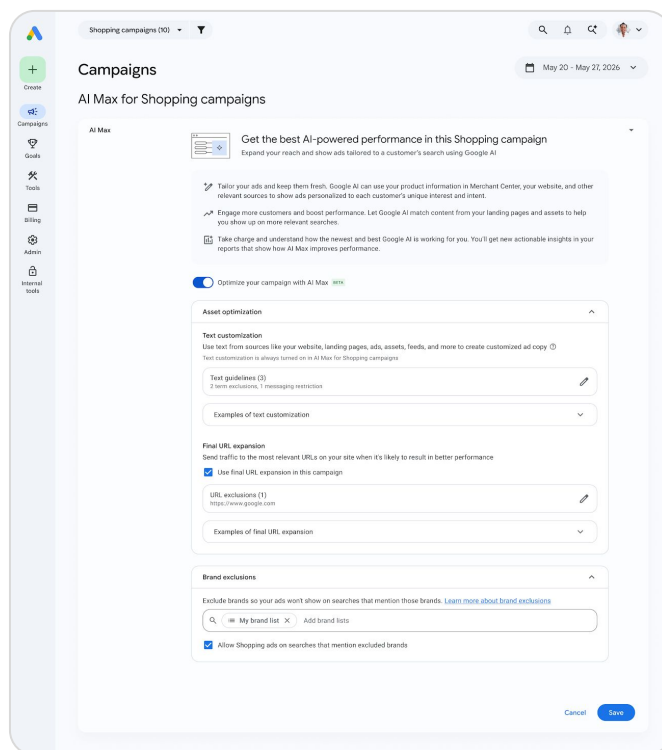
The one-click AI Max toggle is coming to Shopping campaigns, allowing retailers to future proof their Shopping campaigns for the next generation of Search.

## Key benefits

AI Max for Shopping campaigns lets retailers meet shoppers' intent before they even search for specific product details. It uses your Merchant Center feeds to transform product data into dynamic Shopping ads that answer conversational queries thanks to:

- **Text customization:** Generates ad copy for your Shopping ads so that they speak directly to shopper intent and conversational queries.
- **Final URL Expansion (FUE):** Matches your site's most relevant landing pages to a shopper's intent.
- **Optimal Format Selection:** Automatically selects the best format — text or Shopping ads — based on what is most relevant to the shopper's needs.

Ultimately, AI Max for Shopping campaigns captures the complex, long-tail searches that standard Shopping campaigns miss, providing an easy, one-click upgrade for immediate incremental reach.



### How to activate

**If you're already using Shopping campaigns, upgrade to AI Max in one click.**

You retain your existing product targeting controls and bidding flexibility, with the option to turn off Final URL Expansion (FUE) at any time to restrict ad delivery to Shopping ads.

**And for cross-channel performance, Performance Max remains your go-to.**

Final URL Expansion and formats selection are already active there, with text customization for Shopping ads arriving as a new addition. Text customization will enable AI-powered Shopping ads in Performance Max.

### Supporting resources:

[Adapt your Shopping campaigns to modern Search with AI Max](#)

[Sign up for the beta](#)

# Ask Advisor in Merchant Center

Your Merchant Center product data has a lot to say. Now you can finally talk back. Turn complex feeds into clear conversational answers to resolve issues and unlock growth.

## Key benefits

### Get advice tailored to your performance goals

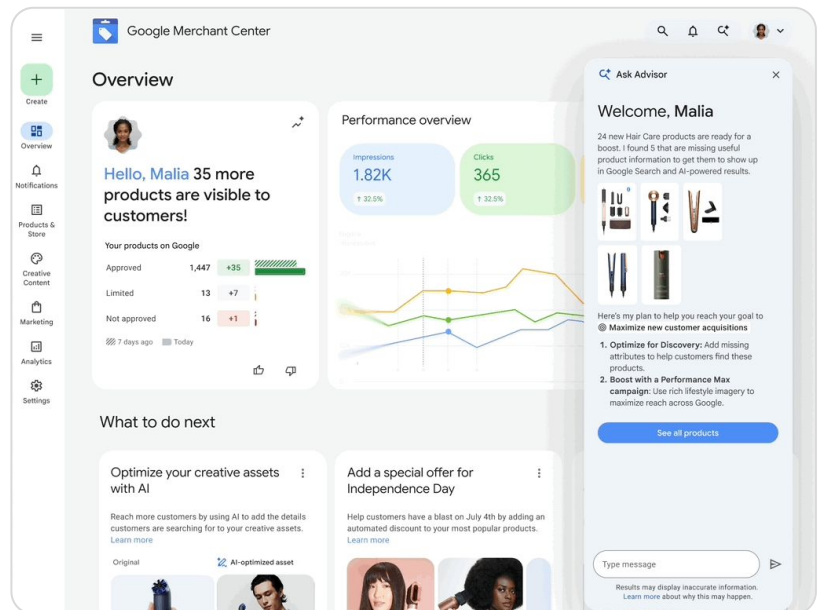
Go beyond the existing data to gain insights. The advisor acts as a consultant to help you understand the specifics of your performance, and gain insights from your existing product data sources, descriptions, and approvals.

### Find specific answers fast to unlock feed health

Get help with product and account-level issues. The chatbot can guide you towards fixing your product issues and disapprovals. Access help and educational content on how Merchant Center works.

### Personalized actionable recommendations

Receive proactive, smart recommendations based on your business goals, such as identifying promising promotion opportunities or title optimizations.



# AI Performance Insights

New set of insights in Google Merchant Center to show you how your products are being discovered on AI Mode in Search and in the Gemini app and AI Overviews.

## Key benefits

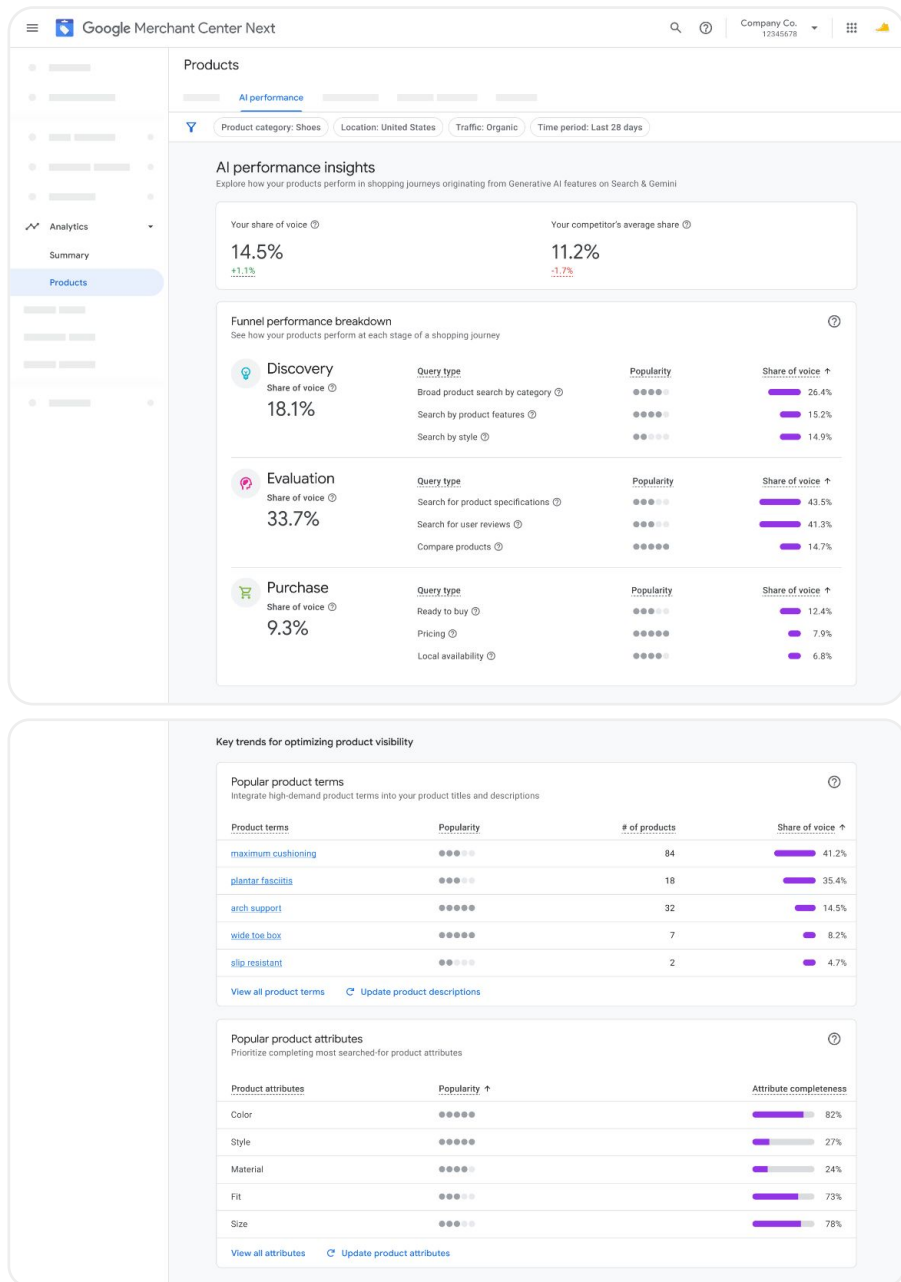
### See where you stand

Compare your brand's "share of voice" — how often you're linked in relevant results — with shopper demand. These insights are broken down across three key areas:

- **Journey stages:** Understand your visibility across each stage of the shopper journey with an aggregated view that shows a shopper's current stage — discovery, evaluation or purchase — alongside their activities, such as understanding product specs or comparing prices.
- **Product terms:** See the details that matter most to shoppers searching for products like yours, such as "easy setup" for tents or "long battery life" for portable lamps.
- **Structured attributes:** Pinpoint the specs customers search for — including dimensions, weight, materials, colors and more — as they relate to your products.

### Turn insights into action

Act on insights with recommendations aimed at improving discovery.



# Product value adjustments

Align your ad spend with true business value by strategically adjusting conversion values for specific products based on your product priorities.

## Key benefits

### Optimize to your business goals




Create adjustments to optimize towards what matters, like profit, seasonal sell-through, or best-sellers, and automated bidding will optimize for outcomes based on these rules

### Simplified management

Apply adjustments for different products and attributes, like brands, categories, etc. without altering campaign structure

### Real-Time optimization

Optimize for nuanced value adjustments in real-time with Performance Max and Shopping campaigns

Holiday promo	High-margin products	Overstock
		
<b>1.2x</b> Product A ★★★★★	<b>1.5x</b> Product B ★★★★★	<b>1.8x</b> Product C ★★★★★

# Commerce Media Suite

Connect retailer first-party data with the Gemini advantage in Google Marketing Platform and Google Ads. Dive performance across the entire customer journey.

## Key benefits

### For brands:

Own the full shopper journey from discovery to purchase, supercharged with retailer shopper data.

See what sells and prove what works

Optimize every dollar seamlessly, shifting spend across campaigns and channels in the same tools you use today.

### For retailers:

Extend your reach and demand across Search, YouTube, Shopping and Display ads

Maximize your data and multiply your profit by combining your data with Google's AI and scale.

Build shared trust that grows spend, delivering transparency while maintaining the oversight that matters to you.



A Growing ecosystem of 30+ retailers and marketplaces

New for 2026

### Prove impact with SKU-level reporting

Brands can see the precise impact of their campaigns on retail sales per specific product. Reporting includes YouTube.

Available in Google Ads, Display & Video 360 and Search Ads 360

### Unlock insights with cross-retailer and cross-brand reporting

Brands unlock unique cross-retailer insights to better manage their media. Retailers gain reporting transparency and cross-brand insights to deliver more value to brands.

Available in Google Ads and Search Ads 360

### Optimize your strategy with in-store reporting and bidding

Brands understand how their media drives offline sales and optimize their omnichannel strategy, powered by retailer in-store data and the Gemini advantage.

Available in Search Ads 360. Coming shortly to Google Ads and Display & Video 360

### Safely share first-party data segments with brand partners

Retailers can securely make high-value data segments available to brand partners to drive targeted, incremental sales while maintaining full usage control.

Available in Display & Video 360, Search Ads 360. New to Google Ads

Supporting resources:

Kroger Albertsons

Availability: General Availability

Markets: Global

Languages: All

# Conversational Attributes

Data attributes in Merchant Center designed for easy discovery in the conversational commerce era, on surfaces like AI Mode.

## Key benefits

### Optimize your presence

With new experiences like AI Mode, people are searching with a lot more detail and nuance, so having this additional information available allows users to get answers to a whole new range of questions.

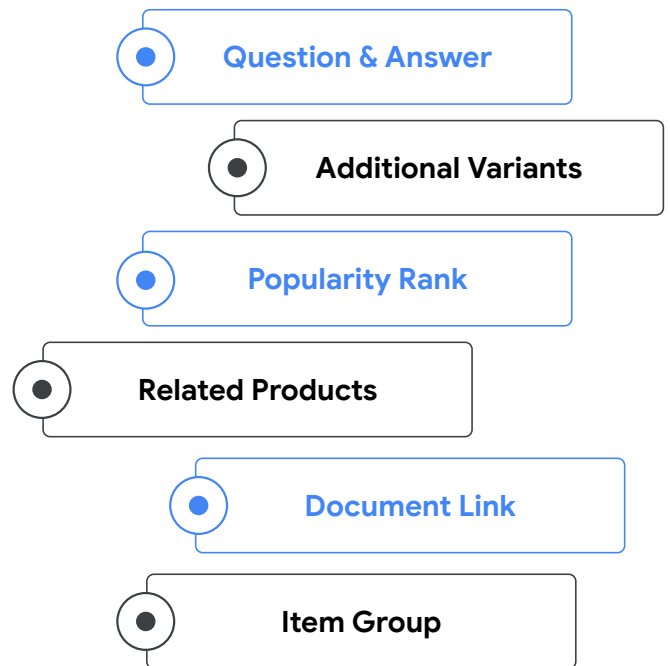
### Build on your existing feed

These attributes complement your existing product data feeds, allowing for clearer answers to common questions, recommended complementary products, and more.

### Share more data easily

Conversational attributes allow you to leverage product data you may have already prepared for other platforms with minimal operational overhead to help scale your product data.

### New attributes in the feed



# New visual-rich Search formats

Turn new discovery moments into untapped demand.

## Key benefits

### Discover mobile Shopping ad

Discover is a massive engine for brand discovery with over 50% of users engaging with new brands.

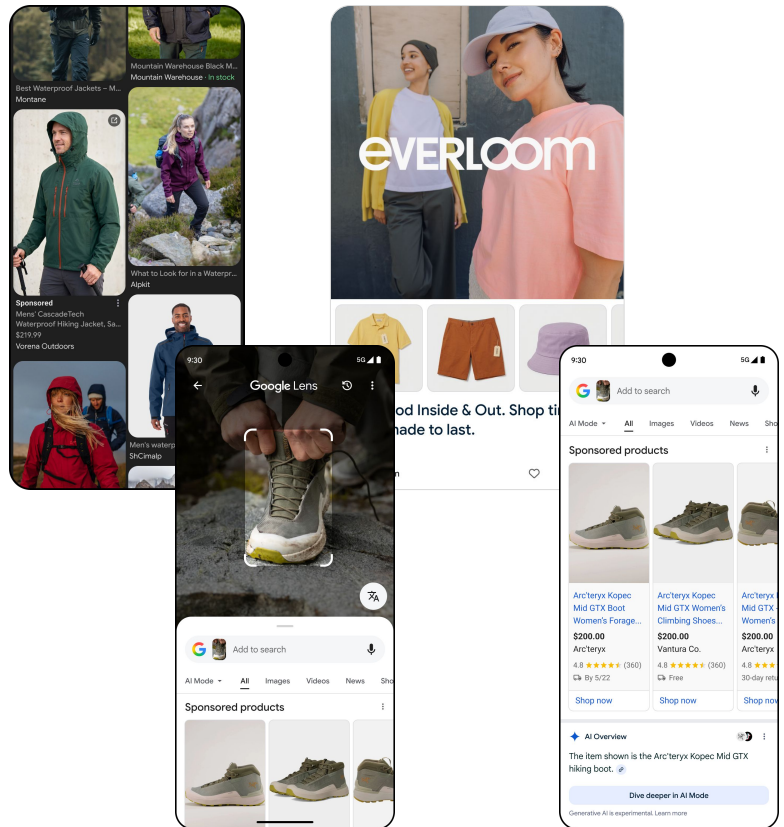
We're making it even more engaging by introducing a new format that uses immersive lifestyle imagery.

### Image Search format

Because shoppers love to wander on Image Search, our native formats place your brand or specific products directly in that discovery flow.

### Google Lens format

With Shopping ads expanding globally in Lens, you can turn that real-world curiosity into a direct path to purchase.



## Creative

Ingest, scale and measure your assets with  
Asset Studio

Multimodal asset generation

Creative insights and experimentation capabilities

## Agentic Experiences

Ask Advisor

App Connect

Ask Advisor in Google Analytics

Ask Advisor in Google Ads

Ask Advisor in Merchant Center

Ask Advisor Display & Video 360

## Apps

Ask Advisor in Search Ads 360

iOS App campaign advancements

Deep Link agent in Apps Links Assistant

## Creative

App Connect in Ask Advisor

Ask Advisor in Campaign Manager 360

# Ingest, scale and measure your assets with Asset Studio

Unify your entire creative ecosystem in Asset Studio - your centralized hub in Google Ads to bring in existing brand assets, generate new creative with Google AI and measure with one-click testing.

## Key benefits

### Unified Asset Ecosystem:

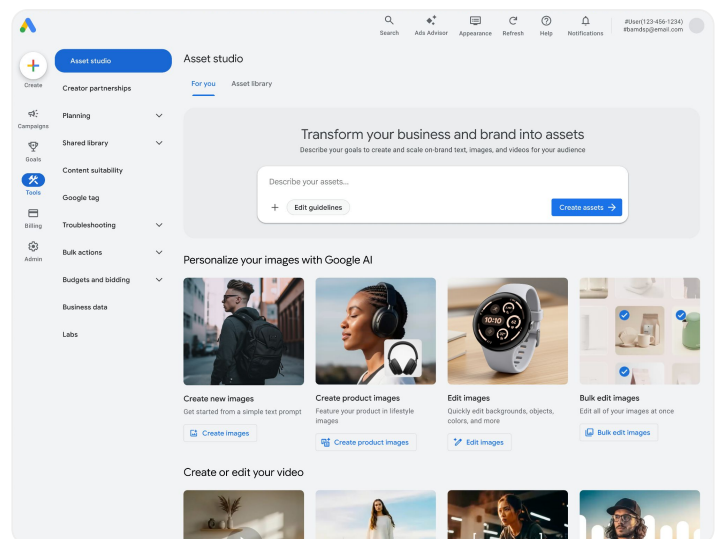
Connect your Google-native content and third-party creative from platforms like Adobe and Canva into one centralized hub to streamline your workflow.

### Brand Consistency:

Ensure consistency by using your specific marketing briefs and brand guidelines as a permanent anchor for all generated content.

### Speed-to-Market:

With all your assets housed in Asset Library you can move from create to launch in minutes.



Accelerate with Google Creative Hub

New for 2026

#### For Ingestion - Brand Guidelines (PDF Upload):

Upload free-form marketing briefs and PDFs to act as a permanent anchor for your brand's style, color, and business info).

#### For Ingestion - Google Assets:

Easily import existing images and brand assets from Google Merchant Center, YouTube Studio, and Pomelli directly into your Google Ads Library.

#### For Ingestion - Third-Party Assets:

Seamlessly pull content from third-party partners like Adobe and Canva directly into your Asset Library through the Google Ads API.

#### For Generation - Asset Generation in Google Ads API:

Programmatically integrate text and image generation into custom campaign platforms to unlock developer and agency scalability.

# Multimodal asset generation

Generate compelling, on-brand high-quality assets simply by describing what you need in your own words. Powered by Google's latest generative AI models including Gemini, Veo, and Nano Banana, create on-brand **text**, **images**, and **videos** for your ad campaigns.

## Key benefits

### Seamless generation and iteration:

Provide your URL, marketing brief, and goals to instantly generate high-quality assets. Refine and customize your creative to ensure brand consistency before deploying campaigns across Google & YouTube.

### Fuel creative variety:

Creative variety helps ensure you are reaching the audiences you care most about across Google & YouTube inventory for optimal results.

### Performance-based creative:

Each creative asset is data-backed, built using deep performance insights from across Google & YouTube.

### Outputs include:

#### Text

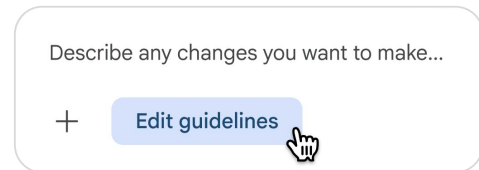
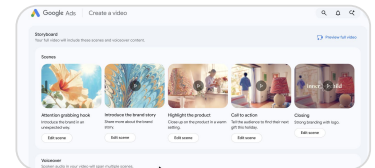
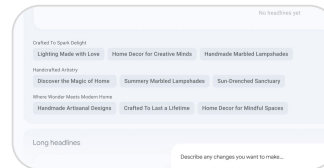
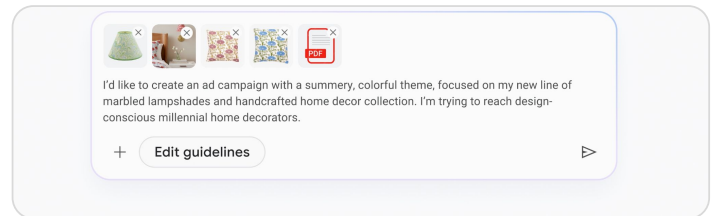
- Headlines
- Descriptions

#### Images

- 15+ images in 3 categories

#### Videos

- Storyboard
- Horizontal and vertical videos for across YouTube
- Videos with voice-over



Accelerate with Google Creative Hub

New for 2026

### Unified multimodal creation:

Use our latest Google AI models including Gemini, Nano Banana, and Veo in a single workspace. Launch the experience directly within Asset Studio or during campaign construction.

### Policy-ready campaigns:

Automatically create text, images, and video aligned with your business objectives. Every asset is built to be policy-compliant from the start, ensuring a smooth path to go-live.

Advertising creative drives nearly half (49%) of incremental sales and remains the most critical driver of advertising effectiveness by a wide margin.

(Source: Circana)

# Creative insights and experimentation capabilities

Move from creative "guessing" to "knowing" by combining real-time performance diagnostics with frictionless, one-click A/B testing of your Genmedia assets built with Gemini capabilities.

## Key benefits

### Effortless Performance Validation:

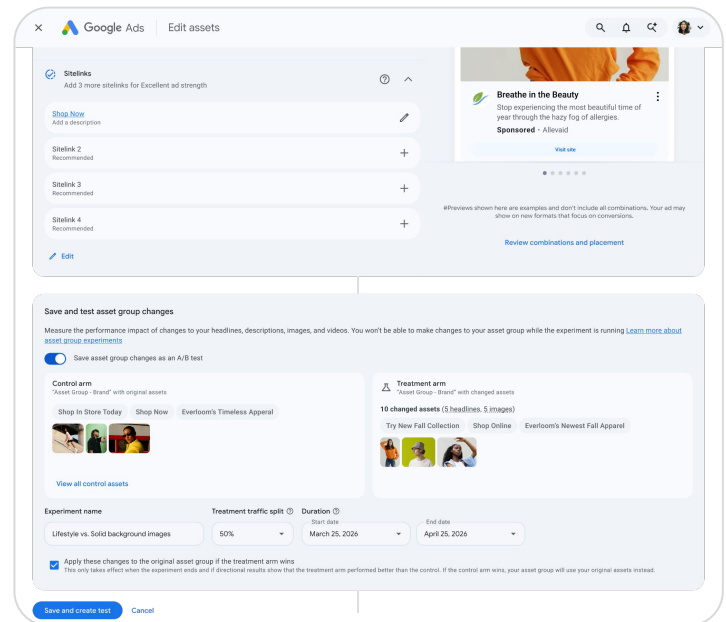
Instantly turn any creative edit into an automated A/B test to measure exact performance lift without complex manual configuration

### Actionable Creative Intelligence:

Gain deep, real-time diagnostics into asset performance and thematic coverage to clearly understand the "why" behind your results.

### Proactive AI Refinements:

Leverage intelligent nudges and one-click AI fixes for common issues like aspect ratio and logo placement to ensure your campaigns are always improving.



Accelerate with Google Creative Hub

New for 2026

### One-Click "Save and Set Experiment"

Turn any Performance Max ad or asset group edit into a structured A/B test with one click; the system automatically applies your changes while retaining a "holdback" of the previous version to measure the exact performance lift.

### Creative Capabilities in Ask Advisor:

Receive real-time, actionable diagnostics on individual asset performance and thematic coverage directly within Ask Advisor to understand the "why" behind your creative results.

### Asset Optimization and insights for your Demand Gen campaigns:

Gemini reviews your creative and provides proactive, AI-driven nudges, asset suggestions and insights in your campaign construction flow to ensure your campaigns are always improving across Google and YouTube. It offers 1-click AI "fixes" for common issues like logo placement, video trimming, or aspect ratio coverage.

Agentic

# Ask Advisor

COMING SOON

Drive ROI with a helpful agent built with Gemini capabilities. Soon, you'll be able to collaborate seamlessly across a range of Google marketing products - including Google Ads, Google Analytics, Google Merchant Center, Google Marketing Platform and more.

## Key benefits

### Advice that evolves with your strategy

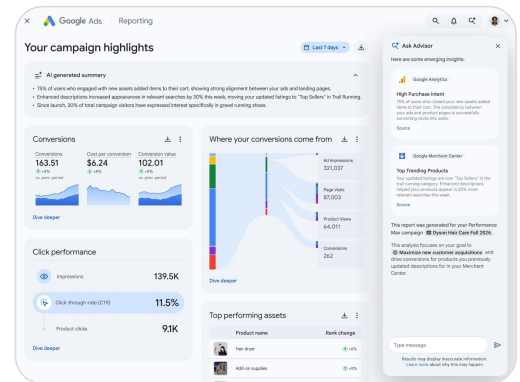
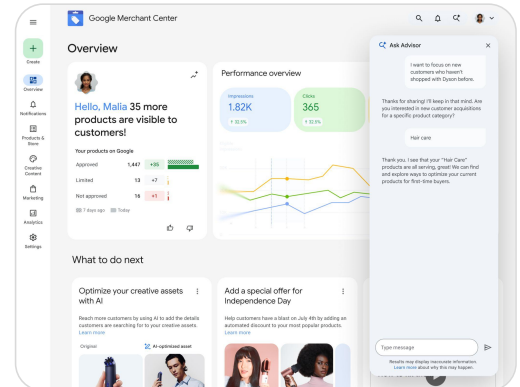
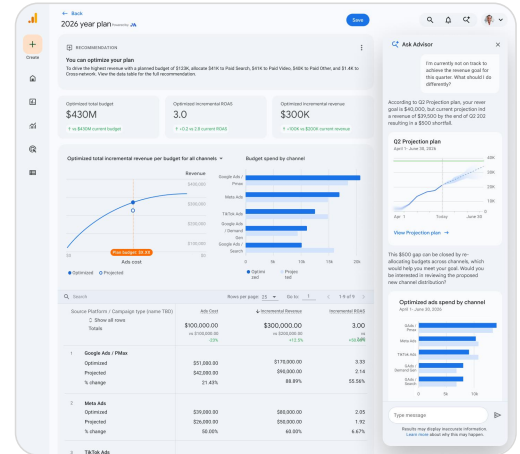
Ask Advisor remembers what's important to you and your business, and improves its recommendations over time based on that. Remember that campaign you launched last week? So does your advisor.

### Understands your business

Ask Advisor brings the right context to your conversations, across surfaces. Move between Google's platforms with one AI agent that remembers your business goals, keeps the context intact, and proactively suggests next steps you may not have thought of.

### Seamless help, across surfaces

Ask Advisor moves across products with you, helping you finish tasks in one seamless interaction. From Google Ads to DV360 and beyond - you never have to be without your advisor.



Supporting resources:

Accelerate with Google Hub

Availability: Beta

Markets: US, expanding across markets

Languages: EN

\*Note: Ask Advisor and other AI-powered experiences in Google Ads are currently available in beta for English language accounts. New features and additional languages are rolling out in the coming months.

Apps

# App Connect

Maximize your ROI across campaigns, from Search to Demand Gen, by connecting marketing touchpoints across platforms into a seamless customer experience.

## Key benefits

### Eliminate friction & enhance user experience

Seamlessly route users from your ads to relevant in-app pages, bypassing logins and navigation steps, to reduce friction and maximize conversion rates.

### Improve your ad bidding & campaign efficiency

Optimize your spend towards high value app users with advanced conversion-focused bidding strategies.

### Get a full view of your Ad performance

Capture valuable actions happening within your app. Unify your reporting to see accurate app and web data side-by-side, giving you a holistic, real time view of your true business ROI.

**App Connect delivers  
2.8 times higher conversion  
rate for clicks that land in your  
app versus your mobile site**

Google Internal Data. April 2025.

New for 2026

### **App Connect is a unified suite of tools that transforms your app into a high-performance growth engine.**

This isn't just a new name for Web to App Connect; it's a move toward a more unified, AI-driven way of working where your web and app platforms are treated as equal partners in your success. By connecting your marketing touchpoints to create a seamless customer experience, App Connect captures the full converting power of your app from the ads you're already running. To help you get App Connect up and running faster with your Google Ads campaigns, we're introducing agentic implementation workflows. Think of these as intelligent assistants that act as implementation specialists for your campaigns. They automatically find opportunities to improve your setup and guide you through automated processes for tracking, bidding, and deep linking to your app, eliminating technical friction.

**Availability:** General Availability

**Markets:** Global

**Languages:** All

# Ask Advisor in Google Analytics

Ask Advisor in Google Analytics is an “agentic data analyst” tailored to your business. It leverages the latest Gemini models to help you unlock insights and drive ROI against your business goals, directly within Google Analytics, simply through natural conversation.

## Key benefits

### Fast answers

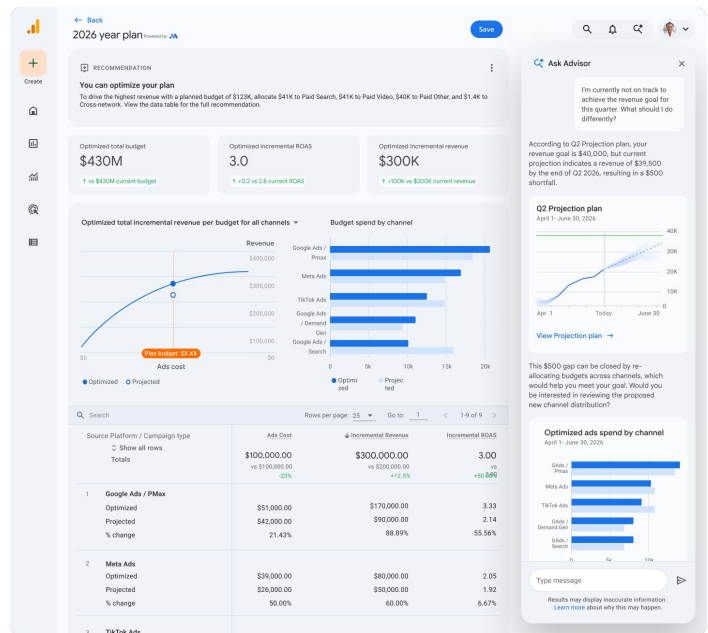
Get fast answers to complex business questions. Simply ask the advisor just as you would ask a trusted collaborator. For example, you might ask: ‘Why is revenue from paid search higher this month?’

### AI-generated visualizations

Let AI generate visualizations and data summaries for clarity and faster decision-making. Need a funnel analysis? No problem. From a table to a chart, just Ask Advisor.

### Proactive suggestions

Find hidden opportunities or optimization ideas within your data that you may not even have been looking for. For example, your advisor might spot a performance gap in a campaign, and recommend a strategic budget shift.



### New for 2026

#### Upgraded to Gemini 3

#### Proactive insights and growth recommendations in your inbox

Let the advisor come to you, with AI Overviews in-product, and critical performance updates delivered via push notifications and emails.

#### See your success, with benchmarking

Ask Advisor in Analytics enables you to quickly assess how your campaigns are performing relative to your peers and your past performance.

#### Your personal data analyst

Ask Advisor turns your question into dashboards of visuals that make your data easy to understand and action.

#### Interactive analysis - as natural as a conversation

Simply point to any part of the product to dive deeper, ask follow-up questions, and explore details just as you would with a trusted member of your team.

### Supporting resources:

Accelerate with Google Hub

**Availability:** Beta

**Markets:** Global

**Languages:** EN

*\*Note: Ask Advisor and other AI-powered experiences in Google Ads are currently available in beta for English language accounts. New features and additional languages are rolling out in the coming months.*

# Ask Advisor in Google Ads

Ask Advisor is a helpful, high-performance collaborator in Google Ads that evolves alongside your business – built with Gemini capabilities.

## Key benefits

### Drive business growth with personalized guidance

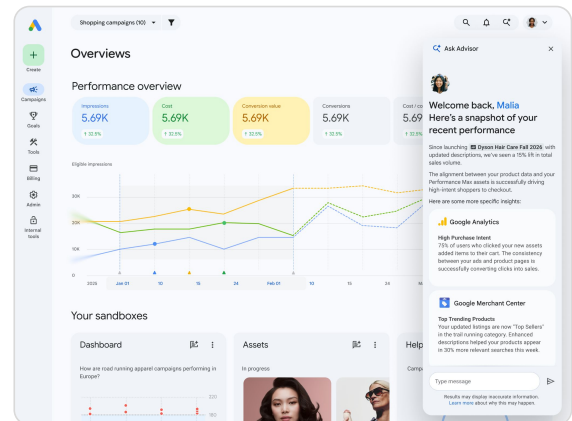
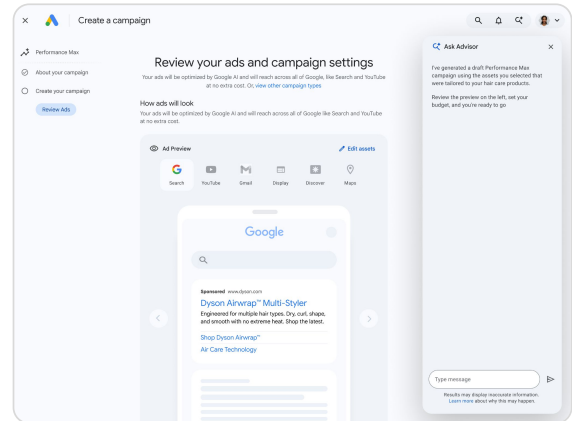
Create PMax campaigns from scratch, directly add generated keywords and assets to existing campaigns, and implement personalized bid and budget recommendations that you can refine and apply in one click. To get started, just [ask in natural language](#) for what you need, like “Generate a few headlines for my new campaign.”

### Proactively troubleshoot and monitor campaigns 24/7

Enjoy an end-to-end policy troubleshooter that fixes complex violations, proactively determines and grants your business a certificate if needed, and offers personalized recommendations to bolster your account protection.

### Unlock analytical insights and diagnostics with ease

Understand the “why” and impact behind your performance without sifting through complex data and campaign reporting. You can ask questions like “Why did my performance increase?” or “What suggestions do you have to improve my latest campaign?”



#### New for 2026

- Upgraded to **Gemini 3**
- Available in **Google Ads mobile app**
- **Instant certifications** that transform weeks of manual paperwork into instant approvals
- **24/7 security monitoring** that strengthens your account’s security using a personalized dashboard and suggestions, like reviewing flagged domains and dormant users
- **New AI-powered experiences across Google Ads:**
  - **Revamped homepage** that enables you to quickly diagnose and fix performance, monitor how your budget and target are pacing, and find market opportunities to grow.
  - **Intelligent reporting and data visualization experience** that empowers every advertiser to be a data expert. With a quick prompt, you can effortlessly transform complex data to clear, beautiful visualizations that quickly give you the insights you need.

Supporting resources:

Accelerate with Google Hub

**Availability:** Beta

**Markets:** Global

**Languages:** EN

*\*Note: Ask Advisor and other AI-powered experiences in Google Ads are currently in beta for English accounts. New features and additional languages are rolling out in the coming months.*

Agentic

# Ask Advisor in Merchant Center

Your Merchant Center product data has a lot to say. Now you can finally talk back. Turn complex feeds into clear conversational answers to resolve issues and unlock growth.

## Key benefits

### Performance reporting and insights

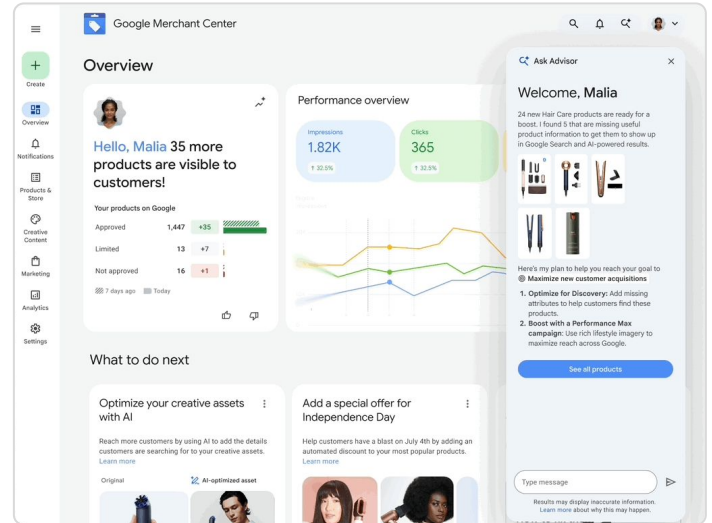
Go beyond the existing data to gain insights. Understand the specifics of your performance, and gain insights from your existing product data sources, descriptions, and approvals.

### Product listings and issue resolution:

Get help with product and account-level issues. The advisor can guide you towards fixing your product issues and disapprovals.

### Personalized actionable recommendations

Receive proactive, smart recommendations based on your business goals, such as identifying promising promotion opportunities or title optimizations.



New for 2026

**Merchandising expert in Merchant Center that diagnoses account and feed issues, reveals performance and audience insights and derives growth opportunities from them, and provides a clear roadmap to improve your Store Quality Score.**

Supporting resources:

GML Blog

**Availability:** Beta

**Markets:** US only

**Languages:** EN

*\*Note: Ask Advisor and other AI-powered experiences in Merchant Center are currently in beta for English accounts. New features and additional languages are rolling out in the coming months.*

Agentic

# Ask Advisor in Display & Video 360

It takes one prompt to elevate your impact across all the stages of your campaigns with our enterprise AI agent built with our latest Gemini models.

## Key benefits

### Campaign set up:

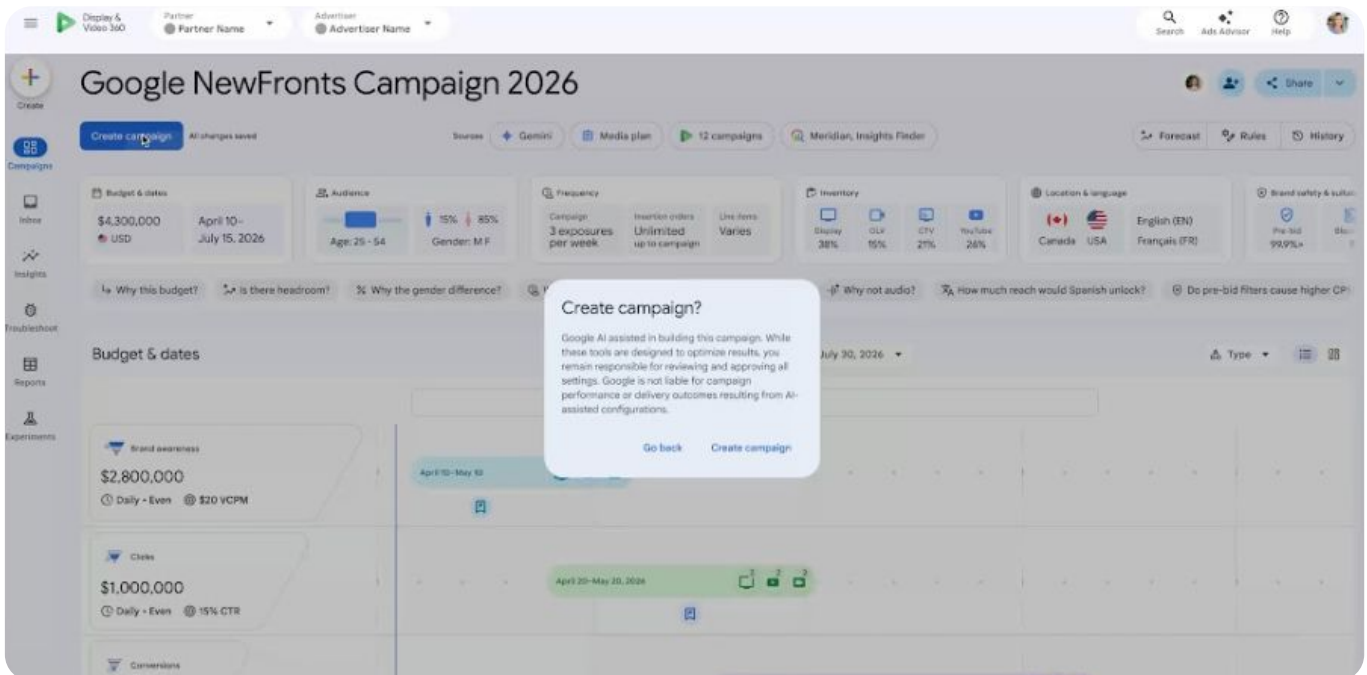
Upload your media plan and automatically translate it into a comprehensive campaign setup, coming soon with campaign builder.

### Campaign optimization and monitoring:

Track creative rejections and unlock insights to make your creative work harder to hit optimal spend.

### Campaign reporting:

Demonstrate current performance across line items with just one prompt. And soon, automatically create tailored dashboards with customizable metrics.



Availability: Beta

Markets: Global

Languages: All

# Ask Advisor in Search Ads 360

Native to Search Ads 360, Ask Advisor is rolling out first to Commerce Media Beta Retailers within the Insights Hub. Ask Advisor in SA360 empowers Commerce Media Network (CMN) Retailers to demystify complex performance data and retail-specific metrics through a native, agentic conversational experience. By integrating deep reporting skills directly into the Commerce Insights Hub, we provides real-time, actionable context for CMN, enabling Retailers to move with both speed and accuracy.

## Key benefits

### Performance Analysis:

Ask Advisor can answer specific queries regarding clicks, conversions, and ROAS, while also performing trend analysis to explain performance changes.

### Strategic & Educational Guidance:

The tool provides granular definitions of retail media metrics and offers strategic advice on Creative Asset Generation.

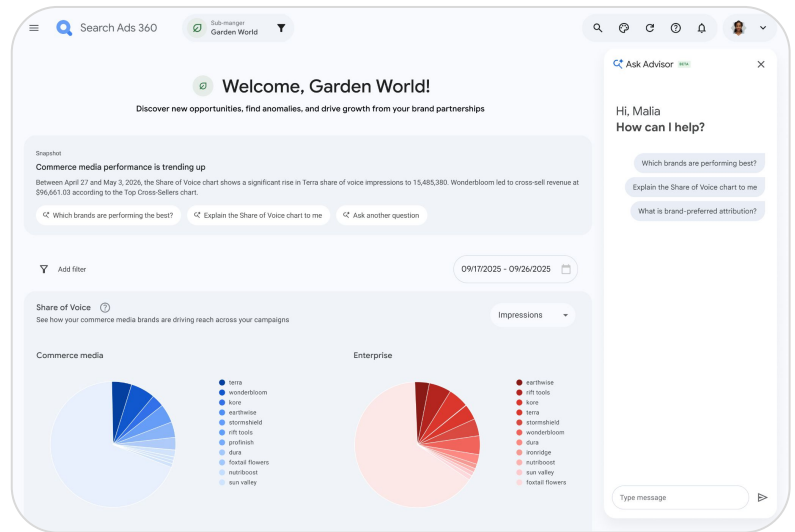
### Troubleshooting & Policy:

The advisor assists with diagnosing why ads are not serving and guides users through complex policy troubleshooting steps.

### Reporting Support:

Users can ask the advisor to help interpret data within the Insights Hub to identify the "how" and "why" behind their metrics.

You can find Ask Advisor in SA360 by navigating to the Commerce Media Hub within SA360, where you will see the Ask Advisor icon at the top of the page.



# iOS App campaign advancements

Power better results on iOS with robust new signals, more granular measurement, and new advanced bidding strategies.

## Key benefits

**Improve performance with on-device conversion measurement using event data:**

Fuel our AI with increased on-device conversion signals to power better performance and measurement.

**Deepen measurement visibility with Integrated Conversion Measurement (ICM):**

Unlock more comprehensive & granular iOS performance insights in your third-party App Attribution Partner reporting.

**Drive growth with an expanded bidding suite:**

Intelligently acquire high-value iOS users using a full suite of AI-powered, advanced bidding strategies, like Maximize Conversions, Target ROAS, and Ads Revenue Optimization

New for 2026

### **Performance enhancements across our bidding suite:**

Launching dozens of new model enhancements and ad relevance improvements across our Target CPA, Target ROAS, and Ad Revenue Optimization bidding strategies.

### **Improved Google Ads reporting accuracy:**

Integrating on-device conversion data directly into your Google Ads reporting to improve measurement accuracy and provide a more consistent view of our iOS performance across your measurement platforms

### **Scaling ICM's measurement efficiency & visibility:**

Increasing ICM's measurement coverage by optimizing signal matching and reducing data loss. We're also expanding measurement support for EEA, UK, and Switzerland users and including web-to-app journeys and view-through conversions for a more holistic performance view.

Supporting resources:

[iOS best practices guide](#)

# Deep link agent in Apps Links Assistant

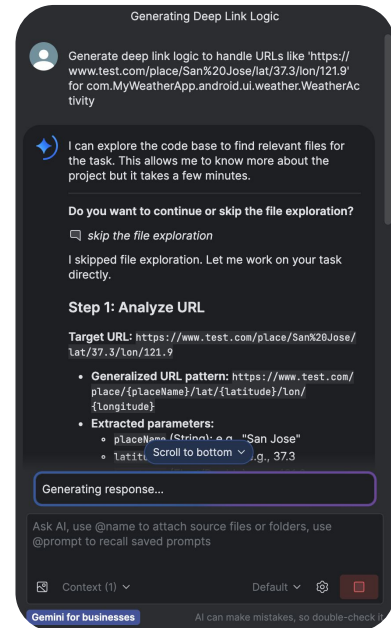
The deep link agent uses AI to automate in-app deep link creation, reducing implementation time from days to minutes.

## Key benefits

A multi day technical implementation reduced to minutes.

Automates coding to reduce engineering needs.

Frictionless user journeys by routing users from your ads to relevant in-app pages.



App Connect delivers 2.8 times higher conversion rate for clicks that land in your app versus your mobile site

Google Internal Data. April 2025.

New for 2026

The new deep link agent automates the creation of deep links from your ads to your App, significantly simplifying one of the most time-consuming steps of the implementation process. Within Android Studio, AI generates complex deep linking code in minutes, writing the code for your developer automatically. Significantly shortening the time and resources needed for successful implementation. Breaking through organisational and resourcing blockers between marketing and engineering departments.

Supporting resources:

[HC article](#)

# App Connect in Ask Advisor

Your own app specialist to proactively assist you with complex, multi-site tasks, and maximize ROI from discovery to in-app action.

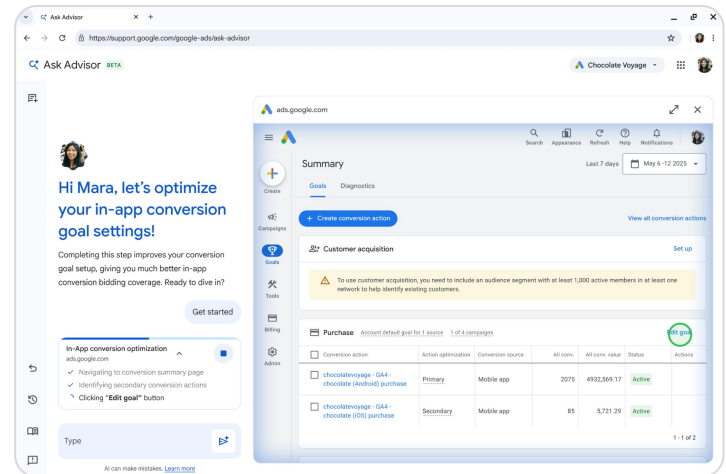
## Key benefits

### Agentic guidance

for seamless setup and optimization for your web and app journeys

### Proactive support

to help you eliminate friction, maximize conversions and get smarter measurement



New for 2026

### New agentic capabilities in Ask Advisor in Help Center that act as a virtual App Specialist

to guide marketers through seamless, step-by-step workflows to import in-app conversion actions, enable app-based bidding, and fix misconfigured deep links

**Availability:** General Availability

**Markets:** all EN users globally and select Spanish, Portuguese, Japanese, Vietnamese, and Turkish users

**Languages:** EN and select Spanish, Portuguese, Japanese, Vietnamese, and Turkish users

# Ask Advisor in Campaign Manager 360

A new conversational AI experience designed to provide faster and more effective support for all either in Campaign Manager 360 or via the CM360 Help Center

## Key benefits

### Get Instant Answers & Save Time

No need to file a support ticket and wait. Get the help you need immediately and keep your workflow uninterrupted.

### Around-the-Clock Support:

Available 24/7, providing assistance whenever you need it, across all time zones.

### Direct Solutions

Ask your questions and receive a clear, tailed answer directly, without searching through Help Center Articles.

The screenshot displays the Campaign Manager 360 interface. On the left, a sidebar contains navigation options: Summary, Report, and Insights. The main dashboard area is titled 'Reach insights' and shows data for 'This week: Mar 27 - Apr 2, 2022'. Key metrics are displayed: Impressions (co-viewed) at 575K, Impression Reach (Co-Viewed) at 325K, and Average Impression Frequency at 4.2. Below these are several charts: a line chart for 'Unique Reach: Incremental Impression Reach vs Unique Reach: Impression Reach', a horizontal bar chart for 'Unique Reach Audience' by age group and gender, a bar chart for 'Unique Reach: Impression Reach (Co-Viewed) (pivoted)', a heatmap for 'Unique Reach: Overlap Impression Reach (Co-Viewed)' across five sites, and a bar chart for 'Unique Reach: Impression Reach (Co-Viewed) vs Unique Reach: Exclusive Impression Reach (Co-Viewed)'. On the right, an 'Ask Advisor' chat window is open, displaying a question about 'Exclusive Reach' and providing a detailed explanation of the metric, its importance, and how to view it in the dashboard. The chat window also includes a search bar and a 'Save' button.