

Introducing a new era of AI-powered ads with Google **Introducing a new era of AI-powered ads with Google** **Vice President / General Manager, Ads**

Deliver new ad experiences with generative AI

At Google I/O, we announced new generative AI capabilities coming to Search. These new experiences will make Search smarter and simpler, and Search will continue to be a jumping-off point to the best of the web, including your business. As the future of Search evolves, the future of advertising will evolve too – bringing more opportunities to grow your business and showcase your brand.

This new Search Generative Experience (SGE) can be found in Search Labs, a place to access Google Search experiments. At I/O, we showed how ads will appear above and below this new experience. Now, over the coming months, we'll experiment with Search and Shopping ads that are directly integrated within the AI-powered snapshot and conversational mode. We'll also experiment with new formats native to SGE that use generative AI to create relevant, high-quality ads that are customized to every step of the search journey.

For example, if someone is searching for “outdoor activities to do in Maui,” and narrows the search further to ask about “activities for kids” and “surfing,” they may see a fully customized ad for a travel brand promoting surfing lessons for kids.

As always, we’re committed to transparency and making ads distinguishable from organic search results. When Search ads do appear, they will continue to feature our industry-leading clear and transparent ad labels with the “Sponsored” label in bold black text.