

Search Ads today and in the future VP & GM in Google Ads (Search Ads & Ads on Google Experiences)



Navigating the future

For over a decade, we've used AI in our ads products to better serve both advertisers and users. One of our best examples is Performance Max, our fully AI-powered campaign that uses the power of Google AI to help advertisers find untapped and incremental conversion opportunities. And, it's working. Advertisers who use Performance Max achieve on average over 18% more conversions at a similar cost per action.

We're excited for how this technology will continue to shape the advertiser and user experience as we create and surface

the most relevant ads that meet peoples' needs at any given moment. Additionally, SGE, like other Search experiences, is designed to highlight and drive attention to content on the web. This makes it easy for people to dive deeper on the topics they're learning about. As always, we're taking a thoughtful and responsible approach to how ads evolve, learning from user feedback and partnering closely with advertisers to deliver even more effective solutions.

We'll share more on our investments in AI for advertisers at Google Marketing Live (GML) on May 23.