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# Learn from Google's Product Team

# Unlocking Intent with AI Max



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Matching Quality

When search (and me) first started

# Search from desktop

The screenshot shows a Google search interface with the query 'flight'. The search results include several sponsored links and organic search results. The sponsored links are for Hotwire, Orbitz, Travelocity, Cheap Flights, and Go-Fly. The organic results include NASA's Goddard Space Flight Center, NASA's Marshall Space Flight Center, and The Museum of Flight in Seattle. The search results are displayed in a clean, organized layout with clear headings and descriptions for each result.

Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

flight

Search:  the web  pages from the UK

[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)

Searched the web for **flight** Results **1 - 10** of about **10,300,000** Search took **0.13** seconds.

**Hotwire: Flight - Fly Big-Name Airlines for No-Name Airline Prices!** Sponsored Link  
[www.hotwire.com](http://www.hotwire.com) Save up to 50% on major airlines -- visit Hotwire today!

**Orbitz - The most low airfares on the web!** Sponsored Link  
[www.orbitz.com](http://www.orbitz.com) Search great deals from 450+ airlines.

Category: [Games](#) > [Viceo Games](#) > [Simulation](#) > [Flight](#) > [Microsoft](#)

**NASA - Goddard Space Flight Center** Sponsored Links  
Category: [Science](#) > [Technology](#) > [Space](#) > [NASA](#) > [Centers](#) > [Goddard Space Flight Center](#)  
[www.gsfc.nasa.gov/](http://www.gsfc.nasa.gov/) - 77k - Cached - Similar pages

**NASA's Marshall Space Flight Center**  
Marshall is the leading the development of advanced earth-to-orbit and space propulsion systems and technologies. Marshall is responsible for implementing ...  
[www1.msfc.nasa.gov/NEWSMFC/](http://www1.msfc.nasa.gov/NEWSMFC/) - 17k - Cached - Similar pages

**The Museum of Flight in Seattle**  
... Unity Flag People from around the Puget Sound area assembled at The Museum  
of Flight to form a human "Unity Flag" on September 11th, 2002. ...  
Description: [Home of M-21 #60-6940](#) as well as the cockpit of SR-71A #61-7977.  
Category: [Society](#) > [Military](#) > ... > [Aircraft](#) > [Specialized](#) > [SR-71 Blackbird](#) > [Museums](#)  
[www.museumofflight.org/](http://www.museumofflight.org/) - 13k - Cached - Similar pages

**Travelocity.co.uk**  
Searches 95% of all airline seats worldwide.  
[www.travelocity.co.uk](http://www.travelocity.co.uk)  
Interest:

**Cheap Flights**  
A directory of low cost airlines & cheap flight bookers.  
[www.shopperuk.com](http://www.shopperuk.com)  
Interest:

**Go-Fly**  
Low Cost Flights  
£10 discount when you book online.  
[www.go-fly.com](http://www.go-fly.com)  
Interest:

“



“The ultimate **search engine** would understand exactly what you meant and give you back exactly what you want.”

**Larry Page**

Co-founder, Google and Alphabet

# Search Today

We see over **5 trillion searches** on Google annually

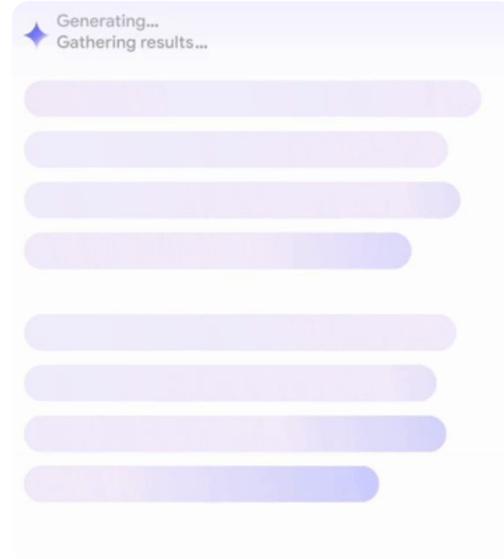
**Young people are the heaviest users of Google Search** and are driving the most pronounced query growth with AI Overviews

# With AI, Google Search is evolving in **two major ways**

The **questions** you can ask



The **results** Google provides

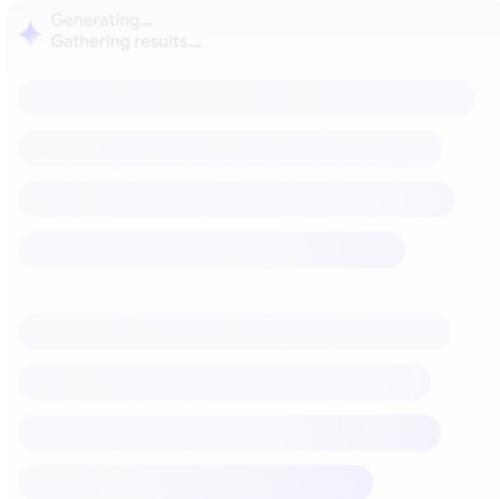


# With AI, Google Search is evolving in **two major ways**

The **questions** you can ask



The **results** Google provides



# Queries are getting longer and **more complex**.

Consumers have to navigate a *lot* of search queries:

Travelling with a family of four ideas

what's the best mobile plan for a family of four who travel to Europe twice a year and stream a lot of video?

What are the best starter fish for a small freshwater fish tank

how many guppies, tetras and snails can you have in a 30l tank

how should you care for and clean a biorb 30L classic

what's the best travel insurance for a family of four with a pre-existing medical condition going to the USA for two weeks?

Do fish make a good pet for 6yr olds

Now you can do more with a **single query**.

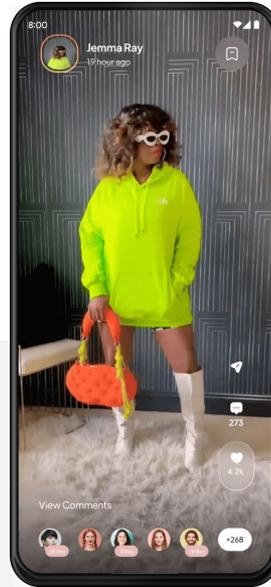
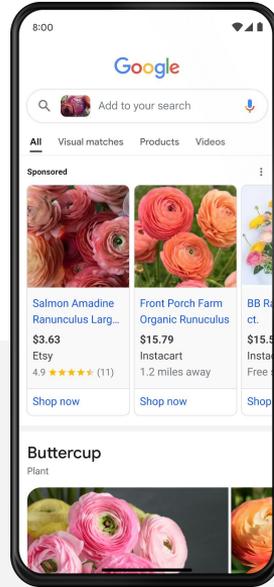
 **1.5x**

faster volume growth for queries **five or more words** vs. shorter queries

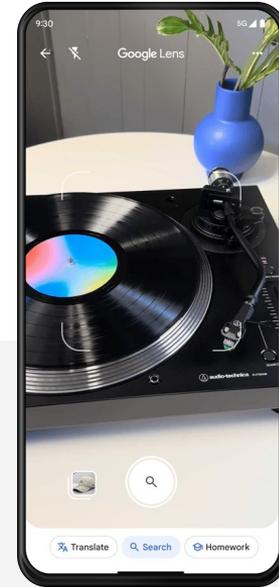
# Search with text... and voice, image and video



From discovery to purchase with Google Lens



Circle to Search



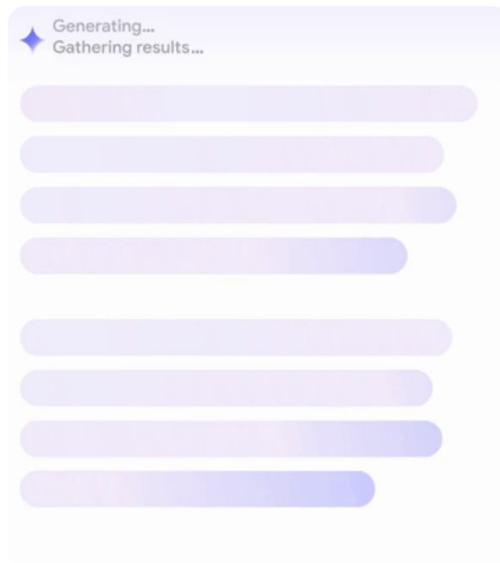
Search with video

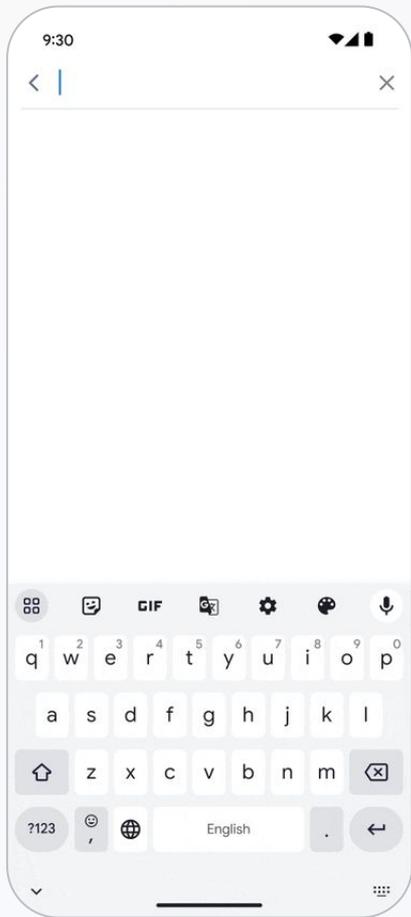
# With AI, Google Search is evolving in **two major ways**

The **questions** you can ask



The **results** Google provides





AI Overviews is the  
world's **most used**  
Gen AI product

**2B+**

Users every month

# AI Mode is a total reimaging of Search

People are using AI Mode to **learn, explore or dig deeper** by asking open-ended and follow-up questions.

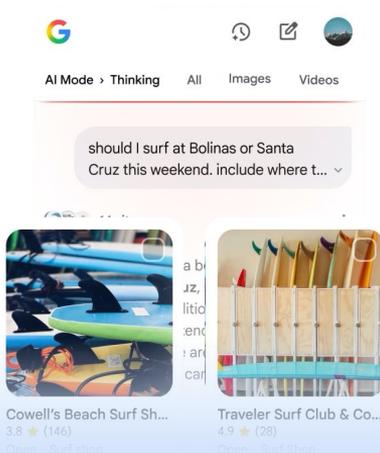
**2-3 times** the length of traditional searches.

# The Intelligence Behind AI Mode: Query Fan-out

# Google Search is evolving beyond information to **intelligence**

All these innovations **reduce friction** - helping your customers get **from discovery to decision faster**

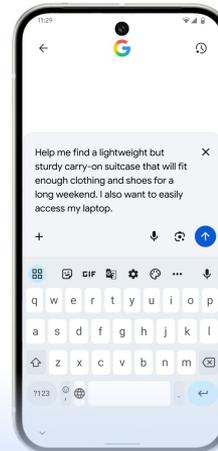
**More intelligent**  
Deeply understanding intent



**More personalized**  
Customized results when you opt in



**More agentic**  
Helping with task completion



So where do we go from here?

# Introducing AI Max

 Optimize your campaign with AI Max

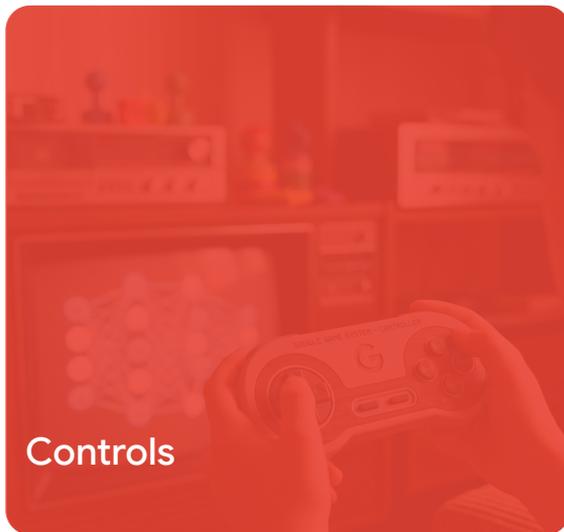
- Text customization
- Final URL expansion
- Search term matching



Advertisers that activate AI Max will typically see **14% more conversions or conversion value** at a similar CPA/ROAS. Campaigns that still mostly use exact/phrase keywords typically see **27% uplift**.

[blog.google/products/ads-commerce/google-ai-max-for-search-campaigns/](https://blog.google/products/ads-commerce/google-ai-max-for-search-campaigns/)

# How Search Term Matching works



Smart Bidding

# Deep Dive: Matching

Travel ideas for a family of four

For a family of four in 2026, the best travel ideas range from immersive cultural tours in Japan to active adventures in Europe or ...

Is spring a good time Rome?

Spring is widely considered the ideal time to visit Italy, offering a "best of both worlds" experience with pleasant weather and fewer crowds ...

Show me hotels

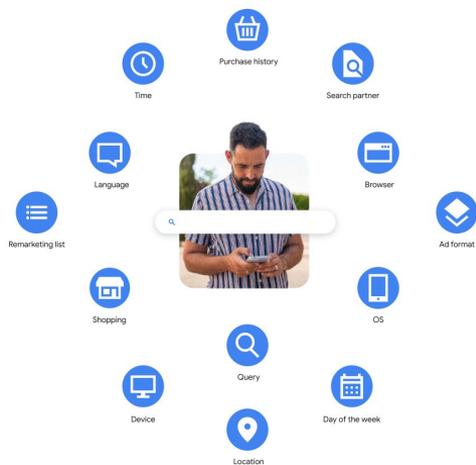
Ad · [www.piccologiardino.com](http://www.piccologiardino.com)

## Family-friendly stays in Rome

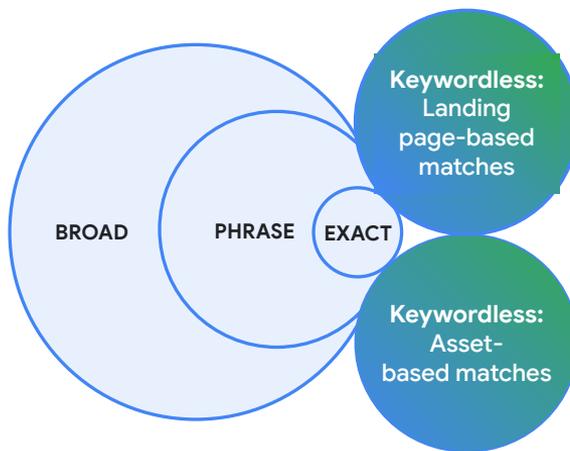
We offer a family-friendly hotel in central Rome, including garden and amenities tailored for children of all ages.



# Deep Dive: Matching



**Billions** of combinations of signals to understand intent



**Keywordless:** matching combinations of signals to understand intent



# Deep Dive: Controls

1

## Brand settings

---

Ensure you only match searches for certain brands, or exclude such searches.

2

## Locations of interest

---

Reach users who are searching for or have expressed interest in specific geographic areas.

3

## URL rules

---

Limit your matching to specific URLs.

# Deep Dive: Controls

Only match searches that **include** at least one of these brands (e.g. brand, competitor campaigns)

**Exclude** any searches that contain of these brands

**Brands**

Use brand settings to ensure your campaign meets your branded traffic needs. You can add up to 20 brand lists across your brand inclusions and exclusions. [Learn more about brand settings](#)

**Brand inclusions**

Your ads will only show on searches that match your keywords and mention selected brands, including related products and services. Brand inclusions will limit search traffic, so apply only necessary brands.

**Brand exclusions**

Your ads won't show on searches that mention selected brands or related products and services. If you exclude and include the same brand, only the exclusion will work.

[Cancel](#) [Save](#)



# Deep Dive: Controls

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

🔍 Add locations of interest

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

Cancel Save

hotels in Rome  
Rome hostels  
Rome places to stay  
B&Bs Rome



# Deep Dive: Controls

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

🔍 Rome

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

Cancel Save

hotels **in-Rome**  
**Rome** hostels  
**Rome** places to stay  
B&Bs **Rome**

- ✓ Avoids ambiguity
- ✓ Simplifies your account
- ✓ Maximizes relevant, controlled traffic



# Deep Dive: Controls

URLs	Custom labels	Rules	None selected
<p>Enter URLs to exclude:</p> <div style="border: 1px solid #ccc; padding: 5px; width: fit-content;">Enter or paste the URLs that should be ex...</div>			<p>Select targets on the left.</p>

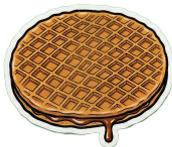
**Include or exclude** URLs for matching and dynamic landing pages



# Deep Dive: **Prioritization**

Search term

where can I buy the syrup waffles they have in Amsterdam



Ad Group  
**Stroopwafels**



Ad Group  
**Poffertjes**



# Deep Dive: Prioritization

Search term

where can I buy the syrup waffles they have in Amsterdam



Ad Group  
**Stroopwafels**



Ad Group  
**Poffertjes**



Ad Rank scores are calculated based on many factors, including your bid amount, the quality of your ads and landing page (...)

[support.google.com/google-ads/answer/1752122](https://support.google.com/google-ads/answer/1752122)

# Deep Dive: **Prioritization**

Search term

where can I buy the syrup waffles they have in Amsterdam



Ad Group  
**Stroopwafels**



Ad Group  
**Poffertjes**



The best solution to this problem is using the same portfolio bid strategy / target and budget, if possible.

# Deep Dive: **Prioritization**

Search term

where can I buy the syrup waffles they have in Amsterdam



Ad Group  
**Stroopwafels**



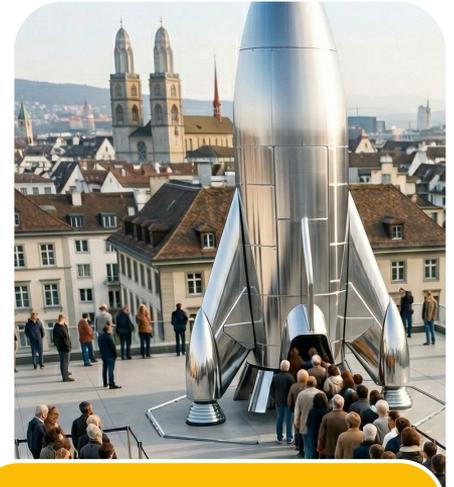
Ad Group  
**Poffertjes**



# Deep Dive: Prioritization

## AI Based Ad Group Prioritization in a nutshell:

- Considers meaning of the **search term**, all the **keywords** in an ad group and their **landing pages**.
- Supported on **Search campaigns with keywords (incl. AI Max)**. Without keywords, the AG competes on Ad Rank.
- Considers **eligible ad groups**. Reasons for ineligibility can be targeting differences (audience, geo, ...), disapproved/paused ad groups, low search volume, etc.
- Does not consider bid



# Deep Dive: **Prioritization**

Search term

where can I buy the syrup waffles they have in Amsterdam

Ad Group

**Stroopwafels**

Keywords

stroopwafels  
buy stroopwafels  
stroopwafels near me  
find stroopwafels  
stroopwafels amsterdam

Landing page

[stroopstop.nl/stroopwafels](https://stroopstop.nl/stroopwafels)

Ad Group

**Poffertjes**

Keywords

poffertjes  
buy poffertjes  
poffertjes near me  
find poffertjes  
poffertjes amsterdam

Landing page

[stroopstop.nl/poffertjes](https://stroopstop.nl/poffertjes)



Blue ad group is clearly about what the user is searching for, Poffertjes will not impress.

# Deep Dive: **Prioritization**

Search term

where can I buy the syrup waffles they have in Amsterdam

Ad Group

**Stroopwafels**

Keywords

stroopwafels  
buy stroopwafels  
stroopwafels near me  
find stroopwafels  
stroopwafels amsterdam

Landing page

stroopstop.nl

Ad Group

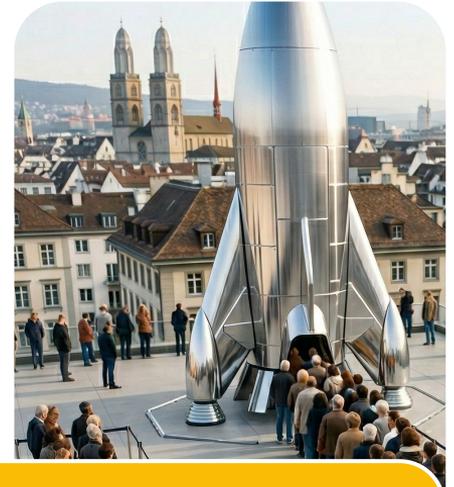
**Poffertjes**

Keywords

poffertjes  
buy poffertjes  
poffertjes near me  
find poffertjes  
**stroopwafels**

Landing page

stroopstop.nl



Inconsistencies can lead to difficulties in detecting the intended ad group.

# Deep Dive: **Prioritization**

Search term

where can I buy the syrup waffles they have in Amsterdam

Ad Group

**Stroopwafels**

Keywords

stroopwafels

Landing page

stroopstop.nl

Ad Group

**Poffertjes**

Keywords

poffertjes

Landing page

stroopstop.nl



Ad group themes don't mean you need to repeat the same keyword over and over again: here it's also clear that Blue is the intended ad group.

# Deep Dive: Prioritization

Search term

Dutch food and sweets

Ad Group

**Stroopwafels**

Keywords

stroopwafels  
buy stroopwafels  
stroopwafels near me  
find stroopwafels  
stroopwafels amsterdam

Landing page

[stroopstop.nl/stroopwafels](https://stroopstop.nl/stroopwafels)

Ad Group

**Poffertjes**

Keywords

poffertjes  
buy poffertjes  
poffertjes near me  
find poffertjes  
poffertjes amsterdam

Landing page

[stroopstop.nl/poffertjes](https://stroopstop.nl/poffertjes)



Neither one is clearly preferred: Most likely Ad Rank determines who gets into the auction.

# Deep Dive: Prioritization

Ad preview and diagnosis Custom Oct 28, 2025 – Jan 31, 2026 < > [Show last 30 days](#)

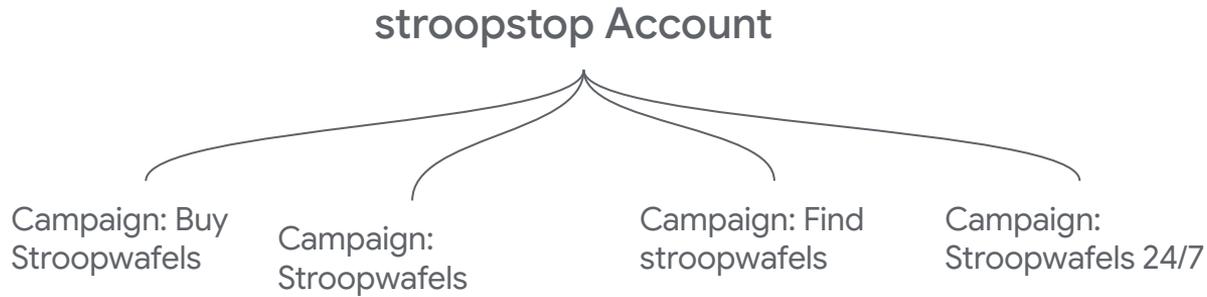
Location: **Germany**  Language: **German** Device: **Mobile** [Share](#)

Audience: **Users not in any audience**

Results	Preview	
⤴ Campaigns with keyword(s)	Ad group	Reason
⤵ Poffertjes (4)		
⤴ Stroopwafels (3)		
stroopwafels kaufen	<a href="#">Stroopwafels</a>	This adgroup is not triggering an ad because there is a more relevant ad group available, for example: Poffertjes. <a href="#">Learn more about similar keywords</a>
wo finde ich stroopwafels	<a href="#">Stroopwafels</a>	Your ad is probably being shown at times, but was not shown for this particular diagnosis.
stroopwafels	<a href="#">Stroopwafels</a>	This adgroup is not triggering an ad because there is a more relevant ad group available, for example: Poffertjes. <a href="#">Learn more about similar keywords</a>



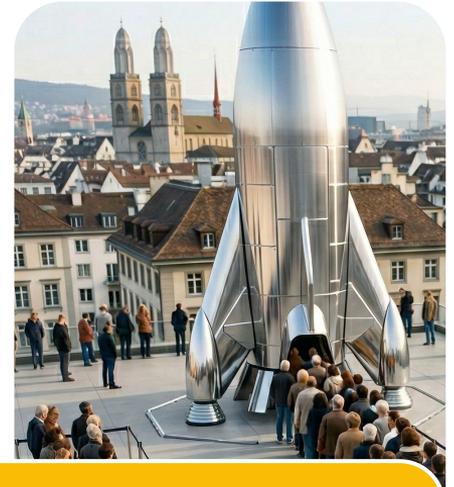
# Deep Dive: **Prioritization**



# Deep Dive: **Prioritization**

stroofstop Account

Campaign:  
Stroopwafels



Unless you need a different budget (campaign) or different target (ad group / campaign), there's no need to separate ad groups or campaigns.

# What's next?



AI Max and PMax are the way to connect with next-gen search



The time is now (test, learn, scale)



Product roadmap: Control, Transparency, Performance