Google Ads + Al Overviews

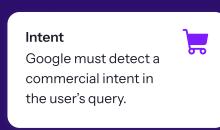


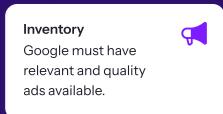
What are Al Overview ads?

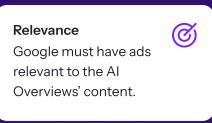
Ads in Al Overviews are text, local, app, or Shopping ads that appear before or after the Al Overviews' generated response. They are not an ad type, but rather an ad placement within one of Google's Al search experiences.

How ads appear in Al Overviews

There are a few requirements for ads to appear in Al Overviews, including:



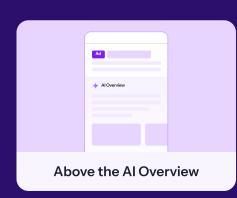


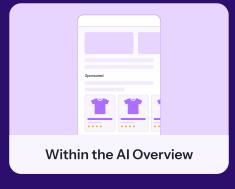


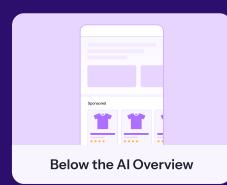
Ads that meet these three requirements must then win the ad auction to display.

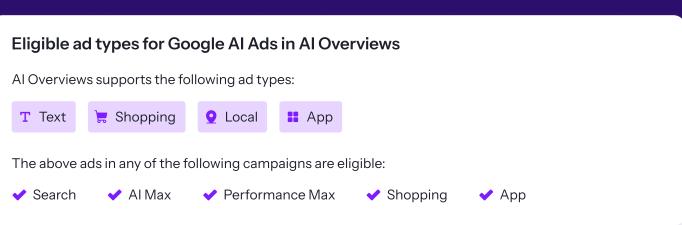
Placement options for ads in Al Overviews

Ads in Al Overviews can appear in the following locations:









Performance tracking for ads in Al Overviews

Unfortunately, Google Ads does not provide dedicated reporting for Al Overview ads (this setup mimics Google Search Console, which doesn't have segmented reporting for organic impressions and clicks from Al Overviews).

As an advertiser, you won't have definitive answers when it comes to Al Overviews' ads and:

Lead and/or sale generation Cost per click Return on ad spend

However, Google has stated it's, "still learning and actively thinking about what the future of reporting looks like for this experience," which is critical as businesses make strategic decisions on ad spend (and where it gets spent) based on ROAS — and attribution.

In the meantime, though, start to rethink how you'll define paid performance as user behavior (and marketing metrics) shift in response to AI search experiences, whether on Google or ChatGPT.

Advertising guidance for Al Overviews

Should I advertise in AI Overviews? When it comes to advertising in AI Overviews, it's not a question of if, but how.

The reason is simple — Google Ads does not allow you to exclude AI Overviews as an ad placement. If you're running any of the qualifying ad types (text, local, app, and Shopping), those ads can appear in Al Overviews.

Even if you could opt out of appearing in Al Overviews, the pros outweigh the cons:

Pro

- Appear in hyper-relevant searches
- Reach more qualified or interested users
- Get a first-mover advantage over the competition
- ✓ Maximize presence with organic and paid mentions

Con

- Unable to track specific performance
- Unable to build Al Overview-specific campaigns or ads

How to increase ROAS from ads in Al Overviews



- 1. Improve the basics, like your Quality Score and Ad Rank
- Experiment with Smart Bidding
- Create higher-quality creatives, like images, to attract users
- (If applicable) Maintain your shopping feeds, like your promotional offers
- **5.** Monitor your performance for sudden shifts closely

Maximize your ROAS from Al Overviews ads

Whether you're looking to lean into paid advertising or maximize your Al Overview advertising performance, WebFX (the team behind SEO.com) can help.

Connect with us today to discover how our clients earn a 20% higher ROI — on average!

To learn more, visit: https://www.seo.com/blog/google-ads-ai-overviews/





