



What are AI Overview ads?

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

How ads appear in AI Overviews

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

Intent
Google must detect a commercial intent in the user's query.

Inventory
Google must have relevant and quality ads available.

Relevance
Google must have ads relevant to the AI Overviews' content.

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

Placement options for ads in AI Overviews

Ads in AI Overviews can appear in the following locations:

Above the AI Overview

Within the AI Overview

Below the AI Overview

Eligible ad types for Google AI Ads in AI Overviews

AI Overviews supports the following ad types:

- T Text
- Shopping
- Local
- App

The above ads in any of the following campaigns are eligible:

- ✓ Search
- ✓ AI Max
- ✓ Performance Max
- ✓ Shopping
- ✓ App

Performance tracking for ads in AI Overviews

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

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

- Cost per click
- Lead and/or sale generation
- 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 AI 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 AI Overviews.

Even if you could opt out of appearing in AI 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 AI Overview-specific campaigns or ads

How to increase ROAS from ads in AI Overviews

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

Maximize your ROAS from AI Overviews ads

Whether you're looking to lean into paid advertising or maximize your AI 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/>