

Make AI Max work for your business with new testing and planning tools.

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Building on the one-click experiments in AI Max, we're now introducing a way for you to test different budgets and ROI targets across multiple Search campaigns in a single A/B test. Rolling out in September, this will help you see exactly how scaling up your campaigns impacts your bottom line.

If you rely on specific brand or location controls, A/B testing just got simpler. New capabilities in AI Max experiments now let you run tests with these settings enabled, so you can confidently test the impact of AI Max without compromising those guardrails.

Performance Planner now allows you to see how changes, like bidding or budget targets, may impact your existing campaign performance. In one click, you can apply those suggested changes directly to your campaigns.

To learn more about how you can scale performance with Google AI and discover the latest industry best practices, secure your virtual front-row seat to Rethink 2026.

<https://blog.google/products/ads-commerce/ai-max-testing-planning-tools>