We’re bringing AI Brief to more languages and adding a new AI Max reporting feature.

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We’re rolling out new AI Max features that provide advertisers with greater control and new reporting to understand performance.

First, we’re bringing the closed beta of AI Brief to more languages: Dutch, French, German, Italian, Japanese, Portuguese, and Spanish. AI Brief lets you guide AI Max in your own words with detailed context on your business, audience, and key messaging.

Second, we’re introducing a new reporting feature in Google Ads to give you a clearer view of AI-driven performance. It will show a single, unified view of the Search ads journey — making it easy to see what search terms triggered your ads, which creative assets the user saw, and exactly where they landed on your website. This precise interface will help you better understand how customers interact with your business and validate the strategic value AI Max brings to your campaigns.

We’ll share additional details and availability later this year.

https://blog.google/products/ads-commerce/ai-max-language-reporting-features