Ads in AI Overviews on Bing: what advertisers need to check

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Short answer: ads in AI Overviews on Bing are placements next to Microsoft's AI-generated search summaries, announced by Microsoft Advertising on 19 November 2026 as available in all markets except China. Microsoft says they run through existing campaigns, including Performance Max and AI Max, with no separate setup. It matters because your current feeds, landing pages and assets now decide how you appear inside AI answers.

TL;DR The short version

- Microsoft Advertising announced on 19 November 2026 that ads can appear in AI Overviews on Bing in all markets except China.
- They run through existing campaigns, including Performance Max and AI Max, with no separate setup.
- Your feeds, landing pages and assets now decide how you appear inside AI answers, so audit them and watch placement reporting.

Read online, listen to it, or change the text size: https://blogs.iictp.org/ads-in-bing-ai-overviews-microsoft-advertising

What are ads in AI Overviews on Bing?

AI Overviews summarise information from across the web above or alongside search results. Microsoft says an offer can now appear next to that answer when it is relevant, even where the need goes beyond the exact words typed. Its example is a traveller asking about a national park and seeing an accommodation ad beside a sample itinerary.

How it works

- **Eligibility.** Existing campaigns are used. Microsoft recommends Performance Max and AI Max as the most effective route into AI experiences.
- **URL inclusions.** Now rolling out for final URL expansion in AI Max: you specify parts of your site to use as destinations and as source material for ad text and search term matching.
- **Messaging guidelines.** Added the month before: plain-language instructions for keeping generated ad copy on brand.
- **AI content labels.** Generally available controls let you declare AI-generated images and video and choose a visible watermark where supported.
- **Account assistant.** A Microsoft Advertising MCP server, in open pilot since July, connects assistants to account data for questions in plain language.

What is new compared with keyword search ads

Control shifts from choosing queries towards choosing inputs. You steer with page inclusions, messaging rules, assets and conversion goals, and the system decides where inside an answer an ad is relevant. The announcement also pairs these placements with bidding changes covered in our automated bidding guide.

Data reported by Microsoft

- Microsoft cites a 21% increase in purchases after a Copilot interaction.
- For its new Discover feed it reports 35% fewer ads per page than the classic MSN experience, 35% higher viewability and 8% to 12% higher click-through rates.
- Discover is listed as live in selected markets including the US, Canada, the UK and Australia.
- These are vendor figures. The Copilot and Discover numbers do not measure the new AI Overview placement.

Limitations and open questions

- The post gives no performance data for ads in AI Overviews.
- It does not describe separate reporting, bidding or opt-out settings for the placement. Check your account and the help documentation.
- Watermark availability, size and placement vary by format.
- Microsoft states that advertisers remain responsible for their own AI declarations and local law. Its detection signals are only a reference.

Sources were read on 27 November 2026. Products, rules and data change, so check the linked originals before you rely on any detail.

How to prepare your campaigns

1. Record a baseline for conversions, cost per acquisition and return on ad spend before changing anything.
2. Audit the pages AI Max may use, then add URL inclusions for current, accurate ones.
3. Write messaging guidelines that state claims you must never make.
4. Inventory AI-generated images and video and declare them, in the Ads Studio Library, by API or through product feeds.
5. Review search terms and landing pages weekly during the first month.
6. If you connect an assistant to account data, check what it can read and who can use it.

What it means for paid media teams

Landing page quality now affects both the destination and the ad text. Treat the site as campaign input: remove stale offers, keep product feeds correct and assign someone to approve generated copy. Compare results with a holdout or experiment where you can, instead of assuming a new surface adds incremental sales.

Frequently asked questions

- **What are ads in AI Overviews on Bing?** Ads shown next to Bing's AI-generated answers when the offer is relevant.
- **Do I need a new campaign?** Microsoft says no; existing campaigns are used.
- **Where are they available?** Microsoft says all markets except China.
- **Must I label AI-generated creative?** Microsoft provides declaration controls and says legal responsibility stays with the advertiser.

Related reading

- Microsoft Advertising automated bidding upgrade
- Ads in AI Mode on Google
- AI Overviews opt-out controls
- AI Practitioner certification

Related credential: AI Practitioner. Explore the exam facts and syllabus.

Sources and further reading

1. Microsoft Advertising. Put AI to work engaging customers in more places: What's new in Microsoft Advertising this November. 19 November 2026. about.ads.microsoft.com/en/blog/post/november-2026/put-ai-to-work-engaging-customers-in-more-places-whats-new-in-microsoft-advertising-this-november

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