Ads in Google AI Mode explained: new markets, multiturn ads and conversational queries

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Short answer: on 28 October 2026 Google said it is scaling ads in AI Mode to ten new countries and launching multiturn ads in the United States, so ads can appear in follow-up queries. Google says queries in AI Mode are on average three times longer than traditional searches. The post is the clearest first-party statement of how Google sees paid placement in conversational search.

TL;DR The short version

- On 28 October 2026 Google said it is expanding ads in AI Mode to ten new countries and launching multiturn ads in the US.
- Google says AI Mode queries are on average three times longer than traditional searches, carrying more intent signals.
- Prepare by grouping longer question-style queries by intent and making sure landing pages answer the full question.

Read online, listen to it, or change the text size: https://blogs.iictp.org/google-ads-in-ai-mode-expansion-multiturn-ads-explained

What are ads in AI Mode?

AI Mode is Google's conversational search experience. Ads in it are labelled "Sponsored", per Google. The announcement came from Shashi Thakur, VP and GM of Search Ads and Ads on Google Experiences.

What was announced

- Expansion to Australia, Canada, India, Kenya, Malaysia, New Zealand, Nigeria, Pakistan, the Philippines and Singapore.
- A plan to add more locales in Q4 2026, including Brazil, Mexico and the United Kingdom.
- Multiturn ads in the US, allowing ads in follow-up queries.

Data Google cites

- Queries in AI Mode are, on average, three times longer than traditional searches, citing a Google AI Mode Report for the US from May 2026.
- Click-through rates are already similar between sponsored and organic product list items within AI Mode, citing Google internal data for 20 August to 3 September 2026 in the US.

- These are vendor figures from two specific US windows and are not independent.

Why longer queries matter technically

Longer, conversational queries carry more intent signals than short keywords. Ad systems that infer intent from a full sentence can match more precisely, but advertisers have less control over exact-match phrasing. Google's post does not describe how targeting or bidding work in AI Mode.

Limitations and open questions

- The post does not describe pricing, reporting breakdowns or controls for advertisers.
- It gives no data on non-US markets.
- The campaign types eligible for AI Mode were not covered in what we read; check Google Ads documentation.

How to prepare, step by step

1. Review your search terms for longer, question-style queries and group them by intent.
2. Make sure landing pages answer the full question, not just the keyword.
3. Run a controlled experiment before changing budgets; see how to test in Google Ads.
4. Track conversions by quality, not only clicks.

What it means for paid media teams

If your market is among the new countries, expect conversational surfaces to become part of normal search budgets. Judge them on your own conversion data, since Google's similarity of click-through rates is a platform-level claim.

Frequently asked questions

- **Which countries are new?** Google lists ten: Australia, Canada, India, Kenya, Malaysia, New Zealand, Nigeria, Pakistan, the Philippines and Singapore.
- **What are multiturn ads?** Ads shown in follow-up queries within an AI Mode conversation, launched in the US.
- **Are the ads labelled?** Google says they are clearly labelled "Sponsored".

Related reading

- Gemini 4 Hydrogen in Google Search
- Google Ads A/B testing explained
- Responsible AI in practice
- AI Practitioner

Sources and currency

Sources were read on 23 November 2026. Products, rules and standards change, so check the linked originals before you rely on any detail.

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

Sources and further reading

1. Shashi Thakur, Google. Ads in AI Mode expand to 10 new countries. 28 October 2026. blog.google/products/ads-commerce/ads-in-ai-mode-global.

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