

Real-World Steps to Take to Prepare for AI Max

- ☐ **1. Ensure enhanced conversions and tracking are set up properly** so that everything from lead to sale is tracked accurately.
- ☐ **2. Audit your landing pages** to ensure your offer is clearly communicated and the page is tightly aligned with your campaign objective.
- ☐ **3. Build negative keyword lists** to safeguard against irrelevant intent and waste.
- ☐ **4. Apply URL exclusions** for irrelevant pages (blogs, careers pages, policy pages) so that your advertising spend stays focused. Without this Google will serve your ads to a low-relevance audience.
- ☐ **5. Use observation audiences and advanced bid adjustments** to test demographic or audience relevance while keeping control.
- ☐ **6. Apply target audience locks** on high-value segments (demographics, in-market) once you have sufficient data.
- ☐ **7. Review auto-generated assets monthly** and maintain brand compliance and narrative control. Note: Steer well clear of these assets for brands with stringent brand guidelines.
- ☐ **8. Segment campaigns by objective** so that prospecting, remarketing and product lines do not compete against each other.
- ☐ **9. Set clear spend and performance thresholds** that define when to scale, pause, or stop campaigns to prevent wasted spend and ensure ROI accountability.
- ☐ **10. Ensure your creatives are refreshed regularly** with variations (different headlines, visuals, formats).
- ☐ **11. Feed first-party data and audiences** into Google to improve learning, such as CRM lists and hashed email uploads. Quality of data feeds are imperative with AI technologies.
- ☐ **12. Review product feeds and metadata if running e-commerce ads** to ensure data accuracy and quality.
- ☐ **13. Cross-check performance outside Google Ads** using GA4, CRM attribution and your analytics tools.
- ☐ **14. Brief stakeholders on the learning curve** so expectations are aligned.
- ☐ **15. Never switch on AI Max on a new campaign.** It needs a recent volume of quality conversions so that it can learn.