OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Google Ads AI experiments: a decision charter for B2B teams

QUESTION

How should a B2B marketing team set evidence and confidence thresholds before applying an AI bidding, budget or campaign change?

GUIDE TAKEAWAY

Choose the business decision, minimum useful effect and evidence threshold before the experiment starts. A platform winner label is an input to judgement, not permission to scale automatically.

START HERE

Define the material decision and minimum useful effect.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define the material decision and minimum useful effect

Evidence or input

Output or decision

Owner and review point

2. Freeze one variable and validate the baseline

Evidence or input

Output or decision

Owner and review point

3. Connect conversions to sales-quality evidence

Evidence or input

Output or decision

Owner and review point

4. Pre-set confidence, ramp-up and lag rules

Evidence or input

Output or decision

Owner and review point

5. Choose apply, extend, revise or stop

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Before-after dashboard

Useful when: No clean split is available

Limitation: Seasonality and other changes confound results

Suggested action: Use only as exploratory context

Why this fits our situation

Evidence needed before acting

Directional experiment

Useful when: The change is small and reversible

Limitation: Higher false-positive risk

Suggested action: Pre-set a limited decision scope

Why this fits our situation

Evidence needed before acting

High-confidence experiment

Useful when: Budget or structure will change materially

Limitation: Needs more volume and time

Suggested action: Pair with commercial review

Why this fits our situation

Evidence needed before acting

Auto-applied winner

Useful when: Metric and authority are pre-approved

Limitation: Can scale a weak proxy

Suggested action: Reserve for low-risk repeatable changes

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/google-ads-ai-test-decision-charter/

Publisher and evidence policy: https://outselll.com/editorial-policy/