OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Google AI Mode ads reach India: a B2B readiness plan

QUESTION

How should B2B advertisers prepare as ads enter conversational AI Mode searches in India?

GUIDE TAKEAWAY

Treat AI Mode as a new context inside existing Search campaigns, not a separate channel with guaranteed incremental demand. Fix measurement, exclusions, evidence and landing-page clarity before expanding automation.

START HERE

Define qualified conversion evidence.

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 qualified conversion evidence

Evidence or input

Output or decision

Owner and review point

2. Audit contextual reach and exclusions

Evidence or input

Output or decision

Owner and review point

3. Verify landing-page claims and routing

Evidence or input

Output or decision

Owner and review point

4. Run one bounded India pilot

Evidence or input

Output or decision

Owner and review point

5. Review accepted outcomes and correction work

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Exact and phrase coverage

Useful when: Known direct commercial queries remain important

Limitation: Does not broadly enter contextual matching

Suggested action: Retain precise intent coverage

Why this fits our situation

Evidence needed before acting

AI-powered contextual matching

Useful when: Exploratory questions may reveal a relevant need

Limitation: Can widen into unsuitable contexts

Suggested action: Strengthen exclusions and outcome data

Why this fits our situation

Evidence needed before acting

Automated asset and URL adaptation

Useful when: Verified pages answer distinct buyer tasks

Limitation: May route to weak or stale evidence

Suggested action: Approve eligible pages and claims

Why this fits our situation

Evidence needed before acting

Account-level pilot review

Useful when: Sales can classify accepted outcomes

Limitation: AI Mode reporting remains aggregated

Suggested action: Review quality without claiming placement lift

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-ai-mode-ads-india-b2b-readiness/

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