FREE FIELD SHEET · Nº 056
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KEYWORD
COLUMNS

AI MAX COLUMNS CHECKLIST

CHECKS	DO FIRST	PARTS	COST
14	5	4	Free



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Google Ads has added four new reporting columns for AI Max campaigns: Brand Inclusions, Locations Of Interest, Commission, and Optimized Targeting. These columns let you see what the AI is actually doing with your targeting and budget instead of guessing. Use this checklist to find each column and know what to check before you touch budget or targeting settings.

ON THIS SHEET

1 What changed — 3 CHECKS
2 Where to find the new columns — 4 CHECKS
3 What to check in each column before changing budget or targeting — 4 CHECKS
4 Before you change anything — 3 CHECKS

TICK IT ON YOUR PHONE
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PART 1 OF 4 — 3 CHECKS

What changed

- [ ] 1.1

Google Ads added new AI Max related columns to the Google Ads reporting console.

Reported by Search Engine Roundtable, spotted by Vivek Gupta on LinkedIn, who wrote: "Google Ads has added some new AI Max related columns."

- [ ] 1.2

The new columns are Brand Inclusions, Locations Of Interest, Commission, and Optimized Targeting.

These four columns were shown in a screenshot shared by Vivek Gupta on LinkedIn.

- [ ] 1.3

The columns relate to AI Max campaigns specifically.

They are described as AI Max related columns, meaning they report on how AI Max is handling targeting and budget decisions.

PART 2 OF 4 — 4 CHECKS

Where to find the new columns

- [ ] 2.1 DO FIRST

Open the campaign or ad group running AI Max.

The new columns apply to AI Max campaigns, so you need to be viewing a campaign that has AI Max enabled.

WHERE `Google Ads › Campaigns`

- [ ] 2.2

Open the columns menu above the performance table.

This is the standard place in Google Ads to add or remove reporting columns from any table view.

WHERE `Google Ads › Campaigns › Columns icon`

☐ 2.3

Search for each new column by name and add it to your view.

Type "Brand Inclusions", "Locations Of Interest", "Commission", or "Optimized Targeting" into the column search box to find and select each one.

WHERE `Columns › Modify columns › Search box`

COPY THIS

```
Brand Inclusions
Locations Of Interest
Commission
Optimized Targeting
```

☐ 2.4

Save the column set so you do not have to re-add it each time.

Use the save option in the column menu to create a custom column set you can reapply to any AI Max campaign view.

WHERE `Columns › Modify columns › Save`

PART 3 OF 4 — 4 CHECKS

What to check in each column before changing budget or targeting

☐ 3.1 DO FIRST

Check Brand Inclusions for which brands are being included in targeting.

Review this to confirm the AI is including the brand terms you intended, not pulling in competitor or unrelated brand names you did not approve.

☐ 3.2 DO FIRST

Check Locations Of Interest for where the AI is actually targeting.

Compare this against your intended geographic targeting to spot if the AI has expanded into locations you did not set.

☐ 3.3

Check what the Commission column shows for your account

Search Engine Roundtable lists Commission among the four new columns but doesn't say what it measures, so read it on your own account before you act on it.

☐ 3.4 DO FIRST

Check Optimized Targeting to see how much the AI is expanding beyond your set targeting.

This shows how far AI Max is reaching outside your original targeting settings, which matters before you tighten or loosen targeting controls.

PART 4 OF 4 — 3 CHECKS

Before you change anything

- [ ] 4.1 DO FIRST

Pull all four columns into one view before making any budget or targeting edit.

Having Brand Inclusions, Locations Of Interest, Commission, and Optimized Targeting side by side gives a full picture of what the AI changed versus what you set.

- [ ] 4.2

Compare the data against your original campaign settings.

Check your original brand list, location list, and targeting settings against what these columns report to spot any drift.

- [ ] 4.3

Document anything unexpected before editing budget or targeting.

Note any brand, location, or targeting expansion that looks off so you have a before-and-after record once you make changes.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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SOURCES

1. https://www.seroundtable.com/google-ads-new-ai-max-columns-42256.html