FREE FIELD SHEET · Nº 064
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KEYWORD PREVIEW

AI MAX ASSET PREVIEW CHECKLIST

Where to find the new text customization asset preview and what to check before you opt in or launch

CHECKS	DO FIRST	PARTS	COST
15	4	4	Free



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Google Ads now lets you preview a sample of the text Google AI writes for text customization in AI Max Search campaigns (reported 9 October). This checklist walks you through where that preview lives and what to look at before you opt in or launch.

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4 After reviewing the preview — 3 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/preview-64

PART 1 OF 4 — 3 CHECKS

What changed

- [ ] 1.1

Google Ads added a text customization asset preview feature for AI Max Search campaigns

Google added details about this to the About text customization in Search campaigns help page, under a new section called "Text customization asset previews."

- [ ] 1.2

The feature lets you view sample text assets generated by Google AI for your campaign

Google's help page says you can view sample text assets generated by Google AI before you opt in to text customization or launch a new campaign. ContentGrip reports it shows up to 10 example headlines and descriptions.

- [ ] 1.3

This applies to text customization assets inside AI Max for Search campaigns

The source reports this update specifically for the text customization asset feature within AI Max Search campaigns, as documented on Google's own help page.

PART 2 OF 4 — 4 CHECKS

Find the preview panel

- [ ] 2.1

Open the campaign that has AI Max enabled

The preview panel is tied to text customization assets, which only generate inside AI Max for Search campaigns, so start from that specific campaign, not the account level.

WHERE `Google Ads › Campaigns › [your AI Max Search campaign]`

- [ ] 2.2 DO FIRST

Find the preview where you turn on text customization

Google's help page ties the previews to the moment you opt in to text customization or launch a new AI Max Search campaign.

- [ ] 2.3 DO FIRST

Open the preview before you opt in or launch

Google's help page describes this as a way to view sample text assets generated by its AI for your campaign, so use it as a check step, not an after-the-fact report.

2.4

Read the full help page section for any settings or toggles mentioned

Check Google's own "About text customization in Search campaigns" help page for the exact wording Google uses, since this is a newly added section and details may be refined over time.

WHERE `Google Ads Help › About text customization in Search campaigns › Text customization asset previews`

PART 3 OF 4 — 5 CHECKS

What to check in each preview

Use this on the sample assets shown in the preview

3.1 DO FIRST

Check that the generated text matches your brand's actual claims and offers

AI-written copy can include wording that sounds plausible but does not match what you actually sell or offer, so compare it line by line against your real product or service details.

3.2

Check that the text fits the ad format and does not get cut off

Look at how the sample text displays in the preview and confirm it is not truncated or awkward given Search ad character limits.

3.3

Check for tone and wording that does not match your brand voice

Flag anything that reads too generic, too aggressive, or off-brand so you can tighten your text guidelines before you opt in.

3.4

Check for factual claims that need proof

If the preview shows a claim like a price, guarantee, or statistic, confirm it is accurate and something your business can back up before it runs.

3.5

Check for duplicate or repetitive phrasing across previewed assets

Compare several previewed samples at once, since AI-generated variants can repeat the same phrase structure, which weakens ad variety.

PART 4 OF 4 — 3 CHECKS

After reviewing the preview

☐ 4.1 DO FIRST

Opt in only if the samples pass the checks above

The preview is a sample, not every asset that will serve, so treat it as a test of your settings. If the samples miss, tighten your text guidelines (excluded words and themes) or your landing page first.

☐ 4.2

Re-check previews after any campaign or asset setting change

If you adjust targeting, offers, or the campaign's text customization settings, the AI may generate new sample text, so look at the preview again rather than assuming it is unchanged.

☐ 4.3

Keep a record of what you rejected and why

Noting rejected samples and the reason helps you spot patterns in bad AI output over time and refine what you watch for in future previews.

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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- **Free SEO audit** hamzajameel.com/free-seo-audit/
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SOURCES

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2. https://www.contentgrip.com/google-ai-max-text-preview/