

Google Maps tests ads that automatically pop up when users are driving

Google Maps is reportedly testing a new ad format that pops up during navigation, covering the bottom half of the screen with suggestions for unnecessary detours that could be distracting while driving.

Anthony Higman on X (formerly Twitter) recently shared his new discovery. This guy saw a pop-up ad that had never appeared before while using the Google Maps mapping application to navigate near Atlantic City, New Jersey (USA).

Specifically, when Higman drove past the gas station of the Royal Farms store, this brand's advertisement suddenly appeared with the "Add stop" button. It is worth mentioning that Higman did not search for information about gas stations or food on the app.

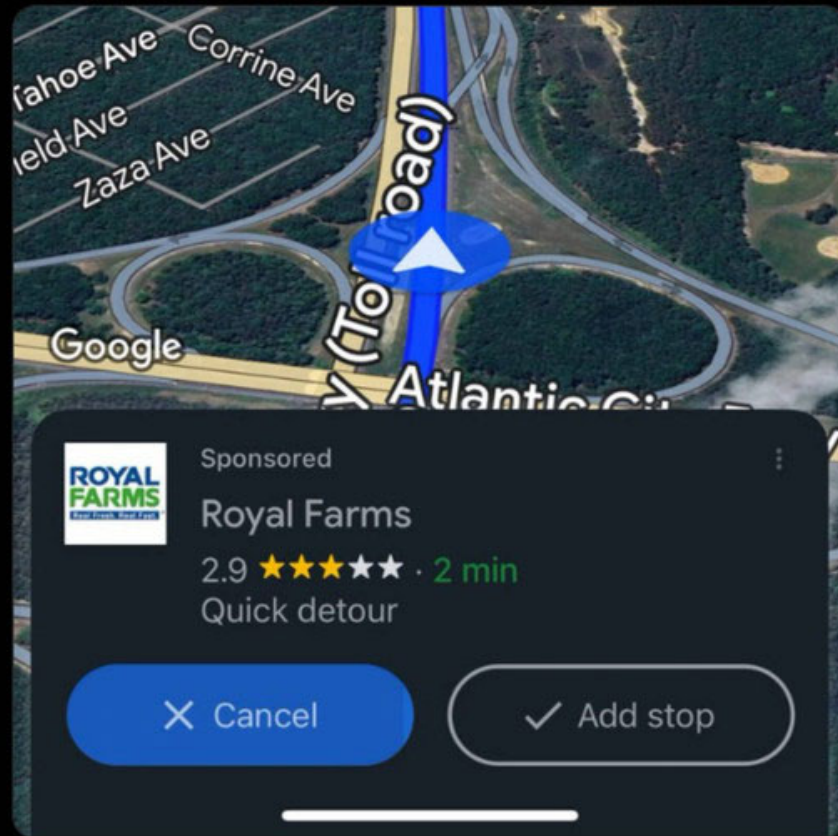
 Anthony Higman 
@AnthonyHigman

Yo Check Out This Wild New Ad Format On The Google Maps App.

I Put In Directions Down The Shore And Then When I Passed This Gas Station This Royal Farms Ad Popped Up With "Add Stop"

I Didnt Type Anything In About Gas Or Food Or Anything? Anyone Know What Kind OF Ad Format This Is?!?!?!?

#PPCChat



7:41 PM · Jul 5, 2024 · 2,839 Views

The ad has a Sponsored tag, showing the location name, review rating, and estimated arrival time. On the ad there are two buttons to add it as a stop or cancel suggestion.

Previously, Google also applied a similar form of advertising on the Waze map application developed by this company, but some people said the ads only appeared when standing still.

It appears that Google is testing sponsored ads that appear while users are driving, while also displaying an "Add stop" call-out button to add sponsored locations to the route.

Users can only see detailed content of the ad if they click on it. If the user does not interact, this ad will automatically disappear after a few seconds.

It's unclear whether Google is testing this new ad format with a limited number of users or plans to roll it out to more users in the near future.

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