

# Google starts inserting ads into AI Mode search results

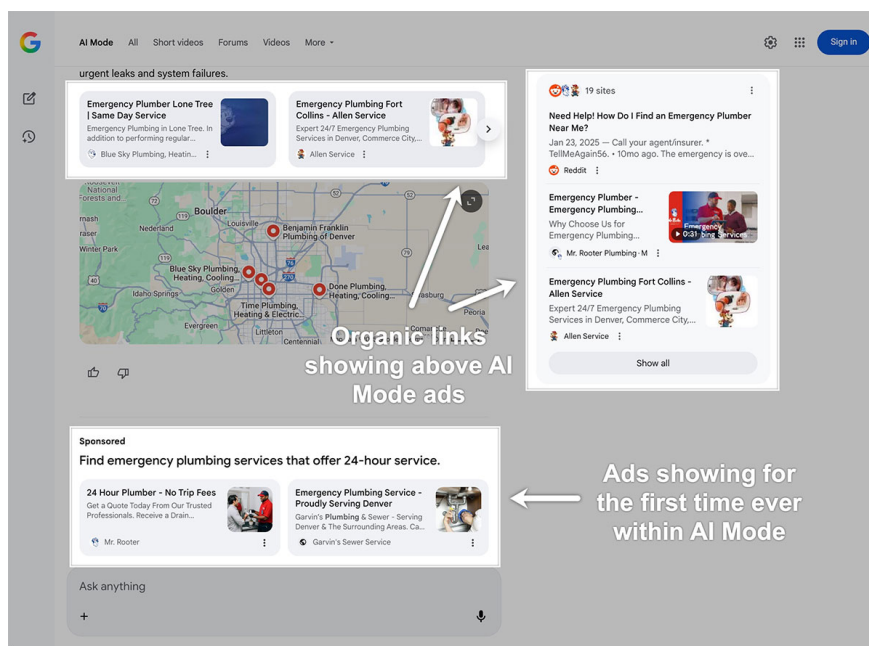
Google officially shows sponsored ads in Gemini's AI Mode, marking the expansion of advertising into the AI search ecosystem.

Google has officially started inserting sponsored ads into search results for AI Mode — a feature powered by Gemini. This has been long anticipated, but the fact that the ads are appearing in the official release suggests that the rollout has truly begun.

Currently, the ad tags placed at the bottom of AI-generated answers work similarly to ads in traditional Google search results. They are clearly labeled 'sponsored' and look very similar to the regular link tags placed directly above them.

Some users say they've started seeing ads in AI Mode, primarily for high-conversion service queries — like HVAC repair or pet care services. This suggests Google is prioritizing ads for searches that are likely to generate strong revenue for advertisers, especially those that require immediate fulfillment.

Most notably, this is no longer in the testing phase in Google Labs. The AI ads that were previously appearing sporadically in testing environments have now been included in the official search system, signaling a wider rollout.



It's unclear when all users will see this change, but Google is rolling it out in small batches. In the current design, organic results cards are still placed above ads — a temporary reprieve. But, just as traditional Google Search has evolved over time, it's likely that ads will gradually move higher up the page, even nestled between AI responses.

This is also a big difference compared to AI platforms like ChatGPT. While many other AI services are looking to monetize auto-generated answers, they don't have the massive advertising systems that Google already has. So it's hard to expect AI to be 'immune' to advertising forever.

While traditional search has recently added an easier option to hide ads, this feature is not yet available in AI Mode. Users cannot hide ads in Gemini replies — at least not yet.

With a monetization machine that's been running smoothly for years, Google is clearly pushing ads into every corner of the search ecosystem. AI Mode's addition of ads is just the next step in that journey, and it's sure to be available to more and more users soon.

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