Google

AI-powered Image Editing in Google Ads - Implementation Guide

[Month], [Year]

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Google

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What is AI-powered image editing?

Google

Leverage Google AI to generate new versions of your images to use in your campaigns

Adding a diverse range of assets and keeping them fresh over time helps you improve results by maximizing your eligibility to serve on the full range of ad inventory

AI as a partner in creativity - The image editor gives you control over the assets you create. This AI functionality makes it faster and easier to create new assets, leaving you in control of what to create and which images to use in your ads.

Quickly generate asset variations- Create multiple versions of a single base asset using generative AI to replace the background of existing images. Add the new images to your Performance Max campaign to diversify your asset mix.

Image editing can be access a few different ways in your PMax campaign

1 Via the Create button > Assets

2 Through the Asset Library

3 Via the Media Picker when adding images to your Asset Group
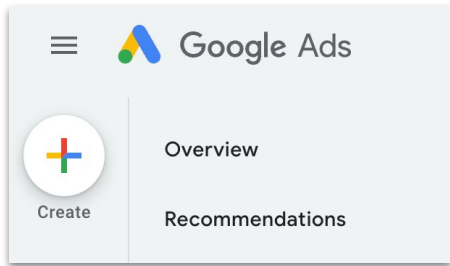
4 When editing images after asset generation

This functionality is currently only available for global Google Ads users in English.
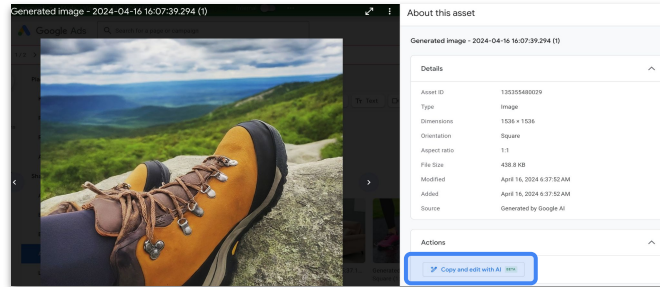
Google

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Getting started

Google

Access the AI image editing through the Create (+) button, Asset Library or the Media Picker during PMax campaign construction
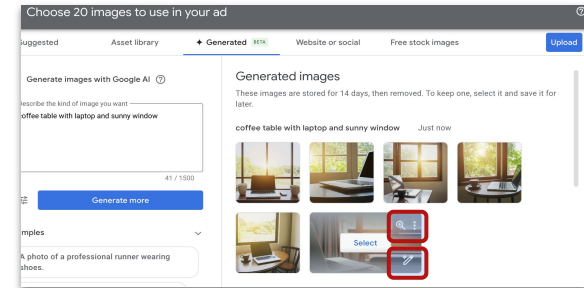

Create Button

Asset Library

Campaign Construction

- Select the **Create (+) button** > Assets to be taken to the asset creation page
- Click on **"Generate an image with AI"**

- Select and click on an image from your Asset Library
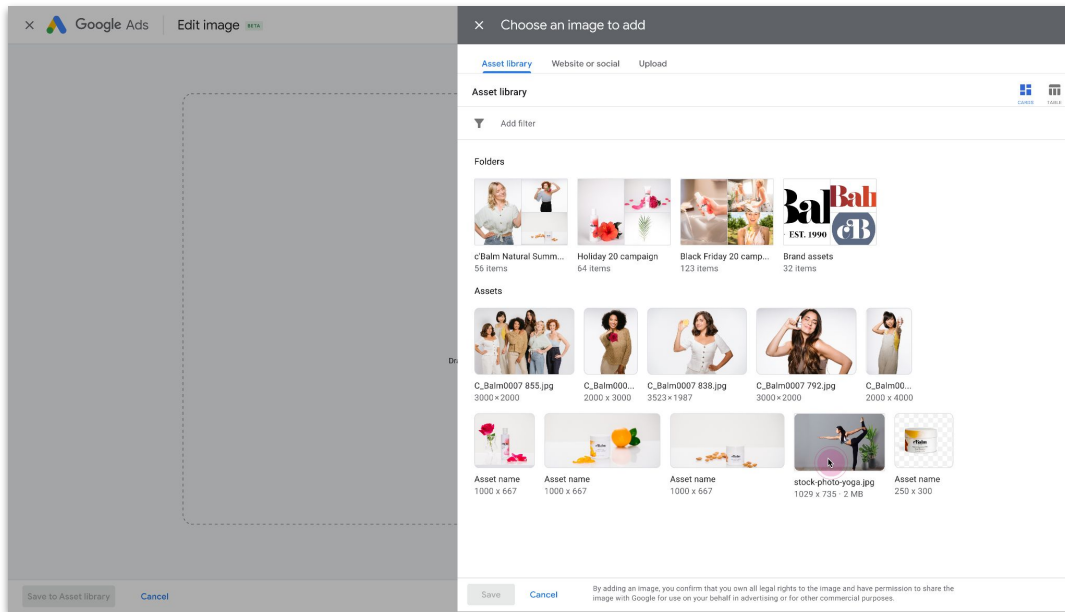- Under Actions, click **"Copy and edit with AI"**

- In the Generated tab, click on the three dot menu and then **"Copy and edit with AI"** or click on the pencil icon to take you to AI image editing

Google

Upload your starter image

Choose the image you want to edit from your Asset Library, in Asset Picker, or upload a new one
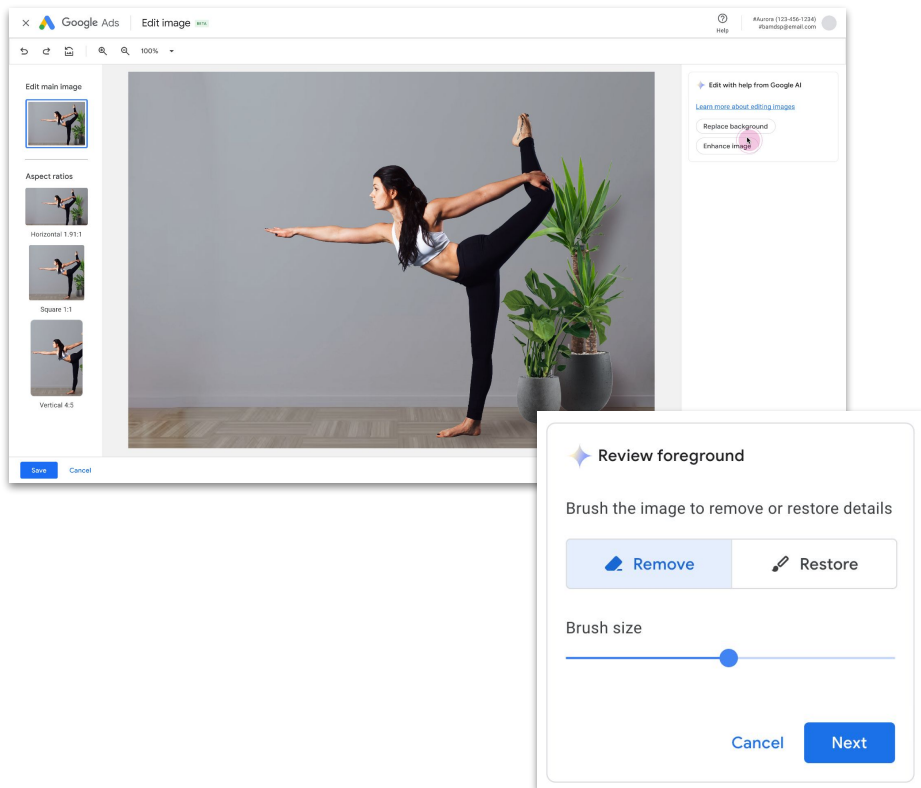
Google

Replace your background

Click "replace background" to first remove the existing background.

✦ If there's sections you'd like to manually include or exclude from the foreground, use the brush to manually **remove** or **restore** parts of the background.
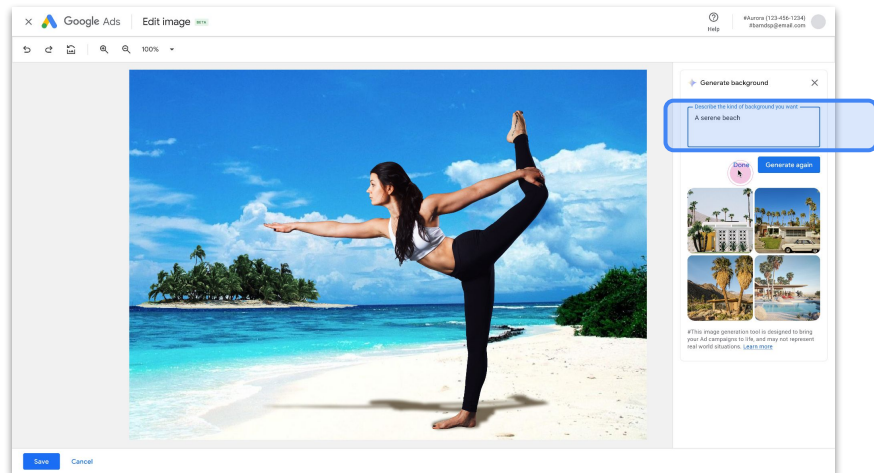
Google

Describe your new background

Enter a text prompt describing the new background you want to generate.

✅ Be specific and descriptive in your prompts focusing on the setting, colors, and elements you'd like to see.

✅ Call out what type of style you'd like to see. For example, photo realistic vs. illustrative.
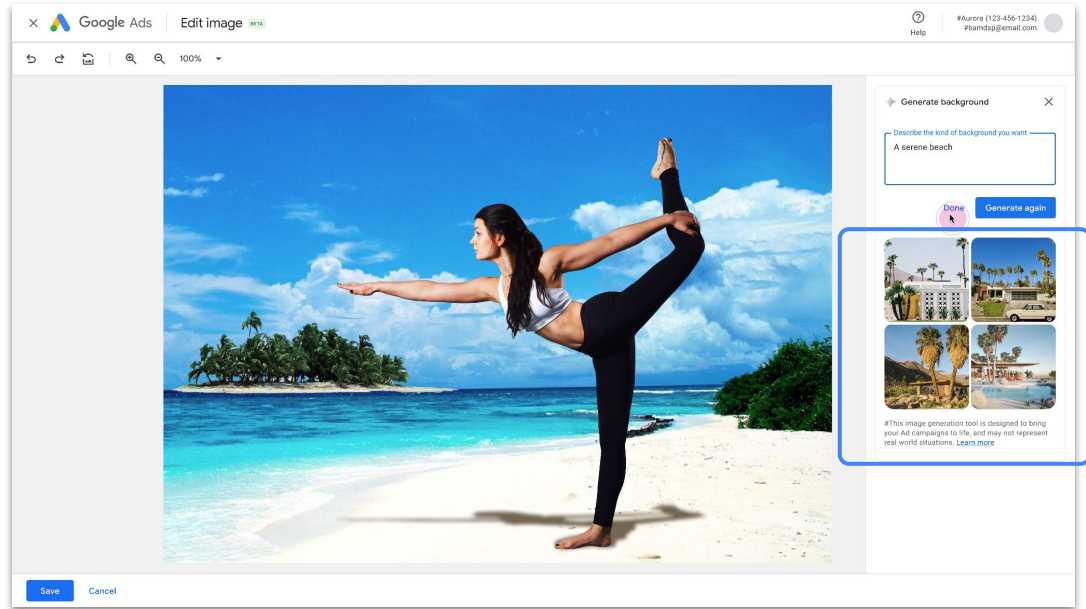
Google

Select the background or generate more options

Choose one of the four options or generate more if none of them are to your liking.

Here are some examples of prompts!

A coffee shop with warm lights and wooden tables
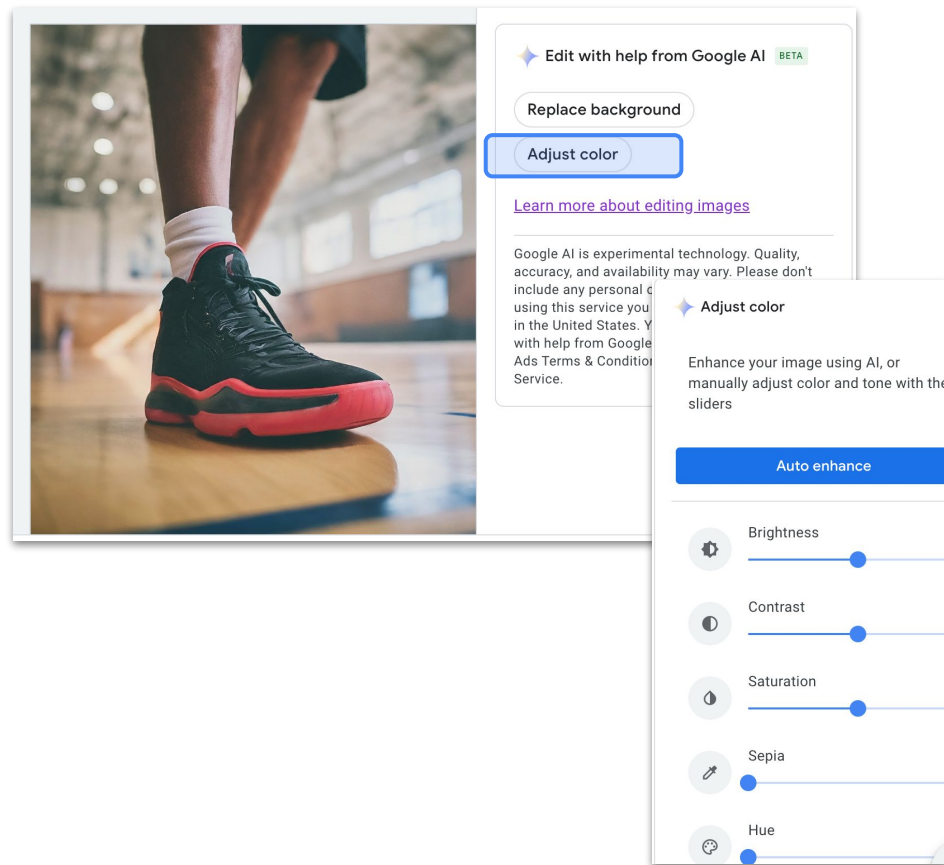
A colorful line drawing of a city skyline

Alter the color of the image

Click on **"adjust color"** and either let Google AI automatically enhance the colors of your image, or manually maneuver the brightness, contrast, saturation, hue and sepia tones.

✦ **Auto-enhance** uses Google's existing capabilities to improve image size and overall appearance

✦ You can undo the change by clicking on the ↺ button or fully revert the changes by clicking **"reset"**

✦ **Edit with help from Google AI** BETA

Replace background

Adjust color

Learn more about editing images

Google AI is experimental technology. Quality, accuracy, and availability may vary. Please don't include any personal using this service you in the United States. Y with help from Google Ads Terms & Condition Service.

✦ Adjust color

Enhance your image using AI, or manually adjust color and tone with the sliders

Auto enhance

Brightness

Contrast

Saturation

Sepia

Hue

Adjust elements in your image with erase, add, and replace

Choose from **erase object, add new object,** or **replace object** to further design your image.

✅ **Erase -** remove object(s) from the image by dragging or brushing over the undesired element

✅ **Add -** include additional elements by selecting the intended placement and include a description what objects you want incorporated to the image

✅ **Replace** - click or drag over the object you want to replace, then describe what you'd like to replace it with

Erase

Add
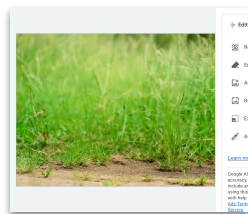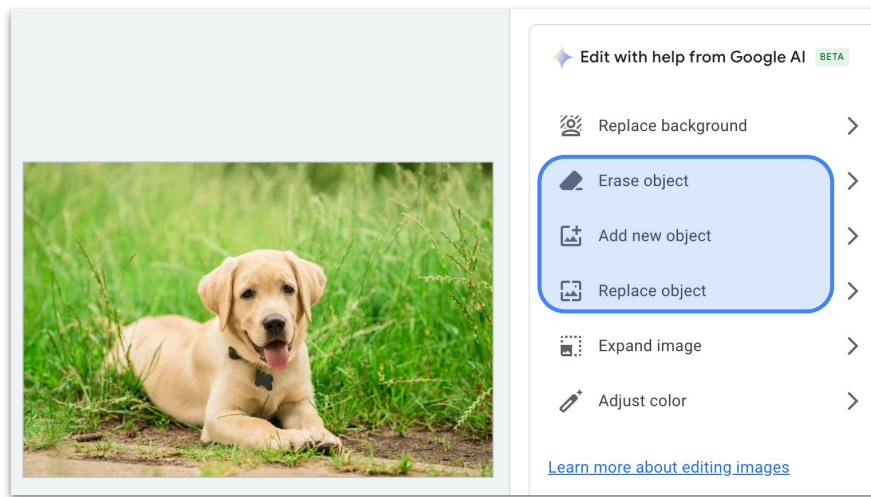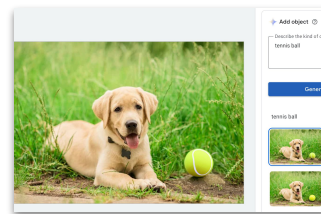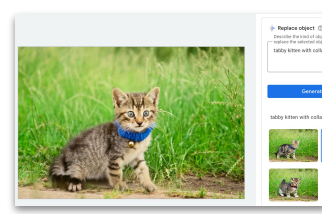
Replace

Google

Expand your image with outpainting

Build out the borders of your image with the expand image button. This will allow Google AI to increase the image design and "fill out" past the original image.

Edit with help from Google AI BETA

- Replace background
- Erase object
- Add new object
- Replace object
- **Expand image**
- Adjust color

Learn more about editing images

Select an **aspect ratio,** then drag the handles to expand the image up to 3 times its original width and height. Aspect ratios include horizontal, vertical, square, and free (customize the dimensions).
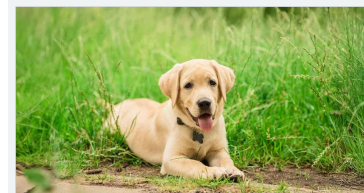
Click on **"expand"** and watch AI do it's magic!
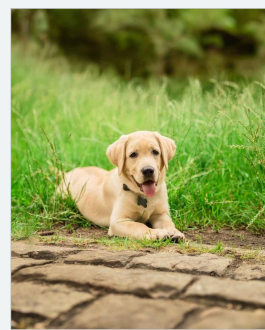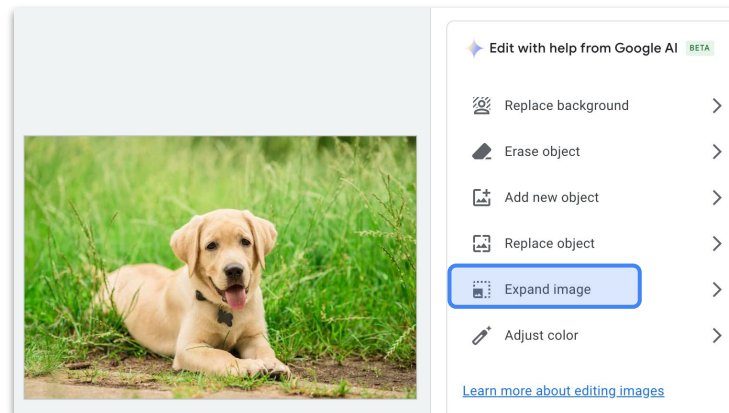
Vertical
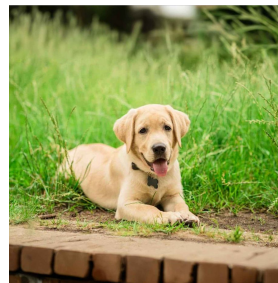
Square

Horizontal

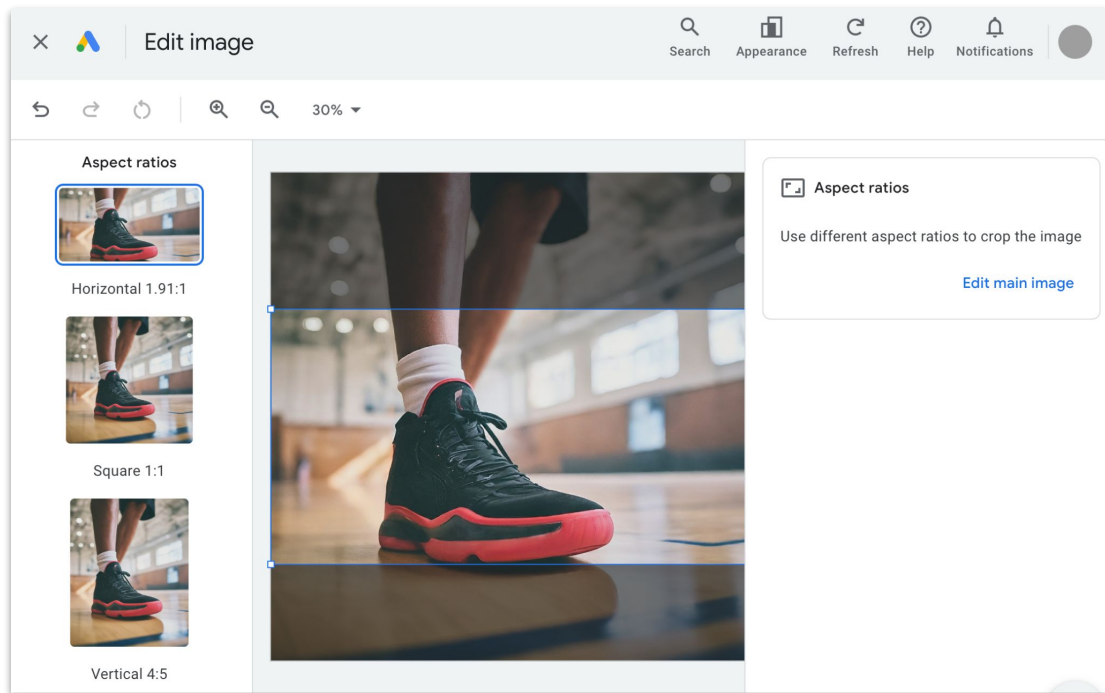Google

Resize your image with aspect ratios

Performance Max campaigns have three sizes: horizontal, square, and vertical. Make sure to layout your image according to the specific aspect ratio.

✔ You're able to go back and edit your main image before you save all the sizes


Edit image

Search Appearance Refresh Help Notifications

30%

Aspect ratios

Horizontal 1.91:1

Square 1:1

Vertical 4:5

⌗ Aspect ratios

Use different aspect ratios to crop the image

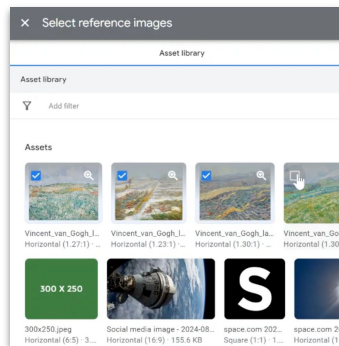Edit main image

Google

Using the **reference image** feature

Google AI will create an embedding of a given image and combine it with a prompt for novel image generation that stays on brand!
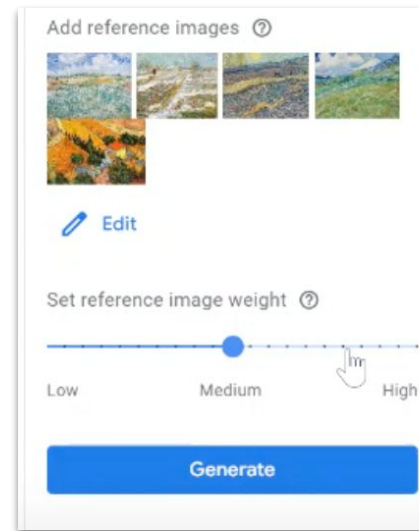
This will enable more you to scale your creative workflows with image generation and improve your Ad Strength.
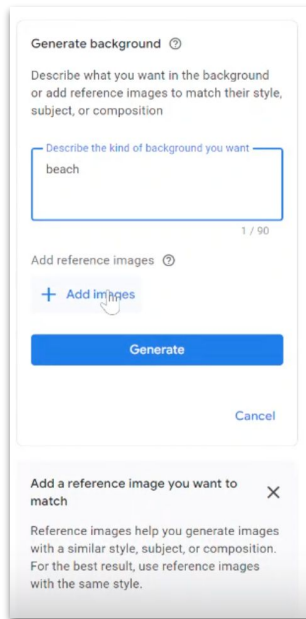
Step 1: Click on the + Add images button

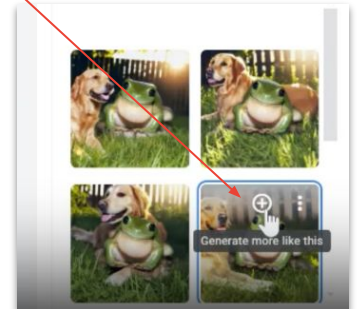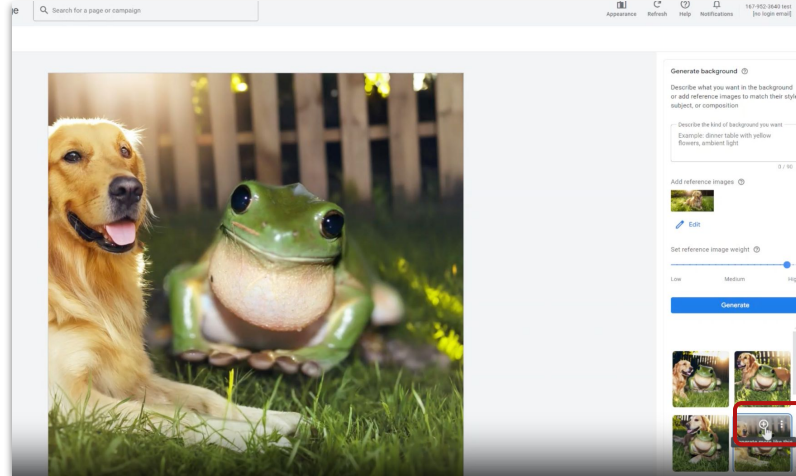**Step 2:** Add in your reference images from the Asset Library or upload them

Step 3: Select the weight of how much you'd like the reference image to appear through the new image, then generate!

This feature is rolling out over the course of Q3'24 and may not yet be available in your account.

Google

Using the "more like this" feature

If you have an image that you like already (regardless of the source), you can generate multiple variations of that image in multiple aspect ratios by using the "more like this" feature.

✔ Hover over the image you'd like to use as a base, select the (+) and then *generate more like this.*

This feature is rolling out over the course of Q3'24 and may not yet be available in your account.
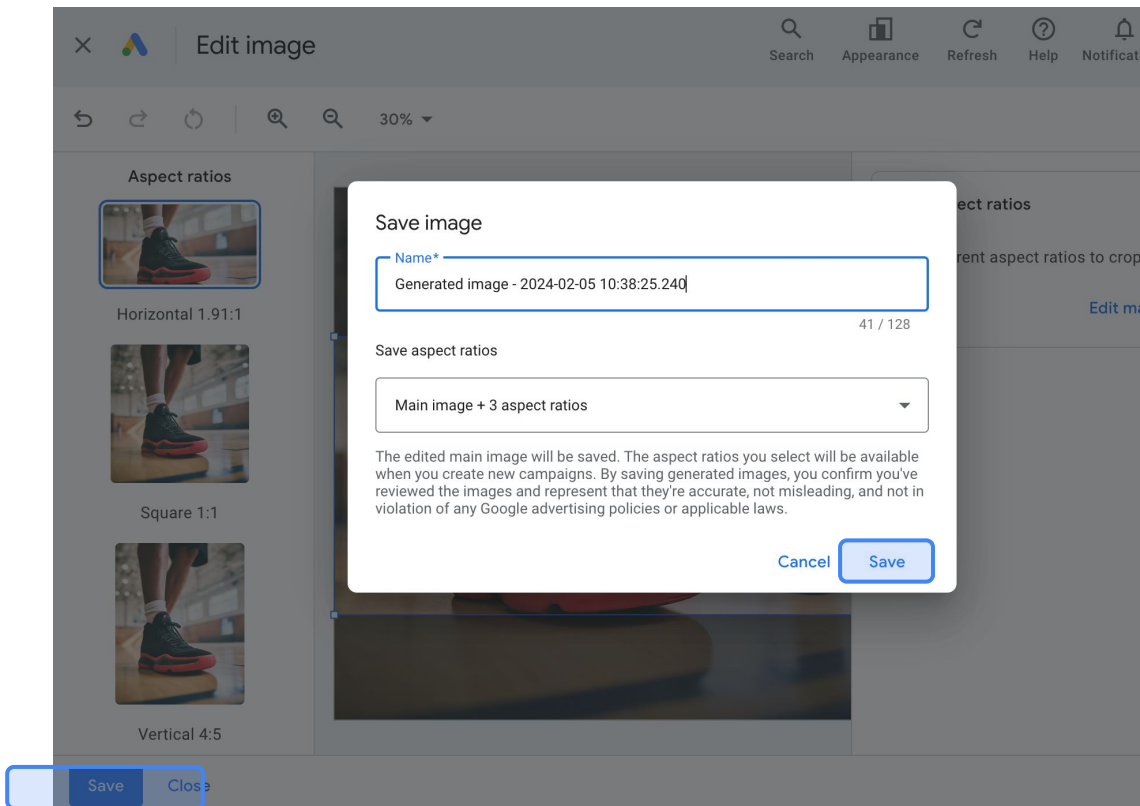
Google

Save your image and include it in your campaign

Name your image accordingly and make sure to include all 3 of the aspect ratios. This will ensure you have all possible sizes for your PMax campaign.
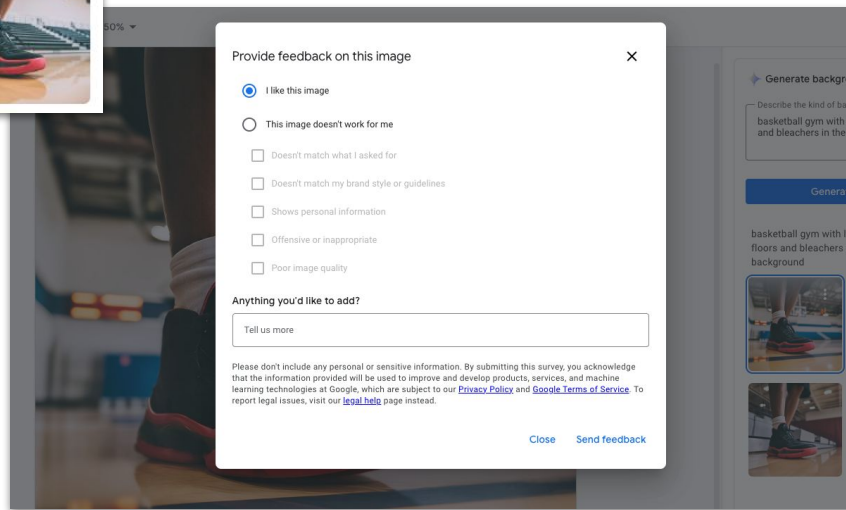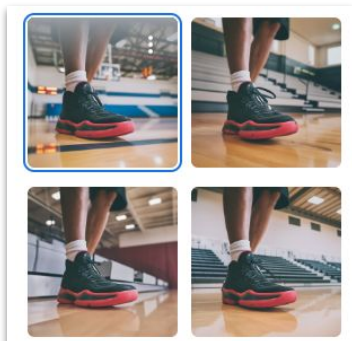
✅ You're able to run AI-powered image edited ads on other Google Ads campaign types.

Google

Provide feedback on the generated images

Hover over the image option and click on the three dot menu to access the feedback field. Share your thoughts on your overall satisfaction with the image and anything we can do to improve.
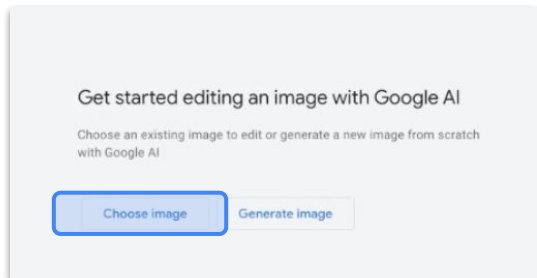
Google

03

GMC Feed Integration

Google

Access your GMC Feed via AI Image editing or the Media Picker during PMax campaign construction

AI Image Editor

Campaign Construction

Get started editing an image with Google AI

Choose an existing image to edit or generate a new image from scratch with Google AI

Choose image   Generate image

- Go to the AI image editor via the asset create button or through the Asset Library
- Click on choose image to pull up the Media Picker > Merchant Products

- xx

Google

# Searching for specific images in your linked GMC feed

In the **Merchant products** tab, you are able to search for images by:

1. Adjusting the **items per page** in the bottom right hand corner or moving through the various pages
2. Look at the **asset details view** of a specific image and copy and paste any of the **product details** or brand into the **filter** in the top left hand corner

1.

Items per page: 50 ▾   1 - 50 of 125,897 |< < > >|
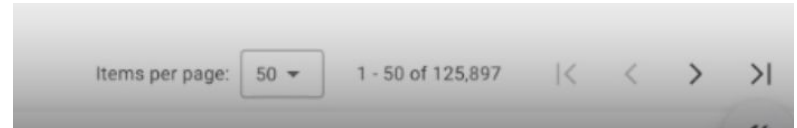
2.
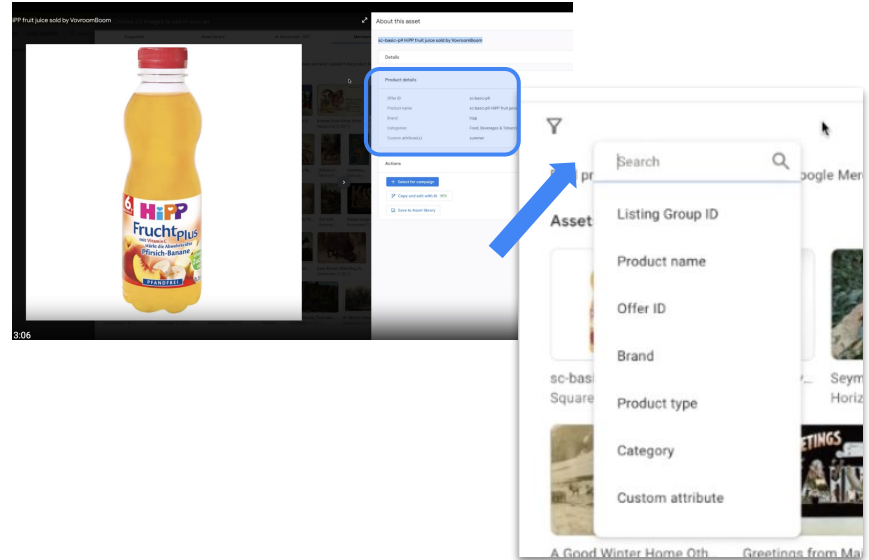
Select your GMC feed image for your campaign, to edit further or save to the Asset Library

From the **Merchant products** tab, you have a few different options on next steps. You can:

- Save the product image to the **asset library** by clicking on the checkbox on the individual asset
- Directly add to your **asset group** by clicking on **"Select for campaign"**
- Copy and edit in **AI image editing**

Actions

+ Select for campaign

Copy and edit with AI BETA
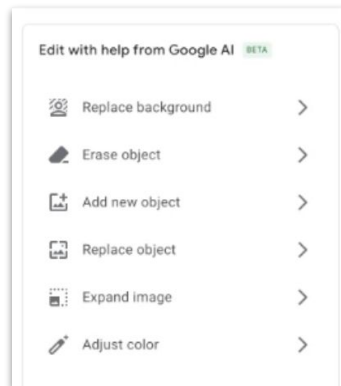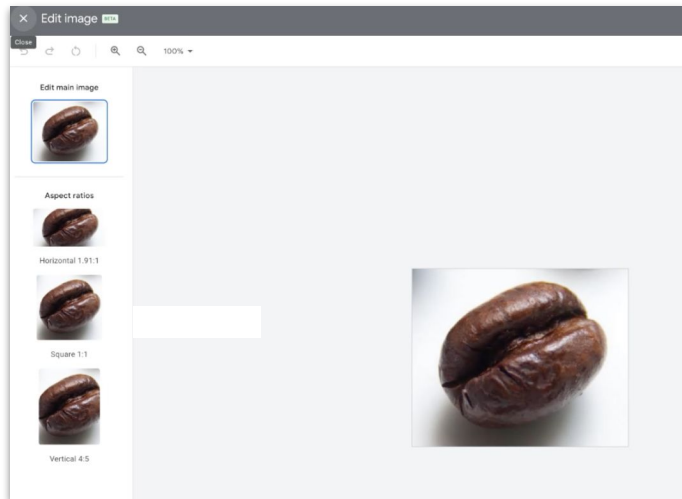
Save to Asset library

Google
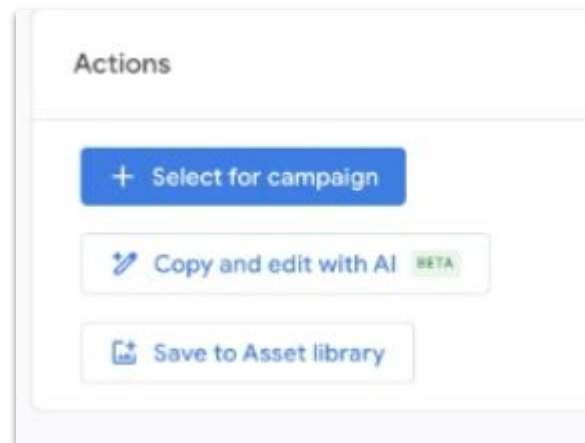
Edit your GMC feed image

Edit the image by replacing the background, adding, erasing, replacing elements, expanding the image past its original borders, or adjusting the colors of the image.

If you need to jog your memory on what features you can use to edit your photos, revert back to this slide to go through the editing flow!
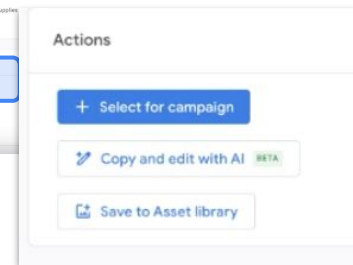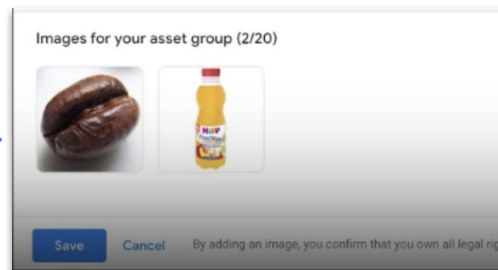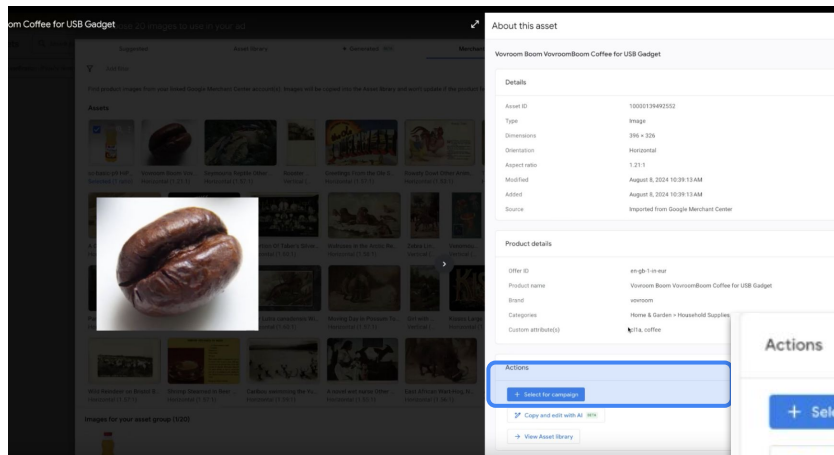
Google

Add your GMC feed image to your PMax asset group

Once you're happy with the edit, you can then save the image to your campaign by going to the Asset Library > **Merchant Products** > Select image for campaign

You will then see the images you have included in your asset group in the "shopping cart" view at the bottom of Media Picker tab. You'll then be able to crop for various aspect ratios!

Google

04

Best practices

Google

Best practices for using Google AI to generate and edit backgrounds

Prompting

- Be specific in what you'd like to generate, we require a minimum of 15 characters in prompts

- Provide details around descriptions of items, background, colors, and elements you'd like to see

- Specify what type of image style you'd like (photo realistic, artistic, etc.)

Editing

- Use the **"generate more"** functionality to render more backgrounds
- Make sure you have all three aspect ratios (horizontal, square, vertical) cropped to the main focus in your image

- Use auto-enhance or manually adjust the colors before saving the image

Google

05

Guardrails and considerations

Google

Ensuring responsible use of generative AI

Background replace can be used to diversify the scene surrounding your product, but cannot be used to generate branded product imagery.

We will not generate images that include:

⊗ Faces, children, or specific individuals

⊗ Branded items and logos

⊗ Images that may violate Ads Policy or Generative AI use policy including images in sensitive categories including weapons, adult content, and alcohol

✓ Learn more about Google's commitment to responsible use of AI at ai.google/responsibility/principles/

Google