

Maximizing Google Ads with AI agents:

Smarter Campaigns, Less Effort

Daniël Eeftink





channable

Next Level eCommerce | Webinar series

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- Hands-on tips
- Ready-to-use frameworks
- Step-by-step scripts

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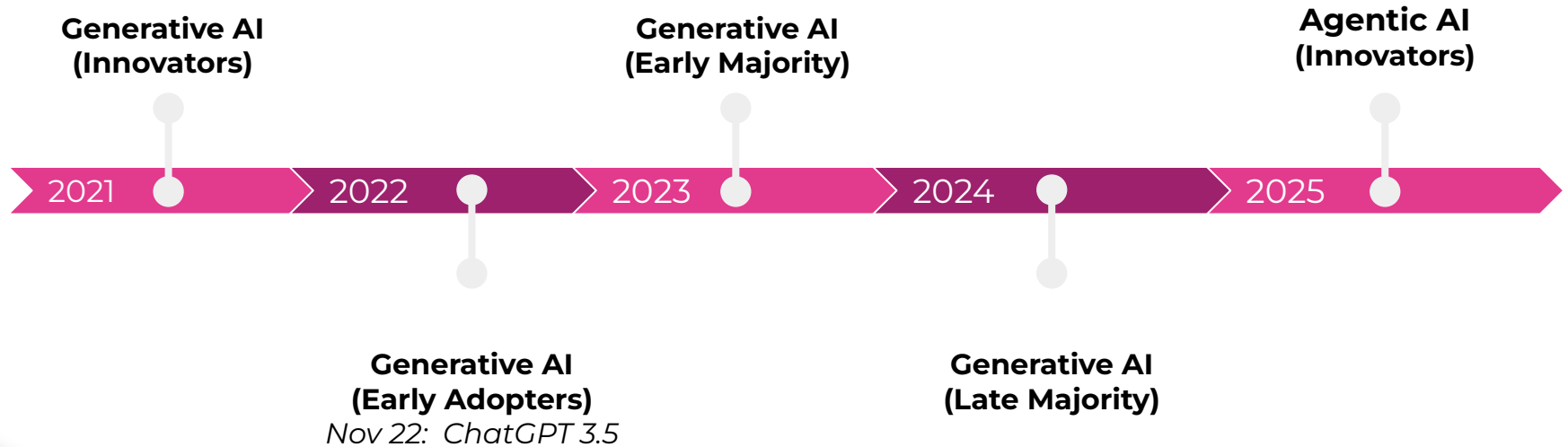


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- Digital Marketing Consultant
- E-commerce Specialist
- Google Ads & Marketplaces
- Channable heavy-user
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Maximizing Google Ads with AI agents: Smarter Campaigns, Less Effort

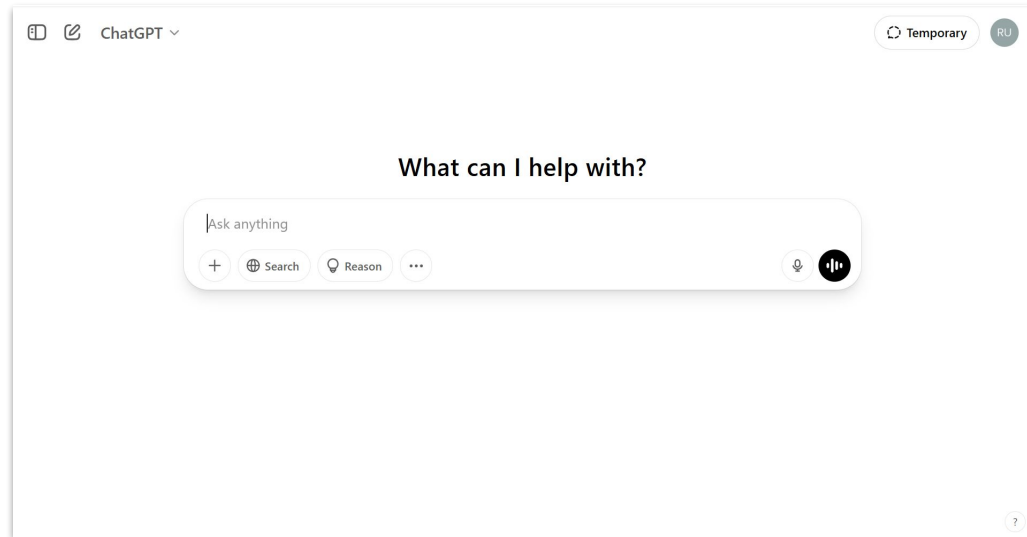
AI Timeline



Using ChatGPT is sooo 2024

A few issues arise when using just ChatGPT:

- Not scalable
- Not compliant
- Time consuming
- Not in your Tone of Voice



**Agentic AI makes decisions
and takes action with minimal
human input.**

Automation vs. Agentic AI

Automation



Input: Age 19



IF AGE = > 18
= ACCESS
IF ELSE
= DENIED



Agentic AI



Input: "I have to do
my math
homework"

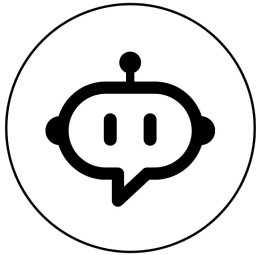


AI reasons: →
Chances are this
person is in high
school



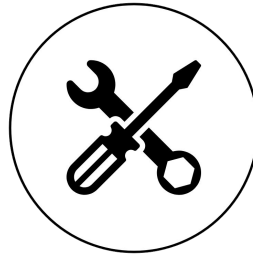
→ So probably under
18

Agents, tools and knowledge

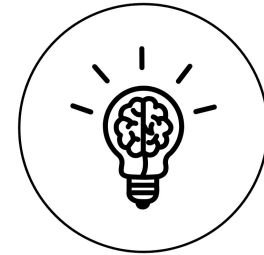


Agents

(Sub Agents or assistants)



Tools



Knowledge

Agents



An Agent is an intelligent, AI-powered assistant capable of autonomously planning and executing tasks. Powered by advanced LLMs (such as GPT-4.5 or Claude 3.7, it can reason, make decisions, and take action.

Key components of an Agent include:

- **Core Instructions:** A kind of "manual" that defines the Agent's behavior and decision-making framework.
- **Flow Builder:** A visual "If this → Then that" system for building logical workflows and processes.

Core instructions

Cost-optimized Model - Pick for me ↕

Describe how your agent should work. It's recommended to provide examples of tasks it might receive and what to do.

i This agent has some tool placeholders, such as `Create User Query` - click on them to add actual tools.

You are Echo, an AI assistant who is tasked with responding to customer emails via Gmail.

You will be provided with customer email query as your input.

Please follow the below guidelines to perform this task:

1. Use `Create User Query` to generate a one line meaningful summary of what the customer is asking.
2. Given the query, use `Knowledge Search` to retrieve the most relevant information from the knowledge base to help answer customer query.
3. Use `Perform Google Search` to find more information about the query if needed to respond to the question.
4. If you are confident with the information retrieved to answer the questions, use `Generate Response` to draft a response to the query or otherwise use `Escalate to Manager` to escalate query for human approval and response.
5. Use `Generate Response` to generate a professional and courteous response to be sent back to the customer.
6. Use `Send Email via Gmail` to send the response back to the customer.
7. Terminate task.

Rules to follow

1. Always maintain a professional and courteous tone in your responses.
2. Begin emails with "Dear" followed by the customer's name.
3. Include a proper email signature at the end of each response.
4. If you need to escalate, inform the customer that their query is being reviewed by a specialist who will respond shortly.
5. Always thank the customer for reaching out in your response.

Agents



Tools



Tools are specific applications your Agent uses to perform tasks. You can either build these tools yourself or choose from available templates. A tool can serve as an extension of your Agent, but it can also be used independently.

Building a tool consists of the following steps:

- **Input:** For example, a product ID, URL, a field from a Channable Feed.
- **Steps:** These might include actions like a Google Search, Python, LLM (Large Language Model).
- **Output:** This is the literal result or content generated by the tool.

Type short description...

Inputs

What your agent should pass into this tool, or what you need to set when adding this tool to an agent.

Access these in your tool steps by wrapping the variable in brackets - eg. {{ producttitle }}.

Producttitle
Name of the product

Type here...

Set value as default

producttitle String Required

Identifier
EAN Code, ID or SKU

Enter number...

Expand

Set value as default

SEA - Text Generator (RSA)

Run step

Prompt Required

+ Expand

llm LLM

Tools



Knowledge



Knowledge is the information you provide to an Agent or Tool to enable it to make well-informed decisions. Without context, AI remains vague. With the right knowledge, you get accurate output.

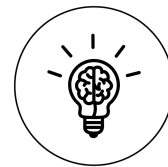
This knowledge can take various forms, such as:

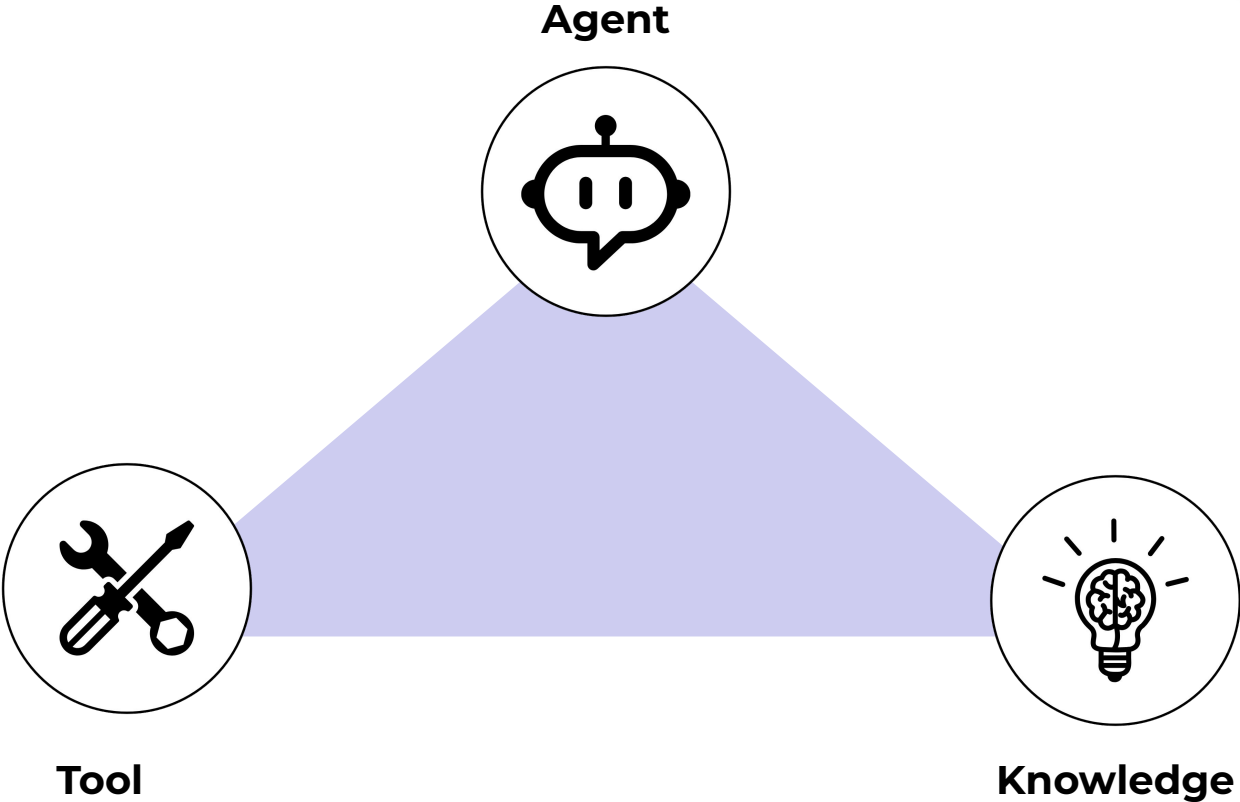
- **CSV files (Channable Export)**
- **PDF documents**

You can use Knowledge to **feed your Tool or Agent**, or to **enrich your data within a Tool**.

5	Categorienummer	E-nummer	Naam	Maximum (mg/kg of	Voetnoten	Beperkingen/uitzonc
6			(1): De additieven mc			
7	▼M2					
8	▼M93					
9	▼M2					
10	▼M18					
11	▼M18					
12	▼M2					
13	02008R1333 — NL -					
14	▼M76					
15		E 160b(ii)	Annatto norbixine	20	-94	
16		E 338 – E 452	Fosforzuur — Fosfat	2 000	(1) (4)	
17		E 450 (ix)	Magnesiumdiwaters	2 000	(4) (81)	
18		Groep II	Kleurstoffen in quan	quantum satis		
19		E 160b(i)	Annatto bixine	20	-94	
20		Groep I	Additieven			
21	▼M76					
22	▼M93					
23	▼M2					
24	▼M6					
25	02008R1333 — NL -					

Knowledge







Case: AI Agents meet Channable (and Google Ads)

Case: Text Ad Builder

The screenshot displays a user interface for building text ads. On the left, there is a list of components labeled 'Koppen' (Headers) and 'Labels'. The 'Koppen' list includes 10 items, each with a text input field and a dropdown menu. The first few items are: 'Ontdek [product_name_short]', '[product_name_short] op?', 'Bestel [product_name_short]', '[product_name_medium]', 'Shop [final_category_text]', 'Gezonde Voeding & Supplementen', and 'Gratis verzending vanaf €35'. Below this is a 'Labels' section with a 'Label toevoegen' button. On the right, there is a preview area titled 'Beschrijvingen' (Descriptions) showing the assembled ad text. The preview includes: 'Ontdek [product_name_short]', '[product_name_medium] verzonden.', and 'Ontdek het complete aanbod [final_category_text]'. A warning message at the bottom of the preview states: '0.3% van de waarden kunnen langer zijn dan 80 tekens'.

A brand in the Health & Supplements market

They are going great on Performance Max, and Google Shopping, but are not so advanced in Text Ads.

So, we chose the Channable Text Ad Builder to create text ads on a massive scale.

However, **we took it a step further...**

Landingspagina

Pad 1

Pad 2

| Gratis



Herladen

Koppen

Kop 1 Ontdek

Kop 2 op?

Kop 3 Bestel

Kop 4

Kop 5 Shop

Kop 6 Gezonde Voeding & Supplementen

Kop 7

Kop 8

Kop 9 Gratis verzending vanaf €35

Kop 10

Labels

Beschrijvingen



Beschrijving 1 Ontdek

Beschrijving 2

Beschrijving 3 Ontdek het complete aanbod

Beschrijving 4

0.3% van de waarden kunnen langer zijn dan 90 tekens

Case: Text Ad Builder

Feed



RSA Gen™



Tone of Voice
Keywords



Compliance Agent™



Google Ads
Health Claims



.CSV



Case: Text Ad Builder

.CSV



Additional
Feed



Text Ad Builder



Google Ads



The results:

After the setup was done, we created:

- ✓ 1500 unique Text Ads
- ✓ Within a few hours
- ✓ Compliant to Google Ads
- ✓ No non-authorized health claims
- ✓ Tone of Voice



Why stop here?



Google Ads Agent™

The AI Agent optimizes Google Ads by analyzing ad performance data, learning from patterns in what works and what doesn't, and using that knowledge to create new, more effective ad copy. The goal is to improve overall ad efficiency and return on advertising spend.

Next Step: AI Agents meet Google Ads

Our AI Agent analyzes the ads on Google, based on:

- CTR
- Return of Advertising Spend
- Other metrics

Our **AI Agent learns what works**, and **what doesn't**, and uses that information to create new ad copy. Or let's take it further and **automatically A/B test**.

Case: Text Ad Builder



Google Ads



(30 days)



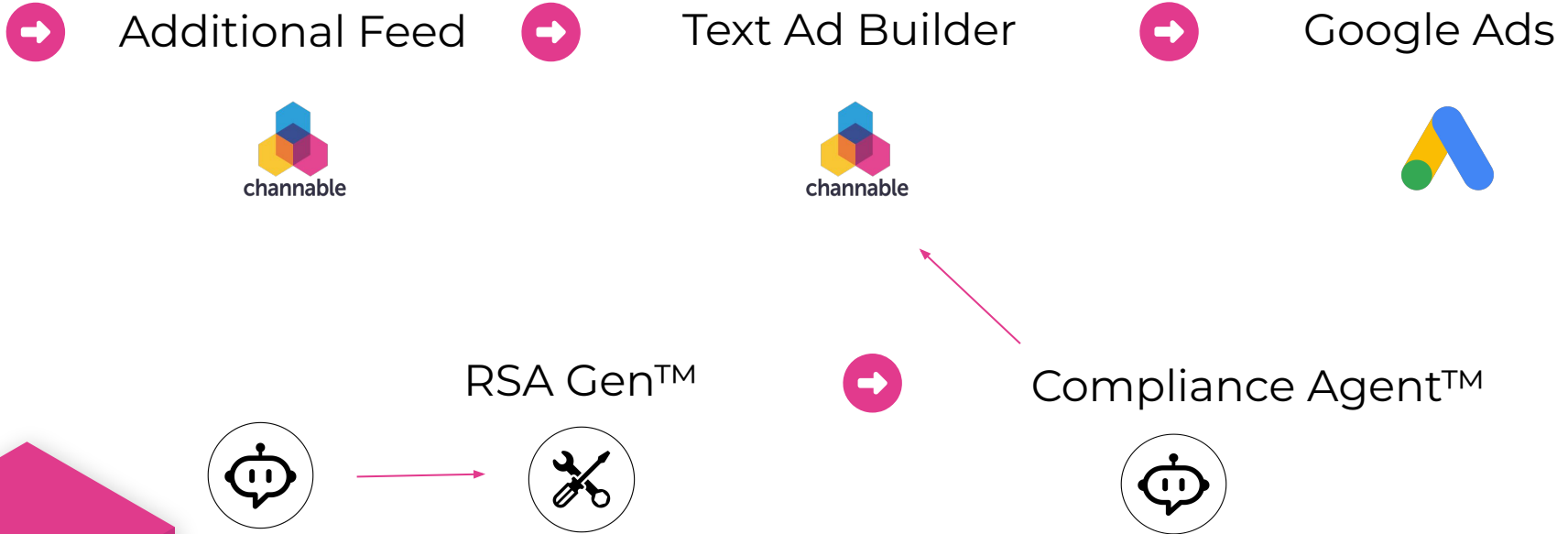
n8n



Google Ads Agent™



Case: Text Ad Builder



The possibilities are endless...



**Ad Copy for
Performance
Max Builder**



**Google
Shopping
Descriptions**



**Listings for
Amazon
or Bol**



Tooling

Only two types of tooling are needed:

- Brainpower like Relevance AI
- Muscle power like n8n



Templates

- Workforce
- Workforce **Beta**
- Agents
- Tools
- Knowledge
- Monitor
- Activity center
- Analytics
- Account
- Integrations
- Snippets

- Support
- Relevance Academy
- Community
- Need help?

What will you build today?

Describe what do you want your agent to do...

[Start](#)

- An agent that answers customer questions ...
- Write SEO-Optimized blog posts
- Generate competitor insights
- Schedule social posts
- Identify upsell opportunities in CRM
- Analyze customer survey feedback

- Search...
- Research
 - Marketing
 - Sales
 - Operations
 - Integration

Trending Agents
Try out our diverse range of agents with a few clicks

Dean Palmer
Co-Founder @ Tomorrowmen A
3410 342 762

This prospect is mid fit a low intent.

James Steward

New Message

Dean Palmer
Co-Founder @ Tomorrowmen A
3410 342 762

This prospect is mid fit a low intent.

James Steward

New Message

IT Ops can

⚡ On-board new employees and provision accounts

Sec Ops can

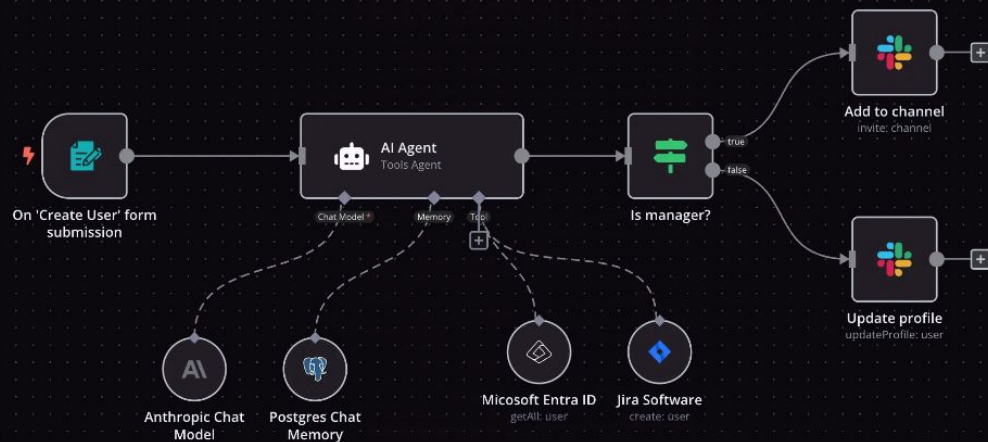
⚡ Enrich security incident tickets

Dev Ops can

⚡ Convert natural language commands into API calls

Sales can

⚡ Generate customer Insights from grouped reviews



Key Takeaways



AI Agents go beyond automation by making decisions and taking action with minimal input.



Generate thousands of unique, brand-safe ads using AI and Channable.



Combine tools, agents, and knowledge to build data-driven, high-performing campaigns.

Next Level eCommerce is powered by...

