



01 — Guardrails checklist for AI answers

One-pager for reviewing AI-generated content in Ads contexts

Hallucination control

- What data source or product document is this answer grounded in?
- Can this claim be verified against Ads Help Centre or official product documentation?
- Is the model drawing on general knowledge where it should be using Ads-specific logic?

Ads-specific risk zones

- Policy violations — does the answer contradict current Ads policy on prohibited content or restricted categories?
- Targeting misalignment — does the answer make claims about audience reach or targeting that the product cannot guarantee?
- Misleading performance claims — does the answer imply specific ROAS, CTR, or conversion outcomes without caveats?

Review triggers — escalate to policy / legal

- Answer touches bidding strategy recommendations in regulated industries (finance, healthcare, pharma).
- Answer could be read as a performance guarantee or contractual commitment.
- Answer references a product feature or policy that has changed in the last 90 days.



02 — Prompt-to-content map template

Translating user intent into grounded AI instructions

User intent / query	Content pattern	Prompt pattern	Grounding source
"Why did my campaign pause?"	Troubleshooting	"Walk through the most common reasons a Google Ads campaign pauses. Reference only documented policy triggers."	Ads Help: Campaign status article
"How does Smart Bidding work?"	Explainer	"Explain Smart Bidding in plain language. Avoid performance claims. Ground in how the signal model actually works."	Ads product logic: Bidding overview
"What's the best budget for a new campaign?"	FAQ with caveat	"Answer without specifying amounts. Explain the factors that influence budget decisions. Disclaim that outcomes vary."	Ads Help: About average daily budgets
"How do I set up a remarketing list?"	Walkthrough	"Give a step-by-step walkthrough matching current UI. Flag any steps that require admin access or policy review."	Ads Help: Create audience lists



03 — Cross-functional forum questions

Bring these into Product Circles or Centres of Excellence

Q1 Where do we most often see misalignment between what Ads actually does and what AI answers claim?

Q2 Which top user journeys in Google Ads are still underserved by content or guidance?

Q3 What guardrails do we want in place for any AI surface touching bidding, budgets, or policy?

Q4 How do we keep AI answers current when Ads product features or policies change mid-cycle?

Q5 Who owns the escalation path when an AI answer creates a compliance or legal risk?