INVOCA × Google Ads

The New Google *RCS Message Ads* Playbook

How to turn Google searches into leads and revenue with AI-powered messaging

A guide for B2C marketers at considered-purchase brands



The message button is now the shortest path from a Google search to *a sale*

A consumer doing a Google search for a business is as close to a buying decision as they will get all day. Until now, brands usually gave that person two options: click to a landing page or call. Message assets in Google Search add a new conversational path across Google Search. Because the conversation opens in the messaging app consumers already use, the intent that started in the search bar carries straight into a Google-verified, two-way conversation with your brand. Consumers start the conversation from your ad or listing, so the intent and the campaign source are known from the first message.

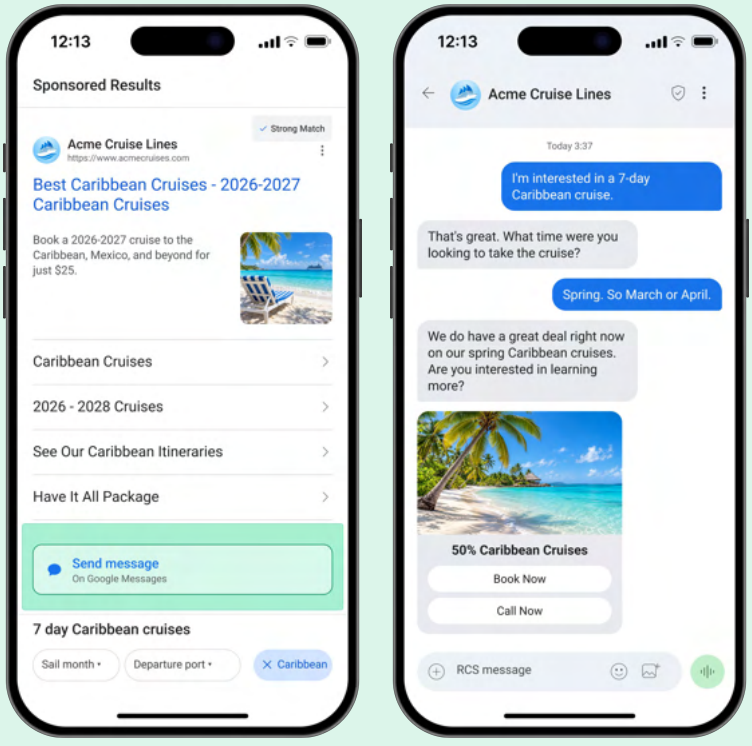
1B+
RCS messages sent daily in the US, across Android and iPhone
Google, May 2025

1B+
monthly active users on Google Messages
Google, Nov 2023

79%
of consumers will choose the business that responds fastest
Invoca B2C Buyer Experience Report, 2026

How Google Search messaging drives results for consumer brands

- **Placement where decisions happen:** A message button appears on your paid ads, organic listings, sitelinks, and brand panels in Google Search, so the consumer can start a conversation at any stage of the search journey.
- **Verified and branded from the first message:** Your name, logo, colors, and a verification mark ensure consumer trust.
- **Rich, actionable messages:** Cards, carousels, suggested replies, and in-thread actions (book now, call now, get a quote) move the consumer toward conversion without switching channels.
- **Known source, known intent:** Every conversation is tied to the ad or listing that started it, which is what makes it measurable and optimizable.



From search result to a verified brand thread in one tap

RCS turns the texting app on every phone into a *branded sales channel*

RCS (Rich Communication Services) is the messaging standard that replaces SMS on modern phones. It runs inside the default messaging app on Android and iOS, so there is nothing to download. RCS for Business is Google's offering for brands, and a brand's verified presence inside it is called an RCS agent. Google requires businesses to work through an approved messaging partner like Invoca.

Verified sender profile

Company name, logo, colors, and a verification mark on every thread

Rich cards and carousels

Image, text, and tappable replies or actions in one message

In-thread workflows

Booking, quotes, and web views without leaving the conversation

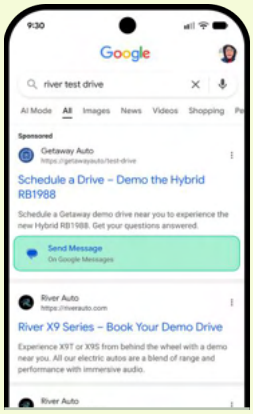
Reliable delivery

Falls back to SMS/MMS when a message can't be delivered over RCS

What's new: user-initiated conversations from Google Search

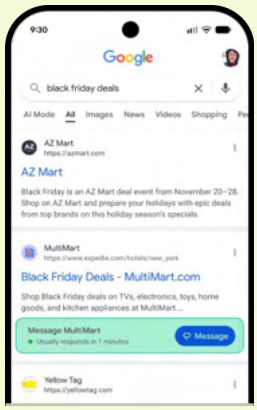
RCS for Business started as an outbound channel for promotions, order updates, and one-time passcodes. The change that matters for marketers is Message Ads with RCS for Business, announced at Google Marketing Live 2026, which lets a consumer move from a Search ad into a verified RCS thread in one tap. Alongside paid Message Ads, Google surfaces a message button on organic placements, so the channel spans the full search journey.

Where consumers can message your brand across Google Search



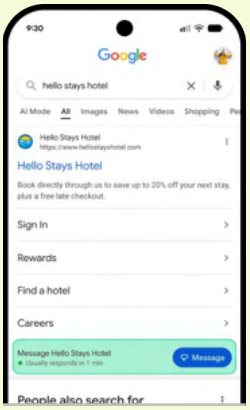
Message Ads

Paid Search and Performance Max ads. Non-brand and brand searchers with purchase intent.



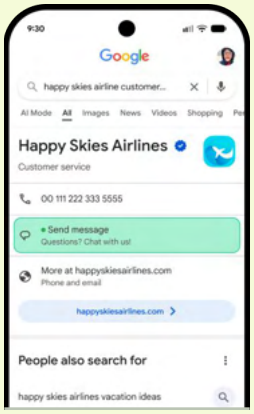
Organic results

A "Message" button with expected response time on your listing. Researchers comparing options.



Sitelinks

A message button alongside your sitelinks. Brand searchers heading to a specific page.

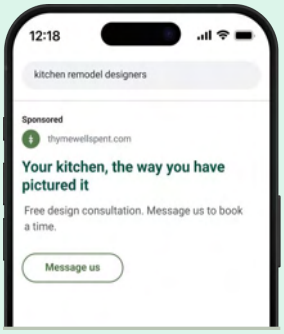


Brand panels

"Send message · Questions? Chat with us!" on branded and customer-service queries. Existing customers and support.

From tap to booked appointment, the consumer never leaves their *messaging app*

A consumer taps a message button in Google, a verified thread opens, the AI agent handles the conversation, and the consumer converts on the path they prefer. Every step is tracked back to the Google campaign that started it. On the brand's side, Invoca provisions the messaging agent, activates the entry points you choose, trains the agent on your historic customer interactions, and connects it to your CRM and other systems of record.



1

Tap a messaging asset in Google

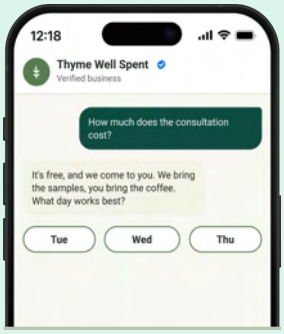
A searcher looking for kitchen remodel designers taps "Send message" on an ad instead of clicking through to the site.



2

A verified conversation opens

The thread launches in their native messaging app with the brand's name, logo, and



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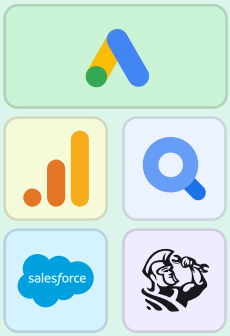
The messaging agent runs the conversation

It answers the lead's questions, offers available dates as tappable replies, and writes qualifying details to the brand's CRM as it goes.



4

Outcomes flow to your systems

Conversions and revenue pass to Google Ads, GA4, and SA360 to power optimization, and to CRMs like Salesforce and schedulers like ServiceTitan.

Google Ads requirements for Message Ads

Per Google's message asset documentation, you need the following in place before a Message Ads test can run. Rules and policies may change, so contact your Google representative to verify your eligibility.

Policy compliance and verification

A good policy compliance history, an account in an eligible vertical, and a completed Advertiser Verification.

Conversions bid goal

Max conversions or tCPA; tROAS and Max conversion value for value-based bidding.

Clean headlines

Headlines may not mention the messaging platform, so a click on the headline never surprises the user.

New advertiser ramp

New advertisers may see message asset impressions temporarily limited until they accumulate positive user interactions.

Restrictions and rules you *need to know*

RCS for Business is governed by Google's Acceptable Use Policy, by carrier rules, and, for Message Ads, by Google Ads policy. The policies themselves are the authority, and rules are likely to change. Verify eligibility with your Google representative before you plan.

Restricted industries

Industry	What the rules say	What it means for you
Healthcare	Google classifies healthcare products and services as **restricted content**: it cannot be exclusively promoted. US carriers and aggregators go further and treat healthcare-related products and services as a forbidden use case.	In practice, healthcare businesses are not eligible for RCS for Business in the US.
Alcohol	Restricted. May be promoted only as part of a wider product set; content promoting irresponsible consumption is prohibited.	Restaurants, hospitality, and retail with alcohol in the mix are fine; a liquor brand's dedicated agent is not.
Financial services	Not named in Google's policy, but US carrier rules classify high-risk financial services, debt collection or forgiveness, and "get rich quick" offers as forbidden. Google separately prohibits collecting account numbers, card numbers, passwords, or security answers outside a secure flow.	Insurance, banking, and lending agents are workable with a compliant design: qualify and book, never collect sensitive data in the thread.

Policies

Policy area	What the rules say	What it means for you
Consent and opt-out	Businesses must give notice and obtain consent before soliciting a user, honor "STOP" promptly, and keep an auditable record of consent. User-initiated conversations must be relevant to the user's inquiry, and the entry point must tell the user what to expect from the agent.	Inbound search conversations carry implicit intent, but any follow-up marketing still needs explicit, recorded opt-in.
Branding and identity	Agents must use the brand's publicly branded name and legal business name, with accurate profile information; misrepresentation and impersonation are prohibited.	One brand, one verified agent per use case. Franchise and multi-location brands should plan the agent structure before launch.
Google Ads account	Good policy compliance history, eligible vertical, completed Advertiser Verification, Conversions bid goal. Message assets are in beta.	Confirm access in your account before building the campaign plan.
Carrier and region	RCS runs where carriers support it; Google notes availability varies by region and carrier, and messages fall back to SMS/MMS otherwise.	US coverage on the major carriers is in place for both Android and iPhone; confirm specific markets with Invoca.

Special rule for healthcare and other regulated providers

RCS for Business is not available for healthcare businesses. For insurance, financial services, and other eligible regulated categories, Invoca's AI agent can be configured with the compliance language, disclosures, and escalation rules your legal team requires. Every conversation is scored against those criteria, making the channel auditable.

Strategy 1: Answer every message *instantly* with Invoca Messaging Agents For Google Ads

Invoca Messaging Agents For Google Ads puts an AI Messaging Agent at every entry point so each conversation gets an immediate, on-brand answer and a fast path to conversion. Invoca Messaging Agents are trained on your customer conversations and documentation, so it communicates with leads like your best human agents would.

What the Messaging Agent does

Qualify leads and interest

Asks the questions your sales team would ask (timing, location, budget, product interest) and scores the lead against your definition of qualified.

Answer questions

Responds from your pricing, promotions, availability, and policies, not a generic script.

Drive online bookings

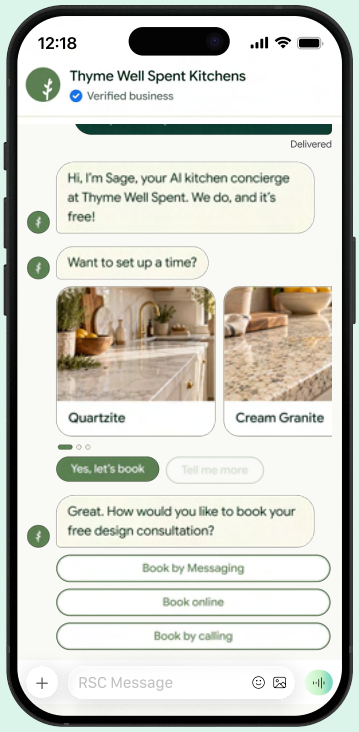
Offers a booking card, calendar slot, or quote flow inside the thread.

Get leads to call

Offers Call Now when a conversation is better finished by voice, and passes the conversation history to the agent who answers.

Update the CRM

Logs activity details, qualification criteria, and key insights to Salesforce, Adobe, and other systems of record.



The agent offers every path to conversion, in the brand's voice

Why it's trusted AI

Trained on your data

Invoca AI agents are pre-trained on your historic conversations with consumers, so they already know the questions people ask, how your team answers them, and which conversations end in a booking.

Connected to your systems of record

It reads availability and promotions from, and writes outcomes to, the platforms you already run on, so the handoff call and the next interaction start from a complete record.

Evaluated against your criteria

You define compliance language, brand voice, escalation rules, and which questions route to a human. Conversations are scored against those criteria so your team can see performance, catch drift, and adjust.

Strategy 2: Connect messaging conversations to conversions, revenue, and *Google Ads optimization*

Message Ads require a Conversions bid goal, which means Google's AI optimizes toward whatever conversion data you send it. If that data stops at "a message was started," Smart Bidding and Performance Max will buy you more message starts, qualified or not. The conversation itself is where the valuable signal lives, and it is invisible to Google unless something captures it.

It's not enough to know someone messaged

Are they a quality lead?

Did they want to buy, book, or quote, or were they a job seeker, vendor, or wrong fit?

Did they convert?

Did the conversation end in a booking, a quote, a call, or nothing, whether in the thread, via a link, or on the phone?

What was it worth?

How much revenue did the booking generate, from which campaign, keyword, product, and location?

How Invoca closes the loop

1

Impressions and clicks in Google

The message asset is tied to the campaign, ad group, and keyword that surfaced it.

2

Conversations and conversions in Invoca

The Messaging Agent records what was asked, how the lead qualified, and what action was taken: booking in the thread, click to a digital link, or handoff to a call.

3

Sales and revenue in your commerce platform or CRM

The outcome is matched to the conversation, and the conversation to the click.

4

Outcomes sent back to Google Ads

Qualified conversions and revenue flow back as conversion signals, so Smart Bidding and Performance Max shift budget toward the keywords and ads that produce buyers.

Because the Messaging Agent runs on Invoca's platform, the data comes from the conversation itself, the same way it already does for Invoca customers' phone calls.

50%

Decrease in cost per lead using Invoca conversation data to power Google Ads Performance Max.

ROTO-ROOTER PLUMBING & WATER CLEANUP



Seven steps to launch Messaging Agents on *Google Search*

To get the most out of a launch like this, treat it as a test with a measurement plan. The steps below put eligibility, outcomes, and the closed loop in place before the first message arrives.

1 Confirm eligibility before you plan

Check your vertical against Google's Acceptable Use Policy and carrier rules, confirm Advertiser Verification is complete, and verify your Google Ads account has message asset access.

2 Pick the business outcome, then the entry points

Decide what a conversion is (booked appointment, quote, reservation, qualified lead handed to sales) before anything else. Then match entry points to it: Message Ads on your highest-intent non-brand keywords for a paid test; brand panels and sitelinks for existing customers and support.

3 Set the entry-point expectation

Google requires that users know what kind of agent and interaction to expect before they tap. Write the starter message and the agent's opening line to match the ad or listing that surfaced it, and keep headlines free of any mention of the messaging platform.

4 Define qualification, handoff, and escalation from how sales already works

Which questions the agent answers outright, what it collects, when it offers Call Now, and which topics go to a human. In regulated categories, add required disclosures and compliance language here.

5 Connect the systems of record

CRM, booking or scheduling, and commerce or revenue data should be wired before launch so the agent can book in-thread and every outcome lands where the closed loop needs it. Decide which CRM fields the agent writes to and who owns them.

6 Send qualified conversions back to Google

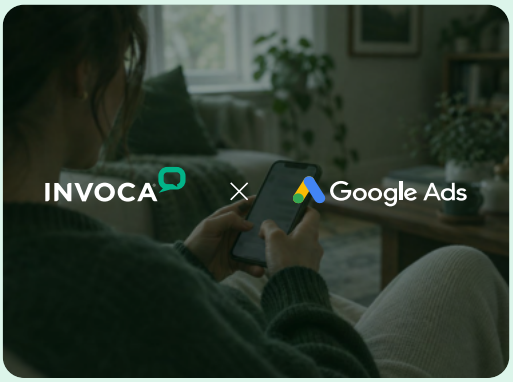
Configure conversion actions in Google Ads around the outcome from step 2 and let Invoca pass qualified conversations and revenue as the signal. Report cost per qualified conversation and cost per booked outcome, by campaign and keyword.

7 Score conversations and review weekly

Set the evaluation criteria (brand voice, accuracy, compliance, escalation behavior) and review agent performance on a fixed cadence. Treat drift as a signal to adjust training data or rules, and route the opt-in request for any follow-up messaging through the consent record so later campaigns stay compliant.

30-day *readiness checklist*

- [ ] Confirm your vertical is eligible under Google's RCS for Business Acceptable Use Policy and carrier rules
- [ ] Complete Google Ads Advertiser Verification and confirm message asset access in your account
- [ ] Define the conversion outcome and the qualification criteria the agent will score against
- [ ] Choose entry points to activate first (Message Ads, organic results, sitelinks, brand panels)
- [ ] Write starter messages and agent opening lines that match each entry point
- [ ] Document handoff and escalation rules, including compliance language for regulated categories
- [ ] Connect CRM, scheduling, and revenue systems so bookings and outcomes land automatically
- [ ] Configure Google Ads conversion actions on qualified conversations and revenue, not message starts
- [ ] Set conversation evaluation criteria and a weekly review owner
- [ ] Stand up a consent record for any follow-up messaging and confirm STOP handling



See how you can turn Google searches into sales conversations

Invoca Messaging Agents For Google Ads is available now.

Schedule a demo: invoca.com/demo →

