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StubGroup Releases Third-Party Google Ads Suspension Report Amid Launch of Google's AI Creative Tools

StubGroup's 2025 report reveals record-breaking Google Ads suspensions as AI enforcement accelerates alongside Google's new AI creative tools.

TX, UNITED STATES, November 19, 2025 /EINPresswire.com/ -- StubGroup, the world's leading authority on Google Ads suspensions and compliance, published the Google Ads Suspension Report 2025, a comprehensive examination of how millions of advertisers are being penalized under Google's evolving enforcement systems. The release coincides with Google's own rollout of AI powered creative tools for advertisers, making the timing critical for any business relying on its ad platforms.

By referencing Google's own data, which reported 39.2 million suspended advertiser accounts in 2024, and layering in StubGroup's proprietary dataset of advertiser accounts, the report highlights the tension between stricter AI driven enforcement and Google's simultaneous launch of generative AI tools for marketers.

> Google's AI enforcement is accelerating faster than advertisers can adapt, making precise compliance more critical than ever."
>
> *John Horn, CEO, StubGroup*

Key Findings
39.2 million advertiser accounts were suspended in 2024, up from 12.7 million in 2023, a jump of 208%.

Google blocked or removed 5.1 billion ads, and restricted 9.1 billion ads.
StubGroup estimates up to 11.7 million Google Merchant Centers were suspended in 2024, disproportionately hurting ecommerce brands.

The median appeal time is now 32 days, during which many advertisers lose precious revenue. In 2025, the top suspension drivers are Circumventing Systems (38%) and Suspicious Payment Activity (38%), while Misrepresentation accounts for ~90% of Google Merchant Center suspensions.

As Google introduces tools like Asset Studio and generative creative capabilities, automated enforcement systems continue tightening control over account access and appeals.

Why the Timing Matters

Earlier this year, Google unveiled Asset Studio, a new centralized AI creative hub inside Google Ads meant to streamline ad creation and scale creative asset development. This move reflects Google's push to let advertisers generate on-brand visuals, videos, and variations with less manual effort.

While that's empowering for many marketers, it also raises the stakes: As Google leans deeper into AI, its systems will increasingly enforce suspensions and policy compliance through algorithmic judgment, with less human oversight. That amplifies the risks outlined in StubGroup's report.

In short: As advertisers adopt Google's AI creative tools to boost output, they must also navigate the heightened enforcement environment more carefully than ever.

Executive Commentary

"Google has significantly increased its use of AI to enforce advertising policies," said John Horn, CEO of StubGroup. "At the same time that Google is rolling out new AI tools to help advertisers create campaigns, its enforcement systems have become less forgiving. With 39.2 million advertiser accounts suspended in 2024, businesses must align precisely with Google's policies to avoid suspension, and once suspended, appeals are often more limited and slower to resolve."

The Human Cost

A new ecommerce brand was flagged for Misrepresentation despite being completely legitimate. StubGroup rebuilt their trust signals and reversed what was declared a "permanent" ban.

A mature business with 13 years of history was suspended for Unacceptable Business Practices, losing tens of thousands of dollars per day. StubGroup's audit and appeal reinstated their ability to advertise.

These stories show that even established, law-abiding businesses are vulnerable when enforcement and automation intensify.

How to Protect Your Business

StubGroup's report also provides actionable strategies to prevent and recover from suspensions in this AI-driven era:

Validate every creative against policy before using Google's AI tools.

Use 2FA and security measures to prevent hijacks or anomalies flagged as fraud.

Avoid shared credit cards, cross-account billing setups, or reuse of payment methods across accounts.

Build a strong online presence and third-party validation (reviews, directories) to minimize "misrepresentation" risk.
Regularly audit your site, ad account, and merchant feed to catch potential violations early.

Access the Report
Read the full Google Ads Suspension Report 2025 here.

About StubGroup
StubGroup is the global expert on Google Ads suspensions and compliance. Over the past decade, we've helped thousands of businesses fix Google suspensions and comply with Google's policies.

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