

# Google Finance Unveils AI-Powered Revamp, Expanding Financial Tools for Users

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**Google has announced a significant update to its Google Finance platform, introducing a new version with integrated artificial intelligence (AI) features. The company, a subsidiary of Alphabet Inc., stated in a recent blog post that U.S. users will soon have the option to switch between the classic and enhanced versions of the financial service.**

This AI-driven overhaul is designed to provide users with more sophisticated tools and insights. The new features include the ability to get comprehensive, AI-generated answers to complex financial questions, advanced charting tools for visualizing data beyond basic asset performance, and access to a broader range of real-time market data and news. This move builds upon the existing foundation of Google Finance, which already provides live market quotes, international exchange data, and financial analytics.

The launch of the new Google Finance is part of a broader company-wide initiative to embed AI across its product ecosystem. During a July earnings call, Alphabet and Google CEO Sundar Pichai highlighted the widespread adoption of the company's AI-powered features, noting that AI Overviews now serves over 2 billion monthly users across 200 countries and territories and has contributed to a 10% increase in global search queries.

This strategic push for AI integration has been a key focus for Google throughout the past year. In May 2024, the company launched AI Overviews in the U.S., which provides AI-generated summaries in search results. This was followed by the introduction of AI Mode in Search in May 2025, which provides a more powerful, end-to-end AI Search experience. Concurrently, Google has also rolled out a suite of AI-powered tools for advertisers, including features for creating visual and video assets, a Smart Bidding Exploration tool, and agentic capabilities to streamline campaign management and performance analysis.

In a related development in July, Google was reportedly seeking partnerships with news organizations for an AI-related licensing project. According to Bloomberg, the company is “exploring and experimenting with new types of partnerships and product experiences” with a goal of launching a pilot program with approximately 20 national news outlets.