I'm not a bot



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When you build your asset group, add quality, relevant images to help attract people to your business and personalize your ads. You can even use the image assets you create on search campaigns with your Performance Max
campaigns. Image specifications Make sure you review the guidelines below before creating your image asset to avoid disapprovals. Images must also meet image asset format requirements. Images go through quality and policy checks before being eligible to serve. You can read more About the ad review process. In addition to the requirements
listed in the table below, all image assets must meet the following requirements: Saved as a JPG or PNG file Maximum file size of 5 MB Content needs to be in the center 80% of the image (the safe area that wont be cut off despite device screen size) Ratio Guidelines Recommended Required Horizontal 1.91:1 1200 x 628 recommended; 600 x 314
minimum; 5120 KB max file size 4+ (Add up to 20 images) *Square 1:1 1200 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 1200 recommended; 480 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 600 minimum; 5120 KB max file size 4+ (Add up to 20 images) Vertical 4:5 960 x 600 minimum; 5120 x 600 minimum; 5120 
up to 5 logos) *Horizontal logo 4:1 1200 x 300 recommended; 512 x 128 minimum; 5120 KB max file size 1 (Add up to 5 logos) *Logos with a transparent background may be rendered on a white background when served in most ads. For this reason, we recommend you upload logos as a square image and to avoid a predominantly white logo on a
transparent background. Note: Upload images as .jpg or .png with a maximum size of 5MB. Some images are optional, but will help your campaign stand out with excellent ad strength. Note: Brand representation and controls, including business information, have been consolidated at the campaign level. To get the most out of your
Google Ads experience, make sure that you arent running campaigns with logos and business information. You can use images with overlays, but it's recommended to use at least one image without overlays for each aspect ratio (square,
horizontal, and vertical). Here are some examples: Images without text or graphic overlays Images with text or graphic overlays After you upload your assets, be sure to monitor how theyre performing. Wait about 2-3 weeks to check on your Ad strength and Asset group status, then evaluate if you need to replace low-performing assets. Learn more
about Asset group best practices. Note: By creating image assets, you are confirming that you own all legal rights to the image and have permission to share the image assets, you are confirming that you own all legal rights to the image and have permission to share the image assets, you are confirming that you own all legal rights to the image and have permission to share the image and have permission to 
campaigns must include: Parameters Your ads must include the following: Responsive parameter set to true Maximum file size 614,400 bytes / 600 KB Image asset best practices Along with a focus on quality and specifications, you should experiment with the types of content you use in your ads and how they showcase your message. Here are a few
of our best practices for image assets: Use both image assets and dynamic image assets and dynamic images at the Ad Group level. Square images at the Ad Group level. Square images are required for ads, but be sure to use images at the Ad Group level.
your unique selling feature. Learn more about best practices for image assets. The asset report lists each asset list list lists each asset list list lists each asset list lists each asset lists each 
Related links Next: Set up AI Max in Google Ads Note: Activating or deactivating AI Max is a comprehensive suite of targeting and
creative features. Two main features, search term matching and asset optimization, leverage Google AI to optimize your customers and drive more value for your business. This article explains how search term matching and asset optimization works and lists all available features in AI
Max. Search term matching Turning on AI Max will turn on search term matching for your campaign. You can toggle it off in the ad group settings. Benefits Incremental reach and performance: With search term matching, you can expand upon your existing keywords using broad match and keywordless technology to find more relevant and high-
performing search queries queries and conversions that youd otherwise miss. Google AI will learn from your current keywords, creatives and URLs to help you show up on more relevant searches. More control: AI Max comes with new controls that give you the precision you previously used keywords for. Exclusively in AI Max for Search campaigns,
locations of interest helps you reach specific customers based on their geographical intent at the ad group level. And with brand controls at both the campaign and ad group level, you can specific brands. More transparency: Headlines and
URLs in the search terms report give you a clearer view into customer ad journeys. And the improved assets are performing against KPIs like spend and conversions, not just impressions. Youll have the option to remove any generated assets or specify where you'd like to send your customers with URL controls. New
match type values for AI Max and source columns provide insights into why your ads matched. Asset optimization (formerly known as automatically created assets) and final URL expansion settings. Turning on
AI Max will turn on text customization and Final URL expansions for the campaign. You can toggle them off individually in campaign settings. Note: Final URL expansion requires text customization to be turned on to ensure ad copy matches landing page from your
domain that is predicted to perform best and serves relevant ad copy customized to user intent. This unlocks new user journeys that can drive more value for your business. Drive efficiency: Improve your
efficiency with automatically created ads with just a few clicks. Enabling these settings can drive better results with less time and less manual effort. More Transparency: Gain deeper insights into performance metrics with improved performance and contextual reporting for your assets. Features available in AI Max, youll be able to
balance driving better performance and improving flexibility with AI, all while gaining new, precise controls for your campaigns. The following features and settings are included in AI Max: Search term matching search t
control (on by default when AI Max is turned on for the campaign) Text customization (formerly known as automatically created assets) Uses text from your existing ads, landing page copy, and assets along with generative AI to create customized ad copy thats more relevant to specific user searches. Campaign level control Final URL Expansion Send
traffic to the most relevant URLs on your website when it's likely to result in better performance. Final URL expansion will only send traffic to URLs that are query relevant and themed to your ad group. Requires text customization to be turned on to ensure ad copy matches landing page. When Final URL expansion is turned on for your campaign,
pinned assets arent used if a more relevant URL is chosen, because they may not match the customers based on their geographical intent even in keywordless matches. Ad group level control Brand settings Specify the exact brands you
 want your ads to be associated with (brand inclusions), or prevent your ads from appearing alongside specific brands (brand exclusions: Campaign level control URL inclusions to include URLs that were not captured by final URL expansion. Learn more
about how to use URL inclusions. Ad group level control URL exclusions Exclude specific URLs from serving as landing pages in your campaign performance. Search Terms report: Includes AI Max as a new match type for those
incremental search terms and a source column that shows if the match is because of broad match expansion or keywordless matching. A new view that shows the combined search term, headlines and URLs to provide a full view into customer ad journeys Keywords report: New summary rows now show AI Max to understand total contributions from
AI Max Landing pages report: New Selected by column shows performance of AI Max assets Upgrading existing campaign settings to AI Max assets upgrading existing campaign setting to AI Max assets upgrading existing existi
more, navigate to the dedicated feature page linked below: After AI Max is activated for a campaign, these settings will be fully upgraded. Tracking parameters and AI Max: Best practices For advertisers AI Max helps you improve how your ads match search terms, optimizing ad content, and final URL expansion (FUE), which includes using dynamic
landing pages that are more relevant to search queries. However, when combined with existing templates arent configured in a compatible way. Best practices for lpurl tags Tracking templates define how tracking
information is appended to your landing page URLs, enabling you to get additional tracking data. AI Max introduces landing page automation, which substitutes advertiser-provided URLs with dynamic landing page from AI Maxs final URL expansion (FUE) works
on your landing page before enabling AI Max. To avoid landing page errors, ensure that tracking parameters are correctly set from the dynamic landing page. This is particularly important when lpurl tags follow specific common patterns if there are
no tracking parameters. Using the lpurl tag will ensure that AI Max can use the dynamic landing pages may not work as expected In some cases, when dynamic landing pages from AI Max's FUE may not function correctly with tracking templates, these may be the reason: Static tracking URLs: If your tracking template
specifies a static URL without any {lpurl} tag (for example, e.g., , users may be directed to this static URL instead of a dynamic landing page. Non-standard lpurl tag is only a portion of a URL parameter (like foo =
 {lpurl}value)), dynamic landing pages may not work as intended. Performance Max is a goal-based campaign. It's designed to complement your keyword-based Search campaigns to help you find more converting customers across all of
Google's channels like YouTube, Display, Search, Discover, Gmail and Maps. Performance Max uses Google AI across bidding, budget
optimisation, audiences, creatives, attribution and more. They're all empowered by your specific advertising objective, for example, if you have a CPA or ROAS target, and the creative assets, audience signals and optional data feeds that you provide. Note: If your example, if you have a CPA or ROAS target, and the creative assets, audience signals and optional data feeds that you provide.
to serve on all inventory. New channels and inventory will come over time to help you drive results across all of Google. Note: Performance Max will show as a campaign type to select if your advertising objective is 'Sales', 'Leads' or 'Local store visits and promotions'. On this page Benefits When to use it Google AI Campaign inputs Benefits Find more
converting customers You customise the goals that matter to your business and maximise conversions or conversio
unlock new customer segments that you may not have expected. Drive more value Data-driven attribution across channels optimises for the most incremental touchpoints that drive customers to conversion. Google AI is used to make more accurate predictions about which ads, audiences and creative combinations perform best for you. Acquire rich
insights Performance Max asset reporting can help you to understand which creatives are impacting performance and help you to understand changes in performance and inform your broader business strategy. When to use it Performance Max is the
best option to use when: You have specific advertising and conversion goals. For example, driving online sales, lead generation and others. You want to maximise the performance of your campaign, and you aren't limited by which channel susing a single campaign. You
want to gain additional reach and conversion value beyond keyword-based Search campaigns. Google AI Note: Text customisation was formerly known as automatically created assets. Google AI powers Performance Max to maximise your campaigns performance was formerly known as automatically created assets.
want to measure. Google AI will then find potential customers for your goals and serve the most appropriate ad, with the optimal bid, to maximise campaign performance. Smart Bidding combined with attribution technology helps to determine the best options for your campaign across all Google inventory and to determine bids on the auctions that
have the highest probability of meeting your business goals in real-time. Google AI is enhanced when you add audience signals to your Performance Max campaign-level settings as accounts are added to the beta. Learn
more about text customisation in Performance Max campaigns. Note: If final URL expansion is on, Google may replace your final URL with a more relevant landing page based on the users search query, and generate a dynamic headline, description and additional assets to match your landing page content. Learn more about text customisation in
Performance Max campaigns. Auto-generated videos are a campaign-level setting that help you generate additional video assets for Performance Max campaigns that use auto-generated videos may show customers who visit your
landing page a different product than the product than the product in your video. This difference may be caused when the product shown in your asset
groups to the most relevant landing page using product filters. Campaign inputs Performance Max uses Google AI to optimise bids and placements to drive conversions or conversions or conversion value for your goals, but you can provide important inputs like audience signals, including your customer data and high quality text, images and video that can
significantly improve your campaign performance. You can also provide important inputs about what types of conversions are most valuable to your business by applying conversion values and setting value rules. Account-level brand safety settings are also available so you can tell Google Ads about the types of content where you dont want your ads to
appear. How Performance Max works with search campaigns and keywords Performance Max complements existing search campaign will be prioritised over Performance Max. Search themes have the same
prioritisation as phrase match and broad-match keywords. Learn more about keywords in your search campaign, even if those keywords are set to exact match (for example, if your search campaign is limited by budget or if the
targeting is stricter). If this happens and you want to prevent this overlap, you can use brand exclusions within Performance Max or add those keywords in your Performance Max or add those keywords in your Merchant Center account is set up with the
required product information, such as business details, tax information (US only), a verified and claimed website, delivery settings, a feed with all your Google Merchant Center account. Learn more about how to Link
a Google Ads account to Merchant Center. Note: Advertisers with a Merchant Center feed don't need to supply any creative assets to allow your campaign to serve maximally across surfaces and have optimal performance. Ads may be auto-generated
on your behalf. How to integrate with third-party platforms: Note: You can create up to 100 Performance Max campaigns in your Google Ads account. For the best performance Max campaigns can be used with any Comparison Shopping Service
campaign. Advertisers who formerly used Local campaigns can continue optimising to offline goals using Performance Max for travel goals using Performance Max for travel goals campaigns is the easiest way for hotel performance Max for travel goals campaigns is the easiest way for hotel performance Max for travel goals using Performance Max for travel goals campaigns is the easiest way for hotel performance Max for travel goals campaigns with no additional budget or inventory required.
create property-specific asset groups and maximise their performance Max is a goal-based campaign. It's designed to complement your keyword
based Search campaigns to help you find more converting customers across all of Google's channels like YouTube, Discover, Gmail, and Maps. Performance based on your specified conversion goals, delivering more conversions and value by optimizing performance in real-time and across channels
using Smart Bidding. Performance Max uses Google AI across bidding, budget optimization, audiences, creatives, attribution, and more. They're all empowered by your specific advertising objective, for example, if you have a CPA or ROAS target, and the creative assets, audience signals, and optional data feeds you provide. Note: If youre using
Performance Max through Google Ad Grants, your campaign may not be eligible to serve on all inventory. New channels and inventory will come over time to help you drive results across all of Google. Note: Performance Max will show as a campaign type selection if your advertising objective is Sales, Leads, or Local store visits and promotions. On
this page Benefits When to use it Google AI Campaign inputs Benefits Find more conversions or conversions or conversions or conversion value. Performance Max allows you to engage customers across Google's channels. With Googles real-time understanding of consumer intents and
preferences, paired with your input using audience signals, Performance Max can unlock new customer segments you may not have expected. Drive more value Data-driven attribution across channels optimizes for the most incremental touchpoints that drive customers to conversion. Google AI is used to make more accurate predictions about which
ads, audiences, and creative combinations perform best for you. Acquire rich insights Performance Max asset reporting can help you understand which creatives are impacting performance and help you understand changes in performance and informance and informance may be a residue to the combination of the combination o
your broader business strategy. When to use it Performance Max is the best option to use when: You want to maximize the performance of your campaign, and you aren't limited by which channel your ads appear on. You want to easily
access all of Googles advertising channels using a single campaigns. You want to gain additional reach and conversion value beyond keyword-based Search campaigns. Google AI powers Performance Max to maximize your campaigns performance. You add your
unique expertise such as budget, business goals, and conversions that you want to measure. Google AI will then find potential customers for your goals and serve the most appropriate ad, with the optimal bid, to maximize campaign performance. Smart Bidding combined with attribution technology helps to determine the best options for your
campaign across all Google inventory and to determine bids on the auctions that have the highest probability of meeting your business goals in real-time. Google AI is enhanced when you add audience signals to your Performance Max campaign. Text customization a campaign-level setting that helps you generate additional text assets. These assets
will appear in campaign-level settings as accounts are added to the beta. Learn more About text customization in Performance Max campaigns. Note: If Final URL expansion is on, Google may replace your Final URL with a more relevant landing page based on the users search query, and generate a dynamic headline, description, and additional assets
to match your landing page content. Learn more About text customization in Performance Max campaigns. Auto-generated videos are a campaign-level settings. Learn more About video assets for Performance Max campaigns. Note: Performance Max
campaigns that use auto-generated videos may show customers who visit your landing page a different product than the product in your campaign videos. If youd like to restrict the landing page and ensure that the product a
customer clicks is the product that they viewed, limit the products shown in your asset groups to the most relevant landing page using product filters. Campaign inputs Performance Max uses Google AI to optimize bids and placements to drive conversions or conversions or conversion value for your goals, but you can provide important inputs like audience signals
including your customer data, and high quality text, images, and video that can significantly improve your campaign performance. You can also provide important inputs about what types of conversions are most valuable to your business by applying conversion values and setting value rules. Account-level brand safety settings are also available so you
can tell Google Ads about the types of content where you dont want your ads to appear. How Performance Max works with Search campaigns and keyword targeting. If the users query is identical to an exact match keyword in your Search campaign, the Search
campaign will be prioritized over Performance Max. Search themes have the same prioritization as phrase match and broad match keywords. Learn more About keywords in your Search campaign, even if those keywords are set to
exact match (for example, if your Search campaign is limited by budget or if the targeting is stricter). If this happens and you want to prevent this overlap, you can use brand exclusions within Performance Max or add those keywords in your Performance Max or add those keywords in your Search campaign. For advertisers with online sales goals using a Merchant
Center feed Make sure your Merchant Center account is set up with the required product information, such as business details, tax information (US only), verified and claimed website, shipping settings, feed with all of your product information.
linked to your Merchant Center account. Learn more about how to Link a Google Ads account to Merchant Center. Note: Advertisers with a Merchant Center account. Learn more about how to provide creative assets to allow your campaign to serve maximally any creative assets to launch a Performance Max campaign.
across surfaces and have optimal performance. Ads may be auto-generated on your behalf. How to integrate with third-party platforms: Note: You can create up to 100 Performance Max campaigns where possible. In Europe,
Performance Max campaigns can be used with any Comparison Shopping Service (CSS) you work with store goals Here are some reminders for advertisers with store goals: Any advertiser with store goals and local contacts or
directions set up as a conversion goal can create a Performance Max campaign. Advertisers who formerly used Local campaigns can continue optimizing to offline goals campaigns is the easiest way for hotel performance advertisers
to serve across all Google properties. This allows advertisers to easily create property-specific asset groups and maximize their performance with Google Ads. Learn more About Performance with Google Marketing Live
2025, we shared our innovations that are creating entirely new ways for you to reach them. Check out this roundup of all the announcements: The Power Pack Introducing our next generation of AI-powered campaign solutions, built for this new era of Search and multi-modal experiences. Power Pack is the engine that will drive next-level performance
across Search and YouTube, using Performance Max, AI Max for Search campaigns, and Demand Gen. Read on for the latest updates including changes to give you more choice, control, and transparency. Performance Max Last year, we launched more than 90 quality improvements in Performance Max campaigns that increased conversions and
conversion value by more than 10% for advertisers1. And now, Performance Max campaign is delivering results across Googles full range of channels and inventory. Better understand how your
Performance Max ads serve across channels and key formats to optimize your campaigns. Now available in beta globally. See Search Terms in Performance Max Campaigns that you get on Search and Shopping campaigns. Coming soon globally. Reach new potential customers
Acquire new customers with new campaign controls to exclude users who have recently searched for or interacted with your brand(s), have clicked on your YouTube content, visited your website, or used your app. Beta is coming later this year. AI Max for Search campaigns In
one click, Google AI supercharges your ads performance with a suite of targeting and creative enhancements. AI Max for Search campaigns expands your keywords to find untapped, performant queries with broad match and keywordless technologyall with the controls that give enhancements and transparency you need. Continue to steer campaigns expands your keywords to find untapped, performant queries with broad match and keywordless technologyall with the controls and transparency you need.
you the precision you previously used keywords for. And get new actionable insights to help optimize your campaigns. Coming soon globally in beta. Unlock conversions within your existing reach with Smart Bidding Exploration. Flexible ROAS targets fuel an
advanced algorithm that captures new searches and secures additional conversions for you. Now available globally in beta. Demand Gen Demand Gen Demand Gen Demand Gen Demand Gen Campaigns create and capture demand across Googles most visual surfaces, including YouTube, Shorts, Discover, Gmail, and Google Display Networkideal for social advertisers who want performance
from visually-appealing, multi-format ads on Googles most impactful surfaces. And new improvements are making Demand Gen campaigns even more powerful. From 60+ launches to Demand Gen campaigns even more powerful. From 60+ launches to Demand Gen campaigns even more powerful.
goals like purchases and leads2. Demand Gen Maps inventory Reach customers on Maps. Demand Gen advertisers will soon be able to reach users browsing different businesses and locations via Promoted Pins to drive foot traffic to Stores and in store sales. Future of Search Ads The new era of Google Search means more opportunities for your
 business. Were expanding Ads in AI Overviews, and testing Ads in AI Overviews, to continue showing your ads directly in AI-powered responses. With Ads in AI Overviews, you can accelerate the path from
discovery to decision, by placing your ads directly in responses that are driving higher user engagement and satisfaction. Soon available in English in select countries, on desktop and mobile. Your Ads in AI Mode We're testing new ads formats integrated and below AI Mode responses. No matter how complex, you can present your ad as a logical and
natural next action to consumers exploring any topic. Available in English in the US. Three things to do for AI search experiences In the era of AI, ourcore SEO guidancestill rings true. To succeed with AI-powered experiences, consider doubling down on some of the directions outlined below, ensuring your content, your website, and your structure
remain high-quality, accessible and compliant. Future of Video & Apps Get your brand in front of your next best customer. Not just the folks who already know and love you, but the ones out there ready to discover you. Check out the new formats, campaigns, and measurement solutions pecifically designed for prospecting. Unlock the power of
YouTube creators with the creator partnerships hub Manage your partnerships, our new central hub for working with creators in Google Ads. Deepen existing connections, find new ones, and integrate authentic creator content into your ad strategies via partnerships ads. Available now in over
20 markets. Gather intent-based audience insights Explore your audiences interests, uncover search trends, and unlock new ways to reach them with Insights Finder. Discover the top and trending creators for your specific topic, category, or audience accompanied by a full slate of engagement metrics and content deep dives to help you activate more
effectively with YouTubes Creator community. Decode what's popular on YouTube and what resonates most with your specific target audiences. Gain critical insights into viewing behavior by device inclusive of CTV. Available now in over 20 markets. YouTubes Masthead is now shoppable Feature products within YouTube's premium Masthead
placement on mobile to drive discovery, website traffic, and conversions. Announce or promote new products and highlight tentpole moments on the most prominent placement on YouTube. This feature is now available globally for mobile. Interactive shopping experience on CTV Shoppable CTV enables viewers to discover and engage with products
directly from the big screen, available across Demand Gen and Performance Max campaigns on CTV. Capture viewers' attention and motivate them to take action via QR codes. These experiences will be available globally and are rolling out in a few months. Create more meaningful audience connections with Peak Points Powered by Gemini, this new
ad format allows you to seamlessly integrate your ads across YouTube's vast video library with precisely timed ad placements. This format is now available in English in the US, UK, Canada, and Australia. New accelerated checkout for Demand Gen Shorten the path from discovery to decision. Redirect YouTube shoppers directly to your checkout or
cart from your ad, making their shopping experience quick and easy. This feature is now available in the US in English. New video ads or surfaces like Search, and Google Shopping by adding high-quality video assets to your Performance Max campaigns. These new video ads
will be rolling out soon in the US and Canada. Effortlessly reformat and extend your videos Drive performance by generatively extending videos into all aspect ratios. Generative AI extends videos based on the existing scene, automatically resizing the video into any other missing aspect ratio. Available globally. Measure app installs and conversions
Report, measure, and attribute app installs and conversions from your web campaigns to get a clear view of how your web campaigns are performing for app user acquisitions. This will soon be available to marketers. Web and App integrations in Google Ads Leverage the power of your app to boost your web campaigns through unified web and app
conversion tracking and bidding journeys across key Google Ads workflows, making it even easier to create seamless web and app customer journeys. Now available. tROAS bidding for iOS App campaigns Fueled by the latest improvements to our AI-powered campaign models, tROAS bidding is now available globally on iOS to help you more
profitably acquire users who are likely to complete a selected in-app action and achieve a target return on ad spend. On-device conversion measurement using event data Were expanding this solution to now use app event data to improve iOS App campaign optimization and reporting. It works without any user-identifying information ever leaving action and achieve a target return on ad spend.
users device or being disclosed to external parties, including Google. This will be rolling out in beta in the coming weeks. Future of Creative AI is already supercharging nearly every part of the creative process and weve built new tools to put this power in your hands. All your creative tools in one destination Create high-quality assets & variations
with Google AI in one Google Ads destination with Asset Studio. Craft, Generate, Import, and Preview assets to streamline your entire creative journey. Youll also be able to generate imagery. This new product-centric image generation capability is already
rolling out in Ads and Merchant Center, and will also be available in Asset Studio when it launches. Asset Studio when it launches with our Shopping Graph to help you browse for inspiration, think
through considerations and narrow down products. Coming soon to AI Mode in the U.S. Try clothes on yourself, just by uploading a photo. Rolling out in Search Labs in the U.S. Shape your brand on Google Search Your brand profile on Google Search can now also be managed
via Merchant Center. Highlight your unique story, visuals & offerings to connect with shoppers. Coming soon globally. Video intelligence, all in one place Our new content hub in Merchant Center synthesizes video from your site and social channels, delivering AI-powered video recommendations to build your product and brand campaigns. This will
soon be available in the US, Canada, Australia, and the UK. Predictive actionable insights Merchant Center identifies growth opportunities and generates content for you. Review content suggestions, discount recommendations, A/B test, and let AI do the work. This will soon be available in the US. New AI tools in Product Studio Generated for you
finds content opportunities, creates brand images and videos, and lets you save or publish assets across Google in one click. Available now for eligible merchants in the US, UK, Canada, India, and Japan. Future of Measurement & Data We have built Modern Measurement solutions thatll help you maximize every dollar youre spending on marketing
New customer acquisition goal Optimize your campaigns to acquire new customers while continuing to reach and engage your existing Measure the total incremental impact of Google media across all campaigns, now with reduced spend
thresholds, better customization options, and results available straight in the Google Ads UI, coming soon globally. Understand how your ads drive brand after seeing your video ads, measuring the impact of your advertising on organic Search and
YouTube activity. This feature will shortly be available globally. Maximize sales with Commerce Media solutions. Powered by retailers first-party data and Google AI these solutions help you convert commercial intent to action, at any point in the customer journey.
They are available across Google Ads, Display & Video 360, and Search Ads 360 in limited beta. Better optimize spend across channels with Meridian Scenario Planner Meridian, our next-gen MMM, is open-source and built for your modern consumer journey. Meridian delivers clearer performance insights across online, offline, TVso you can optimize
your marketing spend. Turn Meridian insights into action by using the new interactive Meridian scenario planner to model future investments and better allocate spend. Access granular Google data, faster. You will be able to get Google data more frequently and
simply, at the speed and cadence you need. Enhanced multi-touch attribution in Google Analytics With enhanced multi-touch attribution, inclusive of impressions, you'll be able to see the full picture of your marketing impact across Google and other platforms, enabling new metrics like View-Through Conversions (VTCs). Coming soon globally.
Manage cross-channel campaign budgets in Google Analytics Easily plan and optimize cross-channel campaign budgets directly in Google Analytics. Analyze performance, adjust spend, and invest incremental media dollars to answer questions such as am I on track to drive my target revenue? right where you measure. This will soon be available
globally. Boost your ROI with Data Manager Data Manager can help you improve your campaign performance, using insights from your data strength and learn how to improve it. Data sources now include: BigQuery, HubSpot, Oracle,
Salesforce, Shopify, Google Sheets, Zoho, and more. Now available globally in Google Ads, and coming to Search Ads 360 soon and Campaign Manager API for data partners, agencies and advertisers now allows you to connect first-party data across Google advertising products. This API will soon be
available globally. Enhance conversion measurement and ad performance Drive stronger performance and improve the resilience of your measurement and deeper customer insights, leading to better ROI
Advertisers who configured Google tag gateway for advertisers, saw 11% more signals, with privacy by default using confidential computing technology by default assistance to businesses everywhere 4. Your Google Ads expert
Manage and optimize campaigns confidently with expert accelerates campaign creation and expedites performance improvements, applying tailored optimization recommendations informed by your unique performance improvements, applying tailored optimization recommendations informed by your unique performance improvements, applying tailored optimization recommendations informed by your unique performance improvements, applying tailored optimization recommendations informed by your unique performance improvements, applying tailored optimization recommendations informed by your unique performance improvements, applying tailored optimization recommendations informed by your unique performance improvements.
insights, and proactively identifies and fixes problems before they impact your ads. Available in beta. Your Google Analytics expert Unlock expert analysis and strategic recommendations for your most complex questions, delivered with precise data and clear visualizations to make decisions with confidence. Available in limited beta. Your cross-website
marketing advisor Get instant business advice and task completion, wherever you are online with Marketing Advisor. This agent built in Chrome understands your browser context and guides you step-by-step to solve problems and achieve business goals across websitesall with seamless voice interaction. Coming soon. Meet the Google Ads AI
Essentials 2.0 Be ready for tomorrow, today with the AI Essentials 2.0. This valuable assessment helps you prioritize how to best use Google AI in your advertising. We've organized it into four key categories: AI Data Strength, AI Performance Strength, AI Performance Strength, and Agentic capabilities. Within each, you'll find everything you need to
 maximize your growth with Google AI. Plus, the AI Essentials are recommended right inside Google Ads, ready for you in just a few clicks. Posted by The Google Internal Data, 2024. 3. Source: Google Data, Global, Performance, Apr 09, 2025 - Apr 16
2025 7d trailing median [Uplift is based on Google tag script loads comparing tags not operating Google tag gateway]. 4. These products use AI and may display inaccurate info. Your chat activity may be used to improve the product and your use is subject to Googles Terms, AI Use Policy, and Privacy
Policy. Learn more. July 2, 2025 Summary of program Google has determined that certain Pixel 6a phones (Impacted Devices) require a mandatory software update will enable important battery management features that will reduce battery capacity and
battery management features activate only after an Impacted Device reaches 400 charge cycles. We want our customers to have the best possible experience with their products, so users of these Impacted Devices are eligible for support options from Google based upon country of purchase, location, and warranty status, subject to our terms and
conditions below. Not all Pixel 6a devices are impacted by the reduction in battery capacity and charging performance. If your device is not impacted, your battery management features will remain the same as before, and you will not be eligible for these support options under this program. Important: This Pixel 6a Battery Performance Program
provides rights separate to rights provided to you by statutory law in the country where you purchased the device. Those statutory rights are not restricted by this program. If available to you, you may alternatively make a claim pursuant to those rights. Check Pixel 6a eligibility Background Pixel phones, like other smartphones on the market, use
rechargeable lithium-ion batteries. These batteries are consumable components that may experience performance, capacity, or runtime degradation as they are used. Thats why we recommend that you consider replacing your battery management
Starting July 8, 2025, your Pixel 6a will automatically receive a mandatory software update to Android 16. This update is necessary to address a potential battery overheating risk in certain Pixel 6a devices which could pose a risk to users. These changes will ONLY activate if (1) you have an Impacted Device and (2) once your phone's battery has
completed 400 charge cycles. How it Works: The update will download automatically for all Pixel 6a users starting July 8, 2025. After the software update includes new battery management features to reduce the risk of potential battery
overheating, but these changes will only activate after your battery reaches 400 charge cycles. Until your battery reaches this point, you will not experience the battery-related changes and the new features will remain inactive, even though the update is installed. A reminder notification will be sent to Impacted Devices when your battery reaches 375
cycles. After the battery management features activate (at 400+ cycles), users of Impacted Device may notice the battery may last for shorter periods between charges to how the battery-level indicator on your phone shows your
battery capacity as your phone learns its revised battery capacity. If you own a Pixel 6a, you can manually downloaded to your device when the software update starting on July 8, 2025. Otherwise, the software update will be automatically downloaded to your device when the software update starting on July 8, 2025. Otherwise, the software update will be automatically downloaded to your device when the software update starting on July 8, 2025. Otherwise, the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to your device when the software update will be automatically downloaded to y
check and update your Android version. Not all Pixel 6a devices will experience these battery management changes after their battery reaches 400 charge cycles. Only these Impacted Devices are eligible for support options. Confirm your eligibility on our
registration page. The software update does not impact any other Pixel phone models, such as Pixel 6 or 6 Pro. Battery replacement at no charge and other support options for individual end-user owners of Impacted Devices Battery replacement at no charge. You
can visit our registration page to find a battery replacement option near you. Battery replacement is available: At walk-in repair centers in the United States, Canada, United States and India. Battery replacement is only available in
eligible locations and while battery supplies last. If battery supplies run out, other options are available. For more details about eligibility, review criteria below. Other options, you can also visit our registration page to claim one
of the other support options, where available, including cash or a Google hardware discount code applicable towards the purchase of another Pixel phone on the Google Store (as available). The specific alternative options available for selection may be limited based on your region or other factors. You may have statutory rights available to you under
laws of the country where you purchased the device. If available to you, you may alternatively make a claim pursuant to those. About the battery replacement program The battery replacement program provides one battery replacement program.
Initial eligibility is determined based on whether the phone is an Impacted Device. To find out if your Pixel 6a is eligible and you registered for a battery replacement, you can choose mail-in repair in the United States and India only, or take it to a walk-in repair location in the United States,
Canada, United Kingdom, Germany, Singapore, Japan, Australia, India, and France soon. For more information on our registration page. Even if an Impacted Device is eligible for a battery replacement at no charge, upon receipt, a physical inspection of your
phone is conducted before starting the repair to verify that the phone is in suitable condition for repair. Important: If your Pixel 6a device exhibits other forms of damage, like liquid damage, exposure to sharp objects, or excessive force, it may not qualify for a battery replacement at no charge under this program. If your phone has out-of-warranty
damage, such as display or cover glass cracks, then there may be a fee to repair your phone. Before we start any repairs, we'll provide a cost estimate. You then have the option to proceed with the repair or have your device returned to you. If your Impacted Device is not eligible for a battery replacement at no charge following physical inspection,
you will be redirected to select a different support option based on availability. Subject to any other local consumer rights which may apply, battery replacement doesn't extend the standard warranty coverage of your Pixel 6a. Your warranty will expire on the date it was originally set to expire, regardless of the battery replacement. Tip: Before you
bring in your phone or mail-in for repair, back up your data. Learn how to back up your data on your Pixel devices are impacted by the reduced battery capacity and eligible for support options, check your eligibility here. Individual end users will have one year from the initial software
release on July 8, 2025 to register and make a choice of one of the support options, which may vary by country of purchase, location, and warranty status. After July 8, 2026, these support options will no longer be available. Payment and Google hardware discount code amounts may vary based on the daily exchange rate at the time of currency
conversion. Payments will be converted to your local currency and the final amount will be calculated using the exchange rate in effect at the time you select your support option. The options above are available exclusively for individual end-user consumers of Impacted Devices only (retailers, wholesalers, or owners of bulk devices other than for
personal use are not eligible) that were purchased by or on behalf of that individual consumer prior to July 2, 2025. Eligibility for these specific support option per device after eligibility is confirmed. Proof of ownership may be required when claiming your support option.
Support options may not be available in all countries, as required by law. Certain support options may only be available to individuals who have reached the age of majority in their country or state of residence. You may be required to confirm that you are 18 years of age or older to redeem these specific options. Support options cannot be changed
once your selection has been processed. This Pixel 6a Battery Performance Program provided to you by statutory law in the country where you may alternatively make a claim pursuant to those rights. Google
retains the right to modify these Terms and Conditions at any time. Additional details regarding this program are provided in the frequently asked questions below. Frequently asked questions below. Frequently asked questions below. Frequently asked questions below. Frequently asked questions below.
the software update is applied, Impacted Devices will have reduced risk of potential battery overheating, but battery capacity as your battery capacity as your
phone learns its revised battery capacity. How do I know if I have a Pixel 6a? How do I claim my support option? To claim a support option? To claim a support option for your Impacted Device, visit our registration page to begin the process. After you complete the registration page to begin the process.
The options may vary depending on country, and will only be available for individual end users until July 8, 2026. Terms and conditions apply. How do I obtain a battery replacement? If you choose to request one battery replacement at no charge, eligible Pixel 6a devices can be taken to walk-in repair centers in the United States, Canada, United
Kingdom, Germany, Singapore, Japan, Australia, India, and France. Visit our registration page and after selecting the Repair option, you can find a service location near you. We recommend that you contact the walk-in repair may also be
available. We may send you a special box for mail-in repair. Battery replacement is only available at eligible locations and only while battery replacement, visit our registration page. I have a Pixel 6a that I am no longer
using, can I get one of the support options? Yes, support options are available for individual end-user owners of Impacted Devices (subject to terms and Google Store discount code options are offered by Google directly to individual end-user
owners of Impacted Devices. To claim a support option, visit our registration page to begin the process. You may have separate statutory rights available to you under laws of the country where you purchased the device against the retailer from whom you purchased the device. If available to you, you may alternatively make a claim pursuant to
those. My Pixel 6a is working normally. Do I need to stop using it? I havent had any issues with my Pixel 6a. Can I take it on a plane or put it in my checked luggage? Follow local transportation guidance as usual. In general, rechargeable lithium-ion batteries are allowed in carry-on baggage but are prohibited from checked luggage. Please see the
FAAs PackSafe for Passengers web page or local equivalent for more information. How do I dispose of my Pixel 6a if I can't return it? Dispose of them in normal household waste. Improper disposal may lead to fire, explosion, and/or other hazards. Don't
open, crush, heat above 45C (113F), or incinerate. For more information on recycling your phone, visit g.co/pixel/recycle. What happens to my Pixel 6a after I take one of the support options? Can I still use it? You will not be required to return your device. You can continue to use your Pixel 6a or you can dispose of it responsibly. For more information
on recycling your phone, visit g.co/pixel/recycle. Is it safe to charge my Pixel 6a? Yes, you can continue to charge your Pixel 6a as before. As with all devices, use best practices for battery health and charging or in-use. You can find
additional safety-related information here or on your Pixel 6a at Settings > About phone > Safety & regulatory manual. Can I continue to request future mail-in repairs for my device in the future? Impacted Devices that qualify and receive a battery replacement will be able to request future mail-in repairs for my device in the future? Impacted Devices that qualify and receive a battery replacement will be able to request future mail-in repairs for my device in the future?
Device and claim a support option other than a battery replacement, that device will not qualify for future mail-in repair service but can still receive other non-mail-in repair services, unrelated to this program, where available. Check your device eligibility here. My device isnt yet at 400 charge cycles, is it safe to use? Yes. For Impacted Devices the
battery management features that address battery overheating will remain inactive and only activate after 400 charge cycles, these specific features are not yet needed. My device is an Impacted Device but has fewer than 400 cycles? No. While your device
will receive the software update, the new battery management features are designed to become operational automatically and cannot be enabled by a user before an Impacted Device has completed 400 charge cycles, am I eligible for support options? Yes, Support options are available for individual end-user
owners of Impacted Devices (subject to terms and conditions), even if your device isnt yet at 400 cycles. However, if you prefer battery replacement, we suggest you wait until your device reaches 400 cycles. After July 8, 2026, these support options will no longer be available. Are these battery management changes to my Pixel 6a permanent? The
battery management features enabled at 400 charge cycles on Impacted Devices will remain active until the battery replacement is complete, your phone will disable the battery replacement in battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement is complete, your phone will disable the battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement features that reduce capacity and charge cycles on Impacted Devices will remain active until the battery replacement features are considered by the constant of the con
enterprise customer, can I claim a repair or either of the support options? No, not directly. The Pixel 6a Battery Program is available exclusively for individual end-user consumers of bulk devices only (retailers, wholesalers, or owners of bulk devices other than for personal use are not eligible). Contact your systems administrator if the battery program is available exclusively for individual end-user consumers of bulk devices only (retailers, wholesalers, or owners of bulk devices only (retailers, wholesalers, or owners)
management features discussed above are enabled on your device. I paid for a battery replacement for my Pixel 6a prior to July 2, 2025, what should I do? First, check your eliqibility for this program. Support options are available for individual end-user owners of Impacted Devices (subject to terms and conditions), even if your battery was previously
replaced. Evaluating performance is a key part of your Performance Max campaigns and, with new reporting tools constantly being released, we aim to make it easier than ever. We recommendations to improve performance, and
accounting for conversion lag to ensure accurate measurement. Additionally, there are a plethora of tools enabling you to dive even deeper and access critical insights to boost campaign performance shifts, and glean insights on how to optimize
your campaigns. See what factors are driving your performance with top signals in your bid strategy report. Top signals may include, but are not limited to: device type, location, day of week, time of day, queries, and Customer Match lists. Check out performance shifts on the Insights page to see what assets groups, product groups, and products are
driving the campaigns performance changes. Review channel helps to achieve your campaigns goal. See how changes youve made to your account may lead to performance fluctuations using change history insights. Gain insight into large changes in your
campaign performance and recommended actions to fix issues by exploring the explanations focus on what asset and product groups are driving performance changed and often provide recommendations to improve campaigns. See how competitor ad strategies are
impacting your business by checking out auction insights to see how shifts in the visibility of your competitors above or below you on the Search network may have impacted your performance. This insight also shows new competitors entering and leaving the auction. Review landing page performance on the landing pages page which can help you
identify what pages your customers interact with the most, and find which of your pages arent optimized for mobile users See where your ads have served using Performance Max placement reports. These reports give you more transparency and assurance around where your ads are showing. A/B test different features, settings, and campaigns by
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setting up Performance Max experiments. Evaluate channel performance Max is performance Max is performance Max is performance Max is performance summary provides a snapshot of Performance Max campaign performance. Channel-to-goals visualization shows how Performance Max performance Max performance Max performance. Channel distribution to achieve your goals, including metrics like impressions, interactions, and conversions, and conversions, interactions, and conversions, including metrics like impressions, including performance. Channel distribution table delivers you a more granular view of your Performance Max channel results, including potential problem areas and how to improve them. For example, you might find that your limited on Search because your landing pages

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dditional budget or inventory required. Performance Max for travel goals campaigns is the easiest way for hotel performance advertisers to serve across all Google properties. This allows advertisers to easily create property-specific asset groups and maximise their performance with Google Ads. Learn more About Performance Max for travel goals.
ecommended Required Horizontal 16:9 10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. I of each orientation (minimum of 1, maximum of 15) Square 1:1 10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. I of each orientation (minimum of 1, maximum of 15) Vortical 0.16.10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. I of each orientation (minimum of 1, maximum of 15) Vortical 0.16.10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. I of each orientation (minimum of 1, maximum of 15) Vortical 0.16.10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. I of each orientation (minimum of 1, maximum of 15) Vortical 0.16.10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. I of each orientation (minimum of 1, maximum of 15) Vortical 0.16.10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible is a construction of the constru
nat there are no issues, such as cropped text or logos, poor focus, loss of the original message and aesthetic intent from the video, or legal disclaimer cut off. Video enhancement is added to the campaign, you can view it by visiting your
bout how to Create a companion banner for a video ad. Shorten video ads Get shorter versions of your video ads without editing them yourself. Google AI intelligently selects key moments in your video and creates shorter versions while keeping your originals video message and appearance. Additional versions of your video run automatically if they
ou to access all of your Google Ads inventory from a single campaign. It's designed to complement your keyword-based search campaigns to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail and Maps. Performance Max helps you drive performance based on your specified
oal. Selecting a goal helps align the outcome that you want from your campaign. Choosing the right goal will help Google optimise your goal with conversion tracking. Learn more About conversion tracking. When getting started, you can only choose one goal. As your
ampaign starts running, you'll have access to a selection of conversion functionality. You can also leverage tools like Google Tag Manager. Learn more about Google Tag Manager. Based on the goal that you've selected, you may be prompted to set up conversion tracking by providing a URL page destination. Google AI can then optimise the ampaign towards your goal and track the impact of your campaigns achieve even more optimal results. Instances where you might
onsider adding search themes include: You want to provide important information to help your campaign ramp up and optimise performance Max, and ensure that you have comprehensive coverage on important business themes. During
his optional step, you can also select locations where your ads should appear, as well as language settings. Learn more about search themes in Performance Max campaigns (beta). You're now ready to create your ad after setting up your Google Ads account and providing the information from steps above. When creating your ad, you'll need to
rovide: Google will use the assets that you provided to test different combinations to find your highest-performing ads. You may receive contextual feedback, such as ad strength. As you add assets, youll be provided a preview of how they may appear across inventory channels
vailable to you with a Performance Max campaign. Tip: If you have questions regarding any of the assets, simply hover over the question mark for more information. Select a bid strategy Choosing a bid strategy is an important part of setting up a Performance Max campaign. Learn more about how to Pick the right bid strategy. Here's a high-level verview: Your Performance Max campaign has access to Googles broad reach of inventory channels including Search, YouTube, Maps, Gmail and more. Every time that your ad could appear in front of a prospective customer, Google runs an auction. This all happens automatically and behind the scenes. The auction is influenced by several factors:
our bid, competitor bids and Quality Score the perceived relevance of your ad to a potential viewer. Learn more About Quality Score. When being asked to select a bid strategy, conversions or conversions or conversions.
r conversion value? Consider using 'Maximise conversions' when: Your primary focus is getting as many leads or sales as possible. You're prioritising volume over the value of each individual conversions will aim to stretch that budget to get the absolute most conversions possible. While 'maximise
onversion value' may be optimal if: Your focus is on revenue and return on investment (ROI). You want to get the highest total value of sales from your ad spend. You have robust conversion value tracking. You have some flexibility in your budget. Target cost per action (tCPA) or target return on ad spend (tROAS) When selecting a bid strategy, you less have the ability to select a target cost per action (tCPA) and target return on ad spend (tROAS). If you opt to select a target CPA (cost-per-action) available with the 'Maximise conversion. Google Ads uses your target
PA to set a bid based on the likelihood of the ad to convert. If you opt to select a target ROAS, available with the 'Maximise conversion value' choice, you provide the average conversion value that you'd like to get for each pound that you spend on ads. Setting a budget Setting a budget for your Performance Max campaign will help determine how
such your campaign should spend daily. Your average daily budget is the average amount that you set for each ad campaign on a per-day basis. It specifies how much you're comfortable spending each day over the course of the month. Google also provides you a recommendation based on the information that you've provided thus far in the setup
rocess. Note: You can set and edit your average daily budget at any time. Google will optimise your campaign spend for days of the month when youre more likely to get clicks and conversions, like when search traffic is higher or when we predict higher ROI for your ads. This means that on some days you might not reach your average daily budget, and on others you might exceed it. Learn more about Average daily budgets. You can also set a campaign total budget. This is the amount that youre willing to spend over the duration of your campaign while taking into account higher and
wer traffic days to optimise your campaigns performance. Learn more about campaign total budgets. Payment details After completing all of the steps above, you'll provide payment information. Learn more about billing. Next steps Congratulations! Youve completed the initial setup of your Google Ads account and Performance Max campaign. Your
ds are now under review and will take a few days, since all ads are checked to ensure that theyre safe and appropriate for everyone. Setting up conversion tracking. Learn more about conversion tracking. The goal that you chose when you started your
ampaign will allow Google to guide you through the process of adding a Google tag to your website. To get started, there are two basic steps: Activate measurement with a Google tag to your website with a piece of code to add to your site, which lets you connect your website with a range of Google's products and services for tracking and nalytics. This sets up the basic communication and data flow functionality. Google will detect and validate if the Google tag was installed correctly, and provide you with feedback as needed. Measure each conversion on your
besite. Youll need to set up an event snippet for each goal, and follow additional steps for any non-website goals. This is optional if you have already provided codeless conversion tracking. Performance Max optimisation Performance Max learning period As you get up and running, Google AI will take the inputs that you provided during set-up to
reate impactful campaigns customised to your business. You may notice in the initial period that your bid strategy status is set as learning period for Google AI to optimise its performance based on the provided inputs. During this time, the AI continuously
nalyses data and refines its approach to deliver the best possible campaign outcomes for you. If you have any questions, you may contact Google Ads Support.

Performance appraisal contoh. Contoh self appraisal. Self evaluation performance example. Self appraisal adalah. What do you write in a self evaluation for a performance review. Contoh self evaluation. How do you write a self performance appraisal example. Performance appraisal teaching assistant self evaluation examples. Self evaluation examples for overall performance. Self evaluation performance appraisal comments examples. Self evaluation adalah. Self-evaluation for performance review examples.

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