Let's demystify campaigns that do not require keyword input to setup. Here is a simple explanation as to how this works. (TL;DR? - Machine Learning Magic!)

❓ Keywordless matching in Performance Max (PMax) and Demand Gen leverages artificial intelligence to connect your ads with potential customers by analyzing a range of signals you provide, rather than relying on traditional keyword targeting.

✅ Within asset groups (PMax) or ad groups (Demand Gen), you supply text ads, images, videos, optional audience signals (like customer lists and interests), and landing page URLs; Google's AI then analyzes this comprehensive information to understand your offerings and target audience.

📊 Based on this analysis, the system dynamically identifies and reaches relevant users across Google's advertising inventory, focusing on matching user intent and context to your ad message, even if their online activity doesn't include your specific keywords.