



DO YOU KNOW
THESE 5 PERKS OF
GOOGLE'S
PERFORMANCE
MAX CAMPAIGNS?





WHAT IS GOOGLE'S PERFORMANCE MAX CAMPAIGN?

Google's new Performance Max Campaign type in Google Ads. An unrivaled asset for achieving lead-generating goals, which was announced at the Google Marketing Livestream event for digital marketing and advertising professionals.





GOOGLE'S PERFORMANCE MAX ADS IN ACTION

Google's Performance Max Ads are conversion-focused and optimise based on data sent by the advertiser's website, making it a valuable asset for sales, customer acquisition, and lead generation.



TOP FIVE BENEFITS OF GOOGLE'S INVENTIVE AND AUTOMATED PERFORMANCE MAX CAMPAIGN:

1. A GOAL-CENTRIC CAMPAIGN

Google's machine learning spearheads your digital marketing and branding goals by pooling revenue-generating customers from a bigger audience across Google domains.





2. ACCELERATED PERFORMANCE



Google's attribution technology and machine intelligence ensure that you gain customers at the appropriate moment and with the correct ad, resulting in dramatically improved performance.



3. AUTOMATION RE-DEFINED

For the first time, Google introduces Audience Signals in its Performance Max Campaigns, allowing marketers to identify the most relevant audiences for their brand.





4. TIME-EFFICIENT

Saving time is incredibly crucial for brands, and time equals income, which is why tech-savvy ads like Performance Max are a great hit in today's uncertain market.



5. EASY TO MANAGE

Google Performance Max is straightforward to operate and use, with the simplest yet imaginative options and controls for successfully connecting product feeds and retail locations.





thank you



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