PERFORMANCE MAX CAMPAIGNS

What's included in each P Max Campaign request (unlimited requests)**:**

- 1 asset group
- 1 ad: 15 headlines, 5 long headlines and 5 description lines.
- 2 sitelinks
- 5 videos: youtube links you provide.
- 20 images: At least 1 is required (see guidelines below)
- 1 Logo: At least 1 is required (see guidelines below)
- Audience signal: custom segment audience made up with at least 50 keywords and URLs related to your business.
- Call to action: Automated.

NOTE: You will need to provide the assets (youtube links, images and logo) in order for us to start building your campaign.

Default Settings:

These are the default settings unless specified by the client:

- Location: US
- Languages: English
- Automatically created assets: OFF
- Brand exclusion: OFF
- Ad Schedule: All

These elements cover the core of most P Max campaigns, any outstanding items can be easily added or updated by your team.

Image guidelines:

Landscape image (1.91:1)

- Recommended size: 1200 x 628
- Minimum size: 600 x 314

Square (1:1)

- Recommended size: 1200 x 1200
- Minimum size: 300 x 300

Portrait (9:16)

- Recommended size: 900 x 1600
- Minimum size: 600 x 1067

Logo guidelines:

Landscape logo (4:1)

- Recommended size: 1200 x 300
- Min. size: 512 x 128

Square logo (1:1)

- Recommended size: 1200 x 1200
- Min. size: 128 x 128