

PRODUCT INFO

Google Performance Max

Let our team of certified Google Ads professionals and the help of Google AI reach even more of your converting customers across all of Google's channels. With minimal assets required, you can reach your target audience at the optimal time.

DETAILS

Performance Max is designed to complement your search engine marketing efforts.

With Performance Max, you can reach even more of your customers across Google's various channels:

- YouTube
- Google Display Network
- Search
- Discover
- Gmail
- Google Maps¹

BENEFITS

Multiple Channel Reach

Performance Max allows you to reach multiple Google channels you may not have reached before. **All within a single campaign.**

Ad Automation

With minimal assets required, Google can generate various creative outputs to match any Google channel it serves. It will automatically optimize to the best-converting ones.

Drive Conversions

Google AI is used to find new customer segments that you may not have reached before. It also learns from real-time consumer intents and preferences to maximize conversions. Paired with a search engine marketing (SEM) campaign, it will deliver, on average, an 18% increase in total incremental conversions²

¹ When linked with a Google Business Profile

² According to [Google](#)

