

Performance Max Asset Guide

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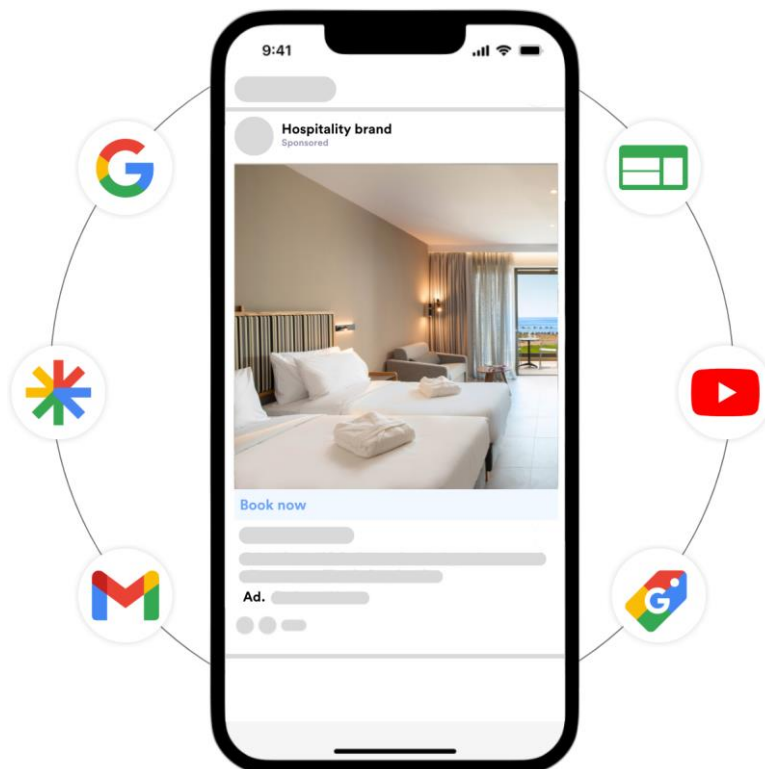


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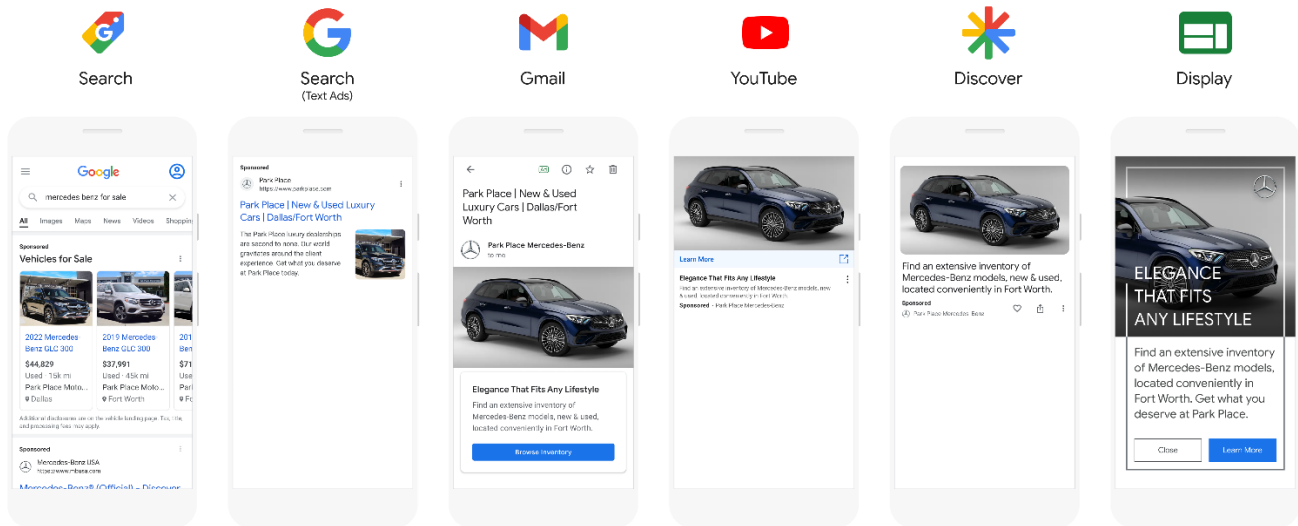
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Overview

Performance Max uses machine learning algorithms to automatically place ads across multiple Google ad networks. By automating ad placement, targeting, and bidding in real time, it helps advertisers reach a wider audience and achieve better performance for their campaigns.



Benefits.

- Unlock new audiences across Google's channels and networks
- Drive better performance against your goals
- Get more transparent insights
- Steer automation with your campaign inputs
- Simplify campaign management and easily optimise your ads

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Specs

Performance Max requires a mixture of image and video assets.

Image

Type	Ratio	Pixels	File size	Quantity
Landscape	1.91:1	1200x628	5120KB	Minimum 5
Portrait	4:5	960x1200	5120KB	Minimum 5
Square	1:1	1200x1200	5120KB	Minimum 5

Maximum total images: 20 (recommended).

Recommendations:

- Include a mix of text-free plain imagery and standard display assets with text and branding (see content section).
- Avoid completely white backgrounds.
- Consider mobile sizes- ensure your image is clear and text isn't too small.

Video

Type	Ratio	Pixels	File size	Quantity
Landscape	16:9	1920x1080	256GB	Minimum 1
Portrait	9:16	1080x1920	256GB	Minimum 1
Square	1:1	1200x1200	256GB	Minimum 1

Maximum total videos: 5 (recommended).

Recommendations:

- YouTube URL required (can be unlisted video).
- Include CTA at end of the video.
- Refer to save zones guidance for text in asset.
- Include captions/subtitles.
- Capture attention in first 3 seconds.
- 15 & 30 second durations recommended. Max 1 min.

Logos

Type	Ratio	Pixels	Quantity
Landscape	1.91:1	1200x300	Minimum 1
Square	4:5	1200x1200	Minimum 1

Maximum total logos: 5.

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Safe Zones

Text 'safe zones' apply to video assets for PMAx due to YouTube overlays.



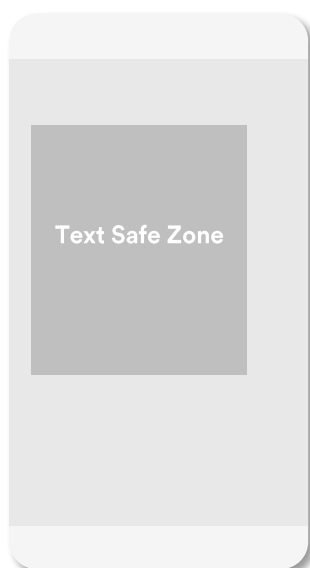
Landscape

[Download the horizontal overlay.](#)



Square

[Download square safe zone overlay.](#)



Portrait

[Download the overlay.](#)

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Content

When preparing image assets, please keep in mind that there are two distinct sets of best practices for Performance Max, where creative is optimised for two different placements and consumer experiences. Images provided should include a mixture of in-feed and standard placement style assets.

In-Feed placements.

Where ads benefit from feeling more like the organic content they're surrounded by.

Best practice –

Visualise authentic use cases

- Avoid plain/stock backgrounds – add real life context instead.

Avoid overlaid text

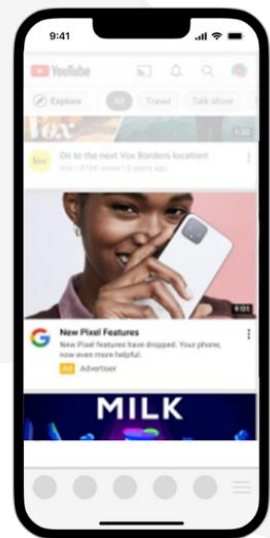
- Text will be automatically paired with the image by the system from copy you provide.

Humanise your product

- If possible, show a person (or human element e.g. hand). Images featuring people perform over 30% better for their campaign goal than images that don't.

Branding is optional

- As branding elements (text/logo) will be automatically paired with the images, keep the focus on the product/service.



Standard placements.

Where ads benefit from standing out from the organic content they're surrounded by.

Best practice –

Showcase the product against a simple background.

- White or single-coloured backgrounds offset products & copy more effectively. The product can stand on its own, limit people if not necessary.

Be concise with copy

- Use a single message + CTA and keep the visual focus on the product.

Include your logo

- This helps your eligibility for more inventory but remember to keep the visual focus on the product/service.

Show your identity

- Use distinctive brand elements: logos, packaging, symbols, faces, colours, words, fonts, taglines etc.

