Performance Max Asset Creation

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Organize creative assets for Google Performance Max campaigns.

What this guide covers

- Plan images, video and text variations.
- Structure an asset library and quality checklist.
- Review performance and refresh creative over time.

Who this is for

For marketers producing Performance Max campaign assets.

Putting the ideas to use

Use the checklist while verifying current Google asset requirements.

Book details

Format: Guide. Pages: 14. Words: 772.

Download availability: After payment, download the complete ZIP package or the included PDF separately.