Performance Max Campaign Launch

November 11, 2026
A guide to preparing and launching a Google Performance Max campaign.

What this guide covers

- Define campaign objectives and conversion tracking.
- Prepare assets and audience signals.
- Review campaign settings before launch.

Who this is for

For marketers setting up Performance Max campaigns.

Putting the ideas to use

Use the launch steps to prepare a campaign checklist.

Book details

Format: Guide. Pages: 17. Words: 856.

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