Performance Max Assets:

Each Performance Max campaign requires an initial minimum set of assets. Assets are automatically mixed and matched based on which Google Ad channel (Display, YouTube, Gmail, Search, etc.) your ad is being served on.

You can provide as many or as little assets as you'd like. Our team will supplement any provided assets with ad copy or stock imagery as needed to meet the minimum requirements for a performance max campaign.

Asset Type	Field Type	Specifications	Min	Max
URL	Final URL	URL where the ad traffic will be sent	1	1
Text	Headline	30 characters max; include at least one with 15 characters or less.	3	5
	Long Headline	90 characters max	1	5
	Description	90 characters max; include at least one with 60 characters or less.	2	5
	Business Name	25 characters max	1	1
Image	Marketing Image	Landscape (1.91:1) 1200 x 628 recommended; 600 x 314 min; 5120KB max file size	1	20
	Square Marketing Image	(1:1) 1200 x 1200 recommended; 300 x 300 min; 5120KB max file size	1	
	Portrait Marketing Image	(4:5) 960 x 1200 recommended; 480 x 600 min	0	
	Logo	(1:1) 1200 x 1200 recommended; 128 x 128 min; 5120KB max file size	1	5
	Landscape Logo	(4:1) 1200 x 300 recommended; 512 x 128 min; 5120KB max file size	0	5
YouTube Video	YouTube Video	horizontal, vertical, or square, >=10 seconds in length	0	5
Call To Action	Call To Action Selection	Choose From List: Apply Now, Book Now, Contact Us, Download, Learn More, Install, Visit Site, Shop Now, Sign Up, Get Quote, Subscribe, See More	0	1

Template Spreadsheet

Here is a link to a template spreadsheet if you wish to provide assets to be used for your campaign. Please download or make a copy of this spreadsheet, add the asset information, and submit it to our team.

Automation Generated Assets

Google automation using machine learning generates additional assets as needed to cover all relevant channels. If you don't add a video to your Performance Max asset group, then one or more video assets might be generated from the assets in your asset group. If you no longer want auto-generated videos to serve in your Performance Max campaign, please provide your own custom video. Once we upload the video, the auto-generated videos will stop serving.

*If you have questions, please contact support@themediabeast.com.