

# Performance Max

Performance Max is an **automated goal-based campaign type** that uses machine learning to serve audiences a relevant ad with an optimal bid to maximize campaign performance.

Performance Max campaigns put your business goals front and center and allows our automation to target your business goals above all else. This is crucial in order to maximize performance from Google Ads!



## Run Ads Across Multiple Google Networks

The Performance Max campaign type is very adaptable as it utilizes a mix of automation and machine learning to help advertisers execute their specific conversion goals.

The campaign type has a broad reach **serving across Google's Network**, reaching customers on the following networks: **Display, Search, Maps, Discover Feed, YouTube, Gmail, Shopping Ad Inventory.**

  
YouTube

  
Display

  
Search

  
Discover

  
Gmail

  
Maps

