Search Ads

Display Path	Can have 2 Sections - 15 Character Limit Each
Headlines	Up to 15 Headlines per Ad - 30 Character Limit Each
Descriptions	Up to 4 Descriptions per Ad - 90 Character Limit Each
Best Practices	- Ad copy should be genuine - Messaging focused on providing relevant information to users - Headlines and descriptions should align with targeted keywords - Use calls to action instead of generic messages - Keep tabs on campaign level asset reporting - Messaging reflects the brand and products or services offered - Create appealing ad text for users on all devices - Use headlines with varying lengths - Consider using Dynamic Search Ads - Set yourself up for success - Max out the number of headlines and descriptions - When managing a lot of ads, use keyword insertion or ad customizers - Responsive ads, smart bidding, and broad match keywords should be paired together

Best Practices, Continued	- Asset types should be used as much as possible - Asset types that make sense for your business should be used - Assets should be as high quality as possible - Always be testing and optimizing - Ad variations can be used to test and iterate messages - Success of ads based on how campaign KPI metrics perform

Performance Max

Images	- Up to 20 images can be added. - Landscape image (1.91:1) - Recommended size: 1200 x 628 - Min. size: 600 x 314 - Square image (1:1) - Recommended size: 1200 x 1200 - Min. size: 300 x 300 (Optional) Portrait image (4:5) - Recommended size: 960 x 1200 - Min. size: 480 x 600
Logos	- Up to 5 logos can be added - Square logo (1:1) - Recommended size: 1200 x 1200 - Min. size: 128 x 128 (Optional) Landscape logo (4:1) - Recommended size: 1200 x 300 - Min. size: 512 x 128
Videos	- Up to videos can be added or Google can automatically create one - Video must be horizontal, vertical, or square - Videos must be at least 10 seconds long

Headlines	• Up to 15 headlines - 30 Character Limit Each
Long Headlines	• Up to 5 Long Headlines - 90 Character Limit Each
Descriptions	• Up to 5 Descriptions - 60 Character Limit Each
Business Name	• 25 Character Limit

Best Practices	• Campaign Duration
	  ○ Campaigns should run for at least 6 weeks so the machine learning algorithm can gather enough significant data and can compare performance
	• Audience Signal
	  ○ Relevant audience lists should be used as signals to help speed up machine learning and improve campaign results
	  ○ Remarketing lists, customer intent, customer match, and similar segments can be signals
	• Assets
	  ○ At least 20 test assets, 7 image assets, and 1 video asset should be incorporated in an asset group

Discovery Ads

Images	- Up to 20 images can be added. - Landscape image (1.91:1) - Recommended size: 1200 x 628 - Min. size: 600 x 314 - Square image (1:1) - Recommended size: 1200 x 1200 - Min. size: 300 x 300 (Optional) Portrait image (4:5) - Recommended size: 960 x 1200 - Min. size: 480 x 600
Logos	- Up to 5 logos can be added - Square logo (1:1) - Recommended: 1200 x 1200 - Min. required: 128 x 128 - Max file size: 5120 KB
Headlines	Up to 5 headlines can be added - 40 Character Limit Each
Descriptions	Up to 5 descriptions can be added - 90 Character Limit Each
Business Name	25 Character Limit
Best Practices	- Using high-impact images helps engage consumers mid-scroll - Reuse imagery from existing media campaigns - High-quality images inspire users to take action - Use all discovery ad layouts with many different image aspect ratios so ad's reach and impact is maximized

Best Practices, Continued	- Unlock the right audience - Focus on audiences that have converted in other relative campaigns - Optimized targeting should be enabled so the campaign's reach isn't limited - Set an appropriate budget and give your campaign time to optimize - Daily budgets should be sufficient and allow for a learning period before making campaign adjustments - Measure performance - Review audience reports - Monitor asset reports - Track Conversions - Use campaign specific goals and use only one conversion goal - Enable sitewide tagging