

Power more conversions with Performance Max



Overview

With consumers engaging across a growing number of surfaces, Performance Max helps you deliver results across Google's full range of channels, inventory and formats.

Resource links

- Watch our videos on [how to set up a Performance Max campaign](#) and [how to use Audience Signals](#)
- Read our [blog post](#) about how advertisers who upgraded from Smart Shopping to Performance Max saw a 12% increase in conversion value¹
- View our [tutorial](#) on upgrading your Smart Shopping and Local campaigns to Performance Max
- Learn about Performance Max best practices [here](#)
- Check out our additional best practices for advertisers with [online sales & store goals](#)
- Consolidated campaigns. Concrete results. [Read about](#) how advertisers are finding success and building their futures ads strategy with Performance Max

¹ Google Data, Global, Ads, September - October 2021

