

Google streamlines ad creation with new AI features for Performance Max

Article

The news: Google recently upgraded its Performance Max advertising product by integrating generative AI to improve text and images.

- Initially revealed at Google I/O in May, these refinements are currently in beta testing, with a full rollout planned for all US advertisers by year end. The platform's AI capabilities, which have been part of Performance Max since 2021, will significantly enhance the campaign creation process for users.
- By balancing advertisers' own expertise with performance data and Google's advanced AI, the platform enables users to quickly generate unique campaign elements such as headlines, descriptions, and images. This innovation is particularly beneficial for businesses with limited creative resources, allowing them to rapidly produce high-quality assets.
- Google demonstrates its commitment to ethical AI with its use of SynthID and metadata in images. This ensures transparency regarding AI-generated content and could potentially set industry standards for responsible AI usage.

Why it matters: The integration of generative AI into Google's ad platform is a response to customer feedback highlighting the challenges in creating and scaling campaign assets.

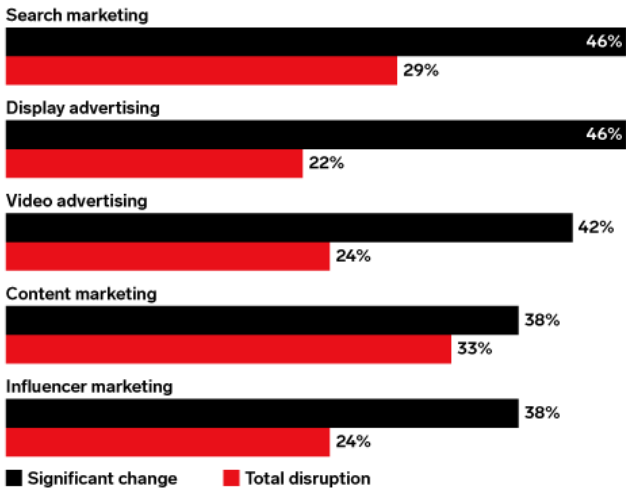
- Performance Max can now offer advertisers multiple benefits, including faster AI-driven campaign creation, personalized targeted advertising, cost-effective asset production, quick testing and optimization of ads, a competitive edge with innovative AI technology—all contributing to higher engagement and conversion rates.
- These advancements, plus its commitment to ethical AI use, could lead more advertisers to Google over competitors.

Our take: Google's addition of AI-powered features to Performance Max is a strategic move that streamlines the digital advertising process, making it more efficient and accessible. This initiative simplifies campaign creation and opens up new creative avenues for brands.

- These AI enhancements in Performance Max are poised to make a significant impact in digital advertising, potentially changing how businesses approach their online marketing.

Expected Impact of Generative AI on Select Ad/Marketing Channels According to Marketers in North America, July 2023

% of respondents



Note: n=119

Source: MMA Global, "The State of Generative AI in Marketing," Sep 6, 2023

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Insider Intelligence | eMarketer