ad machina

ad-machina for PMax

The power of intelligent automation in your digital advertising

Performance Max (PMax) uses Google AI and machine learning to help advertisers achieve their marketing goals such as increasing sales, generating leads or driving website traffic.

ad-machina for PMax leverages generative AI for asset creation, integrating business data for smart advertising, opening up doors for efficient and profitable marketing.
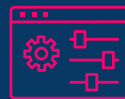
AI enhanced assets

ad-machina for PMax takes advantage of **GenAI** to **automate asset creation** for your campaigns:

- ✓ Copies
- ✓ Images
- ✓ Videos

Control over the products advertised

ad-machina for PMax **integrates with business data** (offers, stock availability, category information and competitors analysis) to **group your products smartly** based on price, popularity and category priority.

Targeted strategies

ad-machina for PMax analyzes search patterns to **optimize your search themes and audiences.**

It **creates and remove** assets and audiences **based on top-performing ads.**

Proven results

Cost per lead	**-48%**
Conversion rate	**x14**
Conversions	**+29%**

ad-machina for PMax is specifically designed to maximize the effectiveness of PMax campaigns.
Not just a tool, a competitive advantage!

ad-machina.com