Google Ads Introduces Advanced Targeting For Performance Max via @sejournal, @MattGSouthern

Google Ads updates Performance Max with advanced controls, improved reporting, and smarter targeting to optimize campaign performance.

- Advertisers get more control over AI with new targeting and exclusion tools.
- Improved reporting provides clearer insights into search and asset performance.
- Updates focus on transparency, actionable data, and high-value customer targeting.

https://www.searchenginejournal.com/google-ads-introduces-advanced-targeting-for-performance-max/538101/