

ad-machina x PMax

The power of intelligent automation in your digital advertising



In today's competitive and changing environment, companies face the challenge of reaching their customers at the right time and in the right place.

To overcome this challenge, they need to automate their campaigns and optimise their performance in a cost-effective way.

Automation enables to reach customers with more relevant messages tailored to their changing ecosystem (new products, offers, competitors...), while optimisation helps companies to get the most out of their marketing investments.

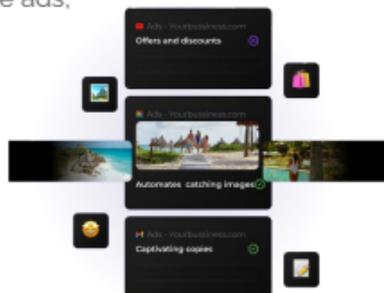
Performance Max uses Google AI and machine learning to help advertisers achieve their marketing goals. Performance Max campaigns are designed to achieve a wide range of goals, such as increasing sales, generating leads or driving website traffic.

For Performance Max campaigns to deliver optimal results, minimum requirements must be met, such as setting clear objectives and collecting quality data. In addition, companies can significantly improve the performance of their campaigns by providing comprehensive and varied resources, using appropriate audience signals and triggering continuous learning.

ad-machina for PMax is positioned as a generative AI technology that helps companies improve the performance of their PMax campaigns by delivering value in 3 key areas:

Automated asset creation, significantly reducing creative team time. It takes advantage of GenAI to generate highly relevant textual information and eye-catching image and video content for campaigns, improving brand exposure.

ad-machina for PMax also incorporates business information such as offers, discounts or stock availability for maximum relevance of the ads.



Control over the products advertised by analyzing company's data (offers, product category and competitors information) to group your products smartly by price, popularity or category priority. This ensures your most relevant products are shown in ads, maximizing campaign effectiveness



Continuous learning applied to the creation and removal of assets as well as the creation of custom audiences.