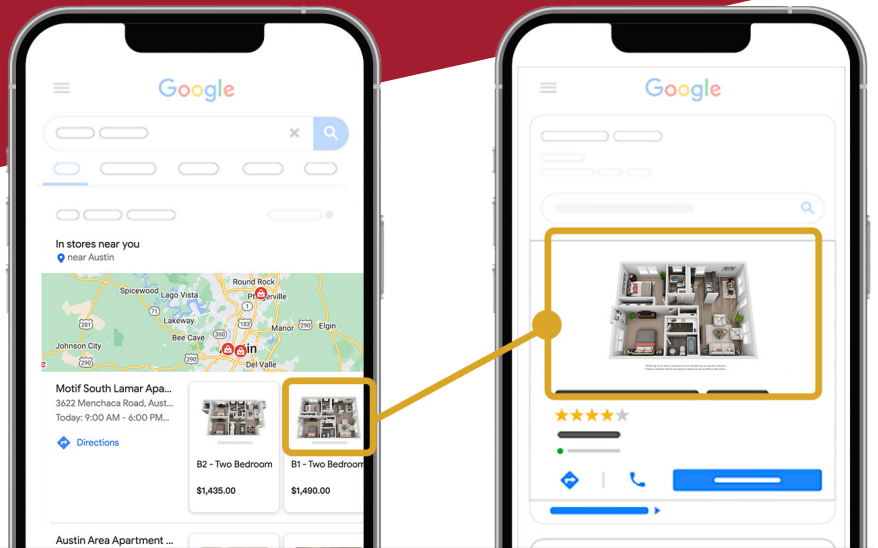




CONVERSION  
LOGIX®

# PERFORMANCE MAX ADS



## What Is It?

A goal-based AI campaign where images, videos, and text are automatically turned into a dynamic campaign to run across Google's Ad inventory.

## Where Do the Ads Appear?

Across Google's search network and their display network. This includes Search, Display, Gmail, YouTube, Discovery, and thousands of partnering websites across the internet.

## When to Use This Strategy

 Ideal for all communities, underperforming, stabilized, and lease-ups, to create specific conversion goals based on the advertising objectives for your community.

### Benefits

- **Exponentially increase your reach** across search and display networks in a single campaign.
- **Create targeted conversion goals** based on audience signals that pair with Google's real-time understanding of consumer intents and preferences **to maximize your marketing spend.**
- **AI-Automated campaign adjustments optimize your campaign performance** to ensure ads are shown to the most relevant audiences, regardless of where they are in the customer journey.

### Challenges

- **No control over ad creation or specific placement** within Google's Ad inventory.
- **High-quality images and videos are a critical input.** Superior assets are key differentiators to a successful campaign.
- Google's AI technologies **take time to create high-performing ads** based on the content and visual assets provided.
- **Attribution and reporting lack granularity**, making it challenging to uncover which aspect of the campaign is performing.