

CHECKLIST · MARKETING

Google Ads may be adding your social videos to Performance Max

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- ☐ **Open every Performance Max campaign's settings.** In Google Ads, go to Campaigns, select the gear icon next to the campaign, then open Asset optimization in the Asset group section.
 - ☐ **Decide whether Sourced videos stays ticked.** Google turns it on by default for new campaigns and may have switched it on for some existing ones.
 - ☐ **Review the list under Manage sources.** Remove any social account, landing page or YouTubechannel whose videos you don't want in your ads.
 - ☐ **Check the asset list for videos you didn't upload.** Go to Assets in the Campaigns menu and open each Performance Max campaign.
 - ☐ **Delete clips you don't want in ads at their source.** Google says deleting a video from its original platform, such as your YouTubechannel, also removes it from Google Ads.
 - ☐ **Ask your agency what it has set.** If someone else runs your campaigns, ask whether sourced videos is on, and which sources are approved.
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