



GOOGLE ADS CAMPAIGN TYPES EXPLAINED: WHEN TO USE EACH IN 2026

Understanding the different types of Google Ads is essential to avoid wasted budget and align campaigns with clear goals, whether you're launching, comparing, or optimizing your funnel for consistent growth.

Search Ads:

Appear on Google results for high-intent queries; use responsive formats with multiple headlines/descriptions; best for capturing demand and driving conversions.

Display Ads:

Visual ads across 2M+ sites/apps; ideal for awareness, remarketing, and staying visible before users are ready to act.

Shopping Ads:

Product-based ads (image, price, store) via Merchant Center; depend on feed quality; perfect for e-commerce and high-intent buyers.

Video Ads:

Run mainly on YouTube; include skippable, bumper, and masthead formats; rely on strong storytelling for engagement and brand recall.

App Promotion Ads:

Focus on installs and engagement; appear across Search, Play Store, YouTube, and Display; best for app-driven businesses.

Local Services Ads:

Show for "near me" searches; pay-per-lead model; ideal for local businesses seeking calls, bookings, and foot traffic.

Discovery Ads:

Appear on YouTube feeds, Gmail, and Discover; visually driven; great for reaching new audiences and building awareness.

Smart Campaigns:

Automated, easy setup with limited control; suited for small businesses but require careful monitoring.

Performance Max:

AI-driven campaigns across all Google channels; maximize reach and efficiency but need strong inputs and tracking.

Key Takeaways:

- Search = intent capture
- Display/Video/Discovery = awareness
- Shopping = product sales
- Local = nearby leads
- Smart & Performance Max = automation (with oversight)



Choosing the right mix based on goals, budget, and audience — rather than using every option — is what drives real results.

MRKT360

MRKT360.com