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Validate your proficiency with using and optimizing AI-Powered Shopping ads. Certified users will also demonstrate knowledge of how to create and optimize Performance Max and Shopping campaigns that maximize reach and conversions.

By earning the AI-Powered Shopping ads Certification, Google recognizes your ability to:

Explain the basics of a growing retail business with Google
Explain how Shopping ads work
Articulate the importance of policy in the Shopping Ads ecosystem
Identify core components of Google Shopping policy
Describe how Merchant Center and a product feed support your shopping strategy
Choose the appropriate campaign type for your marketing objectives
Learn how Performance Max for Retail can help you reach more consumers.

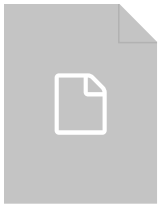
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