CHECKLIST · MARKETING

Google Ads may be adding your social videos to Performance Max

Published 27 October 2026. Read the full story, sources and any updates at
digitaladvisors.com.au/journal/google-ads-pmax-sourced-videos-default/

- [ ] **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.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.