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If you're having trouble recording meetings in Google Drive for desktop, there are some things to keep in mind. For one, recording a meeting is only available on a computer, not on mobile devices. If you've recently updated to macOS Sequoia, make sure to select "Allow" for Google Chrome permissions when prompted. To record a video meeting in Google Meet, follow these steps: When you first try to record a meeting or share your screen, you may get a cautionary prompt. This is because macOS Sequoia requires you to allow Google Chrome to access your screen. To do this, click "Allow" when prompted. If you missed the initial dialog, you'll need to update your system settings. To record a video meeting, you'll need a Google Workspace edition that allows it. These include Business Plus, Business Standard, Essentials, Education Plus, and more. You can check if you have the necessary permissions in your account settings. If you're a Google Workspace administrator, make sure to allow meeting recording for your organization. Otherwise, only certain users with specific licenses will be able to record meetings. To start recording a meeting, click on "Activities" and then "Recording." Select a language for the captions and click "Start recording." The recording will automatically stop after 8 hours or when everyone leaves the meeting. A notification will be sent to the meeting organizer and the person who started the recording. The recording will be saved in the meeting organizer's My Drive > Meet Recordings folder. Keep in mind that you can only record meetings for a total of 8 hours, and the recording stops automatically after that time. You should also note that recordings include video, audio, and chat conversations.To enable captions in Google Meet recordings you can follow these steps Lead forms allow advertisers to capture leads directly from users who interact with their ads, providing valuable insights and improving conversion rates. To add a lead form to a campaign, visit the Google Ads platform and follow these steps: When creating a new ad or adding a lead form to an existing one, ensure you meet the eligibility criteria, which includes having a good history of policy compliance, a valid Google Ads account, and a privacy policy in place. Form assests at the account level. If lead form assests at the campaign level are disaprove, then lead form assests at the account level will serve. Lead form optimze In additon to the audience targeting for your campaign, you can optimze your lead form to get more leads ("More volime") or higher-quality ("More qualified") leads. For both options, audiences won't be added or removed, and the fields in your lead form won't be changed. Keep in mind that optimze may work differently depending on the campaign type. "More volime" is the default lead form type, but you can change the lead form type to "More qualified". The option you choose may affect the cost per lead and the number of leads collected. You can change the lead form type at any time during the campaign. The "More qualified" lead form type may use a lead form design that contains more steps to submit the form. As a result, there may be fewer leads (but with a greater interest in your business, product, or service). The "More volime" lead form type uses a lead form design with fewer steps to submit the form. As a result, there may be more leads. However, those leads may include people that aren't as interested in your business, product, or service. Instructions Expand all Create a lead form assest in a new campaign Go to Campaigns within the Campaigns menu . Click the plus button , then click New campaign. Select Leads as your campaign goal. Select Search, Video, Performance Max, or Display as your campaign type. Click Continue. Enter your campaign settings. Open the lead form editor, where you’ll enter details about your lead form. For Search and Display campaigns: Scroll to the “Assets” section, then click More asset types and then Lead forms. For Video campaigns: Scroll to the “Lead form” section, then click Form. In the lead form assest editor, click Create new. Provide a headline, business name, and description. Choose the questions that you want to ask in the lead form. You'll need to select at least one option to continue. Name (can be customized as First name and last name or Full name) Email Phone number City Zip / Postcode State / Province Country Company name Job title Work email Work phone number (Optional) To better qualify your leads, you can add your own qualifying questions by clicking +Question. Once you begin typing the question you want to add, suggested questions that match your intent will appear. You can also expand any of the available categories to view a list of all questions that match each category. If you can’t find a pre-existing question from the catalog that matches your intent, you can suggest your own question. You’ll be notified in your Google Ads account if the question, or one similar to it, is added to the catalog. While not every suggested question may be added to the catalog, those that have been added will typically be available within 1 or 2 business days from the date of submission. The questions you submit that are included in the catalog will be available for use by any lead form advertiser. This functionality is only available for certain languages. Available questions are based on the language you selected. Questions that you’ve suggested and that have been added to the catalog, or questions that you’ve previously used in lead forms, will be listed under the “Your questions” section. A list of the latest questions added to the catalog is accessible under the “New questions” section. *NEW* (Optional) You can also mark selected questions as optional. After you select a question, a toggle will appear under the “optional” column. Turn on the toggle to mark a question as optional. You can mark most questions as optional, except for the following: You can mark either email or phone number as optional, but not both. Qualifying questions can’t be marked as optional. You can’t mark all questions as optional. Add the URL to your privacy policy. A privacy policy is required to collect information and appears at the end of the lead form. (Search campaigns only) Click Image to add a background image to the lead form. The background image needs to be 1.91:1 (1200 x 628 recommended). Enter a headline and description for the form submission message, which appears after people submit their contact information. If available for your campaign type, you can also include a submission message call-to-action. This type of call-to-action is different from the call-to-action in your ad and can be configured to go to a specific URL. To add a call-to-action that encourages people to interact with your ad, select a call-to-action type from the drop-down menu and add a description of the call-to-action. (Optional) If you want to receive leads directly from your customer relationship management ###ARTICLETo integrate your lead form with Google Ads, navigate to Assets within the Campaigns menu and select Lead form summary card header for the type of asset. Check the box next to the lead form that you want to add to your existing campaign. Select Add to > Campaign, ensuring the chosen campaign has "Leads" as the goal. Then, click Save. To track lead form performance in Google Ads reports, visit your account settings and select Lead form under "Lead form" for review status. You can also use this feature with Performance Max or Search campaign types, requiring location groups, assets, or affiliate assets associated at the account or campaign level. to generate a webhook URL and a webhook key. The webhook URL is the delivery path. After a person submits their information in a leead form, an "HTTP POST" request is sent to the configured URL, allowing the leads to go direclty to the CRM. The webhook key is used for validating the leads sent. If you've the ability to do so, you can create the webhook integration and then generate a URL and key for the webhook. Learn more about Generating a webhook URL and key. How to add a webhook integation to a new lead form asset Go to Campaigns within the Campaigns menu . Select the plus button , then select New campaign. Select Leads as your goal. Select Search, Video, Performance Max, or Display as your campaign type. Select Continue. Enter your campaign settings. Select Create lead form to open the lead form asset editor and to enter details about your lead form. For Search and Display campaigns: Scroll to the “Assets” section, then select More Asset Types and then Lead forms. For Video campaigns: Scroll to the “Lead form” section, then select Form. Begin creating your lead form asset. Select to expand “Export leads from Google Ads”, then select to expand “Other data integration options". Under "Webhook integration (optional)", add your webhook URL and webhook key. Select Send test data and verify if your CRM receives the data correctly. When you finish creating the lead form, select Save. How to add a webhook integation to an existing lead form asset Go to Assets within the Campaigns menu . You'll now view a table with all your assets. Select Lead form summary card header for the type of asset. Hover over the lead form and click the pencil icon to edit. Select to expand “Export leads from Google Ads", then select to expand “Other data integration options". Under "Webhook integration (optional)", add your webhook URL and webhook key. Select Send test data and verify if your CRM receives the data correctly. When you finish editing the lead form, select Save. Error states Depending on your initial actions after adding a webhook, you may discover one of the following error states: Error state A: When people save the form without sending test data (successfully). Error state B: Data that isn't sent. Error state C: Data sent without Google receiving a response. Error state D: Data sent, but Google receives an incorrect response (different from "HTTP 200"). Success state: Data sent, and Google receives a correct response. Download leads Retrieve leads using Google Ads API By the end of Q1 2023, some ad templates such as Single Image Ad and Custom HTML Ad will no longer be supported on Gmail. If you have active campaigns and budget that use these ad templates, you can do either of the following options to keep your ads running: Stay within Display campaigns: Make sure that you use supported ad templates and formats. Move to new campaigns: Depending on your goals, you can choose Demand Gen campaigns or Performance Max campaigns. Display ads capture people’s attention across the Google Display Network’s 2 million websites and apps. Google Ads gives you several ways to create responsive display ads and custom uploaded display ads. This article describes the size and dimension specifications of ads you can upload on the Google Display Network. Learn more about how to Upload your own display ads. Before you begin Make sure that uploading custom display ads is the best choice for you. If not, you also have the option to create display ads that fit almost anywhere across the Display Network with responsive display ads. If you choose to upload your own ads, you still may want to upload assets to create responsive display ads in the spaces where your custom display ads may not fit. Learn more about how to Create a responsive display ad. Keep in mind that you can run multiple kinds of ads, not just display ads, from the same Google Ads account and, in some cases, from the same campaign. Learn more About ad formats available in different campaign types. Specifications Animated and non-animated image ads Formats GIF, JPG, PNG Max. size 150KB Square and rectangle 200 × 200 Small square 240 × 400 Vertical rectangle 250 × 250 Square 250 × 360 Triple widescreen 300 × 250 Inline rectangle 336 × 280 Large rectangle 580 × 400 Netboard Skyscraper 120 × 600 Skyscraper 160 × 600 Wide skyscraper 300 × 600 Half-page ad 300 × 1050 Portrait Leaderboard 468 × 60 Banner 728 × 90 Leaderboard 930 × 180 Top banner 970 × 90 Large leaderboard 970 × 250 Billboard 980 × 120 Panorama Mobile 300 × 50 Mobile banner 320 × 50 Mobile banner 320 × 100 Large mobile banner *Animated ads (GIF) Animation length and speed: Animation length must be 30 seconds or shorter Animations can be looped, but the animations must stop after 30 Google Ads HTML5 Ad Guidelines HTML5 ads for mobile devices offer faster loading speeds and improved user experience compared to regular ads. To create AMPHTML ads, you need to declare ad dimensions with a tag in the document head. To create a comprehensive and consolidated view of your Audiences in Google Ads, you can leverage the following improvements: New audience reporting provides detailed insights into audience demographics, segments, and exclusions. This report consolidates information from various sources, making it easier to manage your audiences. You can find this improved reporting by clicking on the Campaigns icon and opening the “Audiences, keywords and content” tab. From there, you can easily access and manage your Audiences. Additionally, Google Ads is introducing new terms in your audience report and throughout the platform. For example, audience types are now referred to as audience segments, and remarketing is now referred to as using your data. You can add audience segments to ad groups, enabling targeted advertising based on a user's interests, habits, or past interactions with your business. Audience segments can significantly boost campaign performance by reaching people browsing websites, using apps, or watching videos. The personalized advertising policy helps improve the experience for users and advertisers alike. Affinity segments allow users to reach people based on their passions, habits, and interests. There are various audience segment options available for different campaign types, including Affinity, Custom, Detailed demographics, Life events, In-market, and Your data. For Performance Max campaigns, advertisers can add audience signals that indicate which users are most likely to convert. However, this doesn't guarantee that ads will be served only to users within these audiences. To define an audience for a campaign or ad group, advertisers can select from preconfigured segments offered by Google Ads. The audience data is refreshed weekly, so results may change slightly from week to week. Advertisers can also view their monthly views for audiences as far back as 11 months and look back at search data for up to 3 years. Affinity segments enable advertisers to reach users based on a holistic picture of their lifestyles, interests, and habits. These segments are curated by Google and offer various categories such as food, sports, fitness, and more. For example, an affinity segment for health enthusiasts allows advertisers to target people who have demonstrated a qualified passion in the health segment, enabling them to reach the right audience with their products or offerings. Looking forward to reach people interested in sports, whether it's tennis, water sports, or winter sports, with ads that truly resonate. Google will never use sensitive information like health, race, religion, or sexual orientation to tailor ads to users. To create a perfect audience segment, life events are an essential consideration. For instance, a person graduating from college might be interested in fitness products and services, such as nutrition drinks and shakes. This means that targeting these individuals with the right messages can lead to significant conversions. In-market segments also play a crucial role. If someone is researching health products or browsing pages more frequently, they are likely considering buying a service or product like yours. For example, someone who's about to move will probably buy new furniture and moving services during their move. Custom segments let you define your ideal audience with specific keywords, URLs, and apps. A running shoe company might want to target avid marathon runners by entering interests like "5K in San Francisco" or using websites related to training schedules. This way, the shoe company can reach people who are likely to be interested in their products. Use Google AI to predict user intent and interests based on historical feed performance and user behavior, then match that with demographics such as age and gender to find relevant products in your feed. Currently, custom segments and segments built from your data aren't supported with Target frequency video campaigns. If you have multiple campaigns for the same traffic, the auction will select the one with the highest effective bid, even if they are targeting the same audience segment. For example, Campaign A has a base bid of $2 with a 100% bid multiplier for an audience segment, while Campaign B has a base bid of $5 with no segment bid adjustment. In this case, Campaign B will still earn impressions because it has a higher effective bid. Dynamic prospecting allows you to reach and attract new customers with ads for your highest-performing products by predicting which feed items prospective buyers are looking for. Imagine you're a hotel provider who wants to target customers researching travel to Paris. You can use dynamic prospecting to show relevant ads, such as hotels and flight options, based on the customer's search history and behavior. Target frequency is an optimization solution that helps you achieve your reach goals by showing ads to more users within a set timeframe. This method assumes building frequency is your most important goal, so it serves first ad impressions to as many users matching your campaign criteria as possible. After serving the first impression, users become eligible for additional frequencies over a period of 7 days, even if their audience profile changes or they are served impressions outside the specified topics.

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