

HOW TO CHANGE YOUR GOOGLE AD PREFERENCES

Our team has been closely covering Google's recent rebranding efforts with Google Ads, and all of the changes introduced along with it. One change that is often overlooked is users' ability to change their ad preferences, which will alter the types of ads they see on a daily basis. **Here's a quick guide to changing your preferences:**

STEP 1:

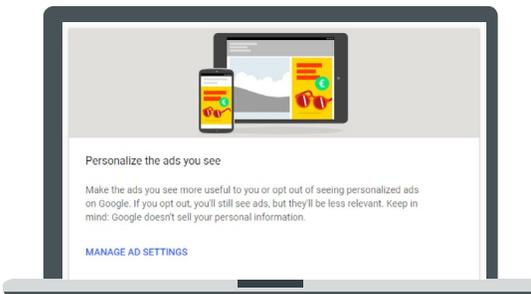
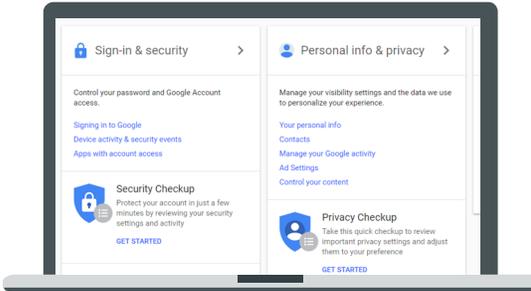
Go to your Google account

STEP 2:

Select Ad Settings

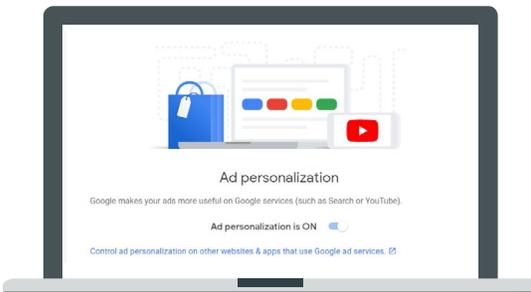
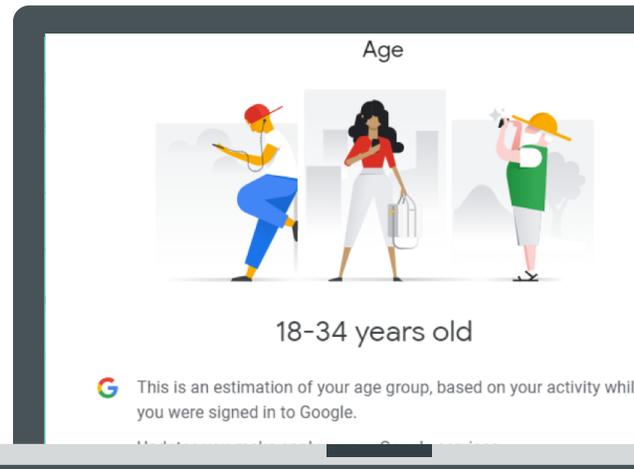
STEP 6:

Update or remove your audiences based on your preferences



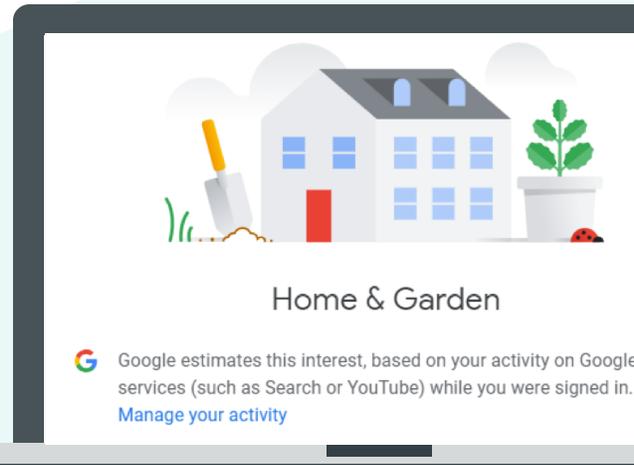
STEP 3:

Select Manage Ad Settings



STEP 4:

Decide if you want any personalization



STEP 5:

Review the personalization audiences

