



# Google Ads Update - Changes You Need to Know to Succeed in 2023



Google Ads is an advertising platform developed by Google and allows customers to display their ads for relevant terms on Google Search and Maps. But Google is continuously changing its platform to give its users a better search experience.

Understanding and keeping up with all the latest Google Ads updates can seem like a waste of time, especially when managing your business campaign. To help you stay in line, we've compiled a list of [Google Ads updates](#) and trends you need to know about in 2023.

1. Cost Per Lead has significantly increased for 91% of industries.
2. Expanded text ads are now over.
3. Specific industries now have several unique ad formats.
4. The addition of a text-to-speech voice-over tool to the Google Ads platform.
5. You will now get diagnostic insights for performance max campaigns.

As of now, you might understand there are always minor updates happening. You have to stay up-to-date with them. Moreover, these updates help you achieve your advertising goals and maximize the success of your campaigns. So, if you are familiar with the latest Google Ads updates for 2023, you can start changing your strategy accordingly.