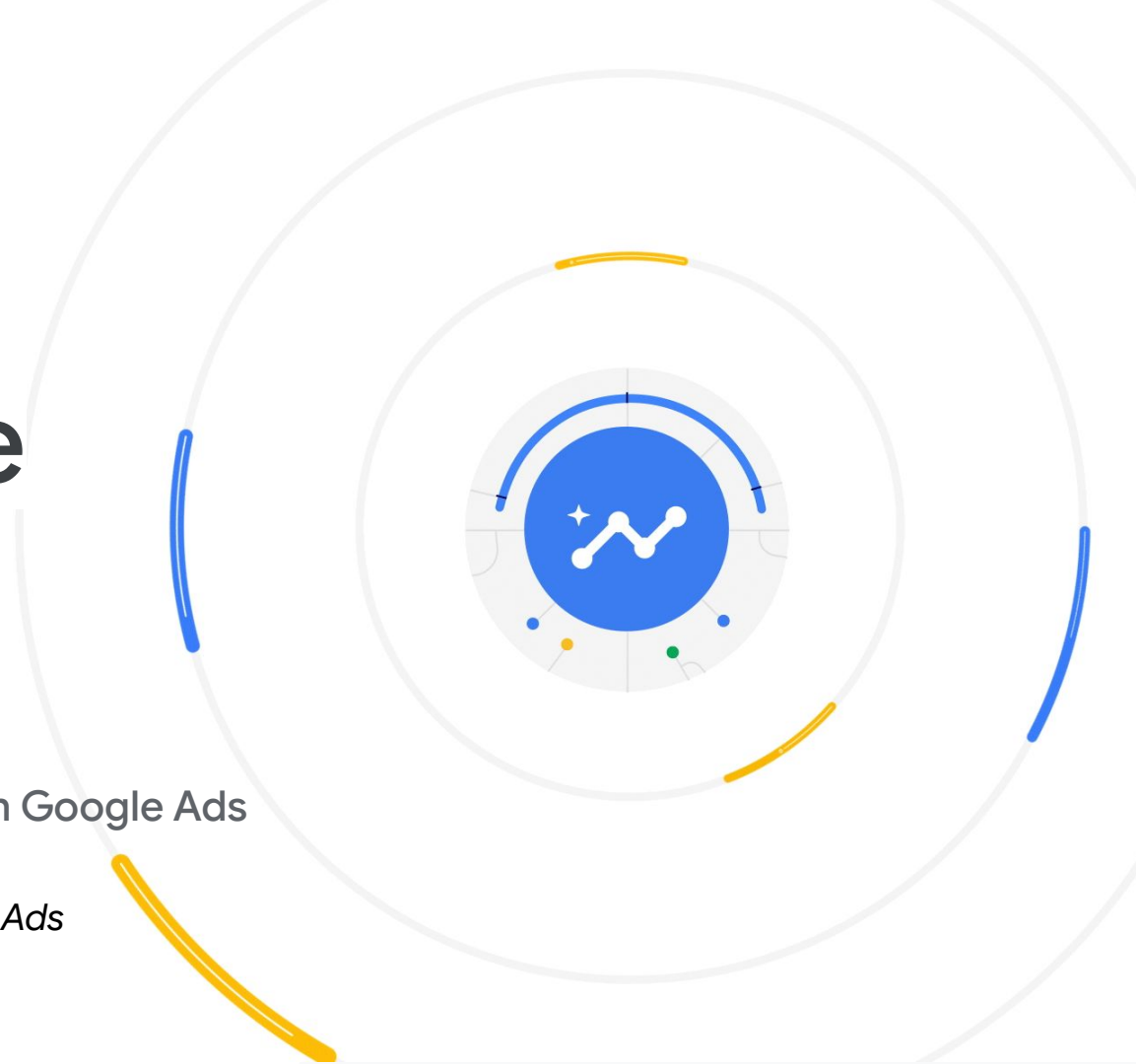# Maximizing Performance Max

A new campaign type to **maximize performance across all channels in Google Ads**

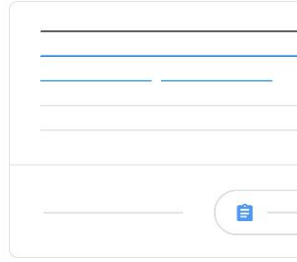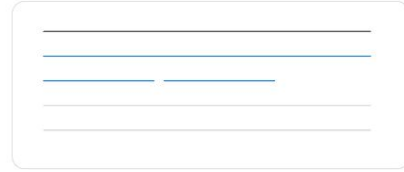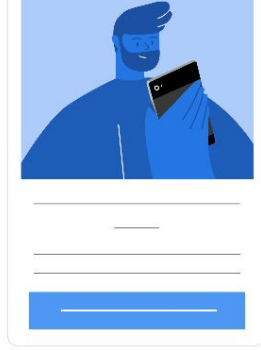*Rodney Ip, Global Product Lead, Google Ads*

With new ways to discover, research, and purchase, customers are engaging across an ever-growing number of channels

It can be hard to keep up with these changes.

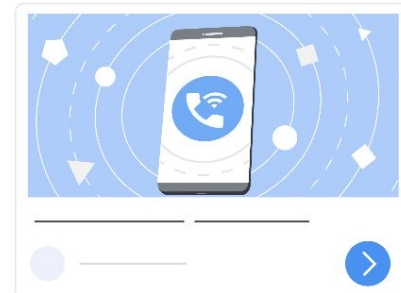That's why more and more advertisers are turning to automation to engage customers effectively and at scale.

Google

For some purchases, buyers have

500+

digital touchpoints before a purchase.
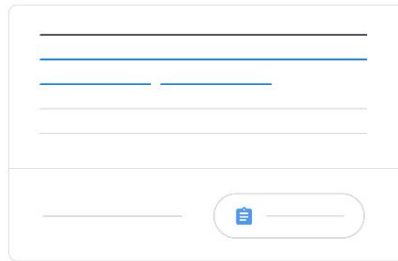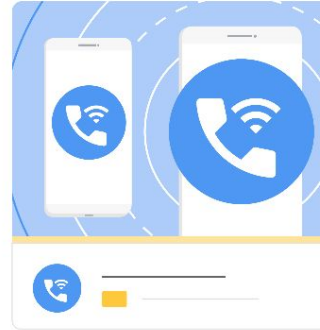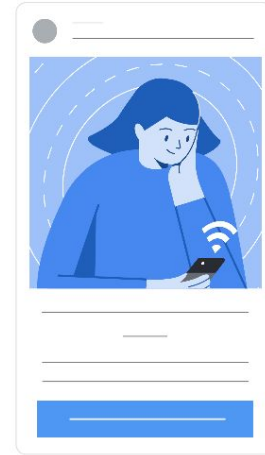
Google

In this new digital economy, you can harness the newest Google automation while driving the improved performance across Google with our **newest campaign type**

Introducing:
Performance Max campaigns
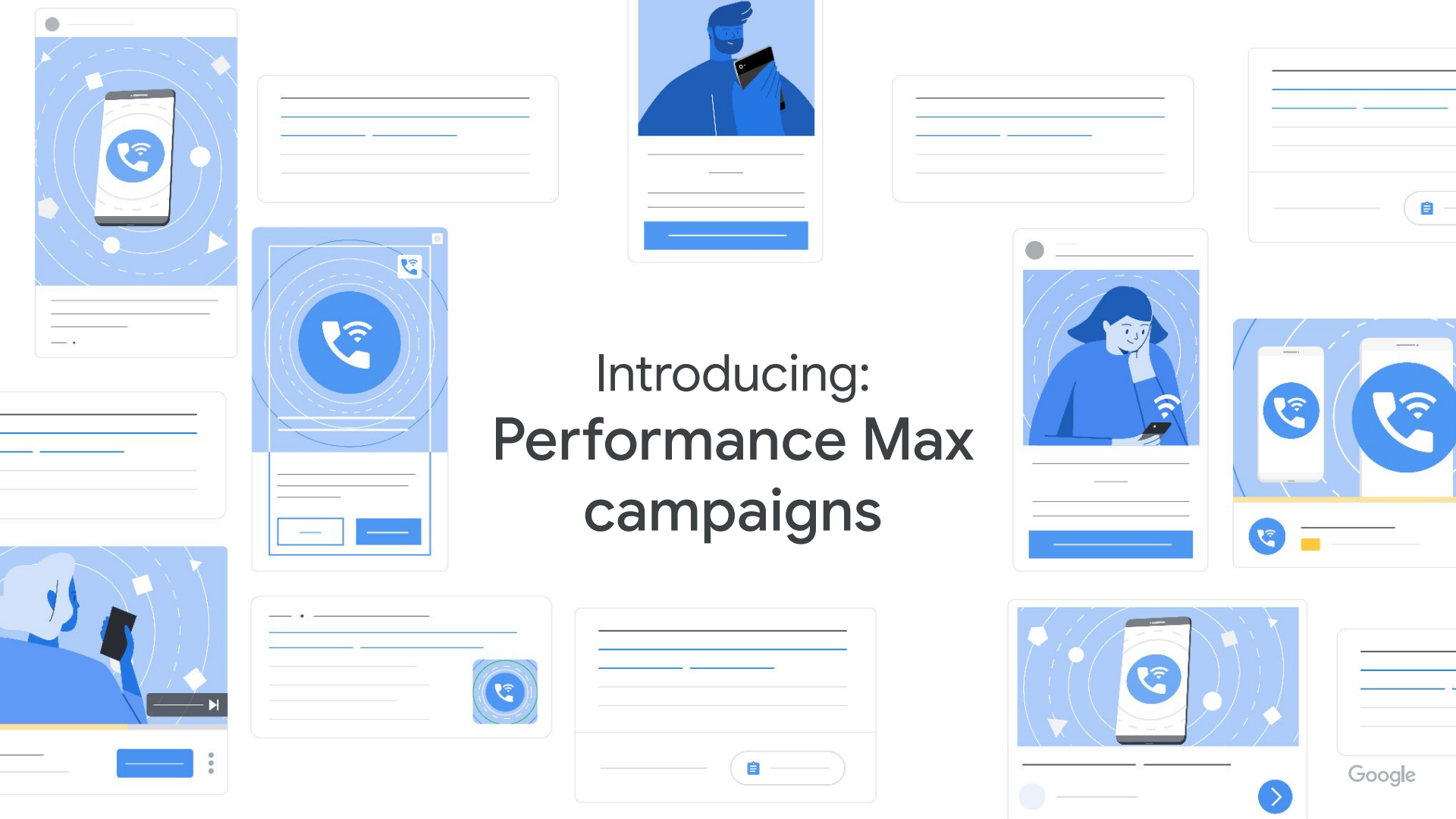
Google

A new campaign type in Google Ads that helps **maximize your performance across Google Ads inventory using automation, allowing you to drive better goal performance with Google Ads**
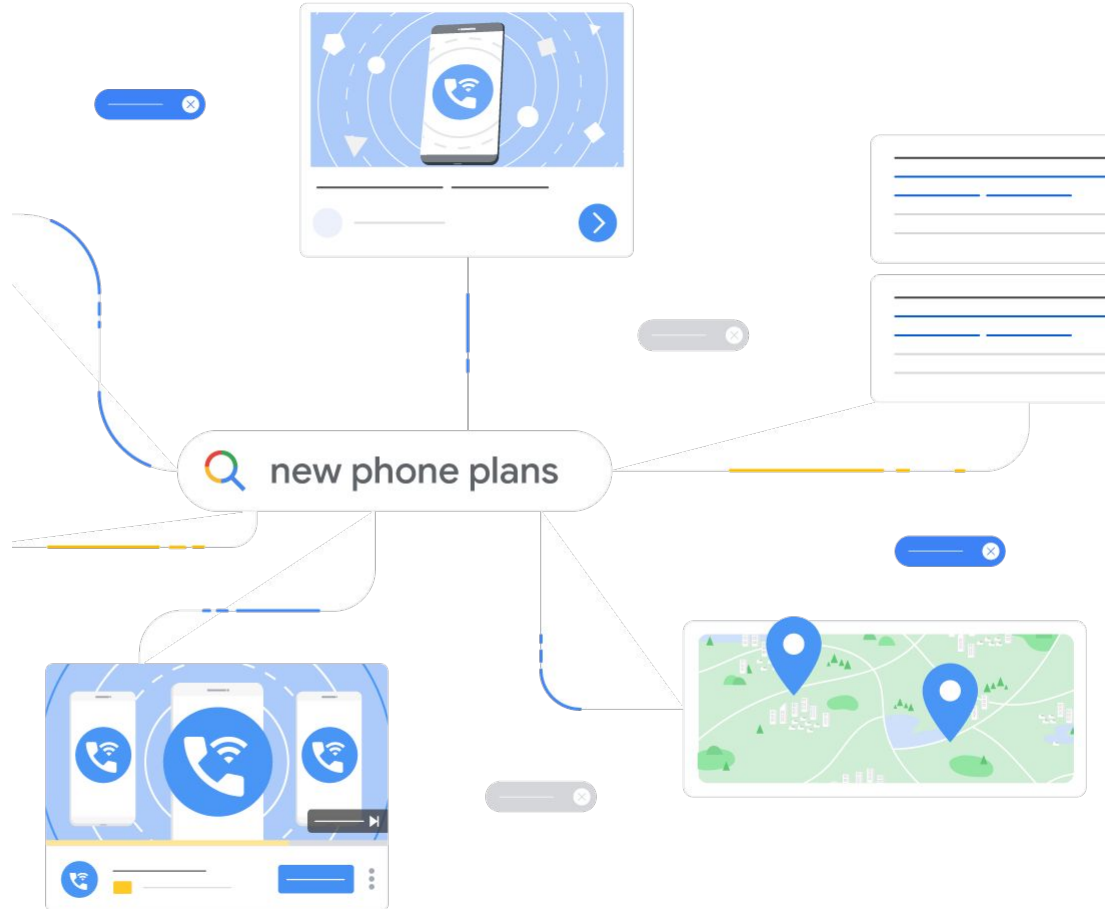
new phone plans

Performance Max drives more 13% more conversions across channels

YouTube **Display** **Search** **Discover** **Gmail** **Maps**

Google

Performance Max <u>complements</u> existing Search campaigns and respects your keyword targeting

With Search and other campaigns, the campaign/ad with the **highest Ad Rank**, which considers creative relevance and performance, will be selected to serve.

Search Campaign Targeting:	Performance Max Targeting:	User searches for:	Campaign entered in auction
asics shoes [EXACT MATCH]	Automated-targeting	asics shoes	Search campaign
asics shoes [BROAD MATCH]	Automated-targeting	asics shoes	Search campaign
asics shoes	Automated-targeting	asics tennis shoes	Campaign w/ higher ad rank

*To the extent that targeting overlaps (e.g. same geo/language settings, same eligible auctions) between a Search & Performance Max campaign,

Google

Performance Max is showing **great results for advertisers**

Philipp Schindler
CBO, Google

Alphabet

12:43 / 52:00

Alphabet Q2 2021 Earnings Call
40,720 views • Streamed live on Jul 27, 2021

LIKE   DISLIKE   SHARE   SAVE   ...

Alphabet Investor Relations
39.8K subscribers

SUBSCRIBE

'Performance Max, our newest AI powered campaign is now in beta. It lets brands buy ads from a single campaign across all google properties, helping drive more online sales, leads and/or store visits. Early results from advertisers are great'

Philipp Schindler, Q2 Earnings Call

Performance Max on average unlocks performance gains of **+13% conversions at stable or better CPA**
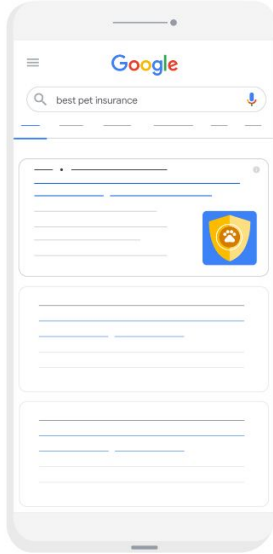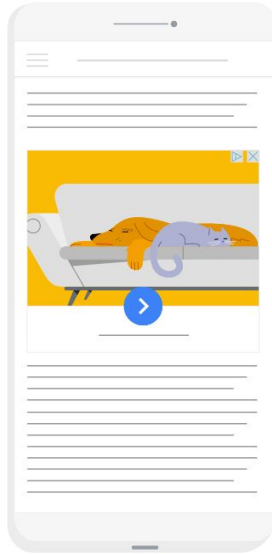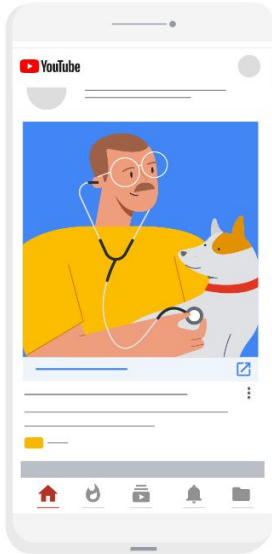
*Average uplift in performance based on internal studies. Individual results may vary according to campaign details.

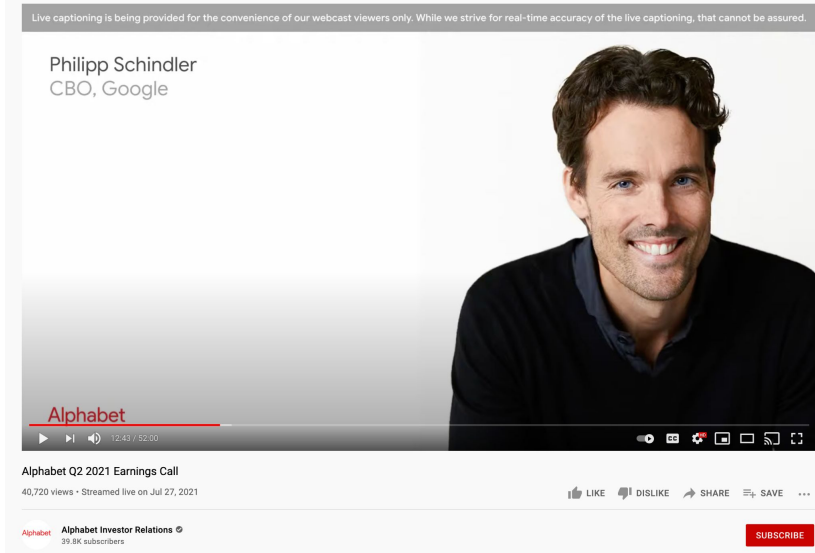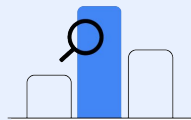# How PPC marketers can get the most out of Performance Max

Getting more out of Performance Max

Provide data to steer automation

Google Attribution Reports
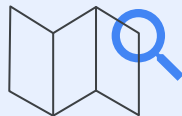
Insights for Performance Max

Drive growth through creative optimization

Google

1. Steer automation with data

Performance Max campaigns will perform best when you share where you expect strong performance, and which customer segments and goals are most valuable to you.

Audience Signals	**Goals and Audience-based Conv Value Rules**	**New Customer Acquisition Goal**
If you have unique insights on which segments of users are more likely to convert, you can now use Audience signals to help **jumpstart Google's machine learning algorithms**	If you have unique insights on which users/personas or goals are higher value to your business, you can use Conversion value rules on 1P and Google audience lists to **steer automated bidding towards the customers that you value most**	If you have unique insights that new customers provide more/less value than returning customers, you can set a new customer acquisition goal to **value and bid towards new and returning customers differently**
Recommendation: Create an Audience Signal: *"Users on my 'past buyers' list are more likely to convert"*	**Recommendation:** Create an audience value rule: *"If user is in-market for running apparel, then multiply value by 1.5"* Value Rules are also available for Geo/Device	**Recommendation:** Set a goal at campaign creation: *"I value 'new' customers $30 more than 'existing' customers"* Specify this goal upon campaign creation

Note: values used in these slides are only examples to highlight the use case and not meant to be taken as actual recommendations you should set. The value you set should come from your specific business insights.

Google

Set conversion values to represent the **importance of your goals** to your business

You can define conversion values in a few different ways -

1. **At the time of conversion** (via a static value at the conversion action level or passing conversion value dynamically through a tag)

2. **By importing offline conversions** (you can measure what happens in the offline world after your ad results in a click or call to your business)

3. **Using Conversion Value Rules**, which allows you to value conversions differently depending on specific business insights (audience, device, geo) in real-time using Smart Bidding

Conversion value increases as lead becomes more qualified / closer to a final conversion value

Initial contact happens from conversion at the 'front line' of interaction

Initial lead is **processed** by the advertiser

Once the lead is **deemed 'qualified'**, another high value touch point occurs - such as a call, consultation, etc.

Lead is **confirmed in final service + purchase** between advertiser and consumer
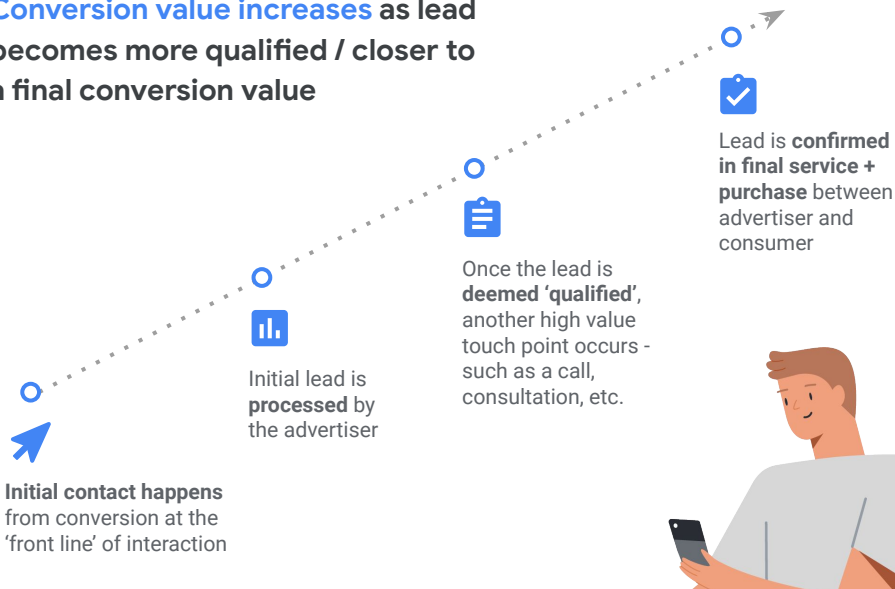
Tip: Use a Maximize Conversion Value bid strategy to get the most conversion value for your budget or Target ROAS (if you set one). Using conversion value is an important strategy to steer automation and drive higher performance in line with your business objectives.

Google

Luxury Escapes adopts new customer acquisition in Performance Max and drives 45% more new customers sales with 20% increase in ROAS

"Accurate optimisation for new customers at scale is fundamental to our growth and Performance Max for New Customer Acquisition has given us the confidence and ability to accelerate our acquisition efforts."

—Matt Meisner, Global VP of Performance

Google

2. Understand how PMax fits in the purchase journey
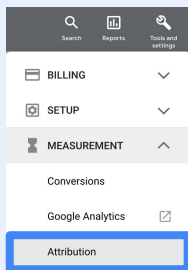
Where to find insights
Tools and Settings > Measurement > Attribution

Segment Top Paths or Model Comparison by "Campaign Type"
Performance Max will appear as "Performance Max"

Segment Top Paths or Model Comparison by "Network"
Performance Max will appear as part of "X-network"

Google

3. Use Insights to learn about your PMax campaign

Insights page for Performance Max **automatically provides important insights** that can help understand and improve your campaign performance

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✅ **For best results:** Check the Insights page daily to monitor Performance Max automation and understand more about your customers
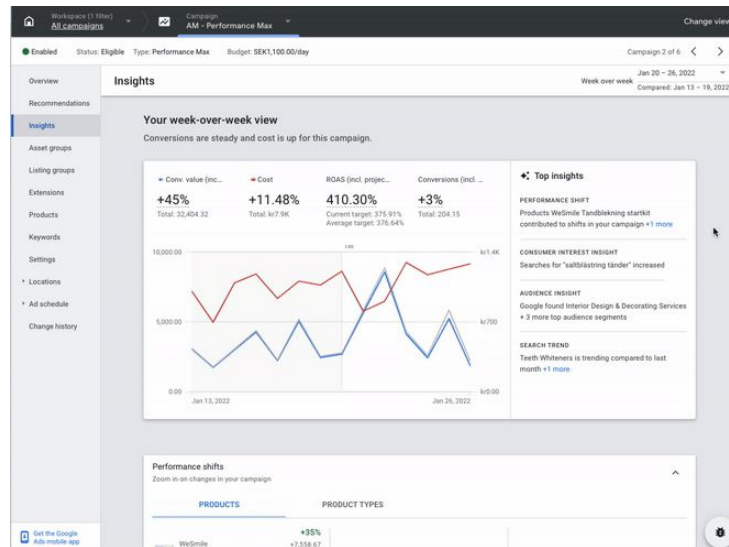
Google

What insights are available for understanding my audiences?

Availability: campaign-level

✓ Persona Audience insights

These insights surface **Google audience segments** which are overrepresented in conversions when compared to the targeted population.

Use cases

They can use the audience insights to inform areas like landing pages and creatives. **PMax is already optimizing toward these audiences.**

Consumer spotlight

Understand who is engaging with your campaign

Last updated: Feb 5, 2022

ⓘ Your ads are already optimized for these audience segments, and you don't need to take any action based on these insights.

✦ AUDIENCE INSIGHT	✦ AUDIENCE INSIGHT
You provided Office Supplies top audience signal	Google found Trips to Florida + 8 more top audience segments

Top performing audience segments
Your top performing audience segments, their share of conversions, and how unique they are for you

Audience segment	Type	Share of conversions	Index
Trips to Florida OPTIMIZED	In-market	11.1%	12x
New Houses (For Sale) OPTIMIZED	In-market	9.9%	5.5x
Restaurant Delivery & Takeout OPTIMIZED	In-market	17.3%	3x
Office Supplies SIGNAL	In-market	12.9%	2.5x
Party Supplies & Planning OPTIMIZED	In-market	9.5%	2.4x

Show rows: 5 ▾   1 - 5 of 10   ‹ ›

Were these insights useful?   YES   NO

** All Performance Max campaigns are eligible for these insights; insights show based on market dynamics and performance thresholds. More info on insights showing here.

Google

What insights are available for understanding my audience's interests?

✓ **Consumer Interest insights (CII)**

CII groups search terms advertisers show ads against into themes. They show the search volume and growth of those themes, and how an advertiser is performing against those themes.

📋 **Use cases**

Advertisers can leverage these insights for ideas on how to improve their creatives, landing pages, shopping feed descriptions, and even what products to stock and sell.

Google

How do I understand the competitive auction?

✓ Use Auction Insights

These insights show Auction insights (from Ads) in an easy-to-understand visual and highlight whether shifts in the visibility of your advertiser's competitors above or below them on Google.com may have impacted performance and insights on new competitors entering/leaving the auction.

Use cases

Advertisers should use these Insights to understand how competitors are impacting their performance.

If they would like to respond to competitor changes, consider budget or target optimizations.

Compare your performance with other advertisers in the same auction

Last updated: Feb 7, 2022

AUCTION INSIGHT

Position above rate decreased for amazon.in + 1 other advertiser

↑ Conv. value

Auction details

Impression share ▾

100%

55%

< 10%

Jan 25, 2022   Feb 7, 2022

— You
— ustraa.com
— bestreviews.gui...
— beardo.in
— themancompan...
— myntra.com
— gillette.co.in
— amazon.in

Display URL domain	Impression share	Overlap rate	Position above rate	Top of page rate	Abs. top of page rate	Outranking share
You	11.39% (+4.77%)	—	—	89.96% (+7.93%)	40.09% (+9.93%)	—
beardo.in	11.47% (-6.96%)	20.53% (-5.62%)	53.57% (-12.63%)	97.01% (-0.8%)	36.55% (-2.37%)	10.14% (+10.14%)
amazon.in	27.93% (-3.72%)	43.22% (-2.11%)	26.41% (-11.45%)	82.50% (-0.58%)	27.08% (+3.39%)	10.09% (+10.09%)

Google

How can I understand when trends are predicted to start?

Availability: account-level, trends used for illustrative purposes only.

✅ Use Demand Forecasts

Demand Forecasts show advertisers the upcoming trends relevant to their business which are predicted to start over the next 180 days.

They show when demand is likely to start increasing, by how much and for how long.

💬 **What should my advertiser do with these insights?**

Advertisers can leverage Demand Forecasts to see upcoming demand for the products and services they show ads for and to identify growth opportunities.

In Plan for demand forecasted for these interests ⓘ

Last updated: June 11, 2021

Predicted trend: United States

👍 👎 💬

Basketball sneakers is predicted to start trending the **week of January 10th**

Searches are expected to increase by 27% compared to normal search volume. Get ready by reviewing this trend.

— Predicted search interest (US) — Search interest (US) — Your clicks ▾

+27% +100-200K/week

100

TREND START   +93% PEAK INTEREST   1000

50   500

14

0   0

Jan 1, 2020   Feb 28 , 2021

Top searches
best basketball sneakers, indoor basketball sneaker, basketketball kicks,
+121 more

VIEW TREND DETAILS

Predicted trend: United States

Bike accessories is predicted to start trending the week of **May 2**

— Predicted search interest (US)

+27%

TREND START

Predicted trend: United States

Soccer balls is predicted to start trending the week of **May 2**

— Predicted search interest (US)

+132%

TREND START

** All Performance Max campaigns are eligible for these insights; insights show based on market dynamics and performance thresholds. More info on insights showing here.

Google

How should I optimize my creative assets?

Availability: beta, campaign-level

✓ Use Asset Audience insights

These insights show which Google Audience segments an advertiser's assets are most resonating with.

Use cases

Advertisers can see who has a propensity to engage with their assets so they can identify what assets are best resonating with their audiences and which specific audiences. This can help advertisers generate new assets to attract high-performing audiences.

Discover top audiences responding to your assets

Last updated: Apr 5, 2022

All audiences | Beauty mavens | Recently started new job | College students | Facial cleansers & makeup removers | Nail care products

Text
10 must-buy winter fragrances

Beauty mavens	6.8x
College students	3.2x

1200 X 628

Recently started new job	21.5x
Beauty mavens	17.2x
Facial cleansers & makeup...	3.1x
Nail care products	2.2x

03:12

College students	12.4x
Recently started new job	11.9x
nail care products	7.9x
Beauty mavens	4.4x

1200 X 628

Nail care products	19.2x
College students	15.3x
Recently started new job	9.4x
Facial cleansers & makeup...	5.9x

1200 X 628

Nail care products	12.3x
Beauty mavens	12.2x
College students	8.1x

Text
Best makeup for women

Beauty mavens	6.8x
Recently started new job	3.2x
Nail care products	3.1x
College students	2.2x

03:12

Recently started new job	6.8x
Beauty mavens	3.2x
Facial cleansers & makeup...	3.1x
Nail care products	2.2x

Text
Natural makeup that's great for you skin

College students	12.4x
Nail care products	10.8x
Facial cleansers & makeup...	5.8x
Recently started new job	4.8x

1/6 ‹ ›

Were these insights useful? YES   NO

Google

4. Optimize the key Performance Max lever - creative

All Media

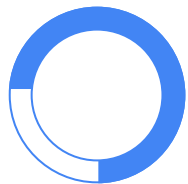**Creative 49%**   **Media 36%**   **Brand 15%**

"Creative is the #1 driver of ROI. Understanding who, how and why consumers respond improves the entire ad creation process."

- Leslie Woods, NCSolutions Chief Research Officer

Source: Nielsen Catalina Solutions 2017   **Creative Works.**
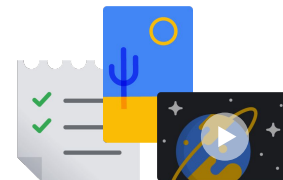
Follow the Asset Groups Best Practices

Use the **Ad Strength** indicator to determine if an Asset Group has enough assets to drive best performance
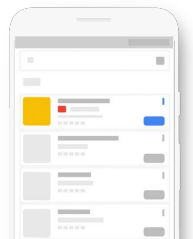
Full coverage of asset types in each ad group: text + images + videos

Make sure your assets meet the **quality guidelines**

Create **variations of assets** to find top performing creative

Google

How to make PMax text ads work for you?

Introduction

Introduce your product with a simple straightforward description.

"Wolt Delivers Food to You."

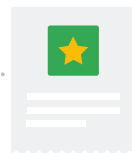## Attention Grabber

Pique the reader's curiosity with a funny, compelling thought.

"What sounds good tonight?"

Benefit Statement

Focus on unique specific feature. Consider what your product is making possible for the consumer.

"Local Restaurant Delivery."

Call to Action

Compel the reader to do/receive something through a direct actionable statement.

"Order your favorite meals."

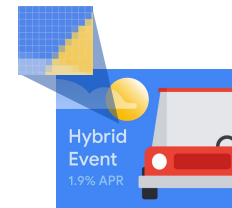# Stand out with high quality images

Keep it simple

Use simple designs with minimal but accurate text.
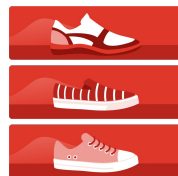
Engage with the content

Use engaging and relevant images — i.e., action shots or product images. Avoid overly staged stock photography

Appeal visually

Upload images with high pixel density to ensure visibility when resized for different screens— minimise blank space and use tight framing

Video assets: key best practises

Grab attention early

Get ahead of the "skip" button by grabbing user attention within the first 2-3 seconds;
Use audio to create another layer of connection and urgency

Diversify content

Experiment with themes, styles, and subjects (different use cases or benefits) to speak to different audiences

Be immersive

Emphasize your product experience over storytelling. Show the product experience as quickly as possible

Brand persistently

Introduce branding as early and as frequently as possible, both through logo and text placements in-ad

Creative Optimization Process

Best / Good assets:
Keep them

Low assets:

In case of creative burnout (conversion drop and CAC increase) — iterate top performing assets (link)

Check if those creatives follows best practices:

Iterate your creatives based on best practices

Use the Insights page to find relevant topics for you ad

Launch campaign with a set of creatives

Learning period

Post period

Conversion lag time

Review your creative performance

1-2 weeks

1+ month

x days

Evaluate this period

Review creative

Performance Max for your marketing objectives

Performance Max for Lead Generation

Google

Vodafone Turkey adopts Performance Max campaigns as their main lead generator

"We're always keen on adapting new technology and advertising models in our performance marketing strategies; and we heavily rely on Google to create sales growth with lower costs. Performance Max helps us acquire new customers without cannibalizing sales between campaigns as aligned with our business objectives."

Ugur Sennaroglu - Marketing Director

THE RESULTS

9%
growth in total acquisition leads from digital

18%
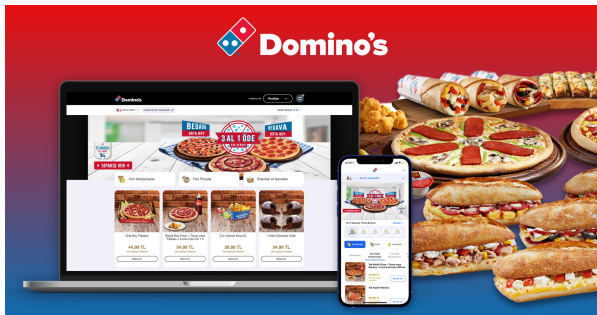increase in leads from Google campaigns

70%
lower CPA compared to generic Search campaigns

Google Ads

Performance Max
for Online Sales

Google

Domino's increases order revenue by 5% and outperforms tROAS by 173%

"Performance Max delivered strong business results by maximizing our budget and ROAS across channels.

— Duygu Kuşaksız, Domino's Turkey E-commerce Manager

It also helped our teams save time by removing less strategic and manual campaign setup and optimization"

— Kaan Kayadelen SEM Account Manager

SEM

SEM is a leading performance marketing agency.
Istanbul, Turkey
semtr.com

11%	5%	18%
Increase in Conversion Rate	Increase in Revenue/Conversion Value	Increase in CTR

Google™

Performance Max
for Store Goals
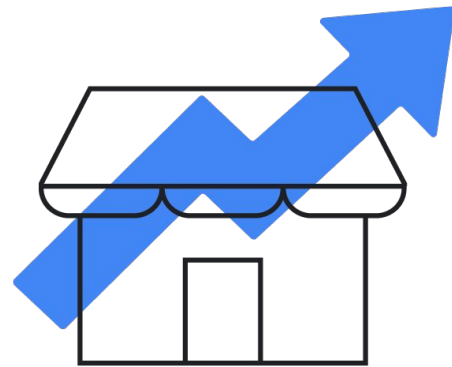
Taiwan GSK leverages Performance Max to accompany consumers through omnichannel and strengthen retail partnerships

Primary Marketing Objective(s)

› Grow offline Sales

Featured Product Area(s)

› Performance Max for store goals

› Affiliate Location Extensions

GlaxoSmithKline (GSK) is one of the world's largest research-based pharmaceutical companies. Sensodyne is owned by GlaxoSmithKline and it is a brand of toothpaste targeted at people with sensitive teeth.

Company Website

"Performance Max for store goals plays the role of connect online to offline. It helps to engage potential shoppers across network and maximize footfalls. GSK is able to see impression, interaction and store visits as commercial indication."
- Mavis Chen, GSK Senior Marketing Manager.

100M

Retail Partner
Store Exposure

3.2M

Store Visits

Wavemaker UK Launches Dedicated Unit to Help Clients' Embrace Google Performance Max

> **At Wavemaker we believe in running towards change. We know that PMAX represents the future of performance advertising and that brands who start to master this now will be the winners in the next five years.**

Kelly Parker, Chief Operating Officer

Clients including **My5** and **Donald Russell** are already on board, and our initial testing has yielded:

18%
lower cost per clicks

20%
lower CPA Versus conventional channel specific campaigns.

Upcoming feature launches

Google

⭐ Roadmap

LAUNCHED

Campaign features
- New customer acquisition
- SA360 campaign management (new SA360)

Reporting
- Brand Safety Placement report
- Insights Page (partial launch w/persona audiences)

Tools
- Ads Data Studio
- In-construction estimates
- Editor Support
- A/B experiment to test uplift from Performance Max (Beta)
- Recommendations

Launching soon

Campaign features
- Brand Safety Negative KW tool
- SA360 FL Bidding
- Seasonality adjustments & Data exclusions
- Mobile campaign construction

Reporting
- New insights launches (1P audience, asset x audience)

Tools
- Performance Planner (beta)
- Explanations

Future features

Tools
- Performance Planner
- Additional Recommendations
- Additional Experiment tools
- Custom video creation
- Performance Max Optiscore

Reporting
- Attribution & Channel path insights

Campaign features
- Short Burst for Store Visits goals

Optimization & measurement: Helping advertisers develop **trust** in the platform