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.
For some purchases, buyers have 500+ digital touchpoints before a purchase.

Source: Think with Google: How intent is redefining the marketing funnel
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
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.
Performance Max drives more 13% more conversions across channels

*Average uplift in performance based on internal studies. Individual results may vary according to campaign details.
Performance Max complements 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.

<table>
<thead>
<tr>
<th>Search Campaign Targeting:</th>
<th>Performance Max Targeting:</th>
<th>User searches for:</th>
<th>Campaign entered in auction</th>
</tr>
</thead>
<tbody>
<tr>
<td>asics shoes [EXACT MATCH]</td>
<td>Automated-targeting</td>
<td>asics shoes</td>
<td>Search campaign</td>
</tr>
<tr>
<td>asics shoes [BROAD MATCH]</td>
<td>Automated-targeting</td>
<td>asics shoes</td>
<td>Search campaign</td>
</tr>
<tr>
<td>asics shoes</td>
<td>Automated-targeting</td>
<td>asics tennis shoes</td>
<td>Campaign w/ higher ad rank</td>
</tr>
</tbody>
</table>

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

‘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
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**

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

**Recommendation:**
Create an Audience Signal: “Users on my ‘past buyers’ list are more likely to convert”

**Goals and Audience-based Conv Value Rules**

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

**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

**New Customer Acquisition Goal**

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:**
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.
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

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**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

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**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.
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
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”
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.

For best results: Check the Insights page daily to monitor Performance Max automation and understand more about your customers.
What insights are available for understanding my audiences?

- **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.**
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.

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

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

** All Performance Max campaigns are eligible for these insights; insights show based on market dynamics and performance thresholds. More info on insights showing here.
How should I optimize my creative assets?

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.

** This insights is in closed beta. Some Performance Max campaigns are eligible for these insights; insights show based on market dynamics and performance thresholds. More info on insights showing [here].
4. Optimize the key Performance Max lever - creative

“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
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.
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

Getting more out of Performance Max
Creative Optimization Process

**Best / Good assets:**
Keep them

**Low assets:**
Check if those creatives follow best practices:
Iterate your creatives based on best practices
Use the Insights page to find relevant topics for your ad

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

Launch campaign with a set of creatives

Learning period: 1-2 weeks

Post period: 1+ month

Conversion lag time: x days

Review creative performance:

Review creative
Performance Max for your marketing objectives
Performance Max for Lead Generation
CASE STUDY

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

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Performance Max for Online Sales
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

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

“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.
Performance Max for Agencies
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
**Key Launches**

**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

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**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

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**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

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**Key Areas of Focus**

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