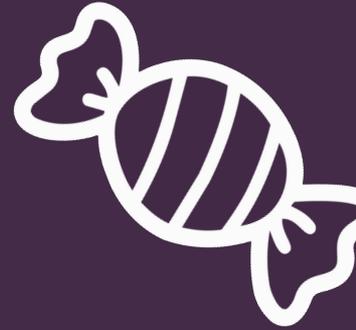


How?



AUTOMATION

DRIFT

*And How to
Correct Course*



Ameet Khabra



#29 Top 50
Most Influential
PPCers Globally

@adwordsgirl
everywhere on
the internet

Owner of
Hop Skip Media

Hates public
speaking

Contributor:

CASE STUDY

A closer look.

Campaigns View (2 filters) All campaigns Last month Feb 1 - 28, 2026 Show last 30 days
 Compared: Jan 1 - 31, 2026

Campaigns Drafts Settings

+ Add filter Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign ↑	Budget	Bid strategy type	Status	Impr. <>	Clicks <>	CTR <>	Avg. CPC <>	Cost <>	Conversions <>	Cost / conv. <>
✓		Drafts in progress: 0										
<input type="checkbox"/>	<input checked="" type="radio"/>		CA\$...	Maximiz conversi	Li	1,055 (-30.77%)	195 (+21.12%)	18.48% (+74.96%)	CA\$2.97 (-21.95%)	CA\$579.27 (-5.47%)	21.00 (+600.00%)	CA\$27.58 (-86.50%)
<input type="checkbox"/>	<input checked="" type="radio"/>		CA\$...	Maximiz conversi	Li	1,822 (-31.86%)	153 (+26.45%)	8.40% (+85.57%)	CA\$4.04 (-20.51%)	CA\$617.90 (+0.51%)	10.00 (+233.33%)	CA\$61.79 (-69.85%)
Total: All enabled campaigns in your current view ?						2,877 (-31.47%)	348 (+23.40%)	12.10% (+80.07%)	CA\$3.44 (-20.97%)	CA\$1,197.16 (-2.47%)	31.00 (+416.67%)	CA\$38.62 (-81.12%)
✓		Total: Account ?	CA\$4...			2,877 (-31.47%)	348 (+23.40%)	12.10% (+80.07%)	CA\$3.44 (-20.97%)	CA\$1,197.16 (-2.47%)	31.00 (+416.67%)	CA\$38.62 (-81.12%)

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Campaign	Budget	Bid strategy	Status	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Drafts in progress: 0										
<input type="checkbox"/> [blurred]	CA\$...	Maximize conversions		1,055 (-30.77%)	195 (+21.12%)	18.48% (+74.96%)	CA\$2.97 (-21.95%)	CA\$579.27 (-5.47%)	21.00 (+600.00%)	CA\$27.58 (-86.50%)
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A closer look.

Conversion goals

Conversion goals focus your bid optimization and are used for reporting

Account-default ▼

 Submit lead forms

 Phone call leads

 Contacts

 Downloads

 Page views

Tell the system which conversions actually mattered.

01

Audit what you're counting as a conversion

02

Plant the seed: Upload your customer list as a signal

Tell the system which conversions actually mattered.

The screenshot shows the Google Ads interface with the 'Account settings' menu highlighted. The 'Admin' section is marked with a red '1', and the 'Account settings' menu item is marked with a red '2'. The 'Customer Match' section is marked with a red '3'. The 'Smart Bidding, Optimized Targeting and Enhanced Matching' section has a checked checkbox for 'Use all Customer Match lists in Smart bidding and Optimized targeting'. A blue information box below it states: 'Smart Bidding or Optimized Targeting will use all Customer Match lists available in your account from May 2022.' The 'Conversion tags' section has a checked checkbox for 'Turn on conversion-based customer lists', marked with a red '4'. Below this, it says 'This will automatically create customer lists using data collected from customer via your conversion tags'. A note follows: 'The following Google services are selected to receive the list(s) of consented users you upload. You can make changes to this setting at any time, including allowing all Google services to receive your list(s) of consented users. Any changes made will be applied to all data sources and are not limited to Customer Match data uploads. [Learn more about Google's core platform services](#)'. An 'Edit data use settings' button is at the bottom.

Policy ▼ Account settings

Create

Account settings **2**

Campaigns

Preferences

Notifications

Goals

Access and security

Tools

Billing

Admin **1**

3 Customer Match

Smart Bidding, Optimized Targeting and Enhanced Matching ▲

Use all Customer Match lists in Smart bidding and Optimized targeting

i Smart Bidding or Optimized Targeting will use all Customer Match lists available in your account from May 2022.

Conversion tags

4 Turn on conversion-based customer lists

This will automatically create customer lists using data collected from customer via your conversion tags

The following Google services are selected to receive the list(s) of consented users you upload

You can make changes to this setting at any time, including allowing all Google services to receive your list(s) of consented users. Any changes made will be applied to all data sources and are not limited to Customer Match data uploads. [Learn more about Google's core platform services](#)

[Edit data use settings](#)

Your ads are showing up for searches you didn't intend to target.

**Exact match
“interprets”
intent**

**PMax and AI Max
aren't keyword
dependent**

Steer the system. Don't just let it explore.

01

Block categorically, not reactively.

02

Text guidelines lock your intent spectrum

INVENTORY DRIFT — THE PROBLEM

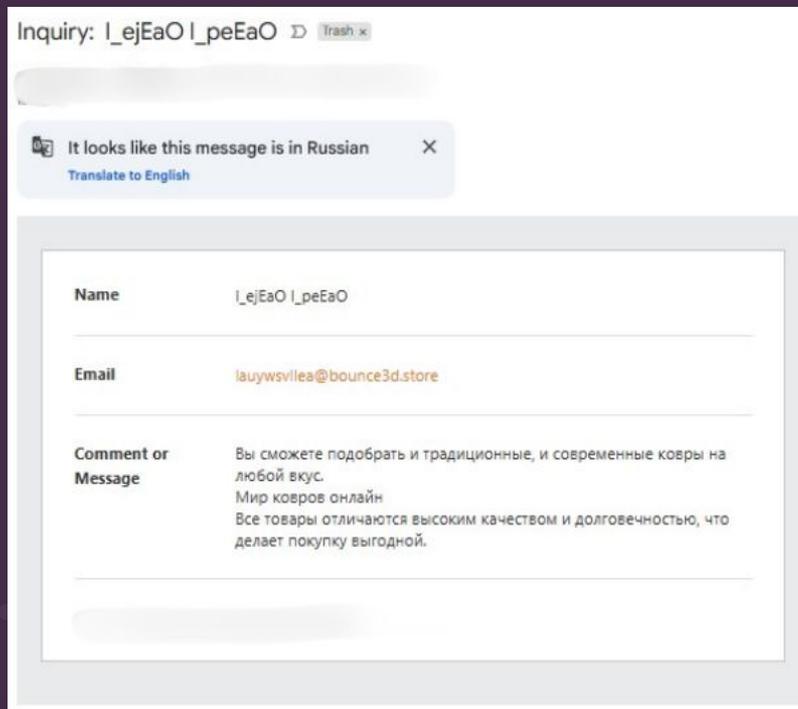
A closer look.

Campaigns View (2 filters) All campaigns Last month Feb 1 – 28, 2026 Show last 30 days Compared: Jan 1 – 31, 2026

+ ⌵ Add filter 🔍 Search ☰ Segment 📊 Columns 📄 Reports 📄 Download 🗨 Expand ⋮ More ⌵

Campaign	Budget	Bid strategy	Status	2026		Change	Change (%)
				2/1/2026–2/28/2026	1/1/2026–1/31/2026		
<input type="checkbox"/> ● Campaign							
<input type="checkbox"/> ● 🔍 [blurred]	CA\$... 📄	Maximize conversions	📄 Li	CA\$579.27	CA\$612.79	-CA\$33.52	-5.47%
Google Search				CA\$196.80	CA\$386.78	-CA\$189.98	-49.12%
Search partners				CA\$382.47	CA\$226.01	CA\$156.46	+69.23%
<input type="checkbox"/> ● 🔍 [blurred]	CA\$... 📄	Maximize conversions	📄 Li	CA\$617.90	CA\$614.74	CA\$3.15	+0.51%
Google Search				CA\$281.73	CA\$489.21	-CA\$207.48	-42.41%
Search partners				CA\$336.17	CA\$125.53	CA\$210.64	+167.80%
▼ Total: All enabled campaigns in your current view 🔗				CA\$1,197.16	CA\$1,227.53	-CA\$30.37	-2.47%
▼ Total: Account 🔗	CA\$4...			CA\$1,197.16	CA\$1,227.53	-CA\$30.37	-2.47%

A closer look.



Multiple switches. Know why you're flipping them.

01

The landing pages (& expanded) report

02

Segment Search Partners Performance

Your ads are getting
better at attracting the
wrong people.



Keep the guardrails tight.

01

Cross-reference CTR against Conv. rate

02

Reduce the number of assets

HAPPENING RIGHT NOW

Two risks and one new weapon

**Ad
Scheduling
Pacing**

**Campaign
Total
Budgets**

**Text
Guidelines**

HAPPENING RIGHT NOW



Ameet Khabra 1:05 PM

I CAN'T TELL ANYONE THIS YET BECAUSE I DON'T WANT GOOGLE TO SUE ME, BUT BUT BUT IF YOU WATCH MY SMX NEXT PANEL LAST YEAR NOVEMBER, THERE WAS ONE THING THAT I REMEMBER GETTING REALLY ANNOYED WITH. THERE WAS ONE THING THAT I WAS BASICALLY BEGGING GOOGLE FOR. THAT'S BEING ANNOUNCED TOMORROW.

🤔 1 🧑 3 🎉 2 🌟 1 😊 1 🗨️

  **2 replies** Last reply 5 days ago



Ameet Khabra 1:05 PM

OMG. IM SO EXCITED



Ameet Khabra  • You
Helping Businesses Scale with Google Ads at Hop Skip Media | Top 30 Global ...
[View my services](#)
5d • 🌐



Google Ads
910,804 followers
5d • 🌐

🗨️ **Worried about your AI-generated ads being off-brand?** Use text guidelines like [bonprix](#) did.

Text guidelines' beta access is rolling out today for AI Max and Performance Max campaigns.



Sarah Steman (PPC)



Wednesday • 1:05 p.m.

Did you get embargo???????

Haaaa yes

OMG

IM SO HAPPY



When signal quality is high,

automation compounds value.

When signal quality degrades,

automation compounds error.

**The difference is not sophistication.
It's the source of truth.**

Drift is quiet.

*Oversight must
be deliberate.*

Questions?





Connect with me!



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