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engineering success

The ultimate Performance Max optimization guide

How to take your Performance Max campaigns to the next level

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This guide will help you take your Performance Max campaigns to the next level. However, we do assume that you are already familiar with the main features of PMax. Are you not there yet? Then download our Performance Max white paper for a thorough introduction to PMax!

Performance Max (PMax) is the latest Google campaign type. The introduction of Performance Max requires specialists to take a different perspective.

With Performance Max, much of the campaign is automated by Google for the PPC specialist. In its simplest form, you add your creative assets and implement the conversion measurement, and Google does the rest. However, this does not mean you should give Google full control. This guide explains step by step how to set up and improve your Performance Max campaigns, so that they successfully help you achieve your targets!

In this guide, you will find information about:

1. Strategic excellence: what do I want to achieve?
2. Measurement excellence: the numbers tell the tale.
3. Creative excellence: feeds & assets.
4. Audience excellence: know your potential customer.
5. Performance Max optimization with Adchieve



Strategic excellence

What do I want to achieve?

Before getting too caught up in what a Performance Max campaign involves, it's important to first zoom out and look at it from a strategic perspective. What do I want to achieve with this campaign?

Do I want to increase my visibility, claim market share or improve my profitability? You then translate the target back to the campaign. This might result in a target-ROAS of 500% for example.

Firstly, Performance Max offers simplicity. You no longer need to think about keywords. Google does that for you. And you don't need to manage bids either. Because Performance Max shows ads over several channels at the same time, there are more chances for Google to advertise than in the past. You set a ROAS target and Google strives to ensure that you achieve those ROAS targets.

However, ROAS does not say anything about your actual revenue. Read more about that in our article about ROAS. With which ROAS do you get most success from your campaign? Success isn't the same for every company.

How do you determine the level of the bid?
If you want insight into the profit contribution of your campaigns, the same applies with Performance Max: you will need to focus your campaigns on Profit On Ad Spend (POAS). Because ROAS does not say anything about the profitability of your campaign. This was already a disadvantage before the Performance Max era with ROAS-targeted campaigns.

We have already published about this subject, see this article about POAS. With Performance Max, POAS becomes even more important. Because Google gets more opportunities to compensate bad clicks with good clicks and thus average out campaigns.

Cover your brand name

Obviously, you don't want to give your brand name to the Performance Max campaign. The revenue on your brand name is often very good, and gives Google a lot of extra opportunity to use less good ads.

There are several ways to exclude your brand:

1. The first way is via **keyword exclusions at account level.** The disadvantage is that the keyword is excluded for all your campaigns, although in most cases you will want to advertise on your brand but then via a separate campaign.

2. The second way is **via your Google account manager or via Google support.** You can tell them the desired keywords and the campaigns in which the keywords must be excluded.

3. The last way is also via your Google account manager or via Google support, however here you use **keyword exclusion lists**. You create the lists yourself and then ask Google to link the lists to the appropriate campaigns. The added advantage here is that you can add and delete keywords yourself, which is why we advise using this last option.



Bid adjustments in 3 ways

Bid adjustments in 3 ways

You can also use bid adjustments for certain customer groups. There are three ways to do this:

1. Via conversion value rules
With a conversion value rule in combination with a Google Customer Match list, you can bid less for existing customers. This enables you to create a Google Customer Match list with your most loyal customers. You then create a conversion value rule with which you indicate that new conversions from your Google Customer Match list are 50% less valuable than existing conversions. 50% is currently the maximum that you can "downgrade" a conversion. When you use this, the Google algorithms will focus less aggressively on your existing customers, saving a lot of unnecessary costs.

2. New Customer Acquisition
You can use the New Customer Acquisition (NCA) function in PMax to assign extra value to conversions from new customers. It can mess with your conversion data because adding an NCA goal will change your reports. That makes it more difficult to analyze your Google Ads account.

It is very difficult to determine the "extra" value of a new customer. The value of a new customer depends on various factors, like what they bought.

3. New customers
You can use the NCA function in PMax to solely focus your PMax campaigns on new customers. Remember that Google can only recognize some of your customers as new or existing. Much of the traffic remains unrecognizable, so Google can no longer reach this group with this campaign. The unrecognizable group becomes considerably smaller if you use your Google Customer Match. However, we advise using a separate PMax campaign with a higher target-ROAS to also reach existing and unrecognizable customers.

We zoom in on what to look out for when structuring PMax campaigns, but also how you optimally combine Performance Max campaigns with other campaign types in your Google Ads account.

The optimal Performance Max campaign structure

Three factors are important to determine the best structure for your Performance Max campaigns:

1. Business strategy.
2. Profit margin.
3. At least 30 conversions a month.

Business strategy

Firstly, your campaign structure depends on what you want to achieve with your business and your campaigns. The best structure follows the strategy and the objective of the business. This might be optimizing profit, generating as many leads as possible, getting people to your store, generating turnover or optimal stock management. Depending on your choice, you then organize the campaigns.

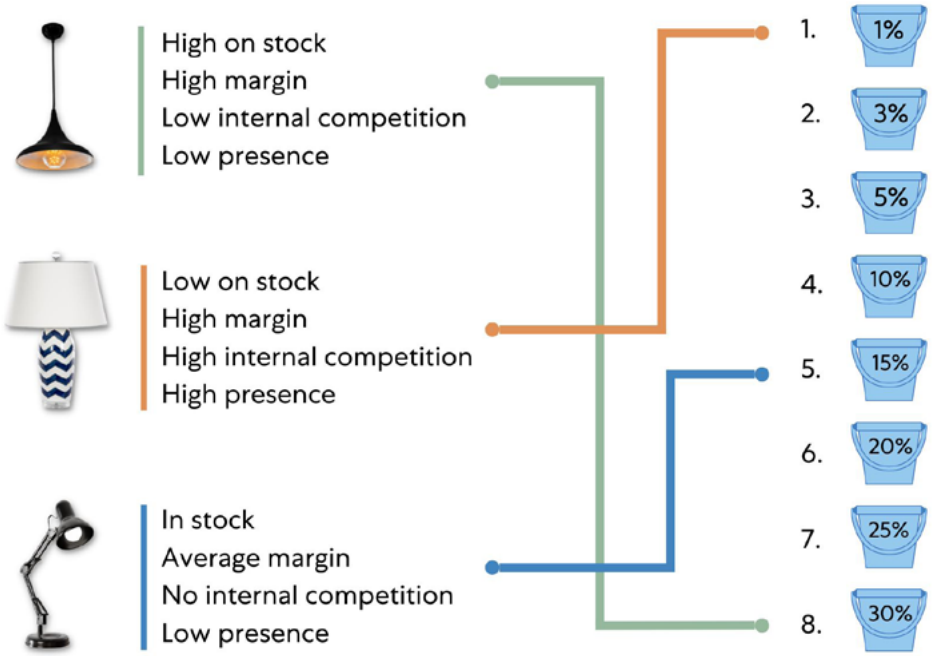
Profit margin

The most important reason for dividing the product feed into several campaigns is because you have a different target or a different budget for certain products. The profit margin, so how much profit a product generates, can vary. And budgets and targets can only be set at campaign level, so you want to respond optimally.

At Adchieve, we look at the profit of the order following the click on a product ad. Say someone clicks on product A. The purchase can then be product B or twice product A. We therefore want to know how much we earn from a product ad, also considering factors like purchase price, shipping costs and any products being returned.

With that in mind, we estimate the margins at product level. We can use that to then create a structure, so that you have an expected profit margin per product. We place similar profit margins together in product groups, also called buckets. There may be two, or even ten. That depends entirely on the extent to which you can and want to break down your products.

If you have lots of different margins, you might have ten buckets. But if your range of products consists of thousands of products, and if the margins do not vary much from each other, you might choose one, two or three buckets. You can then place a higher or lower target on those buckets and bid more aggressively or more conservatively.



At least 30 conversions
The number of buckets you use for the campaign not only depends on the difference in profit margin, but also on the conversion volume in the bucket. You want to prevent a campaign not generating enough conversions because you then will not achieve the desired results. To be able to generate sufficient data to let the automated bid strategies do their work, we generally say that at least 30 conversions, or purchases, must take place a month. Only then can you split up a campaign. If you don't have that, you'd be better only using one campaign.

You will find more best practices about the optimal Performance Max campaign structure in our article: What is the best Performance Max campaign structure?

The optimal Performance Max account structure

Performance Max has several advantages and disadvantages, which means that not only does the campaign structure within PMax affect your result, but also how you get Performance Max to work together with other campaigns in your Google Ads account.

Averaging out campaigns
An important point is that Google averages out campaigns. Your ROAS target is an average that Google needs to achieve. So, Google compensates bad clicks which don't lead to conversion with good clicks that do lead to conversion to produce an average ROAS.

With the arrival of Performance Max, Google can target more widely and find your good customers more easily. This creates more easy opportunities for Google to average out bad clicks.

Easy opportunities include:
- Ads on your brand name.
- Retargeting to your best customers.
- Ads for popular products with an attractive price.

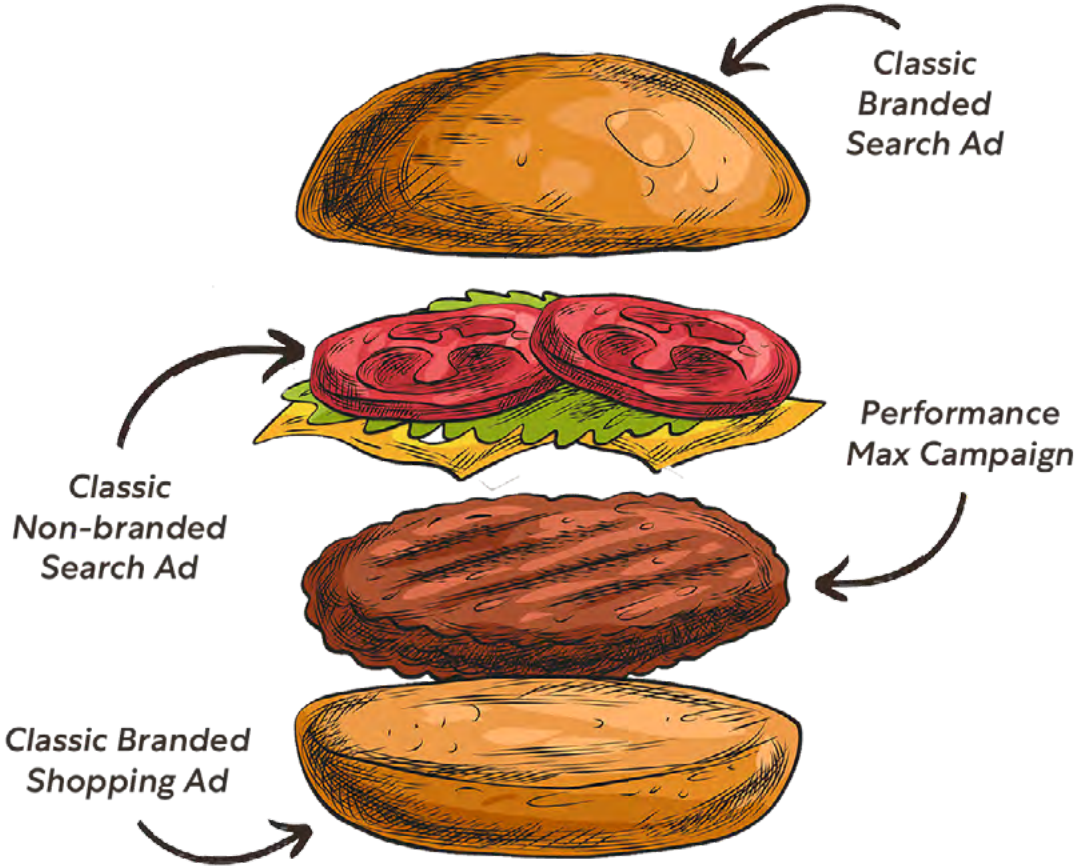
Google starts by using the best chances and then works downwards. This means your average ROAS is not the same as your incremental ROAS. In other words: the last clicks in your campaign are often far below your ROAS target.

The fact that Google uses the easiest opportunities is not necessarily so bad. So long as you know what those easy opportunities generate in terms of revenue. You could then calculate what your ROAS setting should be to ensure your incremental ROAS does not fall below an unacceptable level. However, because Google offers increasingly less insight into your campaign results, you should remove the easy opportunities, if possible. This gives you more insight into 'pure' revenue.

Optimally combine Performance Max campaigns

How best to combine your Performance Max campaigns with other campaign types depends on your organization and its goals, but we usually advise:

1. Covering your brand name: branded Search campaign and branded Shopping campaign.
Google not only creates turnover with campaigns. Google also claims turnover which you would achieve anyway. It is important to be alert, certainly for easy opportunities whereby Google claims but does not create turnover. If big turnover volumes are also involved, you need to be extra alert. With brand campaigns in Search and Shopping, you ensure that Google cannot use these easy chances in Performance Max and so cannot average out with (extra) bad clicks.



2. Non-branded Search campaign.
These campaigns often perform better because you can create much more specific ads which are closely matched to the Search results. You can add more titles, descriptions and extensions. Ads become more relevant and therefore convert better. You also maintain an overview of search queries and thus insight into developments in your market. Finally, you prevent dilution of your results.

We explain this - and much more - in great detail in our article: Performance Max: the Burger Structure.

2.

Measurement excellence

The numbers tell the tale

Once you have decided what you want to achieve, the question is: what do I need to properly analyze my strategic goals? In this chapter, we bring together the data to an optimum, but there are various 'tools' you can use here. One of the disadvantages of PMax is that, like Smart Shopping, not all the data is accessible any longer.

You have no search terms report
Instead, you get insight into search trends. These are grouped search terms which cannot be traced back to individual keywords. For each search theme, you can see the search volume, including increase or decrease, number of clicks, impressions, conversions and conversion value.

You don't get any insights into costs and revenue per channel
By consulting certain reports, you can trace some things back. In the listing report, for example, you see various metrics per product listing.

You can also calculate the spend on YouTube by multiplying the average costs per view by the number of views. In the Performance Max placement report, you can see how many views you had with each placement.

The basics sorted

Before you start with Performance Max campaigns, it's important that you sort the basics of your conversion measurement.

1. Google Ads tag: we advise importing the conversions using a tag on the website instead of a Google Analytics import. The advantage of the website import compared with the Google Analytics is that Analytics only allocates conversions based on non-direct last click. A measurement via the website import also allocates previous interactions from Google Ads to itself, enabling you to measure more. This is extra important for Performance Max because the algorithms of Performance Max function better with more data. Particularly through the data about the relationship between upper (Display and Video) and lower funnel traffic (Search & Shopping).

2. Improved conversions: you can use the improved conversions function to improve the accuracy of your conversion measurements and bid more effectively. This function supplements your existing conversion tags because hashed conversion data from your website can be sent directly to Google, guaranteeing privacy. This is particularly important for Performance Max because there are quite a lot of non-click interactions here, which do not always make it possible to place a cookie. Using this function, the conversions can be revealed.

3. Data-Driven: data-driven attribution in Google Ads is a method to attribute value to interactions for conversions. This approach uses statistical models to analyze conversion data and to determine the most probable route that a customer has taken before they converted. This is extra important for Performance Max, particularly for the relationship between upper and lower funnel traffic.

4. Transaction IDs: deduplicate conversions with transaction IDs: adding transaction IDs ensures that Google transactions which are measured twice or more times are deduplicated. This prevents duplication and spending too much money on Google.



View-through and Engagement-through conversions

A View-through conversion in Google Ads is a conversion which counts when a user sees an ad (but does not click on it), and later converts on the website without having clicked again on the ad.

Engagement-through conversion is a type of conversion in Google Ads whereby a user has had a certain interaction with an ad, like watching a video or carrying out a search, before continuing to complete a conversion.

Remember that View-through and Engagement-through count in the number of conversions within a Performance Max campaign. The conversion period, the time in which a conversion is registered after the interaction with an ad, is by default 1 day for view-through conversions and 3 days for Engaged-view conversions. You can change this to a period between 1 day and 30 days.

Total order margin

For your profit, do you look at your gross profit or net profit? The best thing is to take a contribution margin into account. For each order, check here what your net profit is and adapt your maximum bid to that. Subtract your variable costs like chance of return, kickbacks, handling costs, shipping costs and VAT.

There are two methods to work with contribution margin:

1. Bucket method: you divide your products into different campaigns based on similar contribution margins. You calculate the contribution margins as described above depending on what costs are relevant for your company (e.g., shipping costs and payment costs).

Only deduct the variable costs from the turnover to calculate your contribution margin. By filtering the products in the product listings based on a value in a custom label, you ensure that the right products are included in the right campaign.



Every campaign then gets its own target-ROAS depending on the level of the contribution margin. You then use the bid simulator data to determine which target will get you the highest contribution margin.

2. You change the conversion measurement: whereby you no longer measure the turnover but the contribution margin. There are three different ways to do this:

a. Function in Google Tag Manager (GTM)
You can put the margins of each product as a variable in GTM. You then use a function in GTM to calculate the margin of the total order. This value is then directly linked back in the conversion value of your Google Ads conversion pixel.

b. Order-ID
With this method, you keep the conversion measurement based on the turnover, but you use an order ID import to adapt the value of the order to the contribution margin. The advantage of this method is that you can include costs which you can only calculate later. The disadvantage is that this creates a delay between the transaction and the conversion measurement.

c. GCLID-ID
With this method, you first save all conversions from Google Ads in your CMS system. This might be via a hidden field on the thank you page, for example. Then you calculate the contribution margin. You send this contribution margin to Google Ads together with the GCLID so that Google can link the conversions to the right ad. As with the order ID, there is an additional delay between the transaction and the conversion measurement.

With method 2a, 2b and 2c, you then adapt the target-ROAS so that you can achieve the maximum contribution margin.

The advantage of the first method is that you can optimize on both profit and turnover. In many cases, as an advertiser you want to keep a certain turnover level and market share. And you don't need to adapt the conversion measurement, which in some cases can lead to fewer conversion data. The advantage of the second method is that you need fewer campaigns, as a result of which the conversion data is less splintered, and less campaign maintenance is required. We will be happy to advise you on which method best suits your business model.

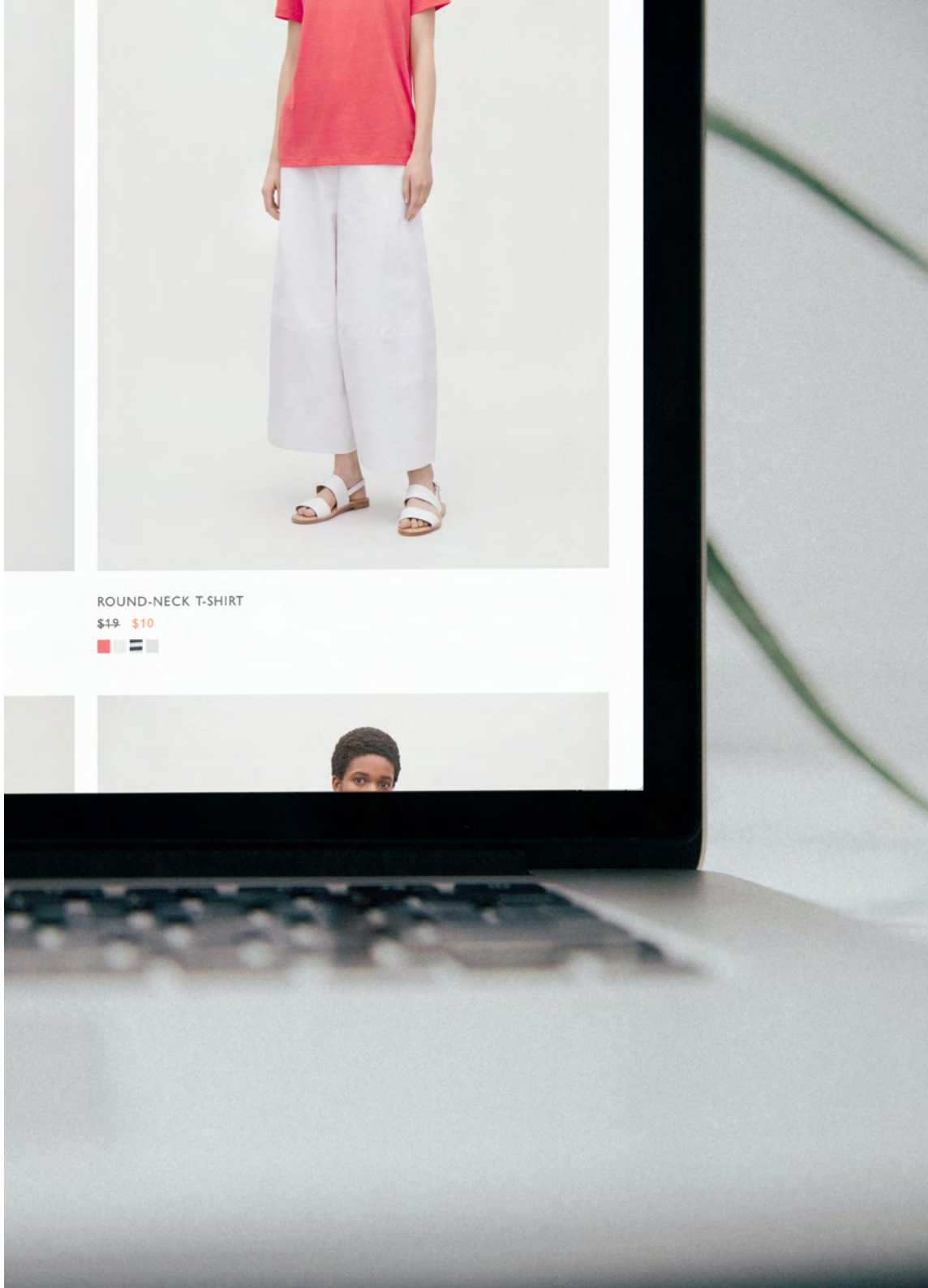
Soft conversions
Soft conversions in Google Ads are actions which the user carries out on your website, like filling in a contact form or subscribing to a newsletter, before they make a purchase. Although these actions do not generate direct revenue, they do indicate that the user is interested in your product or service, and they can help you identify potential customers.

You can also run Performance Max on soft conversions, for example because you don't have enough "hard conversions" (transactions). However, there is a big risk here. Because Performance Max also runs on external websites which fall under the Google Display Network.

Some of those external parties have bots running which click on the ads and try to score soft conversions to get a higher CPM price. We therefore do not advise focusing your PMax campaign on soft conversions.

If you have no other choices than to run on soft conversions, you can perform the following actions:

- Use a reCAPTCHA for the subscription or contact form. This prevents bots from subscribing.
- Install click fraud detection software.



3.

Creative excellence: feed & assets

Feed excellence

For e-commerce players, Google Shopping is often the most important channel for generating revenue from Google Ads. The basis for Shopping ads in Performance Max is still the Shopping feed in the Merchant Center.

Requirements for feeds

Your Shopping feed must be optimal on a couple of points. For example, it's important that all your prices and product availability are up to date. We also recommend keeping to Google's minimum demands in combination with the right GTIN/EAN codes for products.

Product ID
The product ID is an identification for a unique product. When your product ID changes, Google interprets this as a new product. This often leads to a decline in your performance. So, make sure that you always use the same product ID for a certain product.

Title
With the attribute 'title', you describe the product that you are selling. The title is one of the most visible parts of your ad. It's therefore important to optimize this.

Description
With the description, you inform your customers about the characteristics of the product. Mention the specific attributes and advantages of the product and the technical specifications. A good description helps Google show the ad to the right target group.

Link
The link to the landing page of the product. Here, use the entire URL, including protocol (https).

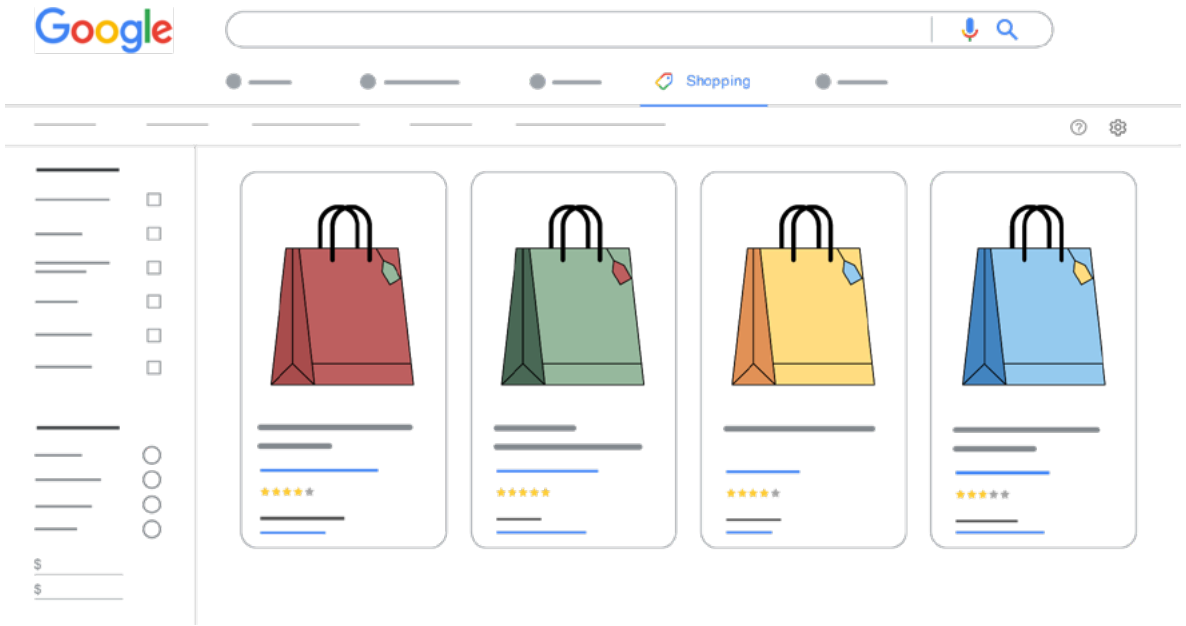
Image Link
The link to the main image of the product. This should be a clear image on a white background. Promotional texts in the image are not permitted.

The image should be at least 100x100px in size. For fashion products, the minimum size is: 250x250px. Accepted file types are: JPEG, PNG, WebP, BMP, TIFF and GIF. Animated GIFs are not permitted.

Price
The product price must always correspond with the price on the product page. Google can deactivate your product if the price doesn't match. If this happens frequently, Google can even suspend your account. You prevent this by automatically updating your feed using an API. You can also use automatic price updates by using structured data and the functionality for automatic price updates in Google Merchant Center.

Brand
Use the brand attribute to indicate the brand name of the product. Apart from films, books, music recordings, you are required to name the brand. You can use the brand to organize your product groups for bids in Shopping campaigns.

You may only use your own brand name with this attribute if you are selling your own products (white label). If a product doesn't have a brand, you can leave this attribute empty. Never fill this with a term like general, no brand, not applicable, etc.



GTIN
For every product that has a GTIN, you must include this in the product feed. In practice, different types of ID numbers are considered as a GTIN. In Europe, the GTIN is usually the EAN code, and in the US and in Japan the JAN.

For books, the ISBN is used as a GTIN number. Incorrect GTIN numbers are one of the most common reasons why your products are rejected in the Google Merchant Center. We therefore advise regularly downloading the data in the tab diagnostic and rectifying all GTIN errors.

MPN
MPN numbers are required for all products without a GTIN allocated by the manufacturer. Use the most specific MPN possible. When a product is available in different colors, for example, each color should have its own MPN number.

Availability
Use the availability attribute to indicate whether you have a product in stock or not. There are four possible values for availability: in stock, out of stock, preorder, backorder. The availability must correspond with the availability on your landing page.

Like with the price attribute, it is important to update the availability to prevent suspension. Frequent feed updates and schema markup with automatic updates in the GMC can help prevent this.

If you don't have products immediately in stock but you can reorder them, we advise adding them to the shopping feed to test whether you can achieve good results on Google Shopping with these products. In practice, we find that these products may perform just as well as products which are in stock.

Product-specific required attributes

There are also several required columns, depending on the type of product that is being sold and the country in which you are selling the product.

Particularly in the fashion segment, there are several additional required fields. In some cases, they are partially required. Not having these attributes can mean that you only have limited exposure on Google. Examples of partially required fields are:

- Color.
- Gender.
- Size.
- Group-ID.
- Condition.
- Age group.
- Material.
- Pattern.



picture: Freepik.com

Attributes for better visibility

The following attributes are not required but do help make your products more visible in the Google Shopping results because they let your products stand out more.

Local inventory Ads (Standard)
Show whether the product is available in a local store.

Local Inventory Ad/Lia + Pick-up
Shows whether you can order a product online and collect from a local store.

Automatic price reduction
When you reduce the price of a product to such an extent that it is lower than the average price that you communicated in the past, you are eligible for a 'price reduction' badge. With this badge, Google highlights to the potential customer that the product price has been reduced.

Product reviews
Shows stars (1-5) together with the number or the reviews. You need at least 50 reviews for all your products. You can use a review aggregator, or you can download them yourself.

Free & fast shipping
Free shipment can show whether your product can be shipped free of charge. Fast shipment shows whether you can deliver to a customer within 3 working days or sooner. Note that this only applies to the United States. You must also make configurations in the GMC and set the right messages on your product detail and checkout pages.

Retail price
The retail price is shown as the current price next to the original price, which is shown with a strikethrough. You must indicate both the original price and the retail price.

Promotions
With promotions, you can distribute online offers over different Google channels. This is only available in the US, UK, CA, DE, FR, IN and AU.

Returns policy
If you add your returns policy to your GMC, customers will see various returns-related annotations on the Shopping ads.

Condition
Use the condition attribute to tell potential customers about the condition of the product you are selling.

Optimize titles, short titles and descriptions

With title optimization, it's important to place the most important keywords at the beginning of your title because Google often cuts off part of the product title. It's also important to include all the relevant attributes of the product in the title, like measurements and colors for clothing.

Titles

a. Titles for clothing
Brand + gender + product type + attributes (color, size, material)
Example: Nike Men's Sweater, Black (XXL), Cotton

b. Titles for electronics
Brand + Attributes + Product Type + Model #
Example: Samsung 88" Smart LED TV with 4k 3D Curved Screen (UN88JS9500)

c. Titles for consumable items
Brand + Product Type + Attributes
Example: TwinLab mega XOQ10, 50 mg, 60 capsules

d. Titles for seasonal products
Occasion + product type + attributes
Example: Mother's Day personalized vase, white

e. Titles for hard goods
Brand + Product Type + Attributes
Example: Allibert Monaco Chairs (Grey Polypropylene, 4 items)

f. Titles for books
Title + Type + Format + Author
Example: 1,000 Italian Recipes Cookbook, Hardcover by Michele Scicolone

Short titles

- Put the most important details at the beginning.
- Mention the most important details that define your product. If you have product variants, include the distinctive attributes like size or color.
- Use keywords like the brand and the product name plus relevant details (like waterproofness).
- Test and optimize the titles to see which perform best.

Descriptions

- Maximum 90 characters
- One with at least 60 characters or less

Also ensure that you offer your products at "child level" and not just at "parent level". That means that you need to submit products with different sizes and colors separately.



Asset Excellence

One of the bonuses of Performance Max campaigns is the large number of creative assets you can add to your campaign. In Smart Shopping campaigns, there is only room for one photo, one short header text, one long header text, one description and one video. But depending on the type, you can add several creative assets to Performance Max campaigns.

Another interesting function is that Performance Max campaigns provide feedback about the ad strength per creative asset. You simply optimize your creative assets by improving the poorest performing ones and continuing to use your best performing assets.

In addition, in each campaign you can create several (up to 100) asset groups. You can therefore make your ad more relevant for the products you are offering. Within Smart Shopping campaigns, you first needed to create another campaign and your data was divided up. This did not always benefit the performance of your campaign because the more conversion data you have, the better the Google bid algorithm works.

Google makes a distinction between four types of assets for Performance Max campaigns:

1. texts
2. images
3. videos
4. extensions

Although a PMax campaign can also run without assets, we recommend that you add as many creative assets as possible if you do decide to use them. The more creatives the algorithms can choose from, the more placements you will have, and the better Google can test for effectiveness.

Here it's important to remember that you must not start creating assets just to achieve the maximum. The texts, images and videos must add value to what you already have. You can do this by highlighting other USPs of your company, for example.

In other words, do not aim for the minimum within your asset group, but choose as many and relevant assets as possible with a similar theme in order to optimally anticipate the wishes and goals of your target group. You'll see that this will definitely bear fruit.



For each type of asset, you can add different components in order to create a complete asset group. These are shown below.

Six types of text assets:
- headlines
- descriptions
- landing page
- display URL path (after the slash)
- CTA (can be selected from the list)
- company name

Five types of images:
- portrait image
- landscape image
- square image
- square logo
- landscape logo

A type of video:
- Video in YouTube format, minimum 10 secs.

Extensions:
- site links
- promotion extensions
- price extensions
- website information
- highlight extensions
- lead forms

Every asset by default has several specifications that are summarized in the visual above.

Peformance Max asset specifications & requirements

			min	max
TEXT	HEADLINE	30 characters max; include at least 1 with 15 characters or less	3	5
	LONG HEADLINE	90 characters max	1	5
	DISCRIPTION	30 characters max; include at least 1 with 60 characters or less	2	5
	BUSINESS NAME	25 characters max	1	1
IMAGE	MARKETING IMAGE	Landscape (1.91:1) 1200 x 628 recommended; 5120KB max file size	1	20
	SQUARE MARKETING IMAGE	(1:1) 1200x1200 recommended; 5120KB max file size	1	20
	PORTRAIT MARKETING IMAGE	(4:5) 960x1200 recommended;	0	20
	LOGO	(1:1) 1200x1200 recommended; 5120KB max file size	1	5
	LANDSCAPE LOGO	(4:1) 1200x300 recommended; 5120KB max file size	0	5
VIDEO	YOUTUBE VIDEO	horizontal, vertical or square >= 10 seconds in length	0	5
CTA	CALL TO ACTION SELECTION	automated by default, or select from a list	0	1
MEDIA	MEDIA BUNDLE	150 KB max file size	0	1

Headlines and descriptions

- **3-5 Headlines -** maximum 30 characters, at least one headline with 15 characters or less.
- **1-5 Long headlines -** maximum 90 characters.
- **2-5 Descriptions -** maximum. 90 characters, one with at least 60 characters or less.
- **1 Company name -** maximum 25 characters.
- **1 Call-to-action -** predefined. Automated by default or selected from a list.
- **1-2 URL path display -** maximum 15 characters.

Best practices for textual creative assets

1. Incorporate dynamic values into the text assets: this is a best practice that we often apply as well. Adding dynamic values to your texts enables you to optimally anticipate the search terms of your target group. In this way, you also provide specific information, which benefits relevance. For example, think about adding 'from $xx.xx' or 'the number of units still in stock' to create urgency.

2. Add the maximum number: use all the places where you can add text assets. This enables Google to mix and match. The more options you provide, the more there is to test and the better the combinations will be.

3. Incorporate USPs: add them to your texts to immediately attract the attention of your target group.

4. Add calls-to-action (CTAs): although when you use an individual asset you are already selecting a CTA, we recommend that in the text too, you still call for action, such as 'visit the webshop', or 'shop now'.

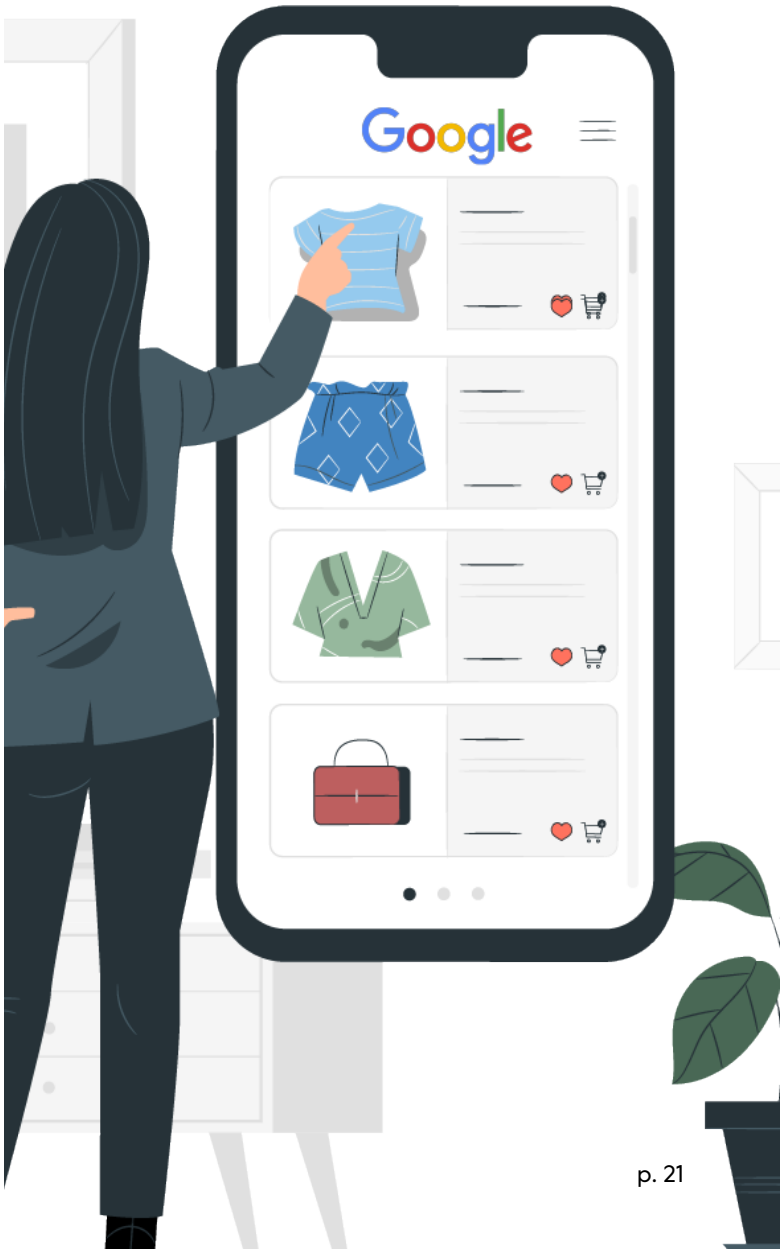
5. Think of an attention grabber: by drawing attention in your text in a nice or funny way, you are more likely to be remembered by your potential customers, often leading to a faster purchase.

Best practices for images and logos

Select designs that show well in any format: you will want to avoid using too much text, which makes the image difficult to see or read when it is displayed in small format. Always opt for high quality, proper proportions and the right number of pixels.

Create engagement: for example by choosing a model for your campaign, or someone who is using the product, in comparison to a pure, empty product photo.

Use social proof: by adding elements like the trust pilot rating, you show your potential new buyers that your products and your webshop can be trusted.



picture: Freepik.com



Incorporate USPs: show the unique benefits of your products and/or company in your images to stimulate purchasing.

Anticipate promotions and actions: incorporate these in your banners and use as many formats as possible for different placements. Add as many images as possible so that Google can perform A/B testing. For example, a banner test with and without promotion.

Pay attention to automatic overlays: in some ads, the call-to-action button is added to the bottom of the image. Avoid having this button overlap an important part of your banner.

Video

Add your own videos! This way you have much greater influence on the branding, structure and appearance of your video. If you do not supply a video as an asset, Google will create one itself based on the information you provided. This is more or less a slideshow, accompanied by music selected by the system. Are you going to make your own video, or have one made? Keep to this order where possible:

First 3 - 5 secs draw attention: at this point the 'Skip-ad' button is not yet visible. So this is when you'll want to grab the opportunity to introduce your brand, so that viewers know what it's all about and stay tuned.

Appeal to your target group

- By providing certain information that causes your target group to stay and the rest to click away, you are left with the target group you in fact wish to reach.
- Introduce your product or service.
- Conclude with a clear call-to-action.

Best practices for the video thumbnail

- Include important information.
- Use a lively and close-up image which looks good both in large and small formats.
- Use legible text.
- Mention your brand name.

Extensions

Site links
A site link shows extra links in your ad which takes people to specific pages on your website. People can then click on your links to go directly to what they want to know or buy. Add at least 2.

Promotions
Promotion extensions can add more value to your Search ads by emphasizing your sales and promotions for people looking for the best deals that your company offers.

Prices
Price extensions appear under your text ad on desktop and mobile and take up more space to tell people all about what your company offers. They are displayed as a set of maximum 8 cards which people can view to see different options and prices. People can go directly from your price menu to the item which interests them on your site.

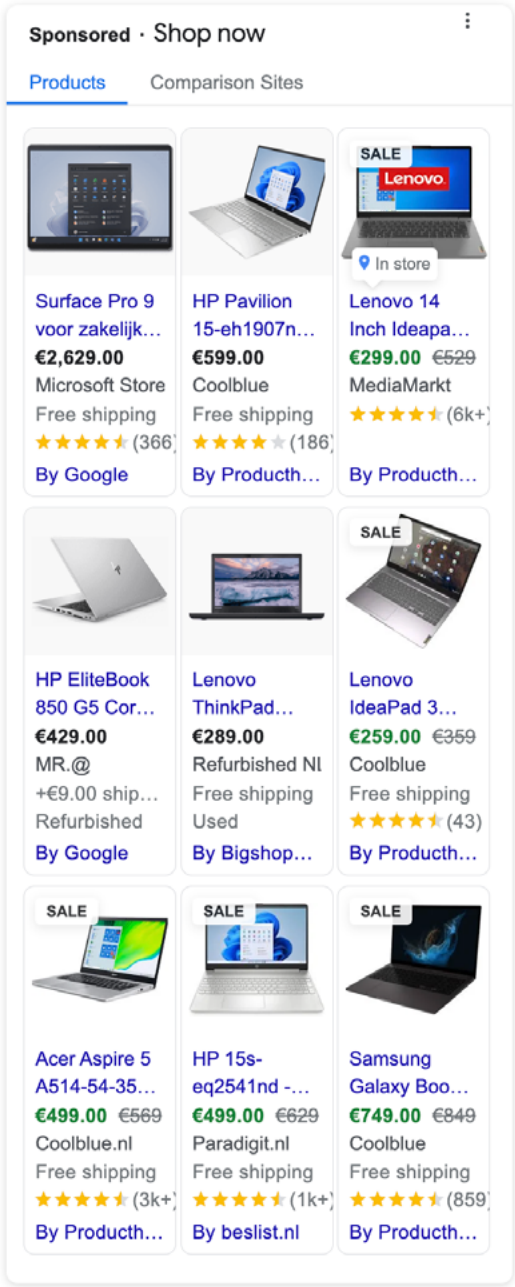
Callout
A callout helps you reach people fast. People can then see your phone number (on desktop) or click on a button to call your company directly (on mobile devices). They can also click on your ad to go to your website.

Callouts
A callout shows extra text about popular or unique aspects of your company in the ad. You can use them to highlight promotional offers, like 'free delivery' or '24/7 customer support'.

Structured snippets
Structured snippets are displayed under your text ad in the form of a header (for example 'Destinations') and a list of values (for example 'Hawaii, Costa Rica, South Africa').

Lead forms
A lead form helps you establish interest when people are looking for your company, products or services. People can click on your ad to immediately open the form or go to your website.

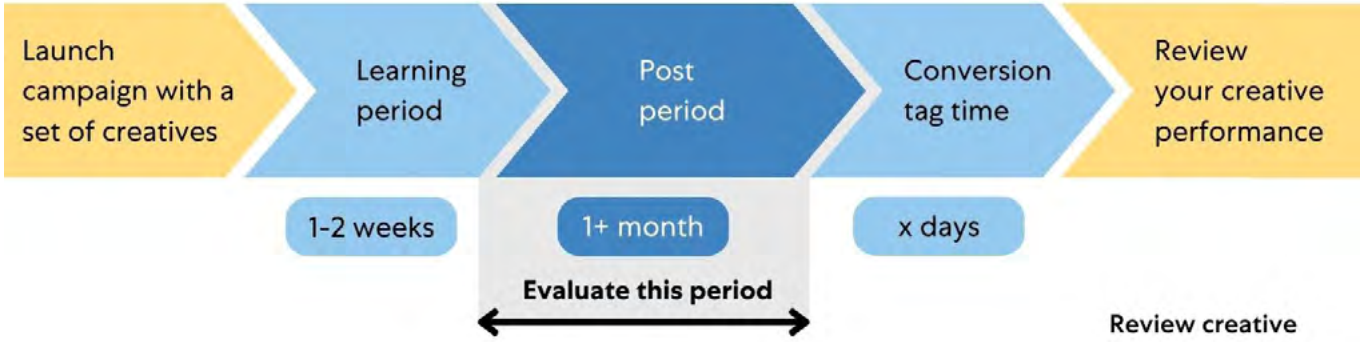
We explain more tips for assets in detail in our article: *10 best practices for Performance Max assets.*



Evaluate creative assets

What works well today is no guarantee for tomorrow. Which is why it is especially important to continue testing with your creative assets and periodically evaluate them. For example, add different calls-to-action to your assets and allow them to run side by side to see what works best.

Do not try to test everything all at once, but try to limit your setting to an A/B test. As soon as you have a winner, you can subject it to the next test in order to come up with the best design or the best asset.



Asset review process
When launching a PMax campaign, there is a learning period of 1 to 2 weeks. During this time, the Google algorithm is still learning, so it's best to evaluate after this period. In the optimal case, you also take the conversion lag into account: the average period between the click on the ad and the conversion. Then it's time to evaluate your performance.

Renewing the best performing creative assets
After a while, well performing creative assets may start performing less well (burn out). When this happens, you can try the following to breathe new life into the creative assets:
- Change the background color.
- Change the category.
- Add speech to the video.
- Use different video lengths.

Replace poorly performing creative assets
- Check whether best practices are being followed.
- Replace creative assets.
- Use the insights page to find relevant subjects for your ads.
- Test with promotions, layout and branding.

4.



Audience excellence – know your potential customer

The use of target groups is emphasized more in Performance Max. Within PMax, it is possible to add Audience signals (target group signals) at asset group level.

However, it's important to remember that this is only a signal, and that Google still shows ads to customers outside the audiences. The following audience signal tools are important because you can directly influence them. Other signals come from Google itself and you have no or little influence over them.

Google composes these target groups, but you can always choose whether to add them to your asset group or campaign.

1. Custom segments

• *Keyword signals.*
Here you add keywords which you use in traditional Search campaigns.

• *URLs.*
Here you give Google signals to include URLs of websites which your target group visits.

• *Apps.*
Here you give Google the right signals by showing which apps your target group uses.



2. Remarketing Audiences through cookies

Remarketing lists can be subdivided into how far visitors got in the sales funnel. The more specific your remarketing lists, the better the signals to Google.

- Remarketing stages.
- Dynamic Remarketing Parameters.

With dynamic remarketing, you create a feed of all your products or services with attributes like unique IDs, images and prices. Using the data from your feed, you make strong ads and dynamic remarketing shows the most relevant information in these ads to people who previously visited your website. This increases the chance that someone will click on your ad and convert.

3. Google Customer Match

Google Customer Match is a solution that lets you combine your own online and offline customer data with data from Google to reach current and new customers. This can be achieved via Search, Shopping, Gmail, YouTube and the Display Network, for example.

When you provide Google Ads with data that your customers have shared with you, such as email address, address and/or phone number, you can target very effectively because Google soon knows which customers are most likely to convert.

5.

Performance Max optimization

with Adchieve

Adchieve's Performance Max software is designed to help and support you in creating and optimizing PMax campaigns. How? Find out in this chapter.

What is Performance Max automation?

Adchieve Performance Max automation offers you powerful tools to run profitable PMax campaigns.

The software helps you in several areas:

- To create ads and assets that closely match the needs and searches of your customers.
- To optimally structure asset groups based on sales data and trends, increasing the return on investment of your campaigns.
- To find optimal bids based on profitability and margins.
- To save time: the software takes all the labor-intensive bulk work off your hands.

Automatic campaign creation

Adchieve's automation software helps you scale campaigns effectively because you no longer have to do the labor-intensive bulk work manually.

The software offers you extensive functionalities to create and optimize campaigns automatically based on areas such as brand, margins or inventory. The Bulk Editor will relieve you of all the labor-intensive work.

Automatic asset creation

Adchieve makes it easy to create relevant ads on a large scale. Based on your product feed and conditional logic, you can efficiently create dynamic headlines and ad texts. Images and videos are automatically linked to the right asset groups, ensuring that these, too, are as relevant as possible.

Optimal asset group structure

The Asset Group Optimizer enables you to categorize asset groups according to your customers' needs, so that assets better match your ads and you generate more returns from campaigns.

A special algorithm developed by Adchieve data scientists predicts future sales based on historical sales data en trends. This new algorithm is an evolution of a previously developed version and we have therefore named it Sales Algorithm 2.0.

At Adchieve, we believe in the power of smart algorithms, just like Google does. But unlike Google, we believe that algorithms should not replace the control of the specialist. That is why Adchieve's Asset Group Optimizer gives smart suggestions for promising asset groups, but you remain entirely in control: you always decide which suggestions will go live and which will be rejected.



The Marketing Calendar

The Adchieve Marketing Calendar (to be released later in 2023) enables you to capitalize on promotions and events, such as clearance sales, Black Friday and holidays. You simply schedule changes to ads, which will be automatically implemented at precisely the right time and then return to the original state once the promotion has ended.

POAS and Profit buckets

Placing the right bids is a crucial point in your Google Ads strategy, as it greatly affects the profitability of your campaigns.

At Adchieve, we are not afraid of saying that we believe that Target ROAS has its shortcomings.

Too many shortcomings, if you ask us.
The main reason for this is because ROAS does not take into account margins or profit, only turnover. That is why we have been advocating for many years to focus your campaigns on POAS rather than ROAS. With Profit On Ad Spend (see also page 4 of this guide), you focus on the profitability of orders resulting from ad campaigns.

POAS insights can be applied to your campaigns through so-called Profit buckets. Profit buckets are flexible retainers in which you place products with the same gross order margin %. This enables you to bid less for products with a low margin % (or, in other words, to set a higher ROAS target) than for products with a high margin %. You can read all about the bucket principle in this article.

Read more about Adchieve Insights and POAS.




"Create profitable ad campaigns at scale. Reach potential customers exactly at the right moment with hyper relevant ads."
The use of qualitative Google Automation software will obviously still be a no brainer in the Performance Max age. Improve your input, save time, and learn from predictable and actionable insights like POAS, Keywords and bid buckets.
Adchieve's software is made by and with industry leaders.
Adchieve
engineering success