



your guide to

GOOGLE ADS PERFORMANCE MAX CAMPAIGNS

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WHAT ARE PERFORMANCE MAX CAMPAIGNS?

Performance Max is a heavily automated campaign type within Google that really leans on Google's machine learning and automation.

Performance Max covers a number of Google networks such as Shopping, Search, Display, Video (Youtube) Discovery and Gmail. So it's a great opportunity to increase your brand's visibility if used correctly.



"It's designed to complement your keyword-based Search campaigns to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail, and Maps."

-GOOGLE

01

FEED IN AS MUCH DATA AS POSSIBLE

1. **Campaign Structure:** Shift away from an overly segmented campaign approach where possible and start grouping targeting or products into campaigns where it makes sense.
2. **Tracking:** You absolutely need conversion tracking in place for your Performance Max campaigns to work. Without this Google won't understand what it's trying to achieve/what's working and what isn't
3. **Targeting:** Contrary to popular belief, audience signals do not mean your campaign will be only targeting those users. Instead, they are more of a guidance to Google on the type of users you would like to target.

So the more relevant signals you feed into your campaign, the better!

02

MAKE FULL USE OF YOUR ASSETS

Since Performance Max covers so many networks, you have the opportunity to implement image assets, video assets, text assets as well as attach your product feed. So make use of this where you can!

When your campaign is all up and running, Google will circulate through these assets to determine what combination of assets deliver the best results. The more you feed into Google from an asset perspective, the more you give Google to play around with. Implementing a number of video, image, text and shopping assets also gives you more campaign visibility.

When uploading assets, remember that any of them have the potential to generate impressions in different scenarios, so quality is key here.





03

LEARNING

- 1. Let The Campaign Learn:** When Performance Max campaigns first go live, they can take up to 3 weeks before they start getting the results you're looking for on a more consistent basis. It is within these 3 weeks that campaign performance is more likely to fluctuate. Which is why, as painful as it is, you need to try and wait this painful period out and let the campaign learn.
- 2. Budget:** Try and avoid applying a budget that is too restrictive if you can. Now of course if you have a small budget, don't let that stop you from running Performance Max, but just be mindful that the smaller the budget, the longer the campaign will take to learn.