



Conversion lift for Performance Max

Google's lift measurement enables advertisers to run controlled experiments to measure the causal, incremental effects of your Google marketing campaigns. **We're happy to announce that we're expanding our offering for Performance Max campaigns this year.**

64%

According to a study conducted by MMA and AppsFlyer, 64% of marketing executives plan to invest more in measurement solutions like incrementally and media mix modeling in response to privacy regulations.

Source: MMA, AppsFlyer. "Apple, IDFA and iOS14: New Challenges, New Opportunities for Marketers," September 2020, pp. 12



Conversion Lift for Performance Max benefits

- › **Conversion Lift** enables you to understand how many incremental conversions are driven by your Performance Max investment.
- › **We're providing self-service access to create Conversion Lift studies**, either split by users or by geographical regions.
- › **Users-based** randomly separate your audience into **users who see your ads and users who don't see your ads**, while **geo-based** compares performance from **regions where your ads were shown to regions where they weren't**.

Advertisers that use Performance Max campaign in their account see an average of 18% total incremental conversions at a similar cost per action.

Source: Google Data, Global, Ads, November - December 2022



How it works

By leveraging the Lift Measurement UI you'll be able to select Performance Max campaigns to run holdout test to understand the efficiency of this campaigns within your media plan.

Work with your account team to see if you are eligible for this beta

Set up the study in the Lift Measurement tab

We will **implement** the holdback automatically in the back end

After selected period of time, get reporting directly from UI

Case Study

HomeCentre drives **8% more incremental store revenue** with Performance Max for store goals



The results have conclusively shown us that Google Performance Max for store goals are highly effective at driving incremental sales at our stores and at scale.

—Sitaram Kumar, VP

7.8x

ROAS

+6%

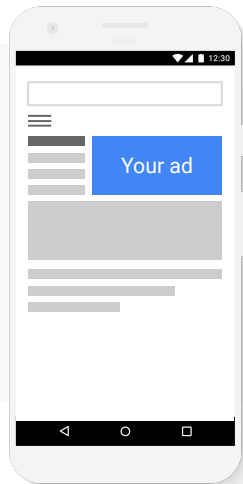
Incremental Store transactions

Get Started

Reach out to your account team today to confirm availability for Google’s lift measurement suite.

- 1 **Define** your hypothesis, what do you expect to find by running incrementality on Performance Max?
- 2 **Work** with your account team to define if your best fitted for a users based or a geo based split.
- 3 **Set up** the study in Google Ads UI and make sure your Performance Max campaign follows all the best practices.
- 4 **Analyze** the results and turn the outcomes into business actions by following the [Modern Measurement Guide](#).

Test



Those who **saw** your ad



○ Incremental/
lifted users

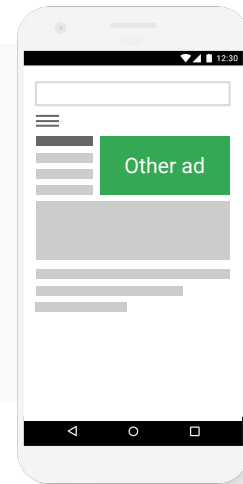


Those who **would have seen** your ad



○ Baseline

Control



■ Didn't convert

■ Converted **because** of this ad

■ Converted **regardless** of this ad