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Performance Max campaigns

Performance Max - Driving conversions with creative assets

PLAYBOOK (1/2)

By Catriona Burnby-Allan, Julie Mc Neill, Eva Stefanik, Account Managers, Google Shopping | Expertise Series [July 2023]

Consumer journeys are increasingly complex. 54% of shoppers have used five or more channels, such as video and social media, to shop over a two-day period.[1] With shoppers switching between channels more and more, Google's new goal-based campaign type, Performance Max can accelerate growth & increase conversions within your business through bidding, targeting, creatives & attribution using AI-powered solutions.
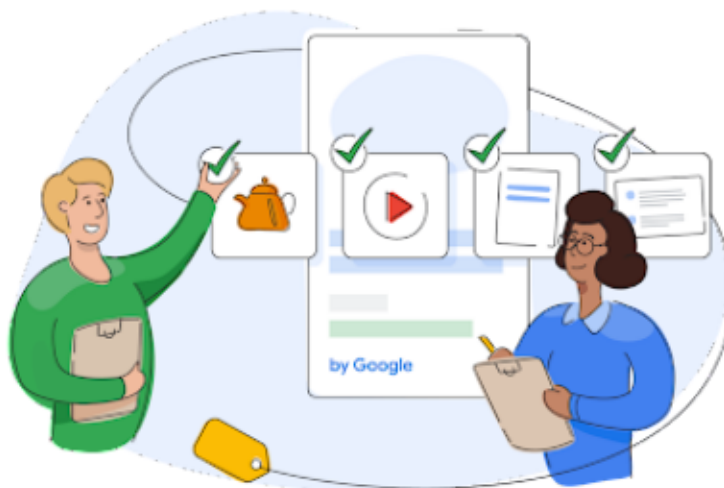
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Advertisers using Performance Max get over 18% more conversions at a similar cost per action.

[Google Ads & Commerce Blog (2023)][2]

Crafting your messaging & managing your creative assets

Your messaging is your most powerful tool in driving the performance of your ads. By changing your messaging, you can customise your campaign to promote new products or offerings.

With Performance Max, you can organise your creative assets into groups in your campaign – usually around a product or category. Once you have allocated a variety of creative assets to a group, they can be tailored to relevant ad formats by AI to build more ads specific to your target audience.

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Google Shopping (GSS) general tips

Create your campaign and upload your assets ahead of time – especially if you have a specific start date. Remember, assets can take a few days to be approved, especially video assets. Set a start date and make sure the campaign and all assets are *'Enabled'*.

Provide plenty of assets. The fewer assets in your campaign, the fewer auctions they'll be eligible to enter.

Refresh your creative assets as your marketing message evolves or to customise your campaign to promote new products, menu items or sales.

For weekend sales, start the campaign 2–3 weeks in advance, then refresh your assets frequently to move from generic store assets to sales-focused assets.

If an asset is not performing well, don't just delete it; replace it with a new one. Deleting assets will limit ads served in your campaign.

Asset grouping best practices

One asset group should suffice when:

You want to speak to a particular audience but don't have a complete suite of assets built for them

You have a new brand campaign launching with new visuals and messaging

You only run seasonal promotions a few times a year

Multiple asset groups are recommended when:

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You have a full set of creatives to speak to a particular audience segment

You run promotions on a regular basis

Best practices by asset type

Text assets

Highlight important information about your products and offerings with keywords that are relevant to your business and add context for your customers. Promotions and discounts can spark interest and drive conversions.[3]

Use sentence cases in your creative assets for a more organic and authentic-feeling message.

Create text assets that make sense when combined. Avoid repeating messages from your headline in your description, or vice versa.

🔍 **Text inventory specs**

- 5 x 30 character max headlines
  (at least one with 15 characters or fewer)

- 5 x 90 character max descriptions
  (at least one with 60 characters or fewer)

- 1 x 90 character long headline

Image assets

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Make sure your images are clear at both large and small sizes, as they will probably be resized for different channels.

Use clear backgrounds and avoid text around images.

Avoid overly staged stock photography.

🔍 **Image inventory specs**

Add up to 20 images with at least:

- 1 x 600 x 314px landscape
- 1 x 300 x 300px square
- 1 x 314 x 314px square
  (for campaigns with Store Visits goal)

Add up to five logos with at least:

- 1 x 128 x 128px logo
- Recommended: 1200 × 628px
- Max file size: 5,120KB

Video assets

Show your brand or product in the first two seconds.

Add subtitles or voice-overs to your videos. They can boost conversions by 20% and lower CPA by 18%.[4]

If you don't have the resources to make a video from scratch, you can use the video builder in Google Ads. Alternatively, Performance Max can auto-generate video assets from your text snd images, and can auto-generate headlines and descriptions from your provided URL.

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We recommend at least 3 videos with:

🔵 Different sizes and orientations such as horizontal, vertical, or square

🔵 Must be >10 seconds in length

REMEMBER: The more high-quality text, images and video assets you provide, the more formats Performance Max can create – and the more places your ad can appear.

Evaluating your asset performance

1) Asset performance ratings

Within your asset groups, you'll see ratings for your text, image and video assets. Any new assets you add to a group or modifications you make to an existing group will need to go through this review process again before they can be used.

Asset performance ratings:

'Low' to 'Best': After your assets have been reviewed and approved, they're assigned a rating on this scale depending on performance.

Assets pending: This asset isn't being used in any ads. No action is required on your part; the system will start showing the asset in ads over time or when it's deemed to improve performance.

2) Ad strength

Ad strength is an aggregated rating of **all** assets within an asset group in real time. It measures the relevance, quality and diversity of your ad copy and ranges from **'Poor'** to **'Excellent'**.

3) [New!] Asset-group level reporting

Asset-group level reporting helps you **create better-performing assets** by showing how your current asset groups are performing in conversions, conversion value, cost and other metrics. The system shows the asset that has the highest probability of driving conversion value at the set target ROAS, taking into consideration audiences, surfaces and position in the sales funnel. If the same asset is assigned to two groups with equal characteristics, historical performance will determine which is more likely to be displayed in the auction.

Continue to Part 2: Integrating, optimising and assessing

> [Find out here how integrating Performance Max can help achieve your marketing goals and make reporting faster and easier.](#)

1   Google Ads & Commerce Blog (2022), [Turn curiosity into customers this holiday season](#)

2   Google Ads & Commerce Blog (2023), [New ways to multiply your results with Performance Max](#)

3   Note: To improve the performance of your text assets, use insights to identify high-converting keywords and categories. You can also use search query reports to identify themes that could be used to create new assets or asset groups

4   Google, EMEA Creative Webinar (2023), [Power of Video for Pmax](#)

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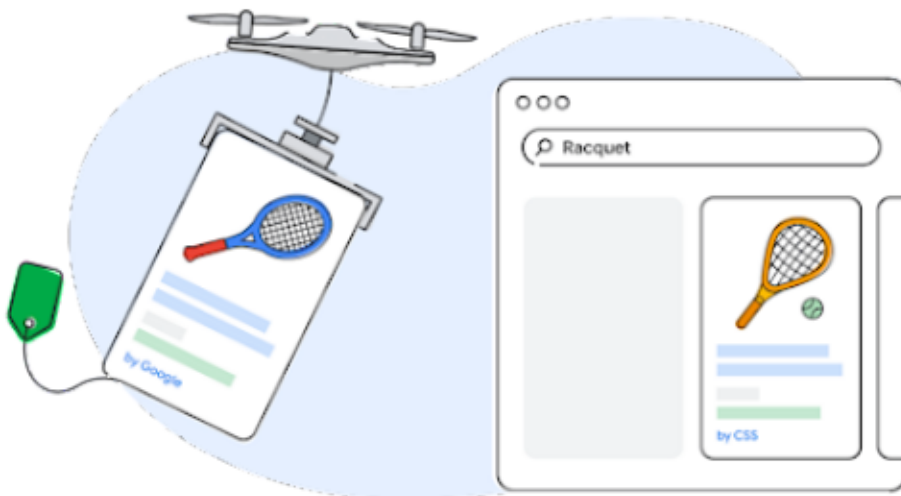
Performance Max: Integrating, optimising and assessing

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Using Performance Max with other Google Ads campaigns

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Search:

Performance Max complements your existing Search campaigns and respects keyword targeting. If a query is identical to an eligible Search keyword of any match type, this campaign will be prioritised over Performance Max. If the query is not identical, then the campaign with the highest ad rank will show.

Standard Shopping:

Performance Max will take priority over these campaign types.

Display/Video:

Ad rank is crucial for these campaign types.

How campaigns are prioritised

Campaign 1	Campaign 2	Campaign entered in the auction
Search campaigns	Performance Max	**Search:** For identical queries (any match type) **Performance Max:** For non-identical queries
Video campaigns	Performance Max	Campaign w/ higher ad rank
Discover campaigns	Performance Max	Campaign w/ higher ad rank
Smart Shopping campaigns	Performance Max	**Shopping Ads:** Performance Max **Local Inventory Ads:** Performance Max **Dynamic display remarketing** (if user has viewed that product before): Performance Max **All other display placements:** Campaign w/ higher ad rank
Standard Shopping campaigns	Performance Max	**Shopping Ads on Search/Shopping:** Performance Max **Shopping Ads on Search partners:** Performance Max **Shopping Ads on Gmail and YouTube:** Campaign with higher ad rank
Display campaigns	Performance Max	**Dynamic remarketing** (if user has viewed that product before): Performance Max **All other display placements** (including other dynamic remarketing ads): Campaign w/ higher ad rank

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Google Shopping (CSS) tips for refining your campaigns

› Optimise your feed and provide the most relevant and up-to-date product information. This helps ensure your products are matched to relevant queries.

› Provide value information not reflected in your account by setting conversion value rules based on audiences, geolocation or device type.

› Use seasonality adjustments when you expect a 30% or greater increase in conversion rate for seven days or less.

› Set up negative keywords to avoid your ads displaying alongside content that may not be appropriate for your brand or serve your advertising goals.

Expanding your customer base with NCA goals

One of the best ways you can find new customers with Performance Max is by setting up a New Customer Acquisition (NCA) goal under *'Conversions'* in *'Tools & Settings'*. This allows you to bid for new customers differently than existing customers.

Different ways you can **identify new customers**:

Providing your own first-party data through Customer Match lists

Setting up conversion tags

Using Google's auto-detection method

NCA comes in two versions:

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Only bid for new customers

Assessing and evaluating your campaigns

Performance Max campaigns require a learning period of up to two weeks. During this time, Google Ads collects data points and learns the best approach to selling your products.

> REMEMBER: Your campaign's algorithmic learnings are tied to your Product IDs, so learnings are saved even if you change products between campaigns.

Make sure you're evaluating the right metrics for your bid strategy. For example, if you're using Maximise Conversions bidding, you should review conversions, CPA, and cost. If you're using Target ROAS, review conversion value, ROAS, and cost.

Reporting

1) Placement reports and exclusions

For a full list of where your ads have appeared and how many impressions they've received, go to *'Predefined Reports'* in Google Ads and select *'Performance Max Placement Report'*. You can choose specific placements to exclude by going to *'Accounts > Content > Exclusions'*.

2) Landing page reporting

To understand where Performance Max is optimising traffic, you can view your landing page report in the *'Reports'* tab of your Google Ads account. If you have specific URLs that you don't want to be included in your Performance Max campaign – like non-commercial landing pages – you can exclude them.

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REMEMBER: Use the 'Insights' tab to easily identify the most important insights driving your campaign performance, like Search Terms, Demand Forecasts, Consumer Interests and Auction Insights.