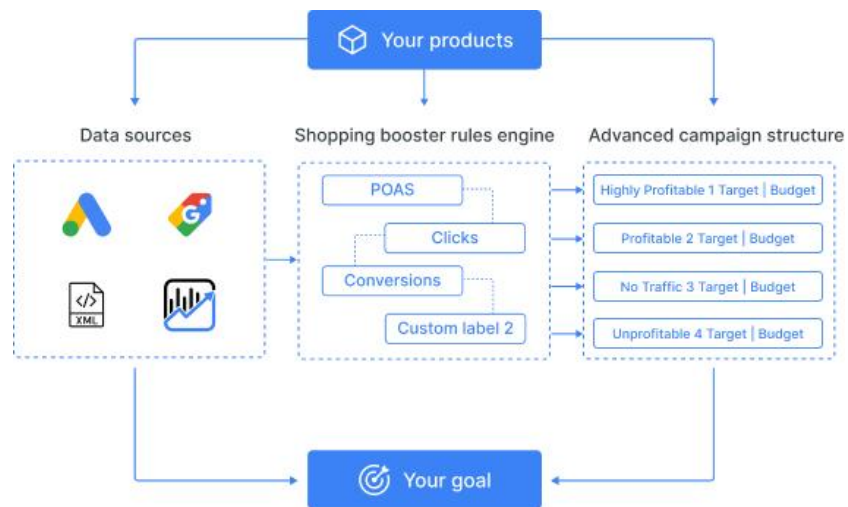


Control and Direct Pmax with the Shopping Booster and Elevate Your Performance






Frederik Boysen

Founder and CEO ProfitMetrics.io

Introduction

- ✓ Invented POAS (Profit on Ad Spend) to optimize ad decisions on Google and Meta using real profit data.
- ✓ Founded ProfitMetrics based on 16 years of eCommerce experience.
- ✓ ProfitMetrics collaborates with thousands of eCommerce businesses and agencies globally, focusing on data-driven decision-making and profit optimization.

Agenda

- ✓ Issues with Running a Single Performance Max Campaign
 - ✓ Common Problems with PMAX
 - ✓ Reasons for These Problems and How the Bidding AI Actually Works
 - ✓ Introduction to Shopping Booster
 - ✓ How to Control and Direct the Algorithm with Shopping Booster
 - ✓ Questions & Answers
- 

The Common Problems with the 'One-Campaign' Approach in PMax...



The Problem with PMax

- Marketers lack product level control



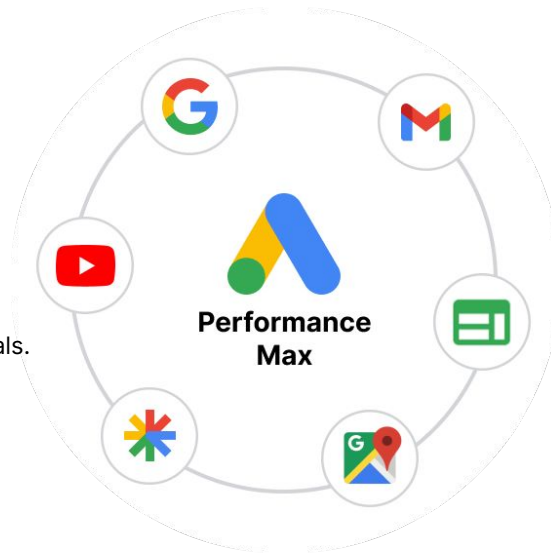
The Problem with PMax

- Marketers lack product level control
- Google decides which products get pushed.



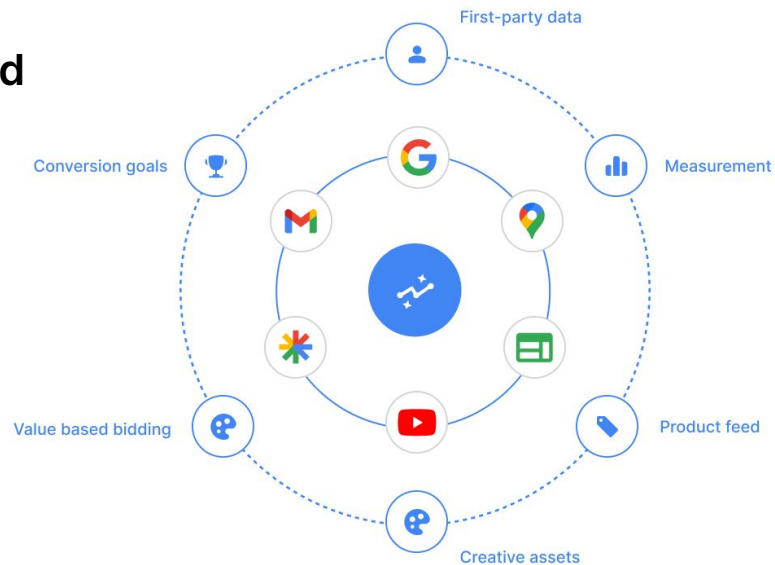
The Problem with PMax

- Marketers lack product level control
- Google decides which products get pushed.
- The bidding algorithm doesn't always prioritize the best-performing products or those aligning with business goals.



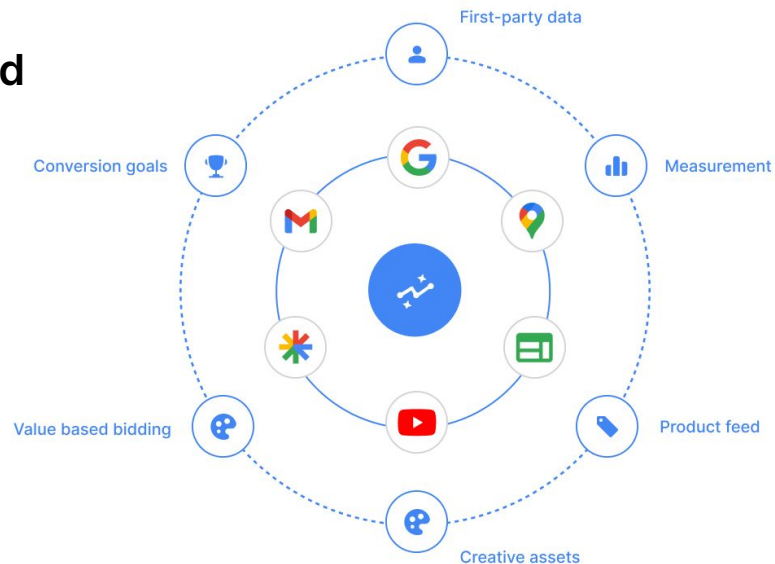
The Pmax bidding AI is not designed for your business!

- Google has the world's best bidding algorithm. However, it's designed to be universal and work 'out of the box' for all business (LeadGen, Local, Shopping, Hotels etc.).



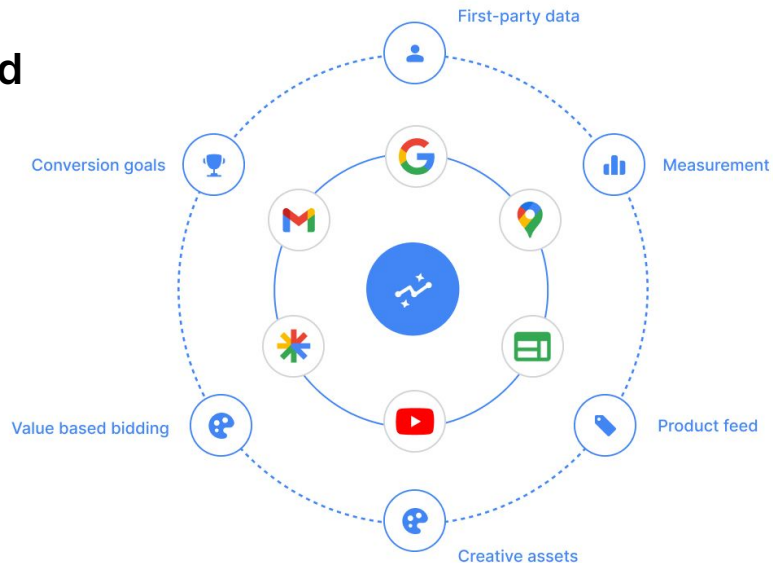
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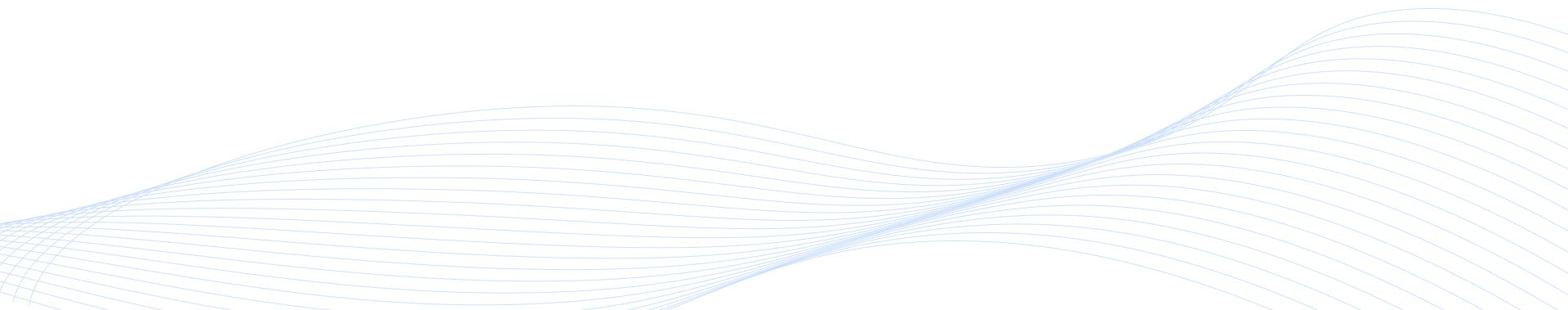


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- Google has the world's best bidding algorithm. However, It's designed to be universal and work 'out of the box' for all business (LeadGen, Local, Shopping, Hotels etc.).
- It's job is to meet customer-set targets using appropriate bids.
- But it **doesn't understand** how profitable this target is for you, or what this target means for your business.



Google's AI is only as powerful as the quality of data we feed it and the tasks we specifically ask it to perform.



Google's Target ROAS = Average Across Products

Bidding

Maximize conversion value

Set a target return on ad spend (optional)

Target ROAS [?](#)

500 %

[Change bid strategy](#) [?](#)

Cancel Save

Google's Target ROAS = Average Across Products

Product A



Ad spend: \$100

Revenue: \$700

ROAS: 7.00

Google's Target ROAS = Average Across Products

Product A



Ad spend: \$100

Revenue: \$700

ROAS: 7.00

Product B



Ad spend: \$100

Revenue: \$300

ROAS: 3.00

Google's Target ROAS = Average Across Products

Product A



Ad spend: \$100

Revenue: \$700

ROAS: 7.00

Product B



Ad spend: \$100

Revenue: \$300

ROAS: 3.00

Average campaign ROAS = 5.00X

Google's Target ROAS = Average Across Products

Product A



Ad spend: \$100

Revenue: \$700

ROAS: 7.00

Margin: 30%

Profit: \$110

Product B



Ad spend: \$100

Revenue: \$300

ROAS: 3.00

Margin: 30%

Profit: \$-10

Average campaign ROAS = 5.00X

- What if you're unprofitable with a ROAS of 3?
- Why not spend more on the product with a ROAS of 7, if there's higher search volume?

Google's Target POAS = Average Across Products

Product A



Profit 210

/

(Ad spend) 100

=

POAS: 2.1

Product B



Profit 90

/

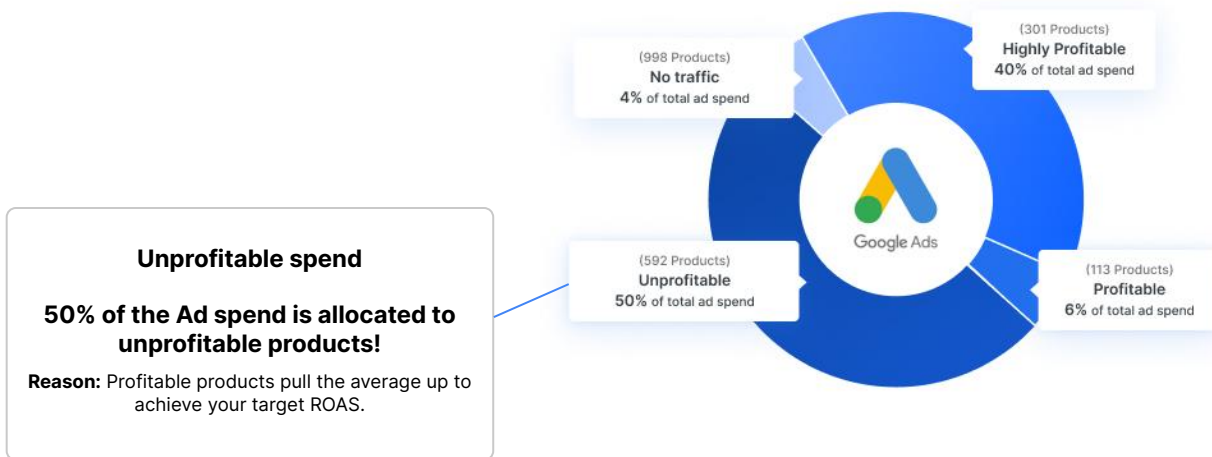
(Ad spend) 100

=

ROAS: 0.9

Average campaign POAS = 1.5X

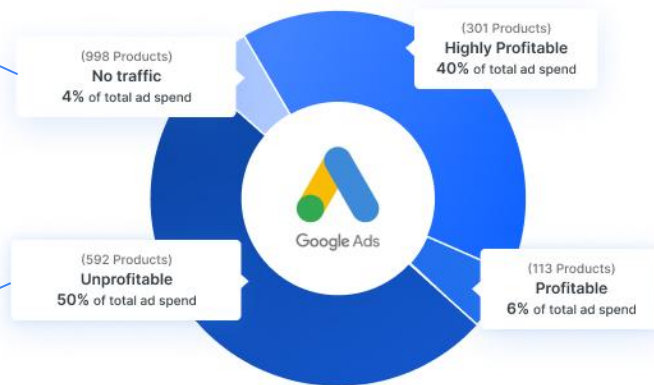
The problem: Google is the boss



The problem: Google is the boss



Sleeping Product
50% of the product catalog receives no traffic or impressions.
Reason: Google views new products as a 'gamble' since they might impact the overall performance.

Unprofitable spend
50% of the Ad spend is allocated to unprofitable products!
Reason: Profitable products pull the average up to achieve your target ROAS.



Revenue-Based ROAS Optimization Issues



Overly focusing on optimizing ROAS based on revenue tends to lead to increased spend on discounted products that eat up profits, or on high-revenue products with high search volume that have low margins due to intense price competition.

Orders:	Order 1	Order 2
		
Revenue:	200	140
Gross profit (After discounts, COGS, Shipping Payment fee and handling):	40	53
Order break-even ROAS:	5x	4x

The cost price of Airpods is made up an not the real margin

Revenue-Based ROAS Optimization Issues

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The cost price of Airpods is made up an not the real margin

So to solve this problem, most marketers make a transition in to grouping products based on product margins.




However, let's look at how that solution actually works:



Why Product Margin grouping is flawed and is not Profit bidding




Orders:

	Order 1	Order 2	Order 3	Difference
				
Revenue:	200	240	100	
Gross profit based on AirPods product margin of 20%.	40	48	20	
Break-even ROAS based on AirPods product margin of 20%.	5x	5x	5x	

The cost price of Airpods is made up an not the real margin

Why Product Margin grouping is flawed



Orders:

	Order 1	Order 2	Order 3	Difference
Revenue:	200	240	100	
Gross profit based on AirPods product margin of 20%.	40	48	20	
Break-even ROAS based on AirPods product margin of 20%.	5x	5x	5x	
Real order Gross profit (After discounts, COGS, Shipping Payment fee and handling):	40	(+25%) 60	(+65%) 33	+23%
Real Order Break-Even ROAS based on the Full Order Gross Profit"	5x	4x	3x	(-20%) 4X

Gross profit based on AirPods product margin of 20%.

Break-even ROAS based on AirPods product margin of 20%.

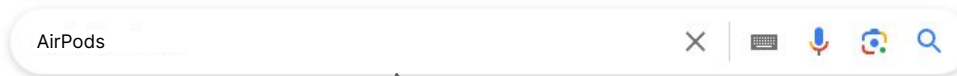
Real order Gross profit (After discounts, COGS, Shipping Payment fee and handling):

Real Order Break-Even ROAS based on the Full Order Gross Profit"




The cost price of Airpods is made up an not the real margin

Solution is real POAS[®] bidding

POAS[®] is a trademark of ProfitMetrics.

Orders:

Order 1	Order 2	Order 3
		
40	60	33
26 CPA	40 CPA	22 CPA

Real order Gross profit:
(After discounts, COGS, Shipping
Payment fee and handling):

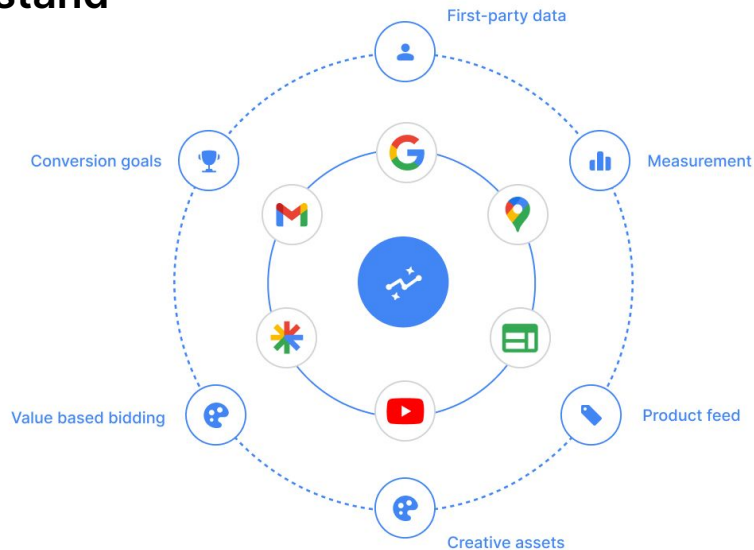
POAS[®] target 1.5:

The cost price of Airpods is made up an not the real margin

The Marketer's Role is to translate Business Strategy and Goals for the Bidding AI to Understand

The Future of the Marketer's Role in the AI-Driven Era:

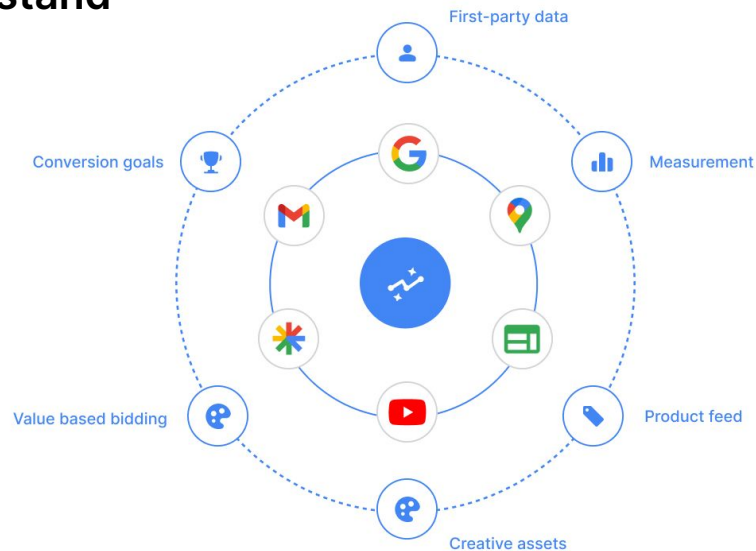
- **Translate Business Goals:** Convert business goals into AI-understandable targets.



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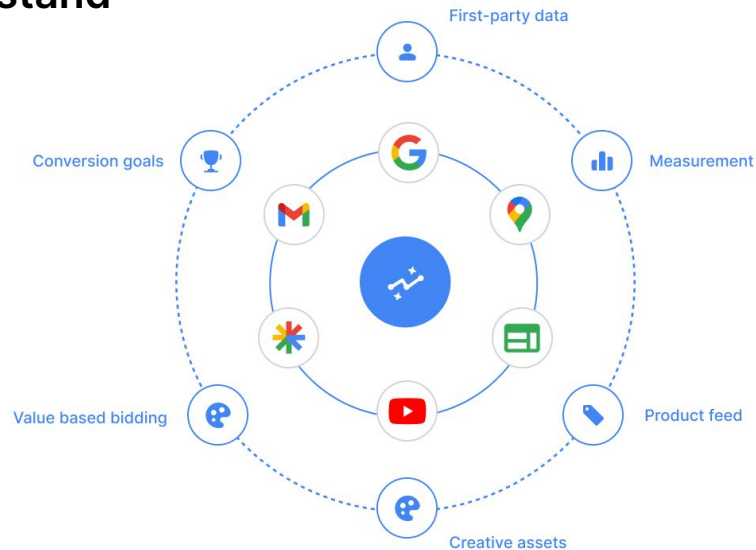
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- **Set Up Constraints:** Define limitations to guide the AI's decision-making process.



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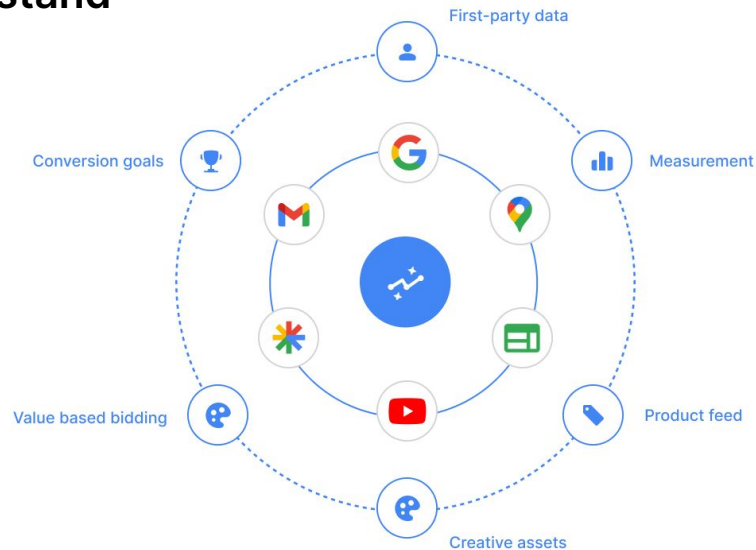
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- **Feed First-Party Data:** Provide accurate and relevant first-party data for better AI performance.



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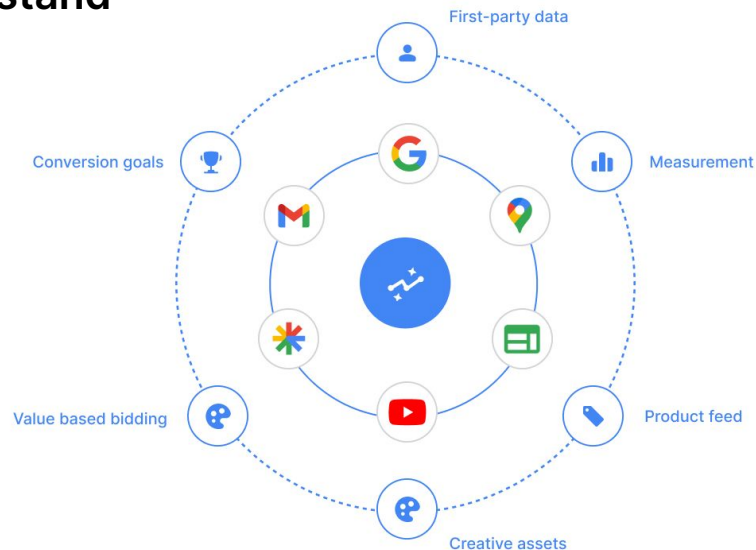
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- **Segment Campaign Structures:** Create segmented campaigns with different target to direct bidding AI optimization efforts.



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The Future of the Marketer's Role in the AI-Driven Era:

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- **Feed First-Party Data:** Provide accurate and relevant first-party data for better AI performance.
- **Segment Campaign Structures:** Create segmented campaigns with different target to direct bidding AI optimization efforts.
- **Optimize Towards real Goals:** Focus on profitability, top-line growth, or both, guiding AI to align with these objectives.

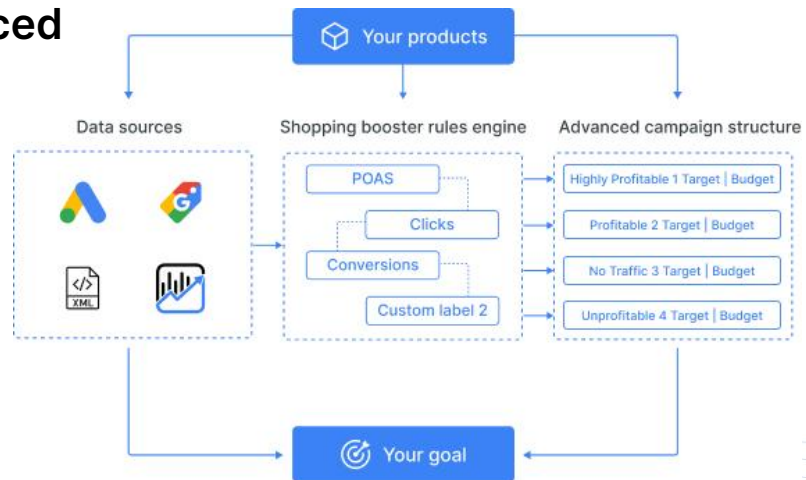


This is where ProfitMetrics Shopping Booster comes into play



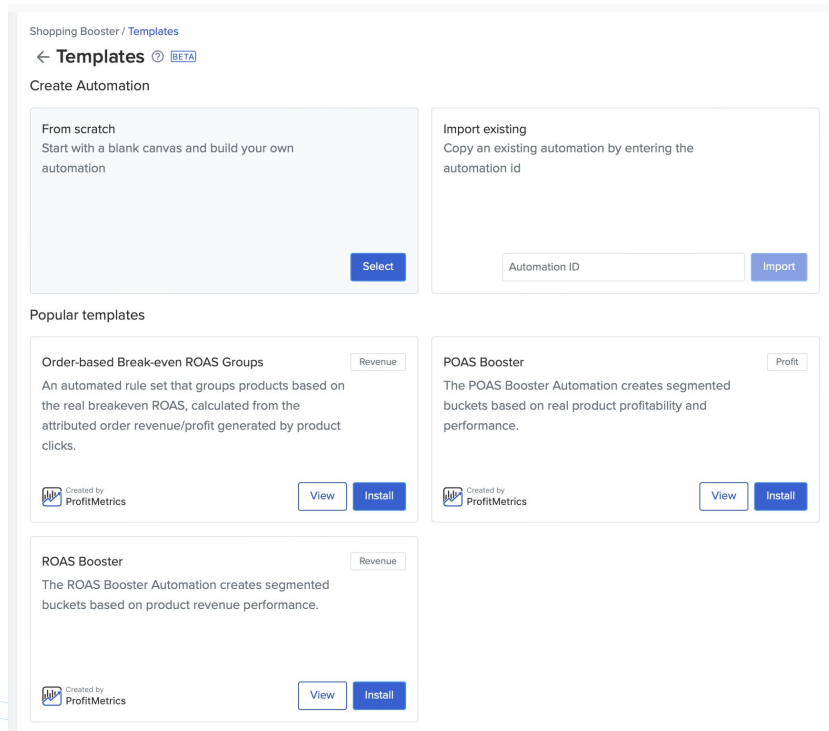
Introducing Shopping Booster: Advanced Rule Engine for Enhanced Growth and Control through Custom Labeling

- **Advanced Rule Engine:** Shopping Booster features an advanced rule engine that creates custom labels for products.
- **Product Grouping:** Enables the grouping of products into different PMax campaigns based on performance and first-party data.
- **Optimization Control:** Allows marketers to control Google Ads' bidding AI for optimization aligned with business goals and growth objectives.



One-Click Templates Tested to Optimize Performance

- **Ease of Setup:** Configurable in minutes.
- **Prebuilt Automation Templates:** Provides ready-to-use templates for immediate results.



Shopping Booster / Templates

← Templates 🔔 BETA

Create Automation

From scratch
Start with a blank canvas and build your own automation

Select

Import existing
Copy an existing automation by entering the automation id


Automation ID

Import

Popular templates

Order-based Break-even ROAS Groups Revenue


An automated rule set that groups products based on the real breakeven ROAS, calculated from the attributed order revenue/profit generated by product clicks.

 Created by ProfitMetrics

View Install

POAS Booster Profit


The POAS Booster Automation creates segmented buckets based on real product profitability and performance.

 Created by ProfitMetrics

View Install

ROAS Booster Revenue

The ROAS Booster Automation creates segmented buckets based on product revenue performance.

 Created by ProfitMetrics

View Install

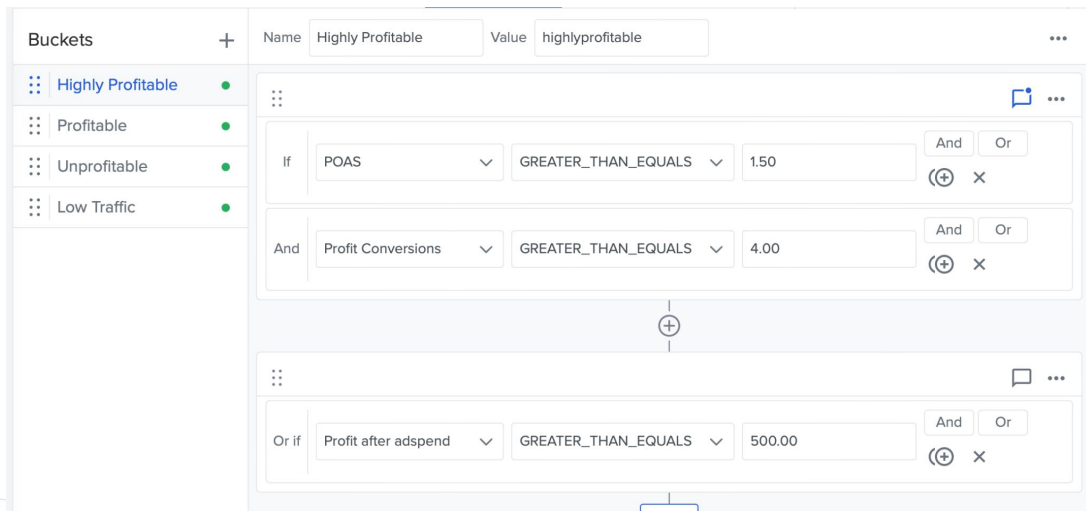
Customize Your Strategy with Our Advanced Rule Engine

Unparalleled Flexibility:

Craft your own rules using 'and', 'or', and 'if' conditions. As versatile as any feed management tool. Can easily be customized to achieve specific goals - without having to make code changes to Google ads script.

Strategic Translation:

Translate goals and strategies directly in to something the Bidding AI can create great results with.



The screenshot displays the ProfitMetrics rule engine interface. On the left, a 'Buckets' sidebar lists 'Highly Profitable', 'Profitable', 'Unprofitable', and 'Low Traffic'. The main area shows a rule configuration for 'Highly Profitable' with the value 'highlyprofitable'. The rule is structured as follows:

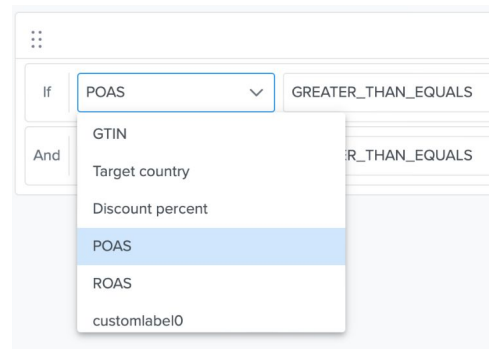
- Condition 1:** If POAS is GREATER_THAN_EQUALS 1.50.
- Condition 2:** And Profit Conversions is GREATER_THAN_EQUALS 4.00.
- Condition 3:** Or if Profit after adspend is GREATER_THAN_EQUALS 500.00.

The interface includes logical operators (And, Or) and a plus sign to add more conditions. The rule is currently active, as indicated by a green dot next to the 'Highly Profitable' bucket name.

Cutting-Edge Metrics for Optimal Results

Standard marketing Metrics:

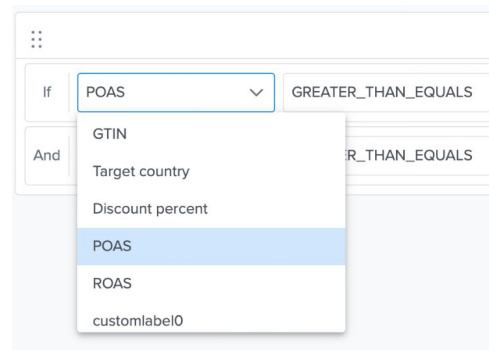
- Impressions
- Clicks
- Ad spend
- Conversions
- Conversion rate
- Revenue
- ROAS



Cutting-Edge Metrics for Optimal Results

Standard marketing Metrics:

- Impressions
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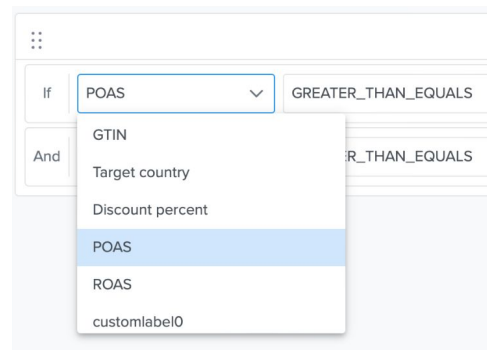
Shopping Booster Exclusive Metrics:

- Gross profit
- POAS®
- Total Profit After Ad Spend
- Profit after ad spend pr. conversion
- Order-Based Break-Even ROAS
- Sale - Discounted Price

Cutting-Edge Metrics for Optimal Results

Standard marketing Metrics:

- Impressions
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- Profit after ad spend pr. conversion
- Order-Based Break-Even ROAS
- Sale - Discounted Price

Combine first-party feed data with existing metrics. Examples:

- Supplier Promotions
- Seasonal Products
- Return Rate
- Overstock /Size Availability
- Pricing Position (competitiveness in price)
- High Repeat Rate / Lifetime Value Products

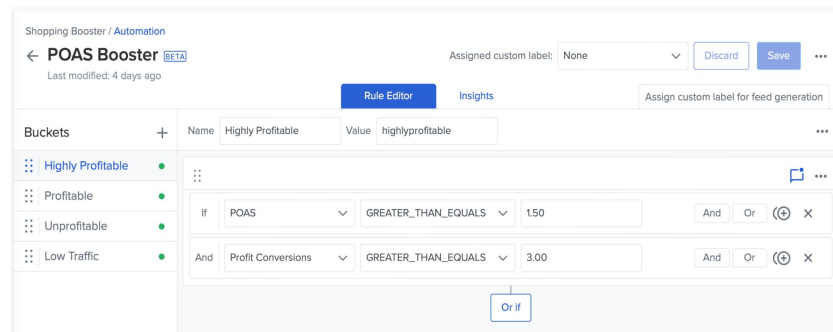
Reduce "average ROAS" range by segmenting campaigns

Advanced campaign structure:

tackles the 'average ROAS/POAS® dilemma by allocating separate budgets to individual campaigns, making it possible to aggressively market high-profit products and reduce spending on less profitable ones.

Steering Google to the Right Bid:

Move unprofitable products to a separate campaign to avoid skewing averages, allowing Google to adjust bids and potentially restore profitability, facilitating their return to the profitable campaign.



Shopping Booster / Automation

← POAS Booster BETA Assigned custom label: None [Discard] [Save] ...

Last modified: 4 days ago

[Rule Editor] [Insights] Assign custom label for feed generation

Buckets	Name	Value
+	Highly Profitable	highlyprofitable

Highly Profitable

Profitable

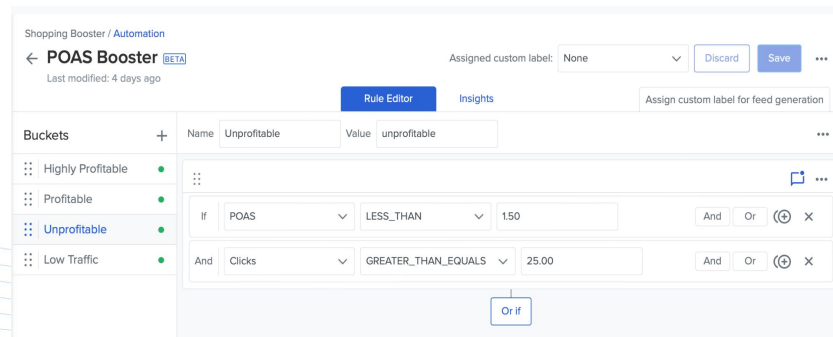
Unprofitable

Low Traffic

If POAS GREATER_THAN_EQUALS 1.50 [And] [Or] [X]

And Profit Conversions GREATER_THAN_EQUALS 3.00 [And] [Or] [X]

[Or if]



Shopping Booster / Automation

← POAS Booster BETA Assigned custom label: None [Discard] [Save] ...

Last modified: 4 days ago

[Rule Editor] [Insights] Assign custom label for feed generation

Buckets	Name	Value
+	Unprofitable	unprofitable

Highly Profitable

Profitable

Unprofitable

Low Traffic

If POAS LESS_THAN 1.50 [And] [Or] [X]

And Clicks GREATER_THAN_EQUALS 25.00 [And] [Or] [X]

[Or if]

Awakening 'Sleeping' Products:

Dedicated Campaigns:

Initiate campaigns specifically for low-traffic products, assigning dedicated budgets. This strategic approach allows Google to test these products, potentially identifying new profitable opportunities.

Dynamic Movement:

Once data begins to accumulate, move products based on performance to either profitable or unprofitable campaigns. Establish a clear spending threshold for 'testing' to ensure efficient use of your budget.

Shopping Booster / Automation

← **POAS Booster test** BETA Assigned custom label: None Discard Save ⋮

Last modified: yesterday

Rule Editor Insights Assign custom label for feed generation

Buckets	Name	Value	
	Low Traffic	Low traffic	⋮
⋮ Highly Profitable			
⋮ Profitable			
⋮ Unprofitable			
⋮ Low Traffic			

⋮

If Clicks LESS_THAN 2.00

And Or (+) X

Or if

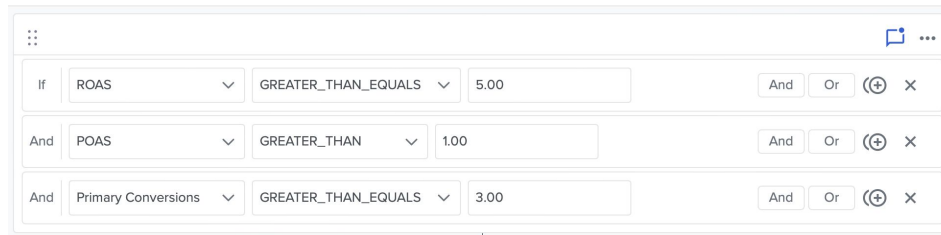
Leveraging revenue and Profit Combination Rules for Unlocked Potential

Comprehensive Data Access:

Leverage both revenue and real profit data at the product level for unparalleled control.

Powerful Rule Engine:

Optimize using revenue for primary conversion actions, filter out unprofitable products with POAS®, and incorporate first-party data for endless customization.






The screenshot displays a rule engine interface with three conditions stacked vertically. Each condition is a row with a logical operator, a metric name, a comparison operator, a numerical value, and logical connectors. The first row is 'If ROAS >= 5.00'. The second row is 'And POAS > 1.00'. The third row is 'And Primary Conversions >= 3.00'. The interface includes a menu icon in the top left, a share icon and ellipsis in the top right, and plus/minus icons for adding or removing conditions.

If	ROAS	GREATER_THAN_EQUALS	5.00	And	Or	(+)	(-)
And	POAS	GREATER_THAN	1.00	And	Or	(+)	(-)
And	Primary Conversions	GREATER_THAN_EQUALS	3.00	And	Or	(+)	(-)

Attributed order break-even ROAS



Orders:

	Order 1	Order 2	Order 3	Total:
				
Revenue:	200	240	100	540
Gross profit (After discounts, COGS, Shipping Payment fee and handling):	40	60	33	133
Order break-even ROAS:	5x	4x	3x	4x

Airpods Average Attributed order break-even ROAS = 4X

Order Based Breakeven ROAS

Show order based breakeven ROAS templates

Shopping Booster / Automation

← **Order-based Break-even ROAS Groups** BETA Assigned custom label: None Discard Save ...

Last modified: just now

Rule Editor Insights Assign custom label for feed generation

Buckets	Name	Value	
+	Break-even 1-3	1-3	...
⋮ Unprofitable ●	⋮		
⋮ Break-even 1-3 ●	⋮ ... If Breakeven ROAS ▼ GREATER_THAN_EQUALS ▼ 1.00 And Or (+) × And Breakeven ROAS ▼ LESS_THAN ▼ 3.00 And Or (+) × And Primary Conversions ▼ GREATER_THAN_EQUALS ▼ 2.00 And Or (+) × Or if		
⋮ Break-even 3-4 ●			
⋮ Break-even 4-5 ●			
⋮ Break-even 5-6 ●			
⋮ Break-even 6-7 ●			
⋮ Break-even above 7 ●			
⋮ Less 2 conversion ●			

Maximizing Performance: Integrating Conversion and Shopping Boosters to Elevate Google Ads Outcomes



Conversion Booster

Enhanced tracked conversions by +17% compared to server GTM through innovative server-side tracking. Send revenue and profit value. Enables POAS bidding in Google Ads.

Maximizing Performance: Integrating Conversion and Shopping Boosters to Elevate Google Ads Outcomes



Conversion Booster

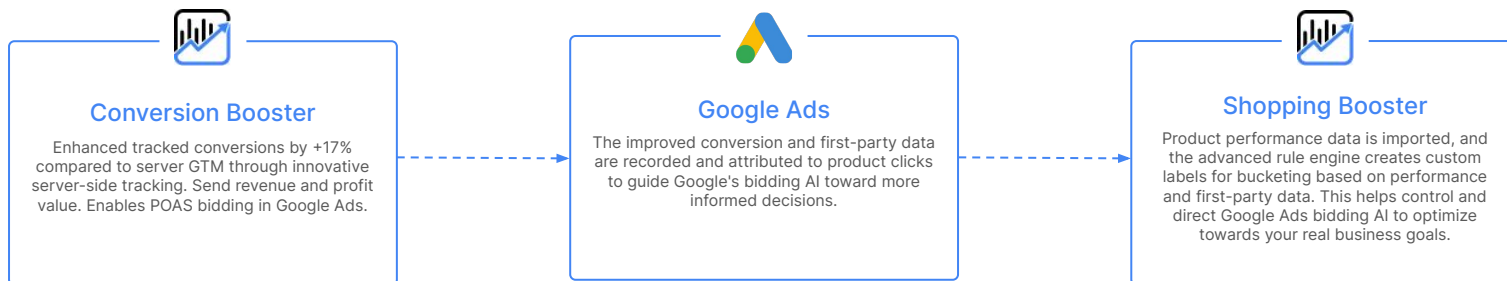
Enhanced tracked conversions by +17% compared to server GTM through innovative server-side tracking. Send revenue and profit value. Enables POAS bidding in Google Ads.



Google Ads

The improved conversion and first-party data are recorded and attributed to product clicks to guide Google's bidding AI toward more informed decisions.

Maximizing Performance: Integrating Conversion and Shopping Boosters to Elevate Google Ads Outcomes



Settings

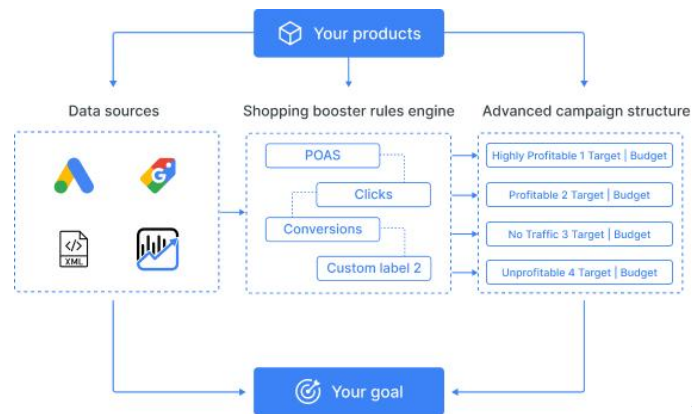
Settings: Settings in our setup wizard are designed to give you more flexibility over the data input and output.

Lookback Window: Enables specifying the duration of data to be used in the rule engine. Note: seasonality.

Frequency: Determines how often the custom labels should be updated. Daily updates might not be optimal, as products could switch between campaigns too frequently, so weekly updates could be a better choice.

Campaign Filter: Allows selection of which campaigns should be included in the dataset used by the rule engine. For example, you might only want to use the PMax or shopping campaigns and exclude brand campaigns.

Feed Output: We generate a supplemental feed with the custom labels, but we also create an XML feed and a CSV containing all the data for every single metrics we have in the lookback window. This allows the data to be used elsewhere or for analysis.



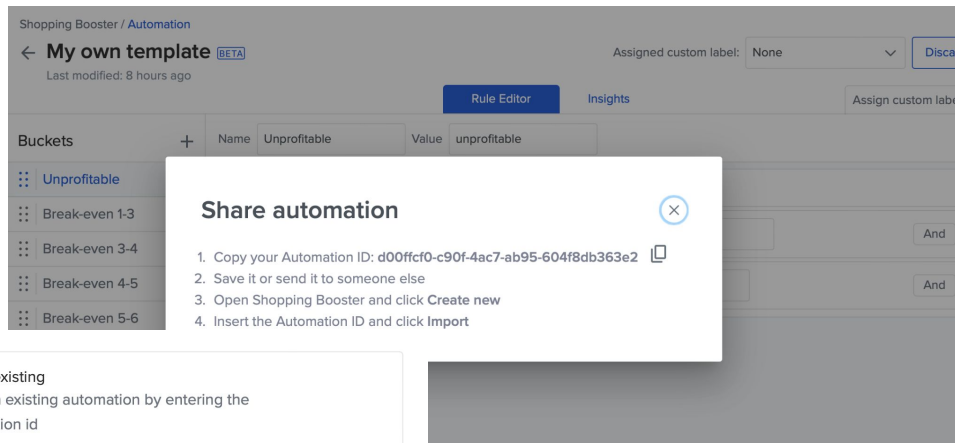
Streamlining Setup with Shareable Templates

Efficiency and Accuracy:

Eliminate repetitive rule setups and reduce errors with the share functionality, allowing you to create and replicate your perfect automation template across websites or client accounts effortlessly.

Collaboration and Speed:

Enhance agency collaboration and expedite website setups by sharing templates, enabling a single click to automatically apply all rules.



The screenshot shows the 'My own template' automation setup page in Shopping Booster. A 'Share automation' dialog box is open, displaying the following steps:

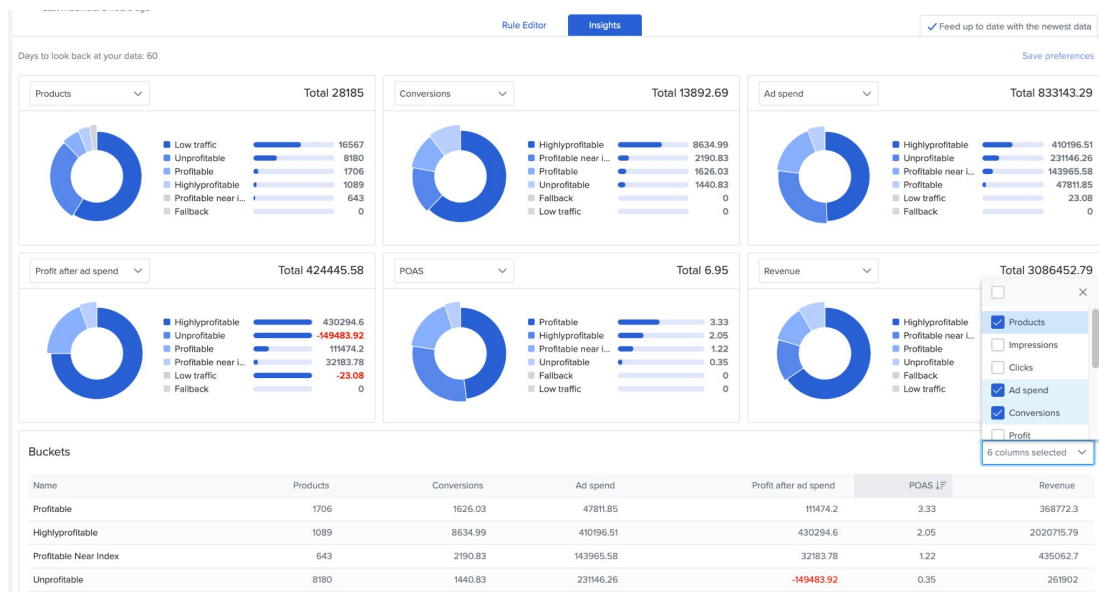
1. Copy your Automation ID: d00ffc0-c90f-4ac7-ab95-604f8db363e2
2. Save it or send it to someone else
3. Open Shopping Booster and click Create new
4. Insert the Automation ID and click Import

Below the dialog, there is an 'Import existing' form with the following text:

Import existing
Copy an existing automation by entering the automation id

The form contains a text input field with the Automation ID: d00ffc0-c90f-4ac7-ab95-604f8db363e2 and an 'Import' button.

Optimizing Campaigns with Bucket Performance Insights



Comprehensive Bucket Analysis:

Gain insights into each bucket's performance, including the number of products, total cost, revenue, profit after ad spend, and bucket-specific ROAS or POAS®, all based on your customized rules.


Dynamic Rule Adjustment:

Visualize how adjustments to rules impact product movement between buckets, improving your understanding of product segmentation and facilitating targeted budget allocation across different Google Ads campaigns.

To Summarize:

- **Google Shopping:** is the most important channel for most e-commerce businesses, and improving performance is often the difference between success and failure.
- **Universal first:** Google's bidding AI, the best in the world and extremely good at meeting targets, is designed to work universally and out of the box for all types of businesses. However, it isn't customized for each store and doesn't fully comprehend what a target means for a business.
- **Pmax problems:** Marketers face challenges such as average ROAS/POAS®, difficulty in promoting specific products, sleeping products, among others.

Yet, these issues can be resolved by steering the algorithm towards goals and objectives that genuinely affect the business.



To Summarize:

- **The Shopping Booster:** can do exactly that. It's lightning-fast to set up with pre-made templates that are easy to adjust to fit your business needs.
- **Customize templates:** You have the option to create rules and automations from scratch, tailoring them exactly as you want. The possibilities are endless, and templates can be easily shared between websites and accounts.
- **Profit Data and POAS®:** Access to real order profit data allows for direct actions to enhance profitability.
- **server-side tracking:** from the Conversion Booster expands the data foundation by 17% more conversions, revealing campaigns to scale that might otherwise be deactivated due to apparent unprofitability.

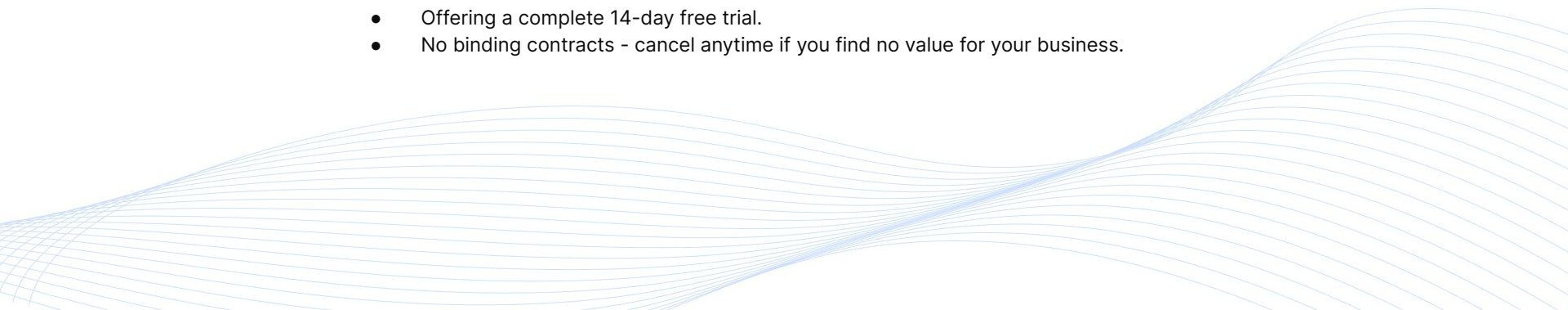
For Existing Customers and agency partner of ProfitMetrics:

- Shopping Booster is already available at no extra cost.
- Simple and easy-to-follow onboarding process.
- Onboarding takes 10 minutes.
- Free support for our team if you have questions or assistance with onboarding.

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For Non-Customers and Agencies:

- Visit [Profitmetrics.io](https://profitmetrics.io) to book a demo with one of our account manager.
 - Get started and onboarded for a test drive.
 - Offering a complete 14-day free trial.
 - No binding contracts - cancel anytime if you find no value for your business.
- 

Q&A



	Feed Management tool	Google Ads Scripts	Labelizer tool	PM - Shopping Booster
Setup time	X	1-2 hours	5 minutes	5 minutes
Time to make changes and customization	15-30 minutes pr. change	Avg. 3 hours pr. change	1-5 minute pr. change	1-5 minute pr. change
Cost to make changes	Free	Cost of developer or own time	Free	Free
Pre-defines rules - Templates	None	Free/Can be purchased	Pre-built (not necessarily tailored for your business)	Pre-built for optimal performance
Ease of use	Heavy work flow	Complicated, lots of manual work	Easy	Easy

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Customization of rules	Full (+first party data)	Full	Restricted	Full (+first party data)
Order Profit data integration	None	None	None	Full end-to-end
Server Side Tracking	None	None	None	Built-in

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Ability to share/transfer/copy	None. Manual setup.	Able to copy. Needs manual setup afterwards	Use same temple	Easy copy/paste of existing setup. Easy to customize afterwards

Maximizing Performance: Integrating Conversion and Shopping Boosters to Elevate Google Ads Outcomes



E-commerce Backend

Google Ads traffic converts into orders that are created in the e-commerce backend, and 100% of orders are sent server-side to ProfitMetrics using plug-and-play apps and modules.

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Conversion Booster

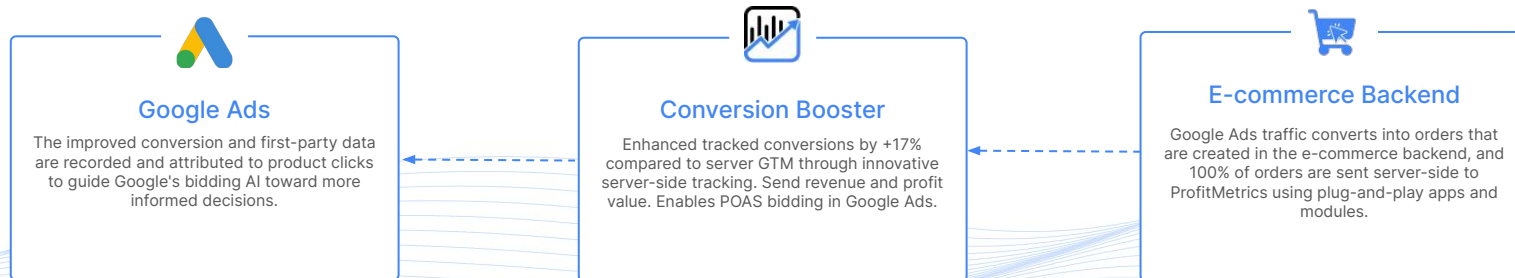
Enhanced tracked conversions by +17% compared to server GTM through innovative server-side tracking. Send revenue and profit value. Enables POAS bidding in Google Ads.



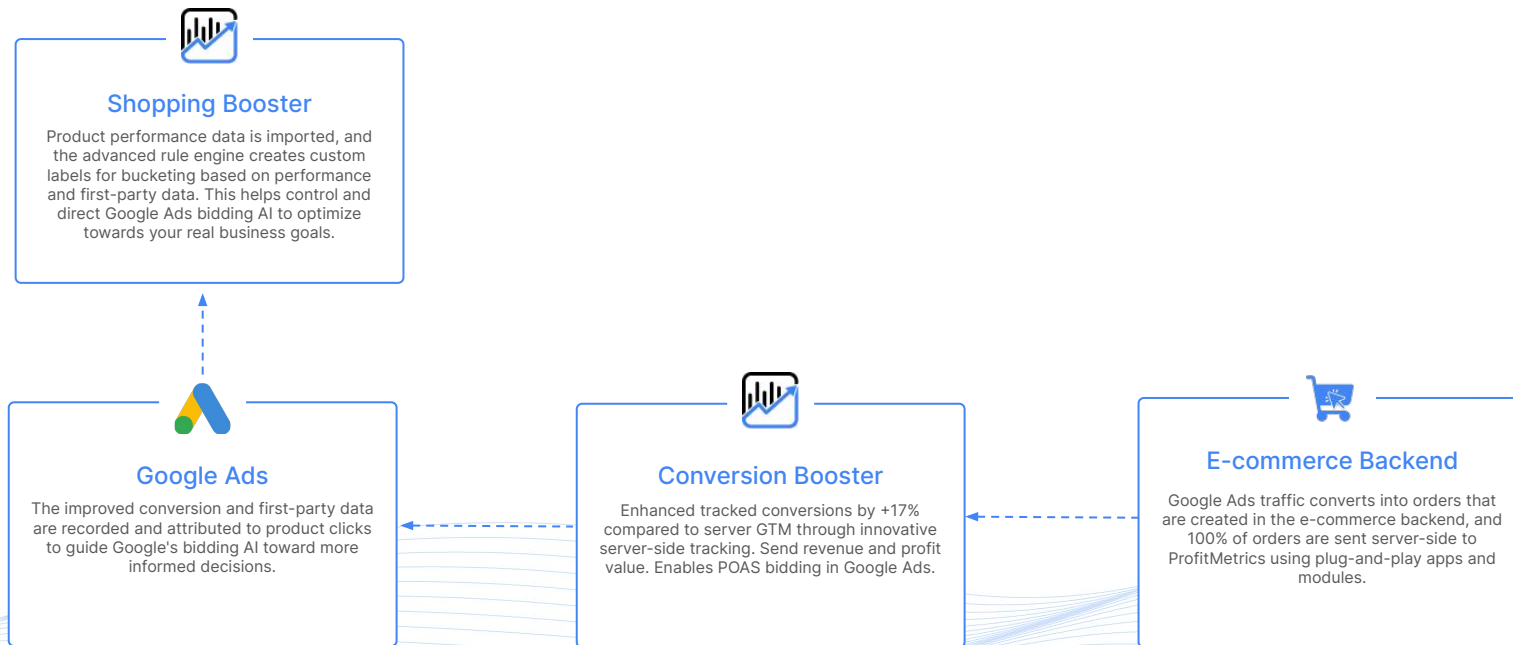
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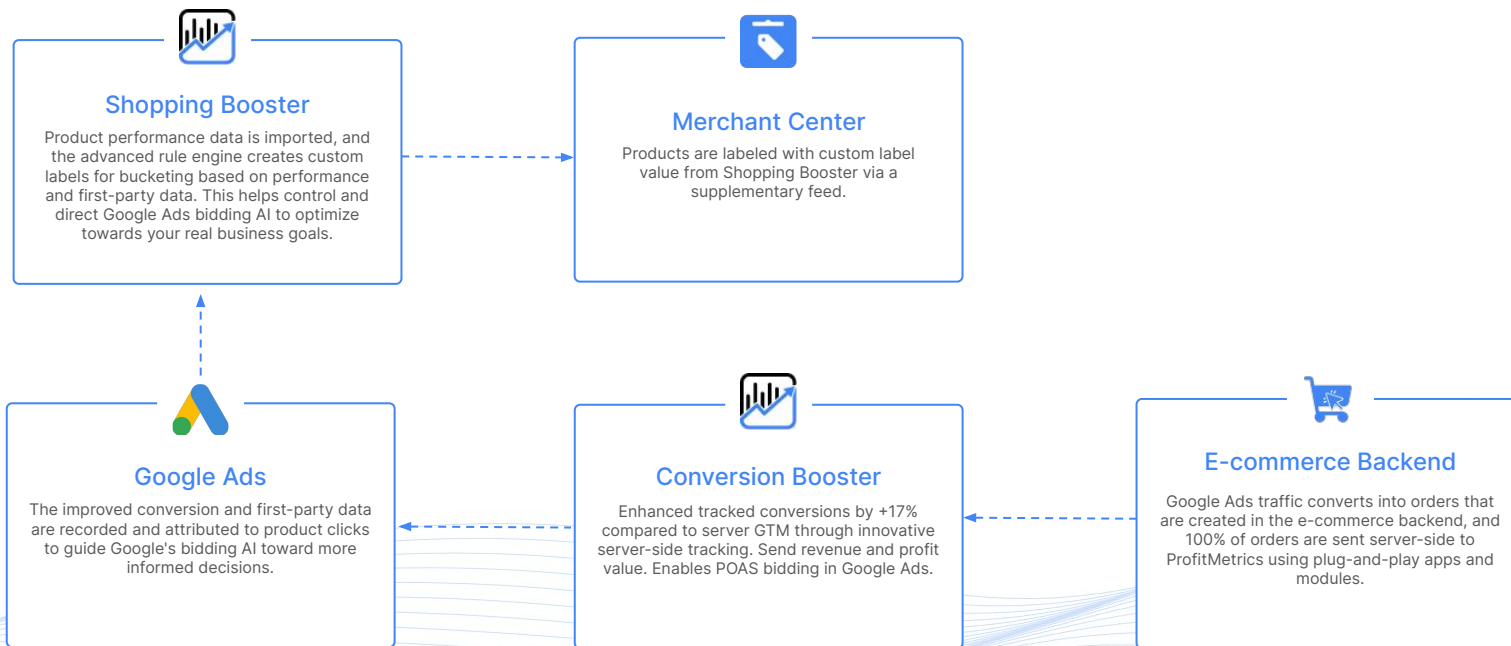
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