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## 7 Important Tips On Google's Performance Max

Performance Max, or PMax, is a new type of Google campaign that uses artificial intelligence and machine learning. It automatically places your ads across all the Google platforms - Google Search Display, Discovery, YouTube, Gmail, shopping maps. It's basically an upgrade on something Google has done for some time.

### **1. Who should be using the feature?**

PMax works better for some users than others. Among those who can benefit from the feature are people with a well-established ecommerce brand and ad account. They have a decent budget, and don't really have the time or inclination to tinker with campaigns.

### **2. Who is PMax NOT for?**

Other users would do better to pass on Performance Max. These would be:

#### **a. Small budget accounts**

PMax needs data, which means they need budget to fuel the traffic that the machine can learn from in order to optimize.

#### **b. Brand new accounts**

Again, not enough data. The machine won't know who to show the ads to and who not to show the ads to.

#### **c. Lead generation campaigns**

As of this time, the feature isn't recommended for small businesses or local businesses, like dentists or plumbers.

So currently, it's well-established ecommerce websites that would get the most bang for their buck from PMax.

### **3. How will this impact the need for agencies?**

By being largely set and forget, Performance Max eliminates much of the need for agencies to tinker and play around with budgets.

### **4. Drawbacks of Performance Max**

With the good, PMax also has a number of cons:

#### **a. Less control**

You get much, much less control at your disposal with this feature. Your ads are sprayed across all Google platforms, regardless of whether or not, say, you want them on YouTube or not.



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## **b. Minimal reporting**

Reporting is limited, meaning you can't, for instance, leverage insights from one platform and apply it in a strategic way to another platform.

## **c. Wasted ad spend**

Because reporting is minimal, you won't be able to eliminate wasted ad spend. You must be resigned to the fact that your ads will be placed somewhere they won't get results.

## **d. Hard to scale**

These campaigns are difficult to scale. Sometimes they're bound by a certain ROAS limit, so even if you increase budget, Google might not even spend it.

## **e. Killing other campaigns**

Perhaps the biggest issue is that PMax is what's called a high priority campaign, which will kill existing shopping campaigns.

Say you're running a standard manual shopping campaign - if you launch Performance Max, your shopping campaign won't get any impressions or click. It just won't get any air time. The same for existing Google paid search ads.

## **5. E-commerce people better check this**

Before PMax, there was Google's Smart Shopping campaign, which did not sacrifice and impact search campaigns. This has been automatically upgraded to Performance Max. So if you're in e-commerce and have been running Smart Shopping, you're likely already running PMax and not knowing it.

## **6. Getting the most out of the feature**

To really benefit from PMax, it's advised you do a few things:

### **a. A good tracking setup**

You'll first need a really good tracking setup, so you're giving Google the right conversion data.

Say you have various conversions set up - maybe you want people to obviously buy or contact you. You've got to be laser-specific with your objective for the campaign so that Google can optimize for that.

### **b. Structuring things correctly**

Next you need to focus on good structure.

Campaigns are structured with Performance Max at the top. Within that campaign, you have what's called audience signals or your asset groups, and then you've got your assets tied to that.



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You want to create one audience signal per asset group, which will force Google to give you insights on which audiences are effective. If you group all your audience together in one asset group, you won't be able to decipher which audience is working or not.

## **c. You MUST have a video**

Because your ads will be sprayed everywhere, you need really good assets, or images.

And you must have a video. Performance Max will allow you to launch a campaign without a video, but if you only have images, Google will automatically create a video for you based on those images. And that video is basically a 15-second slideshow pieced together from images and headlines you've loaded. Not the best-quality piece of work.

So if you don't have a video, better not to bother with PMax.

## **d. Good audiences**

You also need to create really good audiences. You can do this, obviously, based on your website traffic, uploading your customer list, custom segments, so you can create your own kind of audience based on the keywords people type into Google, and browse the websites they visit.

And you need to give Google data - lots of keywords, lots of competitor URLs, etc., so that these audiences have the best chance of working.

## **e. Close monitoring**

Keep an eye on your overall account performance. A PMax campaign takes credit for brand and retargeting traffic, so it might look like it's doing well, but it's killed your brand campaign, therefore inflating its performance.

## **7. The role of negative keywords**

Though negative keywords are not yet usable with Performance Max, rumor is they will be, so it's worth collecting a negative keyword list now.

Negative keywords prevent your ads from showing for certain terms. If, for example, you're Apple selling phones and laptops, you might want to block terms relating to apples in an orchard.

Leverage the power of paid traffic - look up Ilana at [TeachTraffic.com](https://TeachTraffic.com)