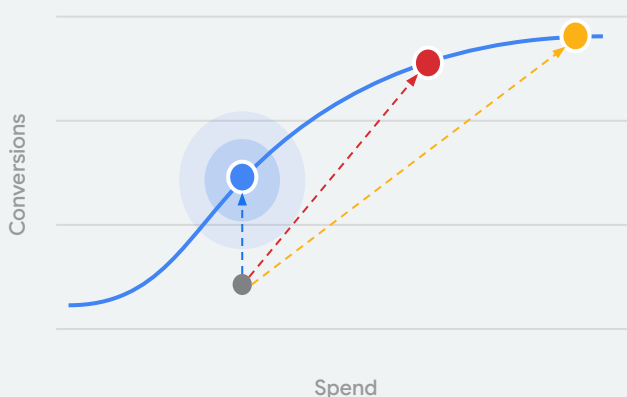


Performance Planner

Improve ROI and drive more conversions today

Performance Planner is a new tool in Google Ads that lets you plan for upcoming periods and forecast how optimal bid and budget adjustments can positively affect key metrics and overall return.

- 01** Learn how to drive incremental conversions by improving ROI
- 02** Forecast how to maximise online revenue generated from Google Ads at target ROAS or CPA targets
- 03** Understand the full spend potential of your current Google Ads campaigns



One-click ROI optimisation

One-click in Performance Planner distributes spend across campaigns in the best way to drive increased ROI.

New levels of accuracy

Forecasts are based on internal Google data and then validated using machine learning.

Maximise revenue

Performance Planner uses conversion value to show you how to drive maximum profit through your Google Ads investment.

Customise to your KPIs

Performance Planner helps you to meet your KPIs.

Seasonality

Get monthly insights into fluctuations in demand for your products and set budgets accordingly.

Compare for growth

Compare your upcoming plan with previous periods and ensure that your performance is improving!