

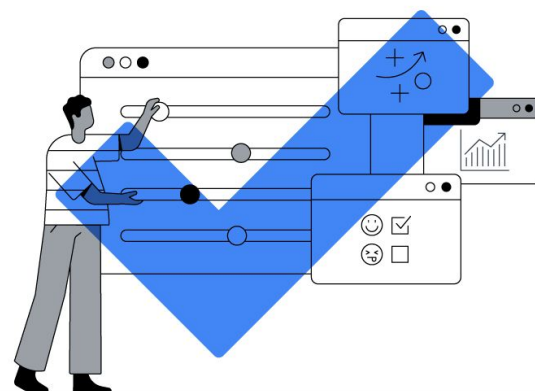
PERFORMANCE MAX

Performance Max campaigns:

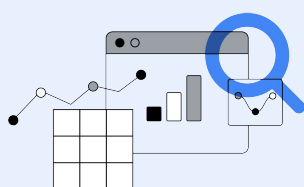
A new way to buy ads across Google Ads inventory



Reach out to your Sales Rep to apply to the beta today



Performance Max campaigns are the next chapter on a journey we've been on for over five years to help advertisers reach customers more effectively and drive better results through automation.



Performance Max combines best-in-class automation technologies across bidding, targeting, creatives and attribution to help you drive growth in conversions and value. Tailor your ads in real-time to reach consumers with relevant and meaningful experiences at scale—no matter what channel or device they're on.

Performance Max campaigns build off the success of existing automated solutions to deliver a comprehensive campaign that works for all advertisers across a wide range of marketing objectives and media channels. Because of this, **we recommend utilizing the following best practices** to properly set up Performance Max campaigns to achieve success and help further optimize for results if needed.



Performance Max Foundational Best Practices
Across Marketing Objective (MO) Goals

[GO](#)

Creative Asset
Groups Best Practices



Audience Signals
Best Practices



Measurement
Best Practices



Automation
Best Practices



Lead Generation Best Practices

[GO](#)

Online Sales (non-feed) Best Practices

[GO](#)

Offline Sales Best Practices

[GO](#)

PERFORMANCE MAX

Performance Max Foundational Best Practices Across Marketing Objectives (MO)

Regardless of your MO, it is important to set up Performance Max with the foundational campaign best practices within your account and across creative assets, audience signals, measurement, and general automation best practices that drive success for any of the goal types.

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone, or in store	 Leads Get leads and other conversions by encouraging customers to take action	 Website traffic Get the right people to visit your website	 Product and brand consideration Encourage people to explore your products or services
 Brand awareness and reach Reach a broad audience and build awareness	 App promotion Get more installs, interactions and pre-registration for your app	 Local store visits and promotions Drive visits to local stores, including restaurants and dealerships.	 Create a campaign without a goal's guidance Use any available campaign type and construct a campaign step-by-step without a goal's recommendations

If it makes the most sense for your business, you can select Multi-MO goals to optimize towards. However, you will have to select the closest relevant MO and then add all the relevant goals later.



Start testing Performance Max alongside existing channel campaigns

Even though Performance Max will serve ads across Google inventory channels, it's important to run it alongside your existing channel campaigns as a complementary strategy during the beta. Existing campaigns often have additional features and tools, such as Search with keywords, which can help maintain brand presence and conversion volume, while Performance Max comes in to capture the additional conversion opportunity out there.



Set the right goals: Performance Max drives additional conversions at desired ROI

Performance Max algorithm specifically tries to capture the most qualified conversion at the provided ROI target. The campaign's only goal is to optimize for this performance, so for measurement and optimization, select the lowest funnel conversions with reasonable volume and that are most closely aligned to the final business outcome to drive the best results.



Evaluate Performance Max with a pre/post analysis after 4 weeks

We're building tools and features in the future to support advanced testing, but in the meantime it is a best practice to activate Performance Max campaigns and wait at least 4-6 weeks before evaluating results and making changes. You can look at Conversions and CPA (if using Max Conversions) and Conversion Value and ROAS (if using Max Conversion Value), at the account level pre activation to post activation.

PERFORMANCE MAX

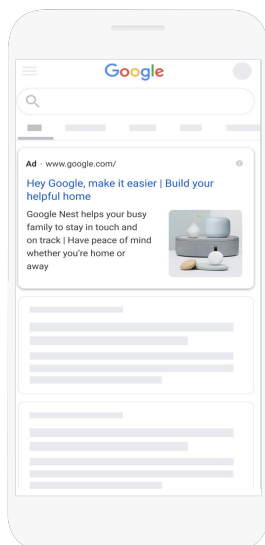


Creative Asset Groups Best Practices

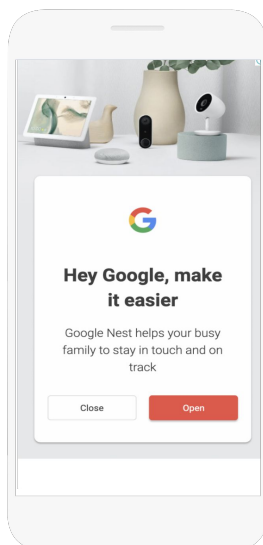
Because Performance Max serves ads across Google media inventory, it's important to have ads that can apply to all the inventory options in order to drive strong engagement and conversion likelihood with consumers. Creative assets are one of the most important ways to optimize Performance Max results. Below are unique best practices on how to prepare your assets and use reports to optimize them.



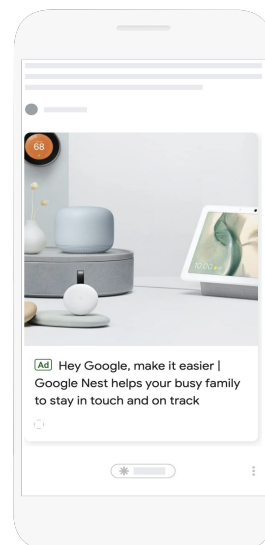
Search



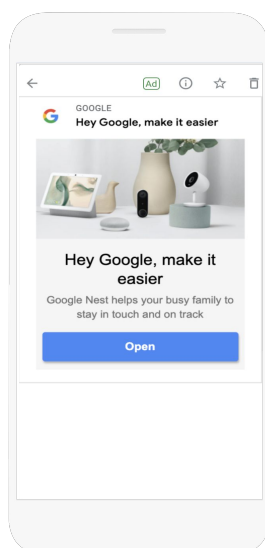
Display



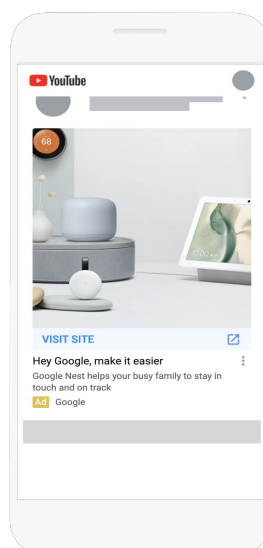
Discover



Gmail



Youtube



PERFORMANCE MAX



Asset Preparation

General Creative Best Practice:

Craft messaging to promote your product and services that is aligned across assets, focuses on consumer benefits, and avoids generic language/messaging, to ensure your asset groups have clear themes.

**Text Inventory Specs**

- 5 x 30 character max headline (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 headline



Find more best practices for specific assets here: [RSA](#)

**Text Best Practices**

- **Highlight information about your product and offerings (like promotions) within your headlines and descriptions.** *Why:* Promotions and discounts spark interest and help motivate customers to complete purchases.
- **Only capitalize the first word and proper nouns in your headlines and descriptions.** *Why:* Use sentence casing in your creative, rather than all caps, to provide a more organic and authentic ad experience.
- Text assets should be distinct from each other and make sense when combined. E.g. don't repeat phrases in your headline and description that would be repetitive. Please use descriptions that could be paired with Dynamic Headlines if Final URL expansion is turned on.

**Image Inventory Specs****Add up to 15 images with at least:**

- 1 x 600x314 landscape
- 1 x 300x300 square
- 1 x 314x314 square (for campaigns with Store Visits goal)

Add up to 5 logos with at least:

- 1 x 128x128 logo
- Recommended: 1200 × 628
- Max file size: 5,120KB

**Image Best Practices**

- Use the maximum number of image inventory specs that your brand has available
- **Use authentic, high-quality images that inspire people to engage with your brand** and avoid overly staged stock photography. *Why:* High-quality images tell a more engaging story about your products or services and are more likely to inspire customer action.



Find more best practices for specific assets here: [RDA](#), [Discovery ads](#), [Images](#), [Image Extensions](#)

PERFORMANCE MAX

Video Inventory Specs

- Videos in different sizes/orientations such as horizontal, vertical, or square, must be > 10 seconds in length



Find more best practices for specific assets here: [Video](#), [YouTube](#)

Video Best Practices

- Use video assets that are aligned to your brand guidelines and messaging.** In asset groups that don't have video assets, Performance Max may auto-generate video assets based on uploaded text/image assets.
- You may also reach out to your Google team to request access to the [YouTube Video Builder](#) tool.



Optimizing Assets based on Performance Max reporting

During asset group creation:

- Use the **Ad Strength** indicator in the 'Edit assets' panel to determine if an Asset Group is set up for success.
- Add more assets as your marketing message evolves or new assets to capture additional users. More assets = more potential ad formats that can be created for different channels and users.
- Create a single asset group with audience signals to let PMax show the right combination of assets to the right audiences. You may create multiple asset groups for different final URLs or if you want to customize your messaging by audience.



Ad strength ⓘ
Excellent

✓ Images
✓ Videos

✓ Headlines
✓ Descriptions



After your ads have been running for 2-3 weeks:

- Use the Asset performance label. If you see any "Low" assets, replace them with other assets.
- Refresh your creative! Creative is your most powerful tool to drive performance, and allows you to customize the campaign to relevant audiences.



Performance
Best
Best
Good
Best
Low
Good
Good
Best
Best
Best

Audience Signals Best Practices

Audience Signals is a new feature in Performance Max that's built to help advertisers speed up the campaign ramp up period while also steering automation with the best of Google's automated targeting technology. Use the below best practices to best optimize this feature. Currently, audience exclusions are not available in Performance Max.



The most importance audience lists and segments to add as audience signals in Performance Max:

- [Remarketing](#)
- [Custom Audiences](#)
- [Customer Match](#)
- [Similar Audiences](#)

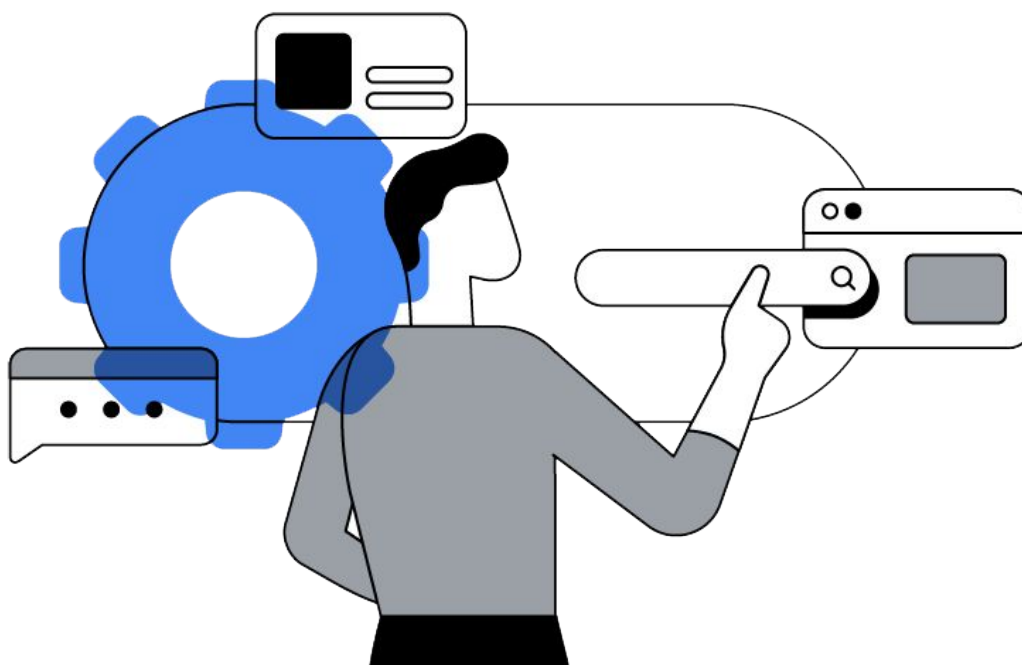
Audiences

Your ads will automatically show to people who are most likely to convert for your goals. You can speed up optimization by providing optional audience signals. [Learn more](#)

Provide signals about who's most likely to convert

Audience	Type	
Thrill seekers	Affinity audience	
Outdoor enthusiasts	Affinity audience	
Winter sports and activities	In-market audiences	

 Add interactions with your business, behaviors, or demographics



PERFORMANCE MAX

Measurement Best Practices

As your business grows and changes, make sure that Performance Max is mapped to the right business outcomes for conversion tracking, and optimize with automated measurement solutions to maximize results.



Best Practices:

- Optimize your PMax campaigns to consistent account level goals similar to other performance campaigns. You can also select a combination of standard goals or group specific conversion actions into custom goals if required.
- Set those conversion actions as Primary actions that mean the most for your business and have a reasonable conversion volume. As a best practice, we recommend using Max Conv Value with target (tROAS) when you have at least 15 conversions in the last 30 days.
- Use [Value Rules](#) to differentiate conversions by audience, location and device depending on which ones are worth the most to your business. Enable [Enhanced Conversions](#) for more accurate conversion measurement
- Use [Data Driven Attribution](#) with your conversion actions in order to maximize the algorithm's ability to maximize your ROI goal across networks
- You can also combine Audience Signals with [Value Rules](#) to differentiate conversions by audience, location and device depending on which ones are worth the most to your business.

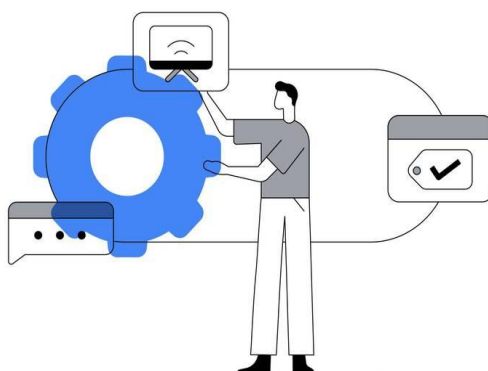
Automation Best Practices

Because Performance Max is an automated campaign type, use these general best practices to ensure the automated machine learning algorithm can best optimize and drive performance without constraints.



Best Practices:

- Avoid setting very low daily budgets.
- Campaigns with an ROI target should avoid being budget constrained. If you see a Constrained Budget flag in your campaign, raise your budget until you are no longer constrained.
- Set the ROI goal to at least the past 30-day historical account average, adjusting for conversion delay.
- Exclude the ramp up period from your pre/post testing analysis
- Turn on URL expansion to provide Smart Bidding with a larger pool of Search auctions from which to select the best users. In doing this, we may replace your Final URL with a more relevant landing page from your website and generate dynamic headlines based on user searches. If this setting is turned on, use description lines in your asset groups that could be paired with dynamically generated headlines to form coherent text ads.



PERFORMANCE MAX



Lead Generation Best Practices

For customers optimizing towards the Lead Generation Marketing Objective, use the below best practices to further optimize Performance Max campaigns, in addition to the previously mentioned general campaign best practices. Learn more about how to generate high-quality leads with Google Ads [here](#).

Creative Asset Group Best Practices

Add these additional asset types:



Lead Form Ads: Your creative and call-to-action should either direct users to the website to fill the form, OR encourage users to fill the form directly from the ad format (Discovery, YouTube, Search Extension)



Best practice tip: Only ask for information that is strictly necessary, as additional questions will decrease completion rate and hence increase CPA



Best practice tip: Use qualifying questions and friction (such as captcha) within lead forms. If using the Google lead form, select qualifying question(s) to help further qualify your lead before they submit the form. Note: while this may result in an increase in CPL, it will also help improve downstream lead quality.



Call extensions: Recommended to add at least two headlines, as this will allow you to show additional text in your ads



The primary goal is to drive **Lead Quality** with Performance Max



Audience Signals Best Practices



Nurture your existing leads and help PMax automation ramp up faster with Customer Match and first-party audience data. These lists will be used to give the algorithm a strong signal on who your existing customers are and to reach them along with similar customers.



You can also use Customer Match Lists to automatically build Similar Audiences to find similar users to your existing customers.

PERFORMANCE MAX

Measurement Best Practices

Google Ads can help you generate high-quality leads online by connecting your offline customer data—such as leads that resulted in a sale and other first-party data—back to your campaigns. Better measurement is the fastest way to improve lead quality. A good measurement strategy can be the difference between hours or days spent on qualifying leads and is the best way to improve lead quality. If you have poor measurement signals, you will continue to generate low quality leads. With better measurement signals, you will begin generating quality leads across channels.



Offline Conversion Import with Google Ads:

We recommended using [Offline Conversion Import](#) aka Offline Conversion Tracking, within Performance Max campaigns. Using Offline Conversion Import will improve lead quality by importing accurate conversion data from offline events into your account that can drive better optimization via automation.



Best practice tip:

You can pair OCI with value-based bidding to correctly value offline and online conversions. Assign higher values to the conversions that are closer to a closed deal. Refer to [this guide](#) and more details in the Automation section below



Reminder: Go as deep in the conversion funnel as possible, ideally the final conversion. If these have a very long cycle (e.g. months) or are very sparse (which could make measuring ROI hard), consider a more frequent upper funnel goal.

Automation Best Practices

Based on applicable measurement solutions/scenario, these are the Smart Bidding best practice recommendations:



If you value leads equally, use conversion-based Smart Bidding to maximize lead volume:

- **Maximize Conversions:** Drive as many conversions as possible within your specified budget.
- **Maximize Conversions with Target:** Attain as many conversions as possible, while maintaining your target cost per acquisition (CPA).



If you're tracking lead values, use value-based Smart Bidding to maximize lead value:

- **Maximize conversion value** drives as much conversion value with a given set budget.
- **Max Conversions Value with target (tROAS)** drives the highest conversion value while maintaining a target return on ad spend. As a best practice, we recommend using this bid strategy when you have at least 15 conversions in the last 30 days. Note: When using OCI, make sure to import conversions with values assigned and use tROAS accordingly.



[Maximize conversion value bidding](#) with a set target ROAS helps you get the most ROI from your budget. It factors in the data you share about what different conversions and leads are truly worth to your business, and optimizes your campaign to find more of these high-value customers.

PERFORMANCE MAX



Online Sales (non-feed) Best Practices

For non-retailers optimizing towards the Online Sales MO without a product feed, there are only a few additional best practices to consider (on top of the general best practices).



Creative Asset Group Best Practices



Prioritize assets with visuals:

Consumers look to visual sources online for inspiration about what to buy. Use visual inventory to drive sales and especially to target new customers.



Automation Best Practices



For weekend sales, prepare and start the campaign 2-3 weeks in advance, then refresh your creative frequently to move from more generic store creative to sales-focused creative. This allows you to do time-based promotions without compromising performance.



Run Performance Max in parallel with Search Keyword campaigns. Performance Max helps you expand reach on additional relevant search queries at a better/lower ROI to complement and drive more conversions towards your goals.



**Retail beta coming soon!*

PERFORMANCE MAX



Offline Sales Best Practices

The Performance Max Offline Sales goal best practices mirror the best practices for Local Campaigns.



Learn more [here](#).

✓ Creative Asset Group Best Practices

- Use a **minimum of 10 business locations** and use a **wide distribution of stores** in the campaign
- Give your campaigns a lot of options for creatives
- Craft messaging that fits a location-based mindset
- Promote exclusive-to-in-store promotions & deals
- Focus on products in categories that are most commonly purchased in-store and that will do better on driving foot traffic
- **Tip for videos:** You can include a reference to visit the nearest store/location in your video (e.g. voiceover that says 'visit a nearby store' or using the headline label 'visit your store')
- If you are using your Google My Business (GMB) locations (vs. affiliate locations), ensure you have a complete GMB account with updated info such as opening hours, reviews and good pictures.



Learn more [here](#).

✓ Measurement Best Practices

- Decide how much an [average store visit is worth](#).
- If a competitive benchmark is required please compare to other offline media (print, radio, flyers, TV, etc) with offline objectives.

**Retail beta coming soon!*

