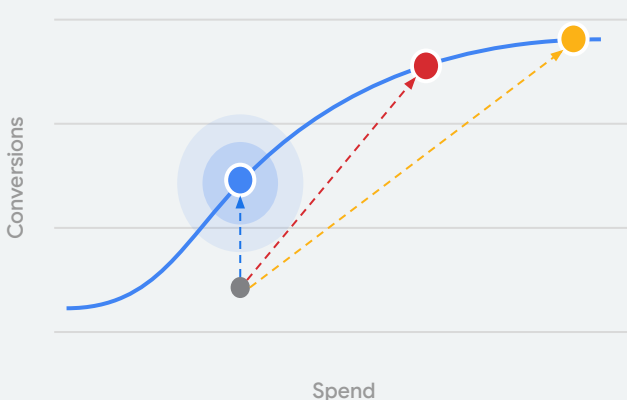


# Performance Planner

## 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 maximize online revenue generated from Google Ads at target ROAS or CPA targets
- 03** Understand full spend potential of your current Google Ads campaigns



### One-click ROI optimization

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.

### Maximize revenue

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

### Customize 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 your performance is improving!