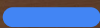




Google Ads

# Performance Planner



# We know it's not easy to plan for more conversions today...

"My forecasts are not accurate!"

"Conversion rate and CPA is hard to predict"

"I don't know how much I can spend in Google Ads"

"I have 1,000 campaigns, how can I possibly plan for all?"

"It's way too time consuming!"

"Planning in spreadsheets is manual and messy!"

# Introducing Performance Planner

The new forecasting tool in Google Ads for monthly, quarterly and annual planning aimed at increasing performance of your campaigns

## New levels of accuracy

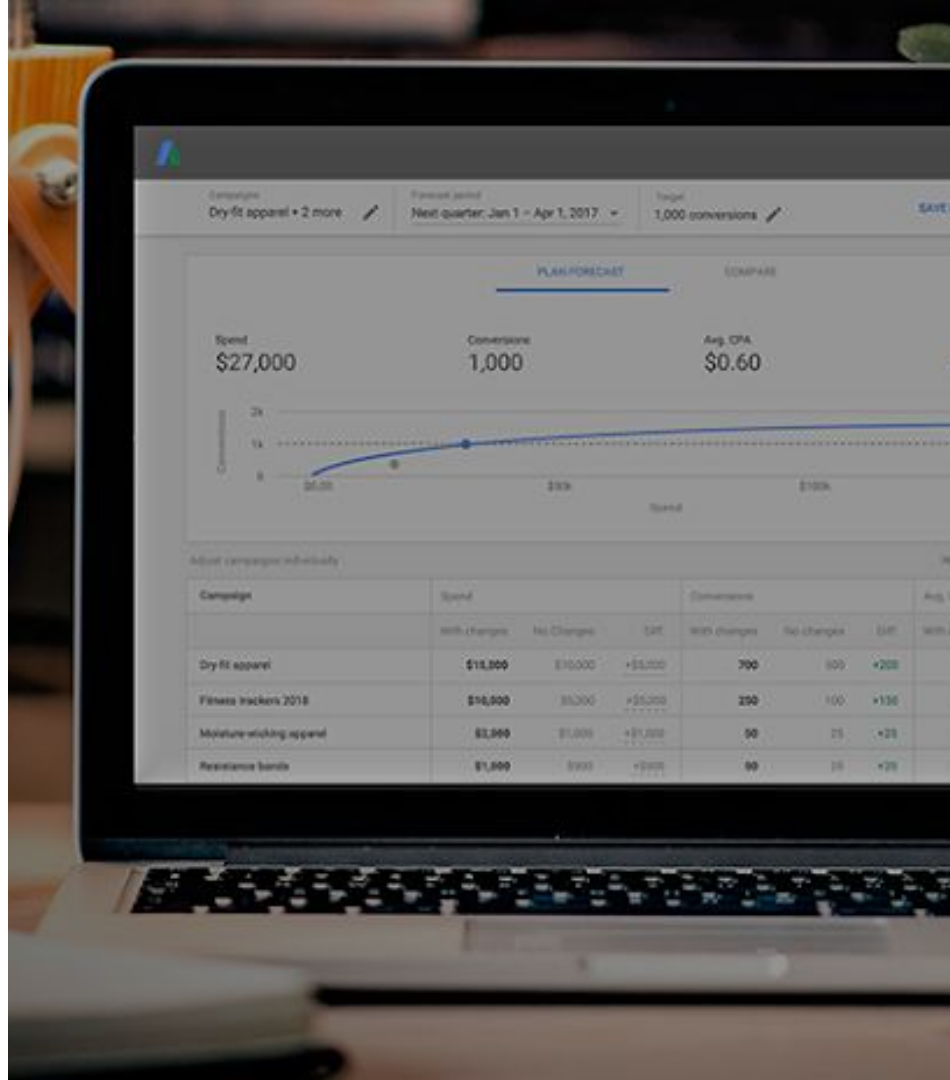
Forecasts are based on internal Google data and your account's historical performance then validated using machine learning

## Maximizing ROI with one click

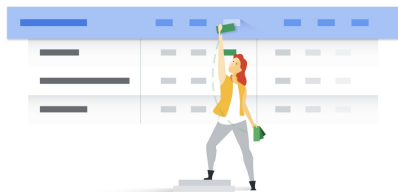
Performance Planner helps you discover the best bids and budgets for you to drive the most conversions for any spend scenario

## Grow your business with Performance Planner

We show you a curve with the possibilities of results you can achieve for your business with Google Ads

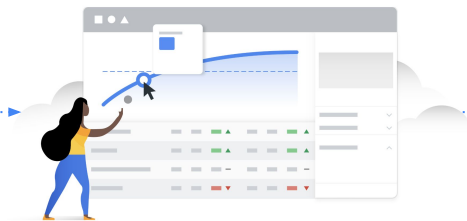


# How to use Performance Planner



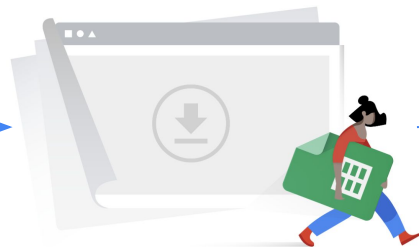
## Learn

Create a new performance plan to learn the best bids and budgets for your campaigns to **drive incremental conversions**



## Explore

Explore further optimizations and forecast how you can **grow your business with Google Ads**



## Do

**Review and implement changes** prescribed by your Performance Planner plan



## Repeat

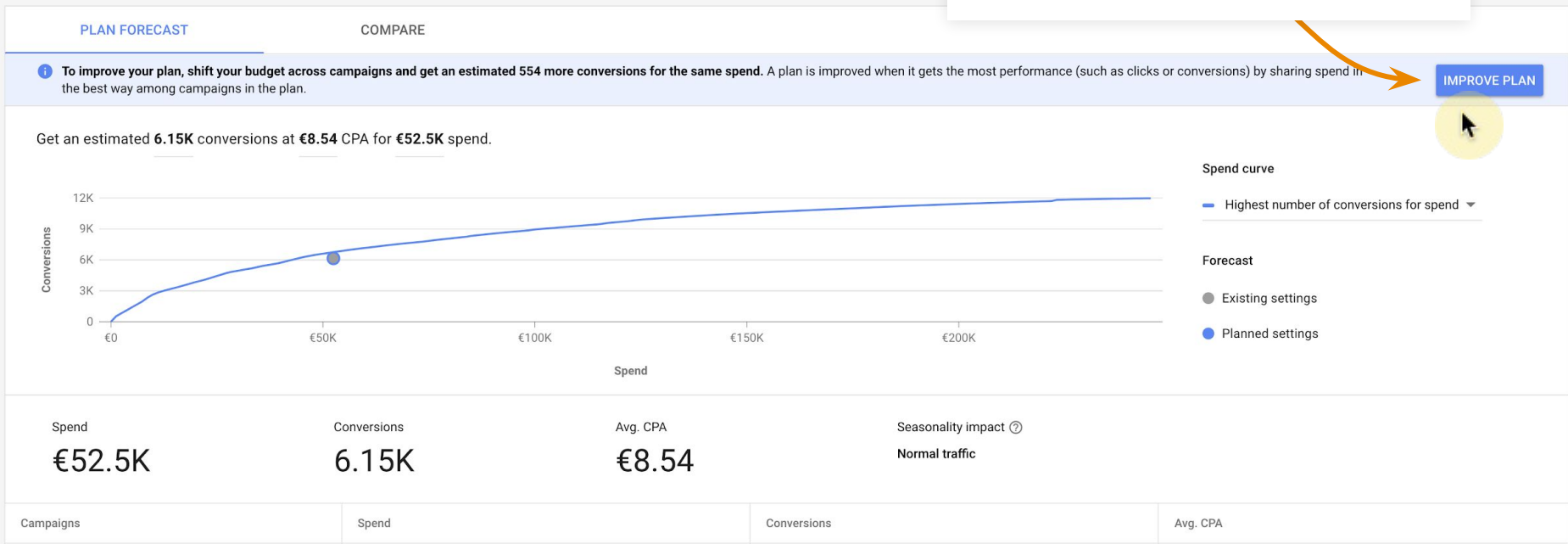
Ensure you react to external factors and optimize to the target metrics set. **Use Performance Planner on a monthly basis for best results.**



# Learn how to drive incremental conversions


Use Performance Planner to learn how to drive incremental conversions without additional investment

“Improve Plan” shows how reallocating bids and performance across campaigns can drive more conversions for the same spend





Campaigns

Dry-fit apparel + 2 more 

Forecast period

Next quarter: Jan 1 – Apr 1, 2017 

Target

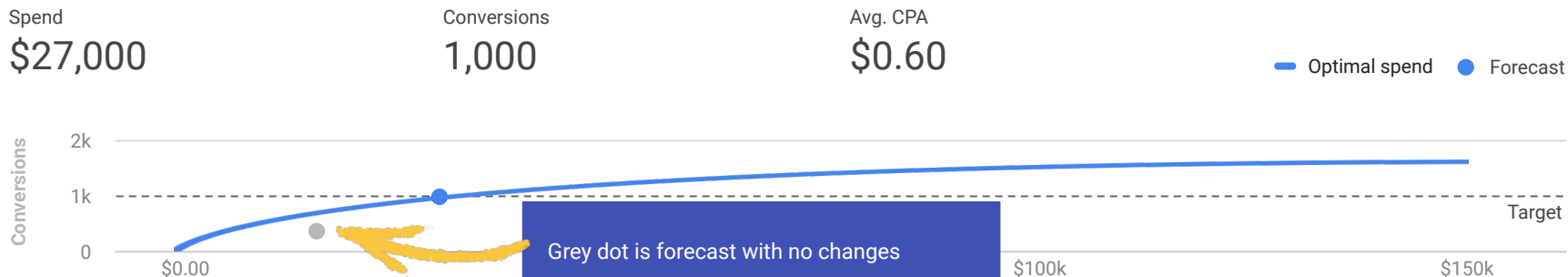
1,000 conversions 

SAVE PLAN



PLAN FORECAST

COMPARE



Adjust campaigns individually

How is my forecast being calculated? 

Campaign	Spend			Conversions			Avg. CPA		
	With changes	No changes	Diff.	With changes	No changes	Diff.	With changes	No changes	Diff.
Dry-fit apparel	\$15,000	\$10,000	+\$5,000	700	500	+200	\$0.60	\$0.80	-\$0.20
Fitness trackers 2017	\$10,000	\$5,000	+\$5,000	250	100	+150	\$0.60	\$0.80	-\$0.20

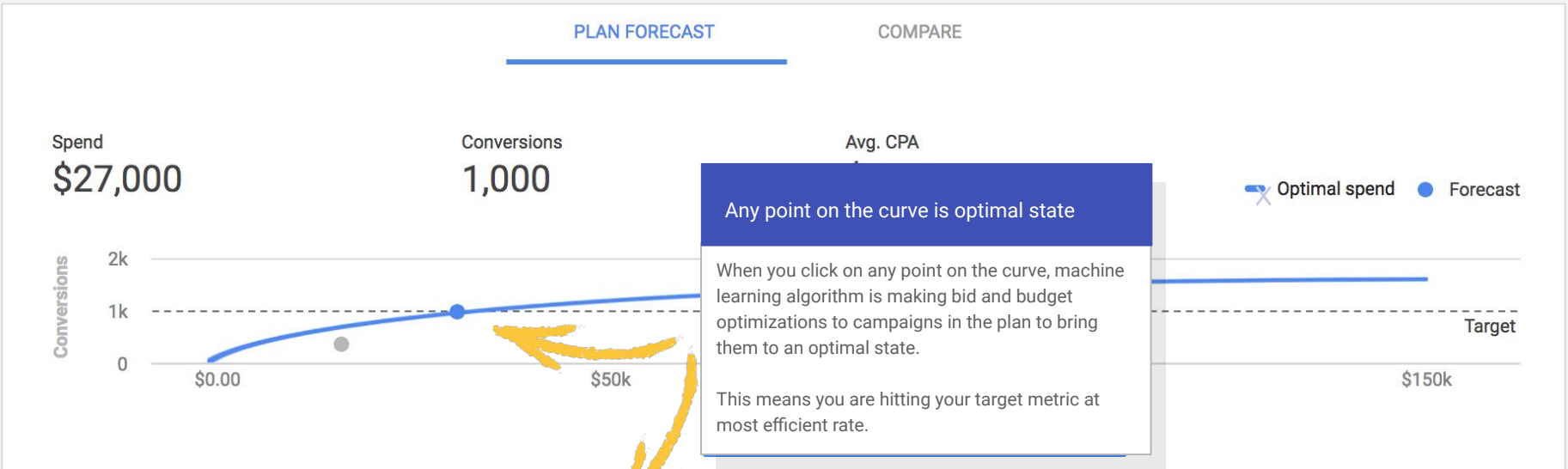


Campaigns  
Dry-fit apparel + 2 more ✎

Forecast period  
Next quarter: Jan 1 – Apr 1, 2017 ▾

Target  
1,000 conversions ✎

SAVE PLAN ⋮



Adjust campaigns individually

Source: Historical performance and seasonality ?

Campaign	Spend			Avg. CPA		
	With changes	Diff.	With changes	No changes	Diff.	
Dry-fit apparel	\$15,000	-\$5,000	700	\$0.60	-\$0.20	
Fitness trackers 2017	\$10,000	+\$5,000	250	\$0.60	-\$0.20	

## Forecast Methodology

# How do we calculate the grey dot?

## Forecasting



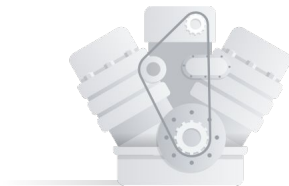
Google Search ad auctions from billions of searches per week powers our forecast engine. We use all data up to the previous day to forecast what is likely happen to your campaigns for future periods.

## Simulation



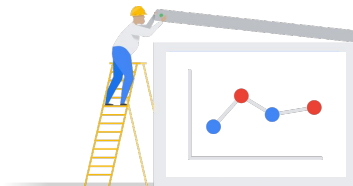
Our forecast engine simulates relevant ad auctions with query level variables (seasonality, CTR, competitors, landing page, time of day etc) within the campaign's targeted region and industry. We simulate based of the campaign's last 7 days campaign settings and history.

## Machine Learning



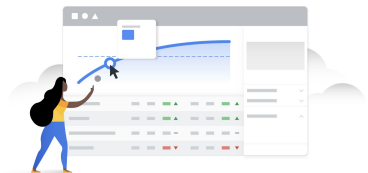
We leverage machine learning to fine tune forecasts and to achieve a higher level of accuracy.

## Validation



We do forward & backward measurements of accuracy for 10k+ campaign samples across 1, 7, 30, and 90 day periods to ensure we're making validated recommendations

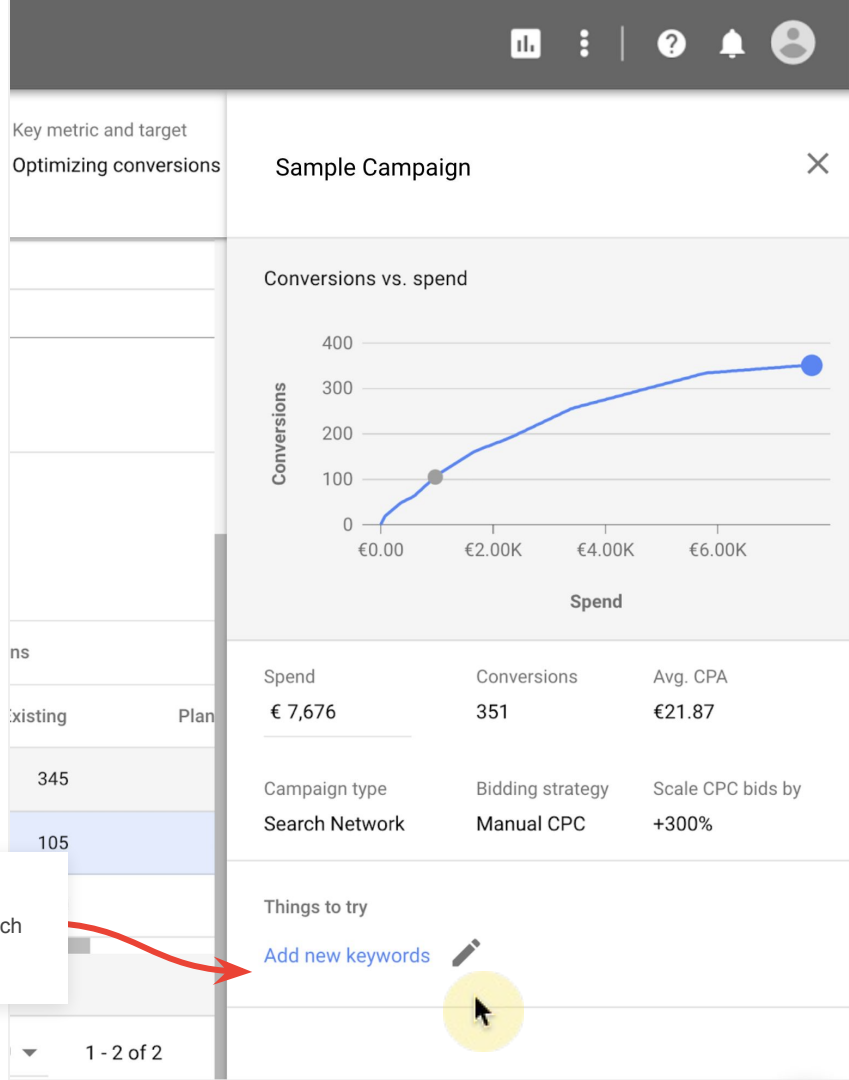




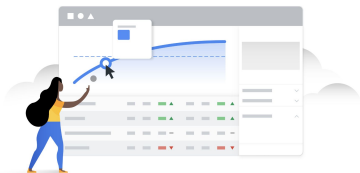
# Explore campaign optimizations

Use Performance Planner to explore forecasts for optimizations

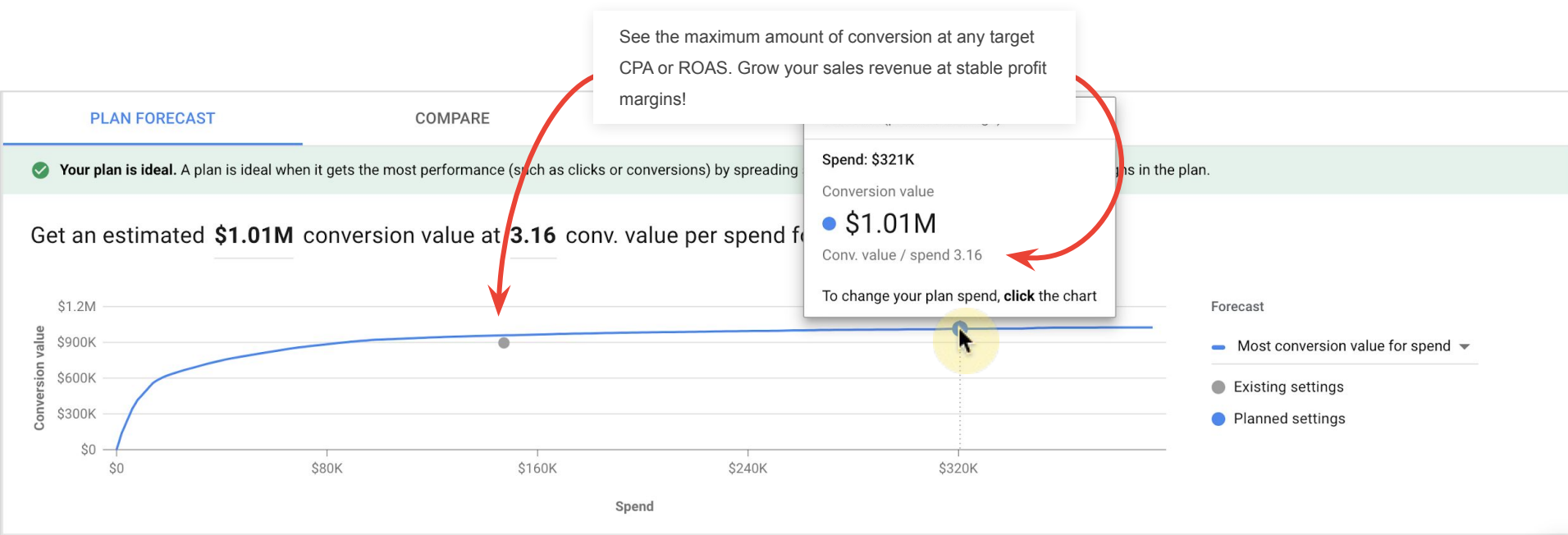
Receive a forecast of what would happen to your campaign if you added Keywords or Google Search Partners



# Explore and grow your sales with Performance Planner



See a forecast for different budget scenarios at maximized ROI and grow your conversions efficiently with Google Ads





# Untitled budget plan



Campaigns

Dry-fit apparel + 2 more



Forecast period

Next quarter: Jan 1 – Apr 1, 2017

Target

1,000 conversions



SAVE PLAN



PLAN FORECAST

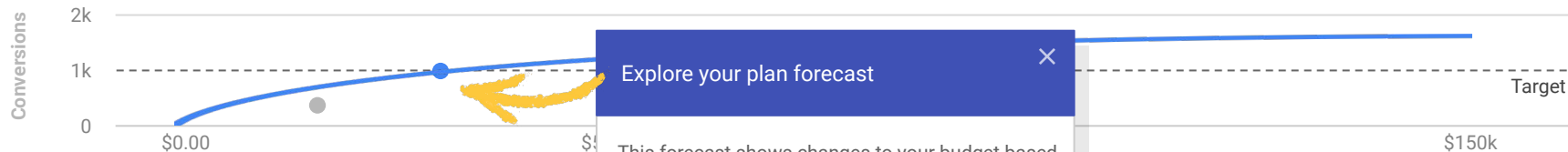
COMPARE

Spend  
**\$27,000**

Conversions  
**1,000**

Avg. CPA  
**\$0.60**

Optimal spend Forecast



Explore your plan forecast



This forecast shows changes to your budget based on your target. Click around to see the optimal spend to reach any point on the forecast.

Adjust campaigns individually

How is my forecast being calculated? ?

Campaign	Spend			Conversions			Avg. CPA		
	With changes	No Changes	Diff.	With changes	No changes	Diff.	With changes	No changes	Diff.
Dry-fit apparel	\$15,000	\$10,000	+\$5,000	700	500	+200	\$0.60	\$0.80	-\$0.20
Fitness trackers 2017	\$10,000	\$5,000	+\$5,000	250	100	+150	\$0.60	\$0.80	-\$0.20

# What do we do when you click on the blue curve?

## Adjust Daily Budgets



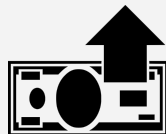
For any campaigns that are predicted to be “Limited by Daily Budget” for the forecast period, we use internal seasonality data to recommend increasing the Avg Daily Budget limit so you are not constrained for the future period

## Adjust Bids/Targets



With the correct Avg Daily Budgets set, we use bid simulator data to recommend bid scaling or new CPA/ROAS smartbidding targets to align with the new spend. This process ensures you're not bidding too much for poorer performing campaigns or underbidding for strong campaigns that can drive more conversions - ensuring maximum efficiency

## Better Spend Allocation



The result of adjusting Daily Budgets and Bids/Targets means that you have optimal spend allocation across all your campaigns to drive maximum conversions for any spend scenario and can grow your business with Google Ads within current CPA or ROAS targets

## Download to review



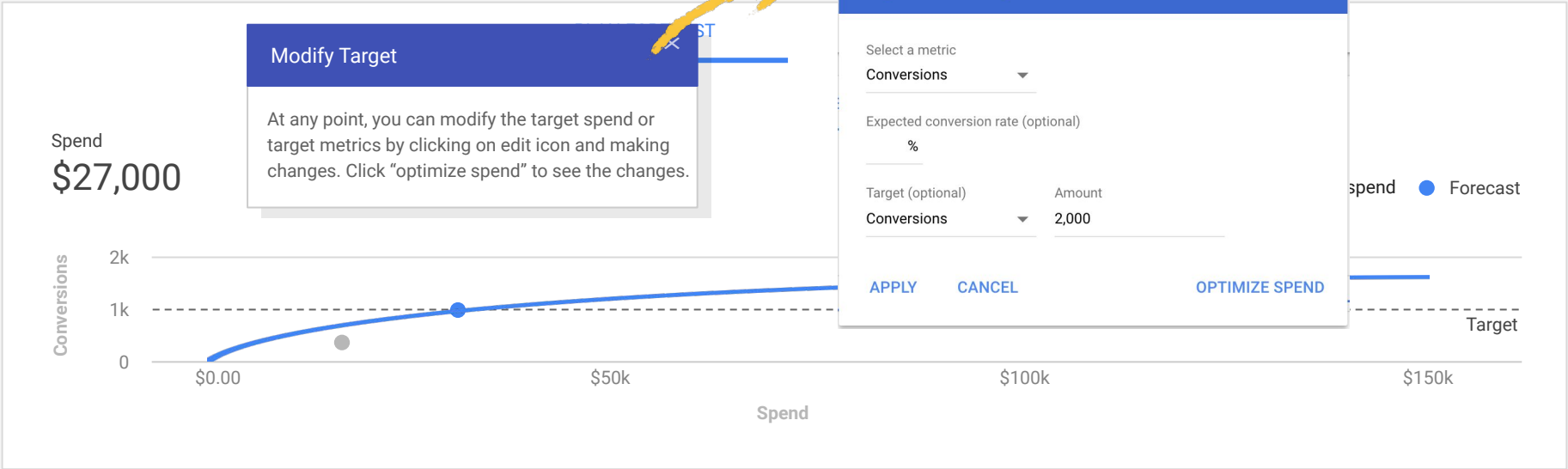
You can download a CSV version of the proposed campaign spend, new bids and daily budgets and the forecasted incremental conversions as a result of implementing the new settings

Campaigns  
Dry-fit apparel + 2 more ✎

Forecast period  
Next quarter: Jan 1 – Apr 1, 2017 ▼

Target  
1,000 conversions ✎

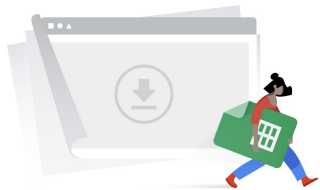
SAVE PLAN ⋮



Adjust campaigns individually

How is my forecast being calculated? ?



Campaign	Spend			Conversions			Avg. CPA		
	With changes	No Changes	Diff.	With changes	No changes	Diff.	With changes	No changes	Diff.
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Fitness trackers 2017	\$10,000	\$5,000	+\$5,000	250	100	+150	\$0.60	\$0.80	-\$0.20











# Do review and implement your changes



Implement your plan with optimal bids and budgets to drive more conversions.

Save your plan and view again at a later date or if you're ready to implement you can download a CSV.

  Google Ads | Draft budget plan

Name of plan Plan for Jan 1 – Mar 31, 2019	Campaigns Sample campaign + 20 more 	Forecast period Jan 1 – Mar 31, 2019 	Key metric and target Optimizing conversions 	Just saved
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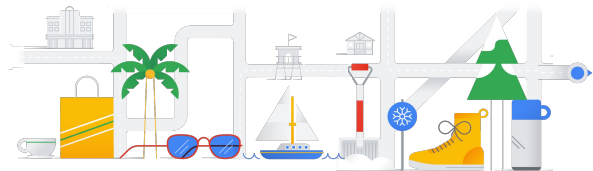
Download options

Plan summary (.csv)

Ads Editor file (.csv)

Google

# Use Performance Planner **monthly** to plan for new opportunities and growth



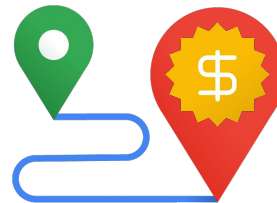
## Seasonality

Take advantage of seasonal trends throughout the year



## Competition

Get ahead of fluctuating auctions due to competitor activity and other external factors

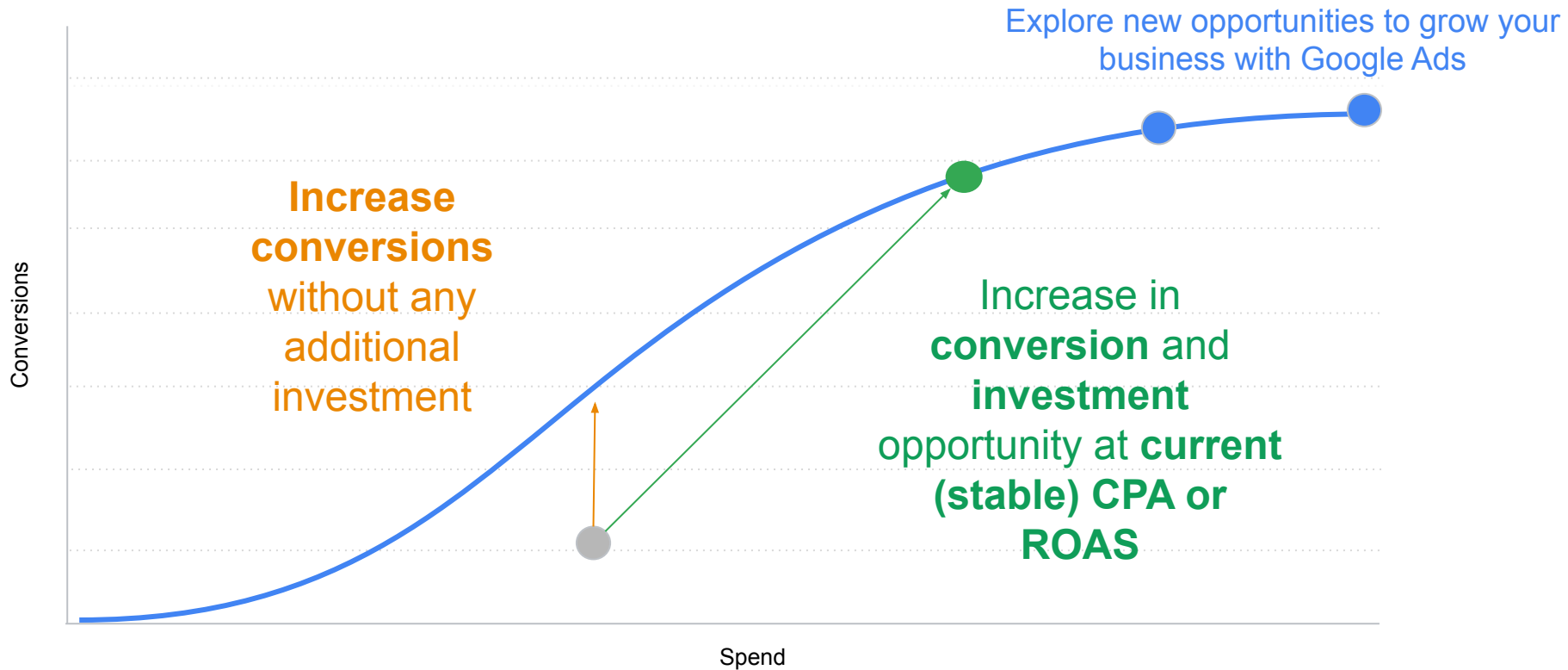


## Growth

Use Performance Planner to compare to previous periods and plan for increased sales

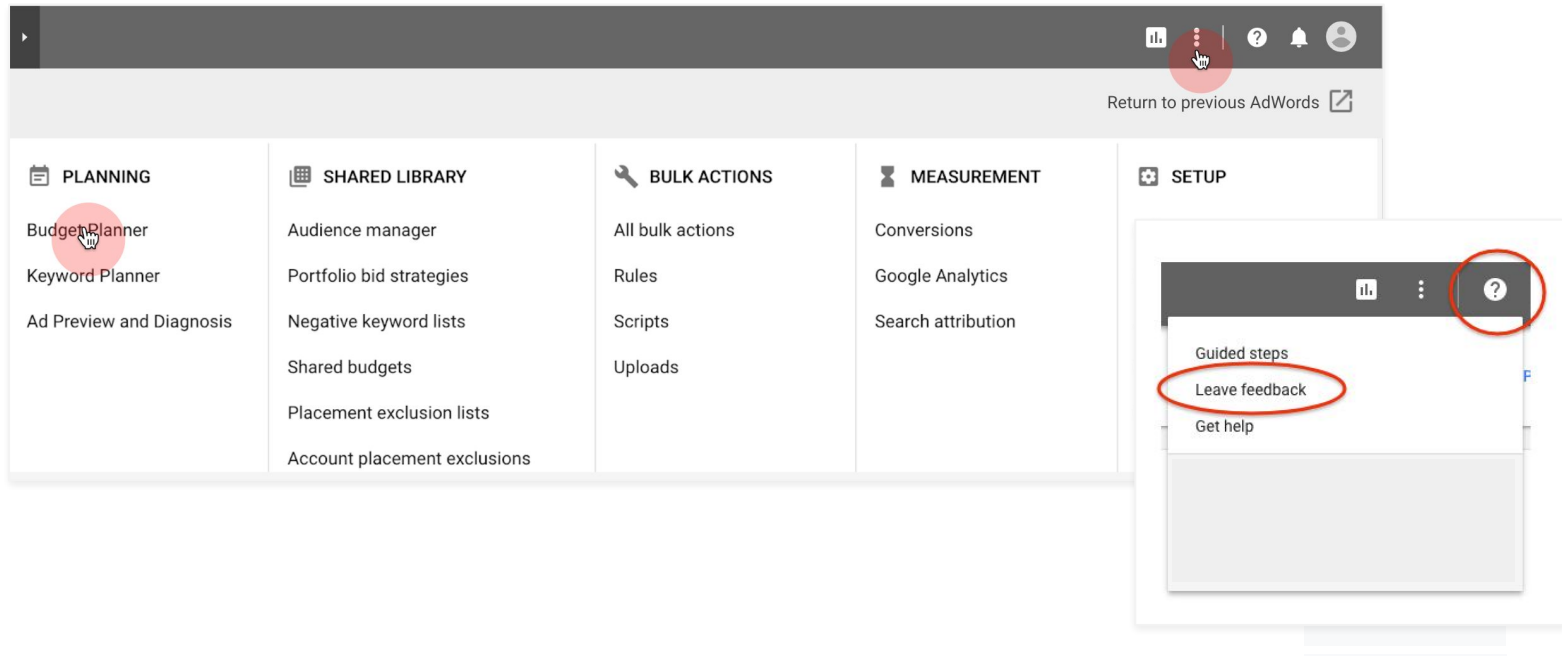


# Expected Performance Planner Outcomes





Next steps: use Performance Planner **monthly**



# Thank you!



## **Why can't I see my Display and App campaigns in Performance Planner?**

This version of Performance Planner allows planning of Search and select Shopping campaigns (see below for Shopping eligibility criteria). Planning functionality for Display and App campaigns will be coming soon.

## **Why can't I see all of my Shopping campaigns in Performance Planner?**

Performance Planner works for a subset of Shopping campaigns using eCPC, max CPC, and TROAS bid strategies that:

- Are not using shared budgets
- Are not budget capped
- Have met a traffic and conversion threshold
- Have not changed bid strategies or ROAS targets (if using TROAS) in the last 7 days
- Are not using ad group level ROAS targets

## **What is the difference between this and the Recommendations tab?**

Recommendations tab is the Google Ads optimization tool for on-the-go improvements to campaigns. Performance Planner is the Google Ads planning tool for monthly, quarterly and annual planning that helps you decide what budgets are required for upcoming periods of always-on campaigns.

## **I use flood-light conversion tracking as the source of truth. Can I use Performance Planner?**

Performance Planner uses Adwords Conversion Tracking to provide forecasts. Given the tool is purely a forecasting tool and has no reporting functionality, it's ok to use Performance Planner as a directional forecasting tool when floodlights are used for reporting. If you use Search Ads 360 you should try the Budget Management tool rather than Performance Planner