24th October 2024

Optimising Performance Max Budgets Ahead of Black Friday

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Your team for today

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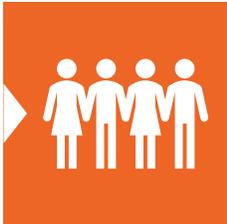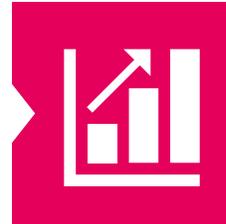ClickThrough
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What we'll cover

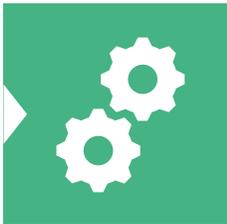**Key insights** to prepare yourself for **the increased competition** during Black Friday

How to **allocate and optimise your budget** across Performance Max campaigns

Best practices for **targeting, creative assets,** and **audience segmentation**

How to **monitor campaign performance** and **quickly adapt** your strategy as Black Friday unfolds

Tips on **leveraging machine learning** and **feed optimisation** to drive higher conversions
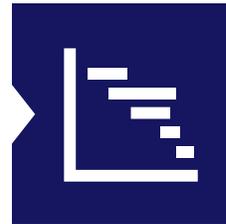
Summary of **key points** and optimisation **timeline**

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Key Insights

Prepare yourself for the increased competition and intent

Key focusses for Black Friday 2024

The period of higher consumer intent is only getting **longer**, and so are the sales periods that brands are running
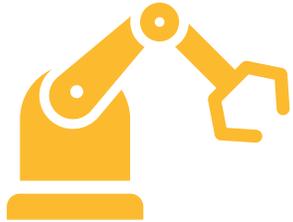
Leveraging automation will be key. Doing it effectively will result in time savings and efficiency gains

Consumer demands of **sustainability** aren't going away, your business's performance relies heavily on your approach to this

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Best Practices

Make sure your targeting, assets and audience segmentation are up to scratch

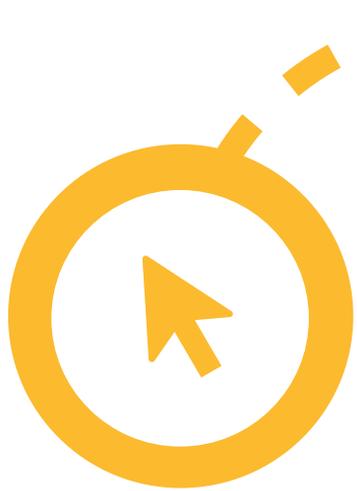# Outshine competitors whilst catering to engine algorithms

To maximise returns from your Performance Max campaigns, your messaging and creative need to strike a balance between resonating with users, as well as ticking boxes within the ad engine.

Increase CTR
Create multiple asset groups to tailor your messaging more precisely

Enhance Targeting
Help search engines match your ads to the right search queries and users

Improve Efficiencies
The stronger and more relevant search engines deem your ads, the lower your CPCs are likely to be

Increase Traffic
Drive more clicks through to site without needing to spend more and protect your ROI

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Align with PMax **creative best practice**

Headlines & Descriptions

Add top performing keywords

Align with landing page content

Utilise direct CTAs

Populate all available fields

Images

Cover all three image dimensions
(4 x **1:1**, 4 x **1.91:1** and 2 x **4:5**)

Use a mixture of text free and
overlay imagery

Campaign imagery > Ecom imagery

Don't forget about your logo

Videos

Hook viewers in the first 5 seconds

Provide alternative dimensions to
cater to mobile
(e.g. **1:1** or **9:16**)

Tell a story rather than attempt to
'force' a sale

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Tip – Review performance ratings to avoid swapping out top performers

Head to Campaigns > Performance Max Campaign > Asset Groups > View Details

Asset type	Performance	↓ Conve	Conv. value
Description	Best	14.39	1,754.40
Headline	Good	11.45	1,194.57
Headline	Best	10.30	1,401.05
Description	Good	9.21	1,347.34
Headline	Low	7.38	983.15

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Leverage final URL expansion to guide users effortlessly

Final URL expansion will **replace your Final URL** with a more relevant landing page **based on the user's search query and intent**, and **customise a dynamic ad headline** that matches your landing page content
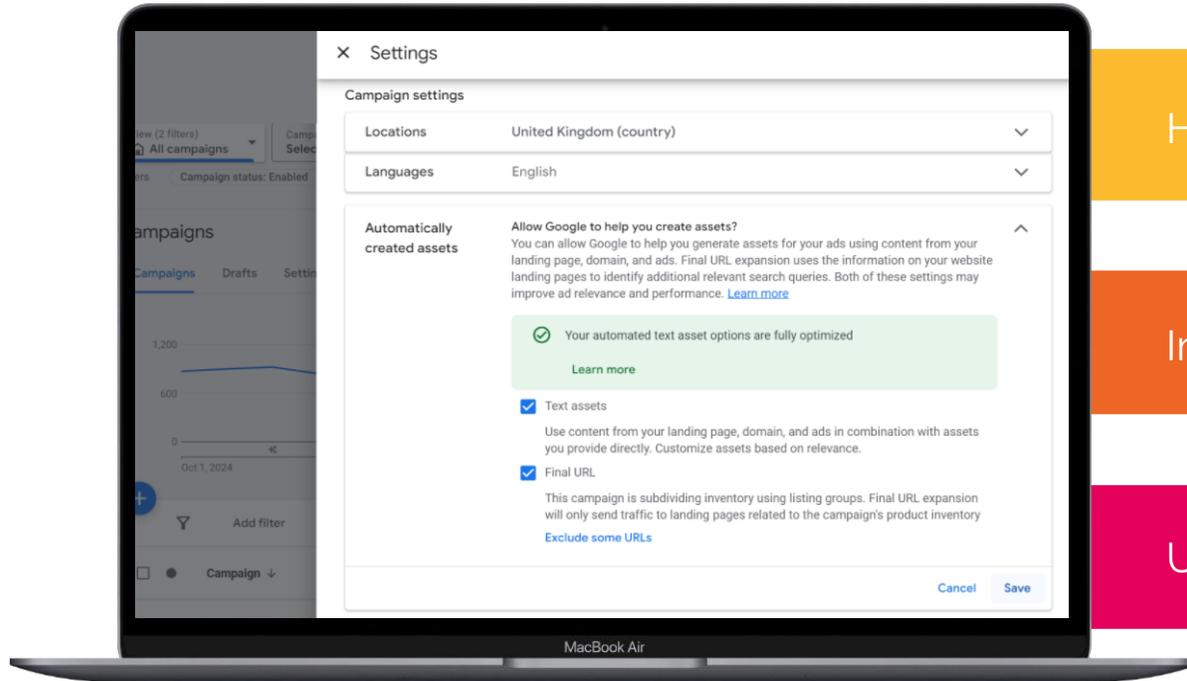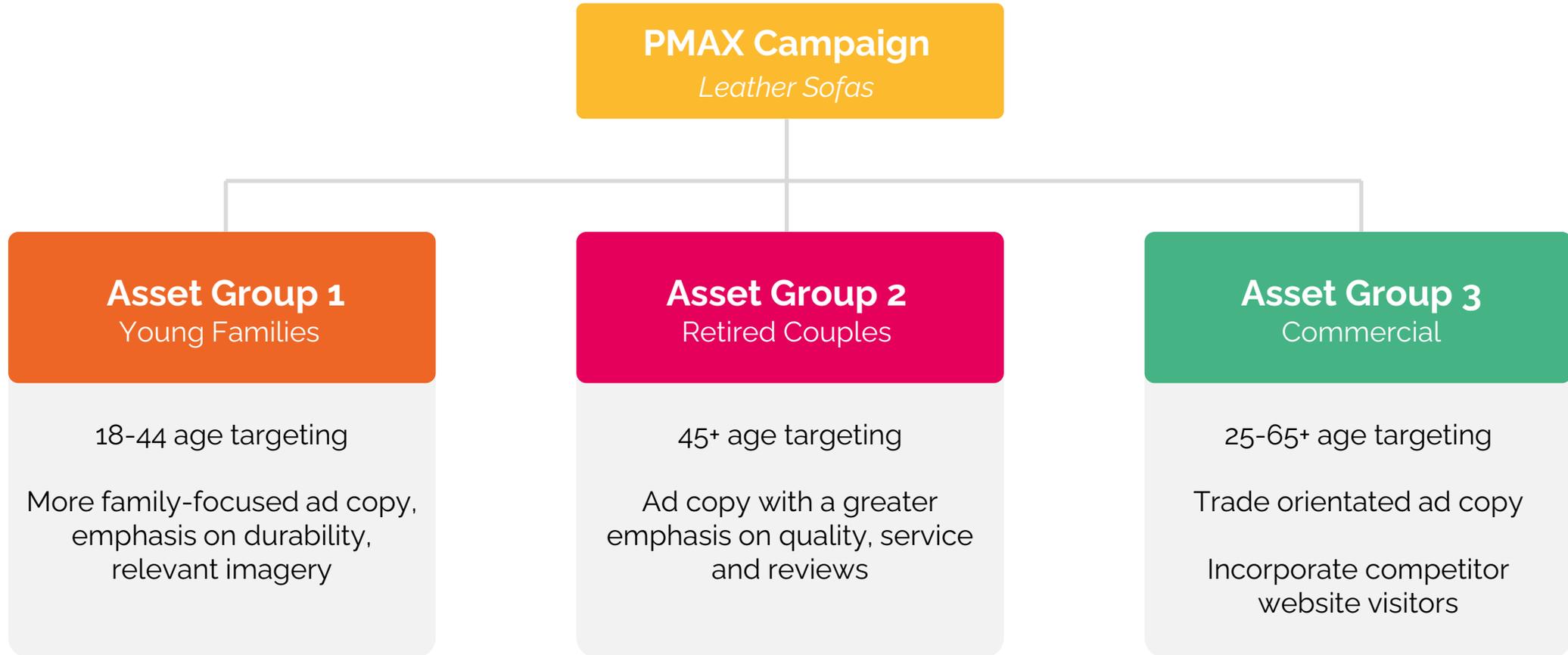

Help direct users to exactly what they are looking for

Improve campaign performance

Use exclusions to avoid non-commercial pages

Craft powerful **audience signals** to sharpen targeting

Building different asset groups with **refined audience signal targeting** applied enables you to **target specific demographics with tailored ad copy** and creative.

PMAX Campaign
Leather Sofas

Asset Group 1
Young Families

18-44 age targeting

More family-focused ad copy, emphasis on durability, relevant imagery

Asset Group 2
Retired Couples

45+ age targeting

Ad copy with a greater emphasis on quality, service and reviews

Asset Group 3
Commercial

25-65+ age targeting

Trade orientated ad copy

Incorporate competitor website visitors

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Getting Technical

Leveraging feed optimisation, product segmentation and machine learning

Making the most of **smart bidding**

Target ROAS & Target CPAs

Set your targets ahead of time to give your campaigns time to adjust to the learning period

Avoid being too reactive during the sale period and disrupting the engine

Import Offline Conversions

Sometimes ads don't lead directly to online sales, with customers converting later on via phone or in-person

Importing these offline conversions helps you measure the impact of your ads, and better guide campaigns going forward
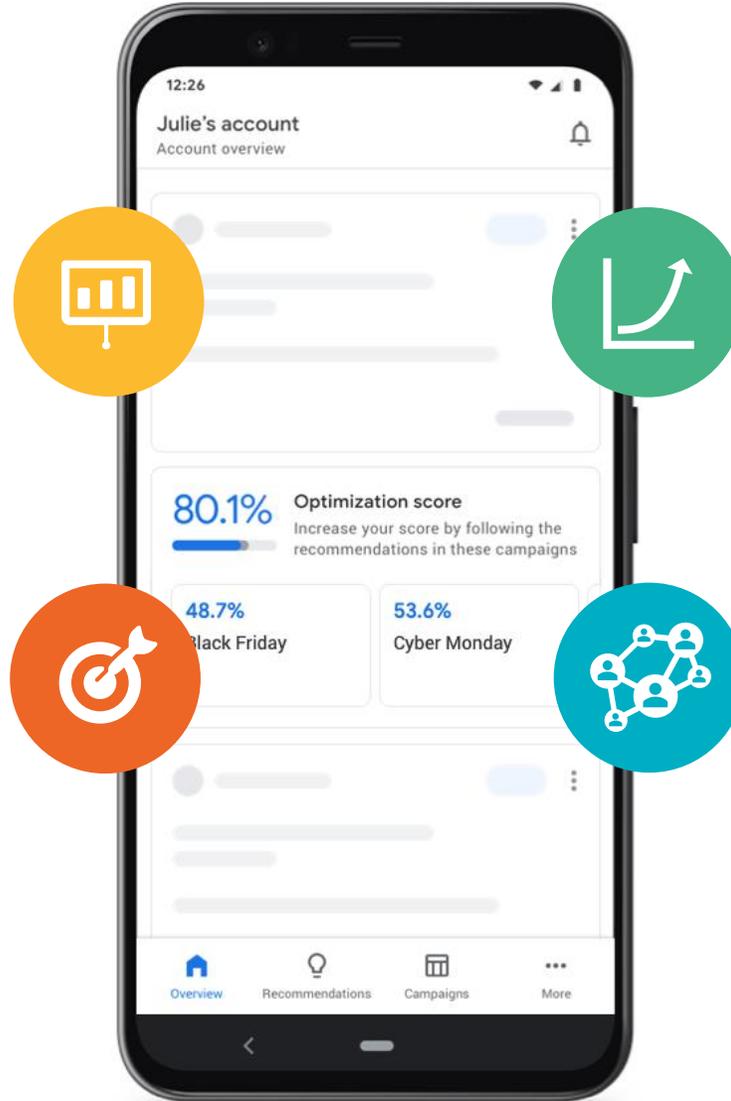
Seasonal Bid Adjustments

Help prepare your bid strategies for spikes in conversion intent

Ideal for periods between 1-7 (but usually no longer than 14 days) where major changes to CVR are expected

Bid For New Customers

Help grow market share and focus on new customer acquisition

Choose to optimise a campaign to bid higher for new customers or to bid for new customers exclusively

12:26

Julie's account
Account overview

80.1% Optimization score
Increase your score by following the recommendations in these campaigns

48.7%
Black Friday

53.6%
Cyber Monday

Overview   Recommendations   Campaigns   More

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Ensure your product data is in an optimal place

The **Google Merchant Center notification section** is good place to look **quickly check if you are missing important attributes** that could affect performance. Top ones to look out for are usually:

107 products have the issue: Limited performance due to missing value [gtin]

Make fixes to show these products to customers on Google

Fix issues

5 products have the issue: Missing value [image link]

Make fixes to show these products to customers on Google

Fix issues

2 products have the issue: Unable to view store on desktop

Make fixes to show these products to customers on Google

Fix issues

24 products have the issue: Text on image

Make fixes to show these products to customers on Google

Fix issues

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Consider product margin, stock availability and discount levels in your segmentation

Split your products into 'buckets':

- Product margin
  - High
  - Medium
  - Low

- Impression numbers
  - High volume
  - Medium volume
  - Low volume (or zombie SKUs)

- Sales levels
  - Hero products
  - Better sellers
  - All other products

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Give search engines 'the heads up' with sale Price Attributes
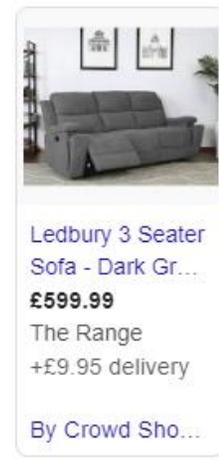
Sales tag

'PRICE DROP' or 'SALE' tag add an extra element to encourage engagement

Standard image

No extra tags on product shot to highlight the product being on offer

Enticing price

Green prices with a was price underneath makes for a more appealing product listing

PRICE DROP

Ledbury Grey
Fabric 3 Seater...
£389.99
Was £532
Wilko
+£9.95 delivery
By 26

Ledbury 3 Seater
Sofa - Dark Gr...
**£599.99**
The Range
+£9.95 delivery

By Crowd Sho...

Standard price

No highlighted price and no before/after amounts. This product was on offer at the time of looking but incorrect feed attributes prevent it from being shown as 'in sale'
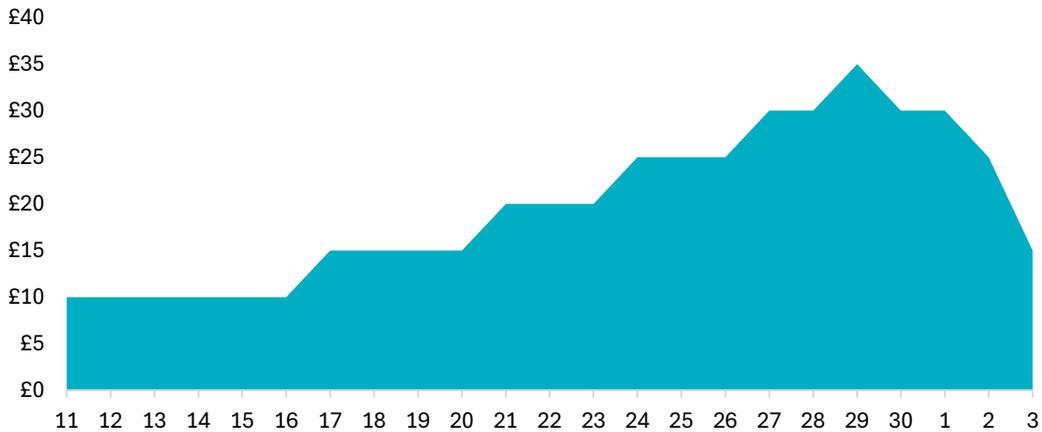
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Budget Agility

How to effectively manage and distribute budget across your PMax campaigns

It's a marathon, not a sprint
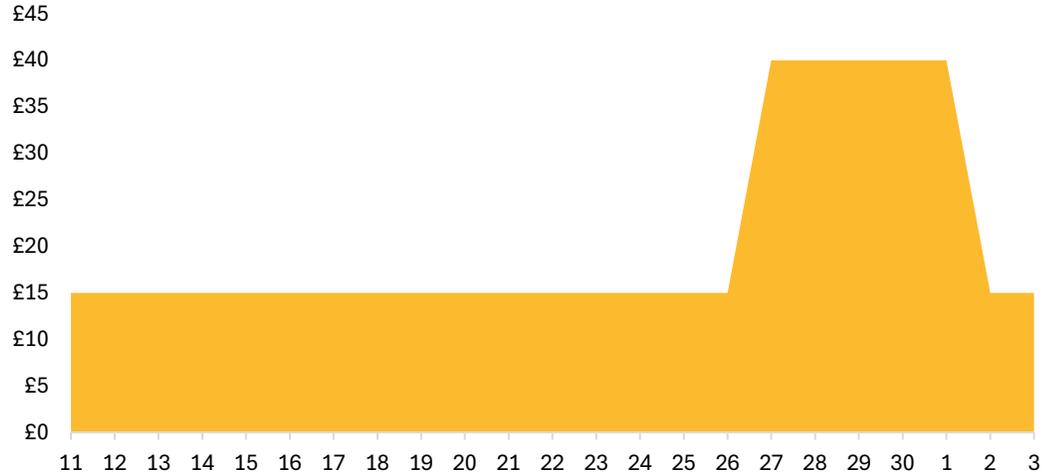
Don't let this be you before the big day has even come around…

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Unlock your budget's full potential with smart allocation
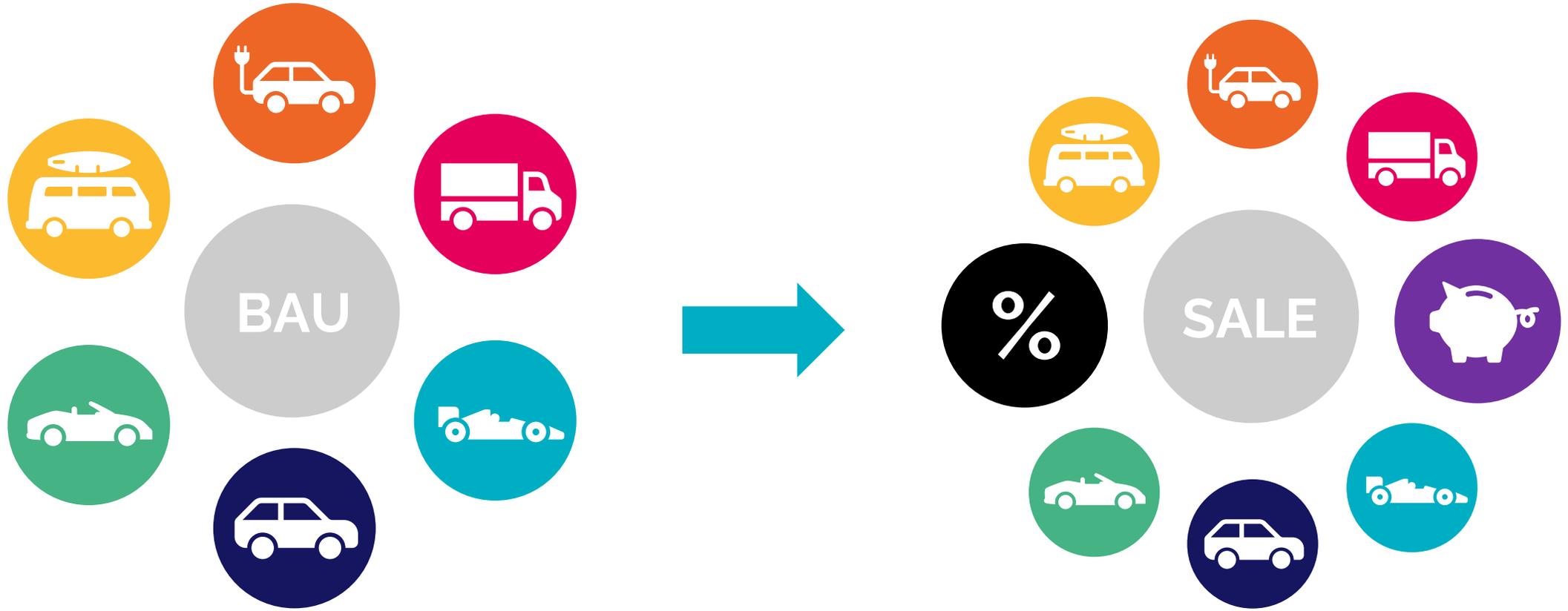
Budget split evenly across campaigns separated by product or service categories

Product category budgets reduced, best sellers and hero deals split into their own campaigns with higher spend concentration

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Review search impression share lost to budget vs rank

Impression Share = Impressions/Total Eligible Impressions

↓	Search impr. share	Search lost IS (budget)	Search lost IS (rank)	Bid strategy type
	26.40%	10.48%	63.12%	
	77.29%	0.60%	22.11%	Maximize conversion value (Target ROAS)

Search impr. share	↓	Search lost IS (budget)	Search lost IS (rank)	Bid strategy type
34.23%		16.46%	49.31%	
75.63%		21.21%	3.15%	Maximize conversions (Target CPA)

Campaign 1
Low Search lost IS (budget) but high lost IS (rank)

Solution → Improve ad rank

Campaign 2
Low Search lost IS (rank) but high lost IS (budget)

Solution → Increase budgets

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Avoid campaign **budget limitations**

Don't let the **dreaded red status** messages dictate your Black Friday results
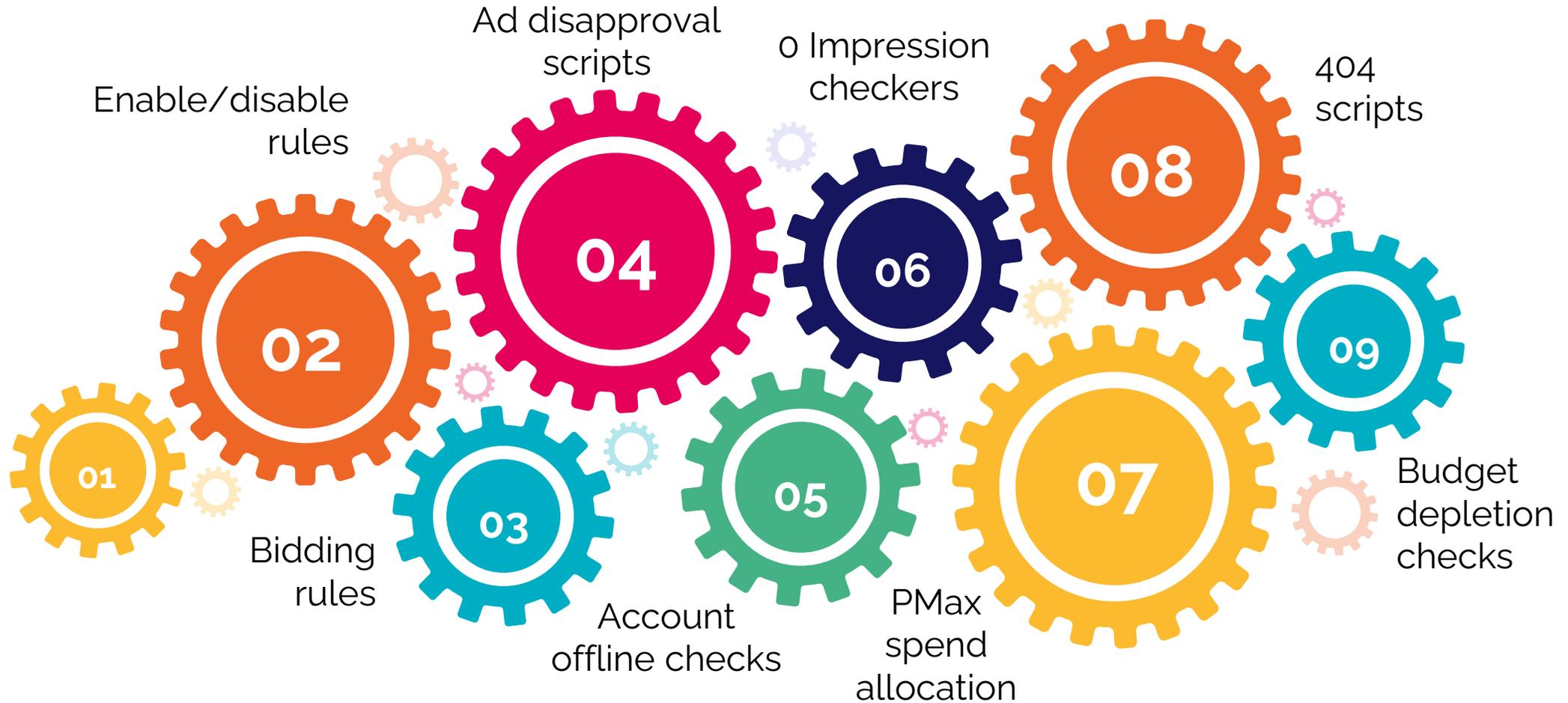
£ Trust the algorithms and uncap your daily budgets on campaigns (where possible)

£ Set realistic and achievable ROAS/CPA targets on bid strategies

£ Use the Google Ads budget calculator to explore opportunities

Status

Limited by budget

Limited by budget

Limited by budget

Limited by budget

Limited by budget

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Monitor & Adapt

How to assess your campaign performance and make changes throughout Black Friday

Utilise PMax **scripts** & **rules**

Enable/disable rules

Ad disapproval scripts

0 Impression checkers

404 scripts

01

02

04

06

08

09

Bidding rules

03

05

07

Account offline checks

PMax spend allocation

Budget depletion checks

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Build bespoke, granular reporting at product category level

- A daily spend and returns tracker can help inform decisions to push and pull budgets

- Reporting at product category level can help you quickly identify low and high performers to adjust accordingly

- Schedule regular data exports and set-up automatic labels to flag if certain products are commanding large portions of budget with low ROAS
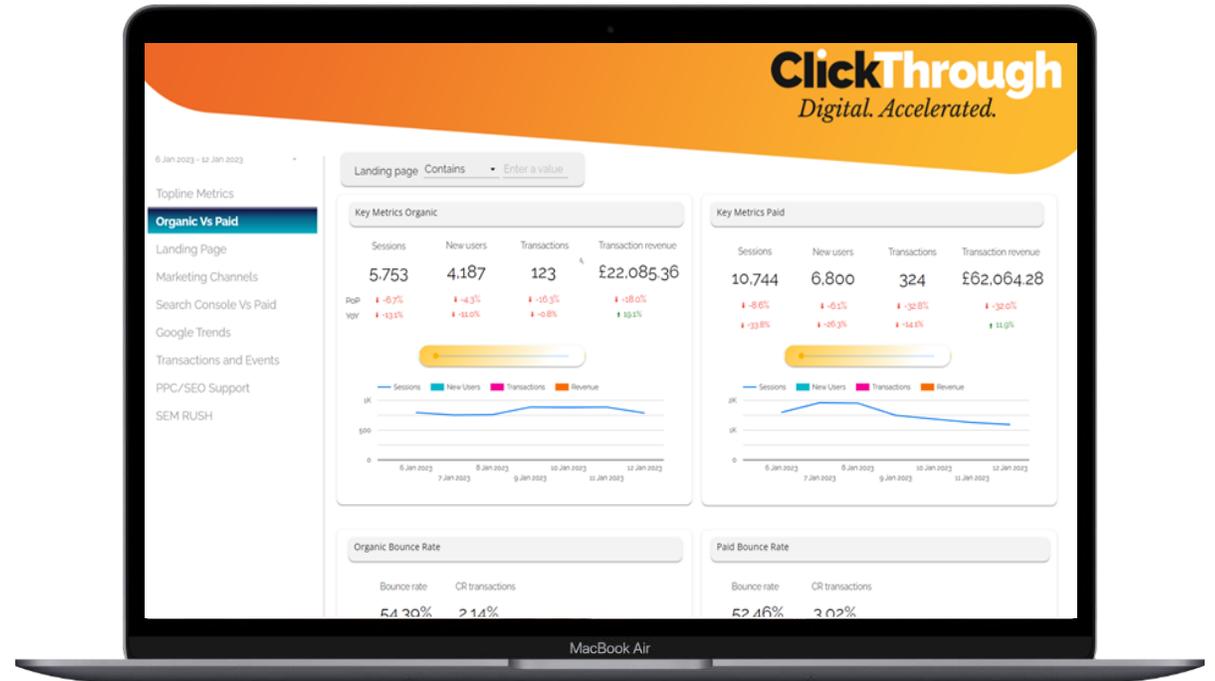
Stay ahead: Set aside time for **competitor analysis**

Don't forget to **make time to review your competitive landscape** before the sale period ends

Make a note of effective creative, messaging and offers that **can help inform your 2025 strategy**

Utilise tools such as **Google Ads Transparency Center, Ahrefs** or **SpyFu**
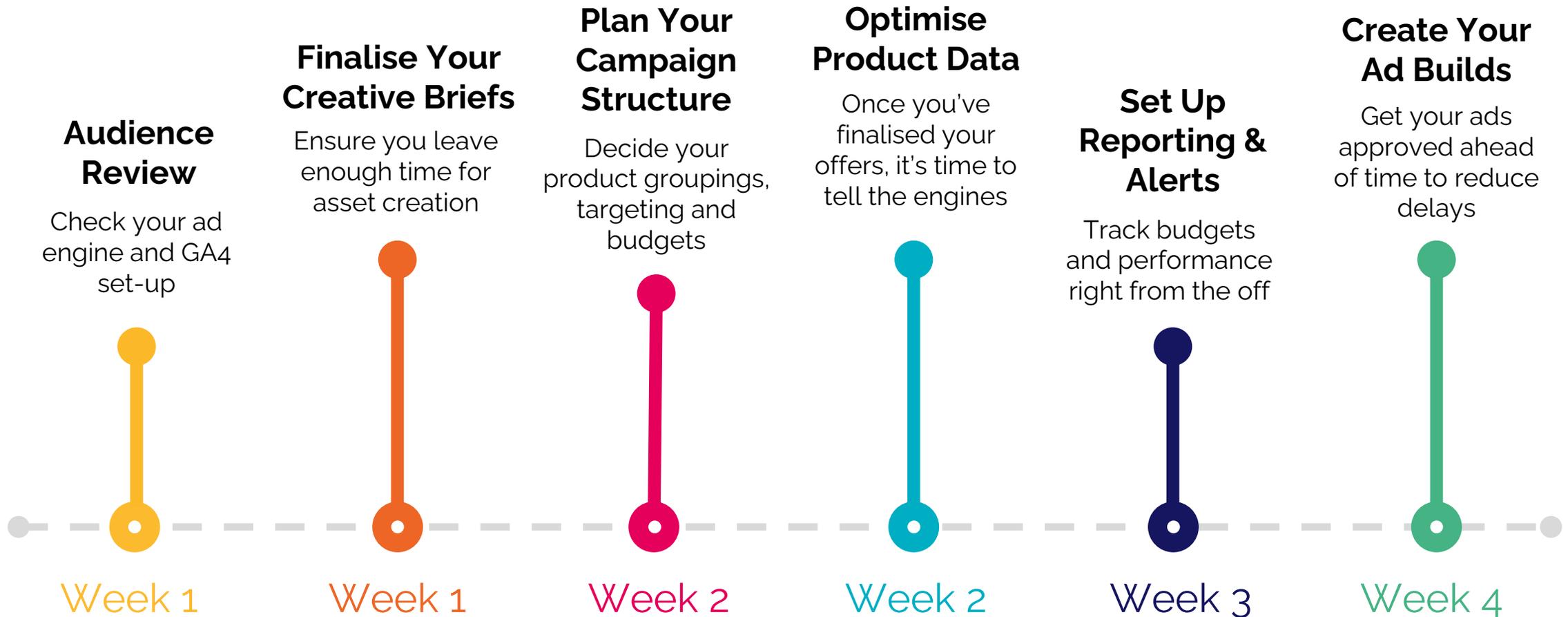

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Summary

A recap of key discussion points

Your optimisation timeline

How can you best utilise the next four weeks to prepare and what should your priorities be?

Audience Review

Check your ad engine and GA4 set-up

Week 1

Finalise Your Creative Briefs

Ensure you leave enough time for asset creation

Week 1

Plan Your Campaign Structure

Decide your product groupings, targeting and budgets

Week 2

Optimise Product Data

Once you've finalised your offers, it's time to tell the engines

Week 2

Set Up Reporting & Alerts

Track budgets and performance right from the off

Week 3

Create Your Ad Builds

Get your ads approved ahead of time to reduce delays

Week 4

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Summary

What are the big dos and don'ts ahead of Black Friday 2024 to ensure you get the most out of your Performance Max budgets?

Do Follow Creative & Audience Best Practices
This ensures your ads stand out against competitors, reach the right users and helps your campaigns run efficiently

Do Make The Most Of Automation
There are plenty of strategies you can employ to save you time and optimise your budget allocations i.e. smart bidding, final URL expansion, scripts, rules, reporting dashboards

Do Make Data Led Decisions
Review performance ratings, impression share metrics, ROAS figures and more to help guide your decision-making

Don't Try & Spread Budget Too Thinly
Opt for quality > quantity when dividing budget across campaigns, and carefully consider budget spread throughout the entire sale period

Don't Neglect Your Product Data
The more information ad engines know about your products and offers the better. Avoid wasting spend on unavailable products.

Don't Make Big Changes Last Minute
Campaigns can take time to adapt to big targeting, budget and creative changes. Scale up towards the scale wherever possible

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What's next?

If you want to discuss how we can make PMax work for you and your brand – or another aspect of your digital marketing, we're here to help.

After the webinar is over, my colleague **Sonja Stewart will be in touch to share the webinar recording** with you.

Sonja can also **schedule a call to talk about PPC** if that is something that your business is interested in.

If you can't wait, you can reach Sonja at sstewart@clickthrough-marketing.com

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Thank you

For further information please contact our experts

experts@clickthrough-marketing.com

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