1st March 2023

How to get more from your **Performance Max** campaigns

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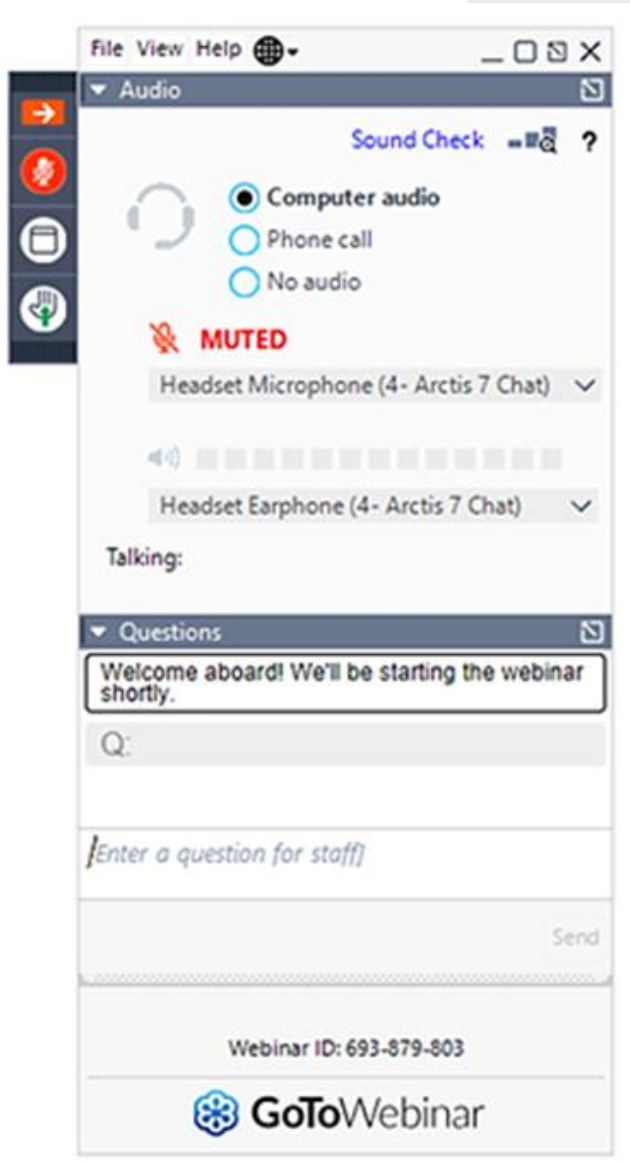
Answering your questions

Feel free to **submit questions** during the session using the GoToWebinar Questions box

Debbie will ask all your questions in a **Q&A session at the end of the webinar**



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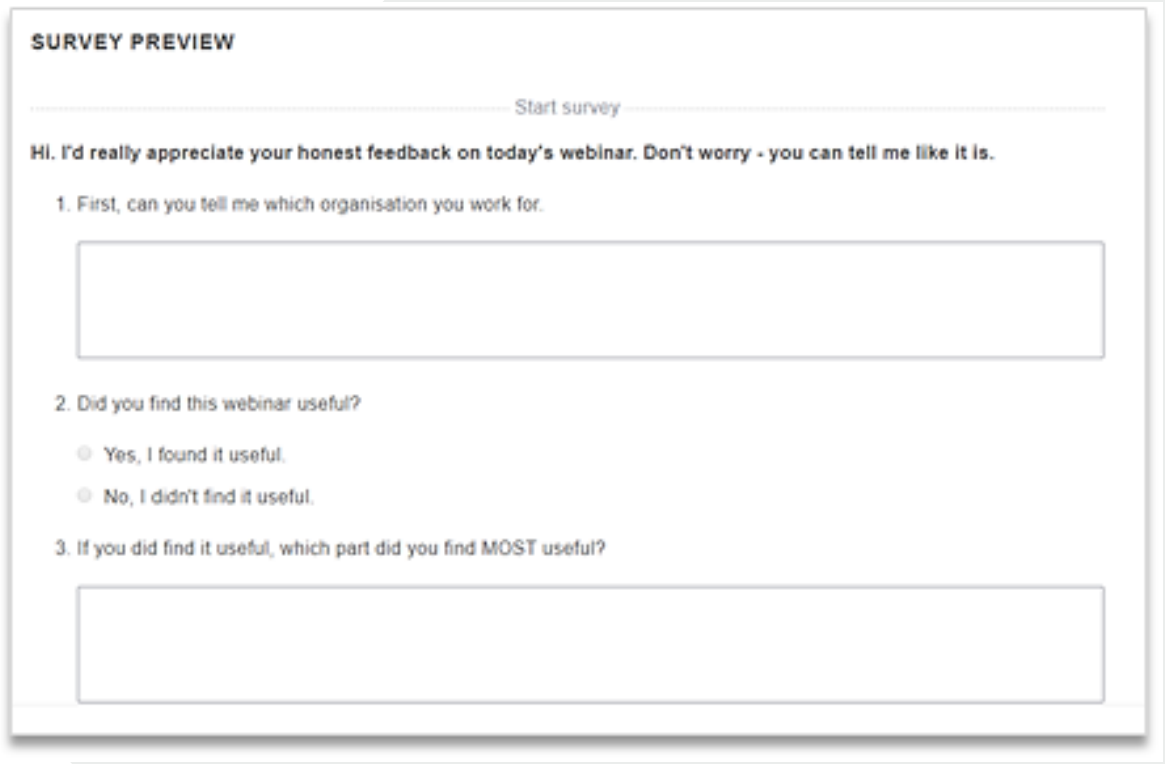
Getting your feedback

At the end, you'll see a **short feedback survey**

Please fill this in - it tells us what you think and improves these webinars



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Agenda

- State of play recap
- Issues with a standard approach
- Levelling up performance max
    - Application of business data
    - Audience insights explained
    - Reporting solutions
- Next steps for the functionality

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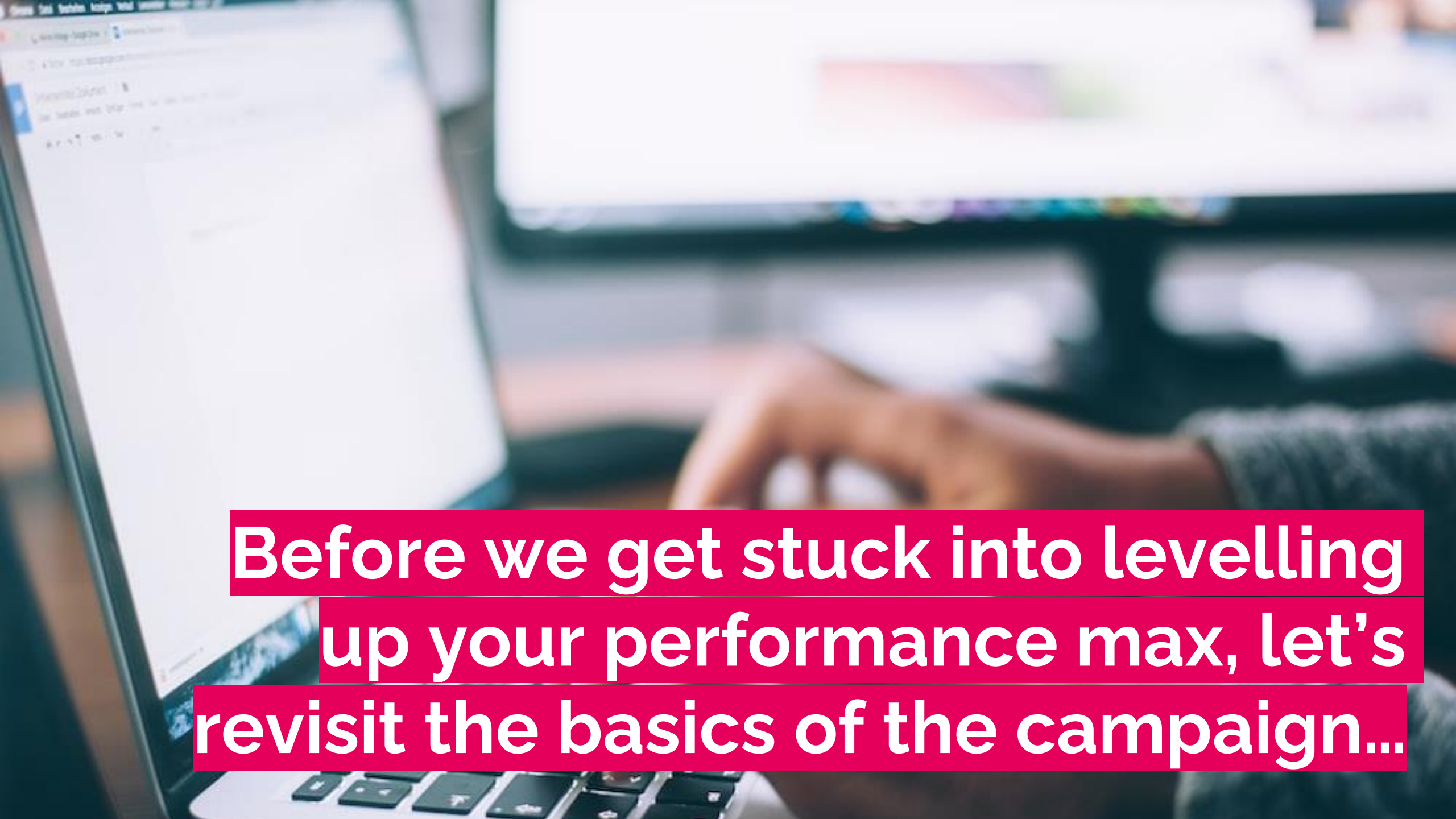
Before we get stuck into levelling up your performance max, let's revisit the basics of the campaign...

What is performance max?

What advertisers were told about performance max...

Unlocks new audiences

Steered with inputs

'Transparent' insights

Drives performance

Simplifies management

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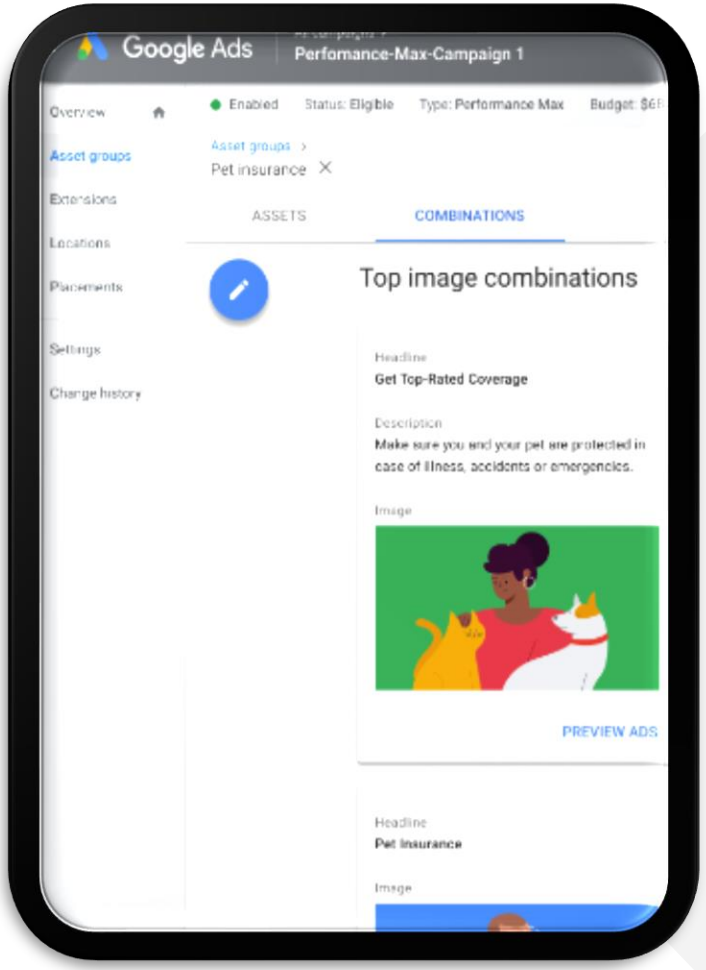
What does performance max really bring to the table?

Unlocks new audiences?	*Access to additional placements*
Drives performance?	*When leveraged properly it is powerful*
Steered with inputs?	*Crucial to bringing the best out of campaign*
Simplifies management?	*Not if used for incremental benefit*
Transparent insights?	*Not at all, but slowly improving*



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POLL
How satisfied have you been with using Performance Max so far?

Why did Google launch it?

The ‘set and forget’ dream for automation?

De-channelisation	Limit advertiser controls	Shift from cost to value	New platform within a platform
A **one-stop shop** for all of Google’s inventory shows a clear motive to remove channel preference	Machine learning benefits from a lack of interruption, something **PMAX solves** by making it difficult	What was once a cost control center is now based on **value bidding** (tROAS & tCPA)	There is a school of thought that suggests PMAX will eventually **take over Google ads**

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How to get yourself set up?

Check out our performance max basics webinar...

Performance max setup

How to drive strong efficiency

Which businesses will benefit?

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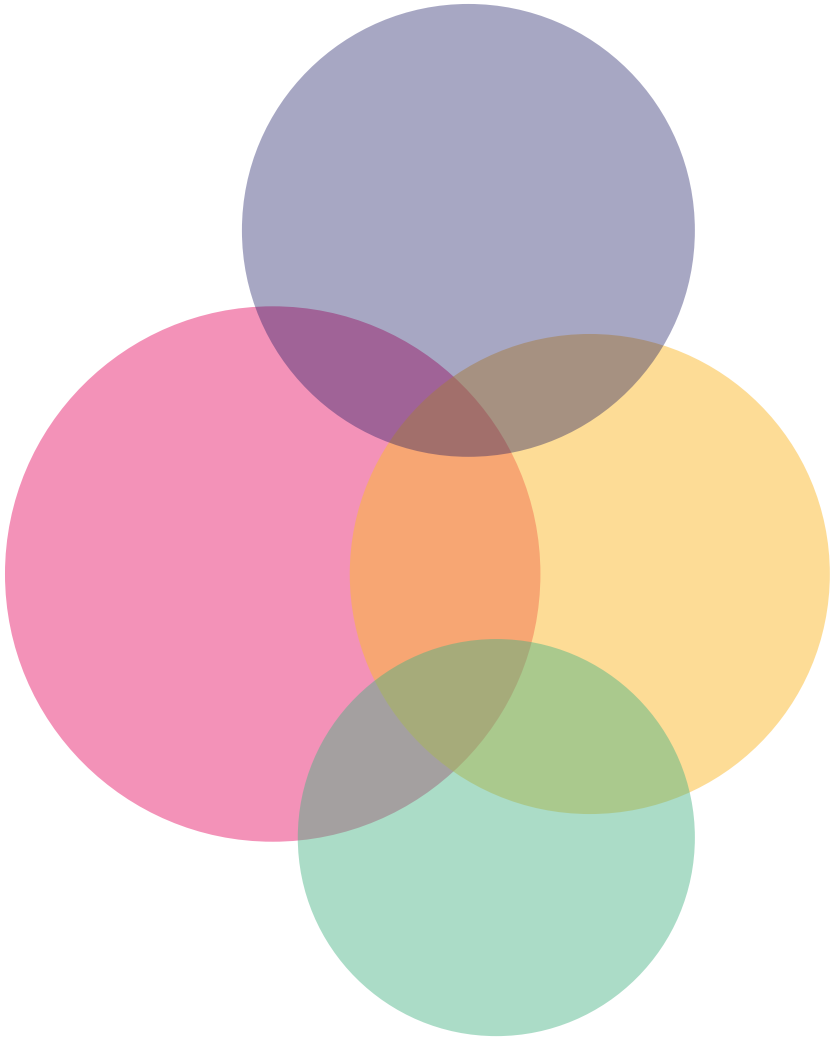
Since launch, advertisers have
strived to formulate a best practise
for performance max...


POLL
How are you using Performance Max campaigns?

What is the most common setup?

Most advertisers will fall into these categories...



Depending on how robust the **advertiser testing plan** has been since launch, they will typically run their performance max campaigns using the below framework:

One campaign setup	Common
Campaigns based on category	Frequent
Campaigns based on business data	**ClickThrough**
No performance max	Common

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Are there issues with the 'standard' approach?

Relying on self-driving ability can lead to problems...

- Overlap with branded queries
- Creative limitations
- Optimisation techniques
- Reporting solutions
- How to differentiate yourself?

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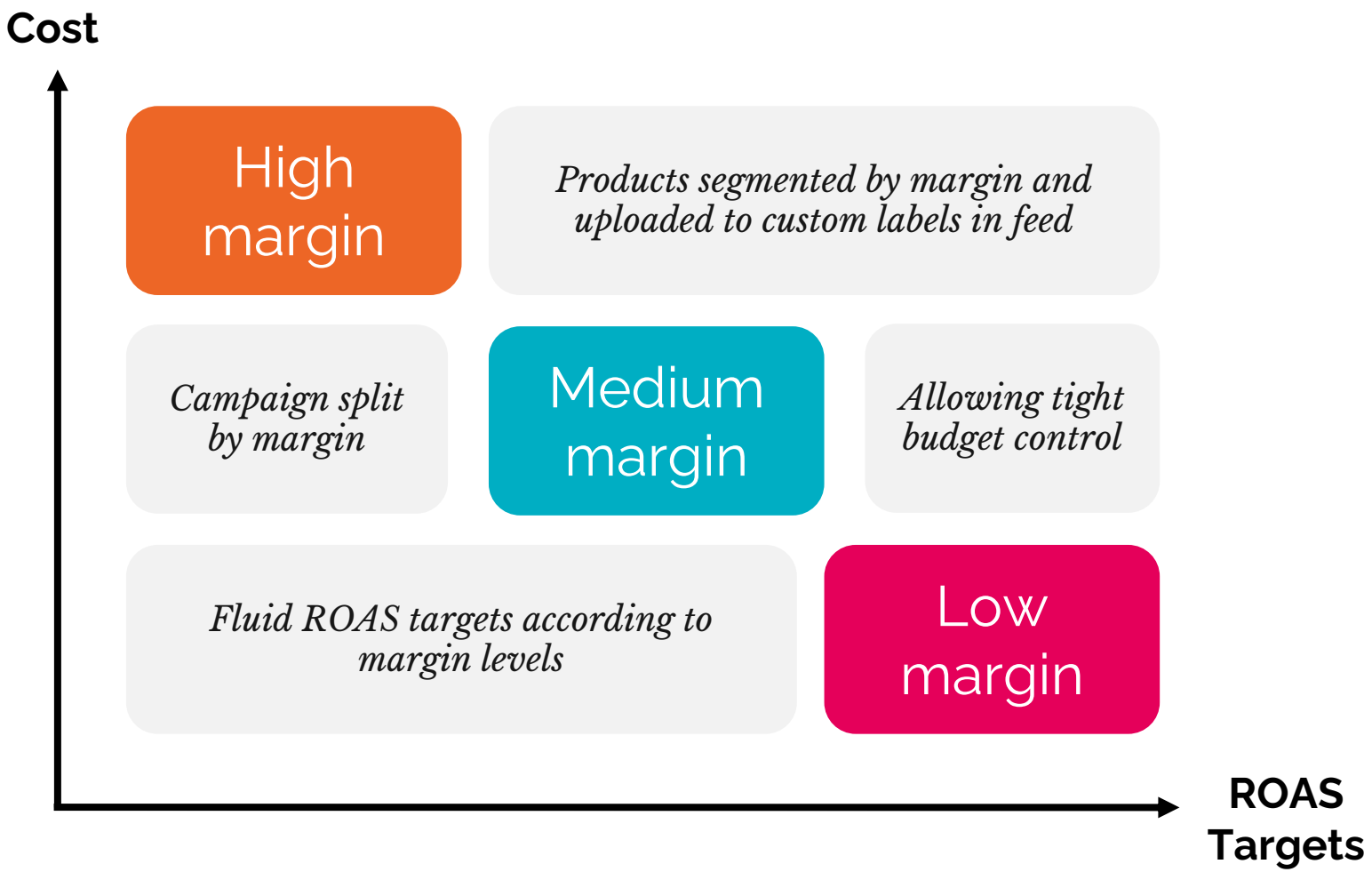
Can we potentially leverage this
into a competitive advantage?

Application of business data

Leveraging product margin data



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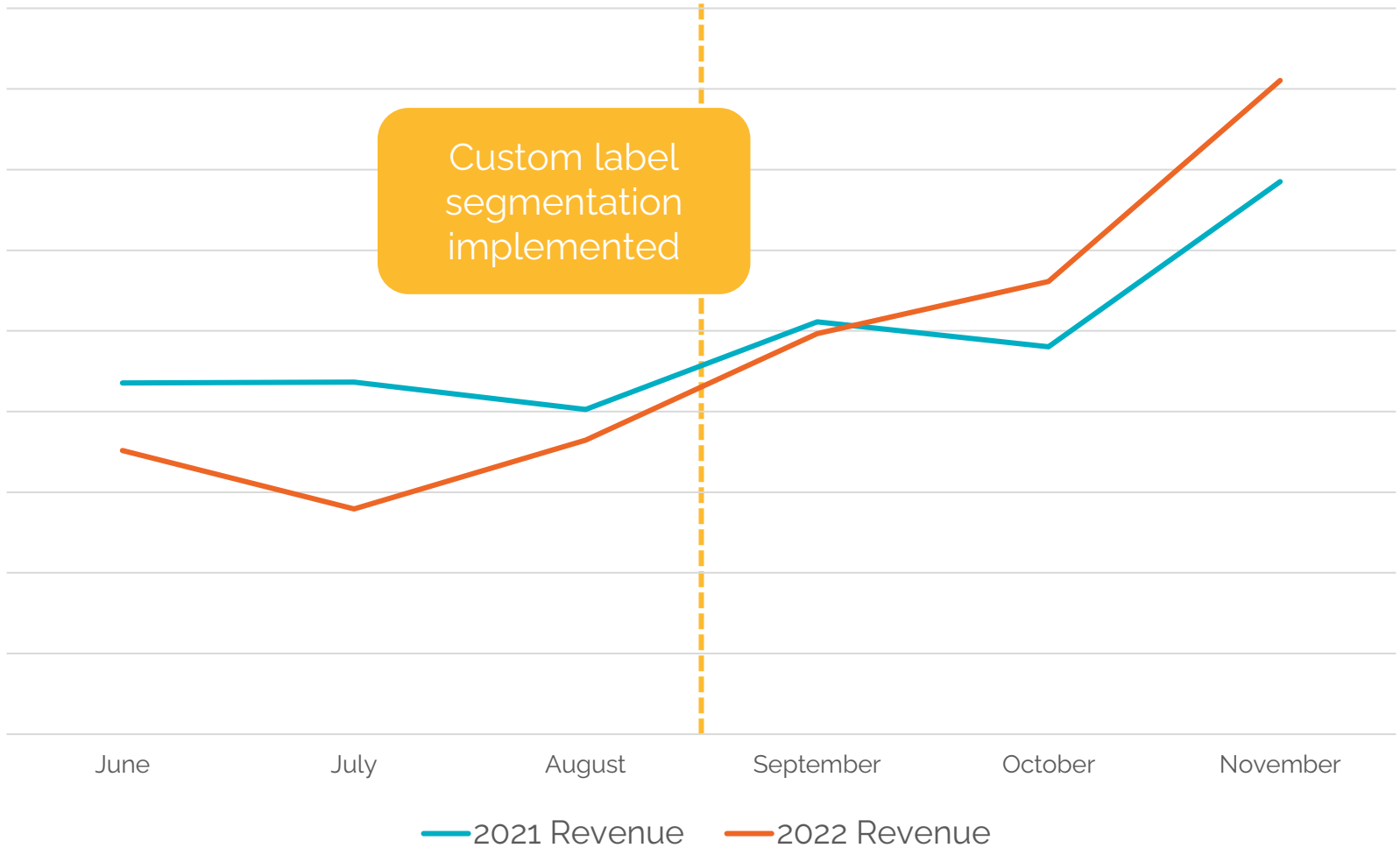
The strategy gave us a competitive advantage...



47%

Increase in revenue YoY since implementation

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Maximise your top performers

Segment top performing products using rules in feeds

Split into standalone campaign

Maximise investment in your best products

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Showcase your hidden gems

Some of your products may not be getting the visibility they deserve

Use feed rules to segment products with 0 impressions on paid activity that convert through organic traffic

House in standalone campaign to give them an exclusive pot of budget

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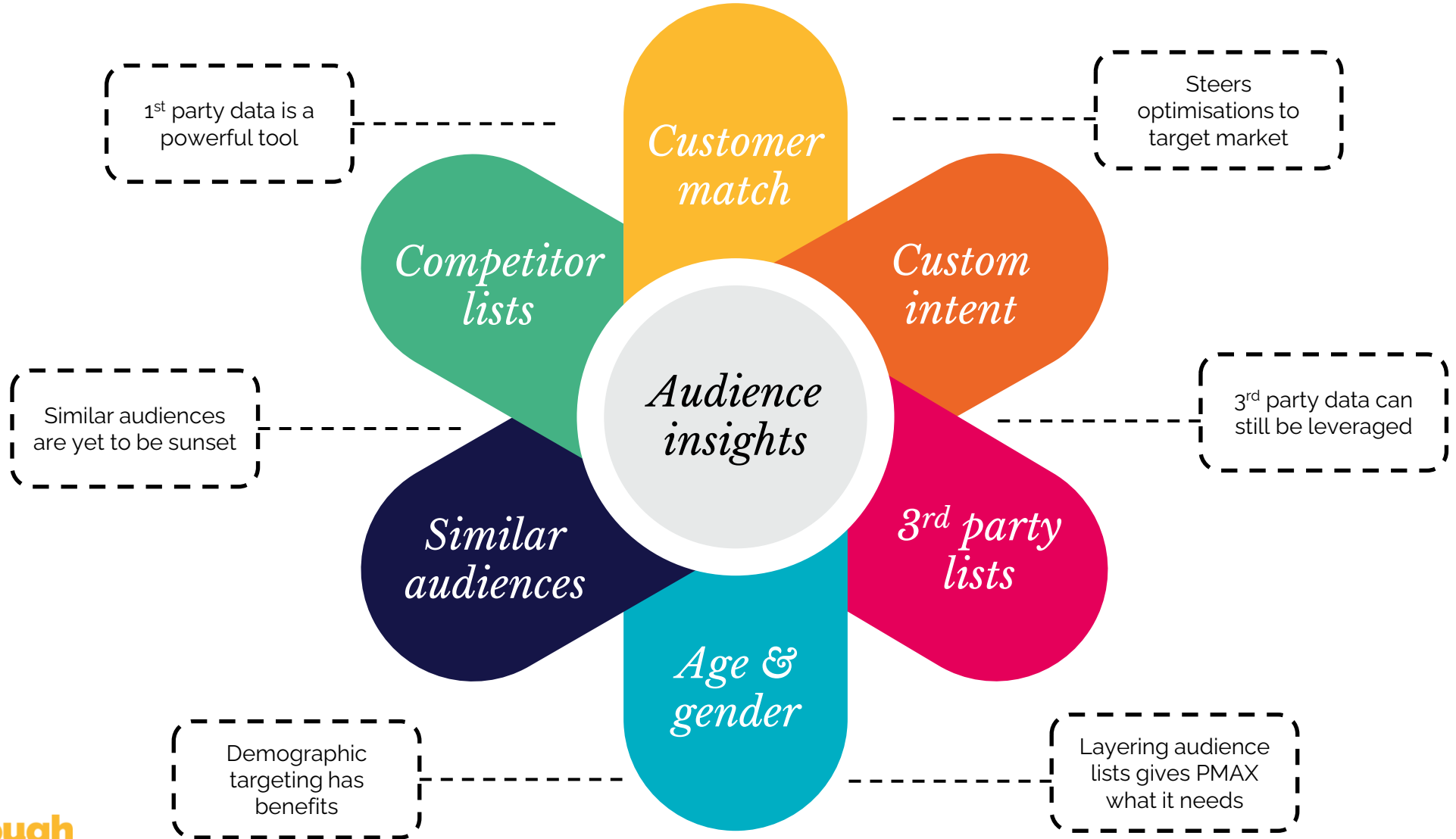
Audience strategy

There is so much opportunity...



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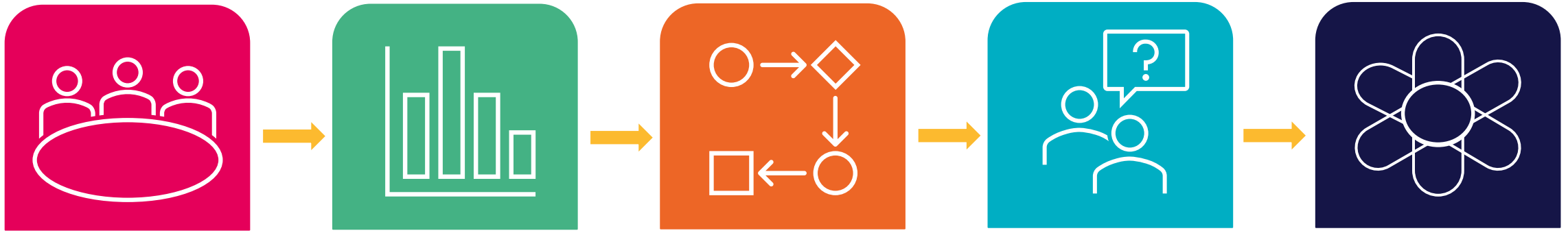
Customer match importance is growing…



Capture

Gather data from customers, followers and your target market

Data

House your customer data in one place

Segment

Product category/service specific customer data

Ask

What is each customer segment looking for?

Stitch

Enhance your campaigns with tailored data only you can provide

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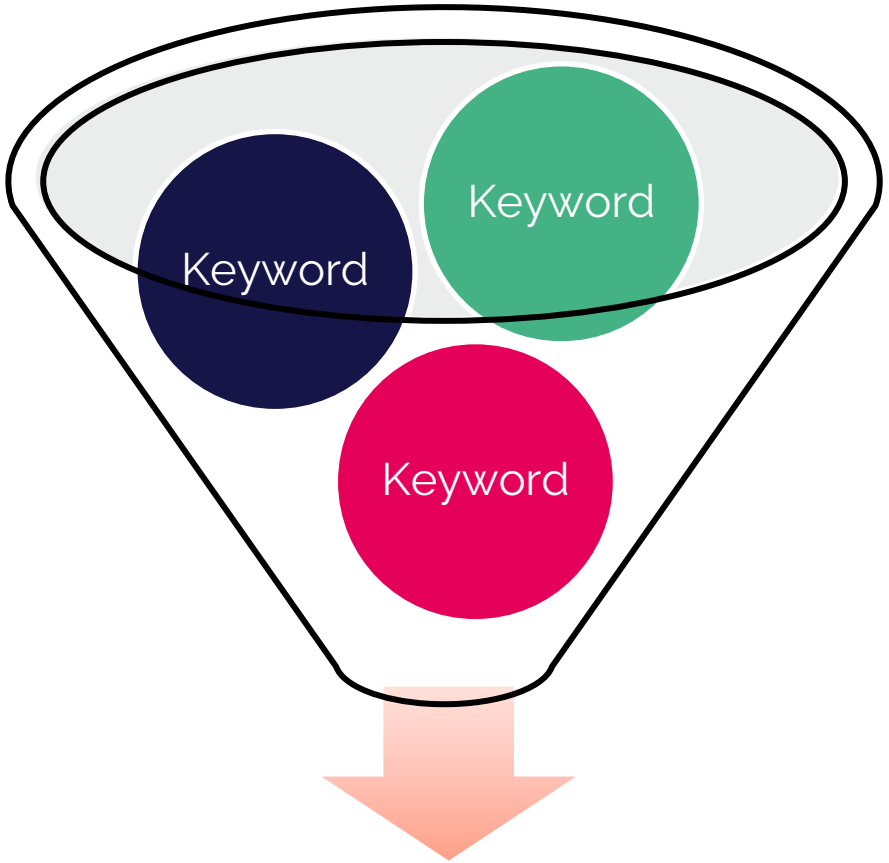
Not forgetting about custom intent...

Filter top performing keywords

from search campaigns into PMAX

audience signals

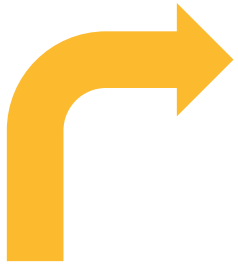


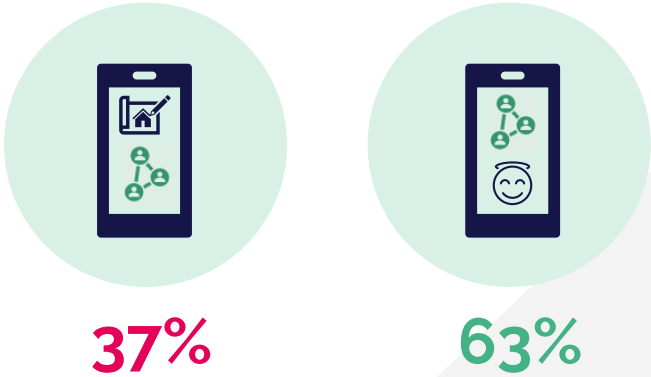
Reporting solutions


POLL
Are you using external tools to help with any of your digital paid media reporting?

Our journey through performance max reporting...

Google's 'transparent' insights were not substantial enough for our team...





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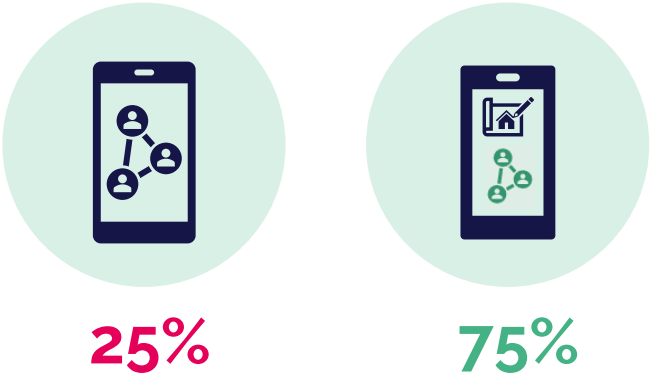
63%

The team have made progress with the help of other industry professionals.



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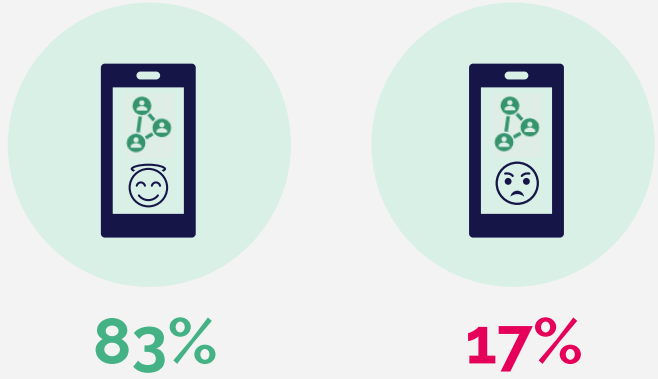
We value transparency with our clients above all else, so planned to build our own reporting solution...



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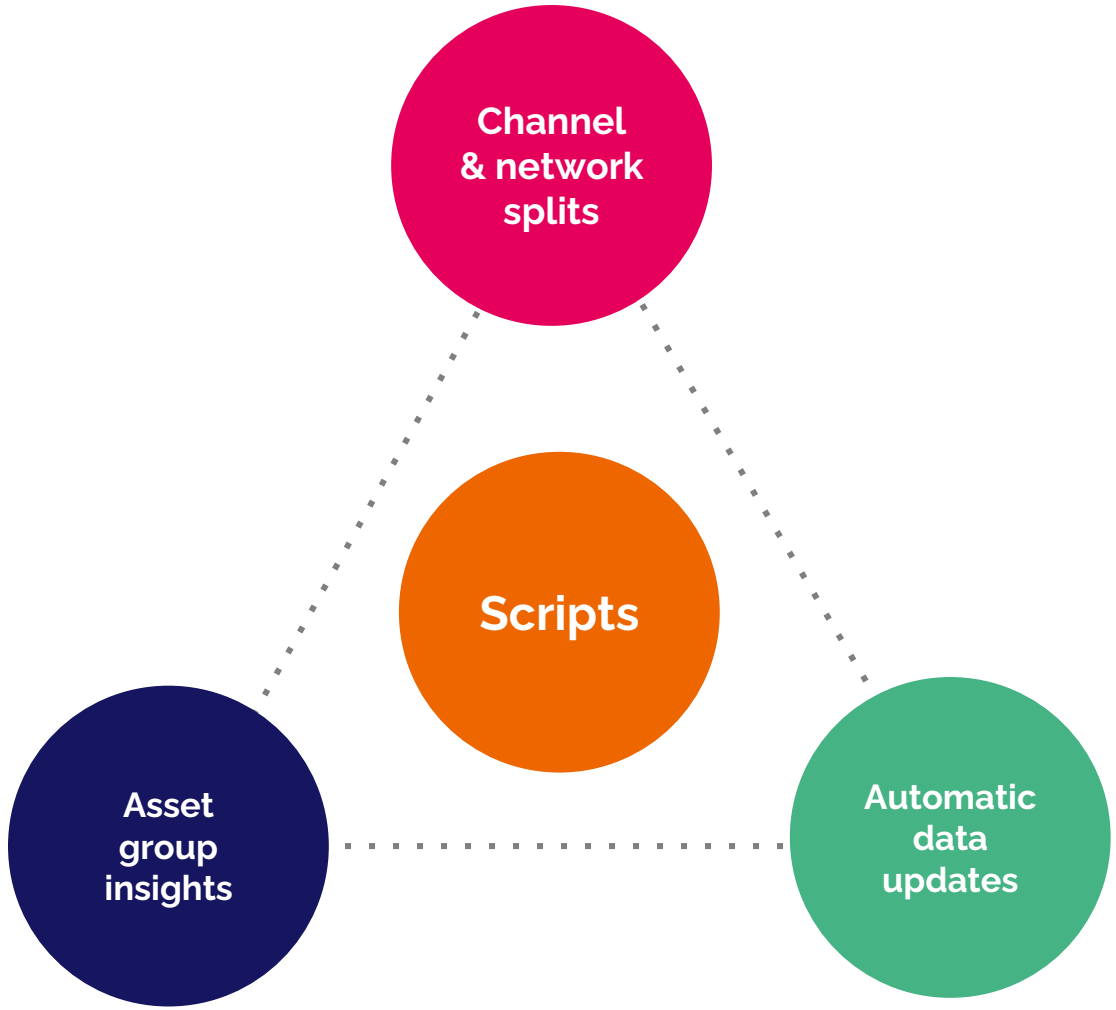
We now have access to much richer insights...

Industry specialists have worked tirelessly to provide the insights that **Google have yet failed** to share...



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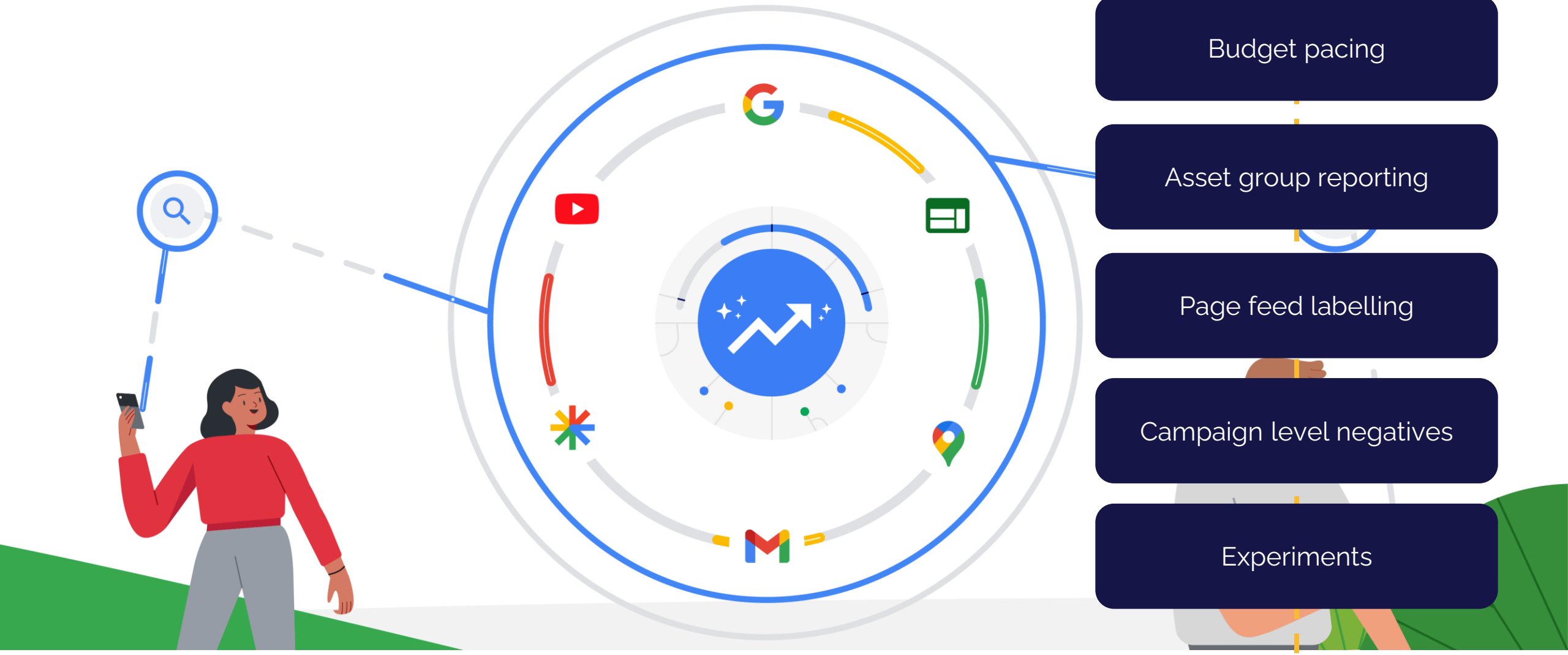
Looking at what is on the horizon for performance max in 2023 and beyond...

What's next?

Features to start testing?



- Budget pacing
- Asset group reporting
- Page feed labelling
- Campaign level negatives
- Experiments

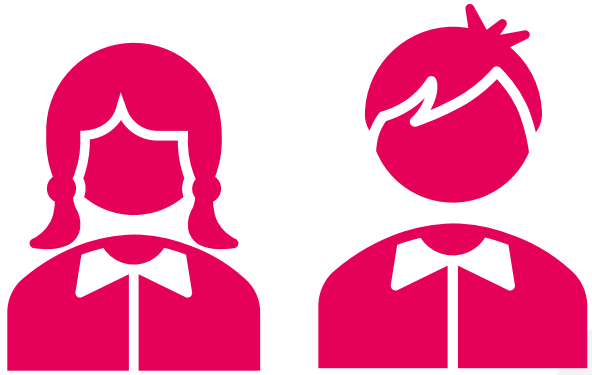
Keeping a finger on the pulse going forward

Keep an eye on the high value optimisation beta...

New customers

NCA functionality of PMAX

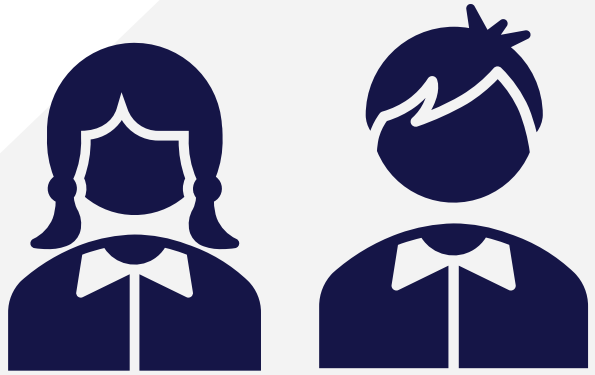
Optimisation options



High lifetime value

Upload high value customers

Google matches users & creates profile



Existing customers

Too focused on low hanging fruit?

Potential to use other campaigns

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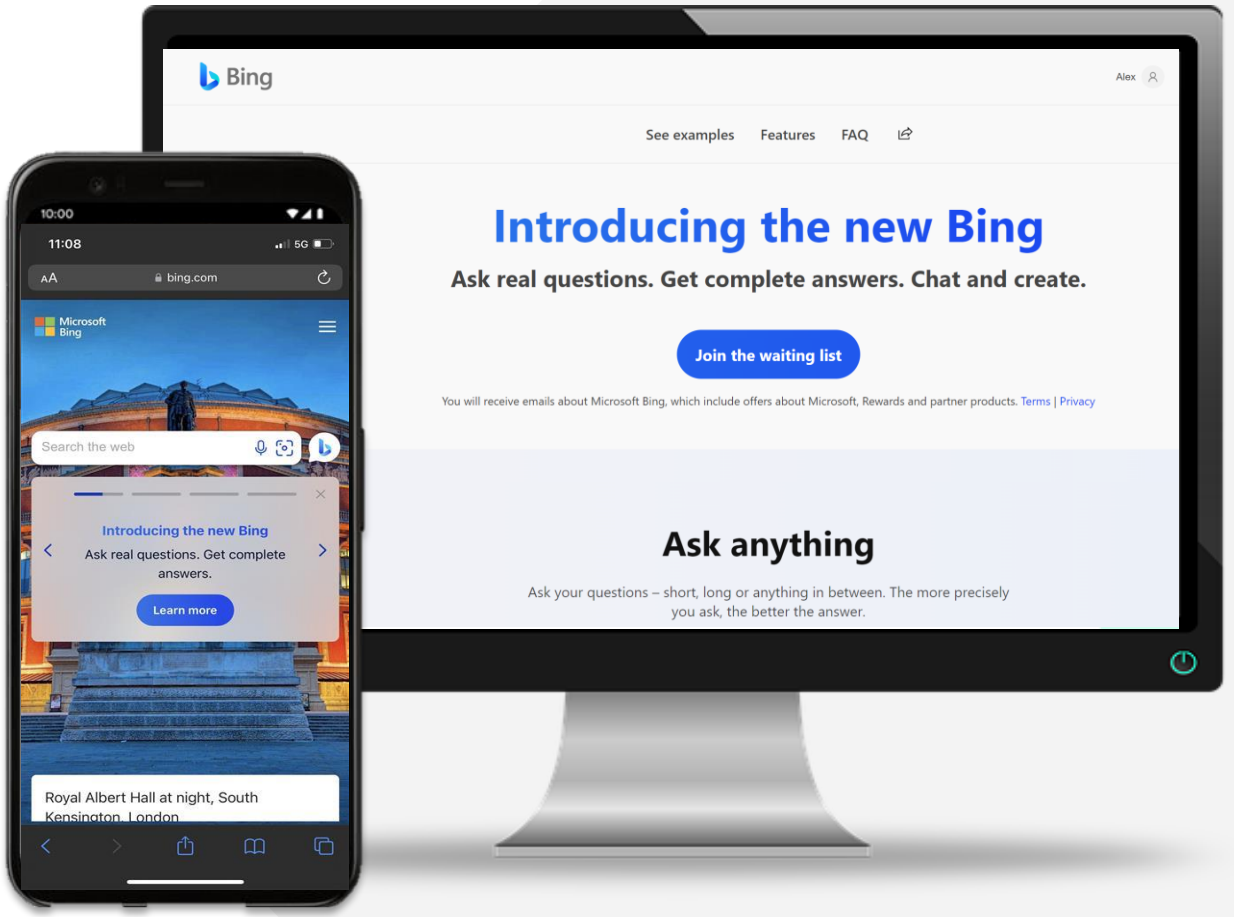
Microsoft performance max beta

- Import Google PMAX directly across
- Create & import ‘Merchant Center’
- Assets & audience signals not available
- Opportunity with recent Open AI news?



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Performance max, the new Google ads?

Google's enforced transition to performance max in 2022 has marked a clear signal of intent that **the campaign is here to stay**. As momentum continues build and traditional campaigns are deprioritised, **are we seeing a new ad platform in the works?**

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Updates are coming thick and fast!

Google are rolling out new features and updates quickly as we progress through 2023...

We will continue to investigate and test these features for our clients...

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What's next?

If you want to discuss how we can take Performance Max beyond the basics 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 Performance Max and Paid Search** 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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We work to accelerate traffic *and more importantly,* convert it...

We build organic visibility with **Technical SEO**

We tell your story with **PR & Content Marketing**

We get your brand seen fast with **Paid Search**

We target your ideal audience with **Paid Social**

We use a conversion-focused approach with **Data-led Design ® and CRO**

We bring all of these key marketing channels together, to provide a **fully integrated, strategic approach to marketing and conversion generation.**

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Thank you

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