

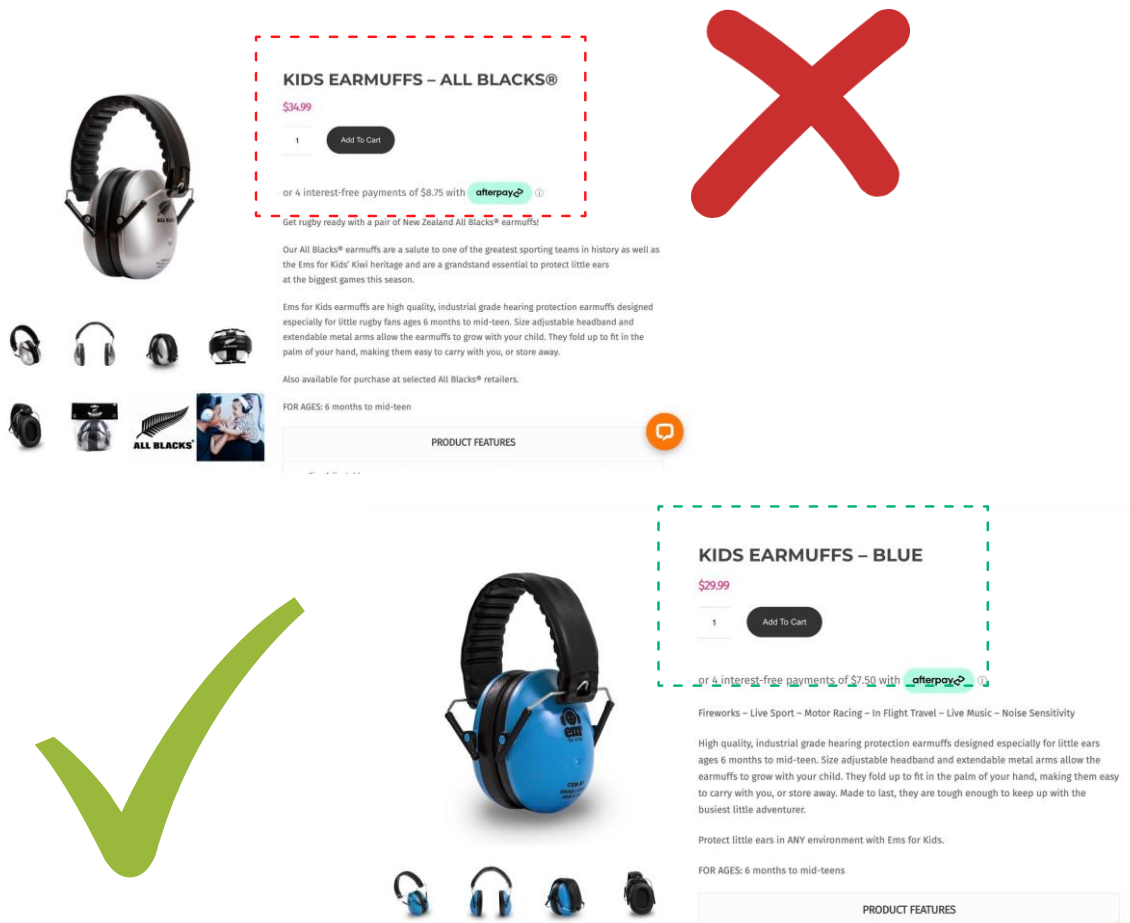
GOOGLE ADS

PERFORMANCE MAX CAMPAIGN GUIDE

BEST PRACTICES FOR SETTING UP **PERFORMANCE MAX** CAMPAIGNS

1. Pick your product landing pages very carefully.

Making sure that your page or product titles only have 1 keyword theme and don't include any other keywords that Google could try and target.



BEST PRACTICES FOR SETTING UP **PERFORMANCE**

MAX CAMPAIGNS

2. Add multiple Asset Groups - that target groups of products NOT audiences or keyword themes.

With each Asset group only targeting one type of product category with Audience Signals that target:

- Specific keywords that are ONLY related to your product
- Specific Audiences & Demographics that are MORE LIKELY to convert or buy your product/service.

3. Spend time on your Ad Copy

Making sure that your headlines, descriptions stand out with your headlines & descriptions having:

- A Keyword Focus
- Emotional Trigger (like Fear of Missing Out)
- Call to Action (sale, discount or benefit)

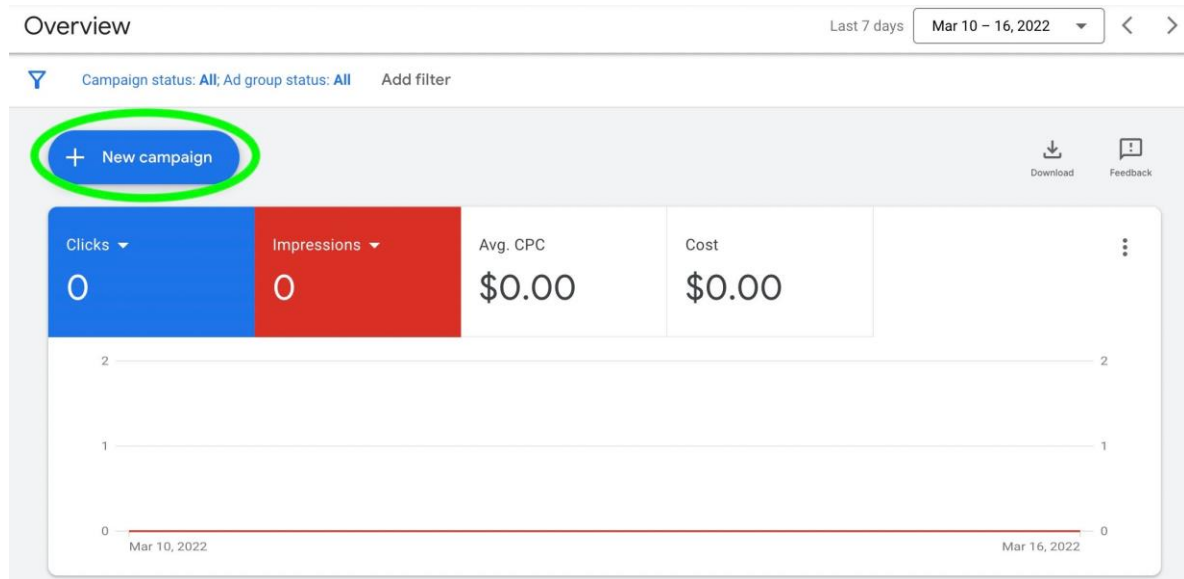
4. Make sure you only have 1 or 2 conversion actions active

Where possible focus on Transactions otherwise Google will continue to focus on soft 'add to cart' conversions.

PERFORMANCE MAX

CAMPAIGN SET-UP STEPS

1.Select New Campaign



2. Select Sales or Leads

The screenshot shows the "Choose your objective" screen in Google Ads. The title "Choose your objective" is at the top. Below it, a subtitle reads "Select an objective to tailor your experience to the goals and settings that will work best for your campaign". There are eight objective cards arranged in a 2x4 grid. The first two cards, "Sales" and "Leads", are highlighted with a green border. The "Sales" card has a tag icon and the description "Drive sales online, in app, by phone, or in store". The "Leads" card has a group of people icon and the description "Get leads and other conversions by encouraging customers to take action". The other cards are "Website traffic" (magnifying glass icon, "Get the right people to visit your website"), "Product and brand consideration" (sparkles icon, "Encourage people to explore your products or services"), "Brand awareness and reach" (megaphone icon, "Reach a broad audience and build awareness"), "App promotion" (app icon, "Get more installs, interactions and pre-registration for your app"), "Local store visits and promotions" (location pin icon, "Drive visits to local stores, including restaurants and dealerships."), and "Create a campaign without a goal's guidance" (gear icon, "Choose a campaign type first, without a recommendation based on your objective.").

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
Choose a campaign type first, without a recommendation based on your objective.

3. Add Daily Budget & Select Bidding to target by 'Conversions' or 'Conversion Value'

Budget and bidding

Select the budget and bidding options that work best for your goals

Budget

Enter the average you want to spend each day

A\$

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

What do you want to focus on? ?

Conversions ▼

☐ Set a target cost per action (optional)

✓ This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

NEXT

4. Add Locations to target, language & your ad schedule (if required)

Locations

Select locations to target ?

☐ All countries and territories

☐ Australia

☒ Enter another location

Targeted locations (4)

Australia country

Canada country

United Kingdom country

United States country

Reach ?

20,600,000

35,000,000

69,000,000

306,000,000

Enter a location to target or exclude

Advanced search

For example, a country, city, region, or postal code

Languages

Select the languages your customers speak. ?

Start typing or select a language

English

Based on your targeted locations, you may want to add these languages:

French

ADD ALL

MORE SETTINGS

Ad schedule

All day

Start and end dates

Start date: March 17, 2022

End date: Not set

Final URL expansion

On: Send traffic to the most relevant URLs on your site

Campaign URL options

No options set

5. Select the 'Create An Audience Signal' Option

Audience signal

NEW

Use an audience signal to reach the right audiences faster. Start by creating or adding an audience. Performance Max will use it as a starting point, to find new conversions across Google. [See how it works](#)

CREATE AN AUDIENCE SIGNAL

NEXT

6. Add your Audience Signals ensuring that you add:

- Specific keywords that are ONLY related to your product
- Specific Audiences & Demographics that are MORE LIKELY to convert or buy your product/service.

X
New audience signal

Audience name

Custom segments
People based on their search activity, downloaded apps, or visited sites ⓘ
^

Your data
People who have previously interacted with your business ⓘ
^

Interests & detailed demographics
People based on their interests, life events, or detailed demographics
^

Demographics
All demographics (recommended) ⓘ
v

7. Create Your Ads

- Adding High quality Images
- Headlines & Descriptions with: Keyword Focus, Emotional Triggers & Call to Actions

Assets

<

>

1

Add some headlines

Ad strength

Incomplete

Images

Videos

Headlines

Descriptions

Final URL

URL expansion is on

https://www.myvillasinbali.com/1-bedroom-villa-seminyak/

Images

Add up to 15 images

Logos

Add up to 5 logos

Videos

Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.

+ VIDEOS

Headlines

Add up to 5 headlines

View suggestions

Headline

0 / 30

Headline

0 / 30

Headline

0 / 30

+ HEADLINE

Long headlines

Add up to 5 long headlines

Long headline

0 / 90

+ LONG HEADLINE

Descriptions

Add 1 60-character description and up to 4 other descriptions

View suggestions

Short description

0 / 60

Description

0 / 90

+ DESCRIPTION

Call to action

Automated

Business name

Add your business name

Business name

0 / 25

More options

Preview

YOUTUBE

GMAIL

SEARCH

DISPLAY

DISCOVER

Display native ad (373x160)

1

Provide 1 video, 3 headlines, 1 long headline, 2 descriptions, and business name to show ad

Headline 1

Description 1

Business name

Learn more

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate policy, either individually, or in combination.

8. Review Your Campaign & Press 'PUBLISH

Must Watch!(<https://youtu.be/j5wZMwkvao0?si=BSwcmkULKqmlsDOY>)

How to Optimize (https://youtu.be/ty_v5P7TSzs?si=zzENUxuZdEh3wHyi)