

How to set up Performance Max for success

A Checklist

QUERYCLICK

The Paid Search landscape is constantly changing - and the newest kid on the block for us to get our heads around is Performance Max. But what is it? And how can you use it to get the most out of your Google Ads budgets, generate positive ROI and stay ahead of the competition?

We've created this handy Performance Max checklist to ensure you're set up for success.

How to set up Performance Max

1. Set up enhanced conversion tracking

Enhanced Conversions help match up user journeys when users decline cookies on your site. It uses the customer information entered at checkout – such as your email address – anonymises it and then sends it back into Google ads.

2. Add audience signals to your campaigns

Adding audience signals to your Performance Max campaigns allows it to use them as a starting point to find new conversions. It's best practice to provide custom segments which include things such as in-market or affinity audiences. And, also, to upload customer lists.

3. Take advantage of audience insights

This is a new feature and shows us which audiences are driving conversions in your campaign.

Whilst we can't use negative keywords, or control what we match to, we can use these insights to inform Search campaign coverage. By building top performing search terms – and to exact match keywords to give us greater control over ad copy and impression share.

4. Create multiple asset groups

This is a new feature that contains:

- your creative
- ad copy
- audience signals
- and, if you have a Shopping Feed, your product listing groups

We recommend using this to condense your campaigns but still show the most relevant ads to users.

5. Take advantage of increased creative opportunities

Performance Max campaigns allow you to use up to 20 images at once and have multiple variants of headlines and description lines. You can use the insights provided to optimise your creative by swapping out poor performing assets to continually test within that Asset Group.

4 things to bear in mind while setting up Performance Max

- The inability to use negative keywords
- Lack of channel insight
- Make sure your location settings are correct
- Be careful of automated video creative functionality

Need help with your Performance Max campaigns?

We hope you found our checklist useful and that it helps to get you up and running with your Performance Max campaign activity.

If you need help any additional help with getting set up, or optimising your campaigns, get in touch with our team of Paid Media experts to find out how we can help.

Talk to us today!