

GOOGLE ADS

PERFORMANCE MAX
CAMPAIGN GUIDE



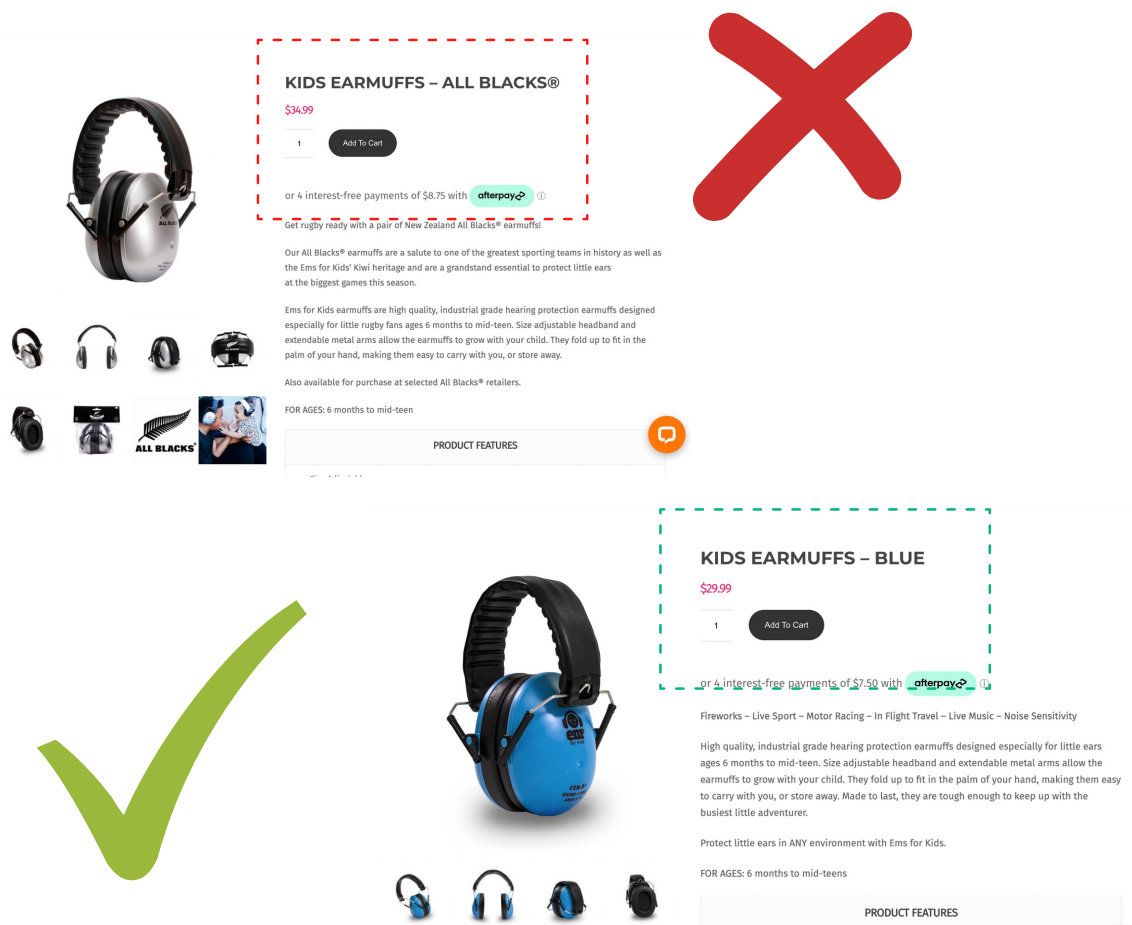
Define
Digital Academy



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

1. Pick you 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

Overview Last 7 days Mar 10 – 16, 2022 < >

Campaign status: All; Ad group status: All [Add filter](#)

 New campaign Download Feedback

Clicks ▾	Impressions ▾	Avg. CPC	Cost	
0	0	\$0.00	\$0.00	⋮


2 1 0


Mar 10, 2022 Mar 16, 2022


2. Select Sales or Leads


Choose your objective


Select an objective to tailor your experience to the goals and settings that will work best for your campaign


**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.

× New audience signal

Audience name

Enter audience name

Custom segments

People based on their search activity, downloaded apps, or visited sites ?

Q

Add or create custom segments

Your data

People who have previously interacted with your business ?

Q

Add your data

Interests & detailed demographics

People based on their interests, life events, or detailed demographics

Q

Add in-market segments, life events, and more

Demographics

All demographics (recommended) ?

▼

7. Create Your Ads

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

Assets

< > **Add some headlines**

Ad strength [?]

Incomplete

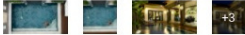
Images

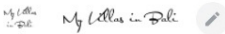
Videos


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)

 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'

