DEFINEDIGITALACADEMY.COM

GOOGLE ADS

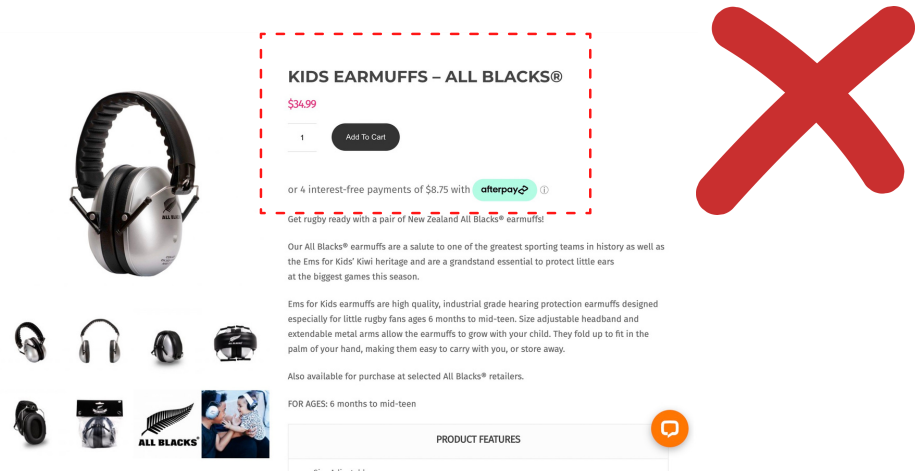
PERFORMANCE MAX CAMPAIGN GUIDE

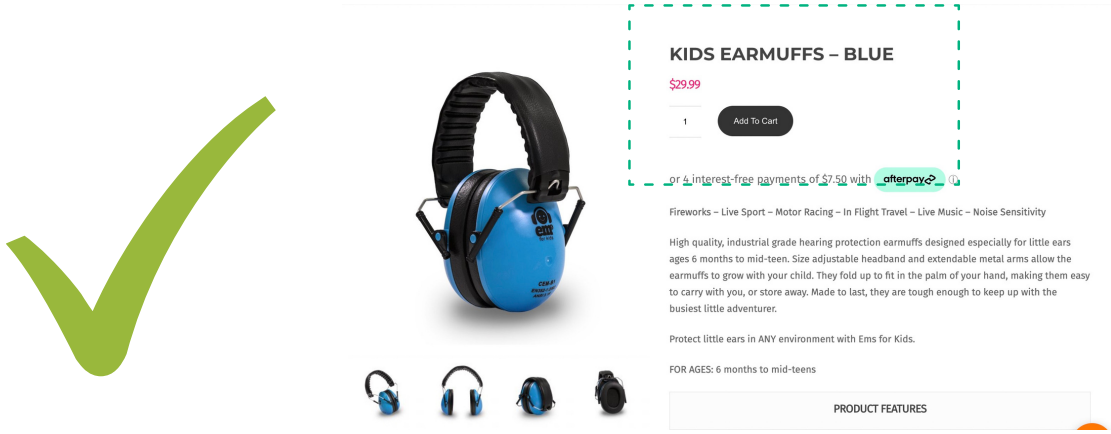
Define
Digital Academy

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:

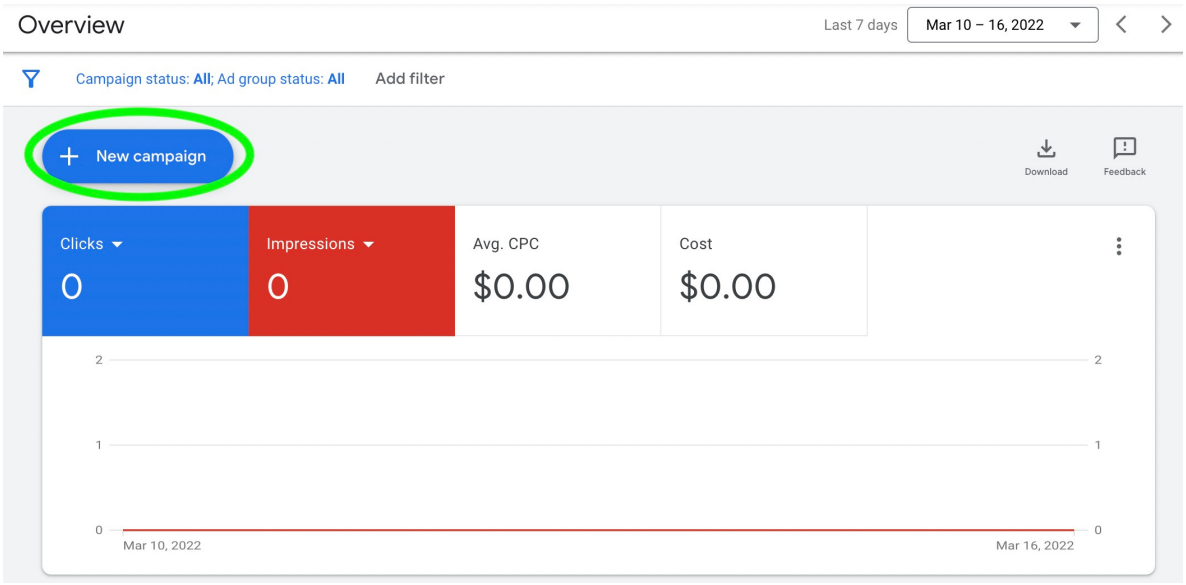
- A Keyword Focus
- Emotional Trigger (like Fear of Missing Out)
- Call to Action (sale, discount or benefit)

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

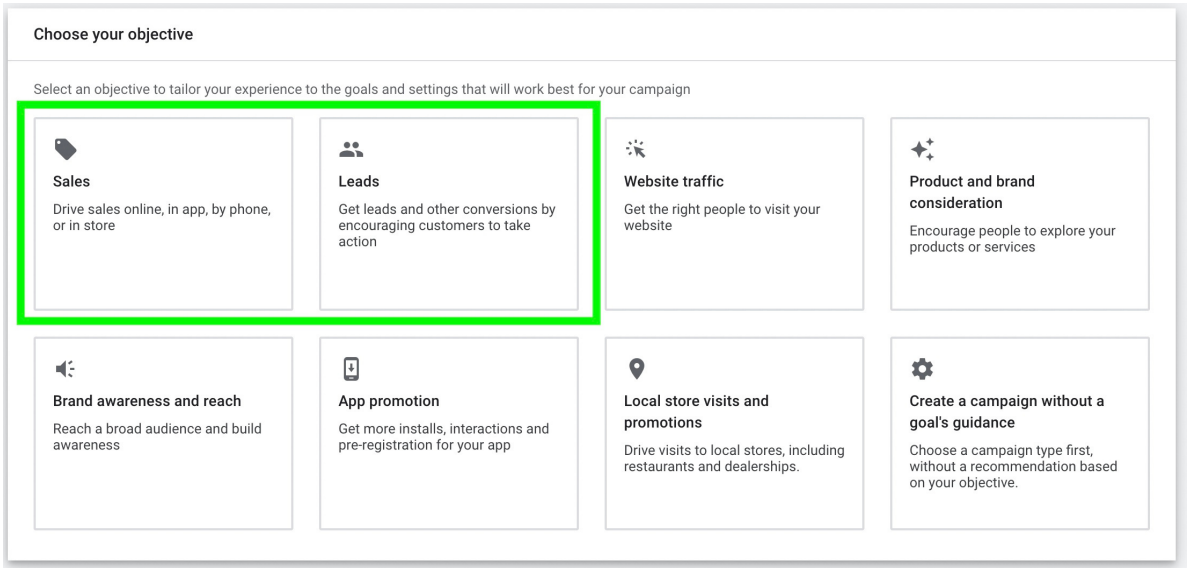
Where possible focus on Transactions otherwise Google will continue to focus on soft 'add to cart' conversions.

PERFORMANCE MAX
CAMPAIGN SET-UP STEPS

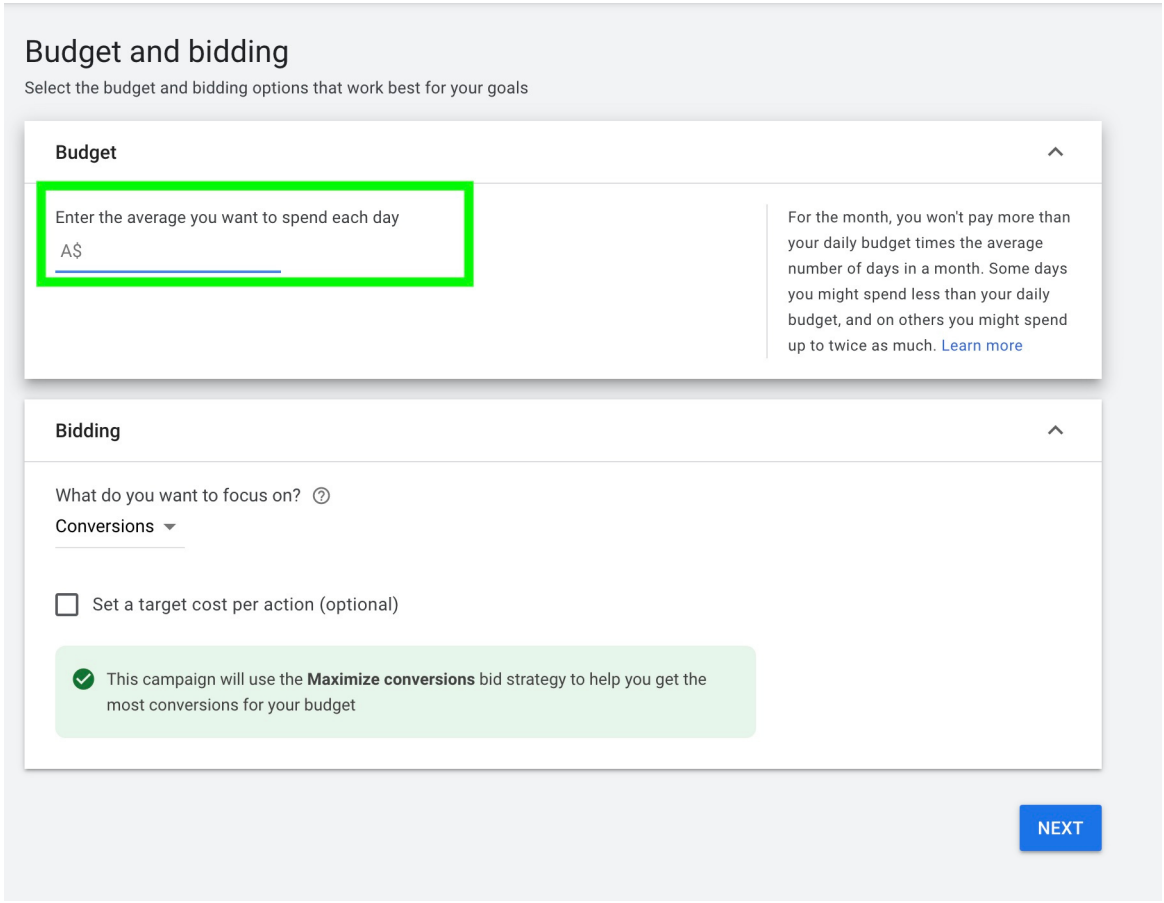
1. Select New Campaign



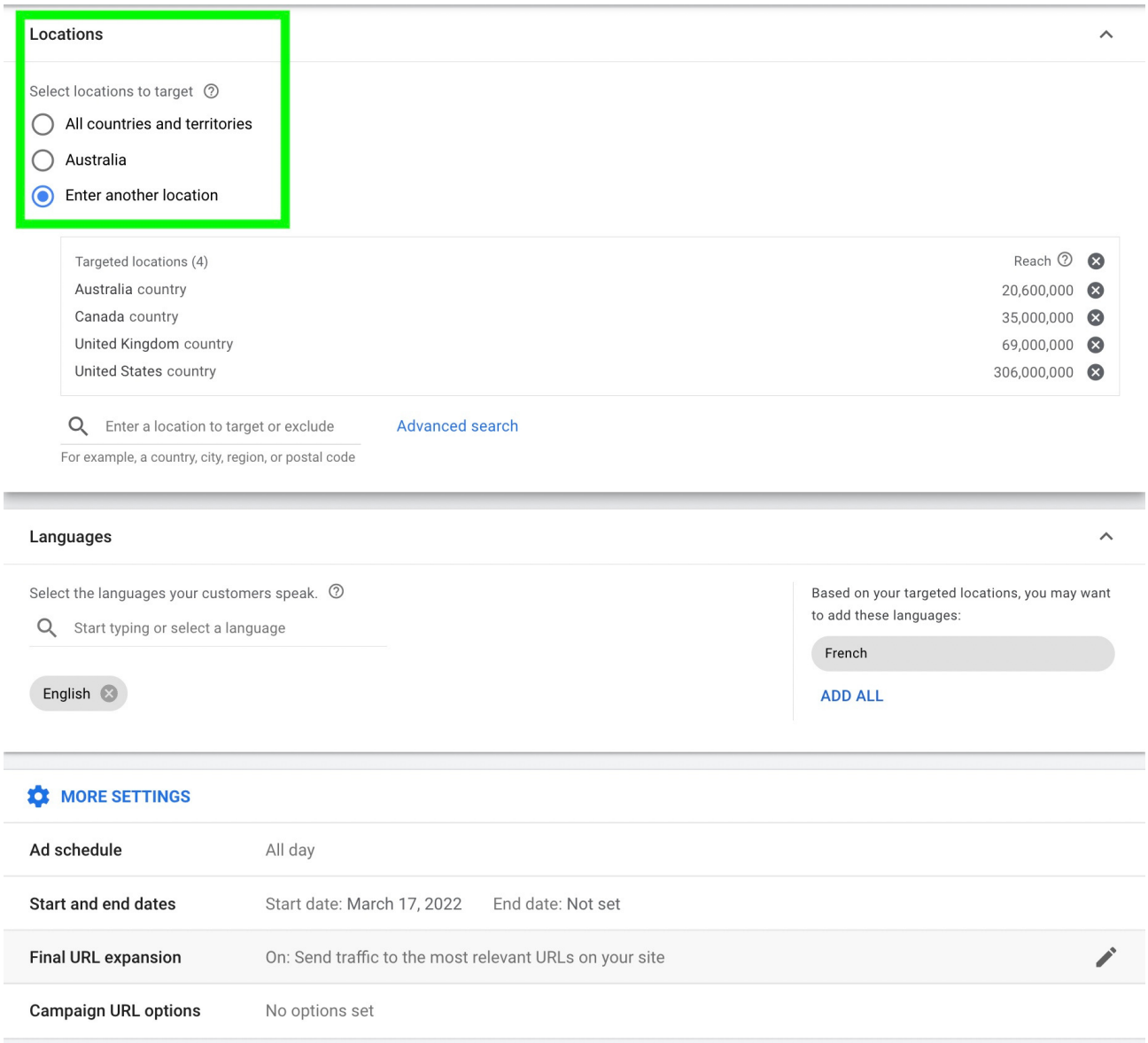
2. Select Sales or Leads



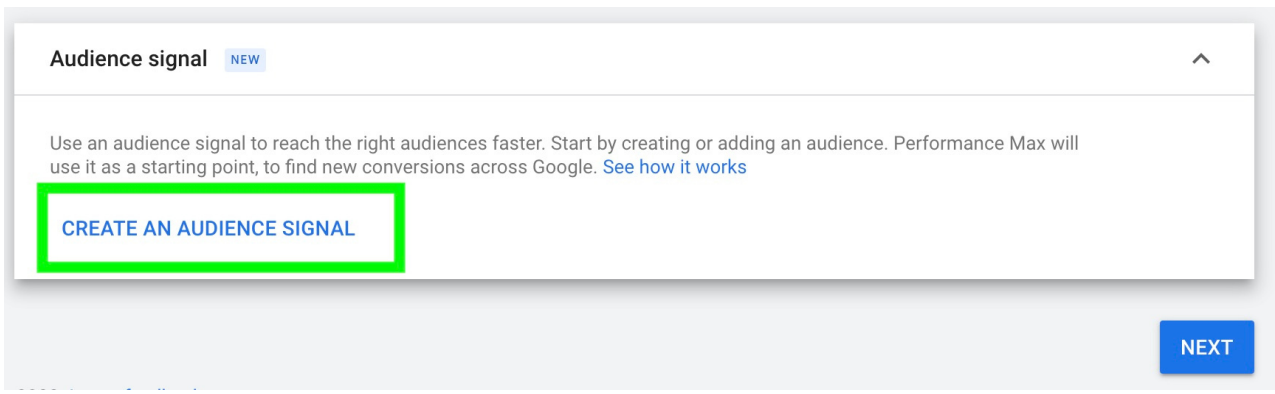
3. Add Daily Budget & Select Bidding to target by 'Conversions" or "Conversion Value"



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

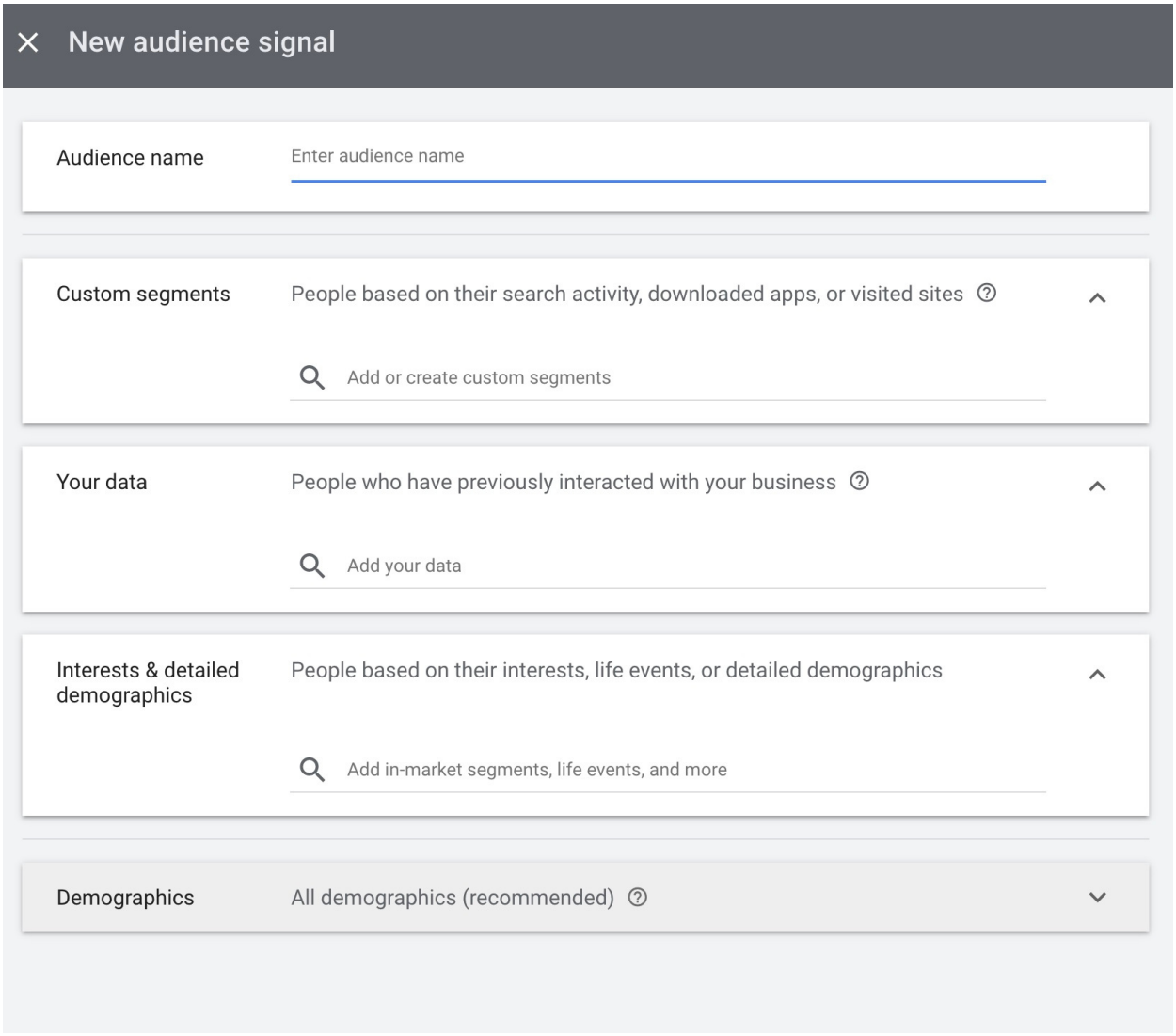


5. Select the 'Create An Audience Signal' Option



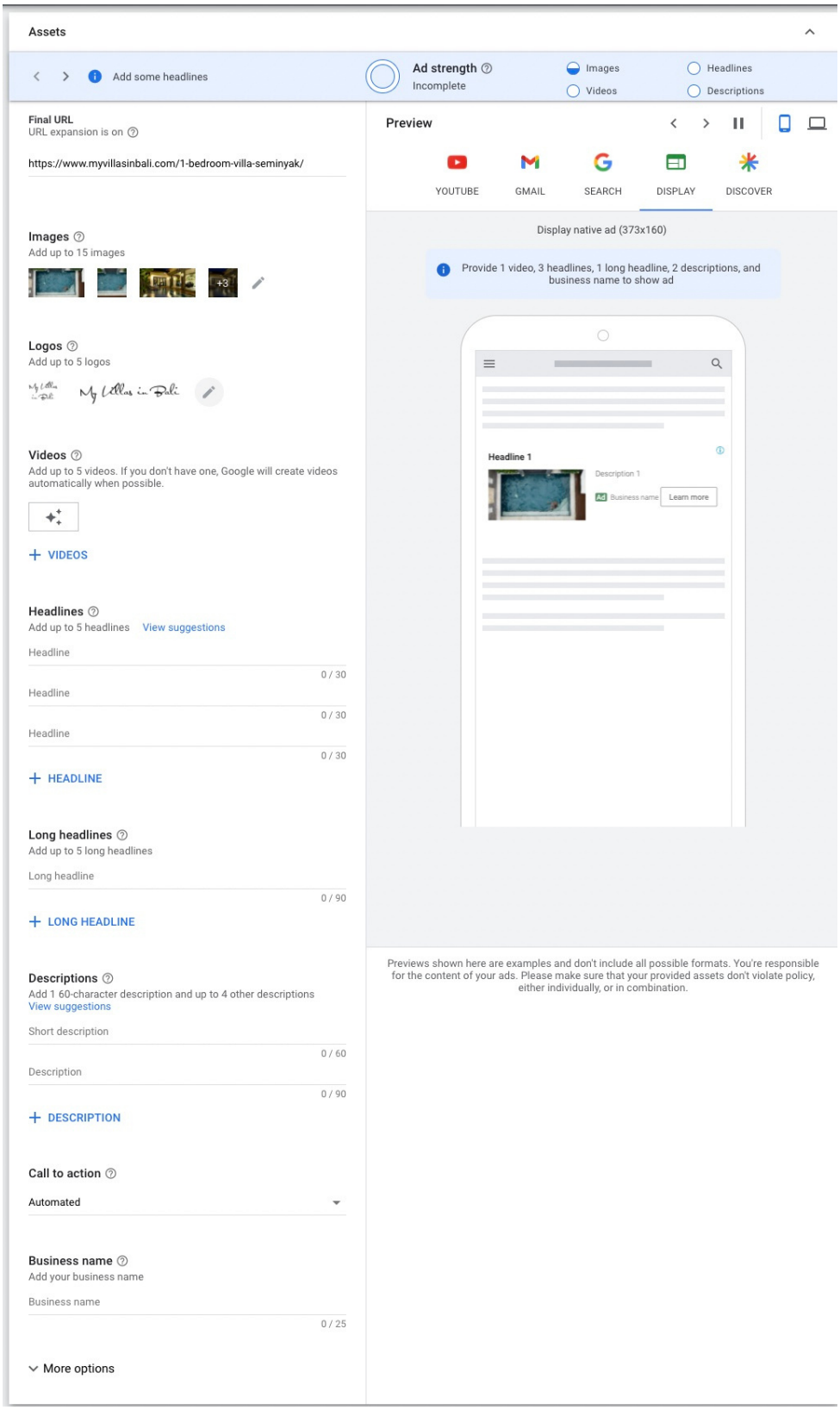
6. Add your Audience Signals ensuring that you add:

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



7. Create Your Ads

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



8. Review Your Campaign & Press 'PUBLISH"