



Performance Max Best Practices



Tips To Help You

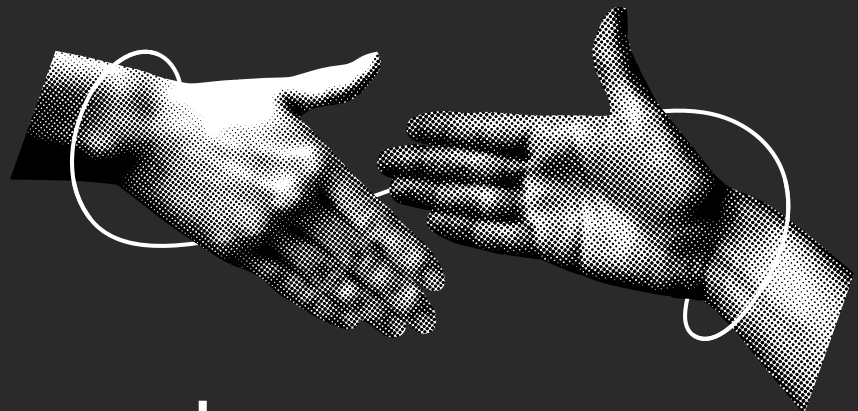


Define how your business is perceived and differentiate yourself from competitors.

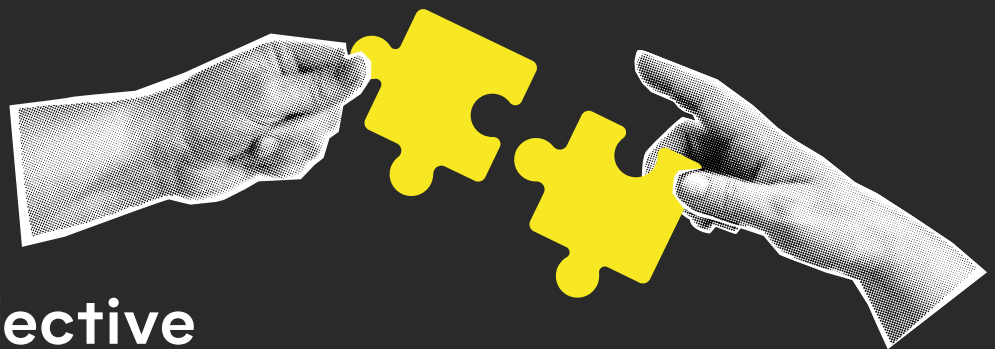
Target high intent searchers



Understand elements you need



Build effective A/B tests





Define Your Goal

Performance Max will optimise your campaigns towards the Goal you've set.

We recommend defining your Goal and bidding strategies first before you build the campaign.





Feed The Campaigns Rich Data

Data is your best friend.

Without rich data, your Performance Max campaign isn't sure who to target.

It's like plonking the algorithm in the middle of a maze without a map. It'll be time-consuming, costly and not yield the best results.

By giving it data that shows who your ideal customer is, it can start to learn and find more people who fit this profile.





Leverage First Party Data

First party data will take your Performance Max campaigns to the next level. Here are some first party data segments we recommend using:



Customers who
have purchased/
enquired



People who have
subscribed to your
mailing list



Website visitors
(or specific page
visitors)



Include Imagery and Video Content

Although imagery and video content are optional assets, we highly recommend including them in your Performance Max campaigns.

If you don't, Google will use their AI generative tools to create imagery and videos to show on the Display and YouTube networks. Not only do these assets look poor, they might not align with your brand guidelines, which could be harmful in the long-term.





A/B Test Your Asset Groups

Performance Max makes it super-simple to A/B test asset groups within a single campaign.

Here are a few different elements you can A/B test in Performance Max:



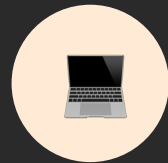
Audience
Signals



Imagery &
Video
Content




Ad Copy



Landing
Pages



Ready To Take Your Google Ads Campaigns To The Next Level?

 Drop us a message

 Or book in a call

Get in touch

