Maximizing success: Lessons learned from a year of Google pMax campaigns

June 20-21, 2023

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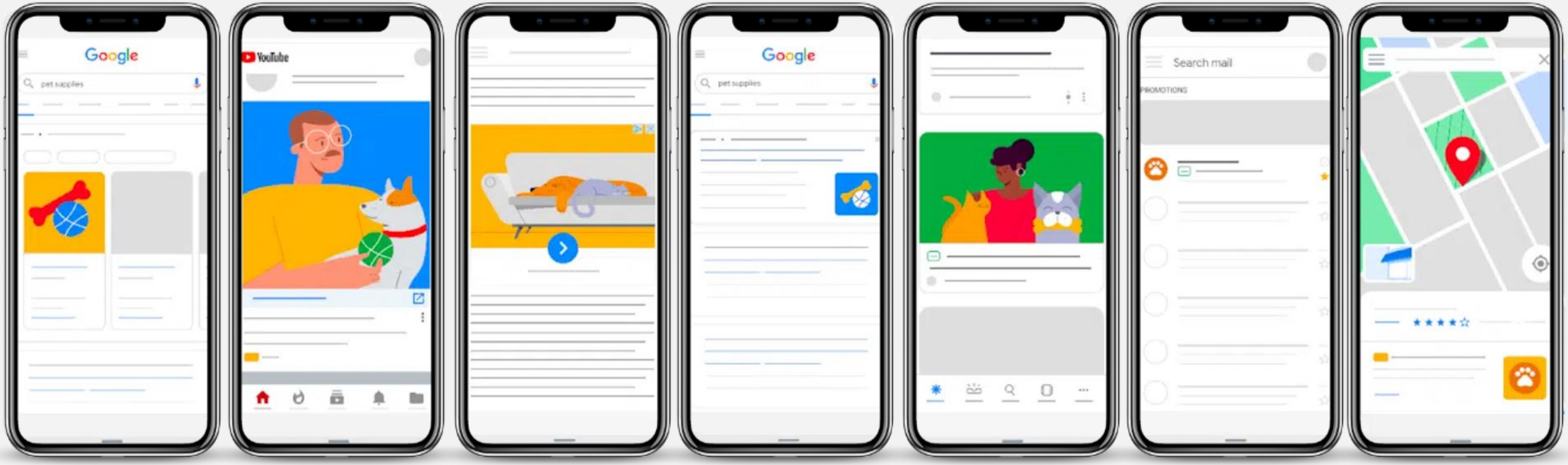
Google performance max campaigns (« pMax »)

Shopping YouTube Display Search Discover Gmail Maps



THE GOOD

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The Good: Easier Channel Management

Give time back to the operators

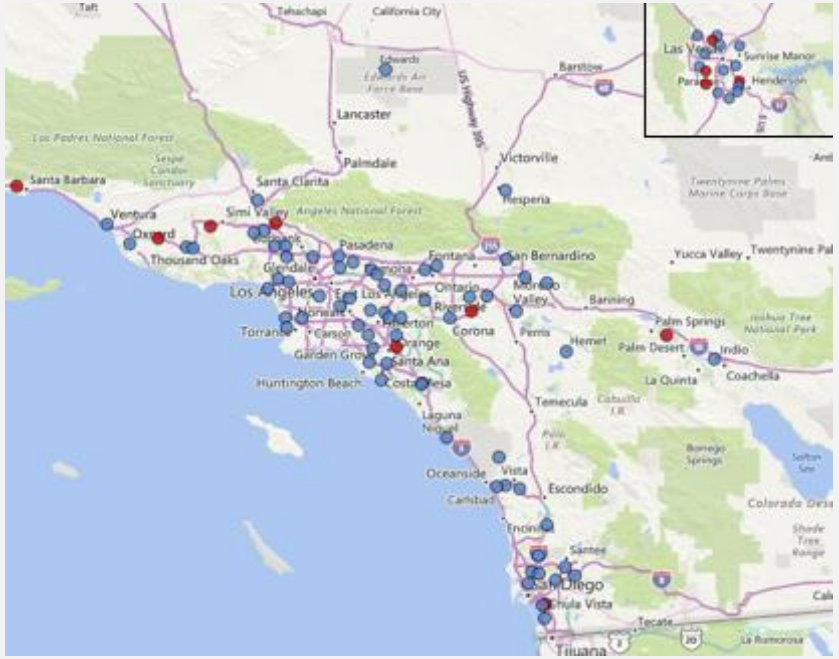
- Fewer levers for teams to manage, freeing time up for other work
- Easy to launch multiple channels in a single campaign

Targets customers not keywords

- Deliver the right message at the right time based on the customers journey
- Run your ads across multiple Google channels from a single campaign

The Good: Regional Campaigns That Work

Driving Incrementality In Your Target Market



Positive test performance direction
Negative test performance direction

After a 10 weeks test, the areas targeted with PMAX as an additional tactic saw:

85% improvement in customer count

20% lift in product sell out and revenue over the control markets

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THE BAD

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The Bad: **Black box**

Lost insights

- Lack of query transparency
- Visibility into placement performance
- No easy way to determine or control channel mix

Limited control of YOUR account

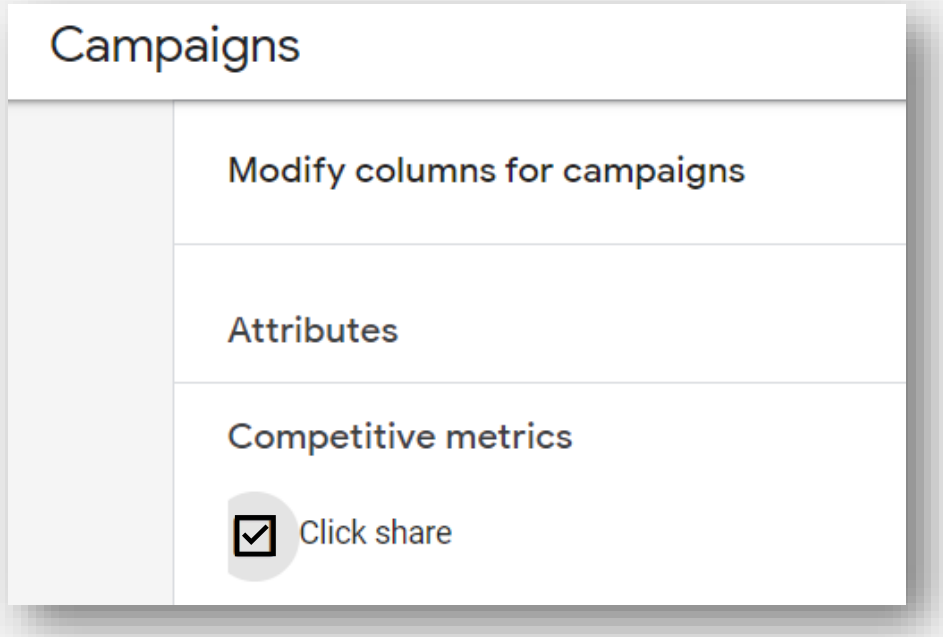
- Singular tROAS lever by campaign
- URL expansion without direction
- Content and Video assets created for you

The Bad: **Budget Blindness**

Navigating Campaign Budgets Without a Guide

Unlike Search, Performance Max does not have a tool or metric to determine how much budget you should spend to start a campaign.

A potential solution: the "Click Share" metric



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THE UGLY

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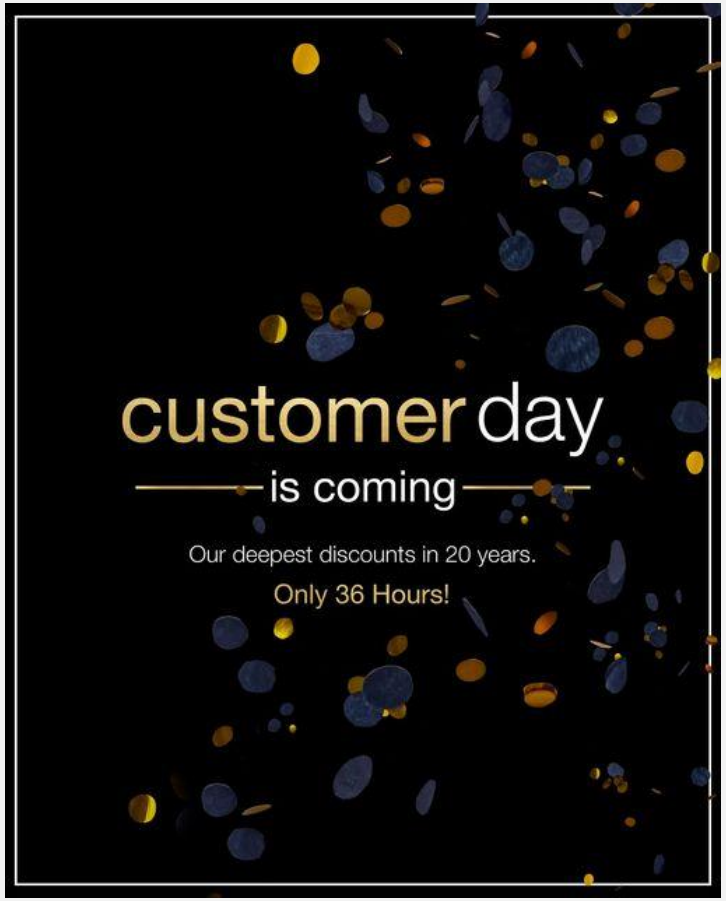
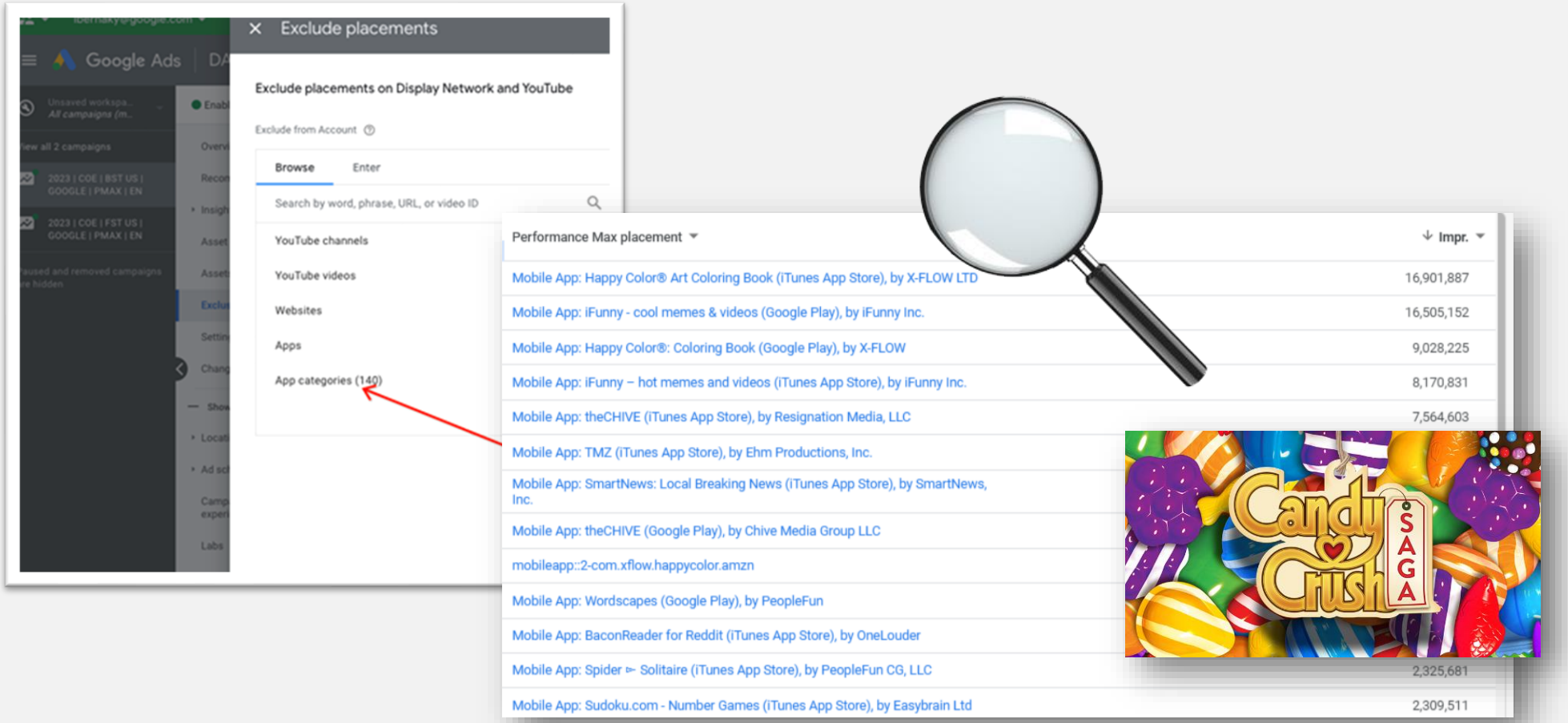
The Ugly: Not Ready for Primetime



- **Challenges experienced**
  - All campaigns spent at an accelerated amount beginning at 11pm the night before
  - Spend funneled heavily into Display ads
  - Drove a high number of visits with low intent
- **Outcome**
  - Customer Day was a success despite challenges
  - PMax over spent target for day by 300%
  - Google developed several tools and reports to better regulate run away spend

The Ugly: Trapped in the Junkyard

Poor Quality Inventory Impacts Your Campaign Performance



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3 Key Takeaways

1. Establish your use case & goals for Performance Max up front
2. Heavily Monitor and Audit These Campaigns To Avoid Quality Issues
3. Deploy a test and learn approach to using Performance Max to drive incremental success

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