



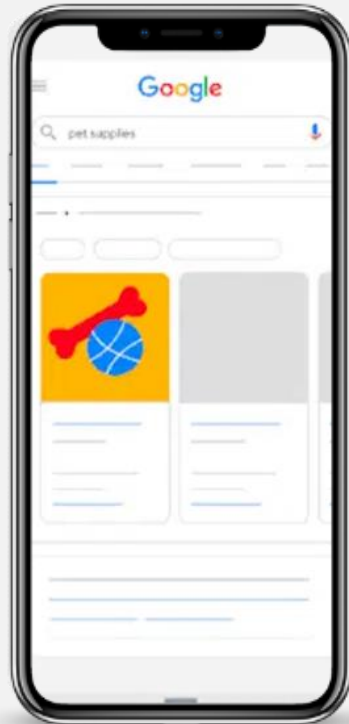
Maximizing success: Lessons learned from a year of Google pMax campaigns

June 20-21, 2023

Google performance max campaigns (« pMax »)



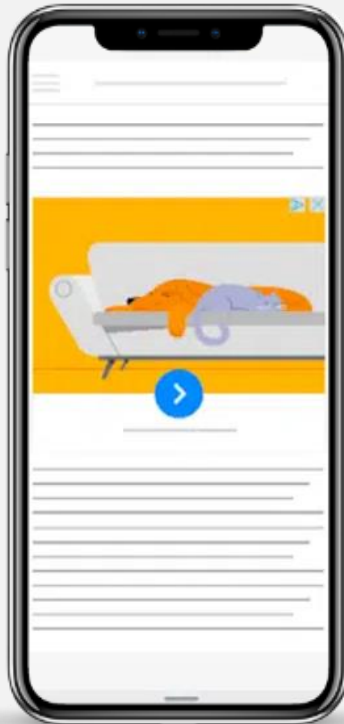
Shopping



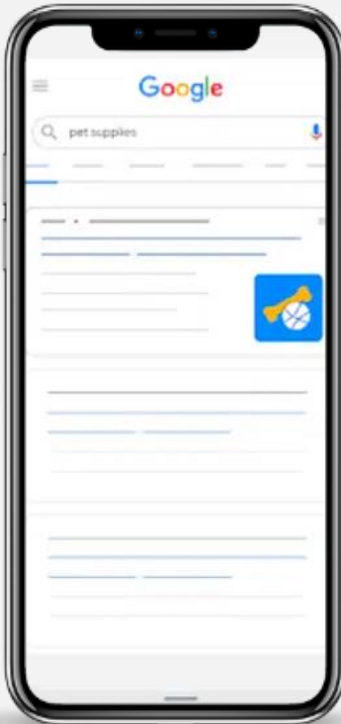
YouTube



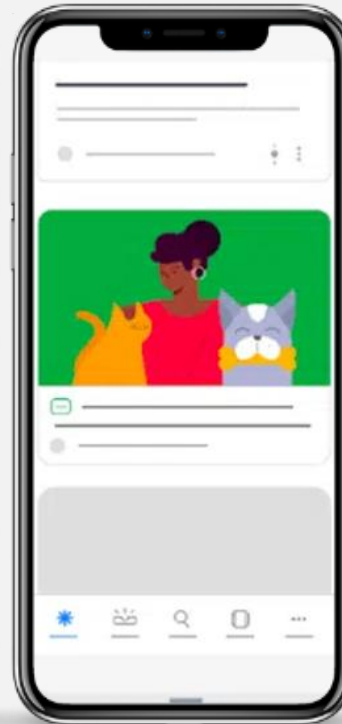
Display



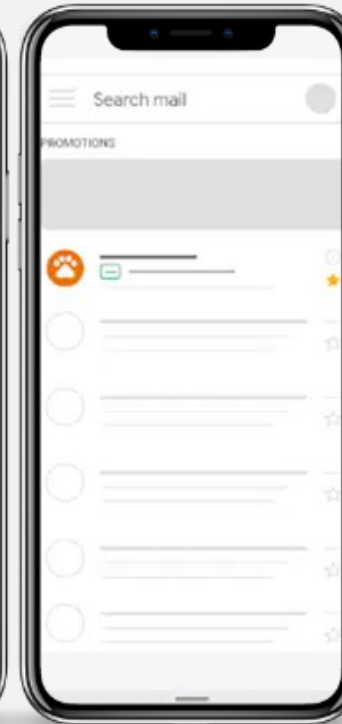
Search



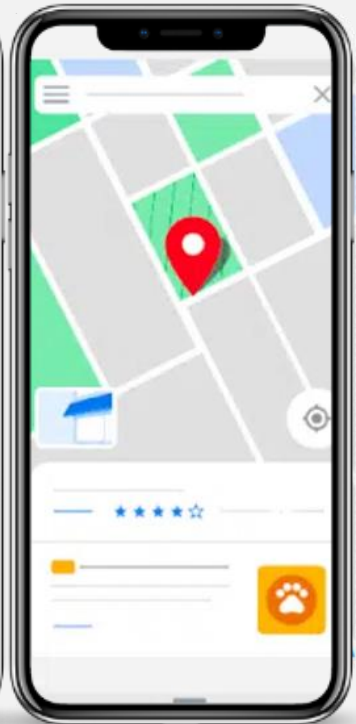
Discover



Gmail



Maps





COMMERCE
NEXT

THE GOOD



The Good: Easier Channel Management

Give time back to the operators

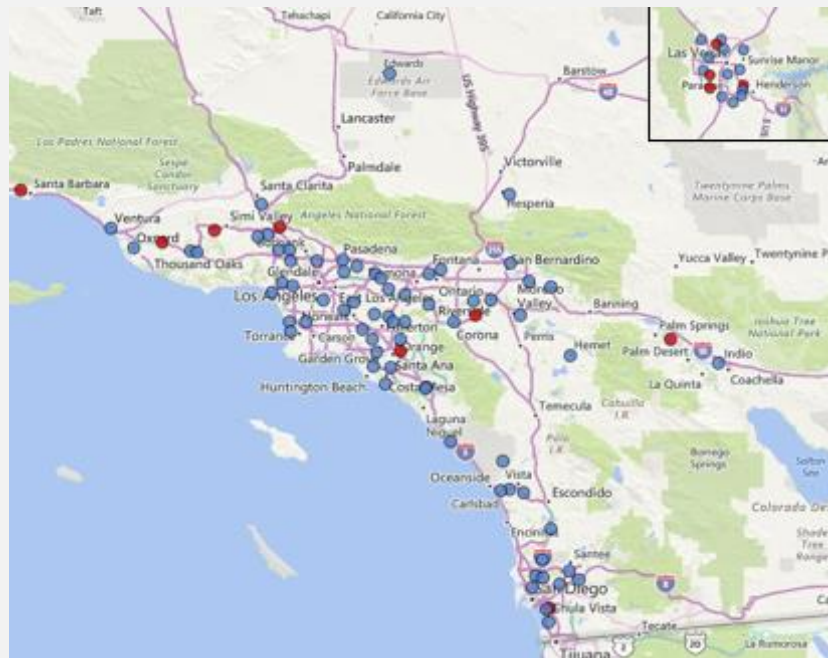
- Fewer levers for teams to manage, freeing time up for other work
- Easy to launch multiple channels in a single campaign

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

THE BAD



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

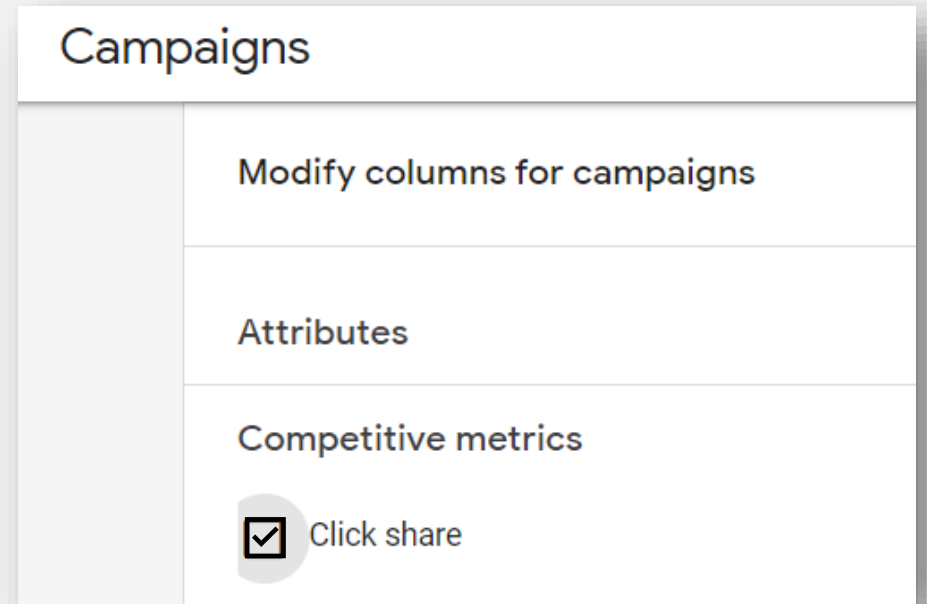
- Singular tROAS lever by campaign
- URL expansion without direction
- Content and Video assets created for you

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.

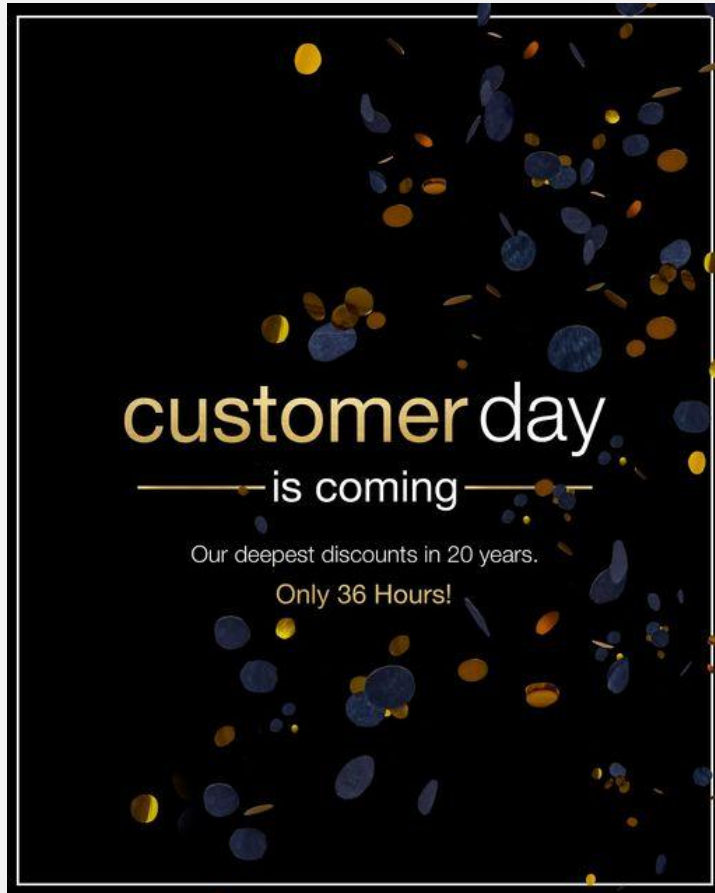
A potential solution:
the "Click Share"
metric



THE UGLY



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

The screenshot shows the Google Ads 'Exclude placements' interface. On the left, a sidebar lists various categories like YouTube channels, videos, websites, apps, and app categories (140). A red arrow points to 'App categories (140)'. The main area displays a table of 'Performance Max placement' results. A magnifying glass is positioned over the top of the table. Below the table, there is a colorful graphic for 'Candy Crush Saga'.

Performance Max placement	↓ Impr. ▼
Mobile App: Happy Color® Art Coloring Book (iTunes App Store), by X-FLOW LTD	16,901,887
Mobile App: iFunny - cool memes & videos (Google Play), by iFunny Inc.	16,505,152
Mobile App: Happy Color®: Coloring Book (Google Play), by X-FLOW	9,028,225
Mobile App: iFunny – hot memes and videos (iTunes App Store), by iFunny Inc.	8,170,831
Mobile App: theCHIVE (iTunes App Store), by Resignation Media, LLC	7,564,603
Mobile App: TMZ (iTunes App Store), by Ehm Productions, Inc.	
Mobile App: SmartNews: Local Breaking News (iTunes App Store), by SmartNews, Inc.	
Mobile App: theCHIVE (Google Play), by Chive Media Group LLC	
mobileapp::2-com.xflow.happycolor.amzn	
Mobile App: Wordscapes (Google Play), by PeopleFun	
Mobile App: BaconReader for Reddit (iTunes App Store), by OneLouder	
Mobile App: Spider 🕸 Solitaire (iTunes App Store), by PeopleFun CG, LLC	
Mobile App: Sudoku.com - Number Games (iTunes App Store), by Easybrain Ltd	2,325,681
	2,309,511



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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this presentation

