

Dark Horse

Achieving optimal ecommerce PPC
returns with Performance Max

Who am I?

- ✗ Work with ecommerce brands
- ✗ Huge focus on video
- ✗ Love seeing brands succeed
- ✗ Use analogies way too much

Ethan Lambert
PPC Exec

Responsible for
clients PPC strategy,
with 4.5-years'
experience



What are PMax CAMPAIGNS



Performance Max

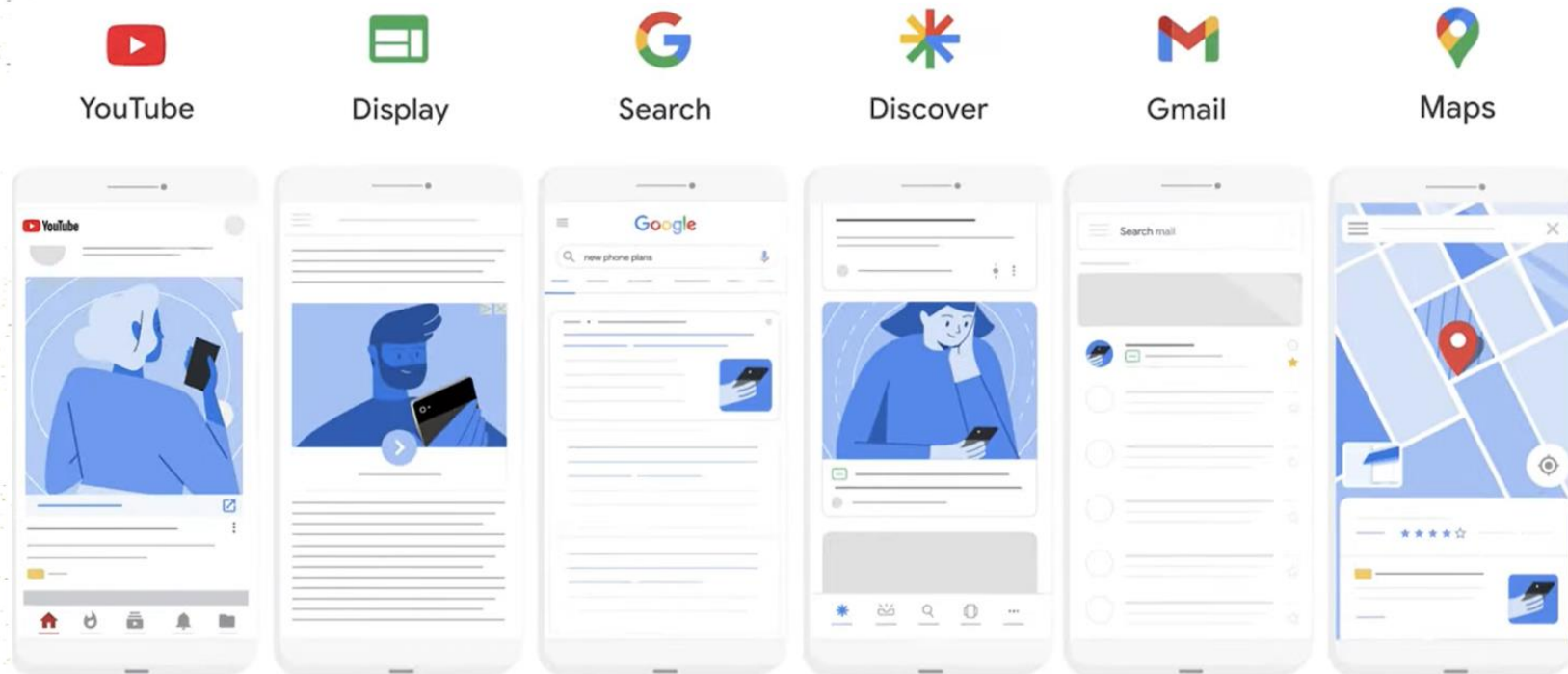
- Goal-based campaign
- Works across all Google Ad channels
- Uses Google's automation capabilities
- Drives better performance

Merchant feeds ARE THE POWER



Important

One **CAMPAIGN TO RULE** them all



This all sounds great... Right?

This all sounds great... Right?

WRONG



PROBLEMS WITH
Performance Max





Problem one

LOSS OF VISIBILITY



**DARK
HORSE**



**DARK
HORSE**



A black box of **MYSTERY**



- ✗ Doesn't show keywords
- ✗ Doesn't show search terms
- ✗ Have no idea which channel works
- ✗ Lack of audience insight



**DARK
HORSE**

GOOGLE'S ARGUMENT;

“It’s automated, there’s no need to know what the ads do.”

The data DOES EXIST !

Search terms insights

Last seven days: 25 - 31 Aug 2023
Compared: 18 - 24 Aug 2023

Understand the search term categories that your ads appeared against and your performance. Top search categories can provide inspiration for your ads and business by revealing what your customers are searching for and what categories are growing and declining.

Historical data is available starting March 2023

Add filter

Search category	Conv. value	Search volume	Details
element games	297.30 (+83%)	10K-100K	Details
elemental games	113.62 (+29%)	100-100K	Details
generals handbook 2023	58.58 (+∞)	100-1K (+20%)	Details
plasticard	44.48 (+∞)	100-1K (+9%)	Details
infinity airbrush	37.99 (+∞)	10-100 (+48%)	Details

Show rows 5 1 - 5 of 3,778

Audience insight

Understand your top audience segments, their performance and how unique they are for you. Top audiences can provide inspiration for your campaigns and business by revealing who your customers are and what they're interested in.

Your ads are already optimised for these audience segments, and you don't need to take any action based on these insights.

Clicks Impressions

Audience segment	Type	Share of clicks	Index
Board games OPTIMISED	In-market	73.7%	37.5x
Books OPTIMISED	In-market	10.9%	9x
Toys OPTIMISED	In-market	56.9%	7.5x
Action Game Fans OPTIMISED	Affinity	60.2%	4.5x
Roleplaying Game Fans SIGNAL	Affinity	88.7%	4.4x

Show rows 5 1 - 5 of 10



Problem two

SNEAKY ASSETS

DARK
HORSE





**DARK
HORSE**

Do we believe AI knows human
insights?

Do we believe AI knows human
insights?

Google will make **YOUR ASSETS**

Sponsored

Women's Swimsuits - Men's, Women's & Kids Clothing

Shop for Men's, Women's, Kids Sports & Fashion Clothing & Footwear Top High Street...

Sponsored

LAMBRETTA CLOTHING -

We Have Thousands Of Items From A Wide Range Of Brands And Products Types Avenue 85 - Shop for Outdoor & Lifestyle clothing & footwear for all...

AUTOMATED



HUMAN



Sponsored

Quiksilver Shorts - The Lowest Prices Online

Shop for Men's, Women's, Kids Sports & Fashion Clothing & Footwear Top High Street...

Sponsored

Outdoor & Lifestyle | Clothing & Footwear Store

Brands such as ECCO, Trespass, Regatta, Vans, Havaianas, Lambretta, D555 and more Avenue 85 - Shop for Outdoor & Lifestyle clothing & footwear for all the family. Discount Prices. Free P&P Over £40. Plus Size Clothing. 60 Day Returns.

Rating for avenue85.co.uk
4.8 ★★★★★ (2,699)



Problem three

NEGATIVE KEYWORDS

What are **NEGATIVE KEYWORDS?**



Negative keyword examples:

- Pink shoes
- Wellies
- Shoes that are red
- High heeled shoes

Google gatekeep your **NEGATIVE KEYWORDS**

Contact Us

Contact options

Select a Google Ads Customer ID

Only you can see this info

Preferred language:
English (United Kingdom) 



Call us






Chat



Email



-  Costing you time
-  Costing you resources
-  Costing you money

Adding in NEGATIVE BRANDS

× New account-level brand list

Brand lists let you choose whether your ads show on searches that mention specific brands

List name

Brands Add brands to your list ?

- Amazon <https://www.amazon.com/>
- Amazon <https://www.amazon.jobs/en/locations/s%C3%BCIzetal>
- Amazon <https://www.amazonsurf.co.nz/>



THE 3 SECRET TIPS OF
Performance Max



DARK
HORSE



Secret one

SEARCH VS SHOPPING ONLY

**DARK
HORSE**

Why split THIS OUT?






- ✗ Better budget control
- ✗ Knowledge of best platforms
- ✗ Effective scaling capabilities
- ✗ Greater ROAS understanding

What is SEARCH ONLY & SHOPPING ONLY?

Shopping only:

- No headlines
- No descriptions
- Dynamic Shopping Ads
- Search Shopping Ads


Sponsored :

 <p>Represent Owners Club Hoodie - Blue ... £160.00 Represent Clo ★★★★★ (213) Blue · Cotton · Regular · ... By Producthero</p>	 <p>The Corah Organic Hoodie L / Sonic Blue £110.00 CWT Store 30-day returns ... Sonic Blue · Cotton · Regular By Google</p>	 <p>Cemucci Embroidered Hoodie - Cobalt... £44.99 Cemucci ★★★★★ (11) Blue · Cotton By Google</p>	 <p>Gildan 18500 - Men Wholesale Hoodie Heavy... £11.54 Wordans.co.uk ★★★★★ (9k+) Cotton · Regular · Pullover By Yteco</p>	 <p>Mens Creatives Hoodie Royal Blue - Size L £19.99 MandM Regular By Klarna</p>
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Search only:

- No Merchant Centre
- No Shopping Ads
- Use of headlines & descriptions
- Use of images & videos

Sponsored

 apple.com
<https://www.apple.com>

MacBook - Apple

Customise your Mac. Build it just the way you want. **MacBook Pro** 14" and 16", and the new 15-inch **MacBook Air**. Buy now. Services: Specialist help, Free delivery and pickup, Customise yours, Financing available.

[University Offer 2023](#) · [Apple Trade In](#) · [Compare models](#) · [Shop for Business](#)

Shopping only

- Add Merchant Feed
- No headlines
- No descriptions
- No images
- No videos
- No calls to action

Headlines

Add up to 15 headlines [View suggestions](#)

^ Suggested based on your final URL

- + Warhammer 40k Workshop Store
- + Warhammer 40k & Games
- + Element Games
- + Buy Warhammer 40k Online

Images

Add up to 20 images

+ Images

At least 1 landscape image is required
At least 1 square image is required

adlines are required 0 / 30

adlines are required 0 / 30

adlines are required 0 / 30

Logos

Add up to 5 logos

+ Logos

At least 1 logo (1:1) is required

adlines are required 0 / 30

Videos

Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.

+ Videos

eadlines

long [View suggestions](#)

l based on your final URL

- mer 40k and Games Workshop

ine

ng headline is required 0 / 90

eadline

Search only

- NO Merchant Feed
- Add headlines
- Add descriptions
- Add images
- Add videos
- Add calls to action

Headlines

Add up to 15 headlines [View suggestions](#)

Suggested based on your final URL

You have entered the maximum number of headlines.

13 / 30

Wargames & Miniatures

21 / 30

Hobby Paints & Accessories

26 / 30

Buy Wargame Minifigures online

30 / 30

The Complete Wargame Store

26 / 30

Games, Miniatures & Paints

26 / 30

The UK's #1 Store For Gaming

28 / 30

Discount Gaming & Hobbies

25 / 30

Free Delivery Over £80

22 / 30

Low Prices - Excellent Service

30 / 30

Save Up To 20% Online

21 / 30

Descriptions

Add one 60-character description and up to four other descriptions. If you don't have one, Google will create descriptions automatically when possible. [View suggestions](#)

Suggested based on your final URL

You have entered the maximum number of descriptions.

Discount Wargaming and Hobby Supplies

37 / 60

A Huge Range Of Wargaming Accessories, Miniatures, Iv

75 / 90

Free UK Delivery On Orders Over £80 including paints, ac

74 / 90

Wargaming web-store with low prices, speedy delivery at

83 / 90

#1 Wargaming Web-Store With Low Prices, Speedy Deliv

84 / 90

Calls


Adding a phone number

0161 376 9620

[Edit](#)

Images


Add up to 20 images



[Edit](#)

Logos


Add up to 5 logos



[Edit](#)

Videos

Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.



[Edit](#)

Automated

VIDEO ASSETS!

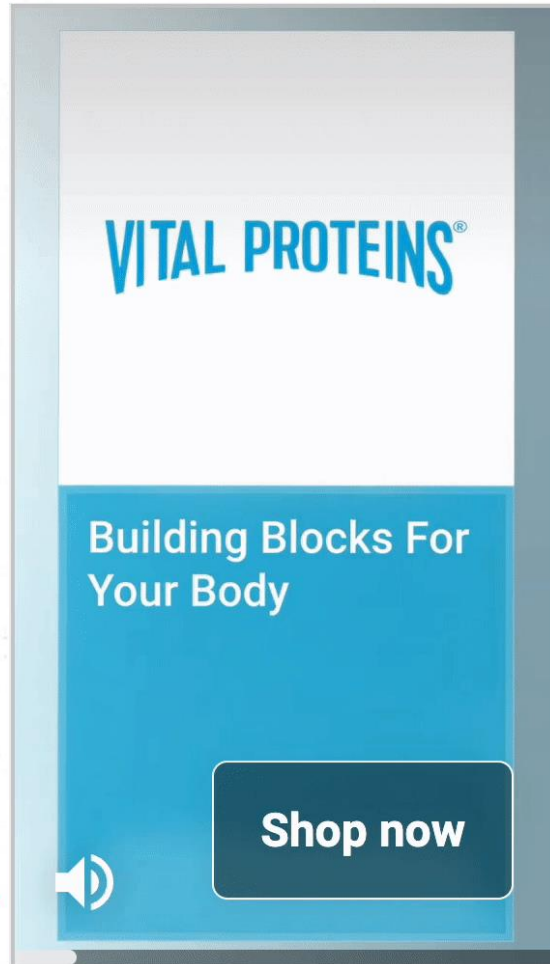
 Videos 

Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.



[+ Videos](#)

Google will make SHIT videos



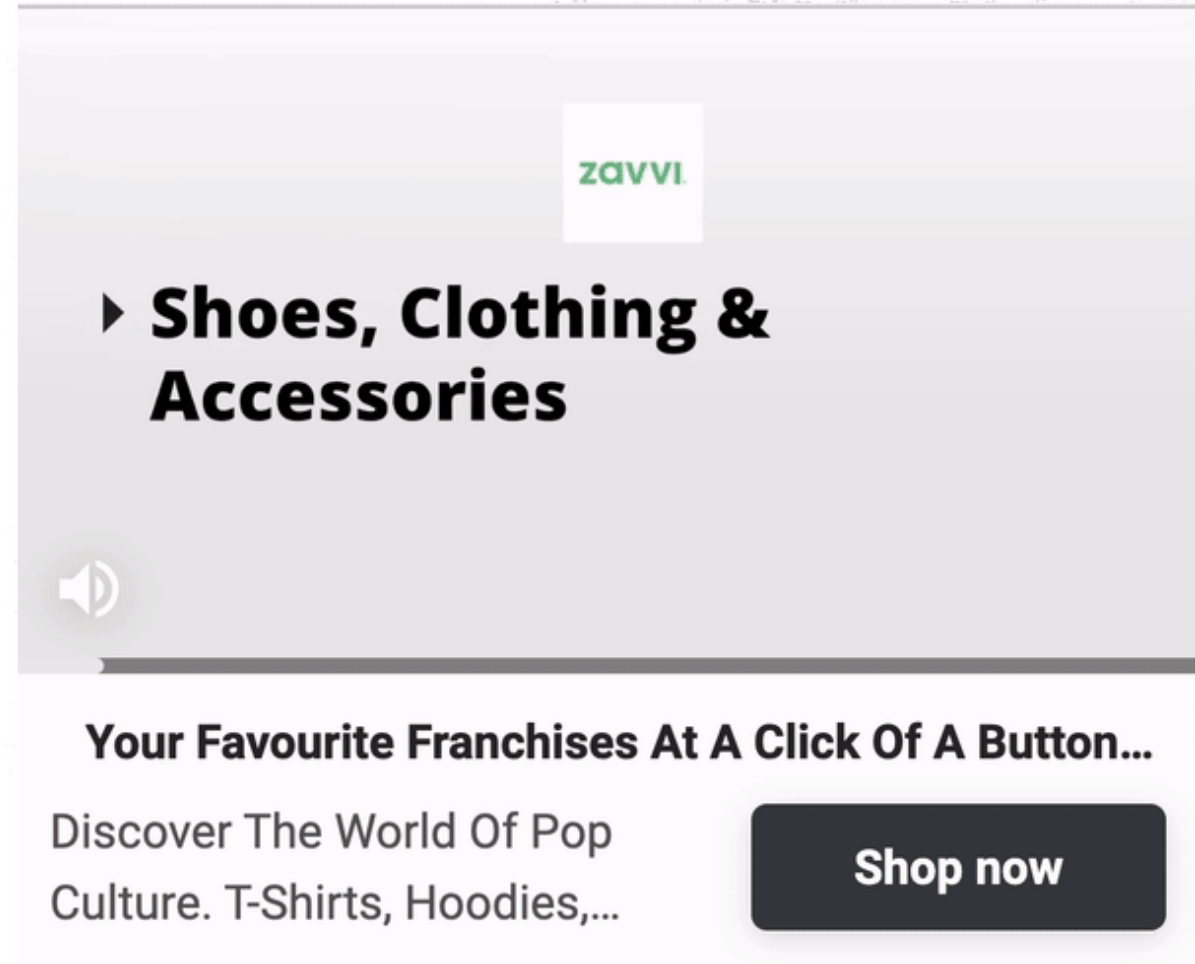
VITAL PROTEINS®

Building Blocks For Your Body

Shop now

Speaker icon

This is a vertical advertisement for Vital Proteins. It features the brand name at the top, a tagline, and a prominent 'Shop now' button. A speaker icon is located at the bottom left, indicating an audio component.



zavvi

► Shoes, Clothing & Accessories

Speaker icon

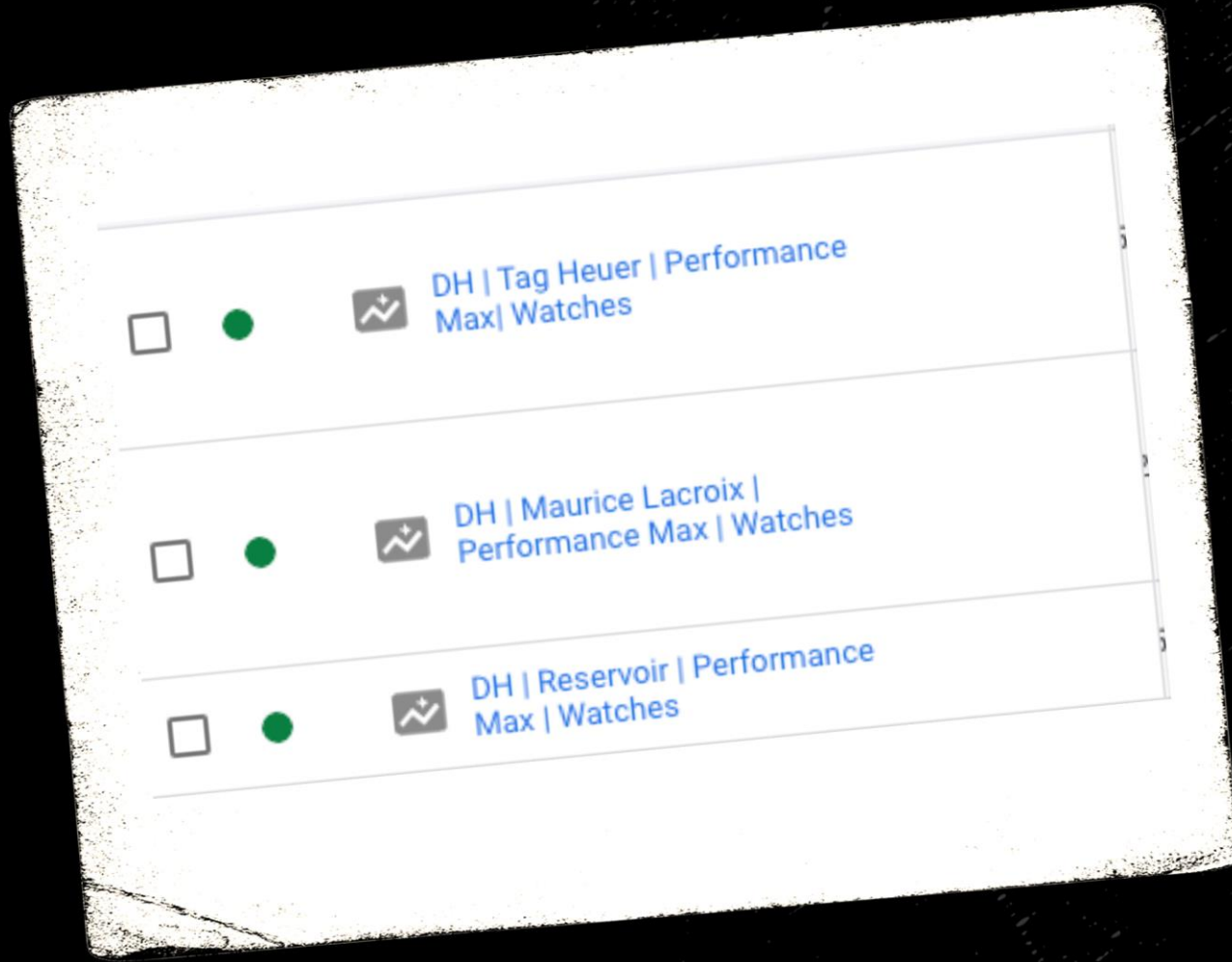
Your Favourite Franchises At A Click Of A Button...

Discover The World Of Pop Culture. T-Shirts, Hoodies,...

Shop now

This is a horizontal advertisement for Zavvi. It features the brand name, a category list, a 'Shop now' button, and a descriptive sentence. A speaker icon is located on the left side, indicating an audio component.

Product range segmentation



- Bestseller groups
- Low margin groups
- High margin groups
- Product brands
- Product categories

Label your PRODUCTS

- Step 1: Open Merchant
- Step 2: Create custom label

Final attributes

title	DexShell CoolVent Waterproof Socks - Black/Blue M
id	31326605738029
price	£34.00
sale price	£24.00
availability	in stock
condition	new
ads redirect	
age group	adult
brand	DexShell
color	Black
custom label 1	Mens > Socks
custom label 4	Smart Shopping - ROI Over 6x
description	Anti bacterial moisture transfer performance inner DS628

Automated product CAMPAIGNS

-  DH | PMAX | Top 7 Days | Women's Chains
-  DH | PMAX | Top 7 Days | Women's Necklaces & Pendants
-  DH | PMAX | Top 7 Days | Unisex Earrings

Step 1: Add a listing group
Step 2: Break down by label

- Listing group ↑
- ^ All products
- ▼ over 600% roi
- - Everything else in "All products"



Secret two

AUDIENCE SIGNALS

What are audience signals?



Input audiences we know

Automation then finds the best converting people

They do not work as audience targets.

JUST SUGGESTIONS

Take control BY SEGMENTING

In-Market

Preview ads



Assets

Products (filtered by Item ID) from Electric Ride On Cars, 14 images, 1 logo, 15 headlines, 5 long headlines and 5 descriptions added to this asset group



Electric Ride on C...

Kids Electric Cars ...

Kids Ride On Cars

Free Mainland UK ...

+ 21

Audience signal

In Market Audiences

☰ Toy Train That Kids Can Ride on Kids Toys and 3 more

Eligible 0/2 best practices

⏸ Paused

Ad strength: Pending

Status: Eligible

[Listing group](#)

[Edit assets](#)

[View details](#)

DARK HORSE

Take control **BY SEGMENTING**

Remarketing Audience

Preview ads



Assets

Products from Electric Ride On Cars, 14 images, 1 logo, 15 headlines, 5 long headlines and 5 descriptions added to this asset group



Electric Ride on C...

Kids Electric Cars ...

Kids Ride On Cars

Free Mainland UK ...

+ 21

Audience signal

Visitors Of Website

➔ All visitors (Google Ads), All Users of electricrideoncars - GA4

Eligible 1/2 best practices

● Enabled

Ad strength: Excellent Status: Eligible

[Listing group](#)

[Edit assets](#)

[View details](#)

Take control **BY SEGMENTING**

Customer Match List

Preview ads



Assets

Products from Electric Ride On Cars, 14 images, 1 logo, 15 headlines, 5 long headlines and 5 descriptions added to this asset group



Electric Ride on C...

Kids Electric Cars ...

Kids Ride On Cars

Free Mainland UK ...

+ 21

Audience signal

Customer Match List

End of 2022 Customer Match List, 2023 August Customer Match List

Eligible 1/2 best practices

● Enabled

Ad strength: Excellent Status: Eligible

[Listing group](#)

[Edit assets](#)

[View details](#)

Take control **BY SEGMENTING**

Keywords Based Audience

Preview ads



Assets

Products from Electric Ride On Cars, 14 images, 1 logo, 15 headlines, 5 long headlines and 5 descriptions added to this asset group



Electric Ride on C...

Kids Electric Cars ...

Kids Ride On Cars

Free Mainland UK ...

+ 21

Audience signal

Keyword Searches

▲ KWs (Searched On Google), KS - Purchase Intentions

Eligible 1/2 best practices

● Enabled

Ad strength: Excellent Status: Eligible

[Listing group](#)

[Edit assets](#)

[View details](#)

Take control

BY SEGMENTING

Keywords Based Audience

Preview ads      

Assets

15 headlines, 5 long headlines and 5 descriptions added to this asset group



Electric Ride on C... Kids Electric Cars ... Kids Ride On Cars Free Mainland UK ... + 21

● Enabled Ad strength: Excellent Status: Eligible

[Listing group](#) [Edit assets](#) [View details](#)

Audience signal

Keyword Searches

▲ KWs (Searched On Google), KS - Purchase Intentions

Eligible 1/2 best practices

Remarketing Audience

Preview ads      

Assets

5 headlines, 5 long headlines and 5 descriptions added to this asset group



Electric Ride on C... Kids Electric Cars ... Kids Ride On Cars Free Mainland UK ... + 21

● Enabled Ad strength: Excellent Status: Eligible

[Listing group](#) [Edit assets](#) [View details](#)

Audience signal

Visitors Of Website

↻ All visitors (Google Ads), All Users of Electric Ride on Cars - GA4

Eligible 1/2 best practices

Customer Match List

Preview ads      

Assets

15 headlines, 5 long headlines and 5 descriptions added to this asset group



Electric Ride on C... Kids Electric Cars ... Kids Ride On Cars Free Mainland UK ... + 21

● Enabled Ad strength: Excellent Status: Eligible

[Listing group](#) [Edit assets](#) [View details](#)

Audience signal

Customer Match List

↻ End of 2022 Customer Match List, 2023 August Customer Match List

Eligible 1/2 best practices

In-Market

Preview ads      

Assets

4 images, 1 logo, 15 headlines, 5 long headlines and 5 descriptions added to this asset group



Electric Ride on C... Kids Electric Cars ... Kids Ride On Cars Free Mainland UK ... + 21

⊖ Paused Ad strength: Pending Status: Eligible

[Listing group](#) [Edit assets](#) [View details](#)





Audience signal

In Market Audiences

☰ Toy Train That Kids Can Ride on, Kids Toys, and 3 more

Eligible 0/2 best practices

You can now GET DATA INSIGHTS

<input type="checkbox"/> ● Asset group ↑	Status	Clicks	Conversions	Conv. value	Cost	Ad strength	Assets	Audience signal	
<input type="checkbox"/> ● Customer Match List	Eligible	1,307	291.28	4,971.99	£425.96	Pending	 +13 images	Products from Electric Ride On C Electric Ride on Cars +14 more The UK's Best Range ... +4 more Free Shipping, Long ... +4 more View asset details View listing groups	Customer Match List
<input type="checkbox"/> ● Keywords Based Audience	Eligible	779	179.38	23,694.45	£1,047.79	Pending	 +13 images	Products from Electric Ride On C Electric Ride on Cars +14 more The UK's Best Range ... +4 more Free Shipping, Long ... +4 more View asset details View listing groups	In Market Audiences
<input type="checkbox"/> ● In-Market day	Eligible	433	180.41	18,144.30	£1,549.49	Pending	 +13 images	Products from Electric Ride On C Electric Ride on Cars +14 more The UK's Best Range ... +4 more Free Shipping, Long ... +4 more View asset details View listing groups	Keyword Searches
<input type="checkbox"/> ● Remarketing Audience	Eligible	1,458	173.02	6,753.53	£1,153.67	Pending	 +13 images	Products from Electric Ride On C Electric Ride on Cars +14 more The UK's Best Range ... +4 more Free Shipping, Long ... +4 more View asset details View listing groups	Visitors Of Website



Secret three

SEASONALITY ADJUSTMENTS

Where to find it in **GOOGLE** ads

← Google Ads Bid strategies

Search Tools and settings Refresh Help Notifications

⚠ Book an appointment with Google - The Google Analytics 4 deadline has now passed. For a limited time, get one-to-one support to complete the switch before your ad performance is disrupted. Hide Fix it

Account strategies
Portfolio strategies
Advanced controls

Seasonality adjustments Data exclusions

Seasonality adjustments

This advanced tool helps you optimise bids during upcoming events such as sales or promotions. Use seasonality adjustments only if you expect significant changes to conversion rates, because Smart Bidding already manages seasonal events.

Seasonal adjustments are ideal for short events of 1-7 days. They may not work as well if you use them for extended periods (more than 14 days at a time).

[Learn more](#)

+ Add filter

Name	Scope	Devices	Adjustment type	Conversion rate adjustment	Budget adjustment	Start time	End time
You don't have any seasonality adjustments yet							

[+ New seasonality adjustment](#)

Reporting is not carried out in real time. Time zone for all dates and times: (GMT) Greenwich Mean Time. [Learn more](#)
Some inventory may be provided through third-party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2023.



Google's desire to AUTOMATE



Target ROAS **BID STRATEGY**

Bidding

Maximise conversion value



Set a target return on ad spend (optional)

Target ROAS 

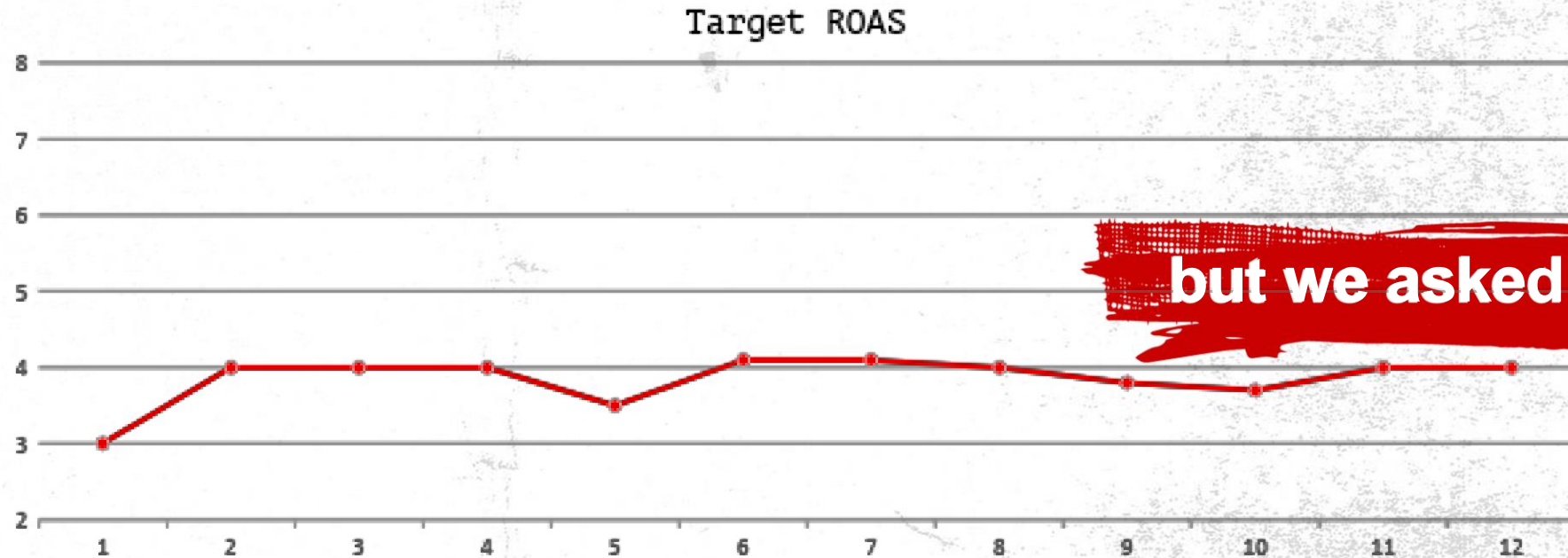
500 %

[Change bid strategy](#) 

Cancel

Save

Setting target ROAS to 5



but we asked for 5

Let's get down to **LEVEL?**



**DARK
HORSE**



**DARK
HORSE**



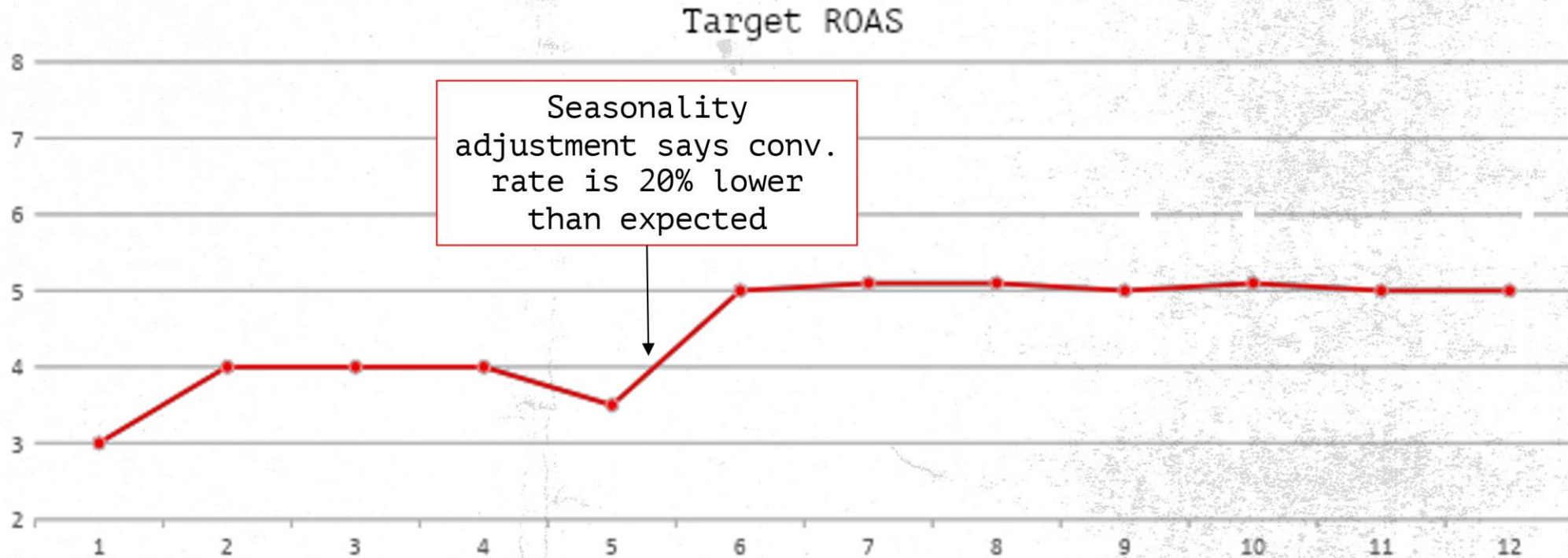
**DARK
HORSE**

Telling the back-end algorithm



**DARK
HORSE**

Reacts immediately



Let's **RECAP**

Problems

1. Loss of visibility
2. Sneaky assets
3. No negative keywords

Secret tips

1. Search vs. Shopping
2. Audience signals
3. Seasonality adjustments

