

5 Best Practices

To Optimize Your *Performance Max* Campaigns

Automation you can trust. AI-driven advertising is our future, and you should incorporate Performance Max campaigns into your marketing strategy as soon as possible to take full advantage of the AI-driven optimization and experimentation.

Prioritize Performance Max campaigns. Avoid running Performance Max and Smart Shopping campaigns simultaneously and ensure the products selected for Performance Max are excluded from other Shopping campaigns. Keep optimizing your keyword targeted campaigns, as Performance Max complements other search campaigns.

Assets, assets, assets. Performance Max campaigns can run a variety of ads across all of Google's inventory. Add as many high-quality assets as possible so you have multiple opportunities for the best placement and arrangement of your ad. Assets include images, logos, videos (optional), and text from your top performing ETAs and RSAs.

Leverage your audiences. Google's real-time algorithm will help find new customers. Add as many audience signals as possible to help jumpstart your campaign and keep informing the machine learning throughout the campaign's lifecycle.

Data-driven attribution. Using data-driven attribution allows the machine learning algorithm within Performance Max to drive more value using incremental gains. Data-driven attribution complements auction-time based smart bidding.

Take your Performance Max campaigns to the next level.
Learn more at netelixir.com/performancemax