

Advanced Optimizations for Performance Max using Scripts

2025 edition

Take back control – Increase efficiency

Nils Rooijmans



S M X[®]
ADVANCED
EUROPE

Performance Max maximizes.....what?



Performance Max maximizes.....what?

PROFIT?

Performance Max maximizes.....what?

~~PROFIT?~~



Performance Max maximizes.....what?

~~PROFIT?~~

REVENUE?

Performance Max maximizes.....what?

~~PROFIT?~~

~~REVENUE?~~



Performance Max maximizes.....what?

~~PROFIT?~~

~~REVENUE?~~

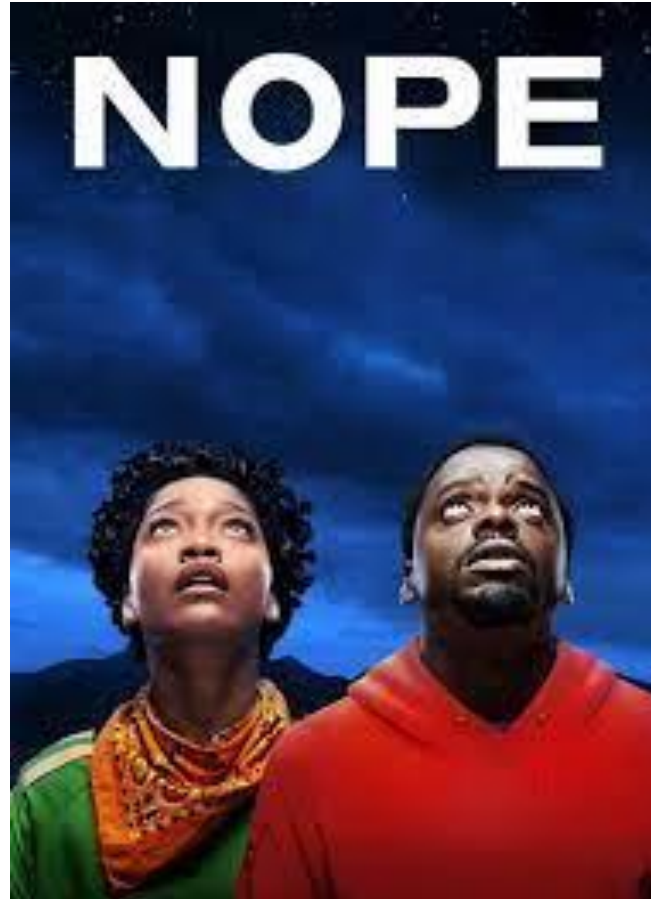
CONVERSIONS?

Performance Max maximizes.....what?

~~PROFIT?~~

~~REVENUE?~~

~~CONVERSIONS?~~



Performance Max maximizes.....what?

~~**PROFIT?**~~

~~**REVENUE?**~~

~~**CONVERSIONS?**~~

CLICKS?

Performance Max maximizes.....what?

~~PROFIT?~~

~~REVENUE?~~

~~CONVERSIONS?~~

~~CLICKS?~~



NO!

Performance Max maximizes.....what?

~~PROFIT?~~

~~REVENUE?~~

~~CONVERSIONS?~~

~~CLICKS?~~

...?

Performance Max maximizes.....what?

~~PROFIT?~~

~~REVENUE?~~

~~CONVERSIONS?~~

~~CLICKS?~~

...?

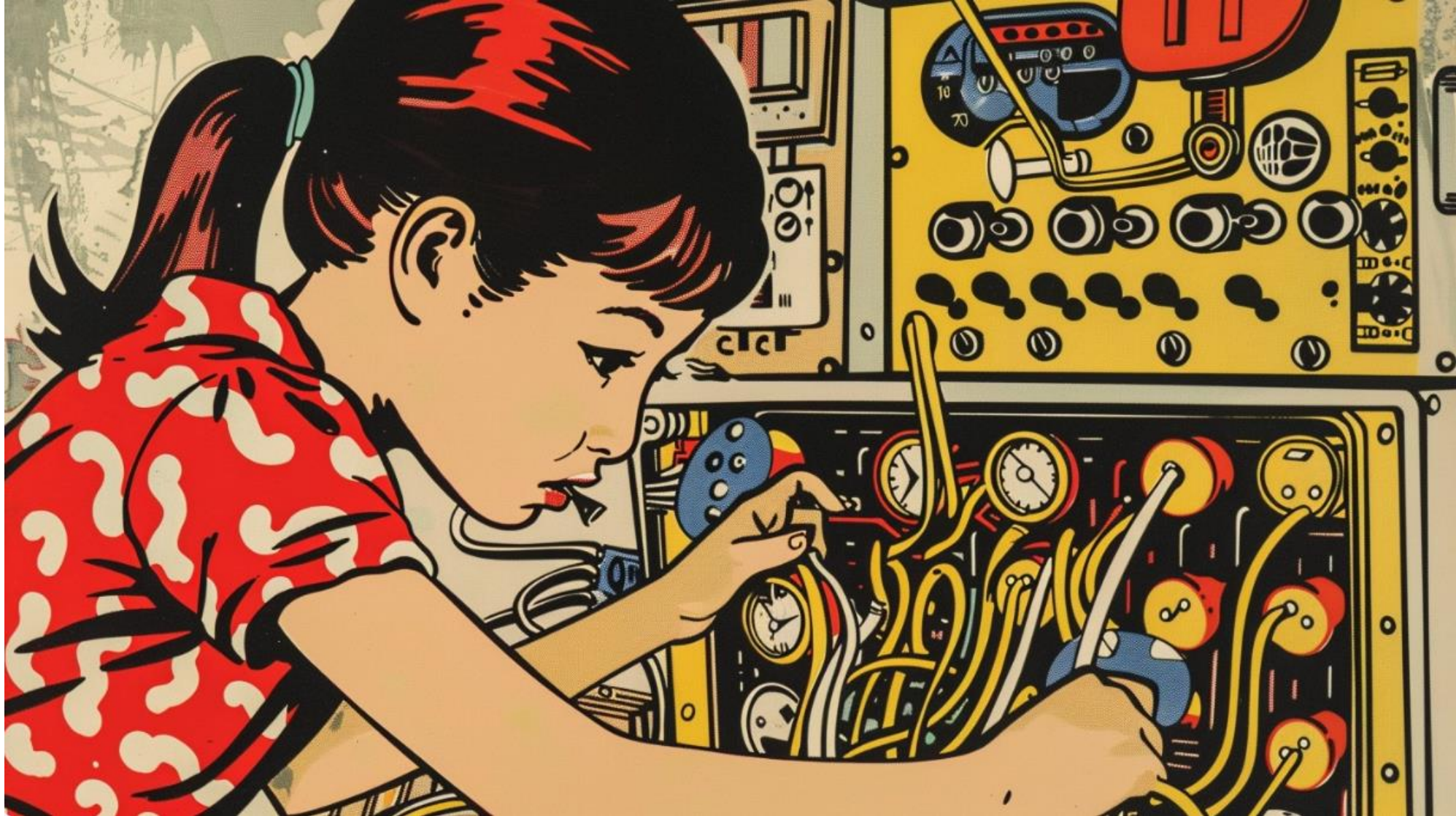
SPEND



PMax will spend as much as it can, *as long as we let it!*



To maximize *our* profits, we need to take control !



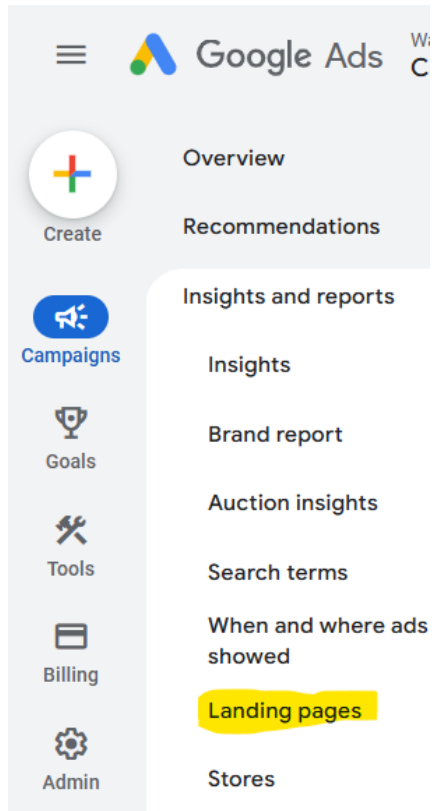
PMax Script Library with 10 NEW scripts



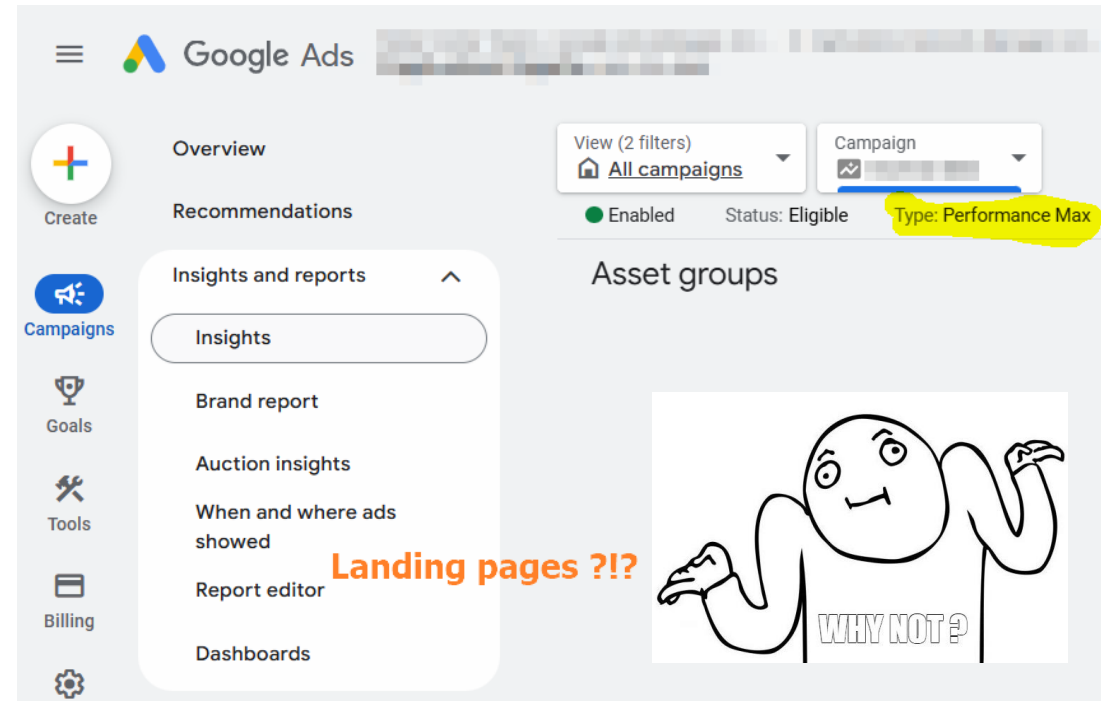
Google Ads Scripts

SCRIPT PMax Landing Pages Report/Alert

Standard Campaign types



Performance Max Campaigns



SCRIPT PMax Landing Pages Report/Alert

The screenshot shows a Google Ads report for landing pages. The table has the following columns: Landing page, Campaign, Clicks, and Conversions. The 'Total' row at the bottom shows 15,240 clicks and 2.33 conversions, both of which are circled in red. The report is filtered for 'contains blogs' and 'includes PMax_All_Products and 5 more'.

Landing page	Campaign	Clicks	Conversions
contains blogs	includes PMax_All_Products and 5 more		
		10	1.00
		45	1.00
		3	0.33
		1	0.00
		1	0.00
		1	0.00
		2	0.00
		0	0.00
		1	0.00
		1	0.00
Total		15,240	2.33



Bo Royal • 1st

I help law firms increase their digital ad revenue and ROI.

Request services

11mo • 🇺🇸

If you're running Performance Max campaigns, you NEED to keep a close eye on landing page reporting.

We recently onboarded a client that, unbeknownst to them, was spending half their pMax budget on non-converting blog traffic.

By navigating to the Reports > Landing Page tab in the Google Ads UI, and filtering on pMax campaigns only and blog page traffic only, we were able to see the disproportionate amount of paid traffic going to their blog pages.

As a next step, we added a URL exclusion to omit any ads from driving to their blog pages.

This led to the client's pMax ROAS more than doubling and revenue increasing 30%+ as the budget was now getting prioritized on higher-intent, higher-converting product page traffic.

SCRIPT PMax Landing Pages Report/Alert

Landing Page URL Exclusion Suggestions - MCC Level

File Edit View Insert Format Data Tools Extensions Help

Menus 100% 123 Default... 10 B I A

J10 fx

	A	B	C	D	E	F	G	H	I	J
1										Exclude?
2	date	account	Landing Page URL	campaignName	clicks	avg CPC	cost	conversions	isEXCLUDED	
3	11/05/2025	12		PMAX	181	0.47	84.44	0	FALSE	y
4	11/05/2025	12		PMAX	115	0.62	71.25	0	FALSE	y
5	11/05/2025	12		PMAX	57	0.68	38.52	0	FALSE	ignore
6	11/05/2025	12		PMAX	53	0.72	38.29	0	FALSE	

+ suggestions Ignore landing pages



SCRIPT PMax Campaign Settings Alert



Google Ads Help

Describe your issue



Help Center

Community

Announcements

Google Ads

Start advertising

Campaigns

Explore features

Optimize performance

Account & Settings

About Final URL expansion in Performance Max

Note: Final URL expansion is turned on by default. If you want to turn these assets off, uncheck the checkbox during setup or from within your campaign's settings.

Enabling "Final URL" in your Performance Max campaign settings allows your campaign to replace your Final URL with a more relevant landing page from the Final URL domain, based on the user's search intent.

Campaign settings

Locations	Germany (country)
Languages	German
Start and end dates	Start date: October 2, 2024 End date: Not set

Asset optimization

To show more relevant ads, Google AI can enhance or generate assets using the information you've provided. This can help improve performance by increasing asset variety and improving matches to customer intents. [Learn more about automatically created assets](#)

Text

- For better results, consider turning on **Final URL**. You can add exclusions to limit traffic to parts of your website. [Learn more](#)
- Customization:** Use text from your site, landing pages, ads and provided assets to create customized ad copy.
- Final URL:** This campaign is subdividing inventory using listing groups. **Final URL expansion** will only send traffic to landing pages related to the campaign's product inventory

Exclude some URLs

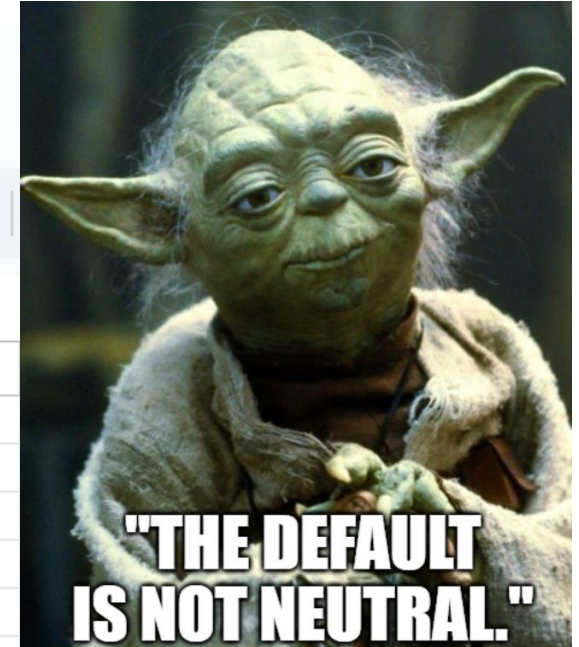
SCRIPT PMax Campaign Settings Alert

PMax Campaign Setting Alerts - MCC Version

File Edit View Insert Format Data Tools Extensions Help

Menus 100% 123 Defaul... 10 B I A

	A	B	C	D
1	Date	Account	Campaign Name	Issue
2	11/05/2025		PMAX /	Final URL expansion enabled
3	11/05/2025		PMAX /	Location targeting set to 'Presence or interest'
4	11/05/2025		PMAX /	Targeting all languages
5	11/05/2025		PMAX /	No brand exclusions used



Did you know? -> Performance Max campaign experiments

Create a Performance Max Optimization experiment

Compare and measure how different Performance Max features perform for your goals

What do you want to test?

Automatically created assets

Test text assets generated or enhanced by Google AI using content from your landing page and ads

Assets provided by you

Test different types of creative assets including text, images, and videos.

Edit experiment settings

Control arm

Campaign	[Redacted]
Budget	€400.00/day
Traffic split	50%
Text assets	On
Final URL	Off

The traffic will be split based on the % selected. Both arms will share the budget allocated to the selected Performance Max campaign.

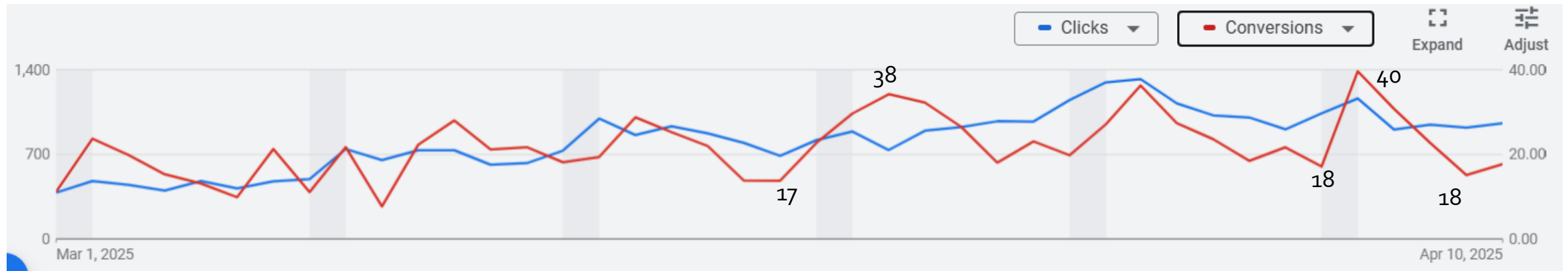
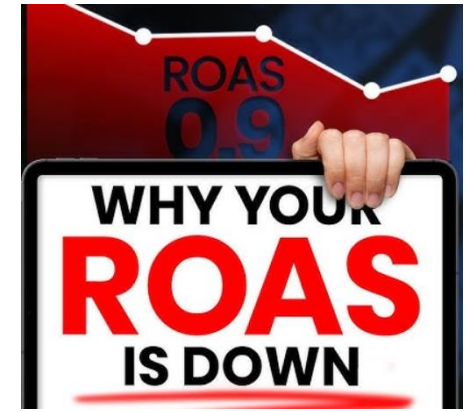
Treatment arm

Budget	Shared with control arm
Traffic split	50%
Text assets	On
Final URL	On
Excluded URLs	Exclude some URLs



SCRIPT: ChoppyMax Monitor

Watch this
before you try
to scale!



SCRIPT: ChoppyMax Monitor

	A	B	C	D	E
1		NUMBER OF CONVERSIONS			
2	CAMPAIGN NAME	YESTERDAY	DAY BEFORE	SAME DAY LAST WEEK	8 WEEK AVG
3	PMAX / [REDACTED]	17	38	26	20
4	PMAX / [REDACTED]	5	12	11	10
5	PMAX / [REDACTED]	22	23	40	32

**I NEED
ATTENTION**

Curse of Dimensionality in Machine Learning | ML Concepts

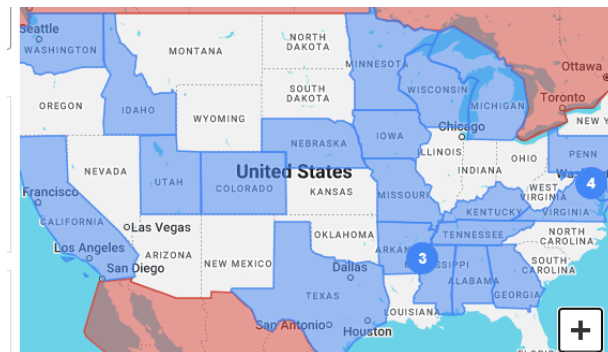
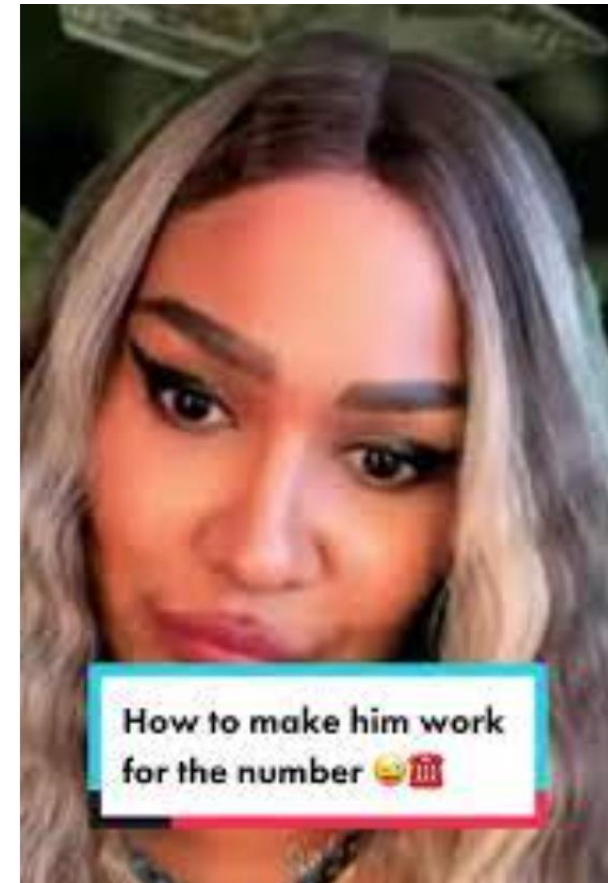


SCRIPT PMax Ad Schedule suggestions

POAS > tPOAS

POAS < 1

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0	6.00	7.35	11.79	9.82	13.93	7.60	9.10
1	3.73	7.29	7.88	6.62	8.73	5.58	5.63
2	3.44	7.31	5.29	4.23	3.98	3.70	3.06
3	3.67	7.02	3.69	3.12	1.27	2.77	1.94
4	3.81	5.50	1.92	2.65	1.42	3.55	2.29
5	4.54	3.67	1.29	2.48	2.63	5.40	3.58
6	5.52	3.46	3.46	3.67	3.68	6.53	4.33
7	5.75	6.15	7.33	6.23	5.70	6.58	4.85
8	7.94	10.46	10.79	10.40	8.92	6.10	6.25
9	13.58	14.08	14.29	14.13	11.97	7.10	7.38
10	18.77	16.27	18.83	15.70	15.02	10.10	8.23
11	21.00	17.52	24.77	15.25	18.60	12.68	10.10
12	21.13	18.38	31.77	15.27	22.12	13.88	12.60
13	22.54	20.38	36.85	18.55	23.77	14.35	12.81
14	27.02	24.02	37.40	24.62	23.70	14.28	10.15
15	30.52	26.58	33.00	30.13	23.13	13.20	8.15
16	29.42	25.77	25.56	29.78	20.40	11.62	9.46
17	23.67	22.81	19.04	23.28	15.42	11.65	12.63
18	17.88	19.79	15.23	17.08	11.15	13.13	13.92
19	16.38	16.69	14.06	16.17	9.93	13.78	12.04
20	16.04	13.21	14.75	18.90	10.08	13.25	9.58
21	13.77	11.92	14.96	20.88	9.62	12.92	9.69
22	10.48	13.98	14.38	20.17	8.92	12.66	10.98
23	8.00	14.69	13.27	17.85	8.48	11.43	9.58



SCRIPT: Disapproved Ads/Assets/Asset Groups Alert



Disapproved

Ad violates policy and can't run:

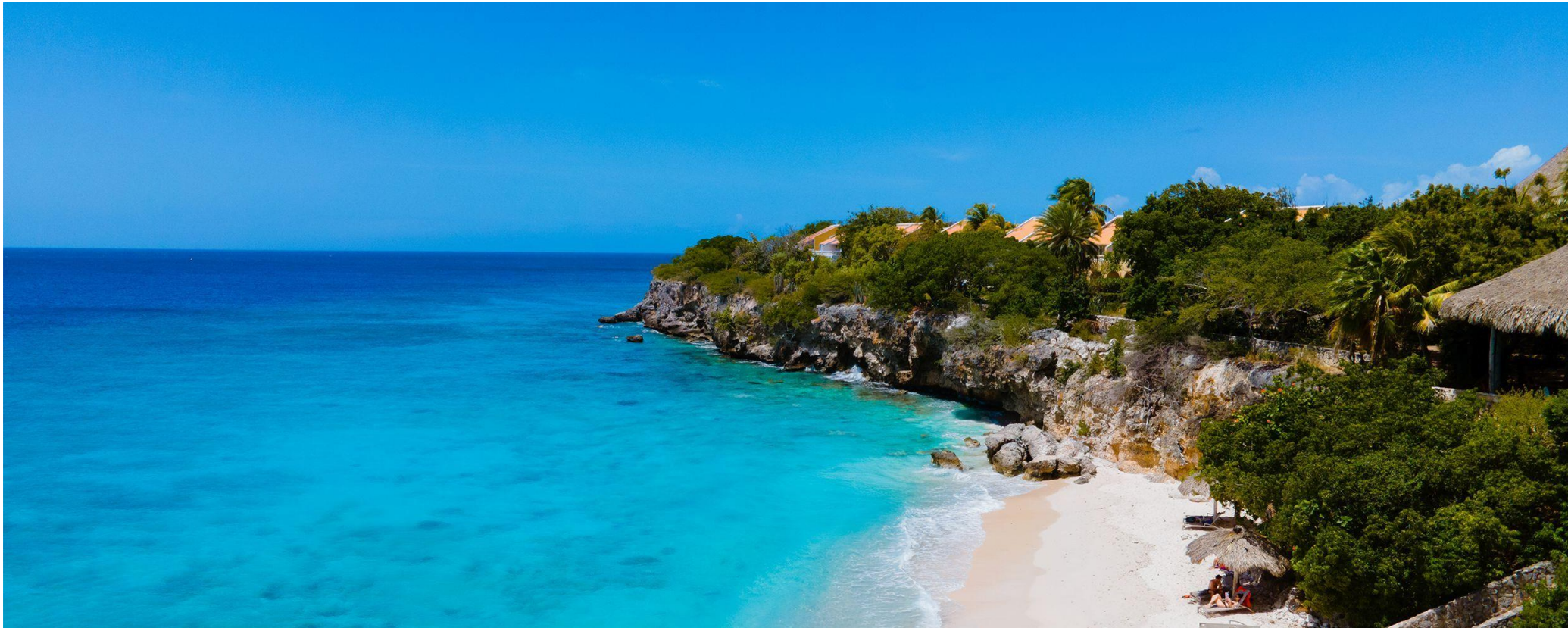
- Image quality**
 - Read the policy



	A	B	C	D	E	F	G	H	
1	Account Nar	Campaign Name	AdGroup Name	AdID	Ad Type	Impressions LAST_7_DAYS	Ad Status	Disapproval Reason	FinalURL
2				19	RESPONSIVE_SEARC	1	DISAPPROVED		s-3d#aa
3				74	RESPONSIVE_SEARC	3	DISAPPROVED		pe-4k_ul
4				77	RESPONSIVE_SEARC	0	DISAPPROVED		pe-8k_ul
5				15	RESPONSIVE_SEARC	0	DISAPPROVED		s-3d#aa
6				24	RESPONSIVE_SEARC	4	DISAPPROVED		pe-4k_ul
7				27	RESPONSIVE_SEARC	14	DISAPPROVED		pe-8k_ul
8				19	RESPONSIVE_SEARC	0	DISAPPROVED		asonic
9				42	RESPONSIVE_SEARC	0	DISAPPROVED		asonic
10				75	RESPONSIVE_SEARC	0	DISAPPROVED		asonic
11				17	RESPONSIVE_SEARC	1	DISAPPROVED		s-3d#aa
12				95	RESPONSIVE_SEARC	13	DISAPPROVED		pe-4k_ul
13				98	RESPONSIVE_SEARC	14	DISAPPROVED		pe-8k_ul
14				68	RESPONSIVE_SEARC	3	DISAPPROVED		asonic
15				34	RESPONSIVE_SEARC	0	DISAPPROVED		asonic
16				37	RESPONSIVE_SEARC	0	DISAPPROVED		asonic
17				01	RESPONSIVE_SEARC	0	DISAPPROVED		asonic
18				04	RESPONSIVE_SEARC	0	DISAPPROVED		asonic
19				16	RESPONSIVE_SEARC	0	DISAPPROVED		

SCRIPT: PMax Trending Products

View from my office during the Dutch winter (Nov – Jan)



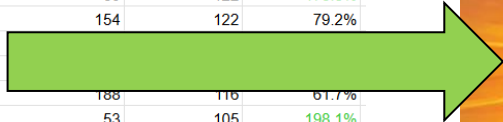
SCRIPT: PMax Trending Products

Can you guess: what type of product is this? →



SCRIPT: PMax Trending Products

	A	B	C	D	E	F
1	Product ID	Title	Impressions Last 7 Days	Impressions 7 Days Before	Diff	Relative Diff
2	1884		993	614	379	61.7%
3	2983		662	295	367	124.4%
4	2280		802	465	337	72.5%
5	4794		373	208	165	79.3%
6	1074		322	171	151	88.3%
7	3428		403	256	147	57.4%
8	6430		307	167	140	83.8%
9	2065		385	253	132	52.2%
10	1640		221	94	127	135.1%
11	212		191	69	122	176.8%
12	3642		276	154	122	79.2%
13	1093		158			
14	8323		213			
15	6951		304	188	116	61.7%
16	6743		158	53	105	198.1%
17	5128		166	61	105	172.1%
18	2585		158	57	101	177.2%
19	4503		221	120	101	84.2%
20	1764		5	112	-107	-95.5%
21	7640		56	164	-108	-65.9%
22	7933		18	147	-129	-87.8%



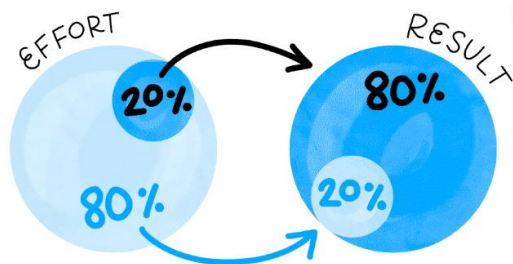
SCRIPT: PMax Search Terms Report (Optmyzr)

	A	B	C	D	E	F	G	H	I
1	Campaign Name	Category Label	Subcat	Search Term	Conv Val	Conv	Clicks	Imp	Exists as Keyword?
2					1572.64	119.8	3676	141713	No
3					439.37	38.4	1013	51394	No
4					330.89	30.6	764	62747	No
5					358.68	27.9	480	15088	No
6					333.52	18.6	700	9848	No
7					253.35	18.4	729	14336	No
8					189.31	15.8	286	76144	Yes
9					166.76	14.3	405	22708	No
10					162.41	12.6	644	10987	No
11					124.09	10.9	342	6295	No
12					157.4	10	125	3500	No



Unlevel
the
playing field

The **PARETO PRINCIPLE** 80% of consequences come from 20% of causes.



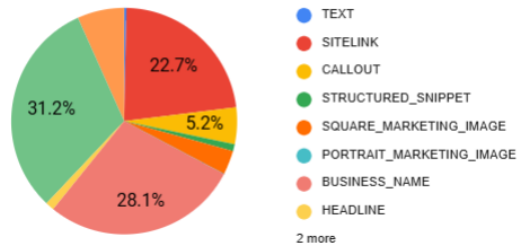
● important ● not important



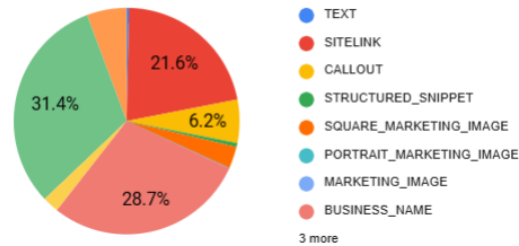
SCRIPT: PMax Assets Performance Script



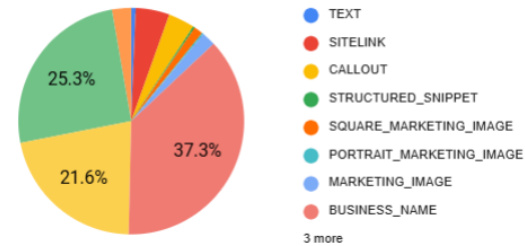
Conversion distribution by asset type



Cost distribution by asset type



Impression distribution by asset type



Account assets type

Type	Impressions	Clicks	Cost	Conversions	Conv. value	Video views	Video cost
DESCRIPTION	399 596	17 150	5 100	349	4 417	96	14
HEADLINE	283 906	3 556	433	17	185	1 088	30
BUSINESS_NAME	173 522	9 135	2 520	170	2 125		
SITELINK	140 000	24 079	8 663	615		3	
LONG_HEADLINE	118 906	980	206	10	112	179	12
LOGO	103 308	7 619	2 407	167	2 102		
MARKETING_IMAGE	63 441	696	39			10	
CALLOUT	55 696	4 793	1 685	103			
SQUARE_MARKETING_IMAGE	21 676	3 068	1 139	81	1 035	20	
YOUTUBE_VIDEO	13 097	188	39	3	41	1 088	30
PROMOTION	12 765	1 415	500	41			
CALL_TO_ACTION	8 184	91	28	1		996	28
TEXT	5 551	342	108	3		53	2
PORTRAIT_MARKETING_IMAGE	5 172	71	12		1	9	
STRUCTURED_SNIPPET	4 899	441	176	12			
LANDSCAPE_LOGO	392	9	2				

SCRIPT: PMax Assets Performance Script



Choose your campaign:

Stile Massimo Imaging Image

TOP 20 Campaign assets

Asset	Type	Impressions	Clicks	Cost	Conversions	Conv. value	Video views	Video cost
	BUSINESS_NAME	173 522	9 135	2 520	170	2 125		
	DESCRIPTION	148 354	3 936	894	69	937	46	7
Stile Massimo con Cappelli Top	HEADLINE	109 835	1 577	101	3	51	116	3
	DESCRIPTION	81 208	2 622	718	39	440	12	2
	LOGO	72 959	7 176	2 384	167	2 102		
	DESCRIPTION	63 989	5 591	1 890	141	1 809	10	2
	DESCRIPTION	53 885	2 685	862	48	593	17	3
	DESCRIPTION	52 160	2 316	736	53	638	11	1
	HEADLINE	38 491	414	61	2	22	6	
	HEADLINE	37 345	537	76	2	18	243	5
	HEADLINE	35 288	312	66	4	51	481	14
	HEADLINE	34 318	427	75	6	43	127	3
	MARKETING_IMAGE	33 157	401	19			1	
	LOGO	30 349	443	23				
	LONG_HEADLINE	30 060	250	56	2	25	47	3
	LONG_HEADLINE	29 965	221	45	1	4	46	3
	LONG_HEADLINE	29 729	267	57	5	57	44	3
	LONG_HEADLINE	29 152	242	47	2	26	42	3
	HEADLINE	28 629	289	54			115	4
Cappelli Scenari	SITELINK	22 544	5 161	1 894	138		3	



SCRIPT PMax Bad Placement Exclusions Suggestions

What is the worst place on the internet for my ad to show?

SCRIPT PMax Bad Placement Exclusions Suggestions

What is the worst place on the internet for my ad to show?

The screenshot shows a mobile browser interface with several annotations highlighting specific ad placements:

- Ads served on ibb.co, a website known to host CSAM**: A yellow box with a red border pointing to the top navigation bar of the page.
- Explicit content redacted by Adalytics**: A yellow box with a red border pointing to a greyed-out area in the middle of the page.
- Video ad for HP**: A yellow box with a red border pointing to a video player showing the HP logo.
- Banner ad for Jet2.com**: A yellow box with a red border pointing to a banner ad at the bottom of the page.

The banner ad at the bottom features the Jet2holidays logo and two hotel offers:

Hotel Name	Location	Rating	Price	Action
Hotel Costa Calero Thalasso...	Lanzarote	★★★★☆	£619pp	BOOK NOW
LIVVO Hotels Mirador...	Lanzarote	★★★★☆	£519pp	BOOK NOW

SCRIPT PMax Bad Placement Exclusions Suggestions



Performance Max Placements

Google Ads PMax Placement Exclusion Suggestions (FREE VERSION) || Author: Nils Rooijmans (c)

You are running version 1.2.1
 Congrats, you're all up-to-date with the latest version of the script! I hope you enjoy the suggestions :)



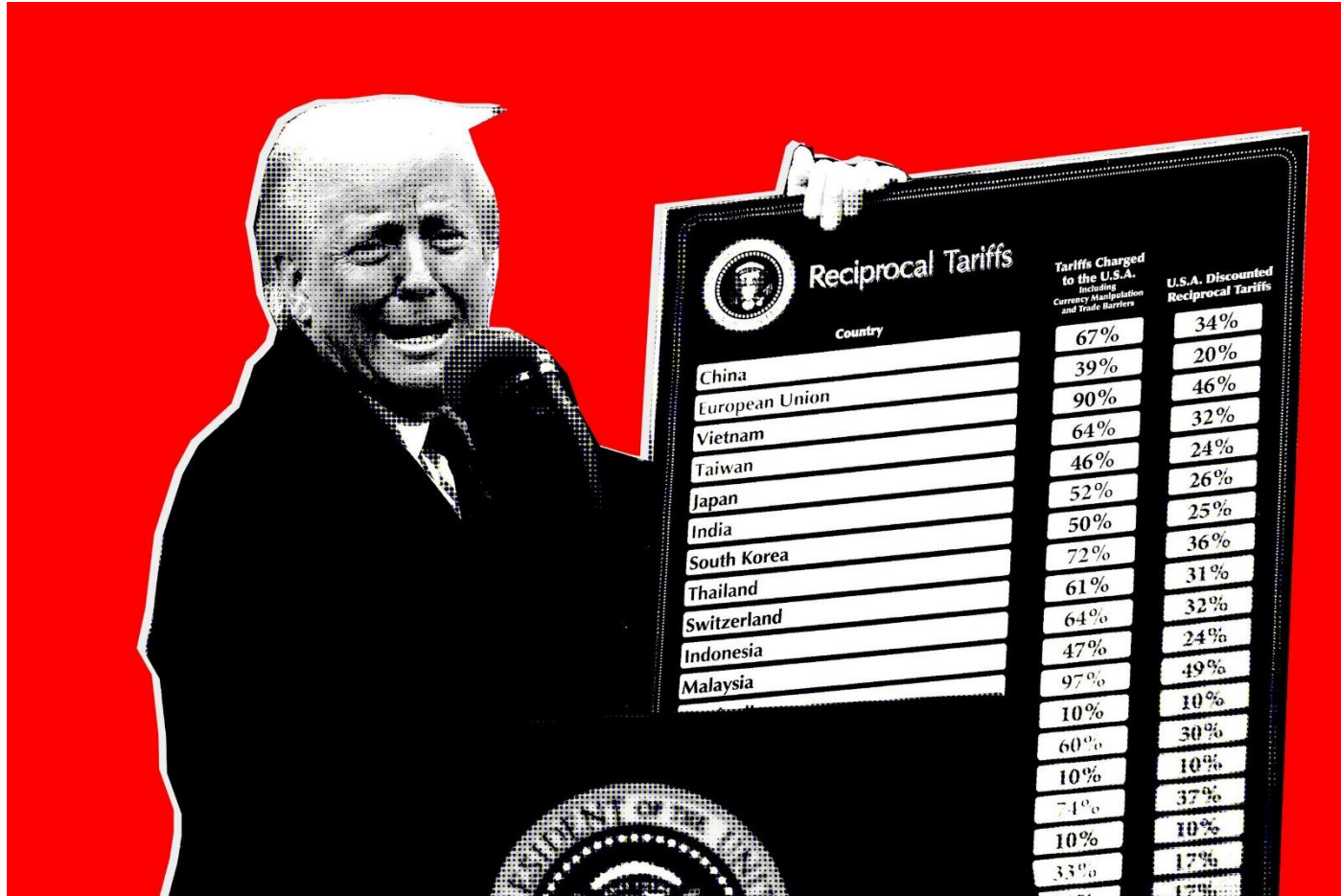
PMax Placement URL	Display Name	Impressions	Reason for suggestion to exclude placement
scatteredthoughtsofacraftymom.com	scatteredthoughtsofacraftymom.com	1534	Questionable domain name: Second Level Domain length is suspicious: 29 chars
247blackjack.com	247blackjack.com	1503	Questionable domain name: Domain name contains more than 3 numbers in a row
cosmiccafeandcateringfoodtruck.com	cosmiccafeandcateringfoodtruck.com	1423	Questionable domain name: Second Level Domain length is suspicious: 30 chars
viralstrange.com	viralstrange.com	1422	Questionable domain name: Domain name contains spammy keyword(s), including: viral
livebeachcam.net	livebeachcam.net	1367	Questionable domain name: Domain name contains spammy keyword(s), including: cam
mmmrecipes.com	mmmrecipes.com	1326	Questionable domain name: Domain name contains same char repeated more than 2 times in a row
hotsbuy.com	hotsbuy.com	1184	Questionable domain name: Domain name contains spammy keyword(s), including: hot
7722666.com	7722666.com	1137	Questionable domain name: Domain name contains more than 3 numbers in a row Domain name contains same char repeated more than 2 times in a row
lowcarb-nocarb-slowcarb.com	lowcarb-nocarb-slowcarb.com	1025	Questionable domain name: Domain name contains hyphen

Checks for:

- Questionable TLDs
- Questionable SLDs
- Questionable YT videos
 - Made for kids
 - Wrong language
 - Spammy/political title/content
- Questionable content
 - Adult / CSAM
 - CLS (thank you @Navah Hopkins)



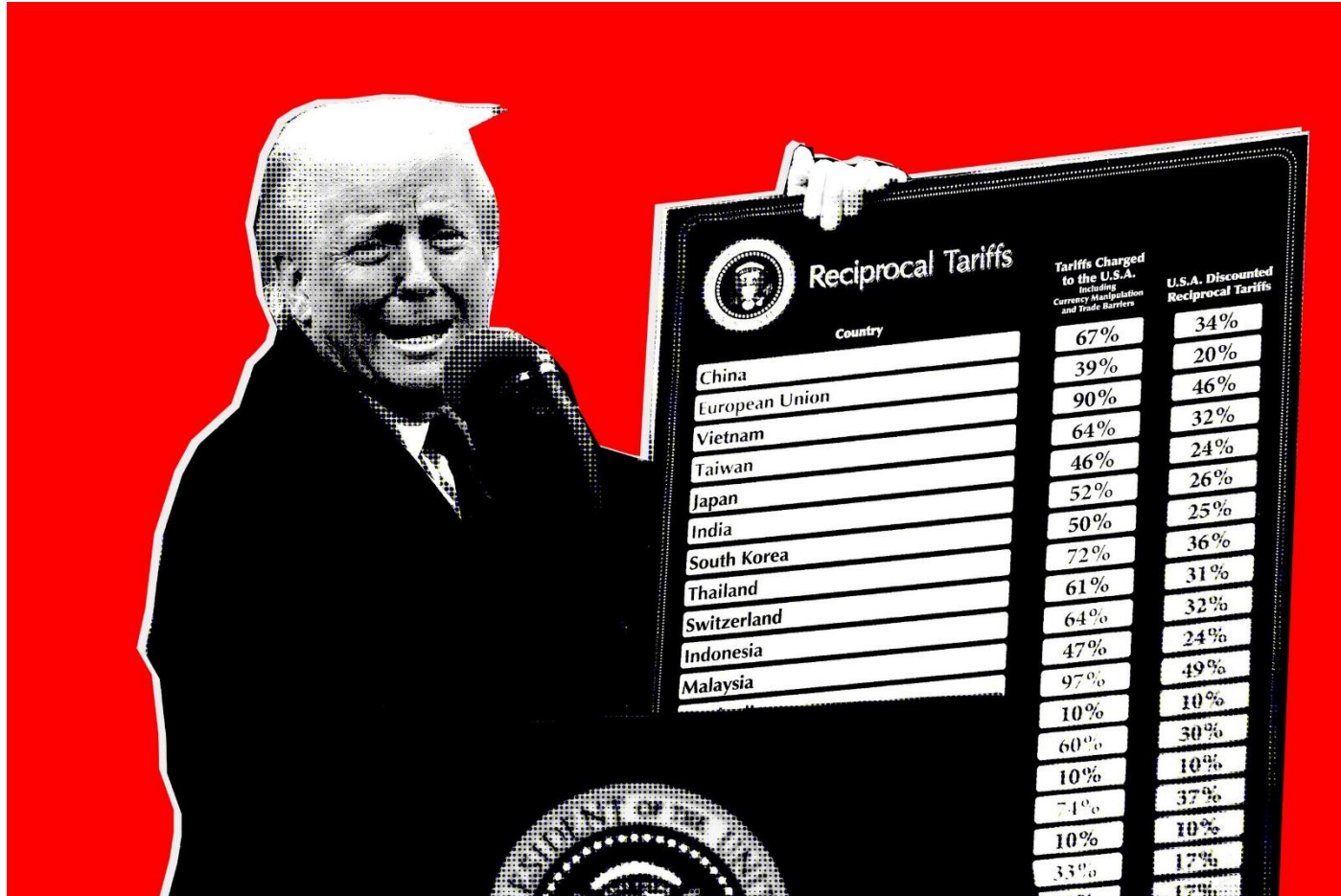
SCRIPT PMax Product Price Alerts



COGS: +80%

PRICE: +20%

SCRIPT PMax Product Price Alerts



COGS: +80%

PRICE: +20%

IMPR: -20%

CLICKS: -40%

CVR: -20%

CONVERSIONS: -48%

SCRIPT PMax Product Price Alerts



COGS: +80%

PRICE: +20%

IMPR: -20%

CLICKS: -40%

CVR: -20%

CONVERSIONS: -48%

BEFORE

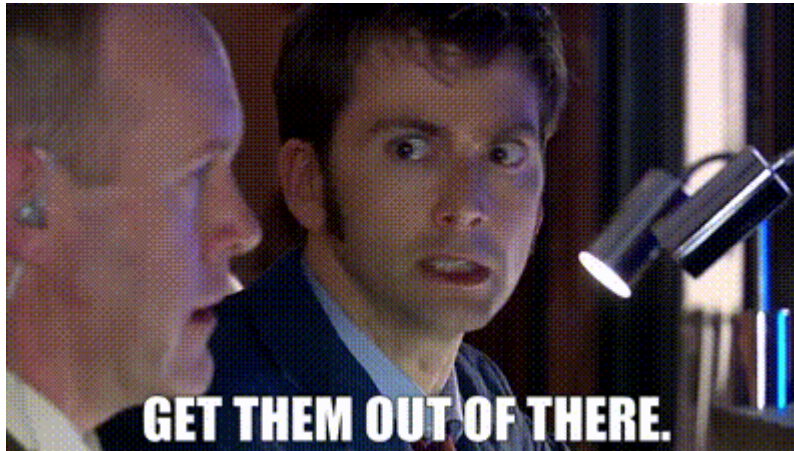


AFTER

COGS	40		COGS	72
RETAIL PRICE	100		RETAIL PRICE	120
REL PROFIT MARGIN	$(100-40)/100 = 60\%$		REL PROFIT MARGIN	$(120-72)/120 = 40\%$
BREAK EVEN ROAS	$1/0.6 = 1.67$	Pmax	BREAK EVEN ROAS	$1/0.4 = 2.50$
AD SPEND	5000	+	AD SPEND	3000
CONVERSIONS	100	tROAS = 2	CONVERSIONS	52
REVENU	$100 * 100 = 10K$		REVENU	$52 * 120 = 6240$
ROAS	$10K/5K = 2.00$		ROAS	$6240/3000 = 2.08$
GROSS PROFIT	$10K - 100*40 = 6K$		GROSS PROFIT	$6240 - 52*72 = 2548$
POAS	$6K/5K = 1.2$		POAS	$2548/3000 = 0.85$
GROSS PROFIT AFTER AD SPEND	$6K - 5K = 1000$		GROSS PROFIT AFTER AD SPEND	$2548 - 3000 = -452$

SCRIPT PMax Product Price Alerts

A	B	C	D	E	F	G	H	I
CAMPAIGN NAME	PRODUCT TITLE	CONVERSIONS LAST_30_DAYS	% OF CAMP TOTAL CONVERSIONS	PRICE TODAY	PRICE YESTERDAY	PRICE DIFF	PRODUCT ID	CUSTOM_LABEL_0
PMAX		68	18%	130	108	20.37%	269212	sign_price_increase
PMAX		43	26%	112	82	36.59%	250106	sign_price_increase
PMAX		32	8%	225	170	32.35%	291035	sign_price_increase



SCRIPT Pause PMax from Sheet

- Max nr of clients (jobs) per day
- PMax delivered very unpredictable (choppy) results
 - Some days <\$300 spend, enough jobs
 - Other days \$3000 spend



SCRIPT Pause PMax from Sheet

Google Ads Switch - [redacted] Plumbing ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

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	A	B	C	D
1	LAST PROCESSED	Wednesday, 7 May 2025, 11:17:19		STATUS
2	Do we need more jobs today?	yes		Number of enabled camaigns: 2
3	NB: make sure to press <enter> after editing the value in B2			



Nils Rooijmans <[redacted]>

[Google Ads Script] AdSwitch - [redacted] - paused some campaigns

Mon, Feb 3, 2025 at 7:17 AM

Google Ads Swith turned off.
We've paused 1 campaign(s).

We'll automatically re-enable the campaigns first run tomorrow, right after midnight.

You can manually re-enable the campaigns today by turning the switch back 'on' in the sheet
<https://docs.google.com/spreadsheets/d/1Jcb07UUIlg5-qqKK5oqArmqPrDNH4zBxe4>

[Google Ads Script] AdSwitch - [redacted] - unpaused some campaigns

RE-ENABLED 1 PAUSED CAMPAIGNS

SUMMARY

Performance Max, left on its own, maximizes Google's revenue, not necessarily yours.

You need to monitor PMax campaigns like a hawk and pro-actively make changes based on your first party data and insights.

Google Ads Scripts can automate a lot of these tasks for you, and take back control.

You can do this too!



Google Ads Scripts

RESOURCES

Links to the scripts:

<https://nilsrooijmans.com/smx-advanced-berlin-2025/>





APPENDIX:

more

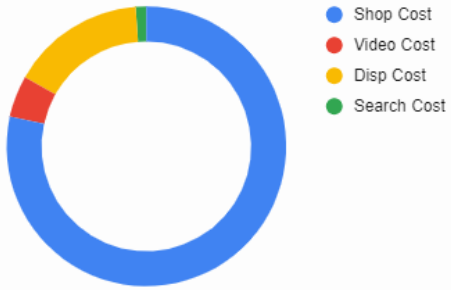
PMAX SCRIPTS

from last year's session

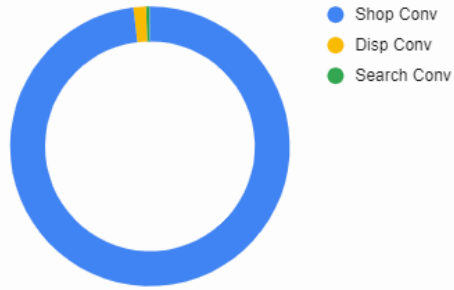
Adele_Snack [unreadable]

SCRIPT : PMax Insights (Mike Rhodes)

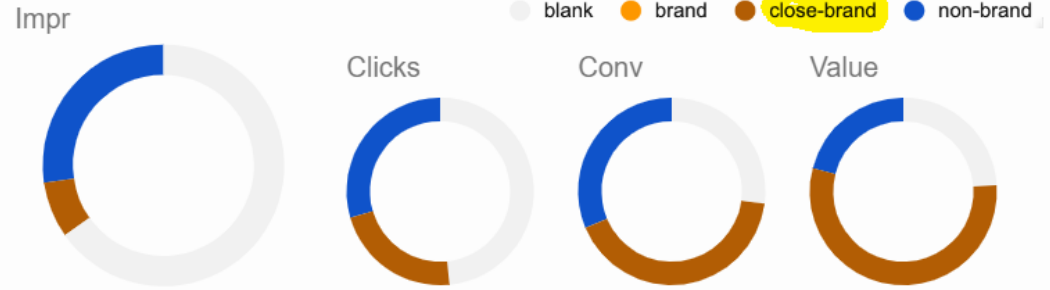
Cost by Channel for this Campaign



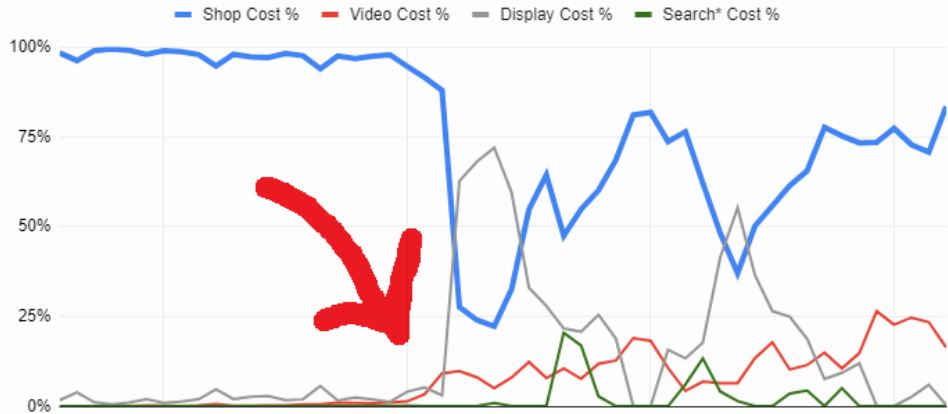
Conversions by Channel for this Campaign



Search Category 'buckets' for selected campaign



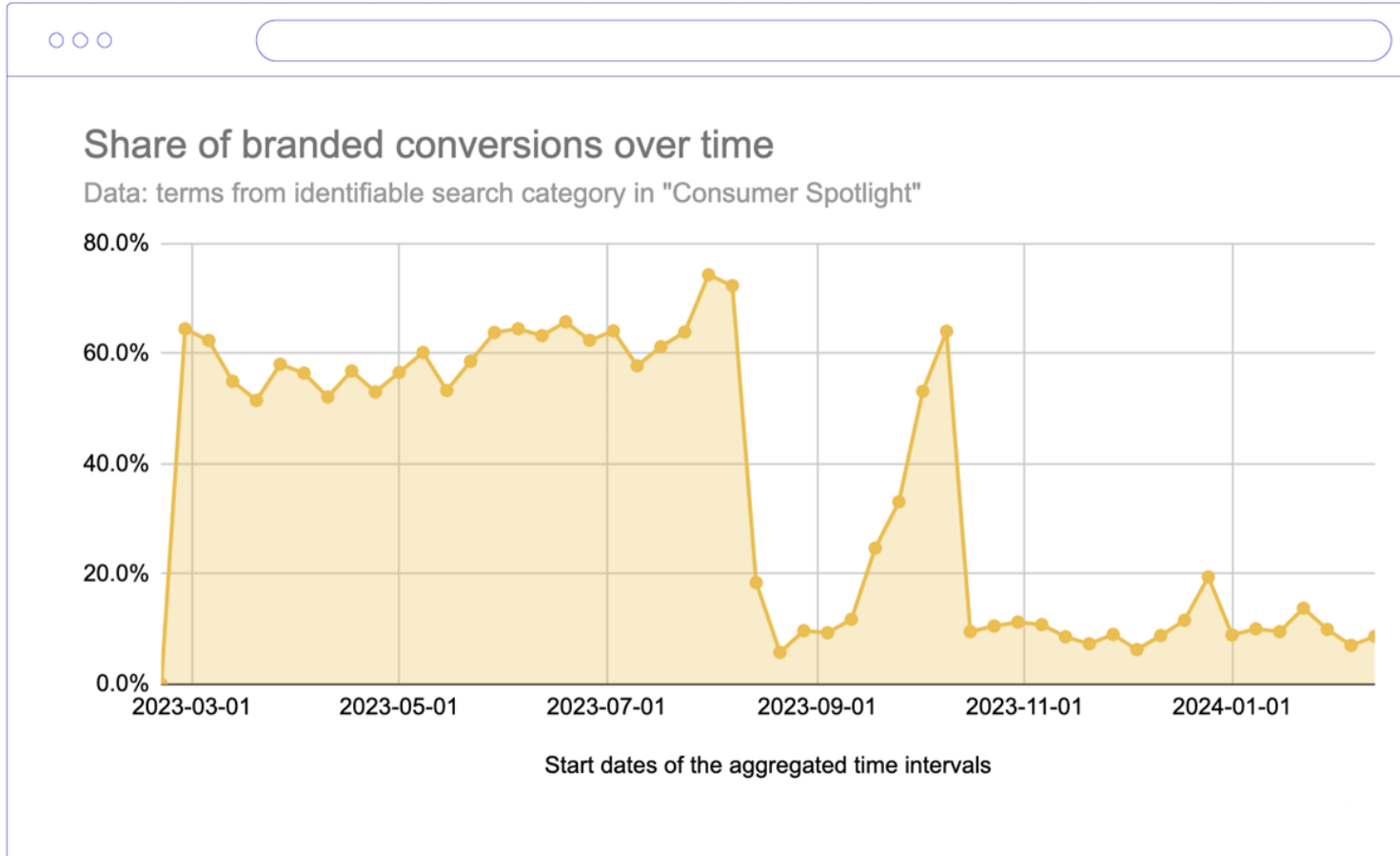
Cost: Percentage by Channel Over Time



Top Search Categories for selected Campaign

Category Label	Clicks	Impr	Conv	Value	AOV	CTR	CvR
[blurred]	2337	447242	4	5705	1528	0.5%	0.2%
[blurred]	5	431	2	4998	2499	1.2%	40.0%
[blurred]	29	2525	1	1544	1233	1.1%	4.3%
[blurred]	52	3759	1	1199	1199	1.4%	1.9%
[blurred]	24	1843	1	2499	2499	1.3%	4.2%
[blurred]	20	865	1	2499	2499	2.3%	5.0%
[blurred]	2	149	1	899	899	1.3%	50.0%
[blurred]	3	399	1	2498	2499	0.8%	33.3%
[blurred]	75	8585	1	1198	1199	0.9%	1.3%
[blurred]	11	52	1	551	899	21.2%	5.6%
[blurred]	112	4548	0	102	899	2.5%	0.1%
[blurred]	111	14440	0	168	2499	0.8%	0.1%
[blurred]	110	14812	0	0		0.7%	0.0%

SCRIPT : PMax Brand Traffic Analyzer (smec)



SCRIPT : PMax Trending Search Themes

	A	B	C	D	E	F
1	Campaign Name	Search Category	Impressions Last 7 Days	Impressions 7 Days Before	Diff	Relative Diff
2			597	314	283	90.1%
3			553	286	267	93.4%
4			648	394	254	64.5%
5			707	461	246	53.4%
6			500	276	224	81.2%
7			634	412	222	53.9%
8			357	171	186	108.8%
9			409	252	157	62.3%
10			300	144	156	108.3%
11			290	146	144	98.6%
12			257	123	134	108.9%
13			259	145	114	78.6%
14			192	83	109	131.3%
15			253	150	103	68.7%
16			112	11	101	918.2%
17			97	201	-104	-51.7%
18			61	166	-105	-63.3%
19			102	208	-106	-51.0%
20			46	155	-109	-70.3%

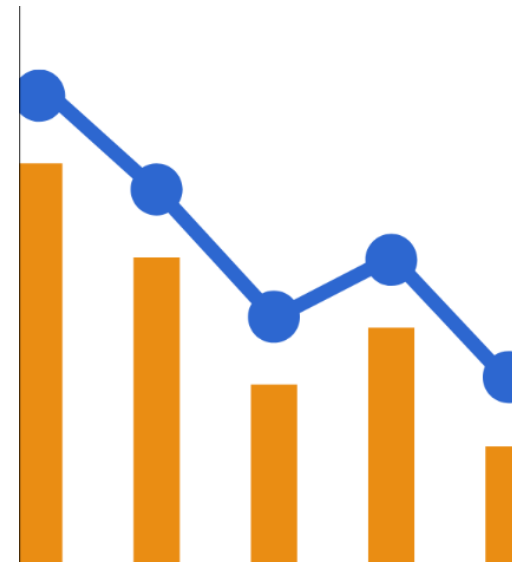


SCRIPT : Out of stock alerts -> seasonality adjustments ?

Best selling item

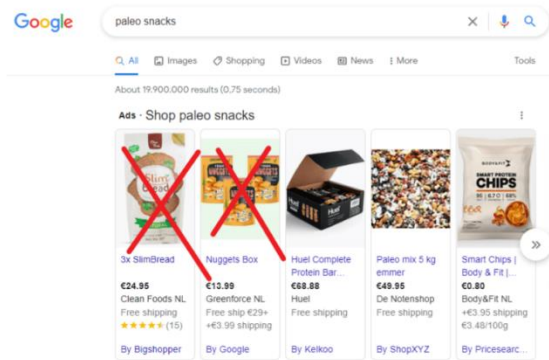


Conv Rate



SCRIPT : Disapproved product alerts

-> fix / seasonality adjustments ?

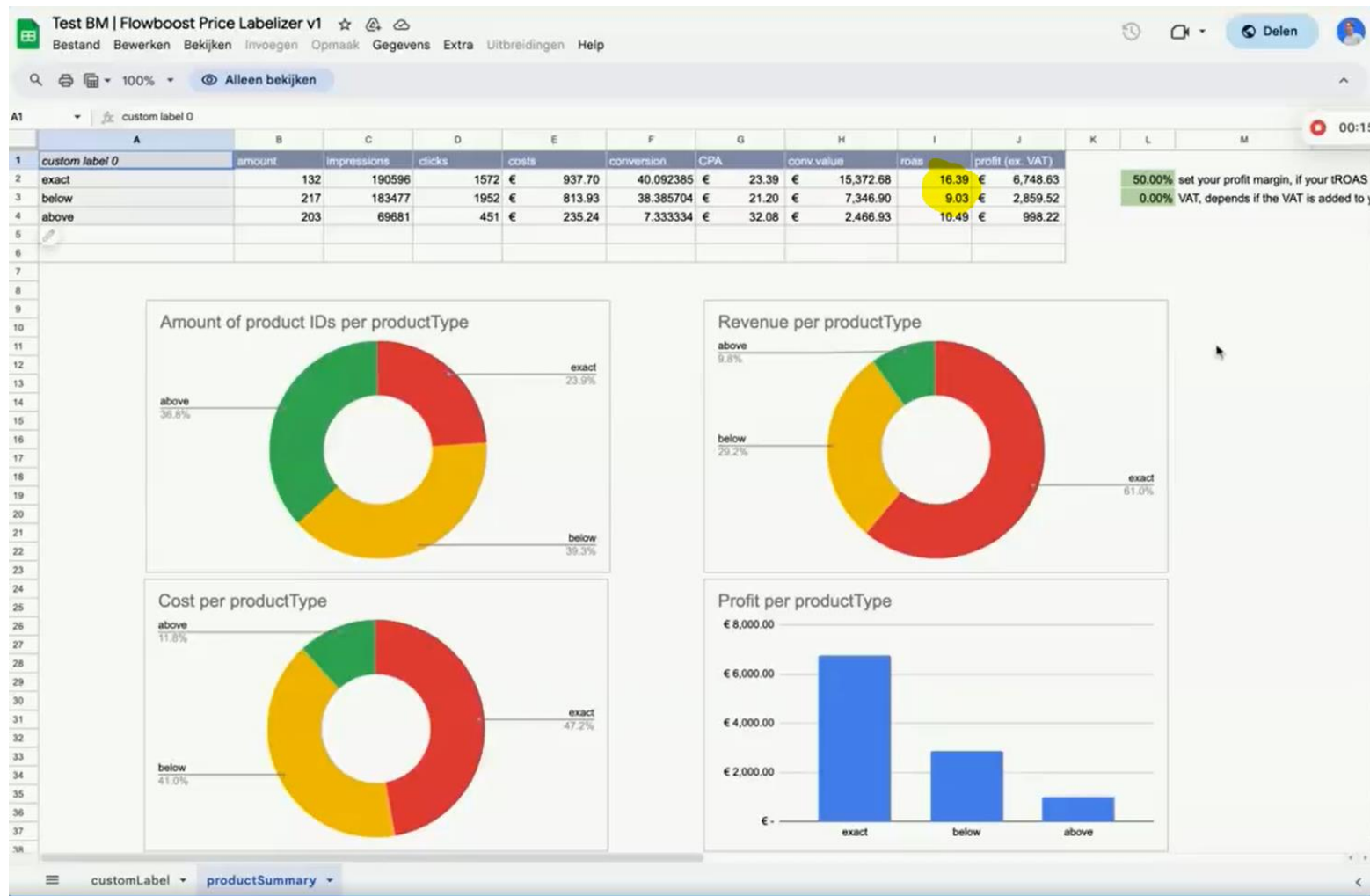


DISAPPROVED 



Product ID	Product Title	Product Link	Clicks	Disapproval Reason	Solution	Documentation
29087	[REDACTED]	https://www.go	75	Unavailable mobile landing page	Update your website or landing page URL to enable access from	https://support.google.com/merchants/answer/6098295
28642	[REDACTED]	https://www.go	73	Limited performance due to missing identifiers	Add a brand and either a GTIN or MPN. If this product is one-of-a	https://support.google.com/merchants/answer/6098295
21583	[REDACTED]	https://www.go	26	Unavailable mobile landing page	Update your website or landing page URL to enable access from	https://support.google.com/merchants/answer/6098295
1374	[REDACTED]	https://www.go	3	Unavailable desktop landing page	Update your website or landing page URL to enable access from	https://support.google.com/merchants/answer/6098155

SCRIPT : Segment campaigns by price competitiveness (Flowboost)



SCRIPT : PMax Broken Link Checker

PMax - Link Checker in My Drive

File Edit View Insert Format Data Tools Extensions Help

Menus 100% 123 Defaul... - 10 + B I A

D1 fx Clicks

	A	B	C	D	E	F
1	Client Id	Account Name	Landing Page	Clicks	Status Code	Time Stamp
2				581	200	2024-03-09 03:10:09
3				403	200	2024-03-09 03:14:47
4				287	200	2024-03-09 03:06:22
5				269	200	2024-03-09 02:15:34
6				183	200	2024-03-09 03:13:35
7				135	200	2024-03-09 03:03:11
8				110	200	2024-03-09 03:06:50
9				109	200	2024-03-09 03:01:49
10				106	200	2024-03-09 02:59:31
11				102	200	2024-03-09 02:14:25
12				100	200	2024-03-09 03:09:39
13				99	200	2024-03-09 03:09:53
14				88	200	2024-03-09 03:18:53
15				72	200	2024-03-09 02:03:33
16				72	200	2024-03-09 03:02:19
17				69	404	2024-03-09 02:58:41
18				65	200	2024-03-09 02:11:03
19				64	200	2024-03-09 02:11:27
20				63	200	2024-03-09 02:11:25
21				58	200	2024-03-09 03:00:17
22				57	200	2024-03-09 03:13:20
23				56	200	2024-03-09 03:00:53
24				55	200	2024-03-09 02:00:00
25				54	200	2024-03-09 02:57:18
26				54	200	2024-03-09 03:18:02
27				52	200	2024-03-09 02:02:43
28				52	200	2024-03-09 03:18:50
29				52	200	2024-03-09 02:16:37
30				51	200	2024-03-09 02:02:25
31				49	200	2024-03-09 02:07:33
32				48	200	2024-03-09 02:16:53
33				47	200	2024-03-09 02:10:25
34				45	200	2024-03-09 03:05:48

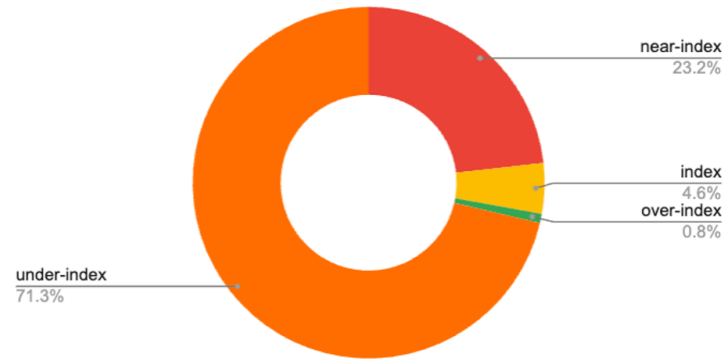
Parameters Status Codes Errors



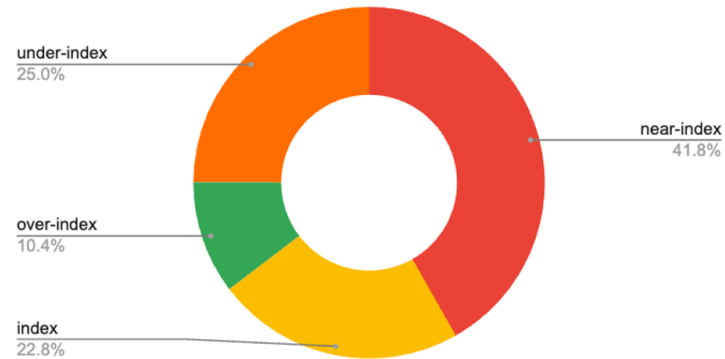
SCRIPT : Flowboost Labelizer

product type	amount	impressions	clicks	costs	conversion	CPA	conv.value	roas	profit (ex. VAT)
near-index	55	588952	4059	€ 3,913.91	82.55	€ 47.41	€ 54,829.03	14.01	€ 23,500.61
index	11	431442	4086	€ 2,311.38	38.14	€ 60.60	€ 29,983.04	12.97	€ 12,680.14
over-index	2	190434	1606	€ 1,031.64	18.26	€ 56.50	€ 13,653.45	13.23	€ 5,795.09
under-index	169	2524402	20507	€ 14,245.58	71.85	€ 198.27	€ 32,761.48	2.30	€ 2,135.16

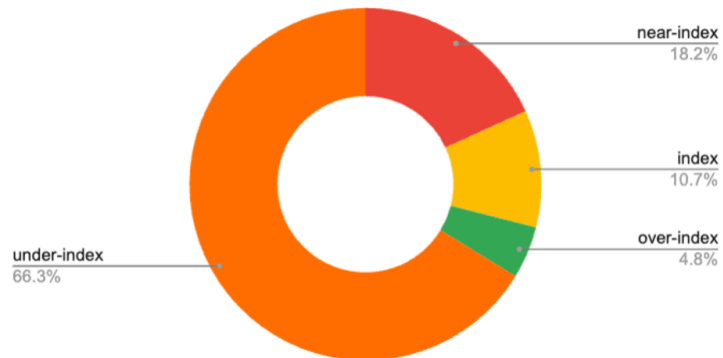
Amount of product IDs per productType



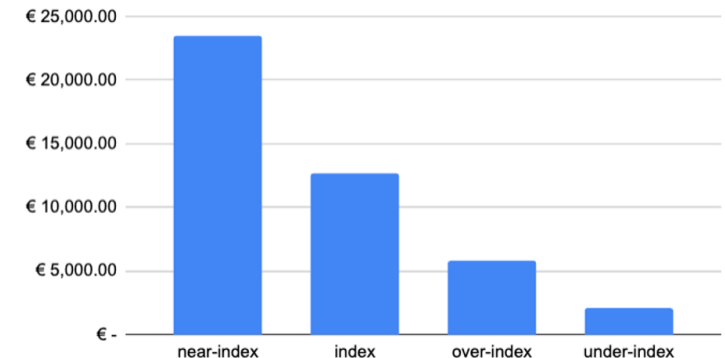
Revenue per productType



Cost per productType

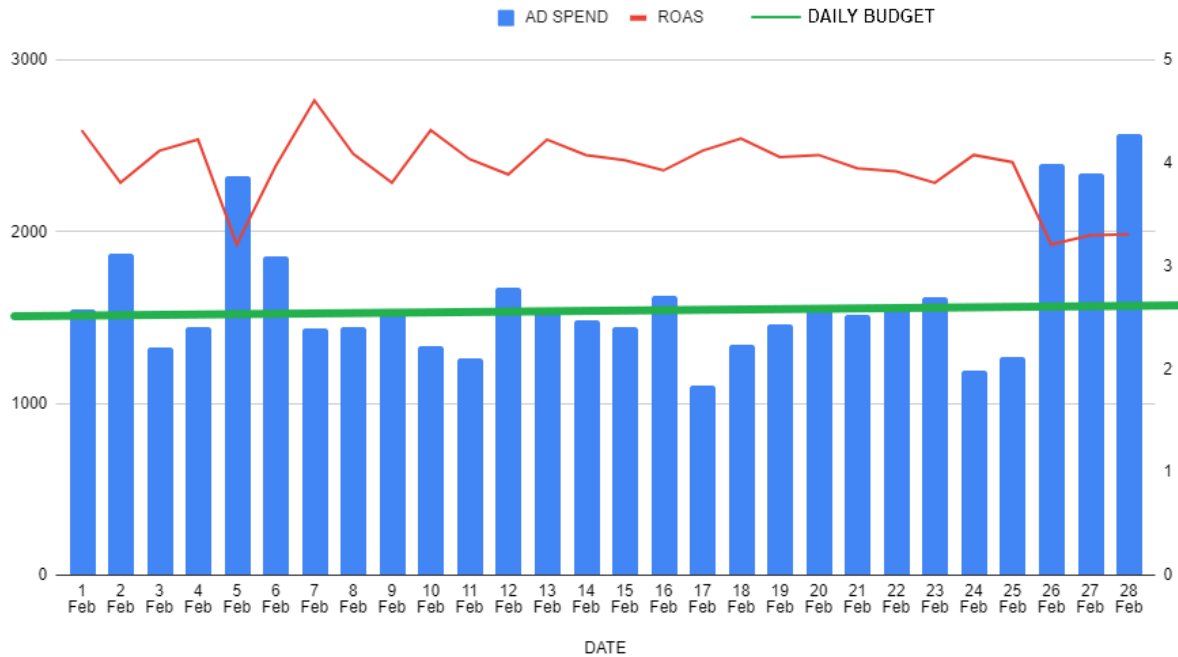


Profit per productType



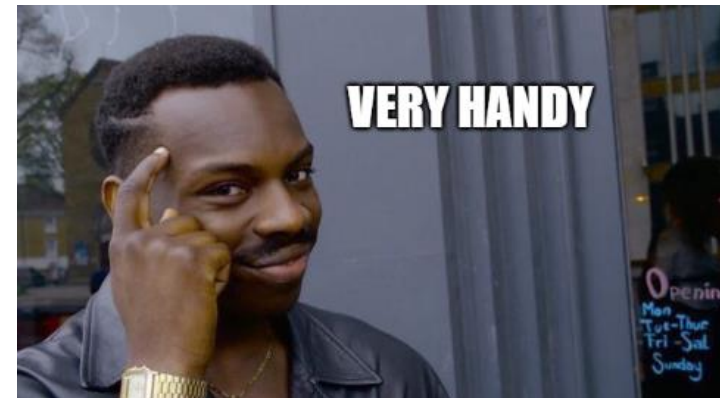
SCRIPT : Pause over-spending PMax campaigns

AD SPEND and ROAS



Fake, but for some campaigns, realistic data

Time	Campaign	Change	Budget	Spend
2024-03-04 12:06:04 AM	BE - (PM) - Performance Max	Enabled	70	0
2024-03-03 1:10:18 PM	BE - (PM) - Performance Max	Paused	70	79.76
2024-03-02 12:02:01 AM	BE - (PM) - Performance Max	Enabled	70	0
2024-03-01 3:09:59 PM	BE - (PM) - Performance Max	Paused	70	79.27



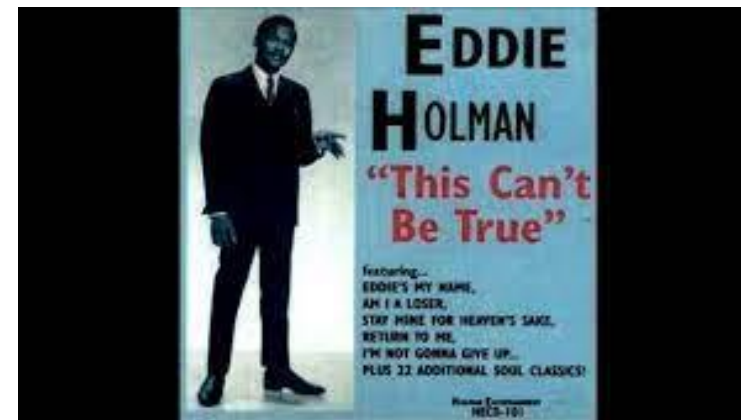
SCRIPT : PMax campaign limited by budget alert

Status	Campaign type	Bid strategy type	Target ROAS	Conv. value / cost
				4.08
<input checked="" type="checkbox"/> Limited by budget	Performance Max Upgraded	Maximize conversion value (Target ROAS)	320.00%	4.02
<input checked="" type="checkbox"/> Limited by budget	Performance Max	Maximize conversion value (Target ROAS)	320.00%	3.17
<input checked="" type="checkbox"/> Limited by budget	Performance Max Upgraded	Maximize conversion value (Target ROAS)	320.00%	4.23
<input checked="" type="checkbox"/> Limited by budget	Performance Max	Maximize conversion value (Target ROAS)	326.46%	3.69



SCRIPT : Negate Non-Converting PMax Search Terms

A	B	C	D	E	F	G	H
PMax Non-Converting Search Term Alerts (FREE VERSION) Author: Nils Rooijmans (c)				Current lookback window: 60 DAYS			
Date	Campaign Name	Search Category	Search Term	Impressions	Clicks	Conversion	Conversion
06/03/2024				14145	157	0	0
06/03/2024				21182	151	0	0
06/03/2024				15473	153	0	0
06/03/2024				6250	151	0.401698	58.4671439
06/03/2024				9590	219	0	0
06/03/2024				10708	186	0	0
02/03/2024				9342	65	0	0
02/03/2024				5668	55	0	0
02/03/2024				1063	58	0	0



SCRIPT : Exclude Non-Converting Products

200 clicks

0 conversions



Google Ads Script - PMax Waste

File Edit View Insert Format Data

Search Menu

D17 fx

	A	B	C
1	id	custom_label_5	
2	6344964	pmax-waste	
3	89023337	pmax-waste	
4	109300640	pmax-waste	
5	139450579	pmax-waste	
6	148366715	pmax-waste	
7	241149804	pmax-waste	
8	253194072	pmax-waste	
9	255290151	pmax-waste	
10	261638130	pmax-waste	
11	291065447	pmax-waste	
..			

SCRIPT : Exclude / alert low performing locations

[Matched locations](#) >

United States ×

States ▾

Custom Jan 1 – Mar 8, 2024 ▾ < > [Show last 30 days](#)

▾ Add filter

Campaign view ▾

☰ Segment ☰ Columns ⬇ Download 🔄 Expand

<input type="checkbox"/> Matched location	Bid adj.	Added/Excluded	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Total: Locations ?			9,141	814,858	1.12%	\$0.62	\$5,704.95	7.98%	734.05	\$7.77
<input type="checkbox"/> California, United States	–	None	1,431	127,987	1.12%	\$0.64	\$913.40	8.25%	119.86	\$7.62
<input type="checkbox"/> Florida, United States	–	None	814	65,232	1.25%	\$0.61	\$495.74	5.38%	43.79	\$11.32
<input type="checkbox"/> New York, United States	–	None	746	67,098	1.11%	\$0.62	\$463.08	8.47%	63.20	\$7.33
<input type="checkbox"/> Texas, United States	–	None	540	49,512	1.09%	\$0.54	\$292.55	7.19%	39.24	\$7.46



RESOURCES

Links to the scripts:

<https://nilsrooijmans.com/smx-advanced-berlin-2025/>

