

# **Mastering Performance Max using Scripts**

**Take back control – Increase efficiency**

# 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?~~

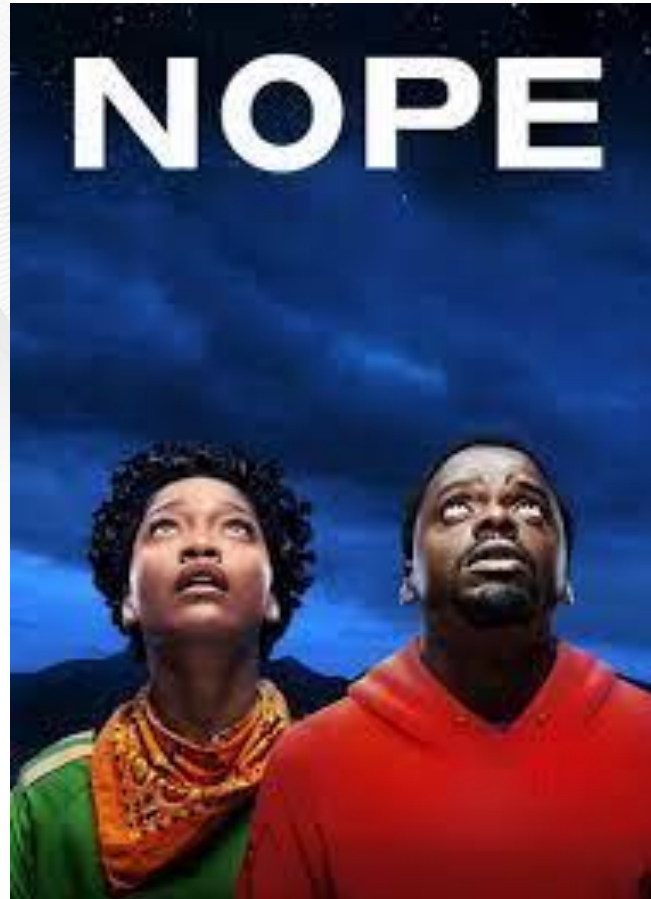
CONVERSIONS?

# 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



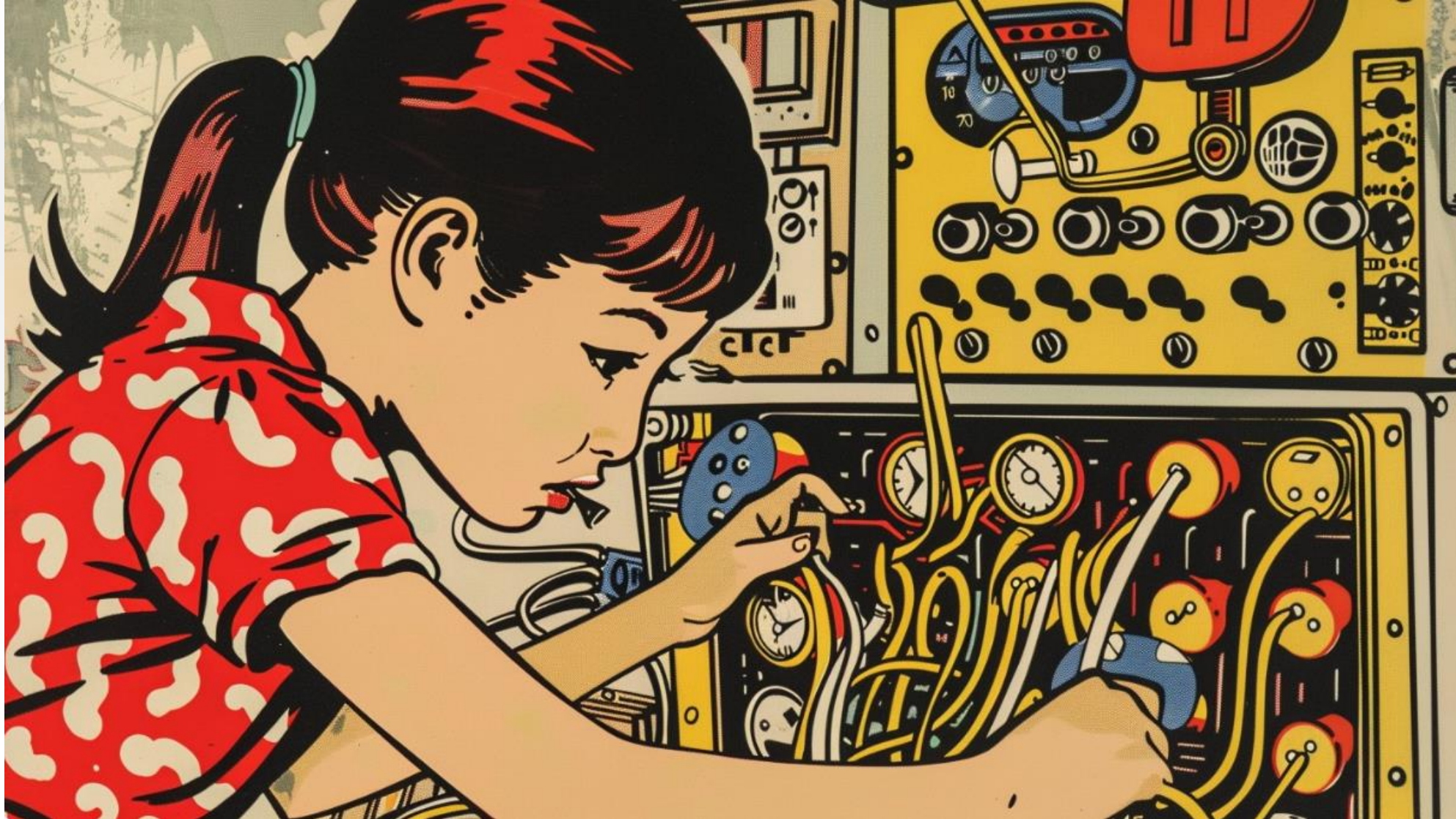


**PMax will spend as much as it can, *as long as we let it!***





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





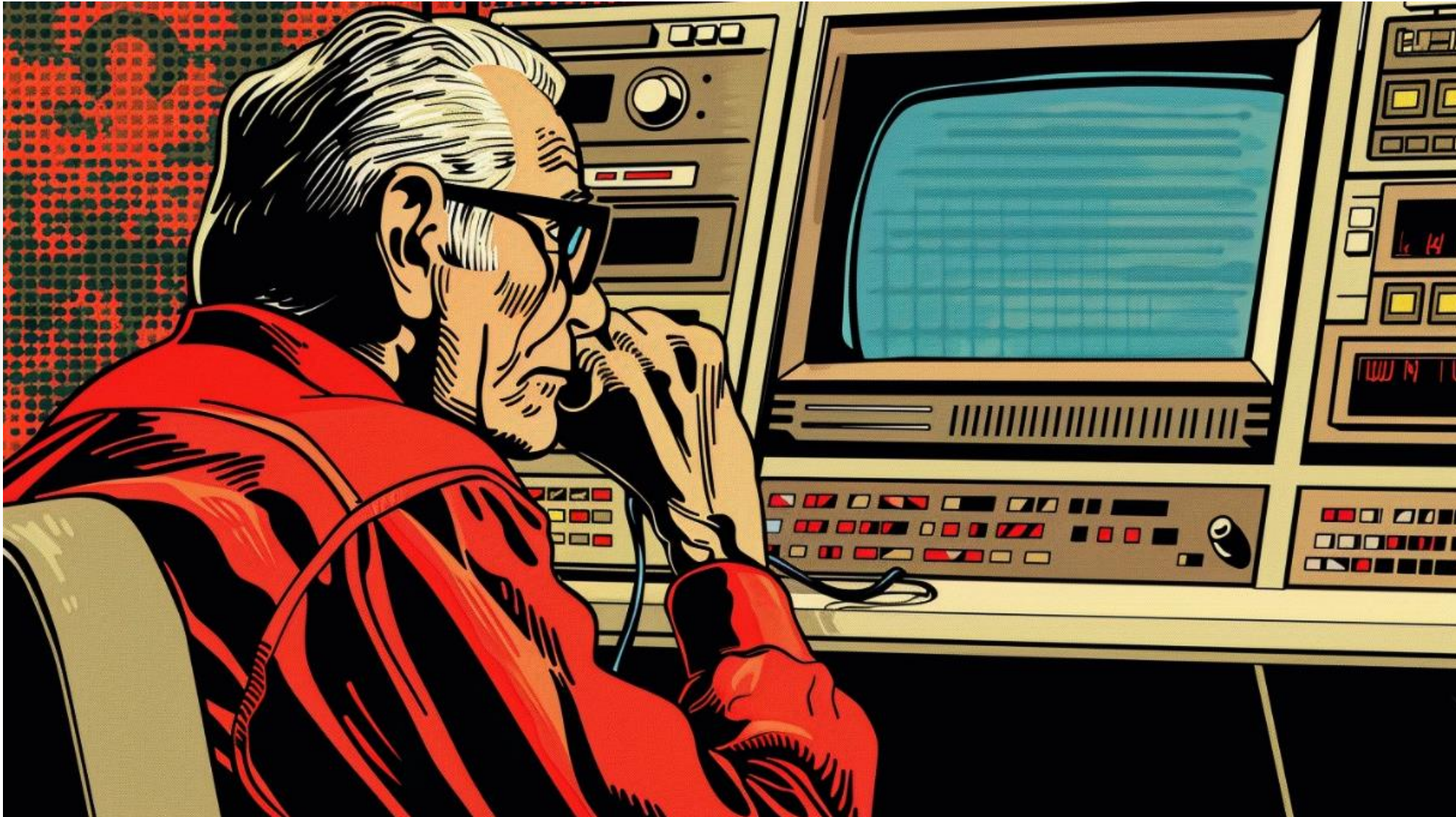
# PMax Script Library with 15 scripts



Google Ads Scripts

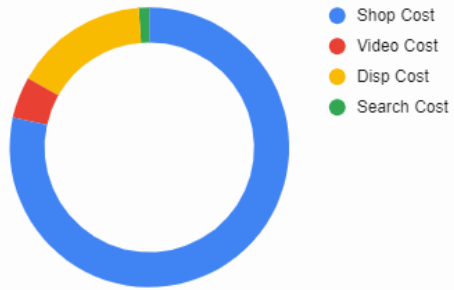


# Taking Back Control - Part 1 - Monitoring

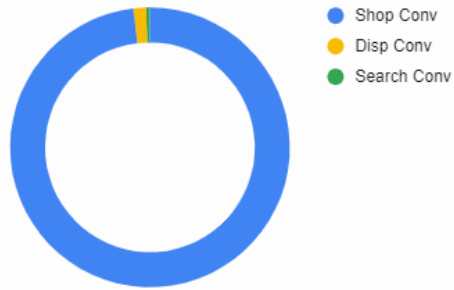


# SCRIPT 1: PMax Insights (Mike Rhodes)

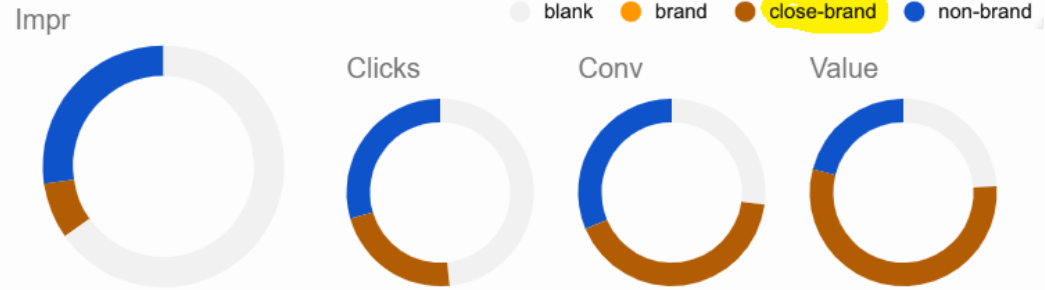
Cost by Channel for this Campaign



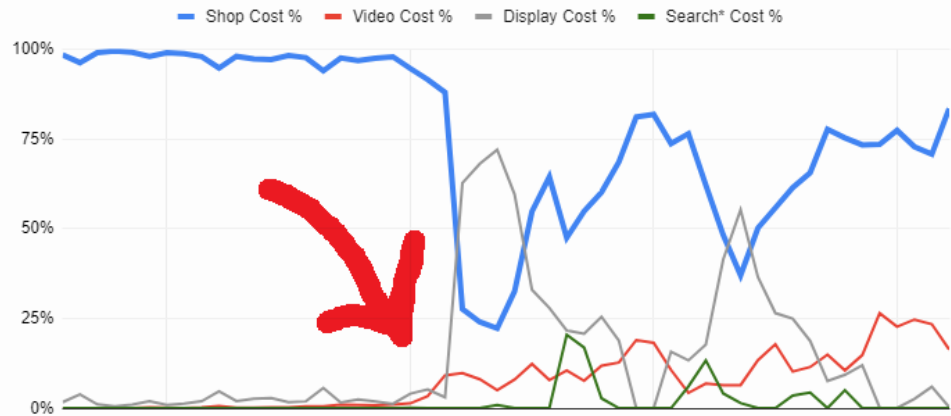
Conversions by Channel for this Campaign



Search Category 'buckets' for selected campaign



Cost: Percentage by Channel Over Time

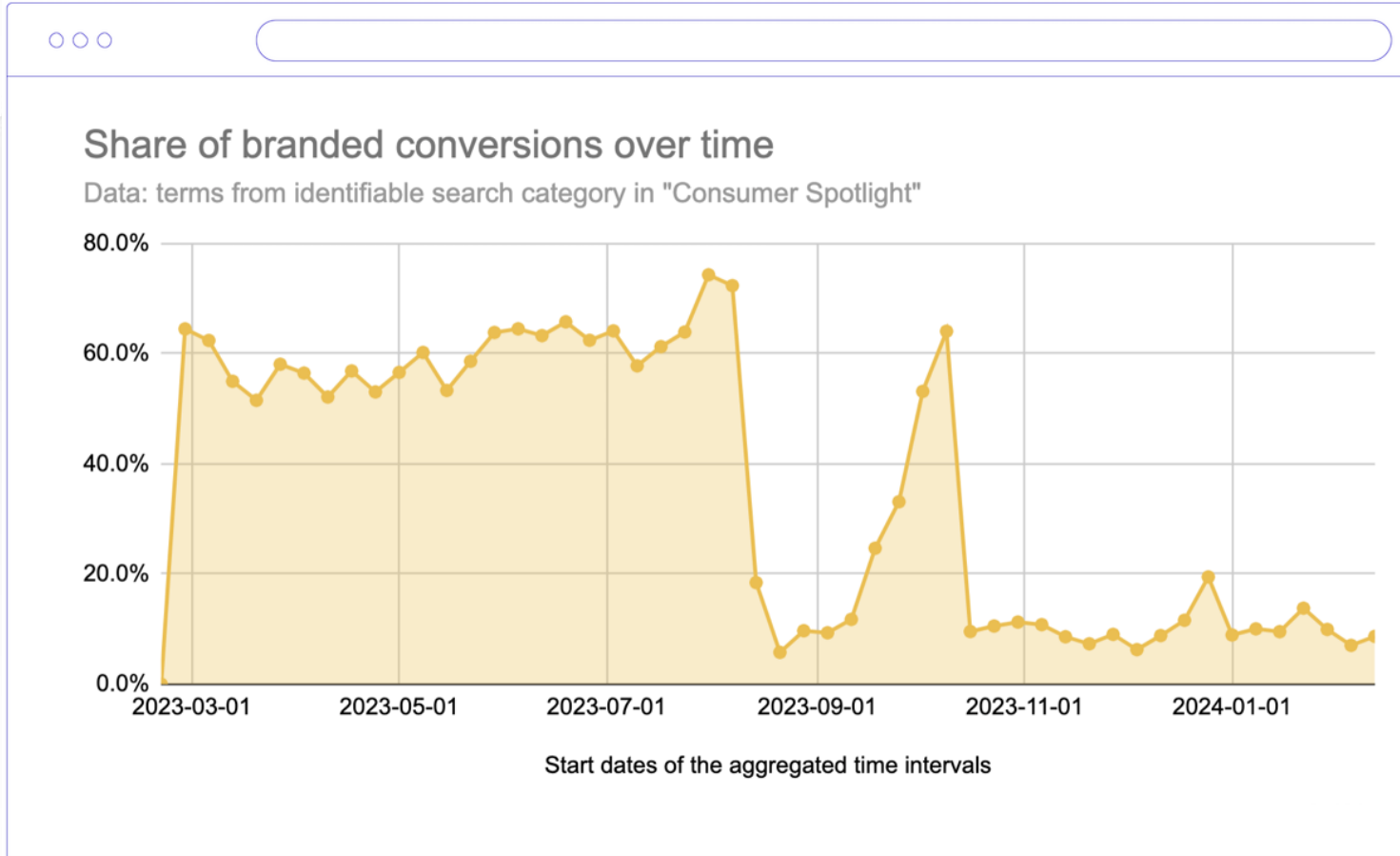


Top Search Categories for selected Campaign

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



# SCRIPT 2: PMax Brand Traffic Analyzer (smec)





# SCRIPT 3: 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%



# Taking Back Control - Part 2 - Input

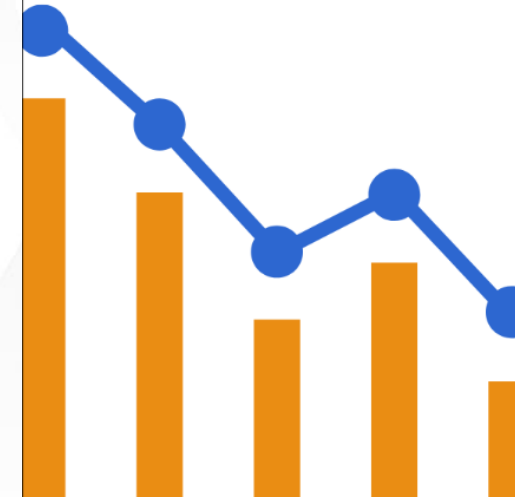


# SCRIPT 4: Out of stock alerts -> seasonality adjustments ?

Best selling item



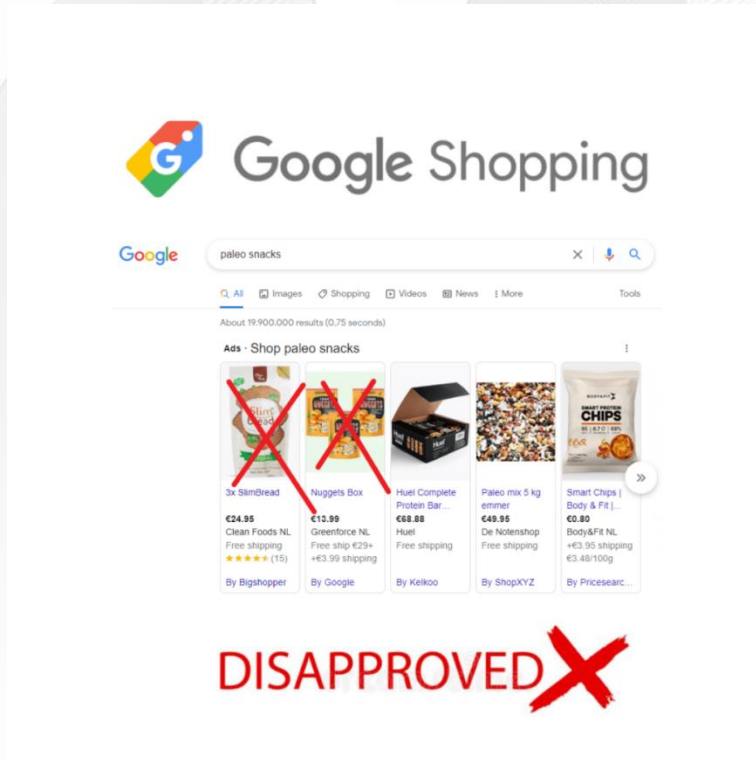
Conv Rate





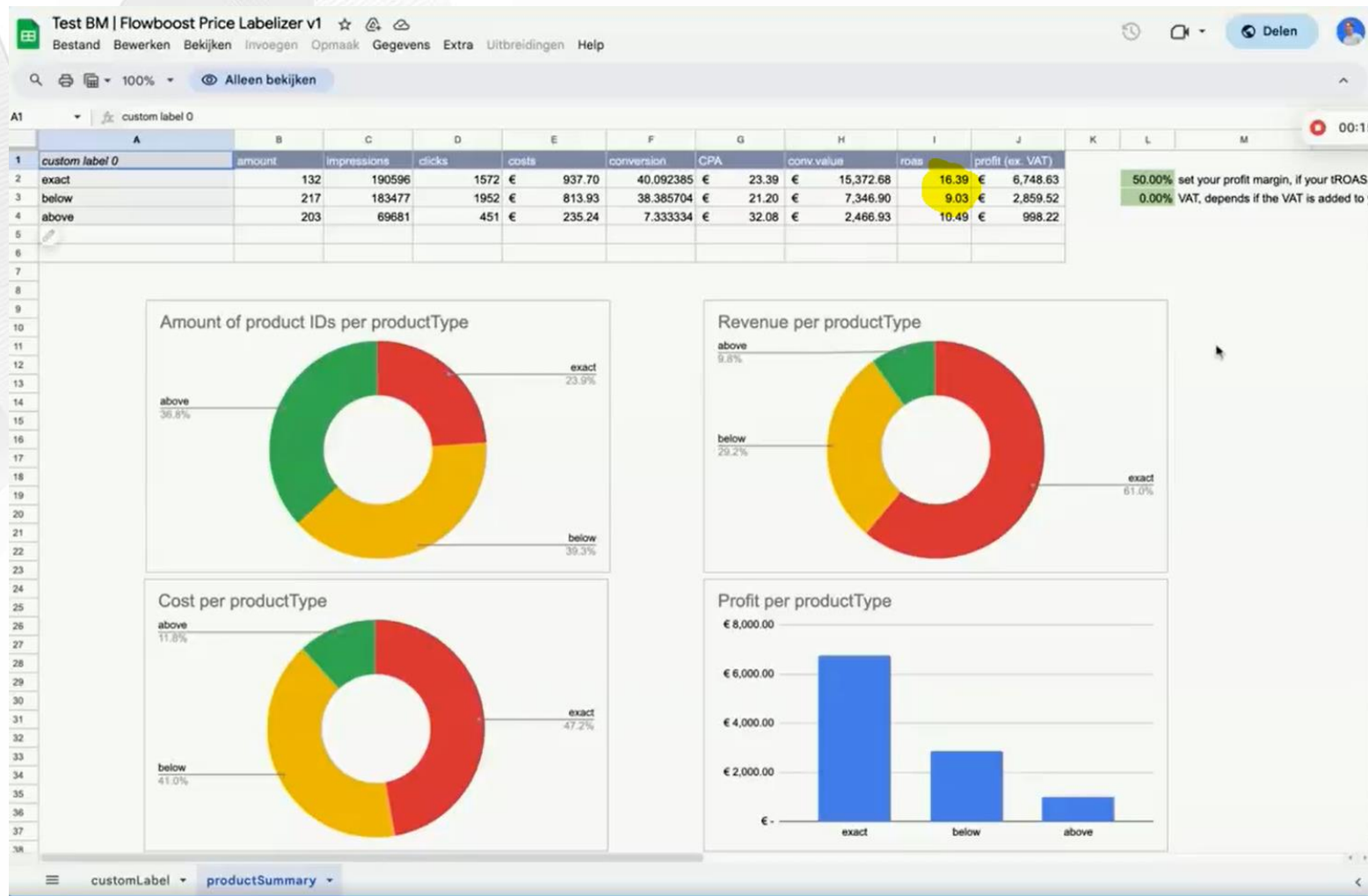
# SCRIPT 5: Disapproved product alerts

## -> fix / seasonality adjustments ?



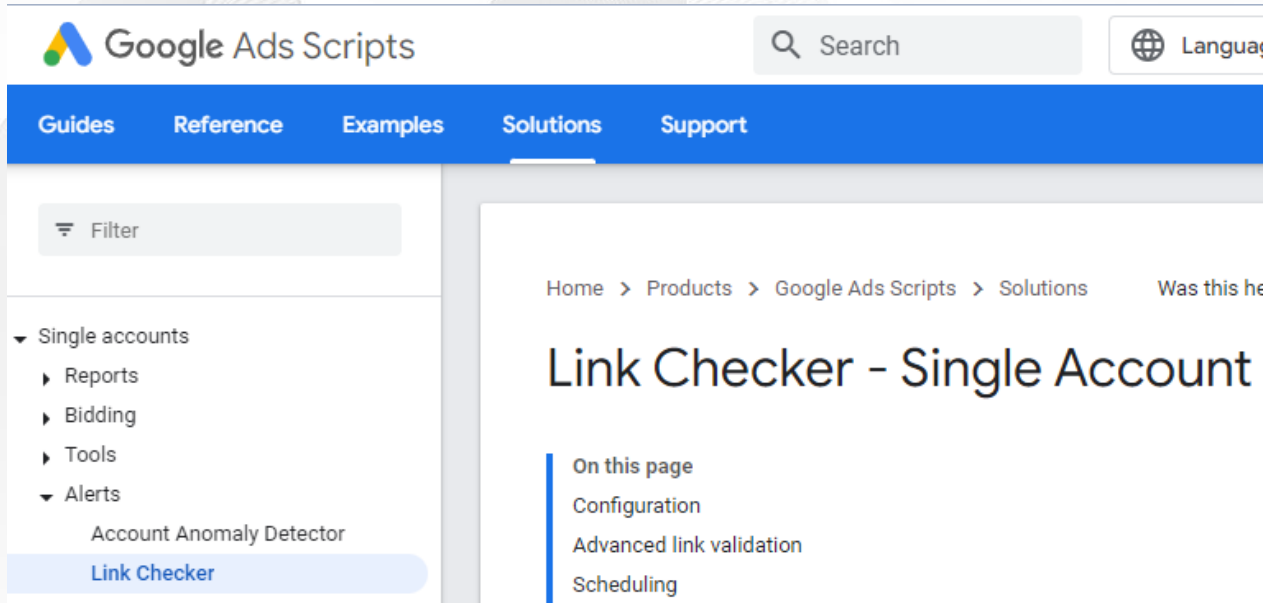
Product ID	Product Title	Product Link	Clicks	Disapproval Reason	Solution	Documentation
29087		<a href="https://www.go">https://www.go</a>	75	Unavailable mobile landing page	Update your website or landing page URL to enable access from	<a href="https://support.google.com/merchants/answer/6098295">https://support.google.com/merchants/answer/6098295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

# SCRIPT 6: Segment campaigns by price competitiveness (Flowboost)





# Broken Link Checker (Google's version...half baked?)



*So so...*

Doesn't scale very well

Does not check links from PMax !

# SCRIPT 7: 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 8: Exclude low performance landing pages

Landing page report showing a table with columns: Landing page, Campaign, Clicks, and Conversions. The total row shows 15,240 clicks and 2.33 conversions, both circled in red.

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.

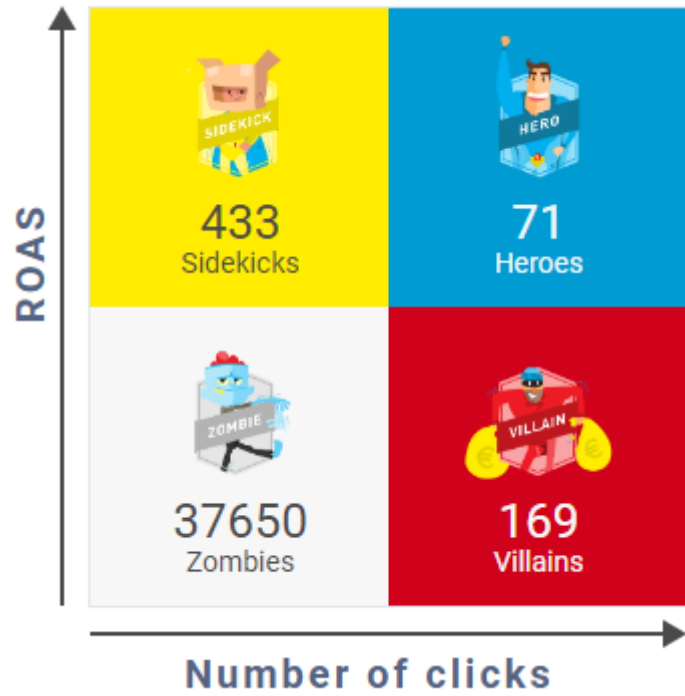
This led to the client's pMax ROAS more than doubling and revenue increasing 30%+, as the budget was now getting prioritized on higher-intent, higher-converting product page traffic.

# Taking Back Control - Part 3 - Budgets





# Product Heroes

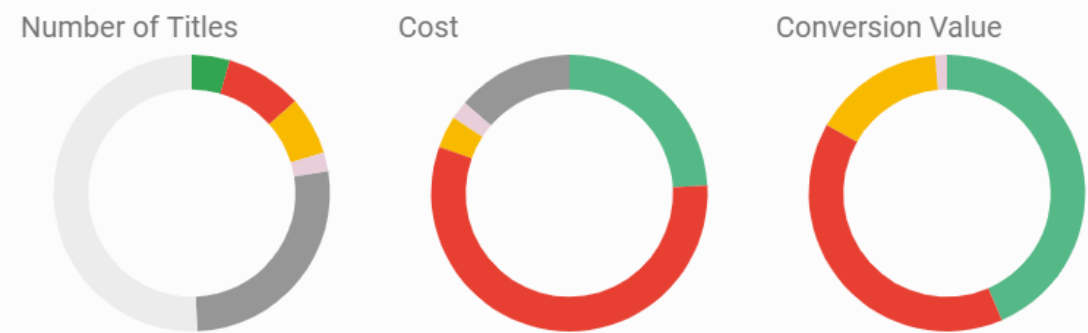


# PMax Performance Buckets (Mike Rhodes)

Compare the % of Titles in each bucket to their Cost & Conversion Value (for campaign selection above)

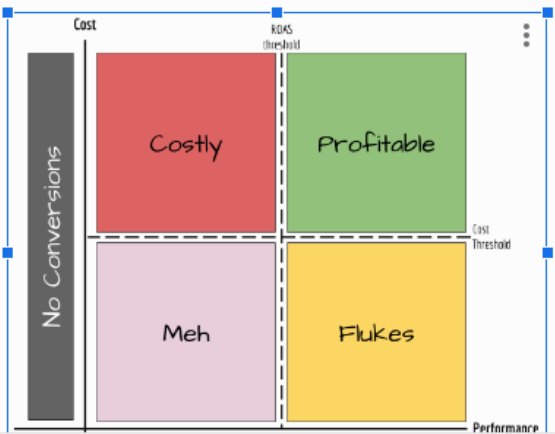
% of Titles	% of Value
4%	43%
9%	40%
7%	15%
2%	1%
27%	0%
51%	0%

bucket	# of Titles	Total Cost	Total Conv	Total Value	ROAS	POAS	Profit
profitable	42	1449	265	10150	7.0	390%	5656
costly	85	3388	332	9273	2.7	92%	3103
flukes	64	225	111	3594	16.0	1019%	2291
meh	21	129	14	325	2.5	77%	99
zeroconv	254	823					
zombie	478						
	<b>944</b>	<b>6,014</b>		<b>23,343</b>			<b>11,149</b>



Choose a 'bucket' of products to see more detail: costly sort by: Cost DESC # of rows: 10

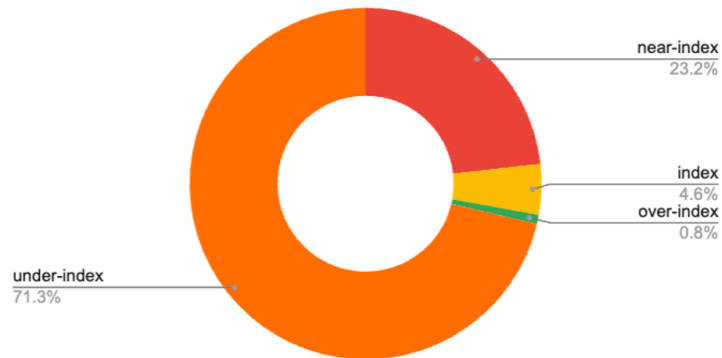
Product Title	Camp Name	Impr	Clicks	Cost	Conv	Value	CTR	ROAS	CvR
[blurred]	[blurred]	14336	175	\$170	15	\$471	1.2%	2.8	8.6%
[blurred]	[blurred]	24027	286	\$142	16	\$409	1.2%	2.9	5.4%
[blurred]	[blurred]	11782	183	\$136	17	\$574	1.6%	4.2	9.2%
[blurred]	[blurred]	12233	152	\$118	13	\$324	1.2%	2.8	8.2%
[blurred]	[blurred]	10306	67	\$112	8	\$240	0.7%	2.1	11.9%
[blurred]	[blurred]	8822	143	\$90	7	\$148	1.6%	1.6	4.9%
[blurred]	[blurred]	11407	77	\$90	8	\$254	0.7%	2.8	10.4%
[blurred]	[blurred]	8904	117	\$86	12	\$416	1.3%	4.8	9.8%
[blurred]	[blurred]	10007	140	\$85	12	\$363	1.4%	4.2	8.6%
[blurred]	[blurred]	9472	58	\$85	5	\$180	0.6%	2.1	7.8%



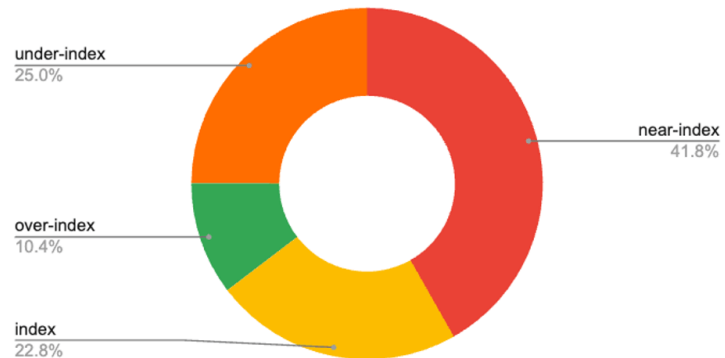
# SCRIPT 9: Flowboost Labelizer

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

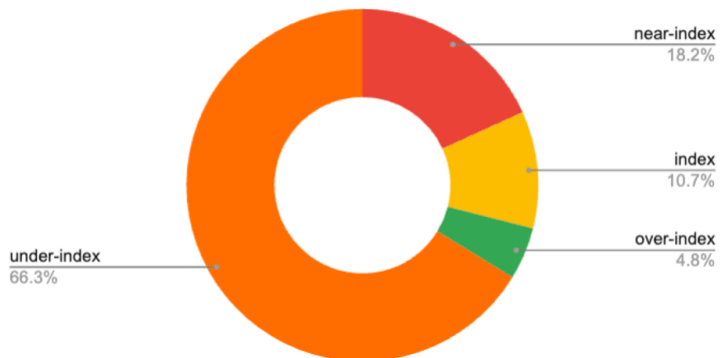
Amount of product IDs per productType



Revenue per productType



Cost per productType



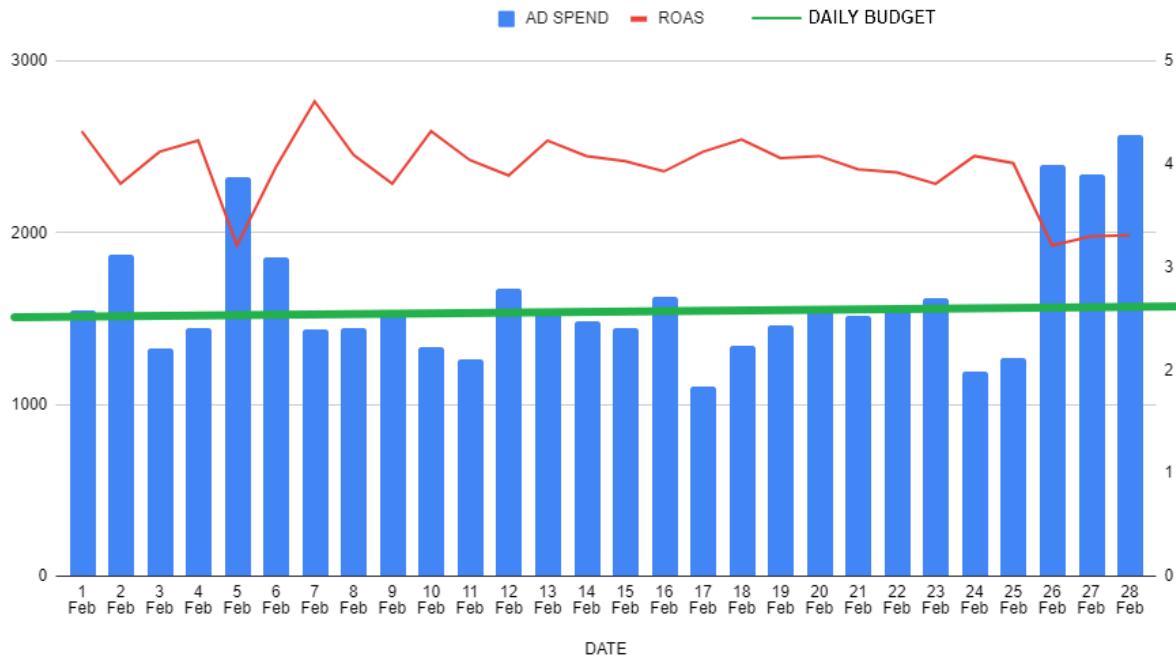
Profit per productType





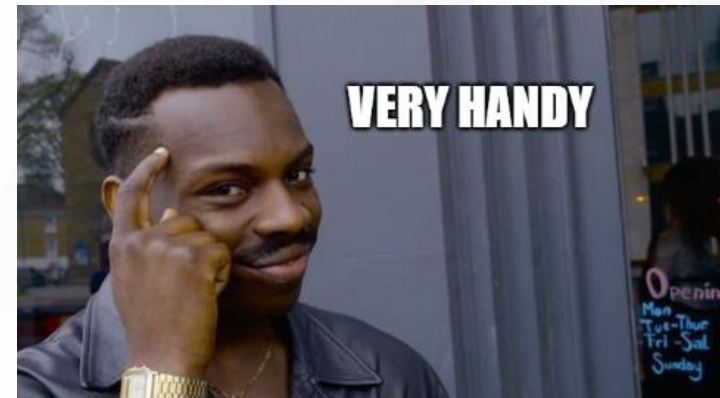
# SCRIPT 10: Pause over-spending PMax campaigns

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 11: 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




# Taking Back Control - Part 4 – Reduce Waste





# SCRIPT 12: Exclude Spammy Placements (Dmytro Tonkikh, TrueClicks)

Performance Max campaigns placement 

  
Download

Undo Redo

Last 30 days  
Dec 24, 2023 - Jan 22, 2024

Filter

Performance Max placement	Impr.
Google Owned & Operated	10,249
exblog.jp	1,586
msn.com	261
fellowgame.com	190
321quickmagic.top	107
veeer.xyz	85
blogspot.com	76
jamgame.top	74
faizantips.com	66
gamesaviorx.com	59
bojiogame.sg	50
multiversrdp.com	49
obsmenatorpk.com	48
citinews.ng	47
usatoday.com	39
justalternativeto.com	34
gamewhisper123.top	32
megaeasyx123.top	32
technexe.com	30
apnews.com	28

SPAM

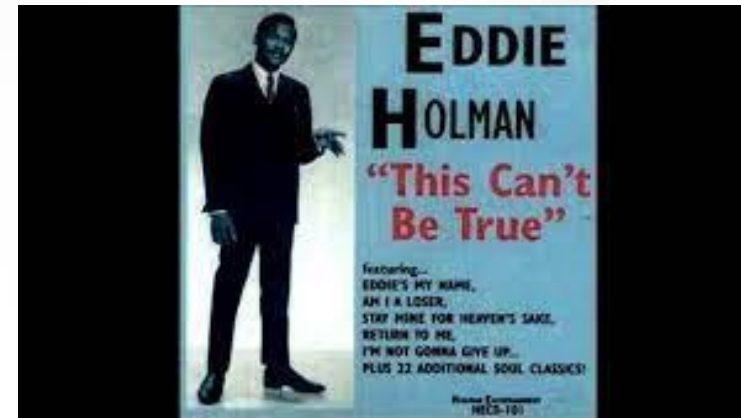


# SCRIPT 13: Negate Non-Converting PMax Search Terms

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 14: 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 15: 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



# SUMMARY

Performance Max, left on it's 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-2024/>



**See you at the next SMX!**