Google Ads

Performance Max

Mastering Performance Max with Scripts

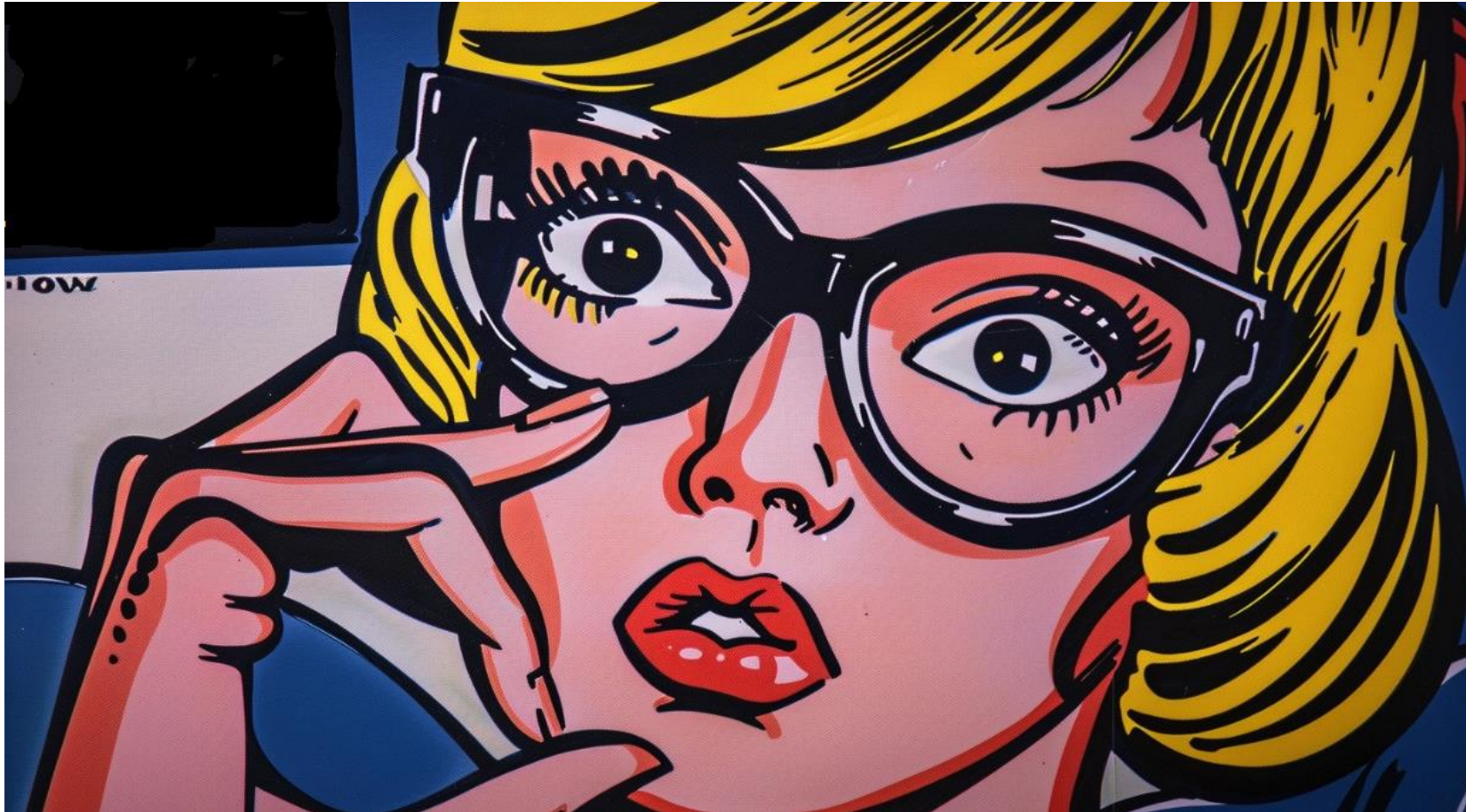## Take back control – Increase efficiency

2024

· WE MAKE FUTURE ·

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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 ?

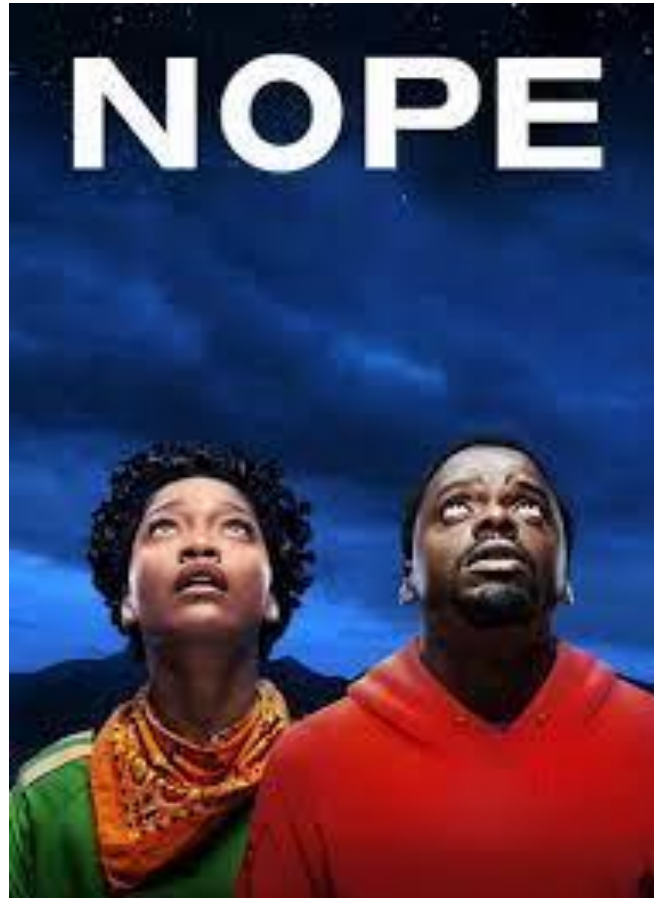# Performance Max maximizes......what?

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!
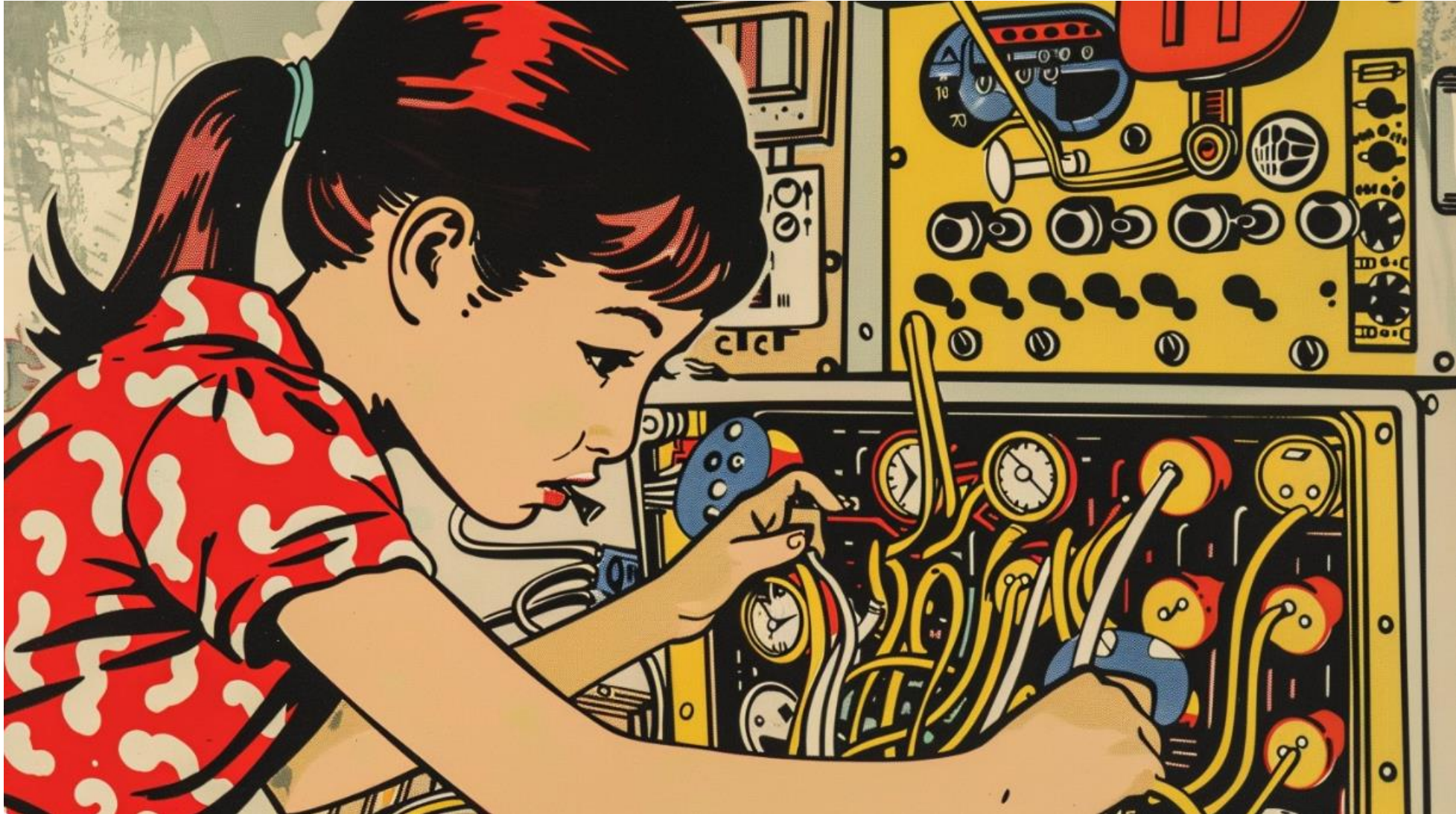
Performance Max maximizes……what?

PROFIT ?

REVENUE ?

CONVERSIONS?

CLICKS?

…

Performance Max maximizes......what?

PROFIT ?

REVENUE ?

SPEND

CONVERSIONS?

CLICKS?

...

PMax will spend as much as it can, _as long as we let it_.
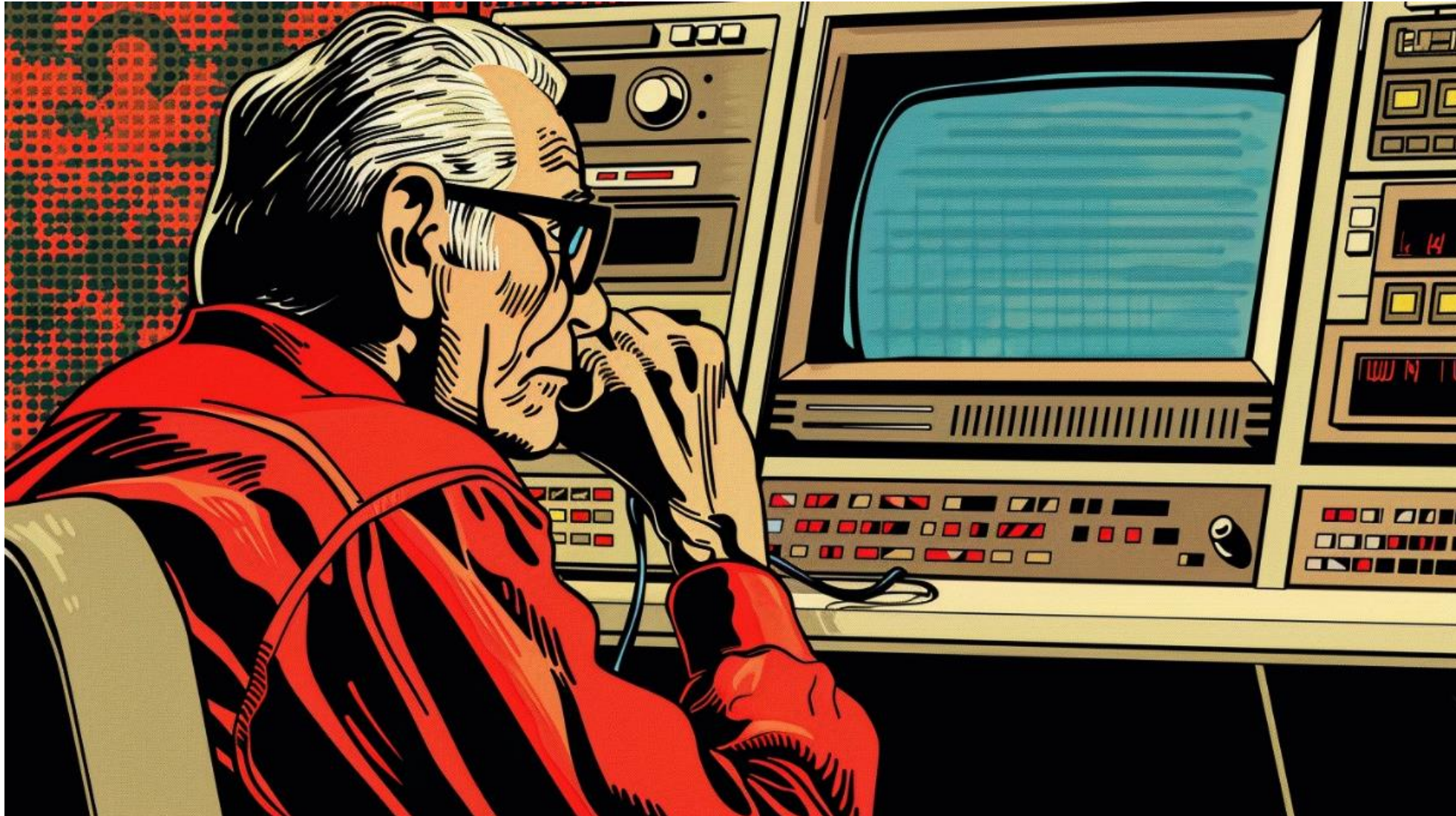
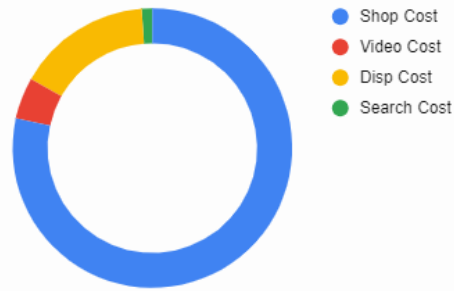# To maximize *our* **profits**, we need to take control !

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Google Ads Scripts

Performance Max Script Library
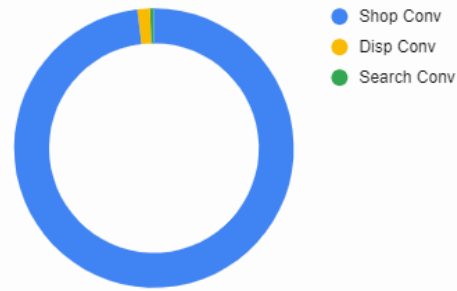
Taking Back Control - Part 1 - Monitoring
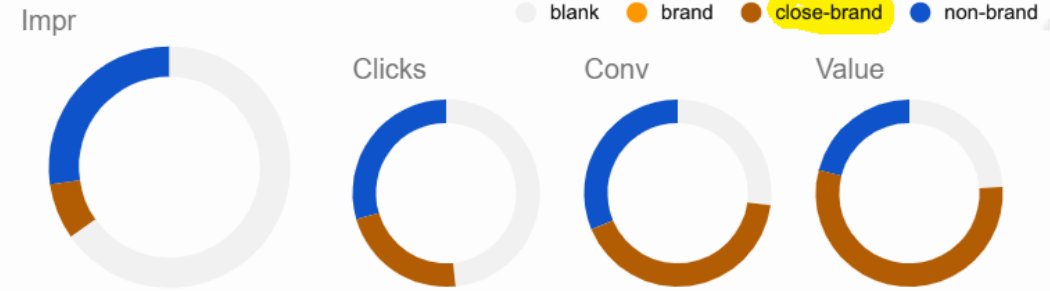
SCRIPT 1: PMax Insights (Mike Rhodes)

SCRIPT 2: PMax Brand Traffic Analyzer (smec)
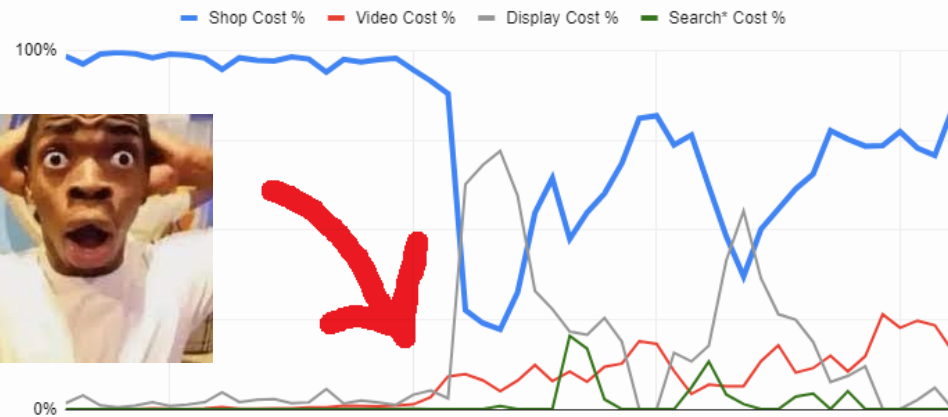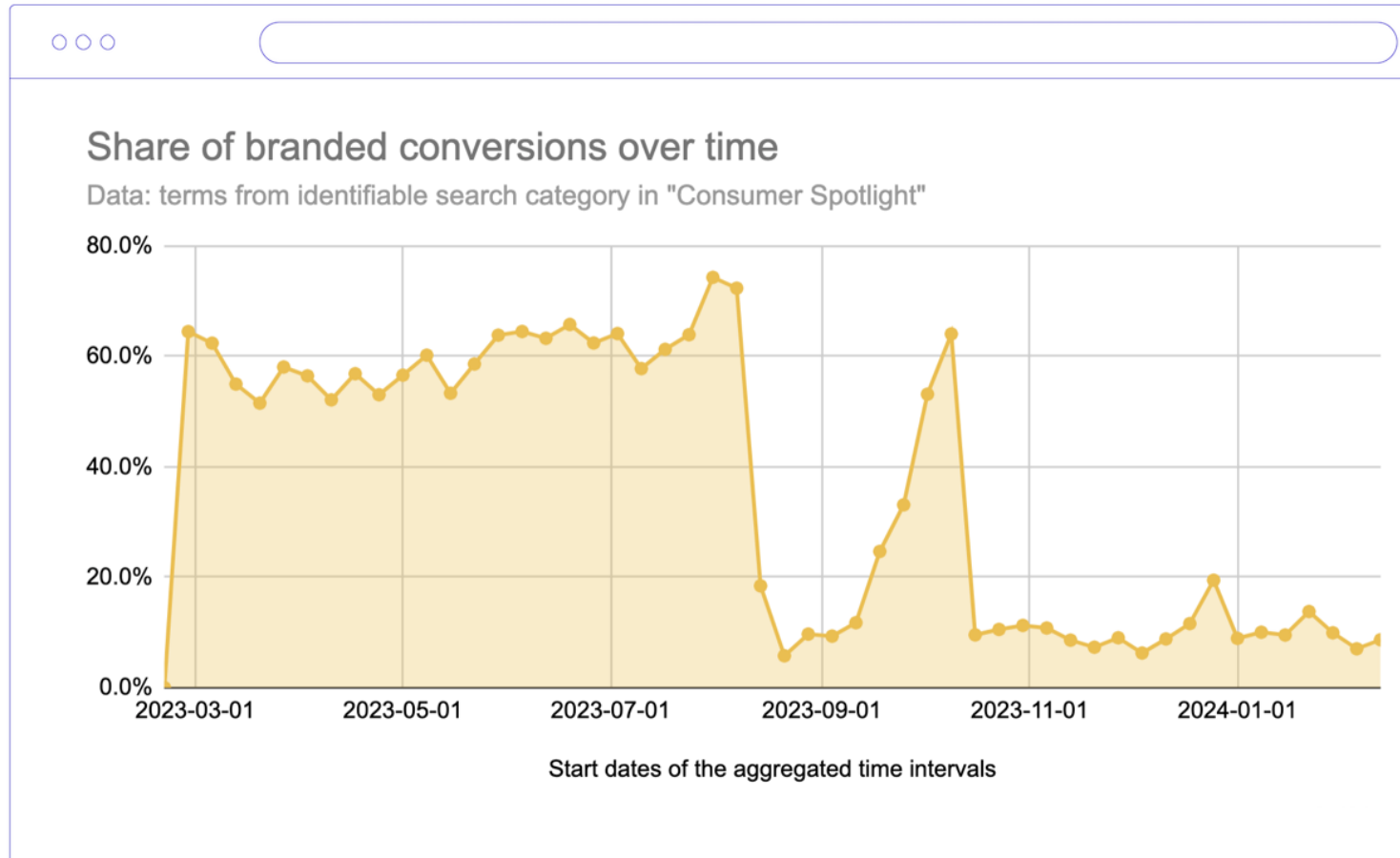
SCRIPT 3: PMax Trending Search Themes

Campaign Name	Search Category	Impressions Last 7 Days	Impressions 7 Days Before	Diff	Relative Diff
		597	314	283	90.1%
		553	286	267	93.4%
		648	394	254	64.5%
		707	461	246	53.4%
		500	276	224	81.2%
		634	412	222	53.9%
		357	171	186	108.8%
		409	252	157	62.3%
		300	144	156	108.3%
		290	146	144	98.6%
		257	123	134	108.9%
		259	145	114	78.6%
		192	83	109	131.3%
		253	150	103	68.7%
		112	11	101	918.2%
		97	201	-104	-51.7%
		61	166	-105	-63.3%
		102	208	-106	-51.0%
		46	155	-109	-70.3%

THAT IS INTERESTING

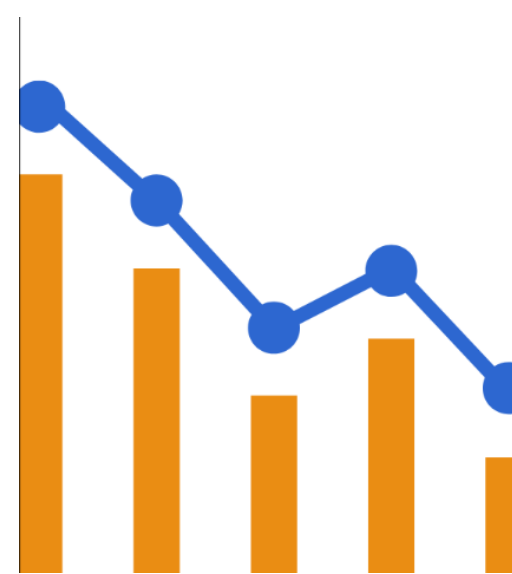# Taking Back Control - Part 2 - Input
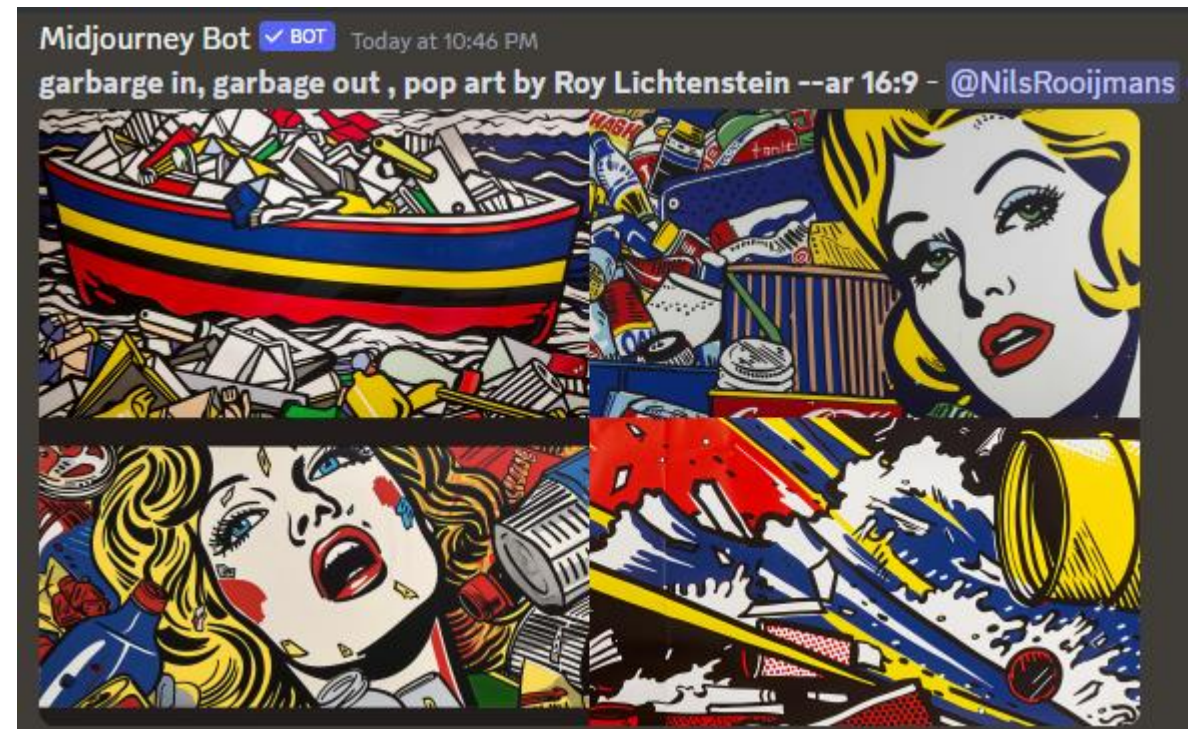
SCRIPT 4: Out of stock alerts
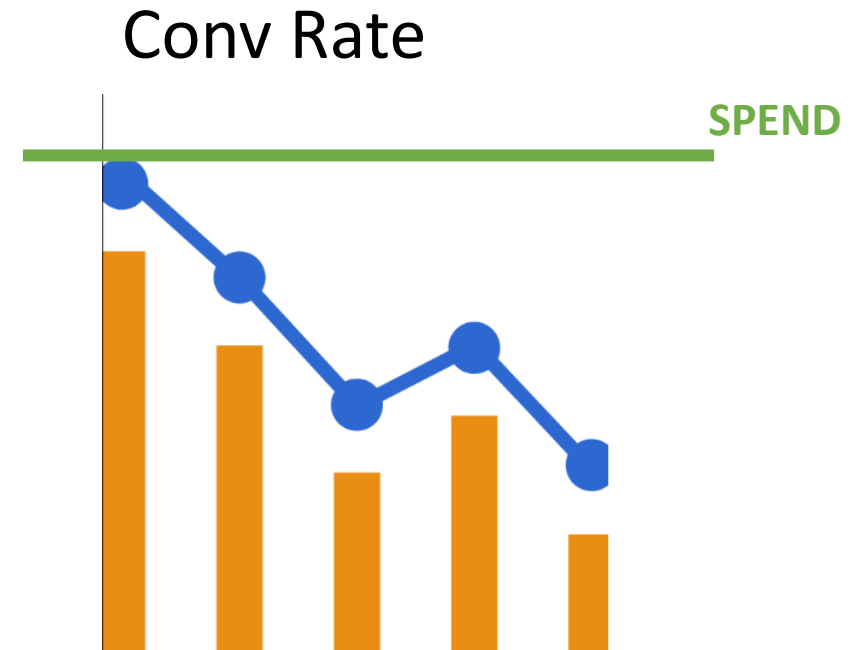## -> seasonality adjustments ?

best selling item
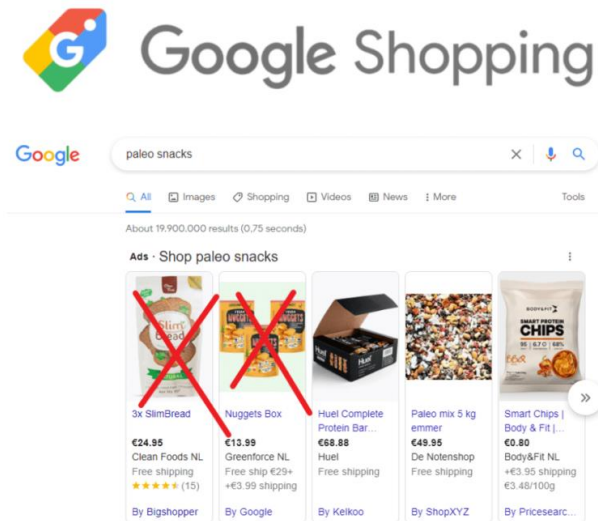

Conv Rate

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

best selling item

Conv Rate

SCRIPT 5: Disapproved product alerts
-> fix / seasonality adjustments ?

SCRIPT 6: Segment campaigns by price competitiveness (Flowboost)
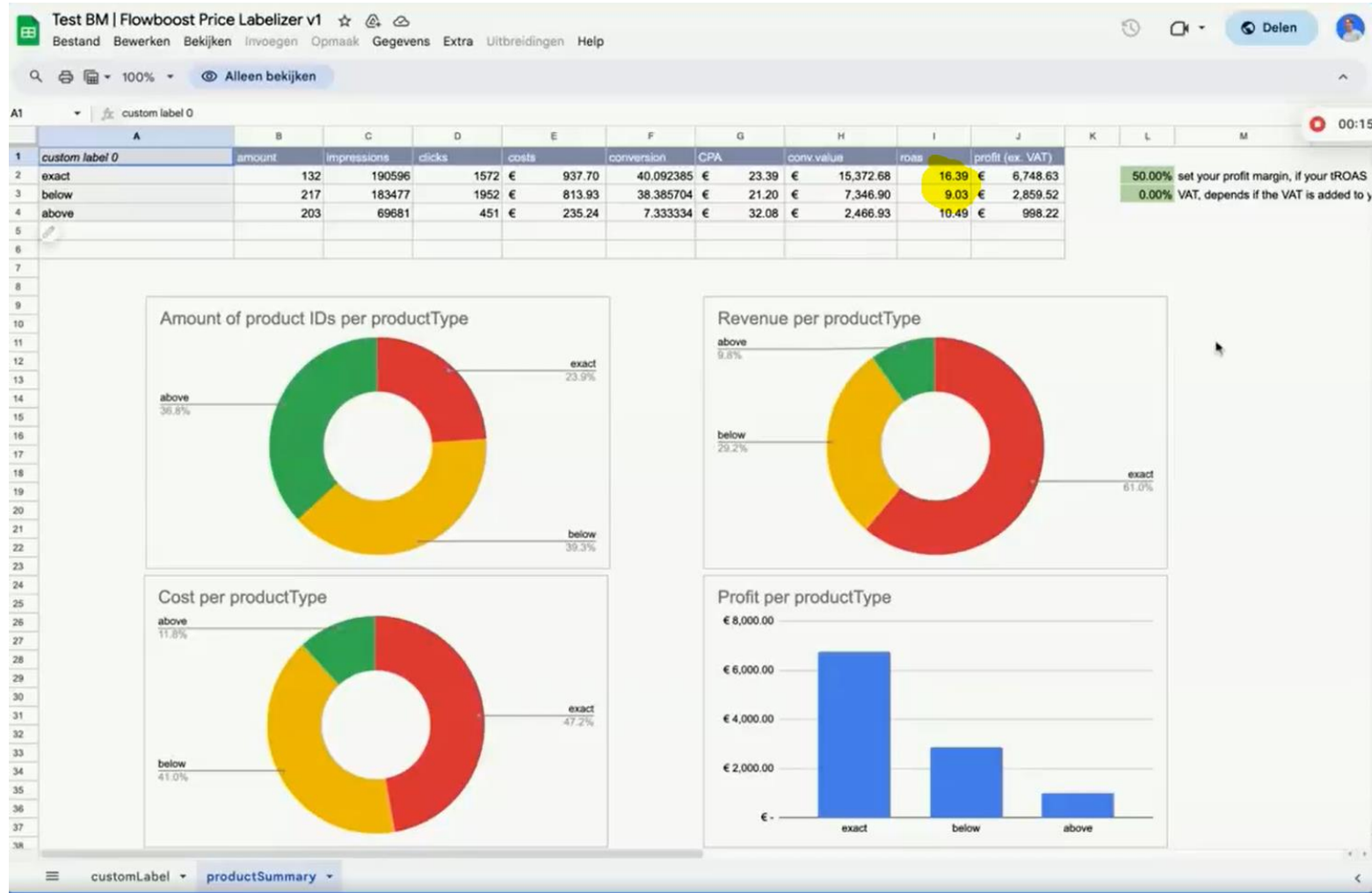
Broken Link Checker
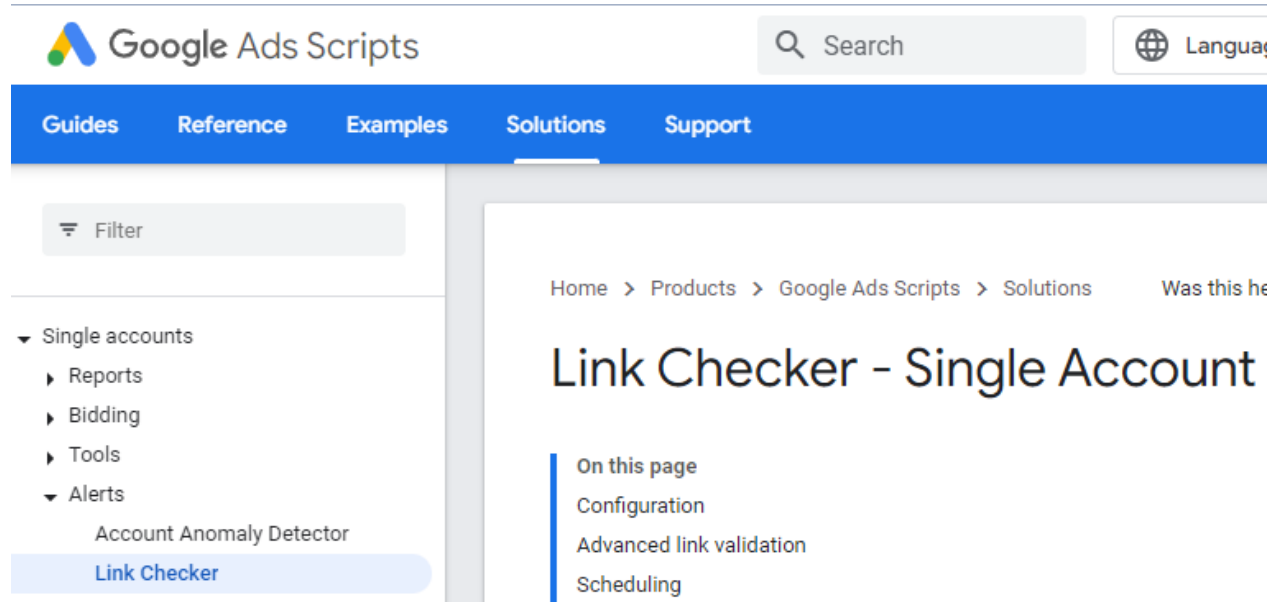
- Doesn't scale very well
- Does not check clicks from PMax !

So so…

SCRIPT 7: PMax Broken Link Checker

SCRIPT 8: Exclude low performance landing pages

Bo Royal · 1st

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

Request services

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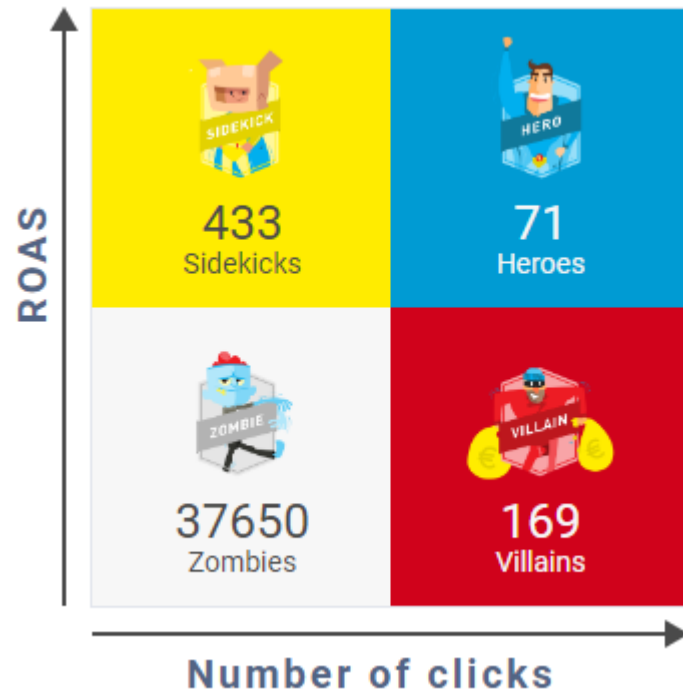
As a next step, we added a ==URL exclusion== to omit any ads from driving to their blog pages.

==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
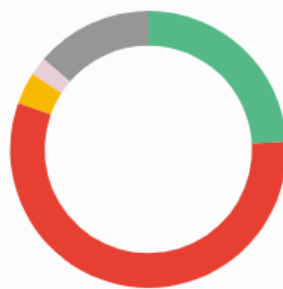
Product Heroes

PMax Perfomance Buckets (Mike Rhodes)

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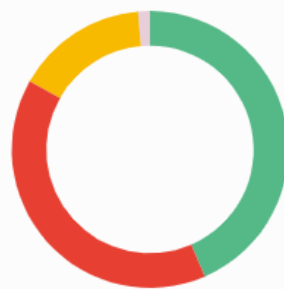
Number of Titles	Cost	Conversion Value

% 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						
	944	6,014		23,343			11,149

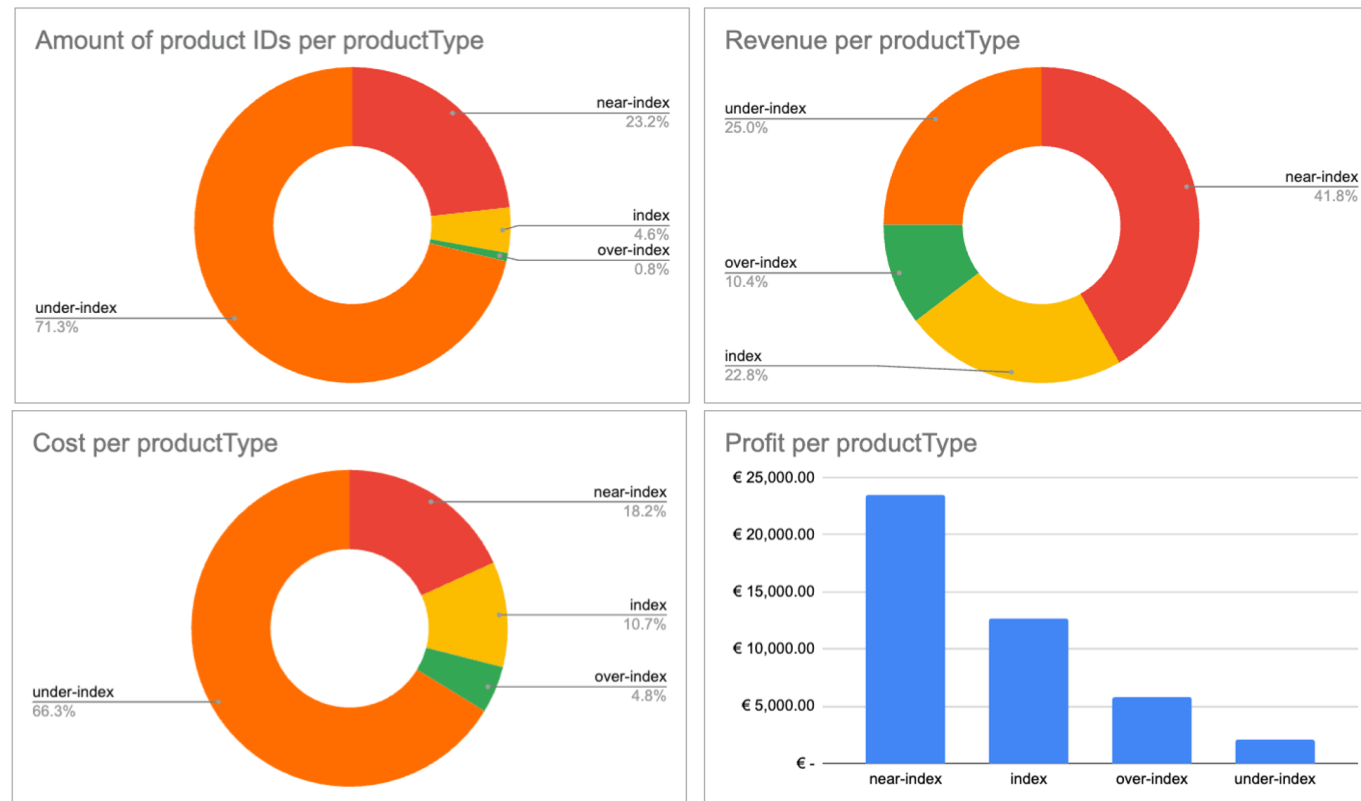Choose a 'bucket' of products to see more detail: **costly**   sort by: **Cost**   **DESC**   # of rows: **10**

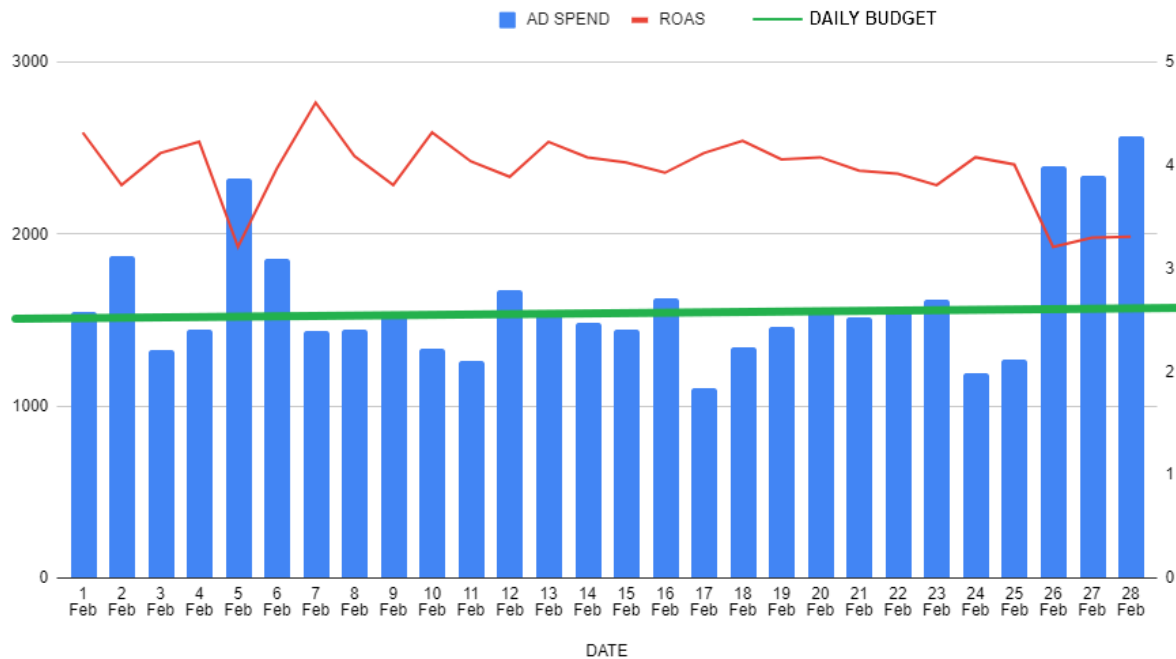| Product Title	Camp Name	Impr	Clicks	Cost	Conv	Value	CTR	ROAS	CvR
		14336	175	$170	15	$471	1.2%	2.8	8.6%
		24027	286	$142	16	$409	1.2%	2.9	5.4%
		11782	183	$136	17	$574	1.6%	4.2	9.2%
		12233	152	$118	13	$324	1.2%	2.8	8.2%
		10306	67	$112	8	$240	0.7%	2.1	11.9%
		8822	143	$90	7	$148	1.6%	1.6	4.9%
		11407	77	$90	8	$254	0.7%	2.8	10.4%
		8904	117	$86	12	$416	1.3%	4.8	9.8%
		10007	140	$85	12	$363	1.4%	4.2	8.6%
		9472	58	$85	5	$180	0.6%	2.1	7.8%
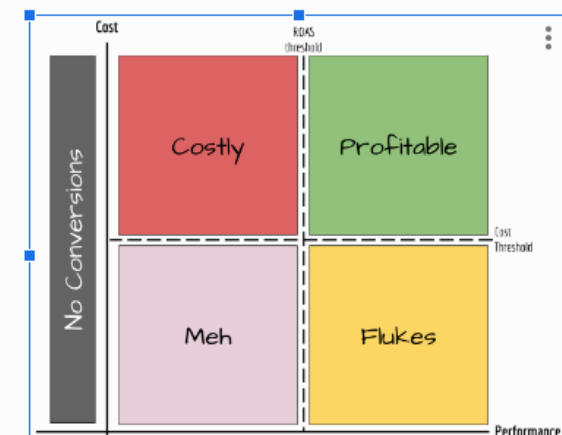
SCRIPT 9: Flowboost Labelizer

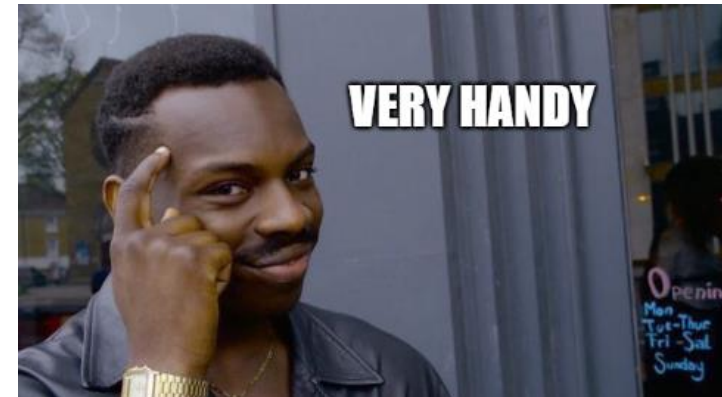| product type	amount	impressions	clicks	costs	conversion	CPA	conv.value	roas	profit (ex. VAT)
near-index	55	588952	4059	€ 3,913.91	82.55	€ 47.41	€ 54,829.03	14.01	€ 23,500.61
index	11	431442	4086	€ 2,311.38	38.14	€ 60.60	€ 29,983.04	12.97	€ 12,680.14
over-index	2	190434	1606	€ 1,031.64	18.26	€ 56.50	€ 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

SCRIPT 10: Pause over-spending PMax campaigns

Fake, but for some campaigns, realistic data.

SCRIPT 11: PMax campaign limited by budget alert

Taking Back Control - Part 4 – Reduce Waste

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

SCRIPT 13: 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	Conversions	Conversions
	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
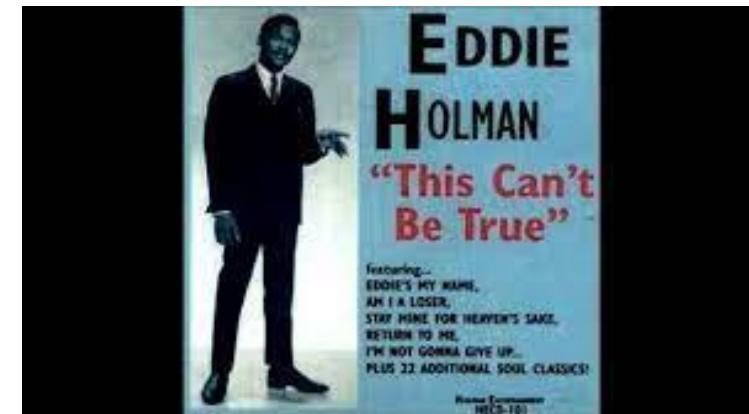
SCRIPT 14: Exclude Non-Converting Products

➢ 200 clicks,
➢ 0 conversions

SCRIPT 15: Exclude / alert low performing locations

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
California, United States	—	None	1,431	127,987	1.12%	$0.64	$913.40	8.25%	119.86	$7.62
Florida, United States	—	None	814	65,232	1.25%	$0.61	$495.74	5.38%	43.79	$11.32
New York, United States	—	None	746	67,098	1.11%	$0.62	$463.08	8.47%	63.20	$7.33
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 revenu, 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!

Resources

Links to the scripts:

https://nilsrooijmans.com/wmf-2024