



Google Ads

Performance Max

Mastering Performance Max with Scripts

Take back control – Increase efficiency



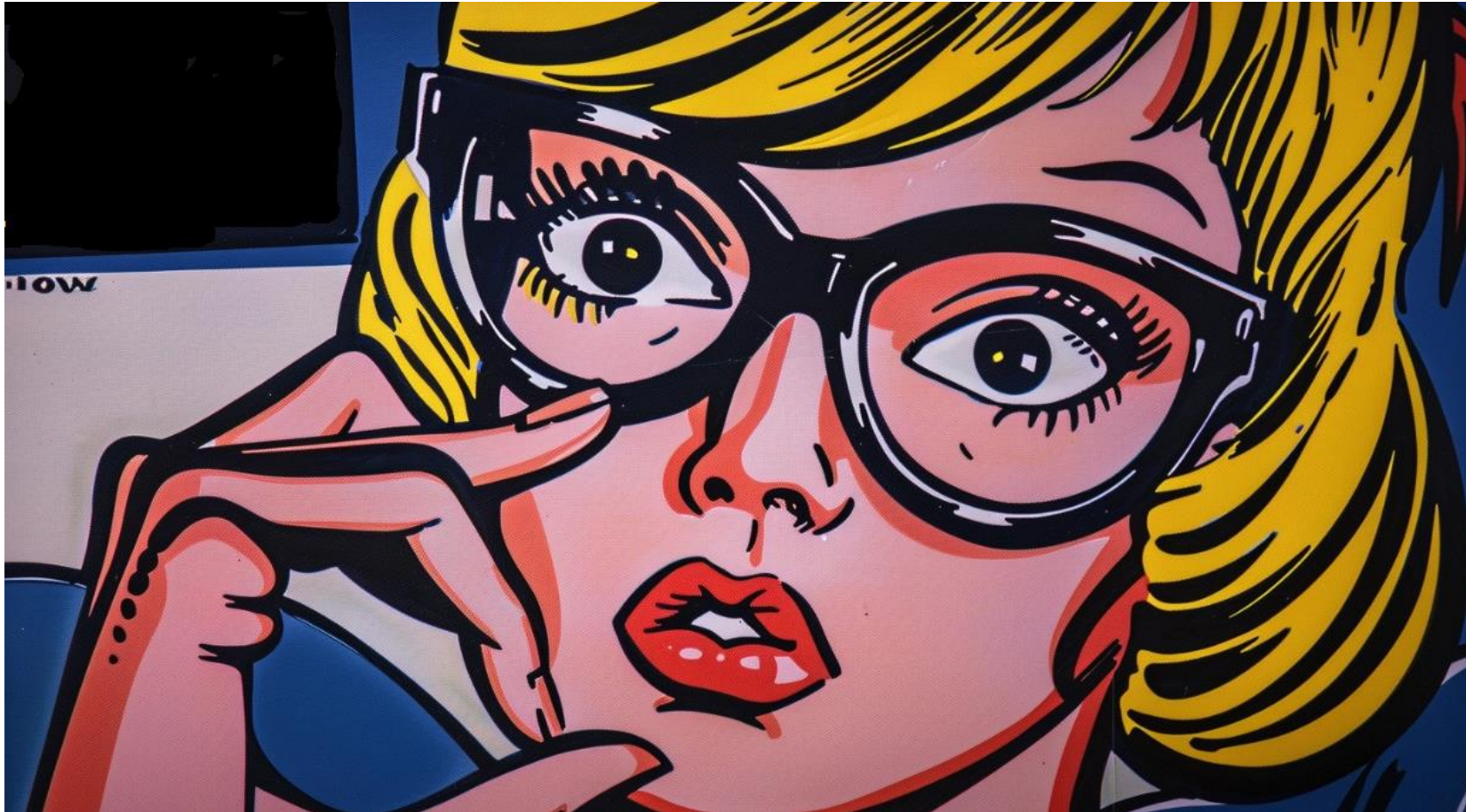
2024

• WE MAKE FUTURE •

Nils Rooijmans
nils@nilsrooijmans.com



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 ?~~

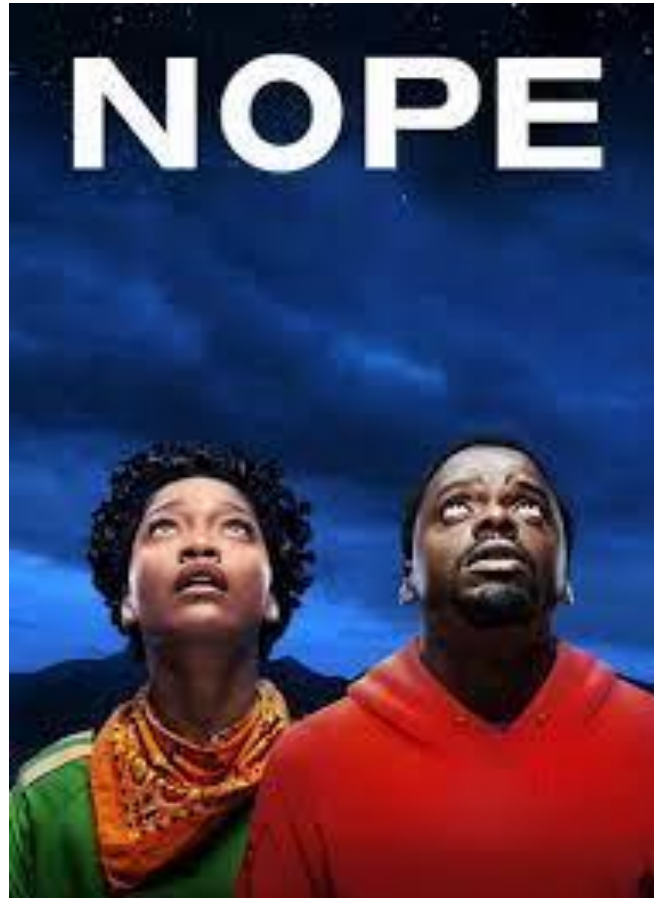
CONVERSIONS ?

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?~~

...

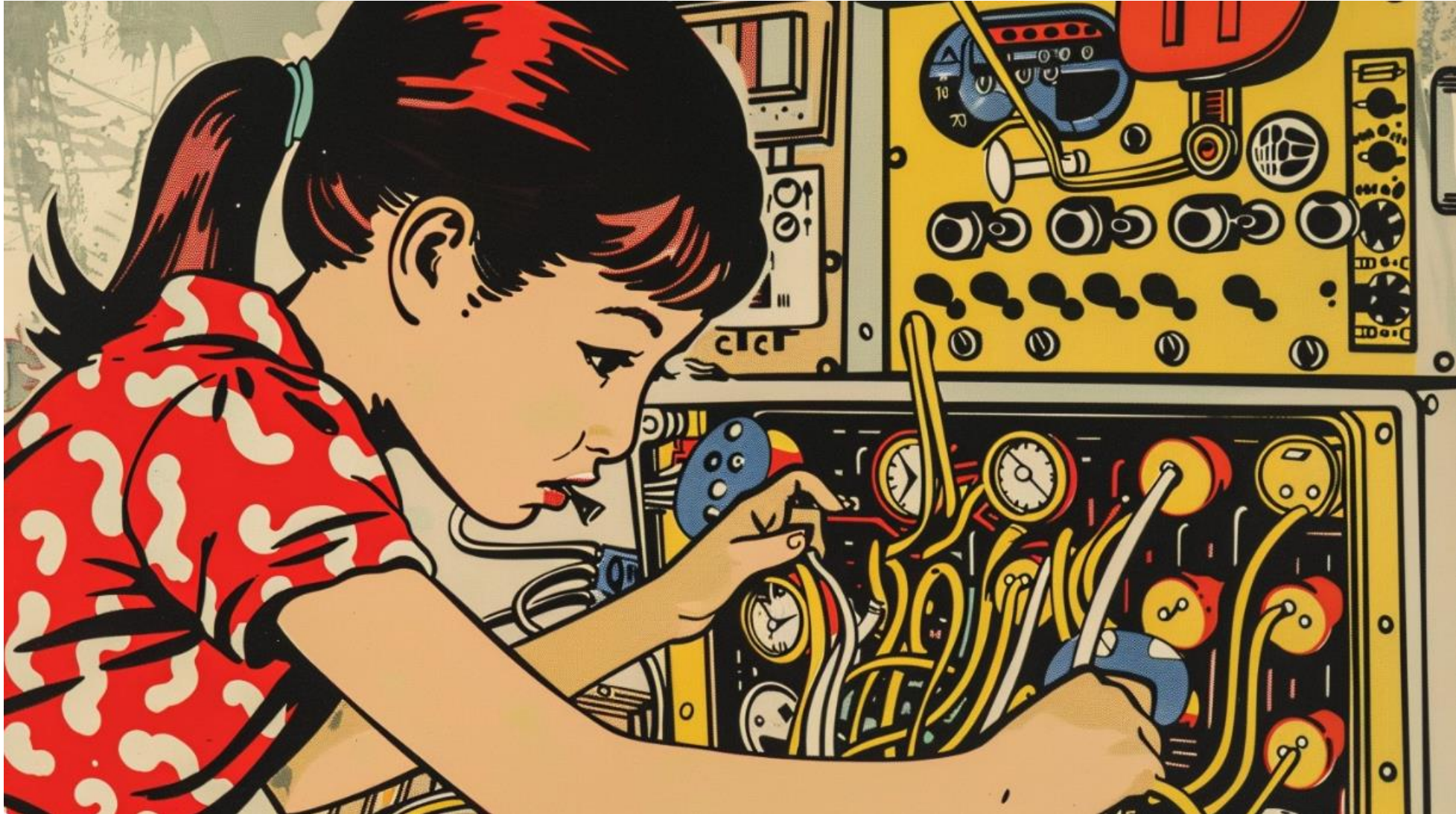
SPEND



PMax will spend as much as it can, _as long as we let it_.



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





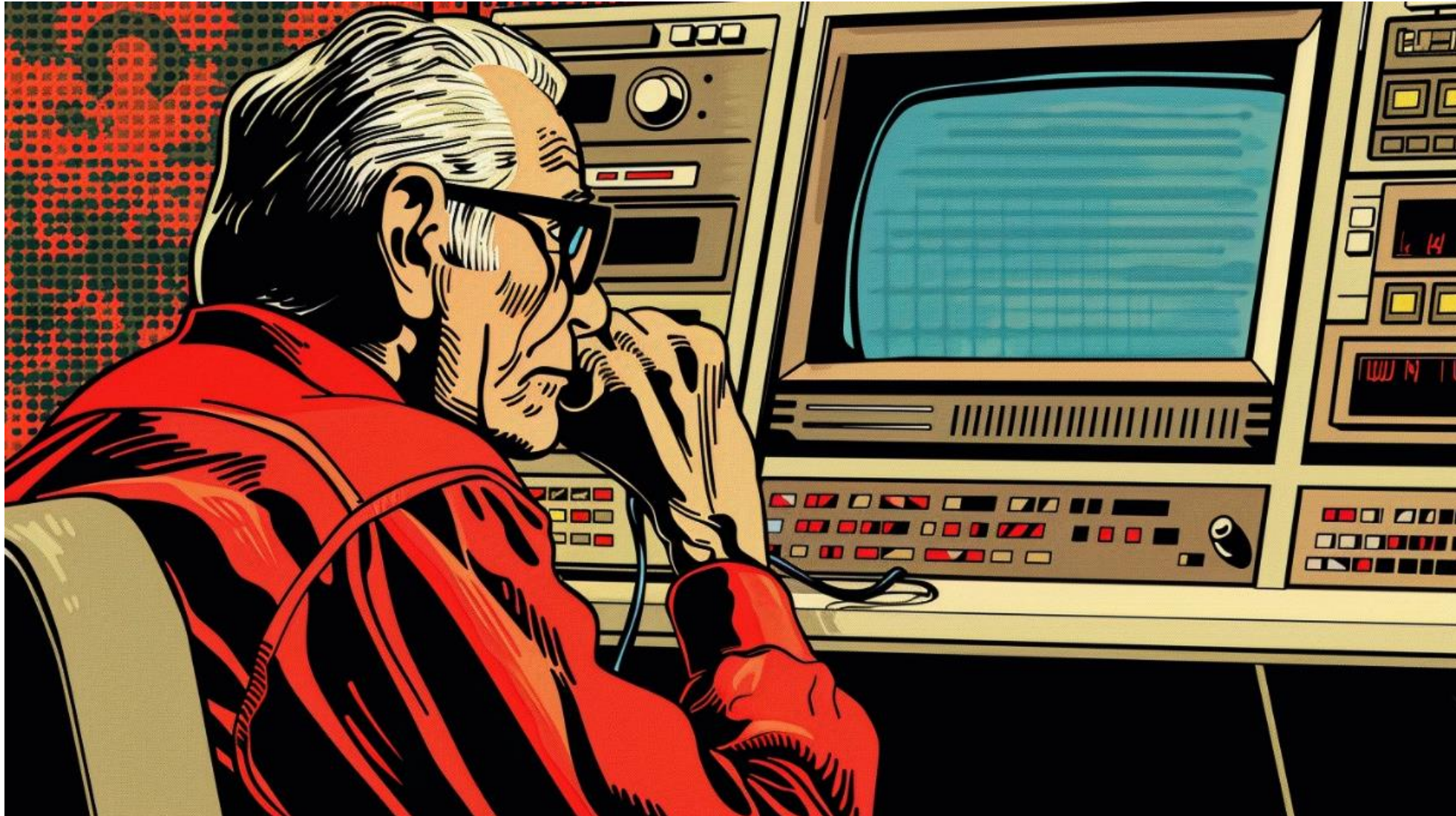
15



Google Ads Scripts

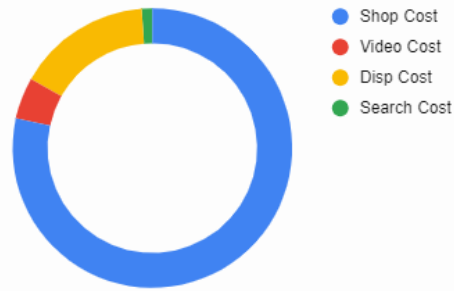
Performance Max Script Library

Taking Back Control - Part 1 - Monitoring

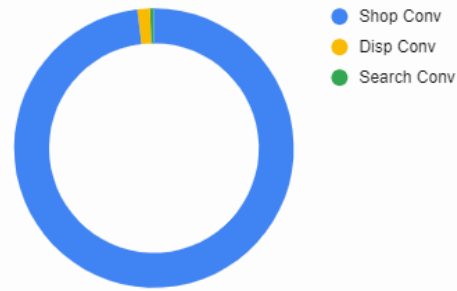


SCRIPT 1: PMax Insights (Mike Rhodes)

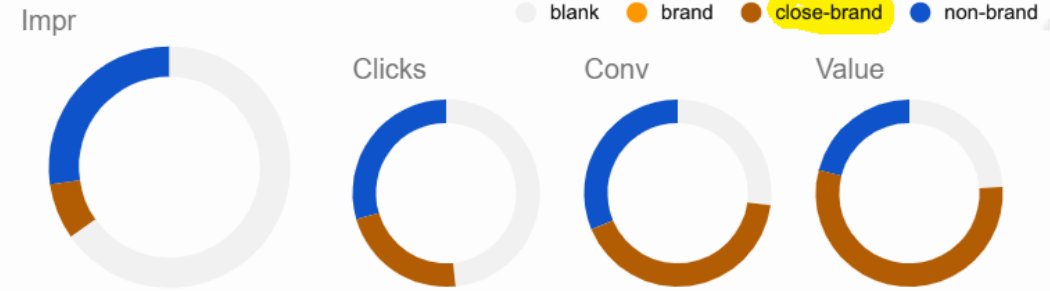
Cost by Channel for this Campaign



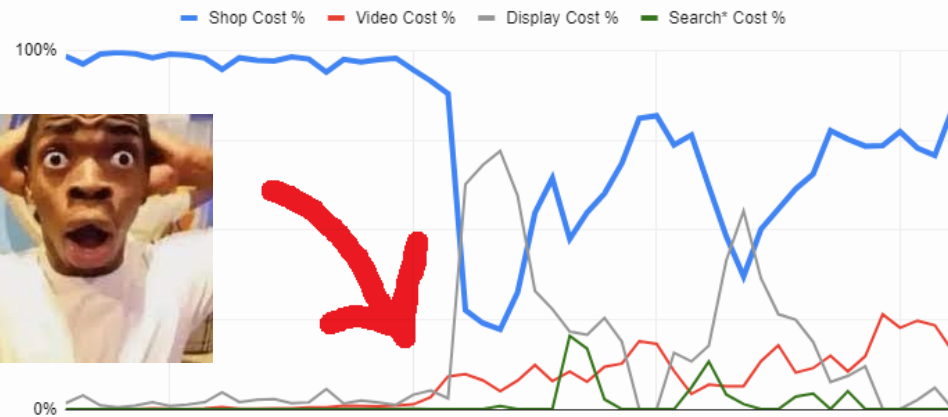
Conversions by Channel for this Campaign



Search Category 'buckets' for selected campaign



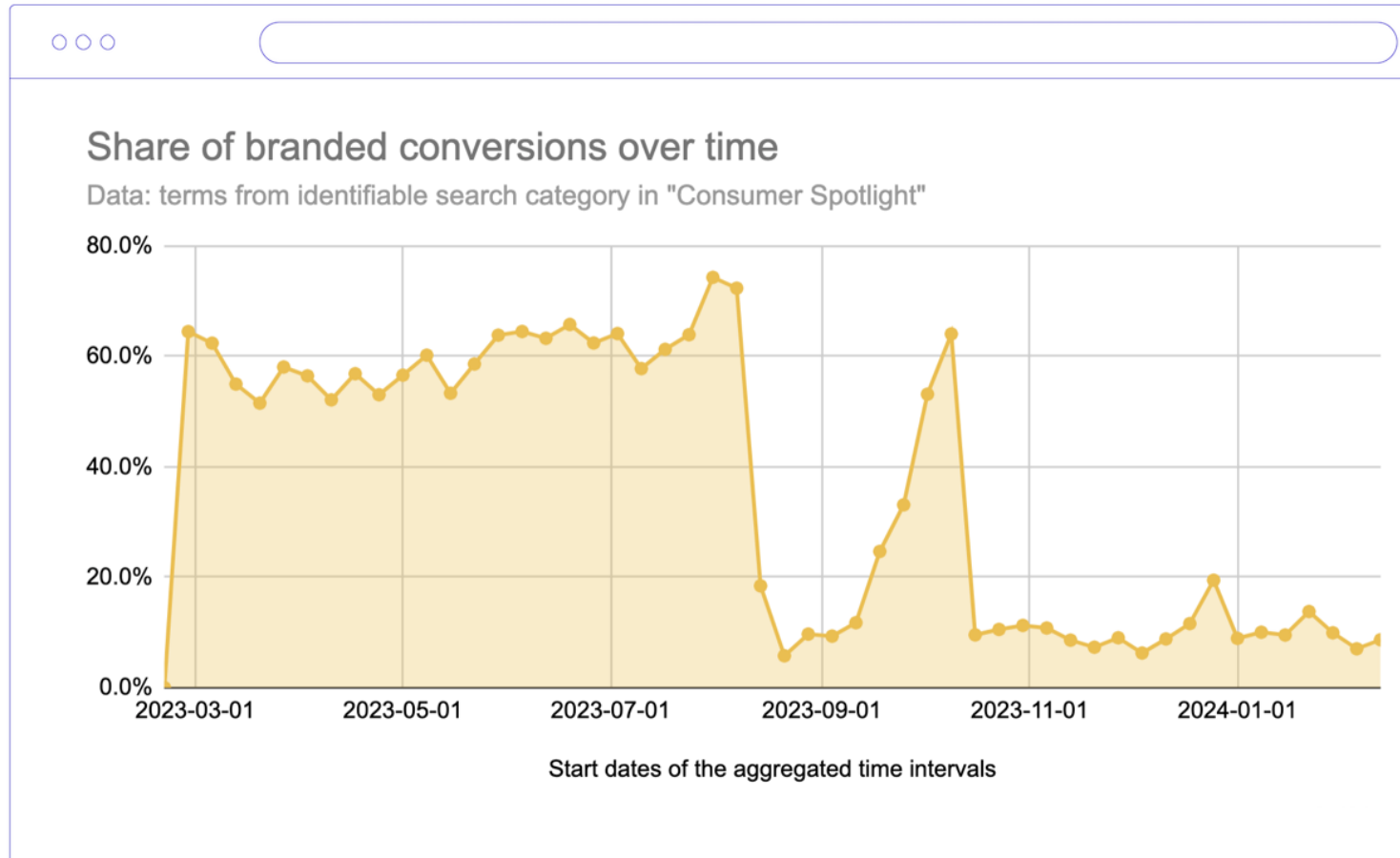
Cost: Percentage by Channel Over Time



Top Search Categories for selected Campaign

| Category Label | Sort By: Conv | | | | | | |
|----------------|----------------------|--------|------|-------|------|-------|-------|
| | 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)

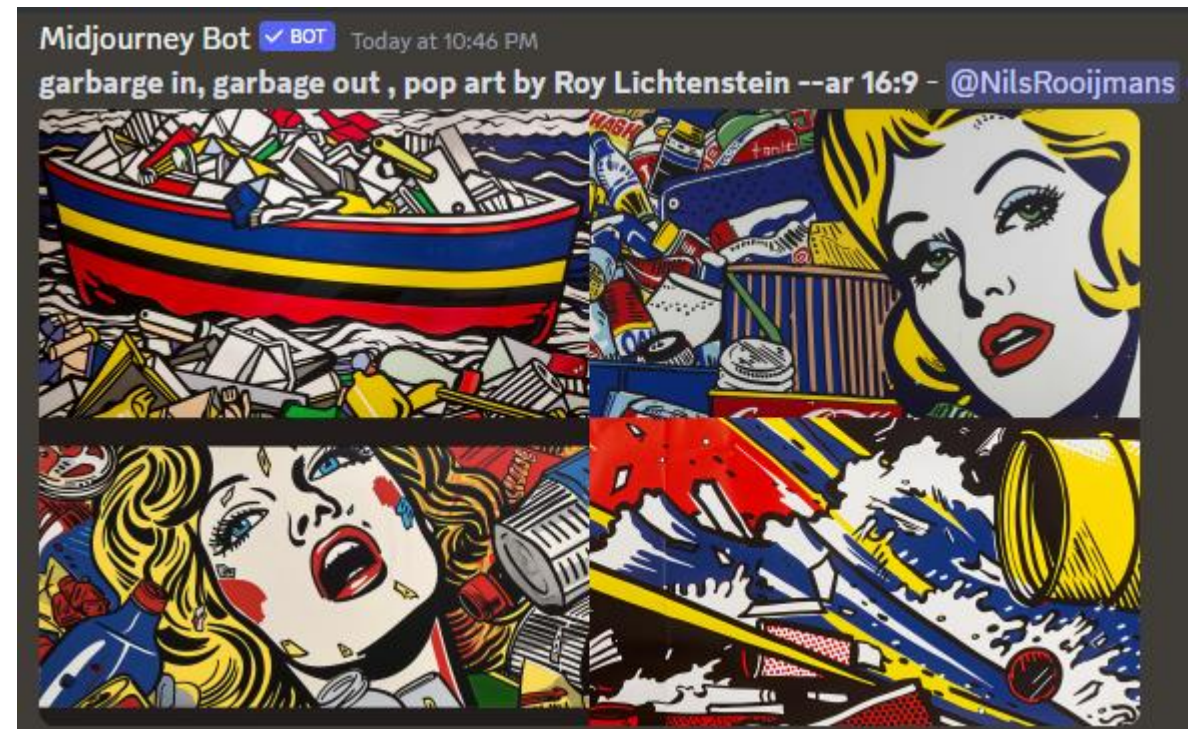


SCRIPT 3: PMax Trending Search Themes

| | 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



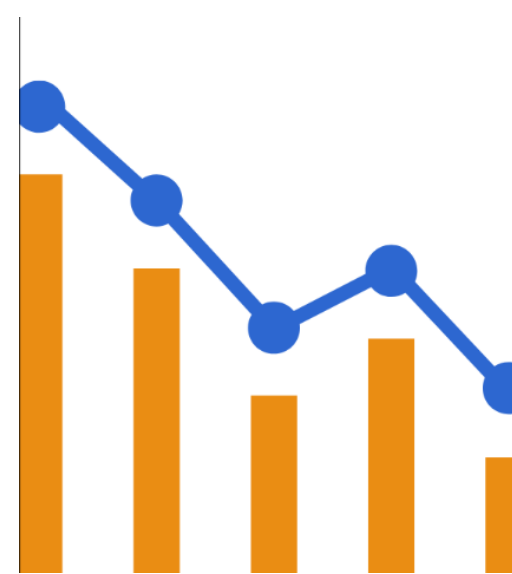
SCRIPT 4: Out of stock alerts

-> seasonality adjustments ?

best selling item



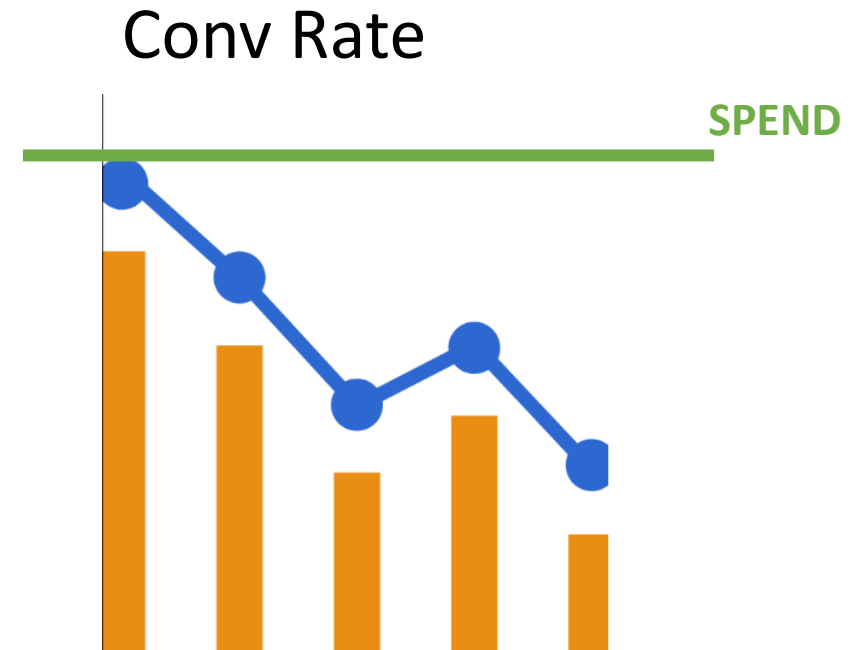
Conv Rate



SCRIPT 4: Out of stock alerts

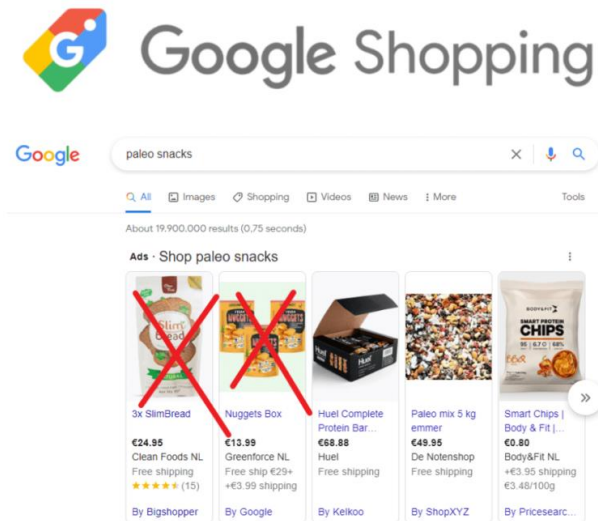
-> seasonality adjustments ?

best selling item



SCRIPT 5: Disapproved product alerts

-> fix / seasonality adjustments ?

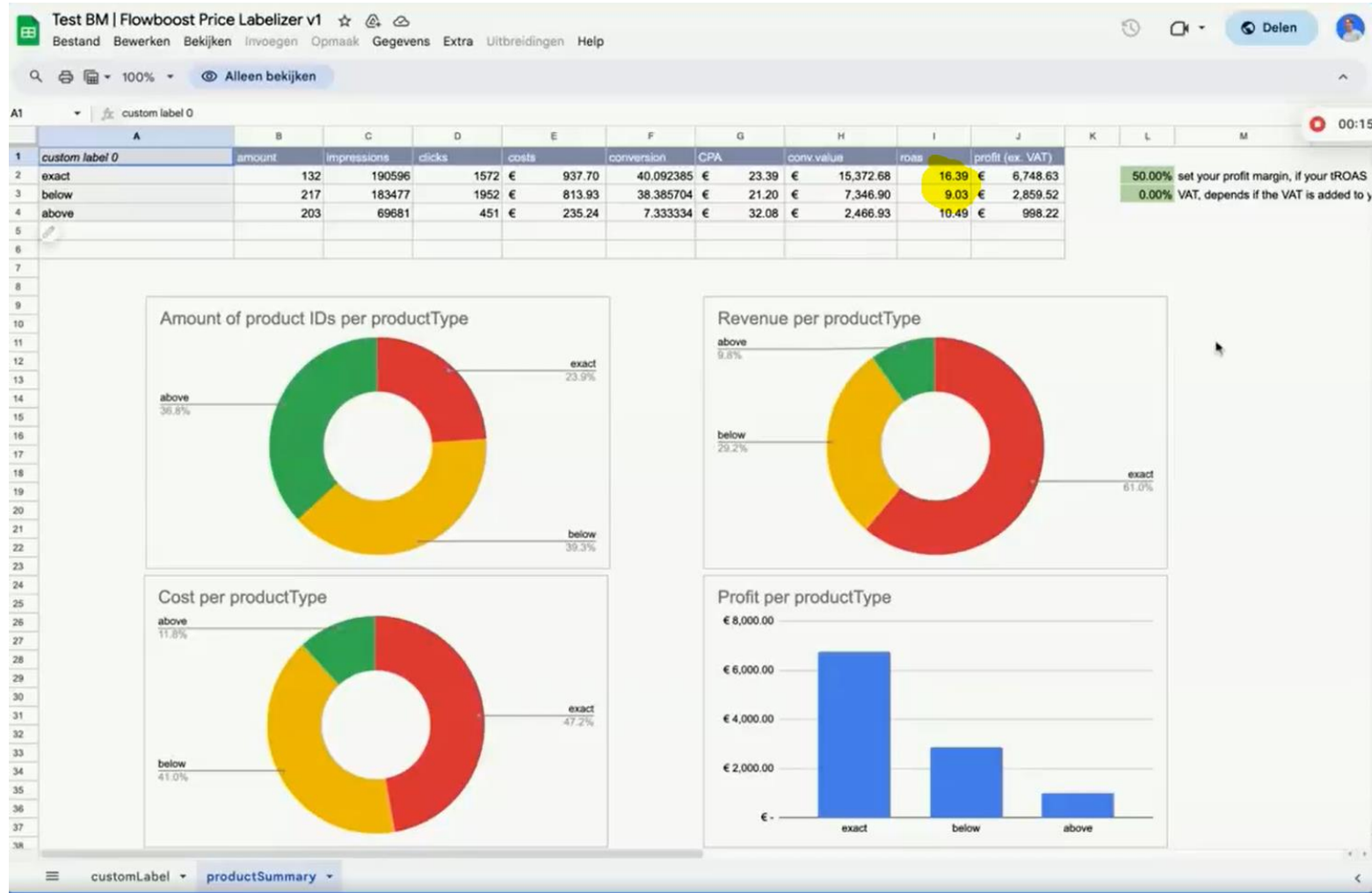


DISAPPROVED X

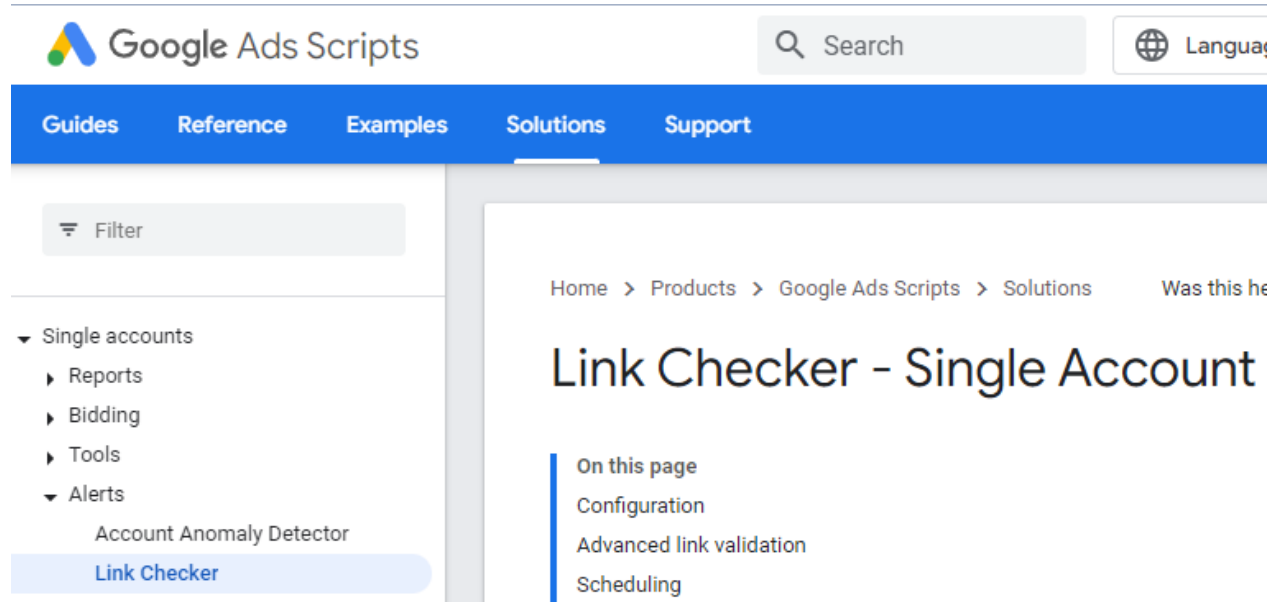


| Product ID | Product Title | Product Link | Clicks | Disapproval Reason | Solution | Documentation |
|------------|---------------|---|--------|--|---|---|
| 29087 | | https://www.go | 75 | Unavailable mobile landing page | Update your website or landing page URL to enable access from | https://support.google.com/merchants/answer/5098295 |
| 28642 | | 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/5098295 |
| 21583 | | 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/5098295 |
| 1374 | | 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/5098155 |

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

PMax - Link Checker in My Drive

File Edit View Insert Format Data Tools Extensions Help

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


D1 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 02:05:48 |

Parameters Status Codes Errors



SCRIPT 8: Exclude low performance landing pages

Landing page 

Unsaved

Download Schedule Feedback Reset

Custom

Dec 1, 2022 - Apr 23, 2023

Filter

| 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 |

Show rows: 10 1 - 10 of 1,179



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.

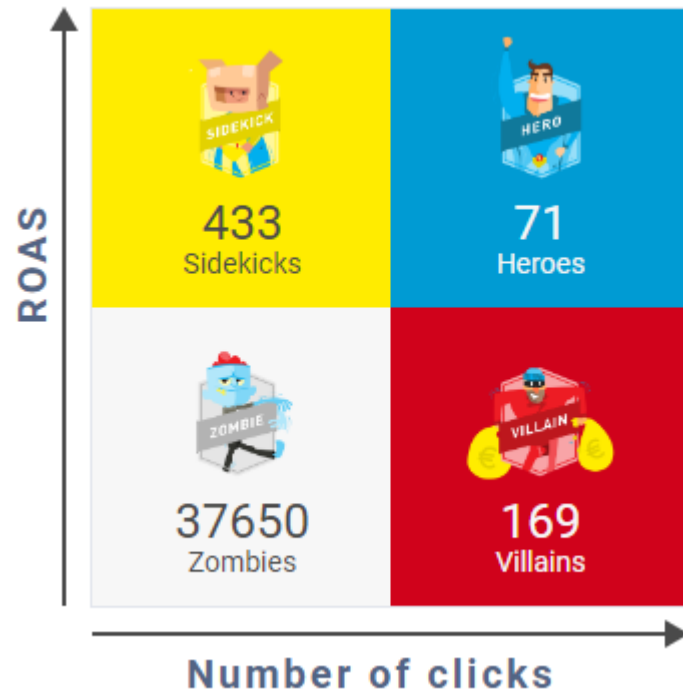
As a next step, we added a URL exclusion to omit any ads from driving to their blog pages.

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



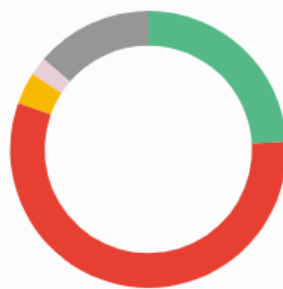
PMax Performance Buckets (Mike Rhodes)

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

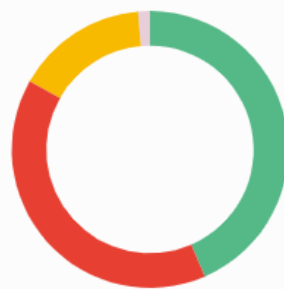
Number of Titles



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:

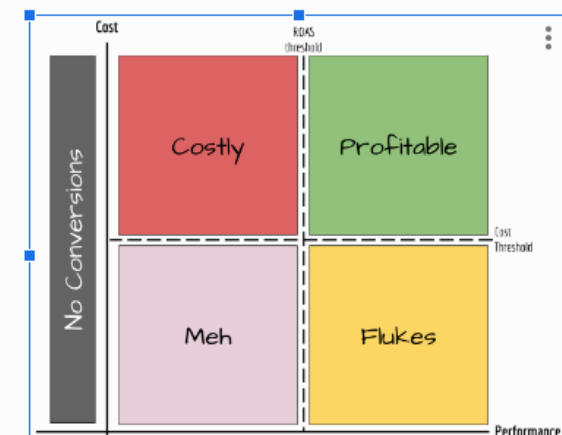
Cost

DESC

of rows:

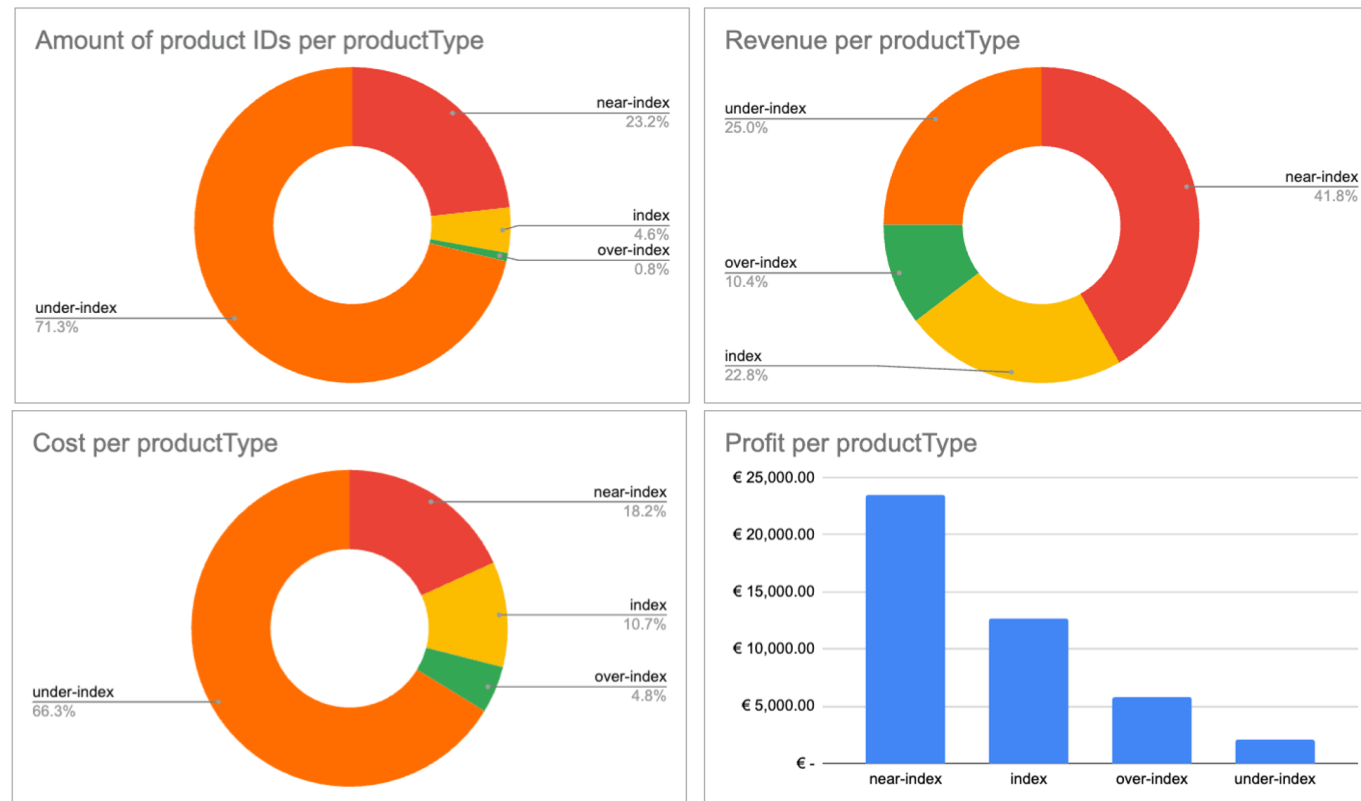
10

| 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% |



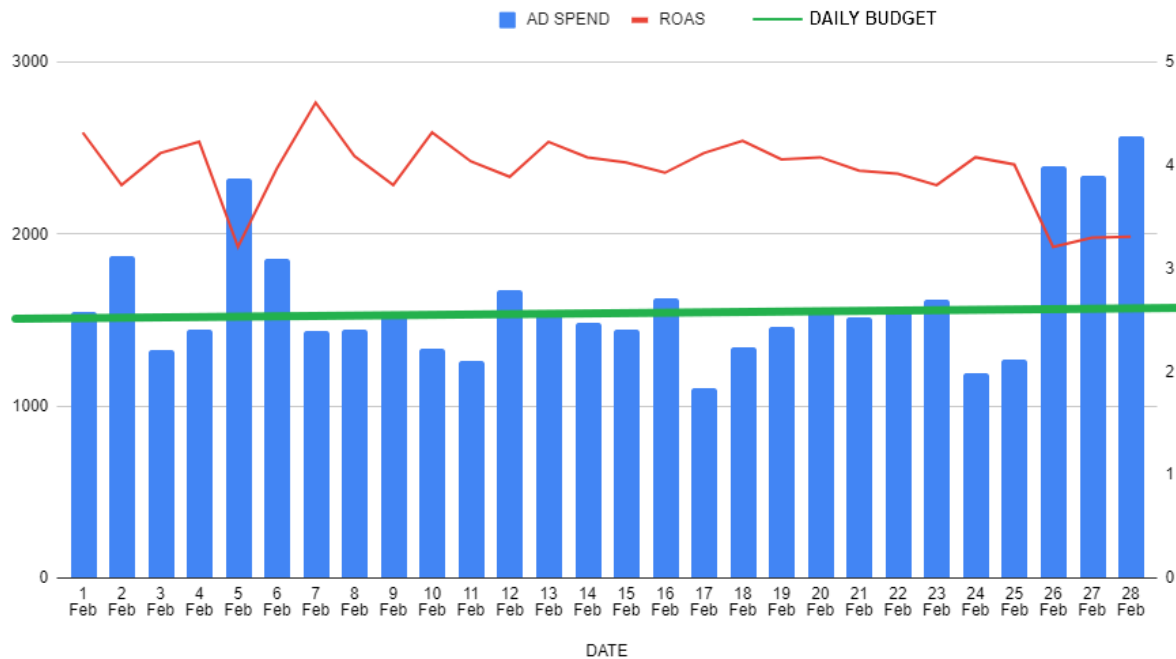
SCRIPT 9: Flowboost Labelizer

| 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

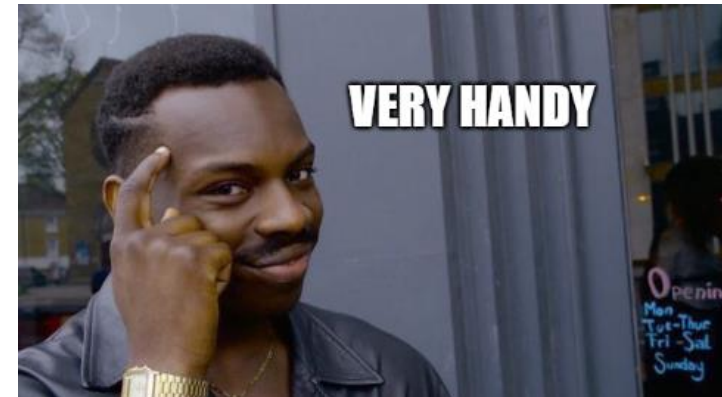
AD SPEND and ROAS







Fake, but for some campaigns, realistic data.

⋮

| Overspending PMax campaigns | | | | |
|---|------------------------|-----------------------------|---------|--------|
| File Edit View Insert Format Data Tools Extensions Help | | | | |
| M20 | | | | |
| | A | B | C | D |
| 1 | Time | Campaign | Change | Budget |
| 2 | 2024-03-04 12:06:04 AM | BE - (PM) - Performance Max | Enabled | 70 |
| 3 | 2024-03-03 1:10:18 PM | BE - (PM) - Performance Max | Paused | 70 |
| 4 | 2024-03-02 12:02:01 AM | BE - (PM) - Performance Max | Enabled | 70 |
| 5 | 2024-03-01 3:09:59 PM | BE - (PM) - Performance Max | Paused | 70 |
| | | | | Spend |
| | | | | 0 |
| | | | | 79.76 |
| | | | | 0 |
| | | | | 79.27 |



SCRIPT 11: PMax campaign limited by budget alert


| Status | Campaign type | Bid strategy type | Target ROAS | Conv. value / cost |
|---|--------------------------|---|-------------|--------------------|
| | | | | 4.08 |
|  Limited by budget | Performance Max Upgraded | Maximize conversion value (Target ROAS) | 320.00% | 4.02 |
|  Limited by budget | Performance Max | Maximize conversion value (Target ROAS) | 320.00% | 3.17 |
|  Limited by budget | Performance Max Upgraded | Maximize conversion value (Target ROAS) | 320.00% | 4.23 |
|  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

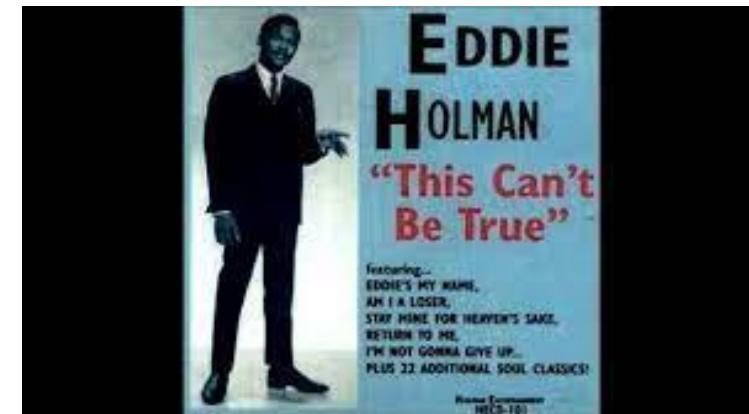
| Last 30 days | |
|---------------------------------------|---------|
| Dec 24, 2023 – Jan 22, 2024 | |
| Filter | |
| Performance Max placement | ↓ Impr. |
| Google Owned & Operated | 10,249 |
| exblog.jp | 1,586 |
| msn.com | 261 |
| fellowgame.com | 190 |
| 321quickmagic.top | 107 |
| veeer.xyz | 85 |
| blogspot.com | 76 |
| jamgame.top | 74 |
| faizantips.com | 66 |
| gamesaviorx.com | 59 |
| bojiogame.sg | 50 |
| multiversrdp.com | 49 |
| jobsmentorp.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

| 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 14: Exclude Non-Converting Products

- 200 clicks,
- 0 conversions



Google Ads Script - PMax Waste

File Edit View Insert Format Data

Search Menus 100%

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

Y 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!



Resources

Links to the scripts:

<https://nilsrooijmans.com/wmf-2024>

