

# Performance Max

Wat? Hoe? Waar? Wanneer? Waarom?











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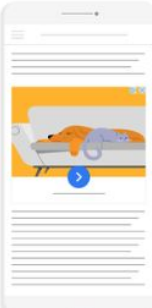

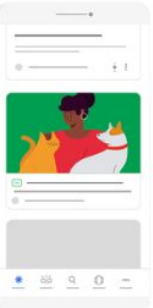

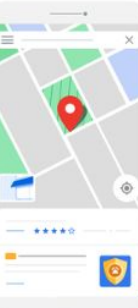
Google Ads & Google Analytics Expert  
Consultancy, Audit & Trainings

# Nieuw campagnetype: Performance Max

Select a campaign type

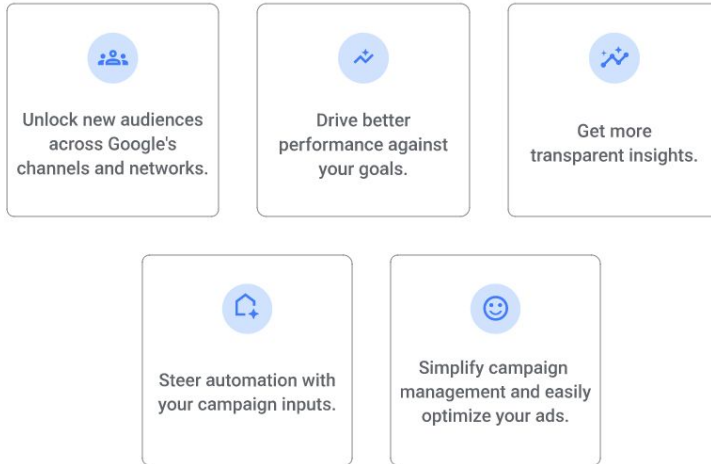
 <p><b>Search</b> Reach customers interested in your product or service with text ads</p>	 <p><b>Performance Max</b> Reach audiences across all of Google with a single campaign. <a href="#">See how it works</a></p>	 <p><b>Display</b> Run different kinds of ads across the web</p>	 <p><b>Shopping</b> Promote your products with Shopping ads</p>
 <p><b>Video</b> Reach and engage viewers on YouTube and across the web</p>	 <p><b>App</b> Drive app promotion across Google's networks</p>	 <p><b>Smart</b> Reach your business goals with automated ads on Google and across the web</p>	 <p><b>Local</b> Drive customers to a physical location</p>

# Één campagne met toegang tot het hele Google Ads bereik

 <p>YouTube</p>	 <p>Display</p>	 <p>Search</p>	 <p>Discover</p>	 <p>Gmail</p>	 <p>Maps</p>
					

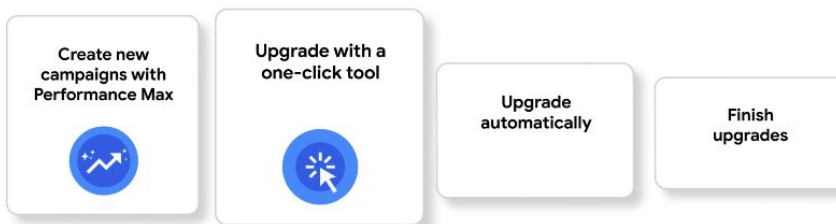
Advertentiedoel => Conversies

## Belofte van Google betreffende Performance Max



## Smart Shopping & Local Campaigns verdwijnen

Smart Shopping and Local campaigns are **upgrading to Performance Max in 2022**. Here's what you need to know.



Timeline is short to phones

## Van Smart Shopping naar Performance Max

### Recommendations

83.8%



Your campaign optimisation score <sup>?</sup>

- ✓ Focused on conversion value, based on your Maximise conversion value |  
Not right? [Change bid strategy](#)

All

Automated campaigns +16%

Dismissed

#### TOP RECOMMENDATION FOR YOU

Create a Performance Max campaign +16.2%

**Maximise performance across all Google channels with a single campaign**

Recommended because this campaign type can help you maximise results for your goals while finding more converting customers across Google's available ad inventory <sup>?</sup>

[View recommendation](#)

## Bijzonderheden van Performance Max

Je kan het best vergelijken met een **Smart Shopping Campagne** maar:

- **Uitgebreidere advertentieplaatsingen** -> Google Discover, Google Maps etc.
- **Gedetailleerdere targeting** mogelijk adhv 'assets'
- Ook mogelijk met **CSS Partner feed** of **ander type feed (non shopping)**
- In principe ook **zonder feed** mogelijk





## 'Asset groups' ipv Advertentiegroepen

### Asset groups

[Preview](#)

**Gelaatsverzorging**

**Assets**  
Products (filtered by Custom label 2) from 24pharma.nl, 15 images, 2 logos, 5 headlines, 3 long headlines and 4 descriptions added to this asset group

Gelaatsverzorging
Voordelige prijzen
Keuze uit exclusie...
Erkende apotheek
+ 8






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Enabled   Ad strength: Excellent   Status: Eligible

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**Deodorants** [Preview](#)

**Assets**  
Products (filtered by Custom label 2) from 24pharma.nl, 5 images, 1 logo, 5 headlines, 3 long headlines and 4 descriptions added to this asset group

Ook aparte doelgroep targeting per 'asset group'

## Beste presterende combinaties (soort 'responsive ads')



### Top image combinations

**Headline**  
Proefbox aan €24,95 ipv €49,95

**Description**  
100% natuurlijk, 100% Belgisch. Ideale kans om het gamma van RainPharma te ontdekken



[Preview ads](#)

**Headline**  
RainPharma Box aan halve prijs

**Description**  
Bestel snel de RainPharma Proef Box aan halve prijs



[Preview ads](#)

**Headline**  
Proefbox aan €24,95 ipv €49,95

**Description**  
100% natuurlijk, 100% Belgisch. Ideale kans om het gamma van RainPharma te ontdekken



[Preview ads](#)

## Nieuw: automatische video creatie

### Videos ⓘ

Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.

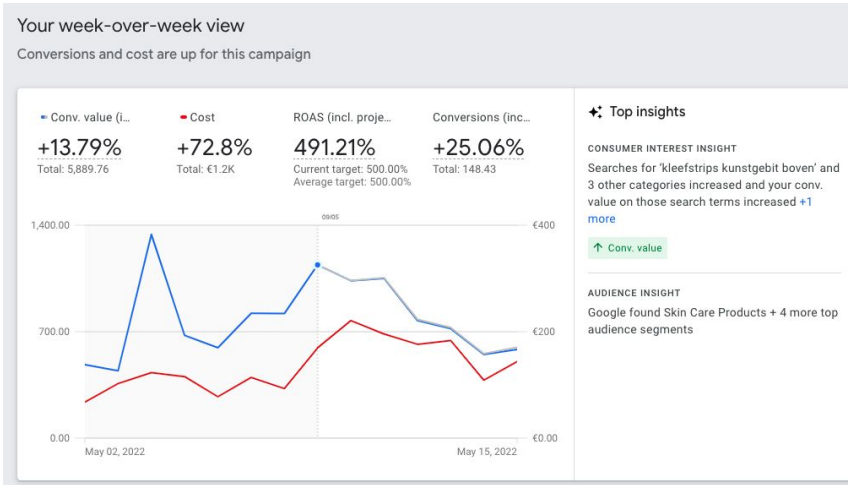


+ Videos

## Voorbeeld van een automatische video



## Inzichten in de prestaties van de campagne



## Echte campagne data voor Performance Max

<input type="checkbox"/>	<input type="radio"/>	Campaign	Conv. rate	↓ Conversions	Conv. value	Conv. value / cost	Search impr. share	Search lost IS (rank)	Search lost IS (budget)
<input type="checkbox"/>	<input checked="" type="radio"/>	NL/NL-PMax-	8.98%	+1100%	+1200%	↑ 5.83	↓ 34.65%	65.35%	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	NL/NL-Smart Shopping-	8.03%	-50%	-49%	4.18	↓ 42.16%	57.84%	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	BE/NL-PMax-	9.14%	Nieuw	Nieuw	↑ 6.07	↓ 25.84%	74.16%	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	BE/NL-Smart Shopping-	6.42%	-10%	-11%	3.94	↓ 33.85%	66.15%	0.00%

## Enkele laatste 'learnings'

- Performance Max lijkt beloftes na te komen als verbeterde vervanger van Smart Shopping
- Werkt vooral goed ter vervanging van grote, always-on of langlopende campagnes, met veel product listings
- Geen minimum budget vereist
- Fijne ervaring met 'assets', alleen veel manueel werk
- Non-feed based campaigns: even afwachten, mixed results
- Minder goede ervaring qua Performance voor tijdelijke 'boost' campagnes
  - Maar deze campagne is echter wel heel snel opgezet :-)

## Nog een aantal extra tips 'uit ervaring'

- Bij Performance Max kan je ook extensies toevoegen, gebruik die!
- Elke kop en beschrijving moet uniek zijn, anders ziet de video er raar uit
- Doelgroep targeting: 1 grote mega doelgroep per assets group werkt prima
- Final URL expansion: niet aan te raden bij de start
- Afbeeldingen: minstens 1 foto per formaat voorzien, zodat je foto's getoond kunnen worden bij elk advertentietype (3 formaten)



## Belofte van Google betreffende Performance Max

The image displays five cards arranged in two rows. Each card contains an icon, a checkmark or cross, and a text promise. The top row has three cards, and the bottom row has two cards. A decorative bar with segments of grey, yellow, red, blue, and teal is located at the bottom of the slide.

- Card 1 (Top Left):** Icon of three people, checkmark. Text: "Unlock new audiences across Google's channels and networks."
- Card 2 (Top Middle):** Icon of a line graph, checkmark. Text: "Drive better performance against your goals."
- Card 3 (Top Right):** Icon of a line graph, red cross. Text: "Get more transparent insights."
- Card 4 (Bottom Left):** Icon of a house with a plus sign, checkmark. Text: "Steer automation with your campaign inputs."
- Card 5 (Bottom Right):** Icon of a smiley face, checkmark. Text: "Simplify campaign management and easily optimize your ads."

# VRAGEN ?

**BEDANKT !**