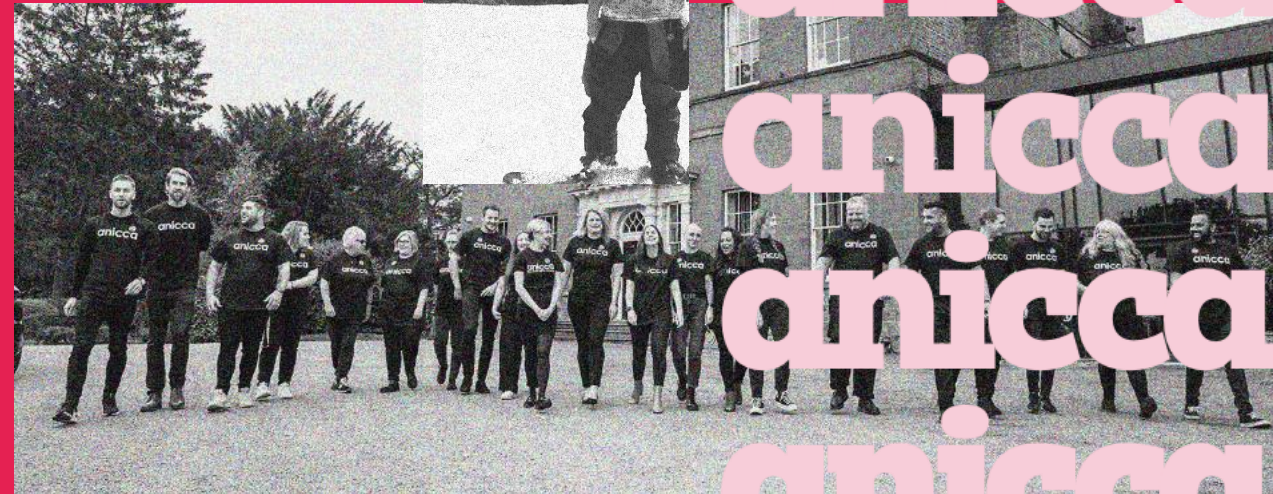


anicca webinar – 24th February 2023

Squeezing the most info out of your Performance Max Campaigns



anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

Introductions

Jordan Munton

Senior Paid Media Account Manager



About Anicca

Supporting your digital ambitions.

We invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

Established
2007

Staff
26

Clients
46+



Our team



Ann Stanley
Founder & CEO



Darren Wynn
Managing Director



Angie Longman
Operations Director

Directors



Ange Padfield
New business



Katie Downing-Howitt
Marketing



Holly Kelly
Paid Media



Ed Truman
Analytics & Data



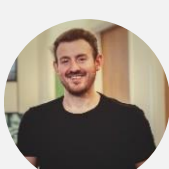
Thom Shardlow
Creative



Brad Longman
SEO



Emil Ougendal-Bolstad
Social



Matt Cocking
Client strategy

Commercial & Strategy Team



Rajal Prajapat
Client Services



Mark Janes
Client Account



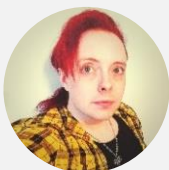
Katie Ford
PR & Content



Amy Hayward-Paine
PR & Content



Rachel Cryan
Paid Media



James Allen
Analyst & SEO



Jordan Munton
Paid Media

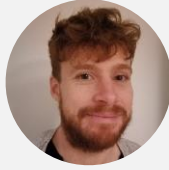
Technical & Support Team



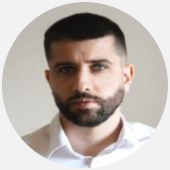
Anna Lomax
Senior Paid Media



Aaron Sangha
Paid Media



Zak Averre
Content



Andras Lorinczi
Creative



Lucy Hammond
Training & Events



Salema Khatun
Recruitment



Aneta Kowacka
Paid Media

Strategy & Delivery

We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

Services ↗

Analytics

Creative

Paid Media

PR & Content

SEO

Social Media

Training

Outcomes ↗

Consultancy

Strategy

Lead Generation

eCommerce

Technical Support

Reporting

Client Services

Our pedigree

We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.



What is performance
Max?

anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

Performance Max Explained

- Also referred to as Pmax, Google released the Performance Max campaign type in November 2021
- This new campaign type combines Search, Display, Discovery, Maps, Gmail and YouTube into one campaign type
- Performance Max was Google's next step in automating the process of managing a Google Ads account
- It is heavily reliant on machine learning and the audience information you provide it
- Effectively this campaign type is a black box, you put information in, Google does something and then you get a small amount of data from which to draw conclusions from



What Pmax replaced

- Smart Shopping – Google began ‘auto upgrading’ smart shopping campaigns in July '22
- Local Ads – these were auto upgraded at the same time as smart shopping ads

Performance max tends to get prioritised over campaign type. This means if you have a discovery campaign and a Pmax campaign targeting the same people, the likelihood is the Pmax will take the majority of the traffic



Setting up a Pmax campaign

Split by Asset group

The screenshot displays the 'Asset groups' section in Google Ads. It shows two asset groups, 'P1: Stihl' and 'P1: Echo.', each with its own configuration. Both groups are enabled, have a good ad strength, and are eligible. They share the same audience signal: 'Inmarket & affinity - garden' targeting 'Purchasers of Site Data GA4, All Conve...' and 'Tree Service Equipment, Tree Removal, ...'.

You can create up to 100 asset groups per campaign

Instead of creating separate campaign for each product/ brand, you could separate them at asset group level

anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

Split by ID

Listing group Custom 1 - 19 Feb 2023 < > Show last 30 days

Add filter Columns Expand

Listing group	Asset group	Impr.	Clicks	↓ Cost	Avg. CPC	Cost / all conv.	Conv. rate	Conversions	Cost / conv.	Conv. value
^ All products	P1: Stihl	46,120	431	£83.29	£0.19	£1.91	3.87%	16.68	£4.99	6,404.77
^ stihl	P1: Stihl	46,120	431	£83.29	£0.19	£1.91	3.87%	16.68	£4.99	6,404.77
woocommerce_gpf_45034	P1: Stihl	1,651	16	£8.13	£0.51	£4.07	6.25%	1.00	£8.13	2,203.20
woocommerce_gpf_37737	P1: Stihl	1,213	22	£5.97	£0.27	-	0.00%	0.00	£0.00	0.00
woocommerce_gpf_35081	P1: Stihl	818	47	£5.28	£0.11	£1.06	4.26%	2.00	£2.64	90.96
woocommerce_gpf_41583	P1: Stihl	1,341	31	£4.66	£0.15	£4.66	0.00%	0.00	£0.00	0.00
woocommerce_gpf_37720	P1: Stihl	1,356	17	£4.01	£0.24	£0.57	35.29%	6.00	£0.67	2,221.86
woocommerce_gpf_37793	P1: Stihl	851	11	£2.59	£0.24	-	0.00%	0.00	£0.00	0.00
woocommerce_gpf_34601	P1: Stihl	1,671	8	£2.38	£0.30	-	0.00%	0.00	£0.00	0.00
woocommerce_gpf_17390	P1: Stihl	419	16	£2.06	£0.13	£1.03	6.25%	1.00	£2.06	468.19
woocommerce_gpf_37778	P1: Stihl	993	15	£2.01	£0.13	£2.01	0.00%	0.00	£0.00	0.00
woocommerce_gpf_12098	P1: Stihl	669	10	£1.62	£0.16	-	0.00%	0.00	£0.00	0.00
woocommerce_gpf_41582	P1: Stihl	449	3	£1.54	£0.51	-	0.00%	0.00	£0.00	0.00
woocommerce_gpf_37729	P1: Stihl	561	4	£1.38	£0.35	-	0.00%	0.00	£0.00	0.00
woocommerce_gpf_34683	P1: Stihl	453	9	£1.18	£0.13	£0.59	0.00%	0.00	£0.00	0.00

You can have up to 1000 item IDs broken out per asset group

Splitting by Item IDs can be effective way to exclude specific items that are not generating the required return



Turn off expanded URLs

Campaign settings

Locations United Kingdom (country) ▼

Languages English ▼

▼ Additional settings

^ Additional settings

Start and end dates Start date: 22 September 2022 End date: Not set ▼

Final URL expansion Use more relevant URLs when it's likely to result in better performance ⓘ ^

On: Send traffic to the most relevant URLs on your site
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 URLs

Off: Send traffic to provided URLs only ⓘ

For the best results, consider allowing URL expansions. You can add exclusions to limit traffic to parts of your website

Cancel Save

Campaign URL options No options set ▼

If you keep the expanded URLs on this will allow Google to send people to whatever URL it believes is most relevant

However, it is near to impossible to see what product ID converted and can also create overlap with other performance campaigns



Negative Keyword List

Negative keyword list >

Account Level Negatives ⊗

<input type="checkbox"/> Negative keywords ↓	Match type
<input type="checkbox"/> "wrist"	Phrase match
<input type="checkbox"/> "woven"	Phrase match
<input type="checkbox"/> winterreifen	Broad match
<input type="checkbox"/> "window stickers"	Phrase match
<input type="checkbox"/> [white adhesive flag labels]	Exact match
<input type="checkbox"/> "where to find"	Phrase match
<input type="checkbox"/> "wheelie"	Phrase match
<input type="checkbox"/> weed	Broad match
<input type="checkbox"/> "wash care"	Phrase match
<input type="checkbox"/> wall	Broad match
<input type="checkbox"/> "vodka"	Phrase match
<input type="checkbox"/> "viking"	Phrase match
<input type="checkbox"/> "veuve clicquot"	Phrase match
<input type="checkbox"/> "vauxhall"	Phrase match

Speak to Google Ads support and ask them to apply account level negatives to your Performance Max campaigns

anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

Smart Shopping... sort of

-
- Provide Google a logo, business name, final url and feed
 - Do not provide Google any images, videos, headlines, descriptions and leave the call-to-action as automated.

Setting up the Pmax campaign in this way successfully limits the amount of budget Google can spend on any channel which isn't the shopping network.



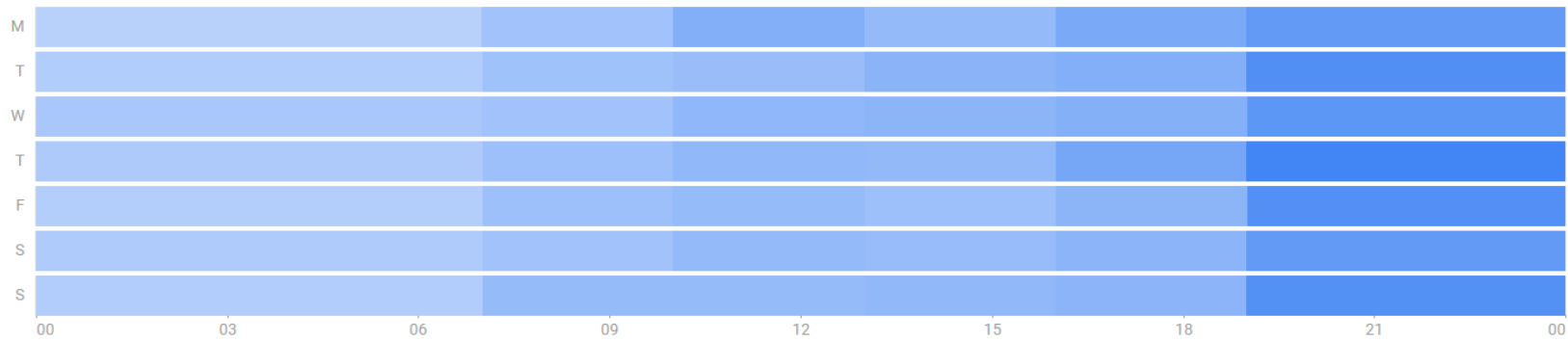
Old techniques
reimagined

Ad Scheduling

Ad schedule

Custom 1 Jul 2022 - 14 Feb 2023 < > Show last 30 days

Clicks



Add filter


Segment Columns Download Expand

<input type="checkbox"/> Day & time	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conv. value	Conv. rate	Conversions	Cost / conv.
Total: Ad schedules [?]		12,740	894,361	1.42%	£0.20	£2,555.50	149,475.08	5.96%	759.77	£3.36
<input type="checkbox"/> Thursdays, 16:00 - 19:00	–	424	27,534	1.54%	£0.19	£80.46	9,699.66	6.53%	27.69	£2.91
<input type="checkbox"/> Sundays, 16:00 - 19:00	–	310	25,979	1.19%	£0.20	£61.49	7,982.40	6.50%	20.14	£3.05
<input type="checkbox"/> Fridays, 07:00 - 10:00	–	214	14,433	1.48%	£0.19	£41.14	7,221.26	13.69%	29.30	£1.40
<input type="checkbox"/> Mondays, 16:00 - 19:00	–	408	26,879	1.52%	£0.21	£86.12	6,936.67	7.31%	29.83	£2.89

anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

Location Overlay

Locations Custom 1 Jul 2022 - 14 Feb 2023 < > Show last 30 days



Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. [Learn more](#)

Add filter Targeted locations Segment Columns Download Expand More

<input type="checkbox"/> Targeted location	↓ Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/> 6.0 mi around (51.576084,0.488736)	+20%	41	516	7.95%	£0.99	£40.73	6.00	£6.79	14.63%
<input type="checkbox"/> 10.0 mi around (50.645627,-4.282801)	+20%	24	221	10.86%	£1.09	£26.07	4.00	£6.52	16.67%
<input type="checkbox"/> 10.0 mi around (50.719164,-1.880769)	+10%	81	1,090	7.43%	£1.05	£85.05	13.50	£6.30	16.67%
<input type="checkbox"/> 7.0 mi around (51.735587,0.468550)	+10%	40	419	9.55%	£1.03	£41.13	7.00	£5.88	17.50%
<input type="checkbox"/> 8.0 mi around (50.776382,-4.211704)	+10%	11	90	12.22%	£0.96	£10.54	2.00	£5.27	18.18%
<input type="checkbox"/> 15.0 mi around (50.375457,-4.142657)	0%	64	689	9.29%	£0.95	£60.91	8.00	£7.61	12.50%
<input type="checkbox"/> 20.0 mi around (50.152571,-5.066270)	-10%	71	734	9.67%	£0.89	£62.92	8.00	£7.87	11.27%
<input type="checkbox"/> 5.0 mi around (51.068785,-1.794472)	-20%	15	229	6.55%	£0.98	£14.70	2.00	£7.35	13.33%
<input type="checkbox"/> 4.0 mi around (51.545927,0.707712)	-30%	36	418	8.61%	£0.93	£33.65	5.00	£6.73	13.89%

anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca

Account level Exclusions

✕ Exclude placements

Exclude placements on Display Network and YouTube

Add placement exclusion Use placement exclusion list

Exclude from

Account ▾

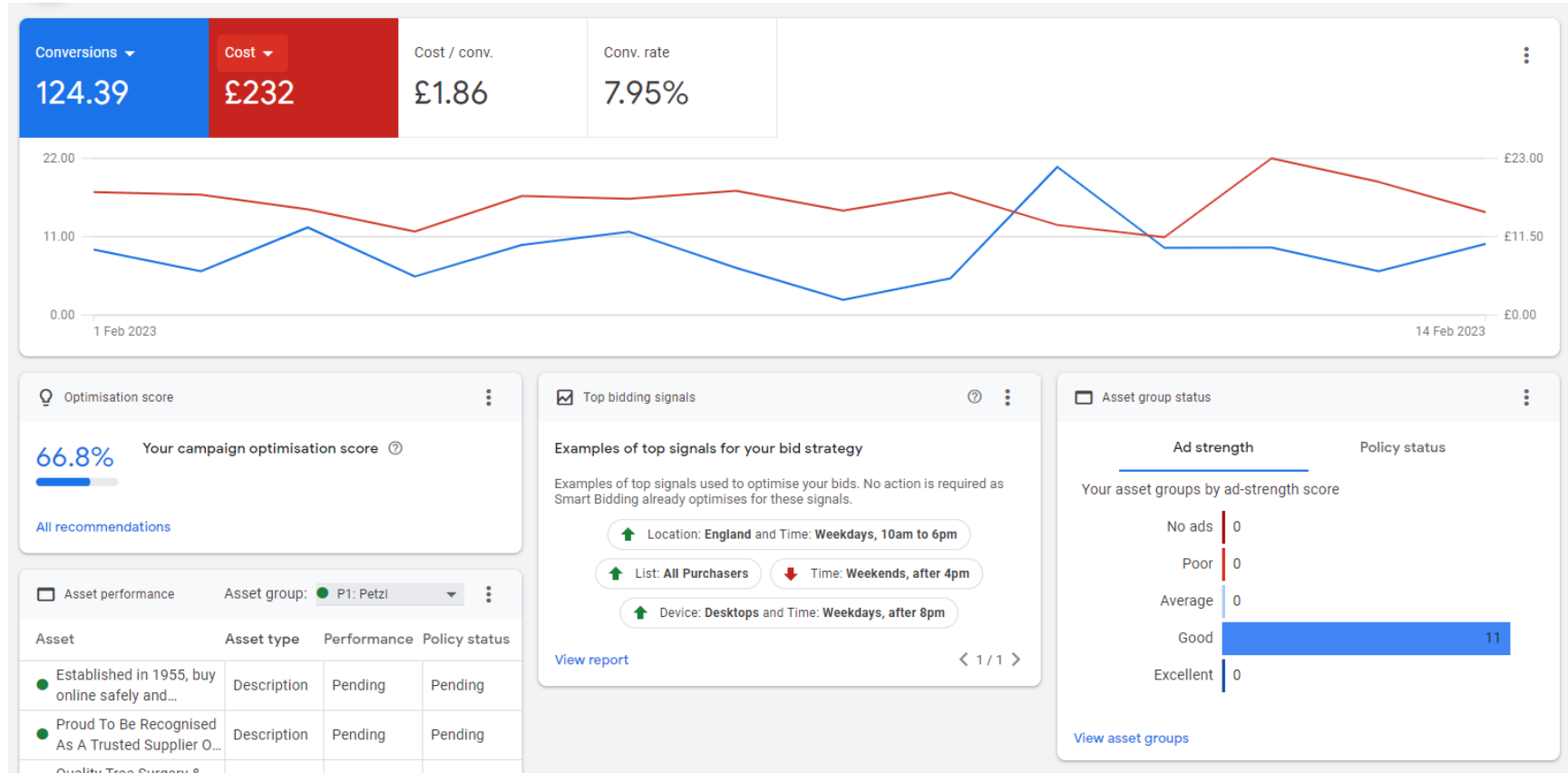
Browse	Enter	8015 selected
Search by word, phrase, URL or video ID	🔍	Music ✕
YouTube channels	>	App categories > Google Play > Games Family ✕
YouTube videos	>	App categories > Google Play > Games Adventure ✕
Websites	>	App categories > Google Play > Games Action ✕
Apps	>	App categories > Google Play > Games Educational ✕
App categories (140)	>	

Either manually enter urls that you wish to exclude or exclude some of the predefined categories e.g. game apps



Accessing the data

Campaign Overview



If you click on a Performance Max campaign you will be presented with some nice looking graphs and reports but nothing that allows you to drill down into the data

anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

Campaign Insight

Your week-over-week view

Conversions are down and cost is up for your account



anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

Campaign Insight

Consumer spotlight

Search terms insight

Understand the search term categories that your ads appeared against and your performance on each category
Top search categories can provide inspiration for your ads and business by revealing what your customers are searching for, the words they use to search and what categories are growing and declining

Add filter

Search category	Convers...	Search volume	Campaign
honey brothers (10)	13.00 (+30%)	1K-10K (-1%)	5 campaigns > 22 ad groups, 21 asset groups
beal pro (1)	4.00 (-)	10-100 (+26%)	3 campaigns > 1 ad group, 2 asset groups
throw line (7)	3.00 (-)	1K-10K (-2%)	5 campaigns > 3 ad groups, 11 asset groups
art cambium saver (1)	3.00 (-)	10-100 (-7%)	4 campaigns > 3 ad groups, 9 asset groups
notch sentinel harness (6)	3.00 (-)	100-1K (+3%)	4 campaigns > 2 ad groups, 10 asset groups

Show rows 5 1 - 5 of 593

Recommendations < 1 / 3 >

ⓘ Raise your budgets: Your ads stopped running on your busiest days. Fixing your limited budget can help. +8.7% [View](#) [Apply](#)

anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

The search terms insight can be a good way to detect if the Pmax campaign is mostly converting brand traffic which may have converted through organic anyway

Campaign Insight

Search Trends

Explore trends that reveal new advertising opportunities

Suggested trends

You aren't running ads for these trends but they might be growth opportunities for your business.

Search Trends	Demand forecasts		
Category	Trend time period	Location	Search volume
Chainsaws	Ongoing	United Kingdom	10K-100K (25%)
Lawn Mowers	Month over month	United Kingdom	100K-1M (47%)
Hedge Trimmers	Month over month	United Kingdom	10K-100K (47%)
Hard Hats	Month over month	United Kingdom	10K-100K (33%)
Motor Vehicle Transmission & Drivetrain Parts	Month over month	United Kingdom	100K-1M (17%)

Show rows 1 - 5 of 6 < >

anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca
anicca

Filters

1 Feb 2023 14 Feb 2023

+ 2 Campaign status: Enabled Campaign: PMax | Example | UK × Add filter

Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	● Campaign	↓ Budget	Status	ROAS	ROAS (by time)	AOV	Conv. value	Conv. value (by conv. time)	Impr.	Clicks	Conve
<input type="checkbox"/>	● PMax Example UK	£25.00/day	Limited by budget	70.54	85.86	251.40	27,208.80	33,119.39	164,381	2,306	11
Total: Filtered campaigns ?				70.54	85.86	251.40	27,208.80	33,119.39	164,381	2,306	11
<input checked="" type="checkbox"/>	Total: Account ?	£66.00/day		69.67	76.71	233.29	65,405.51	72,014.54	275,956	4,772	21

1 - 1 of 1

Using the filter function allows you to look at all the same data you used to see in the smart shopping campaign/ standard campaigns.

Auction Insights for Pmax

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
avery.co.uk	37.15%	46.76%	60.29%	84.01%	39.97%	14.37%
You	20.01%	–	–	75.72%	23.36%	–
amazon.co.uk	17.43%	9.04%	33.37%	63.86%	21.65%	19.41%
vistaprint.co.uk	17.27%	15.21%	44.58%	64.98%	10.17%	18.66%
labels-international.co.uk	10.48%	22.50%	56.19%	76.08%	27.66%	17.48%
moo.com	< 10%	10.78%	47.15%	58.47%	12.65%	19.00%
printedeasy.com	< 10%	19.41%	53.30%	72.40%	29.82%	17.94%
a4labels.com	< 10%	8.94%	41.77%	72.92%	25.02%	19.26%
digitalprinting.co.uk	< 10%	6.81%	46.20%	50.05%	12.59%	19.38%
stickermule.com	< 10%	3.75%	37.52%	65.17%	12.43%	19.73%
stickersinternational.co.uk	< 10%	12.38%	38.46%	52.79%	8.65%	19.06%
printed.com	< 10%	9.21%	52.47%	63.94%	21.57%	19.04%
label.co.uk	< 10%	13.21%	49.13%	72.28%	20.79%	18.71%
flexilabels.co.uk	< 10%	14.78%	31.83%	60.43%	15.88%	19.07%
onlinelabels.com	< 10%	14.41%	73.97%	88.36%	61.94%	17.88%

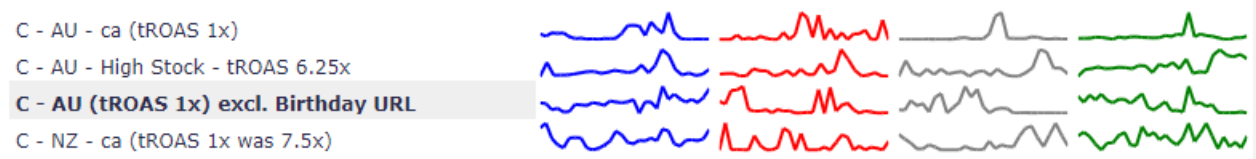
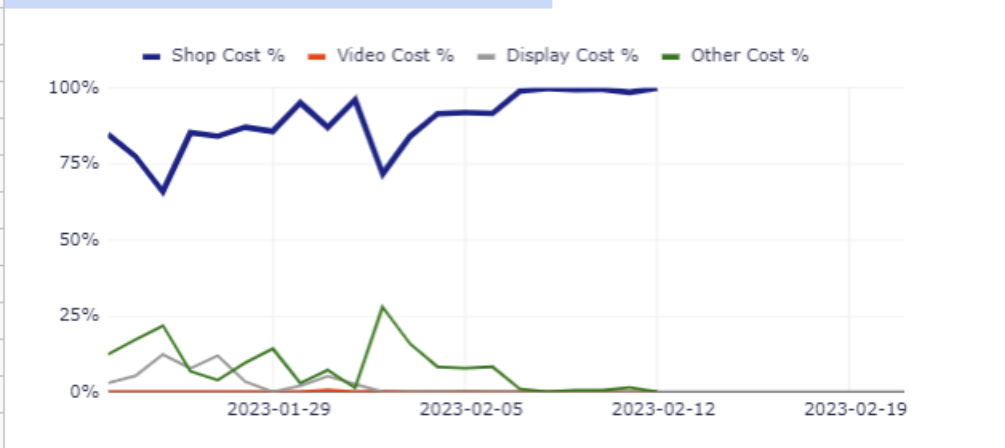
Only available if you run a Pmax campaign with headlines and descriptions



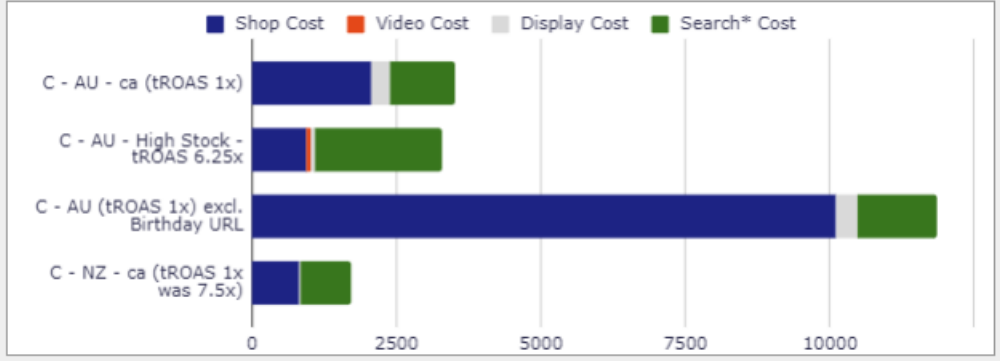
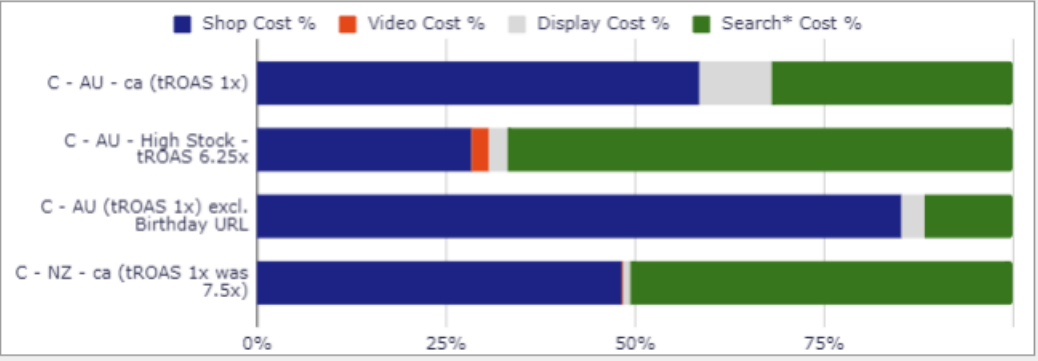
Script - Overview (v20)

choose a campaign from the dropdown  The big chart on the left shows the percentage split between the 3 'networks', the sparklines below show the change in actual cost (30 days).

C - AU (tROAS 1x) excl. Birthday URL Cost (last 30 days) : \$11857 Campaign (sorted A-Z)



Note: Charts below show % of spend on the left, and actual spend (\$) on the right



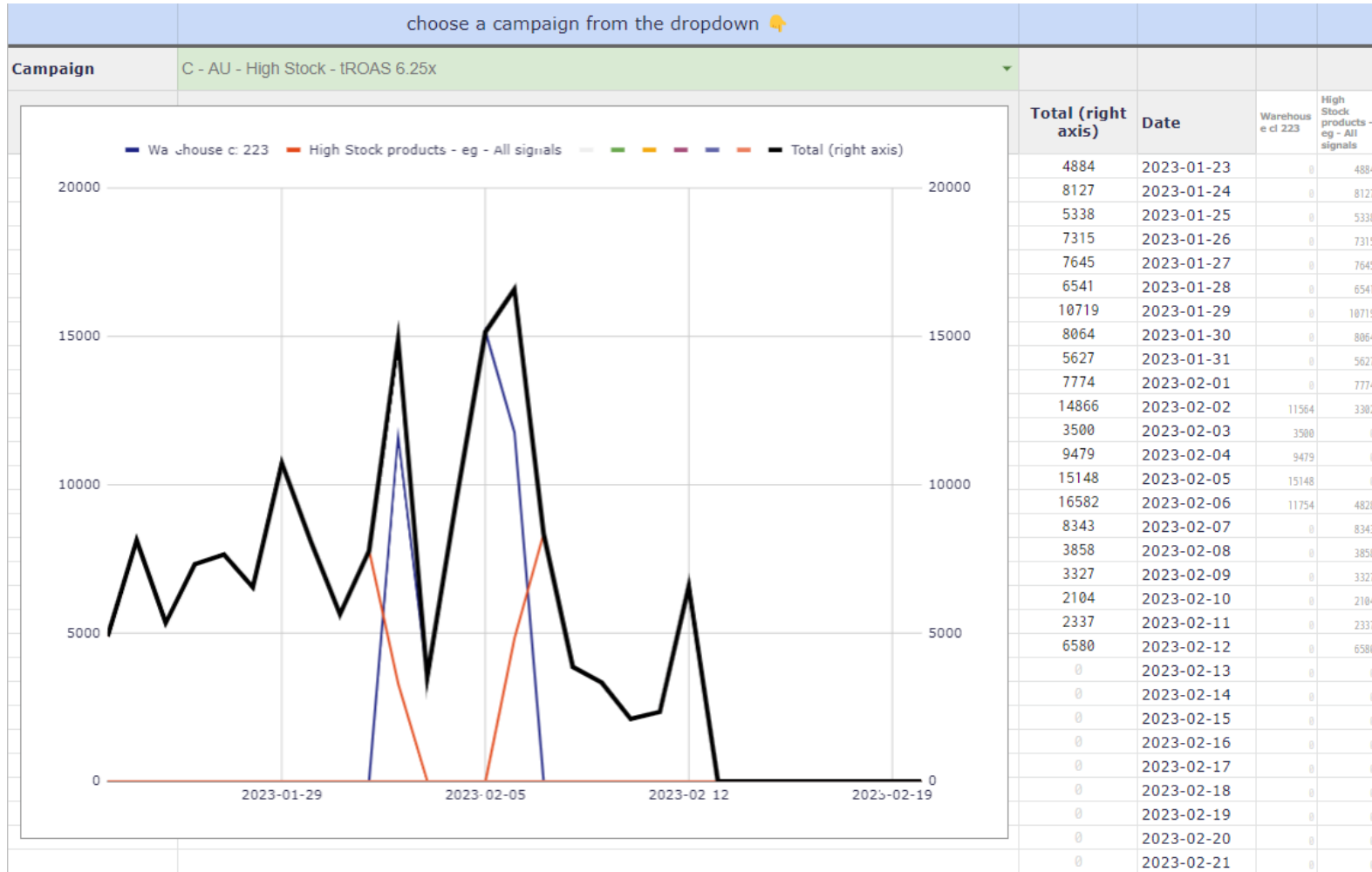
Script – Campaign (v20)

Campaign (last 30 days data)	Total Cost	Conv	Conv Value	Views	Avg. CPV	Shop Cost	Video Cost	Display Cost	Search* Cost	Shop Cost %	Video Cost %	Display Cost %	Search* Cost %	Shop Conv	Video Conv	Display Conv	Search* Conv	Shop Conv %	Video Conv %	Display Conv %	Search* Conv %	Shop Value	Video Value	Display Value	Search* Value	Shop Value %	Video Value %	Display Value %
C - AU - ca (tROAS 1x)	3523	310	32676	80	0.06	2061	3	334	1125	58%	0%	9%	32%	181	0	29	100	58%	0%	9%	32%	18799	0	3759	10118	58%	0%	12%
C - AU - High Stock - tROAS 6.25x	3299	242	24514	570	0.13	937	76	78	2208	28%	2%	2%	67%	100	3	4	135	41%	1%	1%	56%	7283	439	531	16261	30%	2%	2%
C - AU (tROAS 1x) excl. Birthday URL	11857	879	96580	121	0.09	10100	11	363	1383	85%	0%	3%	12%	723	0	28	128	82%	0%	3%	15%	79288	0	3413	13879	82%	0%	4%
C - NZ - ca (tROAS 1x was 7.5x)	1705	98	15463	59	0.05	824	3	15	863	48%	0%	1%	51%	38	0	0	60	39%	0%	0%	61%	5839	0	0	9624	38%	0%	0%
	0				0.00																							
	0				0.00																							
	0				0.00																							
	0				0.00																							
	0				0.00																							
	0				0.00																							

Script – Asset Group (v20)

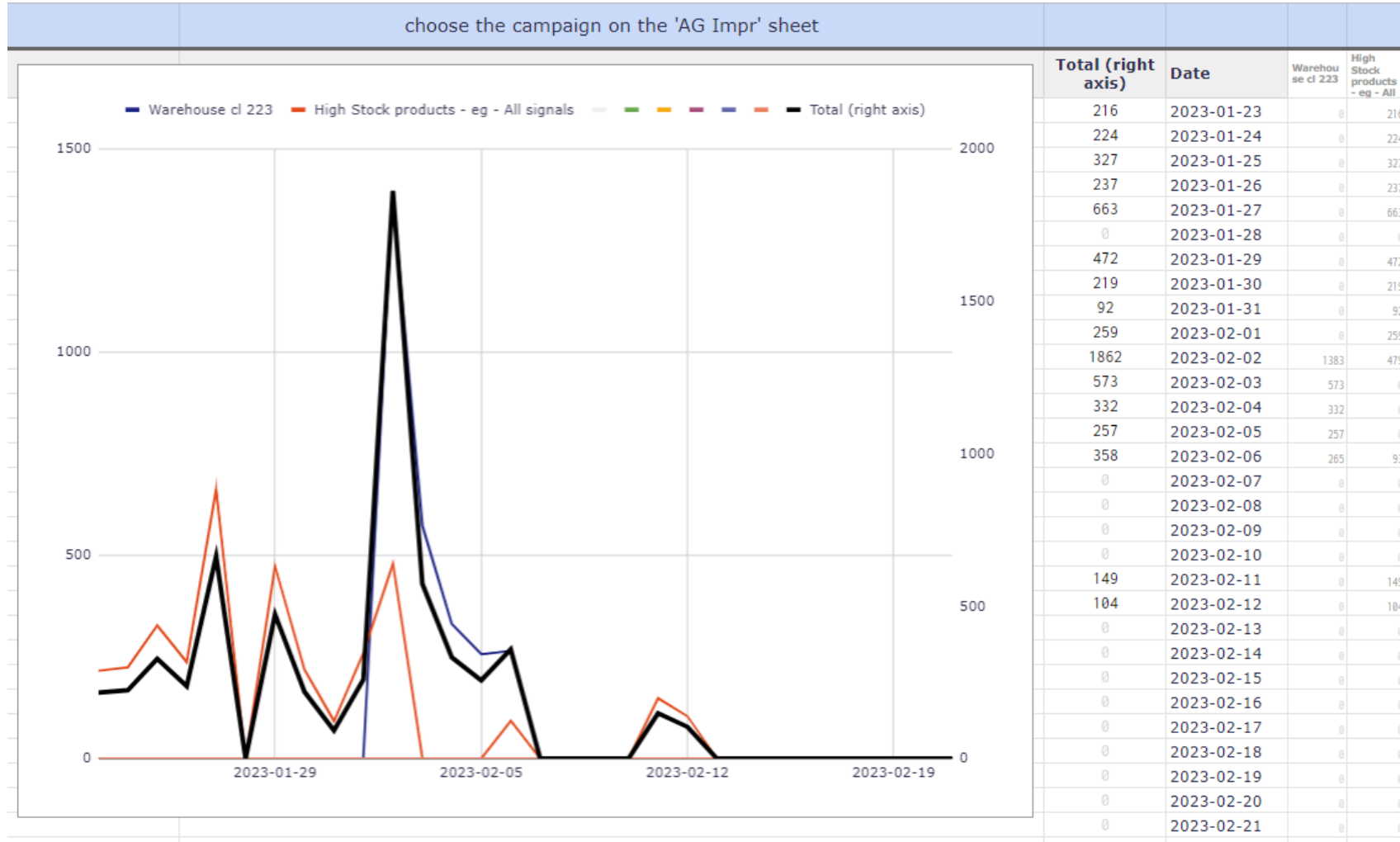
A	B	C	D	E	F	G	H	I
<i>campaign.name</i>	<i>asset_group.name</i>	Impr	Conv	Value	ROAS	Clicks	CTR	CPA
[-] C - NZ - ca (tROAS 1x was 7.5x)	ca - eg - All signals	378730	38	5839	7.1	2956	0.8%	21.9
[-] C - AU (tROAS 1x) excl. Birthday URL	All products - eg - All signals	3787486	724	79411	7.8	22134	0.6%	14.0
[-] C - AU - High Stock - tROAS 6.25x	Warehouse cl 223	51445	43	2809	7.5	616	1.2%	8.8
	High Stock products - eg - All signals	124754	57	4473	8.0	1062	0.9%	9.8
[-] C - AU - ca (tROAS 1x)	ca - eg - All signals	953092	182	18891	9.1	5121	0.5%	11.4
Grand Total		5295507	1044	111423	8.0	31889	0.6%	13.4

Script – AG impressions (v20)



anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca

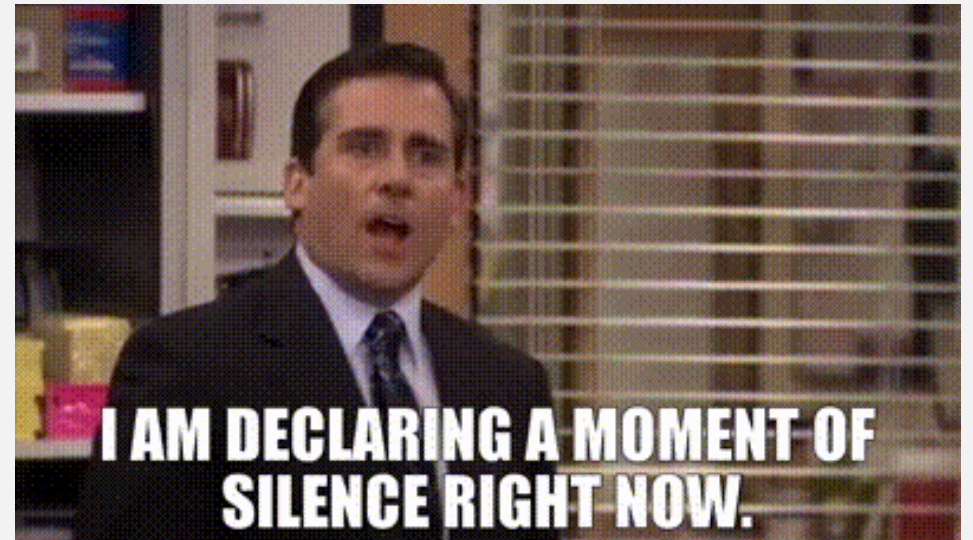
Script – AG Value (v20)



anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca
 anicca

Pmax Scripts we've lost

- Delete auto created pmax videos
- Add converting pmax search terms under a specified CPA as exact, phrase or broad



Pmax updates

- Account level negative keywords
- Campaign level brand exclusions
- Page feeds that will enable you to refine the url expansion

jordan@anicca.co.uk

Disclaimer

The materials set out in this document are concepts only (the "Concepts") and, in addition to any rights vesting in Anicca Digital Limited ("Anicca"), may be the subject of existing third party intellectual property rights.

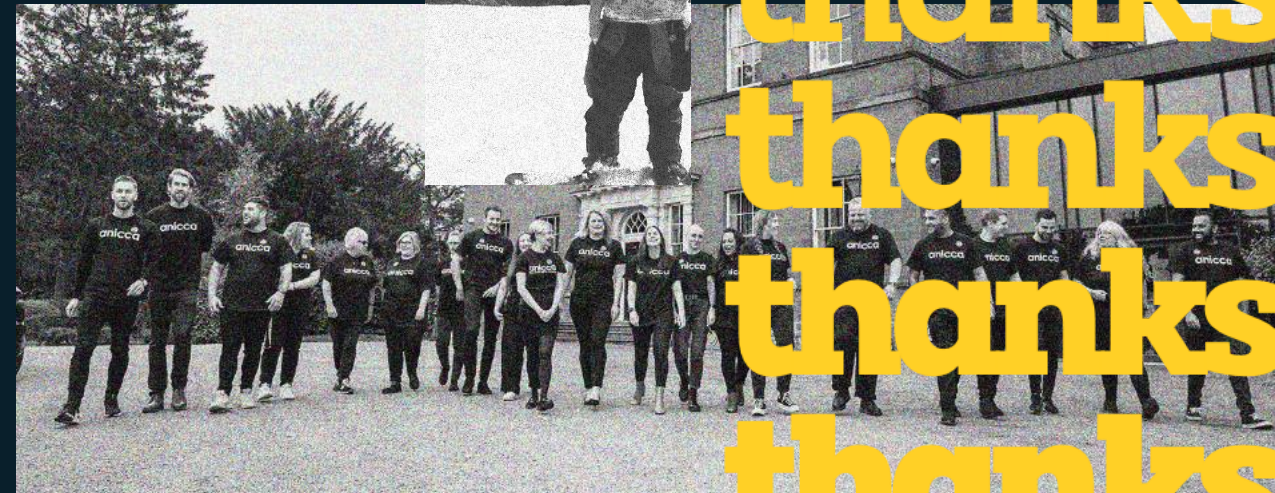
If the client wishes to utilise any of the Concepts, it should notify Anicca in writing and Anicca will then put in place the appropriate intellectual property searches (the "Searches"). The use of the Concepts is therefore subject to the results of the Searches.

Anicca shall not be liable for any damages, costs or losses whether direct or indirect (and including, without limitation, loss of profits, loss of business and loss of goodwill) arising out of any claim by any third party relating to the Concepts proposed by Anicca where the client uses a Concept:

prior to Anicca confirming whether or not the Concept is subject to existing third party intellectual property rights; and/or

in breach of existing third party intellectual property rights following the Searches.

All Anicca rights to proposed technical, content and creative concepts belong to Anicca unless paid for by the client. Should the client subsequently use any concepts without payment to Anicca (unless agreed otherwise by both parties in writing), Anicca reserves the right to take action to recoup, without limitation, damages for breach of intellectual property rights and/or any lost costs associated with the development of such concepts from the client.



thanks
thanks
thanks
thanks
thanks
thanks
thanks
thanks
thanks

Next week

Emil Ougendal

Paid Media Strategist

