

GUIDE

Unlock the black box: Four ways to get more from Performance Max

Proven tactics to improve precision, visibility, and control in your Google Performance Max campaigns



Google's Performance Max isn't perfect, but with the Adthena toolbox, you can create and control remarkably precise campaigns.

What is Performance Max?

Google's goal-based, automated campaign platform that provides one-stop access to YouTube, display, search, Discover, Gmail, and Maps.

Sounds good, so what's the problem?

- ✓ One data feed and one set of campaign assets for all Google inventory
- ✓ Automated, AI-driven ad configuration and optimization
- ✗ Limited visibility on search terms, budget allocation, and performance by channel
- ✗ Limited tracking and reporting capabilities
- ✗ Overall lack of control

Learn the proven workarounds

In this guide, we'll show you four tactics every Performance Max advertiser can deploy to gain precision and visibility into campaigns. You'll learn:

1. How to curate your negative keyword lists to gain control and reduce inefficiency
2. How to enhance your copy assets for optimal performance
3. How to close gaps in keyword and channel coverage
4. How to carve out more precise audiences using search term and competitor data

66%

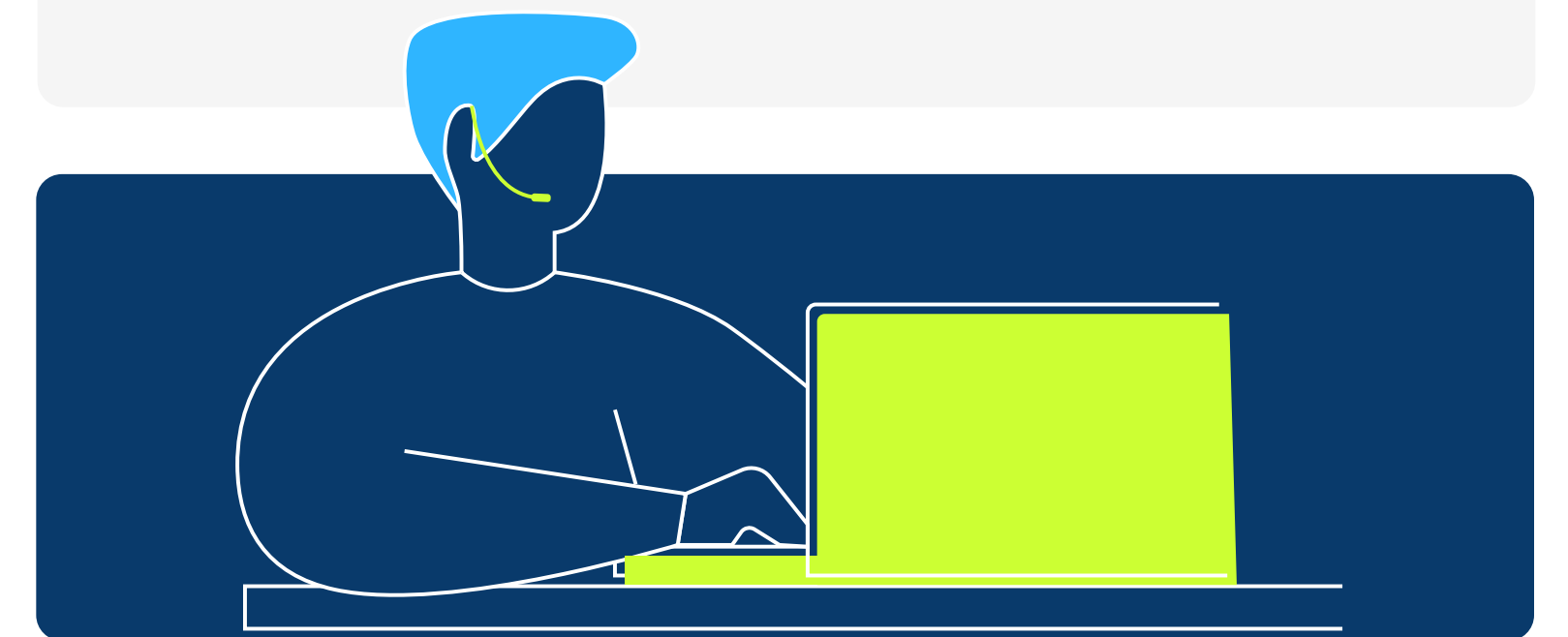
of Adthena customers use Performance Max

Only 5%

are happy with keyword reporting

Only 12%

are happy with keyword insights or asset insights



The Problem

- ✗ Without search query reports in Performance Max, how do you control what terms trigger your ads?

The Solution

Use search term reporting in Adthena to curate your negative keyword list.

- ✓ Search term reports from Adthena shows you all the terms you're appearing on in your Performance Max campaigns.
- ✓ You can then identify terms that don't support your strategy or that cannibalize your other accounts and add them to your negative keyword list.

23%

lower CPC's for Casio

Five-figure savings

for G-Shock and VodafoneZiggo

How G-SHOCK did it

Using Adthena search term reporting, the Journey Further agency eliminated overlapping terms triggering ads (and double charges) for Casio and its watch brand G-SHOCK.

CASIO X G-SHOCK

1. They identified Casio brand terms that were triggering G-SHOCK Performance Max campaigns
2. By adding Casio brand terms to the negative keyword list for G-SHOCK, both brands saved money
3. G-SHOCK reduced wasted spend by five figures
4. Casio saw CPCs drop 23% because it was no longer bidding against its sister brand

How VodafoneZiggo did it

Adthena search term reporting showed VodafoneZiggo which terms they appeared on in their campaigns and which terms were unnecessarily driving up costs (e.g., brand terms in other languages). Eliminating those terms delivered five-figure savings annually.

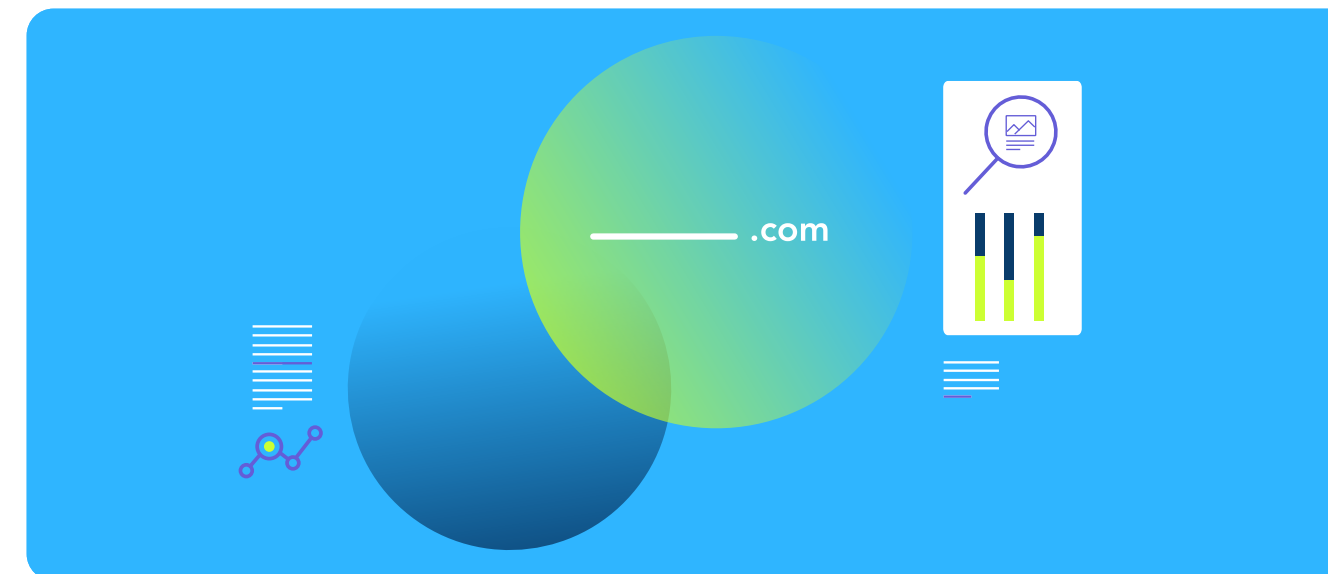
vodafone X ziggo



The Problem

- ✗ Performance Max campaigns offer limited insights on what ad copy assets perform best for click through rate (CTR) or position on the search engine results page (SERP). How do you feed Performance Max with the best possible copy if you don't know how it performs?

Solutions from Adthena



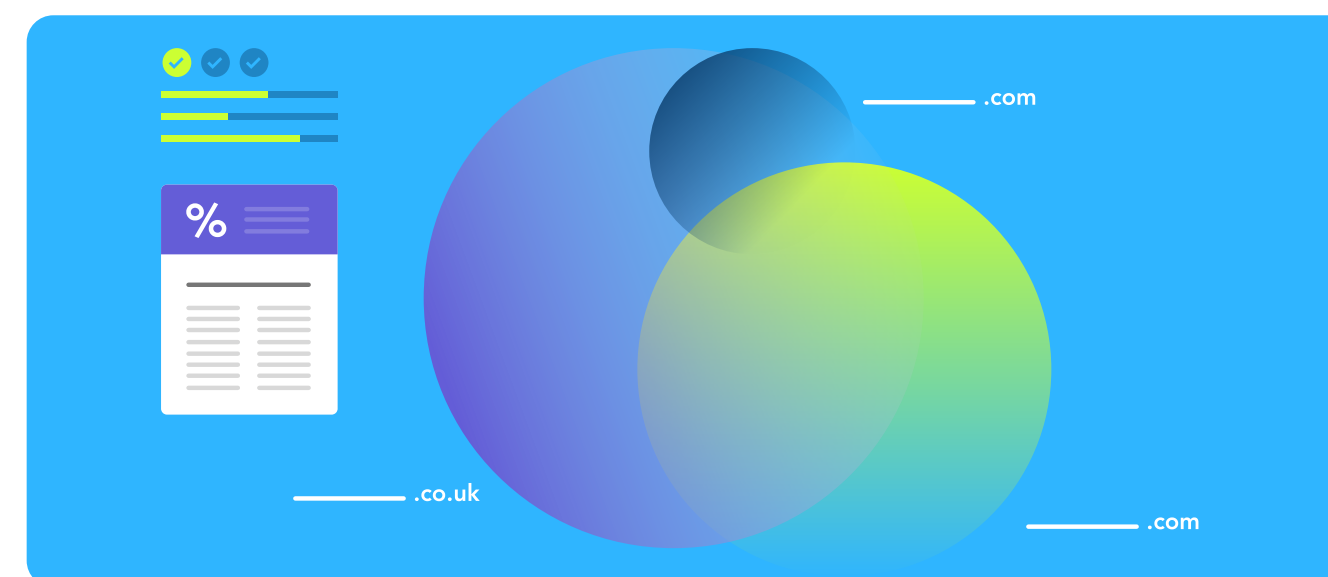
Enhance and test ad copy variations

Discover and test ad copy variants that perform well for competitors. (Top Phrases reports show you the most popular words or phrases for a category and who are using them). Use Top Ads reports to identify ad copy variants that perform best in your markets, then test those in Performance Max.



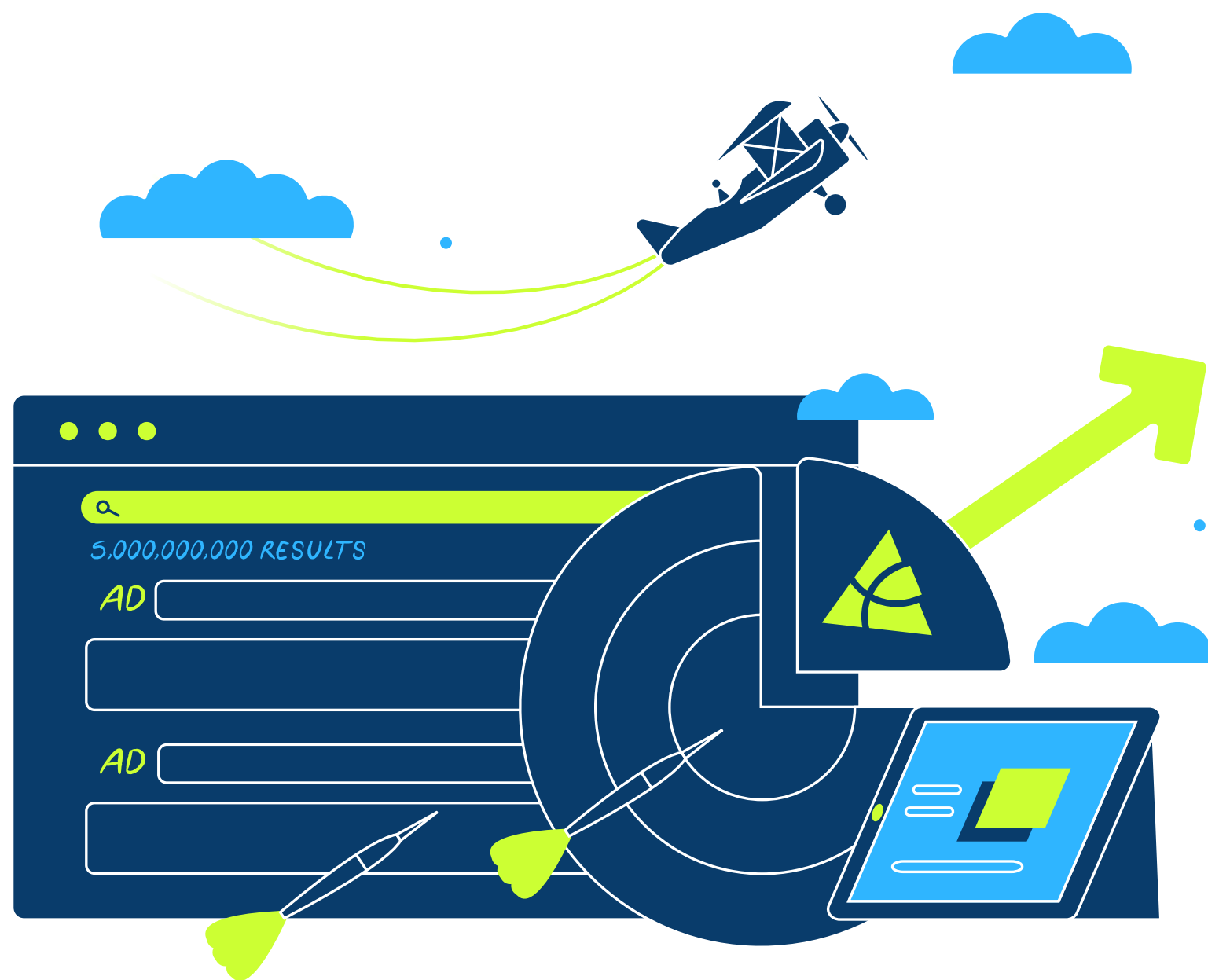
Monitor rival offers

Use Adthena Ad Text report filters to scan and monitor rival offers (such as % discount) to keep your Performance Max ads competitive.



Track and monitor ad performance

Add a parameter in the final URL of your Performance Max campaigns to distinguish them from your other ads. Then use Adthena to compare performance.



Close search term and channel gaps

The Problem

- ✗ How do you know if you're missing out on search terms or channel opportunities when Performance Max doesn't provide visibility?

The Solution

- ✓ Use Adthena Search Term Opportunities to identify the search terms you're missing in your Performance Max campaigns, and add them to your non-Performance Max campaigns to ensure full coverage and optimal performance.
- ✓ Use Adthena Head-to-Head comparisons to see terms your competitors are appearing for that you are not, then add those to your non-Performance Max campaigns.
- ✓ Use Adthena to uncover insights into your spend and performance by channel or asset group. For example, if Performance Max shopping or search campaigns are under performing, you can use Adthena data to optimize your feed.

Capture audience signals to create custom segments in Performance Max

The Problem

- ✗ You can't select search terms in Performance Max, so how do you target a niche audience or promote a new product or category?

The Solution

- ✓ Use Adthena's search term and competitor data to discover relevant terms and competitors in a category where you don't have existing insights. Use those insights to amend targeting settings in Performance Max with signals you think will convert well.



Another pain point with Performance Max is the lack of visibility insights at the channel level. We aren't able to see specifically where the money is being spent. Is it shopping? Is it display? Is it video, or search? Adthena gives you that extra insight into what's going on within the campaigns."

Helen Dooner, Journey Further



“

The valuable insights we get from Adthena are simply unavailable elsewhere. Adthena shows us not only where we have opportunities to bring in more sales and revenue, but also where we can save money. It helps ensure that every hour and Euro we invest in paid search is spent wisely”

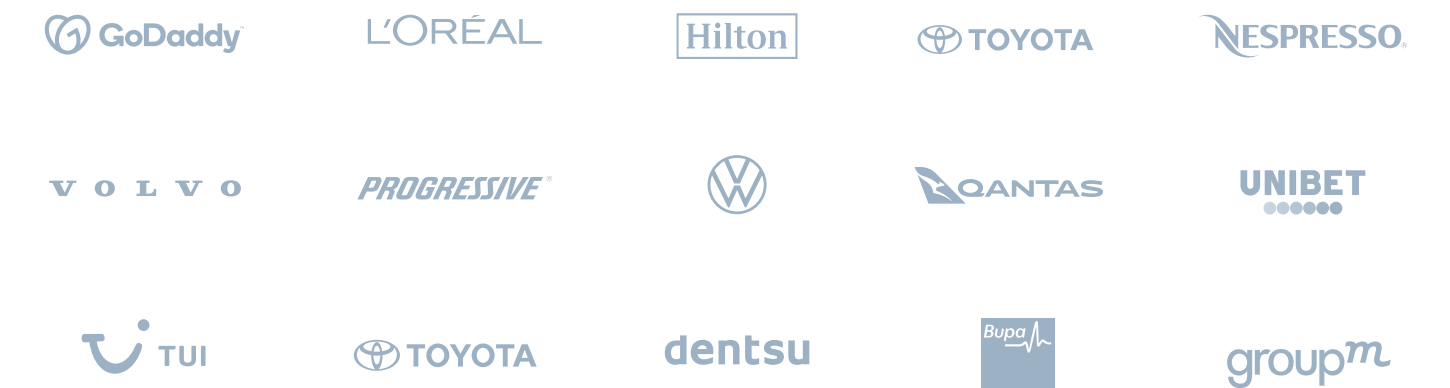
Jerry Jacobs, VodafoneZiggo

Adthena illuminates the blind-spots of Performance Max

1. SERP insights
2. All search terms you appear on insights by category, device, ad copy, and more
3. Share of clicks and impressions, average position, average CPC, and more

Performance Max advertisers are using Adthena search intelligence every day to bring transparency, control, and precision to their Performance Max campaigns.

To learn more about how Adthena can help you optimize your Performance Max campaigns: **Request a demo.**



Loved by customers, trusted by agencies

“Great tool for market insights”
★★★★★

“Best SEM tool I’ve ever used”
★★★★★

“Adthena delivers on its promise”
★★★★★



Get started with Adthena today

Request a Demo