Enhanced Performance Max by smec

Master Performance Max,
Google's new campaign type

With Performance Max, Google offers a new, goal-based campaign type that allows advertisers to run ads across the entire Google Ads inventory.
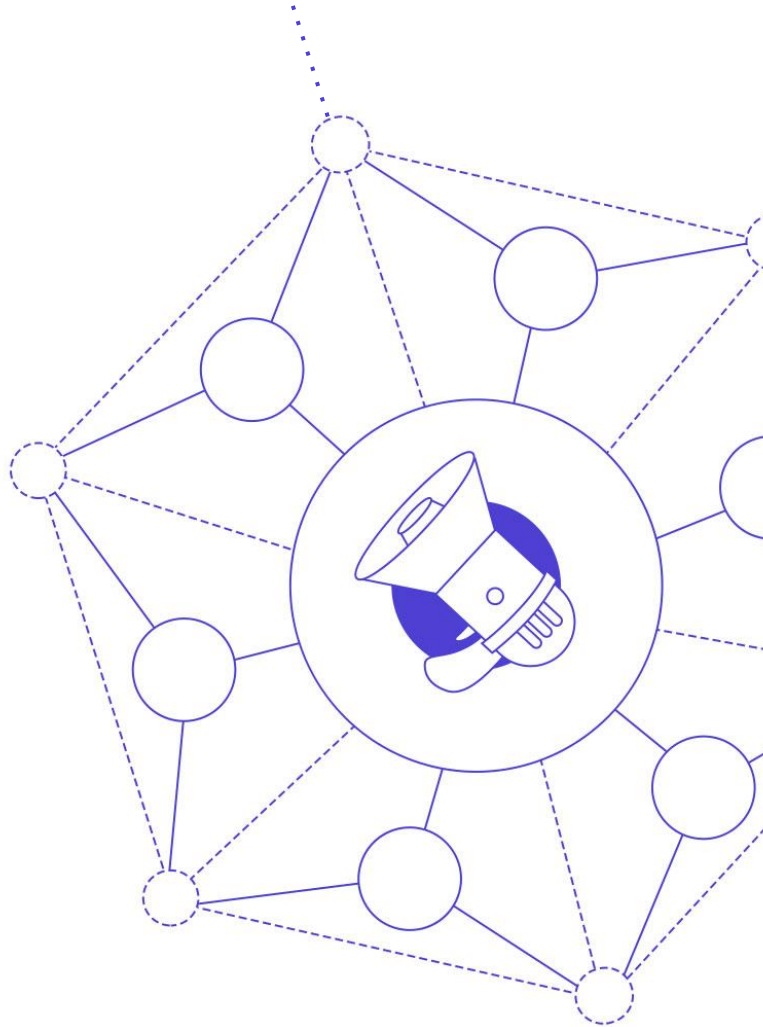
The objective of Google?
To help advertisers find more converting customers across channels with just one campaign (read our blog article about PMax to learn more).

While some online retailers have openly embraced the new campaign type, others are still hesitating and trying to figure out whether *for them* the pros of switching truly outweigh the cons.

One of the key arguments against switching – apart from having to reorganise how your PPC team is working? **Limited control and transparency**.

For instance, advertisers switching to Performance Max will have neither the possibility to set goals per channel nor know the performance of said channels.
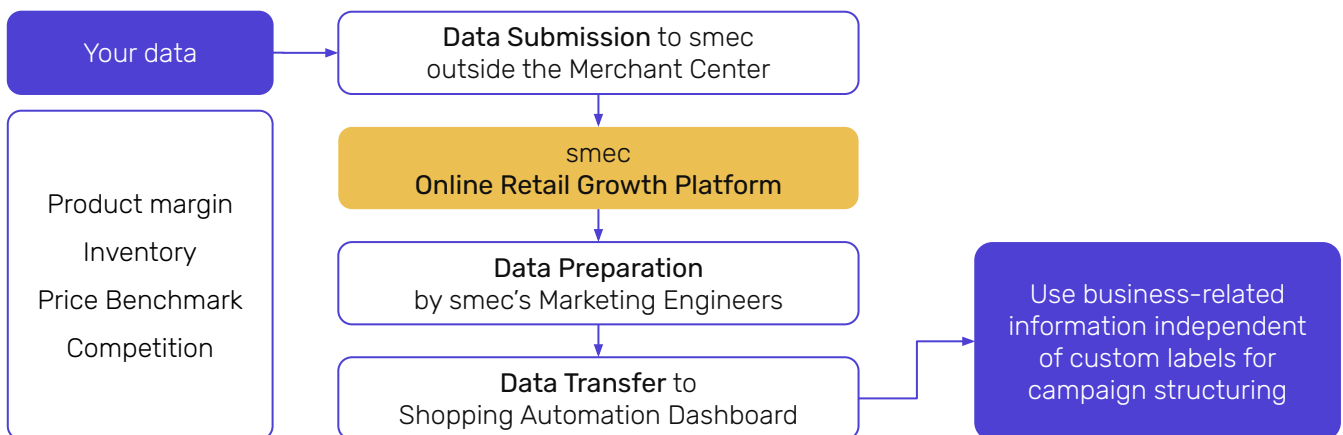
There are certain workarounds, however, that help advertisers navigate Performance Max with more precision. On the following pages, you will learn how to steer Performance Max campaigns in accordance with your unique business objectives, inventory characteristics and market conditions.
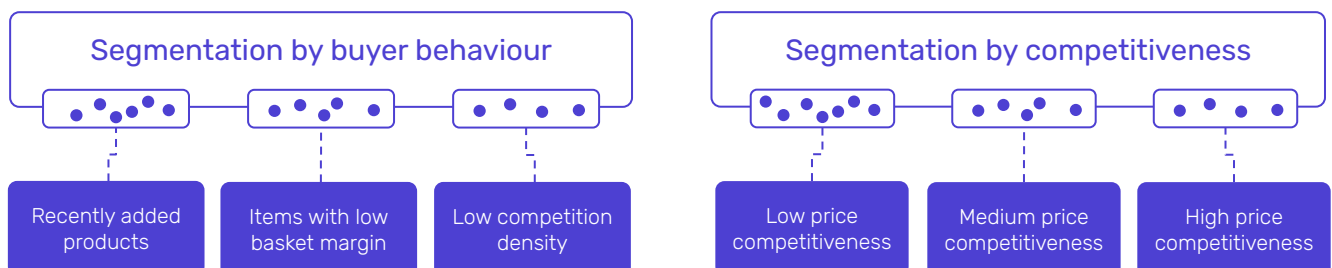
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Data-driven campaign enhancement

Because your products are too unique for a 'one campaign fits all' approach

STEP 0

Activate data (e.g. via the smec Online Retail Growth Platform)

The flowchart below outlines the data activation process with our retail intelligence software. Non-smec clients can skip this step and use their own data systems to supply, enrich and assess data relevant for segmentation.

Your data

Data Submission to smec
outside the Merchant Center

smec
Online Retail Growth Platform

Product margin
Inventory
Price Benchmark
Competition

Data Preparation
by smec's Marketing Engineers

Use business-related information independent of custom labels for campaign structuring

Data Transfer to
Shopping Automation Dashboard

STEP 1

Choose the right data for structuring the campaigns

Decide on the type of data you want to build your segmented campaigns on. Below you can find two examples of such segmentation.
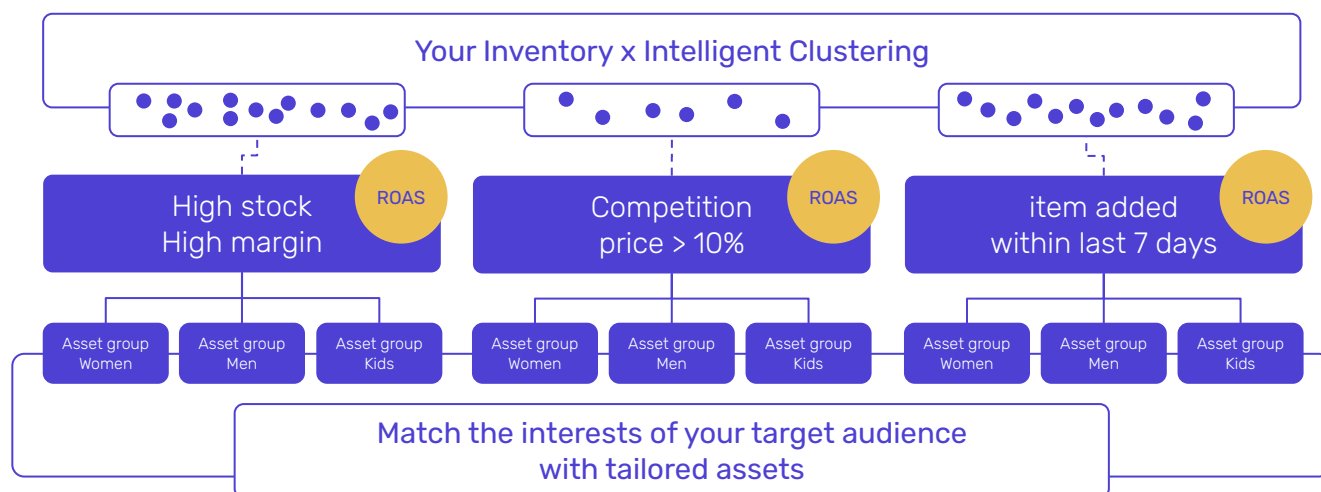
Segmentation by buyer behaviour

Recently added products

Items with low basket margin

Low competition density

Segmentation by competitiveness

Low price competitiveness

Medium price competitiveness

High price competitiveness

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STEP

2

Structure your campaigns with an additional layer for targeting

After adding business objectives to the campaign, it is recommended to add Asset Groups for additional targeting. Just note that this increases the complexity, making a manual adjustment of campaigns very hard.
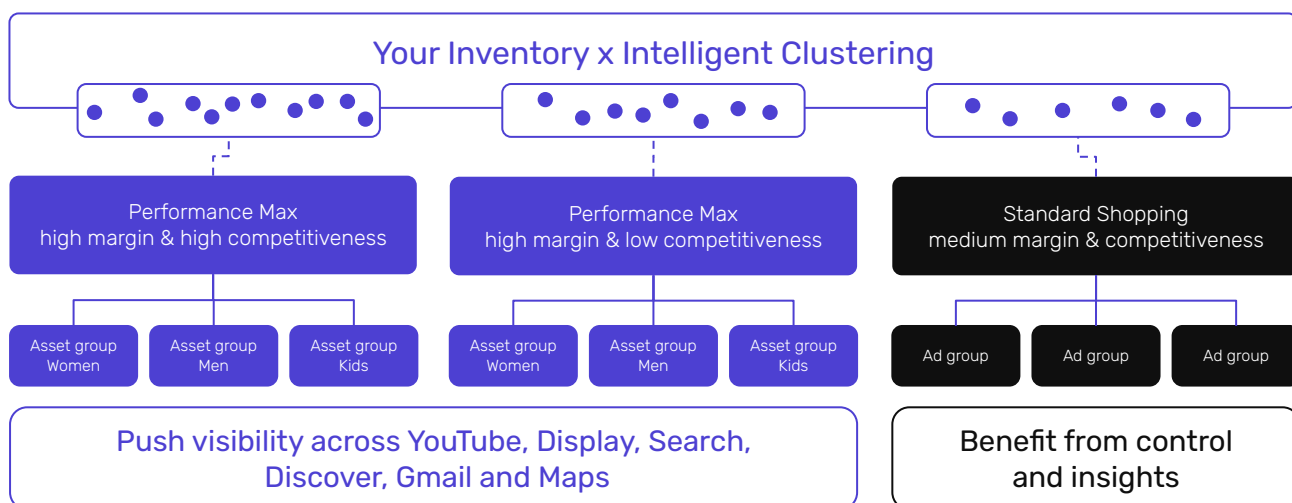
Your Inventory x Intelligent Clustering

High stock High margin	ROAS	Competition price > 10%	ROAS	item added within last 7 days	ROAS

Asset group Women	Asset group Men	Asset group Kids	Asset group Women	Asset group Men	Asset group Kids	Asset group Women	Asset group Men	Asset group Kids

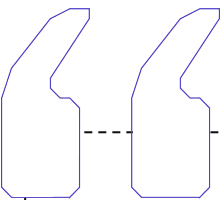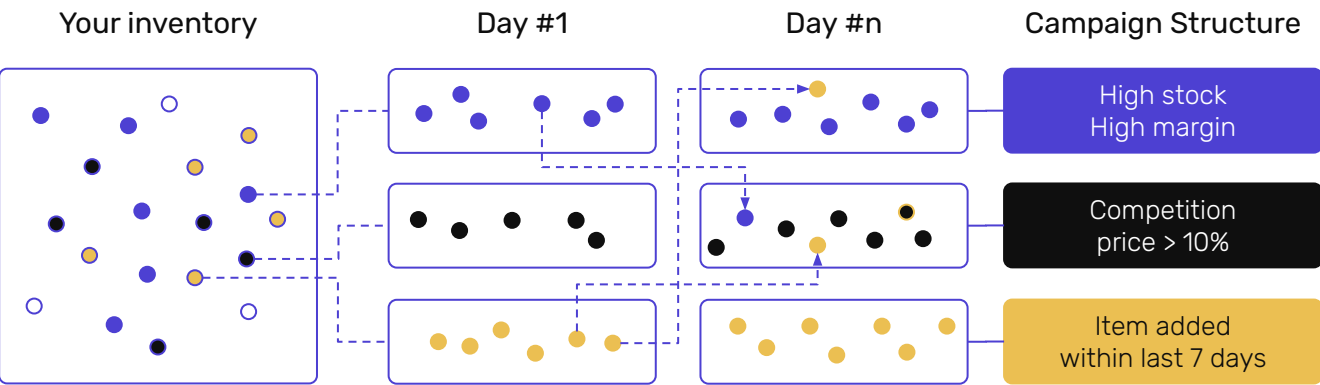**Match the interests of your target audience with tailored assets**

STEP

3

Use a hybrid campaign approach with Standard Shopping

This is an optional step for the transition period or for those who wish to run both campaign types on different products for strategic purposes.

Your Inventory x Intelligent Clustering

Performance Max high margin & high competitiveness	Performance Max high margin & low competitiveness	Standard Shopping medium margin & competitiveness

Asset group Women	Asset group Men	Asset group Kids	Asset group Women	Asset group Men	Asset group Kids	Ad group	Ad group	Ad group

Push visibility across YouTube, Display, Search, Discover, Gmail and Maps

Benefit from control and insights

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STEP
4

Keep campaigns up-to-date by allocating products

This is where automation and AI really comes in handy. At smec we automate the whole process and allocate products dynamically on a daily basis.

Your inventory	Day #1	Day #n	Campaign Structure
			High stock High margin
			Competition price > 10%
			Item added within last 7 days

"

RS Components

"Smarter Ecommerce completely understands what we are trying to achieve and has all the knowledge and expertise to help us accelerate towards these goals. smec has become a growth partner for us and has helped us reach a new level of innovation."

Josh Bamsey,
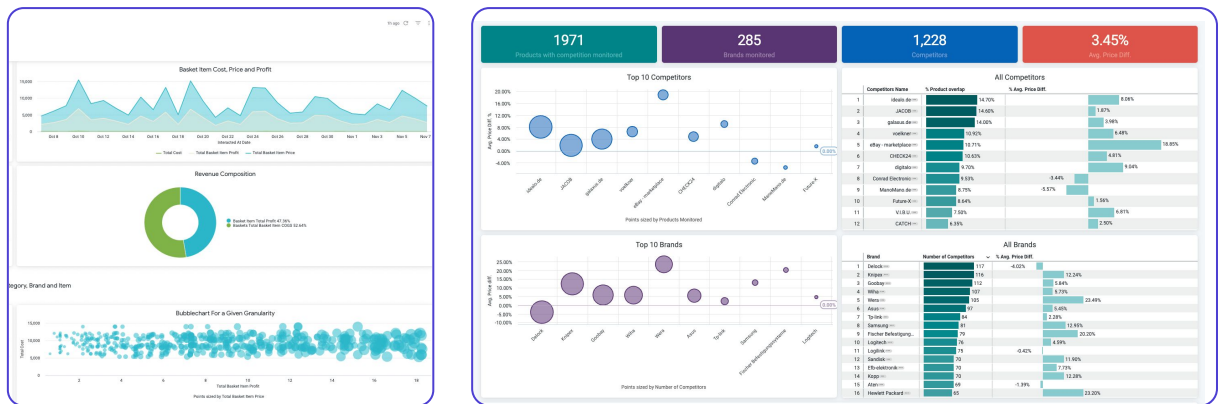RS Components

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Automation via smec's Enhanced Performance Max software solution

Win back control by aligning your campaign setup with product characteristics and business objectives.

STEP 0

Activate data from smec competition insights and/or basket insights. Alternatively, integrate any business metric you want to use for segmentation.

STEP 1

Choose the right data for structuring your campaigns. Our dashboard offers a simple menu to complete the job.

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STEP
2
Structure your campaigns and set the right goals for each campaign, aligning your setup with your business objectives.

Strategy Name	Products	Strategy	Campaign Name	Budget/Day	
High stock, price competitiveness > 10%	784	Maximize Conversion Value	High stock, price competitiveness > 10%	30	>
High stock, price competitiveness > 5%	451	Maximize Conversion Value	High stock, price competitiveness > 5%	50	>
High stock, price competitiveness < 5%	342	Target ROAS » 5	High stock, price competitiveness < 5%	20	>
High stock, price competitiveness < 10%	15	Target ROAS » 10	High stock, price competitiveness < 10%	5	>
Low stock, price competitiveness > 10%	215	Target ROAS » 6	Low stock, price competitiveness > 10%	20	>
Price 10% cheaper than competitor AMCE	118	Target ROAS » 3	Price 10% cheaper than competitor AMCE	20	>
Price 5% cheaper than ACME, high stock	36	Target ROAS » 5	Price 5% cheaper than ACME, high stock	1.5	>

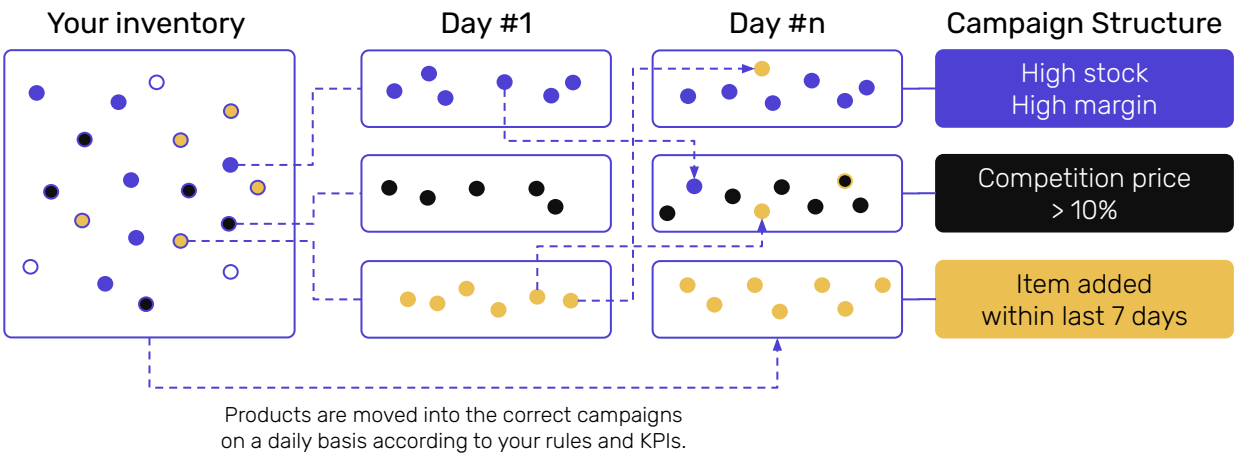| Strategy Name	Products	Strategy	Campaign Name
High margin, high stock	595	Target ROAS » 4	High margin, high stock
High margin, low stock	451	Target ROAS » 10	High margin, low stock
Low margin, high stock	363	Target ROAS » 6	Low margin, high stock
Easter promotion	15	Maximize Conversion Value	Easter promotion
Newly added items last 7 days	372	Maximize Conversion Value	Newly added items last 7 days

STEP
3
Use a hybrid campaign approach by pairing Performance Max and Standard Shopping (rSC). This is an optional step that can ease the transition or help you explore the new campaign type.

Strategy Name	Products	Strategy	Campaign Name	Budget/Day	
Focus product	59	Maximize Conversion Value	Focus product	150	>
Low stock, must go	451	Target ROAS » 3	Low stock, must go	50	>
Competition price > 10%	363	Target ROAS » 6	Competition price > 10%	20	>
Easter promotion	15	Maximize Conversion Value	Easter promotion	5	>
Newly added items last 7 days	372	Maximize Conversion Value	Newly added items last 7 days	20	>
Low margin, low stock	898	Target ROAS » 8	Low margin, low stock	30	>
High margin, high stock	1.589	Target ROAS » 3	High margin, high stock	30	>
rSC - high margin	5.834	Min. ROAS » 5	rSC - high margin	190	>

STEP
4
Keep campaigns up-to-date by dynamically allocating products to the right campaigns on a daily basis.

Your inventory **Day #1** **Day #n** **Campaign Structure**

High stock High margin

Competition price > 10%

Item added within last 7 days

Products are moved into the correct campaigns on a daily basis according to your rules and KPIs.

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Is Enhanced Performance Max right for me?

Your decision will most likely stand and fall with how much emphasis you place on:

- ease of maintenance
- transparency and insights
- control and customisation

On the previous pages we outlined best-practices and how you can overcome the limitations of Performance Max campaigns:

1. Be smart in selecting which data to use for segmenting your campaigns

2. Assess whether a hybrid approach pairing PMax with Standard Shopping campaigns makes sense for you

3. Determine how to best allocate products to the right campaigns

Are you ready to enhance your Performance Max campaigns? **Reach out** to our experts to learn more

Contact us >

Growth starts with our technology, insights and industry expertise

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