

NEW PERFORMANCE MAX FEATURES:

**MORE CONTROL &
INSIGHTS**



GEORGI ZAYAKOV

NEW PMAX FEATURES JANUARY 2025

INTRODUCTION

After two months of relative silence, Google is back with a bang! On January 23rd, they announced several new features for Performance Max campaigns.



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CAMPAIGN-LEVEL NEGATIVES

Introduced as a beta feature last September, campaign-level negative keywords are now being rolled out to all advertisers. However, the limit of just 100 negatives is a major disappointment.



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HIGH-VALUE NEW CUSTOMER MODE

Another beta feature is now available to all advertisers: High-Value New Customer mode. When enabled, Google AI uses your Customer Match data to bid higher for new users who are likely to maximize lifetime value for your business.



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NEW CUSTOMER REPORTING

At a campaign level, you will be able to see how many new customers your campaign is driving, and how many of them are considered to be high-value. Hint: The numbers are inflated since your Customer Match data contains only consented users.



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SEARCH-ONLY BRAND EXCLUSIONS

E-Commerce businesses are getting the benefit to apply brand exclusions only to Search text ads, while keeping brand traffic for Shopping ads.

However, I recommend you a separate Standard Shopping campaign for Brand Search terms.



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URL CONTAINS RULES FOR RETAILER

Previously available only to standard PMax campaigns, URL contains rules are becoming available to PMax with feeds too. The new feature will help you push specific page categories on your website more efficiently.



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AGE-BASED DEMOGRAPHIC EXCLUSIONS

Some advertisers will now have the opportunity to test age-based demographic exclusions. This beta feature allows you to exclude age brackets irrelevant to your business, such as 18-24 or 65+.



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DEVICE TARGETING BETA

The Devices beta lets you customize targeting for computers, mobile, or tablet traffic. It's likely you'll also be able to exclude specific devices entirely for more precise campaign control.



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SEARCH TERMS INSIGHTS

Search reporting has been enhanced with a new 'Source' column, providing insights into whether queries are triggered by keywordless targeting or the search themes you've added for guidance.



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SEARCH TERMS INSIGHTS

ights

Last 7 days Jan 16 - 23 2

+ Search term insights

Last 7 days: Jan 16 - 23, 2025
Compared: Jan 8 - 15, 2025

Last 28 days

Custom

Understand the search term categories 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

[View detailed report](#)

Download

Search category	Clicks	Search volume	Source	Asset groups
▼ bedroom sets	27 (+170%)	100K-1M (+35%)	URLs, creative assets, and more	Details
▼ living room furniture	12 (+140%)	100K-1M (+35%)	Search themes URLs, creative assets, and more	Details
▼ home office	2 (+100%)	100K-1M (+35%)	Search themes	Details
▼ kids room	3 (+100%)	100K-1M (+35%)	Search themes	Details
▼ kitchen furnishings	1 (+∞)	100K-1M (+35%)	URLs, creative assets, and more	Details

Show rows:

5

1 - 5 of 40

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USEFULNESS INDICATOR

A new usefulness indicator shows how effective your search themes are. Learn if they're driving incremental traffic or if updates are needed to boost reach. Pro Tip: Use this insight to refine and improve performance.



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USEFULNESS INDICATOR

Campaign: c'Balm products

Asset group: Skincare

Assets: 10 images, 1 logo, 5 headlines, 2 long headlines, and 3 descriptions



Signals

Signals provide valuable information about the people you want to reach. They help guide who sees your ads on Google Search, YouTube, and more.

Search themes

What are some words or phrases people use when searching for your products or services?

Add search themes (11 of 25)

Facial moisturizer x SPF cream x Night balm x Face mask x Botanical skincare x Facial oil x Exfoliating scrub x

Eligible

Your signals comply with our policies and will be used to help find the right customers

This search theme is helping to improve your reach

This search theme is finding additional traffic beyond what is being captured by your URLs and creative assets.

[Edit search theme](#)

Q Add your data



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IMPROVED ASSET GROUP REPORTING

You can now segment asset group performance in all Performance Max campaigns. View conversions by device, time, and more for a more granular understanding of your results. In addition, the insights are now downloadable.



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CURIOUS TO LEARN MORE?

Read the whole announcement:

[https://blog.google/products/](https://blog.google/products/ads-commerce/new-performance-max-features-2025/)

[ads-commerce/new-](https://blog.google/products/ads-commerce/new-performance-max-features-2025/)

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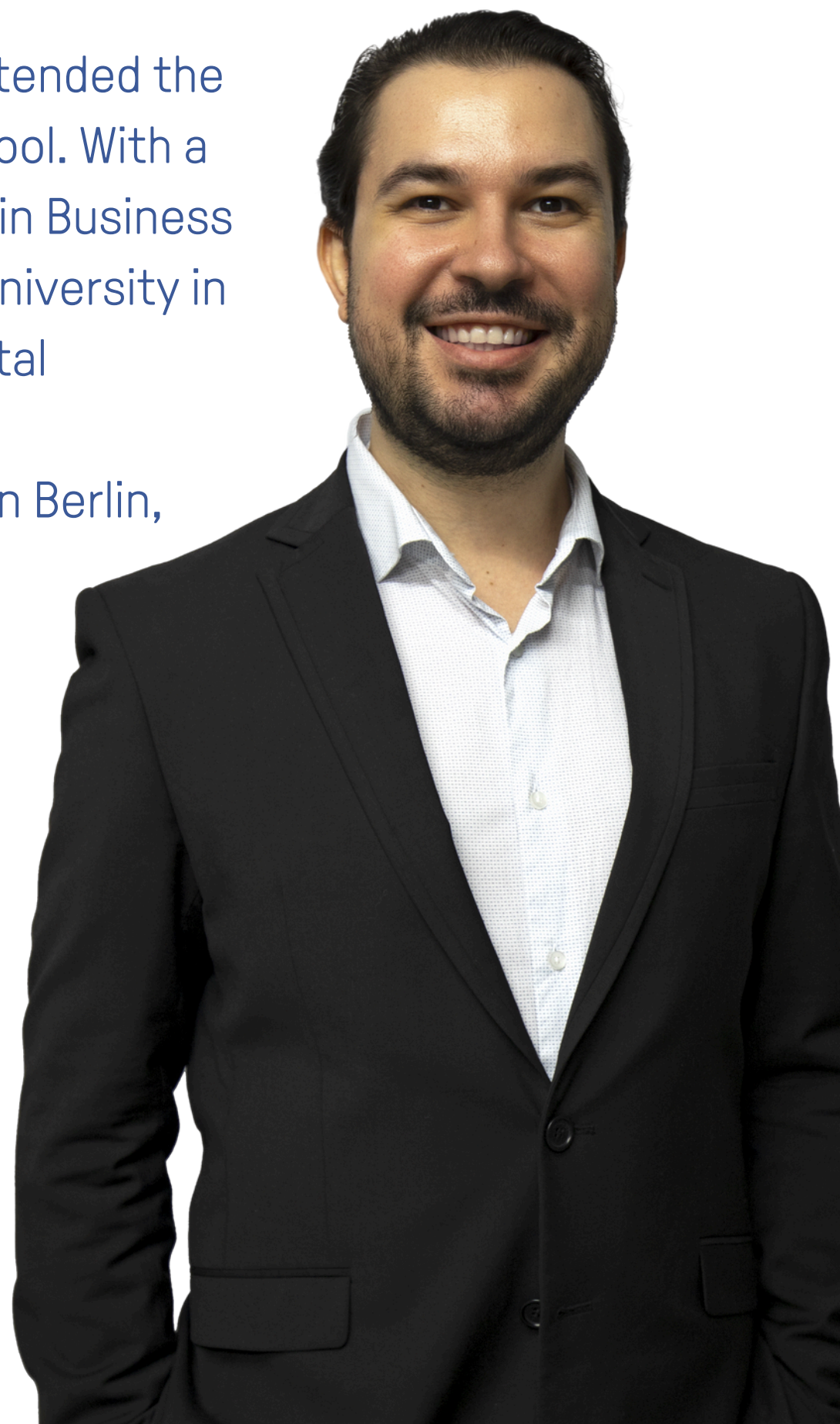
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For more captivating Google content

Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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