

GOOGLE ADS FAQ: PERFORMANCE MAX



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PERFORMANCE MAX FAQ

NEW SUPPORT PAGE

Google has launched a new page addressing the most frequently asked questions about Performance Max campaigns. This page will be regularly updated.



PERFORMANCE MAX FAQ

CHANNEL-LEVEL REPORTING

Question: Performance Max campaigns can feel like a black box. Why doesn't it offer channel-level reporting?



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CHANNEL-LEVEL REPORTING

Question: Performance Max campaigns can feel like a black box. Why doesn't it offer channel-level reporting?



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CHANNEL-LEVEL REPORTING

Answer: PMax doesn't provide channel-level reporting because it optimizes bidding across channels in real-time, selecting the most cost-efficient inventory for each auction rather than prioritizing a single channel.



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CHANNEL-LEVEL REPORTING

Since performance varies per auction, looking at average CPA or ROAS by channel can be misleading—insights like asset group reporting, search terms insights, and audience insights help you understand what's driving results.



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HIGH-QUALITY LEADS

Question: I'm looking for lead quality and not just volume. How can I make sure I'm getting high-quality leads from Performance Max?



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HIGH-QUALITY LEADS

To ensure high-quality leads from Performance Max, improve conversion measurement by using enhanced conversions for leads and selecting relevant goals like "qualified lead" or "request quote."



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HIGH-QUALITY LEADS

Leverage value-based bidding (Maximize conversion value or Target ROAS) to optimize for higher-value leads. Activate first-party data with Customer Match to target similar high-value audiences.



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HIGH-QUALITY LEADS

Finally, optimize your lead forms and website by adding validation measures like ReCaptcha or double opt-in to filter out low-quality leads.



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BRAND SEARCH-TERMS

Question: I don't want Performance Max to serve on my branded queries. What can I do to stop this?



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BRAND SEARCH-TERMS

If you want to prevent Performance Max from serving on branded queries in Search, use account-level negative keywords to block those queries across all campaigns.



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BRAND SEARCH-TERMS

Alternatively, apply campaign-level brand exclusions to exclude not only your own brand but also competitor brands or sub-brands as needed.



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VIDEO ASSETS

Question: I don't have a big creative budget. Why do I need to include a video in my Performance Max campaigns?



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VIDEO ASSETS

Video Drives Results:
Advertisers who include at
least one video in their
Performance Max campaigns
see an average 12% uplift in
conversions.



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VIDEO ASSETS

- Upload Your Own: Google AI resizes, trims, and adapts your videos.
- Video Creation Tool: Use templates, text, music, and voiceovers.
- Auto-Generate: Google AI converts your images, text, and products into videos.



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NEW CUSTOMER ACQUISITION

Question: I need to win new customers to grow my business. Is Performance Max just remarketing to existing customers?



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NEW CUSTOMER ACQUISITION

To focus on acquiring new customers, set the new customer acquisition goal and use the new customer value mode to target high-value prospects. Additionally, apply brand exclusions to prevent ads from showing on branded searches.



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BRAND SAFETY

Question: My business has strict brand guidelines. Is Performance Max brand-safe?



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BRAND SAFETY

Keep your Performance Max ads aligned with your brand's safety requirements using these controls:

- Content Suitability
- Placement Exclusions
- Account-Level Negative Keywords



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STORE VISITS & GEO-TARGETING

Question: I'm already targeting store locations in my Performance Max campaign for store goals. Should I also apply geo targets?



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STORE VISITS & GEO-TARGETING

Avoid adding extra geo or radius targets beyond the store locations you've selected in Performance Max for store goals. Doing so may expand reach to users further away, reducing the likelihood of in-store visits.



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CAMPAIGN STRUCTURE

Question: What's the ideal campaign structure for Performance Max campaigns?



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CAMPAIGN STRUCTURE

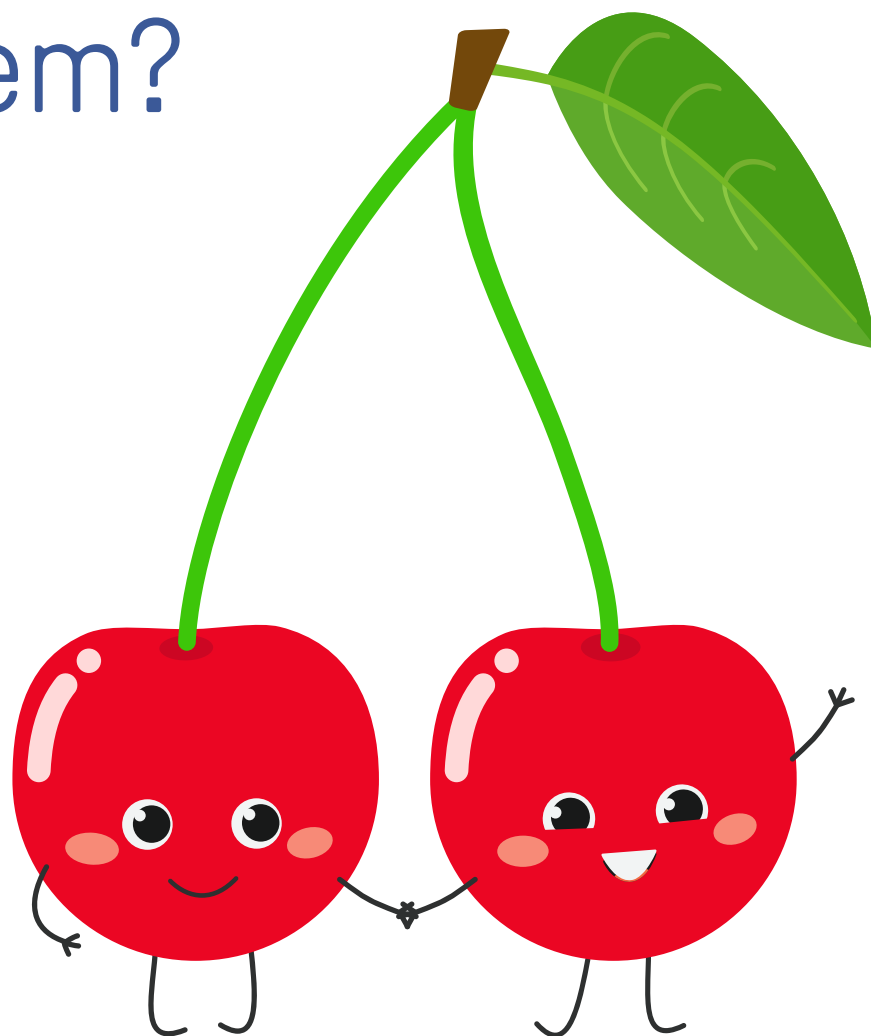
Consolidate campaigns when possible to give AI more data for better predictions. Only separate PMax campaigns if you need different goals, budgets, or ROAS/CPA targets. Otherwise, use asset groups to segment themes and creatives within one campaign.



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PMAX AND DEMAND GEN

Question: Performance Max and Demand Gen campaigns have similarities. How should I use them?



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PMAX AND DEMAND GEN

Google Ads leverages AI to help advertisers achieve their goals:

- Performance Max – Maximizes conversions & ROI across all Google channels.
- Demand Gen – Drives demand on visual-first surfaces.



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PMax AND DEMAND GEN

- PMax – Best for maximizing performance & ROAS.
- Demand Gen – Offers more control over placements, creatives & audiences.
- Both can work together or separately, depending on your marketing goals.



PERFORMANCE MAX FAQ

EVEN MORE CONVERSIONS

Question: I feel like I've hit the ceiling of driving results with Performance Max. What more can I do to scale and drive better results?



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EVEN MORE CONVERSIONS

Try these optimizations:

- Diversify Assets – Ensure you have all creative types & sizes.
- Adjust Bidding – Check if CPA/ROAS targets are too restrictive.



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EVEN MORE CONVERSIONS

- Expand Search Themes – Reach more users.
- Enable Auto-Created Assets & URL Expansion – For more Search inventory.
- Review Exclusions – Ensure they are still relevant.



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SEARCH THEMES USEFULNESS

Question: How do I know if my search themes are driving incremental traffic?



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SEARCH THEMES USEFULNESS

Use search terms insights to check if queries originate from your search themes or Performance Max's keywordless targeting. An indicator next to your search themes shows if they're driving incremental traffic.



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SOURCE REFERENCE

For more details, check out the full FAQ page here:

<https://support.google.com/google-ads/answer/14587068#performance-max-demand-gen>



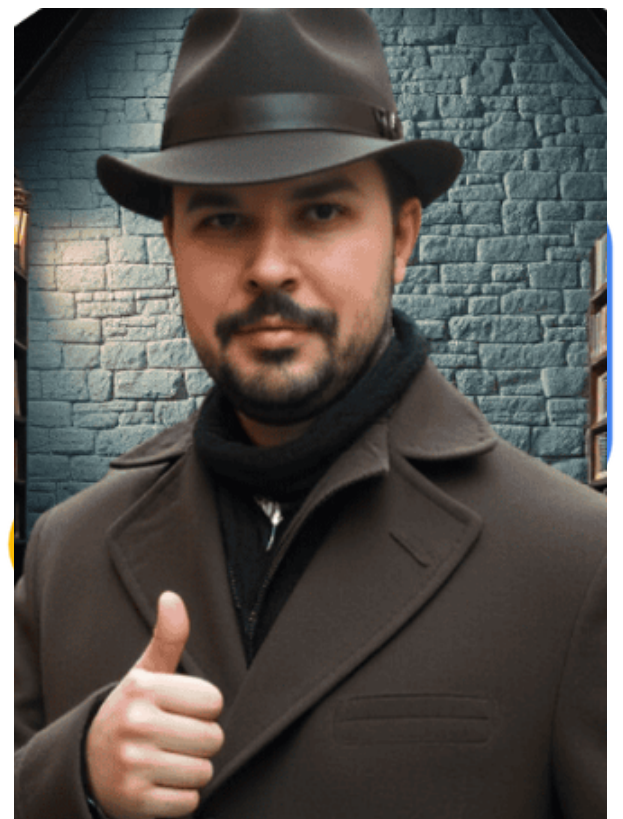
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ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your Google Ads questions? Simply ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



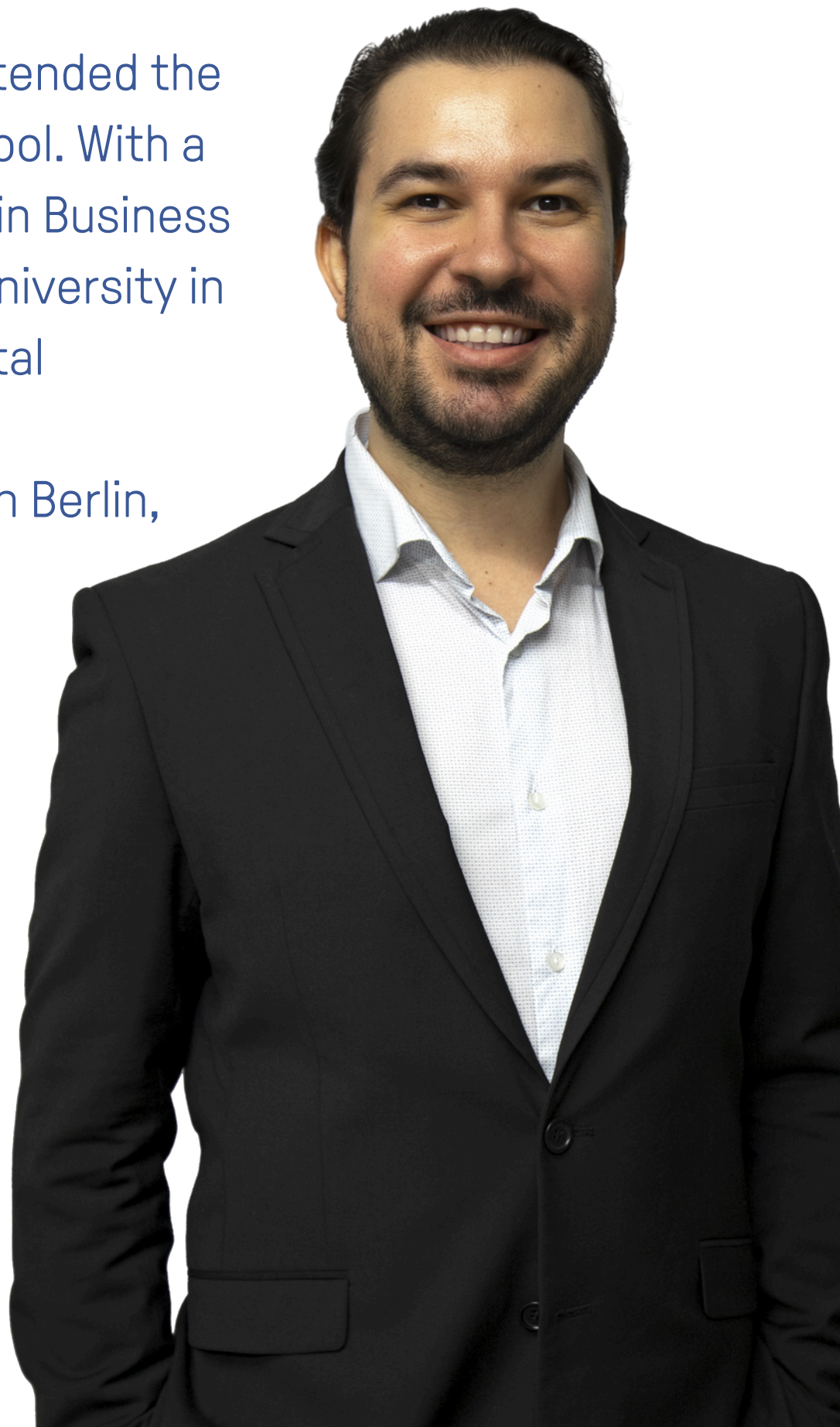
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

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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