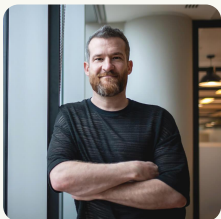




PMax Playbook: Ecommerce





A message from

Dan Chorlton,

CEO, Director and Founder of GOA

We're GOA, a leading SaaS platform specialising in Google Ads optimisation. Our mission is simple: to empower businesses like yours to take full control of their Google Ads performance. By improving spending efficiency, uncovering actionable insights, and creating opportunities to gain a competitive edge, we help your team achieve more - with the same (or even less!) budget, resources, and time.

The GOA platform provides an independent, unbiased perspective, trusted by industry-leading companies to focus Ad spend where it drives the most profit. We're not here to upsell ad budgets - we're here to make every pound work harder for you.

PMAX can be a game-changer for businesses looking to maximise their ad performance but let's be clear: you can't just "set it and forget it." This playbook distills years of experience and data into actionable strategies that show you exactly how to optimise your campaigns, reduce inefficiencies, and stay ahead of the competition.

So what sets GOA apart? It's all in the name:

Governance

We raise your team's knowledge and confidence with data transparency and strong governance. With PMax, we uncover what Google Ads hides - flagging issues like auto-generated creatives, misaligned targeting, or poorly performing landing pages.

Opportunity

We deliver powerful insights that support your entire team. Even junior team members can shine with the actionable data GOA provides. These insights have helped our clients unlock better PMax performance across industries.

Accountability

Our platform allows your team to spot potential issues before they impact performance, ensuring you stay one step ahead of inefficiencies.

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What is PMax?

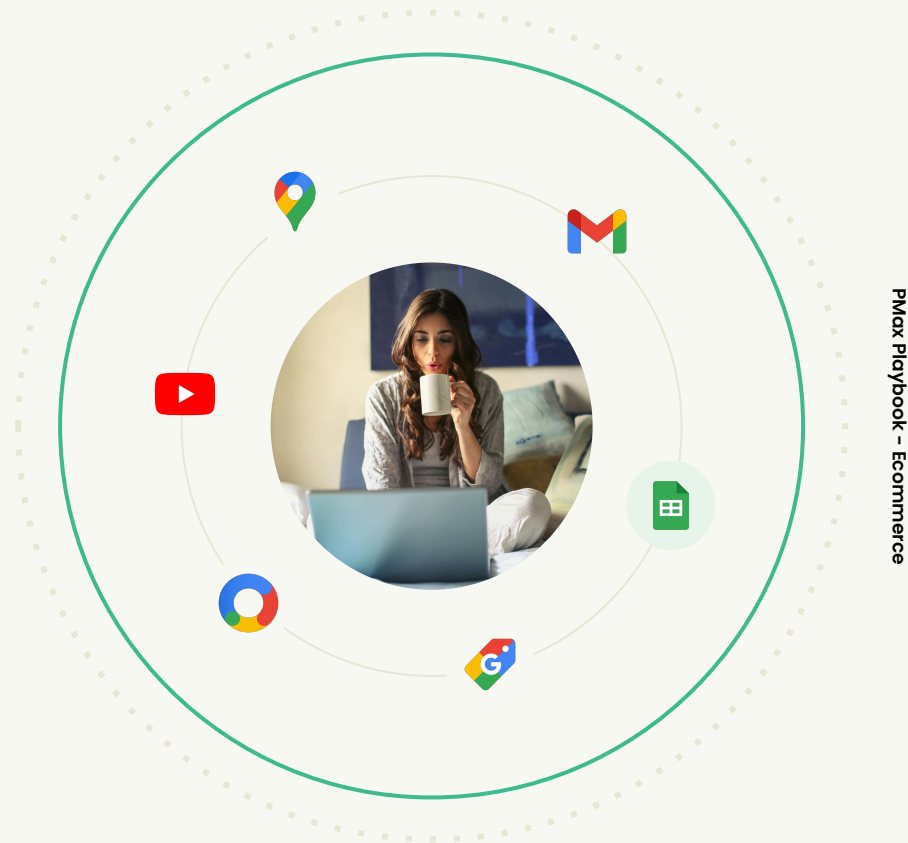


Performance Max (PMax), launched by Google in November 2021,

has revolutionised how advertisers approach Google Ads. By September 2022, it replaced Smart Shopping campaigns, introducing a new era of automated, cross-channel advertising. PMax is widely recognised as a powerful tool for eCommerce brands, offering new ways to scale and optimise campaigns.

That said, PMax has divided opinions. Marketers often find its “black box” nature and reduced reporting transparency frustrating. These concerns raise the question:

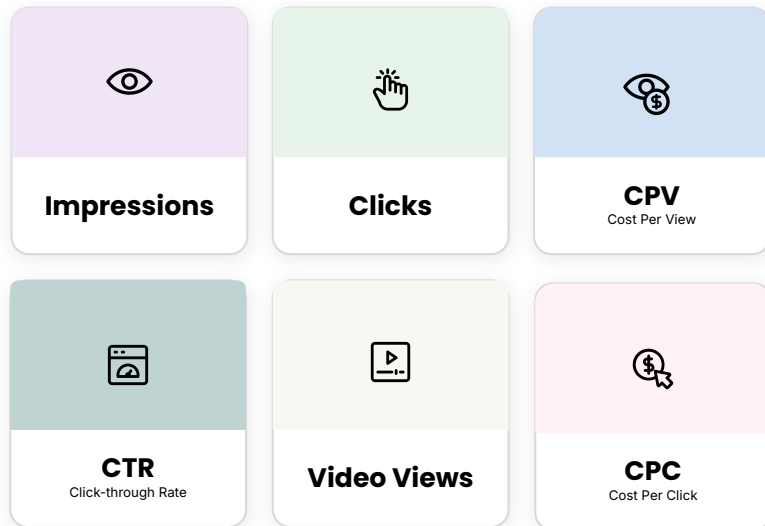
How can you unlock PMax’s full potential?



Is PMax right for eCommerce businesses?

In the second instalment of our PMax Playbook Series, we tackle a key question: *Is PMax the right choice for eCommerce businesses?*

To find out, **we've analysed over \$475 million in PMax eCommerce campaign spend**, comparing key metrics from 2024 to 2023, including:



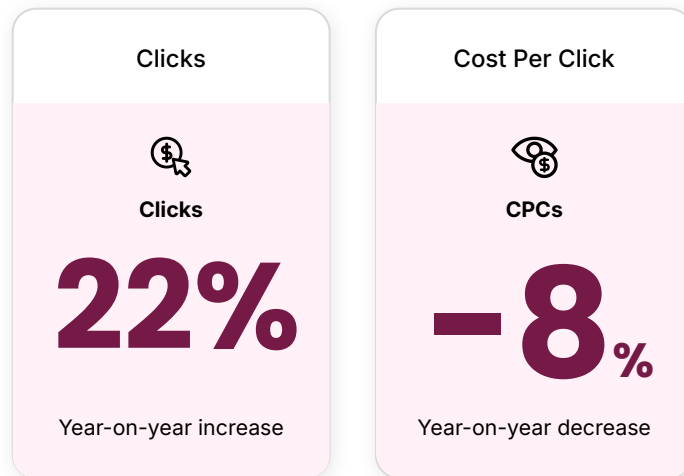
Analysis

Looking at the numbers



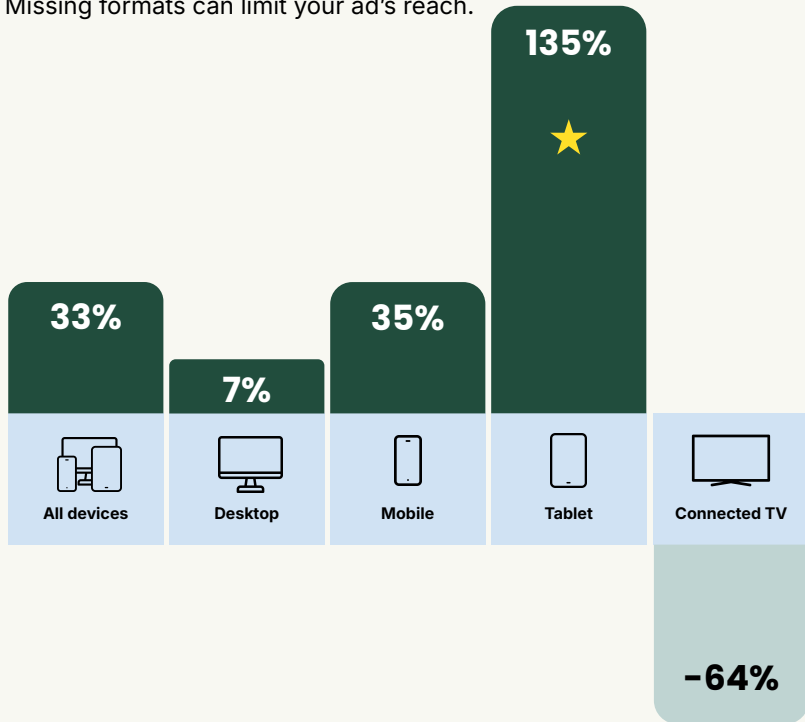
Performance Max: A Game-Changer for Ecommerce Businesses?

Our analysis revealed a 22% year-on-year increase in clicks, while Cost Per Click dropped by -8%, signalling a growing opportunity to drive more traffic at a lower cost.



Impressions 2024 vs 2023

Retail impressions are growing across PMAx, except on connected TV. To maximise impressions across all devices, ensure you provide assets (images and videos) formatted for mobile and tablet as well as desktop. Missing formats can limit your ad's reach.

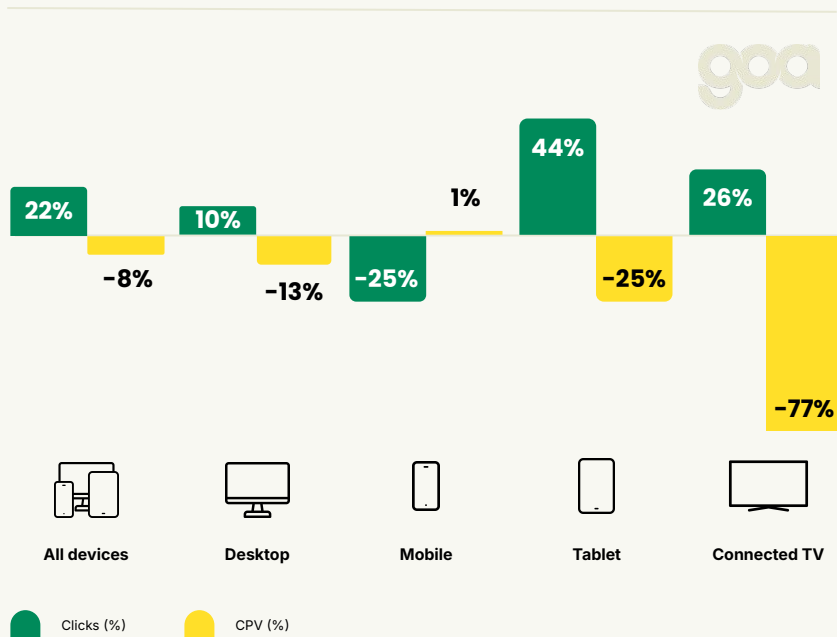


Want to get maximum impressions?

- **Think Profit, Not Just Impressions:**
Focus on campaigns that drive profitable growth rather than simply chasing higher impression numbers.
- **Segment Campaigns for Better Control:** Create separate campaigns for high-margin products or seasonal items to optimise performance and targeting.
- **Adjust Budgets by Profitability:**
Allocate more budget to products or categories with higher conversion rates or profit margins to maximise returns.

Clicks

Clicks increased across all devices, including connected TV. The good news? Clicks were up, while CPCs (Cost per Click) were down, showing both growth and improved performance.



Want to get the maximum number of clicks from PMAX e-commerce?



Provide High-Quality Product Feeds:

- Optimise Titles & Descriptions: Use keyword-rich, accurate, and compelling product titles and descriptions.
- Use High-Quality Images: Clear, professional product images boost click-through rates.
- Map Products to Google's Taxonomy: Proper categorisation ensures relevance and better visibility.
- Include All Attributes: Add GTINs, brand, colour, size, and other attributes to maximise product visibility.



Highlight Unique Selling Points (USPs): Include offers like free shipping, discounts, or fast delivery in your ads to attract clicks.

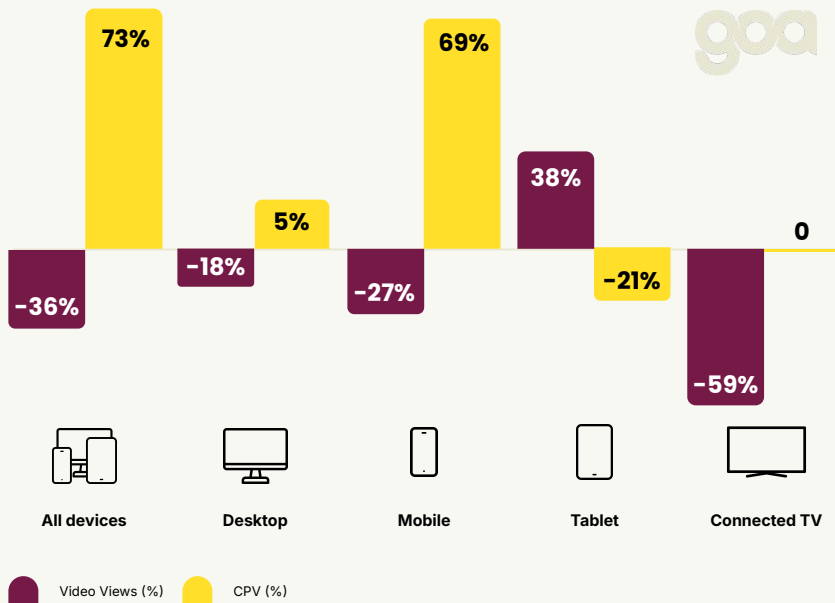


Use Engaging Product Videos: Google prioritises video assets for placements like YouTube, making high-quality product videos a must for maximising engagement.

Video Views

Video views have decreased, likely due to retailers on our network being more proactive in preventing PMax from auto-generating videos.

Video views have also become more expensive, with the largest cost increase observed on mobile devices.



Want to maximise performance across devices?

Structure Asset Groups Strategically:

- **Group Similar Products:**
Organise asset groups by categories, price ranges, or top-selling products to improve targeting and relevance.
- **Tailor Creative Assets:**
Ensure your images, videos, and text are specific to the products in each asset group, increasing their appeal and effectiveness.
- **Turn Off Auto-Generated Assets:**
Avoid misaligned creatives by unchecking the auto-generate assets option in your campaign settings.



PMax is creating new opportunities for eCommerce brands to drive more traffic at a lower cost. But as more advertisers jump in, staying competitive requires careful monitoring, strategic optimisation, and smart investment. And that's where we come in!

2025 PMax Updates: What's New & How to Optimise

Google's latest PMax updates for 2025 give advertisers more control, deeper insights, and improved targeting capabilities. Here's what's new - and how you can leverage these changes to enhance your campaigns.

Enhanced Campaign Controls:

- **Negative Keywords:** Exclude irrelevant queries to improve ad relevance.
- **High-Value Customer Goal:** Prioritise users with strong lifetime value.
- **Brand Exclusions:** Control branded traffic across Search and Shopping ads.
- **"URL Contains" Rules:** Target specific site sections like "/shoes" or "/subscriptions."
- **Demographic & Device Targeting (Beta):** Exclude certain age groups or focus by device.

Improved Search Reporting:

- **Search Themes Indicator:** Measure the impact of search themes on reach.
- **Search Terms Insights:** See if queries come from keywordless targeting or search themes.

Asset Group Reporting Enhancements:

- **Segmented Data:** Analyse performance by device, time, and more to refine strategies.

How Does this Impact Your Campaigns?

Brand Exclusions by Format lets you control branded vs. non-branded traffic more effectively, maximising ROAS.

Leverage **Segmented Asset Group Reporting** to identify top-performing products across devices and optimise accordingly.

Negative Keywords help reduce wasted spend, especially on low-converting generic search terms.

PMAX for Ecommerce: Do's & Don'ts



Best Practices



Fully Leverage Your Shopping Feed:

Optimise your product titles, page descriptions, and images for better performance. Consider separate feeds for brand and non-brand campaigns:

👉 *Brand feeds should start with the brand name.*

👉 *Non-brand feeds should lead with the product name and a clear benefit.*



Focus on High-Quality Creative Assets:

Provide a variety of polished images, videos, and headlines tailored to your brand and products. PMax dynamically uses these assets, and better quality equals better performance.



Segment Campaigns Strategically:

Split campaigns by product categories, profit margins, or business goals. This approach gives you greater control over budgets and sharper performance insights.



Set Clear Conversion Goals:

Make sure conversion tracking is properly configured for meaningful actions like purchases or add-to-cart events. For products with varying price points, use value-based bidding to optimise for higher revenue.



Monitor and Analyse Insights:

Regularly check PMax's asset and audience insights to identify what's working. Use this data to fine-tune your strategy and improve future campaigns.

Common Pitfalls

✗ **Don't Skip Audience Signals:**

PMax performs better with guidance. Without audience signals (e.g., customer match lists or intent audiences), campaigns may take longer to optimise and deliver results.

✗ **Don't Overload Campaigns with Too Many Products:**

Avoid grouping all products into one campaign. This can dilute performance insights and misallocate budgets towards low-value or less relevant items.

✗ **Don't Neglect Negative Keywords (via Brand Suitability Settings):**

Once available, use negative keywords to exclude irrelevant or low-value searches. If this feature isn't live yet, ask your Google support or account reps to add them on your behalf.

✗ **Don't Expect Immediate Results:**

PMax requires a learning period of 2–4 weeks to optimise fully. Avoid making drastic changes during this time, as it can disrupt performance and reset the learning phase.

✗ **Don't Ignore Budget Allocation:**

PMax can consume budgets quickly. Allocate your budget carefully based on ROI expectations, and monitor spending across all channels within the campaign to ensure profitability.

GOA helps you leverage PMax to drive growth for your Ecommerce.

GOA's technology platform identified over 100 potential performance opportunities for Miele, leading to a 103% revenue uplift and a 55% improvement to ROAS.

Miele



The Benefits of GOA For Your eCommerce business

GOA helps your team achieve more - maximising results, optimising spend, and saving time - all with the same budget and team, while remaining an independent voice.

governance

GOA helps to raise the whole team's knowledge & experience, with strong governance.

oportunity

Supports the entire team with strong insights - so that even junior members can look like rockstars!

aaccountability

Gives teams the ability to see issues before they led to poor performance.

+independence

Trusted by industry-leading companies to focus their spend on the most profitable traffic.

Avoid the common PMax pitfalls

Find the opportunities with GOA's PMax Specific Checks (part of some 200+ checks)



Non-converting landing pages with high CPC

This check identifies pages that are spending significantly more than the campaign average without generating conversions, providing opportunities for exclusion or funnelling traffic to standard shopping campaigns.



Automatically created assets

This check alerts advertisers to any text or video assets created by Google, ensuring that unintended creative elements are not serving, and that it is in alignment with the campaign objective.



CPC Inflation

This check highlights all landing pages with a cost-per-click (CPC) exceeding five times the campaign average, encompassing both converting and non-converting pages, and offers insights into potential areas for exclusion or bid adjustments.



PMAX network report

This report breaks down spending across Shopping, YouTube, Display, and Search, enabling advertisers to understand budget allocation and identify areas for optimisation.

Take Your PMax Campaigns to the Next Level

What's Next?

Mastering PMax isn't just about automation - it's about combining data, creative expertise, and strategic focus to create campaigns that drive results. With the right guidance, you can move beyond surface-level optimisation and turn PMax into a growth engine for your business.

Need help getting there? That's where we come in. GOA specialises in unlocking PMax's potential for businesses like yours. Let's work together to take your campaigns from good to exceptional.

Contact us today and let's get started.

[Get in Touch](#)



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