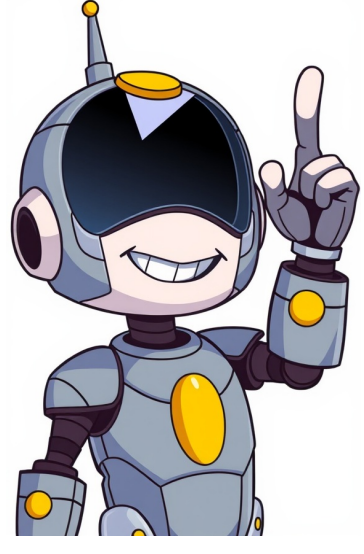


I'm not a bot



[illegible]

arent as relevant to consumer search queries as they could be. As a result, you could activate the final URL expansion feature and use Google AI to choose landing pages that are a better match for user intent. You can also download the data in this table into a spreadsheet for easier sharing outside of the channel. Evaluate your channel performance. The concept of margin ROI is foundational to how cross-channel bid optimization works for Performance Max. This is defined as the additional return-on-investment you get from additional spend. Performance Max uses the full power of Google AI across channels to deliver the next conversion at the best ROI possible in a given auction, some of which may be lower/higher than your average ROI. Your next highest-ROI conversion could come from a channel that you hadn't even considered. Even if a channel has a lower overall average ROI compared to others on average and across all auctions, it may still be the best performing channel with the highest marginal ROI within a single auction. That's why, looking at the average return from one channel especially over short timeframes doesn't tell the full story. Identify channels with strong performance & potential areas of improvement after diving into channel-level performance. For example, a local plumbing business might discover that Maps is a key driver of leads, so they focus on optimizing their Google Business Profile, ensuring accurate and up-to-date information. Or an electronics retailer might observe that their Performance Max campaign is seeing month-over-month revenue growth from YouTube, so they decide to invest in new video creative to capitalize on the strong performance. Improve channel-level performance with general best practices. Ensure asset groups have an Ad Strength of Good or Excellent by implementing ad creative best practices to achieve optimal performance across inventory types. Maximize best practices on the campaign-level and grow your campaign. Follow best practices and optimization tips according to your business type, goals, and marketing objectives to set up your campaign for optimal results. Ensure your campaign is not limited by budget to engage with more customers, effectively and at scale. Troubleshoot and take action on channel performance reporting using these steps. Understand more about the users interacting with your ads and glean insights on how to convert those users into customers. Learn more about your customers by looking at audience insights to see which audiences are converting at higher rates. The Signals label next to an audience segment shows you which segments are converting that you input as audience signals yourself. Focus on segments labeled as Optimized to learn the new audience segments that Google AI helped discover for you and inform your broader business strategy. Identify growth opportunities based on upcoming predicted demand for the products and services you offer with demand forecasts that show future trends relevant to your unique business that are expected to start over the next 180 days. Find your customer acquisition cost with customer acquisition cost reporting. If you're using new customer acquisition goals, you can add a column to your campaign-level reporting to see how many new customers you're driving and what the cost of acquiring these new customers is. Evaluate creative performance to determine which assets are resonating or ways to improve the ones that are underperforming. Understand how each asset group is contributing to your overall campaign performance using asset group reporting, where you can customize columns to show conversions, spend, click-through rate, and more. If you're looking to increase conversions for a specific asset group, focus on adding relevant creative assets to the asset group, and make sure you reach Excellent Ad Strength. Determine which creative assets are performing well using asset reporting. Asset reporting lets you see how your assets are driving performance for your campaign. You can see metrics like conversions, cost, impressions, click, conversion value/cost, and more. Use this data to understand which asset types and themes drive the most impact so you can prioritize what to build next and maximize your asset variety and Ad Strength. To optimize performance, follow Ad Strength best practices at the asset group level. In your asset group, check if your Ad Strength is Excellent, Good, Average, or Poor. Aim for an Excellent rating by adding a diverse range of high-quality assets by following Ad Strengths guidance. If you have the maximum number of assets, consider replacing lower-performing assets with the help of assets metrics to help Google AI create more effective ad combinations. Advertisers who improve Ad Strength from Poor to Excellent on median see an increase of 6% in conversions/conversion value at a similar cost per action (CPA)/return on ad spend (ROAS) in their Performance Max campaigns. 1. View the Combinations tab to see which combinations of assets have performed best. This can provide useful insight into what types of creative assets your customers respond to best to help inform what future assets to upload, as well as your broader creative strategy. See which assets are resonating with different audience segments with asset audience insights. Use this insight to help generate new creative assets to attract high-performing audiences. Understand how Performance Max is leveraging user intent through Search to deliver results, forecast demand trends, and highlight areas of opportunity. See what people are searching for when you show an ad by checking out the search terms report with the same granular Search term data and capabilities previously only available in Search and Shopping campaigns. You can use this information to create new text assets geared towards your highest-performing search terms. If you find Search terms that don't align with your business, you can consider adding them as a negative keyword, either at the campaign or account level, or as a brand exclusion. You should keep monitoring performance to make sure your exclusions are not limiting your reach or negatively impacting performance. Understand what your target customers are searching for with Search terms insights by seeing which current search categories and search terms are converting at higher rates. You can also see whether queries are coming from Performance Maxes keywordless targeting, or from the search themes you've added. Use the source column in search terms insights to see where your queries are coming from. Review how useful your search themes are with the search themes usefulness indicator that shows if the search themes you provided are driving incremental traffic on top of what Performance Max would find on its own, or whether you'd benefit from updating your search themes. Determine if you are keeping up with increased demand in current and recommended categories relevant to your business by reviewing Search trends. Use this insight to plan budgets, inventory, promotions, and landing pages based on trending customer search interest. Online Sales with a Google Merchant Center Feed Use product insights or category insights on the Products page in Google Ads to identify product-level optimization opportunities based on market potential, and apply changes more easily with actionable recommendations. With the diagnostics tab, you can also uncover and fix issues that may be impacting the performance of individual products. View your most popular products in the best-selling report in Google Merchant Center. You can use this report to understand demand for brands and products, and prioritize which products to show in advertising campaigns. Use the price competitiveness report in Google Merchant Center to analyze how competitors are pricing similar products by category, country, and brand. Use this information to improve your pricing and bidding strategies on top products. Store Visits Ensure your business is eligible for store visits data then review store visit reporting to measure how Google Ads interactions impact visits to your business physical locations. Measure campaign success by comparing it against other performance-oriented campaigns with the same conversion action. If a competitive benchmark is required, compare other offline media (for example, print, radio, flyers, and TV) with offline objectives. Assign a store visit value or use store sales values to measure the full purchase journey and optimize your campaign to drive more purchases in stores. You can also create custom variables for store sales to access more granular reporting by customer segment or product category, for example. Segment your conversions data to show store visits to understand where the conversion you're measuring happened at the campaign, ad group, and keyword level. Travel Goals Use the hotels tab to review performance metrics and traffic by hotel property to get an idea of traveler demand across locations. 1. Google Internal Data, Global, Performance Max asset groups measured and compared at different levels of Ad Strength, Q4 2024. Performance Max is a goal-based campaign type that allows performance advertisers to access all of their Google Ads inventory from a single campaign. It's designed to complement your keyword-based search campaigns to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail and Maps. Performance Max helps you drive performance based on your specified conversion goals, delivering more conversions and value by optimizing performance in real time and across channels using Smart Bidding. Performance Max uses Google AI across bidding, budget optimization, audiences, creatives, attribution and more. They're all empowered by your specific advertising objective, for example, if you have a CPA or ROAS target, and help inform what future assets to upload, as well as your broader creative strategy. See which assets are resonating with different audience segments with asset audience insights. Use this insight to help generate new creative assets to attract high-performing audiences. Understand how Performance Max is leveraging user intent through type selection if your advertising objective is 'Sales', 'Leads' or 'Local shop visits and promotions'. On this page Benefits When to use it Google AI Campaign inputs Benefits Find more converting customers You customize the goals that matter to your business and maximise conversions or conversion value. Performance Max allows you to engage customers across Google's channels. With Google's real-time understanding of consumer intents and preferences, paired with your input using audience signals, Performance Max can unlock new customer segments that you may not have expected. Drive more value Data-driven attribution across channels optimises for the most incremental touch points that drive customers to conversion. Google AI is used to make more accurate predictions about which ads, audiences and creative combinations perform best for you. Acquire rich insights Performance Max asset reporting can help you understand which creatives are impacting performance and help you optimise campaign creatives to drive ROI. New insights, such as rising search trends, can help you understand changes in performance and inform your broader business strategy. When to use it Performance Max is the best option to use when: You have specific advertising and conversion goals. For example, driving online sales, lead generation and others. You want to maximise the performance of your campaign, and you aren't limited by which channel your ads appear on. You want to easily access all of Google's advertising channels using a single campaign. You want to gain additional reach and conversion value beyond keyword-based search campaigns. Google AI Note: Text customisation was formerly known as automatically created assets. Google AI powers Performance Max to maximise your campaigns performance. You add your unique expertise such as budget, business goals and conversions that you want to measure. Google AI will then find potential customers for your goals and serve the most appropriate ad, with the optimal bid, to maximise campaign performance. Smart Bidding combined with attribution technology helps to determine the best options for your campaign across all Google inventory and to determine bids on the auctions that have the highest probability of meeting your business goals in real time. Google AI is enhanced when you add audience signals to your Performance Max campaign. Text customisation is a campaign-level setting that helps you generate additional text assets. These assets will appear in campaign-level settings as accounts are added to the beta. Learn more about text customisation in Performance Max campaigns. Note: If Final URL expansion is on, Google may replace your final URL with a more relevant landing page based on the users search query, and generate a dynamic headline, description and additional assets to match your landing page content. Learn more about text customisation in Performance Max campaigns. Auto-generated videos are a campaign-level setting that help you generate additional video assets. These assets will appear in campaign-level settings. Learn more About video assets for Performance Max campaigns. Note: Performance Max campaigns that use auto-generated videos may show customers who visit your landing page a different product than the one featured in your video. This difference may be caused when the product linked in your final URL doesn't match the product in your campaign videos. If you'd like to restrict the landing page and ensure that the product a customer clicks is the product that they viewed, limit the products shown in your asset groups to the most relevant landing page using product filters. Campaign inputs Performance Max uses Google AI to optimise bids and placements to drive conversions or conversion value for your goals, but you can provide important inputs like audience signals, including your customer data, and high quality text, images and video that can significantly improve your campaign performance. You can also provide important inputs about what types of conversions are most valuable to your business by applying conversion values and setting value rules. Account-level brand and safety settings are also available so you can control how your ads appear. How Performance Max works with search campaigns and keywords Performance Max complements existing search campaigns and respects your keyword targeting. If the user's query is identical to an exact match keyword in your search campaign, the search campaign will be prioritised over Performance Max. Search themes have the same prioritisation as phrase match and broad match keywords. Learn more about keyword prioritisation within a Google Ads account. Your Performance Max campaign may sometimes show for branded keywords in your search campaign, even if those keywords are set to exact match (for example, if your search campaign is limited by budget or if the targeting is stricter). If this happens and you want to prevent this overlap, you can use brand exclusions within Performance Max or add those keywords as negative keywords in your Performance Max campaign. For advertisers with online sales goals using a Merchant Center feed Make sure your Merchant Center account is set up with the required product information, such as business details, tax information (US only), verified and claimed website, shipping settings, feed with all of your product information. Learn more about how to Sign up for Google Merchant Center. Make sure your Google Ads account is linked to your Merchant Center account. Learn more about how to Link a Google Ads account to Merchant Center. Note: Advertisers with a Merchant Center feed don't need to supply any creative assets to launch a Performance Max campaign. However, we do recommend that you provide creative assets to allow your campaign to serve maximally across surfaces and have optimal performance. Ads may be auto-generated on your behalf. How to integrate with third-party platforms: Note: You can create up to 100 Performance Max campaigns in your Google Ads account. For the best performance, we recommend consolidating your Performance Max campaigns where possible. In Europe, Performance Max campaigns can be used with any Comparison Shopping Service (CSS) that you work with. The ads will show on general search results pages and on any other surfaces that the CSS has opted in to. For advertisers with shop goals Here are some reminders for advertisers with shop goals. Any advertiser with shop goals and local contacts or directions set up as a conversion goal can create a Performance Max campaign. Advertisers who formerly used Local campaigns can continue optimising to offline goals using Performance Max campaigns with no additional budget or inventory required. Performance Max for travel goals campaigns is the easiest way for hotel performance advertisers to serve across all Google properties. This allows advertisers to easily create property-specific asset groups and maximise their performance with Google Ads. Learn more About Performance Max for travel goals. Related links Video ads are critical to the success of your campaign and can increase your campaign performance. Upload video assets when you build your asset group to help make your ads eligible to run on additional video inventory. You can also create a video in the Asset library or let Google AI create a video using your existing assets. Video specifications In addition to the requirements listed in the table below, all video assets must meet the following requirements: HD video for optimal quality MPG (MPEG-2 or MPEG-4) formats At least one vertical video between 10-60 seconds for Shorts eligibility Audio files like MP3, WAV, or PCM files are not accepted on YouTube Ratio Guidelines Recommended Required Horizontal 16:9 10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. 1 of each orientation (minimum of 1, maximum of 15) Square 1:1 10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. 1 of each orientation (minimum of 1, maximum of 15) Vertical 9:16 10 seconds or more Add up to 15 videos. If you don't have one, Google will create videos automatically when possible. 1 of each orientation (minimum of 1, maximum of 15) Tip: Google automatically resizes your video ads to increase your performance by platform and improve ad strength. If you don't plan to upload a video, consider how your other creative assets will appear if resized. If you don't add a video to your Performance Max asset group, then one or more videos may be auto-generated from the assets in your asset group. For Performance Max campaigns with Merchant Center, a video may also be generated based on the Merchant Center text and images provided in your feed. Google AI may also flip your uploaded videos to transform horizontal videos into square or vertical versions so they may serve on YouTube Shorts. If you don't have video assets and don't want to use the auto-generated videos, you can use the Google Ads video creation tool to create a video that you can use in your Performance Max campaign. Learn how to Create a video using the Asset library. Want to build your own video? If you don't have a video asset and don't want to use the auto-generated videos, you can use the Google Ads video creation tool to create a video for use in your Performance Max campaign. Advertisers may also upload a YouTube Shorts-eligible video (vertical format, greater than or equal to 10-60 seconds in length), which may be eligible to serve on YouTube Shorts. To learn how to create videos in Google Ads, visit Create a video using Asset library. Google may automatically resize your video ads to increase your performance by platform and improve ad strength. After you've created and uploaded your creative assets, horizontal videos may be scaled to square (1:1) or vertical (9:16) aspect ratios for YouTube Instream and YouTube shorts. Google will review each video to ensure that quality isn't lost. Note: Performance Max campaigns that use auto-generated videos may show customers who visit your landing page a different product than the one featured in your video. This difference may be caused when the product linked in your Final URL doesn't match the product in your campaign videos. If you'd like to restrict the landing page and ensure that the product a customer clicks is the product that they viewed, limit the products shown in your asset groups to the most relevant landing page using product filters. Recommended Can also accept Additional information Resolution 1080p (Full HD) Recommended pixels (px) for HD: 1920 x 1080px (horizontal) 1080 x 1920px (vertical) 1080 x 1080px (square) For optimal quality, we don't recommend using SD Aspect ratio 16:9 for horizontal 9:16 for vertical 1:1 for square For optimal quality, we don't recommend using SD Format .MPG (MPEG-2 or MPEG-4) Can't accept audio files like MP3, WAV, or PCM files on YouTube File size 256 GB - Ad length Video orientations and best practice ad lengths (1) horizontal :10 (1) vertical :10 (1) square :10 We recommend having at least one vertical video between :10-:60 for Shorts eligibility After you upload your assets, be sure to monitor how they're performing. Wait about 2-3 weeks to check your Ad strength and Asset group status, then evaluate if you need to replace low-performing assets. Learn more about Asset group best practices. Video enhancements Each video is reviewed before publishing to ensure that there are no issues, such as cropped text or logos, poor focus, loss of the original message and aesthetic intent from the video, or legal disclaimer cut off. Video enhancements serve only when the source videos privacy settings are either public or unlisted. When your video enhancement is added to the campaign, you can view it by visiting your Performance Max asset group or Video action campaign. Learn more about video enhancements. House channel A House channel is a Google-managed YouTube channel you can use when creating a Performance Max campaign. It lets you upload your video file directly during campaign setup, so you don't need to create or link your own YouTube brand channel. When you use House channel, you can't: Access YouTube Analytics for the video. Use the video to create remarketing lists. Edit the video's details (like the title or description). Add a custom thumbnail. Appeal video takedowns. The asset report lists each asset used in a Performance Max campaign and allows you to compare performance across a variety of assets. You'll need to set up a Performance Max campaign to view your asset report. Learn more About asset reporting in Performance Max. Note: Performance Max campaigns don't support dedicated companion banners. Instead, the campaign will either use your YouTube channel banner or gray triangles. Learn more about how to Create a companion banner for a video ad. Shorten video ads Get shorter versions of your video ads without editing them yourself. Google AI intelligently selects key moments in your video and creates shorter versions while keeping your originals video message and appearance. Additional versions of your video run automatically if they pass a quality review. Related links Performance Max is one of Google's AI-powered campaign types. This guide is intended to provide you with information to get set up for your business. With Performance Max, you'll be able to drive better results across Google's advertising channels and inventory from a single campaign. This includes: Search Maps and more Performance Max campaigns: General concepts video You can work with Performance Max and get started with Google Ads to reach customers, unlock opportunities and drive business results. Use this guide to start reaching customers around the world! How it works Performance Max is a goal-based campaign type that allows you to access all of your Google Ads inventory from a single campaign. It's designed to complement your keyword-based search campaigns to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail and Maps. Performance Max helps you drive performance based on your specified conversion goals, delivering more conversions and value by optimising performance in real time and across channels using Smart Bidding. Performance Max uses Google AI across bidding, budget optimisation, audiences, creatives, attribution and more. They're all empowered by your specific advertising objective, for example, if you have a CPA or ROAS target, and the creative assets, audience signals and optional data feeds that you provide. Set up for a Performance Max campaign When you sign up for Google Ads, you'll be prompted to provide information about your business. These fields may ask for: Business name URL Potential other fields, such as Google Business Profile This will allow Google to learn about your business and make recommendations, prefill content and intended to make the set-up process easier. Note: These field sections are optional. Google offers you the ability to link accounts related to your business. By linking your accounts upfront, you're unlocking more opportunities for Google Ads to reach customers and promote your business. You're able to link accounts, like a: YouTube channel Google Business Profile account Mobile app Google Merchant Center account Note: Accounts can always be unlinked after you've created your account. Create your campaign When creating your first Performance Max campaign, you'll be asked to select your most important goal. Selecting a goal helps align the outcome that you want from your campaign. Choosing the right goal will help Google optimise your campaign over time, guide upcoming steps, including the steps to measure your goal with conversion tracking. Learn more About conversion tracking. When getting started, you can only choose one goal. As your campaign starts running, you'll have access to a selection of conversion functionality. You can also leverage tools like Google Tag Manager. Learn more about Google Tag Manager. Based on the goal that you've selected, you may be prompted to set up conversion tracking by providing a URL page destination. Google AI can then optimise the campaign towards your goal and track the impact of your campaign. Search themes in Performance Max are an optional feature which allow you to provide Google AI with additional information about what your customers are searching for. This guidance may help your campaigns achieve even more optimal results. Instances where you might consider adding search themes include: You want to provide important information to help your campaign ramp up and optimise performance faster. You want to expand your reach within Performance Max, including on search inventory in Performance Max, and ensure that you have comprehensive coverage on important business themes. During this optional step, you can also select locations where your ads should appear, as well as language settings. Learn more about search themes in Performance Max campaigns (beta). You're now ready to create your ad after setting up your Google Ads account and providing the information from steps above. When creating your ad, you'll need to provide: Google will use the assets that you provided to test different combinations to find your highest-performing ads. You may receive contextual feedback, such as ad strength or a campaign optimisation score. Learn more about About ad strength. As you add assets, you'll be provided a preview of how they may appear across inventory channels available to you with a Performance Max campaign. Tip: If you have questions regarding any of the assets, simply hover over the question mark for more information. Select a bid strategy Choosing a bid strategy is an important part of setting up a Performance Max campaign. Learn more about how to Pick the right bid strategy. Here's a high-level overview: Your Performance Max campaign has access to Google's broad reach of inventory channels including Search, YouTube, Maps, Gmail and more. Every time that your ad could appear in front of a prospective customer, Google runs an auction. This all happens automatically and behind the scenes. The auction is influenced by several factors: Your bid, competitor bids and Quality Score the perceived relevance of your ad to a potential viewer. Learn more About Quality Score. When being asked to select a bid strategy, conversions or conversion value, choose which will impact how the algorithm bids on your ads. For each auction, do you want the algorithm to consider volume of conversions or conversion value? Consider using 'Maximise conversions' when: Your primary focus is getting as many leads or sales as possible. You're prioritising volume over the value of each individual conversion. You have a tight budget. Maximise conversions will aim to stretch that budget to get the absolute most conversions possible. While 'maximise conversion value' may be optimal if: Your focus is on revenue and return on investment (ROI). You want to get the highest total value of sales from your ad spend. You have robust conversion value tracking. You have some flexibility in your budget. Target cost per action (tCPA) or target return on ad spend (tROAS) When selecting a bid strategy, you also have the ability to select a target cost per action (tCPA) and target return on ad spend (tROAS). If you opt to select a target CPA (cost-per-action) available with the 'Maximise conversions' choice you set your desired average cost per conversion. In other words, the price that you're willing to pay for each conversion. Google Ads uses your target CPA to set a bid based on the likelihood of the ad to convert. If you opt to select a target ROAS, available with the 'Maximise conversion value' choice, you provide the average conversion value that you'd like to get for each pound that you spend on ads. Setting a budget Setting a budget for your Performance Max campaign will help determine how much your campaign should spend daily. Your average daily budget is the average amount that you set for each ad campaign on a per-day basis. It specifies how much you're comfortable spending each day over the course of the month. Google also provides you a recommendation based on the information that you've provided thus far in the setup process. Note: You can set and edit your average daily budget at any time. Google will optimise your campaign spend for days of the month when you're more likely to get clicks and conversions, like when search traffic is higher or when we predict higher ROI for your ads. This means that on some days you might not reach your average daily budget, and on others you might exceed it. Learn more about Average daily budgets. You can also set a campaign total budget. This is the amount that you're willing to spend over the duration of your Performance Max campaign. Google Ads will try to spend your total budget evenly over the duration of your campaign while taking into account higher and lower traffic days to optimise your campaigns performance. Learn more about campaign total budgets. Payment details After completing all of the steps above, you'll provide payment information. Learn more about billing. Next steps Congratulations! You've completed the initial setup of your Google Ads account and Performance Max campaign. Your ads are now under review and will take a few days, since all ads are checked to ensure that they're safe and appropriate for everyone. Setting up conversion tracking With your Performance Max campaign set up, you're now able to utilise conversion tracking. Learn more about conversion tracking. The goal that you chose when you started your campaign will allow Google to guide you through the process of adding a Google tag to your website. To get started, there are two basic steps: Activate measurement with a Google tag: Google will provide you with a piece of code to add to your site, which lets you connect your website with a range of Google's products and services for tracking and analytics. This sets up the basic communication and data flow functionality. Google will detect and validate if the Google tag was installed correctly, and provide you with feedback as needed. Measure each conversion with an event snippet: A smaller piece of code that works specifically with the Google tag to tell it when to record a conversion on your website. You'll need to set up an event snippet for each goal, and follow additional steps for any non-website goals. This is optional if you have already provided codeless conversion tracking. Performance Max optimisation Performance Max learning period As you get up and running, Google AI will take the inputs that you provided during set-up to create impactful campaigns customised to your business. You may notice in the initial period that your bid strategy status is set as learning. As such, in the initial stages, your Performance Max campaign will undergo a learning period for Google AI to optimise its performance based on the provided inputs. During this time, the AI continuously analyses data and refines its approach to deliver the best possible campaign outcomes for you. If you have any questions, you may contact Google Ads Support.

Performance appraisal contoh. Contoh self appraisal. Self evaluation performance example. Self appraisal adalah. What do you write in a self evaluation for a performance review. Contoh self evaluation. How do you write a self performance appraisal example. Performance appraisal teaching assistant self evaluation examples. Self evaluation examples for overall performance. Self evaluation performance appraisal comments examples. Self evaluation adalah. Self-evaluation for performance review examples.

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