Performance Max
Keeping PPC simple—but getting results!

The world of pay-per-click (PPC) advertising can seem mysterious and complex with various bidding strategies, different types of ads (search, display etc) and a myriad of metrics and stats.

There is, of course, a reason for all of this. The level of control afforded means that, for those who have the time, expertise and budget, precise, highly optimised and targeted campaigns can be created.

But that's not for everyone.

Performance Max from Google looks to make things a little simpler, with easy access to all of Google's advertising channels using a single campaign.

Performance Max means that you ad will be seen on Search, Display and YouTube, Discover, Gmail and Maps.

Of course, this still needs setting up and monitoring – but Autoweb Design is here to help with that.

Setting up a Performance Max account involves giving Google lots of initial information (various headlines, long and short descriptions plus graphics) and an indication of your target audience. Once this has been done, Google then uses various combinations of the supplied assets to produce adverts across its platforms.

Google then applies its own learning to deliver the campaign, using the right combinations of messaging for the right prospect, optimised to drive conversions (driving online sales, lead generation, etc).

Who is Performance Max for?

Performance Max is ideal if you want a simple campaign which will deliver the most results, across the most platforms, for the least amount of input.

Use it either to supplement your search and

display campaigns to increase your reach or as a standalone campaign— the perfect way to start with PPC.

AUTOWEB
DESIGN
Automotive Digital Solutions

01757 211700
autowebdesign.co.uk

Performance Max
What does Performance Max require?

To get a Performance Max campaign up and running, Google requires a number of assets to be supplied. The more assets supplied, the more combinations of ads can be achieved.

Text/copy

3-5 headlines (maximum 30 characters each)

1-5 long headlines (maximum 90 characters each)

2-5 descriptions (maximum 90 characters each – at least one needs to be under 60 characters)

Graphics

1-5 square logos (1:1, recommended 1200 x 1200 px)

0-5 landscape logos (4:1, recommended 1200 x 300 px)

1-20 marketing images (1.91:1, recommended 1200 x 628 px)

1-20 large square marketing images (1:1, recommended 12000 x 1200 px)

1-20 small square marketing images (1:1, recommended 300 x 300 px)

0-20 portrait marketing images (4:5, recommended 960 x 1200 px)

Max individual file size: 5120KB

YouTube videos

0-5 urls to videos on YouTube – if you do not have a video, one will be created automatically from the other assets (graphics and text)

Not sure whether you can supply any/all of the above? Let us help!

For more details, speak with your Account Manager or contact our marketing specialists (marketing@autoweb.co.uk) to arrange an initial meeting to discuss your requirements and how Performance Max could help drive more customers to your dealership.

AUTOWEB DESIGN
Automotive Digital Solutions

01757 211700
autowebdesign.co.uk