2024

Setting Up Performance Max for Google Shopping

Sign in

Google Ads Dashboard: Log in to your Google Ads account and go to the "Campaigns" section.

Campaigns

Create a New Campaign: Click the "+ New Campaign" button.

Campaign

Conversion action

Asset

STEP 2
SELECT YOUR OBJECTIVE

Sales

Drive sales online, in app, by phone, or in store

Sales Objective: Choose "Sales" as the objective since Performance Max is designed to drive conversions.

Select Campaign Type: Choose "Performance Max" from the campaign type options.

Performance Max

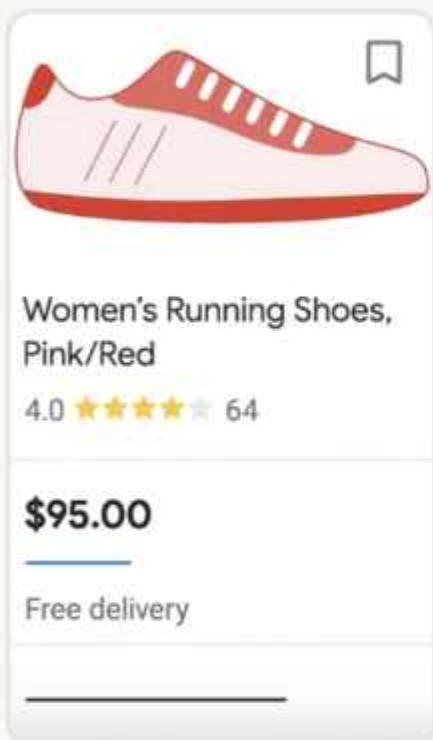Reach audiences across all of Google with a single campaign. See how it works

STEP 3
LINK YOUR MERCHANT CENTER ACCOUNT

Google Merchant Center: Make sure your Merchant Center is linked to your Google Ads account.

Women's Running Shoes, Pink/Red

4.0 ★★★★☆ 64

$95.00

Free delivery

Product Feed: Ensure your product feed is up to date, including accurate pricing, availability, and descriptions.

STEP 4
SET YOUR BIDDING AND BUDGET

What do you want to focus on? ⑦

Conversions ▼

Conversions

Conversion value

Bid Strategy: Choose between focusing on conversions or conversion value.

Daily Budget: Set your daily budget and decide if you want to manually control bids or let Google optimize automatically.

Set your average daily budget for this campaign

$

STEP 5
CREATE ASSET GROUPS

Final URL: Add the landing page URL where users will go after clicking your ad.

Where will people go when they click your ad?

🔗 Final URL

Add Creative Assets: Upload high-quality images, logos, and headlines that reflect your product offerings. Google will automatically combine these into ads that run across Search, Display, YouTube, and Gmail.

◌ Images 0/20 ⑦   ◌ Headline 0/15 ⑦ 🖽   ∧

+ Images

Headline

+ Headline   ◆ Generate headlines

◌ Logos 0/5 ⑦

+ Logos

AUDIENCE SIGNALS

Create Audience Segments: Use Google's audience tools to identify the groups most likely to convert.

Q Healthy snacks

Audience interest

Demographics and Behavior: Target users based on age, gender, income, and interests.

⚙ Additional signals		
Interests & detailed demographics	Add any interests, detailed demographics, or life events related to your customers	
Demographics	All demographics (recommended)	

REVIEW AND LAUNCH

Preview Your Ads: Review the combination of headlines, images, and videos to ensure everything looks polished.

Publish the Campaign: Once satisfied, click "Publish" to go live.

Publish campaign

If you need any assistance or prefer to have experts handle it, Propaganda Solutions is here to help.

Contact us today!