

PERFORMANCE

MAX



THE
BIGGEST
Google
ANNOUNCEMENT IN
10 YEARS

PERFORMANCE MAX:

THE BIGGEST Google ANNOUNCEMENT IN 10 YEARS



My name is **Bill Hauser**. I just came across the biggest Google Announcement in 10+ years. This is bigger than when Facebook announced ads in the newsfeed. It's bigger than when Local Services Ads launched.

This Will Change Law Firms All Across The Country.

If you don't hop on this opportunity now, in 6 months you'll be regretting your decision.

Here's how we discovered this:

- I was at a high-level mastermind with the biggest thought leaders in marketing
- I met a guy who recently spent a week at Google's headquarters. He learned top-secret information about Performance Max (just rolled out).
- I dropped everything I was doing and wrote this Cheat Sheet.

18 months ago, I saw this coming. And, I invented a new way of marketing on Google (called G-3).

G-3 was a strategy that embraced Google's cheaper ad formats (such as YouTube, Display, Google Map & Discovery Ads), to reduce the cost per lead for marketers.

The problem: most of our clients didn't have a big enough budget to fully-utilize all G-3 had to offer. They didn't have enough budget for SEPARATE YouTube Ads, SEPARATE Display Ads, and SEPARATE Google Map Ads.

But, NOW, advertisers of ALL BUDGET SIZES, can embrace Performance MAX!



Why This is So Important (NOW)

Most people don't know: 98% of Google's advertising inventory is not used on a daily basis. See, Google is partnered with over 2 million websites with its display network. Google also owns YouTube (the second largest search engine). AND, Google owns the largest search engine on earth (with 99% of the search engine market).

Not to mention, 90% of all internet users use Google's platforms, every week. And, 65% of all internet users use Google's platforms every DAY.

The problem was that people did not have the budget and/or know-how to USE all of Google's platforms on YouTube and the Display network. When we add in Discovery, Gmail, and Google Map ads, the numbers are STAGGERING. Almost nobody uses them.

See, everybody thinks Google is just a search engine. But, it's really the #1 consumer research platform on earth. It knows everything you type in. Every YouTube video you watch. Every website you visit (Google Analytics),. How fast you drive (Google Maps). Most of the emails you engage with (Gmail). It's crazy.

Everybody thinks you can only market to people at the END of their search journey. FALSE! YOU CAN NOW MARKET DURING ALL PARTS OF THEIR SEARCH JOURNEY. During the Awareness, Consideration AND Call-to-Action phases.

See, due to consumers' knowledge as to the options they have online, it now takes over 500 touchpoints for someone to make a buying decision. This has increased from 7 touchpoints just a decade ago.

Long story short, Google has designed a 500-touchpoint algorithm to solve this.

Google Knows Everything (Summary Points)

- Google is NOT just a search engine. Income targeting (20X more accurate than Facebook, not Zip code based)
- It knows everything you want. Knows what you don't know. What you search, hate. Who's about to file bankruptcy, get a divorce, getting pregnant, etc...

Enter Performance Max

A machine that is able to predict human intent on the internet and show advertisements across ALL of Google's properties.

- 20X deeper ability to target than Facebook Ads
- Income targeting (20X more accurate than Facebook, not Zip code based)
- 55,000 Audience Filters on Facebook vs 72 Million Audience Filters on Google



How It Works: Time-based AI.

- Google created a 500 touch paradigm (the ability to touch a client at all phases in their shopping journey)
- Allows advertisers to get cheap early-stage impressions (when someone is still “just-looking”)
- User-specific consumer journey targeting (as the prospect warms up)
 - Allows you to show ads to the SAME PERSON through all parts of their consumer decision-making path.
 - Optimized for the WHOLE path to becoming purchase aware
 - Google Knows what info to show at each point in the search process.

Performance Max Perks

- Goal-Driven (important)
 - Can Prioritize new client acquisition
- Show Ads On: YouTube, Display, Discovery, Search, Gmail, Maps (at low cost)

3 Principles of Performance Max Success

1. Give Google the Right Goal
2. Choose Audience Signals
3. Select MANY Asset Groups

Technical Principles of Performance Max Success

- **Step 1 - Set the Right Goal**
 - Do not set Target CPA for the first 45-60 days, until learning has finished.
- **Step 2 - Audience Signal Selection**
 - Custom segments (purchase intent audiences)
 - URL targeting + Keyword targeting
 - Converters + Nonconverters → Google ads optimized list
 - Affinity Audiences + In-Market Audiences
 - Other Audiences to Test (Strategy-Dependent)
 - App-usage targeting
 - Customer List
 - Look at & add in suggested audiences (Google provides)
- **Step 3 - Asset Groups (add up to 100) → MOST IMPORTANT**
 - Launch 50+ asset groups (if you have the assets)
 - The more the merrier. More optimization opportunities.
 - Give Google 5 Videos (or they will make them for you)
 - Expect a video keep ratio
 - 30+ second videos (minimum). Gives you watch rate data.
 - Keep the videos organic + raw (no production)
 - Doesn't work? Either your offer sucks or not enough asset groups.



Other Tips

- Less campaigns, many asset groups (let's Google optimize better).
- Track Conversions in Google Ads (not Analytics)
- Use Enhanced Conversions
- Realize it takes 4-8 weeks to dial in (minimum)
- Geo targeting is now expanded (people "in or interested in" location)
- Test Final URL Expansion
 - Google pushes this BECAUSE companies with robust websites are signs of credible businesses
 - Google shows conversion-ready landing pages to people who are ready to buy, and info-pages
- Budget Recs: 17X Your Target CPA

