

SCALE ROAS AGENCY

Performance Max Setup Playbook

E-commerce Edition

"PMax is not automation. It's amplification. Set it up wrong, and you amplify waste."

by Etienne Hurpin

When to Launch PMax

LAUNCH PMAX WHEN

- ✓ You have at least **30 conversions/month** on the account
- ✓ Your Merchant Center feed is clean (**zero disapprovals**)
- ✓ Your tracking is **verified and accurate**
- ✓ You've calculated **ROAS Break Even per product**
- ✓ You have at least **\$30-50/day** budget available

DO NOT LAUNCH PMAX WHEN

- ✗ Your account has **fewer than 15 conversions/month**
- ✗ Your Merchant Center has **product disapprovals**
- ✗ Your tracking was just set up (**wait 2-4 weeks** for data)
- ✗ You haven't done **ROAS BE analysis** yet
- ✗ You're spending **less than \$20/day** total

"PMax needs data to work. Without data, it's just Google spending your money randomly."

PMax Campaign Structure

OPTION A — NEW ACCOUNTS

Full Catalog Launch

- 1 PMax campaign with ALL products
- Goal: exit learning phase fast, collect data
- Duration: 2-4 weeks
- Budget: \$30-50/day minimum
- No ROAS target initially (let it learn)
- After data collection → segment into Option B

OPTION B — MATURE ACCOUNTS

Segmented by Margin

CAMPAIGN	ROAS BE	TARGET ROAS	APPROACH
1. High-margin products	< 1.90	200%	Push hard, aggressive budget
2. Standard-margin products	2.00 - 2.40	250%	Core catalog, moderate budget
3. Tight-margin products	3.00+	400%	Surgical, or exclude entirely
4. Brand defense	Dedicated Search campaign		Not PMax — always Search

"Wide first. Surgical after."

Asset Groups

What to include per asset group — every field matters.

Required Assets

Final URL	Your best landing page (or let Google choose with URL expansion)
Images	3-5 landscape, 3-5 square, 1-3 portrait (min 1200px)
Logos	1 square + 1 landscape
Headlines	5 short (30 char) + 5 long (90 char)
Descriptions	1 short (60 char) + 4 long (90 char)
Videos	1 YouTube video recommended
Call to Action	"Shop Now" for e-commerce

WARNING — VIDEOS

If you don't upload a YouTube video, Google auto-generates one for you. **It looks terrible.** Always upload your own.

BEST PRACTICES

- One asset group per product category or theme
- Don't mix very different products in one asset group
- Use your best-performing ad copy from Search campaigns
- Headlines should include product **benefits**, not features

Audience Signals

Audience signals are **suggestions**, not restrictions. Google uses them as starting points.

Recommended Signals for E-commerce

- 1. Custom segments**
People who searched for your product keywords on Google
- 2. Your data: website visitors**
Google Ads remarketing list — people who already visited your store
- 3. Your data: customer list**
Email upload — your existing buyers (Google matches and finds lookalikes)
- 4. In-market audiences**
People actively shopping in relevant product categories
- 5. Demographics**
Adjust if your product has a specific age, gender, or income demographic

"Don't over-restrict. PMax is designed to find audiences you didn't think of. Give it signals, not walls."

URL Expansion & Settings

URL EXPANSION: ON

Google can send traffic to **any page** on your site (including blog, about page). More reach, less control.

URL EXPANSION: OFF

Google only uses the **URLs you specify**. Full control, less discovery.

RECOMMENDATION

Start with ON, then exclude irrelevant pages (blog, contact, FAQ).

Exclusions to Set

- Exclude **brand terms** from PMax (handle with dedicated Search campaign)
- Exclude **out-of-stock** product pages
- Exclude **non-product pages** if URL expansion is ON (blog, contact, FAQ)

LOCATION

Target where your customers are

Use "Presence" not "Presence or interest"

LANGUAGE

Match your website language

One language per campaign for clean data

SCHEDULE

Start with 24/7

Optimize later based on conversion data

BIDDING

Maximize conversion value

No target initially. Add target ROAS after 30+ conversions.

Monitoring & Optimization

WEEK 1-2

Don't Touch Anything

- Let the learning phase complete
- Monitor impressions, clicks, and spend distribution
- Check which products are getting the most spend
- Resist the urge to make changes

WEEK 3-4

First Optimizations

- Check product-level performance (Insights tab → Products)
- Identify which products convert and which waste budget
- Adjust asset groups based on performance
- Add negative keywords at account level if needed

MONTHLY CADENCE

- Review conversion value by product
- Compare actual ROAS vs ROAS BE per product
- Check that Google isn't over-spending on low-margin products
- Review search terms report (Insights → Search term insights)
- Adjust budget allocation between campaigns
- Test new creative assets

RED FLAGS TO WATCH

- ! **ROAS dropping week-over-week**
→ Check product mix. Google may be shifting spend to low-margin items.
- ! **One product consuming 80%+ of budget**
→ Segment it into its own campaign to control spend.
- ! **Brand terms appearing in PMax search terms**
→ Exclude brand terms. Handle with dedicated Search campaign.
- ! **High impressions, low conversions**
→ Check landing page quality and product-page alignment.

PMax Launch Checklist

Complete every item before launching your first PMax campaign.

- 01** Merchant Center feed is clean — **zero disapprovals**
- 02** Tracking verified — conversions **fire correctly**
- 03** **ROAS Break Even calculated** per product
- 04** Asset group created with **all required assets**
- 05** At least **3 headlines, 3 descriptions, 5 images** per asset group
- 06** YouTube video **uploaded** (not auto-generated)
- 07** Audience signals configured (**custom segments + remarketing**)
- 08** **Brand terms excluded** from PMax
- 09** URL expansion configured with **proper exclusions**
- 10** Budget set at **\$30-50/day minimum**
- 11** Bidding set to **"Maximize conversion value"** (no target initially)
- 12** Brand defense **Search campaign running separately**

Every unchecked item is a leak in your ad spend. Fix the foundations before you scale.

SCALE ROAS AGENCY

Want me to set up PMax for your store?

Free 5-minute Loom audit. I'll review your Merchant Center,
tracking, and campaign structure — and tell you exactly what to
fix.

[Message on WhatsApp](#)

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