DV360 and Performance Max

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Platform Definitions

DV360

DV360 (Display & Video 360) is a sophisticated demand-side platform (DSP) offering granular control over ad placements across the web, ideal for advanced targeting and campaign customization with access to a wider range of inventory beyond just Google properties.

DV360 is for experienced users seeking precise targeting and campaign management across various platforms.

Perf Max

Performance Max is a Google Ads campaign type that helps advertisers reach their target audience across multiple Google channels.
Performance Max is designed for highly automated, conversion-focused campaigns across multiple Google channels with minimal manual control.

It is best for hands-off, broad reach conversion optimization.
Performance Max uses Google AI to optimize bidding, budget, audiences, creatives, and more
It can help advertisers reach customers on YouTube, Display, Search, Discover, Gmail, and Maps.

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If A Client Requests EDGE to Use Performance Max

Our recommendation is no for the following reasons:

Creative: PMax uses an entirely different set of creative . No standard sizes. Client would need to provide these at potentially extra cost and provide to us via email bypassing our Q/A process.

Optimization: In PMax you are unable to allocate money to a certain tactic or strategy. We are unable to funnel budget towards Retargeting, audience or a specific channel.

Reporting: Insights do not translate from DV360. Reporting is not granular. Only be able to report back on impressions, clicks and conversions.

Our expertise: Over the years we have created site lists, strategies, methodologies and tactics that we have refined in DV360 and The Trade Desk. None of this translates to PMax.

Challenges Scaling

Creative

- Hub would need to be enhanced to accept PMax creative and trafficking process appended. Or we would accept manually and bypass Hub Q/A process.
- PMax campaigns take Landscape (1.91:1), Square (1:1), and Portrait (4:5) images and text. Additionally, the client would need to provide video assets of greater than or equal to 10 seconds in those aspect ratios as well, which may incur additional production costs on their end which might cut into the media budget available for the campaign.
- Can't use cart/ppu and there is no easy flighting.

Reporting

- Expectations for reporting should be adjusted. Insights does not translate from DV360. Limited granularity. Reporting would need to be much more general.

Builds

- Budgets for PMax are controlled at the campaign level. There isn’t budget control at the Asset Group level to control how much spend goes to which asset group/audience signals i.e. we can’t control how much spend is going towards outbound audiences vs. retargeting if those are built within the same campaign. Multiple campaigns would need to be built in the platform to have any level of control as to where budget is allocated. That being said, the audiences we would be segmenting are just audience signals so there will likely be audience overlap between campaigns for outbound and retargeting.

Media Rec

- EDGE would need to alter the way we create Media recs to match the kind of terminology in Pmax

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Challenges Scaling

Margin

- Margin can't be implemented so an alternative solution/process would need to be created if it was required.

Targeting

- Some targeting does not translate from DV360 to Pmax. Like audiences, cart, ppu.

Optimization

- Limited control. While Pmax allows you to deliver into multiple channels, you can’t dictate the amount to each channel. It's a black box. Delivery will go to YouTube, Display, Search, Discover, Gmail, and Maps in amounts we can’t control.
- Since asset groups are made up of creative assets and audience signals. Edits to either may reset learnings for the entire asset group
- Performance Max prioritizes maximizing conversions, which is great. But what about site visits? Any campaign needs to not only drive conversions but potential new customers through our custom made prospecting efforts.
- PMax uses audience signals so they may show ads to relevant audiences outside of your signals if they have a strong likelihood of converting to help you meet your performance goals.

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