









Introducing

# Performance Max for travel goals




# Performance Max for travel goals is PMax enhanced for hotels

**Pullman Toucan Adelaide** Preview ads     

 This asset group needs 1 headline, 2 square images, and 2 descriptions Fix

**Assets**  
1 image, 1 logo, 2 headlines, and 1 description added to this asset group



Great rooms   Bright rooms & suites, some with balconies   Near Rundle Mall

**Audience signal**

Pullman Toucan Adelaide audience

- Not a parent + 1 more, Top 10% + 2 more
- Beach Holidays, Luxury Travelers

Eligible 0/2 best practices

Ad strength: **Incomplete** REMOVE EDIT



Drive reach, with  
inventory targeting  
of hotel property  
queries on Search



Pre-populated  
Asset groups for  
each property  
(images,  
descriptions and  
audiences)



Grow your online  
sales and optimize  
towards purchase  
conversions\*



Property specific  
reporting

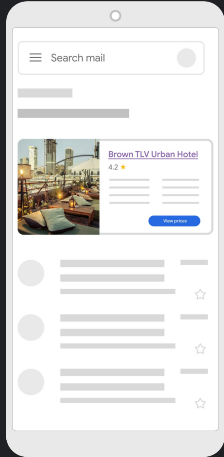


Tools to  
steer automation,  
with audience  
recommendations

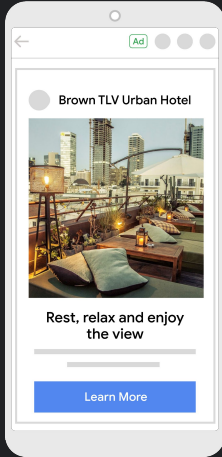
## WHAT IS IT?

# It serves ads across 7 Google channels with one simple set up:

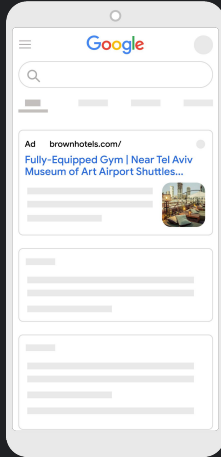
Hotel Ads\*



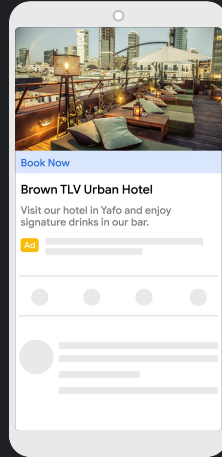
gMail



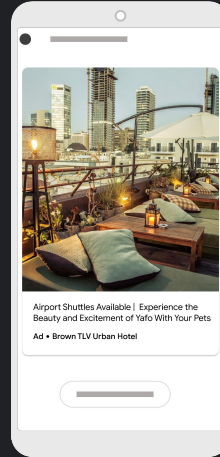
Search



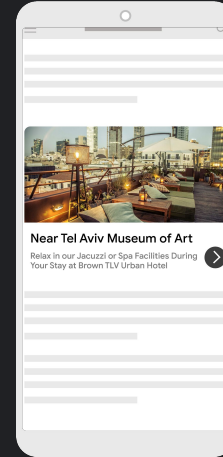
YouTube



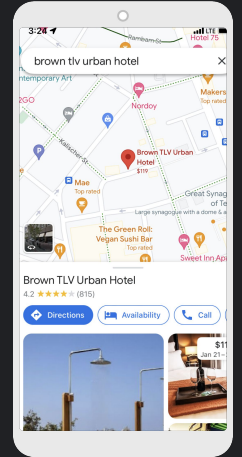
Discover



Display



Maps



\* Hotel Ads will be available soon in '23

# What are the advantages of Performance Max for travel goals?

Get more with Performance Max for travel goals	Performance Max	Performance Max for travel goals
AI-powered ad placement and bidding	✓	✓
Improved traffic and sales	✓	✓
Show up on search for property-related queries		✓
Enhanced travel-specific audience signals*		✓
Expanded ad reach through Hotel Ads*		✓
Per-property reporting for up to 100 properties		✓
Pre-populated imagery and copy		✓

\*Coming later this year

USING TRAVEL GOALS with PERFORMANCE MAX

MINUTES



20

The average number of minutes it takes to set up your first travel goal based Performance Max campaign

INVENTORIES



7

Number of Google Ad channels\* included in a travel goal based Performance Max campaign

UP TO



100

Hotel properties can be served by a single campaign

WEEKS



6

Average number of weeks it takes to see if a travel goal based Performance Max campaign delivers better results for your hotel

\* Hotel Ads will be available soon in '23

WHAT IS IT?

Advertisers who use **Performance Max** campaigns see an **18%** increase in conversions at the same cost per acquisition.

↑ 18%

# Simplify campaign creation with pre-populated hotel asset groups

Proprietary + Confidential

Assets

< > ⓘ Add more assets to show your ads in more places

Ad strength Good

Descriptions  
Images

Videos  
Headlines

Hotels

Final URL ⓘ  
https://www.meritonsuites.com.au/

Images ⓘ  
Add up to 15 images

Videos ⓘ  
Add up to 5 videos (optional)  
+ VIDEOS

Headlines ⓘ  
Add up to 5 headlines

Modern luxury rooms in Sydney 0/30

Hotel-style accommodations 0/30

Full kitchens & stunning views 0/30

+ HEADLINE

Long headlines ⓘ  
Add up to 5 long headlines

Meriton Suites offer the perfect hotel-style accommodation 0/90

+ LONG HEADLINE

Descriptions  
Add up to 5 descriptions

Offering modern luxury apartments in the heart of Sydney

Preview ⓘ

SEARCH YOUTUBE GMAIL DISPLAY DISCOVER

Ad sample

Hotel advertisers can utilize Google-licensed and curated property images, descriptions, and headlines, based on Google's knowledge of hotel amenities, location and more, to easily create asset groups

# Audience Signals to reach your most valuable audiences

**Travel Audience Signals:** we will use Google's existing hotel data (location, amenities, star rating, user reviews) to automatically add audience hints that can improve performance



Audience Signals is built to help advertisers **speed up the campaign learning period** while also **steering automation** with the best of Google's automated targeting technology.

**The power of Google automated targeting** + **Recommended Audience Signals\***

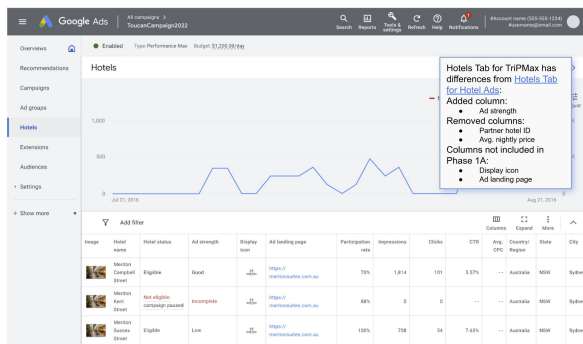
★ **Exclusive to Performance Max for travel goals**

Audiences	
Your ads will automatically be shown to people who are most likely to convert for your goals. You can speed up optimization by providing audience signals.	
Provide audience signals about who's most likely to convert	
Audience	Type
Travel	Affinity audiences
Trips to Australia	In-market audiences
Business Travelers	Affinity audiences
Household income in Top 21-30%	Demographics



# Travel-specific recommendations and reporting

- **Get in-product best-practice recommendations to help you succeed.** These include ensuring proper conversion tracking or optimizing asset groups with images and audience hints
- **Specific conversion category for travel bookings simplifies conversion tracking.** This enables easier tracking of booked itinerary and accurate billing
- **Partners can easily see what travelers are searching for.** Reporting supports slicing by dimensions of interest specifically for Travel advertisers
- **Property-specific Reporting:** Per-hotel reporting, based on the displayed hotel's assets.



## Travel-specific recommendations

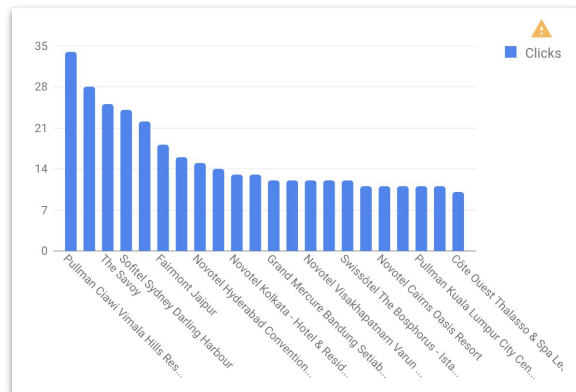
- Set up a Travel Performance Max campaign

Travelers didn't see your ads when they searched for your property.

*Recommended because you advertiser on hotels but do not have a Travel Performance Max campaign set up. (?)*

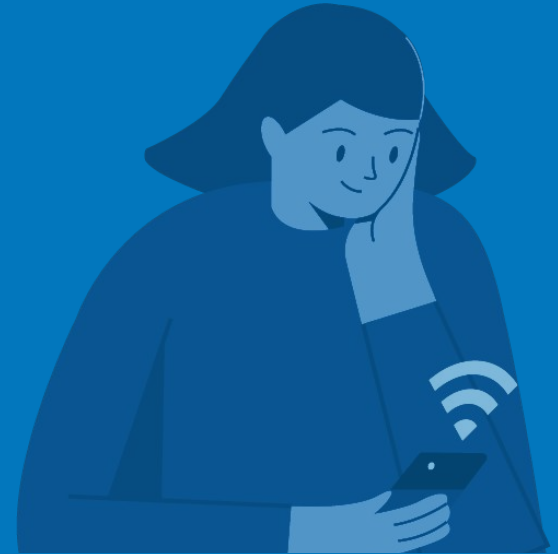
[GET STARTED](#) [DISMISS](#)

## Reporting by Travel dimensions

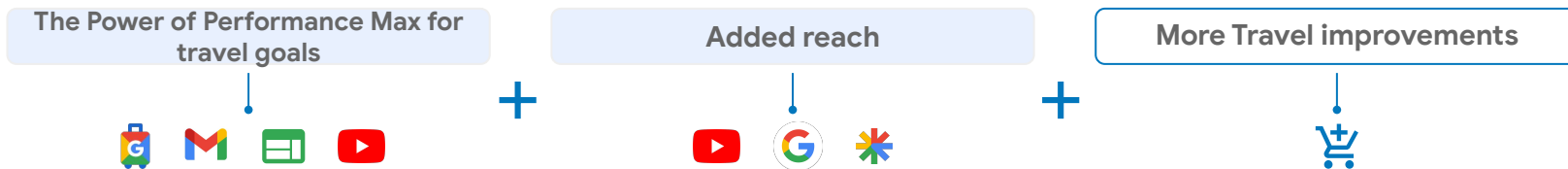


Confidential + Proprietary

# Appendix



# Performance Max for travel goals roadmap



## Performance Max for travel goals features

New Formats and inventory to expand reach

→ Pre-populated asset groups

Bidding

→ tROAS

New Insights and Reporting

→ Property-specific Reporting  
→ Audience Signals (April 2023)

## Still to come

More Formats and inventory to expand reach

→ Hotel ads triggering (Summer 2023)  
→ Price & availability (tbd)

Bidding

→ SA 360 auction time bidding support (Q3)

More Insights, Reporting and Tools

→ Additional 'Insights'  
→ Recommendations  
→ Performance Planner

# How does Performance Max interact with current campaigns?

Campaign 1	Campaign 2	Campaign entered in the auction
Search campaign	Performance Max	<p><b>Exact match:</b> Search campaign</p> <p><b>Broad/Phrase/BMM:</b> Campaign w/ higher <a href="#">ad rank</a></p>
Smart Shopping campaigns	Performance Max	<p><b>Shopping Ads:</b> Performance Max</p> <p><b>Local Inventory Ads:</b> Performance Max</p> <p><b>Dynamic display remarketing:</b> Performance max</p> <p><b>All other display ads:</b> campaign w/ higher <a href="#">ad rank</a></p>
Standard Shopping campaigns	Performance Max	<p><b>Shopping Ads on Search/Shopping:</b> Performance Max</p> <p><b>Shopping Ads on search partners:</b> Performance Max</p> <p><b>Shopping Ads on gMail and YouTube:</b> Campaign with higher <a href="#">ad rank</a></p>

In CSS Program Countries, Performance Max campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general Search results pages and on any other surfaces the CSS has opted in to.

# How does Performance Max interact with current campaigns? (cont...)

Campaign 1	Campaign 2	Campaign entered in the auction
Display campaigns (with no feed)	Performance Max	Campaign w/ higher <a href="#">ad rank</a>
Display campaigns (with feed)	Performance Max	<b>Dynamic remarketing:</b> Performance Max <b>All other display ads:</b> Campaign w/ higher <a href="#">ad rank</a>
Video campaigns	Performance Max	Campaign w/ higher <a href="#">ad rank</a>
Discover campaigns	Performance Max	Campaign w/ higher <a href="#">ad rank</a>
Local campaigns	Performance Max	Campaign w/ higher <a href="#">ad rank</a>

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