

Best Practice Guide

Review the foundational best practices for search before you upgrade to ensure AI Max for Search campaigns settings are able to deliver on your expectations

1

Measurement

Align search campaign to clear conversion outcomes aligned to business goal

- Ensure all tags are correctly set up on important events
- Simplify key conversion actions for clear outcomes to focus on

Use AI-driven conversion features to upgrade your reporting

- Use Enhanced Conversions (online conversion action) or (Offline conversion action) EC for Leads
- Use Data-Driven Attribution (DDA)
- Avoid campaigns with 2 or more weeks of conversion delay

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Bids and Budgets

Ensure your bid strategy is aligned to your Business objective before enhancing

- Volume: Max Conv, Max Conv. Value
- Profit: TCPA, ROAS (if max clicks strategy you can only use ACA, FUE not searching matching)

Search campaigns should not be limited by budget before enhancing to AI Max for Search campaigns

- Campaigns should not already be limited by budget
- Campaigns should have a minimum of \$50/day budget

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Structure and Ad Groups

Before enhancing work to simplify structure with segmentation at business goals

- Ensure your ad groups don't have duplicate keywords with different match type
- Consolidate ad groups with <30 conversions in 30 days

Continue to rollout broad match based on incrementality headroom

- Still apply broad match recommendations and experiments where key signals of incremental customers

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Landing Page

Review your landing page experience

- Use “Landing Pages” in Google Ads to identify low performing landing pages for web developer optimisation

Ensure your website is up to date and complies with Google Policies

- Review Copy for compliance with Google Policy
- Review Landing page copy for CTAs, and benefits that will be used in automatic asset generation

Best Practice and Controls

Pre/Post Testing: Experimentation Guidelines

We recommend following Pre and Post Analysis experimentation testing to ensure you can accurately gauge how AI Max for Search campaigns is contributing to your performance

Test Timeline

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Set Test Live		Initial performance checks: do not make major changes					
Learning Period		Experiment Continues to Run					
1-2 weeks of learning		Allow test to run 4-5 weeks without making changes to campaigns				Analyse Results	