How to Launch Performance Max on Microsoft Advertising

A step-by-step setup and troubleshooting checklist

Importing Performance Max From Google Ads

- If you're currently running Performance Max on Google, parity can be created via an import. Make sure to de-select **"update existing campaigns"** at Account level before starting the import.

- Ensure **conversion tracking goals** are present and tracking accurately, as they may be set up differently in Microsoft Ads.

- When importing **Google retail campaigns**, associate and select the correct Microsoft Merchant Center store during the import workflow.

- Some **audience signals** may get imported, but some may not or may not have data against them (e.g. affinity audiences).

- Microsoft's Performance Max does **not yet support** certain entities such as **video assets**.

Campaign Setup and Best Practices

Learning Period

- Campaigns are expected to go live within the first 3–4 days of setup.

- The learning takes on average 2–4 weeks, depending on volumes and conversion cycles of your business.

Setting Budgets

- If you have PMax on Google, allocate accordingly for MSA PMax (rec. 25–30% of G budget)

- It's best to give Performance Max campaign up to **2–3x the budget** of your historical standalone campaigns, due to PMax serving across multiple ad formats and inventory.

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- **Budget constraints hinder PMax optimization. Edit budgets accordingly, even during learning periods.**

Bid Strategy and Target

- Performance Max campaigns can begin learning either with or without a Target CPA/ROAS to start, as targets can be a helpful baseline signal for the campaign.

- If you choose to include a target, start with a low, non-restrictive goal and make small incremental changes as the campaign ramps.

Audience Signals and Search Terms

- The best audience lists and segments to add are **remarketing**, **custom audiences**, and **customer match**.

Assets

- Include as many as possible and ensure auto-generated assets are turned on to help enhance delivery.

- We don't recommend having images that include text.

Optimisation and Troubleshooting

If you've experiencing issues with your Performance Max campaign, try these troubleshotting recommendations. You can always contact Support if needed.

Do You Need to Get More Scale?

- Update your targets and/or budgets

- Campaigns with less than 30 conversions per month are likely to see high volatility.

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- **Note:** if your target was set too low and you need to significantly increase it (2x or more), you can consider trying 2–3 stepping-stone targets as you work to your actual target.

Are You Having ROI Challenges with Your Performance Max Campaign?

- **Check if you're budget constrained**, as that can strongly hinder Performance Max optimization

- **Ensure you have auto-generated assets turned on** for the Performance Max campaign.

- If you're still having trouble, set lower targets for your PMax campaign and try to hit those first. Once the lower target is achieved, start increasing the goal with small incremental steps (10–20%).

Does the Campaign Have 0 Conversions, or Does the Whole Account Have 0 Conversions?

- If the account has none, there may be a UET issue. If it's just PMax, contact Support.

Does Your PMax Campaign Have Conversions But $0 Revenue?

- This means conversion tracking is set up, but revenue is not being passed to Microsoft.

- Try these articles: Why track variable revenue / How to report variable revenue with UET

Do You Have Asset Combinations That are Not Converting?

- Pause them, or refresh imagery.

- It's best to **refresh assets** (including images, extensions) every 4–6 weeks.

Is Your Performance Max Campaign Spending Through its Budget Earlier Than Expected?

- Set a target CPA or target ROAS to limit the potential auto-bidding exploration and better focus your spend.

- It's not recommended to exclude hours with via day/time targeting and ad scheduling.

Has Your Performance Max Campaign Volume Dropped Suddenly?

- Check if any changes have been made to **assets or targets**, and ensure **auto-generated assets** and **Final URL expansion** are turned on. Contact Support if needed.

Note: PMax campaigns learn from your account history and other campaign types in accounts.