



Mind Hacking PPC: Using Behavioral Science to Supercharge Pmax & Drive Quality Conversions



@sueforPPC



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PPCREALTALK

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**Raise your hand if
you've ever launched
a campaign and prayed
to the Google gods.**



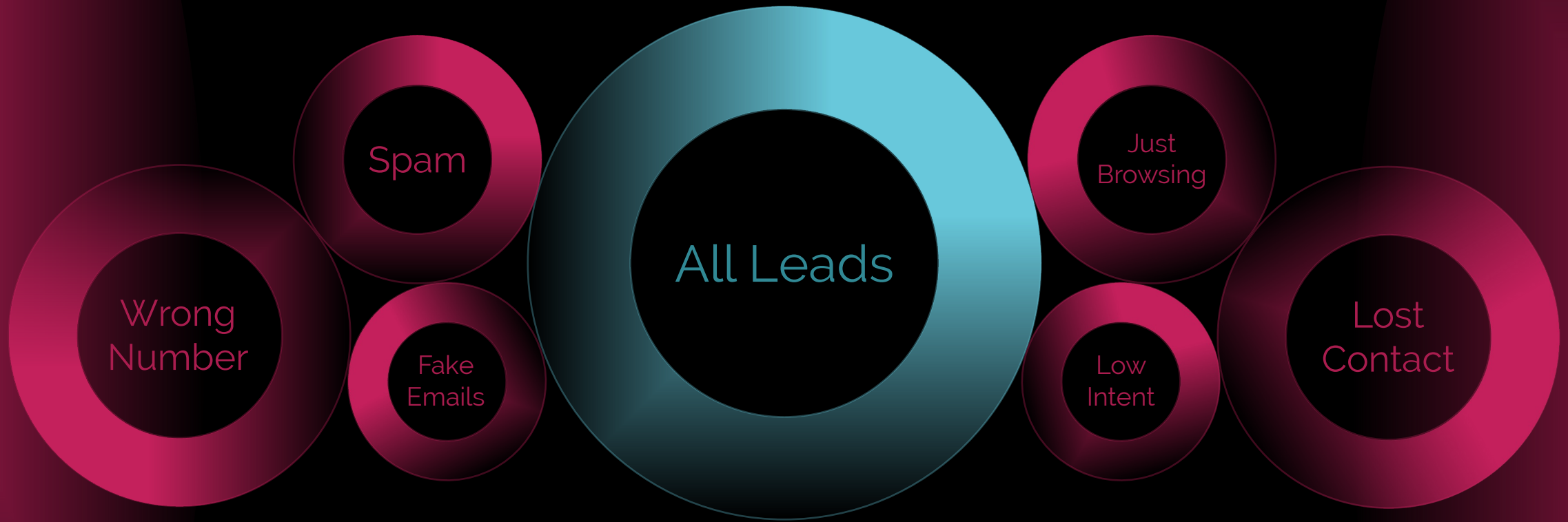
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**PMax = amazing
for e-commerce**

**for lead gen...
it's messy**



The Common Challenge



Leads often = poor quality / low intent

The Real Opportunity

- PMax = underutilized for lead gen
- With right signals → **quality beats quantity**
- High ROAS possible if set up correctly

Foundation for Success

- Correct conversion tracking
(don't optimize to page visits)
- Use offline conversions
to train Google
- Quality > quantity mindset



Feeding PMax the Right Data

Edit audience

Audience name:

Your data

People who have previously interacted with your business

- All visitors (Google Ads) System defined Website visitors
- All visitors (Google Ads) Website visitors

Search **Browse** [+ New segment](#)

Interests & detailed demographics

- ☐ new-bobcat-tractors Website visitors
- ☐ new-bobcat-loaders Website visitors
- ☐ bobcat-attachments-implements Website visitors
- ☐ new-bobcat-excavators Website visitors
- ☐ Google-engaged audiences - for Account 3539214205 Website visitors
- ☐ Bandit Customer List - April 2025 Customer list

Tractors ☐ In-market: other

Performance Max

☐ In Performance Max campaigns, your ads will be shown to people beyond your selections to find new conversions

Used in 1 ad group

Eligible

This audience is eligible for use

Best practices for leads

- ☒ Use your data
- ☒ Use interests & detailed demographics

Negative keywords

<input type="checkbox"/> Negative keyword	Added to	Level
<input type="checkbox"/> [compact tractor accessories]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor repair]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor maintenance]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [used compact tractor]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor implements]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor attachments]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor dealers]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor rental]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [cheap compact tractor]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor parts]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor leasing]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor comparison]	Equipment New Compact Tractors PMax	Campaign
<input type="checkbox"/> [compact tractor reviews]	Equipment New Compact Tractors PMax	Campaign

Content

May 1 - 31, 2023

Compare Apr 1 - 30, 2023

Exclusions

☐ Hide table

☐ Type Placement, Keyword, and more

Content	Type	Excluded from	Level
<input type="checkbox"/> All Ads - Google Play - Art & Design	Placement: Mobile application category	All campaigns	Account
<input type="checkbox"/> All Ads - Google Play - Auto & Vehicle	Placement: Mobile application category	All campaigns	Account
<input type="checkbox"/> All Ads - Google Play - Beauty	Placement: Mobile application category	All campaigns	Account
<input type="checkbox"/> All Ads - Google Play - Books	Placement: Mobile application category	All campaigns	Account
<input type="checkbox"/> All Ads - Google Play - Books & Reference	Placement: Mobile application category	All campaigns	Account
<input type="checkbox"/> All Ads - Google Play - Business	Placement: Mobile application category	All campaigns	Account
<input type="checkbox"/> All Ads - Google Play - Catalogs	Placement: Mobile application category	All campaigns	Account
<input type="checkbox"/> [cheap compact tractor]	Keyword	Equipment: New Compact Tractors PMax	Campaign
<input type="checkbox"/> All Ads - Google Play - Comics	Placement: Mobile application category	All campaigns	Account

Show View: 12 1 - 12 of 78

Search themes

What are some words or phrases people use when searching for your products or services?

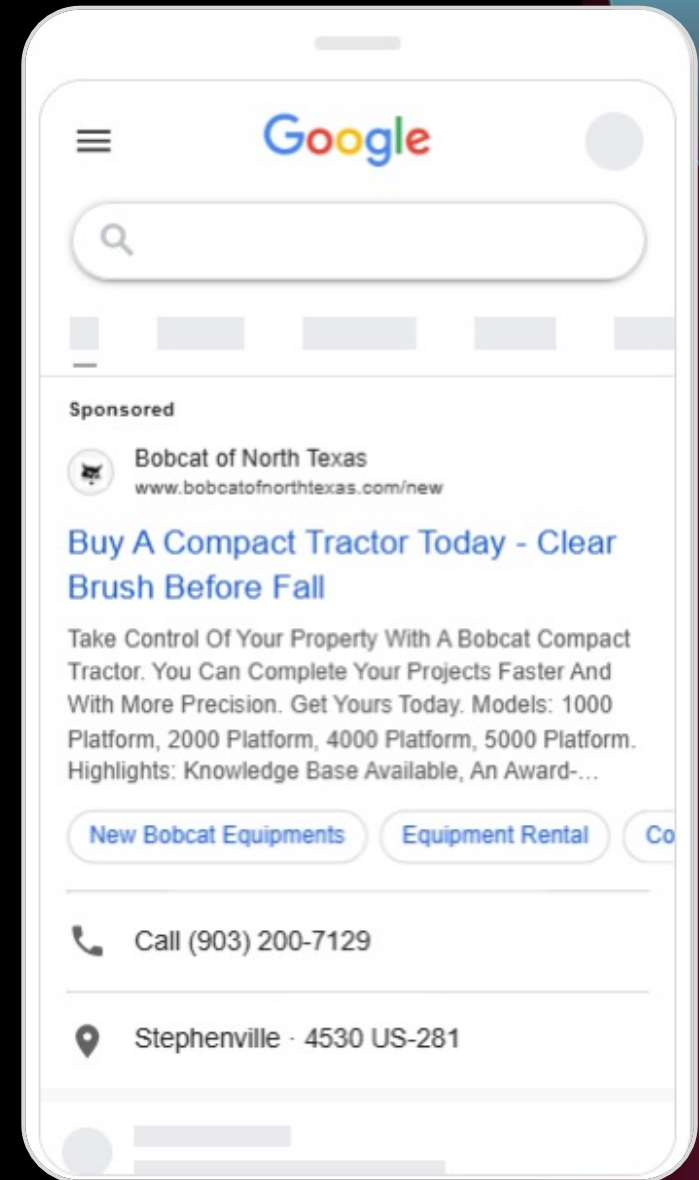
Add search themes (50 of 50)

- compact tractors for sale
- buy compact tractor
- bobcat compact tractors
- best compact tractor for small farm
- new compact tractor
- compact tractors near me
- Compact Tractors For Landscaping
- Compact Tractor Dealers Near Me
- Best Prices On Compact Tractors
- New Compact Tractors For Sale
- Find A Bobcat Compact Tractor
- Bobcat Compact Tractor Dealers
- New Bobcat Compact Tractor Deals
- Compact Tractor For Heavy Duty Work
- Buy Compact Tractors With Financing
- Buy Bobcat Compact Tractor Online
- Bobcat Compact Tractor Sale
- Compact Tractor For Sale Bobcat
- Buy Compact Tractors Online
- Find Bobcat Compact Tractors
- Best Compact Tractors For Sale
- Buy A Compact Tractor Today
- Compact Tractor For Sale Near Me
- compact tractor prices
- Bobcat compact tractor for sale
- Buy compact tractor near me
- Bobcat tractor dealer
- New Bobcat tractor prices
- Sub-compact tractor for sale
- Compact tractor packages Bobcat
- Bobcat CT1025 / CT2035 / CT2540 tractor
- Bobcat tractor with loader for sale
- Bobcat tractor with attachments
- Bobcat tractor financing offers
- Tractor for landscaping and grading
- Small farm tractor for sale
- Compact tractor for property maintenance
- Acreage tractor for sale
- Equipment for food plots
- Tractor with mower and loader
- Tractor for estate owners
- Bobcat CT2540 specs
- Compact tractor with cab and loader
- Bobcat vs Kubota tractor
- New compact tractor deals
- Compact tractor reviews 2025
- compact tractor for landscaping
- bobcat tractor dealer near me
- compare compact tractors 2025
- bobcat tractors for sale

Visual Content Matters

“

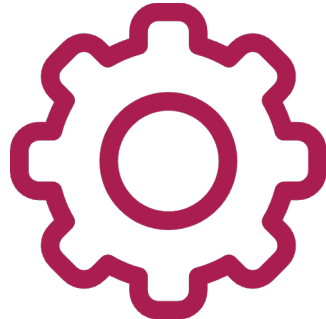
Garbage in,
garbage out



Tools & Techniques



**Use lead forms
with qualifying
questions**



**Automate offline
conversion
imports**



**Leverage call
tracking & CRM
integrations**



**Regular asset
refresh cycles**

“

Which do you think drives
better quality leads:

Scarcity

or

Social Proof

?

“Default PMax”

→ lots of junk leads

“Optimized PMax”

→ fewer, higher-value leads

Final Challenge

Test this week:

- Import offline conversions
- A/B scarcity vs. social proof headlines