HERO CONF SAN DIEGO

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

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

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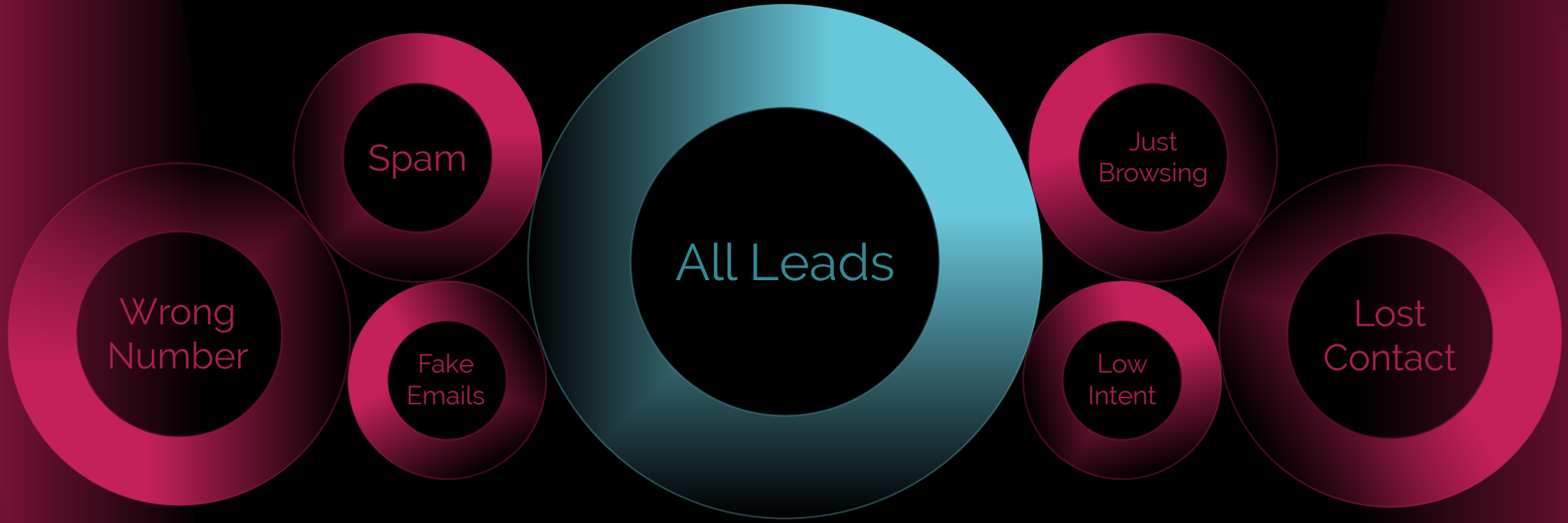
PMax = amazing
for e-commerce

for lead gen...
it's messy

The Common Challenge



Leads often = poor quality / low intent

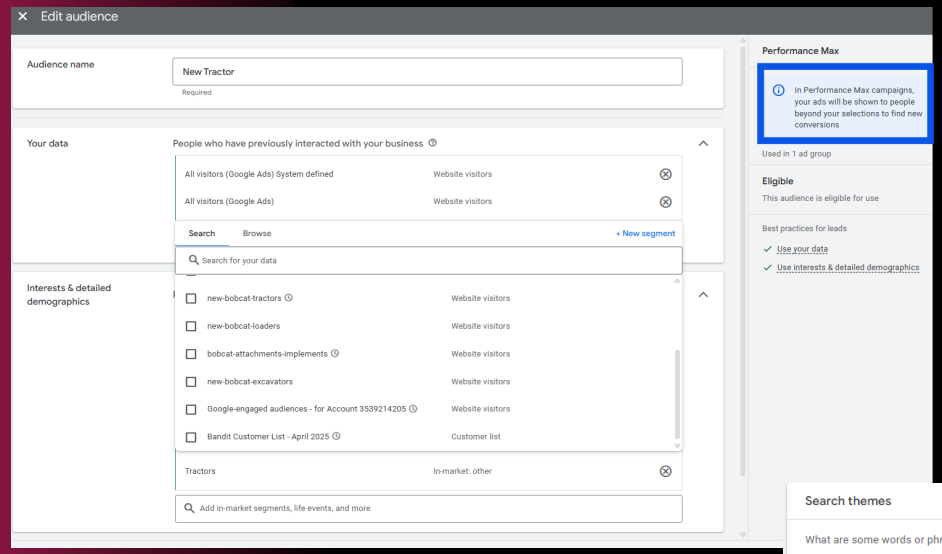
The Real Opportunity

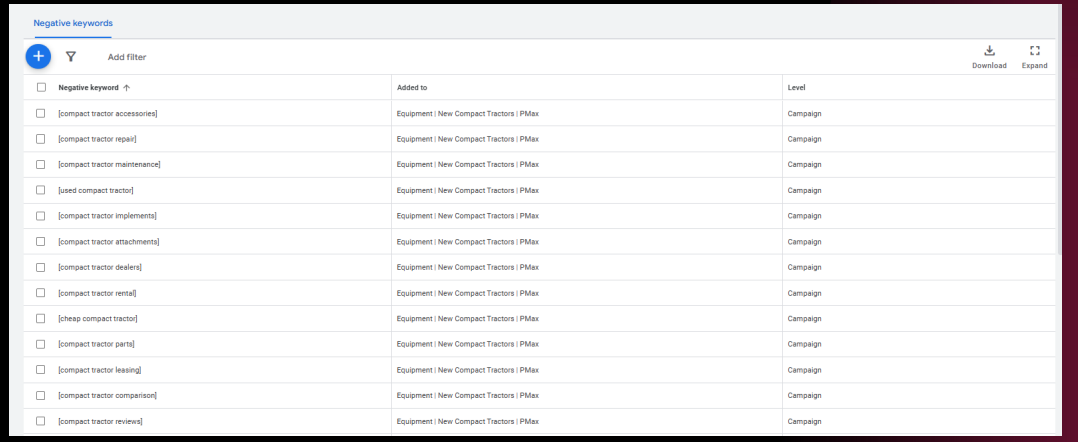
- PMax = underutilized for lead gen
- With right signals → **quality beats quantity**
- High ROAS possible if set up correctly

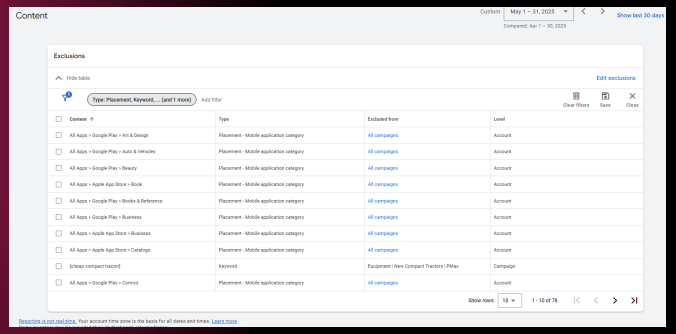
Foundation for Success

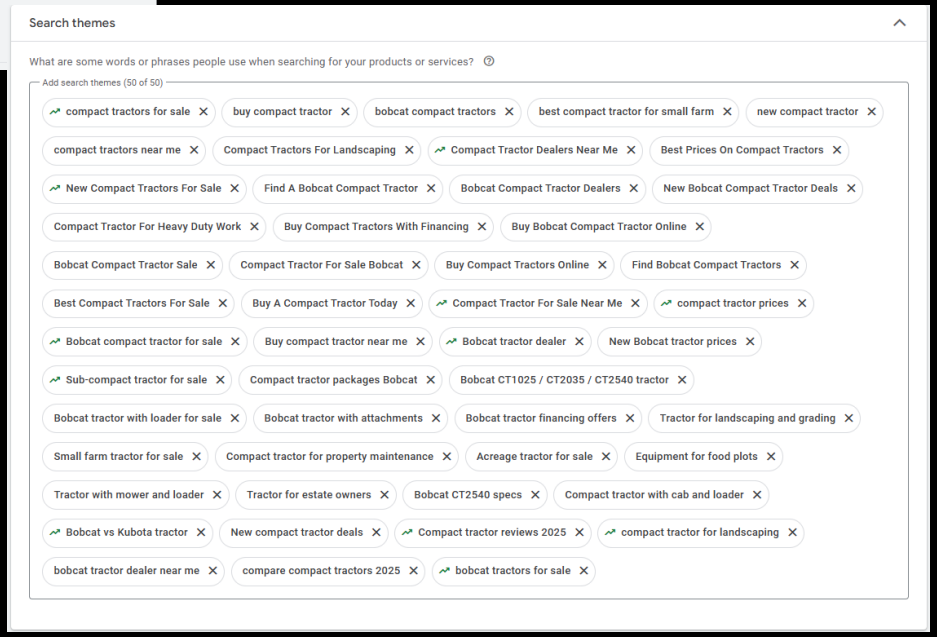
- Correct conversion tracking (don't optimize to page visits)
- Use offline conversions to train Google
- Quality > quantity mindset

Feeding PMax the Right Data





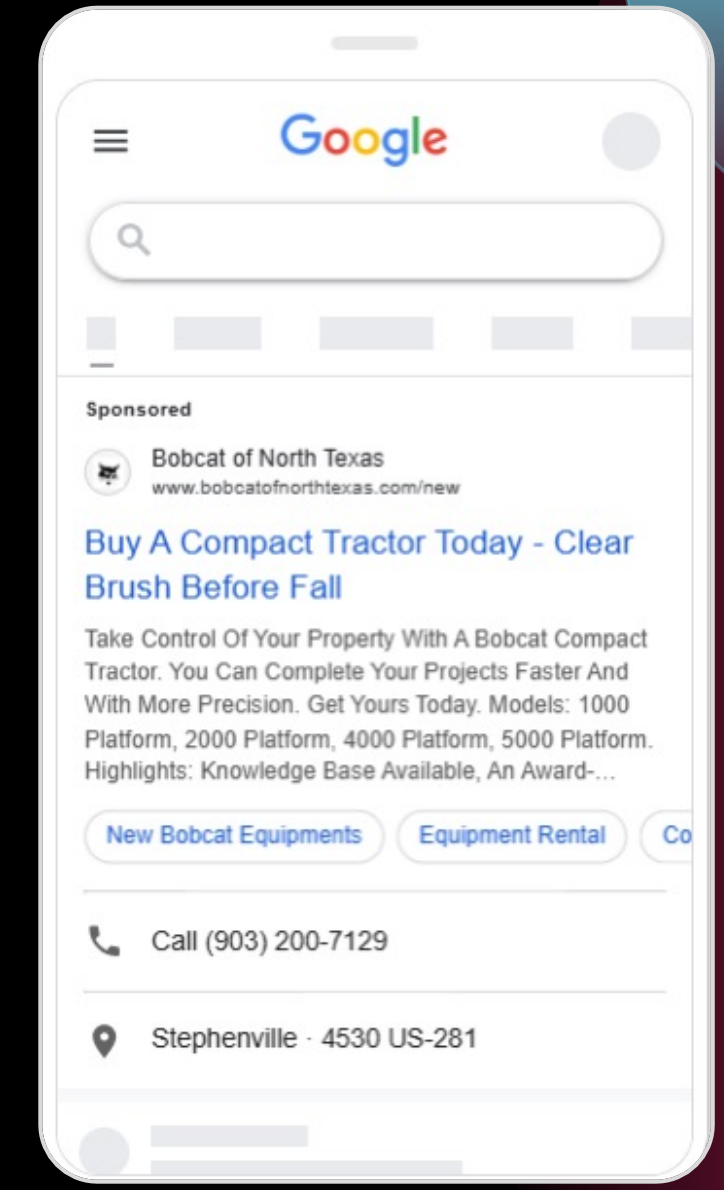




Visual Content Matters

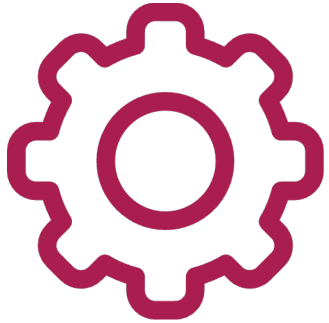
“

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