

# GOOGLE ADS PERFORMANCE MAX CASE STUDY

YOUR MOST EFFICIENT PATH  
TO MAXIMIZE LEADS &  
STORE VISITS



## What Is Performance Max?

Performance Max is Google's all-in-one campaign that reaches shoppers across every Google channel — Search, YouTube, Maps, Gmail, and more. Instead of relying on keywords or a single traffic source, Performance Max evaluates patterns in user behavior, past searches, and browsing activity to understand what shoppers are interested in. It then adjusts bids and automatically combines top-performing assets and placements to connect with people who are more likely to convert.

For example, if someone has recently been researching leasing options, they may start seeing your lease offers across YouTube, Display, and other Google properties.



# What Makes Performance Max Without Feeds Different?

1

**Leverages  
real-time user  
intent**

User behavior, location, device usage, search history, video interaction, and shopping patterns are processed automatically to understand intent.

2

**Reaches  
shoppers  
beyond  
keywords**

Ads will reach users who show purchase intent at every stage of their vehicle purchase journey.

3

**Dynamic asset  
optimization**

Google Ads tests different headlines, images, and videos to find the best-performing combinations, then optimizes to align with your goals.

4

**Measures and  
optimizes  
toward your  
goals**

Unlike Search, Video, and Demand Gen, Performance Max uses deeper location-based data to optimize for in-store visits.

# Performance Max Overview



**Disclaimers:**

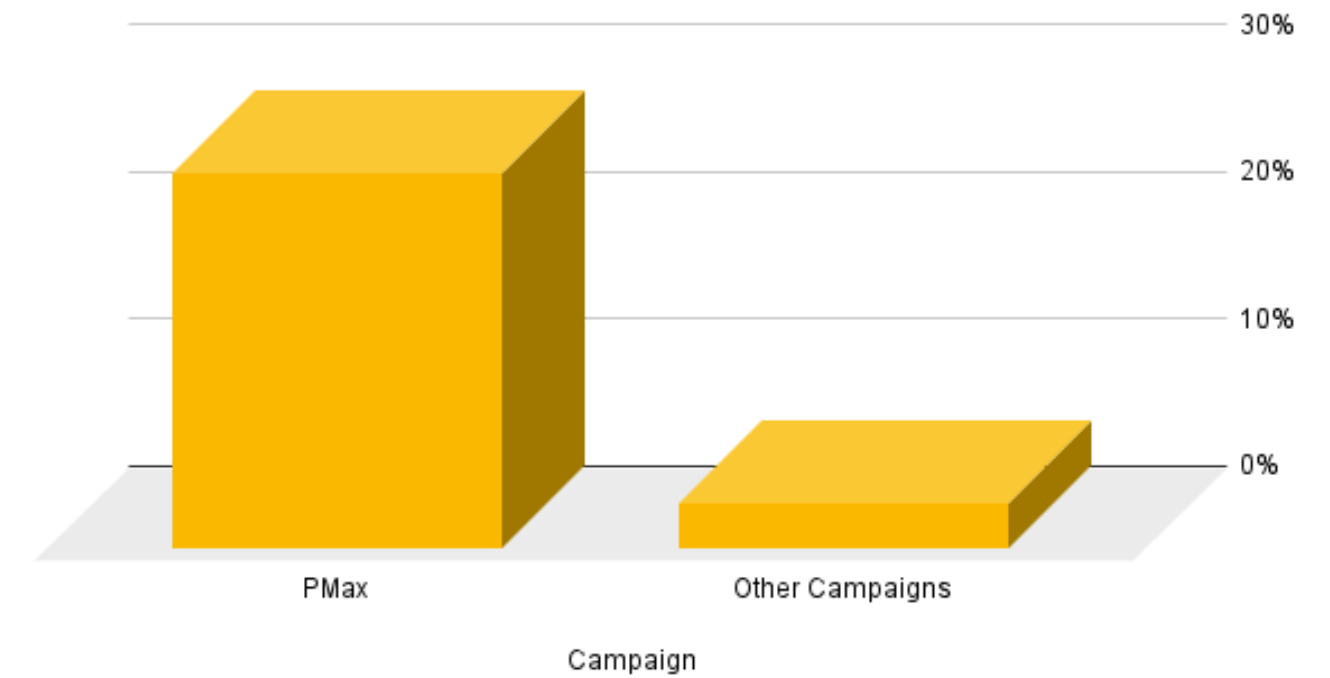
- Click, lead, and store-visit volumes impacted the overall averages.
- Data is based on 50 auto dealership accounts.
- The coverage period is approximately 6.5 months.
- Leads represent calls and form submissions from interested users.

Campaign	Avg CPC	Leads Rate	Cost/Lead	Store Visit Rate	Cost/Store Visit	Get Directions Rate	VDPs Rate
Performance Max	\$1.77	26%	\$6.9	21.73%	\$8.13	8%	35%
Search	\$2.95	16%	\$18.1	11.47%	\$25.68	3%	55%
Demand Gen	\$0.79	2%	\$34.9	2.20%	\$36.08	0%	9%
Performance Max Without Feed	\$0.30	1%	\$49.5	0.48%	\$56.39	0%	91%
<b>Avg (All Campaign)</b>	<b>\$0.82</b>	<b>5%</b>	<b>\$15.3</b>	<b>4.28%</b>	<b>\$19.23</b>	<b>1%</b>	<b>74%</b>
<b>Avg (Excluding Performance Max)</b>	<b>\$0.72</b>	<b>3%</b>	<b>\$23.4</b>	<b>2.27%</b>	<b>\$31.52</b>	<b>1%</b>	<b>78%</b>

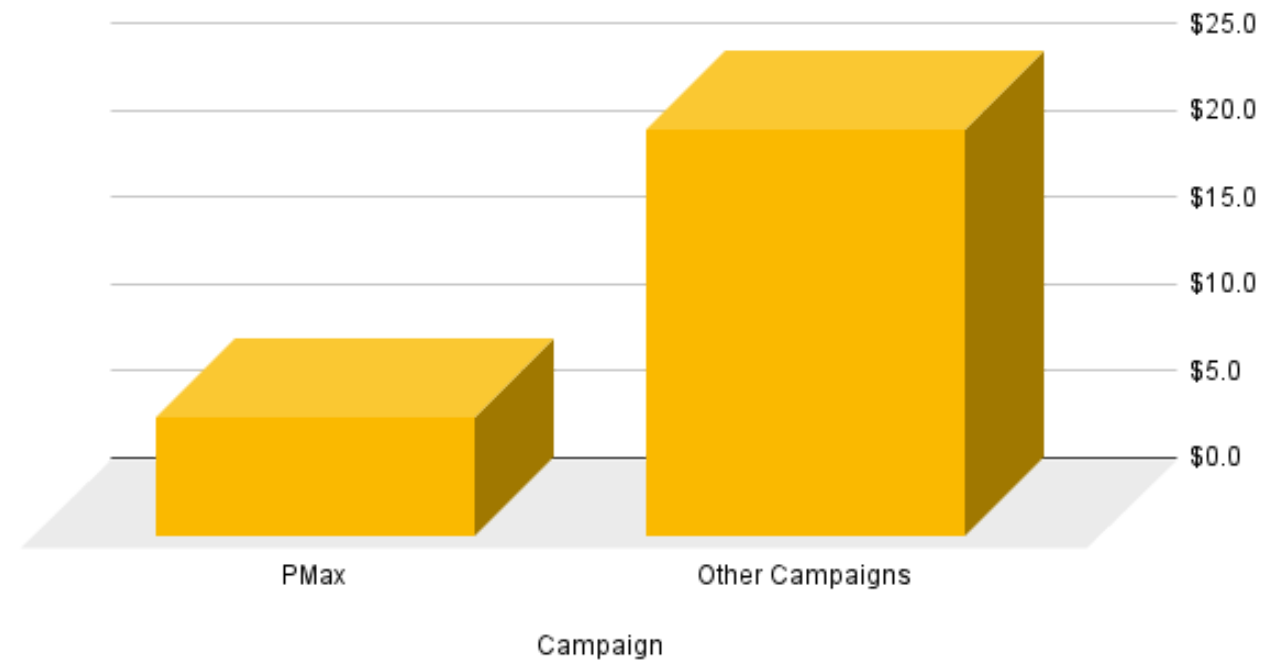
# How Successful Is Performance Max in Generating Leads?

Performance Max achieved a 26% leads rate — 8× the 3% average across other campaign types.

Leads Rate

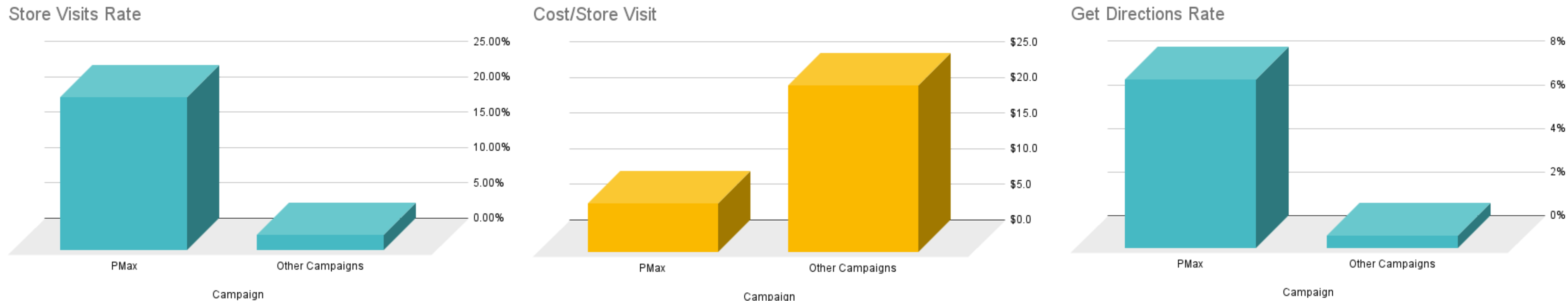


Cost/Lead



Performance Max averaged \$6.9 per lead compared to \$23.4 in other campaigns. That's a 70% lower cost/lead.

# How Successful Is Performance Max in Generating Store Visits?



- **Store Visit Rate:** Performance Max achieved 22% vs. 2% in other campaigns - an 11× stronger rate.
- **Cost per store visit:** was \$8.1, which is 70% lower than the \$31.5 average in other campaigns.
- **Get Directions Rate:** 8% for Performance Max compared to 1% for other campaigns, delivering 8× higher performance.

An illustration on the left side of the slide shows a car dealership. In the foreground, a laptop is open, displaying a website with a blue and white color scheme. Behind the laptop, several cars are parked, including a blue car and an orange car. The background shows a multi-story building with windows. The entire illustration is framed by a yellow and grey geometric shape that points towards the text on the right.

## Quality Management Measures for Performance Max Success

Although Performance Max may get spammy without the right safeguards and when controls aren't in place, our quality framework eliminates that.

We apply strict quality measures, manage conversion tracking, audience structuring, asset optimization, and extensive exclusions to ensure the campaign operates efficiently and only reaches high-intent shoppers. This keeps the campaign aligned with your goals and focused on quality engagement.

## Conclusion

Performance Max is a proven cornerstone campaign type for dealership growth. By driving significantly higher lead and store-visit rates — while keeping costs dramatically lower — it delivers a level of efficiency and scale beyond what other campaigns can achieve. With purchase intent, broader reach, and smarter optimization, Performance Max generates more qualified shoppers at a significantly lower cost.

For dealerships focused on maximizing leads, store visits and overall ROAS, Performance Max isn't just an option, it's the most effective path forward.



**READY TO ELEVATE  
YOUR DEALERSHIP'S  
PERFORMANCE?**

**CONTACT US TO GET  
STARTED.**

