

The Paid Media Lab

Playbook



LUNIO

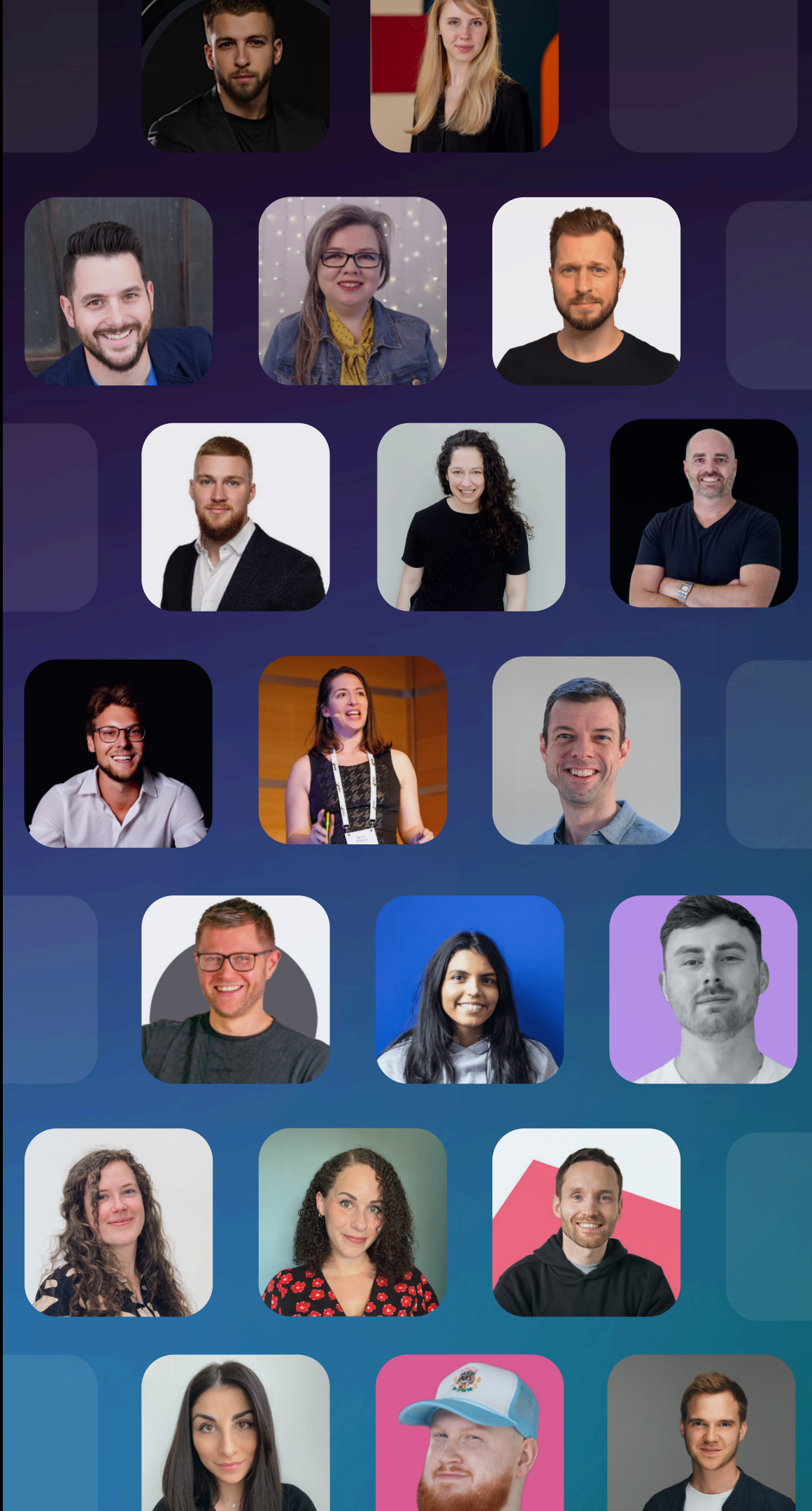


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Over the first two seasons of the Paid Media Lab, we've spoken with some of the most innovative PPC and Paid Media experts from around the world.

From streamlining workflows with ChatGPT to scaling with Demand Gen - each guest has shared real-world strategies that have delivered measurable performance improvements, and kept them at the cutting-edge of paid media.

Our mission is simple: to uncover what's working right now in paid media - and to give you the insights that can help you make the most from your paid media efforts.



James Deeney

Content Lead at Lunio &
Host of the Paid Media Lab

Why we created this playbook

This playbook brings together the top takeaways from every episode in a single, easy-to-reference guide.

You'll find concise, actionable advice drawn directly from the conversations we've had with leading PPC experts. Each page distills the key strategies and tactics our guests have shared with us, so you can apply the lessons directly to your own campaigns.

Making the most of these tips & strategies

Not every episode will be directly relevant to the campaigns you're running today - and that's okay. Think of this playbook as a toolkit. Use the Table of Contents to jump ahead to the topics most aligned with your campaign goals - whether that's refining lead generation, boosting eCommerce ROAS, or future-proofing your bidding strategies. Even the sections less relevant to your campaigns right now can serve as inspiration for future tests and experiments.

With season 3 fast approaching (and jam-packed with even more of the top minds in paid media), [subscribe to the Lunio YouTube Channel](#) to ensure you never miss an episode. And don't miss our monthly newsletter, where we cover the key PPC news and updates you need to know about each month - minus any fluff or distractions.

With that said, let's kick things off with Episode 1, where Thomas Eccel reveals his top strategies for mastering Google Demand Gen —>



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Thomas Eccel

Senior Performance Marketing
Manager at Jung von Matt IMPACT

Google Demand Gen strategy: How to seed high-performing lookalike audiences

Google's Demand Gen campaigns are fast becoming a central part of the PPC toolkit, bridging the gap between paid social and Google's vast ad network. In this episode, Thomas Eccel - known in some circles as the "Demand Gen Whisperer" - breaks down how to build high-performing Demand Gen campaigns, leverage lookalike audiences, and refine strategies for long-term success. Here are the top insights from his approach.

1.

Master Lookalike Audiences for Scale

Lookalike audiences are Demand Gen's biggest performance booster. They allow you to reach new users who closely resemble your existing high-value customers. Success depends on using strong first-party seed data, like previous purchasers or CRM lists, to give Google the best foundation for building accurate, intent-driven audiences.

2.

Seed Lookalikes via Meta Lead Gen Campaigns

Thomas recommends using Meta lead gen campaigns to collect high-quality lead data, then porting that into Google Ads as a customer match list. This creates what he calls the "purest lookalike audiences ever." Once uploaded, you can generate narrow, balanced, or broad lookalike segments in Demand Gen to match your goals.

3.

Allow Time for Audience Activation

Don't rush campaign launches. After uploading your seed list, Google needs at least 48 hours before the lookalike audience is fully active. Launching too soon can lead to wasted spend and ineffective targeting, so patience at this stage is crucial.

4.

Refine Strategy Through Testing and Analysis

Expect a 15–20 day ramp-up before performance stabilizes. During this period, test combinations of first-party, lookalike, and custom audiences to see what performs best. Regularly analyze results, cutting underperforming segments and scaling those delivering conversions.

5.

Watch Out for Pitfalls

Demand Gen success isn't guaranteed. Ensure your lookalike audience is large enough to support your daily budget, keep your first-party data fresh, and follow best practices for data privacy when uploading customer information. Ignoring these factors can lead to reduced reach or compliance issues.



Bonus tip

If your lookalike audiences are large enough and performing strongly, consider running lookalike-only campaigns. This can maximize efficiency by focusing spend solely on the audiences most likely to convert, rather than diluting performance across weaker segments.

1.

Pick Your Battles Wisely

Not every competitor is worth targeting. Before bidding, assess whether your product/service is comparable or superior – otherwise you'll waste budget and look weaker by comparison. Competitor bidding works best in B2B and SaaS markets with high-value alternatives, but only if you're genuinely able to offer a better or different solution.

2.

Structure Competitor Campaigns Separately

Create a dedicated "Competitors" campaign with ad groups tailored to each rival. This ensures budget control and allows you to customize messaging. Avoid a one-size-fits-all approach; instead, highlight specific differentiators for each competitor to maximize relevance and conversion potential.

3.

Craft Creative, Respectful Ad Copy

Since you can't use competitor names in your ads, creativity is crucial. Focus on benefits, not insults – prove your strengths rather than trashing rivals. Respectful, persuasive ad copy builds credibility and resonates with prospects far more than negative comparisons.

4.

Design PPC-Specific Landing Pages

Sending competitor traffic to your homepage is a wasted opportunity. Instead, create custom landing pages that directly compare your offering against the competitor in question. Highlight proof points, customer success stories, and feature advantages in a way that shows (not just tells) why switching makes sense.

5.

Monitor the Right Metrics

Quality leads matter more than impressions or clicks. Keep a close eye on lead-to-sale rate, ROI, and conversion rates. If after 2–3 months results aren't profitable, pause and reassess – don't let sunk cost fallacy keep campaigns running.



Bonus Tip: Use Customer Feedback to Fuel Strategy

Leverage forums like Reddit and review sites (G2, Capterra) to uncover competitor pain points. These insights can guide keyword selection, shape ad copy, and inform landing page messaging, ensuring your campaigns strike directly at buyer frustrations with stronger alternatives.

Sophie Logan
PPC Lead at Beauhurst



Competitor keyword bidding: Key strategies & considerations

Competitor keyword bidding can be one of the most effective, yet risky, PPC strategies. Done well, it positions your brand as a powerful alternative, capturing high-intent users already considering solutions in your category. Done poorly, it drains ad spend, sparks bidding wars, and damages relationships. On this episode of the Paid Media Lab podcast, Sophie Logan (PPC Lead at Beauhurst) shares her proven framework for running high-performance competitor campaigns, covering when to bid, how to structure campaigns, and the critical metrics to track.



Adriaan Dekker

PPC Expert and Founder of
Google Ads Newsletter

POAS vs ROAS: Which metric should you use?

Marketers love a good rivalry. And in the world of paid media, few debates are as heated as POAS vs. ROAS. While ROAS has been the long-standing favorite, more advertisers are realizing its flaws, especially when profit margins vary across products. Enter POAS (Profit on Ad Spend): a more precise, profit-focused approach that ensures your ad spend aligns with real business outcomes. In this episode, leading Google Ads expert Adriaan Dekker makes the case for POAS as the metric of the future.

1.

ROAS Misses the Bigger Picture

ROAS only measures revenue against ad spend. The problem? It ignores profit margins, overheads, and variable costs. Two products might both hit the same ROAS target, but one could be barely breaking even while the other is highly profitable. Relying on ROAS can lead to wasted spend and misaligned bidding strategies.

2.

POAS Aligns Ads With Real Business Goals

POAS accounts for true profitability by factoring in costs like shipping, fees, and production. By sending profit rather than revenue data into platforms like Google Ads, advertisers can ensure campaigns optimize toward sustainable, bottom-line growth.

3.

Calculating Margins is Non-Negotiable

To implement POAS, businesses must have a strong handle on profit margins. This means including often-overlooked costs, like shipping, or even factoring in customer lifetime value for subscription models. Without accurate margin data, your POAS strategy will collapse before it begins.

4.

POAS Shifts How Budgets Get Allocated

Using POAS often means reallocating spend toward products with stronger margins – even if they show lower ROAS. This can unlock higher volumes and better overall profitability, especially in eCommerce where product margins vary widely. POAS reframes what “winning” products actually are.

5.

Automation + POAS = The Future of Bidding

With Google Ads now testing gross profit optimization and tools like ProfitMetrics offering advanced tracking, POAS is becoming more accessible. But switching isn’t instant – daily budgets, automated bidding strategies, and offline conversion tracking all need careful recalibration. Expect more ad platforms to follow Google’s lead in adopting POAS as standard.



Bonus Tip: Start Small and Scale

Transitioning from ROAS to POAS doesn’t need to happen overnight. Test POAS on specific campaigns or product groups first, using tools like ProfitMetrics to validate results. Once you prove its value, roll it out more widely to future-proof your ad strategy

1.

Reassess Your Campaign Structures

With Ad Rank now the deciding factor, you need to rethink how your campaigns are built. Standard Shopping can finally compete directly with PMax, meaning you're no longer forced into PMax-only strategies. A more consolidated account structure can simplify testing and reveal which campaign type truly drives profitability for your products.

2.

Don't Rely on PMax Feed-Only Campaigns

PMax feed-only campaigns have lost much of their value post-update. Without prioritization, they can't consistently win against Standard Shopping. If you've been using feed-only as your main strategy, consider shifting to Standard Shopping or expanding into full-asset PMax campaigns where automation and creative assets can still give you an edge.

3.

Use Standard Shopping for Control & Transparency

One of the biggest wins from this update is the return of advertiser control. Standard Shopping provides full transparency over search queries, product-level performance, and spend allocation - areas where PMax remains limited. If data visibility and precision are key to your strategy, Standard Shopping should play a bigger role going forward.

4.

Implement Scripts & Alerts to Manage Spend

Auction competition is shifting, and that means budgets may behave unpredictably. Selina recommends using a Shopping Spend Alert script to track sudden increases in spend and ensure your campaigns don't overshoot targets. Proactive monitoring gives you tighter cost control while your campaigns adjust to the new auction dynamics.

5.

Test & Optimize Continuously

Google suggests refining fundamentals like URL expansion, asset strength, and creative quality in PMax campaigns. But the real opportunity lies in experimenting with both campaign types. Run structured tests, such as adjusting Standard Shopping ROAS targets or split-testing PMax vs Standard Shopping, to see what drives the best ROI for your account.



Bonus Tip:

Think of PMax as a backup, not the default. Many experts now recommend using Standard Shopping for core campaigns while keeping PMax active as a safety net. This way, you benefit from Standard Shopping's transparency and control without losing out on potential incremental traffic that PMax may capture.

Selina Patel

Founder of Exposure Media



PMax vs Standard Shopping: Which is right for you?

Google's October 2024 decision to stop prioritizing Performance Max over Standard Shopping campaigns shook things up the eCommerce PPC landscape. Instead of PMax automatically winning auctions, Ad Rank now decides whether a PMax or Standard Shopping ad serves. This shift has big implications for control, transparency, and campaign performance. On the Paid Media Lab, Selina Patel (Founder of Exposure Media) shared her expert strategies for navigating this new reality and deciding when to lean into PMax, Standard Shopping, or both.



Nick Handley

Head of Paid Media Performance
at Impression Digital

How to optimize product feed management at scale

Managing product feeds at scale can make or break performance in ecommerce and lead generation campaigns. In this episode, Nick Handley (Head of Paid Media Performance at Impression Digital), shares how he turned an “unfathomably large” and messy automotive product feed into a high-performing engine for growth. From fixing missing titles and placeholders to using incrementality testing, his approach delivered over 30,000 leads per month and cut CPL by 55%.

1.

Fix the Fundamentals of the Feed

A poor-quality product feed – missing titles, images, or unique identifiers – cripples ad performance. Nick’s first step was to audit and organize the data, prioritizing accuracy and completeness. By ensuring clean, consistent product information, dynamic ads could perform as intended and scale effectively across Google and Meta.

2.

Leverage Automation and Supplemental Feeds

When internal data is incomplete, automation rules and supplemental feeds are essential. Tools like Feedonomics can pull missing attributes, restructure titles, and keep data synced across platforms. Automating updates not only saves time but also creates a scalable framework to manage hundreds of thousands of SKUs efficiently.

3.

Use Platform-Specific Ad Formats

Nick’s team was among the first in the UK to adopt Google Vehicle Ads, designed for automotive campaigns. These visually rich ads increased engagement compared to text formats and performed strongly within PMax campaigns. Similarly, on Meta, they applied dynamic overlays tailored to user intent (e.g. price emphasis for Jaguar shoppers), creating personalized and relevant ad experiences.

4.

Eliminate Wasted Spend with Data-Driven Rules

Placeholder images like “coming soon” often slip through Meta’s system, draining budgets. Nick’s solution was to use APIs and custom rules to automatically detect and exclude these low-quality listings. This simple but impactful change cut wasted spend by £10,000 per month, proving the value of data-driven feed hygiene.

5.

Move from Attribution to Contribution with Incrementality Testing

Instead of relying on biased platform-reported attribution, Nick ran geo holdout incrementality tests to prove the true lift of marketing spend. By isolating test and control regions, he could show clear incremental value, demonstrating Meta’s real contribution beyond inflated metrics. This approach gave stakeholders data-driven confidence in budget allocation.



Bonus Tip: Start Small, Scale Smart

When overhauling feeds or measurement frameworks, avoid wholesale changes upfront. Implement incremental improvements, validate results with rigorous testing, and then roll out at scale. This phased approach ensures learnings compound into a sustainable, scalable strategy.

1.

Align Conversion Values with Business Goals

Too many advertisers default to vanity metrics like impressions or traffic. While useful, these don't necessarily translate into revenue. Instead, pick conversion values tied to genuine business objectives – such as qualified leads, bookings, or sales – so the platform's AI is optimizing toward outcomes that matter.

2.

Choose the Right Optimization Point for Your Funnel

If your sales cycle is long or you lack enough closed-sale data, optimizing for purchases may be too ambitious. Scott suggests finding the "sweet spot" between top-of-funnel signals and revenue events. For many, this means optimizing earlier in the funnel, like lead submissions, while still keeping business goals in view.

3.

Transition from Lead Volume to Value-Based Bidding

Not all leads are created equal. A phone call might be worth more than a form fill, and a high-value prospect should outweigh a casual inquiry. By assigning values to different actions and adopting bidding strategies like target ROAS, you can ensure your budget prioritizes quality over sheer quantity.

4.

Use Creative Data to Strengthen Campaigns

Scott's Boots Hearing Care case study highlights how external data can supercharge optimization. By factoring in store availability and competitor data, they adjusted conversion values dynamically – leading to a 31% increase in desired bookings and a 20% decrease in cost per booking. This shows how smart data use can drive tangible results.

5.

Prepare for Google's Push Toward Automation

Google's "Power Pair" of Broad Match + Performance Max represents a gradual move away from keyword control and toward AI-driven targeting. Marketers should prepare for this shift by testing these setups now and understanding how they impact spend distribution, rather than being caught off guard later.



Bonus Tip: Test, Refine, Repeat

Conversion values aren't static. Keep testing different optimization points, adjusting based on your data, and refining strategies over time. PPC success isn't about a one-off setup. It's about continuous iteration to stay aligned with evolving business goals and platform changes.

Scott Carruthers
Head of PPC at Journey Further



Optimize lead gen by setting the right Conversion Values

Running PPC campaigns isn't just about generating clicks or traffic. It's about aligning ad spend with true business outcomes. In this episode of the Paid Media Lab, Scott Carruthers (Senior Paid Search Director at Journey Further) explains why conversion values are the key to unlocking smarter, more profitable campaigns. With over a decade of experience, Scott shares how to choose the right optimization points, avoid common mistakes, and embrace value-based bidding to maximize ROI.



Navah Hopkins

Ads Liaison at Microsoft

Dynamic Search Ads: The best PPC competitor research tool?

Dynamic Search Ads (DSAs) are often pitched by Google as a quick way to expand traffic and reach new audiences. But according to Navah Hopkins (Ads Liaison at Microsoft), DSAs also double as one of the most underutilized competitor research tools available today. By letting Google's algorithm interpret competitor websites, advertisers can unlock actionable insights - without spending on costly tools or running live campaigns. Here are Navah's top tips for using DSAs strategically in competitor research.

1.

Use DSAs to See How Google Interprets Competitor Websites

Instead of guessing what competitors are ranking for, DSAs let you view the categories and keywords Google directly associates with their content. This reveals how competitors position themselves in the search landscape and highlights the terms Google thinks are most relevant to them. Understanding these interpretations helps you uncover both strengths and blind spots in competitor strategies.

2.

Set Up "Free" Research Campaigns Without Spending Budget

Navah's step-by-step process involves creating a paused DSA campaign in Google Ads. By inputting a competitor's URL in the dynamic targeting section, you can explore categories, volumes, and ad headlines - all without activating the campaign or spending a penny. This method makes DSA research a cost-free alternative to expensive competitive intelligence tools.

3.

Analyze Search Volumes and Categories for Opportunity Gaps

Once you've pulled the data, look closely at categories with meaningful search volume but lower coverage from competitors. These represent high-potential opportunities for your brand to step in. If Google's categorization doesn't match a competitor's true offering, it can also indicate weak SEO alignment - giving you an edge with organic and paid strategies.

4.

Mine Competitor Headlines for Creative Inspiration

Dynamic headlines generated from competitor sites reveal the wording, hooks, and CTAs their audience is likely responding to. By analyzing these headlines, you can identify recurring themes, emotional triggers, and unique selling points competitors emphasize. Use these insights to sharpen your own ad copy and test fresh approaches that might outperform them.

5.

Validate DSA Insights with Other Data Sources

While powerful, DSA data should be treated as directional rather than definitive. Navah stresses the importance of cross-referencing insights with your own analytics, SEO data, or third-party tools. This layered approach ensures you're not over-relying on Google's interpretation and gives you a more complete view of competitor strengths and weaknesses.



Bonus Tip: Act Now While DSAs Still Exist

Navah cautions that privacy shifts may eventually phase out DSAs, so it's crucial to take advantage of this tool while it's still available. And with the rollout of AI Max, the deprecation of DSAs looks even more likely. Try the tips above while you still can!

1.

Prioritize Speed Above All Else

A fast-loading page is critical for conversions. Even a one-second delay can cut conversions by up to 7%. To keep visitors engaged, compress images, streamline scripts, and leverage tools like Google PageSpeed Insights. The faster your page loads, the more likely users are to stay and convert.

2.

Match Ad Copy to Landing Page Messaging

Consistency builds trust. If your ad promotes a discount or specific offer, make sure it's immediately visible on the landing page. Aligning ad headlines, descriptions, and CTAs with page content reassures visitors they've landed in the right place, reducing bounce rates and boosting conversions.

3.

Invest in Landing Page Optimization

Too many brands pour budget into ads but neglect landing pages. Chris recommends allocating 5–10% of your paid media budget to continuous landing page improvements. Track conversion lifts after updates to demonstrate ROI and secure further investment.

4.

Use Social Proof Wisely

Customer reviews, testimonials, and trust badges help overcome hesitation – but don't overload your page with heavy videos or excessive widgets that slow performance. Keep social proof concise, authentic, and strategically placed near CTAs or key product benefits.

5.

Personalize with Dynamic Content

Personalized landing pages drive stronger engagement. Leverage tools like Unbounce to adjust content dynamically based on visitor location, device, or previous behavior. Adding urgency elements such as countdown timers or tailored CTAs can also boost conversions.



Bonus Tip: Take Control of PMax Campaign Destinations

Google's automation in Performance Max can sometimes send users to irrelevant or low-performing pages. Protect your ad spend by using Final URL Exclusions and Page Feeds to direct traffic toward high-converting landing pages, lead forms, or product pages. This ensures automation works in your favor, not against you.

Chris Nightingale

Founder at Can-Do Digital Marketing



How landing pages affect ad conversion rate

Landing pages can make or break the success of a paid media campaign. While keywords, bidding, and budgets are important, none of it matters if your landing page fails to convert.

In this episode of the Paid Media Lab podcast, Chris Nightingale (Founder of Can-Do Marketing) shared practical strategies for creating high-converting landing pages, optimizing for ROAS, and aligning ad copy with user experience. Here are his top takeaways:



Lucy Smith

Head of Search and Ecommerce
at JAA Media

Demand-led bidding: Scaling PPC campaigns with tROAS and tCPA

Traditional PPC budgets put a hard cap on spend, often ignoring when real demand surges. Demand-led bidding flips the script - letting efficiency targets like tROAS and tCPA dictate spend so advertisers can scale up when demand spikes and pull back when it cools.

In this episode, Lucy Smith (Head of Search and Ecommerce at JAA Media), explains how marketers can use demand-led bidding to maximize profitability, secure buy-in from finance teams, and align campaigns with real-world demand shifts.

1.

Let Demand, Not Fixed Budgets, Drive Spend

Instead of working within rigid monthly caps, demand-led bidding aligns ad spend with real-time market signals like seasonality, inventory, and economic shifts. When demand is high, campaigns scale up to capture revenue; when demand is low, budgets naturally contract to avoid waste. This keeps spend tightly linked to conversion potential.

2.

Choose the Right Efficiency Target

Success hinges on optimizing for the correct goal. For eCommerce or SaaS, use **tROAS** to focus on revenue and high-value customers. For B2B or lead-gen, **tCPA** ensures spend is tied to cost-effective acquisition. Lucy stresses that aligning bidding strategy with business objectives is the foundation of profitable demand-led bidding.

3.

Secure Finance Team Buy-In

Since this approach removes fixed budgets, finance teams must understand the rationale behind fluctuating spend. Use forecasting tools like Google's Performance Planner, Looker dashboards, or historical data to model expected spend ranges. Transparent projections build trust and allow for smoother adoption.

4.

Avoid Overreacting to Short-Term Data

One common pitfall is making bid adjustments too quickly. If conversions typically lag 7+ days, wait for that cycle to complete before reacting. Knee-jerk changes disrupt Google's machine learning, leading to inefficiency. Patience ensures algorithms optimize effectively.

5.

Use Forecasting and Seasonality Adjustments

To capture predictable spikes, leverage Google's seasonality adjustments to signal expected increases in conversion rates. This primes algorithms to scale spend during events like sales or peak seasonal demand. Pair this with robust forecasting to balance flexibility with control.



Bonus Tip: Strengthen Tracking & Reporting Infrastructure

With budgets flexing dynamically, robust tracking is non-negotiable. Use Google Ads reporting, Looker dashboards, and scripts (like Mike Rhodes' PMax tools or the PMaximizer script) to monitor asset performance. Clear reporting ensures spend remains efficient and provides optimization insights.

1.

Research Your Target Market Thoroughly

Successful localization starts with understanding local search behavior, cultural nuances, and competitor positioning. Tomasz recommends using a VPN to conduct searches in your target market, observing trends, and identifying phrases that resonate locally. Without this groundwork, you risk running ads that confuse audiences or fail to align with their buying behavior.

2.

Adapt Messaging Beyond Translation

Literal translations often miss context, emotion, and tone. Localization means rewriting ad copy to match local language conventions, cultural values, and communication styles. For example, British users respond better to “basket” instead of “cart,” and German audiences may prefer “recharge” to “subscribe.” These nuances make the difference between ads that feel authentic and those that feel foreign.

3.

Test, Refine, and Validate with Native Insights

Localization isn’t a one-and-done process. Tomasz stresses ongoing A/B testing of ad copy variations, consulting native speakers, and monitoring performance metrics. An ad that performs well in one region may flop in another, so continuous refinement is key. Using heatmaps and conversion tracking can uncover where messaging resonates – and where it doesn’t.

4.

Focus on High-Potential Markets First

Rather than spreading ad spend thin across multiple countries, prioritize a handful of high-performing regions. Treat U.S. states like separate markets, recognizing the diversity in consumer behavior. By pausing underperforming campaigns and doubling down where results are strong, you can scale with confidence and efficiency.

5.

Use AI Tools Wisely - But Don’t Rely on Them Alone

AI can help generate copy variations and accelerate research, but it often misses cultural subtleties. Tomasz advises using AI for brainstorming, then refining with human oversight – ideally from native speakers. This ensures brand consistency and prevents awkward, tone-deaf translations that could harm credibility.



Bonus Tip: Balance Localization with Brand Guidelines

Even global brands with strict messaging can adapt locally without losing identity. The key is collaboration – aligning with brand teams to preserve core values while tailoring messaging for local audiences. Brands like McDonald’s and Netflix show how customization and consistency can coexist to deliver relevance at scale

Tomasz Abbott-Wieczorek

Founder of PPC Profit Club



PPC ad copy localization: Best practices & real-world examples

Expanding campaigns globally isn’t as simple as translating ad copy word-for-word. Localization requires cultural adaptation, tone adjustments, and aligning with local buying behaviors to truly connect with audiences.

In this episode, Tomasz Abbott-Wieczorek - founder of PPC Profit Club - shares his expertise on how to make PPC ad copy resonate internationally. Sharing his insights and experience from billions in ad spend audits, Tomasz highlights why thoughtful localization can dramatically boost CTRs and conversions while avoiding costly missteps.



Fred Vallaeys

Co-Founder and CEO of Optmyzr

ChatGPT for PPC: Basic, advanced, & emerging use cases

Generative AI hasn't politely knocked on the paid media door - it's kicked it off its hinges and arrived with a bang. Frederick Vallaeys, Co-founder and CEO of Optmyzr, shared how ChatGPT is turning the PPC industry on its head - and discussed how you can turn it to your advantage, by automating routine tasks, enhancing strategy, and literally saving thousands of hours.

From keyword research to advanced statistical modeling, Fred breaks down the best applications, risks, and future of AI in PPC. Here are the top takeaways from the session:

1.

Automate Repetitive PPC Tasks with ChatGPT

Routine tasks like keyword development, ad group structuring, feed cleanup, and script creation can be handled by AI to save huge amounts of time. ChatGPT can semantically group keywords, optimize product feeds, and even generate scripts for bid adjustments or campaign pauses - reducing errors and freeing up human marketers to focus on strategy.

2.

Use AI as a Strategic Enhancer, Not a Replacement

AI can accelerate ad copywriting and data analysis, but authenticity and nuance must come from humans. Fred emphasizes using ChatGPT to refine and polish ideas, not to replace creativity. For example, record your raw ad concepts, then refine them with AI to align with brand voice and sharpen messaging without losing originality.

3.

Master Prompt Engineering for Better Results

AI outputs are only as strong as the prompts you give it. Highly specific, restrictive prompts deliver the best results. Going further, agencies can build **custom GPTs** for each client - embedding brand guidelines, campaign history, and tone of voice - so outputs are relevant, consistent, and instantly usable without repetitive context-setting.

4.

Leverage Multi-Persona GPT Models for Smarter Feedback

Fred recommends deploying multiple GPT personas - like a skeptical client, fact-checker, CMO, or junior marketer - to review and stress-test reports or decks. A "meta GPT" can then consolidate the feedback, leaving you with the most actionable recommendations. This structured multi-angle review process strengthens client communication and improves campaign quality.

5.

Balance Efficiency with Human Oversight

While AI can generate forecasts, analyze seasonality, and highlight underperforming segments, marketers must continuously validate outputs. AI "drift" means performance can degrade over time, so prompt refinement and accuracy checks are critical. Over-reliance on AI risks generic content, inaccurate insights, and weaker strategic thinking. Human oversight keeps PPC campaigns authentic and effective.



Bonus Tip:

Pair ChatGPT's analysis power with visualization tools like Google Data Studio or Power BI. This makes AI-generated insights more digestible for stakeholders and ensures data-driven recommendations are communicated clearly.

1.

Define Success Before Writing

Jumping straight into Google's interface often leads to vague, volume-driven ads. Instead, set clear success criteria: Are you optimizing for efficiency, lead quality, or top-of-funnel growth? That answer should shape your headlines, calls-to-action, and whether you pin assets or allow flexibility. A "great" RSA starts with intentionality, not just more headlines.

2.

Write for Your Audience - and Your Anti-Audience

Your RSA should attract the right clicks and repel the wrong ones. Amy emphasizes adding qualifiers like "enterprise," "premium," or clear price thresholds to filter out unqualified traffic. Think of your ad as a pre-qualification step, helping save budget while boosting conversion rates. Sales team insights are gold here - use their feedback to address common objections directly in your copy.

3.

Don't Chase Google's Ad Strength

Ad strength isn't ad rank - it's just a measure of how many queries Google can serve your ad against. Chasing an "excellent" rating often means diluting your message with generic, Google-approved copy. Instead, focus on relevance and clarity. Even "poor" ad strength can drive better ROI if your messaging filters and qualifies effectively.

4.

Use Pinning Strategically

Pinning gets a bad rap because it lowers ad strength, but it's invaluable when efficiency and message control matter. Pin when you need consistency (e.g., brand or niche campaigns) and leave flexibility when you're chasing volume or exploring new combinations. Don't let Google scare you into thinking unpinned always means better performance - it depends on your campaign goals.

5.

Troubleshoot with Precision, Not Guesswork

When RSAs underperform, resist the urge to rewrite everything. Diagnose the issue first: low CTR means poor intent match, low conversion rates suggest weak alignment with the landing page, and poor lead quality signals the wrong audience is clicking. From there, refine copy with clearer qualifiers, revisit pinning, or reduce headline clutter. Purposeful tweaks beat wholesale rewrites.



Bonus Tip: AI is a Tool, Not a Strategy

AI copywriters like ChatGPT can help brainstorm phrasing, but only if you've already done the strategic heavy lifting. If you feed it vague prompts, you'll get vague ads. The best use of AI is as a drafting partner once you've nailed audience, positioning, and offer alignment.

Amy Hebdon
Founder of Paid Search Magic



Responsive Search Ads 101: Expert tips & common mistakes

Responsive Search Ads (RSAs) give advertisers unmatched flexibility, but they're also one of the trickiest ad formats to master. With Google controlling combinations and limited transparency, many marketers struggle to strike the right balance between reach and relevance.

In this episode, Amy Hebdon, founder of Paid Search Magic and creator of Magnetic RSAs, shares her proven process for writing RSAs that actually convert - not just please Google.



Kirk Williams
Owner of ZATO

Expert Performance Max tips to boost eCommerce ROAS

Performance Max campaigns can be a powerful lever for eCommerce growth - but only when set up correctly. Too many marketers assume Google's automation will do the work for them, only to burn through budget with little return.

In this episode, Kirk Williams (Founder of ZATO Marketing and one of PPC Survey's top PPC experts of 2025) shares his proven strategies for structuring campaigns, optimizing feeds, and scaling effectively. Here are the top takeaways to turn underperforming setups into high-ROAS machines:

1.

Segment Your Top Products

Don't let Google lump your best performers in with underwhelming SKUs. Identify the 10–25 products driving the majority of revenue and give them their own dedicated campaigns with individual budgets and ROAS targets. This ensures your highest-value products get consistent visibility, tailored optimizations, and room to scale.

2.

Avoid “Catch-All” Campaigns

Throwing your full catalog into a single PMax campaign may sound efficient, but it kills visibility and control. Google will over-favor strong converters, leaving “zombie” products unseen. Instead, segment campaigns by sales tiers, seasonality, categories, or product lifecycle. This unlocks better budget allocation and creates space for new or niche products to prove themselves.

3.

Optimize Your Feed Relentlessly

Your product feed is the beating heart of PMax. Prioritize clean, keyword-rich titles, descriptive product copy aligned with customer search behavior, and smart use of custom labels (like “New Arrivals” or “Spring Collection”). Pricing also matters - if you're consistently above market rates, expect clicks but no conversions. Well-structured feeds directly fuel Google's targeting accuracy.

4.

Use Tools to Pierce the “Black Box”

PMax is notorious for limited transparency. Kirk recommends using scripts (like those from Marc Cornelus) and third-party tools such as Optmyzr to surface deeper insights, from reporting to budget allocation. These tools won't fully unlock PMax's inner workings, but they'll help you make more informed decisions and avoid blindly trusting Google's automation.

5.

Scale Beyond PMax to Fuel Growth

PMax is a demand harvester, not a demand generator. Once your campaigns plateau, scaling requires external inputs. Invest in top-of-funnel channels (Meta, YouTube, influencers), refresh your creative, and expand brand awareness. The more demand you create outside of PMax, the more effectively it can convert within Google's ecosystem.



Bonus Tip: Apply the “Hero, Zombie, Villain” Framework

Borrowed from Miles McNair, this segmentation model helps prioritize budget and attention: give “hero” products the spotlight, revive “zombie” SKUs with testing, and deprioritize “villains” that burn ad spend without converting. It's a simple way to bring clarity and intention to PMax account structure.

1.

Prioritize Store Visits as a Core KPI

Instead of focusing only on online sales, track and optimize for store visits. Google's store visit conversions provide powerful attribution that links ad clicks to physical visits. Customers often spend more in-store, make faster decisions, and are influenced by upselling and impulse opportunities. By treating visits as a primary business goal, you align campaigns with total revenue impact – not just digital metrics.

2.

Use Local Inventory Ads to Bridge Online and Offline

LIAs show real-time product availability in nearby stores, encouraging customers to buy today instead of waiting for delivery. They improve trust, capture high-intent “near me” searches, and give your brand visibility in Google Shopping's local filter. Done right, LIAs can increase both foot traffic and online conversions, making them an essential complement to Local Campaigns.

3.

Upgrade Your Location Targeting with Postcode Data

Radius targeting is often inefficient because real-world travel isn't circular. Teodor built a tool using Google Maps API to map reachable postcodes based on driving distance and accessibility. This creates custom-shaped targeting zones that reflect actual customer behavior. Smarter geographies mean more efficient budgets and better-performing campaigns.

4.

Split Campaigns Into Local and National Segments

One-size-fits-all structures waste budget. By separating campaigns, you can tailor creative, budgets, and bidding strategies to each audience. Local campaigns emphasize store visits and LIAs, while national campaigns focus on online sales. This avoids overlap, improves measurement, and allows you to scale spend into your most profitable locations.

5.

Maintain Accurate, Real-Time Inventory Feeds

Outdated inventory data is one of the fastest ways to lose trust. If ads show products as “in stock” but customers arrive to find shelves empty, you risk frustrating them and damaging loyalty. Sync your POS or inventory system multiple times a day with Google's feed. Accurate LIAs protect customer experience and ensure campaigns drive genuine results.

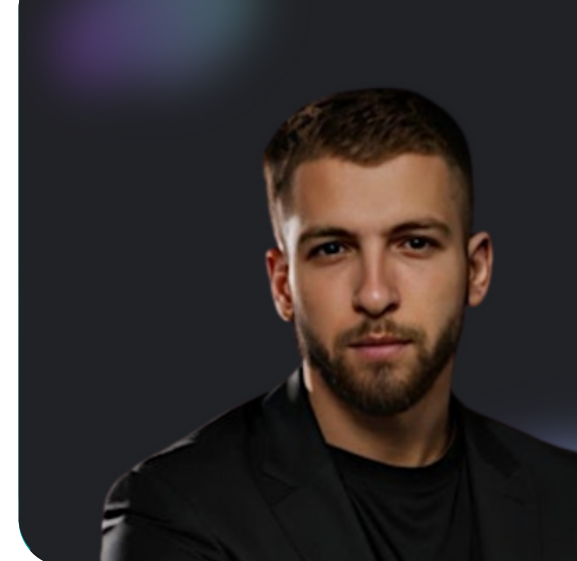


Bonus Tip:

Don't stop at Google's attribution. Integrate offline sales data from your POS or CRM back into Google Ads. Assign values to store visits, track which products are moving, and optimize campaigns based on real revenue impact – not estimates. This closes the loop and proves your ads' influence on in-store sales.

Teodor Yordanov

Senior Paid Media Director at
BookedUp Media and Marketise Me



Google Ads Local Campaigns: Key tips & mistakes to avoid

Most marketers obsess over online conversions, but for retailers with physical locations, in-store visits can be a bigger revenue driver. Google Ads' Local Campaigns and Local Inventory Ads (LIAs) connect online research with offline purchases - helping brands capture high-intent shoppers ready to buy now.

PPC expert and Senior Paid Media Director at Marketise Me & BookedUp Media, Teodor Yordanov, shares his proven playbook for turning digital ads into real-world results, including advanced targeting, smarter campaign structures, and strategies that delivered a 210% increase in store visits.



Inny Vaiciute

Senior PPC Manager at Circus
PPC Agency

How to combat rising CPCs with smarter account structure

CPCs are climbing fast - up 10% year-over-year - and with budgets under strain, marketers can't afford inefficiencies. In this episode, Inny Vaiciute, Senior PPC Manager at Circus PPC, shares how smart account structuring can reduce wasted spend and keep costs in check.

From avoiding common structural pitfalls to choosing the right campaign types, Inny offers a practical playbook for taming CPC inflation in 2025 and beyond.

1.

Avoid Structural Extremes: Too Broad or Too Granular

Lumping too many products into one campaign leads to irrelevant clicks and wasted spend, while over-segmentation starves the algorithm of data. The sweet spot is balance - grouping keywords and ads tightly enough to match intent, but broadly enough to generate sufficient conversion data for machine learning to optimize.

2.

Ditch SKAGs Once and for All

Single keyword ad groups (SKAGs) were once seen as the holy grail of relevance, but they're now counterproductive. They fragment data, hinder algorithmic learning, and are a nightmare to manage. Unless you have a very specific, unique landing page, SKAGs belong in the past - theme-based ad groups are the way forward.

3.

Choose Campaign Types Based on Business Goals, Not Platform Hype

Search and Shopping should form the foundation for efficiency and ROI. Performance Max can scale but requires hands-on guidance. Demand Gen demands heavy spend, making it unrealistic for many B2B advertisers. Display and YouTube work best for brand-building but can drain budgets if misused. Strategy - not Google's recommendations - should dictate campaign type selection.

4.

Fix Geographic Targeting to Avoid Hidden Waste

Google's default "People in, or interested in" setting often triggers ads for irrelevant audiences abroad. Switch to "People in your targeted locations only" to protect budgets. For global accounts, split by country, localize landing pages, and monitor spend at the country level. These small changes deliver immediate savings.

5.

Rebuild With Machine Learning in Mind

When restructuring, follow a three-step process: audit current setup, define business priorities, and rebuild for clarity and scale. Group similar intents together, keep things simple, and use broad match only alongside stronger signals like exact and phrase. Every split should have a clear rationale - complexity for its own sake only hurts performance.



Bonus Tip:

Forecasting tools like Google's Performance Planner often mislead due to tracking gaps and shifting competition. Use them cautiously - as a way to set expectations and learn from variance, not as gospel truth. Regularly compare forecasts with actuals to refine strategy over time.

1.

Create a Checklist for Every Account

Never use the same “master” checklist across all accounts. Instead, make a dedicated copy for each client or campaign. This turns it into a living document that tracks optimizations, provides continuity if team members change, and ensures every account gets the tailored attention it needs.

2.

Follow the Frequency Columns

Each task comes with a recommended cadence – weekly, monthly, or quarterly. Use these frequencies to structure your workflow, ensuring important tasks like search term audits or PMax asset reviews happen consistently without slipping through the cracks.

3.

Document Every Change

The notes column isn’t just for record-keeping. Use it to explain what you changed and why. When performance shifts later, you’ll know exactly what caused it instead of guessing. This level of documentation also makes onboarding smoother and keeps reporting transparent.

4.

Prioritize High-Spend Campaigns

Aaron’s golden rule: spend your optimization time where your budget is going. If 80% of your ad spend sits in Shopping, that’s where you should focus first. Improving the big spenders delivers disproportionate returns, while obsessing over small underperforming campaigns rarely moves the needle.

5.

Avoid Over-Optimization

One of the biggest mistakes advertisers make is changing too much, too often. Give Google’s algorithms time – at least 10–14 days – to exit the learning phase before judging performance. Patience is key to unlocking consistent results from bidding strategies and campaign adjustments.



Bonus Tip:

Turn off ‘Optimized Targeting’ in Demand Gen campaigns. Leaving it on means you lose audience visibility, making it nearly impossible to know which signals are actually driving performance.

Aaron Young
Managing Director at Define
Digital Academy



The Google Ads optimization checklist every marketer needs

Managing Google Ads campaigns often feels like juggling a dozen moving parts - keyword audits, bid strategy tweaks, UI changes, and creative refreshes.

That’s why Aaron Young, founder of Define Digital Academy and one of the most respected PPC educators on YouTube, built his [Google Ads Optimization Checklist](#). It’s a structured, repeatable system that helps marketers stop reacting and start optimizing with clarity. Here are Aaron’s top tips for using it effectively:



Jyll Saskin Gales
Google Ads Coach

Google Ads AI Max explained: Key insights for marketers

Google's new AI Max for Search Campaigns is shaking up PPC strategy and sparking big questions about the future of search. Marketers are debating whether keywords are dying, how much control automation is taking away, and what role human strategy still plays in an AI-first advertising world.

To help cut through the noise, we turned to Jyll Saskin Gales - former Googler, PPC consultant, and author of Inside Google Ads. Jyll has seen firsthand how automation has reshaped paid search and brings a clear-eyed view on what AI Max really means for advertisers.

Unlike Performance Max, AI Max is search-only and modular, giving marketers the ability to selectively adopt automation without handing over complete control. It blends the scale of machine learning with new transparency features designed to win back advertiser trust.

Here are Jyll's top insights on AI Max and what every marketer needs to know as search moves from keyword matching to intent prediction:

1.

AI Max Is Search-Only, Not Another PMax

AI Max isn't a new campaign type, but rather **an automation layer within search campaigns**, bundling tools like final URL expansion, RSA customization, and broad match targeting. It mirrors some of PMax's automation benefits - without forcing advertisers into cross-channel inventory. This makes it a safer test bed for automation while keeping your campaigns grounded in search.

2.

More Transparency Than Past Automation

One of the strongest improvements is **new reporting detail**: headline-level insights show which RSA headlines were served, and URL-level insights reveal landing page destinations per query. This addresses the biggest PMax frustration - flying blind - and helps advertisers evaluate creative and landing page alignment more effectively.

3.

Modularity Gives You Control

Unlike the "all-in" black box of PMax, AI Max is modular. You can enable final URL expansion without turning on RSA tweaks, or run broad match without URL expansion. This flexibility allows you to experiment gradually, layering automation only where it makes sense, rather than risking wholesale changes.

4.

The Shift from Keywords to Intent

AI Max reflects Google's pivot toward **intent prediction over strict keyword matching**. Match types have already blurred, and broad match is central to AI Max's approach. Advertisers who cling to rigid keyword structures risk being left behind, but those who adapt can capture earlier-funnel queries and new demand opportunities - if their conversion tracking is strong.

5.

Broad Match Works - If You Feed Google the Right Data

Broad match underpins AI Max's reach, but it only delivers when backed by:

- **Robust conversion tracking** (including offline data).
- **Enough budget** to give the system room to learn.
- **Patience** during the messy learning phase.

Without these, broad match will waste spend. With them, it can unlock incremental volume beyond exact match limitations.



Bonus Tip: Test AI Max Like a Scientist

Don't rush in blindly. Use experiments to isolate AI Max, set clear benchmarks (CPA, ROAS, lead quality), and give the system time to stabilize. Monitor its unique insights to refine your ads and landing pages, ensuring Google's automation aligns with your business outcomes - not vanity metrics.

1.

Don't Ignore the Power of Negative Keywords

Negative keywords prevent ads from showing on irrelevant searches – protecting your budget and improving efficiency. In PMax, where visibility and control are limited, negatives act as one of the only safeguards left. Despite their proven impact, the majority of advertisers still don't apply them, leaving significant money on the table.

2.

Identify the Four Biggest Sources of Waste

According to Opteo's research, wasted spend typically comes from competitor terms, overly generic searches, informational queries, and outright irrelevant matches. Competitor traffic is costly and rarely converts, generic or "how to" searches are too top-of-funnel, and PMax's automation often triggers mismatches. Proactively excluding these patterns can deliver immediate savings

3.

Use Data-Driven Methods to Spot Negatives

Go beyond manual query reviews. Use N-Gram analysis to uncover recurring wasteful word fragments, monitor low CTR and high bounce rates as early warning signs, and even leverage ChatGPT to cluster non-converting terms into themes. These approaches surface hidden inefficiencies and make exclusions more systematic.

4.

Watch for PMax's Hidden Budget Drains

Negative keywords are just one piece of the puzzle. Broader issues like poor PMax-to-business fit, overly wide geographic targeting, and junk Display/YouTube placements also erode performance. Use exclusion lists to filter out kids' apps, adult/gambling content, or questionable domains, and always narrow your targeting to the most relevant regions.

5.

Prove the Value of Exclusions

To demonstrate impact, calculate reclaimed budget by multiplying wasted clicks by CPC and subtracting lost conversions. Track search terms and placements post-change to confirm exclusions are working. Reinvesting savings into higher-quality opportunities strengthens both campaign efficiency and stakeholder confidence.



Bonus Tip:

Don't treat PMax as a "set and forget" machine. Review defaults like URL expansion, automated assets, and location settings – these small adjustments, combined with negatives, create cleaner campaigns that work with automation rather than against it.

Guillaume Devinat

Co-Founder/ CEO at Opteo



The playbook for negative keyword optimization in PMax

Performance Max campaigns offer scale and automation across Google's network - but without guardrails, they can quietly drain budget on irrelevant traffic.

Negative keywords are one of the few levers advertisers still control, yet 68% of PMax campaigns don't use them at all. In this episode, Guillaume Devinat (CEO of Opteo) breaks down why negatives matter more than ever, which queries to block, and how to systematically reduce wasted spend.



Sofia Akritidou

PPC Director at ThinkWise Digital

B2B PPC Lead Gen: **Avoid these costly mistakes**

B2B PPC can be a goldmine for generating high-quality leads - but only if campaigns are built with longer deal cycles, complex buying journeys, and qualified conversions in mind.

Many marketers fall into traps that inflate CPLs, flood CRMs with junk leads, and frustrate sales teams.

In this episode, Sofia Akritidou (founder of ThinkWise Digital) shares her playbook for avoiding the biggest mistakes in B2B lead gen PPC and building campaigns that actually drive revenue.

1.

Align Keyword Intent With Landing Pages

Mismatched intent is one of the fastest ways to waste budget. If a user searches for “CRM integration guide” and lands on a “Book a Demo” page, they’ll bounce. Classify keywords into informational, comparative, and transactional buckets - and match each to the right type of landing page. Pair search intent with content stage, ensuring your ads don’t push too aggressively (or too passively) for the wrong audience mindset.

2.

Prioritize Lead Quality Over Volume

High lead numbers often mask low business value. Sofia stressed that platforms optimize for the “easiest” conversion (like form fills), which fuels the wrong signals if success isn’t clearly defined. Instead of chasing CPL, optimize around CPO (Cost Per Opportunity) or CAC (Customer Acquisition Cost). Feeding CRM outcomes back into ad platforms ensures algorithms learn what a real lead looks like.

3.

Differentiate MQLs and SQLs

Sales and marketing must agree on what makes a lead qualified. Define criteria such as company size, industry fit, and seniority, then build these into lead scoring models. Don’t stop at definitions - sync your CRM with ad platforms so campaigns can optimize against pipeline and closed deals, not vanity metrics. This alignment reduces friction and wasted spend.

4.

Build Lead Scoring Into Your Optimization

Not all leads are created equal - a guide download should never be valued the same as a booked demo. Assign weighted values to different conversion types, then use Google Ads’ conversion value calculator to optimize spend accordingly. Regularly refine these weights with real CRM data so campaigns evolve with actual pipeline results.

5.

Don’t Neglect Nurture Flows

Gated content without a nurture strategy is a dead end. Sofia highlighted the importance of follow-up sequences - email drips, retargeting, or even sales outreach - to move prospects through the funnel. Without nurture, you’re just collecting emails that never progress into meaningful opportunities.



Bonus Tip: Use LinkedIn Wisely

LinkedIn can be powerful but expensive. Instead of pushing demos cold, start with value-first content like webinars or research. Leverage layered targeting and A/B test ad formats to refine performance. Treat LinkedIn as a relationship-building channel, not a direct sales pipeline, and you’ll maximize ROI while avoiding costly missteps.

1.

Forecast Business Outcomes, Not Just Ad Metrics

Move beyond focusing solely on Google Ads-specific metrics like CTR or Quality Score. Instead, integrate real business KPIs – such as profit margins, backend conversion rates, and seasonality – into your forecasts. This ensures predictions align with actual business goals, not just ad performance.

2.

Don't Rely Blindly on Google's Forecasting Tools

Google's built-in forecasting tools may produce projections for impressions or CPC but often miss key business dimensions like profitability and conversion delay. Be aware of these limitations and layer in your own data to bridge gaps.

3.

Use a Custom Forecasting Spreadsheet

Take advantage of Ed Leake's free forecasting template. It enables you to plug in keyword volume and apply your own assumptions about conversion lag, margins, and seasonality – creating more nuanced, realistic forecasts than what Google's tools alone can deliver.

4.

Account for Seasonality and Demand Cycles

Ignoring seasonal fluctuations – especially in industries like retail or travel – is a major forecasting misstep. Always incorporate demand cycles and seasonality adjustments to ensure your projections reflect real-world conditions.

5.

Forecasting Strengthens Your Strategic Position

By taking control of forecasting – even in an era of automation and AI – you sharpen your strategic thinking and maintain accountability. Forecasting serves as a powerful tool to justify budgets, gain stakeholder buy-in, and protect against the pitfalls of “black-box” automation.



Bonus Tip:

Embrace forecasting as a proactive, strategic practice, not just a reactive or optional task. It's your competitive edge in an increasingly automated PPC landscape.

Ed Leake
Founder / Creator of
God Tier Ads



Google Ads Forecasting: Predict campaign results, with \$0 ad spend

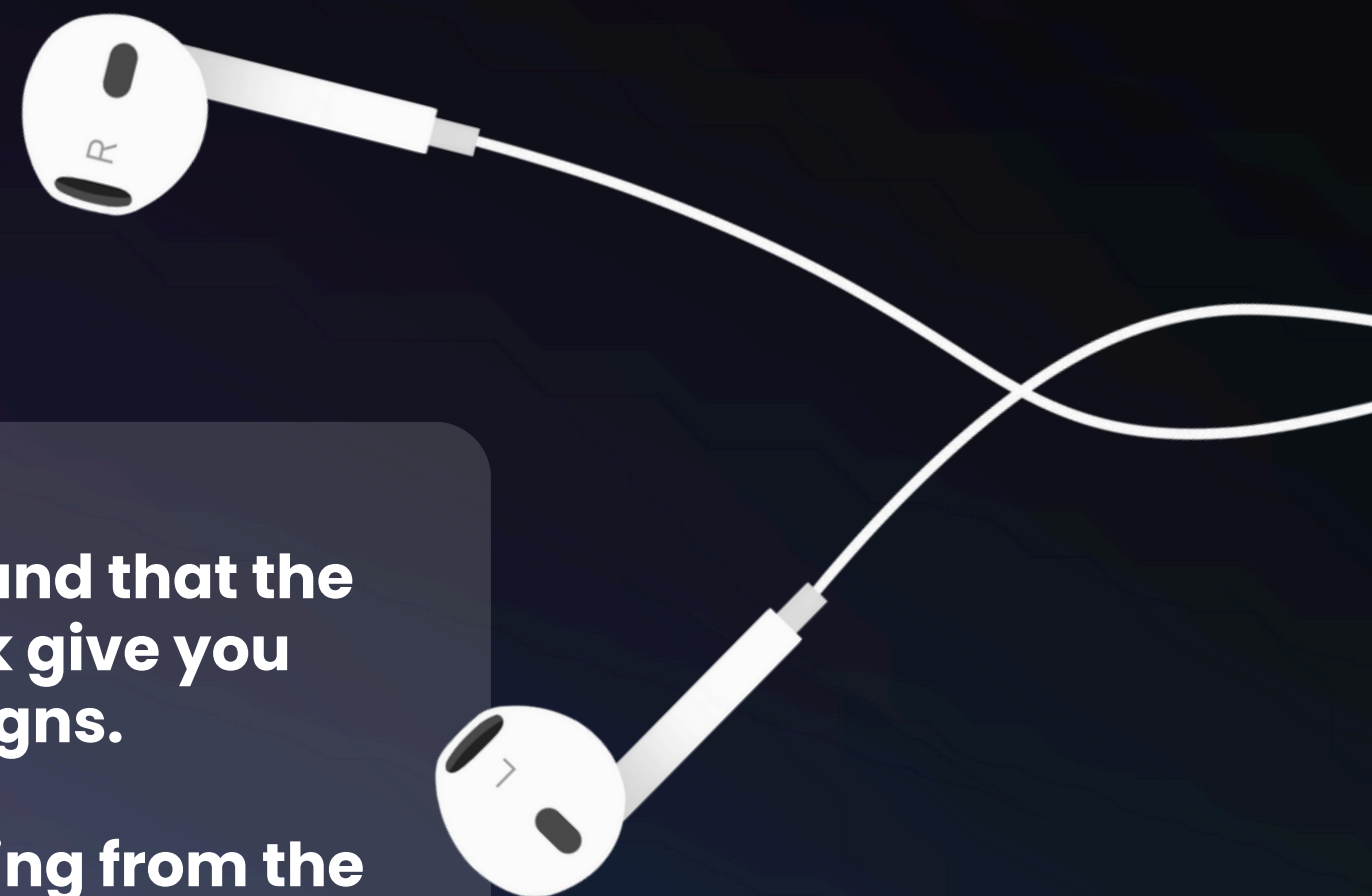
Forecasting in Google Ads might not sound thrilling, but it's one of the most powerful tools a marketer can master. Too many PPC managers either skip it or rely blindly on Google's limited tools, missing the chance to align spend with real business outcomes.

In this episode, Ed Leake - founder of God Tier Ads and veteran of £500M in managed ad spend - shares why forecasting matters more than ever, and explains how to do it right with the help of his [free forecasting tool](#).



We hope you've found these insights useful, and that the strategies shared throughout this playbook give you fresh ideas to test in your own campaigns.

Paid media is always changing – but by learning from the top minds in the business, you'll stay a step ahead of the competition and make smarter use of your budget. Think of this playbook as a living resource – something you can return to whenever you need quick, actionable inspiration for your next campaign.



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About Lunio

Lunio helps marketers eliminate wasted ad spend by detecting and blocking invalid traffic in real time. With ad costs continuing to rise, our mission is to make sure every dollar you spend reaches genuine users who are more likely to convert. By filtering out fake clicks and bots across networks like Google, Bing, and Meta, Lunio ensures your campaigns are optimized for higher-quality traffic and stronger performance.

Our machine learning-powered detection engine provides transparent, click-level insights so you can refine campaigns, exclude low-value sources, and improve bidding strategies. This not only boosts ROAS but also improves lead quality - helping businesses scale sustainably by focusing spend on the audiences that matter most.

To ensure you don't miss a future episode of the Paid Media Lab Podcast, head over to the [Lunio YouTube channel](#) and hit subscribe to get cutting-edge insights delivered straight to your feed.

