

Google Performance Max vs Standard Shopping: Which Campaign Type Should You Use?: 25 Point Self-Audit

25 point operator self-audit • modonix.com

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How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Readiness Check

- 1 ☐ Have you run a full Standard Shopping cycle before testing PMax?
- 2 ☐ Can you state your target ROAS and AOV before launching PMax?
- 3 ☐ Have you budgeted for a data-accrual period before judging PMax results?
- 4 ☐ Do you know how PMax splits spend across Search, Display, YouTube, Gmail?
- 5 ☐ Have you confirmed advertisers in your niche report PMax success?

Budget Behavior

- 6 ☐ Is your daily budget actually spending, not sitting mostly unused?
- 7 ☐ Did you check your spend-to-budget ratio before raising ROAS targets?
- 8 ☐ Have you raised budgets in small steps instead of 10x to 20x jumps?
- 9 ☐ Do you know why Google throttles spend despite beaten ROAS targets?
- 10 ☐ Have you calculated minimum visitor volume needed for valid data?

Conversion Signals

- 11 ☐ Is your primary conversion goal Purchases, not Add to Cart?
- 12 ☐ Have you compared add-to-cart volume against purchase volume monthly?
- 13 ☐ Have you audited whether PMax optimizes toward your actual goal?
- 14 ☐ Do you track the gap between cart adds and completed Shopify orders?
- 15 ☐ Have you flagged conversion goal mismatches before they skew 30 days?

Control And Visibility

- 16 ☐ Can you see which search terms triggered your PMax impressions?
- 17 ☐ Do you have manual bid control at the product-group level today?
- 18 ☐ Have you identified which PMax channel converts versus wastes spend?
- 19 ☐ Can you redirect budget to a converting channel if PMax underperforms?
- 20 ☐ Have you compared search-term data visibility across both campaign types?

Fit And Migration

- 21 ☐ Have you tested whether your vertical fits PMax's automation model?
- 22 ☐ If you sell urgent local services, have you avoided PMax there?
- 23 ☐ Have you run Standard Shopping in parallel before fully switching?
- 24 ☐ Are you moving to PMax on proven results, not platform default pressure?
- 25 ☐ Have you documented a rollback plan to Standard Shopping if needed?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com