

EaseUS

Boosts conversions by 22%
with rich product listings and
clear audience insights

The results

Compared to their existing Search campaigns,
Performance Max drove

22% Increase in conversions

6% More revenue

17% Reduction in CPA

10_{point} Improvement in ROAS

Strategies for success

Strengthen your feed quality

High-quality product structures and clear landing pages help Performance Max match intent with greater accuracy.

Add broad audience signals

Impression-based audiences and remarketing lists help the system learn faster and reach users more likely to convert.

Use well-defined search themes

These guide the algorithm during early learning cycles and support relevance.

Combine assets and product data

The more complete the inputs, the easier it is for Performance Max to find incremental conversions and expand reach.

“Performance Max helped us discover new converting audiences while maintaining strong returns. Referring to the best practices in the retail vertical showed that optimized product feeds and strong audience signals accelerate learning, expand reach, and boost revenue. These best practices—accurate data inputs, meaningful conversion tracking, diverse creative assets, and continuous testing—apply equally well to software and non-retail products, driving leads, subscriptions, and growth.”

Owen Wu

Paid Search Team Leader
Ease US