Performance Max vs Standard Shopping

A comparison within nine ecommerce accounts

Data period: October 1, 2025 to September 30, 2026. Chart and calculation check: November 16, 2026.



Finding: Performance Max had higher published ROAS in four accounts, Standard Shopping in four, and one pair was equal at the published two-decimal precision. Each account counts once; this is not a spend-weighted comparison.

Selection and limits: Select the ecommerce accounts in the published dataset with a nonblank ROAS for both campaign categories. Nine qualify. The source reports platform-attributed ROAS, not incrementality or profit. The cohort is small, observational and drawn from one agency. Attribution and brand traffic may differ; unrounded ROAS is unavailable. These results do not establish a universal campaign winner.

Citation: Sharma, I. (2026). Google Ads Performance Benchmarks by Campaign Type: Evidence from 22 Agency-Managed Accounts, October 2025 to September 2026. Hustle Marketers. DOI: 10.5281/zenodo.23719473.

Read the methods and data: hustlemarketers.com/research/google-ads-benchmarks/

The original dataset is published under CC BY 4.0. Credit Hustle Marketers, retain the sample and dates, and link to the original study. This chart is a new presentation of the unchanged published values; repository publication is not an independent audit.