

PARTNER RESOURCE

Common Causes of Overspending in Google Ads

(And How to Fix Them)

EDITION

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CHANNEL

Google Paid Search

A NOTE BEFORE YOU START

Introduction

Even experienced advertisers can fall into traps that lead to wasted budget and missed opportunities. Below are some of the most common causes of overspending in Google Ads, and how to get ahead of them.

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P.S.

If you're ready to take things to the next level, don't hesitate to reach out. We'd love to help you supercharge your campaigns!

1.

CAUSE 1 · CAMPAIGN STRUCTURE

Budget Spread Too Thin Across Too Many Campaigns

When your budget is divided across too many campaigns or ad groups, none of them get enough data to optimize effectively. This leads to slower learning, unstable performance, and difficulty identifying what's actually working.

Focus on quality of data over quantity of campaigns.

THE BETTER APPROACH

A better approach is to consolidate campaigns when possible, especially early on. This allows Google's algorithms and your own analysis to pick up on clear signals and trends.

Consolidating at the beginning doesn't mean that your campaigns will always have to be consolidated. If a campaign generates enough volume, it can always be segmented later once there's sufficient data to justify that further segmentation will enhance performance.

2.

CAUSE 2 • KEYWORDS

Overinvestment in Keywords That Are “Relevant” But Don’t Convert

It’s easy to justify spending on keywords that seem highly relevant to your product or brand. But if they don’t convert profitably, they’re just burning cash. Always balance relevance with performance.

WHAT TO DO ABOUT IT

Use search terms reports to trim non-converting queries, and consider applying stricter match types or adding negative keywords to focus your spend.

Not all relevant traffic is valuable traffic.

3.

CAUSE 3 · MATCH TYPES

Unbalanced Broad Match Strategy

Broad match can be powerful, but it's not a set-it-and-forget-it option. Google has promoted broad match heavily in recent years. When it works, especially when paired with smart bidding, it can drive volume at scale. But if left unchecked, it can also balloon spend on irrelevant or low-intent queries. These days, it performs best when used alongside exact and phrase match in the same ad groups, as Google's algorithm leverages signals across match types to improve performance. The key is to test it intentionally. Start with high-performing exact and phrase match terms, layer in broad match versions, and monitor closely. Always review search term reports to ensure you're not paying for low-quality clicks.

ON THE ONE-CLICK SWITCH

While Google promotes a one-click experiment to convert all keywords in a campaign to broad match, we don't recommend this approach. A full switch can introduce unnecessary volatility. Instead, a more measured test – adding broad match versions of proven terms within existing structure – tends to produce more reliable insights and performance.

4.

CAUSE 4 • SHOPPING & PMAX

Neglecting Low-Visibility Products in Shopping Campaigns

Many advertisers rely too heavily on their best-selling products in Performance Max or Shopping campaigns. Google tends to prioritize top performers and may never give other products a chance to show.

WHAT IT COSTS YOU

The result is missing out on discovering products with higher margins, less competition, or lower CPCs.

Manually testing low-visibility SKUs or breaking them into their own campaigns or asset groups can help you uncover hidden winners and scale more profitably.

5.

CAUSE 5 • AUDIENCE OVERLAP

Uncontrolled Spend on Remarketing and Brand in PMAX and YouTube

Remarketing can be an efficient channel, but only when implemented correctly. Too often, advertisers unknowingly spend significant budget remarketing to frequent site visitors, brand searchers, or even recent converters.

WHERE IT HIDES

This is especially common in Performance Max where audience targeting lacks transparency, or in YouTube campaigns where audience overlap goes unnoticed. Without proper exclusions or overlap controls, you end up double-paying for customers you've already acquired.

Exclude converters and brand traffic where appropriate, and use audience signals carefully to avoid waste.

You don't just want to compete in your market. You want to dominate it.

If you're anything like our clients, you're already putting in the work to make your Meta and Google Ads campaigns perform. But let's be honest, are you really seeing the results you deserve? You want to:

- Generate more high-quality conversions.
- Maximize your ad spend with precision.
- Scale your results while reducing wasted budget.

HOW WE HELP

At Taikun, that's exactly what we help our clients achieve. Here's how:

Data-Driven Ad Strategies: We craft Google Ads and Facebook Ads campaigns designed to drive traffic that converts.

ROI-Focused Optimization: We fine-tune your campaigns to eliminate waste and deliver maximum performance.

High-Converting Landing Pages: We build and refine landing pages that turn clicks into customers, seamlessly aligned with your brand.

Tailored Solutions: Every strategy we create is laser-focused on your unique business goals.

READY WHEN YOU ARE

Ready to take your ads and landing pages to the next level? Let's make it happen.

Your ads and landing pages are more than just marketing tools, they're the growth engine of your business. So why settle for "good enough" when you could be dominating your market?

Book your free discovery call today

and let's turn your potential into unstoppable performance.

BOOK NOW →

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