

Service Scalers Warns Home Service Operators to Export Local Services Ads History Before Google's Migration Erases It

Google began moving Local Services Ads into Google Ads this month. Budgets, settings, and leads transfer automatically.

CHARLESTON, SC, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- [Service Scalers](#), a [Google Partner agency](#) working exclusively with home service businesses, is urging plumbing, HVAC, electrical, and roofing operators to back up their Local Services Ads reporting immediately, ahead of a Google platform migration that began this month and does not carry historical data with it.

Google is retiring the standalone Local Services Ads dashboard and moving campaigns into the main Google Ads platform as a specialized Performance Max campaign type built for pay-per-lead goals. The company confirmed the change through its Ads Help Center and publicly through Ads Product Liaison Ginny Marvin.

The first phase began in August 2026 for select home and storefront service advertisers in the United States, specifically including plumbing, HVAC, electrical, appliance repair, house cleaning, lawn care, roofing, pest control, and moving. Late 2026 expands the migration to service-area businesses without physical storefronts and accounts with custom bidding or booking configurations. Non-U.S. accounts and remaining categories follow in 2027.

Most of the panic is misplaced. One part is not.

Service Scalers says the majority of what operators are worried about is not actually changing.

Despite the Performance Max name, these campaigns will continue to serve exclusively on Google Search and Google Maps, in the same ad positions as before. They will not spill into YouTube, Gmail, or the Display Network. The pay-per-lead model is unchanged, so advertisers still pay for valid leads such as calls and messages rather than clicks. Targeting remains keywordless and continues to draw on the Google Business Profile. Locations, service types, budget, and ad schedule transfer automatically.

What does not transfer is the reporting. Google has stated plainly that previous performance reports will not carry over to Google Ads, and has advised advertisers to back up historical data

before migrating. Lead records move. The performance history behind them does not.

"For an operator who has been running Local Services Ads for four or five years, that history is the only record of what a lead actually costs in their market, season by season," said Sam Preston, CEO at Service Scalars. "You cannot rebuild it after the fact. It is not archived somewhere. When the dashboard turns off, it is gone. Exporting it takes an afternoon, and almost nobody is doing it."

What the 14-day window is for

Google notifies the account administrator by email 14 days before migration, follows with a reminder at seven days, and displays a banner in the Local Services Ads dashboard.

Service Scalars recommends operators use that window to export all available performance reporting, confirm the administrator email on the profile is one somebody actually monitors, and prepare for several mechanical changes. Weekly budgets convert to daily budgets, with a monthly cap calculated at roughly the daily figure multiplied by 30.4, which changes how spend paces. Manual cost-per-lead bidding ends. Target CPA consolidates to a single campaign-level figure, which matters for contractors who have been running different targets for different trades, and who may now need separate campaigns to preserve that. Google has also indicated performance can take up to two weeks to stabilize after migration.

One operational detail is easy to miss: new pay-per-lead campaigns cannot yet be created inside Google Ads. Advertisers who need to launch during the transition still go through the existing Local Services route until in-platform creation arrives.

"The migration itself is largely automated and most accounts will come through it fine," said Sam. "The businesses that get hurt are the ones who found out from a banner they ignored, lost five years of benchmarks, and then tried to diagnose a bad month with nothing to compare it to."

Service Scalars has published guidance for operators at servicescalars.com and offers a free Local Services Ads audit.

About Service Scalars

Service Scalars is a digital marketing agency working exclusively with home service businesses, including plumbing, HVAC, electrical, roofing, landscaping, pest control, garage door, painting, cleaning, tree service, insulation, and restoration companies. The agency manages Google Business Profile, Local Services Ads, Google PPC, SEO, AI search optimization, Meta Ads, and website design and hosting, and has served more than 200 home service businesses. Service Scalars is a Google Partner and holds a 4.9-star rating on Google.

Lisa Appleby
Service Scalars
[email us here](#)

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