

# anicca

Experts in the science of search



## What's new in Shopping ads and "buy buttons"

**SAScon**  
SEARCH ANALYTICS SOCIAL MEDIA

By Ann Stanley

Managing Director of Anicca Digital



# Our brands



Digital & Search Marketing  
(Paid advertising, SEO,  
PPC,  
Analytics, ecommerce)

**Generating more leads,  
sales and profit**



Marketing training (and  
qualifications) for  
business professionals

**Educating your team**



Owned & Earned media  
(SEO, Content, PR, Social,  
Email, MAS)

**Building your brand**



Technical consultancy in  
web, Analytics,  
conversions and  
ecommerce





**Delivering technical  
Excellence**

Google





# Google Shopping Ads – “new” features

## Aggregated product ratings

Shop for hotpoint fridge freezer on Google






			
Hotpoint First Edition Fridge £219.00 AO.com	Hotpoint Extra Frost Free ... £376.00 AO.com	Hotpoint FFU4DX Fridge £549.00 Currys <b>★★★★★ (89)</b>	Hotpoint Quadrio ... £543.93 Marks Electric... <b>★★★★★ (1k+)</b>

## Google Certified Shop

			
Canon EOS 70D EF-S ... \$1,239.20 Canon	13-Piece Set: Canon EOS ... \$478.00 <b>✓ Nomorera..</b>	Canon - Eos Rebel T3i Dslr \$549.99 Best Buy	Canon - Eos Rebel T5 Dslr \$499.99 Best Buy





## Local inventory listings

Shop for samsung tv on Google

				
Samsung UE46F5300 ... £479.00 Argos	Samsung Led Tv ... £219.00 AO.com	Samsung UE48H6670 ... £649.00 Currys <b>📍 In store</b>	Samsung 24H4003 24 ... £139.00 Argos	Samsung UE60H6200 ... £1,049.00 Currys <b>📍 In store</b>

## Merchant Promotions

Shop for smeg refrigerator on Google

			
Smeg Refrigerator ... £649.00 AO.com	Smeg Right Hand Hinge ... £971.00 AO.com	Smeg FAB28QV1 ... £978.93 The Gas Sup... <b>👉 Special offer</b>	Smeg Left Hand Hinge ... £972.00 AO.com

**Special offer**

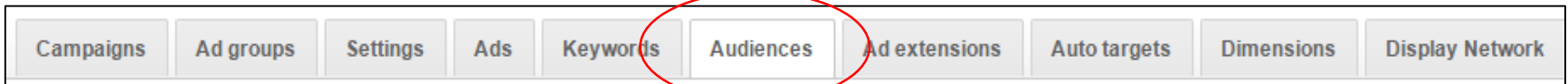
The Gas Superstore

5% Off Selected Smeg  
Expires in 24 days · Enter code at checkout

SPRING5    Shop

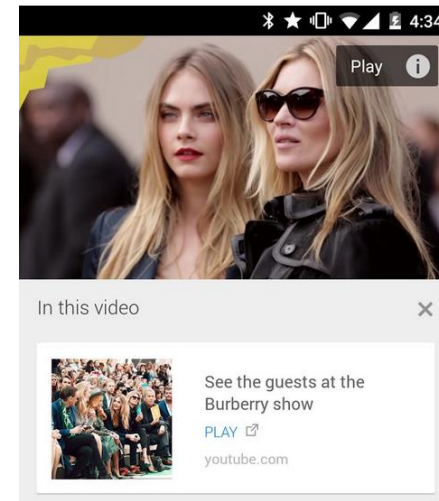
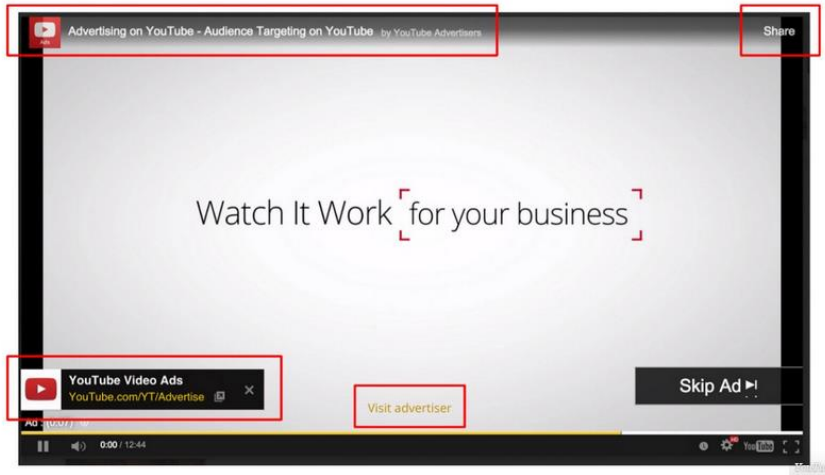
# Remarketing with Shopping Ads @AnnStanley

- Need Remarketing tag (or Google Dynamic Remarketing tag)
- Currently in beta, you need to enrol with your Google rep, once enrolled you will see a new “Audience tab”

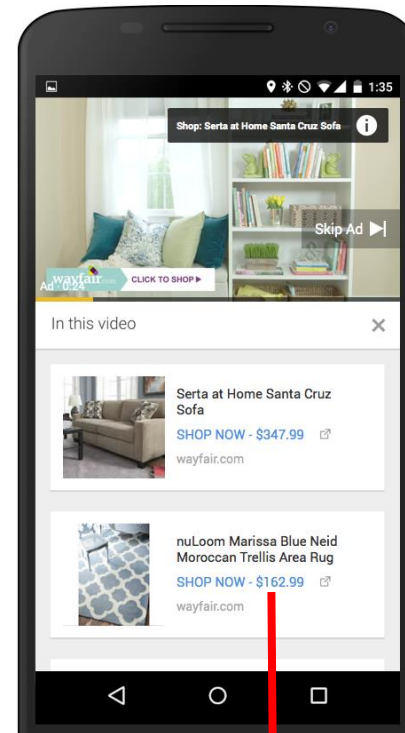
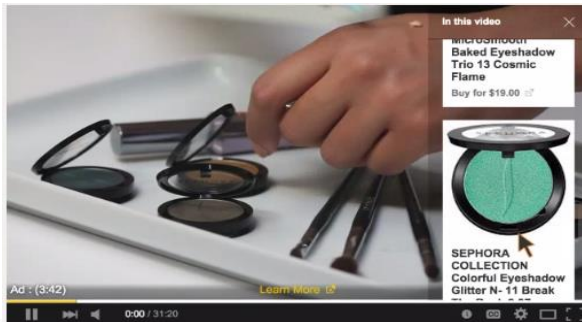
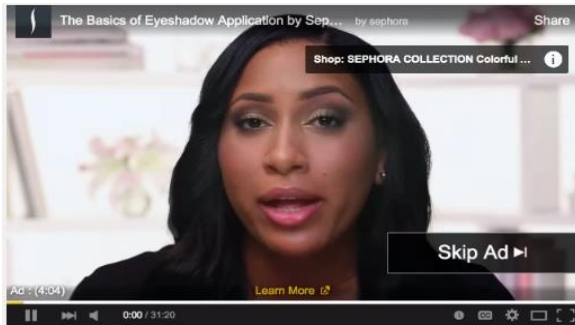


- Google will create default audiences for you:
  - All visitors
  - Product views
  - Cart Abandoners
  - Past buyers
- Set bid adjustments for Shopping campaigns for users who have been to the website before (like RLSA)

# YouTube TrueView ads – cards with calls for action



# Shoppable TrueView ads



Click from TrueView video ad to the merchant website

# Google Buy Button and marketplace

- Rumours started mid-May following an article by the [Wall Street Journal](#) and a webinar titled [Virtual Shopping Summit](#) (by CPC Strategy).
- These both predicted that Google will shortly launch a **Buy Button** in order to provide a **marketplace service** to compete with Amazon and eBay
- [CPC Strategy](#) thought that the scheme may be only available to Merchants that are in the **Certified Shopping Scheme** (as this provides some level of quality control)
- They also suspected that **PayPal** may be offered as a payment gateway – which is now possible due to eBay and PayPal being split into separate trading companies



# Current “understanding”

- The Buy Button will only be shown for certain advertisers next to **Shopping Ads on mobile devices (possibly Android only)**
- Buyers that click on Buy button you will be taken to the **Google Product Page** where they can choose product variants and pay with Google Wallet and possibly PayPal
- Buyers **do not go to Merchant site** but the buyer may be able to opt in for emails etc.
- Google will **not take a commission** but just the click cost
- Google may **store buyers’ credit card** details to improve conversion rates for future sales
- The merchant will still have to **provide fulfilment** but may receive limited details about the customer

Bing

# Bing Shopping ads

- Still in beta in the UK
- Create Merchant Center Store
- Need a product feed (Product catalog) – you have to provide a url where there will be an xml or csv file
- Upload Product catalog into Merchant Center Store
- Within Bing ads account - create Product ads campaign
- You need to use the same log in, so this automatically links with your Merchant Center Store
- The process of creating ad groups and product groups is identical to Google Shopping
- Data displayed may be limited as this point – e.g. benchmark CTR may not be provided
- Bing tracking uses normally PPC conversion tracking code (this can include dynamic value) – same as AdWords

# Amazon

# Sponsored Products and Product ads

## Sponsored Products

Related Searches: iphone 5s, iphone 6 case, iphone 6 plus.

**Apple iPhone 6 4.7" UNLOCKED Silver / Gold / Space Grey 16 / 64 / 128GB SIM FREE (16GB, Gold)**  
by iPhone 6

**£499.00**  
Only 1 left in stock - order soon.

More buying choices  
**£400.00** new (39 offers)  
**£425.00** used (9 offers)

★★★★☆ 76  
Electronics & Photo: See all 3,249,713 items

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**Apple 16GB iPhone 6 SIM-Free Smartphone - Space Grey** 25 Sep 2014  
by Apple


**£499.00** ~~£569.00~~  
Only 2 left in stock - order soon.

More buying choices  
**£495.00** new (25 offers)  
**£399.48** used (20 offers)

★★★★☆ 58  
Product Description  
Apple MG472B/A - iPhone 6 Sim Free 16GB - Space Grey  
Electronics & Photo: See all 3,249,713 items

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**Apple iPhone 6 4.7" UNLOCKED Silver / Gold / Space Grey 16 / 64 / 128GB SIM FREE (16GB, Silver)**  
by Apple

**£496.00**   
Only 3 left in stock - order soon.

More buying choices  
**£469.99** new (26 offers)  
**£380.00** used (13 offers)


★★★★☆ 76  
Product Features  
... increased battery life, iPhone 6 lets you do more, for longer ...  
Electronics & Photo: See all 3,249,713 items


Sponsored




Froolu © iPhone 6 Tough Case Flor...  
**£29.99**

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Premium Leather Wallet Case for A...  
**£21.95**   
★★★★☆ (91)



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D-6 - White - Eeyore - iPhone 6 Har...

## Search Partner ads (AdWords)

**Customers Viewing This Page May Be Interested in These Sponsored Links** [\(What's this?\)](#)

- [Wholesale USB Drive](#)  - Your Logo Imprint on a USB Drive Fast Turnaround, 110% Lowest Price [www.usbmemorydirect.com/CustomUSB](http://www.usbmemorydirect.com/CustomUSB)
- [Thumb drives](#)  - Lower Prices. More Styles. Faster Shipping. Get a Custom Quote Today! [www.memorysuppliers.com/](http://www.memorysuppliers.com/)
- [Custom USB Official Site](#)  - 100% Unique Designs & Low Prices!. Rush Production, Instant Free Quote [www.customusb.com/Free-Quote](http://www.customusb.com/Free-Quote)

See a problem with these advertisements? [Let us know](#)

## Product Ads

**Product Ads from External Websites** [\(What's this?\)](#) Sponsored Content



FSU407 Belkin Networking Hub 4 Port  
★★★★☆ (1,741)  
**£20.99**  
No Shipping Info  




First Aid USB Flash Drive - 16 GB  
**£12.99**  
+ £4.99 Est. Shipping  




Pirate Novelty USB Flash Drive - 16 GB  
**£12.99**  
+ £4.99 Est. Shipping  




Valentine's "I Love You" USB Flash Drive - 16 GB  
**£12.99**  
+ £4.99 Est. Shipping  




Robot #4 Flask  
**£19.99**  
No Shipping Info  
 accepts 



Avengers Iron Man Standup  
★★★★☆ (4)  
**£19.99**  
+ £4.99 Est. Shipping  


# Where do the ads appear

## **Sponsored Product ads**

- Amazon search
- Right of search results on Amazon SERP
- Bottom of search results on Amazon SERP
- Ad Placement on detail pages
- Mobile and tablet ads

## **Product ads**

- Bottom of search results on Amazon SERP

# Setting up your ads



- Create an account – go to sellercentral to create campaigns (enter existing account for Sponsored products)
- You receive £50 credit (only £20 for sponsored products)
- Need a feed – use feed management software or use Google feed
- The data in the feed provides the url – i.e. on Amazon page or external
- Upload via sellercentral
- Amazon will do a test sale to make it live (they are based overseas, so this can be an issue if the website does not allow international sales)
- Minimum bids based on sector – you can set bids but a percentage higher than min e.g. +10%
- Add Amazon conversion tracking pixel on external thank you page – this can also bring in sales value

# Advantages of Sponsored Products

- Increase product “Discoverability”
- Get more Buy Box traffic
- Positively impact Buy Box factors
- Highlight new offers (e.g. iPhone 6 vs. 5)
- Give exposure to offers with low sessions
- Increase visibility for clearance items, and seasonal promotions
- Help promote new to Amazon ASIN with no pre-existing sales history



# Facebook

# Call for action on pages or ads

**TEXT AND LINKS**

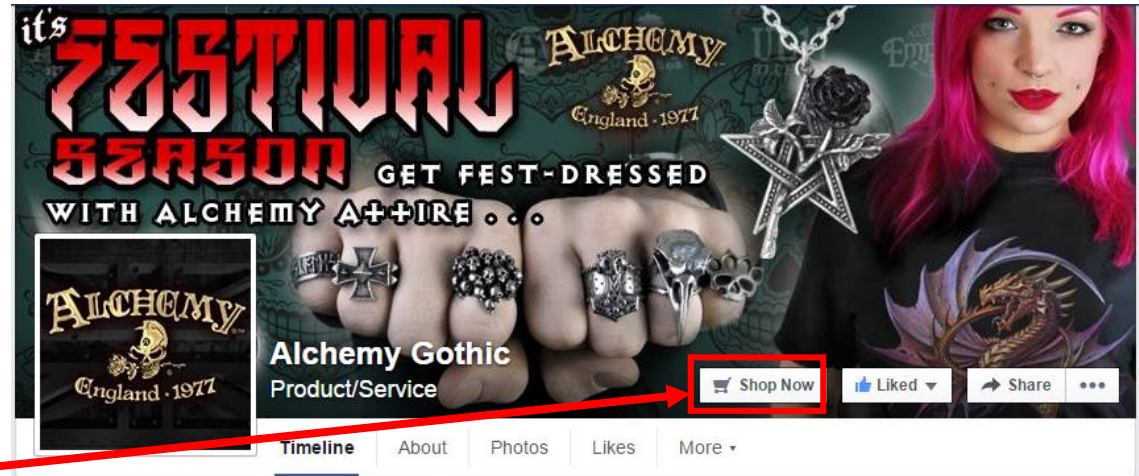
Connect Facebook Page  
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Jasper's Market

or Turn Off News Feed Ads

Call To Action  
Choose the action you want people to take when they see your ad.

- No Button
- No Button
- Shop Now**
- Book Now
- Learn More
- Sign Up
- Download

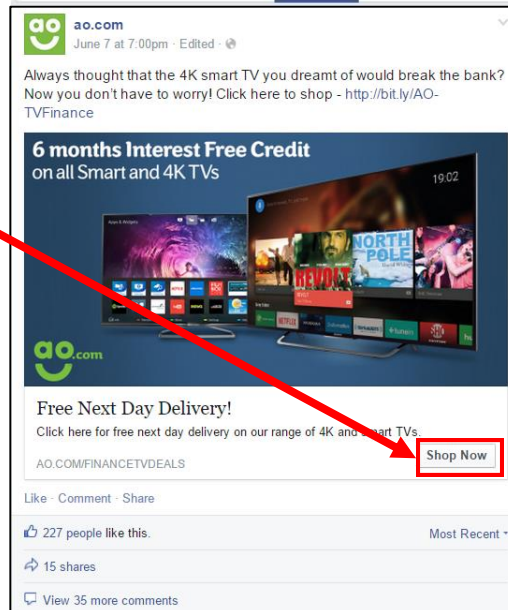


it's **FESTIVAL SEASON** GET FEST-DRESSED WITH **ALCHEMY A++IRE**

**Alchemy Gothic**  
Product/Service

**Shop Now** Liked Share

Timeline About Photos Likes More



go.com  
June 7 at 7:00pm · Edited ·

Always thought that the 4K smart TV you dream of would break the bank? Now you don't have to worry! Click here to shop - <http://bit.ly/AO-TVFinance>

**6 months Interest Free Credit**  
on all Smart and 4K TVs

Free Next Day Delivery!  
Click here for free next day delivery on our range of 4K and Smart TVs.

AO.COM/FINANCETVDEALS

**Shop Now**

Like · Comment · Share

227 people like this. Most Recent ·

15 shares



View 35 more comments

# Facebook Dynamic Product ads (Dynamic Retargeting)


- Your ads will only be shown to previous visitors to your main site – so this is a form of dynamic retargeting
- Create a Business Manager (you can create this from scratch and/or you can link it to a Business page)
- Create the feed (Product Catalog) in the correct format – best to use feed management software
- Upload the Product Catalog into the Business Manager
- Add Facebook tracking pixel to thank you page on your site - also has dynamic value of sale
- Also need to add remarketing pixels and tag your site (i.e. “Custom audience pixel”)
- Use Power Editor to create the ads
- Create separate campaigns – type is “Product Catalog sale”
- Similar to AdWords - you can create filters for the products within campaign
- Choose your audience behaviour –
  - Viewed product but did not buy
  - Added to cart but did not buy
  - Combination of above (either or)
  - Custom audience
- Choose your ad template
  - 1 single image
  - Multiple (recommended)
  - Scroll

# Traditional retargeting on Facebook

Suggested Post

 **Curvissa**  
Sponsored ·  Like Page

New Customers get 30% Off and Free P&P with a Personal Account Order!  
Representative 34.9% APR variable



**V-Neck Evening Dress with Brooch & Scarf. £110!**  
Stylish, v-neck evening dress with a wrap effect front, side ruffle detail and removable brooch. Also comes with a free plain black scarf for cooler evenings. V-neck Wrap effect Removable brooch...

[HTTP://WWW.CURVISSA.CO.UK/](http://www.curvissa.co.uk/)



Like · Comment · Share

SPONSORED  Create Ad









**Sleeveless Lace Detail...**  
curvissa.co.uk  
£85 This wonderfully long, stylish evening dress in black and royal blue is a 'must hav...



# Dynamic product Ad formats

 **Jasper's Market**  
Sponsored · 



Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.

		
<b>Set of five white ceramic bowls</b> \$20	<b>White ceramic mortar and pestle</b> \$25	<b>Set of two utensils</b> \$15




Like · Comment · Share ·  4  1  1

 **Jasper's Market**  
Sponsored · 

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.

	
<b>Set of five white ceramic bowls</b> \$20	<b>White ceramic mortar and pestle</b> \$25

4 Likes · 1 Comment

 Like  Comment  Share

# Twitter

Reply and add #amazoncart  
to add to your basket

#AmazonCart

Add it now. Buy it later.



[amazon.com/AmazonCart](https://amazon.com/AmazonCart)

# Twitter buy buttons



**Betabrand**  
@Betabrand

Because every black sheep could use a little love.



**The Black Sheep Sweater**  
bit.ly

[Shop now](#)

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RETWEETS **26**   FAVORITES **69**



5:12 PM - 22 Sep 2014

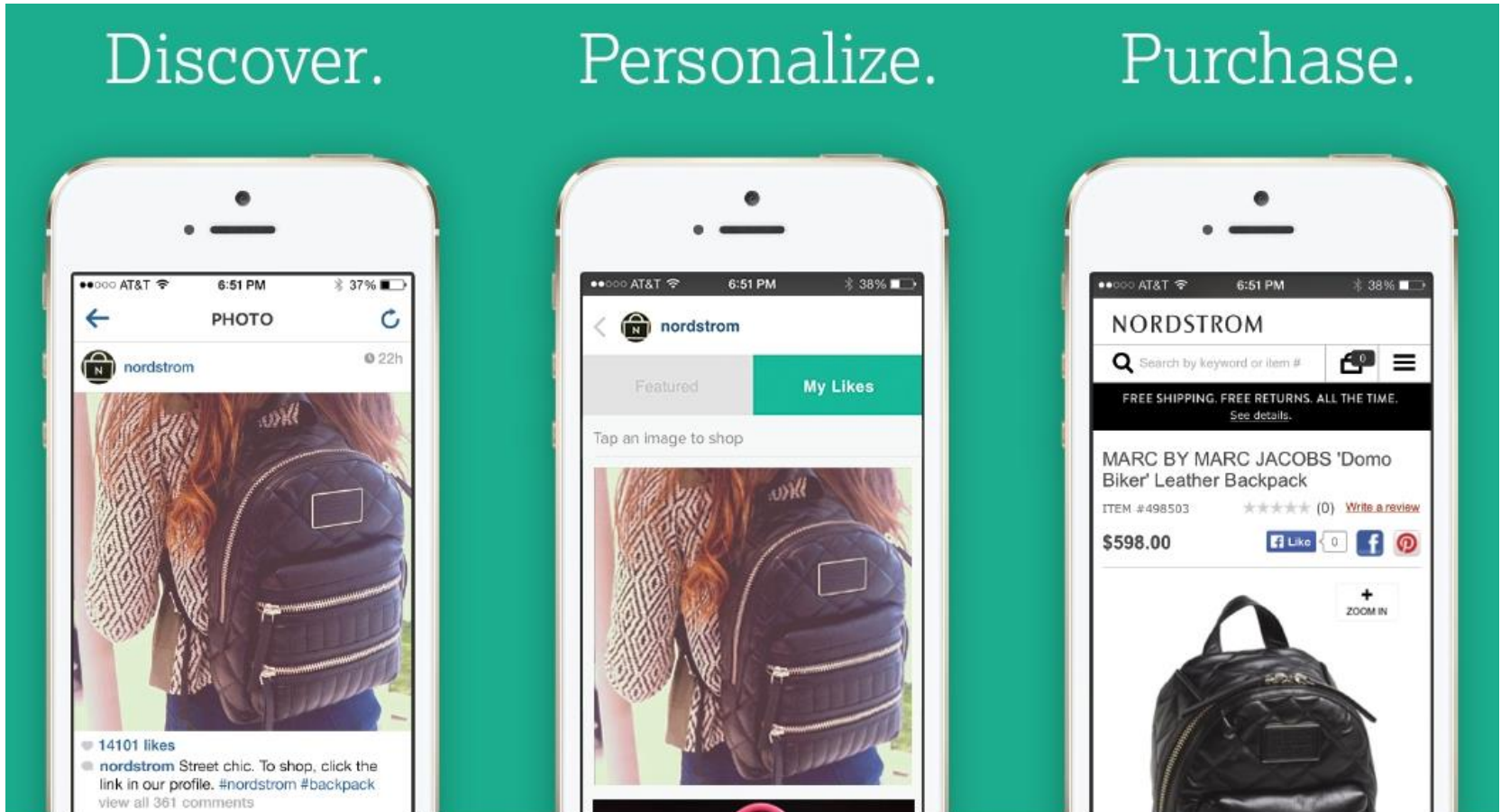


# Instagram like2buy button

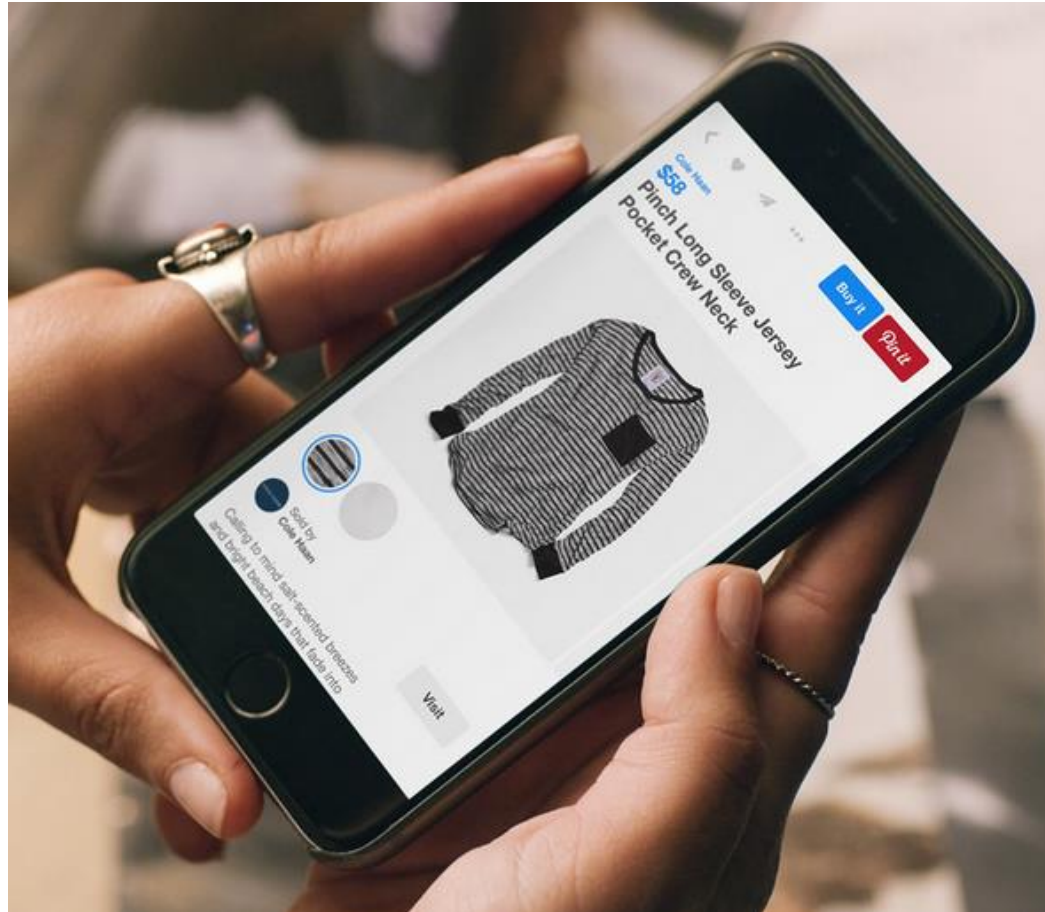
Discover.

Personalize.

Purchase.



# Pinterest Buy It button



# Summary

- The Shopping and buy button landscape is even more complex
- Some drive traffic back to your site, others allow you to promote or buy products already advertised on the platform
- Examples of some of these ads were difficult to find (Amazon Product ads and Twitter buy button)
- Most require a product feed
- Most have conversion tracking pixels – so use Tag manager
- We recommend using Feed Management software

# Why you should use Feed Management software?

- **Support multiple platforms** - allowing easy expansion into new channels - Google/Bing, Shopping comparison engines (CSE), Affiliate feeds, Marketplaces (eBay, Amazon etc.), Social ads
- **Easy to set-up** – you create one “feed-in” (usually your Google Shopping feed) and the software creates multiple “feeds-out” (bespoke for each specific platform)
- Some offer creation of **dynamic AdWords text ad** with parameters e.g. price inserted from feed for a specific SKU
- **Bid management** – including rules based
- **Reporting** by product, category, brand etc.
- Manual adjustment of **feed content** tailored for specific platforms i.e. allows you to modify content outside of website
- Large choice of software suppliers - some with **low entry costs**

# Software suppliers

Feed-Out	Feed-Out and Orders-In	Other software types
<ul style="list-style-type: none"><li>• <a href="#">FeedOptimise</a></li><li>• <a href="#">OneFeed</a></li><li>• <a href="#">SingleFeed</a></li><li>• <a href="#">Feed Manager</a></li><li>• <a href="#">GoDataFeed</a></li><li>• <a href="#">SummitFEED</a></li><li>• <a href="#">FusePump</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">ChannelAdvisor</a></li><li>• <a href="#">Intelligent Reach</a></li><li>• <a href="#">Sellbrite</a></li><li>• <a href="#">Linnworks</a></li><li>• <a href="#">SellerExpress</a></li></ul>	<ul style="list-style-type: none"><li>• Competitive intelligence e.g. <a href="#">SEMrush</a>, <a href="#">Adthema</a>, <a href="#">Adgooroo</a></li><li>• Bid management e.g. <a href="#">Marin</a>, <a href="#">Kenshoo</a>, <a href="#">Acquisio</a></li></ul>

## Price of feed management software:

- Software packages from £50 - £2k+ per month
- Many charge for each additional channel
- Some charge a percentage of sales

# Thank you

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[anicca.co.uk](http://anicca.co.uk)