

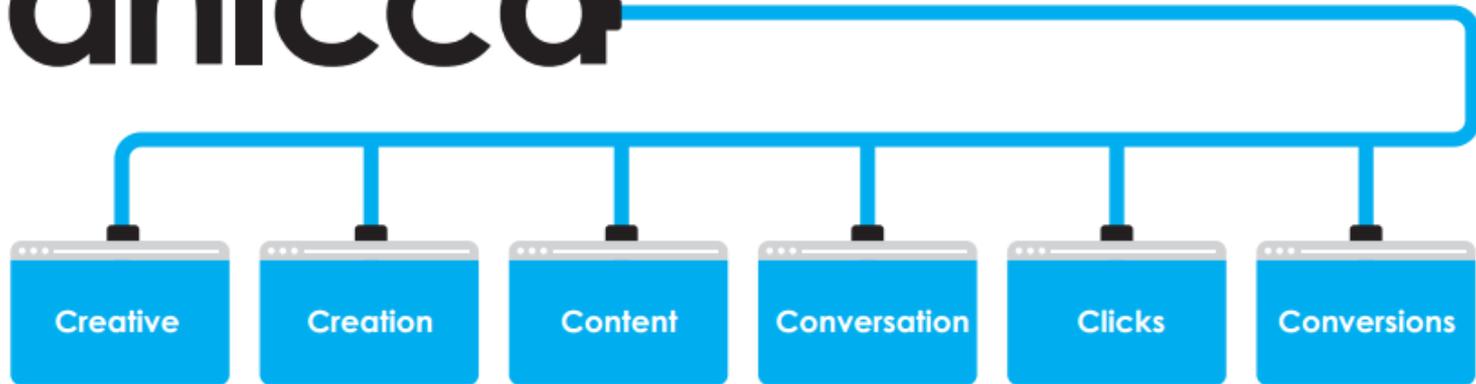
Getting the most from Google Shopping Ads



By Ann Stanley
Managing Director of Anicca Digital

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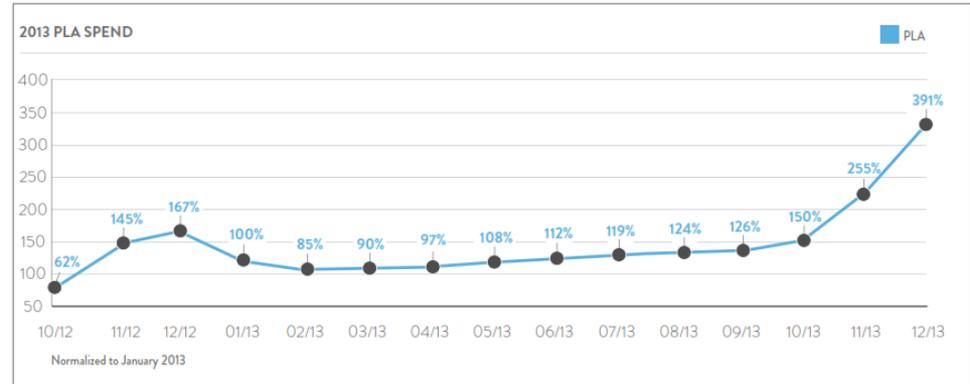
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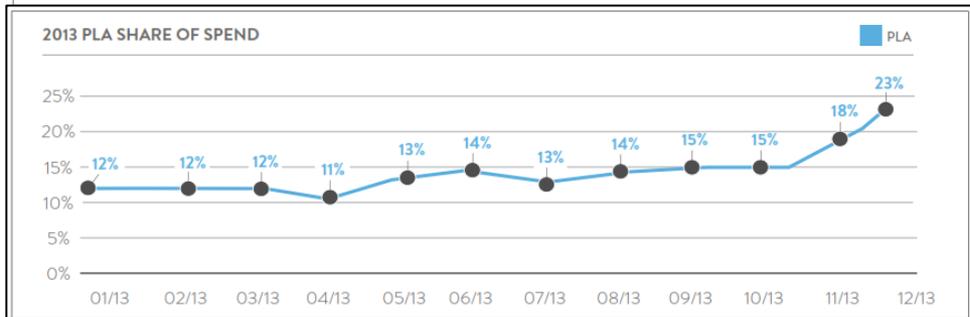
Growth in Product Listing Ads (PLA's)

- Data Courtesy of Marin Software

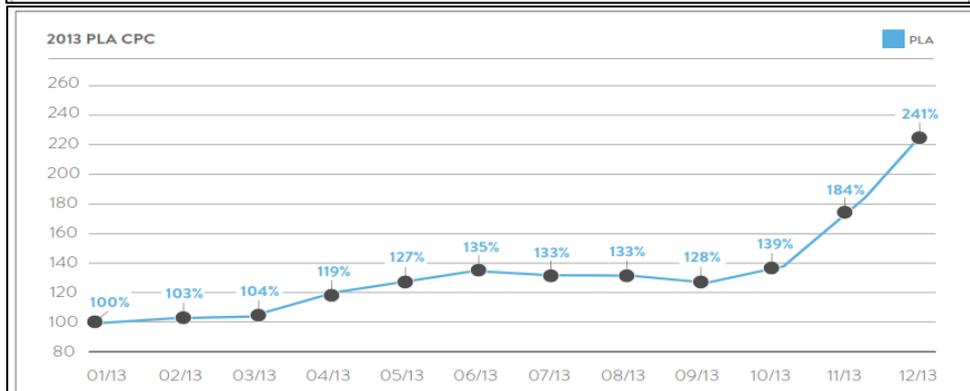
PLA Spend



PLA Share of Spend



PLA CPC



Shopping campaigns vs. Product Listing Ads (PLA)

- Still requires a linked Google Merchant Centre account and uploaded/live product feed
- Better targeting – using data directly from the feed
 - Ad groups replaced with Product Groups
 - Hierarchy of targeting, e.g. brand then Product type, then Item ID
 - Use 5 Custom Label fields for further targeting e.g. price or margin
 - Can filter within campaign settings e.g. on one brand (or other targeting)
- More data than PLA's – now see Impression share, benchmark CTR and benchmark CPC, “See search terms” (data is in Dimensions tab)
- More competition –
 - Demand for PLA's has already increased resulting in higher CPC's
 - New ads easier to set-up - so will more merchants will use them?

Planning your campaign

Targeting Options

Category (1st level)
Brand
Item ID
Condition
Product type (1st level)
Custom label 0
Custom label 1
Custom label 2
Custom label 3
Custom label 4

- Typically create campaigns for:
 - Categories (Standard Google categories)
 - Product types (from your feed)
 - Brands (from your feed)
 - Brand in combination with Product type

- Plan out your hierarchy in advance:

Category > Product Group > Brand > Item ID

Brand > Custom Label 0 (Margin) > Product Group > Item ID

Brand > Product type > Custom Label 1 (Price band) > Item ID

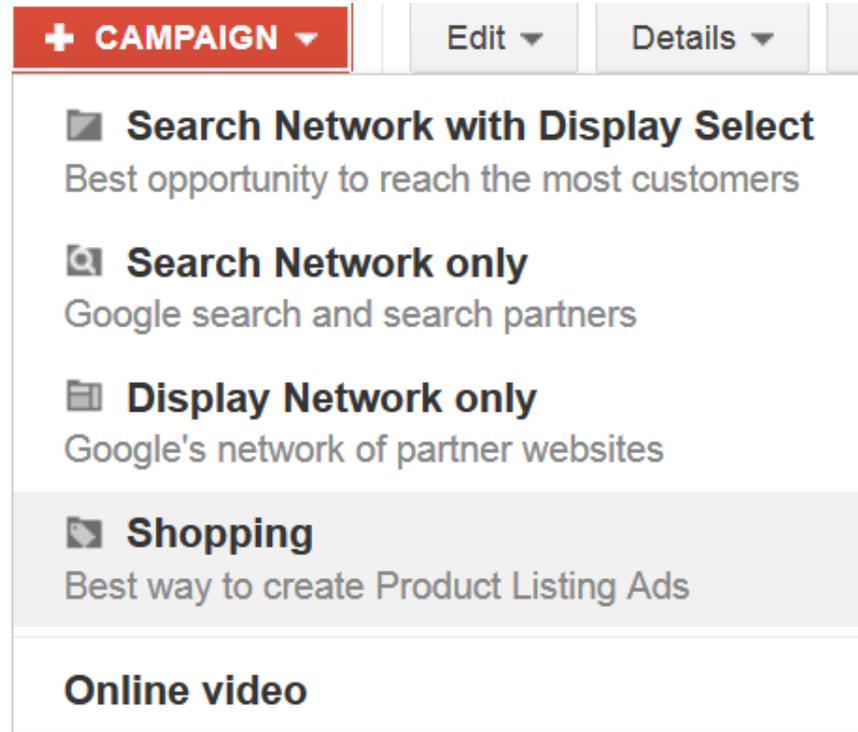
Example Product Group hierarchy

Brand (Campaign) > Product Type > Item ID

Product group	Max. CPC	Benchmark CTR	Benchmark Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate (1-per-click)	Cost / conv. (1-per-click)	Conv. (1-per-click)	Total conv. value	Conv. value / cost	Impression Share
▼ All products	--	3.18%	£0.49	1,139	35,311	3.23%	£0.35	£401.70	0.79%	£44.63	9	2,771.0	6.9	81.88%
▼ flavel	--	3.18%	£0.49	1,139	35,311	3.23%	£0.35	£401.70	0.79%	£44.63	9	2,771.0	6.9	81.88%
▶ inset	--	3.37%	£0.52	535	15,899	3.36%	£0.36	£189.94	0.00%	£0.00	0	0.0	0.0	87.51%
▶ flavel	--	3.24%	£0.48	307	9,586	3.20%	£0.36	£109.37	1.63%	£21.87	5	1,879.0	17.2	78.42%
▶ simline	--	4.17%	£0.52	226	6,290	3.59%	£0.34	£77.78	1.77%	£19.44	4	892.0	11.5	70.70%
▶ high efficiency	--	2.45%	£0.45	44	2,551	1.72%	£0.37	£16.31	0.00%	£0.00	0	0.0	0.0	78.19%
▼ hang on the wall	--	3.62%	£0.49	27	972	2.78%	£0.31	£8.30	0.00%	£0.00	0	0.0	0.0	62.36%
1424	UK£0.51	3.62%	£0.49	10	475	2.11%	£0.30	£3.05	0.00%	£0.00	0	0.0	0.0	62.36%
13000	UK£0.51	3.62%	£0.49	9	211	4.27%	£0.31	£2.76	0.00%	£0.00	0	0.0	0.0	62.36%
74	UK£0.51	3.62%	£0.49	6	231	2.60%	£0.28	£1.68	0.00%	£0.00	0	0.0	0.0	62.36%
65	UK£0.51	3.62%	£0.49	2	55	3.64%	£0.40	£0.81	0.00%	£0.00	0	0.0	0.0	62.36%
Everything else in 'hang on the wall'	Excluded	--	--	0	0	0.00%	£0.00	£0.00	0.00%	£0.00	0	0.0	0.0	--
▼ home & garden	--	--	--	0	13	0.00%	£0.00	£0.00	0.00%	£0.00	0	0.0	0.0	100.00%
100014649	UK£0.51	--	--	0	13	0.00%	£0.00	£0.00	0.00%	£0.00	0	0.0	0.0	100.00%

Creating a New Shopping Campaign

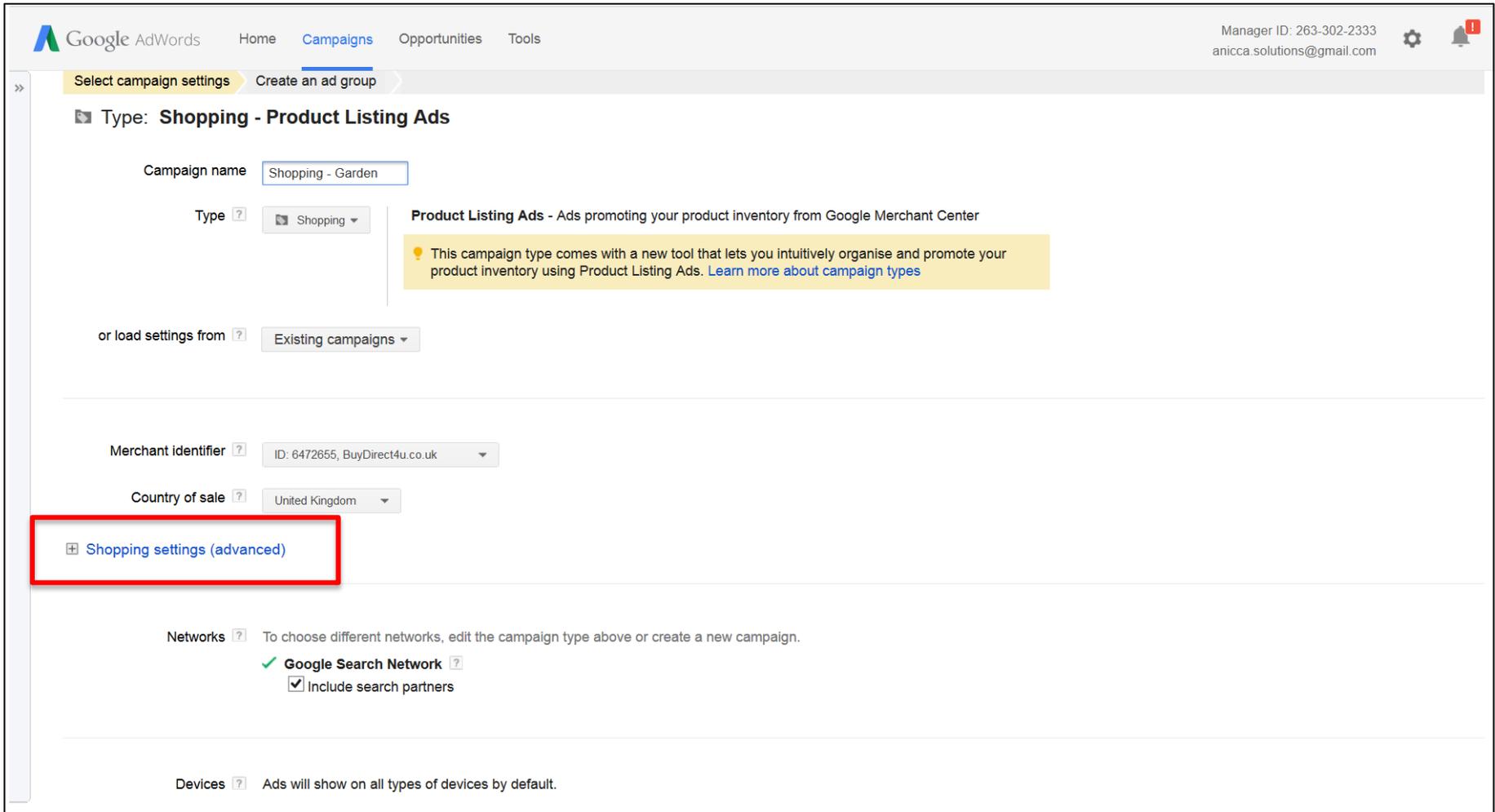
- If you are new to PLA's you will need a product feed, a Merchant Centre Account with your AdWords details added
- If you use PLA's already then your Merchant Centre Account should already be linked to your AdWords Account



The screenshot shows the Google AdWords campaign selection interface. At the top, there is a red button with a plus sign and the word "CAMPAIGN" followed by a dropdown arrow. To its right are two buttons: "Edit" and "Details", both with dropdown arrows. Below these buttons is a list of campaign types, each with a small icon to its left:

- Search Network with Display Select**: Best opportunity to reach the most customers
- Search Network only**: Google search and search partners
- Display Network only**: Google's network of partner websites
- Shopping**: Best way to create Product Listing Ads (This option is highlighted with a light gray background)
- Online video**

Campaign Settings



The screenshot shows the Google AdWords interface for setting up a Shopping campaign. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', and 'Tools'. The user's Manager ID is 263-302-2333 and their email is anicca.solutions@gmail.com. The main heading is 'Type: Shopping - Product Listing Ads'. The 'Campaign name' is 'Shopping - Garden'. The 'Type' is 'Shopping'. A yellow callout box explains that this campaign type includes a new tool for organizing product inventory. The 'Merchant identifier' is 'ID: 6472655, BuyDirect4u.co.uk' and the 'Country of sale' is 'United Kingdom'. A red box highlights the 'Shopping settings (advanced)' link. The 'Networks' section shows 'Google Search Network' selected with a green checkmark, and 'Include search partners' is checked. The 'Devices' section indicates ads will show on all types of devices by default.

Google AdWords Home Campaigns Opportunities Tools Manager ID: 263-302-2333 anicca.solutions@gmail.com

Select campaign settings Create an ad group

Type: **Shopping - Product Listing Ads**

Campaign name

Type **Product Listing Ads** - Ads promoting your product inventory from Google Merchant Center

! This campaign type comes with a new tool that lets you intuitively organise and promote your product inventory using Product Listing Ads. [Learn more about campaign types](#)

or load settings from

Merchant identifier

Country of sale

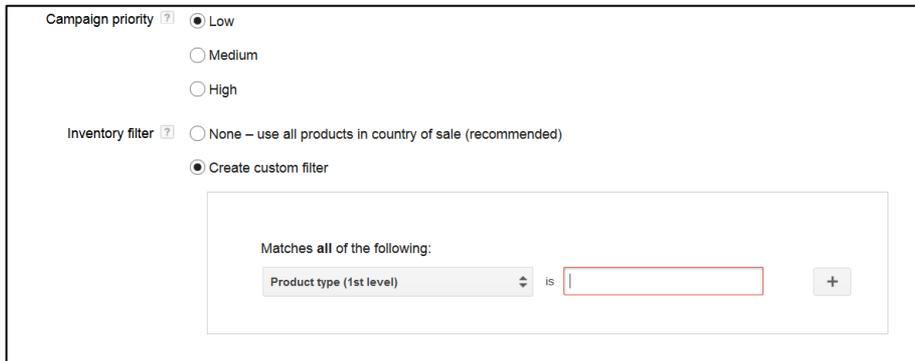
+ [Shopping settings \(advanced\)](#)

Networks **Google Search Network**

Devices

Advanced Shopping Settings

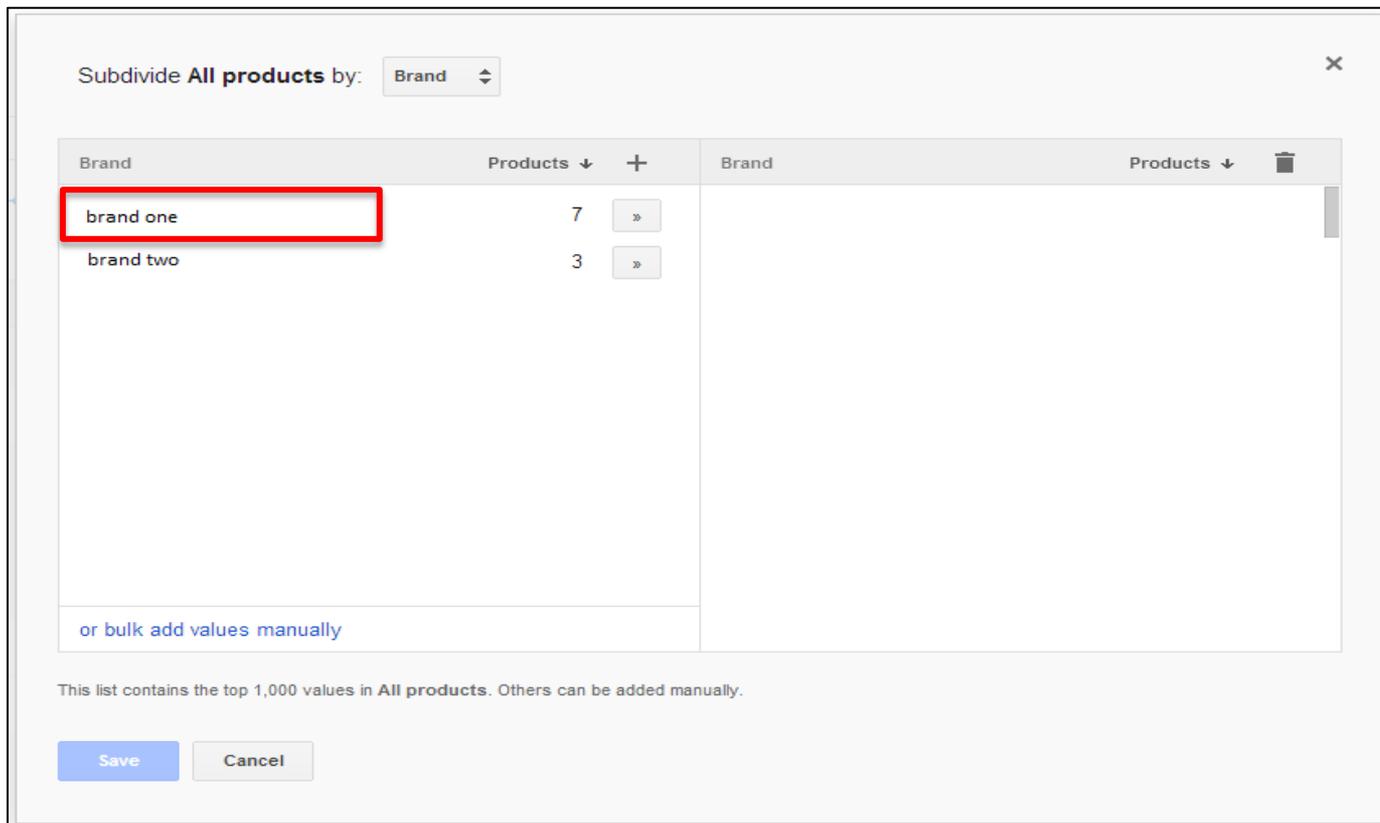
- Set your Priority level to High to prioritise the bid for your preferred campaign (e.g. if you are running PLA's in parallel, or have more than one campaign with the same item)
- Define your Campaign by selecting your campaign or top level filter
 - Create Filter within your Advanced Shopping settings when you set-up your campaign (disadvantage – you have to guess the name – see below)



The screenshot shows the 'Advanced Shopping Settings' interface. It features two main sections: 'Campaign priority' and 'Inventory filter'. Under 'Campaign priority', there are three radio button options: 'Low' (selected), 'Medium', and 'High'. Under 'Inventory filter', there are two radio button options: 'None – use all products in country of sale (recommended)' and 'Create custom filter' (selected). Below the 'Create custom filter' option, there is a text input area with the label 'Matches all of the following:'. Inside this area, there is a dropdown menu showing 'Product type (1st level)', followed by the text 'is', an empty text input field, and a '+' button.

- When you create your Product Groups – use this as your top level filter and exclude all other (advantage – choice of filter is shown – see subsequent slide)

Creating Product Hierarchy – Step 1



Step 2 – Campaign filter (brand one)

Product group ?

▼ **brand one**  

Subdivide **brand one** by: Product type ▾ ×

Product type	Products ↓	+	Product type	Products ↓	🗑️
apparel & accessories	160	»	No values added		
luggage & bags	23	»			
sporting goods	18	»			
health & beauty	1	»			

[or bulk add values manually](#)

Save Cancel

Step 3 – Create Product Groups

▼ **brand one**  

apparel & accessories  

Subdivide **apparel & accessories** by:  

Item ID ↑	+	Item ID ↑	
038006		No values added	
038010			
038017			
038020			
038022			
038023			
038024			
038027			
038059			

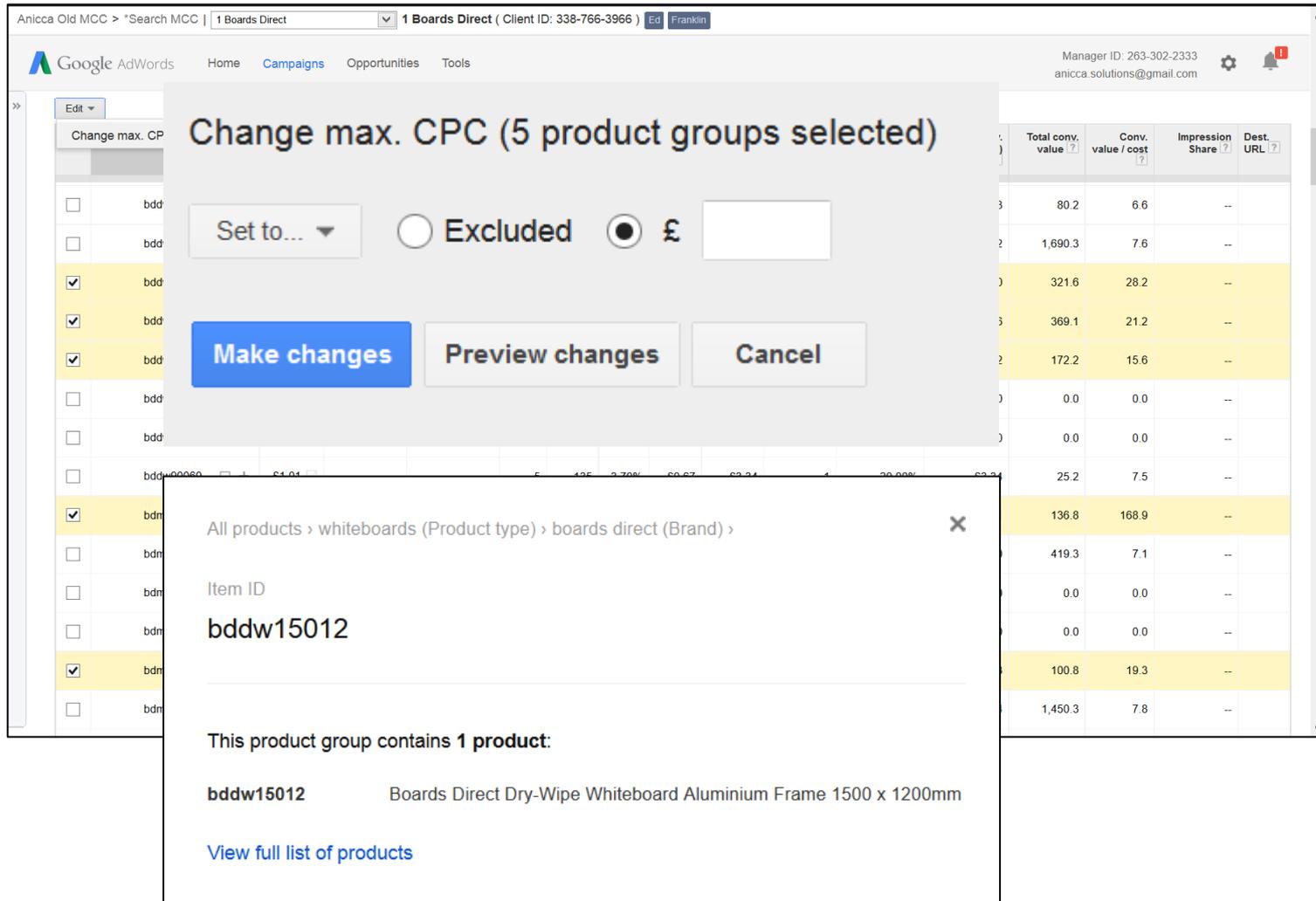
[or bulk add values manually](#)

Drill into the detail

<input type="checkbox"/>	Product group [?]	Max. CPC [?]	Benchmark CTR [?]	Benchmark Max. CPC [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Conv. (1-per-click) [?]	Conv. rate (1-per-click) [?]	Cost / conv. (1-per-click) [?]	Total conv. value [?]	Conv. value / cost [?]	Impression Share [?]	Dest. URL [?]
<input type="checkbox"/>	▼ All products	--	2.34%	£0.85	3,093	112,690	2.74%	£0.60	£1,843.26	131	4.24%	£14.07	11,678.6	6.3	65.49%	
<input type="checkbox"/>	▶ abstracta	--	--	--	0	0	0.00%	£0.00	£0.00	0	0.00%	£0.00	0.0	0.0	--	
<input type="checkbox"/>	▶ display/presentation	--	1.87%	£0.67	114	7,770	1.47%	£0.45	£51.09	2	1.75%	£25.54	195.3	3.8	51.81%	
<input type="checkbox"/>	▶ flipchart easels	--	2.47%	£0.72	47	2,771	1.70%	£0.70	£33.00	1	2.13%	£33.00	137.8	4.2	45.06%	
<input type="checkbox"/>	▶ glass boards	--	1.98%	£0.37	93	4,617	2.01%	£0.32	£29.72	0	0.00%	£0.00	0.0	0.0	79.28%	
<input type="checkbox"/>	▶ lockable boards	--	2.37%	£1.17	112	7,772	1.44%	£0.63	£70.32	3	2.68%	£23.44	327.4	4.7	37.65%	
<input type="checkbox"/>	▶ notice boards	--	2.27%	£0.75	981	39,933	2.46%	£0.57	£558.74	32	3.26%	£17.46	1,800.7	3.2	68.77%	
<input type="checkbox"/>	▶ office supplies	--	2.05%	£0.38	13	1,343	0.97%	£0.20	£2.62	0	0.00%	£0.00	0.0	0.0	51.86%	
<input type="checkbox"/>	▼ whiteboards	--	2.64%	£1.02	1,733	48,484	3.57%	£0.63	£1,097.77	93	5.37%	£11.80	9,217.4	8.4	75.94%	
<input type="checkbox"/>	bi-office	£0.96	2.50%	£1.01	290	12,850	2.26%	£0.56	£161.40	15	5.17%	£10.76	1,783.8	11.1	61.47%	
<input type="checkbox"/>	▼ boards direct	--	2.75%	£1.10	1,324	31,333	4.23%	£0.67	£880.76	77	5.82%	£11.44	7,371.5	8.4	87.72%	
<input type="checkbox"/>	1018	£1.01	--	--	0	0	0.00%	£0.00	£0.00	0	0.00%	£0.00	0.0	0.0	--	
<input type="checkbox"/>	1025	£1.01	--	--	0	0	0.00%	£0.00	£0.00	0	0.00%	£0.00	0.0	0.0	--	

Benchmark CTR and CPC
Impression Share data

Changing bids and View Products



The screenshot shows the Google AdWords interface for a campaign named '1 Boards Direct'. A dialog box titled 'Change max. CPC (5 product groups selected)' is open, allowing the user to set a maximum cost per click. The dialog includes a 'Set to...' dropdown, radio buttons for 'Excluded' and '£', and buttons for 'Make changes', 'Preview changes', and 'Cancel'. In the background, a table displays performance metrics for various product groups.

Total conv. value	Conv. value / cost	Impression Share	Dest. URL
80.2	6.6	--	
1,690.3	7.6	--	
321.6	28.2	--	
369.1	21.2	--	
172.2	15.6	--	
0.0	0.0	--	
0.0	0.0	--	
25.2	7.5	--	
136.8	168.9	--	
419.3	7.1	--	
0.0	0.0	--	
0.0	0.0	--	
100.8	19.3	--	
1,450.3	7.8	--	

A modal window titled 'All products > whiteboards (Product type) > boards direct (Brand) >' is also open, showing the item ID 'bddw15012'. It states: 'This product group contains 1 product:'. The product listed is 'bddw15012 Boards Direct Dry-Wipe Whiteboard Aluminium Frame 1500 x 1200mm'. A link 'View full list of products' is provided at the bottom.

Dimensions data – See search Terms

Anicca Old MCC > *Search MCC | 1 Boards Direct (Client ID: 338-766-3966) Ed Franklin

Google AdWords Home Campaigns Opportunities Tools Manager ID: 263-302-2333 anicca.solutions@gmail.com

Product groups Products Settings Ads Keywords **Dimensions**

- Conversions
- Reach and frequency
- Labels
- Time
- Shopping
- Destination URL
- Top movers
- Geographic
- User locations
- Distance
- Search Terms**
- Paid & organic
- Free clicks
- Call details

Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	View-through Conv.
Exact	None	266	9,233	2.88%	£0.68	£179.90	0.0	13	£13.84	4.89%	0
Exact	None	120	2,708	4.43%	£0.75	£90.21	0.0	8	£11.28	6.67%	0
Exact	None	102	6,029	1.69%	£0.63	£64.49	0.0	2	£32.24	1.96%	0
Exact	None	71	1,065	6.67%	£0.69	£48.72	0.0	5	£9.74	7.04%	0
Exact	None	62	1,601	3.87%	£0.70	£43.11	0.0	9	£4.79	14.52%	0
Exact	None	45	657	6.85%	£0.58	£26.30	0.0	2	£13.15	4.44%	0
Exact	None	42	885	4.75%	£0.73	£30.46	0.0	2	£15.23	4.76%	0
Exact	None	37	857	4.32%	£0.60	£22.32	0.0	1	£22.32	2.70%	0
Exact	None	36	544	6.62%	£0.49	£17.64	0.0	3	£5.88	8.33%	0
Exact	None	34	2,695	1.26%	£0.42	£14.28	0.0	1	£14.28	2.94%	0
Exact	None	26	874	2.97%	£0.70	£18.23	0.0	0	£0.00	0.00%	0
Exact	None	24	907	2.65%	£0.65	£15.55	0.0	0	£0.00	0.00%	0
Exact	None	22	234	9.40%	£0.46	£10.10	0.0	1	£10.10	4.55%	0
Exact	None	20	884	2.26%	£0.50	£10.08	0.0	0	£0.00	0.00%	0
Exact	None	20	402	4.98%	£0.56	£11.12	0.0	1	£11.12	5.00%	0
Exact	None	18	492	3.66%	£0.50	£8.98	0.0	2	£4.49	11.11%	0
Exact	None	18	174	10.34%	£0.58	£10.49	0.0	0	£0.00	0.00%	0
Exact	None	18	488	3.69%	£0.56	£10.05	0.0	1	£10.05	5.56%	0
Exact	None	17	690	2.46%	£0.71	£12.02	0.0	0	£0.00	0.00%	0

magnetic board

Category Reports - Best Sellers

Category (1st level)	Category (2nd level)	Category (3rd level)	Brand ?	Item ID ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?	Total conv. value ?	Conv. value / cost ?
Office Supplies	Presentation Supplies	Whiteboards	boards direct	bddw12090	2,690	57,398	4.69%	£0.65	£1,739.25	243	£7.16	9.03%	15,265.3	8.8
Electronics	Video	Video Accessories	boards direct	bdmd90060	912	24,887	3.66%	£0.69	£629.23	59	£10.66	6.47%	4,000.2	6.4
Electronics	Video	Video Accessories	boards direct	bdmd60045	984	29,461	3.34%	£0.67	£654.58	48	£13.64	4.88%	3,900.2	6.0
Office Supplies	Presentation Supplies	Whiteboards	boards direct	bddw18012	231	1,511	15.29%	£0.46	£106.69	38	£2.81	16.45%	3,426.6	32.1
Electronics	Video	Video Accessories	boards direct	bdmd12090	395	12,050	3.28%	£0.75	£294.78	34	£8.67	8.61%	2,629.2	8.9
Office Supplies	Presentation Supplies	Whiteboards	boards direct	bddw15012	113	1,521	7.43%	£0.49	£55.26	20	£2.76	17.70%	2,182.4	39.5
Office Supplies	Presentation Supplies	Whiteboards	boards direct	im140909	125	3,064	4.08%	£0.62	£77.18	10	£7.72	8.00%	1,685.0	21.8
Office Supplies	Presentation Supplies	Whiteboards	bi-office	tr01020108170	58	1,209	4.80%	£0.40	£23.46	10	£2.35	17.24%	1,253.5	53.4
Office Supplies	Presentation Supplies	Display Boards	bi-office	vt610109150	56	1,741	3.22%	£0.59	£32.85	3	£10.95	5.36%	1,247.6	38.0
Business & Industrial	Retail	Retail Display Cases	scritto	scpa4	149	2,619	5.69%	£0.35	£52.34	6	£8.72	4.03%	1,013.4	19.4
Office Supplies	Presentation Supplies	Display Boards	scritto	scs3xa4	51	1,895	2.69%	£0.55	£28.28	2	£14.14	3.92%	825.3	29.2
Electronics	Video	Video Accessories	boards direct	bdves3612	39	1,210	3.22%	£0.61	£23.84	4	£5.96	10.26%	808.0	33.9
Business & Industrial	Retail	Retail Display Cases	scritto	kra1g25c5010	1	25	4.00%	£0.46	£0.46	1	£0.46	100.00%	777.7	1,690.7
Office Supplies	Presentation Supplies	Easels	bi-office	ea4606045	8	314	2.55%	£0.57	£4.55	2	£2.28	25.00%	773.2	169.9
Office Supplies	Presentation Supplies	Display Boards	bi-office	sb072001239	339	8,398	4.04%	£0.53	£179.52	10	£17.95	2.95%	713.5	4.0
Office Supplies	Presentation Supplies	Display Boards	boards direct	bdcb60045	422	15,257	2.77%	£0.46	£193.23	14	£13.80	3.32%	704.4	3.6
Office Supplies	Presentation Supplies	Whiteboards	boards direct	bddw24012	138	1,869	7.38%	£0.50	£69.16	9	£7.68	6.52%	697.7	10.1
Business & Industrial	Retail	Retail Display Cases	scritto	kra1g25c3020	2	54	3.70%	£0.42	£0.84	1	£0.84	50.00%	675.7	804.5

Results of Shopping Ads and PLA's

		Clicks		CPC	Converted Clicks		Conversion rate		Revenue		ROAS		
Office supplies	Total	53,234	58.1%	£0.60		2176	56.4%	4.1%		£187,439	49.8%	5.8	
	Shopping	14,948	28.1%	£0.51	85.0%	704	32.4%	4.7%	115.2%	£57,123	30.5%	7.5	129.3%
	PLA	15,982	30.0%	£0.38	63.3%	523	24.0%	3.3%	80.0%	£36,253	19.3%	6.0	103.4%
Underwear	Total	9,082	65.6%	£0.23		226	70.4%	2.5%		£11,727	67.7%	5.6	
	Shopping	3,985	43.9%	£0.21	91.3%	106	46.9%	2.7%	106.8%	£5,184	44.2%	6.2	110.7%
	PLA	1,974	21.7%	£0.21	91.3%	53	23.5%	2.7%	107.6%	£2,761	23.5%	6.8	121.4%
Auto Battery	Total	17,950	6.1%	£0.13		309	7.4%	1.7%		£19,005	7.3%	7.9	
	Shopping	108	0.6%	£0.12	92.3%	3	1.0%	2.8%	161.6%	£111	0.6%	8.9	112.7%
	PLA	983	5.5%	£0.18	138.5%	20	6.5%	2.0%	118.0%	£1,281	6.7%	7.3	92.4%
Fashion	Total	35,011	16.9%	£0.15		532	29.1%	1.5%		£17,481	31.5%	3.4	
	Shopping	5,908	16.9%	£0.12	80.0%	155	29.1%	2.6%	172.4%	£5,509	31.5%	8.0	235.3%

Findings:

- Shopping and PLA's generate >50% of traffic, conversions and revenue in two of these examples
- CPC normally lower than account average
- Conversion rate and ROAS normally higher

Typical problems

- Feed disapproval – ads will stop if there is anything wrong with your feed
 - Errors in data
 - Prices wrong (how many times do your prices change a day?)
 - Images wrong
 - Manually updated feeds can be problematic
- Bids too low – bid high to start and then reduce, after a few days you will see benchmark data
- Low CTR – poor image quality or irrelevant result (usually feed quality issues)
- Low impressions – bids too low, low CTR or poor feed quality
- Shown for irrelevant phrases – need to keep adding negatives (check daily for the first month, then weekly) and improve feed
- Previous issues have now been fixed:
 - Multiple bid changes
 - Graphs
 - Downloadable report
 - No API data
 - Limited availability – now available in 23 countries

Top Tips

- PLA's will automatically convert to Shopping Ads in August
- Set-up Shopping Ads now and run in parallel – switch off PLA's once Shopping ads are optimised
- Design your hierarchy in advance – the more granular the better
- Improve relevancy by:
 - Using Custom Labels
 - Adding lots of negatives
 - Improving Feed quality
- Use benchmark data for optimisation:
 - Pause Product Groups with low CTR's (use “Excluded” next to bid change)
 - Check CPC – change bids at Product Group level
 - Check Impression share
- Use “Segment” to determine performance on devices and networks – you may want to use bid modifier for mobiles and/or pause Search Network

What's new in Shopping

- Upgrade centre/help
- Bid simulator
- API – so reporting and bid management tools should now be upgraded
- Local shopping results for store owners (currently in beta and free in the UK!)
- Promotional attributes in feed – for offers (beta test)

Upgrade centre

Google AdWords [Home](#) [Campaigns](#) [Opportunities](#) [Tools](#)

Type: **Shopping - Product Listing Ads**

About ad groups

An ad group contains one or more product groups. You can set specific bids for each of the product groups you create and change them at any time.

Ad group creation Start with one bid for all products
 Base ad groups on one of your regular Product Listing Ads campaigns [?](#)

Base ad groups on My regular PLA campaign ▾

My regular PLA campaign	Ad groups 3	Product targets 8	Negative keywords 14	Product Listing Ads 220
My Shopping campaign	Ad groups 3	Product groups 8	Negative keywords 14	Product Listing Ads 220

Shopping ads – local stores with stock



Samsung UE40F6320 40 inch 3D LED Smart TV 1080p HD Freeview HD
£379.99 from 5+ shops 📍 In stock nearby
 ★★★★★ 71 product reviews
 Samsung · LED Backlit · 40 inch · Smart TV · High Definition · 1080p · 3D Ready · 1920 x 1080 · Freeview Enabled · 4 HDMI port · 8.8 kg
 Other size options: [46 inch](#) (£600)

Samsung UE40F6320 40 inch 3D LED Smart TV 1080p HD Freeview HD
 £380 online, £480 nearby ★★★★★ 71 reviews

Online shops delivery to Leicester, UK
 Free shipping Refurbished / used

Sellers *	Seller Rating	Details	Base Price	Total Price	
eBay + Show all 2	No rating		£379.99 +£10.00 shipping	£389.99	Shop
eBay - richersounds_outlet	No rating	Free shipping, Refurbished	£479.95	£479.95	Shop
Argos	★★★★★ (141)		£479.99 +£3.95 shipping	£483.94	Shop
Play.com - allDiscountUK	No rating	Free shipping	£560.88	£560.88	Shop
Play.com - BurnerBurn	★★★★★ (47)	Free shipping	£625.75	£625.75	Shop

1 - 5 of 5 < >

Nearby shops



Argos
 Fosse Park South, Unit 2, Everard Way, Enderby, Leicester
 0845 165 7758

£479.99
 In stock

Set-up

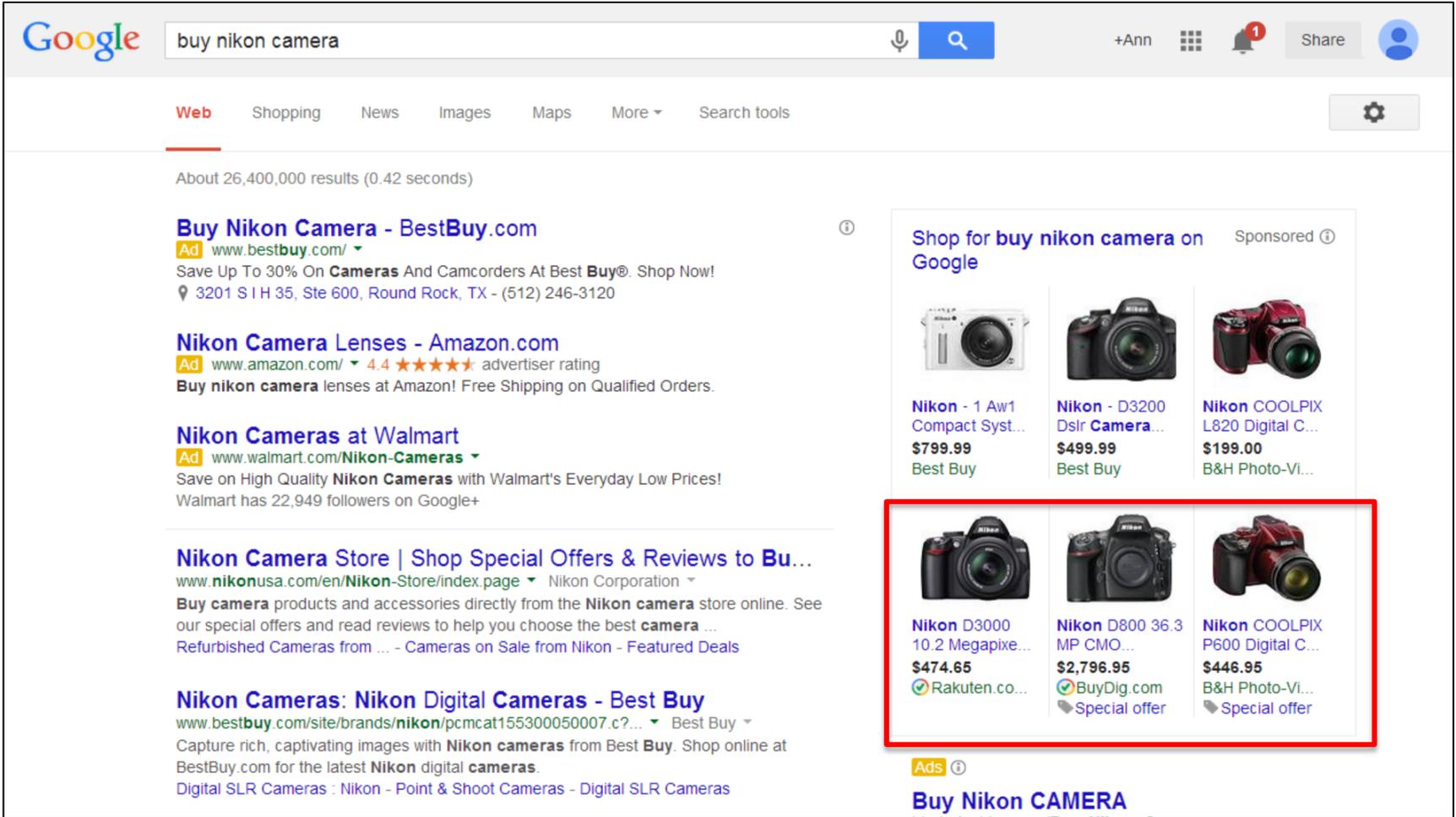
Shopping channels ? Show products from your online site, local stores, or both.

Online

Local

"Local": Check this box if you want your campaign to show products sold in local stores. Local products are sold in physical stores and submitted to Google Merchant Center using the Local Products feed. Google may verify accuracy of in-store inventory before showing local products.

Ads offers and trust signals



The screenshot shows a Google search for "buy nikon camera". The search results include organic listings from BestBuy.com, Amazon.com, and Walmart, as well as a sponsored carousel of Nikon cameras. The carousel is highlighted with a red border. Below the carousel, there is an "Ads" section with a "Buy Nikon CAMERA" link.

Google buy nikon camera

Web Shopping News Images Maps More Search tools

About 26,400,000 results (0.42 seconds)

Buy Nikon Camera - BestBuy.com
Ad www.bestbuy.com/
Save Up To 30% On **Cameras** And Camcorders At Best **Buy**®. Shop Now!
3201 S IH 35, Ste 600, Round Rock, TX - (512) 246-3120

Nikon Camera Lenses - Amazon.com
Ad www.amazon.com/ 4.4 ★★★★★ advertiser rating
Buy **nikon camera** lenses at Amazon! Free Shipping on Qualified Orders.

Nikon Cameras at Walmart
Ad www.walmart.com/Nikon-Cameras
Save on High Quality **Nikon Cameras** with Walmart's Everyday Low Prices!
Walmart has 22,949 followers on Google+

Nikon Camera Store | Shop Special Offers & Reviews to Bu...
www.nikonusa.com/en/Nikon-Store/index.page Nikon Corporation
Buy **camera** products and accessories directly from the **Nikon camera** store online. See our special offers and read reviews to help you choose the best **camera** ...
Refurbished Cameras from ... - Cameras on Sale from Nikon - Featured Deals

Nikon Cameras: Nikon Digital Cameras - Best Buy
www.bestbuy.com/site/brands/nikon/pcmcat155300050007.c? Best Buy
Capture rich, captivating images with **Nikon cameras** from Best **Buy**. Shop online at BestBuy.com for the latest **Nikon digital cameras**.
Digital SLR Cameras : Nikon - Point & Shoot Cameras - Digital SLR Cameras

Shop for buy nikon camera on Google Sponsored

 Nikon - 1 Aw1 Compact Syst... \$799.99 Best Buy	 Nikon - D3200 Dsir Camera ... \$499.99 Best Buy	 Nikon COOLPIX L820 Digital C... \$199.00 B&H Photo-Vi...
 Nikon D3000 10.2 Megapixe... \$474.65 Rakuten.co...	 Nikon D800 36.3 MP CMO... \$2,796.95 BuyDig.com Special offer	 Nikon COOLPIX P600 Digital C... \$446.95 B&H Photo-Vi... Special offer

Ads Buy Nikon CAMERA

Thank you

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